



Child Care Market Analysis and Strategic Plan Summary for Pleasantville, IA

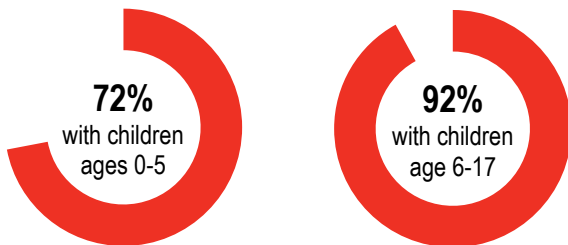
Eight Key Findings

1. Population Ages 0 to 9 is Decreasing

499 children ages 0 to 9 living in the Pleasantville area in 2000
481 children ages 0 to 9 living in the Pleasantville area in 2017

2. Pleasantville Area Parents are in the Labor Force and Need Child Care

Pleasantville Area Families with All Parents in the Labor Force



3. Parents Prefer Regulated Child Care Settings

According to a 2018 child care needs survey conducted by First Children’s Finance, Pleasantville area parents that would use “outside” child care prefer DHS regulated settings. Overall, 35% would prefer a DHS licensed center and 30% prefer a DHS regulated home, while 35% prefer themselves or their spouse/partner care for their children.

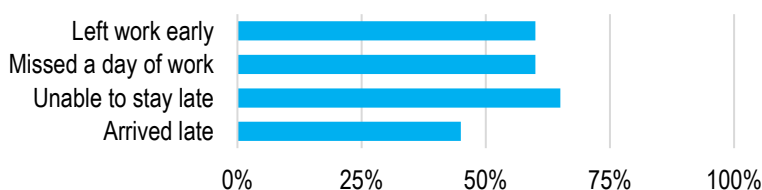
4. Median Family Incomes are Higher than the Child Care Assistance Threshold

The median annual income for families in the Pleasantville area is \$79,397, and the average family size is 3.29, according to the US Census Bureau. To be eligible for the Iowa Child Care Assistance program under the 2019 eligibility criteria, a family of 3 must have an annual household income below \$30,928.

5. Child Care is Affecting the Labor Force

Parents in the Pleasantville area that participated in the 2018 child care needs survey indicated they had their jobs affected because of child care challenges during the prior 12 months. Of those whose jobs were affected, 60% left work early, 60% missed a day of work, 65% were unable to stay late, and 45% arrived late.

Labor Force Affects Due to Child Care Challenges



About this Analysis

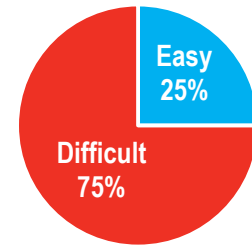
For working parents, choosing child care may be one of the most critical decisions they make. According to longitudinal research, the child care environment they choose will have lasting effects on their child. When there are not enough child care spaces in a community, finding *any* care is a challenge; and options for *quality* child care that meets the needs and preferences of families can be even more challenging.

In 2018, a study was commissioned by Marion County Development Commission and community partners to help better understand the supply and demand for child care across Marion County, and to gain insight to any child care challenges experienced by the residents and workforce. This document is a summary of the full *Child Care Gap Analysis and Strategic Plan for Marion County* report, which was completed in March 2019. For a copy of the full report contact Carla at carla@redrockarea.com.

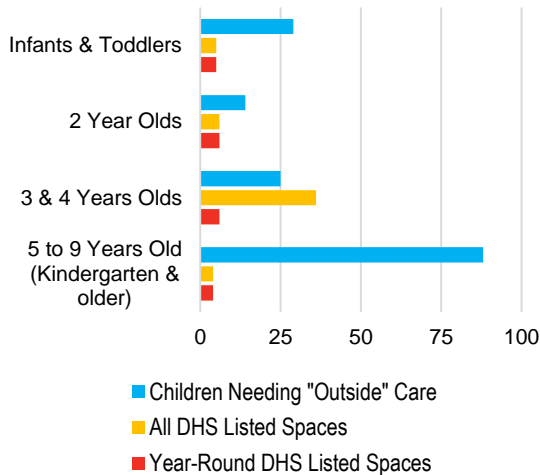
To better identify child care gaps and needs, the county was divided into five markets. The Pleasantville market reflects the townships of Pleasant Grove, Red Rock, and Union, including the communities of Pleasantville and Swan.

6. Finding Child Care is Difficult

The child care needs survey conducted in conjunction with this study, indicates that 75% of Pleasantville area parents found it somewhat difficult or very difficult to find child care. Obstacles named by parents included lack of openings within existing programs, limited number of providers, and providers not staying open late enough for commuters.



Children Needing "Outside" Care vs. DHS Listed Spaces in Pleasantville



7. Marion County's Child Care Supply is Declining

According to Iowa Child Care Resource and Referral data, as of July 2018 there were 1,438 spaces within DHS Licensed Child Care Centers, Department of Education Preschools, Registered Child Development Homes, and Child Care Homes in Marion County. This is down from 1,512 spaces reported in July 2013.

8. Shortage of Child Care Spaces

There are 239 children ages 0 to 9 in the Pleasantville area that have all parents working. Based on parent preferences, First Children's Finance estimates 156 children need some type of "outside" child care. With only 51 spaces, (enough to serve 33%), there is a gap of 105 spaces. There is a gap among each age group except three- and four-year-olds which has a surplus due to preschool spaces. If the part-time, school-year only preschool spaces are removed, the gap grows to 135.

Pleasantville Child Care Initiatives

The following goal and project were identified through input and interactions at a series of strategic planning sessions, in which participants were encouraged to develop ideas about how to address the child care challenges in Pleasantville.

Goal: Use the *Child Care Gap Analysis and Strategic Plan* to inform community leaders of Pleasantville's child care needs.

Project One: Hold community-based conversations related to the expansion of child care in Pleasantville.

- The Marion County Child Care Steering Committee will make the *Child Care Gap Analysis and Strategic Plan* available to all communities throughout Marion County. The report will provide community leaders, child care providers, and those interested in becoming a provider, data on which to base future decisions related to expanding child care.
- Pleasantville representatives from the Marion County Child Care Steering Committee will identify individuals to coordinate a meeting of community leaders, business owners, the school district, and child care providers to review and discuss the results of this study and determine the best next steps for the community.

This project was made possible through funding received from the Marion County Development Commission, PACE Alliance, Pella Corporation and Weiler Corporation.

First Children's Finance, a national nonprofit organization, believes access to quality early care and education is essential for all communities, and that early care and education is the foundation of individual success and the engine of regional economic growth. First Children's Finance provides financing, training and business-development assistance to child care businesses. First Children's Finance also provides consulting and planning assistance to government agencies, intermediaries and regional child care organizations.

For more information on these and other topics, contact Heidi Schlueter, Regional Director Heidi@FirstChildrensFinance.org.