

Community Child Care Needs Assessment Toolkit

5 Steps to Conducting a Community Child Care Needs Assessment

The project was funded by a grant from Columbia Basin Trust (CBT). The CBT supports efforts by the people of the Columbia Basin to create a legacy of social, economic and environmental well-being and to achieve greater self-sufficiency for present and future generations.



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Ipsos Reid

Kids Care Reports

Disk # 2

- 1 Children First Analysis of Kids Care Report Data
- 2 Kids Care Survey Report – Elkford
- 3 Kids Care Survey Report – Fernie
- 4 Kids Care Survey Report – Sparwood
- 5 Kids Care Survey Report – All Elk Valley

Children First

BC Children First initiatives support communities to identify and develop an integrated and comprehensive model of ECD service delivery for children 0 to 6 and their families. They are funded by the Ministry of Children and Family Development.

The East Kootenay Children First initiative began in 2002. Direction of this initiative is undertaken by two partners: The East Kootenay Childhood Coalition and East Kootenay Infant Development Society.

In May, 2008, the Children First manager was asked to support three Early Childhood Development Teams in Elkford, Sparwood and Fernie, to conduct a child care needs assessment of the Elk Valley.

The Children First manager hosted the meetings, acted as “point person” and supported this needs assessment project financially. However, it was the team effort of many community and regional partners that guaranteed the success of this project.

Funds were granted from the Columbia Basin Trust to support the needs assessment project and document the process in a Tool Kit so that other BC communities might benefit from the Elk Valley Child Care Needs Assessment Project.

The objectives of Children First Initiatives are:

- **increased community capacity,**
- **increased service delivery effectiveness,**
- **engaging “hard to reach” families,**
- **increased opportunities for early identification and screening, and**
- **improving outcomes for children and families.**

Columbia Basin Trust

Columbia Basin Trust (CBT) supports efforts by the people of the Basin to create a legacy of social, economic and environmental well-being and to achieve greater self-sufficiency for present and future generations.

Working closely with people who live in the Basin, CBT develops and delivers programs and initiatives that respond to their needs and supports communities. By focusing on local priorities and issues, bringing people together around key issues, providing information, encouraging collaboration, and supporting planning, CBT is delivering benefits to the residents of the Columbia Basin.

Acknowledgements

The production of this toolkit would not have been possible without the support of our Columbia Basin trust Community Liaison, Jennifer Krotz. She provided Columbia Basin Trust (CBT) financial support, participated in the Child Care Needs Assessment process and offered feedback and encouragement.

We are fortunate to have Jennifer as our Community Liaison, working in our region administer CBT assets for the ongoing economic, environmental and social benefit of the Columbia Basin area.

Of course, this toolkit could not have been imagined without the initial project idea . Carmen Murray, coordinator for the Elkford Early Childhood Development (ECD) Team was instrumental in starting this process with a community drive to research Elkford's needs for child care services.

Other partners soon came together: Fernie and Sparwood Early Childhood Development Teams, Municipalities of Fernie, Sparwood and Elkford, Sparwood Children's Center, Children First and the Regional District of East Kootenay.

ECD team coordinators Carmen Murray (Elkford), Krista Woodske (Sparwood) and Trish Luke (Fernie) were the point people in their communities for planning, advertising, disseminating surveys and final reports.

In the Elk Valley, the main industry is mining and related support businesses. The financial support and guidance from Elk Valley Coal (later Teck), was an important support for Child Care Needs Assessment from beginning to end. Carrie Meyer, from their public relations team was instrumental in guiding the advertising for the entire needs assessment process.

We were pleased to work with Ipsos Reid as our contractor for this project. Their immediate responses to our inquiries and interest in our needs assessment project encouraged and guided our work. Colleen Will and Heather Duncan of Ipsos Reid worked with us as project partners.

Introduction –

5 Steps to Community Child Care Needs Assessments

The steps below are guidelines from our process. They seem simple and straightforward, more like common sense.

However, we learned some important skills and tips while working our way through these 5 steps.

The purpose of this Toolkit is to share our learning in a way that is useful to other communities who may embark on similar projects.

5 Steps to Community Child Care Needs Assessments

- 1 – Create a shared understanding of your purpose**
- 2 – Position yourselves to increase community involvement**
- 3 – Plan the process for doing your survey**
- 4 – Getting Results: Child care needs assessment surveying**
- 5 – Your Child Care Needs Assessment Report**

How to use this Toolkit

This toolkit is organized to present a chronological sequence of events that we found important to the success of our child care needs assessment process.

It identifies the 5 important steps that were keystones to the success we experienced.

The toolkit includes several examples to aid you in your child care needs assessment effort: sample activities, resources and handouts. We recommend these.

Like many collaborative activities, a child care needs assessment is not something that can be completed in a few meetings. We have included a sample process and time lines that you can review and use, depending on the resources available to you at the outset. Our process included a group of highly committed community members that needed to know the answer to the question: How Much Child Care Do We Need?

We recommend following the steps in order, as the work is sequential. Not all of the work in the 5 steps is done by the group as a whole. Group decisions to choose a contractor, set up point people and strike a sub-committee need to be “groupie” and a good system of communication is key to attaining success.

The activities in the first two steps will build a foundation for shared understanding that is very helpful later on in the process.

We have included copies of the documents we developed on the disk that accompanies this toolkit. This includes a copy of the survey document. These documents are ours and we share them with you.

The Time Line in our Terms of Reference set out 5 Phases of this project:

1. Planning and collaboration (2 months)
2. Needs Assessment Survey preparation (6 weeks)
3. Implementation of the study (4 weeks)
4. Data analysis and reporting back (end of contract) (2 months)
5. Reporting back to communities: disseminating final reports (2 months)

We are pleased to report that we stayed on schedule throughout this 8.5 month process. And, we only held 10 team meetings to do this! We encourage you to do the same. The Team meetings we used for each step are noted in a small box in the upper right of each main page.

1 & 2

Examples are provided throughout this toolkit. They can be identified by the title:

This title appears on the first page of the example document.

INSERT

Step 1 – Create a Shared Understanding of your Purpose

Knowing that you are all “on the same page” when you start any project gives a project vitality that spans the duration of the project work.

We initially met four times to talk about the following topics:

- 1. What is child care?**
- 2. Do we need child care in our communities?**
- 3. What demographic information do we know about children and families in our area?**
- 4. Is there research available that can help us?**
- 5. What do we need a child care needs assessment for?**

It is important to have group members bring resources to each meeting to help address these questions. However, the group needs to “talk through” their ideas, doubts, concerns and suggestions. This brings up opportunities to look for members with resources you need and invite them to attend your meetings.

This process strengthens the group so that it can function together and make decisions through consensus. We rotated our chairperson and secretary positions each meeting.

1. What is child care?

We had a local group child care manager come to our initial meetings to talk about child care service definitions, her programs, waitlists and issues with child care services from her point of view.

2. Do we need child care in our communities?

We had lengthy discussions about the perceptions concerning child care, licensed child care, and stay-at-home care. We could not attach numbers to any of our points of discussion. We couldn't answer the question “How much child care” about any of the types of care discussed.

3. What demographic information do we know about children and families in our area?

One group member offered to bring demographic information, including numbers of children, total population, population break-downs by family types, community profiles, licensed child care spaces, birth rates, census profiles from 2006 (most recent census), maps and postal code information concerning rural areas outside municipal boundaries.

4. Is there research available that can help us?

One group member offered to research other child care needs assessment research projects. She emailed these to the group before each meeting. She brought copies to review at the meetings.

5. Do we need a child care needs assessment?

We discussed the kinds of information we might obtain from a child care needs assessment.

We asked each other what kinds of information our community might utilize if it was collected in a child care needs assessment.

We tried to anticipate the ways in which a child care needs assessment could benefit the community.

At the end of each meeting we asked group members:

- ❖ **Who else do we need on this committee? (build membership)**
- ❖ **Who can bring research to the next meeting? (increase knowledge)**
- ❖ **Who are our local experts that are willing to help us? (build capacity)**
- ❖ **Who is missing from this committee?**

At each meeting, we asked committee members “What can you bring to this project?” We wanted to ensure that everyone knew they would be a contributor.

There was a form developed to be completed by each committee member (see Meeting Summary Notes, page 5).

Our project spanned three communities and a regional district area. Below are the categories of team members for Step 1. These members divided themselves into two teams: The Working Team and The Advisory Team.

- ❖ Municipal government
- ❖ Municipal recreation
- ❖ Non-profit societies with child care services
- ❖ Major employer
- ❖ Early Childhood Development Team
- ❖ Columbia Basin Trust
- ❖ Regional District
- ❖ Private child care operator
- ❖ Non-profit child care operator
- ❖ Children First

This list was adequate to serve our needs for Step 1. Your partnerships may look different. During our project, some partners joined later.

Meeting Summary Notes

INSERT

Elk Valley Childcare, Daycare & Associated Services Needs Assessment – Mtg. #2

May 26th 10:00 am to noon - Sparwood Chamber of Commerce Boardroom

Facilitator: Gail Brown, Manager, Children First

1.0 Intro's and attendance

Present:

- Carrie Meyer, Community Liaison, Elk Valley Coal
- Mike Harrington, Superintendent Processing, Elk Valley Coal/ Board Director for Sparwood Children's Centre
- Trish Luke, ECD Coordinator, Fernie Early Childcare Development Team
- John Eastwood, Director, Leisure Services, District of Elkford
- Cathy Davies – Sparwood Early Childhood Development
- Renee Cornyn – Sparwood Early Childhood Development
- Ronan Mac Con, President, Fernie Childcare Society
- Clair Pinette for Carmen Murray, Coordinator, Elkford Early Childhood Development (ECD) Committee
- Gail Brown, Manager, Children First
- Jennifer Krotz, Columbia Basin Trust

Absent: Simone Stanley, Elkford ECD Committee & Elkford Women's Task Force, Randal Macnair, Mayor, City of Fernie; Peggy Gilchrest, Director, Sparwood's Children Centre

2.0 Group Discussion:

- 1) **"I AM" Study** - Gail Brown discussed the "I AM" Understanding the Early Years - needs assessment study that is currently being conducted in the West Kootenays. The study is a comprehensive needs assessment that is being coordinated by Gail's counterpart in the west kootenays.
- 2) **Terms of Reference** - There is a need for a Terms of Reference for the group.
 - This is an open forum. Part of this process is to create a safe environment where we can express our interests collaboratively.
 - Mission is clear – to conduct a childcare needs assessment for the valley to provide childcare.
- 3) **Sparwood Needs Assessment** – Gary Walk mentioned that the District of Sparwood has already completed a needs assessment which can be made available to the group.
 - The assessment collected some great and valuable information.
 - In their experiences, formal mail outs are not that reliable.

- Statistically valid – surveyed 500 people by phone.
- Andrea Goertzen was contracted to conduct this study.

4) **Specific Questions that need to be answered in our needs assessment:**

- a) Methodology – How do we administer? Why does each community need the info?
- b) Questions – What types of questions?
- c) Geography – What are the geographic boundaries?

a) **METHODOLOGY:**

- Group agrees that we need to use a variety of approaches including:
 - a) online with the standard survey and then an additional 1-pager for each community to ask specific questions
 - b) data “by foot”
 - c) open houses
 - d) random telephone
- Timelines – administer between the Middle of August and end of September
- Sample Size – need to decide on the sample size – Because the assessment needs to have validity.

SPARC BC has submitted a proposal to conduct our needs assessment. Each person at the meeting received a copy of this proposal for their review

b) **QUESTIONS - What each community wants the info for?**

Fernie (Ronan MacCon):

- Will use the needs assessment for a business plan.
- Would take to “Mom & Tots” groups and “Story-Time” and send home with 1st graders. (Note: most program end at the end of May and start again in September).

Elkford (Kim Bauer):

- Need to have a multi-format survey and sort our duplication
- Issue: summer holidays are not a good time as families are away.
- Will want to know: What do you need? What type of childcare F/T or P/T?
- We need to build a long-term sustainable proposition – and how does this work together as a funding issue?
- What will the demand be over the long term and into the future?

Sparwood:

- Recognized that is Elk Valley Coal brings on new employees – that will put added pressure on the daycare services as we develop these programs.

Decision - Group feels that the survey needs to stick to childcare and not include seniors at this point. The questions need to address this main question: What do we need to do to solve our childcare shortage? We need to find a “home grown” valley solution, specific to the Elk Valley.

Staffing is likely the foundation of the child care service problem.

Q: Need to find out what motivates childcare workers to stay in the industry and what motivates them to leave?

A: A few key factors are involved: wages, high burn out, the need for support and way too much licensing and paperwork.

Q: If you had access to childcare would you go back to work? Or work?

Survey considerations:

- Need to make sure that assessment surveys current childcare providers.
- Consider surveying potential new workers in the field of childcare to see what it will take to keep them in the field. – Gail mentioned that this info is likely already available and will find it.

c) GEOGRAPHY

- Gail contacted Cindy Pierce from the Columbia Basin Trust “State of the Basin” project.
- They spoke about the geographic boundaries of this assessment and Cindy stressed the importance of ensuring that the assessment data be collected in the same geographic area as the 2006 census data, so that inferences can be made and not implied.
- Since Elkford, Sparwood and Fernie are all in electoral division A, it has been recommended to keep the assessment area within these boundaries, excluding the south country from the survey area.

Decision – Group decided that the assessment will only involve those living in area A so that the data can be directly compared against the census data.

5) Membership -

- The group had lengthy discussion about who should be at the table?
- It was decided that a sheet be passed around and that each representative at the table would indicate their involvement in the Needs Assessment as an “Advisory” or “Working Group” role:
- The responses are as follows:

Name	Advising	Working Group
Trish Luke, Fernie ECD		X
Ronan MacCon, Fernie Child Care Society	X	
Cathy Davies, Sparwood, ECD		X
Jennifer Krotz, Columbia Basin Trust	X	

Renee Cornyn, Sparwood, ECD		X
Clare Pinette, Elkford		X
Carmen Murray, Elkford ECD		X
Kim Bauer, Elkford Women's Task Force		X
John Eastwood		X
Nic Milligan, Elk Valley Coal	X	
Carrie Meyer, Elk Valley Coal		X
Gary Walker, District of Sparwood		X
Mike Harrington, Sparwood Children's Centre		X
Gail Brown	X	
? Allan Nibbs, City of Fernie (will be invited to participate)		X
Dianna Brooks??, BC Government KREA (will be invited to participate)		
?, School District No. 5(will be invited to participate)		X

TIMELINES:

- Mike does not think that a timeline of November will work.
- The Sparwood Children's Centre has real estate and can build up.
- Kim – In order to apply for any funding, Elkford needs a Needs Assessment to prove that we have child care needs!
- Others think that a November timeline for completion is feasible since we have the summer months to prepare.

6) Next meeting: Monday, June 9th from 10:30 to noon at the Sparwood Chamber of Commerce (Gail is to confirm).

TO DO: Items to prepare, add and bring to the next agenda:

- Review Draft Terms of Reference – to be prepared by Gail
- Bring the questions your community wants included in the needs assessment.
- Finalization of working and advisory group members.
- Set further timelines for proposals.
- Send to Gail or bring with you what you can bring to this process?

What can you bring to this process?

Each partner please fill in what they can contribute to our process, it can be anything from money to labor services and **please email back to Gail Brown.**

Your Group's Name
TERMS OF REFERENCE

OUR VISION

"We understand the child care needs of....."

OUR MISSION

"Our central purpose is....."

DECISION-MAKING & ACCOUNTABILITY &

MEMBERSHIP

DECISION-MAKING

- ❖ *"We make decisions by consensus"*
- ❖ *"Our members are accountable to each other"*
- ❖ *"Financial and contract decisions will be recorded in the minutes and circulated to all members"*

MEMBERSHIP

"Our membership is open to"

Chairperson:

Secretary:

Treasurer:

Working Team:

Advisory Team:

FINANCIAL ACCOUNTABILITY

- ❖ *The main work of the team will be contracted with financial contributions for the project are secured.*
- ❖ *Financial operations will be managed by:*

TIME COMMITMENT & DURATION OF THE PROJECT

Phase 1: Planning and Collaboration

Collect funds; sign contract and letters of agreement

Determine research questions

Phase 2.: Needs Assessment Survey preparation

Contract issued for needs assessment work

Approve the assessment survey and methodology

Phase 3. Implementation of the study

Contractor and team support

Phase 4: Data analysis and reporting (contractor)

Phase 5: Reporting back to communities; disseminating the report (Working and Advisory teams)

RESPONSIBILITIES

Duties of the Chairperson

- ❖ Assist team to develop agenda items
- ❖ Conduct meetings
- ❖ Assist the team to collaborate and share responsibilities

Point Person

- ❖ Link the working group and contractor (communicate)
- ❖ Provide updates (reports from contractor)
- ❖ Assist contractor to access local information (research)

Duties of the Secretary

- ❖ Take minutes and distribute them to all members
- ❖ Advise members of meetings and agendas
- ❖ Write letters
- ❖ Manage project file

Duties of the Treasurer (organization)

- ❖ Receive funding from partners in the project
- ❖ Sign and administer the contract
- ❖ Administer the funding as per the contract
- ❖ Provide financial reports to the team at each phase
- ❖ Apply for grant from Columbia Basin Trust

Duties of the Members: Working Group

- ❖ Financial: See attached contribution list
- ❖ Partnering: Assist with data collection for the needs assessment, hosting meetings, disseminating final report, speaking to the project goals.
- ❖ Managing: Organizing the project and supervising the contractor.
- ❖ Planning: Attend meetings or send an alternate
- ❖ Reporting: Report back to communities
- ❖ Advising: Offering support and information to facilitate the project

Duties of the Members: Advisory Group

- ❖ Advising: Offering support and information to facilitate the project.
- ❖ Partnering: Assist with the project's development and speak to the project goals.
- ❖ Keep abreast of the project's development

Step 2 – Position Yourself to Increase Community Involvement

When you plan carefully together and document your results clearly, partners will contribute more readily.

This process creates “buzz” in communities. We had 2 proposals submitted to do this study before we asked for them!

1. Establish your Terms of Reference for your project (see terms of reference template)

Establish the working and advisory teams. Ask needed members to join

Organize your meetings and set up a point person who handles enquiries

Set up a project timeline

Identify funders and approach them with your Terms of Reference and a letter of request (see sample letter). Apply for grant funding.

2. Write out your survey questions and think about what the answers might offer

Discuss all questions at a meeting

Eliminate questions from the list as the group agrees

Add questions to the list as the group agrees

3. Discuss the project contract: Review sample surveys

Which of the examples did you review and like?

What kinds of survey results does your community need?

How much money will it cost? How much can you raise?

Our project covered 3 communities. Each community brought a list of the child care question to a meeting. These lists were discussed and a “master list” compiled. Discussions about qualitative and quantitative questions are very important in Step 2.

Talks about the methodology lead the group toward the issues of who will be the contractor and what survey type is needed. Our methodology and survey may not suit all communities. It depends on the questions you have and what the answers can bring to your community.

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What can you bring to this process?

Each partner please fill in what they can contribute to our process, it can be anything from money to labor services and **please email back to Gail Brown.**

District of Elkford	<p>The District approved a \$X,XXX grant to the Elkford Women’s Task Force Society to conduct a Child Care Needs Assessment Survey in Elkford.</p> <p>The District supported this request because of conversations with the ECD committee and Elk Valley Coal who indicated that child care is an issue in Elkford. The District intends to include space for child care in the new community centre and it is imperative that the District know how much space is needed before the building is designed. As such, the District needs this information within the next two months.</p> <p>The District would be prepared to put this funding towards an Elk Valley Survey, if the survey can be done to obtain the information that the District and the Elkford Women’s Task Force Society needs to address child care issues in Elkford. The District would like to ensure that the terms of reference specify that the Elk Valley Needs Assessment will provide specific information on the child care needs in each community in addition to information that is consolidated into an Elk Valley context.</p>
Elkford’s Early Childhood Development	
Elkford Women’s Task Force	
Elk Valley Coal	
City of Fernie	
Fernie’s Early Childhood Development	

District of Sparwood	
Sparwood's Early Childhood Development	
Columbia Basin Trust	
Children First	
Regional District of East Kootenay	
Kidzone Sparwood	
Sparwood Children's Centre	<p>Licensed facility for all age groups</p> <ul style="list-style-type: none"> - Trained staff - Real Estate for expansion if necessary - Knowledge of Sparwood's needs in relation to childcare – who needs what?
College of the Rockies	Anita Palmer (College of the Rockies , Fernie Campus) and they can offer an ECD program at their site if we/ us needed

Sample List of Community-based Questions for discussion with the Working Team

- 1.** How many families are looking for child care?
- 2.** What types of child care are needed?
- 3.** What is already available?
- 4.** What are people willing to pay?
- 5.** What subsidies are available?
- 6.** What programming is wanted?
- 7.** What programming is available?
- 8.** How does child care relate to people's ability or willingness to work?
- 9.** How does child care relate to family stability?
- 10.** Identify child care needs for our community.



INSERT



July 2, 2008

Dear Chamber of Commerce Managers and Members

The Elk Valley Child Care Needs Assessment study is now being developed with community, service sector and business partners. This study will result in a report that will help us all to understand the needs for child care services in your community.

This new project is being developed by a working group of representatives from: Fernie, Elkford, Sparwood and Area A. At this time, our confirmed funding partners on this project are:

- District of Elkford
- Elkford Early Childhood Development Team (in-kind)
- Children First
- City of Fernie
- Fernie Early Childhood Development Team (in-kind)
- Elk Valley Coal
- Columbia Basin Trust
- Sparwood Early Childhood Development Team (in-kind)

The success of this Child Care Needs Assessment research depends on the quality and quantity of the responses that will be collected in each community. Each Chamber of Commerce (Fernie, Sparwood and Elkford) is invited to partner by assisting us to collect survey responses from your members and their staff.

We know that dependable, high quality child care has positive impacts on the work force. By understanding what types of child care are needed and the amount needed, we can begin to plan for this service in our communities.

The next meeting of the Elk Valley Child Care Needs Assessment Team is on July 31, 2008, at which time a contractor for the study will be selected. The end date for this project is December 31, 2008. We expect the data to be collected in September 2008.

Please participate with us in this project! You can discuss your Chamber's role and the benefits of the study by contacting your local Early Childhood Development Team coordinator or Gail Brown, Children First manager.

Sincerely

Elk Valley Child Care Needs Assessment Team

Contact: Gail Brown, Children First, East Kootenay Region

Phone: (250) 426-2542

Email: ekidsfirst@telus.net

Community Questions

Elk Valley Child Care Needs Assessment Survey

The purposes of this study are to gather local data to answer the following questions, after which the data can be compared against the latest census data for analysis.

General Questions

1. What community do you live in?
2. How many families in each community/area are currently in need of child care?
3. How many and what are the ages of your children?
4. What times of day and times of the year is child care needed?
5. What types of child care are needed? i.e. F/T, P/T, half day, preschool, after school etc.
6. What types of child care are currently being used by families?
7. How do these needs relate to the demographics in each community? i.e. latest census info

Fee Related Questions

8. What percentage of your income or how much are you prepared to pay for child care services?
9. How much per hour should a child care provider get?
10. How much per hour should parents pay for child care?
11. What subsidies are available to families?

Staffing Related Questions

12. Are you a trained Early Childhood Educator who is not working in the field of child care?
13. If so, what would it take to get you back, working in the child care field?
14. Would you like to work as a child care provider but lack the qualifications?
15. Do you work in the child care field now? If so, what are your suggestions for recruiting new people to the child care field? What would make people take the training and work in the child care field?

Programming Related Questions

16. What types of programming is now available?
17. What types of programming is preferred by families?
18. What types of programming is needed by families?
19. How does the availability of child care affect people's ability or willingness to work?
20. How does child care relate to family stability?

Employment/Lifestyle/Family Related Questions

21. Who do you work for? I.e. Are you an employee of Elk Valley Coal, Self, Government, Tourism, other etc?
22. How has child care availability affected your choice of employment, location of residence or chance at a promotion?
23. Would the increase in availability of childcare cause you to move to the Elk Valley?
24. If you are a parent and a shift worker, what type of child care best meets your needs?

25. How does child care availability affect your decision to grow your family?
26. If you could design child care to meet your family's needs, what would you like to see?
27. Would your spouse's be interested in employment at Elk Valley Coal if there was adequate childcare? If yes, what occupation would they be interested in?
28. Where do you think a child care center should be located in your community?

The proposed uses of local data on child care needs

1. To inform community planning for child care services in the Elk Valley.
2. To support existing community plans for child care service.
3. To better understand our Elk Valley needs for trained ECD workers.
4. To determine the level of investment needed to address child care needs in the Elk Valley.

Elk Valley Child Care Needs Assessment Team

FINAL TERMS OF REFERENCE

OUR VISION

"We understand the child care needs of families in the Elk Valley."

OUR MISSION

"We will conduct an assessment in the Elk Valley communities of Fernie, Elkford and Sparwood, and Area A to determine child care needs in order to inform and support Elk Valley communities planning for child care."

DECISION-MAKING, ACCOUNTABILITY & MEMBERSHIP

- *"We make decisions by consensus"*
- *"Our members are accountable to each other"*
- *"Financial and contract decisions will be recorded in the minutes and circulated to all members"*

The team will have two types of members:

1. working group: a collaborative team of funders and decision-makers

2. advisory group: voluntary providers of guidance, information, direction and support.



The main work of the team will be contracted when financial contributions to the project are secured.

Financial operations will be managed by: The East Kootenay Infant Development Society: Children First

Financial reports will be provided by Children First at the conclusion of each phase of the project.

CURRENT MEMBERSHIP

“Our membership is open to Elk Valley agencies, services, individuals and groups interested in assisting with an Elk Valley Child Care Needs assessment”.

- *Chairperson: The chair will be rotated between the community ECD team coordinators of Elkford, Sparwood and Fernie*
- *Secretary: The secretary position will be rotated between the 3 community ECD teams of Elkford, Sparwood and Fernie*
- *Treasurer: Gail Brown, Children First manager*
- *Working Group members: See attached list*
- *Advisory group members: See attached list*

TIME COMMITMENT & DURATION OF THE PROJECT

Phase 1: Planning and collaboration

Collect funds; sign contract and letters of agreement
Determine research questions May 1 to June 30, 2008

Phase 2: Needs Assessment Survey preparation

Contract Needs Assessment Survey work
Approve the assessment survey and methodology
July 15, 2008 to August 30, 2008

Phase 3: Implementation of the study (contract and team support)

August 30, 2008 to September 30, 2008

Phase 4: Data analysis and reporting (contract)

October 1, 2008 to November 30, 2008

Phase 5: Reporting back to communities; disseminating the report (team)

December 1, 2008 to January 30, 2009

RESPONSIBILITIES

DUTIES OF THE CHAIR

- ❖ Assist team to develop agenda items
- ❖ Conduct meetings
- ❖ Assist the team to collaborate and share responsibilities

PROJECT POINT PERSON(s)

- ❖ Link the working group and contractor (communication)
- ❖ Provide updates (reports from contractor)
- ❖ Assist contractor to access local information (research)

DUTIES OF THE SECRETARY

Take minutes and distribute them to all members

- ❖ Advise members of meetings and agendas
- ❖ Write letters
- ❖ Manage the project files

DUTIES OF THE TREASURER (organization)

- ❖ Receive funding from partners in the project
- ❖ Sign and administer the contract
- ❖ Administer the funding as per the contract
- ❖ Provide financial reports to the team at each phase
- ❖ Apply for grant from Columbia Basin Trust

DUTIES OF THE MEMBERS: Working Group

Financial: See attached contribution list

- ❖ Partnering: Assist with data collection for the needs assessment, hosting meetings, disseminating final report, speaking to the project goals.
- ❖ Managing: Organizing the project and supervising the contractor.
- ❖ Planning: Attend meetings or send an alternate
- ❖ Reporting: Report back to communities
- ❖ Advising: Offering support and information to facilitate the project

DUTIES OF THE MEMBERS: Advisory Group

- ❖ Advising: Offering support and information to facilitate the project.
- ❖ Partnering: Assist with the project's development and speak to the project goals.
- ❖ Keep apace of the project's development



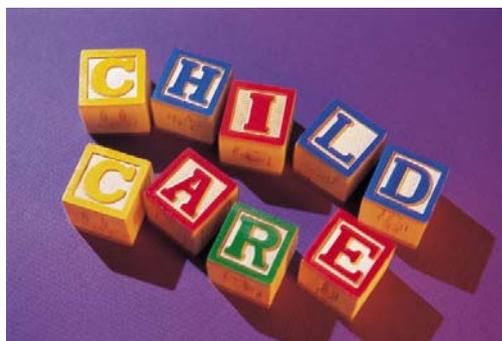
ELK VALLEY CHILD CARE NEEDS ASSESSMENT PROJECT

What can you bring to this project? Member Contribution List

<p>District of Elkford</p>	<p>The District approved a \$XXXX grant to the Elkford Women’s Task Force Society to conduct a Child Care Needs Assessment Survey in Elkford.</p> <p>The District supported this request because of conversations with the ECD committee and Elk Valley Coal who indicated that child care is an issue in Elkford. The District intends to include space for child care in the new community centre and it is imperative that the District know how much space is needed before the building is designed. As such, the District needs this information within the next two months.</p> <p>The District would be prepared to put this funding towards an Elk Valley Survey, if the survey can be done to obtain the information that the District and the Elkford Women’s Task Force Society needs to address child care issues in Elkford. The District would like to ensure that the terms of reference specify that the Elk Valley Needs Assessment will provide specific information on the child care needs in each community in addition to information that is consolidated into an Elk Valley context.</p> <p>Representative on Working Group</p>
<p>Elkford’s Early Childhood Development</p>	<p>Representative on Working Group Assistance to collect data Assistance to disseminate final report</p>

Elk Valley Coal	Representative on advisory and working group Funder Can provide assistance to consultant in facilitating the survey to all employees.
City of Fernie	Representative on Working Group Funder
Fernie's Early Childhood Development Committee	Representative on Working Group Assistance to collect data Assistance to disseminate final report
District of Sparwood	Representative on Working Group Funder
Sparwood's Early Childhood Development Committee	Representative on Working Group Assistance to collect data Assistance to disseminate final report
Columbian Basin Trust	Representative on Advisory Group Small Stream Grant \$7,000.00
Children First	Transportation and child care grant to each ECD team (\$500 x 3) \$1,500.00 Representative on Working Group Treasurer Facilitator

Regional District of East Kootenay Area A	Funder Representative on Working Group
Kidzone Sparwood	Member of Advisory Group
Sparwood Children's Centre	Member of Advisory Group Licensed child care facility for all ages Trained ECE staff Real Estate for expansion if necessary Knowledge of Sparwood's needs for all types of child care
Fernie Child Care Society	Member of Advisory Group
Anita Palmer, College of the Rockies, Fernie Campus	Will offer an Early Childhood Development training program at their site if needed.
Brenda Maudie, School District No 5	Member of Advisory Group
East Kootenay Success by 6 Jacqueline Pinsonneault	Member of Advisory Group



MEMBERS: ELK VALLEY CHILD CARE ASSESSMENT PROJECT TEAM

Name	Advisory Team	Working Team
Trish Luke, Fernie ECD		X
Ronan MacCon, Fernie Child Care Society	X	
Cathy Davies, Sparwood, ECD		X
Jennifer Krotz, Columbia Basin Trust	X	
Renee Cornyn, Sparwood, ECD		X
Clare Pinette, Elkford		X
Carmen Murray, Elkford ECD		X
Kim Bauer, Elkford Women's Task Force		X
John Eastwood, District of Elkford		X
Nic Milligan, Elk Valley Coal	X	
Carrie Meyer, Elk Valley Coal		X
Gary Walker, District of Sparwood		X
Mike Harrington, Sparwood Children's Centre		X
Gail Brown, Children First		x
Allan Nibbs, City of Fernie		X
Brenda Maudie, School District No. 5		X
Krista Woodske, Sparwood ECD Committee		X
Mayor Dean McKerracher, Elkford		X
Regional District Representative, Area A		X
Ev Cutts, Columbia Basin Trust, Social Programs	X	
Jacqueline Pinsonneault, East Kootenay Success by 6	X	

Planning and collaboration

You need funds in the bank before you can move forward! Our survey cost \$28,000 for the contractor and \$1,500.00 to print the final reports and send them to everyone. We received 4 reports: one for each community and one for the whole valley. We contracted with Ipsos Reid because we wanted an experienced and well-known company to do this work.

- ❖ Collect funds to meet your best estimate of the costs of a contractor
- ❖ Prepare a sample contract or letter of agreement
- ❖ Determine your research questions. This sounds easy but can lead to lots of discussion. Try not to get bogged down with the language. The contractor will determine the language of each question. Try not to design the whole study. The contractor will do that. Your list of questions needs to produce the answers questions you have about child care needs.

By this time in the process, our team had a name “NAT” (short for Elk Valley Child Care **N**eed **A**ssessment **T**eam). We had selected a point person to deal with the contracting process and a sub-committee to review the contract applications. One partner offered to manage the finances of the project.

We established a Communications Team to handle all of the public relations and advertising (2 main members). We worked on selecting a good name for the survey. One that would capture the attention of our community members.

The name we selected was designed by our Communications Team leader.



Needs Assessment Survey Preparation

1. Prepare a Request for Proposal (see our sample)
2. Advertise the contract (by email works best, we found)
3. Review the applications (set up a sub-committee to do this)
4. Have a meeting to discuss the sub-committee recommendations.
5. Award the contract if you have enough funding to cover the costs! Then:
 - ❖ Meet with the contractor for your child care needs assessment survey (the entire Working Team should attend this meeting because the contractor will review all of your questions, one by one, and tell you why they can be included or should be discarded. You need to follow the advice of the contractor if you have chosen an expert!
 - ❖ Approve the methodology, the cost and the time line for the survey work
 - ❖ Sign the letter of agreement or contract with a specific final cost
5. Review the draft of the survey prepared by the contractor and make corrections. Everyone should be at this meeting. It is very important for the Working Team to understand why the survey is asking the questions, how the format can elicit the answers and why some questions have been discarded. A teleconference with the contractor and the Working Team can answer these questions.

Our Kids Care Survey

13 questions about demographics

15 questions directly related to child care needs

9 questions related to employment, including employment with the largest employer who was a partner in this project.

We had a total of 37 questions

There were no open-ended questions because these were too costly for our budget

Our survey was printed, double-sided on 10 pages

It took respondents between 10 – 20 minutes to complete

Each respondent mailed their survey to Ipsos Reid

INSERT



Elk Valley Child Care Needs Assessment Team

Proprietary and confidential

REQUEST FOR PROPOSAL

Table of Contents

Introduction and Background	3
Administrative	3
Guidelines for Proposal Preparation	5
Detailed Response Requirements	6
Evaluation Factors for Award	7
Statement of Work and Deliverables	8

INTRODUCTION AND BACKGROUND

PURPOSE OF THE REQUEST FOR PROPOSAL

The Elk Valley Child Care Needs Assessment Team is a group of agencies, businesses, governments and planning teams located in the Elk Valley area of British Columbia. It has formed to conduct a child care needs assessment in three communities of the valley: Fernie, Elkford and Sparwood, as well as in the rural area, Area A.

The Elk Valley Child Care Needs Assessment Team (NAT) is interested in conducting an assessment of family, employee and community child care needs that will allow it to:

6. To inform community planning for child care services in the Elk Valley.
7. To support existing community plans for child care services.
8. To better understand our Elk Valley needs for trained ECD workers.
9. To determine the level of child care need in the Elk Valley and therefore, the investment needed to address child care needs in the Elk Valley.

These activities are part of community and regional planning in the Elk Valley. .

The Elk Valley Child Care Needs Assessment Team (NAT) is seeking to identify and select an outside independent organization to perform the activities listed above. The remainder of this document provides additional information that will allow a service provider to understand the scope of the effort and develop a proposal in the format desired by NAT.

ADMINISTRATIVE

TECHNICAL CONTACT

Any questions concerning technical specifications or Statement of Work (SOW) requirements must be directed to:

Name	Gail Brown
Address	1320 2 nd Street North

	Cranbrook, BC V1C 4T6
Phone	250 426-2542
FAX	250 426-0543
Email	ekidsfirst@telus.net

CONTRACTUAL CONTACT

Any questions regarding contractual terms and conditions or proposal format must be directed to:

Name	Gail Brown
Address	1320 2 nd Street North Cranbrook, BC V1C 4T6
Phone	250 426-2542
FAX	250 426-0543
Email	ekidsfirst@telus.net

DUE DATES

A written confirmation of the Vendor's intent to respond to this RFP is required by July 30, 2008. All proposals are due by 5PM Mountain Daylight Time. Any proposal received at the designated location after the required time and date specified for receipt shall be considered late and non-responsive. Any late proposals will not be evaluated for award.

SCHEDULE OF EVENTS

Event	Date
1. RFP Distribution to Vendors	July 5, 2008
2. Written Confirmation of Vendors with Bid Intention	N/A
3. Questions from Vendors about scope or approach due	July 2008
4. Responses to Vendors about scope or approach due	July 2008

5. Proposal Due Date	July 30, 2008
6. Target Date for Review of Proposals	July 31, 2008
7. Final Vendor Selection f	August 1,, 2008
8. Announcement of selection of Vendor(s)	August 1, 2008
9. Anticipated commencement date of work	August 2, 2008

GUIDELINES FOR PROPOSAL PREPARATION

PROPOSAL SUBMISSION

Award of the contract resulting from this RFP will be based upon the most responsive Vendor whose offer will be the most advantageous to **the Elk Valley Child Care Needs Assessment Team** in terms of cost, functionality and other factors as specified elsewhere in this RFP.

Elk Valley Child Care Needs Assessment Team (NAT) reserves the right to:

- > Reject any or all offers and discontinue this RFP process without obligation or liability to any potential Vendor,
- > Accept other than the lowest priced offer,
- > Award a contract on the basis of initial offers received, without discussions or requests for best and final offers, and
- > Award more than one contract.

Vendor's proposal shall be submitted in several parts as set forth below. The Vendor will confine its submission to those matters sufficient to define its proposal, and to provide an adequate basis for **NAT's** evaluation of the Vendor's proposal.

In order to address the needs of this procurement, **NAT** encourages Vendors to work cooperatively with **NAT** in presenting integrated solutions. Vendor team arrangements may be desirable to enable the groups involved to complement each other's unique capabilities, while offering the best combination of performance, cost, and delivery for the child care needs assessment being provided under this RFP. **NAT** will recognize the integrity and validity of Vendor team arrangements provided that:

- 1) The arrangements are identified and relationships are fully disclosed, **and**
- 2) A prime Vendor is designated which will be fully responsible for all contract performance.

Vendor’s proposal in response to this RFP will be incorporated into the final agreement between **Elk Valley Child Care Needs Assessment Team** and the selected Vendor(s). The submitted proposals are suggested to include each of the following sections:

1. Executive Summary
2. Scopes, Approach, and Methodology
3. Project Management Approach
4. Deliverables
5. Detailed and Itemized Pricing
6. Appendix: References
7. Appendix: Project Team Staffing
8. Appendix: Company Overview

The detailed requirements for each of the above-mentioned sections are outlined below.

DETAILED RESPONSE REQUIREMENTS

EXECUTIVE SUMMARY

This section will present a high-level synopsis of the Vendor’s responses to the RFP. The Executive Summary should be a brief overview of the engagement, and should identify the main features and benefits of the proposed work.

SCOPE, APPROACH, AND METHODOLOGY

Include detailed sampling procedures and technical expertise by phase. This section will act as the Statement of Work (SOW) to be used as a guideline by the consultants. All information that you provide will be held in strict confidence. This section should include a description of each major type of work being requested of the vendor. The proposal should reflect each of the sections listed below.

- > Research and demographic data
- > Methodology and survey development with community input
- > Survey approval and application plan with community visits (3)
- > Data collection with community supports
- > Data analyses for each community (3) and Area A and Elk Valley
- > Report on findings for each community (3) and Area A and Elk Valley

- > Community visit: presentation of report to Elk Valley Child Care Needs Assessment Team and guests
- > Provision of reports for publication (5)
- >
- >
- >

PROJECT MANAGEMENT APPROACH

Include the method and approach used to manage the overall project and client correspondence.

Briefly describe how the engagement proceeds from beginning to end.

DELIVERABLES

Include descriptions and samples of the types of reports used to summarize and provide detailed information on security risk, vulnerabilities, and the necessary countermeasures and recommended actions. Please note that in this project, the surveys, data and reports become the sole property of the contractor.

DETAILED AND ITEMIZED PRICING

Include a fee breakdown by project phase and estimates of travel expenses.

APPENDIX: REFERENCES

Three (3) current corporate references, including company name, contact name, title, address, telephone number, and client relationship synopsis.

APPENDIX: PROJECT TEAM STAFFING

Include biographies and relevant experience of key staff and management personnel. List the personnel who would work on this project along with their qualifications and relevant experience. Describe bonding process and coverage levels of employees.

Affirm that no employees working on the engagement have ever been convicted of a felony.

Include a plan to incorporate local voluntary and/or paid staff for data collection in communities.

APPENDIX: COMPANY OVERVIEW

- > Official registered name (Corporate, D.B.A., Partnership, etc.), Dun & Bradstreet Number, Primary and secondary SIC numbers, address, main telephone number, toll-free numbers, and facsimile numbers.
- > Key contact name, title, address (if different from above address), direct telephone and fax numbers.
- > Person authorized to contractually bind the organization for any proposal against this RFP.
- > Brief history, including year established and number of years your company has been offering Information Security Testing.

EVALUATION FACTORS FOR AWARD

CRITERIA

Any award to be made pursuant to this RFP will be based upon the proposal with appropriate consideration given to operational, technical, cost, and management requirements. Evaluation of offers will be based upon the Vendor's responsiveness to the RFP and the total price quoted for all items covered by the RFP.

The following elements will be the primary considerations in evaluating all submitted proposals and in the selection of a Vendor or Vendors:

1. Completion of all required responses in the correct format.
2. The extent to which Vendor's proposed solution fulfills Elk Valley Child Care Needs Assessment Team's stated requirements as set out in this RFP.
3. An assessment of the Vendor's ability to deliver the indicated service in accordance with the specifications set out in this RFP.
4. The Vendor's stability, experiences and record of past performance in delivering such services.
5. Availability of sufficient high quality Vendor personnel with the required skills and experience for the specific approach proposed.
6. Vendor's acceptance of Elk Valley Child Care Needs Assessment Team's and Children First contractual terms and conditions, if applicable.
7. Overall cost of Vendor's proposal.

Elk Valley Child Care Needs Assessment Team may, at their discretion and without explanation to the prospective Vendors, at any time choose to discontinue this RFP without obligation to such prospective Vendors.

STATEMENT OF WORK AND DELIVERABLES

Elk Valley Child Care Needs Assessment Team requires the following deliverables in relation to the Elk Valley Child Care Needs Assessment Project:

REQUIREMENTS

Elk Valley Child Care Needs Assessment Team must supply the vendor with information that will allow the vendor to scope the level of effort required to complete the work.

- > Research and demographic data
- > Establish methodology to obtain data that is valid and reliable to determine the number of spaces and types of child care that is needed in the Elk Valley communities and Area A (BC)
- > Utilize 2006 census data and local demographic data
- > Methodology and survey development with NAT input including one visit to each of the 3 communities
- > Provide a process for developing discrete community surveys (3)
- > Indicate how survey development will incorporate the attached list of community questions (RFP backgrounder)
- > Provide a process for obtaining input from NAT during the establishment of method for data collection
- > Survey approval and application plan
- > Provide a process for NAT approval of community surveys (3)
- > Provide a data collection plan for each community
- > Data collection with community supports
- > Describe how discrete data (3 communities and Area A) is collected in adequate amounts to satisfy reliability and validity standards
- > Indicate the opportunities for volunteer involvement
- > Indicate opportunities for local staffing of project
- > Data analyses for each community (3) and Area A and Elk Valley
- > Indicate source for data analysis work
- > Indicate any sub-contracting for data analyses
- > Report on findings for each community (3) and Area A and Elk Valley
- > Describe reporting methods: written, presentation, other
- > Presentation of report to Elk Valley Child Care Needs Assessment Team and guests (visit to one community)
- > Provide a date for presentation of final report

- > State the position in your organization of the person providing the report
- > Provision of reports for publication (5)
- > Provide a sample of a report produced by your organization
- > State a date for the project end, when all written and oral reports are delivered to NAT

At the conclusion of the child care needs assessment, **NAT** requires written documentation of the approach, findings and recommendations associated with this project. A formal presentation of the findings and recommendations to **NAT** is required. The documentation should consist of the following:

DETAILED TECHNICAL REPORT

A document developed for the use of **NAT** which discusses: the methodology employed, confidentiality/security aspects identified, detailed findings, an assignment of level of child care need for each community (3) and Area A and the Elk Valley. Supporting details for levels of needs for child care captured in the survey.

EXECUTIVE SUMMARY REPORT

A document developed to summarize the scope, approach, findings and recommendations, in a manner suitable for the Elk Valley Child Care Needs Assessment Team.

Request for Proposal: Backgrounder

Elk Valley Child Care Needs Assessment Survey

The purposes of this study are to gather local data to answer the following questions, after which the data can be compared against the latest census data for analysis.

General Questions

29. What community do you live in?
30. How many families in each community/area are currently in need of child care?
31. How many and what are the ages of your children?
32. What times of day and times of the year is child care needed?
33. What types of child care are needed? i.e. F/T, P/T, half day, preschool, after school etc.
34. What types of child care are currently being used by families?
35. How do these needs relate to the demographics in each community? i.e. latest census info

Fee Related Questions

36. What percentage of your income or how much are you prepared to pay for child care services?
37. How much per hour should a child care provider get?
38. How much per hour should parents pay for child care?
39. What subsidies are available to families?

Staffing Related Questions

40. Are you a trained Early Childhood Educator who is not working in the field of child care?
41. If so, what would it take to get you back, working in the child care field?
42. Would you like to work as a child care provider but lack the qualifications?
43. Do you work in the child care field now? If so, what are your suggestions for recruiting new people to the child care field? What would make people take the training and work in the child care field?

Programming Related Questions

44. What types of programming is now available?
45. What types of programming is preferred by families?
46. What types of programming is needed by families?
47. How does the availability of child care affect people's ability or willingness to work?
48. How does child care relate to family stability?

Employment/Lifestyle/Family Related Questions

49. Who do you work for? I.e. Are you an employee of Elk Valley Coal, Self, Government, Tourism, other etc?
50. How has child care availability affected your choice of employment, location of residence or chance at a promotion?
51. Would the increase in availability of childcare cause you to move to the Elk Valley?
52. If you are a parent and a shift worker, what type of child care best meets your needs?
53. How does child care availability affect your decision to grow your family?
54. If you could design child care to meet your family's needs, what would you like to see?
55. Would your spouse's be interested in employment at Elk Valley Coal if there was adequate childcare? If yes, what occupation would they be interested in?
56. Where do you think a child care center should be located in your community?

The proposed uses of local data on child care needs

- 10.** To inform community planning for child care services in the Elk Valley.
- 11.** To support existing community plans for child care service.
- 12.** To better understand our Elk Valley needs for trained ECD workers.
- 13.** To determine the level of investment needed to address child care needs in the Elk Valley.



INSERT



August 1, 2008

Heather Duncan

Research Associate, Ipsos Reid

Dear Heather,

RE: Elk Valley Child Care Needs Assessment

The proposal you submitted for Ipsos Reid was selected as the successful bid for the Elk Valley Child Care Needs Assessment. Congratulations!

The NAT working team began a plan based on your proposal work timeline. This resulted in a slight adjustment to the work timeline you have proposed:

- a) Contract for signing by August 5th. In Elkford, BC (by email to ewtf@telus.net)

This contract will be held by the [Elkford Women’s Task Force Society](#), Box 742, Elkford, BC V0B 1H0, attention Kim Bauer.

Management of the contract is by the Elkford Women's Task Force in partnership with the Elk Valley Child Care Assessment working team (NAT).

- b) Initial strategic consultation session between Ipsos Reid researchers and NAT team, **August 19th in Sparwood, BC at 1 PM in the Sparwood Recreation Center.**
- c) Extension of the data collection period to **September 27th** in order to capture parents attending a valley-wide Parenting Workshop.

The NAT team generated a list of questions regarding the proposal. I have attached this list for your attention.

The NAT team looks forward to working with you on this exciting study.

Sincerely,

Gail Brown for the Elk Valley Child Care Needs Assessment Working Team

Elk Valley Child Care Needs Assessment Team

Initial Queries Regarding Project Proposal by Ipsos Reid

- 1. Please confirm that each community, as well as the Elk Valley area will receive a final report. Community specific child care assessment reports are an important component of this project.**
- 2. What is your payment schedule? Do you use a standard contract that you can forward to us?**
- 3. Does your project plan include a budget for advertising the needs assessment project in the three communities? Will you create ads for each community?**
- 4. We were unclear about the “core group of interviewers” and who this group will be. How can we plan to include our community partners in data collection (schools, chambers of commerce, moms groups etc)? How many survey collectors do you need and how are they trained?**
- 5. We would like to give this project a catchy name to create “buzz” in our communities. Do you have any suggestions about this approach? Do you have suggestions for a catchy name for this study?**
- 6. Would you please provide a more detailed breakdown of your Paper Survey costs of \$18,200.00?**
- 7. The extension of the data collection to September 27, 2008, alters the Timeline you have proposed. Is this change acceptable?**

Letter of Engagement Between

Ipsos Reid and Elkford Women's Task Force

Elk Valley Child Care Needs Assessment Research

August 5, 2008

Objectives

As we understand it, NAT is interested in conducting an assessment of family, employee and community child care needs in the Elk Valley Region, particularly the communities of Fernie, Elkford, Sparwood and rural Area A. The specific objectives of the research include developing a better understanding of:

1. The level of childcare need in the region;
2. The times and types of childcare needed;
3. Childcare fees and subsidies;
4. The needs of ECD workers;
5. Programming needs, preferences, and impacts; and,
6. How childcare availability affects parent decision-making as it relates to which employer they work for and where they are located.

Methodology

Sampling

Ipsos Reid recommends that the target population for the survey be comprised of adult Elk Valley Residents, aged 18 or older, who have at least one child under the age of 13 or who are planning to have a child within 2 years (this timeframe may be changed based upon NAT's recommendations).

Questionnaire

Ipsos will conduct a targeted, paper-based survey in which volunteer resources will be utilized. Doing so will involve the following:

- Ipsos will collaborate with NAT and design a questionnaire no longer than 5 pages in length (English only);
- Ipsos will print 1,000 surveys and postage-paid return envelopes and send them to NAT;
- NAT will provide surveys and envelopes to volunteers for distribution in targeted areas in the Elk Valley Region (to be discussed in initial consultation); and,
- As completed surveys are received, Ipsos will enter responses into a database, code any open-ended responses, and verify for accuracy.

The actual number of surveys distributed within each area will be determined with consultation from NAT.

Given how specific the targeted population is, and using a self-complete survey methodology, Ipsos cannot guarantee a certain number of completed surveys.

Deliverables

The deliverables for this research will include:

- Consultation and advice regarding questionnaire design;
- Printing the paper survey and postage-paid envelopes;
- Data tabulation;
- Coding of open-ended questions;
- Creating a dataset in Excel;
- Providing a PowerPoint report with charted data results and accompanying written analysis;
- Strategic direction and actionable results; and,
- Presentation of results to NAT and guests.

Timelines

The survey will be fielded for 3 – 4 weeks, beginning in September, until at least September 27th. We expect the timeline to proceed as outlined below (in number of business days, unless otherwise specified). Please note that these times are approximate but Ipsos Reid will endeavour to adhere closely to them.

- Questionnaire design and approval – 10 days
- Printing and mailing of the surveys to NAT – 7 days
- Data collection/Field window – 3 - 4 weeks
- Data tabulation & coding – 7 days
- Creation of PowerPoint report – 10 days

Assuming a start date of August 19th, we anticipate this research to be completed by November 12th, 2008.

Budget

The total cost to complete this research is **\$27,000 plus GST**.

Terms and Conditions

All services to be provided by Ipsos Reid to the Elkford Women’s Task Force under this Statement of Work shall be subject to and governed by Terms and Conditions which are attached hereto and incorporated by reference herein. In the event of any conflict or inconsistency between the terms of this Statement of Work and the attached Terms and Conditions, the Terms and Conditions shall take precedence and govern its interpretation and construction.

Project Acknowledgement

We at Ipsos Reid, thank you for the opportunity to conduct this important research.

Regards,



Tim Moro, Senior Vice President

Telephone: 403-294-7397

Email: tim.moro@ipsos-reid.com

Project Authorization

With your agreement to this letter of engagement, Ipsos Reid will proceed to undertake the work described above. *Please fax the signed authorization to Tim Moro at 403-294-1535.*

Accepted By:

Name, Title:

Date

Name, Title:

Date

TERMS AND CONDITIONS

Reference is made to the attached Statement of Work (the "Statement of Work" or the "SOW") between Client and Ipsos for custom research services (the "Services") and reports, analysis, data and other materials to be delivered in connection therewith (the "Deliverables") which forms a part of the Terms and Conditions below. The Statement of Work and the Terms and Conditions shall be collectively referred to herein as the "Agreement".

1. SERVICES.

This Agreement shall not be binding upon the parties until executed by Ipsos and signed by the respective representatives of Client and Ipsos. The SOW shall be governed by these Terms and Conditions ("T&Cs"). Client acknowledges and agrees that no other document, in particular its own general conditions of purchase or specific conditions of sale, shall prevail over the T&Cs unless it has been expressly agreed by Ipsos. To the extent that there is any inconsistency between the terms of the T&Cs and the SOW, the terms of the T&Cs shall prevail, except with respect to terms regarding payment, as such terms may be specified in the SOW. All services performed pursuant to this Agreement or the SOW shall be rendered in accordance with all generally accepted professional industry standards and practices applicable to the advertising and marketing research industry including, without limitation, the *International Code of Marketing and Social Research Practice* issued by the ICC and ESOMAR. All time frames included in the SOW are approximations unless explicitly identified therein as firm and binding. Ipsos shall not be responsible for any delays that are caused, in whole or in part, by any third party or by Client.

2. TERMINATION. Either party shall have the right to terminate the Agreement or any SOW in its entirety, effective immediately, at any time, if the other party fails to perform any material obligation or to cure a material breach, subject to the breaching party receiving written notice of the breach and provided further that such breach is not cured within fifteen (15) business days of receiving such notice

3. EFFECTS OF TERMINATION OR CANCELLATION. Upon any termination of this Agreement (including postponement or cancellation of the SOW), Client shall continue to be obligated to pay for fees and expenses incurred prior to the effective date of termination. If, in the event of a termination of this Agreement without cause by Client, Ipsos is unable to terminate any contract or other obligation entered into on the basis of the continued performance of this Agreement or the SOW, Client, at its sole cost and expense, shall assume and fulfill such contract or obligation or bear any early termination costs associated therewith.

4. PAYMENT.

a) Ipsos shall invoice Client for amounts due under the SOW as set forth therein. Client shall pay seventy-percent (70%) of the total price for the Services upon execution of the SOW, and the remaining thirty-percent (30%), plus expenses incurred by Ipsos, upon completion of the project, except for Services consisting of tracking surveys in which case Ipsos will define different project phases in the SOW and will invoice Client the full amount of the fees corresponding to each phase at the beginning of each such phase. All invoices shall be due and payable in full within thirty (30) days of date of invoice. Invoices not paid within thirty (30) days after the invoice date shall bear interest at a rate of one and one-half percent (1.5%) per month or the maximum rate permitted by applicable law, whichever is less, such interest to be calculated from the end of the thirty (30) days until all past due amounts have been paid. The prevailing party in any litigation arising under this Agreement shall be entitled to recover its court costs and expenses, including without limitation, reasonable legal fees. Payments will be in the currency specified in the SOW or, if not so specified, then in an invoice or other written notice from Ipsos.

b) In the event that Ipsos is required to incur pass-through expenses (including, by way of example and not limitation, honoraria and focus group facility and moderator expenses) which are not set forth in the SOW or which could not be reasonably anticipated at the date of the SOW, including without limitation travel and lodging, then provided, that Client is notified of and reasonably approves all such expenses in advance, Client shall reimburse Ipsos for such expenses. Notwithstanding anything in this Agreement to the contrary, Ipsos shall invoice Client for such pass-through expenses in accordance with the provisions of this Agreement.

c) If Client fails to pay any invoice on time, Ipsos may, in its sole discretion, and without prejudice to its other rights under this Agreement, cease the performance of the Services and/or the delivery of the Deliverables.

5. PRICING. All prices are subject to a $\pm 10\%$ cost contingency, unless otherwise noted in each SOW. Changes in specifications, Deliverables, scope, or other aspects of the SOW must be agreed to in writing by the parties before the commencement of any work related thereto, which writing shall include,

without limitation, any additional charges to Client.

6. TAXES. When applicable, government sales, withholding, use and/or value added taxes shall be billed to Client as a separate line item on Ipsos' invoices. Client shall in no event be liable for payment of any taxes based on Ipsos' net income or personal property.

7. REPRESENTATIONS AND WARRANTIES.

a) Client represents and warrants that (i) it will comply with all applicable laws and regulations, including but not limited to applicable privacy and data protection laws; (ii) it has obtained any and all permits, licenses and third party consents or approvals necessary in connection with the use of materials furnished by Client to Ipsos and that it has the legal right to disclose such materials to Ipsos in connection with the Services; and (iii) any materials disclosed by Client to Ipsos for use by Ipsos shall not violate or infringe upon the trademark, copyright, patent or other intellectual property rights or right of privacy or publicity of any third party.

b) Ipsos represents and warrants that (i) it will comply with all applicable laws and regulations, including but not limited to applicable privacy and data protection laws; (ii) it has obtained any and all permits, licenses and third party consents or approvals necessary in connection with the use of materials furnished by Ipsos to client and that it has the legal right to disclose such materials to Client in connection with the Services; (iii) the

Deliverables shall not violate or infringe upon the trademark, copyright, patent or other intellectual property rights or right of privacy or publicity of any third party; and (iv) the Services and Deliverables will conform to the specifications of the SOW in all material respects.

c) Each party represents and warrants that it will not use the other party's name, logos or trademarks in the public domain without the other party's prior written consent.

d) Except as specifically set forth herein, Ipsos hereby disclaims all warranties, express or implied by statute or common law with respect to the Services and the Deliverables, including but not limited to the implied warranties of merchantability and fitness for a particular purpose. In particular, because of the nature of the Services, which are based upon samples and statistical treatment of the information, Ipsos cannot warrant the total accuracy of the Deliverables or the data contained therein.

e) Client acknowledges that it has entered into this Agreement in reliance only on the representations, warranties promises and terms contained herein and, except as expressly set out in this Agreement, Ipsos shall have no liability in respect of any other representation, warranty or promise made prior to the date of this Agreement.

8. INDEMNIFICATION.

a) Ipsos shall indemnify, defend and hold harmless Client, its affiliated companies and each of their respective officers, directors, employees and agents from and against all claims and resulting liabilities, losses, damages, costs and expenses of any kind, including reasonable legal fees, initiated by or on behalf of third parties that are not affiliated with, related to or have a contractual relationship with the Client ("Non-Affiliated Third Parties") to the extent arising out of: (i) any breach or violation of the terms of this Agreement by Ipsos, and (ii) infringement or violation of any third person's copyright, patent, trademark or other intellectual property rights or rights of privacy or publicity.

b) Client shall indemnify, defend and hold harmless Ipsos, its affiliated companies and each of their respective officers, directors, employees and agents from and against all claims and resulting liabilities, losses, damages, costs and expenses of any kind, including reasonable legal fees initiated by or on behalf of Non-Affiliated Third Parties to the extent arising out of: (i) any breach or violation of the terms of this Agreement by Client; (ii) the use of the Deliverables by Client, or the conclusions drawn therefrom, except for claims arising from Ipsos' negligence; and (iii) infringement or violation of any third person's copyright, patent, trademark or other intellectual property rights or rights of privacy or publicity.

c) In the event that Ipsos or any of its employees, agents or subcontractors is served with or becomes subject to any subpoena, order or other legal process in a legal proceeding to which Ipsos is not a party, seeking disclosure of any materials or information related to the Services or the Deliverables, then Client shall bear and/or reimburse Ipsos for all costs and expenses, including but not limited to, reasonable attorney's fees and costs, related to Ipsos' response, compliance with or resistance thereto.

9. PRODUCT INDEMNITY. If the SOW provides for the testing or use by respondents of products supplied by Client, Client shall indemnify, defend and hold harmless Ipsos, its affiliated companies and each of their respective officers, directors, employees and agents from and against all claims, liabilities, losses, damages, costs and expenses, including without limitation reasonable legal fees (whether incurred in defence of a claim against Ipsos or in connection with any third party claim, suit, action, proceeding or subpoena) arising directly or indirectly from the distribution, consumption or use of or contact with any product supplied by Client or its agents in connection with said product test, except for any claim arising from Ipsos' negligence. Ipsos shall be deemed to have acted negligently only to the extent Ipsos, its employees and agents fail in any material respect to follow any written instructions given by Client for the handling, storage, packaging, use, or delivery of product.

10. LIMITATION OF LIABILITY. Neither party shall be liable to the other party for any incidental, indirect, punitive, special or consequential damages, including loss of profit, arising out of, or in connection with, this Agreement whether or not such party was advised of the possibility of such damage and whether based in breach of contract, tort, or any other theory at law or in equity. Except for liability arising with respect to indemnification for claims by Non-Affiliated Third Parties, total aggregate liability for all claims made by Client under or in connection with this Agreement shall not exceed the amount of fees paid by Client under this Agreement. The parties agree that the limitations set forth in this Section 10 shall prevail notwithstanding any conflict with local governing law

11. CONFIDENTIALITY.

a) Each party shall treat all information received from the other party under this Agreement as confidential and shall not use such information for any purpose other than to fulfill its obligations under this Agreement. In addition, the receiving party shall not disclose any confidential information of the disclosing party to any third party, except for those of the receiving party's employees with a need to know the information in order to perform their obligations hereunder and who are made aware of and agree to be bound by the obligations of confidentiality contained herein. The receiving party further agrees to use the same degree of care in safeguarding the confidential information as it uses for its own information, but in no event less than a reasonable degree of care. The obligation of confidentiality, however, shall not apply to information which: (i) at the time of receipt or dissemination, is in the public domain or thereafter becomes generally available; (ii) the receiving party possessed at the time of receipt thereof from the disclosing party, and was not acquired directly or indirectly from the disclosing party; (iii) is acquired or rightfully received and without confidential limitation by the receiving party from a third party; (iv) is independently developed by the receiving party without breach of this Agreement; or (v) is required to be disclosed pursuant to court order or applicable law. Upon the termination of this Agreement, or any earlier request, the parties hereto shall return all Confidential Information disclosed hereunder to the owner thereof.

b) Notwithstanding the foregoing, Client acknowledges and agrees that certain research projects that Ipsos may conduct hereunder at Client's request may require Ipsos to expose, reveal, disclose or describe Client's confidential information, including, without limitation, new concepts, products, services, advertising campaigns or designs, to survey respondents ("Concept Testing"). Client hereby waives and releases Ipsos from and

against any and all, loss, claim or liability resulting from or related to Ipsos' disclosure of Client's confidential information to survey respondents in connection with Concept Testing.

c) Pursuant to its applicable professional rules, Ipsos shall not be required to disclose the identity or any other personally identifiable information ("Personal Information") relating to respondents to Client, except in specifically-described research situations, such as validation or modeling, permitted by and in accordance with such applicable professional rules. Client hereby agrees to maintain the confidentiality of any Personal Information disclosed to it. As a condition to the delivery of Personal Information of respondents to Client, Ipsos may require Client to execute Ipsos' Personal Information Disclosure Agreement in order to ensure compliance with this section and applicable industry rules.

d) Client shall only disclose to Ipsos Personal Information about its customers or others in material conformance with (i) any statement or policy that Client provides to such data subjects concerning the use and disclosure of Personal Information and (ii) applicable law. By way of example and not limitation, in the event that Client, for the purposes of the Services, provides Ipsos with Personal Information, Client hereby warrants that the file conforms to all applicable legislation and regulations in force, and asserts that it has the rights and authorizations necessary to provide said Personal Information to Ipsos for use within the context of the Services. It is the responsibility of Client to complete the appropriate formalities so that Ipsos has the right to process any personal data, and to prove that individuals have given their consent to be contacted for the purposes of the Services. Ipsos accepts no liability and shall not bear any costs resulting from any failure by Client to fulfil the legal requirements in terms of data protection.

12. OWNERSHIP.

a) Subject to Section 13 below, Client shall own the Deliverables as identified in the SOW and prepared by Ipsos specifically for Client hereunder. The Deliverables shall not include, and Ipsos shall retain the exclusive ownership of the following: (i) any proposal for Services related to a project; (ii) Ipsos' trademarks, copyrights, technologies, and proprietary methodologies, including, without limitation, know-how, processes, products, formulae, algorithms, lesson learned presentations, media models, techniques, databases, computer programs and software used, created or developed by Ipsos in connection with Ipsos' performance of Services under this Agreement, including without limitation, any derivatives, modifications or enhancements thereto; and (iii) all questions, question batteries and questionnaires, except to the extent (a) that Client has provided such material or (b) otherwise provided in the SOW (collectively, "Ipsos IP"). Client acknowledges and agrees that all Ipsos IP shall be the sole and exclusive property of Ipsos. Client further agrees that Ipsos may maintain data, including test level and respondent level information, obtained in the course of performing Services in Ipsos' databases for internal validation and industry studies, and validating its professional norms and standards, and such use of this information by Ipsos will not constitute a breach of this Paragraph 12 or Paragraph 11 (Confidentiality); provided that (i) such data will only be used or disclosed in an aggregated, manipulated form, and (ii) Ipsos will never identify the source of any such data or information as that of Client. In addition, Ipsos may retain one copy of the Deliverables for archiving purposes.

b) Notwithstanding the foregoing, to the extent that the SOW specifies that the Services include syndicated research services and/or any deliverables will be comprised of syndicated research reports ("Syndicated Report Deliverables"), then: (i) Ipsos shall at all times retain sole and exclusive ownership rights in the Syndicated Report Deliverables as well as all Ipsos IP owned or used by Ipsos in connection with the creation and publication of the Syndicated Report Deliverables; (ii) Client may not sell, distribute, copy or reproduce in full or in part any of the Syndicated Report Deliverables, without prior written authorization from Ipsos, which Ipsos may withhold in its sole discretion; and (iii) this Agreement constitutes a revocable, non-exclusive license from Ipsos to Client with respect to the Syndicated Report Deliverables, subject at all times to the ownership rights of Ipsos set forth in this subsection (b).

13. PUBLICITY AND USE OF DELIVERABLES. Client's ownership and use of Deliverables comprised of syndicated research reports are set forth in Section 12(b) above. Client's ownership and use of the Deliverables for all other Services shall be subject to the following limitations:

a) In the event that the Deliverables are attributed to Ipsos or reference the Ipsos name, they shall not be used in the public domain including, without limitation, in advertising, marketing or promotional materials, press releases, or press conferences without the prior written consent of Ipsos in order to ensure accuracy of data disclosure.

b) Client may provide the Deliverables to Client's consultants or clients, but any use of the Deliverables by such third parties in the public domain shall be subject to the terms of this Section 13, including, without limitation, the requirement of obtaining Ipsos' prior written consent, and Client shall remain responsible to Ipsos for any use or disclosure of the Deliverables by said parties.

c) The Deliverables shall not be used or presented in a misleading or illegal manner, or in any manner which would adversely impact upon the reputation or goodwill of Ipsos.

d) Client shall inform Ipsos prior to the commencement of the Services and the execution of an SOW if Client intends to use the Deliverables in connection with any dispute resolution, litigation, arbitration or other legal proceeding of any nature ("Litigation Purposes"). Client acknowledges that use of the Deliverables for Litigation Purposes may affect Ipsos' recommended methodological approach and study costs. In addition, if Client decides after the Services have been completed that it wishes to use the Deliverables for Litigation Purposes, it must first obtain the prior written consent of Ipsos, which Ipsos may withhold in its sole discretion.

e) Client shall indemnify and hold harmless Ipsos, its employees, affiliates, officers, directors and agents from and against any and all loss, claim or liability, including without limitation reasonable attorneys fees and costs, that may arise in connection with (i) Client's disclosure of the Deliverables to any third party, (ii) the use of the Deliverables in the public domain by Client or any third party to whom Client has disclosed the Deliverables, (iii) the use of the Deliverables for Litigation Purposes, and (iv) any breach or violation of this Section 13.

14. WAIVER. If either party fails to fully exercise any right, power or remedy under this Agreement, such right, power or remedy shall not be waived. No express waiver or assent by either party with respect to any other breach or default under any provision of this Agreement shall constitute a waiver or assent with respect to any subsequent breach or default under that or any other provision. No notice to or demand on any party in any case shall entitle such party to any other or further notice or demand in similar or other circumstances or constitute a waiver of the rights of any party to any other or further action in any circumstances without notice or demand. No waiver shall be effective unless in writing signed by the party waiving its rights hereunder.

15. **SEVERABILITY.** If any provision of this Agreement is held by a court of competent jurisdiction to be illegal, invalid or unenforceable, the legality, validity and enforceability of the remaining provisions of this Agreement shall not be affected and those provisions shall remain in full force and effect. If a court or other decision-maker should determine that any provisions of this Agreement is overbroad or unreasonable, such provision shall be given effect to the maximum extent possible by narrowing or enforcing in part that aspect of the provision found overbroad or unreasonable.
16. **NOTICES.** All notices and other communications under this Agreement shall be given in writing to the parties at the addresses appearing in this Agreement, or to such other address specified in writing to the notifying party after the date of this Agreement.
17. **GOVERNING LAW.** This Agreement shall be governed by and construed in accordance with the laws of the province of British Columbia, Canada without regard to principles of conflicts of law that would impose a law of another jurisdiction.
18. **JURISDICTION; VENUE.** In the event of any dispute arising out of or relating to this Agreement, the parties hereby irrevocably and unconditionally attorn to the exclusive jurisdiction and venue of the courts of the province of British Columbia, Canada and all courts competent to hear appeals therefore for the purpose of any legal proceeding relating to or arising under this Agreement.
19. **ASSIGNMENT AND SUCCESSORS.** Ipsos may assign this Agreement to any successor to its business. Client may not transfer or assign this Agreement without the prior written consent of Ipsos. This Agreement shall inure to the benefit of and be binding upon Ipsos and its permitted successors and assigns, and Client and its permitted successors and assigns.
20. **SUBCONTRACTING.** From time to time, Ipsos may, where appropriate, subcontract all or part of the services to be provided hereunder to one of its approved suppliers or to an affiliate provided that Client is informed of such subcontracting.
21. **NO JOINT VENTURE.** Ipsos is an independent contractor and shall not be deemed a partner, joint-venture, agent or legal representative of Client for any purpose whatsoever.
22. **GOVERNING LANGUAGE.** English shall be the governing language of this Agreement. In the event there is a conflict between the English version and any translated version, the English version shall prevail.
23. **FORCE MAJEURE.** Under no circumstance shall Ipsos be responsible to Client for failure to provide the marketing research services or for its delay in performance in accordance with this Agreement due to any event or condition, not existing as of the date of signature of this Agreement, not reasonably foreseeable as of such date and not reasonably within the control of either Party, which prevents in whole or in material part the performance by one of the Parties of its obligations hereunder ("Force Majeure"). Without limiting the foregoing, the following shall constitute events or conditions of Force Majeure: acts of State or governmental action, terrorism, riots, disturbances, war (whether by formal declaration or information action), strikes, lockouts, slowdowns, prolonged shortage of energy supplies, epidemics, fire, flood, hurricane, typhoon, earthquake, lightning and explosion or any other cause beyond Ipsos' reasonable control.
24. **ENTIRE AGREEMENT; SURVIVAL.** This Agreement contains the sole and entire Agreement between the parties with respect to its subject matter and shall not be modified except by a written instrument signed by Client and Ipsos. In the event of the termination of this Agreement, Sections 4 and 6 through 18 shall survive such termination.

Gail's Notes on the Aug. 19th NAT Team meeting with Colleen Will of Ipsos Reid to discuss the questions.

The purposes of this study are to gather local data to answer the following questions, after which the data can be compared against the latest census data for analysis. **Comments in red are deletions and the reasons that Gail documented in her notes.**

General Questions

1. What community do you live in?
2. How many families in each community/area are currently in need of child care? This is the purpose of the study and the answer to this question will be in the final reports. This question was deleted
3. How many and what are the ages of your children?
4. What times of day and times of the year is child care needed?
5. What types of child care are needed? i.e. F/T, P/T, half day, preschool, after school etc. We had a discussion regarding junior kindergarten and full day kindergarten. Should these be included in this question? I think we decided, Yes, they should be included
6. What types of child care are currently being used by families?
7. How do these needs relate to the demographics in each community? i.e. latest census info. This is the purpose of the study and the answers will be in the final report for each community. This question was deleted.

Fee Related Questions

1. What percentage of your income or how much are you prepared to pay for child care services?
2. How much per hour should a child care provider get?
3. How much per hour should parents pay for child care?
4. What subsidies are available to families?

This set of questions does not clearly relate to the purpose of the study: what child care do families need?

So, we discussed how we could include this information in the study, as only a few respondents would answer these questions.

We thought that maybe we could condense these questions into one: For Full Time Child Care, how much are you willing to pay for this service per month?

Staffing Related Questions

1. Are you a trained Early Childhood Educator who is not working in the field of child care?
2. If so, what would it take to get you back, working in the child care field?
3. Would you like to work as a child care provider but lack the qualifications?
4. Do you work in the child care field now? If so, what are your suggestions for recruiting new people to the child care field? What would make people take the training and work in the child care field?
5. Again, Colleen suggests that this set of questions will have only a few respondents and the criteria for reliability and validity of the data will not be obtained. She suggests that a question be used at the end of the community page (called demographic data). Colleen suggested an open-ended question, such as: Are you interested in working in the field of child care?

Programming Related Questions

1. What types of programming is now available? Communities need to provide Colleen with a list of program names in the community. Then, the question will be: Which of the following programs are you using? This list of programs will be used to help people answer the questions below.
2. What types of programming is preferred by families?
3. What types of programming is needed by families?
4. How does the availability of child care affect people's ability or willingness to work? Colleen will format this question in a way that allows the most useful data to be collected
5. How does child care relate to family stability? We had lots of discussion about this question and how to pose it in the survey. ? In our discussions with Colleen, she suggested a question such as: What are the barriers to using the programs in the community list? Time, Cost, Travel?? Have you considered moving out of the community to meet your child care needs?

Employment/Lifestyle/Family Related Questions

1. Who do you work for? I.e. Are you an employee of Elk Valley Coal, Self, Government, Tourism, other etc? This information will be gathered by using an "embedded question" Colleen will re-format the question
2. How has child care availability affected your choice of employment, location of residence or chance at a promotion? This is really three questions. We need to include spouses and the question needs to refer to the family residence.
3. If you live outside the Elk Valley. Would the increase in availability of childcare cause you to move to the Elk Valley? This is a demographic question.
4. If you are a parent and a shift worker, what type of child care best meets your needs? This is the only OPEN ended question that was approved
5. How does child care availability affect your decision to grow your family? In our discussions with Colleen, we came up with an alternate question: Does lack of Child Care keep you from having children or from having more children? Colleen will work on the wording of this question so that it is inviting to prospective parents and respectful to families.
6. If you could design child care to meet your family's needs, what would you like to see? This is an open ended question that each community needs to consider for their purpose.

7. Would you or your spouse be interested in employment at Elk Valley Coal if there was adequate childcare? If yes, what occupation would they be interested in?
8. Where do you think a child care center should be located in your community? We need to create a list of possible choices for respondents to choose from: school, church, workplace, business etc.

To Do: Colleen asked for some questions about shift work and child care. She needs some information about the shifts, what they are called and what hours they entail. These can be the common usage (slang) names for the shifts if that works to help folks understand the question.

The proposed uses of local data on child care needs

- ❖ To inform community planning for child care services in the Elk Valley.
- ❖ To support existing community plans for child care service.
- ❖ To better understand our Elk Valley needs for trained ECD workers.
- ❖ To determine the level of investment needed to address child care needs in the Elk Valley

June 16, 2008

Dear Regional District Council Members

Please consider this urgent request to contribute to the Elk Valley Child Care Needs Assessment study. This study will result in a report that will help us to understand our needs for child care services in the Elk Valley.

This new project examines each Elk Valley community's needs for child care. The communities are: Fernie, Elkford, Sparwood and Area A. At this time, our confirmed funding partners on this project are:

- District of Elkford
- Elkford Early Childhood Development Team (in-kind)
- Children First
- City of Fernie
- Fernie Early Childhood Development Team (in-kind)
- Elk Valley Coal
- Columbia Basin Trust (in process)
- Sparwood Early Childhood Development Team (in-kind)

We invite you to join us in this exciting, short-term project. This project provides a report on Area A's child care needs by December 2008. In addition, Elk Valley-wide data will also be available. This project can help to inform your regional planning.

We request a grant of \$4,000.00 from each municipal jurisdiction and Area A to fund the Elk Valley Child Care Needs Assessment project. Attached are the terms of reference for this project. Our time line is very short, as the best opportunity to collect this type of data is September.

The next meeting of the Elk Valley Child Care Needs Assessment Team is on June 24, 2008 at the Elk Valley Coal office in Sparwood. Please confirm your interest in this project at the meeting. For more information, please contact your local Early Childhood Development Team coordinator or Gail Brown, Children First manager.

Sincerely

Elk Valley Child Care Needs Assessment Team

Contact: Gail Brown, Children First, East Kootenay Region

Phone: (250) 426-2542 Email: ekidsfirst@telus.net

Elk Valley Child Care Needs Assessment

Purposes of the Child Care Needs Assessment study in the Elk Valley

The purposes of this study are to gather local data to answer the following questions:

How many families are looking for child care?
What types of child care are needed?
What types of child care is already available?
What are families willing and able to pay?
What percentage of your income is allocated to child care?
How much per hour should a child care provider get?
How much per hour should parents pay for child care?



Are you a trained Early Childhood Educator who is not working in the field of child care?
If so, what would it take to get you back, working in the child care field?
Would you like to work as a child care provider but lack the qualifications?
Do you work in the child care field now? If so, what are your suggestions for recruiting new people to the child care field? What would make people take the training and work in the child care field?
What percentage of your income are you prepared to pay for child care services?
What subsidies are available to families?
What types of programming is preferred by families?
What types of programming is needed by families?
What types of programming is now available?
How does the availability of child care affect people's ability or willingness to work?
What are the ages of children, times of day and times of year that child care is needed?
How does child care relate to family stability?
How does child care availability affect your decision to grow your family?
How much child care is needed in each of our Elk Valley communities and in Area A?
If you are a parent and a shift worker, what type of child care best meets your needs?
If you could design child care to meet your family's needs, what would you like to see?
Where do you think a child care center should be located in your community?

The proposed uses of local data on child care needs

- ❖ To inform community planning for child care services in the Elk Valley
- ❖ To support existing community plans for child care service
- ❖ To better understand our Elk Valley needs for trained ECD workers
- ❖ To determine the level of investment needed to address child care needs in the Elk Valley

MEMBERS OF THE ELK VALLEY CHLD CARE NEEDS ASSESSMENT PROJECT

Name	Advising	Working Group
Trish Luke, Fernie ECD		X
Ronan MacCon, Fernie Child Care Society	X	
Cathy Davies, Sparwood, ECD		X
Jennifer Krotz, Columbia Basin Trust	X	
Renee Cornyn, Sparwood, ECD		X
Clare Pinette, Elkford		X
Carmen Murray, Elkford ECD		X
Kim Bauer, Elkford Women's Task Force		X
John Eastwood		X
Nic Milligan, Elk Valley Coal	X	
Carrie Meyer, Elk Valley Coal		X
Gary Walker, District of Sparwood		X
Mike Harrington, Sparwood Children's Centre		X
Gail Brown		X
Allan Nibbs, City of Fernie (will be invited to participate)		X
Ev Cutts, Columbia Basin Trust	X	
School District No. 5(will be invited to participate)		X

Child Care Needs Assessment Surveying

Implementation of the Study

At Meeting Number 9, our team approved the survey tool, paid the contractor (first instalment of 50%) and prepared for implementation.

Our team members began to take on specific duties in relation to the project. Below are the duties for getting the child care needs assessment out to community members.

Point Person

This person handled all of the communication between the contractor and the team. This was handled by email and phone.

Financial Manager

This non-profit society collected funds, paid the contract and reported to the team. We paid 50% of the contract in advance and the rest upon satisfactory completion. The financial manager attended all meetings.

Communications Team (2)

The team leader was trained and experienced in public relations and worked for our main business partner. Her community team partner was one of the Early Childhood Team coordinators.

Survey Distribution Team

This consisted of the entire working team members who resided in the Elk Valley. It also included the business partner, Elk Valley Coal (largest employer in the valley). Survey distribution was managed by the three Community ECD team coordinators and the Elk Valley Coal representative.

Contract Team (2)

We hired Ipsos Reid to handle this contract. They provided a Senior Research Manager and a Research Associate to work with us. They stayed with us throughout the project.

Survey Distribution and Public Engagement

The backbone of a successful needs assessment project is to simultaneously engage your community and encourage folks to fill out the survey!

It takes the whole Working Team, Advisory Team, volunteers from other groups, Municipalities and other partners to do this.

The contractor can mail out surveys to households. If that is done, your job is to build excitement and commitment in the community so that folks will complete the survey and mail it back.

We asked our contractor to send us the surveys and envelopes. Our team wanted to hand them out in person, leave them in specific community locations, bring surveys to large community events and distribute them to employees at partner businesses.

We knew that this would be a big undertaking.....and it was! The Early Childhood Team members worked hard to hand out surveys and encourage folks to complete and mail them. We allowed ourselves two months for survey collection.

The Communications team organized newspaper and radio advertising and issued press releases.

The Contract Team sent us reports that showed how many surveys were being mailed in to Ipsos Reid. These reports were important feedback that kept us working to obtain more survey respondents until the very last day!

PRESS RELEASE

INSERT

FOR IMMEDIATE RELEASE

Contact:

Carmen Murray

Elk Valley Needs Assessment Team

250-865-2411

Carmen.murray@telus.net

Elk Valley Comes Together to Identify Child Care Needs

Elkford, BC – July 15, 2008 - Early Childhood Development teams, municipal government, major employers and other organizations throughout the Elk Valley have joined together to study the child care needs of the families in this area.

At this time, there is little information available about the types and amounts of child care services that families are looking for. The mission of this study is to conduct a formal needs assessment in the Elk Valley communities of Fernie, Elkford, Sparwood and Area A to determine child care needs. This study will inform and support Elk Valley communities in their planning for child care.

Each Elk Valley community has slightly different child care services. In Elkford there are currently no licensed day care facilities. The Elkford preschool is a licensed preschool program. If both parents choose to work and need child care they are either relying on family members, friends or unlicensed care, if they are able to find it. Elkford is in the process of building a new Community Center and one option is to include a licensed Day Care Program in this facility. Before going ahead with this plan, the child care needs of its residents must be studied.

Sparwood currently does have a licensed Group Child Care as well as licensed before and after school care programs. These programs have waitlists. It is important to find out how many parents need child care and what kinds of child care is required.

Fernie has recently received capital funding to start a licensed Day Care for 20 children. However, there are likely more than 20 children whose parents need licensed child care in Fernie. How many more is not yet known.

The project to study day care needs started in 2007, when the Elkford Early Childhood Development Committee recognized that they would like to survey residents to better understand the needs of families with young children. Working with its parent agency, Elkford Women's Task Force, they went to the District of Elkford and Elk Valley Coal Corporation to support this initiative. They were joined by representatives of the three communities, Columbia Basin Trust, the Regional District and Children First.

The District of Elkford agreed to support the study and Elk Valley Coal thought it was a necessary step but suggested it be conducted throughout the entire Elk Valley as they had employees in this area. At this point Gail Brown of Children First agreed to assist in this process and chaired the first meeting in May 2008. This group has been meeting regularly and plans to hire a contractor by August 1st. The contractor will prepare and conduct a child care needs assessment of each community and Area A and then report back to each community by January 30, 2009.

Keep your eyes peeled for the announcement of your community's Child Care Study! We want to know what families need!

For more information regarding this press release, please call Carmen Murray at 250-865-2411.

###



INSERT

INTRODUCTION

The **Elk Valley Childcare Needs Assessment Team** (NAT) came together in May 2008 to discuss the issue of child care in the area and to determine the best way to implement a valley-wide childcare needs assessment survey. This survey was designed to collect information to help community groups better understand the amount and types of childcare needed in the Elk Valley.

Your participation is extremely important. If you reside in the Elk Valley and currently have a child or children under the age of 13, or plan to have children in the next three years, please complete this survey. Your input is important to us and will be kept confidential.

Please complete only one survey per household, put it in the stamped addressed envelope that you received with the survey, and mail it as soon as possible. The company Ipsos Reid will be receiving the surveys and analyzing the data. The survey results and final report will be shared with each community and available through your community liaison by early December 2008.

If you no longer have the stamped addressed envelope, you can still submit your survey by mailing to the following address:

Ipsos-Reid
PO Box 518 RPO West Beaver Creek
Richmond Hill, ON
L4B 9Z9

Please direct any questions to:

Carmen Murray, Elkford ECD Coordinator at 250-865-2411 or email at carmen.murray@telus.net
Krista Woodske, Sparwood ECD Coordinator at 250-425-6542 or email at sparwoodecd@telus.net
Trish Luke, Fernie ECD Coordinator at 250-423-4894 or email at dtluke@telus.net

We thank you for your participation in this important initiative,

Elk Valley Needs Assessment Team (NAT)

Area of Residence

Which community do you live in?

- 1 Elkford
- 2 Fernie
- 3 Sparwood
- 4 In the Elk Valley region but outside of Elkford, Fernie, or Sparwood
- 5 Crowsnest Pass
- 6 Other (please specify):

A) Child Specifics

A1. Do you have any children?

- 1 Yes
- 2 No

**If you answered "Yes" to question A1, please answer questions A2 and A3.
If you answered "No" to question A1, please skip to the next section (Planning).**

A2. How many children do you have?

Please enter a number here

A3. Please indicate the ages of your children (in years, rounded to the nearest year):

Child 1		Child 4	
Child 2		Child 5	
Child 3			

B) Planning

B1. Do you plan to have children in the next 3 years?

- 1 Yes
- 2 No

**If you answered "No" to question B1, please answer question B2.
If you answered "Yes" to question B1, please skip to question B3.**

B2. If quality child care was available in your community, would you decide to have children in the next 3 years?

- 1 Yes
- 2 No
- 3 Maybe

**If you answered "Yes" or "Maybe" to question B2, please answer question B3.
 If you answered "No" to question B2, please skip to the next section (What Child Care Do You Use and What Do You Need?)**

B3. We understand that you can't be sure of what type of child care you would need if you had children in the next 3 years, however, we would like to know what type of child care you *think* you would need for your future children in this time frame. Please select all that apply.

For the purpose of this survey, please refer to the following definitions:
 Full-time = 40 to 65 hours per week
 Part-time = Less than 20 hours per week
 Half-time = 20 to 30 hours per week

- | | |
|--|--|
| <input type="checkbox"/> 1 Full-time care (during the day shift) | <input type="checkbox"/> 7 Half-time care (day shift) |
| <input type="checkbox"/> 2 Full-time care (during the night shift) | <input type="checkbox"/> 8 Half-time care (night shift) |
| <input type="checkbox"/> 3 Full-time care (rotating shifts – day & night care) | <input type="checkbox"/> 9 Half-time care (rotating shifts – day & night care) |
| <input type="checkbox"/> 4 Part-time care (during the day shift) | <input type="checkbox"/> 0 Back-up or emergency care |
| <input type="checkbox"/> 5 Part-time care (during the night shift) | <input type="checkbox"/> 1 Other (please explain): |
| <input type="checkbox"/> 6 Part-time care (rotating shifts – day & night care) | |

C) What Child Care Do You Use versus What Do You Need?

For the purpose of this survey, please refer to the following definitions:

- Full-time = 40 to 65 daytime hours per week
 Part-time = Less than 20 daytime hours per week
 Half-time = 20 to 30 daytime hours per week
 Preschool = 7 to 12.5 daytime hours per week (E.g.: Bright Beginnings, Elkford Preschool, Fernie Preschool)
 Community recreation programs = No parent present (E.g.: Creche Program, Messy Art)
 Full-time shift work = 4 days on, 4 days off

C1. For each of your children, please indicate which type(s) of child care you are using right now:

	Full-time	Part-time	Half-day	Preschool	Community recreation programs	Before & after school	Full-time shift work	Other (please specify)	None
Child 1	1	2	3	4	5	6	7	8	9
Child 2	1	2	3	4	5	6	7	8	9
Child 3	1	2	3	4	5	6	7	8	9
Child 4	1	2	3	4	5	6	7	8	9
Child 5	1	2	3	4	5	6	7	8	9

***Please indicate which shift schedule you are on (E.g.: 4x4, 4x3, 5x2x3):**

C2. If your child care needs for any or all of your children are different from the child care you are using right now, please indicate which type(s) you are in need of.

	No different from child care type currently being used	I do not need child care for this child	Full-time	Part-time	Half-time	Pre-school	Community Recreation Programs	Before & after school	Full-time Shift Work	Other (please specify)
Child 1	1	2	3	4	5	6	7	8	9	
Child 2	1	2	3	4	5	6	7	8	9	
Child 3	1	2	3	4	5	6	7	8	9	
Child 4	1	2	3	4	5	6	7	8	9	
Child 5	1	2	3	4	5	6	7	8	9	

C3. For each of your children for whom you need child care, please indicate which time(s) of the year you require care.

	Year-round	Jan.	Feb.	Mar.	Apr.	May	Jun.	Jul.	Aug.	Sep.	Oct.	Nov.	Dec.
Child 1	0	1	2	3	4	5	6	7	8	9	10	11	12
Child 2	0	1	2	3	4	5	6	7	8	9	10	11	12
Child 3	0	1	2	3	4	5	6	7	8	9	10	11	12
Child 4	0	1	2	3	4	5	6	7	8	9	10	11	12
Child 5	0	1	2	3	4	5	6	7	8	9	10	11	12

C4. Programs that require a parent to participate with their child are called Parented programs.

What would you like your child to learn and experience in a Parented program (please specify)?

- 1 Physical development
- 2 Creative learning
- 3 Social development
- 4 Emotional development
- 5 Intellectual development
- 6 Environmental awareness (e.g., Eco Kids, Little Sprouts)
- 7 Other (please specify):

C5. If you could design child care to meet your family's needs, what would that be? This might include, but is not limited to, who provides the child care, when and where it is provided. Please be as specific as possible.

Please answer question C6 only if you are a shift worker.

C6. As a shift worker, which of the following types of child care would best meet your needs?

For the purpose of this survey, please refer to the following definitions:

Full-time = 40 to 65 hours per week

Part-time = Less than 20 hours per week

Half-time = 20 to 30 hours per week

<input type="checkbox"/> 1 Full-time care (during the day shift)	<input type="checkbox"/> 7 Half-time care (day shift)
<input type="checkbox"/> 2 Full-time care (during the night shift)	<input type="checkbox"/> 8 Half-time care (night shift)
<input type="checkbox"/> 3 Full-time care (rotating shifts – day & night care)	<input type="checkbox"/> 9 Half-time care (rotating shifts – day & night care)
<input type="checkbox"/> 4 Part-time care (during the day shift)	<input type="checkbox"/> 0 Back-up or emergency care
<input type="checkbox"/> 5 Part-time care (during the night shift)	<input type="checkbox"/> 1 Other (please explain): <input type="text"/>
<input type="checkbox"/> 6 Part-time care (rotating shifts – day & night care)	

D) Child Care Fees

D1. For each of the types of child care you need now, we would like to know how much you are prepared to pay on a monthly basis per child. Please give your answer in dollars, rounded to the nearest dollar.

	Full-time	Part-time	Half-time	Pre-school	Community recreation programs	Before & after school	Full-time shift work	Other
Monthly fee (\$) prepared to pay								

D2. For each of your answers in question D1, please tell us why you gave that response. Please be as specific as possible.

E) Child Care & Employment

E1. Please indicate your current employment status? Please select only one response.

- 1 Employed full-time
- 2 Employed part-time
- 3 Self Employed full-time
- 4 Self Employed part-time
- 5 Stay-at-home parent
- 6 Unemployed (not a stay-at-home parent)
- 7 Retired
- 8 Student

If you are employed at this time, please answer question E2.

E2. Please indicate your area of employment.

- | | |
|--|--|
| <input type="checkbox"/> 1 Advertising/Public Relations/Market Research | <input type="checkbox"/> 2 Internet-related |
| <input type="checkbox"/> 2 Agriculture/Farming/ Automobile | <input type="checkbox"/> 3 Legal |
| <input type="checkbox"/> 3 Bank/Financial Services/Insurance | <input type="checkbox"/> 4 Manufacturing |
| <input type="checkbox"/> 4 Building/Construction/ Landscaping | <input type="checkbox"/> 5 Mining/Mining Support |
| <input type="checkbox"/> 5 Broadcasting/ TV/Radio | <input type="checkbox"/> 6 Publishing/Print Media |
| <input type="checkbox"/> 6 Computer Software/Hardware/Networks | <input type="checkbox"/> 7 Real Estate |
| <input type="checkbox"/> 7 Education-Related/Training | <input type="checkbox"/> 8 Retail/Wholesale Business |
| <input type="checkbox"/> 8 Government (Federal, Provincial, Municipal) | <input type="checkbox"/> 9 Telecommunications |
| <input type="checkbox"/> 9 Health/Medical/Pharmaceutical | <input type="checkbox"/> 0 Transportation/Shipping |
| <input type="checkbox"/> 0 Home Repair/Home Maintenance | <input type="checkbox"/> 1 Utilities |
| <input type="checkbox"/> 1 Hotel/Travel/Entertainment/Restaurant/Tourism | <input type="checkbox"/> 2 Other (please specify): |

E3. Has a lack of child care in the Elk Valley affected where you have decided to live?

- 1 Yes
- 2 No

E4. Has a lack of child care in your community limited your chance for a job promotion?

- 1 Yes
- 2 No

E5. Has a lack of child care in your community meant that you are not able to be employed?

- 1 Yes
- 2 No

If you do not currently live in the Elk Valley, please answer question E6.

If you live in the Elk Valley, please skip to question E7.

E6. If there was an increase in the availability of child care in the Elk Valley region, would you move to the Elk Valley region?

- 1 Yes
- 2 No
- 3 Maybe

E7. Are you employed by Elk Valley Coal?

- 1 Yes
- 2 No

If you answered "No" to question E7, please answer question E8.

If you answered "Yes" to question E7, please go to question E10.

E8. If there was adequate child care available to you, would you be interested in employment with Elk Valley Coal?

- 1 Yes
- 2 No
- 3 Maybe

If you answered "Yes" or "Maybe" to question E8, please answer question E9.

If you answered "No" to question E8, please go to question E10.

E9. Which of the following occupations would you be interested in? Please select all that apply.

Hourly Positions

- 1 Carpenter
- 2 Electrician
- 3 Haul Truck Driver
- 4 Heavy Duty Mechanic
- 5 Instrumentation Mechanic
- 6 Laborer
- 7 Light Vehicle Mechanic
- 8 Machinist
- 9 Millwright
- 0 Pipe Fit / Plumber
- 1 Steel Fabricator
- 2 Warehouseman
- 3 Welder

Staff Positions

- 1 Accountant
- 2 Administration
- 3 Buyer
- 4 Electrical Engineer
- 5 Environmental Officer
- 6 Environmental Technician
- 7 Geologist
- 8 Human Resources
- 9 Information Technology
- 0 Loss Prevention Officer
- 1 Maintenance Foreman / Supervisor
- 2 Maintenance Planner
- 3 Mechanical Engineer
- 4 Mine Eng
- 5 Payroll
- 6 Process Engineer
- 7 Other (Please Specify):

Please answer question E10 if you have a spouse/partner.

If you do not have a spouse/partner, please go to the next question (Job Sharing).

E10. Is your spouse/partner employed by Elk Valley Coal?

- 1 Yes
- 2 No

If you answered "No" to question E10, please answer question E11.

If you answered "Yes" to question E10, please go to the next section (Job Sharing).

E11. If there was adequate child care available to you, would your spouse/partner be interested in employment with Elk Valley Coal?

- 1 Yes
- 2 No
- 3 Maybe

If you answered "Yes" to question E11, please answer question E12.

If you answered "No" to question E11, please go to the next section (Job Sharing).

E12. Which of the following occupations would your spouse/partner be interested in? Please select all that apply.

Hourly Positions

- 1 Carpenter
- 2 Electrician
- 3 Haul Truck Driver
- 4 Heavy Duty Mechanic
- 5 Instrumentation Mechanic
- 6 Laborer
- 7 Light Vehicle Mechanic
- 8 Machinist
- 9 Millwright
- 0 Pipe Fit / Plumber
- 1 Steel Fabricator
- 2 Warehouseman
- 3 Welder

Staff Positions

- 1 Accountant
- 2 Administration
- 3 Buyer
- 4 Electrical Engineer
- 5 Environmental Officer
- 6 Environmental Technician
- 7 Geologist
- 8 Human Resources
- 9 Information Technology
- 0 Loss Prevention Officer
- 1 Maintenance Foreman / Supervisor
- 2 Maintenance Planner
- 3 Mechanical Engineer
- 4 Mine Eng
- 5 Payroll
- 6 Process Engineer
- 7 Other (Please Specify):

F) Job Sharing

If you are a stay-at-home parent, please answer question F1.

If you are not a stay-at-home parent, please go to the next section (Demographics)

F1. If job-sharing was available to you, would you consider returning to work and working at Elk Valley Coal?

- 1 Yes
- 2 No
- 3 Maybe

If you answered "Yes" to question F1, please answer question F2.

If you answered "No" to question F1, please go to the next section (Demographics).

F2. Please indicate the maximum number of hours you would like to work per week?

Please enter a number here (hours):

F3. Please indicate which occupations you would be interested in?

Hourly Positions

- 1 Carpenter
- 2 Electrician
- 3 Haul Truck Driver
- 4 Heavy Duty Mechanic
- 5 Instrumentation Mechanic
- 6 Laborer
- 7 Light Vehicle Mechanic
- 8 Machinist
- 9 Millwright
- 0 Pipe Fit / Plumber
- 1 Steel Fabricator
- 2 Warehouseman
- 3 Welder

Staff Positions

- 1 Accountant
- 2 Administration
- 3 Buyer
- 4 Electrical Engineer
- 5 Environmental Officer
- 6 Environmental Technician
- 7 Geologist
- 8 Human Resources
- 9 Information Technology
- 0 Loss Prevention Officer
- 1 Maintenance Foreman / Supervisor
- 2 Maintenance Planner
- 3 Mechanical Engineer
- 4 Mine Eng
- 5 Payroll
- 6 Process Engineer
- 7 Other (Please Specify):

Demographics

Finally, we just have a few questions to ask for our statistical calculations.

G1. In what year were you born? **[RECORD NUMERICALLY]**

19____

[RANGE: 1900 TO 1992]

G2. Are you ...

- 1 Male
- 2 Female

G3. What is the highest level of schooling that you have completed?

- 1 Grade school or some high school
- 2 Completed high school
- 3 Some college, university or technical school
- 4 Completed college or technical school diploma
- 5 Completed university degree
- 6 Some post-graduate work
- 7 Completed post-graduate degree (Masters or Ph.D.)

G4. What one category best describes your current marital status?

- 1 Single (never married)
- 2 Married/common-law/co-habiting
- 3 Divorced/separated
- 4 Widowed

G5. Are you a trained Early Childhood Educator who is not working in the field of child care?

- 1 Yes
- 2 No

If you answered "No" to question G5, please answer question G6.

If you answered "Yes" to question G5, please go to question G7.

G6. Would you like to work as a child care provider but lack the qualifications to do so?

- 1 Yes
- 2 No
- 3 Maybe

G7. Which of the following categories best describes the total annual income, before taxes, of all members of your household?

- 1 Less than \$20,000
- 2 \$20,000 to less than \$30,000
- 3 \$30,000 to less than \$40,000
- 4 \$40,000 to less than \$50,000
- 5 \$50,000 to less than \$60,000
- 6 \$60,000 to less than \$70,000
- 7 \$70,000 to less than \$80,000
- 8 \$80,000 to less than \$90,000
- 9 \$90,000 to less than \$100,000
- 0 \$100,000 and over
- 1 Prefer not to say

Thank you very much for your time and effort in completing this survey.

Please return the survey in the stamped envelope provided and mail to:

**Ipsos Reid
PO Box 518 RPO West Beaver Creek
Richmond Hill, ON
L4B 9Z9**

INSERT

Kids Care Survey Return Report

Oct. 30, 2008

Number of Surveys returned to Ipsos Reid

Sparwood: 73 returns

Close to a margin of error of 9.82% (75 returns)

Number of Surveys returned to Ipsos Reid

Elkford: 60 returns

Close to a margin of error of 10%

Number of Surveys returned to Ipsos Reid

Fernie: 63 returns

Close to a margin of error of 10%

To obtain a margin of error of 5% (which should be our goal)

Here are the numbers of surveys that still need to be completed to reach our goal:

Sparwood: 77 completed surveys (5.67%)

Elkford: 65 completed surveys (5.55%)

Fernie: 87 completed surveys (5.21%)

Some ideas of how this can be done:

1. Idea
2. Idea
3. Idea
4. Idea

Step 5 – Your Child Care Needs Assessment Report

Data Analysis and Reporting (contracted services)

The “drop dead date” for handing out child care needs assessment surveys arrives and it is just human nature to think you could have done a better job, handed out more surveys, attended more public events, advertised better or prepared a better survey.

The contractor receives the surveys, analyses the results and reports back to you.

Here is our contractor’s breakdown of the work done:

Contractor Fees

1. Professional Time: These are consultation fees for our one initial meeting with the Senior Research Manager to establish the methodology, question types and questions. It includes the many emails and phone calls needed to sort out details.
2. Printing costs: These are the number of printed surveys and envelopes printed for our project. If you chose a telephone survey, the costs would increase because labour is needed to help the respondent to answer the questions.
3. Mail-out costs: These were zero for our project because we delivered the surveys in communities
4. Data Analysis: This is the cost per returned, completed survey. Data analysts work to analyze the answers to questions. If you chose open-ended questions or have respondents write down their answers, then the cost is higher. The analysts must type out all the answers, code them, develop themes and enter the data into the data base. Open-ended questions cost more money.
5. Professional Time: These are consultation fees for our reports to be written (hourly rate). More professional time when the draft of the report is sent and more details are requested. Travel costs and a presentation to deliver our final reports are added.

We chose a paper survey and our contractor was Ipsos Reid. Your set of services and costs may be different.

The contractor should email copies of the draft report to the Point Person for review. Carefully review these reports. Do they contain the information you expected? Is it clearly presented? Can you explain it to yourself and others? Is anything missing? Does the report meet the requirements set out in your Request for Proposals and the contract you signed?

Reporting back to communities

First, you need to share your child care needs assessment report with your Working Team, Advisory Team and the press. This is done by email (our reports were expensive to print because they contained many coloured charts). We cautioned our members not to release the report until after the Reporting Session with the contractor.

Our contract stated that we would receive a presentation of our report for the Working and Advisory Teams and members of the press. This was our second face-to-face meeting with our Contract Team. This was our last meeting as NAT, our Elk Valley Child Care Needs Assessment Team.

This is the best opportunity to ask questions about the survey, methodology, analysis and results.

This offers an opportunity to reach the press with news about your survey results.

Second, is the work of sharing the results with the public, governments, child care advocates, social planning groups, service agencies, Chambers of Commerce and Early Childhood Education Team partners.

Spreading the news about your findings can spark community planning to address the child care needs you have discovered. We used the following approaches to disseminate the results of our child care needs assessment:

1. Develop an analysis of the numbers presented in your report. Children First did this for our study. We learned exactly what types of child care programs could meet the needs identified by survey respondents.
2. Send the reports out by email wherever possible. Send the analysis too. Send a copy to the press
3. Print as many print copies of the reports as you can afford.
4. Make CD copies of the reports and mail them out with a letter of introduction
5. Provide email or CD copies to families. They can pick these up at public places such as recreation centers or libraries.
6. Offer to speak to groups about your survey results. Try to engage new partners to use the results for community planning and child care development.
7. Present the results to city council
8. Present your results to your largest employers

News Releases



Radio Ads and Communications Planning

If you are a parent trying to find child care, and have concerns over the availability of child care in the Elk Valley, or if you plan on having children in the next three years, then please take the time to complete the *Kids Care Survey*. This important survey was designed to better understand and plan to meet childcare needs in the Elk Valley, and they need your input to help. Pick up a copy of the *Kids Care Survey* at the Aquatic Centres in Fernie and Elkford and at the Recreation Centre in Sparwood, and be sure to mail in your completed survey by November 17th. Make your voice heard, it's important... childcare's future is our children's future!

Enotes regarding common messaging around the Kids Care Survey

This is great ladies, what perfect exposure. It is great that you are checking in Krista, as it is important that you all have the same messaging.

FYI, starting today there will be an ad blitz with two thirty second spots per day running on B104 and 99.1 The Drive FM radio across the valley. These will run for 17days..Oct. 15th-31st on both stations..1 time between 6a and 10a and 1 time between noon and 1 pm..we will bonus 1x per day between 4p-6p as well.

I am attaching the script that they will be airing. The script **only** mentions where surveys can be picked up, and does not give each of your contact numbers. I think with these interviews **it is critical** that each of you state your phone contact and email for more questions and emphasize how important it is for households to complete one per family and to mail their completed surveys back before November 17th, 2008.

If you have any other questions I'd be happy to help. Good luck,

C

From: K
Subject: The Radio

Hi Girls:

Carmen I know you are away at the moment but I had the Radio station call and want to do an interview with me regarding the Survey. They want to interview all of us and blitz it for the next couple of weeks. I wanted to make sure this was the way we were going before I call Joyce back. She said, on the message that she wanted to have the three of us interviewed and she would rotate or include each of us in the interview so that the information gets out to each community before the 17th of November.

Let me know what you think.

ECD Coordinator

Sparwood BC



Final Report to Communities

INSERT

January 21, 2009

Thank-you for your interest in the Kids Care Survey Report. Here is your copy of the [Final Report from the Kids Care Survey of child care needs in the Elk Valley](#).

A [special thank-you](#) goes to all the participating families that completed a survey to let us know their child care needs. You provided the information contained in these reports!

Now, we hope that each community can use the Kids Care survey report as a basis for community planning to build needed child care resources. The reports provided by the research group, Ipsos Reid, are very helpful and provide clear indicators of the child care needs in the Elk Valley communities.

The Kids Care Survey was undertaken by a valley-wide group of partner organizations. They formed the Elk Valley Child Care Needs Assessment Team (NAT) in May 2008. NAT included representation from the Elkford, Sparwood and Fernie Early Childhood Development teams, District of Elkford, District of Sparwood, City of Fernie and Regional District of East Kootenay, Elkford Women's Task Force, Columbia Basin Trust, Sparwood Children's Centre, Children First and Teck.

Please take the time to review these valuable reports. We encourage your feedback, questions and ideas regarding your community's Kids Care Survey Report. To do this, please contact your local Early Childhood Development Team Coordinator listed below.

We hope that the information contained in this report will better enable each Elk Valley community to move forward and meet the needs of families with young children.

Sincerely,

The Elk Valley Child Care Needs Assessment Team

Fernie ECD Team

Trish Luke

Sparwood ECD Team

Krista Woodske

Elkford ECD Team

Carmen Murray

NOTE TO READERS

The second disk contains four reports completed for the Elk Valley Child Care Needs Assessment. Our full set of reports is provided in the accompanying disk:

Sparwood

Elkford

Fernie

All Elk Valley

The reports refer to the employer "Teck". During the process of conducting our child care needs assessment, Elk Valley Coal was taken over by Teck.

Fernie Page 24 of the Ipsos Reid Fernie report

1. Infant/Toddler Group Child Care (birth to 36 months of age)

The number of 1 and 2 year olds that need full time child care = 9 full time spaces
If you add on the half-time child care needed for 1 and 2 year olds = 4 full time spaces.

The number of full time spaces needed in Fernie is 13 spaces for infants and toddlers.

Therefore, you need 1 new licensed infant/toddler group child care setting with 12 spaces (the maximum number of spaces allowed per program)

And, you need one licensed family child care setting to provide one infant/toddler full time space and meet the needs of the 11 part-time children mentioned in the study.

(or one in-Home Multi-Age Child Care requiring an Early Childhood Educator)

It is good to remember that these numbers are based on folk who completed the survey and not everyone in the community of Fernie participated in this study.

Part time child care needed totals 11 kids but we are unsure of the amount of care they need

The maximum size for a licensed child care program for children under 36 months of age is 12 spaces

To staff a Group Child Care program for 12 children under 36 months of age, you need: One Infant and Toddler Educator

One Early Childhood Educator

One Assistant

There are very specific requirements for the amount and types of spaces needed for this type of licensed group child care program.

2. Child Care for Children aged 30 months to school age (includes 5 year olds)

The number of 3, 4 and 5 year olds that need full time child care = 2 full time spaces

If you look at the half-time child care needed for this group = 2.5 full time spaces

The total number of full-time spaces needed for children aged 3-5 is 4.5 spaces

Therefore, you need 4.5 full time child care spaces in Fernie to meet the identified needs.

There are 12 children requiring part-time care but it is unclear how much child care they will need.

These identified needs may be met with the opening of one licensed group child care program for 9-16 children.

A licensed Group Child Care Program (for children 30 months to school age) can have a group size of 25 maximum, “with not more than 2 children younger than 30 months old in a single group”.

A licensed Group Child Care Program for 9-16 children requires one Early Childhood Educator and one Assistant (in training). For groups over 16 children One Early Childhood Educator and two assistants are required.

3. Before and After School Child Care

The number of before and after school child care spaces needed for children aged 5-12 = 8 spaces

An Out of School Care program has a maximum size of 20 for school aged children where any preschool child or child in grade 1 is present.

An Out of School Care Program providing 10 child care spaces requires One Responsible adult to provide the care.

Therefore, Fernie would need a [new Out of School Child Care Program that serves the 8 children mentioned in the study.](#)

FERNIE SUMMARY

Fernie needs one new Licensed Infant/Toddler Group Day Care with 12 spaces (maximum size for this group)

Fernie needs one new Licensed Family Child Care to provide infant/toddler care and care for the part-time children identified in the study.

Fernie needs one licensed Group Child Care for children aged 30 months to school age offering 9-16 spaces and opportunity to develop to the maximum group size of 20 spaces.

Fernie needs and Out of School child care program with 10 spaces and room to expand to the maximum group size of 20 spaces.

It is good to remember that these numbers are based on folk who completed the survey and not everyone in the community of Sparwood participated in this study.

1. Infant/Toddler Group Child Care (birth to 36 months of age)

The number of 1 and 2 year olds that need full time child care = 3 full time spaces
If you add on the half-time child care needed for 1 and 2 year olds = 2.5 full time spaces.

The number of full time spaces needed in Elkford is 5.5 spaces for infants/ toddlers.

Therefore, you need 3 new licensed family child care settings that are each willing to care for 2 children under 24 months of age.

(Or two In-home Multi-Age Child Care providers who are licensed Early Childhood Educators that are each willing to care for three children under age 3. Elkford has very few licensed Early Childhood Educators. This approach is not feasible due to lack of qualified care providers.)

Or, you need a small infant/toddler group child care setting with 6 spaces and room to expand to 12 spaces.

It is good to remember that these numbers are based on folk who completed the survey and not everyone in the community of Elkford participated in this study.

Part time child care needs totals 5 kids but we are unsure of the amount of care needed.

The maximum size for a licensed child care program for children under 36 months of age is 12 spaces.

Conclusion:

Elkford will need one small group infant-toddler child care program or 3 new licensed family child care settings in Elkford to serve children from birth to 36 months.

To staff a Group Child Care program for 12 children under 36 months of age, you need: One Infant and Toddler Educator

One Early Childhood Educator

One Assistant

There are very specific requirements for the amount and types of spaces needed for this type of licensed group child care program.

2. Child Care for Children aged 30 months to school age (includes 5 year olds)

The number of 3, 4 and 5 year olds that need full time child care = 1 full time spaces
If you add on the half-time child care needed for this group = 1 full time space
Part time child care totals 4 kids but we are unsure of the amount of care they need.

Therefore, you need 2 full time child care spaces in Elkford to meet the identified needs.
There are 4 children requiring part-time care. It is unclear how much care they will need.

Family Child Care often provides care for parents who work shifts. There are 3 children who need full-time shift work care.

These identified needs may be met with the opening of [one Licensed Family Child Care program in a home setting.](#)

One licensed family child care program where “if any child younger than 12 months is present” can provide care for “7 children having no more than 3 children younger than 48 months and of those 3, no more than one child younger than 12 months”

One licensed family child care program where “if no child younger than 12 months is present can provide care for “7, having no more than 4 children younger than 48 months old and, of those 4, nor more than 2 children younger than 24 months of age”.

3. [Before and After School Child Care](#)

The number of before and after school child care spaces needed for children aged 5-12 = 10

An Out of School Care program has a maximum size of 20 for school aged children where any preschool child or child in grade 1 is present.

An Out of School Care Program providing 10 child care spaces requires One Responsible adult to provide the care. [Therefore, you would need a new Out of School Child Care Program that serves the 10 mentioned in the study.](#)

[ELKFORD SUMMARY](#)

- ❖ Elkford requires 6 licensed child care spaces for infants/toddlers. This need can be met by opening a small Infant/Toddler licensed group program for 6 children with room to expand to 12 spaces (maximum size). Or, it can be met by opening 3 new Family Child Care programs that are each willing to take children under 24 months of age.
- ❖ Elkford requires one new Licensed Family Child Care program in a home setting to meet the identified child care needs of children aged 3, 4 and 5.
- ❖ Elkford requires an Out of School Child Care Program that serves the 10 children identified in the study. Room for expansion to 25 spaces (maximum group size) should be considered.

It is good to remember that these numbers are based on folk who completed the Kids Care survey. Not everyone in the community participated in this study.

1. Infant/Toddler Group Child Care (birth to 36 months of age)

The number of 1 and 2 year olds that need full time child care = 13 full time spaces
If you add on the half-time child care needed for 1 and 2 year olds =1.5 full time spaces
The total number of full-time spaces for infant/toddler child care needed is 14.5
Part time child care totals 6 kids but we are unsure of the amount of care they need.

The maximum size for a licensed child care program for children under 36 months of age is 12 spaces
Therefore, you need one licensed group child care program in Sparwood to serve 12 children from birth to 36 months. But this would not serve all of the identified full time spaces needed in Sparwood.

You would need one additional Licensed Family Child Care which could offer 2 full time child care spaces for children under age 24 months (or one In-home Multi-Age Child Care).

The total of new spaces would then be 14 Infant Toddler licensed child care spaces.
At this point, there are half-time spaces and part-time spaces needed to serve infants and toddlers in Sparwood. This can be accomplished through opening one additional licensed Family Child Care Program (or one In-Home Multi-Age Child Care).

To staff a Group Child Care program for 12 children under 36 months of age, you need: One Infant and Toddler Educator

One Early Childhood Educator

One Assistant

There are very specific requirements for the amount and types of spaces needed for this type of licensed group child care program.

2. Child Care for Children aged 30 months to school age (includes 5 year olds)

The number of 3, 4 and 5 year olds that need full time child care = 4 full time spaces
If you add on the half-time child care needed for this group = 1 full time space
Part time child care totals 4 kids but we are unsure of the amount of care they need.

Therefore, you need 4 full time child care spaces in Sparwood to meet the identified needs. This can be accomplished with the opening of one Licensed Family Child Care program in a home setting (or One In-Home Multi-Age Child Care)

3. Before and After School Child Care

The number of before and after school child care needed for children aged 5-12 = 14 children.

(It is interesting that 2 parents require care for children over age 12.)

An Out of School Care program has a maximum size of 20 for school aged children where any preschool child or child in grade 1 is present.

Therefore, you would need 6 more registered children to fill all of the spaces in a new Out of School Child Care Program that serves the 14 mentioned in the study.

SPARWOOD SUMMARY

- ❖ Sparwood needs one Licensed Group Infant Toddler Program (12 spaces)
- ❖ Sparwood requires 3 new Licensed Family Child Care Programs (21 spaces)
(or 3 In-Home Multi-Age Child Cares)
- ❖ Sparwood needs an Out of School (School Age) Licensed Group Child Care Program (20 spaces)

It is good to remember that these numbers are based on folk who completed the survey and not everyone in the community of Sparwood participated in this study.