

LET'S WORK TOGETHER



How real estate developers can help increase access to child care for the workforce of today and tomorrow.

THE SITUATION

Walla Walla and Columbia counties are **child care deserts**, meaning there are not enough slots to meet basic demand.

The 2021 Walla Walla Valley Child Care Feasibility Study* found

18% 

of Walla Walla County families and

96% 

of Columbia County families **do not have the child care they need.**

In addition, **82%** of 359 Walla Walla Valley families surveyed said child care challenges limited their job performance or career goals.

Local employers are having difficulty attracting and retaining employees, increased employee absenteeism, and decreased productivity **due to the need for child care.**



WHY SHOULD YOU CARE?

Supporting the local child care system strengthens our community now, helps it thrive in the future, and enables a strong local economy.

Children who receive high-quality early education:



Perform better in school



Are less likely to commit a crime



Are more likely to go to college

For every **\$1** invested in child care, communities see up to a **\$7** return.



*For the full feasibility study report, including recommendations and the employer guide, please visit <https://www.earlylearningwallawalla.org/research/reports>.



WE CAN ENSURE WALLA WALLA VALLEY FAMILIES HAVE ACCESS TO THE CHILD CARE THEY NEED BY:

- Increasing the number of licensed child care and early learning slots, especially for infants and toddlers.
- Improving affordability by helping families and providers access the supports they are eligible for.
- Offering child care and early education at convenient times and locations.
- Increasing qualified staff.
- All sectors playing a unique role to address this crisis.

HOW CAN REAL ESTATE DEVELOPERS HELP?



Include space for child care centers in new or renovated housing. Offer reduced rent and/or provide improvements to meet licensing requirements.



Provide assistance to child care providers for securing facilities.



Allow child care providers to advertise in your community space or business.



Work with your employees and community to understand how the lack of child care options negatively impacts families, workers, employers, and our community as a whole as well as how the problem can be solved.



Prioritize child care providers as tenants or owners.



Offer land, leasing or co-location for child care providers and preschools.



Consider doing service projects for child care providers who operate as small businesses or nonprofits.