



WORKING PARENT CHILD CARE RELIEF PROGRAM  
*ND HEALTH AND HUMAN SERVICES PILOT PROGRAM*

MainStreetND.com



## Main Street Initiative (MSI)

North Dakota's Main Street Initiative provides community leaders with direct access to tools, technical assistance, and resources to capitalize on their community's strengths and make sound planning decisions.



# MSI COMMUNITY PILLARS AND WHY IT MATTERS:

## 21<sup>ST</sup> CENTURY WORKFORCE

- Increase quantity of employable residents
- Minimize skill and education gaps
- Educate incoming workforce on high need jobs
- Reskilling for future workforce needs

## HEALTHY, VIBRANT COMMUNITIES

- Zoning and land use updates
- Blight reduction
- Renovation of historical buildings
- Walkability improvements
- Community amenities and Placemaking

## SMART EFFICIENT INFRASTRUCTURE

- Increase infill development and mixed-use buildings
- Transportation design, including but not limited to traffic calming, streetscape, street width
- Encouragement of programs through North Dakota state agencies to incentivize infill versus greenfield development
- Engage subject matter experts to determine what programming and policy changes would encourage rural development

## ECONOMIC DIVERSIFICATION

- Raw commodities to value added
- Expand our leading industries: ag and energy
- Enhance entrepreneurial ecosystems
- Increase businesses on Main Street
- GDP per capita highest in the country



# ECONOMIC DEVELOPMENT ADMINISTRATION, EDA

## STATEWIDE PUBLIC SPACE INITIATIVE-PLACEMAKING (SPSI) PLANNING GRANT

**RESILENCY**

**WORKFORCE**

**ECONOMIC GROWTH**

- This grant is to invest in the planning and design necessary to enhance the statewide attraction of businesses, promotion of economic activity, and the retention and attraction of talented workers, thus strengthening the economic resiliency of communities across North Dakota as we recover from the economic impacts of Covid –19.
- This grant provides the Main Street Initiative the opportunity to build out agency partnerships with a common vision as well as North Dakota's eight regional planning councils and MSI stakeholder organizations, all of which have been ranked a high priority for additional collaboration and capacity building in the 2021-2024 Main Street Initiative Strategic plan. Additionally, this grant provides the opportunity for capacity building within the Main Street Initiative, reaching more agencies, planning councils, stakeholders, and communities than ever before.

**ECONOMIC DEVELOPMENT ADMINISTRATION, EDA**

**STATEWIDE PUBLIC SPACE INITIATIVE-PLACEMAKING (SPSI) PLANNING GRANT**

# ECONOMIC DEVELOPMENT ADMINISTRATION, EDA

## STATEWIDE PUBLIC SPACE INITIATIVE - PLACEMAKING (SPSI) PLANNING GRANT

### RURAL PLACEMAKING



Placemaking is the process of creating quality places where people want to live, work, play, and learn.

Placemaking efforts directly affect the livability of a community.

*But with all the investments and energy communities put into placemaking efforts, the immediate challenge is to create a place people are drawn to in order to call your community home.*



Kay Larson is director of North Dakota Health and Human Services' Early Childhood Section, which was created in July 2021 to align and focus state programs and resources on a key department priority: quality early childhood experiences that enable children ages birth to five, their families, and those who support them to reach their potential.

The section Kay leads includes child care licensing, provider training, and technical assistance, the workforce registry and quality rating and improvement systems, family support and school engagement, the Best in Class year before kindergarten experience, Child Care Development Fund administration, and coordination of early childhood data systems. Her team has also been administering the public health emergency relief dollars specific to the childcare sector.

Kay is passionate about supporting providers through consultation, training, and quality incentives, and supporting North Dakota's workforce needs by improving access to child care.

She has extensive experience as a proven, innovative leader in the state's early childhood system. Kay was formerly the team lead for Child Care Aware of North Dakota from 2016 to 2021 for the North Dakota Department of Human Services (now HHS) and Lutheran Social Services of North Dakota (LSSND). Prior to that, she led professional development services for LSSND from 2007 to 2016.

Kay has over two decades of expertise in early childhood education and services, including working in teaching and administrative positions in Head Start, Early Head Start, child care, and, the nonprofit sector. During her career, she has also been involved in program quality improvement, childcare provider training, and consultation.

Kay has a bachelor's degree in elementary and early childhood education from the University of North Dakota.





## ***Working Parent Child Care Relief***

MSI Monthly Chat

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March 28, 2023 | Kay Larson, Early Childhood Section Director



Health & Human Services

# EARLY CHILDHOOD PROGRAM PURPOSE



Facilitate delivery of programs and services so kids ages 0 – 5 from all backgrounds and circumstances, their families, and those who support them have the opportunity to realize their potential.

WHAT HAPPENS  
DURING EARLY  
CHILDHOOD LAYS  
THE FOUNDATION  
FOR SCHOOL AND  
LIFE SUCCESS.

# WHY EARLY CHILDHOOD MATTERS

IT'S AN OPPORTUNITY  
TO MAKE A POSITIVE,  
LIFELONG IMPACT



THE AVERAGE PRICE  
OF CENTER-BASED  
INFANT CHILD CARE  
IN ND IS MORE  
THAN THE AVERAGE  
ANNUAL TUITION  
AND FEES AT A  
PUBLIC FOUR-YEAR  
COLLEGE OR  
UNIVERSITY<sup>3</sup>

CENTER-BASED  
INFANT CARE  
**\$9,182**

PUBLIC FOUR-YEAR  
UNIVERSITY TUITION  
**\$8,660**

ACCESS TO QUALITY  
EARLY CHILDHOOD CARE  
IS A WORKFORCE ISSUE



**60%**  
OF THE  
CHILD CARE  
WORKFORCE  
IS UNDER  
AGE 30<sup>4</sup>

44,000+ = THE  
NUMBER OF  
HOUSEHOLDS IN  
ND WITH  
CHILDREN UNDER  
THE AGE OF FIVE

**73%** OF THESE  
HOUSEHOLDS HAVE  
ALL PARENTS IN  
WORKFORCE<sup>5</sup>

MORE THAN HALF OF AMERICAN  
CHILDREN UNDER AGE 5  
SPEND MORE THAN  
**HOURS**  
PER WEEK,  
ON AVERAGE, IN CHILD CARE  
SETTINGS OUTSIDE THE HOME<sup>6</sup>

36

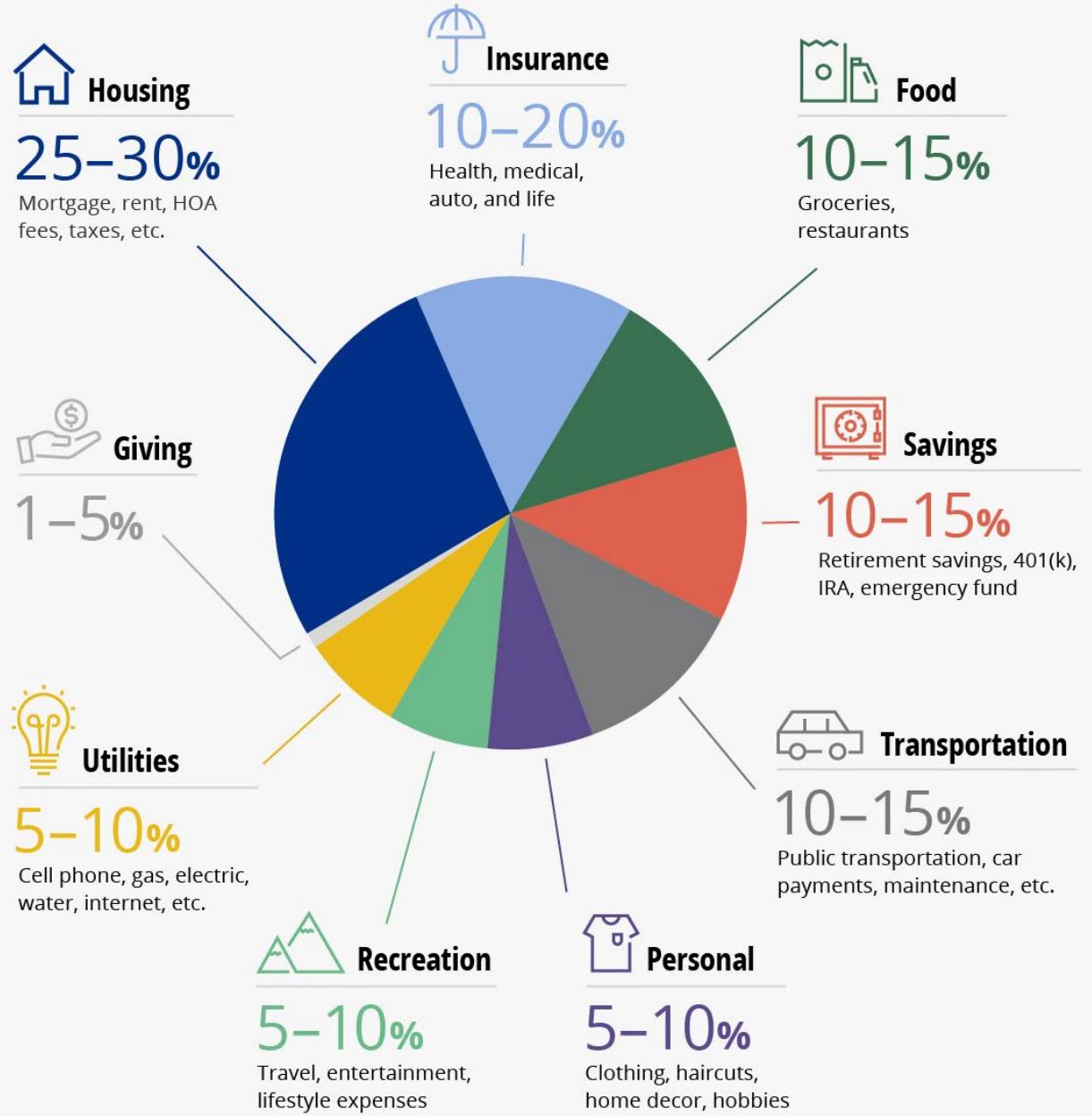
# WHY THINK ABOUT CHILD CARE AS A WORKFORCE SOLUTION?

- ✓ North Dakota has more job openings than people to fill them.
- ✓ 47% of ND job openings pay an average starting wage of less than \$25/hour.
- ✓ To thrive communities need workers who want to work in both high-skill-required and low-skill-required jobs.
- ✓ The economic realities of child-rearing affect household decisions about employment.
- ✓ There are 45,000 ND households who have children younger than age 5.
- ✓ 3 of every 4 children households with children younger than age 5 have all parents in the workforce.



# What does someone think about when they are looking for a job?

Interest  
Aptitude  
Purpose  
Opportunity  
Location  
**Income**

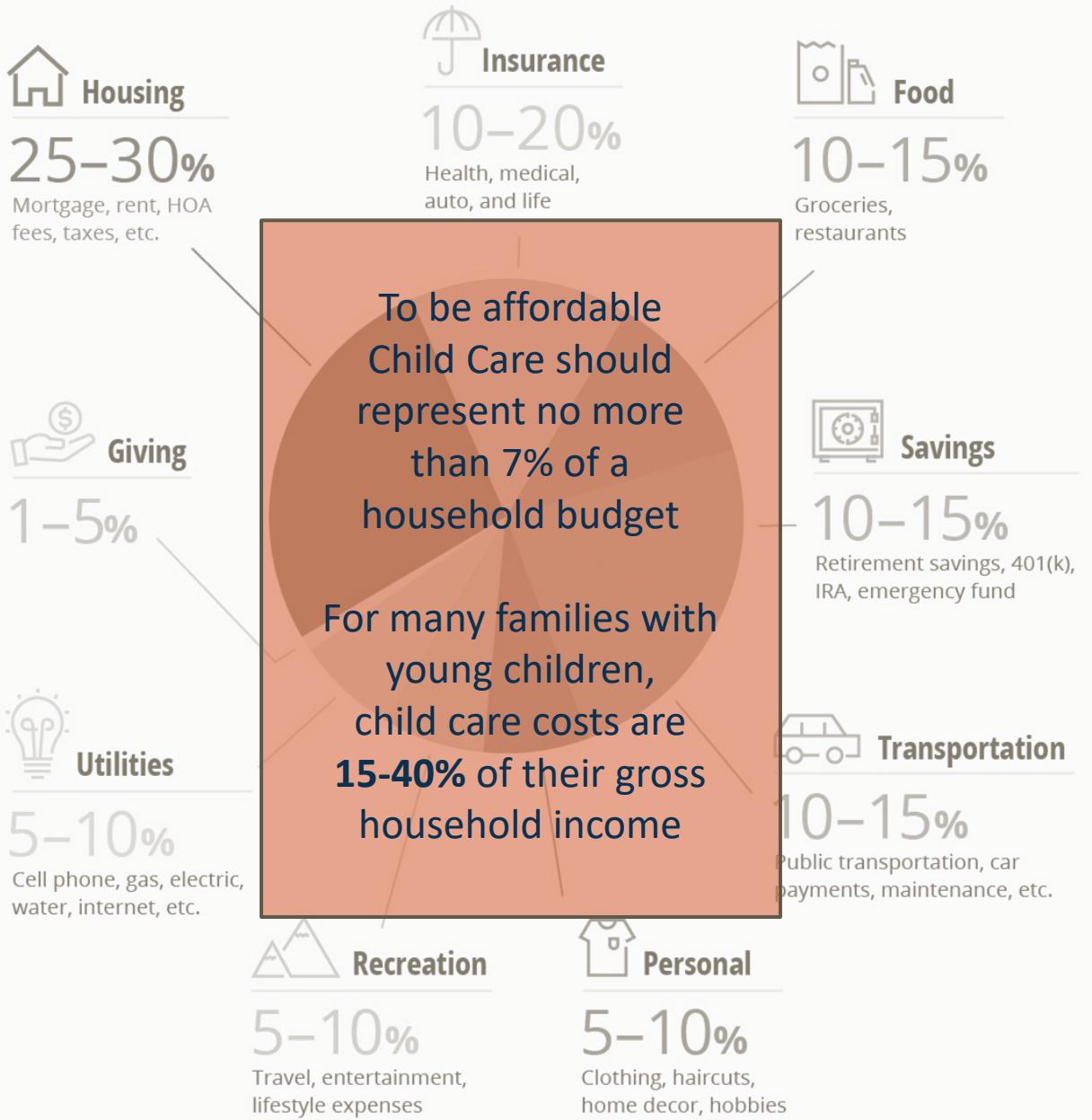


**NOTE**

# What's missing from this picture?



## Child Care



# CHILD CARE IS ONE OF THE LARGEST MONTHLY COSTS FOR FAMILIES WITH YOUNG CHILDREN

## WHAT DOES CHILD CARE COST?

**Age 0-17 months**

Center-based  
\$595 - \$1,890  
**Avg: \$838**

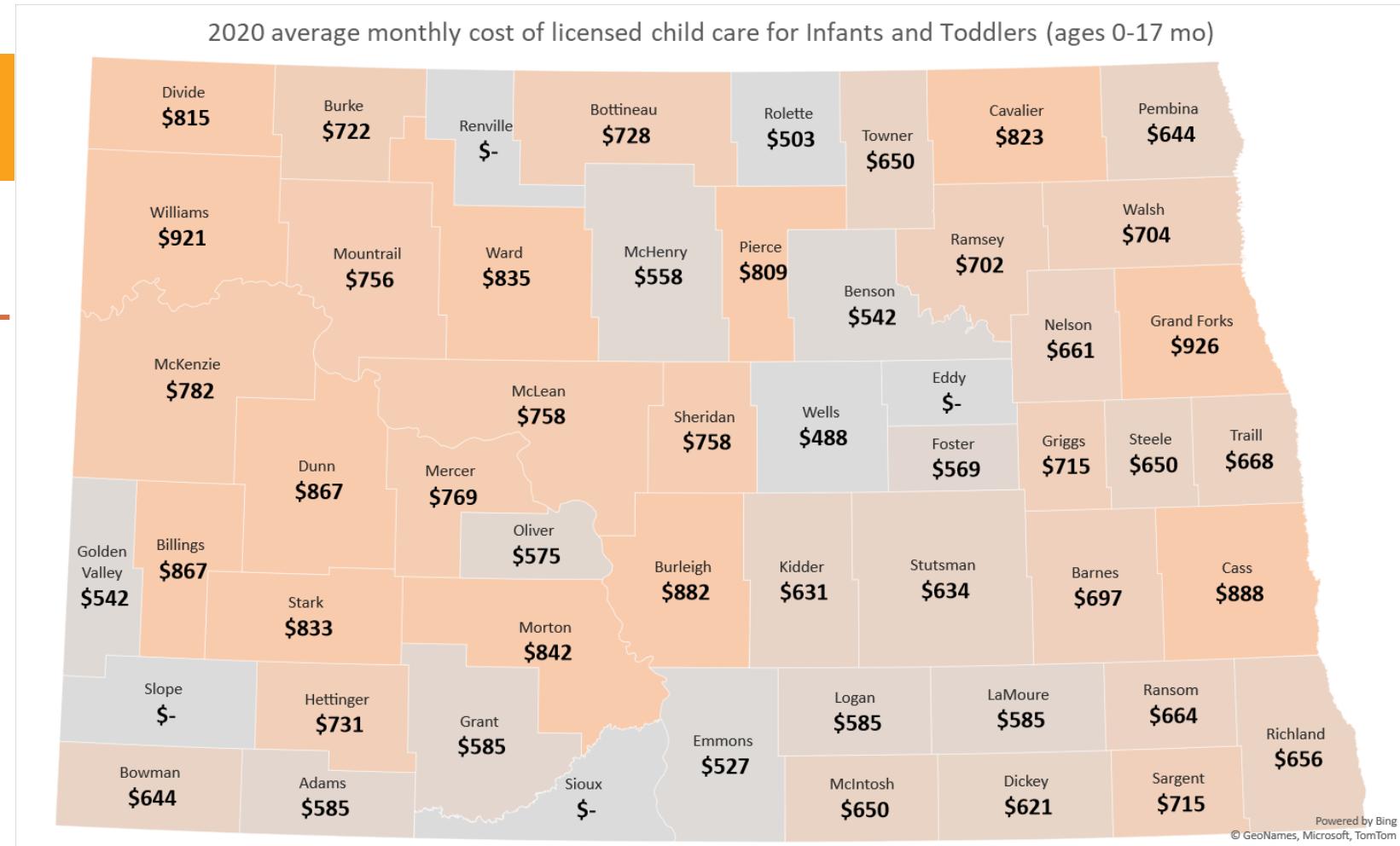
Family/Group-based  
\$475 - \$1,200  
**Avg: \$672**

**Age 18-35 months**

Center-based  
\$595 - \$1,810  
**Avg: \$798**

Family/Group-based  
\$475 - \$1,000  
**Avg: \$661**

Source: Oct 2021 Child Care Market Study conducted for ND Child Care Assistance Program



# 88% OF JOBS IN THE ND LABOR MARKET PAY AN AVERAGE WAGE OF \$35/HOUR OR LESS



Less than \$15 / hr	\$15 - \$20 / hour	\$20 - \$28 / hour	\$28 - \$35 / hour	>\$35 / hour
Child care worker	Home health/Pers care	Carpenter/Constr	Sales representative	Engineer
Fast food	Customer service rep	Office/clerical	HVAC installer	Constr mgr
Waiter/Waitress	Hair stylist	Accounting clerk	Rotary drill operator	Lineman
Cashier	Retail	Assembler/fabricator	Wellhead pumper	Gen/Op mgr
Bartender	Receptionist/secretary	Maintenance/repair	HR specialist	Loan officer
Vehicle/equip cleaner	Restaurant cook	Correctional officers	Accountant	Lawyer
Hotel clerk	Preschool teacher	Auto service tech	Police	Sales manager
Dishwasher	EMT	Lic Practical Nurse	Real Estate Sales	Software dev
Laundry/Dry cleaning	Teller	Dental assistant	PR/marketing specialist	Veterinarian
Maid/Housekeeping	Security guard	Firefighter	Counselor/therapist	Pharmacist
	Nursing assistant	Social worker	Child/School social worker	Physician
	Laborer	Truck driver	Registered Nurse	Dentist
	Stocker/order filler	Svc unit op (oil/gas)	Comp network specialist	Psychologist
	Landscaping/grounds	Retail supervisor	Construction supervisor	Project mgmt
	Janitor/cleaner	Pharmacy tech	Dental hygienist	
			Architectural/mech drafter	
			Heavy equip mechanic	

**48,790**  
# of people employed in a job with average wage of <\$15/hour

*represents  
13% of total jobs*

**90,050**  
25%

**109,930**  
30%

**73,420**  
20%

**45,000**  
12%

Source: Job Service ND 2021 Employment and Wages by Occupation dataset | mean wage by occupation; 741,920 jobs included in statewide wage summary

# WHEN IS CHILD CARE AFFORDABLE?

Average monthly cost of care in a Child Care Center compared to affordability standard of 7% of household income



## 1 child (9-month-old)

Center-based avg  
\$838      Household income needed? \$143,600 = combined hourly wage of  
\$69/hr



## 1 child (3-year-old)

Center-based avg  
\$726      Household income needed? \$124,400 = combined hourly wage of  
\$60/hr



## 2 children (1-year-old and 4-year old)

Center-based avg  
\$1,564      Household income needed? \$268,100 = combined hourly wage of  
\$129/hr

# WHEN IS CHILD CARE AFFORDABLE?

*Average monthly cost of care in a Family/Group Child Care compared to affordability standard of 7% of household income*



## 1 child (9-month-old)

*Family/Group avg*      *Household income needed?*      = *combined hourly wage of*  
**\$672**                          **\$115,200**                          **\$55/hr**



## 1 child (3-year-old)

*Family/Group avg*      *Household income needed?*      = *combined hourly wage of*  
**\$653**                          **\$111,900**                          **\$54/hr**



## 2 children (1-year-old and 4-year old)

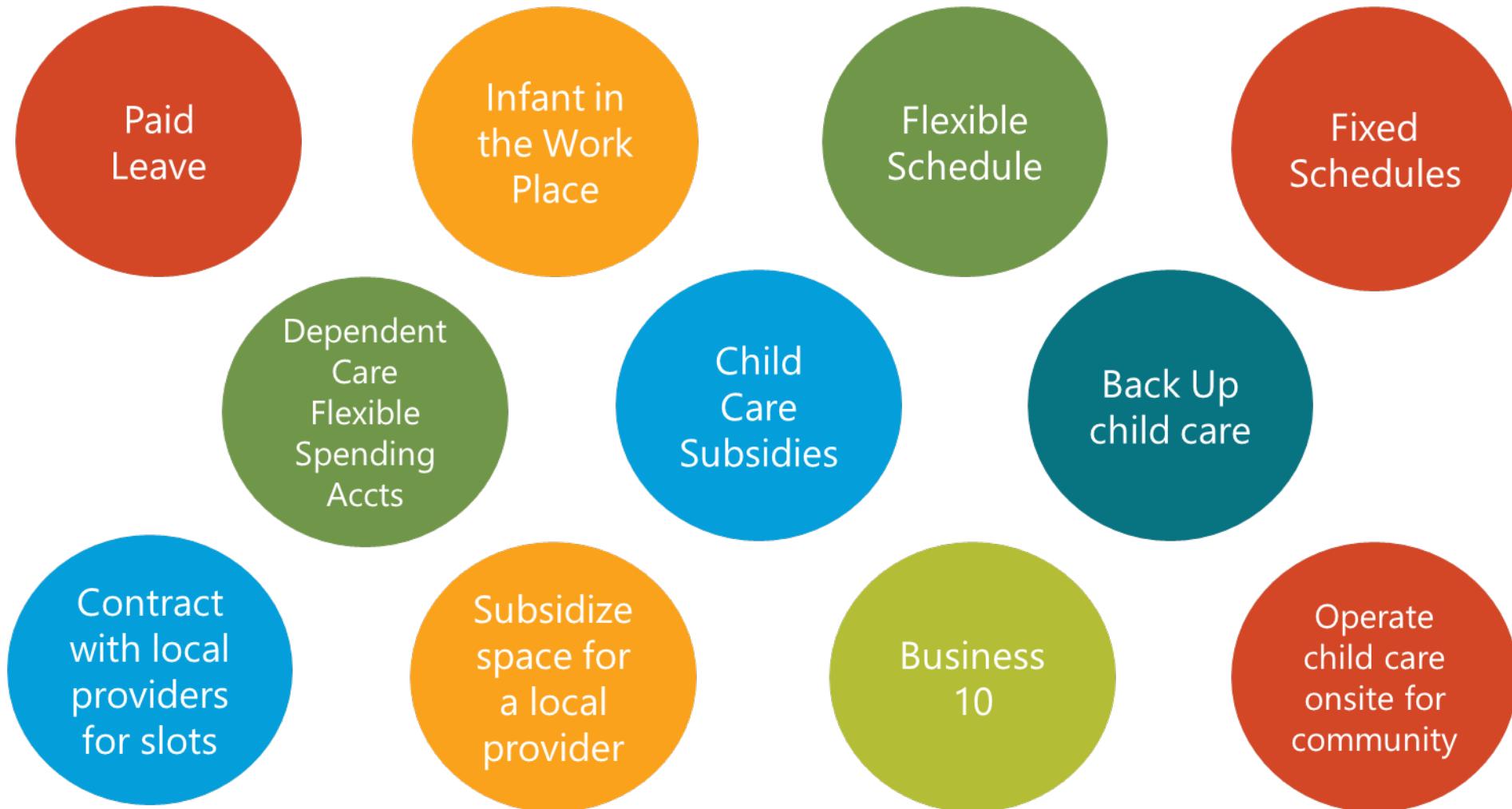
*Family/Group avg*      *Household income needed?*      = *combined hourly wage of*  
**\$1,325**                          **\$227,100**                          **\$109/hr**

# OF BEING A PARENT WITH THE DEMANDS OF BEING AN EMPLOYEE

- Improve recruitment and retention efforts
- Boost productivity
- Reduce absenteeism
- Raise morale



# EMPLOYER SPONSORED CHILD CARE BENEFITS



# Employers who can participate

- Businesses of all sizes
- Must be active with the ND Secretary of State's Office to conduct business in North Dakota
- Commits to offering a child care benefit (stipend) of at least \$300 per child per month, to each eligible employee
- Opt-in to participate so employees can receive a match to this child care benefit.



# WORKING PARENT CHILD CARE RELIEF

This cost sharing pilot program focuses on families with young children (birth to three)

If employers invest at least \$300 per child per month, in a child care benefit, the state will match it (up to \$300) for qualifying employees.



# HELPING BUSINESSES ATTRACT AND RETAIN HARD WORKING PARENTS



## Eligible working parents

- Work in the state of North Dakota
- Have household incomes up to 100% state median income
- Are raising children (ages birth through 35 months) and using licensed child care in ND
- Have an employer who has opted to participate in Working Parent Child Care Relief

# QUALIFYING HOUSEHOLD INCOME



<b>Family Size (Adults and Children)</b>	<b>Maximum Monthly Household Income</b>
2	\$6068
3	\$7495
4	\$8924
5	\$10,351
6	\$11778
7	\$12046
8	\$12,314

# HOW IT WORKS

- Employer opts-in to participate and provides at least a \$300/month child care benefit
- Employer shares a flyer and code for employees to use when applying for Working Parent Child Care Relief
- HHS will determine if employee is eligible for a match
- Employer distributes the monthly child care benefit to working parent and submits proof of payment to HHS
- HHS matches the employer benefit up to program limit \$300/month per infant/toddler, sending payment to working parent
- Working parent pays their licensed child care provider



# WHERE DO EMPLOYERS OPT IN?

Health and Human Services offers support to families for the needs of children.  
Learn more about how we can help.



## Child Care Assistance Program (CCAP)

CCAP helps pay a portion of the cost of childcare for working families, or families in training or education programs.

[Learn more](#)



## ND Working Parents Child Care Relief

This pilot program involves a shared investment by employers, the state of North Dakota and working parents. It's a matching employer benefit program.

[Parents & Employers: Learn more](#)



## Crossroads

Crossroads Program supports parents up to age 21 by helping pay a portion of their child care and transportation costs so they can continue their education.

[Learn more](#)



## Early Childhood

Early Childhood was created to align and focus programs and resources on a key department priority, early childhood experiences.

[Learn more](#)

## **hhs.nd.gov/childcare**

- Users can access the Working Parents Child Care Relief program by clicking on the Parents and Employers: Learn More tab

# OTHER CHILD CARE RELATED HELP

## Finding and Choosing Child Care

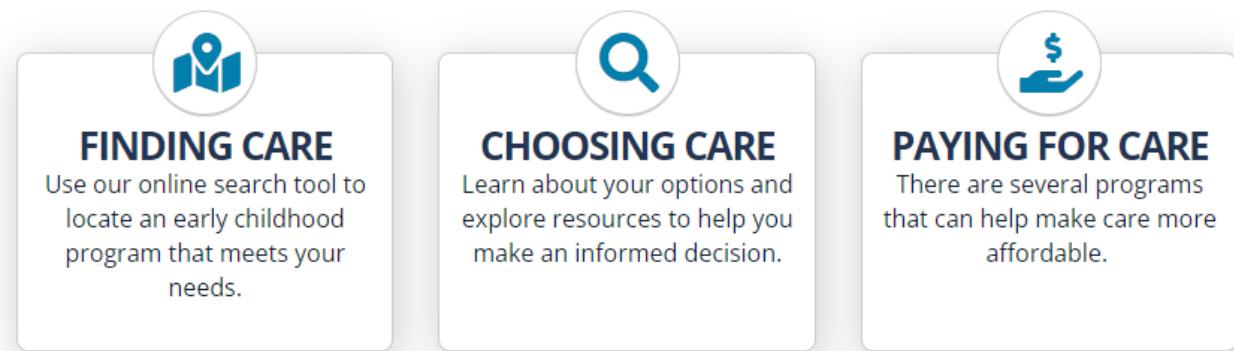
Choosing the right type of care for children requires an investment of time. Parents can use the online search tool, checklist, and other resources to help make an informed decision.

## Child Care Assistance

Families can apply for the Child Care Assistance Program (CCAP), which helps pay a portion of child care for each eligible child (birth through 13<sup>th</sup> birthday) for qualifying families.

## Information For Families

Early childhood care is a choice and investment that can influence your child's health, development and learning skills for a lifetime. Take time to learn about your options and ask plenty of questions. Use the resources below to help you make an informed decision.



<https://www.hhs.nd.gov/cfs/early-childhood-services/families>



# Contact information

## KAY LARSON

Director, Early Childhood

kaylarson@nd.gov

<https://www.hhs.nd.gov/childcare>

A photograph showing three young children playing together at a table. A woman with glasses is smiling and interacting with them. They are surrounded by various toys and educational materials.

For more on resources,  
Please sign up for our newsletter  
[BeLegendary.link/Commerce-Newsletter](http://BeLegendary.link/Commerce-Newsletter)

A photograph showing a teacher with glasses and a grey t-shirt interacting with two young children in a classroom. The teacher is gesturing with her hands while speaking to a girl on the left. A boy is partially visible on the right. The background shows shelves with toys and books.

Main Street Initiative  
Contact Information  
[communitydevelopment@nd.gov](mailto:communitydevelopment@nd.gov)

Today's slide deck  
and more  
information on the  
Main Street Initiative  
and future webinars  
available at  
[MainStreetND.com](http://MainStreetND.com)

