



# Child Care Market Analysis and Strategic Plan Summary for Bussey, IA

## Eight Key Findings

### 1. Population Ages 0 to 9 is Decreasing

264 children ages 0 to 9 living in the Bussey area in 2000  
207 children ages 0 to 9 living in the Bussey area in 2017

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

*Bussey 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, Bussey area parents that would use “outside” child care prefer DHS regulated settings. Overall, 67% would prefer a DHS regulated home provider and 33% prefer a DHS licensed center.

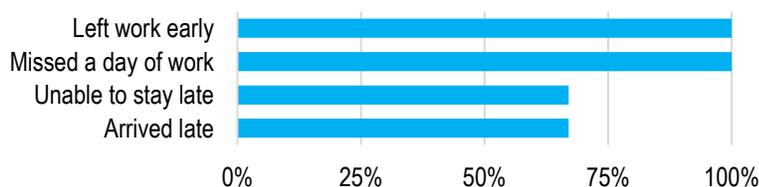
### 4. Median Family Incomes are Higher than the Child Care Assistance Threshold

The median annual income for families in the Bussey area is \$63,353, and the average family size is 2.92, 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 Bussey 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, 100% left work early, 100% missed a day of work, 67% were unable to stay late, and 67% 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](mailto:carla@redrockarea.com).

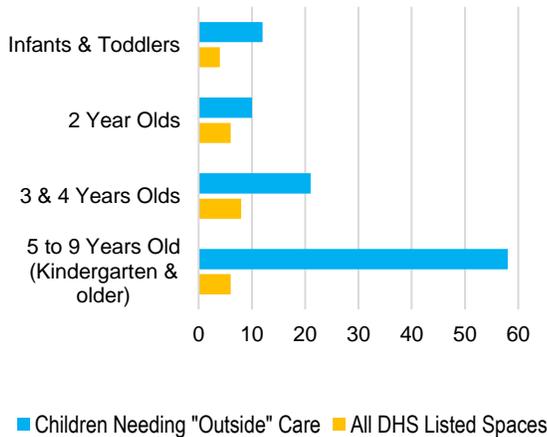
To better identify child care gaps and needs, the county was divided into five markets. The Bussey market reflects the townships of Indiana and Liberty, including the communities of Bussey, Hamilton, and Marysville.

## 6. Finding Child Care is Difficult

The child care needs survey conducted in conjunction with this study, indicates that 100% of Bussey area parents found it difficult to find child care. Obstacles named by Bussey parents included limited number of providers in the community, unreliable hours/days of operation, and inconvenience of provider closing to take time off.



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



## 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 143 children ages 0 to 9 in the Bussey area that have all parents working. Based on parent preferences, First Children's Finance estimates 101 children need some type of "outside" child care. With only 24 spaces, (enough to serve 24%), there is a gap of 77 spaces. There is a gap among each age group, with the largest gap among ages 5 to 9, followed by ages 3 to 5.

## Bussey Child Care Initiatives

The following goal and projects 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 Bussey.

### Goal: Increase the number of quality child care spaces within Bussey.

#### Project One: Establish new DHS Registered Child Development Homes in the Bussey area.

- Inform currently unregulated providers about the range of options from simply being listed with Child Care Resource & Referral (CCR&R) to being registered with the Iowa Department of Human Services.
- Make providers aware of local training opportunities and events held by CCR&R.

#### Project Two: Expand the existing licensed child care center, Little Sabers.

- Little Sabers and the Twin Cedars School District will finalize an agreement for Little Sabers to use an additional classroom. The new room will allow the center to separate children ages 0 to 3 from those ages 4 to 12, and increase their licensed capacity by 17 children.

*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](mailto:Heidi@FirstChildrensFinance.org).