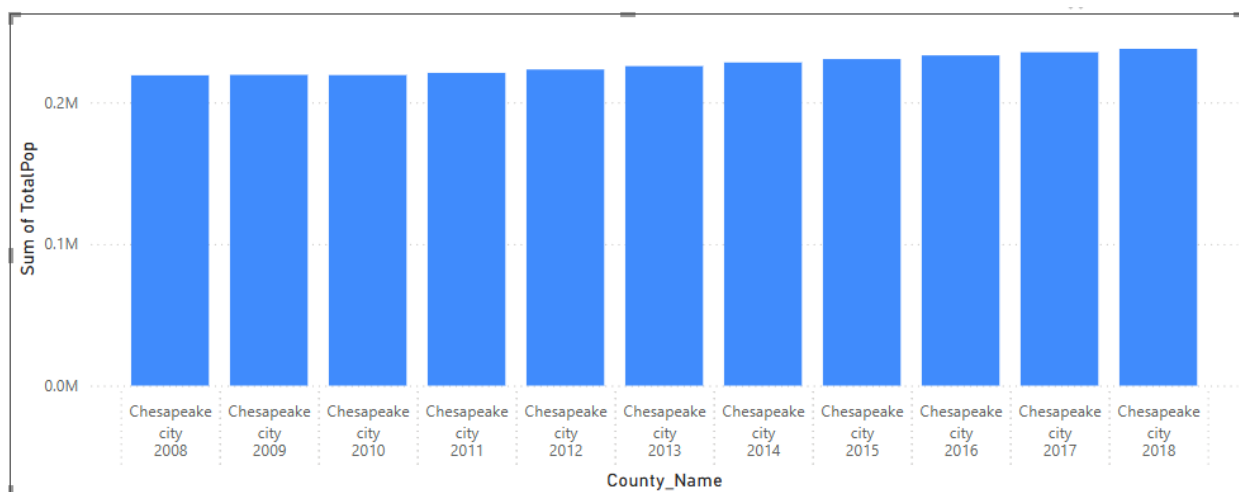**Summary of Findings**

The National Database of Childcare Prices is a technical report developed by the U.S. Department of Labor Women's Bureau to promote opportunities for women to find employment. This study tries to understand how childcare, or lack thereof, could be a hinder to a woman's ability to obtain or maintain a job. For this project, I wanted to focus on my city to understand how its statistics compare to the National Average.

Figure 1. Population growth for the City of Chesapeake

For example, the population year over year growth in Chesapeake is in line with the National Year over Year growth with Chesapeake at 10.55% and the rest of the country is at 10.40% average rate. However, a closer look at the female labor force shows a variation from the national average. Specifically, while the female labor force is higher in Chesapeake- meaning more women are in the workforce in the city, this rate decreases among women who has children specifically for women with children under 6. Then, this number increases as their children enter school-year age.

Table 1. Female Labor Force Participation Rate for the City of Chesapeake and the National

Average Rate

Chesapeake Female Labor Force Participation

StudyYear	Average of FLFPR_20to64	Average of FLFPR_20to64_6to17	Average of FLFPR_20to64_Under6	Average of FLFPR_20to64_Under6_6to17
2017	74.20	74.70	73.10	65.70
2018	73.90	75.10	71.70	67.30
2016	74.20	76.20	70.00	67.80
2015	74.60	78.90	68.50	68.20
2014	75.00	80.12	68.40	69.25
2013	75.30	80.60	68.40	69.67
2012	75.90	81.21	67.60	70.20
2011	76.10	81.94	68.50	70.83
2010	76.50	82.30	69.90	71.14
2009	75.80	83.40	68.90	72.09
2008	76.20	84.74	69.90	73.24
Total	**75.25**	**79.93**	**69.54**	**69.58**

National Female Labor Force Participation

StudyYear	Average of FLFPR_20to64	Average of FLFPR_20to64_6to17	Average of FLFPR_20to64_Under6	Average of FLFPR_20to64_Under6_6to17
2016	69.37	77.43	69.93	65.72
2017	69.40	77.48	70.02	65.80
2015	69.48	77.49	69.89	65.81
2014	69.79	77.80	68.22	66.06
2018	69.51	77.79	70.28	66.22
2013	70.12	78.31	68.25	66.49
2012	70.53	78.89	68.47	66.98
2011	70.58	79.46	68.38	67.46
2010	70.59	79.99	68.08	67.91
2009	70.46	80.82	67.57	68.61
2008	71.12	81.59	67.94	69.28
Total	**70.09**	**78.82**	**68.82**	**66.94**

This number could be an indicator that when women in Chesapeake have children, they are more likely to quit their jobs until their children go to school. While there could be a myriad of reasons for this, one of them could be the lack of childcare. According to the data from the NSFG, in 2018, the average median income for a family in Chesapeake is $39,000. If a family determines they need daycare, 19% of that income would go to daycare. However, if the family makes less than the median earnings, the price of daycare eats up more of their income that a caretaker, most likely the mother would stay home at step out of the workforce. One way to alleviate this concern is for an income-based daycare center specifically for children younger

than school age. In doing so, the city could provide an option for families to use in case the mother would like to go to work.

Direction of Story

Social media has provided opportunities for communities to come together, share stories, and solve problems. One of the groups I am in is a mom group for our city. And the most common issue I come across in that group is a mom looking for childcare for her kid. Sometimes, it's because a mom is pregnant and would like to go back to work only to find out that most daycares have a 6 month long waiting list because other parents need or use the same service. Clearly, there is a need in my community but, part of solving a problem goes beyond anecdotal reference. In order to make an actual impact, I have to use data from a reliable source to use as reference for my proposed solution. My goal is to convince the City council to fund a city run day care to help alleviate working families of their childcare needs.

Target Audience

My target audience is two-fold. The Chesapeake City council and the public. In my experience working for the local government, I have seen people go to council meetings to bring their concerns to their chosen representatives with the hope that the government could help find solutions to their problems. I would like to do a presentation for the City council to raise these issues and my proposed resolutions. Whenever a constituent gets an opportunity to speak to the council, they are given only a few minutes to do so. My hope is that through my presentation, I can deliver key points within a short period of time so they will consider my proposal. The second part of my target audience would be the public because their support is paramount to the

success of this endeavor. If the public agrees with my assessment, they too could reach out to the city council in support of my agenda.

Mediums Included and Design Decisions

Having two separate audiences requires two different ways of connecting with them so I made separate mediums for each group. For the City council presentation, I made power points to help summarize the key data points that would help me show them the issue of childcare and how they could help out. A power point would highlight some of my talking points while the visuals would keep the council members interested while I present my case. For the public, I am using flyers so I can print them out and easily distribute the information. For the flyers, I used number cards from Power Bi to bring their attention to the benefits of a city run childcare center. I wanted to make sure that I captured their attention, so I made the flyers more colorful than the presentation.

Ethical Considerations

Some of the ethical considerations in this iteration of the final project are the changes to the columns that I did. In the initial export, the YEAR column was read as an integer, and I converted it into a date format. It's also important to note that I did several calculations to get my message across, such as finding the percent of childcare cost to income. Finally, the dataset provided a comprehensive breakdown of childcare costs and to summarize these datapoints, I used the column MFCCPreschool which according to the technical report from the dataset is defined as "Aggregated weekly, full-time median price charged for Family Childcare for

preschoolers". It is important to note that these prices could be more or less dependent on the actual age of the child/children.

Finally, I understand that there are costs associated with projects funded by the city. But women are a significant factor in driving the economy. If we can help women in finding and building a career by providing a childcare facility that is aligned with their income, then the return on the investment would help the economy and city overall.

Lessons Learned

As a working mom, this subject is near and dear to my heart. When I had my first kid, our family decided that it would be best for me to stay at home with my child. The decision changed after my second son was born. After being out of the workforce for a decade, I knew that if I did not go to work any time soon, I would risk not being able to build a career myself. It was a very difficult choice because at the time, the money that I made at an entry-level job would all be spent on childcare. In my mind, however, the money spent on daycare was also an investment in my career. I then started working for the local government outside of my city and I was surprised at how different that city was run compared to the one I lived in. The city I worked in provided many programs to support their citizens – elderly care, part-time jobs for young adults to help them build a career as soon as they got out of high school, recreational services for their disabled citizens, and income-based childcare. It made me wonder why my city did not offer the same services. After all, they were neighboring cities- what made the city I work in a better steward for their citizens? It didn't take me long to realize that it was the people living in the city that I worked for who made the difference. The people were out there advocating for their needs. They were taking the time to attend council meetings and speak out for something

they needed or if the city lacks a service they could use. So, for this project, I wanted to emulate that approach. Right now, there are many concerns about the state of our nation, but I think that the biggest change comes from the community we live in. If we can help implement policies and services that support our communities, then we can be a part of a better change for the nation.

Whitepaper for Childcare Prices

References:

National Database of Childcare Prices. DOL. (2020).
      https://www.dol.gov/agencies/wb/topics/featured-childcare

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