

Okotoks Child Care Facilities Survey

June 2024



**WHAT
WE
LEARNED**

Background

Evaluating child care needs in Okotoks

The Town of Okotoks conducted a survey to better understand the landscape of child care services in our community. The survey sought information on existing child care facilities, their capacities, and the variety of services they offer. This research is intended to help us identify any gaps in services and consider ways to support and enhance the child care options available to residents. Our goal is to work alongside local child care providers to ensure that all families in Okotoks have access to the services they need.

Challenge

To evaluate service levels and child care needs in the community to determine if the Town should continue child care services.

Our Goal

To support the child care business community and ensure that child care needs are being met in Okotoks.

2024

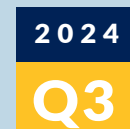
TIMELINE



Market research on provision of child care services in the community.



An online survey was sent directly to child care providers in Okotoks.



Present findings of market research and survey results to Town's strategic leadership team.



Community Engagement

We are committed (through the Town’s Community Engagement Policy) to give the community an opportunity for input into decisions that will affect residents and businesses.

Who did we engage?

We engaged all 15 Okotoks facility-based child care providers who had opted into our Economic Development Business Newsletter. There are 18 total facility-based child care service providers in Okotoks. This does not include Dayhomes or non-licensed care.

LEVEL OF COMMUNITY ENGAGEMENT

This project falls within the **CONSULT** level.



15

Okotoks child care providers were contacted by the Town’s Economic Development team.



9

Okotoks child care providers filled out the survey.



	INFORM	CONSULT	INVOLVE	COLLABORATE	EMPOWER
GOAL	To provide balance and objective information in a timely manner.	To obtain feedback on analysis, issues, alternatives and decisions.	To work with public to make sure concerns and aspirations are considered and understood.	To partner with the public in each aspect of the decision-making.	To place final decision-making in the hands of the public.
PROMISE	"We will keep you informed."	"We will listen to and acknowledge your concerns."	"We will work with you to ensure your concerns and aspirations are directly reflected in the decisions made."	"We will look to you for advice and innovation and incorporate this in decisions as much as possible."	"We will implement what you decide."
	INPUT ZONE		ENGAGEMENT ZONE		

Overview & Key Insights

A look at child care in Okotoks

Here is an overview of what the local child care providers who took our survey are saying about the child care landscape in our community including, existing child care facilities, their capacities, and the variety of services they offer.

63% Survey participants said they are at **maximum capacity** for out-of-school care.



Respondents have the **largest care capacity** available for the out-of-school care (ages 4+ attending school).

75% Survey participants are currently offering both before and after school care.



Location was ranked highest among factors that families use in decision making for **choosing a child care centre**



When asked what **challenges** respondents see in expanding or growing their business, the top answer was **staffing**, followed by **funding**.



When asked what **support** local child care providers wanted from the Town, the highest ranked option was **involvement in community events or initiatives**.



Child Care Providers Survey Respondents

Q2

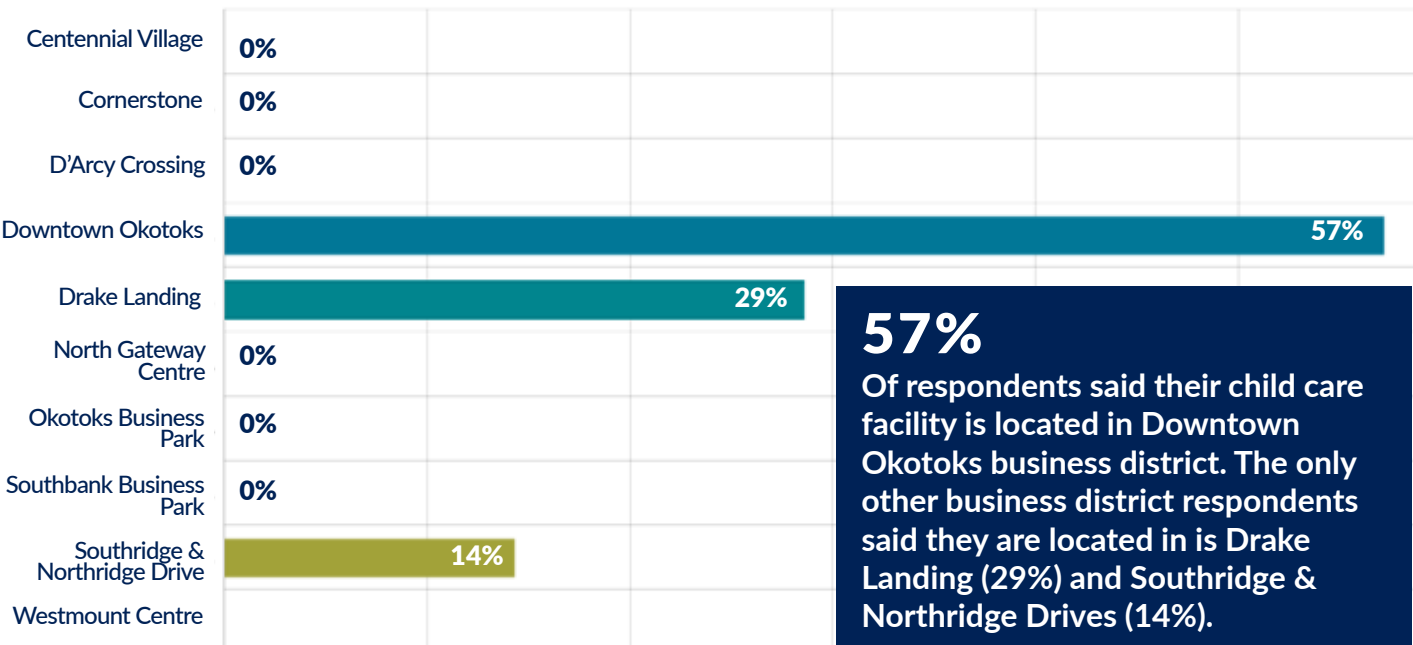
In what year was your facility-based child care centre established?

- Respondent 1: **2023**
- Respondent 2: **2008**
- Respondent 3: **2022**
- Respondent 4: **2006**
- Respondent 5: **2016**
- Respondent 6: **2022**
- Respondent 7: **2018**
- Respondent 8: **2024**
- Respondent 9: **N/A**

**Q1 asked survey respondents to provide the business name of their child care facility. Business names were gathered for internal use only and have been omitted in reporting.*

Q3

What business district are you located in?

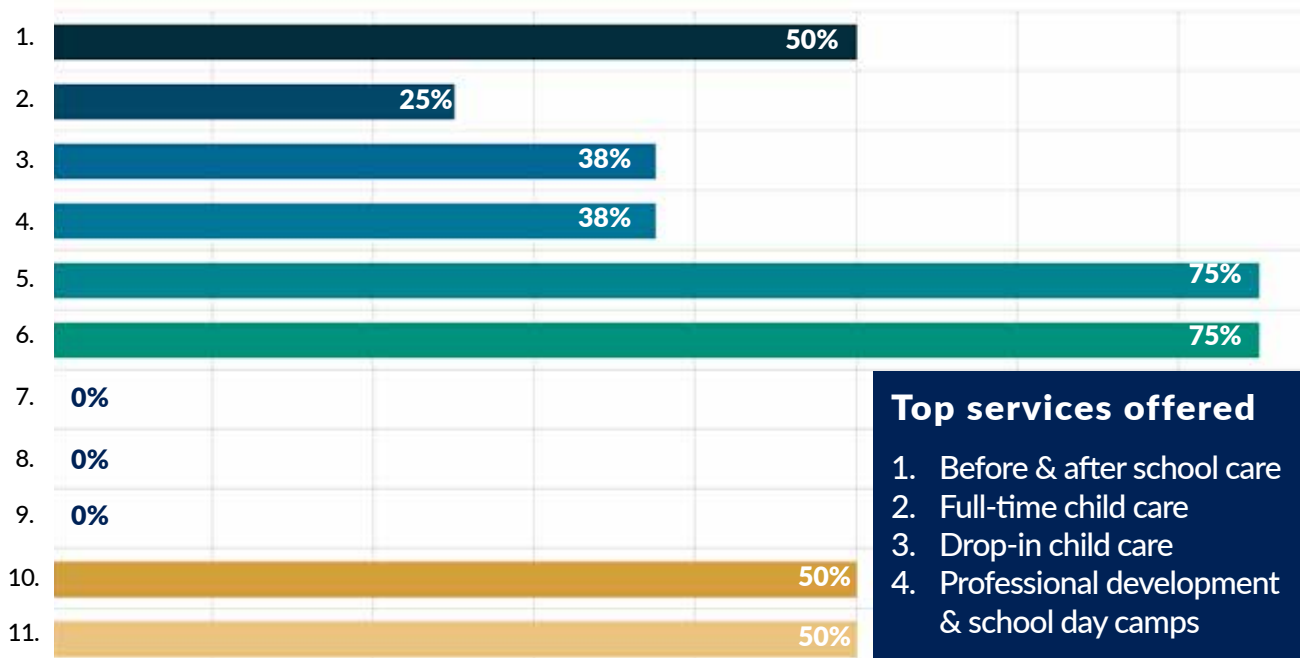


57%
Of respondents said their child care facility is located in Downtown Okotoks business district. The only other business district respondents said they are located in is Drake Landing (29%) and Southridge & Northridge Drives (14%).

Child Care Services

Q4

What types of child care services does your facility-based centre offer? Select all that apply



Top services offered

1. Before & after school care
2. Full-time child care
3. Drop-in child care
4. Professional development & school day camps

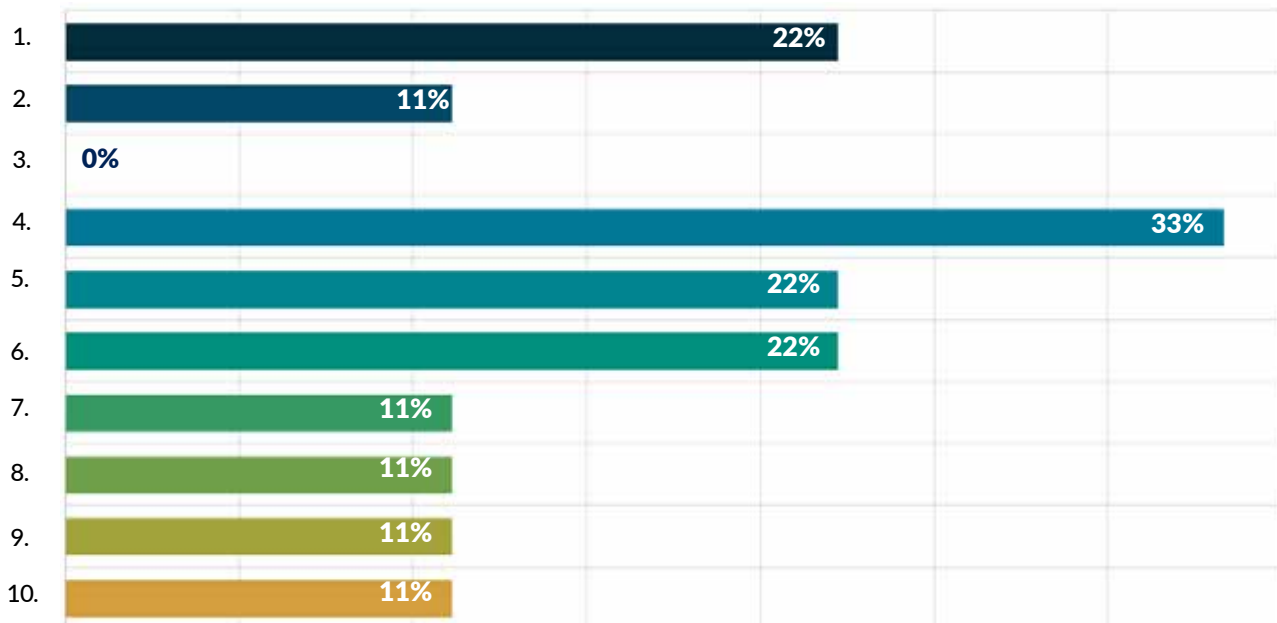
Answer options

1. Full-time: Child care offered for 6 hours or more per day and at least 5 days per week
2. Part-time: Child care offered for either 6 hours or more per day and less than 5 days per week or for less than 6 hours per day, for any number of days per week
3. Kindergarten: Child care offered for children attending full-time Kindergarten in the schools - during school hours on non-Kindergarten school days
4. Kindergarten: Child care offered to children who attend AM or PM Kindergarten in school
5. Before school
6. After school
7. Weekends
8. Evenings: child care offered after 6 p.m.
9. Overnight
10. Drop-in
11. Professional development and school break camps - Additional or alternative days of child care offered upon request for non-regular children.

Child Care Services Affiliate Schools

Q5

What schools do you service? Select all that apply



Answer options

1. St. Mary's School
2. Big Rock School
3. Westmount School
4. Ecole Percy Pegler School
5. Ecole Good Shepherd School
6. Dr. Morris Gibson School
7. Meadow Ridge School
8. Ecole Beausoleil
9. Not applicable
10. Other (please specify)

33%

Of respondents service Ecole Percy Pegler School. 22% of respondents also service St. Mary's school, Ecole Good Shepherd School and Dr. Morris Gibson School.

Child Care Providers

Legal Status & Facility Type

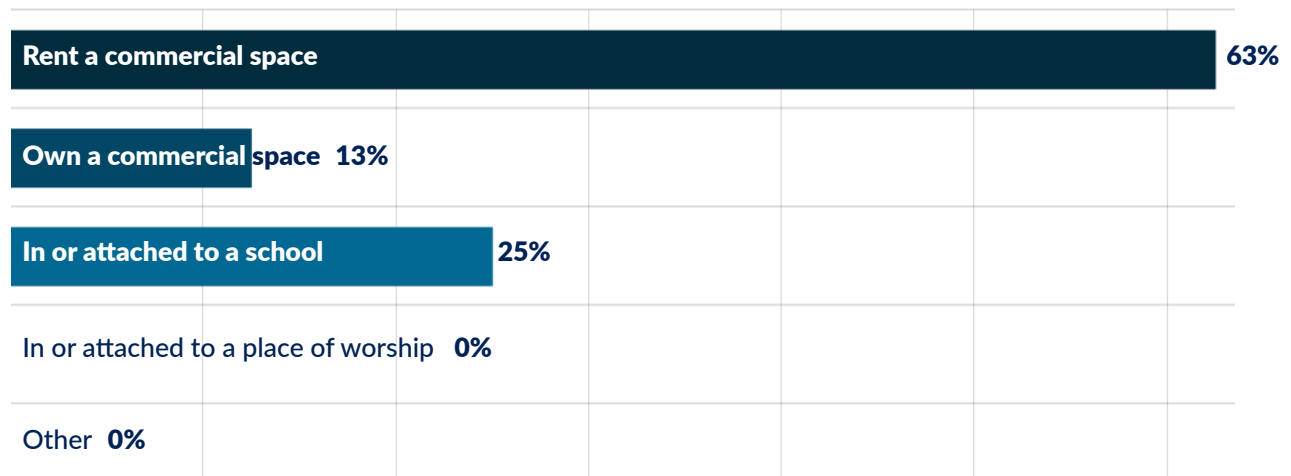
Q6

Is the legal status of your centre a not-for-profit?



Q7

Which of the following best describes the type of building in which your centre is currently located? Select all that apply



Respondents who said they were attached to schools were asked to specify which schools. Responses included Doctor Morris Gibson School, Big Rock School, and St. Mary's School.

Child Care Providers

Day Care Capacity

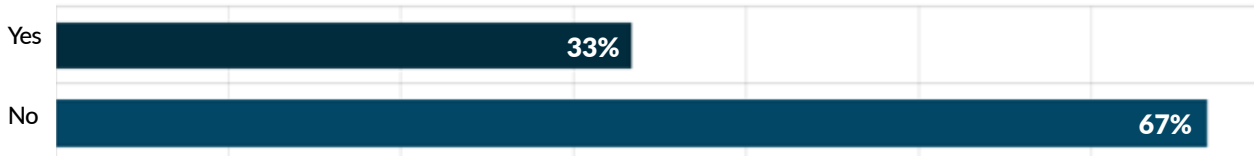
Q8

What is your centre's maximum day care capacity as per licensing regulations for infants to children aged 3 or younger?

Respondents answers varied between **0** and **125**.

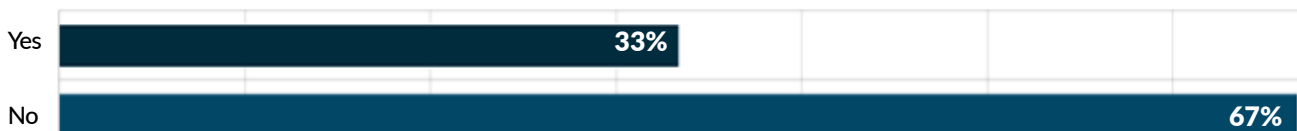
Q8 a.

Are you at maximum capacity for Day Care?



Q8 b.

Do you have a Day Care waitlist?



Child Care Providers

Pre-school Care Capacity

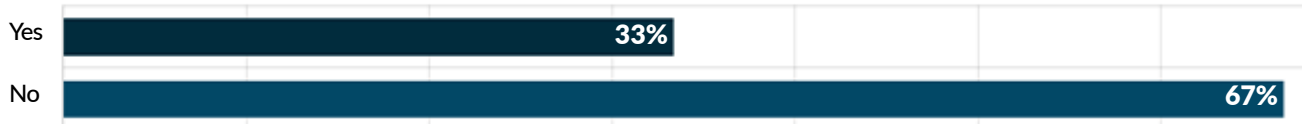
Q9

What is your centre's maximum pre-school capacity as per licensing regulations? (children 3-4 years or older who don't attend school.)

Respondents answers varied between **0** and **52**.

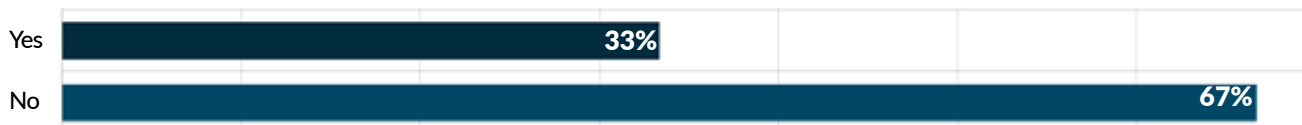
Q9 a.

Are you at maximum capacity for pre-school care?



Q9 b.

Do you have a pre-school care waitlist?



Child Care Providers

Out-of-school Care Capacity

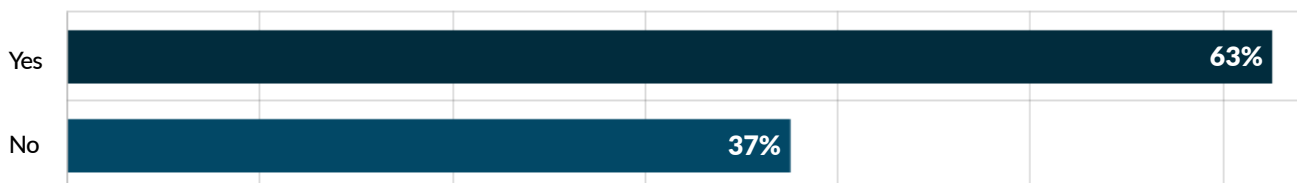
Q10

What is your centre's maximum capacity as per licensing regulations for children 4 years or older who attend school?

Respondents answers varied between **0** and **120**.

Q10 a.

Are you at maximum capacity for out-of-school care?



Q10 b.

Do you have a out-of-school care waitlist?



63%

Of respondents said they are at maximum capacity for out-of-school care compared to 33% of respondents who said they are at maximum capacity for both pre-school care and day care.



Largest care capacity

The out-of-school age group has the highest capacity for care compared to pre-school care and day care.

Driving Factors in Choosing Child Care

Q11

11. What do you believe are the driving factors that families use in decision making for choosing a child care centre? Please rank by priority from most important to least important.

Location	4.88
Specific age category capacity	2.63
Hours of operation	3.75
Child care philosophy	1.88
Additional services offered	1.75
Other	1.75

Top 3 factors for choosing child care, Ranked

1. Location
2. Hours of operation
3. Specific age category capacity

Additional Comments:

- Early learning
- High quality programming
- Amazing teachers
- Support for children with disabilities and learning needs

**Each option's corresponding number represent it's score, which is based on its ranked position multiplied by the response count and divided by the total number of contributions.*

*** Additional comments reflect short answer submissions that respondents could provide if they selected 'other' as an option.*

Child Care Services Transportation

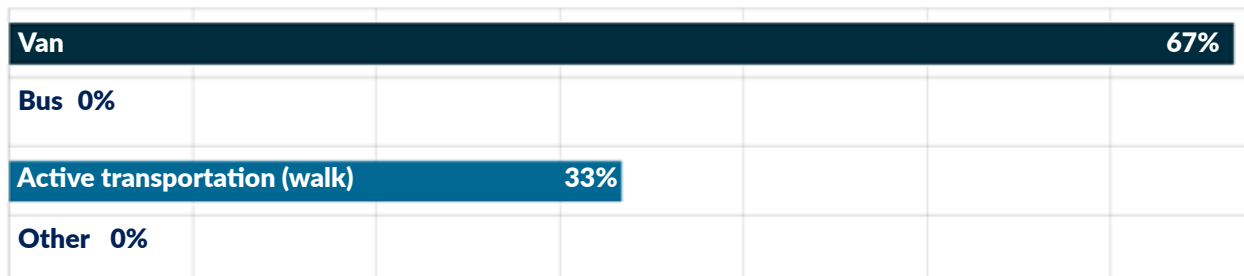
Q12

Do you offer transportation for school aged children?



Q12 a.

What method of transportation do you offer?



Child Care Services Future Expansion Plans

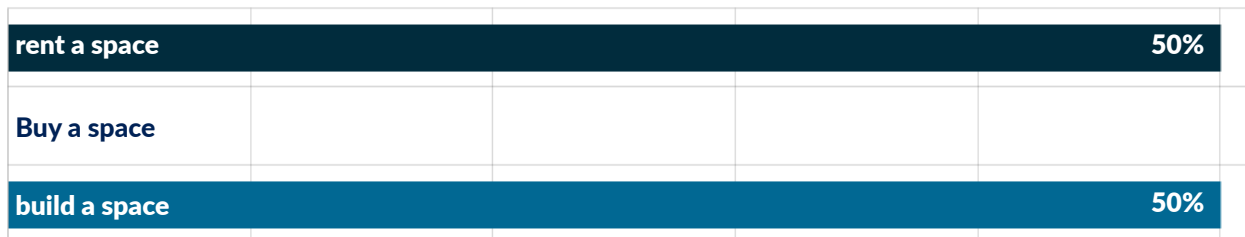
Q13

In the next 2-5 years, do you plan to expand your facility-based centre by increasing its physical space?



Q13 a.

What do your expansion plans include? Select all that apply.



**Only respondents who answered 'yes' to Q13 had the opportunity to answer Q 13 a.*

Child Care Services Future Expansion Plans

Q14

Does your child care centre plan to expand or add new services in the next 2-5 years? Select all that apply.

Full-time: Child care offered for 6 hours or more per day and at least 5 days per week	13%
Part-time: Child care offered for either 6 hours or more per day and less than 5 days per week	0%
Kindergarten: Child care offered for children attending full-time kindergarten in the schools	0%
Kindergarten: Child care offered to children who attend AM or PM kindergarten in school.	0%
Before school	0%
After school	0%
Weekends	0%
Evenings: child care offered after 6 p.m.	0%
Overnight	0%
Drop-in	0%
Professional development & school break camps; Additional care upon request for non-regular children	0%
No, we do not plan to add new services in the next 2-5 years.	63%
Other (please specify)	25%

Additional comments:

- French programming
- Kindergarten
- Before and after school services

**Additional comments reflect short answer submissions that respondents could provide if they selected 'other' as an option.*

Child Care Services Expansion Challenges

Q15

What challenges do you foresee in expanding or growing your facility? e.g., funding, space, staff, regulations, etc.

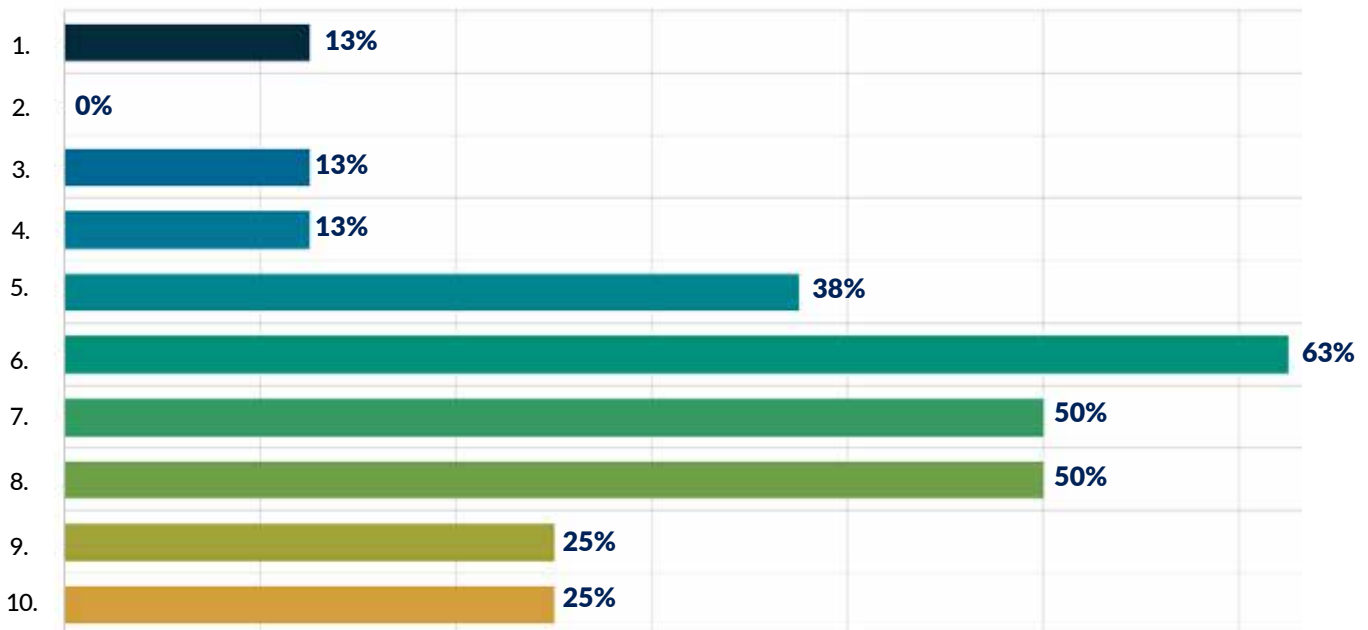


**This question was posed to respondents as a long answer submission. The above word cloud was generated based on the most common feedback from the respondents submissions.*

Child Care Services Town Support

Q16

16. How can the Town of Okotoks support your daycare business? Please select all that apply.



Answer options

1. Streamlined processes for obtaining permits and licenses
2. Clarifications or assistance with compliance issues
3. Information on available grants, subsidies, or other funding opportunities
4. Support with applications for financial assistance
5. Opportunities to connect with other daycare providers and local businesses
6. Involvement in community events or initiatives to raise awareness about child care services
7. Training or professional development programs for daycare staff
8. Assistance with promoting daycare services to the community
9. Inclusion in Town-sponsored events or marketing materials
10. Other (please specify)

Child Care Services Town Support

Q16

16. How can the Town of Okotoks support your daycare business? Please select all that apply.

Additional Comments

“Promoting early childhood education and local programs as a valuable field of work to attract more educators who live in town, but are working in Calgary.”

“Support us by advocating for these funds and subsidies to go to the parents directly so we can have a free market again and parents can make the choice based on their wants and needs for their families and not price and convenience.”

Top 3 ways Town can support needs of child care providers:

1. Involvement in community events or initiatives to raise awareness about child care services
2. Training or professional development programs for daycare staff
3. Assistance with promoting daycare services to the community

**Additional comments reflect short answer submissions that respondents could provide if they selected 'other' as an option.*

Recommendations

Based on findings from the child care facilities survey, the Town will:

- ✓ Continue to offer a quality child care option that meets the needs of the community.
- ✓ Increase participation in the business community to ensure the Town is offering complimentary services.
- ✓ Provide support to the business community, if requested, to maximize access to federal and provincial funding.
- ✓ Align facility use for child care services with Town's other offerings to diversify and maximize space allocation.
- ✓ Consider partnering with other child care services for training and development opportunities.



Next Steps

2024

Q3

Present engagement findings to Okotoks strategic leadership team.

2024

Q4

Continue to provide facility-based licensed before and after school care in the community.

2025

Continue to monitor and assess child care needs in community.

