

Children Are Community Creating Family-friendly Cities for Young Children



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The National Venture Grant

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John S. Watson Institute for Public Policy

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The New Jersey Child Care Economic Impact Council (Established in August 2004)

- To commission and assist in the data collection for an economic impact study of the New Jersey child care industry. The Insight Center for Community Economic Development (formerly NEDLC) from Oakland, California was hired to conduct the study **(Phase I)**.
- To create new partnerships that build new policy paradigms to support the future state of the New Jersey child care industry **(Phase II)**.

John S. Watson Institute for Public Policy

Thomas Edison State College (Lead Agency)

- Provided leadership, coordination and fundraising for Phase I and continued leadership and coordination for Phase II.
- The Institute has a “Praxis” orientation that enhances its ability to translate policy to multiple constituencies and stakeholders. We are pragmatic, hands-on, and considered to be a **“think and do tank”** versus a traditional think tank.

Project Financial Partners

- Children's Futures
- Hispanic Directors Association of NJ
- New Jersey Department of Human Services
- Non-profit Finance Fund
- John S. Watson Institute for Public Policy of Thomas Edison State College
- National Venture Grant (Phase II)

Overview of Project

- Engaging municipalities in conversations about the links between economic development and the child care industry.
- Providing some technical assistance to municipalities to support the links between cities/towns and the child care industry.

Accomplishments

NJ State League of Municipalities:

- Partnered with the New Jersey Economic Impact Council in our South Jersey forum featuring the *Benefits for All: The Economic Impact of the New Jersey Child Care Industry* released February 2006.
- The League created a special plenary at their annual conference to engage municipal leaders across the State.

Accomplishments

- Partners with NJCCEC to launched an on-line mayor's survey.
- Hosting a web-based seminar on family-friendly cities.
- Highlighting mayors in New Jersey who are already making their cities/towns family-friendly.

Cities/Towns Responses

(based on survey)

- Most municipalities think quality child care is extremely important for preparing children for school and for the future workforce.
- Cities/towns are concerned with the cost/affordability and the hours care is available to working families.

Cities/Towns Responses

(based on survey)

- Cities/towns are interested in receiving technical assistance with preschool expansion, financial options for expansion, and coordination across departments on child care issues.
- Cities/towns are interested in the creation of a city-wide children's budget.

Contact Information

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