

**2ND REPORT OF THE
CHILD CARE ADVISORY COMMITTEE**

Meeting held on May 22, 2013, commencing at 1:30 p.m.

PRESENT: D. Gordon (Acting Chair), N.Cole, G.Doerr, M. Hoff, J. Keens, C. Wagg and J. Martin (Secretary).

ALSO PRESENT: E. De Freitas, S. Galloway and A. Rae.

REGRETS: J. Falconer, H. Gerrits and Dr. Pappas-loannidis.

I YOUR COMMITTEE REPORTS:

- | | |
|--|---|
| Future Planning of Childcare in New Developments | 1. That the Childcare Advisory Committee (CCAC) received the <u>attached</u> presentation from S. Galloway, Manager, Urban Design with respect to ReThink London; it being noted that the CCAC approved a subcommittee to prepare a submission to ReThink London for consideration. |
| Partners Promoting Importance of Early Childhood Education Licensed Childcare Awareness Campaign | 2. (3) That the Childcare Advisory Committee (CCAC) received the <u>attached</u> presentation from D. Gordon, CCAC, with respect to the public awareness campaign to promote the importance of licensed childcare in London and Middlesex. |
| TVDSB Hiring and Trends | 3. (4) That the Childcare Advisory Committee (CCAC) heard a verbal presentation from D. Gordon with respect to the Thames Valley District School Board's hiring and trends. |
| Childcare Funding Formula | 4. (5) That the Childcare Advisory Committee (CCAC) received a verbal update from A. Rae, Manager, Children Services with respect to the childcare funding formula. |
| CCAC – Focus 2013-2014 | 5. (6) That the Child Care Advisory Committee (CCAC) held a general discussion with respect to the focus for the CCAC for 2013-2014. |
| Childcare Occupancy Data Reports | 6. (Added) That the Childcare Advisory Committee received the <u>attached</u> report from A. Rae, Manager, Children's Services with respect to childcare occupancy data reports. |
| City Subsidy Application and Placement Stats | 7. (Added) That the Childcare Advisory Committee received the <u>attached</u> report from A. Rae, Manager, Children's Services with respect to the city subsidy application and placement stats. |
| | 8. That the Childcare Advisory Committee (CCAC) received and noted the following: |
| 1st Report of the CCAC | (a) (1) the 1st Report of the Childcare Advisory Committee from its meeting held on January 23, 2013; and, |
| Updating the Advisory Committee Policy Next Meeting | (b) (2) a Municipal Council resolution adopted at its meeting held April 30, 2013 with respect to updating the advisory committee policy. |
| | 9. That the Childcare Advisory Committee will hold its next meeting on October 23, 2013. |

The meeting adjourned at 3:25 p.m.

a conversation about the future of London.

“You’ve been challenged by the city to participate in a civic demonstration to care for your city, are you, London, up to the challenge?”

Peter Mansbridge



9,531

Have participated in ReThink public meetings and community events since May

Information about ReThink has reached 60% of Londoners

240,000

On June 1, the London Free Press promoted ReThink events by tweeting to 14,859 followers

4,085 Londoners have had in-person conversations with the ReThink Team

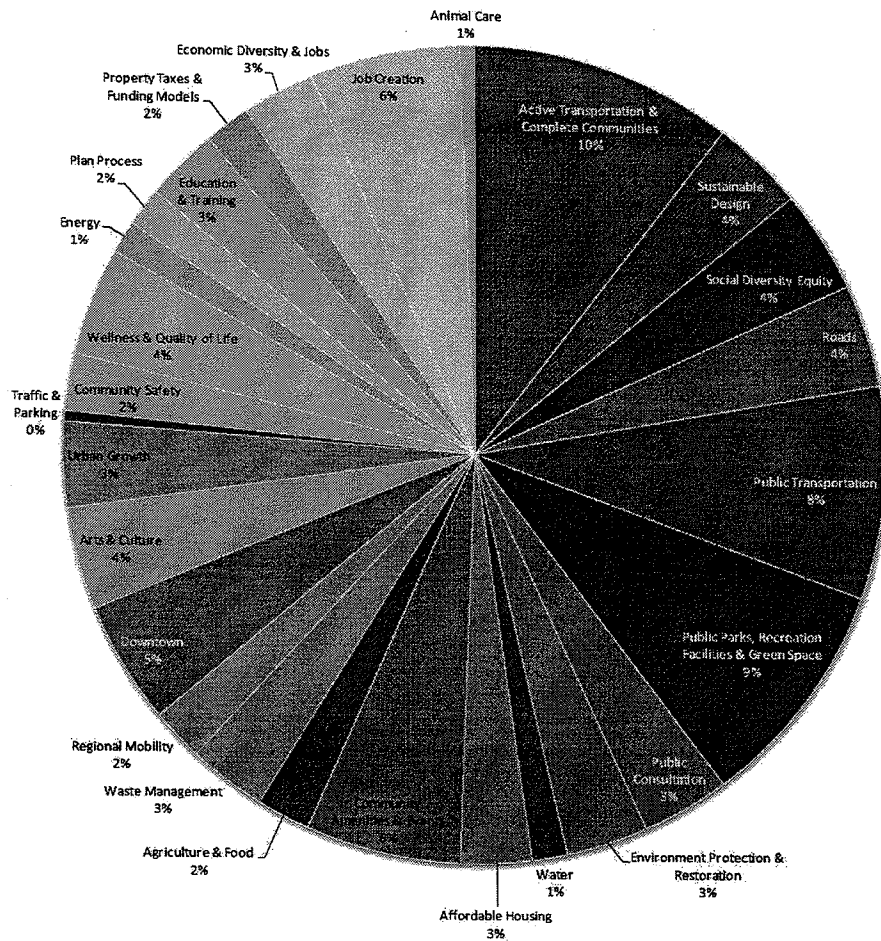
Since May, the ReThink Team has been at 67 community events and public meetings

#rethinkldn has trended 2nd highest in Canada twice since May

@Rethinkldn has 1,725 followers. One said - “What I enjoyed the most about #rethinkldn today is the people, the Londoners that ask questions, spark creativity and engage for the better”

“The figures we have suggest that no other official planning process in Canada has had as much exposure as ReThink London.” -Lura Consulting





VALUES

1. Leadership
2. Inclusiveness
3. Collaboration
4. Resiliency
5. Accountability
6. Innovation



VISION

Our Future: Exciting, Exceptional, Connected London

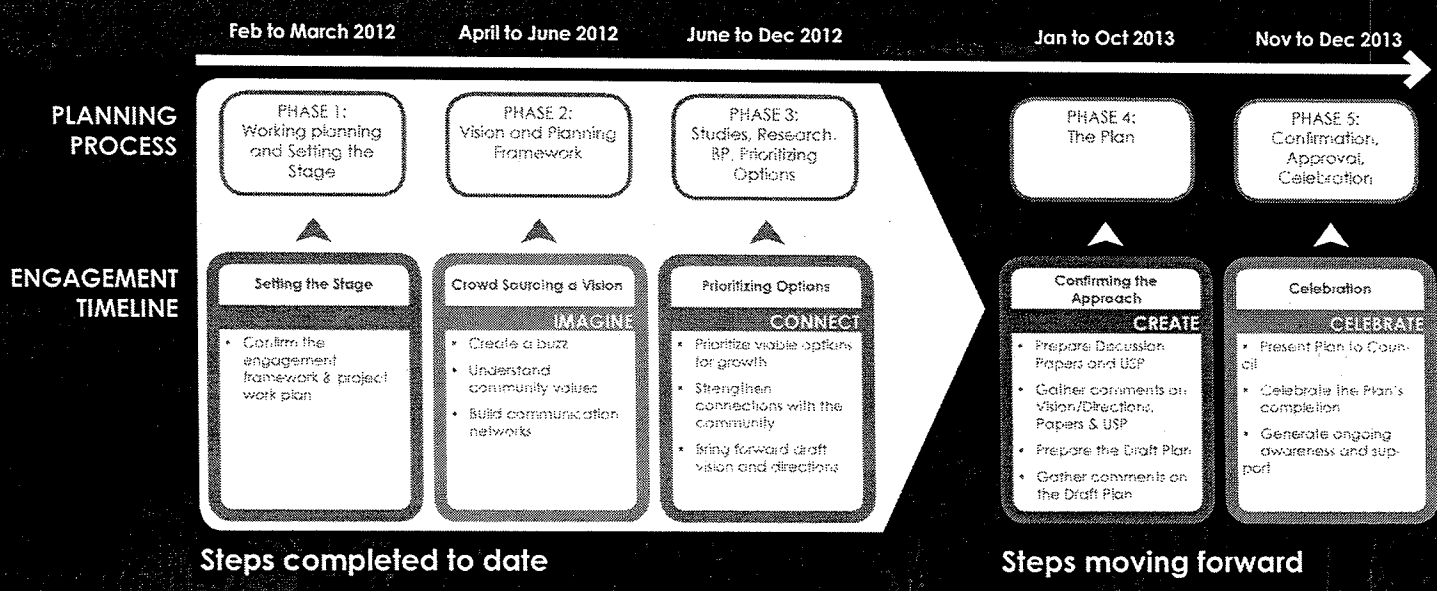


DIRECTIONS

- 1. Fostering a Prosperous City**
- 2. Connecting the Region**
- 3. Supporting a Culturally Rich and Diverse City**
- 4. Building a Greener City**
- 5. Building a Mixed-use, Compact City**
- 6. Providing Transportation Choices**
- 7. Building Strong and Attractive Neighbourhoods**
- 8. Making Wise Planning Decisions, Careful**



PROCESS



ReThinkLondon.ca

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@ReThinkLdn

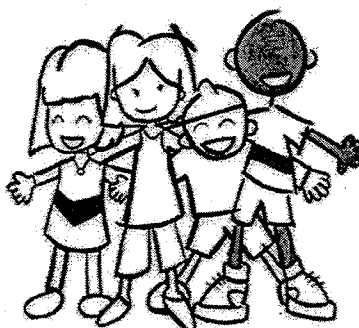
ReThink London

ReThink@london.ca



Partners Promoting the Importance of Early Childhood Education

PARTNERS



Partners Contributions to Early Learning and Child Care in London & Middlesex

- Currently continuing to promote the centralized waitlist in social and print media.
- Undergoing Year 2 of the marketing campaign promoting licensed child care.
- Ongoing community presentations to educate community partners about licensed child care.
- Supporting officials from all levels of government to understand the importance of early learning & child care.

In 2012 Partners developed a
Public Awareness Campaign
**to promote licensed child care in
London & Middlesex.**

This marketing campaign continues.

PARTNERS



Year 1 Contributions Made By:

Acorn Christian Day Care
Arbour Glen Day Nursery
Blossoms
Bright Beginnings Early Childhood Centre
Calvary Nursery School
City of London
Chelsea Green Children's Centre
Childreach
Cronyn Child Care Centre
Dream Weaver O/A Wee Watch
Growing Concern
Investing In Children
Kid Logic
Kids Ark Day Nursery
Kidzone Daycare Centre
La Ribambelle
London Bridge Child Care Services
London Children's Connection
Merrymount Children's Centre
Mulberry Bush
Oak Park
Orchard Park
Parkwood Children's Day Care Centre
Preschool of the Arts
Salvation Army Village Day Nursery
Simply Kids
Western Day Care Centre
Whitehills Childcare Association
YMCA Western Ontario

Marketing Campaign Year 2

- Ongoing promotion of licensed child care made possible by:
 - approximately \$9,000 remaining from the Year 1 contributions of \$60,000
 - a contribution of \$25,000 from the City of London.

- The Partners' continues to develop a combination approach to marketing including:
 - Website promotion www.familyinfo.ca
 - Social media: Facebook and Twitter. www.facebook.ca/londonchildcare
 - Print media ads
 - Online ads www.londonmoms.ca
 - Brochure development *What's Best for You and Your Child*

Marketing Campaign Year 2

- **Mom & Caregiver magazine** for 2013 - print ads in all 12 issues.
- **Parent Resource Guide** and the new **Active Guide**. Revised one page ads are being developed for these publications
- **London Moms** www.londonmoms.ca Partners has an online ad promoting familyinfo.ca as the place to go for child care information.
- A second **Facebook Contest** www.facebook.ca/londonchildcare is just wrapping up. Winners will be announced May 24, 2013. The contest is a way to drive more fans to our page promoting licensed child care. The 2012 contest had 1700 fans at its peak and the new 2013 contest has driven the fan base from 1500 to almost 2500 and counting. Partners has followers on **Twitter**, receiving the same licensed child care messages.
- Thank you to **Alexa Cochrane**, at Investing in Children, for moderating our Facebook and Twitter.

Next steps

- Continue to promote licensed child care through print and social media.
- Continue to assist the Ministry with the modernization of licensed child care.
- Continue to educate partner organizations about the benefits of licensed child care.
- Educate local officials about the importance of Early Childhood Education.

Licensed Spaces, Vacancies and Operating Spaces as Reported - City of London Child Care Subsidy Sites

	Infant	Infant	Infant	Toddler	Toddler	Toddler	PRE/JK/SK	PRE/JK/SK	PRE/JK/SK	School Age	School Age	School Age	Totals	Totals	Totals
	L	V	% Use	L	V	% Use	L	V	% Use	L	V	% Use	L	V	% Use
January 2013	488	34	93.0%	1020	94	90.8%	3928	347	91.2%	2948	547	81.4%	8384	1022	87.8%
February 2013	488	35	92.8%	1020	85	91.7%	3928	295	92.5%	2948	559	81.0%	8384	974	88.4%
March 2013	484	55	88.6%	1025	82	92.0%	3948	295	92.5%	2973	546	81.6%	8430	978	88.4%
April 2013	484	50	89.7%	1025	116	88.7%	3948	252	93.6%	2973	610	79.5%	8430	1028	87.8%

Child Subsidy 2013 Application and Placement Stats				
	January	February	March	April
# active children	3,087	3,150	3,206	3,129
# of applications	142	138	137	153
# of ineligible applications	16	17	22	13
% ineligible	11.3%	12.3%	16.1%	8.5%
# of children on wait list...beginning of month	122	74	68	64
# of wait list placements	99	74	47	3
OW Placements into DNA due to Earnings or OSAP	6	10	4	1
Emergency Placements due to Professional Referrals for immediate care	8	16	11	5