



CENTER FOR ECONOMIC AND  
COMMUNITY ENGAGEMENT  
VIRGINIA TECH.

# Danville-Pittsylvania Regional Childcare Needs Assessment

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Prepared by The Virginia Tech Center for Economic and Community Engagement

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Danville-Pittsylvania Caregivers

Danville-Pittsylvania Businesses

Danville Public Schools

Pittsylvania County Schools

# Introduction

Childcare in the United States is a topic of significant importance as its impacts reach well beyond the families and children it serves. The sector is challenged by escalating costs, limited access, and baseline quality. These challenges prevent many parents from fully participating in the workforce, thereby impacting economic productivity and growth.

In the Danville-Pittsylvania region, the childcare challenge is particularly acute. The region faces a significant shortage of childcare providers, with over 800 additional slots needed to adequately serve the under-five population of 5,000 children. This shortage is further evidenced by the fact that more than half (58.2 percent) of licensed and regulated childcare sites have waitlists. The gap is especially pronounced for toddler and infant care, which are in high demand but have limited supply. The economic impact of these childcare service gaps is estimated at \$22.7 million, highlighting the critical need for improved childcare solutions to support regional economic growth and stability.<sup>1</sup>

In Fall 2023, the Partnership for Regional Prosperity, supported by the Danville Regional Foundation, commissioned the Virginia Tech Center for Economic and Community Engagement (VTCECE) to examine these challenges more deeply and develop a needs assessment of the region's childcare. VTCECE used the following mixed-method approach to evaluate current childcare needs, supply, and respective gaps:

- Gathered demographic, socioeconomic, and childcare industry data about the region.
- Analyzed existing literature and industry reports to determine promising practices in childcare and identify key issues surrounding its provision and accessibility.
- Administered parent surveys, and facilitated focus groups with parents, local childcare providers, and regional employers.

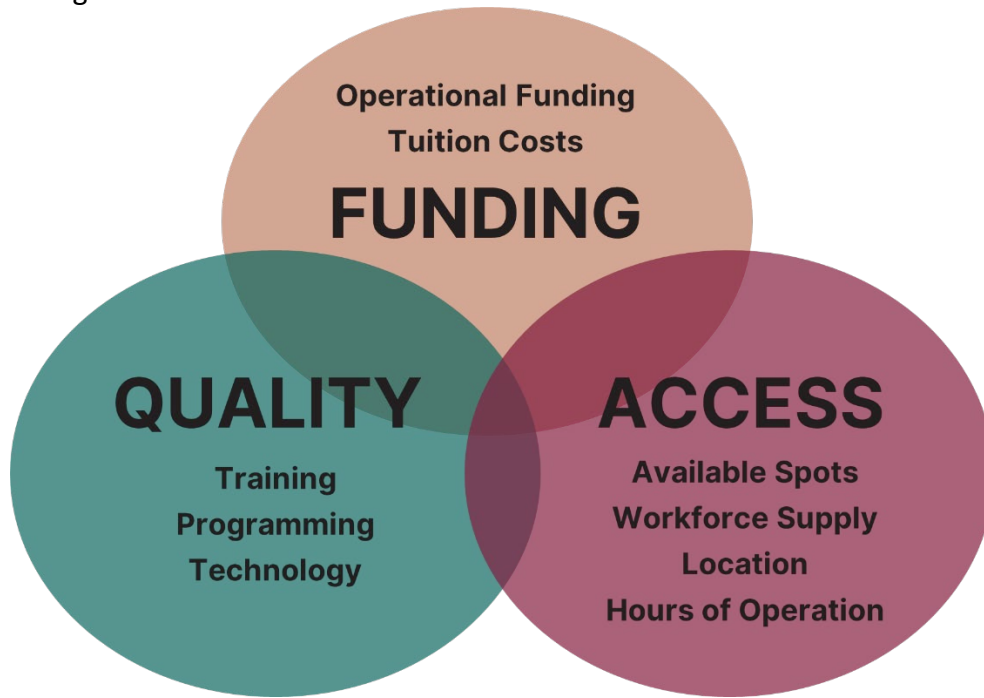
This initiative aims to provide a detailed understanding of the current childcare landscape, including gaps in care to inform initiatives and strategies that will enhance regional prosperity and opportunity. The report identifies significant gaps in childcare through a holistic examination of three equally important pillars: funding, access, and quality. Each is crucial and must be considered together to effectively address the childcare challenge. VTCECE reviewed the following components within each pillar:

- Access: slot availability, operational hours, geographic accessibility, workforce supply, and compensation structures.

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<sup>1</sup> Belfield, Clive R. "The Economic Impacts of Insufficient Child Care on Working Families." Strong Nation, Sept. 2018, [strongnation.s3.amazonaws.com/documents/522/3c5cdb46-eda2-4723-9e8e-f20511cc9f0f.pdf?1542205790&inline;percent20filename=percent22Thepercent20Economicpercent20Impactspercent20ofpercent20Insufficientpercent20Childpercent20Carepercent20onpercent20Workingpercent20Families.pdfpercent22](https://strongnation.s3.amazonaws.com/documents/522/3c5cdb46-eda2-4723-9e8e-f20511cc9f0f.pdf?1542205790&inline;percent20filename=percent22Thepercent20Economicpercent20Impactspercent20ofpercent20Insufficientpercent20Childpercent20Carepercent20onpercent20Workingpercent20Families.pdfpercent22).

- Funding: operational funding and childcare tuition rates.
- Quality: program diversity, education standards, training, and technology integration.



*Figure 1: Three Key Pillars that Shape Exemplary Childcare, Project Framework*

# Access

## Available Enrollment

Ensuring access to available childcare enrollment involves a multifaceted approach that addresses financial, logistical, and informational barriers. While these topics are more thoroughly covered throughout this report, they are referenced in this section to highlight how they interconnect to provide accessible childcare enrollment.

Financial support mechanisms such as subsidies and tax credits have the potential to alleviate some of the financial burdens on parents, particularly those from low-income backgrounds. By making childcare more affordable, these initiatives aim to ensure that economic status does not hinder access to essential early childhood education and care. For more information, please see the Funding section of this report.

Expanding childcare facilities and encouraging employer-supported options are crucial steps towards increasing the availability of childcare. This includes investing in the creation of new facilities in underserved areas and incentivizing businesses to provide onsite or nearby childcare facilities. Offering extended hours and flexible scheduling options further accommodates the diverse needs of working families, including those with non-traditional work hours or multiple job commitments. For more information, please see the Location and Hours of Operation section of this report.

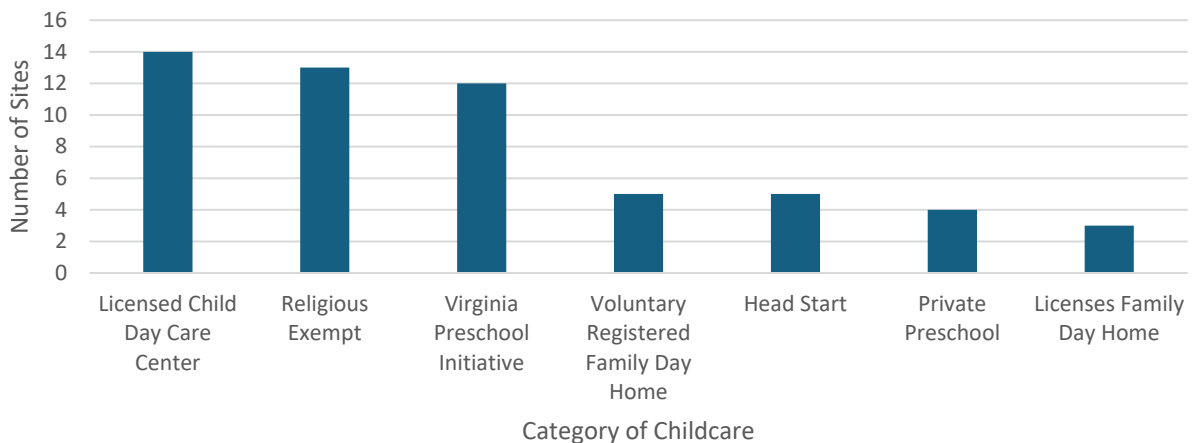
Informational accessibility is also vital. Establishing centralized information portals and conducting community outreach efforts ensure that families are well-informed about available childcare options, eligibility criteria, and enrollment procedures. Simplifying the enrollment process through online applications and multilingual support helps overcome language and administrative barriers, making it easier for all families to navigate the system. For more information, please see the Technology section of this report.

Finally, advocacy for increased public funding, legislative support for childcare initiatives, and fostering partnerships among government agencies, nonprofits, and businesses are essential for sustaining and expanding these efforts. Inclusive programs that cater to children with disabilities and culturally responsive care options that respect diverse backgrounds further enhance the accessibility and effectiveness of childcare services. Additionally, collaborative efforts with schools to offer before- and after-school care, along with transportation services where needed, enhance convenience for families and support continuity in children's care arrangements.

## Regional Supply and Demand

In 2024, the Danville-Pittsylvania region has 103,865 residents, including nearly 5,000 children under the age of five. Over the past five years, the region's population grew by 3.0 percent, mirroring state and national trends. However, the under-five population in the region increased by 2.0 percent (97 children), contrasting sharply with declines at the state (-4.0 percent) and national (-6.0 percent) levels. Projections indicate a 7.0 percent rise (338 children) in the under-five population from 2024 to 2029, highlighting the urgent need for more childcare options. These regional growth projections surpass the state's and nation's expected increases of 3.0 percent.

The Danville-Pittsylvania region currently has 56 formal childcare sites. This includes 14 licensed child day care centers, 13 religious exempt providers, and 12 Virginia Preschool Initiative sites located within elementary schools. Figure 2 illustrates the complete distribution of all childcare provider sites by provider category.



*Figure 2: Current Number of Childcare Providers Across Danville-Pittsylvania Categories*  
*Source: The Center for Early Success*

Licensed Child Day Care Centers have the highest capacity in the Danville-Pittsylvania region, offering a total of 1,122 slots, followed by Religious Exempt providers with 815 slots. In contrast, Licensed Family Day Homes have 22 slots, and Voluntary Registered Family Day Homes have the fewest, with only 16 slots available.



Table 1: Total Capacity by Childcare Category	
Capacity of Care	Number of Slots
Licensed Child Day Care Center	1,122
Religious Exempt	815
Virginia Preschool Initiative	622
Voluntary Registered Family Day Home	16
Head Start	338
Private Preschool	133
Licensed Family Day Home	22
<b>Total</b>	<b>3,068</b>

Source: The Center for Early Success

Providers in the region disproportionately provide care to children aged three and above, leading to a significant demand for infant and toddler care. Less than half of providers offer care for infants and toddlers. This may be due to more attentive care and specialized support, requiring additional staff and resources. Many childcare providers struggle to meet these demands due to limited funding. For further details, please see the Operational Funding section of this report.

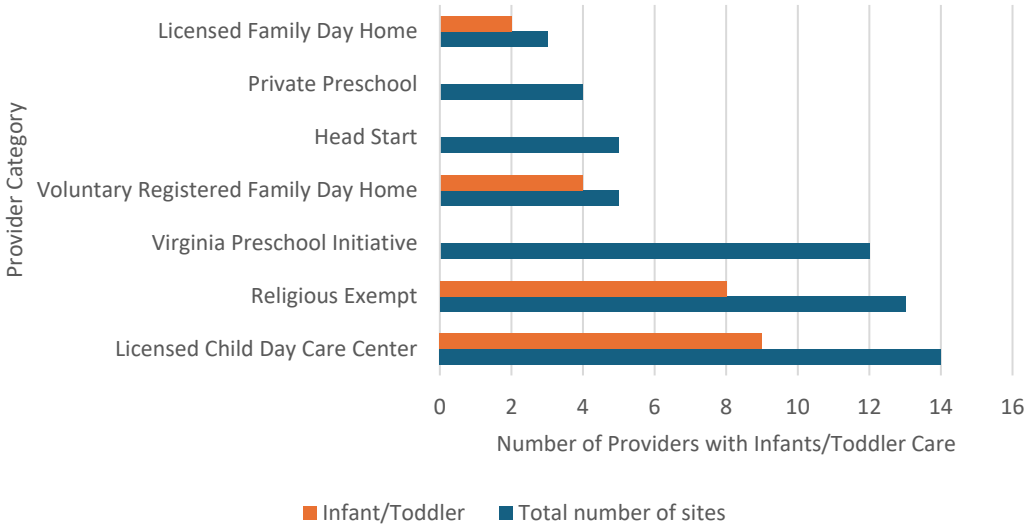
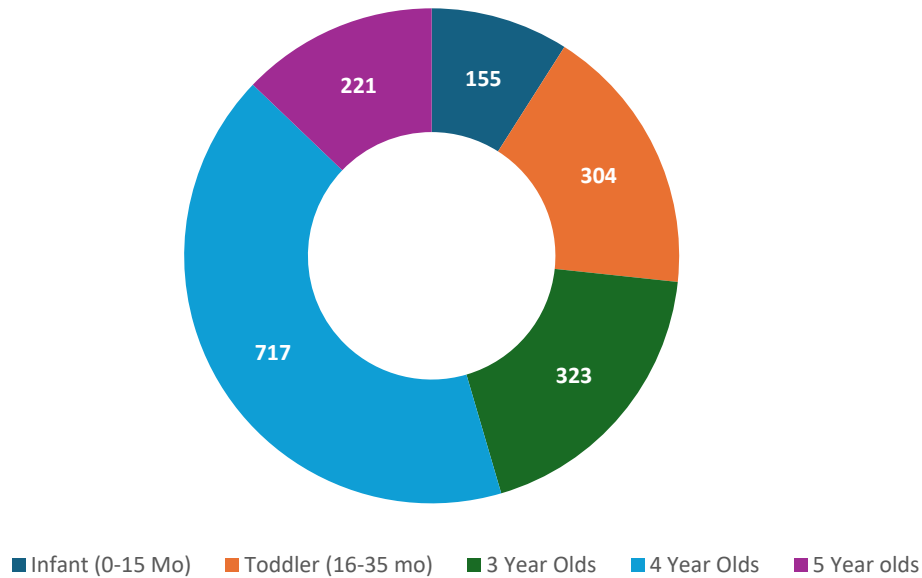


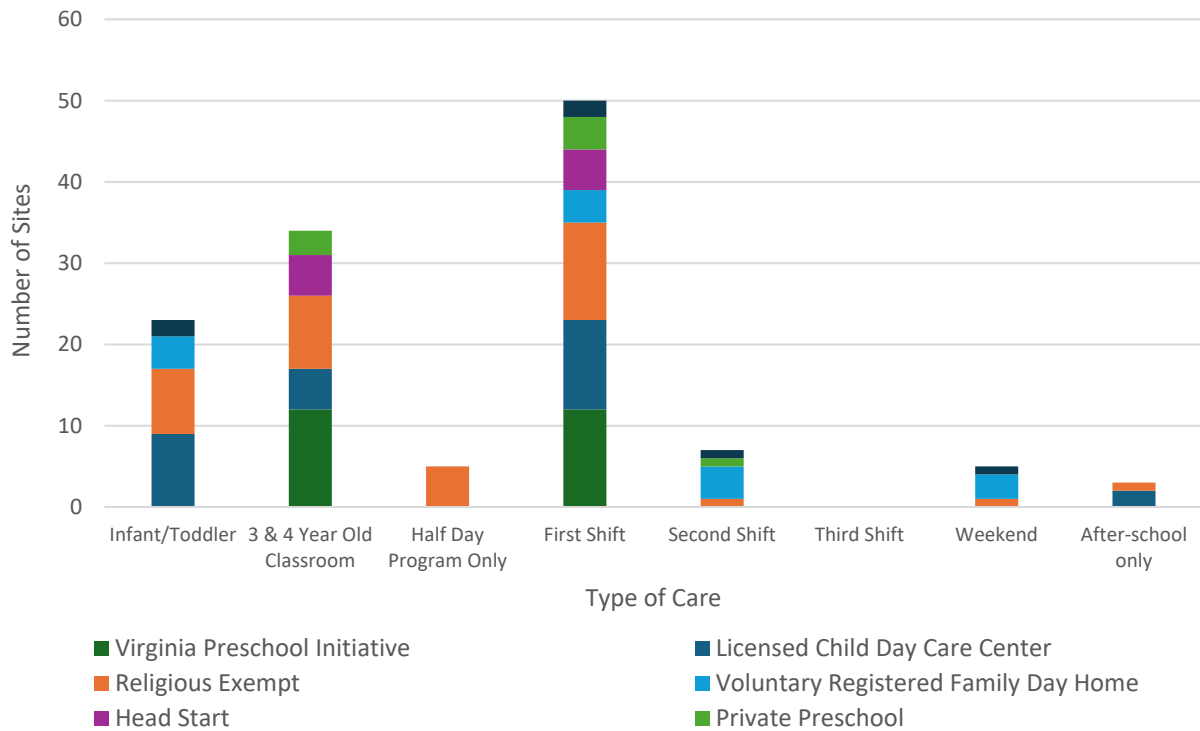
Figure 3: Childcare Providers with Infant/Toddler Enrollment  
Source: The Center for Early Success

The Center for Early Success provided the most recent child enrollment data from childcare providers in the region. Although available enrollment data is incomplete, overall observations about enrollment hold true. Enrollment is highest among 4-year-olds, and lowest among infants (0-15 months).



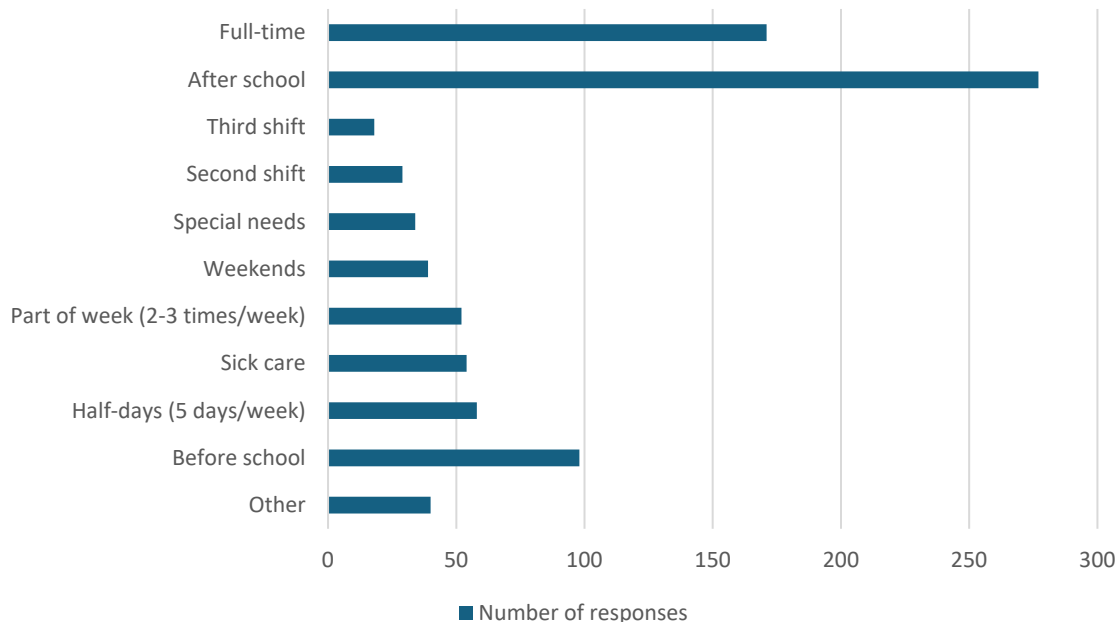
**Figure 4: Childcare Enrollment By Age Group**  
 Source: The Center for Early Success

Only 5 sites provide half-day programs. Most sites operate during the first shift (50), but fewer offer second shift (7), weekend care (5), and after-school-only programs (3). No providers offer third-shift care.



**Figure 5: Current Type of Care Offered by Childcare Provider Category**  
 Source: The Center for Early Success

Parent survey responses stated the greatest need was after-school care at 31.8 percent. Full-time care was the second greatest need with 19.7 percent of responses. Nearly 90.0 percent of parents expressed a willingness to utilize after-school services within the school if made available.



*Figure 6: Parents Responses to Types of Services Needed*  
 Source: Danville-Pittsylvania Needs Assessment Childcare Parent Survey, n-695

Half of respondents, spanning all age groups, indicated that their childcare needs were met either by their spouse/partner (18.0 percent) or other relatives or friends (32.1 percent). This highlights a prevalent reliance on informal childcare arrangements within the region, influenced by a preference for familiar caregivers, flexible scheduling, and affordability, as expressed in some survey responses.

Pittsylvania County has a median age of nearly nine years older than the state and national averages. In comparison, the median age in Danville is only two years older. While both localities have relatively older populations, the largest groups are 60 to 64 years and 5 to 9 years in Pittsylvania County and the City of Danville, respectively.<sup>2</sup> However, the percentage of grandparents responsible for their grandchildren is much lower in Pittsylvania County compared to the City of Danville, the state of Virginia, and the rest of the country at just 7.4 percent. This percentage is higher than both the state and country in Danville at 16.5 percent.<sup>3</sup>

<sup>2</sup> U.S. Census Bureau. (2021). Age and Sex. *American Community Survey, ACS 5-year Estimates Data Profiles, Table S0101*. Retrieved from <https://data.census.gov>.

<sup>3</sup> U.S. Census Bureau. (2021). Grandparents. *American Community Survey, ACS 5-year Estimates Data Profiles, Table S1002*. Retrieved from <https://data.census.gov>.

This may be in part attributed to cultural differences between racial groups as highlighted in the next paragraph.

The racial and ethnic makeup of the respective localities vary greatly. All neighborhoods in Pittsylvania County have majority white populations (74.9 percent on average) while nearly all neighborhoods in the City of Danville have majority black or African American populations (50.5 percent on average). In Pittsylvania County, there seems to be a strong correlation between race and the percentage of children under 5 in a neighborhood. Danville neighborhoods have much higher concentrations of individuals who speak a foreign language, most commonly Spanish. Additionally, over 90.0 percent of these individuals identified themselves as speaking English less than “very well,” possibly highlighting a community that may require additional aid and services in securing childcare.<sup>4</sup> This may include a translator for the parent or guardian and additional accommodation or changes to the curriculum if the child has limited language skills.

## Key Takeaways

**Enrollment:** While childcare providers have a combined capacity to enroll nearly 3,000 children, the actual number of enrollments varies widely by age. There is currently a waitlist for over half of childcare providers, 58.2 percent.

**After-School Care Demand:** Survey responses indicate a significant demand for after-school care, with 31.8 percent of respondents identifying it as the greatest need. Nearly all parents expressed willingness to utilize after-care services within the school if made available.

**Reliance on Informal Childcare Arrangements:** A significant percentage of respondents indicated that their childcare needs were met by their spouse/partner or other relatives or friends, highlighting a prevalent reliance on informal childcare arrangements within the region.

## Recommendations

### Expand Childcare Facilities and Workforce

- Conduct an inventory of publicly owned spaces in the Danville-Pittsylvania region that could be renovated and repurposed as childcare facilities to increase the availability of childcare slots.
- Establish partnerships with local educational institutions and community organizations to create a pipeline for training and certifying childcare workers, ensuring a steady supply of qualified professionals.

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<sup>4</sup> U.S. Census Bureau. (2021). Language Spoken at Home. *American Community Survey, ACS 5-year Estimates Data Profiles, Table S1601*. Retrieved from <https://data.census.gov>.

## **Increase Funding and Financial Support**

- Develop a local foundation dedicated to subsidizing childcare costs for families, making quality care more accessible and affordable.
- Enhance the Department of Social Services database to make it more user-friendly, allowing parents to easily access and navigate information about childcare availability.

## **Foster Collaboration and Support Among Providers**

- Establish cohorts of childcare providers to support each other in accessing funding, improving business practices, aligning resources, and conducting outreach.

## **Enhance Before-School and After-School Programming**

- Make the creation of before-school and after-school programs at public schools a priority. Support ongoing efforts to expand these programs, addressing distinct demands for families reliant on childcare and helping to mitigate geographic disparities and commuting challenges.

## **Workforce Supply, Compensation and Benefits**

Enhancing the workforce supply in childcare involves several strategic initiatives. Educational partnerships with schools and colleges can foster interest in early childhood education (ECE). These partnerships can include offering early childhood education courses and degree programs, as well as establishing internships and practicums that provide hands-on experience, encouraging students to pursue careers in childcare.<sup>5</sup>

Financial incentives for education can further support the workforce supply. Providing scholarships and grants for those pursuing childhood education degrees or certifications can alleviate the financial burden of education. Loan forgiveness programs for graduates who commit to working in the field for a specified period can also be an effective incentive.<sup>6</sup> These strategies collectively aim to attract and retain a skilled and dedicated workforce in the childcare sector.

To enhance compensation, it is essential to ensure childcare workers receive competitive salaries. Conducting regular salary benchmarking can help maintain wage competitiveness compared to other professions with similar responsibilities. Implementing merit-based pay

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<sup>5</sup> "Kentucky's Early Childhood Standards Revised 2021." Team Kentucky, Education and Labor Cabinet, July 2022, [kycac.ky.gov/professionals/Early-Childhood-Standards/Resources/Documents/Standardspercent20forpercent20pdfpercent20Onlinepercent20Printable.pdf](https://kycac.ky.gov/professionals/Early-Childhood-Standards/Resources/Documents/Standardspercent20forpercent20pdfpercent20Onlinepercent20Printable.pdf).

<sup>6</sup> "Loan Forgiveness Programs for Early Childhood Educators." National Association for the Education of Young Children, Apr. 2022, [www.naeyc.org/sites/default/files/globally-shared/downloads/PDFs/2022\\_policy\\_student\\_loan\\_forgiveness\\_programs\\_final.pdf](https://www.naeyc.org/sites/default/files/globally-shared/downloads/PDFs/2022_policy_student_loan_forgiveness_programs_final.pdf).

increases and bonuses for performance excellence, professional development, and long-term commitment can motivate and reward staff. Increased public funding and securing subsidies and grants specifically for staff compensation can provide the necessary financial support to achieve these goals.<sup>7</sup>

Improving benefits is another crucial aspect of supporting childcare workers. Comprehensive benefits packages should include health insurance covering medical, dental, and vision care, as well as retirement savings plans with employer contributions. Ensuring workers receive paid time off, including vacation days, sick leave, and personal days, can significantly enhance work-life balance. These measures collectively contribute to a more stable, satisfied, and professional childcare workforce.

### Regional Supply and Demand

Overall, childcare industry trends in the Danville-Pittsylvania region align with the national shift in job numbers. Because industry employment in Danville-Pittsylvania is proportionally greater among child daycare service businesses (52.3 percent of total employment), compared to national proportions (31.0 percent), these businesses experienced the brunt of industry employment losses in the region.

Childcare worker is the primary occupation identified in the childcare industry by the North American Industry Classification System (NAICS). They are responsible for supervising, caring for, and fostering the development of infants and children, typically under the age of five, in various settings such as daycare centers, preschools, and private households. As of 2023, the Danville-Pittsylvania region has a total of 309 childcare workers in the industry, marking a 22.0 percent decrease (87 jobs) since 2014.<sup>8</sup> Table 2 illustrates the decline in the number of childcare workers over the past ten years regionally. This may be due to several factors including federal funding streams, the implications of the Coronavirus Pandemic, and common barriers to workforce attraction and retention.

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<sup>7</sup> "Early Childhood Educator Pay Equity Fund." Office of the State Superintendent of Education, 16 May 2022, [osse.dc.gov/release/office-state-superintendent-education-announces-intermediary-early-childhood-educator-pay](https://osse.dc.gov/release/office-state-superintendent-education-announces-intermediary-early-childhood-educator-pay).

<sup>8</sup>

NAICS	Description	2014 Jobs	2023 Jobs	2014 - 2023 Change	2014 - 2023 % Change	% of Total Jobs in Industry
814110	Private Households	154	145	(9)	(5.8%)	31.3%
624410	Child Day Care Services	198	128	(76)	(35.3%)	52.3%
903611	Elem. & Sec. School (Local Government)	26	19	(8)	(26.9%)	0.7%
813110	Religious Organizations	18	17	(1)	(5.6%)	2.6%
611110	Elem. & Sec Schools	<10	<10	Insf. data	Insf. data	1.5%
		396	309	(87)	(22.0%)	

Source: Lightcast, 2014-2023 Danville-Pittsylvania Regional Industry Report

When examining all childcare occupations found in the childcare industry, the Danville-Pittsylvania region employed 394 jobs in 2023, marking a decrease of 93 jobs since 2014.<sup>9</sup> Preschool teachers account for the second largest occupation within the childcare industry with 58 jobs in the region in 2023.

SOC	Description	2014 Jobs	2023 Jobs	2014 - 2023 Change	2014 - 2023 % Change
39-9011	Childcare Workers	396	309	(87)	(22.05%)
25-2011	Preschool Teachers, Except Special Ed.	59	58	(1)	(1.7%)
25-9045	Teaching Assistants, Except Postsec.	19	17	(2)	(10.5%)
11-9031	Education and Childcare Admin., Preschool & Daycare	13	10	(3)	(23.1%)
		487	394	(93)	(19.1%)

Source: Lightcast, 2014-2023 Danville-Pittsylvania Regional Occupation Report

Childcare occupations in the Danville-Pittsylvania region have median hourly earnings ranging between \$11.32-\$20.24.<sup>10</sup> Despite the importance of their crucial role in early childhood development, providing essential care and education to young children, many childcare workers often face low wages. Childcare workers, the primary occupation within childcare, earn a median annual income of \$23,585.86. This salary along with the remaining industries (except Education and Childcare Administration) is below the living wage for a single Virginia resident, \$39,603.<sup>11</sup> Similarly, this salary is below the weighted regional median wage of \$39,250.87. The Massachusetts Institute of Technology (MIT) Living Wage Calculator indicates that an adult without children in Danville needs to earn \$16.79 per hour to cover basic needs such as food,

<sup>9</sup> Lightcast™. (2022). [2014-2023 Danville-Pittsylvania Regional Occupation Report]. Retrieved from <https://analyst.lightcast.io/>

<sup>10</sup> Lightcast™. (2022). [2014-2023 Danville-Pittsylvania Regional Occupation Report]. Retrieved from <https://analyst.lightcast.io/>

<sup>11</sup> Nadeau, C. A. (2023, February 1). Living Wage. Living Wage - Living Wage Calculation for Virginia. <https://livingwage.mit.edu/states/51>

medical care, housing, and transportation, ensuring a relatively comfortable standard of living. In Pittsylvania, this amount increases to \$18.11 per hour, reflecting the varying cost of living requirements for childcare workers within the same region.

Table 4: Danville-Pittsylvania Regional Childcare Occupations						
SOC	Description	Median Hourly Earnings	Median Annual Earnings	2022 Hires	Average Annual Openings	Turnover Rate
39-9011	Childcare Workers	\$11.32	\$23,585.86	157	70	49%
25-2011	Preschool Teachers, Except Special Ed.	\$16.16	\$33,667.55	52	16	42%
25-9045	Teaching Assistants, Except Postsec.	\$13.14	\$27,320.31	124	40	37%
11-9031	Education and Childcare Admin., Preschool & Daycare	\$20.24	\$42,173.34	<10	3	Insf. Data

*Source: Lightcast, 2014-2023 Danville-Pittsylvania Regional Occupation Report*

In 2022, the Danville-Pittsylvania region saw a total of 157 childcare worker hires and 70 average annual openings, suggesting significant demand.<sup>12</sup> However, this demand is accompanied by high turnover rates (as large as 49 percent) due to several potential factors, including low wages and limited benefits, high-stress levels, burnout, lack of job growth opportunities, and workplace conditions and environment. Providers cited insurance, retirement, training allowances, and educational support as the most frequent benefits potential employees inquire about.

### Key Takeaways

**Workforce Shortage:** There is a shortage in the supply of qualified childcare workers. Factors contributing to this shortage include low wages, limited incentives for professional development opportunities and demanding work conditions. This shortage results in difficulties maintaining adequate staffing levels.

**Compensation Disparity:** There is disproportionately low compensation for childcare workers relative to the level of responsibility and skill required for the job. Despite playing a crucial role in early childhood development, many childcare workers earn minimum wage or slightly above. This compensation disparity leads to high turnover rates within the childcare workforce, exacerbating the staffing shortage and destabilizing childcare programs.

**Limited Benefits:** There are limited benefits available to childcare workers. Many lack access to essential benefits such as healthcare coverage, retirement plans, or paid leave. The absence of

<sup>12</sup> Lightcast™. (2022). [2014-2023 Danville-Pittsylvania Regional Occupation Report]. Retrieved from <https://analyst.lightcast.io/>



comprehensive benefits packages not only undermines the financial stability and well-being of childcare workers but also hinders efforts to attract and retain qualified individuals in the field.

## Location

Promising practices for locating childcare providers emphasize accessibility and convenience for families. One effective strategy is situating centers within or near residential areas to minimize commute times. Locating facilities close to major employment hubs, such as business districts and corporate offices, supports working parents by reducing the distance between work and childcare. The preferences of employees with caregiving responsibilities, as revealed by a national survey conducted by the Boston Consulting Group (BCG), underscore the importance of proximity when it comes to childcare. Parents overwhelmingly express a desire for childcare providers located very close to home (37 percent) or within the home itself (28 percent), with a higher preference for at-home care, especially for children below the age of two.<sup>13</sup> Additionally, ensuring that childcare centers are accessible via public transportation routes helps families without private vehicles and simplifies daily travel logistics.<sup>14</sup>

Integrating childcare providers with existing educational and community infrastructure also offers enhanced accessibility and provides additional resources and activities for children and families. One example is positioning centers near or within primary and secondary schools to create continuity of care and education and simplify routines for families with multiple children. This is especially important for areas deemed “childcare deserts,” where the demand for quality childcare surpasses the available supply.<sup>15</sup> This term particularly applies to regions where specific demographic groups face heightened challenges. In the United States, 58 percent of Hispanic/Latino families, 60 percent of rural families, and 55 percent of low-income families find themselves in locales lacking sufficient licensed childcare providers.<sup>16</sup>

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*I think there is a huge lack of child care services in our area, especially with the cost of the existing ones we do have. If I did not receive help, I would have no other options because I do not make enough to pay for childcare. I also have no place for my children to go if they become ill, so leaving work is my only option and then I lose income.*

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<sup>13</sup> Clark, Kelsey, et al. “Reinventing Childcare for Today’s Workforce.” BCG Global, BCG Global, 22 June 2023, [www.bcg.com/publications/2023/reinventing-the-childcare-industry-for-the-workforce-of-today](http://www.bcg.com/publications/2023/reinventing-the-childcare-industry-for-the-workforce-of-today).

<sup>14</sup> “Early Childhood Educator Pay Equity Fund.” Office of the State Superintendent of Education, 16 May 2022, [osse.dc.gov/release/office-state-superintendent-education-announces-intermediary-early-childhood-educator-pay](https://osse.dc.gov/release/office-state-superintendent-education-announces-intermediary-early-childhood-educator-pay).

<sup>15</sup> “Do You Live in a Child Care Desert?” Do You Live in a Child Care Desert?, Center for American Progress, 2022, [childcaredeserts.org/2018/](https://childcaredeserts.org/2018/).

<sup>16</sup> “Do You Live in a Child Care Desert?” Do You Live in a Child Care Desert?, Center for American Progress, 2022, [childcaredeserts.org/2018/](https://childcaredeserts.org/2018/).

## Regional Supply and Demand

Over half of Danville-Pittsylvania residents (52.1 percent) live in a "childcare desert." Although children under 5 make up less than 5 percent of the regional population, their distribution varies significantly across neighborhoods, highlighting the uneven accessibility to childcare services.

Figure 7 highlights neighborhoods with the highest proportions of children under 5, including Stony Mill, Hurt, Java, and Mount Airy in Pittsylvania, as well as Tanglewylde and areas along the Virginia/North Carolina state line in Danville. These areas would benefit greatly from strategically placed childcare providers, underscoring the urgent need for targeted interventions in these regions.

To further understand this issue, the location of childcare providers was compared to concentrations of residential, business, and educational hotspots. The analysis reveals a stark contrast between Danville and Pittsylvania County. Danville has concentrations of Licensed Child Day Care Centers (9 sites) and Voluntary Registered Day Homes (5 sites), and 1 Family Day Home. However, Pittsylvania County has far fewer options.

Although Pittsylvania has some Licensed Child Day Care Centers along major highways (4 sites) and more Virginia Preschool Initiative programs (10 sites) due to the larger number of public elementary schools, many neighborhoods still lack nearby childcare options, especially for infant and toddler care. This comparison illustrates that while Danville's smaller area makes childcare more physically accessible, significant geographical gaps remain in Pittsylvania, emphasizing the need for strategic placement of providers in underserved neighborhoods to ensure equitable access for all families.

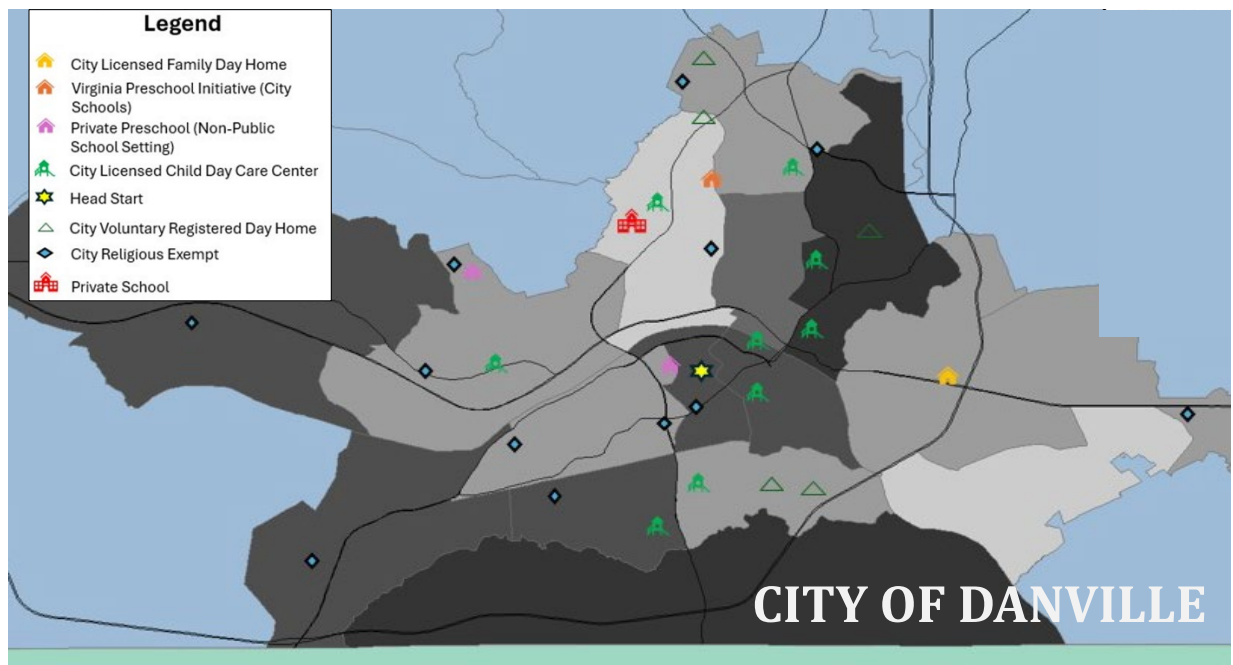
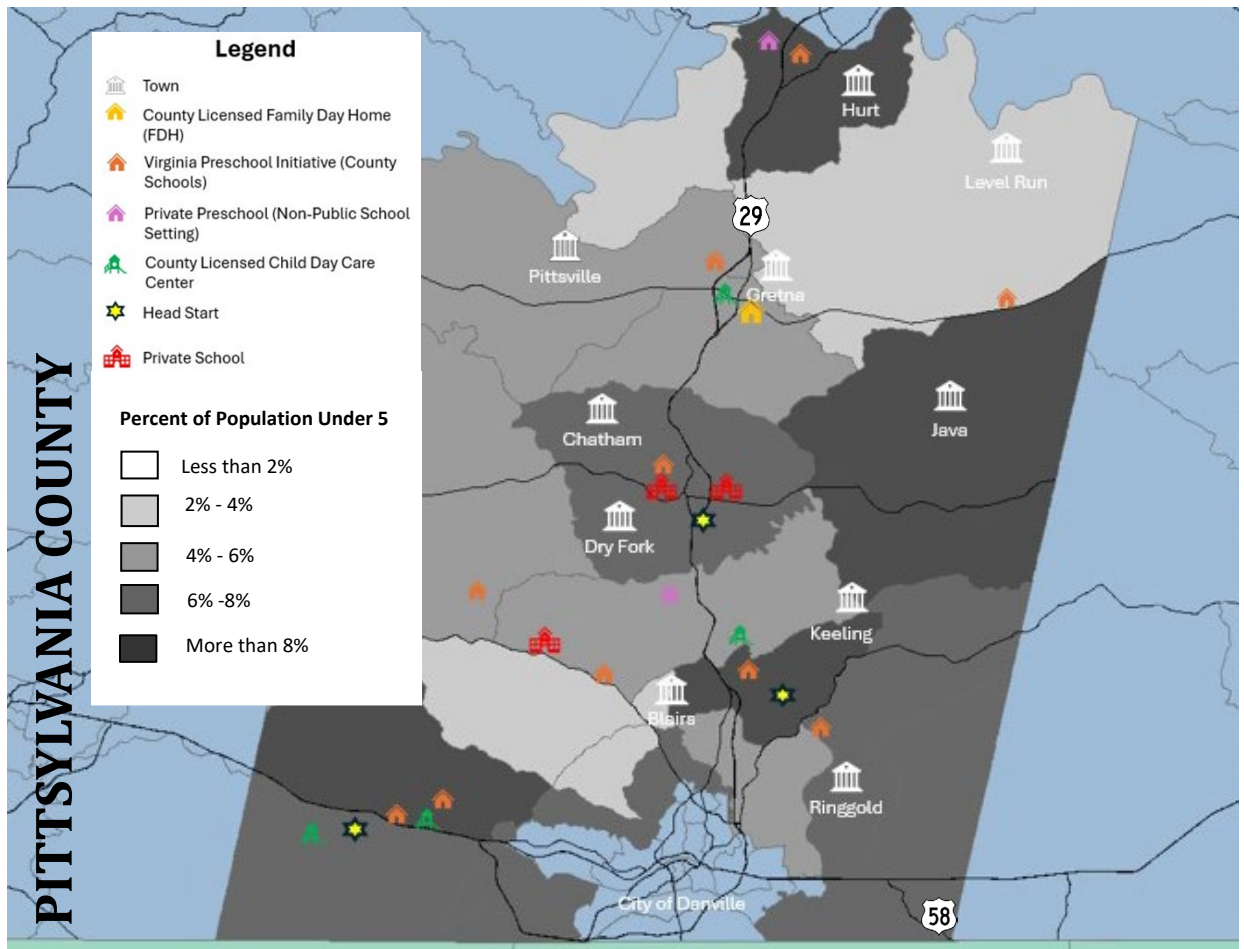


Figure 7: Childcare Asset Map  
 Source: Center for Early Childhood Success, U.S. Census Bureau, VGIN

Over half of Danville residents find employment within a 10-mile radius of their homes, reflecting a local workforce that largely remains close to its residential base. In contrast, 65 percent of Pittsylvania residents commute to jobs located more than 10 miles away, a trend driven by the county's expansive rural areas and the concentration of job opportunities in more distant locations. Moreover, a notable proportion of jobs for residents in both areas are situated over 50 miles away, highlighting the extensive commuting distances faced by many workers.<sup>17</sup>

The commuting dynamics between Danville and Pittsylvania further illustrate these disparities. Danville attracts approximately 2,000 net commuters from Pittsylvania, indicating a flow of workers seeking opportunities in the city. Conversely, Pittsylvania experiences a net loss of around 1,800 commuters to Campbell County, underscoring the challenge of local job retention and commuting patterns.<sup>18</sup>

Figures 8 provide insights into the regional distribution of employment centers, emphasizing areas where job opportunities are concentrated. For parents and caretakers in both Danville and Pittsylvania, securing affordable childcare within reasonable proximity to their homes or workplaces is a critical concern. This necessity arises from the practicalities of balancing work responsibilities with childcare needs, highlighting the importance of accessible childcare solutions in supporting local workforce participation and family well-being.

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<sup>17</sup> Lightcast™. (2022). [Danville-Pittsylvania Regional Commuter Map]. Retrieved from <https://analyst.lightcast.io/>

<sup>18</sup>

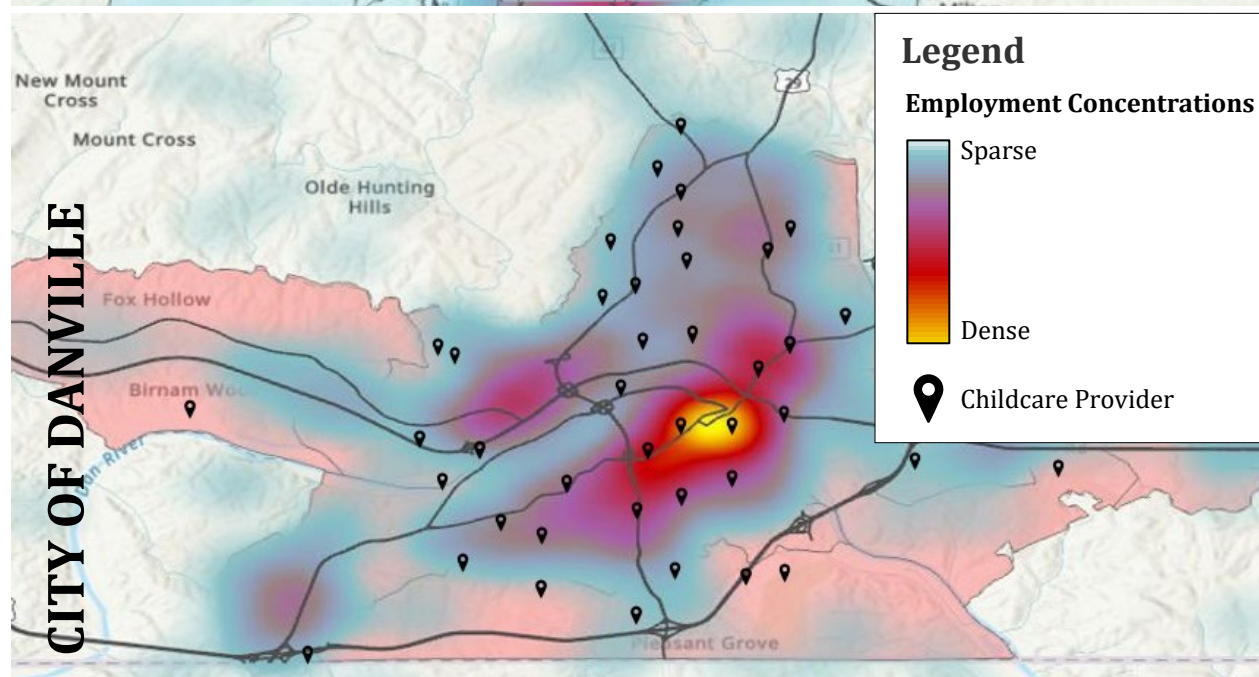
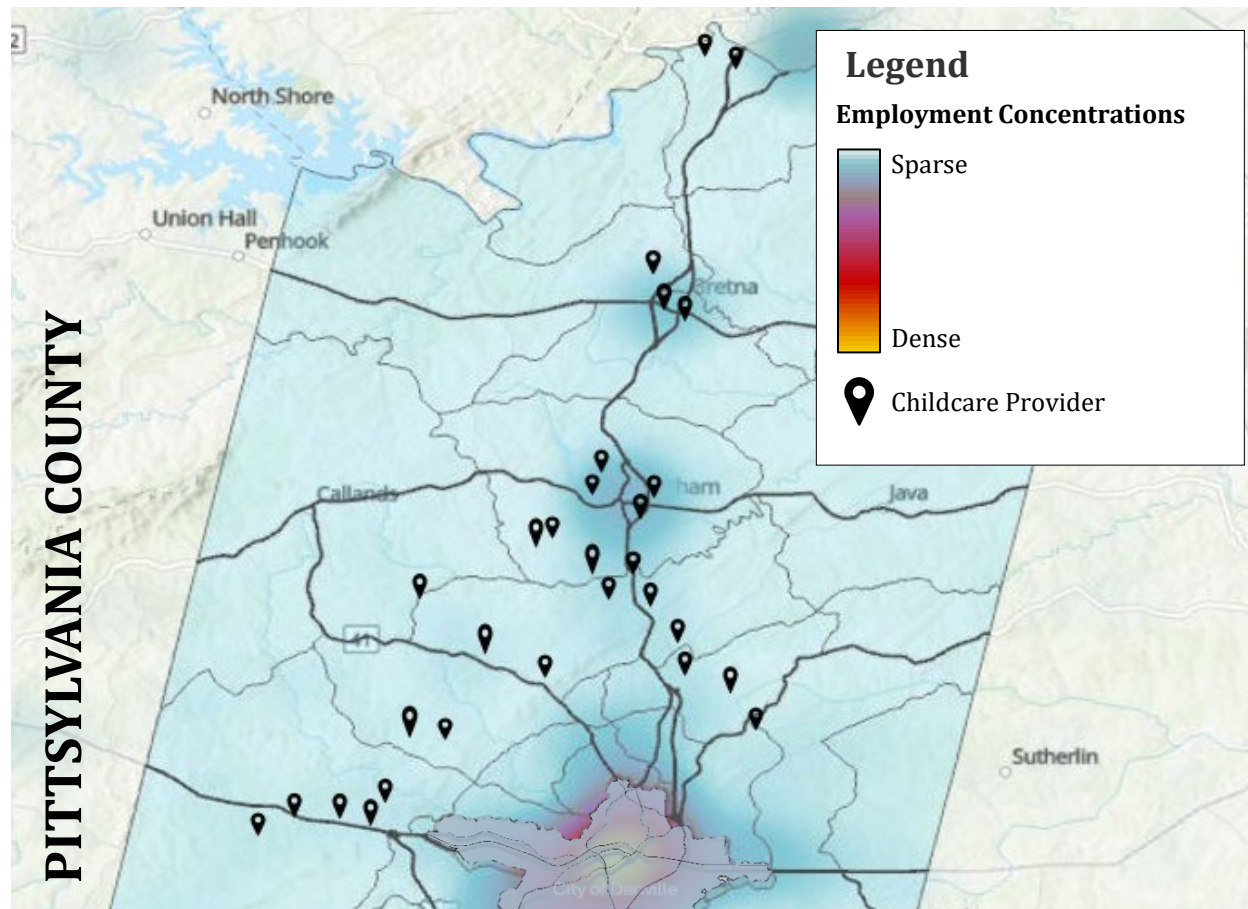
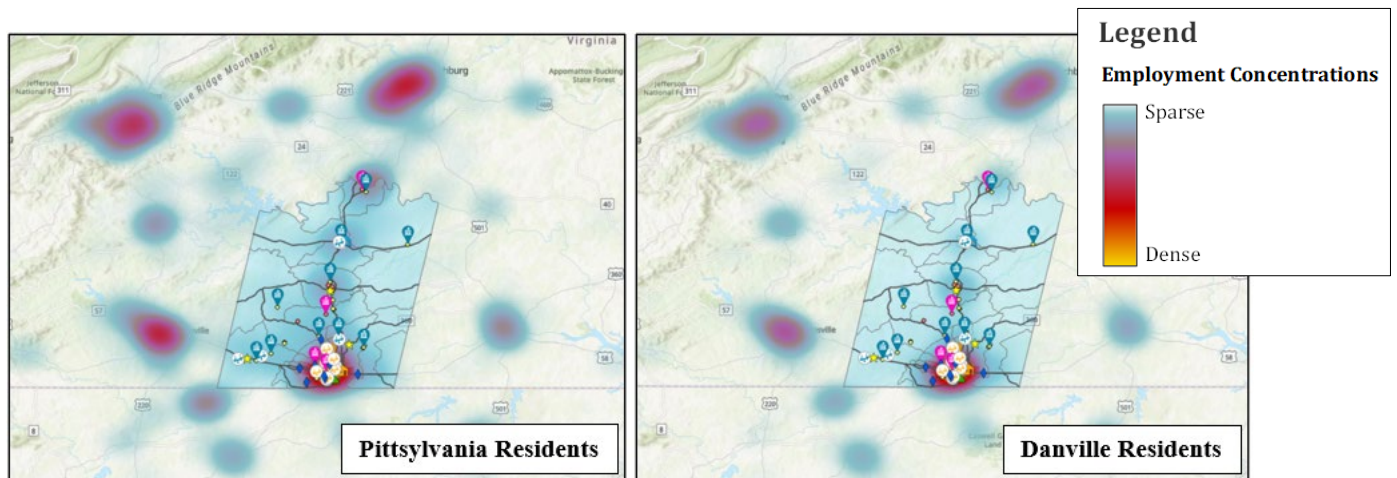


Figure 8: Childcare Asset Map with Employment Concentrations  
 Source: Center for Early Childhood Success, U.S. Census Bureau, VGIN



When ranking factors that impede their access to childcare services, parents identified the childcare provider’s location as the second most significant, following closely behind cost. Both the survey and focus group discussions highlighted a notable concentration of childcare providers in Danville, making options considerably limited for those residing or working in Pittsylvania County who are reluctant to commute to Danville. Moreover, when asked about the most crucial factor in selecting a childcare provider, location emerged once again as pivotal. Specifically, 12 percent of respondents expressed a preference for the facility to be close to their residence, 9 percent favored a childcare provider in proximity to their workplace, and 5 percent sought a provider near the school attended by their older children.



*Figure 9: Childcare Asset Map with Employment Concentration by Residence  
Source: Center for Early Childhood Success, U.S. Census Bureau, VGIN*

Figure 9 specifically highlights the highest concentrations of employment. The primary neighborhoods with concentrated employment include Wyndover Woods, Windsor Heights, Woodbury Hills, Downtown Danville, and those south of Interstate 58 along the Virginia/North Carolina state line. Notably, workers residing in Danville are prominently employed in Southside Pittsylvania, particularly in businesses along State Route 29. Conversely, around 30 percent of Danville workers live in Pittsylvania County, with significant residence concentrations in neighborhoods surrounding Olde Hunting Hills, Afton Hills, Brosville, Southside Pittsylvania, Mount Cross, Laurel Grove, Sutherlin, Whitfield, Kentuck, and Buford. Unsurprisingly, there are more dense concentrations of employment in nearby Roanoke, Lynchburg, and Martinsville for Pittsylvania County residents due to closer proximity. The city of Danville is a hotspot for employment for residents of both localities.

## Key Takeaways

**Geographical Disparities:** Over half of the region's population resides in “childcare deserts.” Specifically, rural, and low-income families face heightened challenges in accessing convenient licensed childcare providers.

**Commute Burdens:** Residents often face long commutes to access childcare services, impacting their ability to participate in the workforce. For instance, rural parents must travel long distances to find suitable childcare, with limited options available within a reasonable proximity.

**Preference for Proximity:** Survey responses underscore the importance of proximity when selecting childcare providers, with a strong preference for facilities located close to home or work. This preference is particularly significant for parents in areas with limited childcare options.

**Employment Concentration:** Employment patterns in the region exacerbate the childcare gap, resulting in disparities in childcare availability between Danville and Pittsylvania County. Limited childcare options in Pittsylvania County pose challenges for residents who face reluctance in commuting to Danville for these services.

## Recommendations

### Expand Support for Childcare in Underserved Neighborhoods

- Increase funding and resources for childcare providers in neighborhoods with limited access.
- Develop targeted outreach programs to identify and assist potential caregivers, ensuring they meet necessary licensing and quality standards
- Incentivize training and professional development opportunities for childcare providers to enhance the quality of care.

## Hours of Operation

Promising practices for childcare hours of operation focus on accommodating the diverse and dynamic needs of working parents. Key strategies include offering extended hours, such as early morning and late evening care, to support parents with non-traditional work schedules. Childcare considerations are pervasive across all sectors but are particularly critical in the seven industries with the largest workforce: healthcare, educational services, retail trade, manufacturing, transportation and warehousing, information technology, and construction, collectively employing 79.8 million individuals in the United States.<sup>19</sup> Except for IT, workers in

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<sup>19</sup> Clark, Kelsey, et al. “Reinventing Childcare for Today’s Workforce.” BCG Global, BCG Global, 22 June 2023, [www.bcg.com/publications/2023/reinventing-the-childcare-industry-for-the-workforce-of-today](http://www.bcg.com/publications/2023/reinventing-the-childcare-industry-for-the-workforce-of-today).

these industries are often "deskless," with limited remote work options, necessitating their physical presence and encompassing a higher proportion of lower-paid employees. Furthermore, healthcare and educational services stand out as the fastest-growing, with 73 percent and 69 percent female employees, respectively. These sectors also have the highest percentage of workers with children under 18, comprising over half of their combined 30 million employees.<sup>20</sup>

Other promising practices include flexible drop-off and pick-up times to help reduce stress on parents by allowing them to drop off and pick up their children at times that fit their work and personal commitments. Additionally, offering part-time and drop-in care options provides greater flexibility for families needing occasional childcare support. According to a March 2023 survey by Boston Consulting Group involving over 2,500 working caregivers with children under 5, only 29 percent had access to childcare for all necessary hours. This scarcity of childcare options resulted in 48 percent of rural parents experiencing missed work shifts due to childcare challenges, leading 38 percent to leave the workforce entirely.<sup>21</sup> These findings underscore the urgent demand for accessible and flexible childcare solutions in rural communities to support workforce participation and economic stability. Other promising practices include maintaining year-round operations, including during school holidays and summer breaks.

Childcare providers can benefit from regularly seeking feedback from parents to adjust their hours of operation to better meet family needs. Similarly, collaborative scheduling with local businesses and community organizations can further enhance support by aligning childcare hours with the schedules of local workers. Above all, transparent communication with parents about hours of operation and any changes ensures they are well-informed and can plan accordingly, thereby enhancing the overall effectiveness of childcare services.

## Regional Supply and Demand

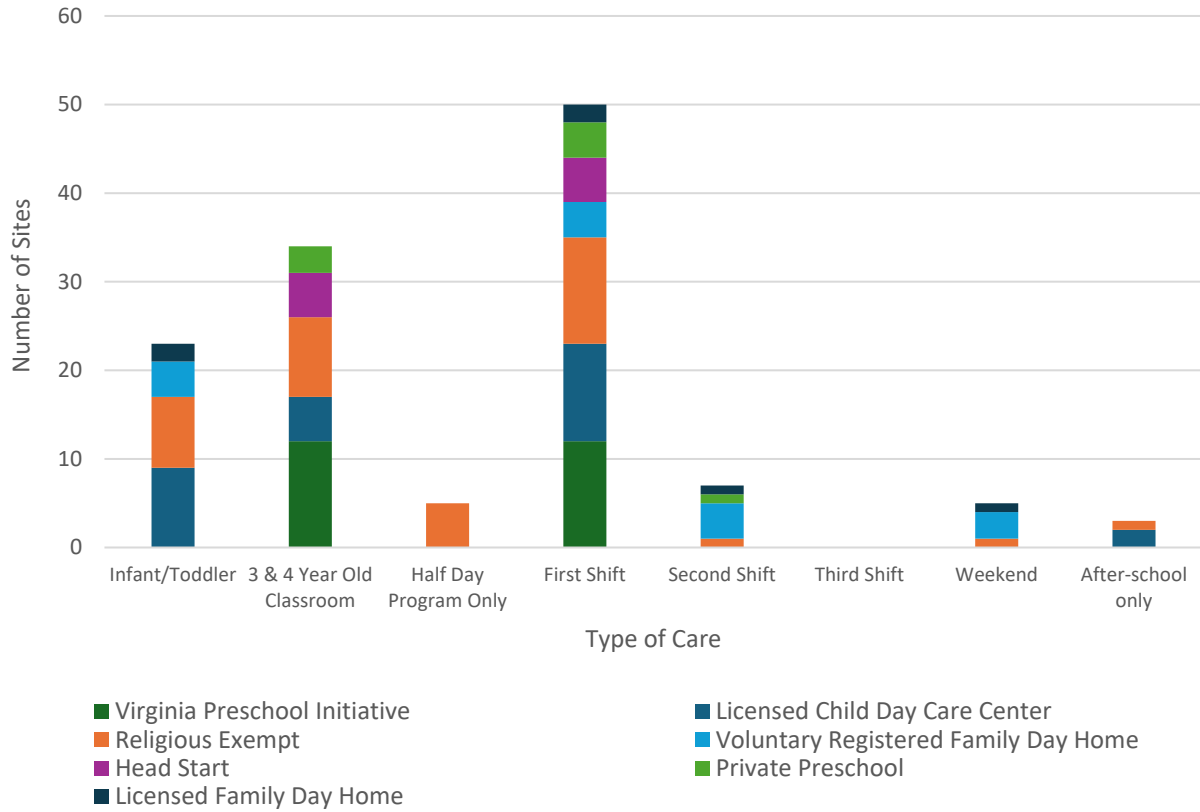
The vast majority of childcare providers in the region, comprising 89.2 percent, offer first-shift care to children under the age of 5. Seven sites in total provide second-shift care, with the majority being Voluntary Registered Family Day Homes. Notably, no childcare providers offer third-shift care in the region. Figure 10 provides an overview of the types of care offered by each childcare provider category.

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<sup>20</sup> Clark, Kelsey, et al. "Reinventing Childcare for Today's Workforce." BCG Global, BCG Global, 22 June 2023, [www.bcg.com/publications/2023/reinventing-the-childcare-industry-for-the-workforce-of-today](http://www.bcg.com/publications/2023/reinventing-the-childcare-industry-for-the-workforce-of-today)

<sup>21</sup> Clark, Kelsey, et al. "Reinventing Childcare for Today's Workforce." BCG Global, BCG Global, 22 June 2023, [www.bcg.com/publications/2023/reinventing-the-childcare-industry-for-the-workforce-of-today](http://www.bcg.com/publications/2023/reinventing-the-childcare-industry-for-the-workforce-of-today)





*Figure 10: Current Type of Care Offered by Childcare Provider Category*  
*Source: The Center for Early Success*

Figure 11 provides a detailed breakdown of the prevalent hours of operation in the region. The majority of childcare providers offer services between 8am and 5pm, with some extending their hours to include early mornings or later evenings.

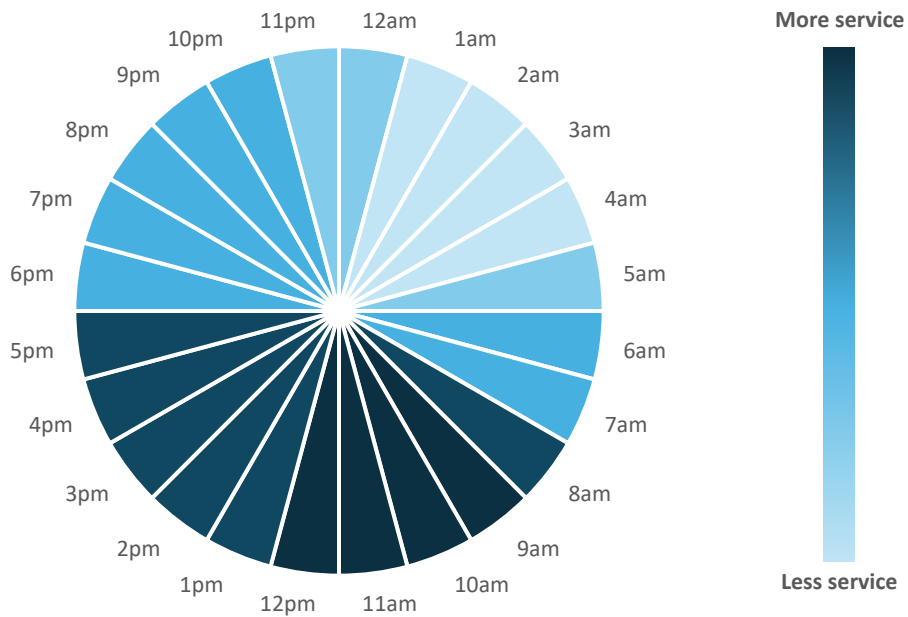


Figure 11: Concentration of Childcare Provider Service Hours  
 Source: The Center for Early Success

### Key Takeaways

**Alternative hours to the 8-hour workday:** Most formal childcare services in Danville-Pittsylvania focus on traditional hours, from 8am to 5pm. These hours neglect those who work alternative hours, such as workers in manufacturing, healthcare, retail and restaurants, and custodial services.

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*I do not use childcare. My husband and I have different work schedules that allow one of us to be home with the child.*

---

### Recommendations

#### Support businesses with second and third-shift workers who need childcare

- Assist businesses in forming partnerships with local childcare providers to develop programs specifically tailored for second and third-shift workers.
- Encourage businesses to explore the possibility of employer-sponsored childcare programs. This can include on-site childcare facilities or subsidizing childcare costs for employees who work non-traditional hours.

- Develop incentive programs to motivate businesses to invest in childcare solutions for their second-shift and third-shift workers. This could include tax benefits, grants, or other financial incentives to offset the costs of establishing and maintaining such programs.
- Foster collaboration between businesses, local government, and community organizations to pool resources and create shared childcare facilities that operate during second and third shifts.
- Launch awareness campaigns to inform businesses about the benefits of providing childcare for second and third-shift workers, including improved employee retention, productivity, and overall job satisfaction.

## Funding

### Operational Funding

Growing and maintaining childcare facilities involves a multifaceted approach to securing financial support and ensuring sustainability. A significant driver of elevated childcare costs in the United States, compared to other developed nations, stems from the comparatively lower government expenditure allocated to childcare. While the U.S. allocated approximately 0.4 percent of its GDP to early education and childcare, the Organization of Economic Cooperation and Development (an intergovernmental organization with 38 member countries) lists the average childcare spending at 0.8 percent of GDP. Noteworthy is Iceland's leading investment, which reaches nearly 1.8 percent of its GDP.<sup>22</sup> One strategy involves advocating for increased public funding at various levels of government to adequately meet the needs of childcare providers and families. This entails lobbying for policies that prioritize childcare funding and address affordability issues. In certain areas, local government funding, and local nonprofits also play substantial roles.

Other strategies include partnerships with the private sector who offer opportunities to supplement operational budgets through corporate sponsorships, and grants, fostering collaboration between businesses, foundations, and philanthropic organizations. This is even more important in rural settings, where federal, state, and local funds are less accessible and coordinated regional services tend to lag.

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<sup>22</sup> Zinkula, Jacob. "Only One Developed Country Has a More Expensive Childcare System than the US." *Business Insider*, 27 Feb. 2024, [www.businessinsider.in/policy/economy/news/only-one-developed-country-has-a-more-expensive-childcare-system-than-the-us/articleshow/108045869.cms](https://www.businessinsider.in/policy/economy/news/only-one-developed-country-has-a-more-expensive-childcare-system-than-the-us/articleshow/108045869.cms).

Other means of revenue diversification for operational costs are fee structures that balance affordability for families while generating sufficient revenue. This may involve offering additional services or implementing sliding-scale fees based on income. Effective financial management practices are crucial for optimizing operational efficiency and minimizing costs. This includes regular financial assessments, budget planning, and cost-saving measures to ensure fiscal sustainability.

## Regional Supply and Demand

In Danville-Pittsylvania, childcare providers rely heavily on government subsidy reimbursements and tuition fees to sustain their operations, covering overhead costs like rent, insurance, licensing fees, and utilities. Any remaining expenses are typically covered through private loans or capital. Occasionally, small grants from regional organizations like the Danville Pittsylvania County Chamber of Commerce can be used for specific needs, such as playground upgrades.

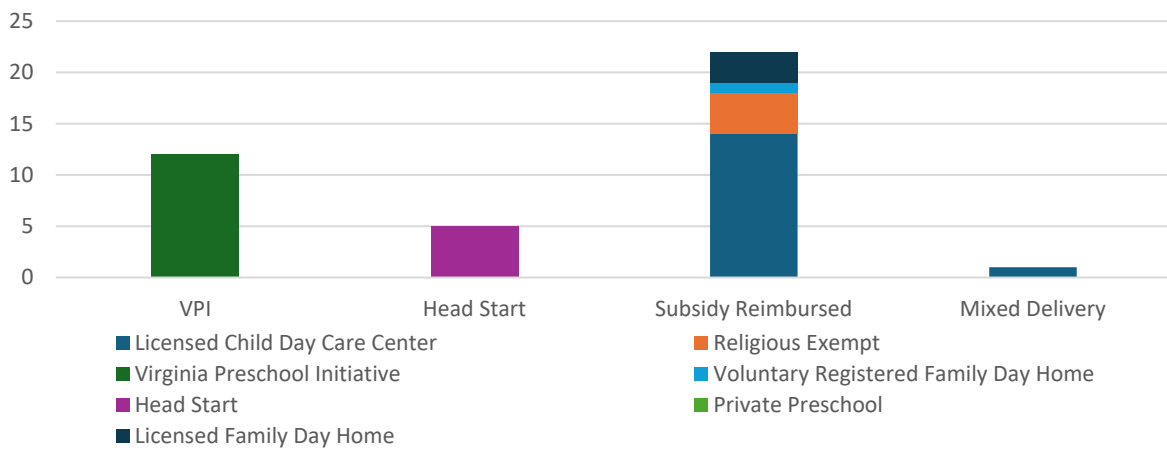
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*There is no competition for childcare centers therefore they can set their cost to whatever they see fit. Also, I've seen first hand the daycare exceeding the amount of kids they should have and not enough teachers to monitor the children. That leads to an unsafe environment. I was forced to leave the workforce because I was working to pay for daycare. Which made no sense.*

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Of the 56 childcare providers located in the Danville-Pittsylvania region, 68 percent of sites offer publicly-funded care. Subsidy reimbursed care, offered through the Department of Social Services has the greatest representation at 20 sites, 14 of those sites being Licensed Child Day Care Centers. Religious Exempt sites as well as Family Day Homes also have some representation, 3 and 4 locations respectively. Other publicly funded care includes five Head Start sites and 12 Virginia Preschool Initiative sites. There is only one mixed delivery site in the region. The Virginia Early Childhood Foundation's Mixed Delivery program funds full-day, year-round early childhood education services in licensed private settings, excluding faith-based institutions, for eligible children. It supports diverse family needs by providing state-funded childcare slots that allow parents to enroll their infants, toddlers, and preschoolers at no cost if

they meet eligibility criteria. Please refer to the explanations on publicly funded care in the Appendix for further details.



*Figure 12: Regional Childcare Service Hours*  
*Source: Center for Early Success*

According to the Ready Region Southwest initiative, annual full-time rates for mixed delivery slots range from \$22,100 for infant care to \$13,520 for preschool. Subsidy reimbursement rates are slightly lower, at \$16,640 for infant care and \$10,140 for preschool. Private pay rates are \$10,400 for infant care and \$9,360 for preschool, designed to remain competitive with other facilities in the region and typically do not exceed subsidy rates.

Childcare providers express a significant need for additional funding to adequately support their operations and staff. Many providers highlight the demand for resources to navigate funding sources, as they often face challenges in identifying all available options and understanding the necessary paperwork for qualification. Focus group discussions revealed that certain providers, particularly those classified as for-profit businesses, struggle to qualify for various funding opportunities. This business classification restricts their access to essential grants and financial aid programs, exacerbating financial strain and hindering their ability to maintain services. Providers emphasize the importance of alternative funding mechanisms and clearer guidance on funding qualifications to address these challenges effectively.

### Key Takeaways

**Financial Shortfall:** Government subsidies and childcare tuition do not cover the full operational costs of maintaining a childcare facility, leading providers to seek additional financial support through grants, private loans, and capital.

**Limited Access to Funds:** Eligibility criteria for grants can pose significant obstacles for childcare providers, especially for for-profit organizations, limiting their access to these funds and exacerbating financial strain.

**Sustainability Concerns:** While grant funding may offer temporary relief, it is not a sustainable solution for meeting ongoing operational expenses, highlighting the need for alternative funding mechanisms.

**Complex Application Process:** Providers face challenges in accessing grant funding due to the complex and time-consuming application process, which requires extensive paperwork and documentation. There is a clear need for better guidance and support to help providers navigate the bureaucratic procedures associated with grant applications.

**Streamlining Resources:** An online platform or identifiable organization dedicated to assisting providers in understanding and completing grant applications could streamline the process and help providers access a wider range of funding opportunities tailored to their specific needs.

## Childcare Tuition Costs

In recent decades, childcare costs in the United States have steadily risen, accelerating notably over the past five years. Since 2019, childcare expenses have spiked by over 30 percent.<sup>23</sup> Ensuring affordability while maintaining quality in childcare is a pressing concern for families and providers alike. One effective approach involves implementing sliding scale fees, tailoring tuition rates based on family income to accommodate varying financial circumstances. This strategy enables low-income families to access essential childcare services while ensuring the sustainability of providers. Despite recommendations by the U.S. Department of Health and Human Services that families allocate 7 percent of their household income to childcare, national research observes parents spend more than 24 percent of their income on childcare. As many as 67 percent of families are unable to afford childcare.<sup>24,25</sup> Partnerships with government subsidy programs offer a valuable resource for supplementing tuition costs and expanding access to quality childcare for eligible families.

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<sup>23</sup> Schonberger, Jennifer. "The Threat That High Childcare Costs Pose to the US Economy." Yahoo! Finance, Yahoo!, 28 Jan. 2024, [finance.yahoo.com/news/the-threat-that-high-childcare-costs-pose-to-the-us-economy-124248273.html?guccounter=1&guce\\_referrer=aHR0cHM6Ly93d3cuZ29vZ2xlLmNvbS8&guce\\_referrer\\_sig=AQAAAGBlpXEi22kuD9ID1LVsypjU0hTfZW66L3V5j1Jc-K0tFaxyu44QBMETMrsK9iSwFpxC4xHxQs7YdbhBAEin6K8Z5K9a2daxaLgFFHGt37yelXYZXT5Hst59ITirWeKZULWaWF\\_NJOign0Mnmm7mWOnBD-9jUgZ3qbM1Q7cyx](https://finance.yahoo.com/news/the-threat-that-high-childcare-costs-pose-to-the-us-economy-124248273.html?guccounter=1&guce_referrer=aHR0cHM6Ly93d3cuZ29vZ2xlLmNvbS8&guce_referrer_sig=AQAAAGBlpXEi22kuD9ID1LVsypjU0hTfZW66L3V5j1Jc-K0tFaxyu44QBMETMrsK9iSwFpxC4xHxQs7YdbhBAEin6K8Z5K9a2daxaLgFFHGt37yelXYZXT5Hst59ITirWeKZULWaWF_NJOign0Mnmm7mWOnBD-9jUgZ3qbM1Q7cyx).

<sup>24</sup> "Child Care Access and Affordability." Child Care Aware® of America, 31 Jan. 2024, [www.childcareaware.org/our-issues/public-policy/child-care-access-and-affordability/](https://www.childcareaware.org/our-issues/public-policy/child-care-access-and-affordability/).

<sup>25</sup> "This Is How Much Child Care Costs in 2024." Care., 29 Apr. 2024, [www.care.com/c/how-much-does-child-care-cost/?irclid=WOiz8q1z2xyPTqaw43xLZxpFUKHTIzxiNOVQU80&irpid=10078&utm\\_source=impact&utm\\_medium=affiliate&utm\\_content=1505650&utm\\_id=fastcompany.com&irgwc=1&utm\\_campaign=Skimbit+Ltd.\\_AFI00000](https://www.care.com/c/how-much-does-child-care-cost/?irclid=WOiz8q1z2xyPTqaw43xLZxpFUKHTIzxiNOVQU80&irpid=10078&utm_source=impact&utm_medium=affiliate&utm_content=1505650&utm_id=fastcompany.com&irgwc=1&utm_campaign=Skimbit+Ltd._AFI00000).

For families grappling with lower incomes and multiple children, deciding between maintaining dual incomes or having one parent become the primary caregiver is a weighty decision with long-term ramifications, particularly for women who often bear this role. Exiting the workforce not only impacts a family's disposable income but also hampers the stay-at-home parent's career progression. Rising childcare costs have contributed to a slowdown in the percentage of women in the workforce, despite national employment rates for women nearing record highs.<sup>7</sup> This economic impact is significant, with estimates suggesting the loss of billions annually due to parents' disengagement or departure from the workforce to manage family responsibilities.<sup>26</sup>

Corporate partnerships represent another promising avenue for addressing childcare affordability. By collaborating with employers to offer childcare benefits or subsidies to employees, providers can alleviate financial strain for families while promoting workforce retention. Furthermore, seeking grants and funding from local organizations and community agencies can help offset tuition costs and enhance accessibility for families from diverse socioeconomic backgrounds. A recent study by Boston Consulting Group (BCG) underscores the considerable impacts of investing in childcare benefits for employees, such as stipends and onsite daycare. The study reveals that for every \$1 spent on childcare benefits, employers see a net gain ranging from \$0.90 to \$4.25, attributable to reduced absenteeism, tardiness, and attrition rates<sup>27</sup>. This finding challenges the notion that childcare is solely a cost center and emphasizes that corporate financial support for childcare yields significant returns on investment. While these benefits are gaining attention, they remain rare, with only 12 percent of U.S. workers having access to them, dropping to 6 percent for part-time workers and those in the lowest income bracket.

Flexible payment options, such as installment plans, can ease the financial burden on families by providing alternatives to lump-sum payments. Moreover, in-house tuition assistance programs offer temporary relief for families facing financial hardships, ensuring continuity of care for children during challenging times. Sibling discounts provide additional support for families with multiple children enrolled in childcare, further alleviating financial pressure.

Exploring income-generating activities, such as fundraising events or community partnerships, can supplement revenue and stabilize tuition rates, contributing to the long-term sustainability of childcare operations.

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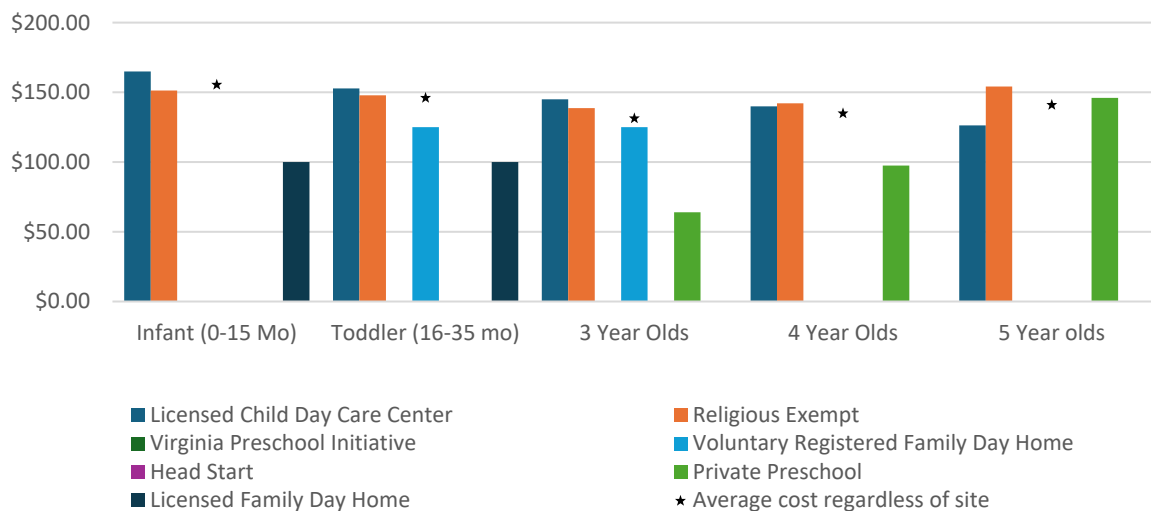
<sup>26</sup> Clark, Kelsey, et al. "Reinventing Childcare for Today's Workforce." BCG Global, BCG Global, 22 June 2023, [www.bcg.com/publications/2023/reinventing-the-childcare-industry-for-the-workforce-of-today](http://www.bcg.com/publications/2023/reinventing-the-childcare-industry-for-the-workforce-of-today).

<sup>27</sup> Peck, Emily. "Child Care Benefits for Workers Effectively Pay for Themselves, New Study Finds." Axios Markets, 27 Mar. 2024, [www.axios.com/2024/03/27/child-care-benefits-shortage](http://www.axios.com/2024/03/27/child-care-benefits-shortage).

## Regional Supply and Demand

The median household income for the Danville-Pittsylvania region is significantly lower than the state and nation, \$47,051 compared to \$85,879 and \$74,755 respectively. The median household income in Pittsylvania County and the city of Danville is \$52,619, and \$41,484, respectively.<sup>28</sup> However, there are also noticeable differences in income between the localities and neighborhoods.

The most recently available tuition rates for regional childcare providers show that infant care is the most expensive, with an annual cost of \$8,100. More specifically, among those offering infant care, Licensed Day Care Centers are the priciest at \$165 per week, while Family Day Homes are the least expensive at \$100 per week. The cost of early childhood care tends to decrease slightly as children age, with an estimated annual cost of \$7,000 for older children.

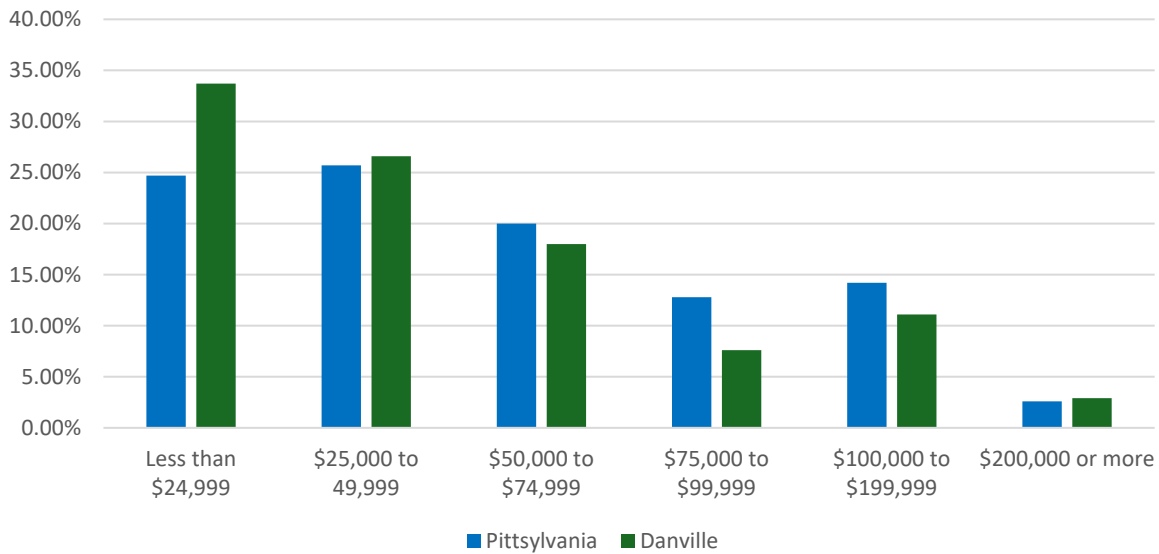


**Figure 13: Cost of Childcare by Age Group and Childcare Provider Category**  
*Source: Available Childcare Provide Tuition Rates, The Center of Early Success*

Considering median income, the cost of regional childcare is nearly 25 percent of most household incomes, not accounting for additional support. Although expenses may be relatively lower when compared to state and national averages, the same holds true for income levels.

<sup>28</sup> U.S. Census: S1901 Income in the Past 12 Months Table [Inflation-Adjusted]. (2022 ACS 5-Year Estimates)

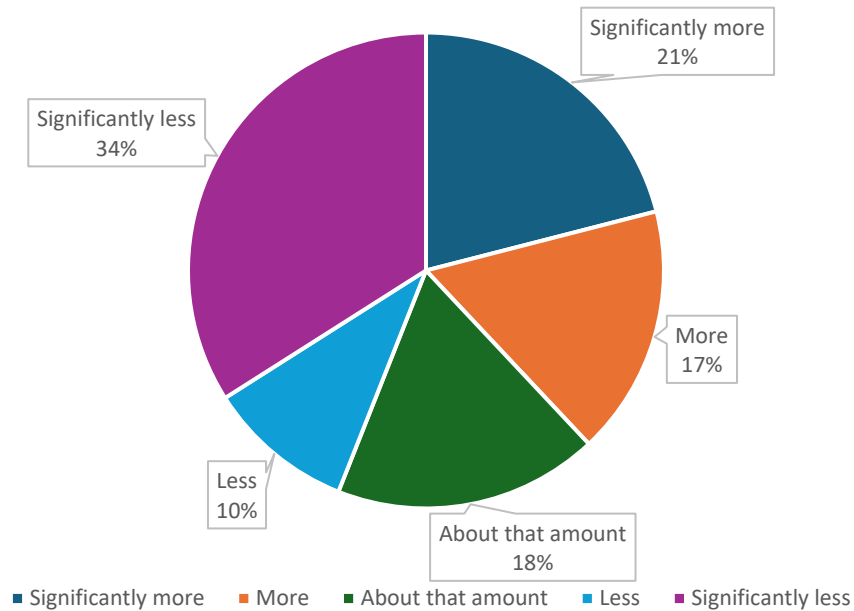




*Figure 14: Distribution of Household Income, 2021*  
*Source: ACS 5-year estimates, 2021 Census*

Due to low earnings, a significant segment of the population experienced incomes falling below the poverty threshold. These figures surpass both state and national averages for all families, particularly those with children under five years of age. In Pittsylvania County, the poverty rate for such families is twice as high as the state average (19.1 percent), while in Danville, it is five times higher (51.6 percent). Percent of families headed by a single female with children under five is 68.1 percent, more than double the state average.

When surveyed about their childcare expenses relative to their household income, parents in the Danville-Pittsylvania region revealed varying spending patterns. Among respondents, 34 percent indicated spending significantly less than the recommended 7 percent of household income on childcare, with an additional 10 percent reporting expenditures just below this threshold. These individuals predominantly relied on informal childcare arrangements, such as care provided by parents, grandparents, or friends.



*Figure 15: Proportional of Household Spending Dedicated to Childcare*  
 Source: Danville-Pittsylvania Parent Childcare Survey, 2024

Conversely, respondents who utilized formal childcare services indicated paying at or above 7 percent of their household income. Twenty-one percent of parents paid significantly more than the recommended amount, while 17 percent paid more and 18 percent paid approximately the recommended amount. Notably, only 10 percent of survey respondents reported actively using a childcare subsidy, predominantly federal government childcare vouchers. For more information, please see the Parent Survey Analysis, located in the Appendix.

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*Spouse quit job to stay home with children. Could not afford childcare. 3 children in childcare was over 30percent of our annual income*

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Parents were asked to rank several factors that impede access to their desired childcare service. Many parent survey respondents cited limited availability and high costs as key factors influencing their childcare preferences. Cost was identified as the most limiting factor, followed by availability of slots and location.

Transitioning to the perspective of businesses, it was found that while few offered childcare tuition assistance programs, many provided alternative support services such as employee assistance programs, which could aid employees in accessing counseling, identifying childcare options, and managing doctors' appointments.

## Key Takeaways

**Limited Subsidy Utilization:** Despite the availability of childcare subsidies, only a small percentage of parents actively use them, with the most common sources being subsidy reimbursed offered through the Department of Social Services and government childcare vouchers.

Survey responses revealed that 10 percent of individuals utilize a form of childcare subsidy, while nearly 90 percent of individuals do not. When asked about the reasons preventing the utilization of a subsidy, the majority (54.1 percent) stated it was because they did not qualify. Notably, 30.8 percent of respondents did not have knowledge of what is available or an understanding of how to access this information.

**Parental Spending Patterns:** Parents who enroll their child(ren) in center-based care pay more than the recommended 7 percent of their household income. Almost half of parents rely on informal care, which decreases the cost of a caregiver.

**Limited Employer Support:** Businesses in the region offer limited childcare tuition assistance programs, although many provide other support services such as employee assistance programs that could indirectly aid with childcare-related challenges.

## Recommendations

### **Enhance Parental Awareness of Childcare Subsidies:**

- Work with the Center for Early Success to create a user-friendly database of available childcare subsidies.
- Launch targeted marketing campaigns to educate parents about subsidy opportunities.
- Partner with social services agencies to promote subsidy programs and eligibility criteria.
- Simplify the subsidy application process to facilitate access for eligible parents.

### **Educate Employers on Childcare Benefits:**

- Provide information to employers about the advantages of supporting childcare for their employees.
- Offer guidance on establishing on-site childcare facilities or implementing employer-subsidized childcare programs.

### **Establish a Consortium of Employers:**

- Form a consortium of employers to collectively address the need for expanded childcare services.
- Pool resources and expertise to develop innovative solutions for childcare provision.

## Quality

The Virginia Quality Birth to Five System (VQB5) was established in response to state legislation as a comprehensive measurement and improvement system for early childhood programs serving children from birth to age five. Effective Fall 2023, all publicly-funded programs within this age group are mandated to participate in VQB5, with the initial quality ratings set for publication in Fall 2024. These Quality Profiles, containing site performance and information, will be accessible online, aligning with state requirements to provide families with access to quality options. By 2024-2025, nearly 3,200 participating sites, encompassing publicly-funded and voluntarily participating non-publicly-funded sites, will receive their individual VQB5 Quality Profiles. These profiles will also include certificates documenting their annual quality ratings, offering optional display, with an opportunity for sites to preview their ratings during summer data verification ahead of the fall release.

The following table summarizes how the state of Virginia determines the quality rating results.

<b>Table 5: The Virginia Quality Birth to Five System</b>	
<b>Interactions Points (700 total points)</b>	Average of all local class scores from the fall and the spring (all VQB5 eligible classrooms at a site) x 100
<b>Curriculum Points (100 total points)</b>	Programs using an approved curriculum in at least one classroom will receive 100 points added to their score
<b>Total Points</b>	Interaction Points + Curriculum Points
<b>VQB5 Quality Ratings</b>	Exceeds Expectations = 700-800 points Meets Expectations = 400-699 points Needs Support = 100 – 399 points

*Source: The Center for Early Success: VQB5 Quality Profiles, Ready Regions, April 2024*

The Virginia Tech Center for Economic and Community Engagement assessed three additional factors contributing to quality in childcare provider facilities.

## Provider Education, Training, and Professional Development Opportunities

Promising practices for childcare provider education, training, and professional development encompass many strategies designed to deliver high-quality care and education. The establishment of continuous education and training programs that offer opportunities for ongoing learning and skill development ensures childcare providers are equipped with the most up-to-date tools and techniques to support children's development.

Furthermore, mentoring and coaching initiatives play a pivotal role in fostering collaboration and professional growth among childcare providers. Through regular interactions and guidance from mentors, providers can gain valuable support and feedback to refine their practice and navigate the complexities of working with young children effectively. Professional networking opportunities further enhance professional development by enabling providers with the ability to exchange ideas, share best practices, and stay informed about emerging trends in the field.

In addition to general training programs, specialized workshops and courses address specific areas of need identified by childcare providers. These may include topics such as behavior management strategies, early literacy development, or inclusive practices for children with diverse needs. By offering targeted training opportunities, childcare providers can ensure they have the specialized skills and knowledge required to meet the unique needs of the children and families they serve. Moreover, cultural competency training is essential to ensure that childcare providers possess the knowledge, skills, and attitudes needed to effectively support the diverse needs of children and families from varying cultural backgrounds. By promoting understanding, respect, and inclusivity, providers can create nurturing and responsive environments that honor and celebrate the unique identities and experiences of all children and families.

Facilitating access to higher education pathways allows childcare providers to pursue formal credentials and qualifications in early childhood education. Collaborating with local colleges or universities can offer degree programs or certification courses tailored to the needs of working professionals. By supporting providers in advancing their education, organizations not only invest in the professional development of their workforce but also elevate the quality of care and education provided to young children.

Finally, recognizing and rewarding excellence in childcare, organizations can inspire providers to continue striving for excellence and investing in their ongoing growth and development.

## Regional Supply and Demand

Typical entry-level education required of childcare workers in the Danville-Pittsylvania region is the same as state and national levels. However, there are several growing skills that are required for the job. These skills are used as building blocks to perform more complex tasks in the future. CPR, first-aid certification, working with children, and caregiving were all classified as growing relative to the market.<sup>29</sup>

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<sup>29</sup> Lightcast, 2024. [Childcare Worker Occupation Skills Transferability Reports]

The Center for Early Success is a key regional organization that connects childcare providers and their staff to the required training certifications and licensures. There are multiple active funding sources that ensure workers do not incur a cost for childcare training. Nevertheless, there is minimal incentive to engage in further professional development, primarily due to the absence of tangible rewards such as increased compensation or career advancement opportunities.

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*My child has Down Syndrome and we have not found a facility that takes children with her amount of need.*

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Providers voiced the need for ways to develop their staff's professional portfolios without incurring a cost or additional time commitments, especially on topics of behavioral health. Parents voiced the need for similar support in behavioral health services. Parents emphasized the necessity for assistance in addressing mental health challenges and developmental disabilities.

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*[We need] trained professionals that understand mood disorders, ADHD, and childhood trauma and mental health disorders.*

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## Key Takeaways

**Skill Development:** While entry-level education requirements are in line with state and national standards, there is a growing need for certain skills among childcare workers. Skills such as CPR, first-aid certification, working with children, and caregiving are increasingly important.

**Professional Development:** Provider professional development is essential for enhancing skills and knowledge among childcare workers, however there may be limited incentive due to the lack of tangible rewards such as increased compensation. There are funding streams available to mitigate the financial burden associated with acquiring additional education and training.

**Support for Specialized Care:** Parents express a strong need for specialized services to support children with behavioral health issues, mental health challenges, and developmental disabilities.

## Recommendations

### Expand Access to Subsidized Childcare Worker Training Programs

- Collaborate with regional organizations to identify and grow programs that offer subsidized childcare worker training. This could involve increasing funding or allocating resources to support the expansion of these programs, ensuring that more individuals have access to high-quality training opportunities in the childcare sector.
- Establish partnerships with educational institutions, community organizations, and employers to enhance the availability and effectiveness of subsidized childcare worker training programs.
- Increase awareness about the availability and benefits of subsidized childcare worker training programs among prospective participants, employers, and policymakers. Utilize outreach strategies such as informational sessions, marketing campaigns, and online resources to ensure that individuals are informed about the opportunities available to them.

### Evaluate and Enhance Program Effectiveness:

- Continuously monitor and evaluate the effectiveness of subsidized childcare worker training programs to identify areas for improvement and ensure that they are meeting the needs of participants and the childcare industry. This could involve collecting feedback from program participants, tracking outcomes such as employment rates and job satisfaction, and making adjustments as needed to enhance program impact.

## Childcare Programming

Superior early childhood education can lead children to improved proficiency in mathematics, language, and social skills upon entering school. Children tend to require fewer educational interventions, achieve advanced academic milestones, experience fewer interactions with the justice system, and realize higher earnings in adulthood.<sup>30</sup>

High-quality childcare programs share specific characteristics that significantly contribute to a safe, nurturing, and stimulating environment for children.<sup>31</sup> Maintaining low teacher-to-child ratios and minimizing staff turnover is crucial, as it allows educators to address the unique needs of each child, offering ample attention and fostering strong bonds that enhance the child's sense of security.

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<sup>30</sup> "Child Care Quality." Child Care Services Association, 2023, [www.childcareservices.org/families/child-care-quality/](http://www.childcareservices.org/families/child-care-quality/).

<sup>31</sup> "Child Care Quality." Child Care Services Association, 2023, [www.childcareservices.org/families/child-care-quality/](http://www.childcareservices.org/families/child-care-quality/).

The nation’s existing childcare landscape falls short of ideal conditions. On average, occupations within early childcare settings experience a turnover rate of 40 percent, with childcare workers facing the highest turnover rate at 68 percent.

<b>Table 6: Turnover Rates of Childcare Occupations in the United States</b>		
<b>SOC</b>	<b>Description</b>	<b>2023 Turnover Rate</b>
11-9031	Education and Childcare Administrators, Preschool and Daycare	40%
25-2011	Preschool Teachers, Except Special Education	61%
25-9045	Teaching Assistants, Except Postsecondary	52%
39-9011	Childcare Workers	68%

*Source: Lightcast, 2014-2023 National Occupation Turnover Report*

## Regional Supply and Demand

Childcare providers across the region adhere to Virginia's quality measurement system, ensuring the delivery of fundamental standards of care. These providers consistently meet the established expectations, each scoring within the range of 400 to 699 points. This signifies their commitment to maintaining a high level of quality in their services, encompassing aspects such as safety, hygiene, child-staff ratios, curriculum, and overall environment.

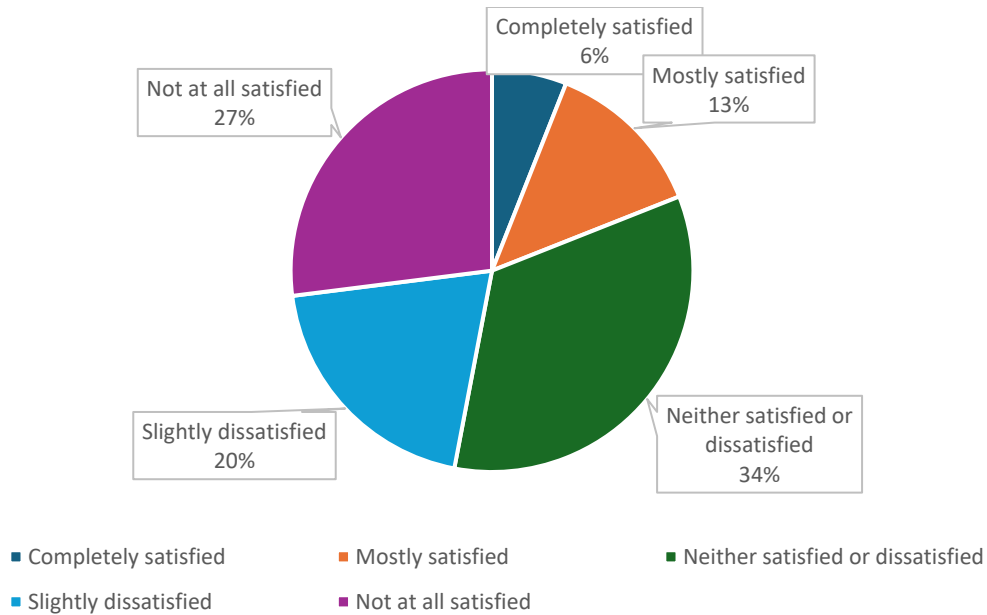
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*The cost for childcare is insane. My wife is considering quitting working and just having to stay home with the kids because it cost \$19,000 a year just for 2 children and goes up every 6 months. There aren't many places to choose from, only a small amount and it's always a very long waiting list*

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With that being said, when asked about parent satisfaction with childcare options in the Danville-Pittsylvania region, the greatest number of participants (47 percent) chose slightly or completely dissatisfied. The second largest number of participants (34.5 percent) were neither satisfied nor dissatisfied.





*Figure 16: Parents Satisfaction with Current Regional Childcare Services*  
*Source: Danville-Pittsylvania Parent Childcare Survey, n=695*

Growing demand for qualified childcare professionals has prompted providers to concentrate primarily on fulfilling the basic skill criteria necessary for upholding optimal student-teacher ratios. However, this approach has left parents questioning the quality of care their children receive and whether it aligns with their expectations. Throughout parent focus groups, a recurring theme emerged: parents expressed a strong preference for childcare facilities that offer structured activities to support their children's social and intellectual development. Numerous parents underscored the importance of ensuring their children are adequately prepared for school and exposed to fundamental concepts. Many indicated their willingness to invest more in childcare providers that provide an engaging curriculum, prioritizing such facilities for their childcare needs. It is important to note, however, that these focus groups were voluntary and likely attracted the most engaged parents with flexible schedules and the ability to participate.

### Key Takeaways

**Parental Expectations vs. Actual Quality:** There is a significant gap between parental expectations for high-quality childcare programs and the perceived provision of such services.

**Staff Turnover and Quality Standards:** High staff turnover rates contribute to parental dissatisfaction with available childcare options.

**Desire for Engaging Curricula:** Parents express a strong desire for structured activities and engaging curricula to prepare their children for school, emphasizing the need for comprehensive improvements in the childcare industry.

## Recommendations

### Supporting Childcare Providers' Revenue Sources

- Collaborate with providers to maximize access to all available public funding and explore opportunities for corporate-sponsored funding to sustain and enhance childcare services.

### Implementing Work-Based Learning Opportunities

- Establish programs at both the high school and community college levels to provide aspiring professionals with firsthand experience and insight into the expectations of the job.

### Developing Apprenticeship Programs

- Establish a curriculum that combines formal education with work-based learning opportunities, providing partial tuition coverage for apprentices engaged in gaining practical skills alongside their academic studies.

## Technology

Technology is revolutionizing learning across all sectors, including childcare. However, the abundance of digital media presents unique challenges and opportunities for parents and educators to navigate the complexities of early exposure to screen time.<sup>32</sup> Key concerns surrounding screen time for young children include compromised focus and concentration abilities, difficulty in differentiating between fantasy and reality, and displacement of creative play crucial for social and cognitive growth.<sup>33</sup>

Thus, parents and providers must carefully assess technologies' integration into learning environments and other segments of provider facilities. The Department of Education suggests four guiding principles for learning environments:

1. **Technology as a Learning Tool:** Appropriately used technology aids children's growth and exploration, integrating it alongside traditional materials to foster problem-solving and self-expression while preserving teacher-child interactions.
2. **Access to Learning Opportunities:** Utilize technology to broaden access to learning resources, especially for children with limited traditional materials, offering diverse perspectives and fostering engagement.

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<sup>32</sup> "Technology in Early Childhood Education." Brightwheel, 28 Mar. 2024, [mybrightwheel.com/blog/technology-in-early-childhood-education#:~:text=Inpercent20earlypercent20childhoodpercent20educationpercent2Cpercent20technology,inpercent20apercent20safepercent2Cpercent20engagingpercent20way.](https://mybrightwheel.com/blog/technology-in-early-childhood-education#:~:text=Inpercent20earlypercent20childhoodpercent20educationpercent2Cpercent20technology,inpercent20apercent20safepercent2Cpercent20engagingpercent20way.)

<sup>33</sup> "Guiding Principles for Use of Technology with Early Learners." Office of Educational Technology, 8 May 2018, [tech.ed.gov/earlylearning/principles/](https://tech.ed.gov/earlylearning/principles/).

3. **Strengthening Relationships:** Technology enhances connections among parents, educators, and children, facilitating communication and shared learning experiences through digital portfolios and communication platforms. These platforms allow for quick updates, sharing of information, and real-time communication about children's activities, schedules, and needs.
4. **Adult Interaction for Effective Learning:** Technology is most effective when adults engage with children, guiding and discussing content before, during, and after use to deepen learning experiences and connect them to real-world contexts.<sup>34</sup>

Technology has other transformative abilities within childcare centers, enhancing record-keeping, admission processes, and safety measures.<sup>35</sup> Digital record-keeping systems streamline administrative tasks by maintaining accurate and accessible records of children's development, health information, and attendance. They ensure up-to-date information is easily accessible when needed. Online admission and enrollment processes simplify administrative tasks for providers and parents, reducing paperwork and burdens. Safety measures like surveillance cameras and electronic access control systems enhance the safety and security of childcare facilities, allowing providers to monitor premises and respond to emergencies promptly.

The extent to which childcare providers use technology in the United States can vary significantly based on the type of childcare setting (e.g., center-based, home-based), the size of the provider (e.g., small, large chain), and the resources available to them. While there is not a precise percentage that captures the share of childcare providers using technology nationwide, it is increasingly common for providers to integrate technology into their day-to-day operations.

Some larger childcare chains and center-based facilities may be more likely to utilize technology, such as mobile apps for communication with parents, online registration systems, digital record-keeping software, and electronic payment platforms. However, smaller providers, especially those operating independently or in home-based settings, may have more limited access to and adoption of technology due to factors like cost, resources, and comfort with technology among staff.

## Regional Supply and Demand

In the region, childcare providers primarily rely on basic technology tools to manage their facilities. While some utilize record-keeping software and maintain a minimal online presence

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<sup>34</sup> "Guiding Principles for Use of Technology with Early Learners." Office of Educational Technology, 8 May 2018, [tech.ed.gov/earlylearning/principles/](https://tech.ed.gov/earlylearning/principles/).

<sup>35</sup> "5 Ways Technology Is Transforming Child Care Centers." Illumine Childcare Software, 20 Mar. 2024, [illumine.app/blog/5-ways-technology-is-transforming-child-care-centers/](https://illumine.app/blog/5-ways-technology-is-transforming-child-care-centers/).

through websites or social media, the adoption of apps for parent communication and child activity tracking remains limited, with paper-based methods prevailing. Concerns were raised by providers regarding the potential distraction of technology from direct interaction with children, particularly given the already demanding nature of teaching responsibilities. However, one common observation is that children today are far more comfortable with technology and interfacing with it, so some centers use I-pads with education apps like ABC Mouse to support learning and curiosity. Cost and the perceived complexity of integrating technology pose additional barriers to its widespread adoption among childcare providers in the region.

### Key Takeaways

In examining the use of technology among parents and providers, no glaring deficiencies were observed. However, there are discernible benefits to be gained from technologies' application in record-keeping and parent communication within childcare settings. Nevertheless, there seems to be a general unawareness regarding the advantages that technology could offer without compromising the child's experience. While many providers may not currently be inclined to adopt technological solutions, it remains crucial to recognize the significance of keeping pace with modern practices to meet evolving demands effectively.

# Appendix

## Primary Data Collection Analysis

### Danville-Pittsylvania Parent Survey Results

In collaboration with the Partnership for Regional Prosperity, the Virginia Tech Center for Economic and Community Engagement administered a survey to collect data from parents, caregivers, and guardians in the Danville-Pittsylvania County region to better understand childcare needs. The efforts to distribute the survey were also supported by the Center for Early Success as well as the Danville and Pittsylvania County School System. The Danville Childcare Needs Assessment Survey was published online and distributed to a mailing list of stakeholders representing businesses, community organizations, educational institutions, and other local, regional, and state government agencies. The Virginia Tech Center of Economic and Community Engagement collected responses over two weeks, February 26<sup>th</sup> – March 10<sup>th</sup>. During this period, 473 surveys were completed and 222 partial surveys were completed for a total of 695 unique responses, 91.3 percent of which were parents. The next largest group of respondents were grandparents at 5.6 percent.

<b>Table 7: Survey Completion Breakdown</b>	
Completed Surveys	473
Incomplete Surveys	222
Total Responses	695
Completion Rate	68%

*Source: Danville-Pittsylvania Parent Childcare Survey, n=695*

Figure 17 illustrates the geographic distribution of survey response along with the location of childcare providers in the Danville-Pittsylvania region. The City of Danville emerged with the highest number of survey participants, attributed in part to the effective distribution methods employed in this area, supported notably by the school system. Pittsylvania County exhibited a moderate response rate, while neighboring counties showed sparse participation.



<b>Table 9: Median Household Income Completion Breakdown</b>		
<b>Amount</b>	<b>Count</b>	<b>Percentage</b>
Less than \$20,000	38	8.1%
\$20,000 - \$34,999	55	11.7%
\$35,000 - \$49,999	77	16.3%
\$50,000 - \$74,999	100	21.2%
\$75,000 - \$99,999	66	14.0%
Over \$100,000	99	21.0%
Prefer not to say	37	7.8%
<b>Total</b>	<b>472</b>	<b>100.0%</b>

Source: Danville-Pittsylvania Parent Childcare Survey, n=695

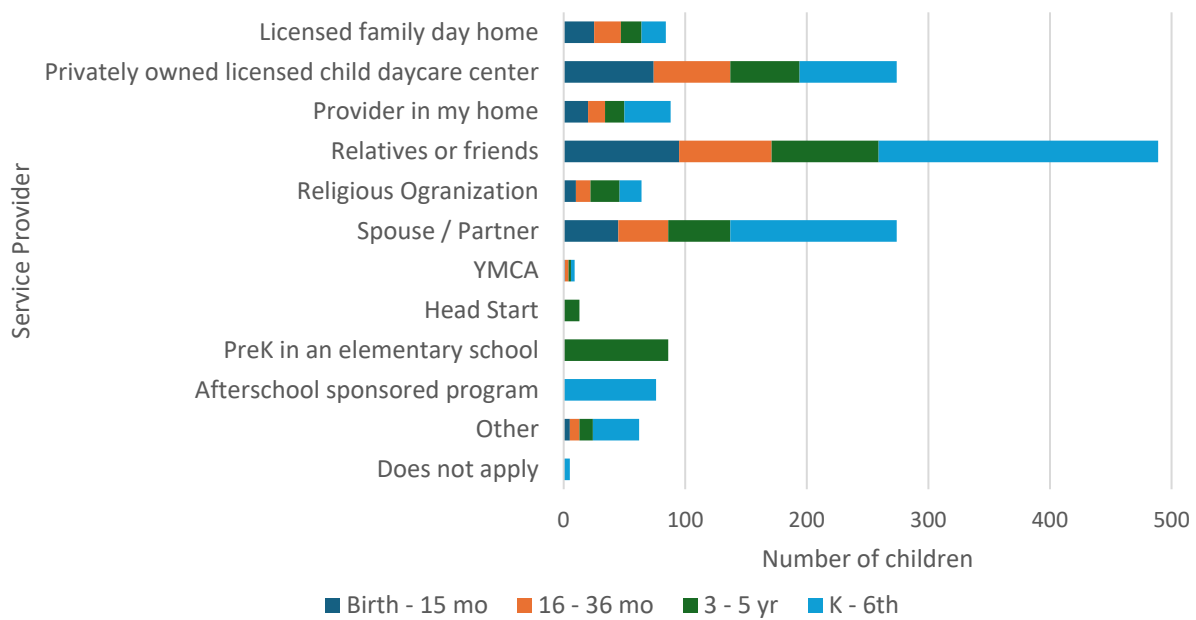
### Overall Childcare Experience in the Danville-Pittsylvania Region

When asked about parent satisfaction with childcare options in the Danville-Pittsylvania region, the greatest number of participants (47.0 percent) chose slightly or completely dissatisfied. The second largest number of participants (34.5 percent) were neither satisfied nor dissatisfied. Thus, indicating the need for comprehensive improvements to address the childcare industry in the region. Many respondents cited limited availability and high costs as key factors influencing their childcare preferences. Notably, one family contemplated relocating due to inadequate childcare support in the region. Those satisfied often relied on family or friends for childcare.

<b>Table 10: Main Reasons for Current Early Childcare Service</b>		
<b>Reason</b>	<b>Count</b>	<b>Percentage</b>
Administration	20	1.5%
Cost	224	17.0%
Curriculum / Programming	93	7.1%
Distance from home	158	12.0%
Distance from school	66	5.0%
Distance from work	117	8.9%
Enrollment was available	133	10.1%
Friends/Family have an enrolled child	60	4.6%
Hours of operation	161	12.3%
Physical space (cleanliness or size)	49	3.7%
State Accreditation	30	2.3%
Specialized care	29	2.2%
Teachers	55	4.2%
Other	119	9.1%
<b>Total</b>	<b>1314</b>	<b>100.0%</b>

Source: Danville-Pittsylvania Parent Childcare Survey, n=695

Surprisingly, survey responses revealed that 61.6 percent of respondents spend 7 percent or less of their household income on childcare, in line with the U.S. Department of Health and Human Services' recommendation. However, additional survey findings shed light on why many individuals reported lower childcare expenses than anticipated. Notably, 50.1 percent of respondents, spanning all age groups, indicated that their childcare needs were met either by their spouse/partner (18 percent) or other relatives or friends (32.1 percent). This highlights a prevalent reliance on informal childcare arrangements within the region, influenced by a preference for familiar caregivers, flexible scheduling, and affordability, as expressed in some survey responses.



*Figure 18: Services Utilized by Age Group*  
 Source: Danville-Pittsylvania Parent Childcare Survey, n=695

Survey responses overwhelmingly revealed the career implications from the lack of childcare options. The majority of parents had to reduce working hours (31.7 percent) and/or turn down a job opportunity (28.6 percent).



<b>Table 11: Workforce Implications</b>		
<b>Implication</b>	<b>Count</b>	<b>Percentage</b>
Reduce working hours	263	31.7%
Turned down job opportunity	237	28.6%
Leave the workforce	135	16.3%
Passed up a promotion	114	13.8%
Other	80	9.7%

*Source: Danville-Pittsylvania Parent Childcare Survey, n=695*

Parents were asked to rank several factors that impede access to their desired childcare service. Cost was identified as the most limiting factor, followed by availability of slots and location. Hours of operation, knowledge of available services and access to public transportation ranked least limiting, in that order. This reflects larger state and national trends for childcare services. Parents and caretakers are looking for affordable childcare within reasonable proximity to their home or workplace. While childcare subsidies are available, they are limited in scope and accessibility. Survey responses revealed that 10 percent of individuals utilize a form of childcare subsidy, while nearly 90 percent of individuals do not. When asked about the reasons preventing the utilization of a subsidy, the majority (54.1 percent) stated it was because they did not qualify. Notably, 30.8 percent of respondents did not have knowledge of what is available or an understanding of how to access this information.

The later portion of the survey focused on exploring the services required to fulfill the needs of both parents and their children. Survey responses stated the greatest need was after-school care at 31.8 percent. Full-time care was the second greatest need with 19.7 percent of responses.

<b>Table 12: Required Needs of Parents</b>		
<b>Service</b>	<b>Count</b>	<b>Percentage</b>
Full-time	171	19.7%
Half-days (5 days per week)	58	6.7%
Part of week (2-3 times a week)	52	6.0%
After school	277	31.8%
Before School	98	11.3%
Second shift	29	3.3%
Third shift	18	2.1%
Special needs	34	3.9%
Sick care	54	6.2%
Weekends	39	4.5%
Other	40	4.6%

*Source: Danville-Pittsylvania Parent Childcare Survey, n=695*

Nearly 90 percent of parents expressed a willingness to utilize after-care services within the school if made available. Additionally, respondents brought attention to nontraditional needs, particularly during holidays and summer vacations, and requested drop-in care services for appointments and emergency services. When asked about the types of specialized care parents need to support their children, parents overwhelmingly emphasized the need for behavioral services. Parents emphasized the necessity for assistance in addressing mental health challenges and developmental disabilities.

Finally, parents were asked to disclose how they identified their current childcare provider. The majority of respondents, comprising 52.7 percent, cited word-of-mouth referrals as their primary information source. Nevertheless, educational institutions and regional support organizations, such as the Department of Social Services, were frequently cited alternatives.

### Focus Group Analysis

To gain a comprehensive understanding of childcare in the Danville-Pittsylvania region, the Center conducted a series of focus groups involving key stakeholders. This included one business focus group, one provider focus group, and three parent focus groups. Each group's unique perspectives were analyzed, yielding critical insights that are integrated into the broader report. The following sections provide detailed analyses of each stakeholder group, highlighting the key takeaways from their discussions.

### *Childcare Provider Focus Group*

Ten providers attended an in-person focus group at the Institute for Advanced Learning in Danville, VA in late March.

#### *Key Takeaways*

**Funding Challenges:** Providers cited the Child and Adult Food Program (CACFP) as especially difficult to work with and receive funding for.

**Lack of Information and Uniformity:** Providers voiced frustration with difficulties finding information about funding opportunities and a lack of consistency in the information they receive from different entities.

**Mental Support:** Providers mentioned the need for mental health support services for childcare employees. This may include specific services like therapy sessions or a generally increased emphasis on better work-life balance.

**Employee Retainment:** High turnover is a challenge faced by many centers as training for new employees can be costly and time-consuming. Employees also often do not get paid for training, making it difficult to attract them in the first place.

**Barriers to Recruitment:** Many providers acknowledged low pay and a lack of benefits as barriers to recruiting new hires. Providing free or reduced childcare for center employees, which some centers do currently offer, was mentioned as a possible benefit to further entice workers.

#### *Summary*

Local childcare providers in the Danville-Pittsylvania region actively discuss challenges with funding, licensing regulations for operation, recruitment and retention, and support services. They also share personal challenges related to health concerns and zoning requirements that have either hindered ongoing operations or completely halted businesses. Participants, including both current and former childcare providers like Gwendolyn Averett, who ran an at-home daycare for 23 years and is now re-entering the industry, discuss the difficult decision to close businesses, such as hers, when faced with family health challenges in 2020. Gwendolyn also mentions encountering setbacks with zoning requirements for her new facility.

A major challenge identified by participants is the inability of centers to offer higher pay and adequate benefits to employees, which hampers recruitment and retention efforts. One participant notes that local retail and fast-food establishments offer higher pay, posing a competitive challenge as employers. Multiple providers express a desire to provide more comprehensive benefits, such as healthcare and retirement benefits, to their employees.

Participants also highlight complex licensing requirements as a significant obstacle for both current and prospective childcare providers, noting inconsistencies in information from different agencies and entities. This suggests a need for standardization to ensure consistency and provide better support to providers during administrative processes. Krystle Robertson from the Children First Learning Center acknowledges the Center for Early Success (CES) as a valuable resource pivotal to her center's success.

Ultimately, participants stress the importance of a strong passion for working with children and serving the community as essential for success in the childcare industry. This conversation underscores the childcare providers' needs in delivering quality services and meeting community demands.

In addition to the focus group, three providers were interviewed to assess current childcare demand and understand specific needs of regional centers. Of these providers, one center was at capacity, one had available space, and one could not accept more children due to staffing shortages. Major challenges in maintaining operations included succession planning, frequent and severe child illnesses, and difficulties in offering competitive wages. One provider emphasized the challenges in preparing children for school entry and passing state assessments due to delays in language skills.

### *Business Focus Group*

Five businesses including business support organizations attended a virtual focus group in early April.

### *Key Takeaways*

**Childcare Accessibility and Affordability:** Participants highlight the difficulty in finding reliable childcare, especially during non-traditional hours like second and third shifts. The cost of childcare is also noted as a significant barrier, with limited availability exacerbating the problem.

**Workforce Impact:** Absenteeism and lateness due to childcare issues are common problems faced by businesses, leading to decreased productivity and morale. The shortage of bus drivers further compounds these issues, as delays in transportation affect employees' ability to arrive on time.

**Employer Efforts:** Some businesses offer employee assistance programs (EAPs) that provide resources for childcare, eldercare, counseling, and other support services. However, there are challenges in implementing more comprehensive solutions like on-site childcare due to space constraints, regulatory hurdles, and the high demand for daycare workers.

**Community Collaboration:** Participants stressed the importance of collaboration between employers, local government, and childcare providers to address the childcare crisis effectively. Regulatory inconsistencies and bureaucratic challenges are cited as barriers to creating more accessible childcare options.

**Data-Driven Solutions:** There's a call for more data collection and research to inform policy decisions and initiatives aimed at improving childcare accessibility and affordability in the region.

### Summary

The conversation among business representatives in the Danville, Chatham, and South Boston areas delves deep into the multifaceted challenges stemming from the inadequate availability and affordability of childcare services. Participants share candid insights into how this issue directly impacts their operations, emphasizing its profound effects on employee attendance, productivity, and overall workforce stability.

For instance, Laura Marsh from Unique Industries highlights how their distribution center in Blairs, Virginia, experiences high absenteeism due to employees' struggles with childcare arrangements. She mentions instances where workers are unable to accept different positions or are forced to leave their positions due to childcare-related constraints, illustrating the direct impact on workforce stability.

Key points emerge, such as the widespread struggle of working parents to secure reliable childcare, especially for non-traditional work hours like second and third shifts. Christy Oakes from Workforce Unlimited underscores this challenge by mentioning the difficulties faced by parents who work during these shifts, citing instances where children are left alone in cars due to lack of suitable childcare arrangements during late hours.

The high cost of childcare is identified as a significant barrier, further exacerbated by limited availability and a shortage of daycare workers. Laura Marsh discusses how Unique Industries refers struggling employees to programs like Childcare Virginia for financial assistance but notes that the cost remains prohibitive for many. This aligns with Christy Oakes' observation that approximately 70 percent of absences at Workforce Unlimited are due to childcare issues.

Participants stress how these factors contribute to absenteeism and lateness among employees, citing instances where workers are forced to miss shifts due to childcare-related issues. Laura Marsh from Unique Industries explains how employees' reliance on external childcare services can lead to delays and disruptions, affecting the company's productivity and overall efficiency.

While some businesses offer employee assistance programs (EAPs) to provide support services like counseling and eldercare, the conversation underscores the need for more comprehensive solutions. Christy Oakes mentions Workforce Unlimited's EAP, which offers resources for childcare, but acknowledges that it may not fully address the scope of the problem, particularly in terms of affordability and availability.

Ideas such as on-site childcare facilities are discussed, but practical challenges like space limitations and regulatory complexities are acknowledged as barriers to implementation. Laura Marsh mentions how Unique Industries faces space constraints in expanding their facilities to accommodate on-site childcare, reflecting a common challenge among businesses in the region.

Throughout the discussion, there's a clear consensus on the importance of collaboration between employers, local government entities, and childcare providers to address the childcare crisis effectively. Anne Moore-Sparks highlights the regulatory challenges faced by daycare operators, emphasizing the need for consistent support and coordination at the local and state levels.

Moreover, participants advocate for data-driven approaches to inform policy decisions and initiatives aimed at improving childcare accessibility and affordability. Christy Oakes stresses the importance of factual information to support advocacy efforts, citing statistics on the impact of childcare issues on workforce productivity and retention.

The conversation reveals a collective acknowledgment of the urgent need for concerted action to address the childcare crisis and support the well-being of working families while fostering a thriving business environment. Angelika Matczak emphasizes the long-term benefits of investing in childcare solutions, highlighting how it can enhance employee retention and overall workforce stability in the region.

### *Parent Focus Group*

In March, eleven parents participated in one of three virtual focus groups.

### *Key Takeaways*

**Limited Availability:** Accessing childcare in the Danville-Pittsylvania County region is challenging due to limited availability. High demand and a shortage of quality facilities result in lengthy waitlists and force parents to seek alternative arrangements, often compromising on the quality of care.

**Cost Burden:** The high cost of childcare, exacerbated by limited options, poses a significant financial strain on families. While financial assistance programs exist, they are often difficult to access and may not provide sufficient relief, leading many parents to bear the full cost or tap into their savings.

**Quality Concerns:** Even when childcare is available, parents often struggle to find high-quality options that meet their standards. Ensuring a nurturing and engaging environment is a priority, but quality concerns add stress and uncertainty to the search process.

**Inflexible Hours:** Many childcare facilities operate on standard business hours, which do not accommodate parents with irregular work schedules. This inflexibility complicates the search for suitable childcare.

**Navigating Waitlists:** Long waitlists at popular facilities require parents to plan well in advance and endure prolonged uncertainty about when a spot will become available, adding stress to the process.

**Balancing Work and Parenting Responsibilities:** The search for reliable childcare is essential for maintaining employment, but it can be time-consuming and emotionally draining, especially for parents balancing work and caregiving duties.

### Summary

Parents consistently report that they face a significant challenge in finding childcare options due to high demand and a shortage of quality facilities. Many parents encounter lengthy waitlists, which force them to settle for lower-quality care or rely on informal arrangements, such as family members or unlicensed providers.

The high cost of childcare in the Danville-Pittsylvania region places a substantial financial strain on families. Although there are financial assistance programs available, accessing them is often difficult and may not provide sufficient relief. Consequently, many parents bear the full cost of childcare, which consumes a significant portion of their household income or requires them to tap into savings.

Even when childcare options are available, parents frequently struggle to find high-quality facilities that meet their standards for nurturing and safe environments. Concerns about the quality of care add stress and uncertainty to the childcare search process. Parents strongly desire programs that actively engage their children, offer socialization opportunities, and prepare them for school.

Furthermore, many childcare facilities operate on standard business hours, which do not accommodate parents with irregular work schedules or shifts. This mismatch between childcare

availability and parents' work schedules complicates the search for suitable options, making it difficult for many parents to balance work and family responsibilities.

Popular childcare facilities often maintain long waitlists, requiring parents to plan well in advance and endure uncertainty about when a spot will become available. This process adds significant stress and uncertainty.

Reliable childcare is crucial for parents to maintain employment, but the search for suitable options can be time-consuming and emotionally draining, particularly for parents juggling work and caregiving responsibilities.

## Additional Information

### Funding

The Childcare and Development Fund (CCDF) is the main federal funding source dedicated to assisting low-income families who are working or in education and training, by subsidizing childcare costs and enhancing childcare quality. Ideally, the fund increases the affordability of childcare services for families, which can lead to increased enrollment and revenue for providers who accept CCDF subsidies. In 2014, President Obama signed bipartisan legislation that comprehensively updated the Childcare and Development Block Grant (CCDBG) Act for the first time in nearly twenty years (since 1998). That act aimed to significantly enhance parental choice by providing information about available care options; strengthening safety in childcare settings by requiring all providers to comply with state health, safety, and fire standards and undergo annual inspections; and promoting high-quality childcare by reserving funds at the state level to improve the quality of care provided to children, enhancing states' ability to train providers and develop safer and more effective childcare services.

In 2014, bipartisan legislation signed by President Obama comprehensively updated the Childcare and Development Block Grant (CCDBG) Act for the first time in nearly two decades (since 1998). This legislation aimed to expand parental choice, improve safety standards in childcare settings, and promote high-quality childcare by allocating funds at the state level for training providers and enhancing childcare services.

The following table summarizes available data for the major federal and state early care and education funding streams in the United States:



<b>Table 13: Major Funding Streams to Support Childcare for Families and Providers</b>	
<b>Program</b>	<b>Description</b>
Childcare and Development Fund (CCDF)	Administered by the Office of Childcare (OCC) within the Administration for Children and Families (ACF), HHS and provides grants to States, Territories, and Tribes to assist low-income families, families receiving temporary public assistance, and those transitioning from public assistance in obtaining childcare so they can work or attend education and training programs. Grantees must serve children younger than 13 years, however, some grantees may also elect to serve children ages 13 to 19 who are physically or mentally incapacitated or under court supervision.
Preschool Development Grant Birth Through Five	States use federal PDG B-5 grants to improve childcare and early learning programs, build infrastructure, and align multiple systems and agencies. Grants are competitive and provide funding to providers to access high-quality childcare and early learning.
Head Start/Early Head Start	The Office of Head Start, within HHS, provides grants to local public and private nonprofit and for-profit agencies to administer Head Start and Early Head Start programs. These programs provide child-focused services to children from birth to age 5, pregnant women, and their families, and have the overall goal of increasing the school readiness of young children from low-income families.
Federal Child and Dependent Care Tax Credit (CDCTC)	The Child and Dependent Care Tax Credit (CDCTC) is a tax credit that helps working families pay expenses for the care of children, adult dependents, or an incapacitated spouse. Families can claim up to \$3,000 in dependent care expenses for one child/dependent and \$6,000 for two children/dependents per year. The credit is worth between 20 percent and 35 percent of these expenses, depending on a family's income. <sup>36</sup>
Families (TANF)	programs designed to help low-income families with children achieve economic self-sufficiency. States use TANF to fund monthly cash assistance payments to low-income families with children, as well as a wide range of services.

*Source: Administration for Children and Families<sup>37</sup>*

Table 14 displays the total federal funds for the Childcare and Development fund and the portion of funds allocated to the state of Virginia.

<sup>36</sup> Child & Dependent Care Tax Credit. Tax Credits for Workers and Families. (2021, February 26). <https://www.taxcreditsforworkersandfamilies.org/federal-tax-credits/child-dependent-care-tax-credit/>

<sup>37</sup> Federal and State Funding for Childcare and Early Learning. Administration for Children & Families. (2014, December). chrome-extension://efaidnbmnnnibpcajpcglclefindmkaj/https://childcareta.acf.hhs.gov/sites/default/files/federal\_and\_state\_funding\_for\_child\_care\_and\_early\_learning\_edited.pdf

Table 14: Childcare and Development Fund (CCDF) Ten-Year Funding Allocation		
Year	Virginia, State Allocation	Total Federal Funding
2014	\$108,717,766	\$5,289,934,534
2015	\$110,542,960	\$5,379,024,454
2016	\$117,021,293	\$5,711,934,663
2017	\$119,143,669	\$5,799,967,325
2018	\$161,451,988	\$8,177,806,383
2019	\$163,308,467	\$8,216,979,116
2020	\$176,825,318	\$8,789,109,881
2021	\$191,699,482	\$9,393,252,072
2022	\$192,512,520	\$9,653,676,700
2023	\$230,748,727	\$11,491,173,130

Source: Administration for Children and Families<sup>38</sup>

<sup>1</sup> omitting 70,799,409 in additional CARES Funds,

<sup>1</sup> omitting 3.5B CARES Act Funds, 30M in Disaster Relief Funds

<sup>1</sup> omitting \$203,692,270 CRRSA Act Funds, \$305,492,999 ARP Act Discretionary Funds, \$488,605,381 ARP Act Stabilization Funds

<sup>1</sup> omitting \$914,687 in Disaster Relief Funds, \$10,000,000 CRRSA Act Funds, \$14,990,000,000 ARP Act Discretionary Funds, and \$23,975,000,000 ARP Act Stabilization Funds

### Publicly-funded care explanations

#### Mixed Delivery

The Virginia Early Childhood Foundation's Mixed Delivery program offers publicly funded early childhood care and education (ECCE) services in licensed (non-faith-based) private ECCE settings for eligible children. This initiative supports full-day, year-round ECCE services for infants, toddlers, and preschoolers, addressing the increasing demand for publicly funded ECCE at private facilities that cater to diverse family needs and preferences.

Under the Mixed Delivery model, state funding administered through the Center for Early Success is allocated to childcare providers. Providers can apply to become mixed delivery sites, allowing them to receive funding for a specified number of childcare slots. Once approved, these slots are subsidized by the state, enabling eligible parents to enroll their children at no cost.

#### Subsidy Reimbursed

Subsidy reimbursed care offered through the Department of Social Services (DSS) refers to financial assistance programs designed to help low-income families afford childcare. These programs provide subsidies that partially or fully cover the cost of childcare, allowing parents or guardians to work, attend school, or participate in training programs.

<sup>38</sup> Federal and State Funding for Childcare and Early Learning. Administration for Children & Families. (2014, December). chrome-extension://efaidnbmnnnibpcajpcglclefindmkaj/https://childcareta.acf.hhs.gov/sites/default/files/federal\_and\_state\_funding\_for\_child\_care\_and\_early\_learning\_edited.pdf

Key aspects of subsidy reimbursed care include:

1. **Eligibility:** Families must meet specific income and employment criteria to qualify for childcare subsidies. Eligibility is often determined based on household income, family size, and the need for childcare due to work, education, or training.
2. **Provider Options:** Families can choose from a variety of approved childcare providers, including licensed childcare centers, family day homes, and in some cases, relative or in-home care providers who meet certain standards.
3. **Reimbursement Process:** Approved childcare providers receive payments from the DSS based on the attendance of children who qualify for subsidies. Payments may cover a portion of the total childcare cost, with parents responsible for co-payments or fees not covered by the subsidy.
4. **Quality Standards:** To receive subsidy payments, childcare providers must meet specific health, safety, and educational standards set by the DSS. This ensures that subsidized care is both safe and developmentally appropriate for children.
5. **Support Services:** In addition to financial assistance, families may receive support services such as assistance with finding childcare providers, access to parenting resources, and referrals to other social services.

Subsidy reimbursed care helps to reduce the financial burden of childcare on low-income families, supporting their ability to work or pursue education while ensuring that their children have access to safe and quality care.

### *Subsidized Programs*

#### *Virginia Preschool Initiative Program*

The Virginia Preschool Initiative (VPI) is a state-funded program designed to provide quality preschool education to at-risk four-year-old children who are not served by Head Start. The initiative aims to prepare children for kindergarten by offering educational experiences that promote school readiness and developmental growth. VPI programs are typically housed in public schools, private childcare centers, or other community-based organizations, and they emphasize comprehensive services, including health, nutrition, and family involvement, to support the holistic development of children.

#### *Head Start*

Head Start programming is a federally funded initiative designed to promote school readiness for children from low-income families. It provides comprehensive early childhood education, health, nutrition, and parent involvement services to children from three to age five. The

primary goal is to enhance the cognitive, social, and emotional development of children to prepare them for success in school and later life.

Head Start programs in Virginia offer a variety of services, including:

**Early Childhood Education:** Providing a developmentally appropriate curriculum that supports learning in literacy, mathematics, science, and social skills.

**Health Services:** Ensuring that children receive medical, dental, and mental health care, along with nutritious meals and snacks.

**Parent Involvement:** Encouraging active parent participation in their children's education and offering support services to families.

**Social Services:** Assisting families with access to community resources and services to support family stability and child development.

Head Start programs can be located in public schools, private childcare centers, community-based organizations, and other settings. They are designed to address the needs of the whole child and family, helping to create a strong foundation for future academic and life success.

<b>Table 15: Full-Time Rates by Tuition Source</b>				
<b>Tuition Source</b>	<b>Infant (0-15 mths)</b>	<b>Toddler (16-23 mths)</b>	<b>2 year old (24-35 mths)</b>	<b>Preschool (36 mths-school entry)</b>
Mixed Delivery Slots	\$22,100	\$19,240	\$14, 929	\$13,520
Subsidy Reimbursement	\$16,640	\$14,560	\$14, 560	\$10,140
Private Pay	\$10,400	\$9,888	\$9,888	\$9,360

*Source: The Center for Early Success*

## Quality

### *Technology*

The American Association of Pediatrics and other health organizations recommend that children under the age of two have no screen time. At this age, children require “hands-on exploration and social interaction with trusted caregivers to develop their cognitive, language, motor, and social-emotional skills.<sup>39</sup> Children over the age of two are recommended to have no more than two hours per day.

<sup>39</sup> “Guiding Principles for Use of Technology with Early Learners.” Office of Educational Technology, 8 May 2018, [tech.ed.gov/earlylearning/principles/](http://tech.ed.gov/earlylearning/principles/).

## Access

### *National*

The childcare sector has faced significant challenges, particularly with the onset of the COVID-19 pandemic, which has exacerbated pre-existing issues surrounding available childcare slots. The pandemic-induced precautions, such as lockdowns and restrictions on in-person services, led to the closure of numerous childcare providers, intensifying the childcare crisis. Notably, urban areas experienced a childcare gap of 28.9 percent, while rural areas faced a gap of 35.1 percent.<sup>40</sup> These closures and gaps in services have left many families struggling to find adequate childcare options.

Boston Consulting Group conducted a national survey in March 2023, involving over 2,500 working caregivers (i.e. parents) with children under the age of 5. The findings revealed widespread dissatisfaction with current childcare arrangements, with 70 percent of parents expressing discontent, regardless of industry, job type, location, or income level. This dissatisfaction is particularly pronounced among rural residents and workers in key industries such as healthcare, manufacturing, construction, transportation, and warehousing.<sup>41</sup>

Despite childcare challenges, the demand for childcare continues to rise, driven by factors such as the increasing labor market participation, particularly in industries led by women, such as healthcare and education. As a result, about 15.4 million children under the age of six, comprising 62 percent of the U.S. child population, are currently placed in some form of non-parental childcare. This number is expected to grow further as the demand for childcare services continues to increase.<sup>42</sup>

Parental preferences for childcare vary significantly based on racial, ethnic identity, and income level. Despite widespread use across different communities and socio-demographic characteristics, family, friend, and neighbor care particularly caters to families with diverse backgrounds, those in rural areas, and individuals working nontraditional hours. Remarkably, among families utilizing multiple forms of early care and education, family, friend, and neighbor caregivers or nannies often serve as primary providers, accounting for 84 percent of children under age 3 and 94 percent of children ages 3 to 5.<sup>43</sup>

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<sup>40</sup> Smith, Linda K, et al. Bipartism Policy Center, Washington, D.C, 2023, Rural Child Care Policy Framework .

<sup>41</sup>“Child Care Quality.” Child Care Services Association, 2023, [www.childcareservices.org/families/child-care-quality/](http://www.childcareservices.org/families/child-care-quality/).

<sup>42</sup> Clark, Kelsey, et al. “Reinventing Childcare for Today’s Workforce.” BCG Global, BCG Global, 22 June 2023, [www.bcg.com/publications/2023/reinventing-the-childcare-industry-for-the-workforce-of-today](http://www.bcg.com/publications/2023/reinventing-the-childcare-industry-for-the-workforce-of-today).

<sup>43</sup> Powell, Anna, et al. “Parent Preferences in Family, Friend, Neighbor, and Nanny Care.” Center for the Study of Child Care Employment, 8 Apr. 2024, [cscce.berkeley.edu/publications/report/parent-preferences-in-family-friend-neighbor-and-nanny-care/#:~:text=Parentspercent20usingpercent20FFNpercent20orpercent20nanny,varypercent20muchpercent20bypercent20carepercent20arrangement](https://cscce.berkeley.edu/publications/report/parent-preferences-in-family-friend-neighbor-and-nanny-care/#:~:text=Parentspercent20usingpercent20FFNpercent20orpercent20nanny,varypercent20muchpercent20bypercent20carepercent20arrangement).

### Regional Demographic Overview

Over the past decade, the Danville-Pittsylvania region experienced a 1 percent population decrease, while Virginia and the nation saw a 6 percent increase. Within the region, Pittsylvania County's population declined by 4.2 percent, whereas the city of Danville's population grew by 4.4 percent.

Table 16: Danville-Pittsylvania Regional Population			
Year	Regional	Pittsylvania County	City of Danville
2014	104,681	62,386	42,295
2019	100,506	60,470	40,036
2024	103,865	59,708	44,157

Source: ACS 5-year estimates, 2021 Census

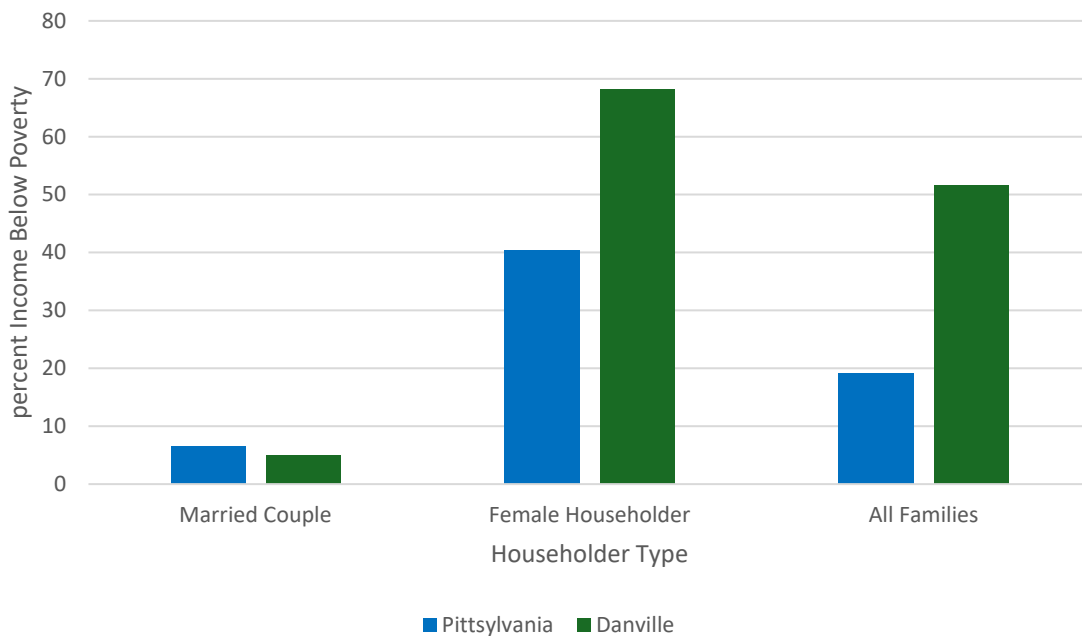


Figure 19: Percentage Income Below Poverty with Only Children Under 5, 2021

Source: ACS 5-year estimates, 2021 Census

### Extended Neighborhood Analysis

Although the population under 5 is less than 5.0 percent of the regional total, this number varies significantly across neighborhoods. The average household size in Pittsylvania is 2.42, and in Danville, 2.21. Additionally, the average family size in Pittsylvania is 2.93, and in Danville, it is 3.04.

### *Pickaway Neighborhood, Pittsylvania County*

Pickaway has the highest percentage of children under 5 (9.3 percent) in Pittsylvania County.<sup>44</sup> This neighborhood also has a very low percentage of all parents of a family with children 5 and under participating in the labor force at just 10.1 percent.<sup>45</sup> Additionally, a relatively high percentage of residents over the age of 5 speak a language other than English (6.8 percent) as well as speak English less than “very well” (61.4 percent).<sup>46</sup> This community has the lowest percentage of white residents (50.2 percent) and the highest percentage of black or African American residents (46 percent) in the entire county as well as one of the largest Hispanic and Latino populations at 7.7 percent.<sup>47</sup>

### *Kentuck Neighborhood, Pittsylvania County*

Kentuck has the second-highest percentage of children under 5 in the county at 8.6 percent.<sup>48</sup> It is important to note that Kentuck has the lowest median age in the county at 41.5. This neighborhood also has the highest median household income in Pittsylvania County at \$64,677.<sup>49</sup> This is the second-highest MHI in the entire region. Compared to Pickaway, this community has a very small Hispanic and Latino population and fewer black or African American residents. However, Kentuck similarly has a much smaller white population compared to the rest of the county at just 59.5 percent.<sup>50</sup>

### *Hurt Neighborhood, Pittsylvania County*

While lower than the top two neighborhoods, Hurt still has a relatively high percentage of children under 5 at 6.2 percent.<sup>51</sup> Less than half of both parents of children 5 and under participate in the workforce at 49.1 percent, and the median household income is just below the average for the county at \$46,235.<sup>52</sup> While a very small portion of the population over 5 speaks another language, Hurt is home to one of the largest groups of people in the county who

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<sup>44</sup> U.S. Census Bureau. (2021). ACS Demographic and Housing Estimates. *American Community Survey, ACS 5-year Estimates Data Profiles, Table DP05*. Retrieved from <https://data.census.gov>.

<sup>45</sup> U.S. Census Bureau. (2021). Selected Economic Characteristics. *American Community Survey, ACS 5-year Estimates Data Profiles, Table DP03*. Retrieved from <https://data.census.gov>.

<sup>46</sup> U.S. Census Bureau. (2021). Language Spoken at Home. *American Community Survey, ACS 5-year Estimates Data Profiles, Table S1601*. Retrieved from <https://data.census.gov>.

<sup>47</sup> U.S. Census Bureau. (2021). ACS Demographic and Housing Estimates. *American Community Survey, ACS 5-year Estimates Data Profiles, Table DP05*. Retrieved from <https://data.census.gov>.

<sup>48</sup> U.S. Census Bureau. (2021). ACS Demographic and Housing Estimates. *American Community Survey, ACS 5-year Estimates Data Profiles, Table DP05*. Retrieved from <https://data.census.gov>.

<sup>49</sup> U.S. Census Bureau. (2021). Selected Economic Characteristics. *American Community Survey, ACS 5-year Estimates Data Profiles, Table DP03*. Retrieved from <https://data.census.gov>.

<sup>50</sup> U.S. Census Bureau. (2021). ACS Demographic and Housing Estimates. *American Community Survey, ACS 5-year Estimates Data Profiles, Table DP05*. Retrieved from <https://data.census.gov>.

<sup>51</sup> U.S. Census Bureau. (2021). ACS Demographic and Housing Estimates. *American Community Survey, ACS 5-year Estimates Data Profiles, Table DP05*. Retrieved from <https://data.census.gov>.

<sup>52</sup> U.S. Census Bureau. (2021). Selected Economic Characteristics. *American Community Survey, ACS 5-year Estimates Data Profiles, Table DP03*. Retrieved from <https://data.census.gov>.

speak “Other Indo-European languages.”<sup>53</sup> Most other foreign language speakers in Pittsylvania County speak Spanish. However, none of the individuals who speak other Indo-European languages identify as speaking English less than “very well.” This largely contrasts the 83.3 percent of Spanish-speaking individuals who did identify as being less proficient. This does seem to be a trend across the region, possibly indicating that language and translation assistance should be especially focused on Spanish-speaking populations. Despite having similar percentages of children under 5 years of age, Hurt and Brosville vary significantly in the percentage of parent workforce participation, foreign language speakers, and median household income. Both communities, however, do have similar racial and ethnic makeups of approximately 80 percent white and 20 percent black or African American.<sup>54</sup>

#### *Brosville, Pittsylvania County*

Children under 5 years of age make up 6.1 percent of the population in Brosville.<sup>55</sup> However, over half (68.5 percent) of both parents of children under 5 are active in the workforce.<sup>56</sup> The median household income is also notably higher (\$50,938) compared to Hurt. This neighborhood has the second-highest percentage of individuals who speak a language other than English in the county at 7.3 percent.<sup>57</sup> While most of these individuals speak Spanish, a large portion also speak “Other Indo-European languages.” In contrast to Hurt, most of these individuals (68.3 percent) identify as speaking English less than “very well.” While Spanish speakers can be more easily accommodated in terms of language aids and services, it may be difficult to cater to a variety of “Other Indo-European languages.”

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<sup>53</sup> U.S. Census Bureau. (2021). Language Spoken at Home. *American Community Survey, ACS 5-year Estimates Data Profiles, Table S1601*. Retrieved from <https://data.census.gov>.

<sup>54</sup> U.S. Census Bureau. (2021). ACS Demographic and Housing Estimates. *American Community Survey, ACS 5-year Estimates Data Profiles, Table DP05*. Retrieved from <https://data.census.gov>.

<sup>55</sup> U.S. Census Bureau. (2021). ACS Demographic and Housing Estimates. *American Community Survey, ACS 5-year Estimates Data Profiles, Table DP05*. Retrieved from <https://data.census.gov>.

<sup>56</sup> U.S. Census Bureau. (2021). Selected Economic Characteristics. *American Community Survey, ACS 5-year Estimates Data Profiles, Table DP03*. Retrieved from <https://data.census.gov>.

<sup>57</sup> U.S. Census Bureau. (2021). Language Spoken at Home. *American Community Survey, ACS 5-year Estimates Data Profiles, Table S1601*. Retrieved from <https://data.census.gov>.



<b>Table 17: Pittsylvania County Demographics by Census Tract</b>			
<b>Census Tract</b>	<b>Population</b>	<b>% Population Under 5</b>	<b>5&lt; Population Speaks Other Language</b>
<b>101</b>	3,775	2.2%	0.9%
<b>102</b>	4,355	6.2%	2.6%
<b>103.01</b>	1,312	1.4p%	0.0%
<b>103.02</b>	2,776	3.9%	0.1%
<b>104</b>	3,911	3.2%	0.8%
<b>105</b>	5,601	5.0%	2.6%
<b>106</b>	2,719	3.5%	0.5%
<b>107</b>	1,642	9.3%	6.8%
<b>108.01</b>	2,067	8.6%	2.7%
<b>108.03</b>	2,984	4.2%	6.7%
<b>108.04</b>	2,604	4.4%	0.1%
<b>109</b>	3,151	3.5%	8.2%
<b>110.01</b>	4,281	6.1%	7.3%
<b>110.02</b>	3,993	1.6%	1.3%
<b>111</b>	2,515	5.2%	2.6%
<b>112</b>	2,356	4.2%	2.1%
<b>113.01</b>	4,092	5.0%	4.1%
<b>113.02</b>	2,848	1.9%	1.5%
<b>114</b>	3,851	3.1%	1.0%

Source: ACS 5-year estimates, 2021 Census

### *Tanglewylde, City of Danville*

Tanglewylde in the City of Danville had the highest percentage of children under 5 at 15.6 percent.<sup>58</sup> This community also had the lowest labor force participation rates in the city and the lowest percentage of all parents in a family with children 5 and under participating in the labor force.<sup>59</sup> This may be attributed to parents having to stay out of work to provide care for their young children. Additionally, this neighborhood is the youngest in the region with a median age of only 33.9. Tanglewylde also had the lowest median household income of \$20,861 which is significantly lower than the average of \$38,904 and had the highest percentage of families whose income in the last year was below the poverty level for all family types.<sup>60</sup> Lastly,

<sup>58</sup> U.S. Census Bureau. (2021). ACS Demographic and Housing Estimates. *American Community Survey, ACS 5-year Estimates Data Profiles, Table DP05*. Retrieved from <https://data.census.gov>.

<sup>59</sup> U.S. Census Bureau. (2021). Selected Economic Characteristics. *American Community Survey, ACS 5-year Estimates Data Profiles, Table DP03*. Retrieved from <https://data.census.gov>.

<sup>60</sup> U.S. Census Bureau. (2021). Selected Economic Characteristics. *American Community Survey, ACS 5-year Estimates Data Profiles, Table DP03*. Retrieved from <https://data.census.gov>.

Tanglewylde had the lowest percent of white residents (22.6 percent) and the highest percent of black or African American residents (73.3 percent) compared to other tracts.<sup>61</sup> Although Tanglewylde and neighborhoods south of Interstate 58 along the Virginia/North Carolina state line have particularly high percentages of children under 5 years of age, especially when compared to Pittsylvania County, the communities' demographic and economic characteristics vary. Racial and ethnic makeup, labor force participation rates, and median household incomes stand out in differentiating the neighborhoods.

*Neighborhoods South of Interstate 58 along the VA/NC state line, City of Danville*

Neighborhoods South of Interstate 58 along the VA/NC state line has the second highest concentration of children under the age of 5, making up nearly 13 percent of the population.<sup>62</sup> In comparison to Tanglewylde, however, this neighborhood does not have low labor participation rates and median household incomes or high poverty levels.<sup>63</sup> In fact, neighborhoods south of interstate 58 along the VA/NC state line has a high percentage of both parents of children under 5 participating in the labor force (82.9 percent) and one of the highest median household incomes in the city (\$49,750). The community is relatively diverse with over 10 percent of the population, or approximately 180 people, speaking a language other than English.<sup>64</sup> Of this group, 80 percent (144) identify as speaking English less than "very well." One characteristic that stands out in these neighborhoods is that there is a large population of people who identify as two or more races (12 percent) when compared to the rest of the city. There also is not as much of a difference between the percent of white (37.1 percent) and black or African American (48.5 percent) residents like in Hurt.

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<sup>61</sup> U.S. Census Bureau. (2021). ACS Demographic and Housing Estimates. *American Community Survey, ACS 5-year Estimates Data Profiles, Table DP05*. Retrieved from <https://data.census.gov>.

<sup>62</sup> U.S. Census Bureau. (2021). ACS Demographic and Housing Estimates. *American Community Survey, ACS 5-year Estimates Data Profiles, Table DP05*. Retrieved from <https://data.census.gov>.

<sup>63</sup> U.S. Census Bureau. (2021). Selected Economic Characteristics. *American Community Survey, ACS 5-year Estimates Data Profiles, Table DP03*. Retrieved from <https://data.census.gov>.

<sup>64</sup> U.S. Census Bureau. (2021). Language Spoken at Home. *American Community Survey, ACS 5-year Estimates Data Profiles, Table S1601*. Retrieved from <https://data.census.gov>.

<b>Table 18: City of Danville Demographics by Census Tract</b>			
<b>Census Tract</b>	<b>Population</b>	<b>% Population Under 5</b>	<b>5&lt; Population Speaks Other Language</b>
<b>1</b>	5,636	2.9%	0.7%
<b>2</b>	3,776	0.0%	11.8%
<b>3</b>	2,890	5.4%	2.8%
<b>4</b>	3,485	15.6%	0.8%
<b>5</b>	2,044	6.1%	2.2%
<b>6</b>	2,266	5.9%	0.0%
<b>7</b>	3,571	2.6%	3.7%
<b>8</b>	2,772	3.4%	8.4%
<b>9</b>	3,749	6.1%	9.3%
<b>10</b>	3,602	6.7%	4.7%
<b>11</b>	1,317	3.9%	1.6%
<b>12</b>	2,034	12.6%	10.1%
<b>13.01</b>	1,267	3.9%	0.6%
<b>13.02</b>	899	3.3%	18.2%
<b>14</b>	3,248	6.50%	2.10%
<b>9801</b>	--	--	--

*Source: ACS 5-year estimates, 2021 Census*

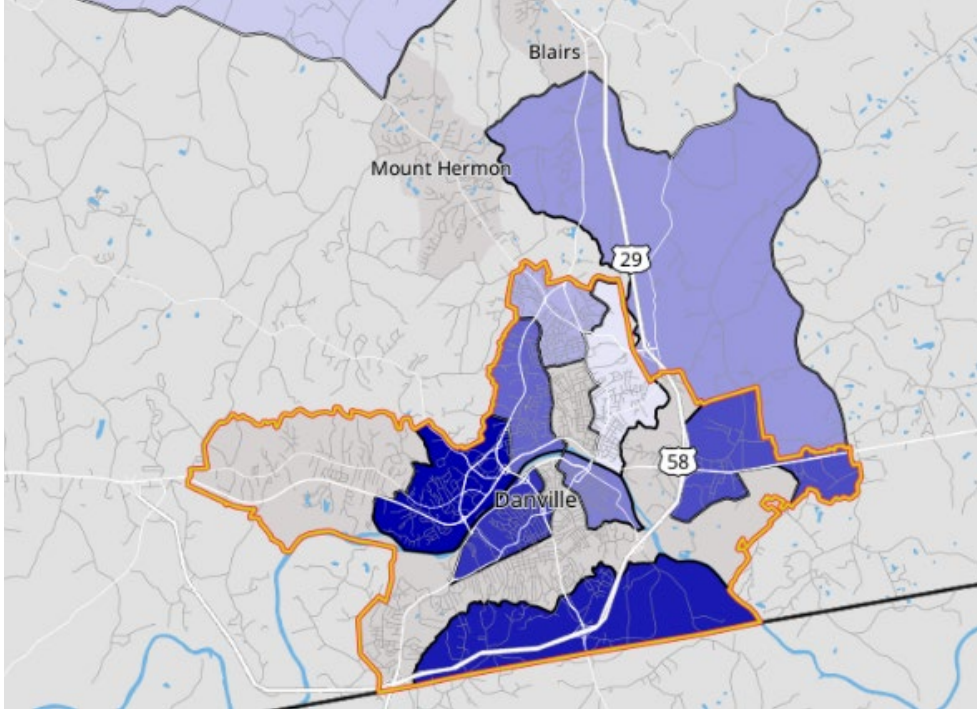
### Income & Unemployment

There are over 85,000 people who are 16 years or older in the region. However, labor force participation is approximately 10 percent lower compared to the state and the country. In Pittsylvania County, this may be attributed to an older overall population. Meanwhile, the City of Danville has a higher unemployment rate of 6 percent compared to 5.4 percent in the neighboring county. Female labor force participation is also slightly lower than the state and nation.<sup>65</sup> A possible correlation to childcare needs and inadequate supply should be considered.

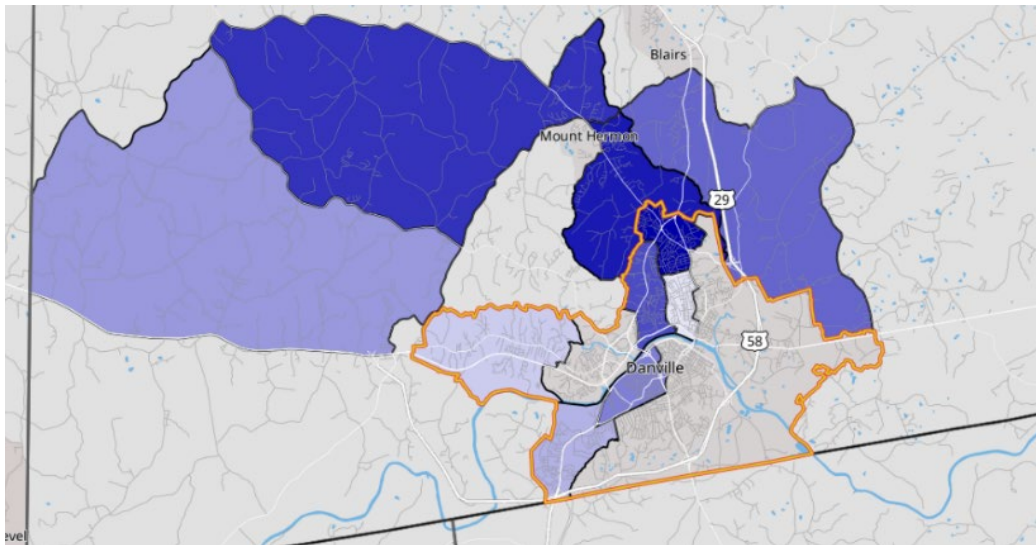
### Commuting Patterns

In the Danville region, approximately 44.4 percent of residents employed in Danville also work within the city. An additional 11 percent commute to various workplaces across Pittsylvania County, while the remaining workforce extends their employment to the broader Southside area, neighboring North Carolina counties, and Roanoke and Lynchburg.

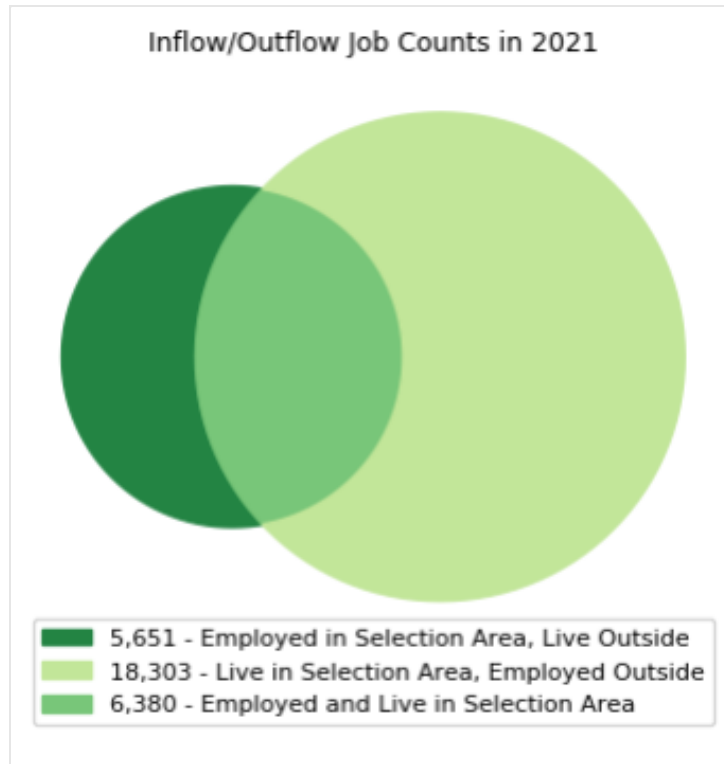
<sup>65</sup> U.S. Census Bureau. (2021). Selected Economic Characteristics. *American Community Survey, ACS 5-year Estimates Data Profiles, Table DP03*. Retrieved from <https://data.census.gov>.



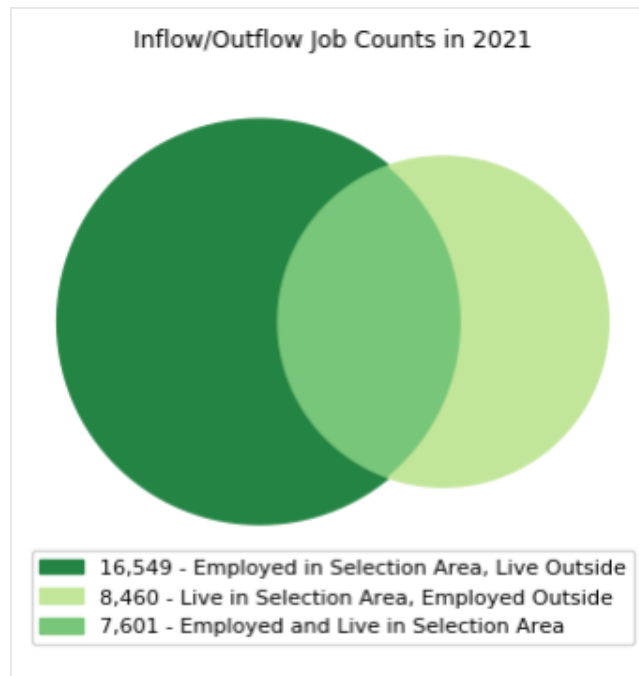
*Figure 20: Where Danville Residents Work*  
*Source: OntheMap*



*Figure 21: Where Danville Workers Live*  
*Source: OntheMap*



*Figure 22: Pittsylvania Commuter Inflow/Outflow  
Source: Lightcast, 2021*



*Figure 23: Danville Commuter Inflow/Outflow  
Source: Lightcast, 2021*

## Current Available Childcare

### Utilization of Care

<b>Table 19: Current Enrollment by Age Group and Provider Category</b>						
<b>Utilization of Care</b>	<b>Infant (0-15 Mo)</b>	<b>Toddler (16-35 mo)</b>	<b>3 Years</b>	<b>4 Years</b>	<b>5 Years</b>	<b>Total</b>
Licensed Child Day Care Center	101	173	100	39	41	454
Religious Exempt	51	107	95	69	42	364
Virginia Preschool Initiative	-	14	17	565	-	596
Voluntary Registered Family Day Home	-	3	1	-	-	4
Head Start	-	-	85	-	-	85
Private Preschool	-	-	23	42	138	203
Licenses Family Day Home	3	7	2	2	-	14
<b>Total</b>	<b>155</b>	<b>304</b>	<b>323</b>	<b>717</b>	<b>221</b>	

Source: *The Center for Early Success*

## Childcare Industry

### National

Center-based childcare facilities have traditionally dominated the childcare landscape, accounting for 71.7 percent of total childcare revenue in 2022.<sup>66</sup> Notably, large for-profit childcare chains, often backed by private equity or publicly traded, have played a significant role in expanding access to childcare services. Chains like KinderCare and Bright Horizons employ various strategies, including franchising and acquisitions, to drive growth and consolidation within the industry. Moreover, for-profit chains have capitalized on the notable trend of employer-sponsored childcare benefits, further solidifying the influence of for-profit chains in shaping the national childcare agenda.<sup>67</sup>

Contrary to center-based childcare, home-based childcare settings are poised for significant growth in the next five years. Approximately 7 million children under the age of five receive care in home-based settings, attracted by advantages like lower costs, personalized care, and a nurturing home environment.<sup>68</sup> While family, friends, and neighbors predominantly provide childcare for young children, this sector lacks comprehensive research and data.<sup>69</sup>

<sup>66</sup> Haspel, Elliot. "The Boom of For-Profit Child Care - and Where That Takes Us." *New America*, 7 Nov. 2022, [www.newamerica.org/better-life-lab/blog/the-boom-of-for-profit-child-care-and-where-that-takes-us/](http://www.newamerica.org/better-life-lab/blog/the-boom-of-for-profit-child-care-and-where-that-takes-us/).

<sup>67</sup> Haspel, Elliot. "The Boom of For-Profit Child Care - and Where That Takes Us." *New America*, 7 Nov. 2022, [www.newamerica.org/better-life-lab/blog/the-boom-of-for-profit-child-care-and-where-that-takes-us/](http://www.newamerica.org/better-life-lab/blog/the-boom-of-for-profit-child-care-and-where-that-takes-us/).

<sup>68</sup> U.S. Child Care Market Size, Share & Growth Report, 2030, 2023, [www.grandviewresearch.com/industry-analysis/us-child-care-market](http://www.grandviewresearch.com/industry-analysis/us-child-care-market).

<sup>69</sup> "Home-Based Early Care and Education Providers in 2012 and 2019: Counts and Characteristics." *The Administration for Children and Families*, 9 June 2021, [www.acf.hhs.gov/opre/report/home-based-early-care-and-education-providers-2012-and-2019-counts-and-characteristics](http://www.acf.hhs.gov/opre/report/home-based-early-care-and-education-providers-2012-and-2019-counts-and-characteristics).

In 2023, the United States had a total of 1.1 million jobs in the childcare industry cluster, a 21 percent decrease (314,000 jobs) since 2014. Table 20 illustrates the decline in the number of childcare workers over the past ten years.<sup>70</sup>

<b>Table 20: National Childcare Industry</b>						
<b>NAICS</b>	<b>Description</b>	<b>2014 Jobs</b>	<b>2023 Jobs</b>	<b>2014 - 2023 Change</b>	<b>2014 - 2023 % Change</b>	<b>% of Total Jobs in Industry</b>
814110	Private Households	590K	471K	(121K)	(20.2%)	41%
624410	Child Day Care Services	634K	474K	(165K)	(25.2%)	31%
903611	Elem. & Sec. School (Local Government)	95K	71K	(23K)	(25.2%)	1.0%
813110	Religious Organizations	47K	40K	(7K)	(14.9%)	3.0%
611110	Elem. & Sec Schools	22K	23K	2K	4.5.0%	1.8%
		1.4M	1.1M	(314K)	(21.4%)	

*Source: Lightcast, 2014-2023 National Industry Report*

Nationally, 41 percent of total industry jobs are from private households and have experienced the greatest job declines. Unfortunately, many providers did not reopen after COVID-19 restrictions were eased, which resulted in an estimated 58,000 fewer childcare workers in early 2023 compared to February 2020.<sup>71</sup>

Recent studies suggest the growth of large-scale childcare programs since the pandemic's onset.<sup>72</sup> Although all program types face similar staffing challenges, corporate chains have the financial resources that allow them to offer comparatively better benefits, despite persistently low wages across the industry. Moreover, they possess the capability to influence wages in specific geographic markets, potentially outbidding smaller home-based or nonprofit programs for available staff.<sup>73</sup>

Well-compensated teachers with competitive benefits tend to exhibit lower job turnover, providing children with increased opportunities to form attachments and build lasting relationships.<sup>74</sup>

<sup>70</sup> Lightcast. Datarun 2021.1. [Industry report table]. April 2024.

<sup>71</sup> Child Care Hasn't Recovered From Covid, Keeping Many Parents at Home. (2023, February). Wall Street Journal.

<sup>72</sup> Crouse, Gilbert, et al. "Child Care Industry Trends During the Recovery from the COVID-19 Pandemic." Assistant Secretary for Planning and Evaluation, United States Department of Health and Human Services, Jan. 2023, [aspe.hhs.gov/sites/default/files/documents/71981d3ec3a1d02537d86d827806834b/Child-Care-Trends-COVID.pdf](https://aspe.hhs.gov/sites/default/files/documents/71981d3ec3a1d02537d86d827806834b/Child-Care-Trends-COVID.pdf).

<sup>73</sup> Haspel, Elliot. "The Boom of For-Profit Child Care - and Where That Takes Us." New America, 7 Nov. 2022, [www.newamerica.org/better-life-lab/blog/the-boom-of-for-profit-child-care-and-where-that-takes-us/](https://www.newamerica.org/better-life-lab/blog/the-boom-of-for-profit-child-care-and-where-that-takes-us/).

<sup>74</sup> "Child Care Quality." Child Care Services Association, 2023, [www.childcareservices.org/families/child-care-quality/](https://www.childcareservices.org/families/child-care-quality/).

<b>Table 21: National Childcare Wage and Earnings</b>			
<b>SOC</b>	<b>Description</b>	<b>Median Hourly Earnings</b>	<b>Median Annual Earnings</b>
39-9011	Childcare Workers	\$12.66	\$26,322
25-2011	Preschool Teachers, Except Special Education	\$16.72	\$34,785
25-9045	Teaching Assistants, Except Postsecondary	\$14.85	\$30,898
11-9031	Education and Childcare Admin., Preschool and Daycare	\$22.80	\$47,414

*Source: Lightcast, 2018-2023 National Industry Report*

National median hourly earnings for childcare positions range from approximately \$12 to \$22. This comes out to median annual earnings of between \$26,000 and \$47,000. The lower end of this range, which corresponds with Childcare Worker earnings, is significantly lower than the national median income of approximately \$75,000 in 2022.<sup>75</sup> Care.com offers information to help childcare providers better understand how much they should be charging for their services. It is suggested that workers consider a variety of factors including commuting distances, the number of children being cared for, whether adequate benefits are being offered, etc. Lastly, it is specified that earnings should cover monthly expenses and taxes while allowing for recreational and leisure activities and spending.<sup>76</sup>

Table 21 highlights the projected job trends for the national childcare industry between 2023 and 2028. The industry is expected to see slight growth in jobs across all childcare provider categories excluding child day care services which will see a slight decline in employment.

<sup>75</sup> U.S. Census Bureau. (2022). Income in the Past 12 Months. American Community Survey, ACS 5-year Estimates Subject Tables, Table S1901. Retrieved from <https://data.census.gov>.

<sup>76</sup> How much to charge for child care. Care. (2024), <https://www.care.com/c/what-to-charge-for-child-care-jobs-child-care-job-guide/>



<b>Table 22: National Childcare Industry: Projected Growth</b>						
<b>NAICS</b>	<b>Description</b>	<b>2023 Jobs</b>	<b>2028 Jobs</b>	<b>2023- 2028 Change</b>	<b>2023- 2028 % Change</b>	<b>% of Total Jobs in Industry</b>
814110	Private Households	471K	482K	11K	2.3%	32%
624410	Child Day Care Services	474K	452K	22K	(4.6%)	40%
903611	Elem. & Sec. School (Local Government)	71K	74K	3K	4.2%	1%
813110	Religious Organizations	40K	41K	1K	2.5%	3%
611110	Elem. & Sec Schools	23K	24K	1K	4.3%	2%
		1.1M	1.1M			

Source: Lightcast, 2014-2023 National Industry Report

### Regional

Tables 22 and 23 illustrate locality-specific details of the larger Danville-Pittsylvania region. In 2023, the City of Danville accounts for 59 percent of jobs in the regional childcare industry, a trend that has remained consistent over the last ten years. The City employs 181 childcare jobs compared to 126 workers in Pittsylvania County. While the City saw a dramatic, 37 percent decrease in jobs, between the years of 2014-2023, Pittsylvania County has seen 12 percent growth, largely in part to the private household industry which includes nannies and workers in private residences<sup>77</sup>.

<b>Table 23: City of Danville Childcare Industry</b>						
<b>NAICS</b>	<b>Description</b>	<b>2014 Jobs</b>	<b>2023 Jobs</b>	<b>2014 - 2023 Change</b>	<b>2014 - 2023 % Change</b>	<b>% of Total Jobs in Industry</b>
814110	Private Households	109	88	(25)	(19.3%)	31.2%
624410	Child Day Care Services	166	83	(89)	(50.0%)	51.2%
903611	Elem. & Sec. School (Local Government)	17	<10	Insf. Data	Insf. Data	0.7%
813110	Religious Organizations	13	10	(3)	(23.1%)	2.6%
611110	Elem. & Sec Schools	<10	<10	Insf. Data	Insf. Data	2.9%
		288	181	107	(37.2%)	

Source: Lightcast, 2014-2023 City of Danville Industry Report

<sup>77</sup> Lightcast™. (2022). [2014-2023 Danville-Pittsylvania Regional Inverse Staffing Patterns Report]. Retrieved from <https://analyst.lightcast.io/>

<b>Table 24: Pittsylvania County Childcare Industry</b>						
<b>NAICS</b>	<b>Description</b>	<b>2014 Jobs</b>	<b>2023 Jobs</b>	<b>2014 - 2023 Change</b>	<b>2014 - 2023 % Change</b>	<b>% of Total Jobs in Industry</b>
814110	Private Households	33	61	28	84.8%	31.4%
624410	Child Day Care Services	61	53	(10)	(13.1%)	54.6%
903611	Elem. & Sec. School (Local Government)	19	12	(7)	(36.8%)	0.7%
813110	Religious Organizations	<10	<10	Insf. Data	Insf. Data	2.4%
611110	Elem. & Sec Schools	<10	<10	Insf. Data	Insf. Data	1.6%
		113	126	13	11.5%	

Source: Lightcast, 2014-2023 Pittsylvania County Industry Report

## Childcare Occupations

### National

Childcare workers are a central occupation within the childcare industry, although the sector encompasses various roles and professions, including preschool teachers, teaching assistants, and administration positions. The term "childcare worker" typically includes individuals directly involved in caring for and supervising children and thus a key occupation that is driving change within the industry ecosystem.

In 2023, the United States had a total of 1.4 million jobs in the childcare industry cluster, a 3.3 percent decrease (500,000 jobs) since the year 2014<sup>78</sup>. Table 25 illustrates the decline in the number of childcare workers over the past ten years. Growth of 1.6 percent is projected between 2023 and 2028 for national childcare occupations. Childcare worker occupations are projected to increase by four percent, or approximately 33,000, as this is the largest childcare occupation category. However, preschool teacher (except special education) are expected to see the greatest amount of growth at 8 percent.

<sup>78</sup> Lightcast™. (2022). [2014-2023 Danville-Pittsylvania Regional Inverse Staffing Patterns Report]. Retrieved from <https://analyst.lightcast.io/>

<b>Table 25: National Childcare Occupations</b>								
<b>SOC</b>	<b>Description</b>	<b>2014 Jobs</b>	<b>2023 Jobs</b>	<b>2028 Jobs</b>	<b>2014 - 2023 Change</b>	<b>2014 – 2023 % Change</b>	<b>2023- 2028 Change</b>	<b>2023 - 2028 % Change</b>
39-9011	Childcare Workers	1.1M	930K	964K	(157K)	(14%)	33K	4%
25-2011	Preschool Teachers, Except Special Ed.	242K	312K	336K	70K	29%	24K	8%
25-9045	Teaching Assistants, Except Postsec.	111K	141K	147K	31K	28%	4.8K	3.0%
11-9031	Education and Childcare Admin., Preschool & Daycare	57K	74K	77K	129K	11%	2.8K	4%
		1.5M	1.4M	1.5M	500K	(3.3%)	74K	1.6%

*Source: Lightcast, 2014-2023 National Occupation Report*

### *Regional*

In 2023, the City of Danville employed 229 childcare workers, a 33 percent decline in employment from the previous ten years. This coincides with the industry trends reviewed in Tables 26 and 27, where job loss was seen largely in the child day care services industry. Pittsylvania County saw a slight upward trend (12 percent) in its childcare workers. Regional factors could include, childcare workers “jumping” localities for better career opportunities, compensation, living environment, or family considerations.

<b>Table 26: City of Danville Childcare Occupations</b>					
<b>SOC</b>	<b>Description</b>	<b>2014 Jobs</b>	<b>2023 Jobs</b>	<b>2014 - 2023 Change</b>	<b>2014 - 2023 % Change</b>
39-9011	Childcare Workers	288	181	107	(37.2%)
25-2011	Preschool Teachers, Except Special Ed.	40	37	(3)	(7.5%)
25-9045	Teaching Assistants, Except Postsec.	13	11	(2)	(15.4%)
11-9031	Education and Childcare Admin., Preschool & Daycare	<10	<10	Insf. Data	Insf. Data
		341	229	(112)	(32.8%)

Source: Lightcast, 2014-2023 City of Danville Occupation Report

<b>Table 27: Pittsylvania County Childcare Occupations</b>					
<b>SOC</b>	<b>Description</b>	<b>2014 Jobs</b>	<b>2023 Jobs</b>	<b>2014 - 2023 Change</b>	<b>2014 - 2023 % Change</b>
39-9011	Childcare Workers	113	126	13	11.5%
25-2011	Preschool Teachers, Except Special Ed.	19	21	2	10.5%
25-9045	Teaching Assistants, Except Postsec.	<10	<10	(1)	(14.0%)
11-9031	Education and Childcare Admin., Preschool & Daycare	<10	<10	Insf. Data	Insf. Data
		132	147	15	11.4%

Source: Lightcast, 2014-2023 Pittsylvania County Occupation Report

<b>Table 28: City of Danville Childcare Occupations</b>							
<b>SOC</b>	<b>Description</b>	<b>Median Hourly Earnings</b>	<b>Median Annual Earnings</b>	<b>2022 Hires</b>	<b>Average Annual Openings</b>	<b>Turnover Rate</b>	<b>Typical Education</b>
39-9011	Childcare Workers	\$11.56	\$24,041.94	92	41	49%	H.S diploma/ equivalent
25-2011	Preschool Teachers, Except Special Ed.	\$17.09	\$35,542.58	31	9	44%	Associate's degree
25-9045	Teaching Assistants, Except Postsec.	\$15.11	\$31,424.84	51	18	29%	Some college
11-9031	Education and Childcare Admin., Preschool & Daycare	Insf. Data	Insf. Data	<10	1	Insf. Data	Bachelor's degree

Source: Lightcast, 2014-2023 City of Danville Occupation Report

<b>Table 29: Pittsylvania County Childcare Occupations</b>							
<b>SOC</b>	<b>Description</b>	<b>Median Hourly Earnings</b>	<b>Median Annual Earnings</b>	<b>2022 Hires</b>	<b>Average Annual Openings</b>	<b>Turnover Rate</b>	<b>Typical Education</b>
39-9011	Childcare Workers	\$11.10	\$23,083.95	65	28	48.0%	H.S diploma/ equivalent
25-2011	Preschool Teachers, Except Special Ed.	\$15.44	\$32,106.13	21	7	39.0%	Associate's degree
25-9045	Teaching Assistants, Except Postsec.	\$12.28	\$25,550.88	73	23	36.0%	Some college
11-9031	Education and Childcare Admin., Preschool & Daycare	Insf. Data	Insf. Data	<10	1	Insf. Data	Bachelor's degree

*Source: Lightcast, 2014-2023 Pittsylvania County Occupation Report*

Educational backgrounds play a significant role in shaping the quality of childcare, as staff and directors with higher education degrees often possess a more comprehensive understanding of children's needs and development.<sup>79</sup> However, the rural childcare workforce faces challenges accessing resources like professional development and higher education due to limited infrastructure, greater travel distances, and rising costs of training<sup>80</sup>. Consequently, rural areas experience more acute childcare workforce shortages compared to urban areas, exacerbating difficulties in sustaining programs and upholding quality standards.

<sup>79</sup> Brightwheel. "What Is High-Quality Child Care?" Brightwheel, 2 June 2023, [mybrightwheel.com/blog/what-is-high-quality-child-care](https://mybrightwheel.com/blog/what-is-high-quality-child-care).

<sup>80</sup> "Child Care Quality." Child Care Services Association, 2023, [www.childcareservices.org/families/child-care-quality/](https://www.childcareservices.org/families/child-care-quality/).

<b>Table 30: Danville Top Industries</b>				
<b>NAICS</b>	<b>Description</b>	<b>2014 Jobs</b>	<b>2022 Jobs</b>	<b>2014 - 2022 % Change</b>
62	Health Care and Social Assistance	6,386	6,553	2.6%
90	Government	7,088	6,407	(9.6%)
31	Manufacturing	6,396	6,401	0.8%
44	Retail Trade	5,288	4,958	(6.2%)
72	Accommodation and Food Services	3,327	3,419	2.8%
81	Other Services (except Public Administration)	2,549	2,485	(2.5%)
23	Construction	1,727	1,866	8.0%
56	Administrative and Support and Waste Management and Remediation Services	3,103	1,657	(46.6%)
42	Wholesale Trade	1,468	1,399	(4.7%)
54	Professional, Scientific, and Technical Services	884	996	12.7%

*Source: Lightcast, 2014-2023 Danville Industry Report*

Table 30 above lists the top 10 industrial sectors in the region. Eight of these sectors employ a higher percentage of women, which may indicate that many employees in these industries face additional childcare challenges or may need to leave the workforce if adequate childcare services are unavailable. Additionally, many of these industries, such as manufacturing, restaurants, healthcare, and warehousing, often require employees to work non-traditional hours, including 2nd and 3rd shifts.

### Definition of Childcare Provider Categories

Definitions of each category of childcare provider are included below.

- Licensed Family Day Homes:** Providers that care for five through twelve children in their home (not including their children or children that reside in the home) are mandated by the Code of Virginia to be licensed. Providers that care for more than four children *under the age of 2* (including their children and children that reside in the home) are also required to be licensed or voluntarily registered. Licensed family day homes are allowed to care for a maximum of 12 children at any given time (not including their children or children that reside in the home).

- **Virginia Preschool Initiative:** The Virginia Preschool Initiative distributes state funds to schools and community-based organizations to provide quality preschool programs for at-risk four-year-olds unserved by the federal Head Start program.
- **Private Preschool:** Preschool programs that are operated by private schools and are accredited by a statewide accrediting organization or another accrediting organization recognized by the Board of Education are exempt from licensure.
- **Licensed Child Day Center:** Child day centers are child day programs offered to two or more children under the age of 13 years in a facility that is not the residence of either the provider or the children in care OR 13 or more children at any location.
- **Voluntarily Registered Day Homes:** Providers that wish to become Voluntarily Registered family day homes must care for less than 4 children at any given time (not including their children and children that reside in the home).
- **Religious Exempt:** employees meet required professional qualifications and are in good health required to provide care for children, the center meets staff-child ratio requirements, and the center is aware of and will abide by basic health and safety requirements

***An unregistered provider may provide care for up to 4 children in their home (not including their children or children that reside in the home).<sup>81</sup>***

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<sup>81</sup> Program Types. Virginia Department of Education, Childcare Virginia. (2023). <https://www.childcare.virginia.gov/providers/program-types>