



Is Your Community *Child Care Ready?*

Planning Michigan Conference
September 26, 2024

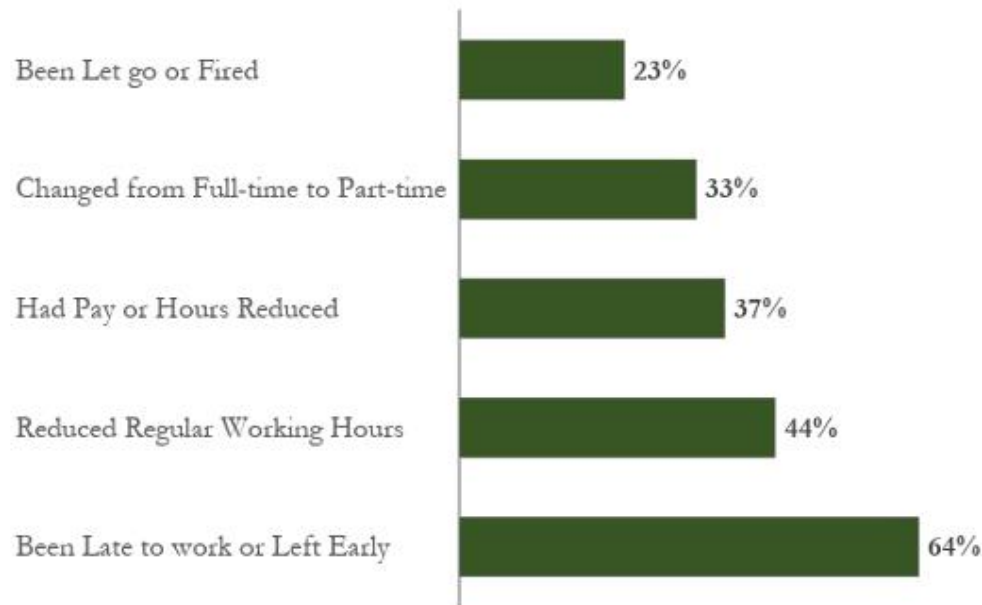
A close-up photograph of a hand holding a large, tangled mass of colorful rubber bands. The bands are in various colors including red, yellow, green, blue, and black. The hand is positioned in the upper center, with fingers spread, holding the mass. The background is dark and out of focus.

Michigan's Child Care Landscape

Child care is a
wicked problem

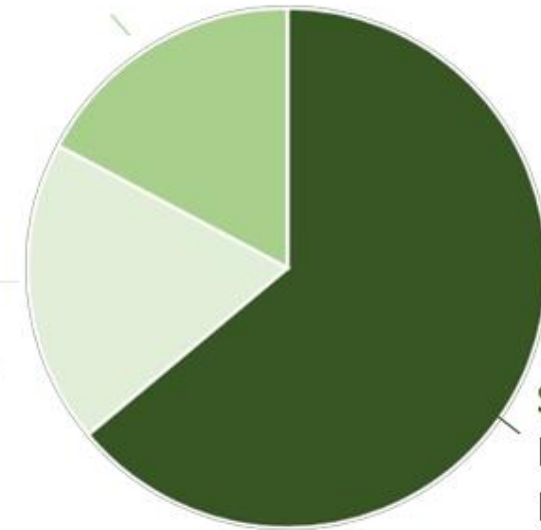
THE **\$122 BILLION** ELEPHANT IN THE ROOM For Infant-Toddler Child Care

PERCENTAGE OF POLL RESPONDS' IMPACT OF INSUFFICIENT AND COSTLY CHILDCARE



\$23 BILLION Lost Business Revenue
...because of hiring costs associated with parents leaving the workforce and lower working hours

\$21 BILLION Lost Income and Sales Tax
...because parents without enough child care earn less and consume less in their communities



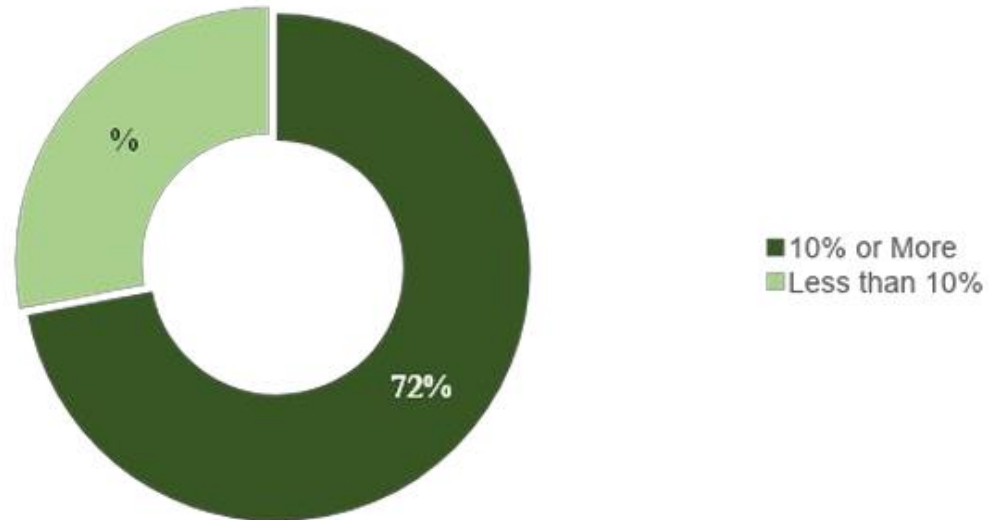
\$78 BILLION Lost Household Income
...because earnings are foregone after reducing hours or pay to care for children

Although wages are low in the child care industry, that does not mean child care is affordable to families in the United States.

7%

of Household Income Spent on Child Care is deemed affordable by the Department of Health and Human Services (DHHS),
However:

72% of Families spend more than 10% of their income on child care



CONTEXTUALIZING THE STATE CHILD CARE PROBLEM



The State of Michigan, on many indicators, is worse off than the national average for child care costs and overall child well-being...

\$3 BILLION

In lost State Economic Activity as a result of the Child Care Crisis

32%

of Michigan children have parents who **lack secure employment**

44%

of Michiganders live in a **Child Care Desert**

55%

of Michigan children age 3 and 4 are **not in school**

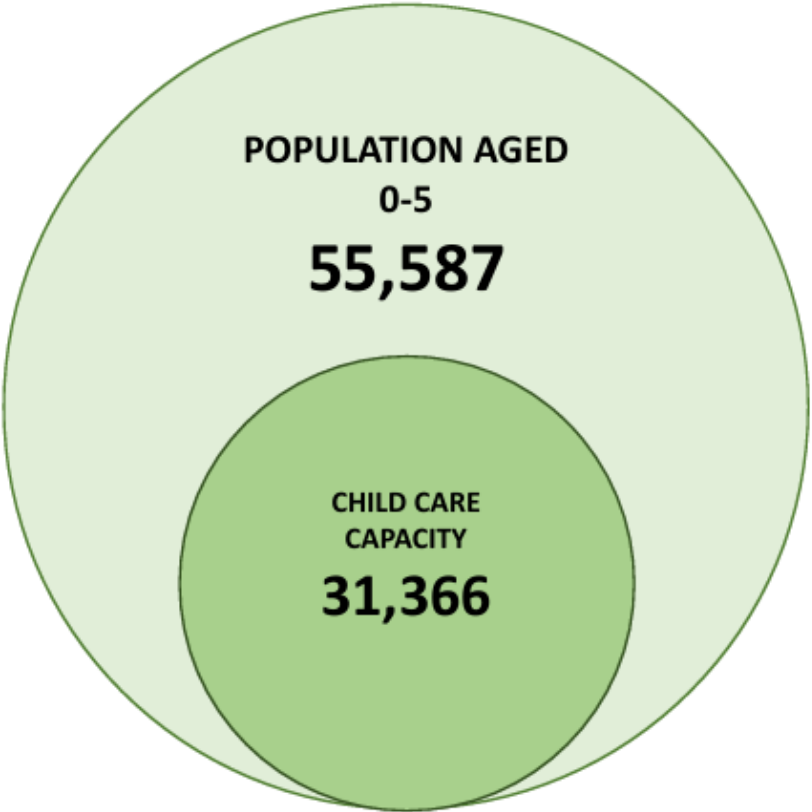
18%

of Michigan children **live in poverty**

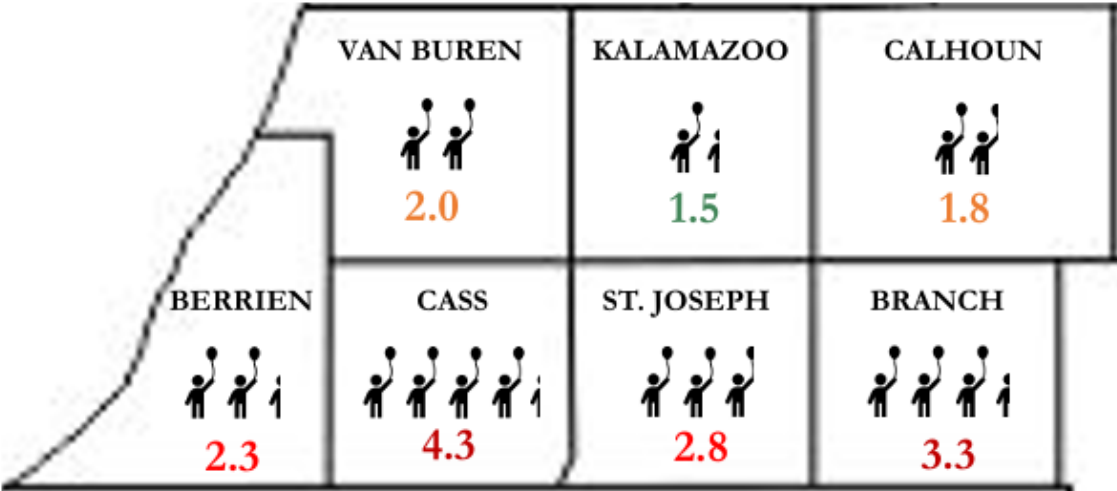
REGIONAL CHILD CARE CAPACITY REMAINS INADEQUATE



Regionally, there is child care capacity for only **56%** of the population aged 0-5. The gap in capacity is far more persistent in Southwest Michigan's rural counties.



CHILDREN PER SEAT, BY COUNTY



**Why not just
open new child care
businesses?**



The Child Care Crisis is a Labor Crisis

WHEN CHILD CARE WORKS, WE ALL WORK



Families Can't Afford to Pay

It is recommended that families pay **no more than 7%** of their income for child care. Most families pay much more than that.

In Michigan, single-income families pay an average of of their household income on infant care



Average annual tuition rates

- \$10,870 per infant
- \$10,374 per toddler
- \$8,959 per preschooler



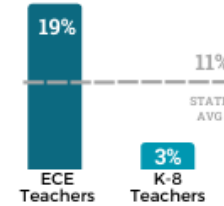
Teachers Can't Afford to Stay

Despite being a crucial support for working families, child care providers are **some of the lowest-paid workers** in Michigan.

SIMILAR MEDIAN HOURLY WAGES

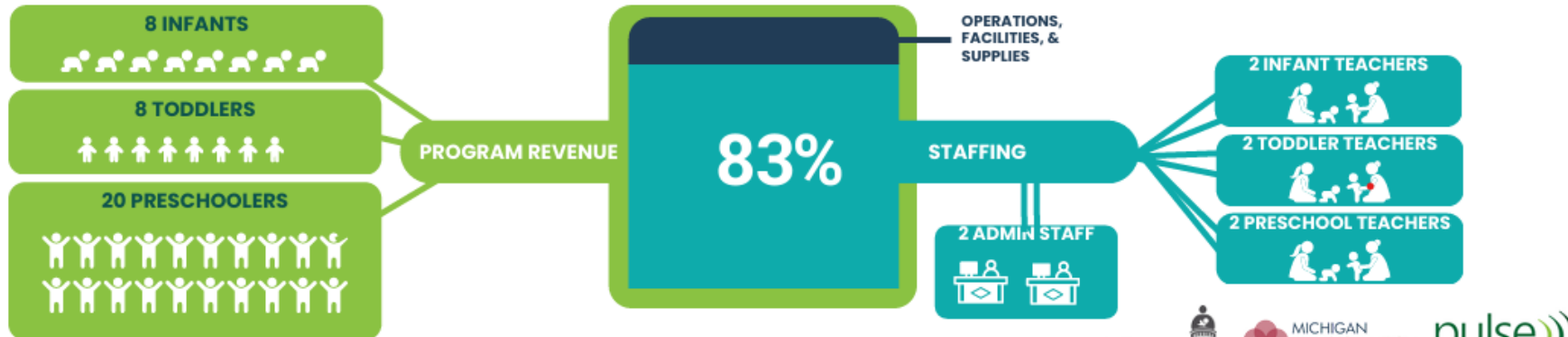
Coatroom Attendants	\$11.34
Fast Food Workers	\$11.38
Child Care Teachers	\$11.54
Parking Attendants	\$11.72
Dishwashers	\$11.85

POVERTY RATES IN MICHIGAN

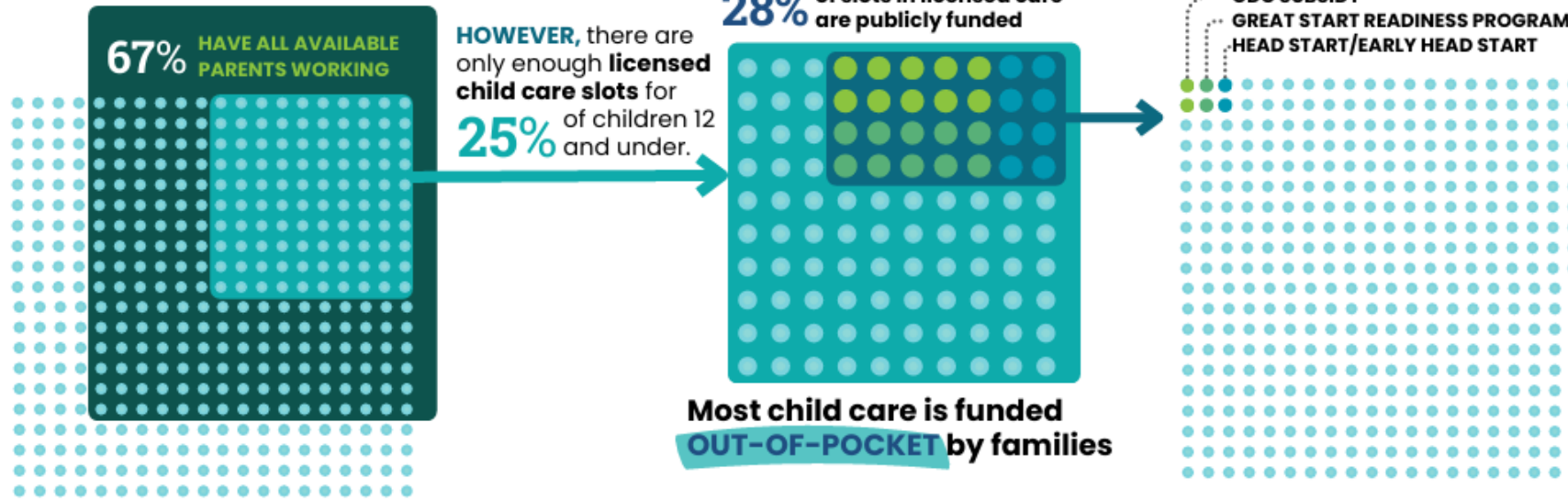


Average teacher salary

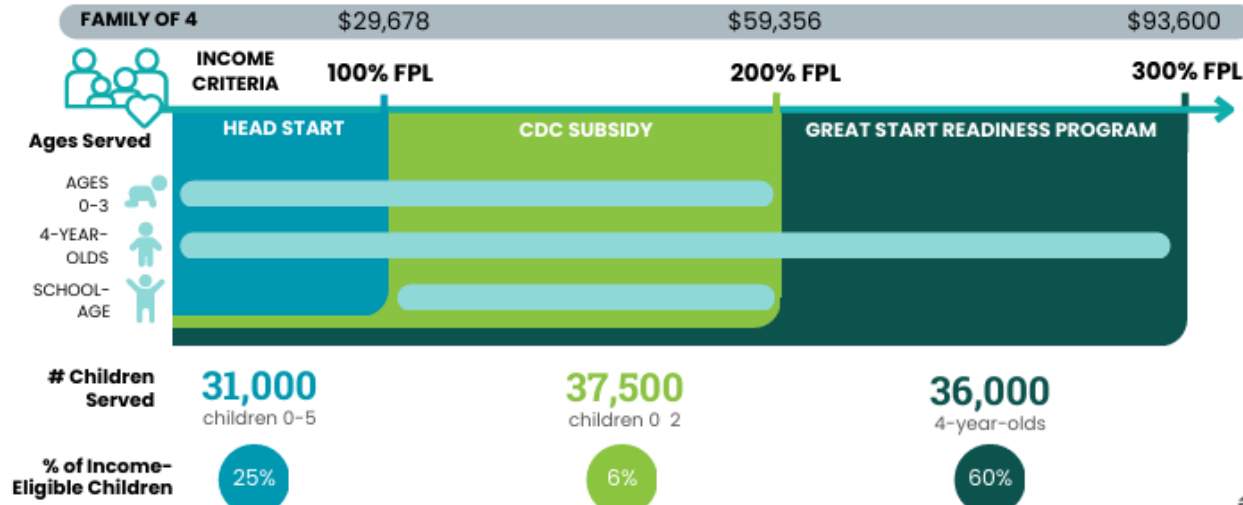
\$26,680 per year




THERE ARE **1.5 MILLION** CHILDREN AGES 12 AND UNDER IN MICHIGAN.



WHO IS **ELIGIBLE** FOR PUBLICLY FUNDED CHILD CARE?



This means **6%** that only **6%** of the **1.5 MILLION** children ages 12 and under have support available to their families to offset the cost of child care.



It's not only the
workforce...

*A heavy regulatory
environment
(from feds to local)
also get in the way...*

How do you eat an elephant?





How do you eat an elephant?

one bite at a time

We engaged

**Business
Leaders**

**Elected
Officials**

**Developers
(economic,
community,
workforce)**

Funders

**Child Care
Business
Owners and
Workers**

Municipalities

Families

From Municipalities

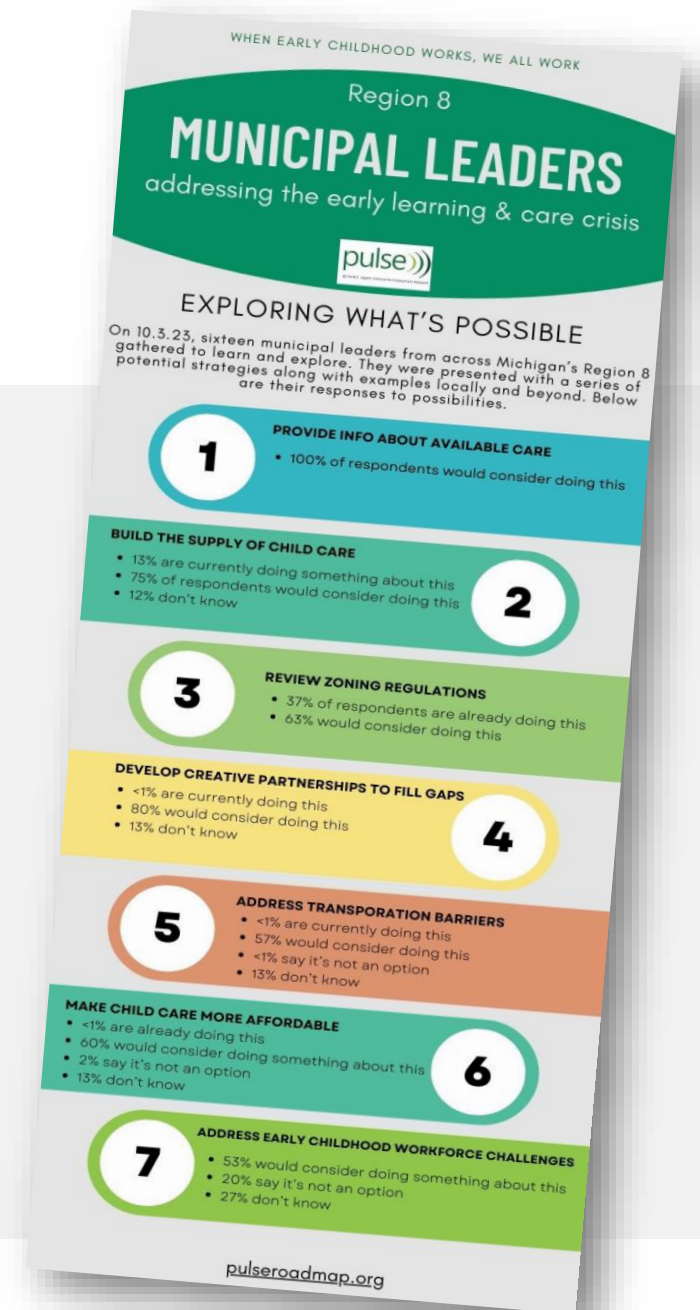
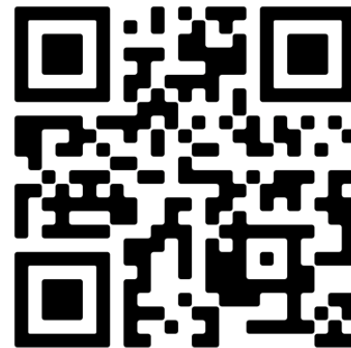
We learned about all the ways they could support building child care supply



So much opportunity!

- Provide info about available care
- Build the supply of child care
- Review zoning regulations
- Develop creative partnerships to fill gaps
- Address transportation barriers
- Make child care more affordable
- Address early childhood workforce challenges
- Municipalities as employers

Pulse Roadmap for Municipalities



miplace



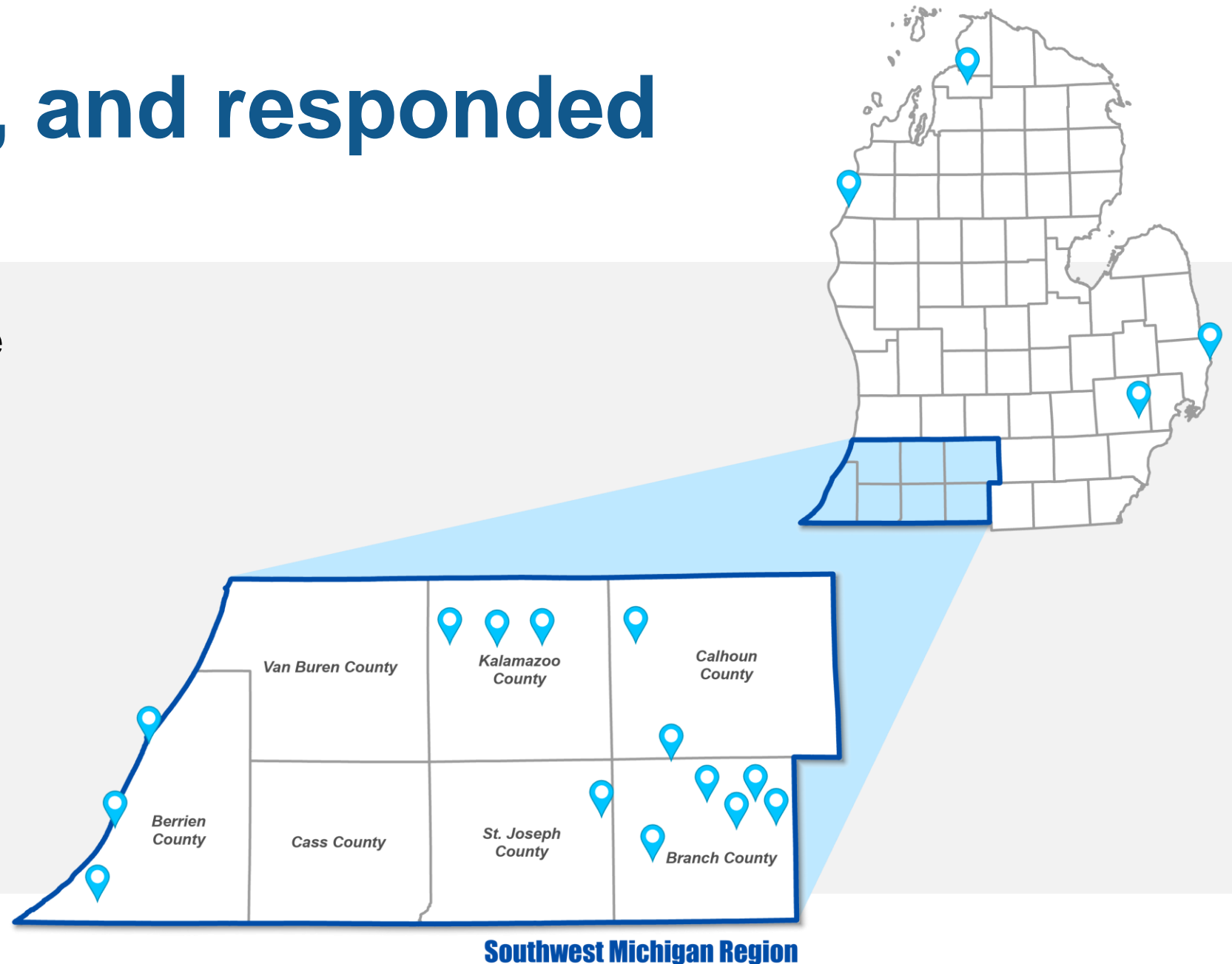
REDEVELOPMENT READY COMMUNITIES (RRC)

Redevelopment Ready Communities Overview



We listened, and responded

- Bringing McKenna to the table to provide zoning review support



A young girl with dark hair, wearing a white shirt and blue overalls, is focused on stacking colorful blocks (red, orange, green) on a light green table. To her right, another child is playing with a blue toy. In the background, a wooden bookshelf is filled with colorful children's books. A semi-transparent blue circle is overlaid on the left side of the image, containing the text.

**Planners and
Zoning
Administrators**
Your Role

Planners and Zoning Administrators

- **Zoning Ordinance**
 - Definitions
 - Permitted Uses
 - Use Standards
- **Procedural Barriers**
 - Fee Schedule
 - Application Process
- **Aligned with RRC and Development Best Practices**

Part 2: Permitted Uses

In zoning ordinances, *permitted land uses* are allowed by right without the need for additional approvals, while *special land uses* require additional review and approval due to their potential impact on the community. The appendix at the end of this report details MZEA requirements for family and group child care home locations. The table below details where child care facilities are permitted currently in the community.

ZONING AUDIT OBSERVATIONS

	Coldwater Zoning Districts											
	AA One-Family Agricultural Residential	R-3 One-Family Residential	A-1 One-Family Residential	A-2 One- and Two-Family Residential	A-3 Multi-Family Residential	OS Office Services	C-1 Community Business	C-2 Central Business	C-3 Highway Commercial	C-4 General Business	D-1 Light Industrial	D-2 Heavy Industrial
Family Child Care Homes	P*											
Group Child Care Homes			SU*								SU	
Child Care Centers										P		

P = Permitted by Right, SU = Permitted by Special Land Use

* = Use Matrix and permitted use in districts (Article 3) do NOT align

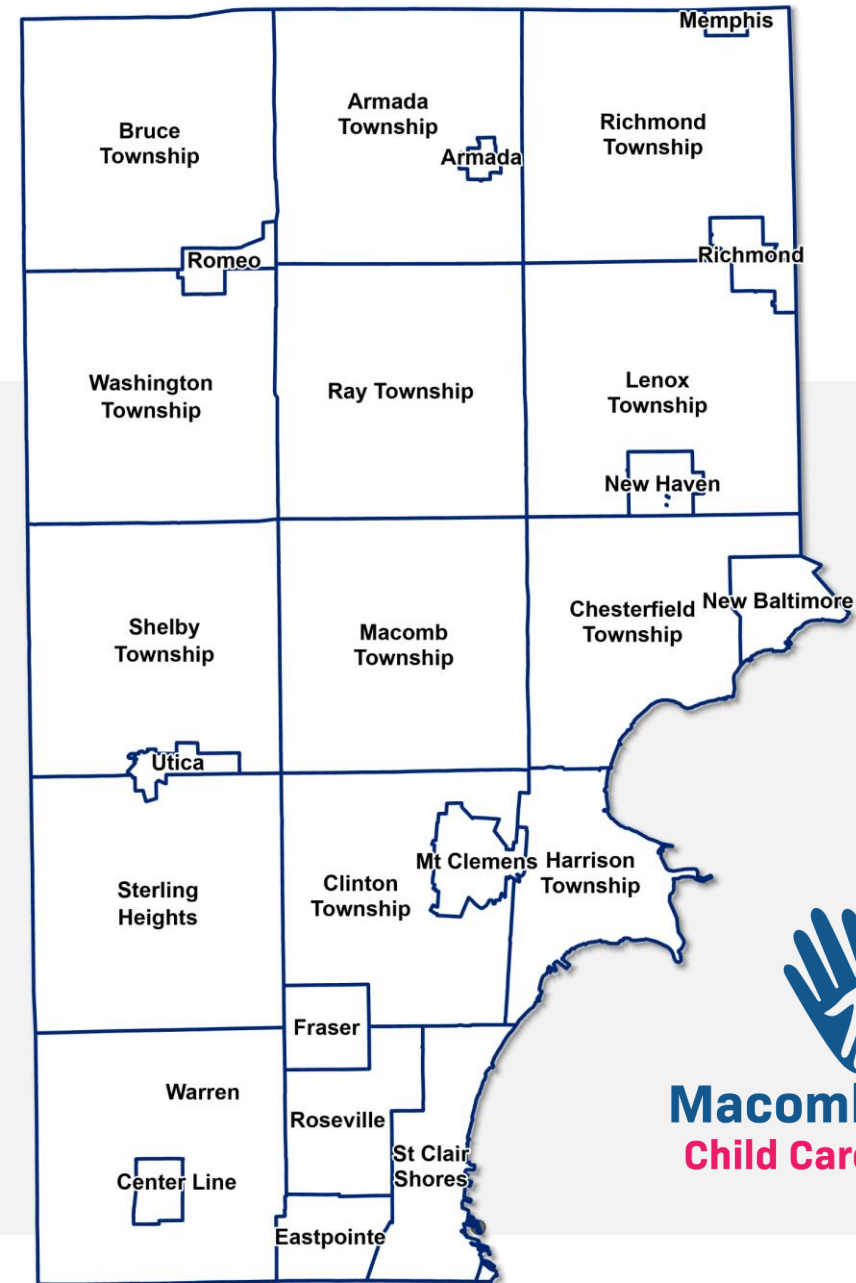
Note: Adult and Child Group Day Care Centers, Adult/Child Day Care Centers, are Day Care Centers all separate uses included in the Use Matrix that could be encompassed under the "child care center" umbrella. These uses are not permitted consistently across the zoning districts, which creates confusion on where child care centers are permitted. The above table includes ONLY the permitted uses for "day care centers."

A young girl with dark hair, wearing a white shirt and blue overalls, is focused on stacking colorful blocks (red, orange, green) on a light green table. To her right, another child is playing with a blue toy. In the background, a wooden bookshelf is filled with colorful books. A blue circular graphic overlay is on the left side of the image, containing the title text.

Macomb County Child Care *Study*

Macomb County Child Care Study

- If child care doesn't work, then no one works.
- ECIC (Early Childhood Inv. Corp.) grant for research and solutions.
- Comprehensive stakeholder engagement.
 - 50+ stakeholders (parents, providers, employers)
 - MI Works, Macomb County HHS, and our 27 communities.



Macomb County
Child Care Coalition

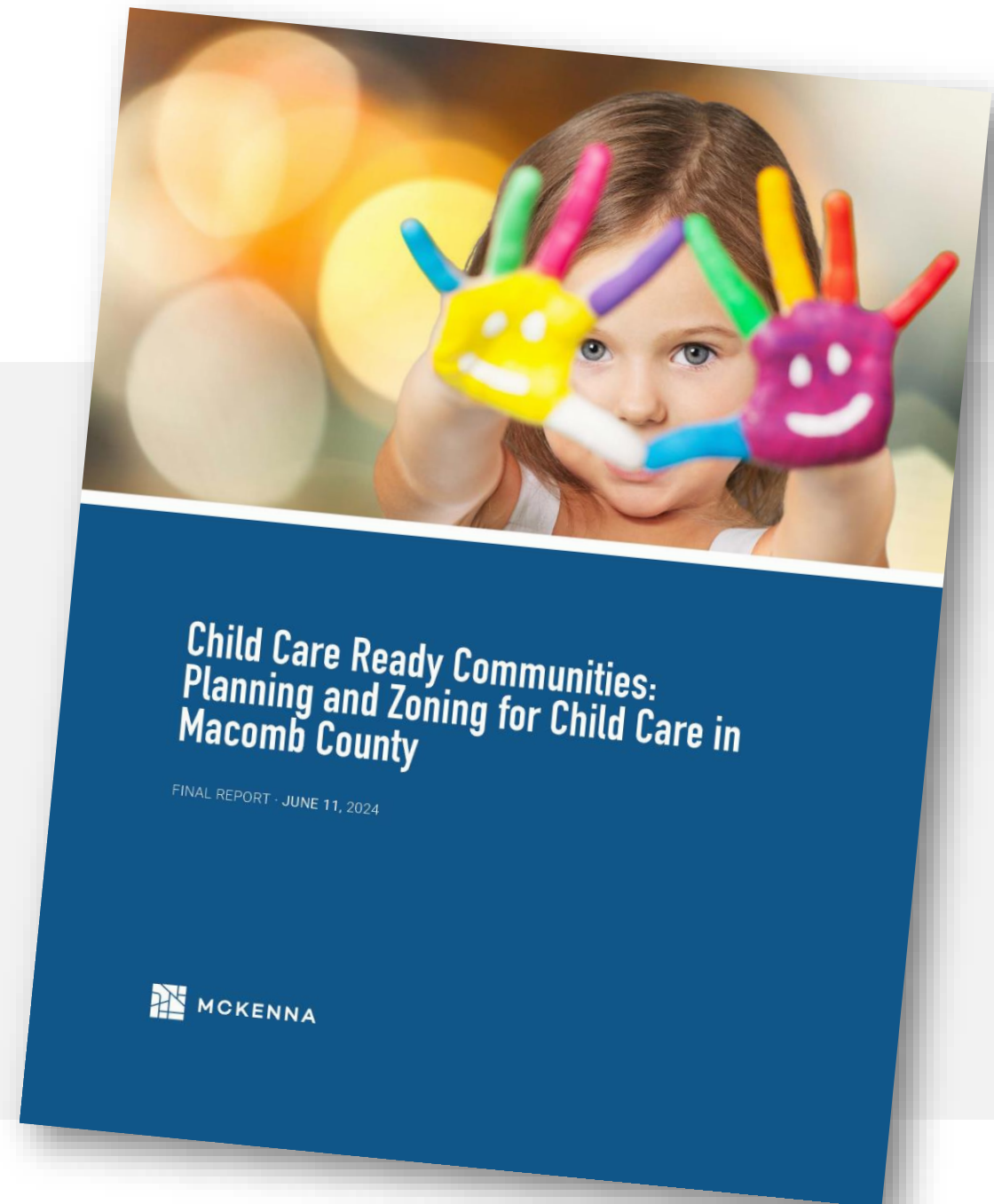
Child Care Study Findings


- 38% childcare supply and demand service gap.
- Only 2 of our 27 communities **WERE NOT** child care deserts.
- \$559 million loss of economic impact from this reality.
- Anecdotes that frame the problem.
 - McLaren Health System
 - The Goddard School



Next Steps

- Macomb County child care provider investment grant
- Velocity Small Business Incubator
- Potential of secondary ECIC grant for follow-on implementation work.
- Full support of findings from McKenna study and Data Driven Solutions recommendations.



A woman with long brown hair and a white headband is sitting on a grey carpet, interacting with three young children. The children are playing with various toys, including colorful building blocks, a toy boat, a toy truck, and a toy car. The woman is leaning forward, looking at the blocks the children are playing with. The children are also looking at the toys. The scene is brightly lit, suggesting an indoor play area.

MEDC
RRC Child Care
Readiness
Toolkit



Our Partners



MCKENNA

**MEDC
RRC Child Care
Readiness
*Toolkit***

People

Process

Place

Economy

**MEDC
RRC Child Care
Readiness**

*Supplemental
Resources*

Quick Sheets

- Zoning Ordinance Self-Audit
- CCLB Regulations
- Facilitator Role
- Child Care Incentives

**Additional
Resources**

- Communications Strategy
- Webinar (November 20th)

Stay Tuned

November 20, 2024 – Webinar and Full Launch of
RRC Child Care Readiness Toolkit

Get in touch with your Regional Child Care Coalition



[planningmi.org/aws/MAP/
pt/sp/events](https://planningmi.org/aws/MAP/pt/sp/events)



miplace.org/programs/



michigan.gov/mileap