

ON YOUR
mark...

MARC Board:

Why Child Care is Important to Economic Development



OCTOBER 25, 2022

OUR FOCUS

Mission

To promote and strengthen Wyandotte County's economy through innovative approaches to programs, partnerships, and leadership in industrial, residential, office and retail markets.



ECONOMIC OVERVIEW

Labor Participation Rate:

Wyandotte County: 65.9%

Kansas: 65.9%

U.S.: 58.4%

Source: US Census ACS 5-year, 2016-2020

MEDIAN ANNUAL WAGES BY COUNTY

	2017	2018	2019	2020	2021
Wyandotte County	\$40,081	\$40,102	\$39,471	\$41,307	\$44,259
Johnson County	\$38,293	\$38,998	\$40,227	\$41,985	\$44,733
Leavenworth County	\$39,503	\$39,501	\$41,399	\$40,503	\$43,255

Source: Kansas Wage Survey, 2020, PEAK Median Wages by County



MEDIAN HOME INCOME

Wyandotte County MHI has improved 4 of the last 5 years.

2020: \$48,093 (82nd)*

2019: \$46,881 (87th)*

2018: \$47,285 (66th)*

2017: \$46,310 (76th)*

2016: \$43,396 (87th)*

*Out of 105 counties in Kansas

2019 Source: US Census ACS 2016-2020

2015-2018 Source: US Census ACS 1-year

CHIP- COMMUNITY HEALTH IMPROVEMENT PLAN



Child Care/Early Childhood Education – Increase quality childcare spaces, support a quality improvement system, remove barriers to creating early childhood centers, develop a community/business awareness campaign



Criminal History – Support Clean Slate Law – auto expungement of some criminal records after time served, asset mapping of services for justice-involved individuals, engage companies in hiring programs



Language – Identify and engage businesses interested in Business ESL program via KCKCC



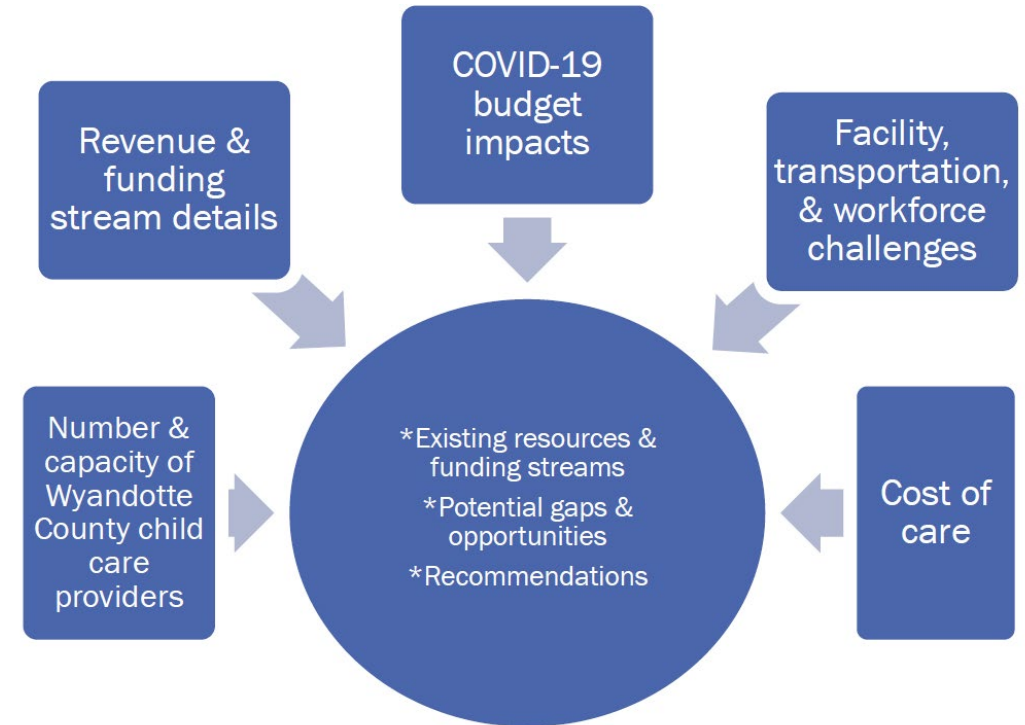
Post-Secondary Education/Industry-Recognized Credentials – Support Education to Employer pipeline, align education continuum with available jobs/livable wages/trends



Transit – National Science Foundation grant application via KU geared towards youth employment transportation access, potential pilot Edwardsville Industrial Park project, Urban Outfitters transit project

WYEDC – CHILD CARE JOURNEY

- WYEDC partners with The Family Conservancy.
- Transitioned as a WYEDC committee in 2020 to WYCO Child Care Collaborative via an All In For Kansas Kids grant coordinated by the United Way of Greater Kansas City.
 1. Develop a comprehensive WYCO child care funding & investment mapping and analysis to identify existing resources, funding streams and potential gaps.
 2. Develop a two-pronged education campaign focusing on fostering community will for quality child care access and increasing business investments to expand the reach of existing system.
- Transitioned in 2022 to Raising WYCO

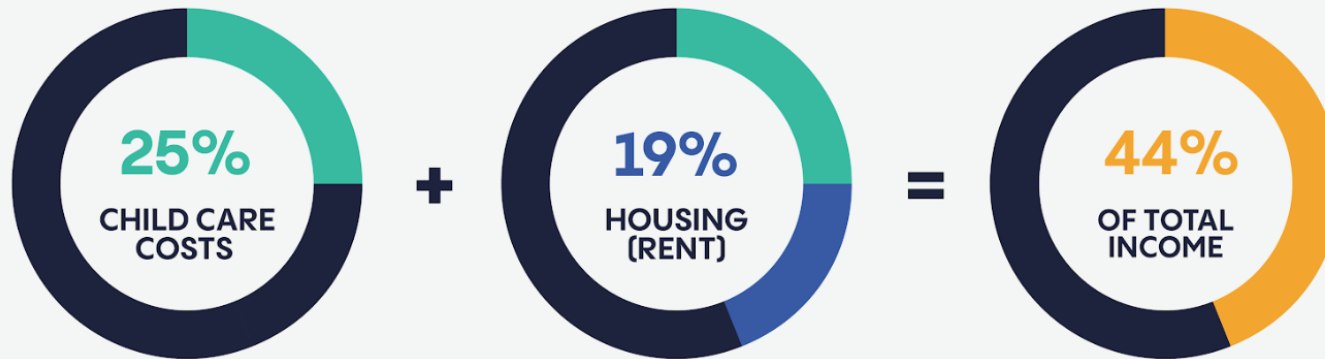




Raising WYCO

A WYCO family may spend up to 20–25% of their household income on child care. At times, costing more than housing.

*Based off of median income rates and median rent housing costs.





Raising WYCO

Why child care is important to WYEDC:

- Child care is a small business – low wages/high regulation
- Diversity: largely nonprofit, church & home-based; taxes/revenues a challenge
- Pandemic: Dropped from meeting 33% of the need to 26% post-pandemic
- Need: Approx. 5,100 young children in need of child care, do not have access to a quality child care spot – impact on kindergarten readiness/future workforce
- Missing Talent: need women to meet workforce needs
- Employer engagement a must:
 - Culture change; men largely run the companies, but don't have the daily child care role
 - Human Resources: consider child care as part of the larger benefits package
 - Providers of choice: Co-op model with nearby child care providers
 - Tax benefits: Promote Child Care Tax Credit
- Policymaker engagement

Children under 5 in Wyandotte County = 12,747

Children under 5 in Wyandotte County potentially in need of care = 8,290

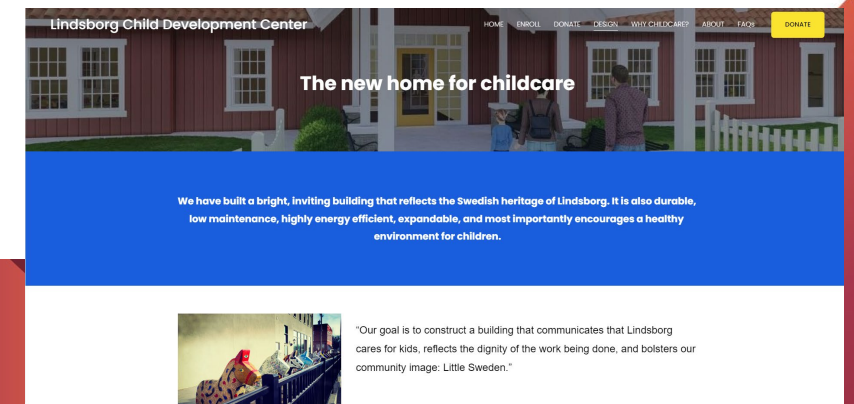
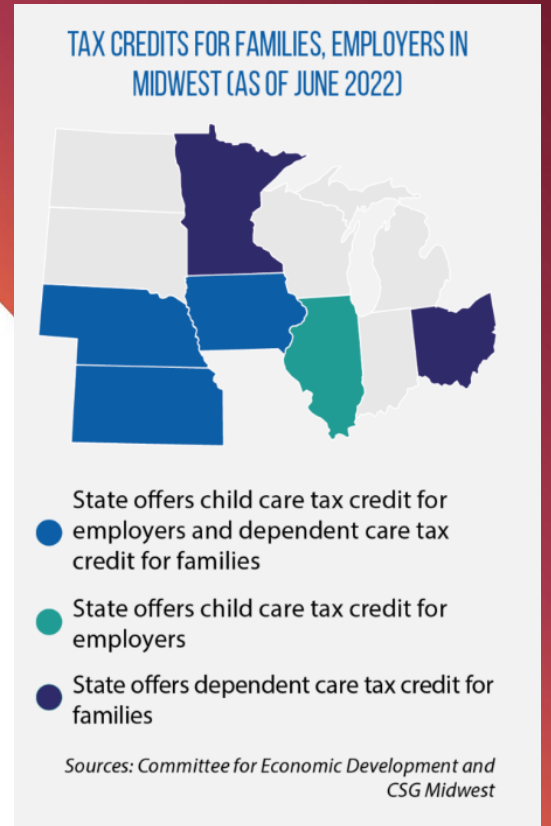
Available slots = 3,150



Raising WYCO

Next Steps:

- Prioritize child care access issues in community decision-making (i.e. EcoDevo projects)
- Elevate the experiences of families and childcare providers in the community through messaging. (Social media campaign started.)
- Reduce existing barriers for child care providers to expand or create childcare slots through policy-making.
- Actively explore community level strategies to improve child care workforce recruitment, retention, and compensation.
- Actively explore community, state, and federal strategies and mechanisms for increasing child care investments.
- Identify champions, public/private examples (i.e. Lindsborg, Schwan's)



ON YOUR
mark...

LET'S CONNECT.

GREG KINDLE
gkindle@wyedc.org
913.748.2272