

# **Children Are Community: Creating Family-Friendly Cities for Young Children**

Webinar

Insight Center for Community Economic Development

October 14, 2008



**INSIGHT**

CENTER FOR COMMUNITY  
ECONOMIC DEVELOPMENT

---

HELPING PEOPLE AND COMMUNITIES BECOME, AND REMAIN, ECONOMICALLY SECURE

# INSIGHT CENTER FOR COMMUNITY ECONOMIC DEVELOPMENT

(Formerly the National Economic Development and Law Center)

---

- Who we are:** Insight Center is a 39-year-old national research, consulting and legal non-profit organization
- Our Mission:** Helping vulnerable people and communities become, and remain, economically secure
- How we work:** We partner with a diverse range of colleagues to develop innovative strategies and programs that result in systemic change
- Focus Areas:** Early care and education  
Building community, communal, and individual financial assets  
Workforce development

**[www.insightcced.org](http://www.insightcced.org)**

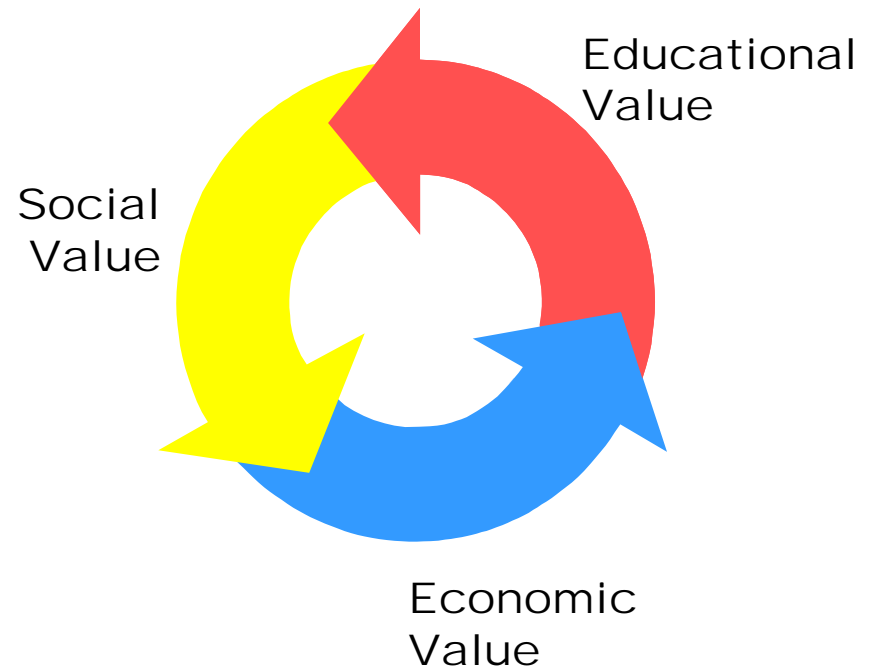
# Economic Impact of Early Care and Education

---

Understanding ECE as an economic issue, as well as a social and educational one, sparks change in investment strategies, policies, and programs.

The Insight Center is a resource for leaders in ECE, economic development, business, and government to share information, solve problems, and continue to boost the economic power of ECE.

The New Jersey Economic Impact Council partnered with the Insight Center to produce *Benefits for All: The Economic Impact of Early Care and Education in New Jersey*.



# Findings of *Benefits for All: The Economic Impact of Early Care and Education in New Jersey*

---

The study, released in 2006, found that high-quality early care and education:

- Lays the groundwork for New Jersey's future economic success by preparing the next generation with life and learning skills.
- Provides working parents with economic opportunities that lead to public and personal economic gains.
- Benefits all other industries in New Jersey, offering employers productive workers who can update skills.

# Quick Facts about Early Care and Education in New Jersey

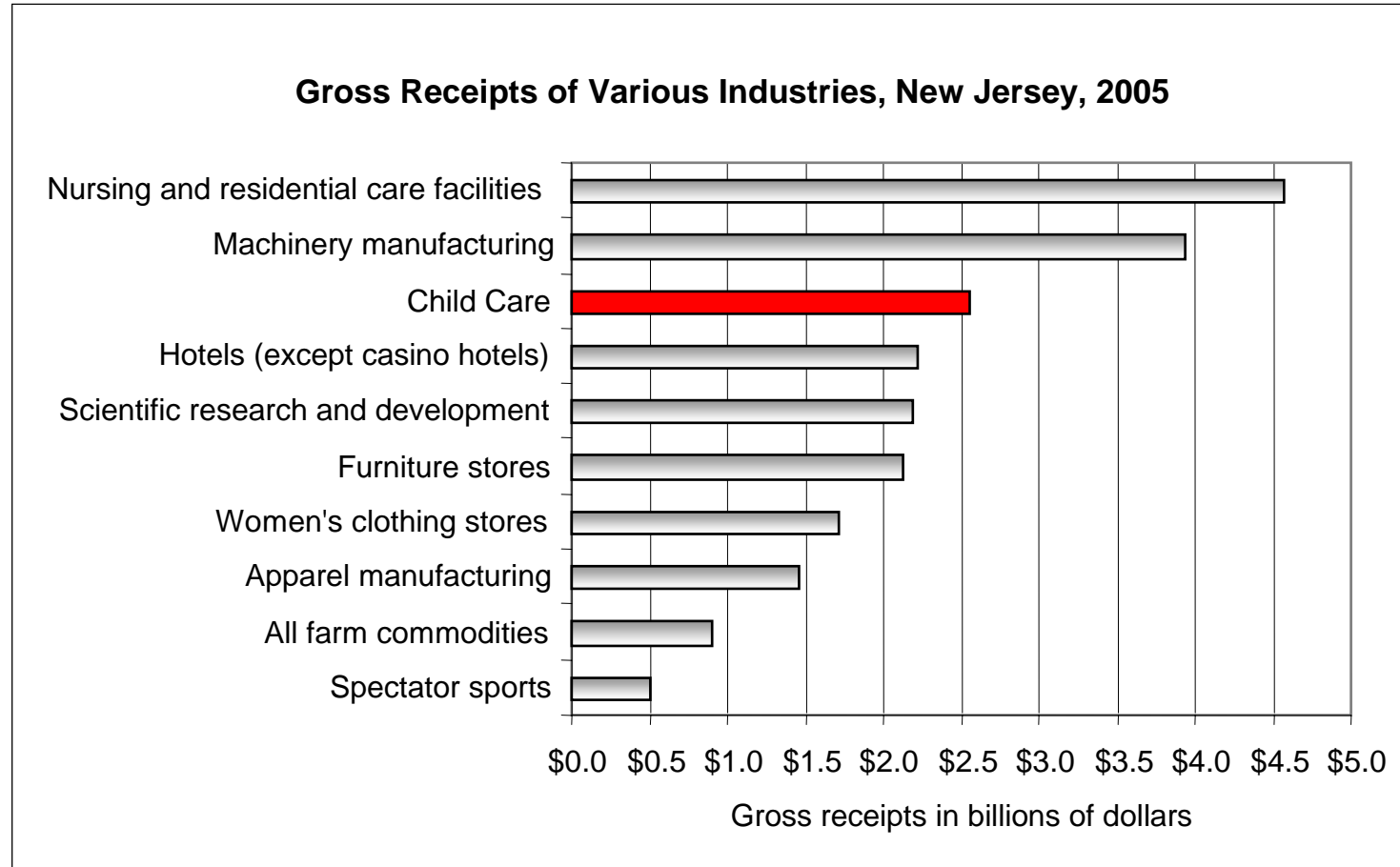
---

The early care and education industry in New Jersey:

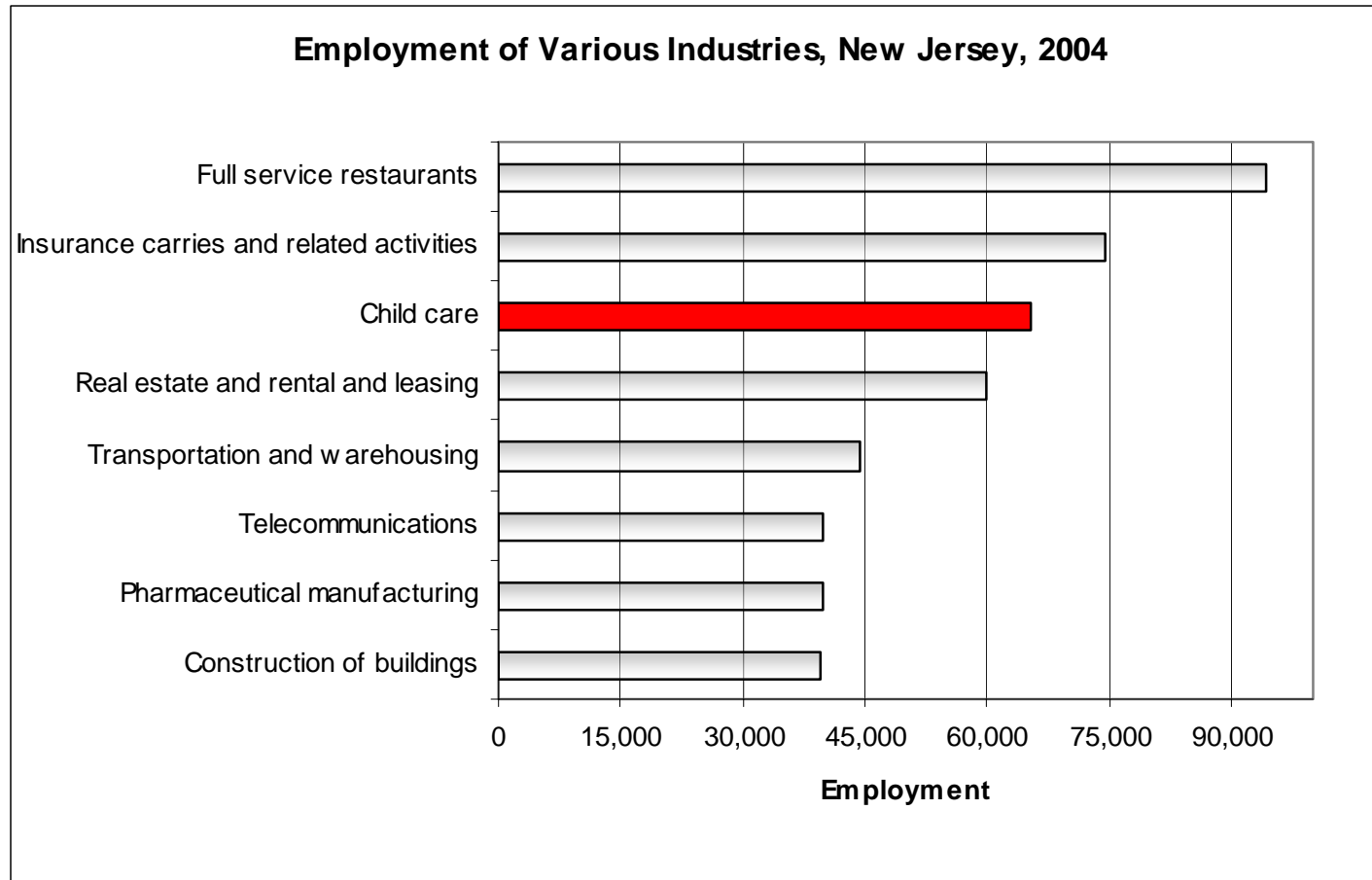
- Can serve 378,000 children at any one time
- Generates \$2.55 billion in gross receipts every year
- Supports more than 65,300 full-time jobs
- Operates in every municipality

Almost one in five workers in New Jersey has a child between birth and age 13 and live in a household where all parents work. Together these working parents earn \$20.2 billion every year.

# Early Care and Education: A Significant Industry in New Jersey



# Early Care and Education: A Significant Industry in New Jersey



# **Boosting Local Economies through Early Care and Education**

---

**The ECE industry is vital to New Jersey businesses and the overall economy. Strengthening a comprehensive and integrated high-quality early care and education system will support long-term and positive economic growth for the state—and each municipality—of New Jersey.**

**Creating family-friendly municipalities *is* economic development.**



# Boosting Local Economies through Early Care and Education

---

Be a spokesperson for early care and education:

- Communicate the status of your municipality's early care and education (ECE) programs (contact New Jersey Association of Child Care Resource and Referral Agencies, [www.njaccrra.org](http://www.njaccrra.org)).
- Include ECE statistics on your municipal website.
- Publicly recognize ECE professionals for their support of your municipality's families and local economy.
- Launch a public relations campaign for your municipality as an "early care and education" city or town to attract businesses and families.
- Host a summit with ECE leaders in your community to identify specific ECE issues.

# Boosting Local Economies through Early Care and Education

---

Support early care and education entrepreneurs:

- Work with small business trainers to increase business skills in programs specifically geared toward ECE providers.
- Establish a capital fund for ECE facilities improvements.
- Encourage ECE establishments that qualify as small businesses and nonprofits to access available funds for small businesses.
- Help ECE providers set up shared purchases of food, kitchen preparation, back-office accounting and financial supports, etc.

# Boosting Local Economies through Early Care and Education

---

Ensure that community and economic planning support early care and education:

- Change local zoning and planning board policies to prioritize ECE in planning efforts.
- Identify resources for ECE facilities in your municipality such as existing buildings, space and funding.
- Incorporate training about ECE (the economic benefits, where to locate it, free resources, etc.) into new business development programs.
- Work with developers and/or institute a child care mitigation fee to ensure the community has adequate child care.

# Boosting Local Economies through Early Care and Education

---

Support working families:

- Offer a child care tax credit to low- and moderate-income working families.
- Develop programs that provide parents who work nontraditional hours with greater access to ECE.

# Contact Information

---

Saskia Traill

Insight Center for Community Economic Development

160 Allen St., #8

New York, NY 10002

(212) 677-7941

[straill@insightcced.org](mailto:straill@insightcced.org)

[www.insightcced.org](http://www.insightcced.org)