

Oakland

Child Care Industry

The City of Oakland's child care industry provides a social and economic infrastructure that is critical to the City's overall economic vitality and quality of life. In 2001, the industry generated over \$99 million in revenue, while supporting approximately 4,701 local jobs. In addition to 2,699 people employed directly in child care homes and centers, an additional 2002 jobs (in construction, retail, manufacturing, etc.) are supported by the existence of the local child care industry.¹ These jobs bolster the local tax base, while providing a necessary service that enables other Oakland businesses to thrive. In addition, child care helps sustain the City's growing workforce by enabling parents to take new jobs, stay in existing jobs or training programs, or return to work after an absence.

Oakland is expected to add 23,700 new residents by 2010, more than any other city. Many of these will be children, and many will live at or near poverty. Increased investments in affordable, high-quality child care will be needed to ensure that these children get a strong start in life.

What You Can Do

Local governments and businesses can play a critical role in strengthening the infrastructure for high-quality child care in their communities. For example:

- **Contribute to the Alameda County Child Care Fund for child care facilities;**
- **Include child care in city and economic development planning efforts;**
- **Review and mitigate the impact of major new commercial and residential developments on child care.**

For more information, call BANANAS, Inc., at (510) 658-7353 or the Alameda County Child Care Planning Council at (510) 208-9578 or (510) 208-9675, or visit www.acgov.org/childcare/index.shtml

Demographics

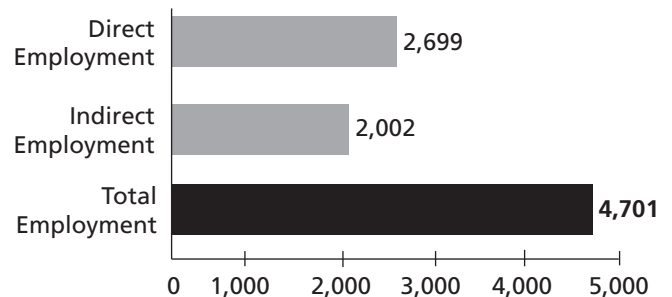
Population⁴

Residents	399,484
Children under 14	80,001
Age breakdown:	
Infant (0-2)	14%
Preschool (2-5)	29%
School-Aged (6-13)	57%
Children as percent of total population	20%
Expected population change by 2010 ⁵	6% (23,700 new residents)

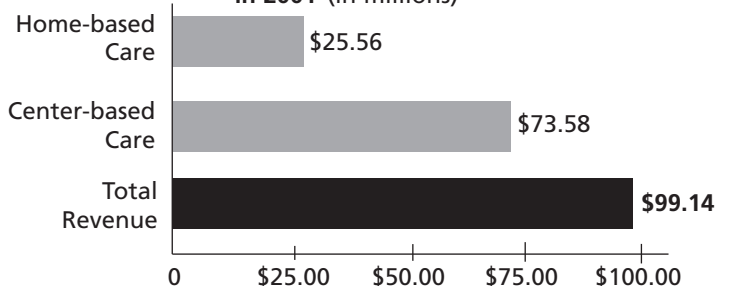
Family Economics⁶

Median family income	\$44,384
Median home value	\$235,500
Median monthly rent	\$696
Poverty rate among children under 18	27.9%
Families with income less than \$35,000	40.4%
Children receiving public assistance ⁷	29,796

Jobs Created by the Oakland Child Care Industry in 2001²



Revenue Generated by the Oakland Child Care Industry in 2001³ (in millions)



1. Based on employment multiplier for child care developed by the U.S. Department of Labor, Bureau of Economic Analysis. 2,3. Based on data provided by BANANAS, Inc. calculations by Alameda County LINCC. 4. 2000 Census. 5. Projections 2000, Association of Bay Area Governments. 6. 2000 Census. 7. Alameda County Social Services Agency (includes CalWORKs, MediCal, and Food Stamps).

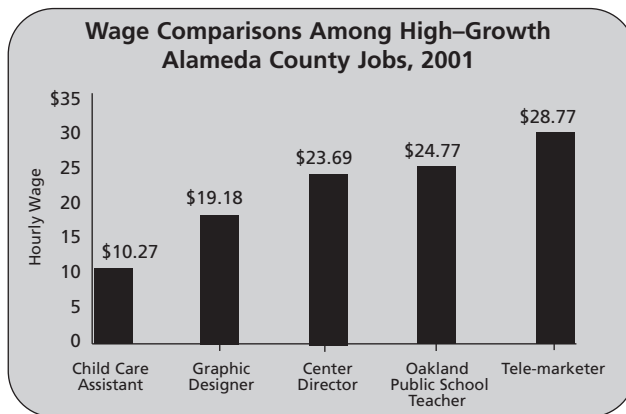
Child Care Workforce

Child care workers are underpaid

2001 Average Annual Salaries¹

- Child Care Assistant in North County \$20,540
- Child Care Teacher in North County \$30,240
- Child Care Director in North County \$47,380

Child care workers are more highly educated on average than workers in other industries, yet their salaries fail to reflect their level of education or responsibility.²



This graph compares "high" child care wages in the northern region of the county to other Alameda County occupations. The latter are mid-level wages based on "some experience" and/or "new to the firm." (Occupational Outlook, 2001, www.calmis.cahwnet.gov).

Teacher salary information is from 2000-2001 California Department of Education Certified Teacher Salary Profile, average schedule salary paid (hourly wage calculated based on 40 hrs/wk, 52 wks/yr).

Child Care Cost

Child care is a significant portion of family income

Annual Child Care Costs in Alameda County

	Family Child Care Home	% of Median Income	Child Care Center	% of Median Income
Infant (under 2 years) ³	\$7,349	17%	\$10,891	25%
Preschool (2-5 years) ⁴	\$7,079	16%	\$7,843	18%
School-Age (6-13 years) ⁵	\$5,218	12%	\$5,115	12%

These costs are for one child. The consensus among experts is that 10% of a family's household income is the most families can "afford."⁶

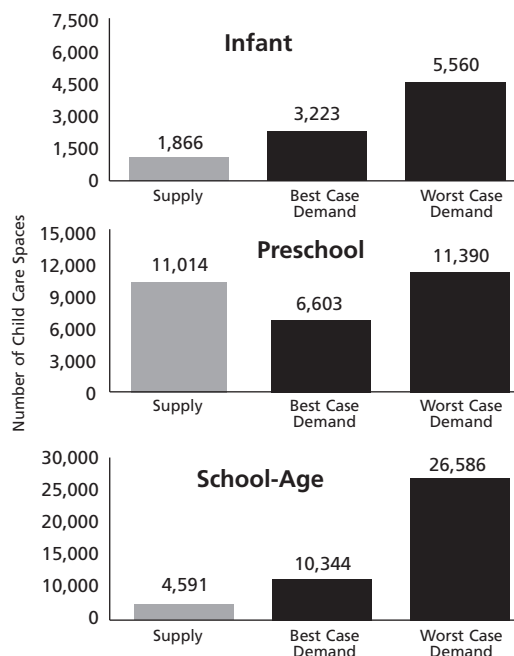
In Alameda County, the cost to send a preschooler to full-time, center based care is nearly double the cost of tuition for two semesters at the University of California, Berkeley. For an infant, the annual cost of full-time, center based care is almost three times the cost of tuition.⁷

Child Care Capacity

Oakland's demand exceeds supply

Demand for licensed child care in Oakland exceeds supply. Oakland has a total of 17,471 licensed child care slots, with shortages in infant and school-age care.

- **Demand Estimates:** Determining the true demand for child care is difficult because it is often unclear whether parents' choices reflect their true preferences or result from location and cost constraints. Therefore, these charts illustrate the gaps in Oakland's child care supply by age group using two methodologies:
 - **Best Case:** This conservative estimate calculates demand based upon statewide utilization patterns for different provider types and income levels.
 - **Worse Case:** This broad estimate assumes that all families in which both parents or a single-parent-head-of-household who works would demand licensed care.
- **Supply:** This is the total number of licensed spaces in a child care center or family home that are regulated by the state, according to BANANAS, the local child care resource and referral agency.



1. Based on "high" salaries in North County for each position. A Profile of the Alameda County Child Care Workforce 1995-2001. 2. A Profile of the Alameda County Child Care Workforce 1995-2001. 3,4. Assumes full-time care for 12 months; California Child Care Resource and Referral Network Survey of Regional Mean Market Rates, 2001. 5. Assumes full-time care for 3 months (summer) and part-time care of 9 months (school year). 6,7. Alameda County Child Care Needs Assessment, 2002.