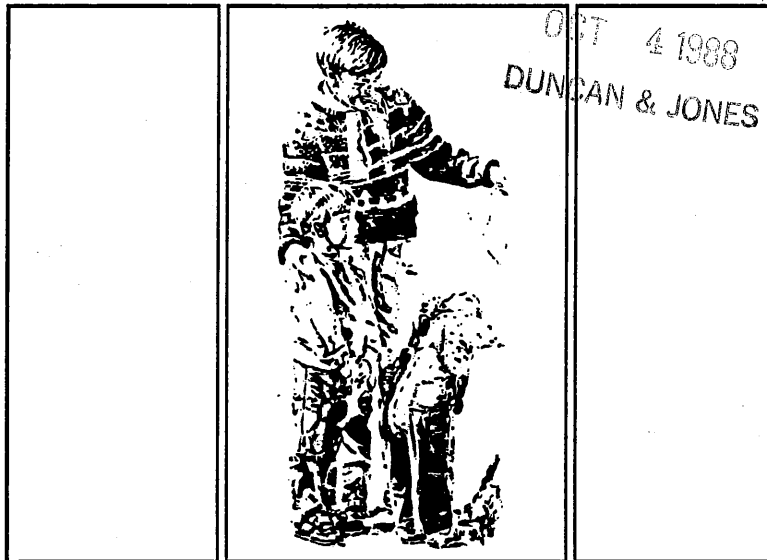


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NORTHERN NEWS

What the nation saves by skimping on child care today may seriously harm many individuals and later cost the society much more in health care, remedial education, job training, criminal justice and welfare. States and counties are grappling with the problem of increasing drug abuse, child abuse, homelessness, high school drop out rates, teen pregnancies and teen suicide. The relationship between the quality of care given early in life and ability to be successful, productive adults is more obvious than ever. A recent report by the Committee for Economic Development as well as previous studies have shown that money spent on quality child care for disadvantaged pre-schoolers is cost-effective; it saves at least four times as much in special education, public assistance and criminal justice later in life. Yet in spite of these findings, the federal government has in the last eight years, cut several of the programs that supported child care, eliminating sub-



CHILD CARE AND COMMUNITY PLANNING

...Making the Pieces Fit

By Kathryn Studwell

dized care for at least 150,000 children. Increasing the supply of affordable, accessible quality child care is imperative to the sustainability of a strong, healthy and competitive economy and a stable, democratic society.

The 1970's and 1980's have seen unprecedented numbers of women entering the work force. In 1950, less than 30% of women with children under 18 were in the labor force; by 1986, 62% were, the greatest increase being for mothers of pre-schoolers. The labor force participation rate of women between the ages of 20 and 44 is expected to increase from about 76% to well over 80%, increasing the percentage of all children needing care.

Nearly 60% of all children under 18 have working mothers. One in every 5 mothers in the work force is maintaining her own family and nearly half of all children will live in a one-parent household for some portion of their childhood. By the year 2000, there will be 80,000 more children under the age of 10 in the Bay Area; well over a fourth of these will be infants and pre-schoolers. Of these, roughly 7,000 more children under the age of 5 and over 21,000 between the

ages of 6 and 10 will be needing out-of-home care in either family day care homes, child care centers or after-school programs.

A survey of Bay Area Child Care Resource and Referral Agencies estimated that in 1985 forty percent of all children under the age of 10 needing child care outside the home could not be served by the programs existing at that time. This included children needing after-school care as well. The same survey indicated that three-fourths of all requests for child care were from parents needing to work. Fifty-one percent of the requests were for full-time care and just under half wanted care for their children under 2 years old.

The Northern Section, California Chapter of the American Planning Association is sponsoring the first in a series of child care focused

conferences on November 4, 1988 in San Francisco. **How to Put Child Care Into Community Planning: Making the Pieces Fit** brings together a program of national experts who have successfully integrated child care solutions into their own fields of expertise, including transportation, land use, housing and commercial and industrial development. The conference explores three major variables in developing child care services: Quality, Cost and Location. A moderated panel format with plenty of time for questions and answers will be used for this first ever "how-to" conference. It will be of interest to anyone involved in planning, including planners, local officials, developers, transportation planners and providers.

Since quality child care is not possible without some form of subsidy, public support is necessary and planners play an important role. In addition to such measures as impact fees, rent concessions on publicly-owned property, vouchers to needy families and subsidies directly to centers, child care could be incorporated into city planning much the same as transit, recreation, education and utilities. As part of the public infrastructure it could be made an important element of capital improvement plans and the annual

(Continued on Page 2)

Child Care and Community Planning

budget. And, defining child care as a community service and/or an accessory use to other uses would allow it to be located wherever people live or work.

Planners play a vital role in increasing the supply, accessibility, affordability and quality of child care. The supply can be increased in several ways. Some cities, such as Seattle, give developers incentives such as density bonuses for providing space in their projects for child care. They may also tie these bonuses to affordability requirements. Other cities, such as San Francisco and Concord require developers of commercial buildings to reserve space for child care or pay in-lieu fees that would ultimately go to financing a center. In addition, planners may use a combination of zoning tools such as development agreements, planned unit development ordinances, and performance standards to encourage or even mandate child care in new developments. Policies related to increasing the supply of child care

may be written into general plans, and zoning ordinances may be amended to eliminate unnecessary zoning requirements that may prevent centers from opening. **Abby Cohen**, managing attorney of the Child Care Law Center will speak about the role of planning and zoning in increasing the supply of child care and how cities across the country are incorporating child care into community planning. She recently advised the National Academy of Science on zoning and child care, has written numerous articles and is considered the foremost expert on the subject.

Impact fees are a popular way of providing community infrastructure, such as parks, schools and utilities. Recently, they have been used for housing and child care. Since there is some debate as to the equity of making the developers shoulder most of the burden, (which ultimately increases the price of housing) **Fred Etzel**, AICP has put together a panel of city planners, developers, child care providers and an employer to discuss the methods of financing child care. The discussion will focus on the debate over whether child care should be financed by the user, or by the community at large. Included on the panel is a developer who built a child care facility as part of Grupe Development Company Woodward Lake development outside of Fresno. **Sandy Huber**, Director of Grupe Childhood Resources will speak on how and why child care was incorporated into this residential development.

Any requirement for child care must be tied to a specified need. In estimating the need for child care as well as planning for its ultimate location, planners must keep in mind that parents should have choices in child care which include the availability of all types of child care programs in a variety of locations. Nationwide, past surveys have shown that parents prefer family day care close to their homes. In the Bay Area however, 70% of children in out-of-home care were in child care centers while the remainder were in family day care. And, parents in the Bay Area are increasingly taking their children to centers located

closer to their place of work. **Judith MacBrine**, a planner for the State of California has been completing needs assessments for the State's child care facilities as well as drawing conceptual designs for these centers and will share her techniques on conducting needs assessments for employers.

The need to transport children to and from child care has accounted for new travel patterns and demands. From a municipality's perspective, careful location of a child care facility can improve traffic flow. The most significant reason for the unwillingness of commuters to give up their cars is due to their need to respond to child care emergencies. Parents resist taking transit because it doesn't enable them to reach their children in a timely manner in case of an emergency. Locating centers along transit routes may enable more parents to use transit and make child care accessible to transit-dependent parents. Accessibility to child care is most important for mothers dependent on transit to get to work. A three-hour intra-city morning commute for a woman taking the bus with two kids, each attending different centers, is not uncommon.

Joy Doyle, a Railroad Consultant with Caltrans, will speak about a demonstration project in San Jose that is designed to test whether child care at transit stations will: increase ridership on public transportation; reduce congestion on local streets; reduce parental dependence on a personal automobile at work; and provide private corporations with an opportunity to offer assistance to their commuting employees who have child care needs. Joy has traveled extensively speaking about her research on the link between child care and transportation and will no doubt open many eyes on the topic.

Many cities have attempted to increase not only the supply but also the affordability of child care. For instance, cities can reduce the operating costs of centers by giving rent concessions on city-owned property, by supplementing the pay of child care workers, by rehabilitating old schools and by establishing sliding scale fee structures so that low-income families are subsidized.

The Federal Interagency Day Care Requirements, a set of quality standards formulated

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HOW TO PUT CHILD CARE INTO COMMUNITY PLANNING

Making the Pieces Fit

Friday, November 4, 1988

350 McAllister Street, Auditorium, State Office Building
San Francisco, California

The American Planning Association proudly presents the first in a series of child care focused conferences. Hosted by Caltrans, **How to Put Child Care into Community Planning** brings together a program of national experts. These individuals have successfully integrated child care solutions into their own fields of expertise . . . transportation, land use, housing, business development.

This one day, information-packed conference explores three major variables in developing child care services: Quality, Cost and Location. A moderated panel format with time for questions and answers will be used for this "how-to" conference.

How to Put Child Care into Community Planning is designed for those individuals involved in shaping their communities. If you are a:

- o Local Government Planner
- o Planning Consultant
- o Developer
- o Housing Specialist
- o Transportation Provider
- o Architect or Landscape Architect
- o Major Northern California Employer
- o Elected Official

then this conference is a must for you!

CONFERENCE AGENDA

- | | |
|---|--|
| 8:30 a.m. Registration | |
| 9:00 a.m. Welcome
Honorable Nancy G. Walker, President
San Francisco Board of Supervisors | |
| 9:20 a.m. What is Child Care - Slide Show | |
| 9:35 a.m. Keynote--The City and County Role
Honorable Sunne Wright McPeak, Supervisor
Contra Costa County | |
| 9:50 a.m. Morning Break | |
| 10:10 a.m. Panel I--Developing Quality Child Care
Moderator: Victor Rubin, Ph.D.
Principle Analyst
Berkeley Planning Associates
Panelists: <ul style="list-style-type: none">o Susan Goltsman, Principle
Moore, Iacofano, and Goltsmano Caro Pemberton, Associate Director
Child Care Employee Projecto Catherine Ertz-Berger, Executive Director
Contra Costa County Child Care Council | |
| 11:40 a.m. Lunch | |
| 1:00 p.m. Morning Recap
George Gray, Deputy Director
Planning and Programming
Caltrans, District 04 | |
| | 1:10 p.m. Panel II--Child Care: Who Pays?
Moderator: Fred Etzel, Attorney
Henn Etzel and Mellon
Panelists: <ul style="list-style-type: none">o Ronald J. Grudzinski, Director
Forward Planning, Kaufman-Boardo Sandra G. Huber, Director
Grupe Childhood Resourceso Jean G. Mesick, AICP, Contra Costa County
Community Development Departmento Michael M. Sullivan, Executive Director
Palo Alto Community Child Care (PACC) |
| | 2:40 p.m. Afternoon Brack |
| | 2:55 p.m. Panel III--Determinants of Location
Moderator: Marjorie Macris, Planning Director
City of Berkeley
Panelists: <ul style="list-style-type: none">o Joy M. Doyle, Railroad Consultant
Division of Mass Transportation, Caltranso Judith B. MacBrine, Associate Planner
California Department of General Serviceso Abby Cohen, Managing Attorney
Child Care Law Center |
| | 4:25 p.m. Wrap-Up |
| | 5:00 p.m. Reception |

REGISTRATION FORM
How to Put Child Care into Community Planning
Friday, November 4, 1988

Name: _____

Organization: _____

Address: _____

City, State, Zip Code: _____

Day Phone: (____) _____ Night Phone: (____) _____

Send your registration form and check to:

Child Care and Community Planning
c/o Henn Etzel and Mellon
Four Embarcadero Center, 36th Floor
San Francisco, CA 94111

Please make checks payable to: APANSCC.

Questions? Call Kathryn Studwell
(408) 299-2521

CONFERENCE FEE SCHEDULE

Early registration fees for **How to Put Child Care into Community Planning** are:

- | | | |
|-----------------------|--------------------------------|------|
| <input type="radio"/> | APA Members/Caltrans Employees | \$40 |
| <input type="radio"/> | Non-APA Members | \$50 |
| <input type="radio"/> | Child Care Providers/Students | \$10 |

Registrations must be postmarked by **October 21, 1988** for conference fees indicated above. After October 21st add \$10.

•••••

TAKE TRANSIT TO THIS EVENT!

The State Office Building at 350 McAllister Street is easily accessible by transit. Please consider using the following services to get to the conference:

- BART /Muni Metro (Civic Center Station)
- Muni transit lines 5 and 19

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in 1980, call for small group sizes, high staff/child ratios and trained caregivers with specialized education. Teachers with more education and training in early child development will demand higher wages. Most teachers have at least a bachelors degree and most have more than five years of experience, yet their average pay is still less than \$15,000 a year. Since personnel costs account of 80% of the operating costs in most quality centers, they are caught in a double bind. Higher quality care costs more, but increasing wages increases the cost for parents and could price many parents out of the market. Even the best centers are having difficulty finding qualified care givers as teachers leave the profession for higher paying jobs in the public schools or elsewhere. As a result, centers are suffering high turnover rates among their teachers and assistants. Nationwide, turnover is over 40%; and in one Bay Area county, it was 57%. Turnover has a disrupting effect on the school and can be difficult for the children involved as well as for the remaining staff. Unless salaries are increased, finding qualified teachers will continue to be a major problem faced by centers everywhere. Caro Pemberton of the Child Care Employee Project will speak on the relationship between worker salaries and quality care and what can be done to increase the level of quality.

Cities can increase quality and maintain affordability by both increasing the supply and providing subsidies, either in the form of rent concessions, free space, vouchers to needy families, or subsidies directly to the centers. Cities have found ways to tie subsidies to non-profit centers with achievement of specified quality standards, thereby assuring that the money is used effectively. The Contra Costa County Child Care Council has established a quality assessment program that is used not only to give public recognition and awards to exemplary child care programs, but to determine which programs may participate in the County's vendor/voucher program.

A brochure listing the panelists and the schedule of the conference is included with your newsletter. If you have any questions concerning the conference, please call Kathryn Studwell at the Santa Clara County Advance Planning Office, 408/299-2521.

Planlines

By Chuck Myer, AICP

RIM SHOTS

The Rim. Even the sound of it seems synonymous with our plunge into the next century.

The Pacific Rim is where it's happening. The mills and factories of Michigan and Munich are passe. Chips and blips are happening in Hong Kong, Honolulu and San Jose.

To make way for the next century, our Section is hosting the California Chapter APA Annual Conference; and it promises to be a state of the art confab. Go buy a 1989 calendar and mark September 12th through the 15th on it right now. Write "THE RIM" in big, bold letters, and underneath, "Fairmont Hotel, San Jose."

In an attempt to forge a truly international experience at the Pacific Rim Conference, contacts have already been made with professional planning networks in Canada, Mexico, Japan, China and Australia. Can Chile, Micronesia and Borneo be far behind? There are four AICP members in Indonesia, you know.

It's not clear how many nations will send a delegation, but enthusiasm is already running high. And nowhere is it running stronger than in the work of Santa Clara County Planning Director Bob Sturdivant. An experienced international tour guide and peacemaker, Sturdivant sees the Pacific Rim conference as a culmination of his varied efforts to link planners around the globe. He has dedicated himself for decades to forging common bonds of professionalism and vision among planners in the United States, the Soviet Union and other outposts of Spaceship Earth.

Forecasts for the 1989 event are as exciting as the megatrends the conference hopes to track. The preliminary syllabus includes such controversial issues as migration, the homeless and tradewars, population, pollutions and ports. Technology transfer in the areas of data management, satellite photography and infrastructure will all be covered.

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ASSOCIATE PLANNER, City of Berkeley, CA. (\$2,706-\$3211/mo.)

Conducts research, analysis on land use, urban design, demographic issues. Degree in planning, related field; 3 years professional planning experience. File by: Oct. 7, 1988. For more information: Call 415/644-6122.

SENIOR PLANNER/URBAN DESIGNER, San Francisco, CA. National design/planning firm seeks senior professional.

Possible assignment to San Diego office. Project management and marketing experience essential. Min. 8 years experience. Wallace, Roberts & Todd, 121 Second Street, 7th Floor, San Francisco, CA. 94105. (No Phone calls)

ASSISTANT PLANNER -- City of Concord, CA. (\$2,785-\$3,385/mo.)

Performs research, analysis, report writing, information services and plan review. Bachelor's Degree in Planning; 2 years professional planning experience. File by: Oct. 31, 1988. For more information: Call 415/671-3308.

Keynote addresses will tie the trend tracking together. Futurists and futuristic thinking will be welcome. An emphasis on including the private sector, especially corporate executives, has been woven into the fabric of the conference, as well as topics of interest to foreign planners. Not to leave anyone out, conference planners are including sessions for small inland cities.

Do folks in Weed, CA. really think of themselves as Pacific Rim dwellers? Chances are they will soon.

See you along The Rim.

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