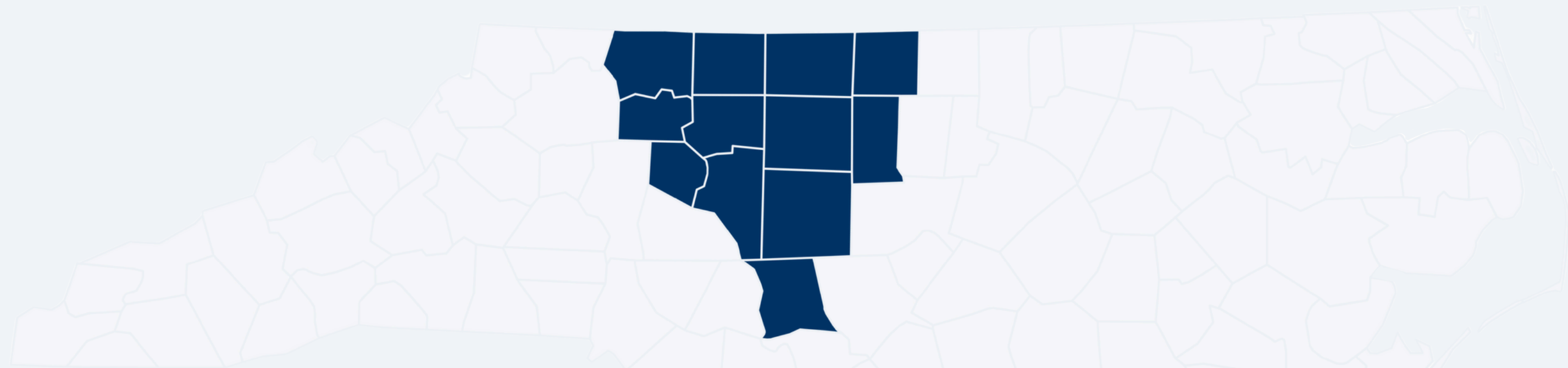




**PIEDMONT TRIAD**  
REGIONAL COUNCIL



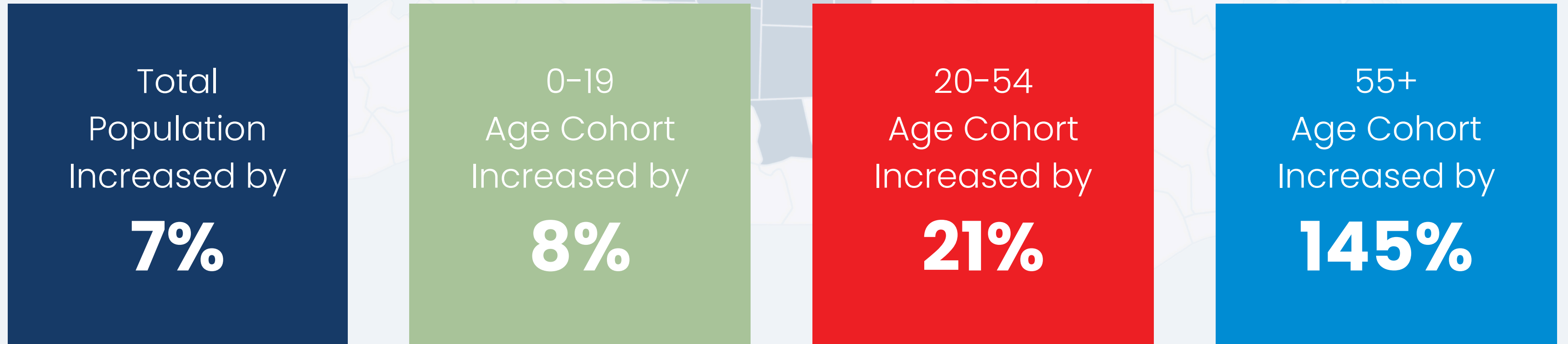
**PIEDMONT TRIAD REGIONAL**  
DEVELOPMENT CORPORATION



# **Childcare in the Piedmont Triad Region**

June 5, 2024

# 2014-2024 Region-Wide Population Growth by Age Cohort



Source: LightCast Population Demographics Report

# Economic Snapshot for Early Care

**97,922**

CHILDREN AGES BIRTH-5 LIVE IN THE REGION

**324,609**

HOUSEHOLDS IN THE REGION ARE SINGLE-PARENT  
(64% FEMALE HOUSEHOLDER AND 36% MALE HOUSEHOLDER)

**98,000**

HOUSEHOLDS IN THE REGION ARE RECEIVING FOOD ASSISTANCE/SNAP

**827**

COMBINED CHILDCARE CENTERS AND HOMES ARE FOUND IN THE REGION

**569**

COMBINED CHILDCARE CENTERS AND HOMES WITH A 4-5 STAR RATED LICENSURE  
ARE FOUND IN THE REGION (69%)

Source: LightCast Community Indicators Report; LightCast Current Demographics Report;

[https://ncchildcare.ncdhhs.gov/Portals/0/documents/pdf/S/statistical\\_detail\\_report\\_april\\_2024.pdf?ver=EPIGrt13H\\_y45VT0l6oHfg%3d%3d](https://ncchildcare.ncdhhs.gov/Portals/0/documents/pdf/S/statistical_detail_report_april_2024.pdf?ver=EPIGrt13H_y45VT0l6oHfg%3d%3d)

# Childcare Cost Breakdown

**\$11,467/year** for Infant Care  
(33% of Median Household Income)

**COMPARED TO**

**\$7,354/year** for In-State Tuition  
at a 4-year NC Public College

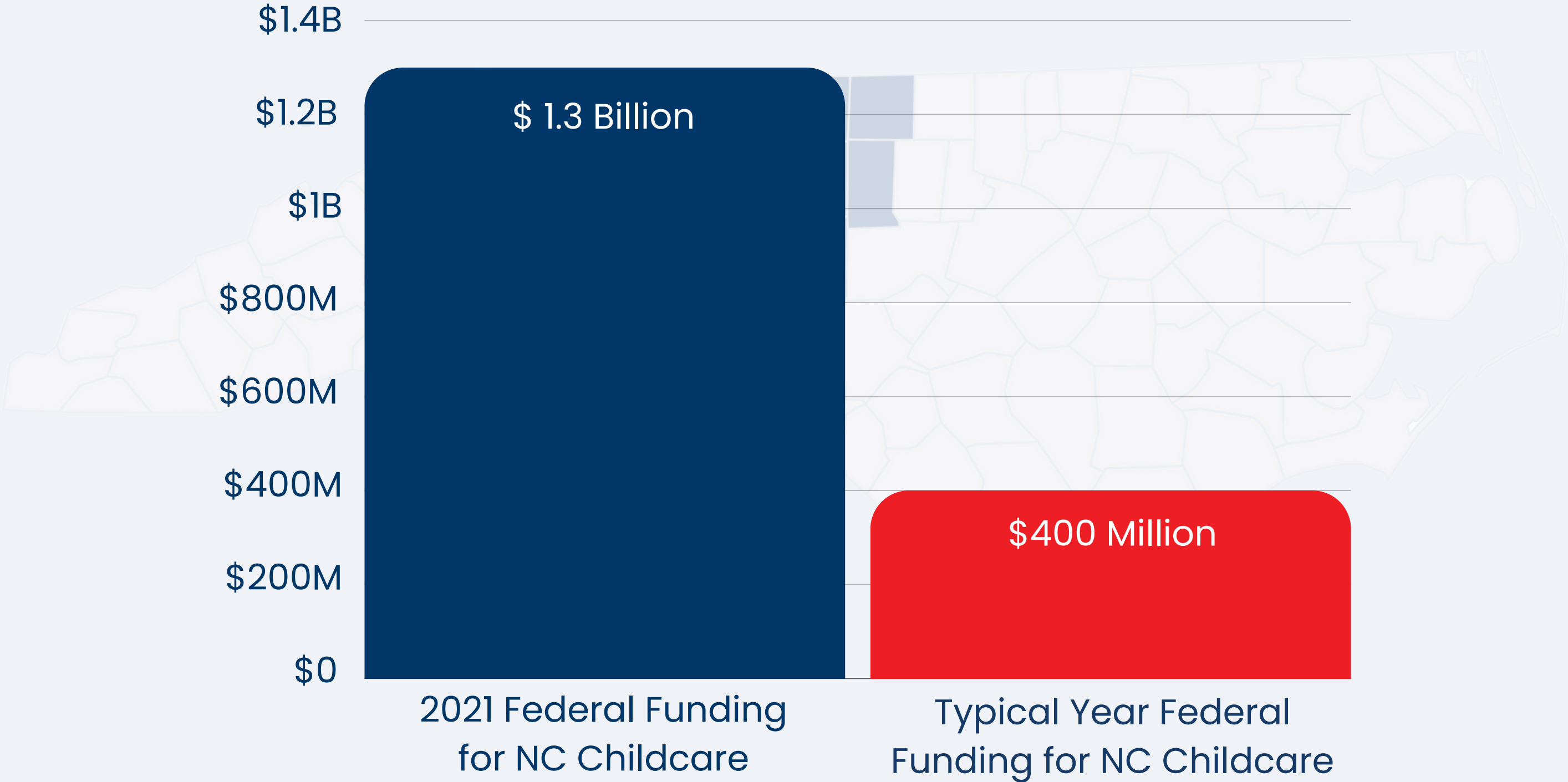
**OR**

**\$10,375** for a Household's  
Average Annual Rent

Childcare is one of the biggest expenses families face, and it's encountered when they are experiencing their earliest earning years.

# 2024 NC Pandemic Relief Funding Cliff

## Scale of ARPA Funding



Source: NC DCDEE

# Childcare Worker Crisis

Those who reside in NC want quality programs with skilled workers where their children are safe, nurtured, and learning.

## **HOWEVER...**

- Workers can't afford to stay in the profession, earning an average of \$14/hour (post-pandemic)
- Childcare programs in turn, can't retain workers and struggle to keep classroom and their doors open
- Childcare market failure has heightened the State's labor shortage. NC has 55 available workers for every 100 jobs.

# Driving the Shortfall

## Childcare Wages Lag Behind



Source: NC Department of Health and Human Services, Division of Child Development and Early Education

# Child Care Crisis is hurting Business and Economic Development

Parents with children age 5 and under said:





# North Carolinians Urge the State to Act

**79%**

OF NORTH CAROLINA VOTERS AGREE THAT QUALITY, AFFORDABLE CHILD CARE IS IMPORTANT TO STRENGTHEN THE ECONOMY AND HELP WORKERS PROVIDE FOR THEIR FAMILIES.

**95%**

SAY THAT QUALITY CHILD CARE PROGRAMS HELP ENSURE WORKERS ARE ABLE TO GO TO WORK RELIABLY.

**94%**

SAY THAT QUALITY CHILD CARE PROGRAMS HELP CHILDREN DEVELOP CRUCIAL SKILLS, LIKE SELF-CONFIDENCE, SELF-DISCIPLINE, AND THE ABILITY TO WORK WELL WITH OTHERS.

**93%**

AGREE THAT QUALITY CHILD CARE PROGRAMS HELP CHILDREN HAVE ACADEMIC SUCCESS IN SCHOOL.

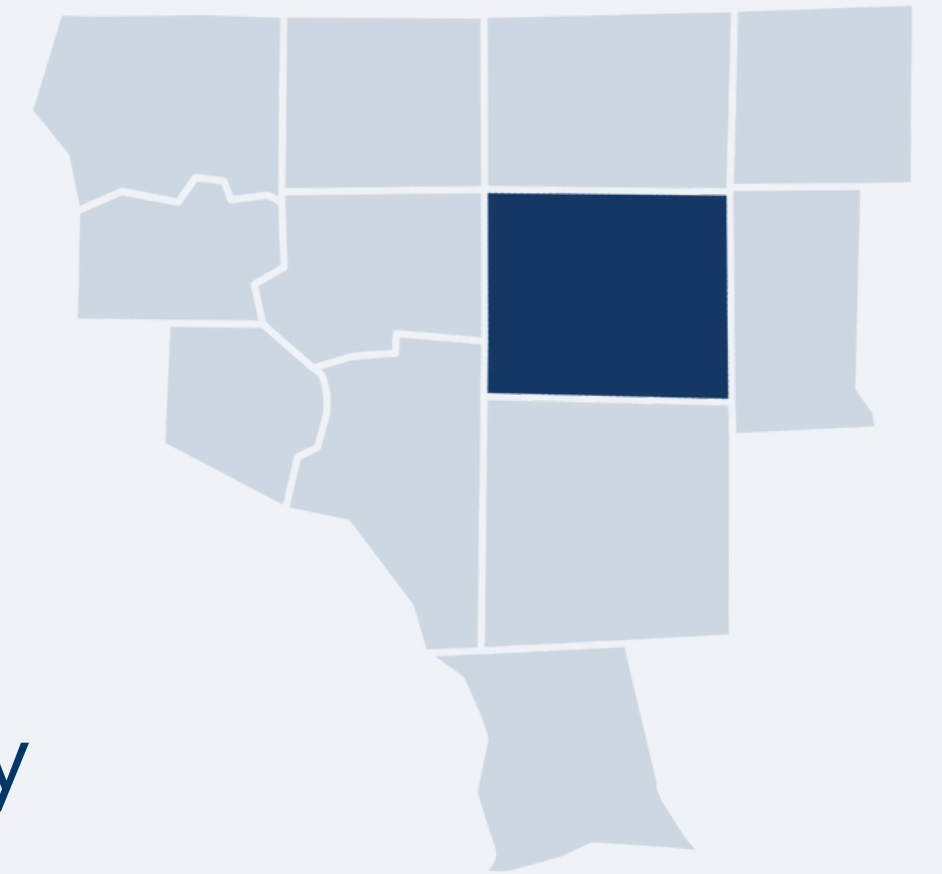
# What's the Region Doing?

## Developing a Path Forward

- Examining the economic model of childcare
- Childcare staff recruitment and retention efforts
- Data collection

## Future Ready Greensboro

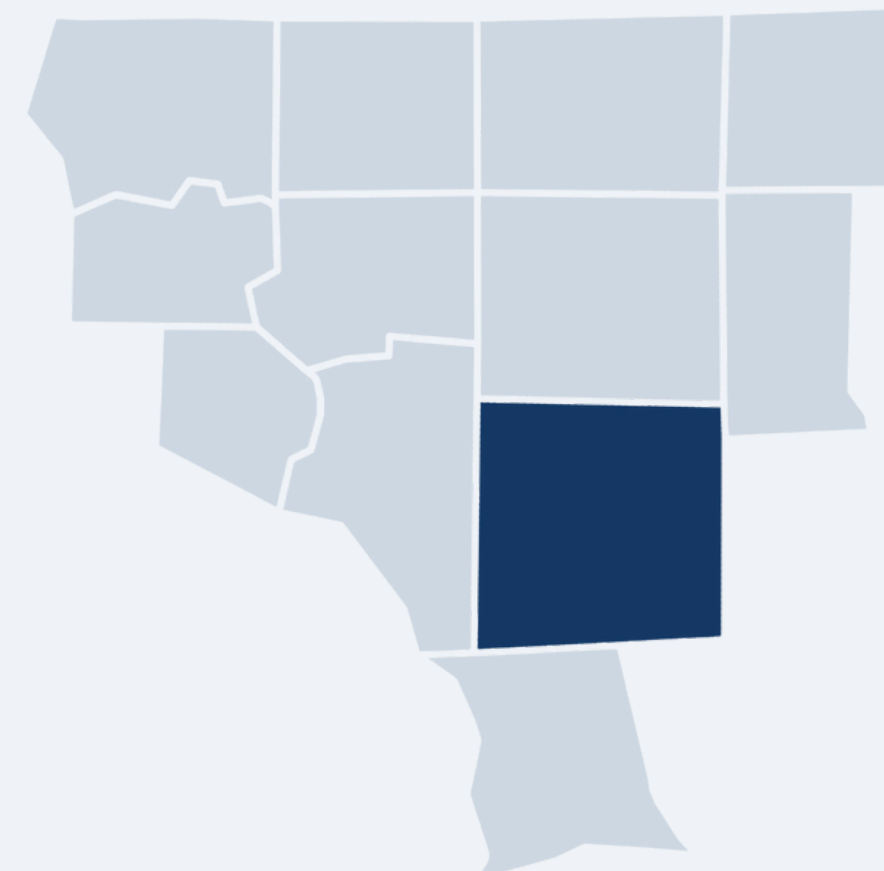
- An initiative from Action Greensboro (Chamber)
- To become Family Forward NC's First Certified Community by February 2025
- The Family Forward NC Employer Certification designates employers that offer best-practice policies within family-friendly workplace benefits



# What's the Region Doing?

## Employer Spotlight: Toyota

- Toyota's Battery Plant is partnering with Vivvi to provide on-site childcare to employees that accommodate all shifts.
- Details on the cost structure is still being determined.
- Vivvi is eager for their expansion into Liberty and is open to adjusting wages to remain competitive in the area.



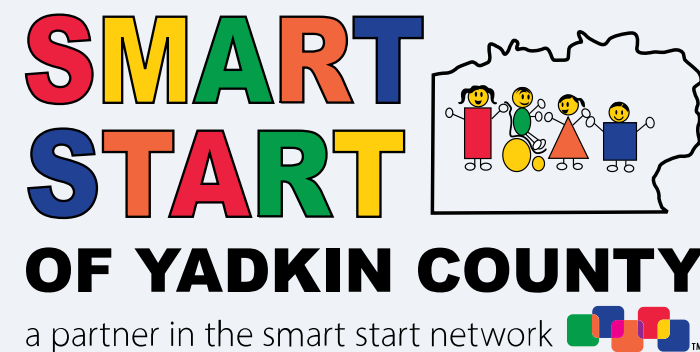
# What's the Region Doing?

## New Model – EarlyEd FlexPlex

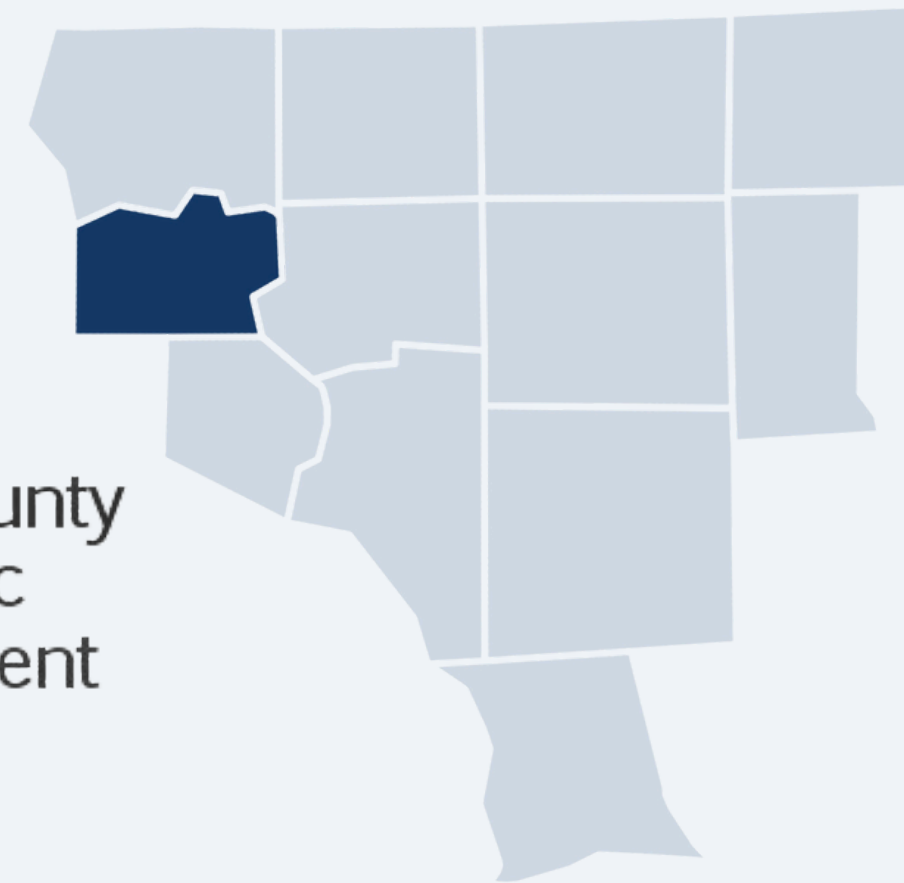
- Incubator with 6 licensed programs in 1 facility (12 children per provider)
- This model removes barriers of entry for aspiring childcare entrepreneurs
  - Opportunity to move programs outside of a provider's residence
  - Creates a supportive and holistic network of resources for providers

## How did this happen?

- Partnership



Yadkin County  
Economic  
Development  
Council



# What's PTRC Doing?

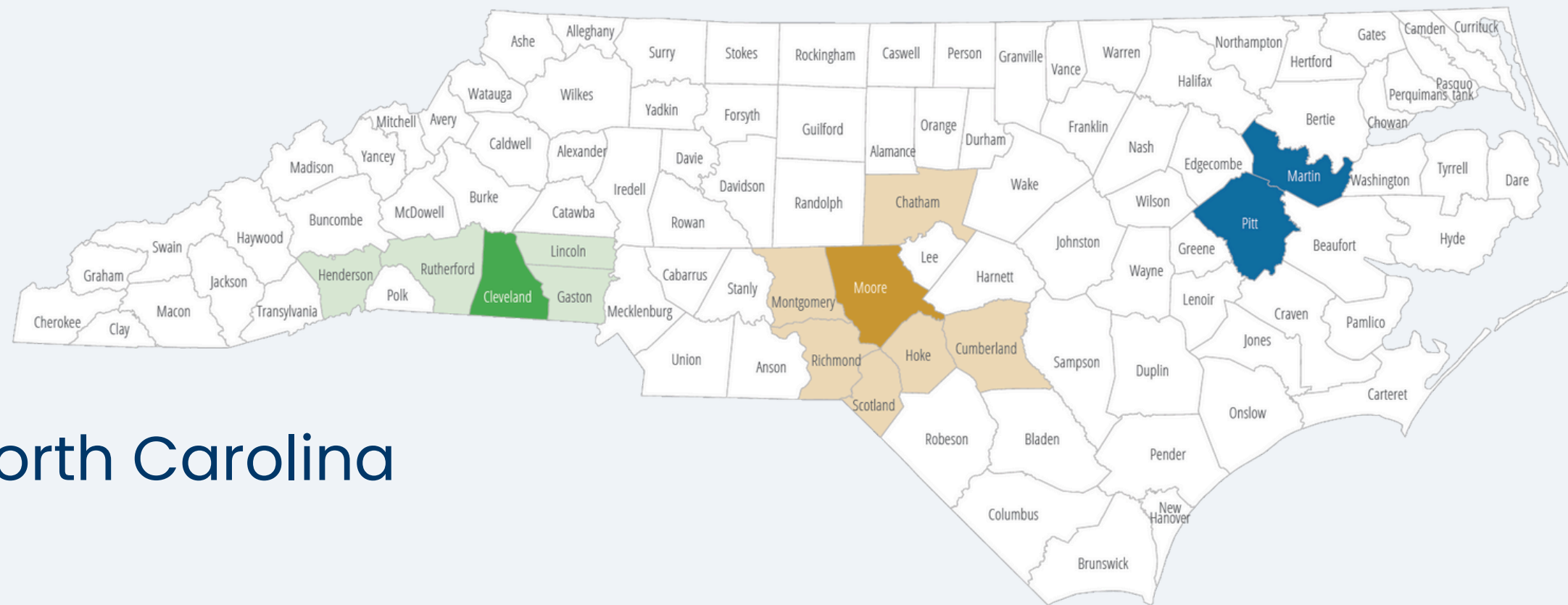
## **PTRDC Economic Development District – CEDS**

- Expand local access to high-quality child care and early childhood education region-wide
- Provide technical assistance with grant applications targeting this issue
- Open to implementing new partnerships for change and addressing this barrier



# Recommendations

- Stay informed about current Policy and Initiatives like Family Forward NC
- Keep up with current pilot programs (Tri-Share)
- Continue employer engagement
- Seek partnerships
- Explore best practices outside of North Carolina
- Replicate successful models



Tri -Share Hubs and Participating Counties

# Additional Resources

[https://buildthefoundation.org/wp-content/uploads/2019/02/NCECF\\_FFNC-workplaceguide-digital.pdf](https://buildthefoundation.org/wp-content/uploads/2019/02/NCECF_FFNC-workplaceguide-digital.pdf)

<https://ncchamber.com/wp-content/uploads/NC-Chamber-Survey-R5-Findings-Graphic.pdf>

[https://www.ffyf.org/wp-content/uploads/2023/07/FFYF\\_NorthCarolina\\_2023.pdf](https://www.ffyf.org/wp-content/uploads/2023/07/FFYF_NorthCarolina_2023.pdf)

