



CREATING A FAMILY FRIENDLY CITY

EARLY CHILDHOOD BUSINESS COUNCIL

ROADMAP

1. Impact of Quality Early Education & Industry Challenges

- Liz Denson, President & CEO of Early Connections Learning Centers; Co-Chair of Alliance for Kids

2. Child Care and the Economy

- Max Cupp, Executive Director of Exponential Impact

3. Early Childhood Business Council & Family Friendly City Summit

- SherryLynn Boyles, President & CEO of Joint Initiatives for Youth and Families





IMPACT OF CHILD CARE & CHALLENGES

LIZ DENSON, EARLY CONNECTIONS LEARNING CENTERS

BENEFITS FOR FAMILIES

- Allows parents to work or go to school
- Early identification and intervention for necessary supports
- Foundation to school and career success
- Increased lifetime earnings across generations



BENEFITS FOR COMMUNITY

- Critical workforce support and economic driver
- Long term health benefits
- Improved 3rd grade reading scores
- Increased high school and college graduation rates
- Reduced crime and incarceration rates



CHILD CARE CHALLENGES

- Single payer system
 - No outside investment similar to K-12 or Higher Ed
 - Subsidy programs do not cover full cost
- High costs of care for families
- Waitlists for care
- Workforce challenges for child care programs
- Child care business sustainability
- Barriers to expansion of services





CHILD CARE AND THE ECONOMY

MAX CUPP, EXPONENTIAL IMPACT



.71 WORKERS AVAILABLE FOR EVERY OPEN POSITION



In El Paso County...

- Average annual cost **\$13-17k** per child
- 26% of parents don't look for work because they have to care for children
- 14% end up needing to leave their job

El Paso County, home to Colorado's largest population of children ages 0-5, is estimated to be 46,863 and growing. El Paso County has 17,452 childcare spots, enough seats for only 37.4% of this population of children.



WHAT IS ECBC?

- Network of businesses, non-profits, and government organizations committed to expanding access to local quality childcare.
- Identify community-wide BOLD policy solutions.
- Engage businesses in advocating for childcare.
- Advocate at the local, state, and federal levels for policy changes.



ECBC FOUNDERS



OPPORTUNITY

- Higher productivity - increase GDP by \$223M
- Higher income - families income increased by \$96M
- Increased HS graduation and college matriculation rates
- Ensure Colorado Springs is known as a family friendly city





ECBC & FAMILY FRIENDLY CITY SUMMIT

SHERRYLYNN BOYLES, JOINT INITIATIVES FOR YOUTH & FAMILIES

SUMMIT GOALS

- ✓ Identify community-wide, quality-focused BOLD solutions
- ✓ Prioritize strategies for implementation
- ✓ Participants identify strategies in which EACH can play meaningful roles
- ✓ Participants learn valuable information related to evidence-based approaches



SUMMIT OUTCOMES

Public Engagement

**Public Awareness
Campaign
and
Explore a Voter
Funded Initiative**

Policy Advocacy

**Develop policy
initiatives and
collaborate to support
elected officials pro-
ECE initiatives**

Community Collaboration

**Community-wide
engagement
including affinity
groups**



POLICY DIRECTIONS

- Zoning and other expedited processes
- Ballot initiative
- Childcare lens
- Public awareness campaign



NEXT STEPS

- Specific policy development
- Childcare as infrastructure
- Become a champion!

Organizational meeting September 23rd.





THANK YOU!