



# The Supply + Demand Data Deficit: The Why and How of Real Time Data

Presented by

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**Change  
NOW!**



# Introductions

- **Louise Stoney, Opportunities Exchange**
- **Tami Foley, Iowa Dept. of Health and Human Services**
- **Lucinda Burns, Early Childhood Options (Dillon Colorado)**
- **Michelle Reeves, Mesa County Partnership for Children and Families (Grand Junction, Colorado)**

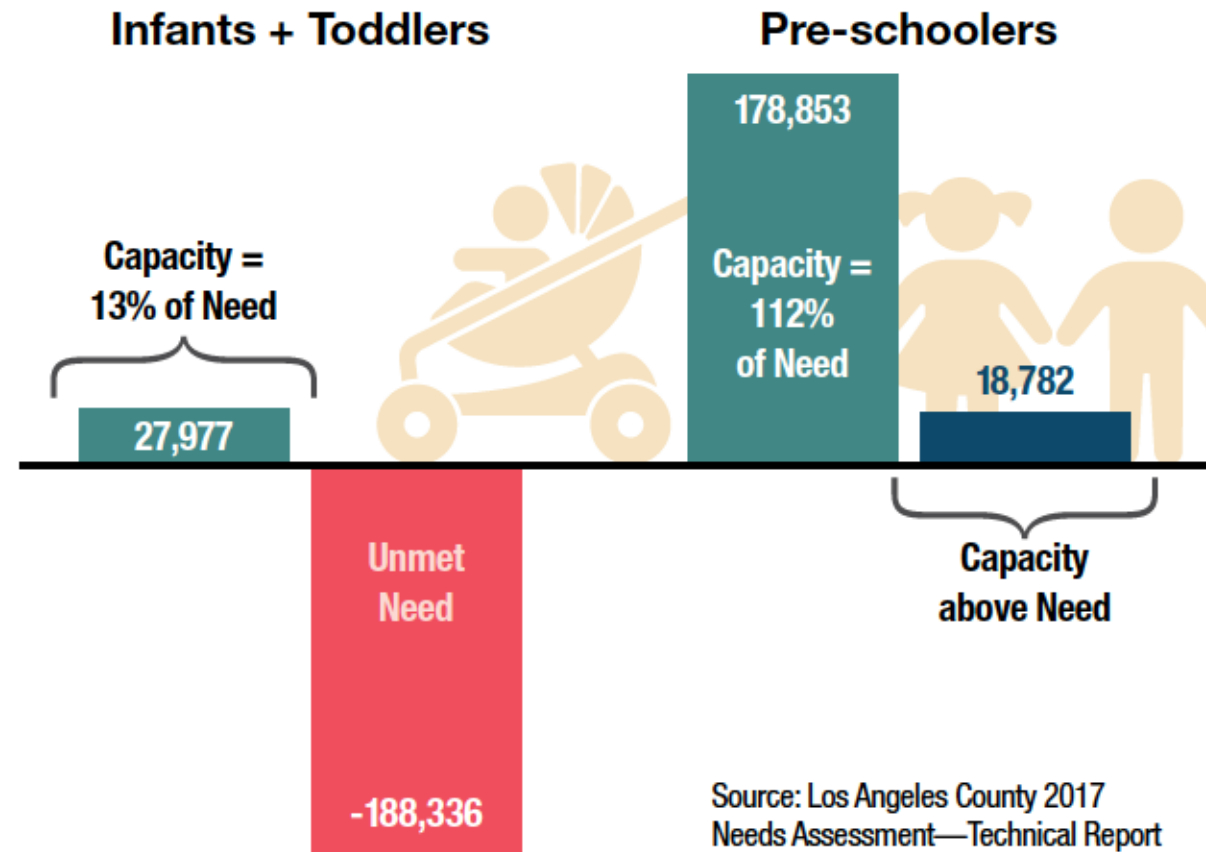
# Do We Have Child Care Deserts ... or a Data Problem?

Supply data is rarely sorted  
by age of child.

A lot of child care supply  
is not captured in existing  
data systems.

None of the data are  
in real time.

## Supply + Demand of Licensed child centers + Family Child Care Homes in Los Angeles, CA



Source: Los Angeles County 2017  
Needs Assessment—Technical Report

# Why is Better Supply Data Essential?

- **Shortage is often not the SLOT but the age match**  
Deserts are most likely in infant/toddler care – which is the least likely to grow without targeted funding and focus.
- **Location is key – are available slots in places where families live, work, and seek care?**  
Is it possible to match *effective*\* demand (actual search) with supply?

- **Full enrollment is key to ECE program sustainability**  
To maintain + grow supply we must keep programs fully enrolled. If supply gaps are not identified, new programs may compete for slots vs offering needed supply.
- **Public funding is limited**  
Targeting ages/locations/types of care most needed is crucial when public funding is limited.

*\*Effective Demand: the level of demand that represents a real intention to purchase by people with the means to pay.*

# Why is Centralized, Aggregate Supply Data Best Practice?

## It is family-friendly:

- Too many competing search websites is overwhelming and confusing for families searching for ECE.
- Multiple search websites hinders capacity to gather accurate information on family demand and specific needs.

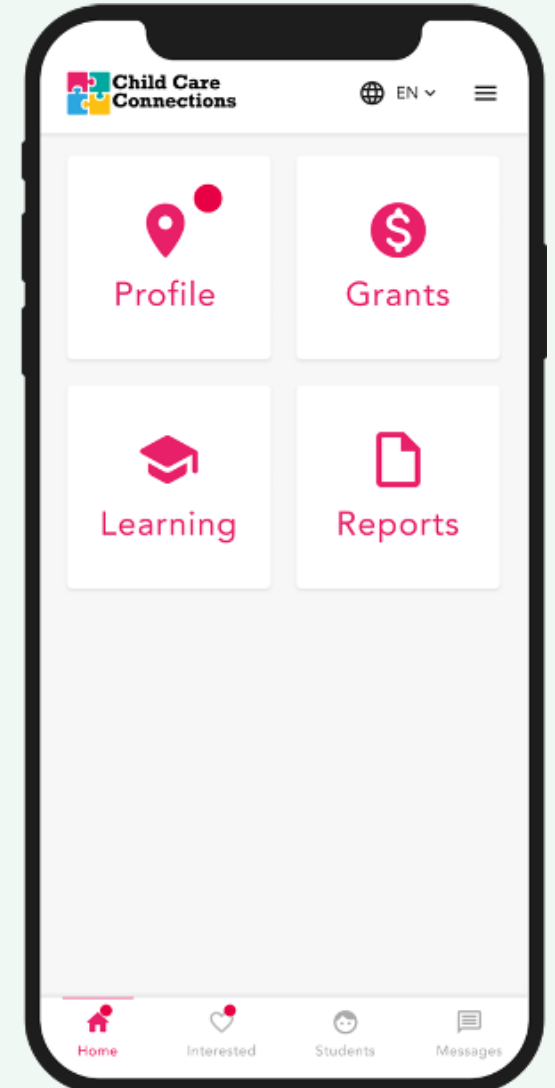
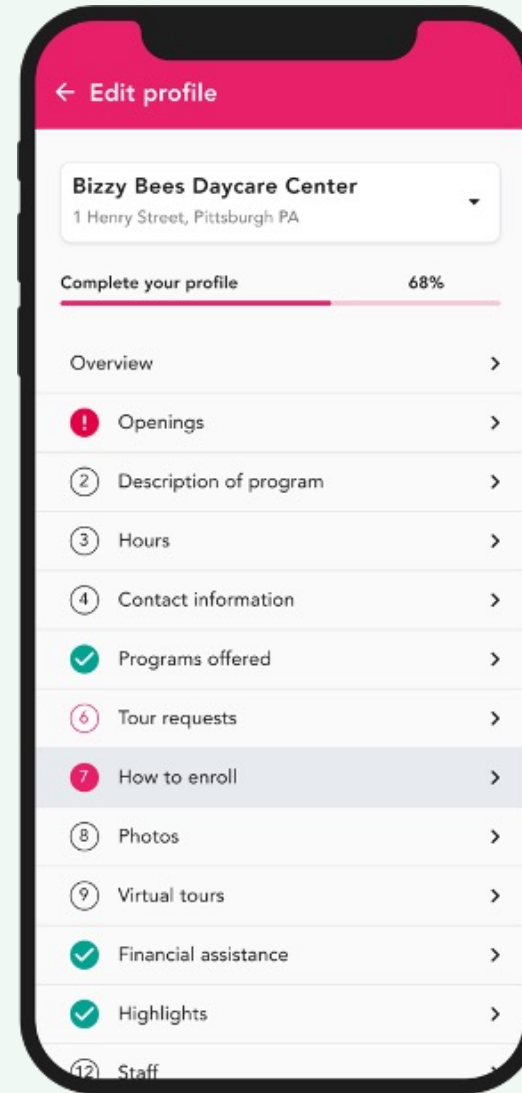
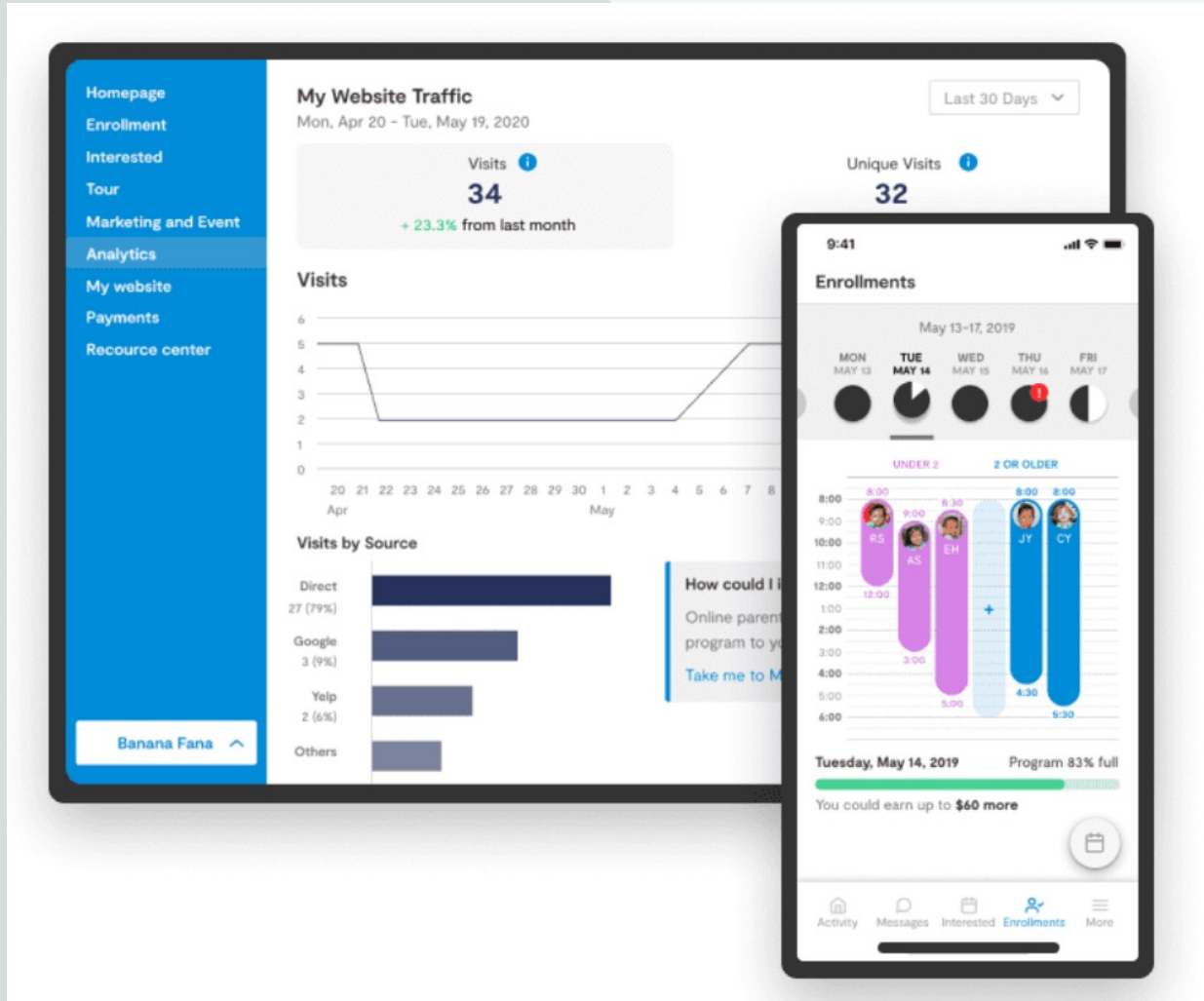
## It enables smart planning:

- Centralized, aggregate data on ALL available ECE classrooms/settings enables effective coordinated enrollment + strategic resource allocation.
- Addressing the PreK vs child care tension requires detailed age-specific data.

# How is Change Possible?

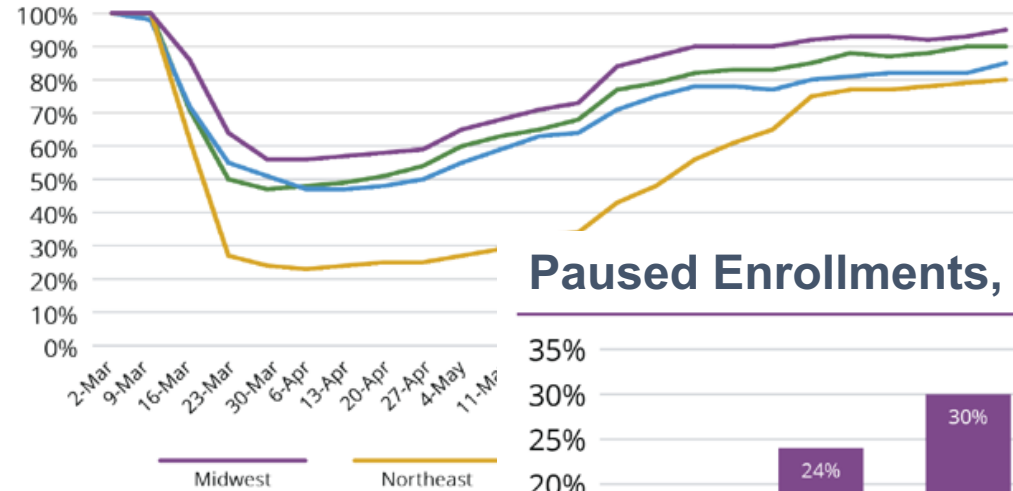
- **Modern technology can harness data in a user-friendly format.**
- **Data bridges (APIs) can link provider information to child care search websites (at CCR&R, state .gov sites, etc.)**
  - **Provider portals are a step in the right direction, but insufficient for change at scale.**
- **New interest in web-based eligibility systems can leverage change.**
  - **A growing number of states are exploring or building new web-based eligibility determination capacity.**
  - **Linking on-line applications (for subsidy/scholarship and/or slot) to a user-friendly search website will help keep programs full + support data collection on parent demand.**

# New Technology is Very User-Friendly

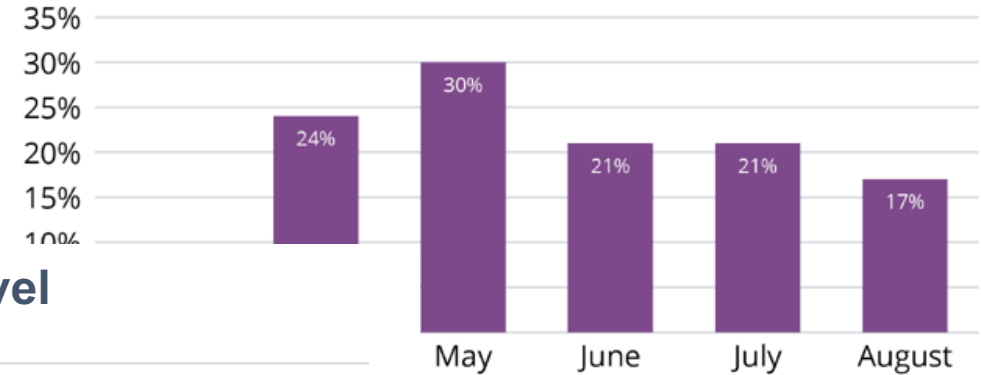


# CCMS Technology Enables Systemic and Timely Data

## Providers Open March – August 2020

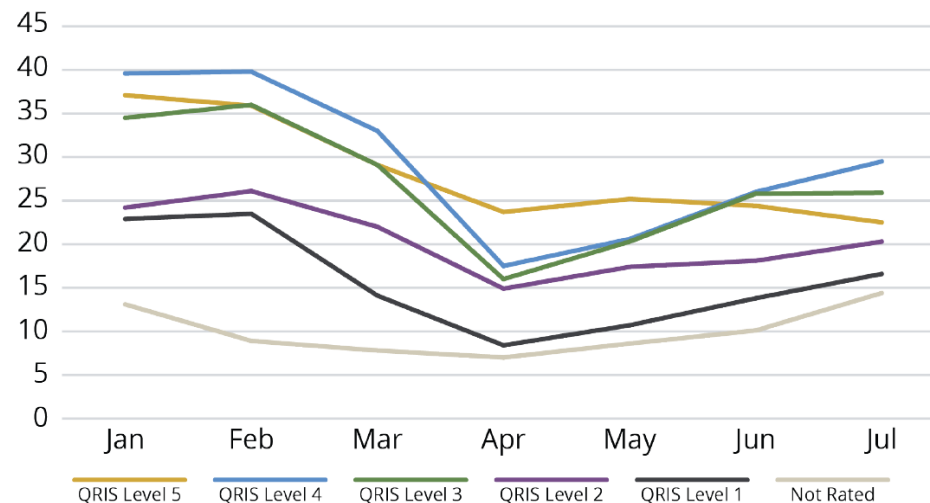


## Paused Enrollments, March - July 2020



<b>Enrollments</b>	Enroll... 500 0 May '20	Scheduled Today 399 Scheduled Today 0 11 Jun	Gender 0.25%: O 48.37%: M 51.38%: F	Age Group 22%: Under Two 78%: Over Two
<b>Center Health</b>	59% Average Utilization Today	4.8 Avg Parent Rating This Month	Availability Mostly Full ENROLLING FULL	Care Check 3 4
<b>Finances</b>	Monthly Tuition Forecast \$85.7k Monthly Tuition Forecast 0 18 May	\$91.6k Collected Last Month	\$1.3k Avg Tuition / Student	Subsidy S 3%: subsidy
<b>Attendance</b>	Absent Today 2.5% Absent Today 0% 11 Jun	Absent Last 7 Days 12% Absent Last 7 Days 0% 11 Jun	Daily Absence Rate 50% 0% 23 May 1 Jun 10 Jun	

## Attendance, by QRIS Level

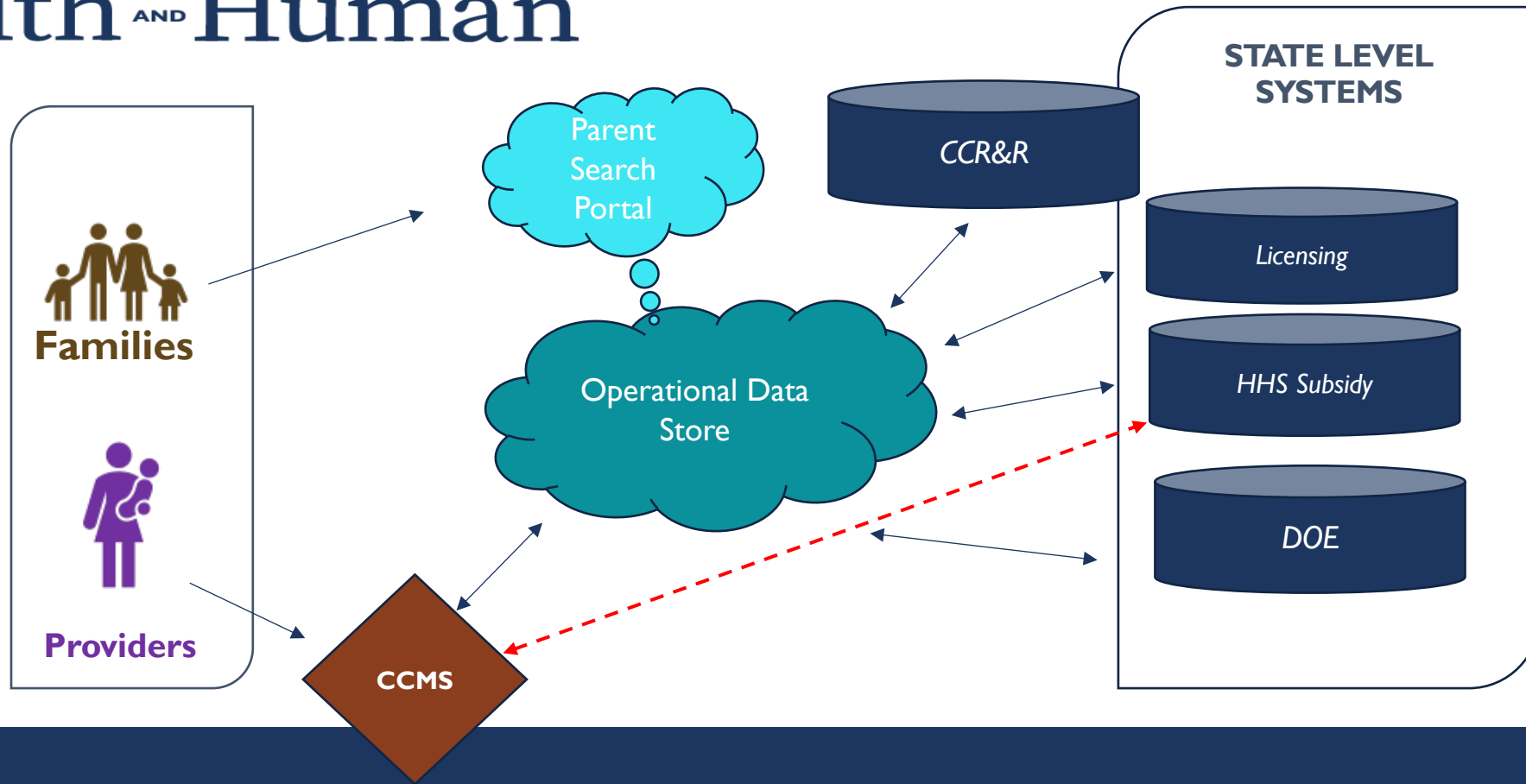




# Iowa HHS: Overall Approach

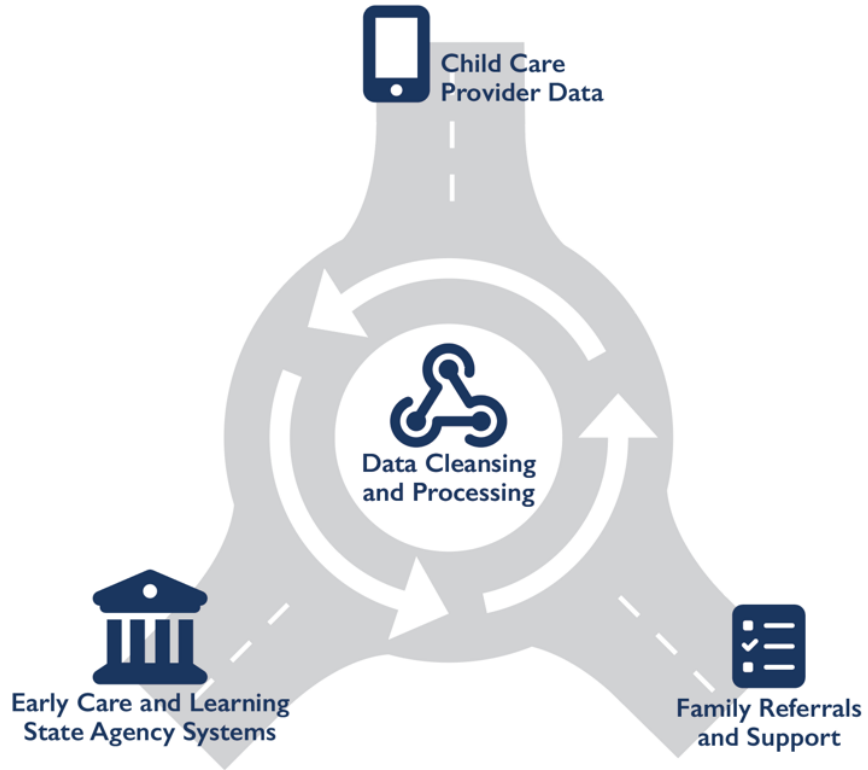
- **Strategic partnership with CCMS vendors (brightwheel + Playground)**
  - Free software licenses for providers
  - Data-sharing agreements with vendor + providers
- **Funding for Financial Management Coaches**
  - Coaching linked to CCMS, with data dashboards to guide work.
- **API between CCMS + Child Care Subsidy Payment**
- **Operational Data Store (ODS) to hold statewide data**
- **API between CCMS + ODS**
- **Data collection form for capacity + vacancy data**
  - Populates ODS for those not using CCMS
- **Relationship with Work/Life Systems to build data capacity**
  - Data populates ODS and then moves to CCR&R database (NDS2.0)

STATE OF IOWA DEPARTMENT OF  
**Health** AND **Human**  
SERVICES



# What is an ODS?

An ODS is a **secure, centralized data exchange** that moves specific data in and out of multiple sources to provide comprehensive data that will help drive decision-making.



# How will an ODS Impact Iowa's Early Childhood Ecosystem?

- **Families** will be able to:
  - Find child care appropriate for their needs and circumstances.
  - Enter the workforce, retain their jobs, or pursue further education
- **Providers** will be able to:
  - Share accurate count of vacancies and decrease the amount of time it takes to fill slots
  - Spend less time doing manual updating of capacity information.
- **Iowa** will be able to:
  - Make better data driven decisions on issues related to child care supply and demand
  - Maximize the number of children in care across Iowa

# Implementation: Lessons from Iowa

- **Engagement:** getting providers, intermediaries and cross-agency policy staff on board.
- **Alignment:** developing processes to ensure all parts are moving in the same direction.
- **Communication:** making sure everyone is aware and up-to-date.
- **Funding:** ensure technology resources and program funding are aligned.

**It's possible to start small and think BIG at the same time!**

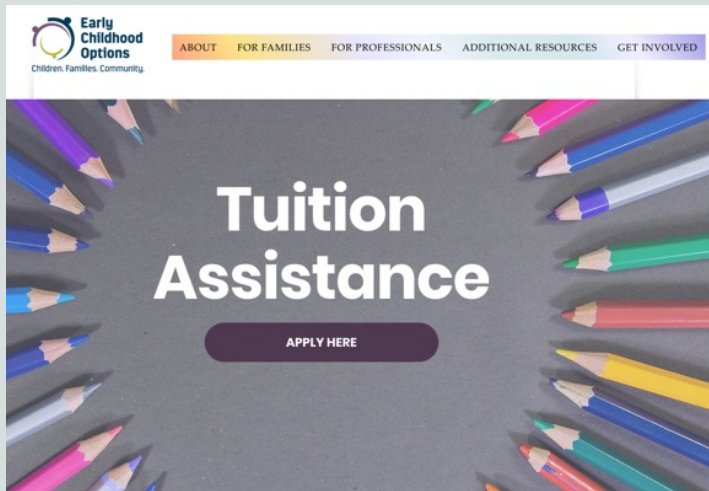
# Early Childhood Options (Summit County, CO)

## Overall approach:

- **Child Care Marketplace with single coordinated waitlist**
- **Once seat is offered to parent, enrollment paperwork syncs with Alliance CORE (CCMS) at the program.**

## Single family portal for ECE tuition assistance applications:

- **First Steps: Ages 0-3**
- **Summit PreK: Ages 3-5 (run by Bridgecare)**





# The Summit County Child Care Marketplace

Search and apply for available spots, join and manage your waitlist in one place, and schedule tours at quality programs.

[Search for Child Care](#)

## Families

Note that these are your family details as they appear on provider waitlists. To change your LegUp account settings, please select your User Profile by clicking the profile button in the top right corner of the webpage

PARENT / GUARDIAN    BABY

### Parent / Guardian 1 Details

First Name  
Louise

Last Name  
Stoney

E-mail  
louise.stoney@gmail.com

Phone Number   OK to text updates

Address  
208 E. Lincoln St.

Suite / Apt

City  
Breckenridge   ZIP Code  
80424

Company

## Browse Open Seats

Search By Address

208 E. Lincoln St., Breckenridge, CO, USA

Sort by distance

[FILTERS](#)

SEATS

PROGRAMS

1 seats found



### Candace's Child Care

580 Straight Creek Dr, Dillon, CO 80435

M-F |  7:30a-5:30p |  4 wks-24 mos

\$285 weekly

Immediately

[LEARN MORE](#)

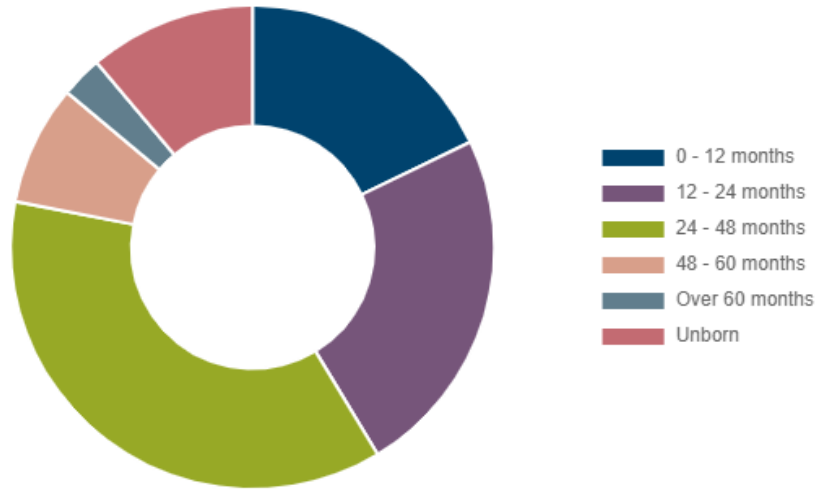


DEMAND DATA

Children On Waitlist, By Age i

FILTER BY:

ALL FAMILIES ▾



**ECO staff can pull data on child care supply and waitlists.**

**Data can be sorted by region, age, and more.**

**These data can be used to inform practice, policy and planning.**

ALL COUNTY 10 Programs	
0-12 Months	139
12-24 months	132
24-48 months	167
48-60 months	31
Over 60 months	7
Unborn	83

North County 6 Programs	
0-12 Months	53
12-24 months	63
24-48 months	79
48-60 months	16
Over 60 months	2
Unborn	44

South County 4 Programs	
0-12 Months	101
12-24 months	88
24-48 months	113
48-60 months	22
Over 60 months	5
Unborn	50



**ECO staff can sort data on family demand (parents actually seeking care) by:**

- **where parents live or work**
- **industry employer**
- **age of child(ren)**
- **desired hours**
- **type of care needed**
- **and much more.**

## WHAT INDUSTRY DO YOU WORK IN?

<b>Retail</b>	7
<b>Finance</b>	4
<b>Lodging</b>	6
<b>Medical</b>	13
<b>Education</b>	19
<b>Government</b>	8
<b>Other/None</b>	39
<b>Restaurant</b>	9
<b>Construction</b>	3
<b>Spa/Concierge</b>	2
<b>Property Management</b>	4
<b>Ski Industry (Vail Resorts, Copper Mountain, Arapahoe Basin)</b>	10



Opportunities  
Exchange

# Mesa County Partnership for Children & Families



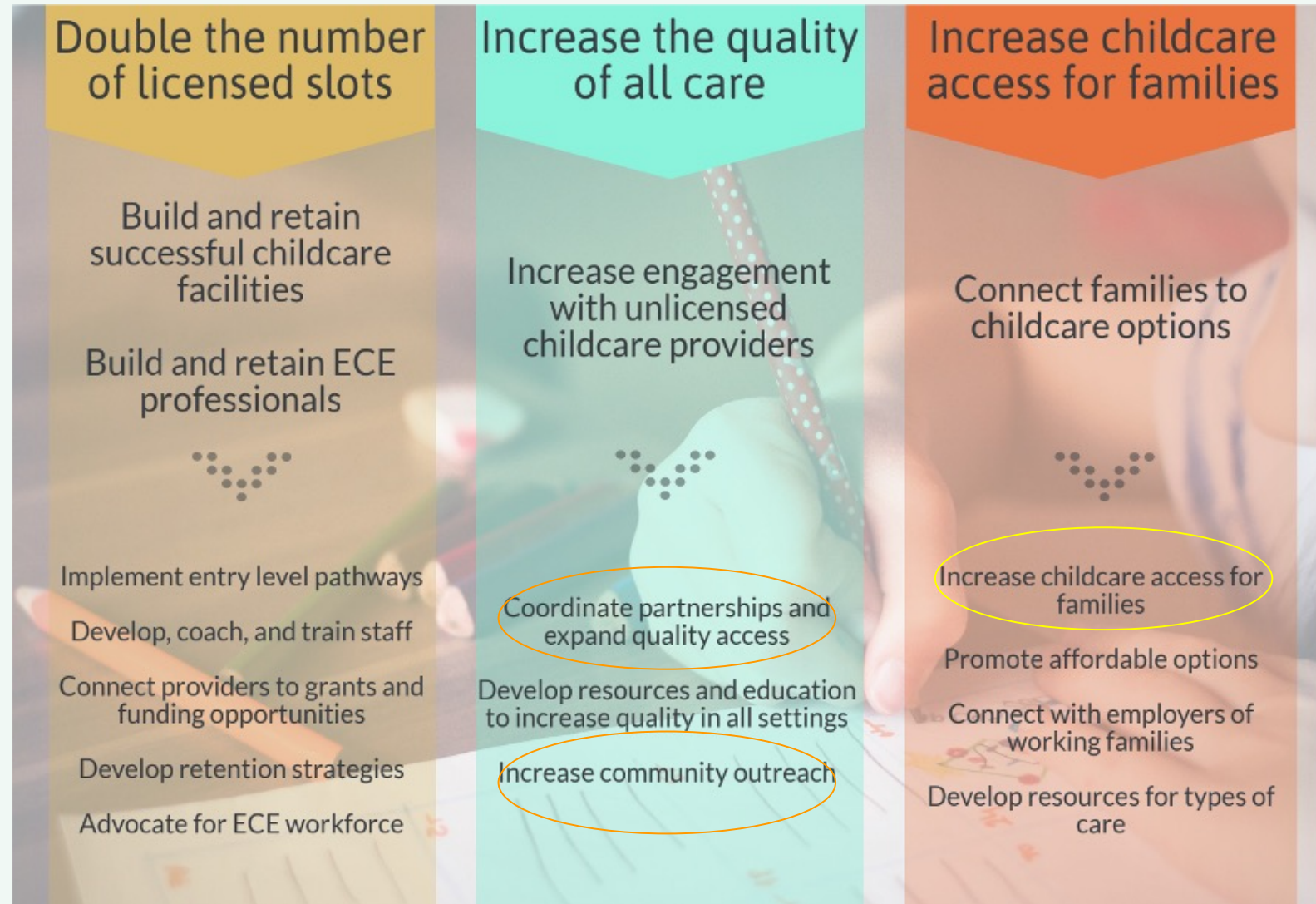
**Different by Design**

Mesa County's Early  
Childhood Council



# Why Purchase a Data Based System?

- Community need for equitable access
- Child Care Resource & Referral requirement
- Meeting goals of the community's strategic plan



**2021 Census Data- Mesa County has 8,003 children under 5 years of age**  
**ECE Licensing Report- \*with recent pending additions\* just over 4,000 child**  
**care slots available**

# Using BridgeCare

- Inclusive
- Communication functionality
- Family Profiles across several agencies
- Specific Reports
- Real Time Data
- Slot reporting
- Provider Profiles
- Community Planning
- Family Resource Supports

The screenshot displays the BridgeCare website interface for Mesa County, CO, USA. The search parameters are set to "Driving" mode for "4 children". The search results are filtered by "Availability", "Colorado Shines", "Program options", "Program setting", "Hours", and "More filters".

**Eagle View Learning Center**  
2738 UnawEEP Ave, Grand Junction, 81503, 7.3 miles away  
Colorado Shines: 4 out of 5  
Openings available for 4 years - 5 years  
Monday - Friday: 7:00 AM - 5:30 PM  
Financial assistance options available  
View more information >

**Megan Hutto**  
281 Holly Ln, Grand Junction, 81503, 7.1 miles away  
Colorado Shines: 1 out of 5  
Openings available for 18 months - 2 years 11 months  
Hours not available  
Financial assistance options available  
View more information >

The map on the right shows the Grand Junction area with various markers indicating provider locations. The map includes labels for Appleton, Canyon View Park, Redlands, City Market, Fruitvale, Walmart, Neighborhood Market, Museum West, Grand Junction, Orchard Mesa, and Western Colorado Dragway. The map also shows major roads like I-70 and I-26.

# Referrals and Collaboration

**Reports**

Search reports by name

CCAP Infomation

Data Team

Reporting Information

**Activity**

Type of activity	Date	Created by
Childcare Referral Completed		Michelle Reeves
referral	August 15, 2023	Michelle Reeves
Manual Seat Change by LCO	July 18, 2023	Michelle Reeves
Manual Seat Change by LCO	July 18, 2023	Michelle Reeves
Manual Seat Change by LCO	July 14, 2023	Michelle Reeves
CCAP Active	June 2, 2023	Michelle Reeves
CCAP Application	June 1, 2023	Michelle Reeves

[New activity](#)

**BRIDGECARE**

Tasks

Search

Status Type Assigned to Date

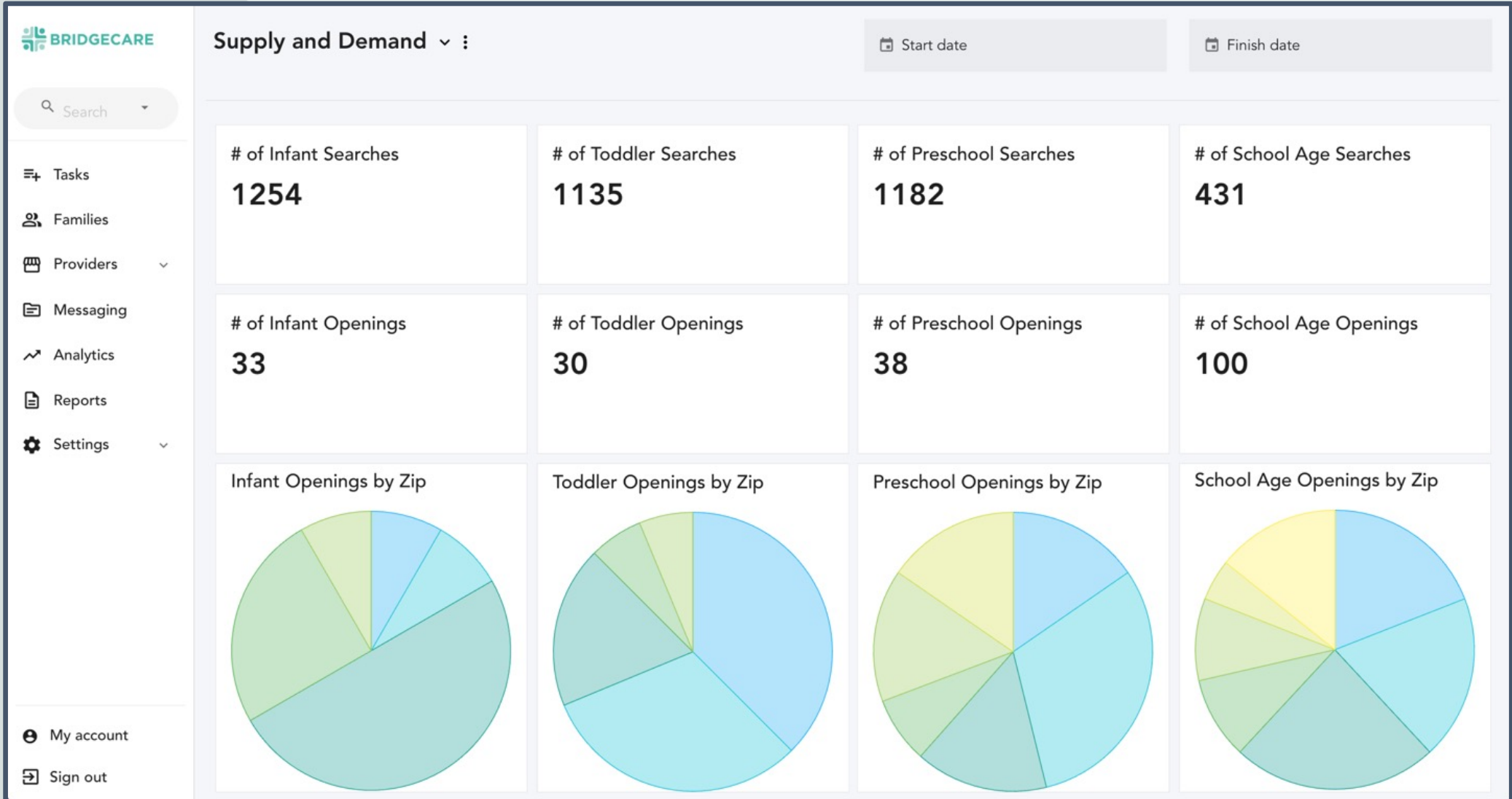
[+ New](#)

<input type="checkbox"/>	Name	Provider/Family	Assigned	Created
<input type="checkbox"/>	Provider Support	RELATED PROVIDER Wishes And Dreams Child Learning Center	ASSIGNED TO CCCAP Team	CREATED September 13, 2023

< 1 >

Data are now available for myriad uses, across many partners.

# Real-time Supply & Demand



# How it's going

- Huge increase in provider engagement
- Better communication between agencies
- Accurate real time data reports to partners
- Direction for grant funding and investors
- Positive community feedback from users
- Efficient & equitable practices developed

## BY THE NUMBERS

**18%** increase in ECE Steering Committee membership

**200** scholarships issued

**280** new licensed child care slots

**69%** provider engagement

**1,410** Universal Preschool slots

**485** children experience increased quality of care

**1,815** children benefit from quality gains

**\$903,010** quality improvement dollars released



# Discussion

- **Challenges**
- **Opportunities**
- **Important Next Steps**





Opportunities  
Exchange

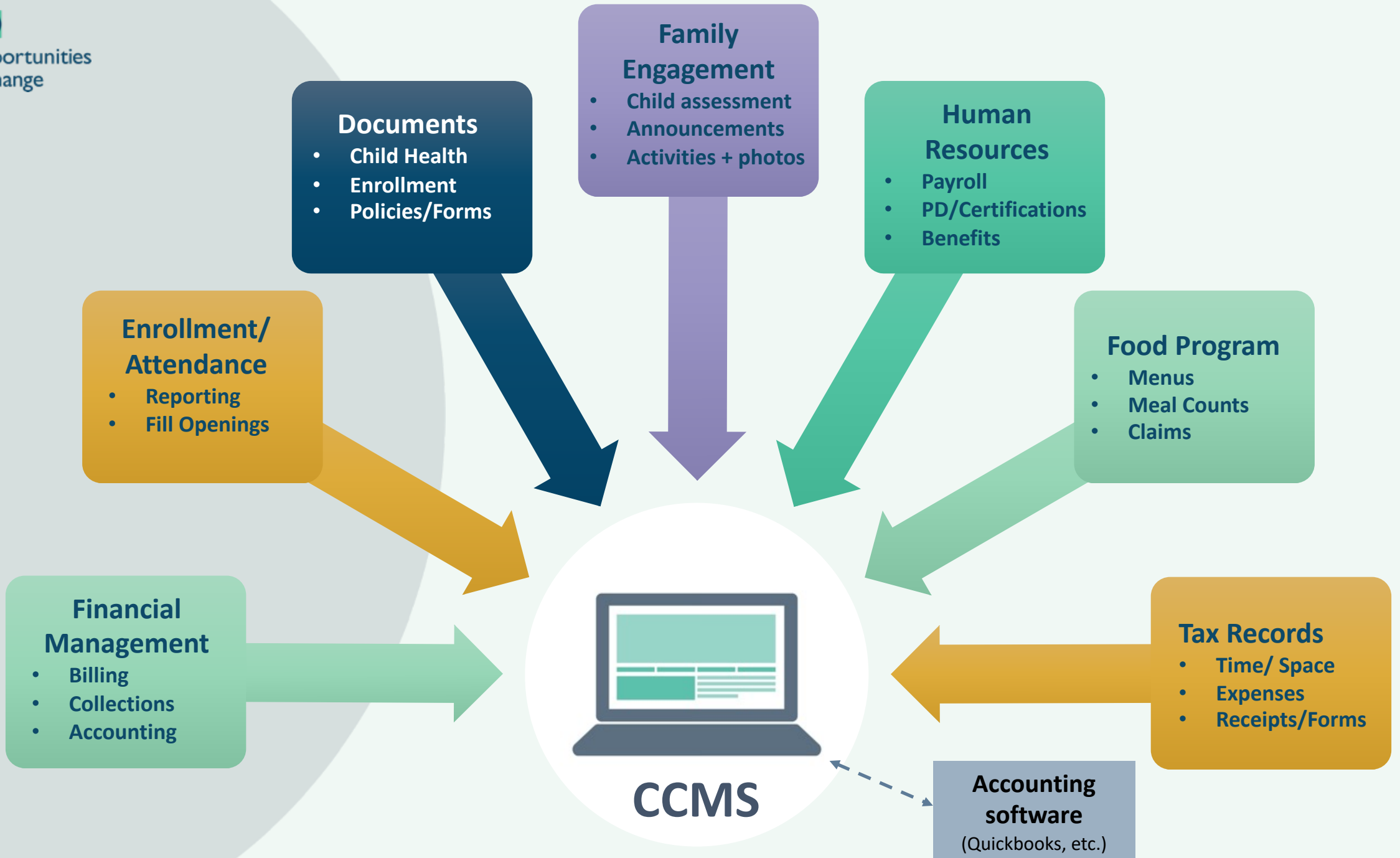
For More Information ...

# Opportunities Exchange

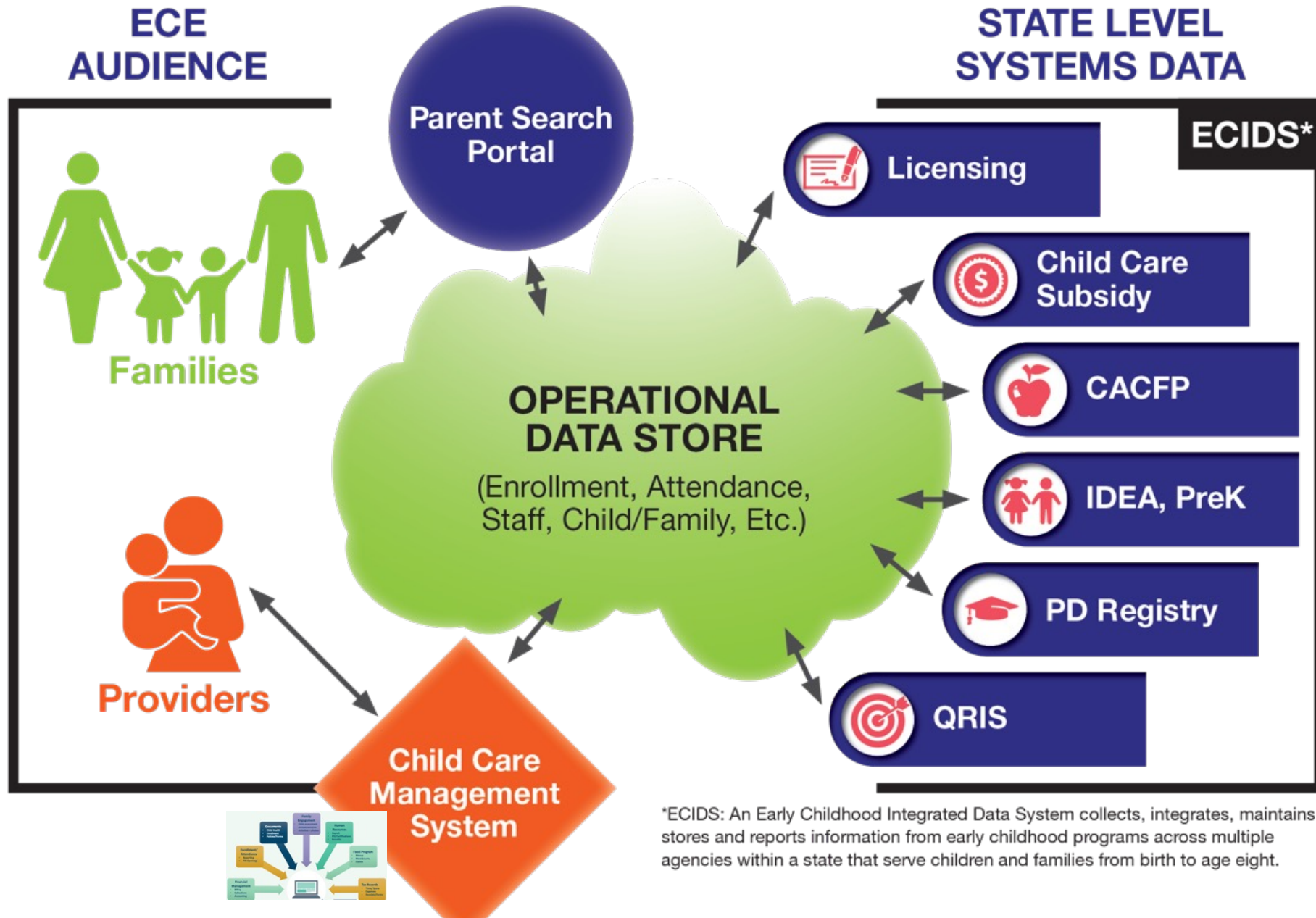
Profiles, Tools,  
Resources, Metrics,  
Issue Briefs and more ...

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





# ECE ECOSYSTEM – FUTURE STATE



\*ECIDS: An Early Childhood Integrated Data System collects, integrates, maintains, stores and reports information from early childhood programs across multiple agencies within a state that serve children and families from birth to age eight.

# MARYLAND FAMILY NETWORK

## OVERALL APPROACH

1

### SHARED SERVICE PILOT PROGRAM LAUNCHED

A pilot program for family child care professionals that offers business coaching and training, financial planning assistance, an enrollment platform, and a community of other family child care professionals. All meant to strengthen the child care community.

2

### GOFCC PROGRAM LAUNCHED

Growing Opportunities for Family Child Care is a program that:

1. Recruits new family child care professionals in child care deserts .
2. Provides support through a cohort approach that includes training and coaching.
3. Fast track through licensure.

3

### NEW ELECTRONIC MARKETPLACE DEVELOPED

Locate

1. Statewide site for parent/consumer education, fed daily by upload from licensing.
2. Searchable database, chat feature, and phone support available.
3. Live Data Map of Maryland that shows child care deserts.

4

### PARTNERSHIP WITH BRIGHTWHEEL DEVELOPED

Support use of automation through connectivity to Brightwheel (CCMS) with support from Business Coaches.

Business Coaching + On-Boarding Support = fidelity to usage.

Data Dashboard and data sharing.

5

### DEVELOPMENT OF ODS + LINK TO STATE SYSTEMS

Exploring

Use new locate database as a data source connected to state-wide data systems.

# MSDE



MARYLAND  
FAMILY  
NETWORK

SCE

CCRCS

LOCATE

CCMS



FAMILIES

Families can search for care through LOCATE or through CCMS Marketplace.

ECE PROFESSIONAL

ECE Professionals can use CCMS and/or LOCATE to drive enrollment.

- Track Attendance
- Track FTES
- Family Engagement

Locate Data-base:

- Live Map
- Provider Data-base

API between Brightwheel and Locate

# DATA INTEGRATION

# FIND CHILD CARE THAT WORKS FOR YOU AND YOUR FAMILY

Search all licensed child care programs near your neighborhood, job, or other location.



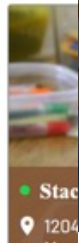
City: Start typing a city name...



**Margaret Knatz Child Care**  
1199 N Carroll Street



**Evidelia Johnson Child Care**  
6466 Polk Circle



Stac  
1204

[← Back to Glen Burnie](#)

## EVIDELIA JOHNSON CHILD CARE

[☆ FAVORITE](#) [MESSAGE](#) [CALL](#)



### Program Details

- 6466 Polk Circle  
Glen Burnie, Maryland 21061
- 443-597-6959
- avidellajohnson@yahoo.com
- # Capacity: 8
- Setting: Home

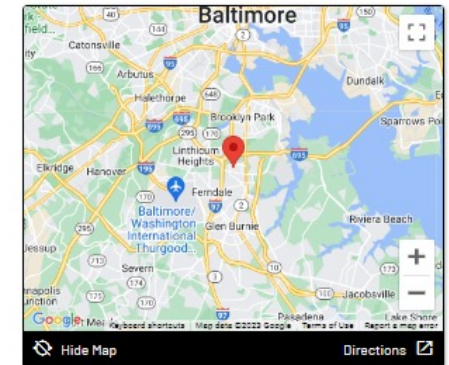
### Financial Aid

- Maryland Child Care Scholarship
- Sibling Discount
- Sliding Fee

### Maryland EXCELS Level

- Level: 5
- Accreditation: National Association of Family Child Care

### Hours



- Dashboard
- Provider Detail
- Announcements
- Provider Overview**
- Family Search Activity
- Reports
- Map
- Demo Filter
- Users
- Log Out

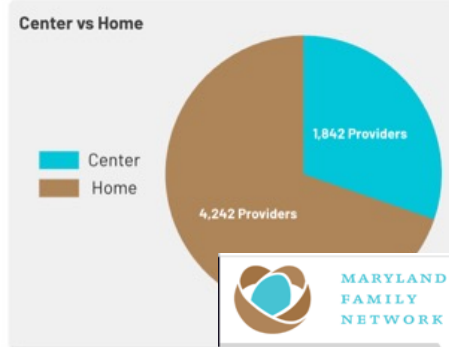
## Provider Overview

August (2023) County

**6084**  
Total Providers

**1179**  
Providers w/ Availability

**0**  
New Providers



- Dashboard
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## Family Search Activity

12/15/2022 8/24/2023 County

**74,791**  
Total Searches

**14,015**  
Total Families

**2.33**  
Avg Searches per Family

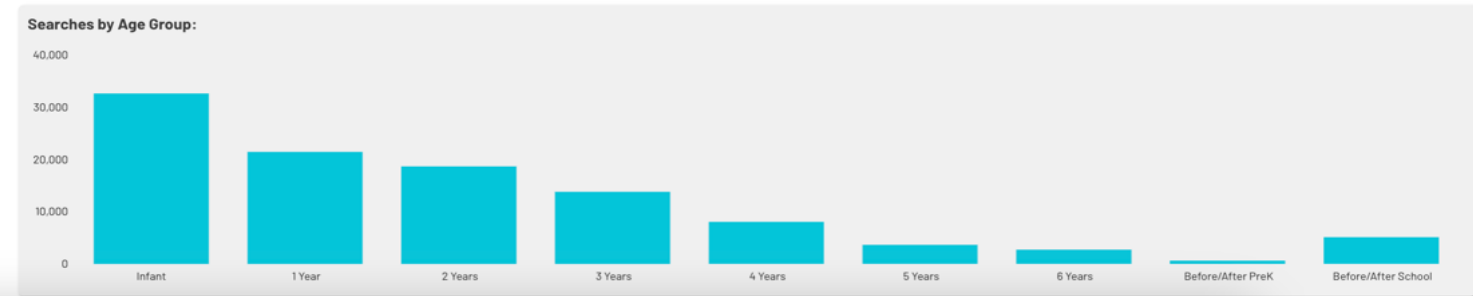
**1.32**  
Avg Sessions per Family

### Top Searched Cities:

Baltimore	8988 Searches
Silver Spring	2963 Searches
Columbia	2453 Searches
Frederick	2315 Searches
Glen Burnie	1810 Searches
Rockville	1641 Searches
Gaithersburg	1545 Searches
Laurel	1530 Searches

### Top Search Filters:

Zip Code	92725 Searches
Age Range	91662 Searches
Open Time	43333 Searches
Close Time	36697 Searches
Weekly Price	35465 Searches
Program Setting	32661 Searches
Availability	31333 Searches
Days of Week	29490 Searches



# Important Next Steps....

- API between Brightwheel and UpFront (vendor for Locate electronic child care marketplace)
- Focus Group (Boost/GOFCC) to test functionality & fidelity of use
- Continue conversations with MSDE to connect all systems.





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For more information, contact:



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