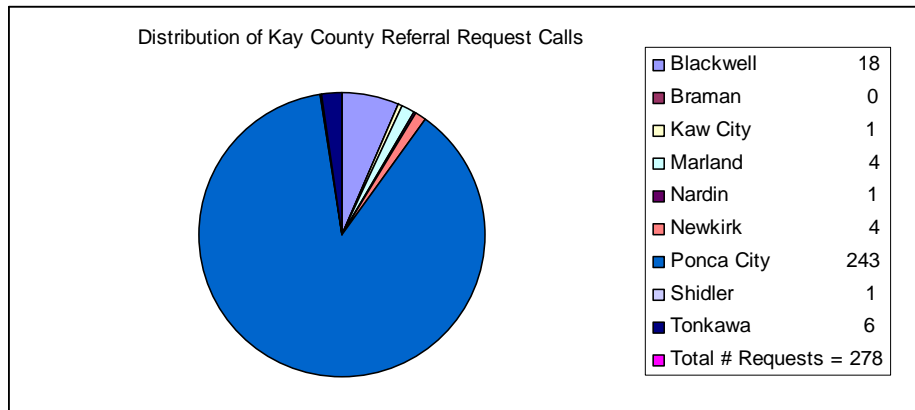


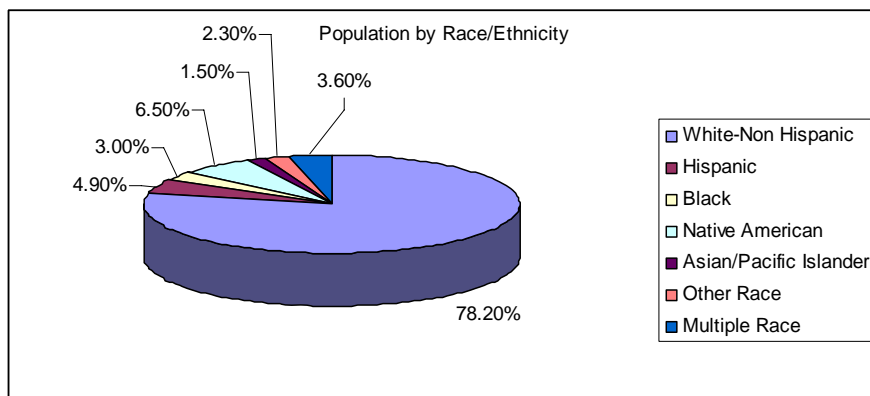
Supply and Demand Analysis Ponca City, Kay County

In selecting the area for the analysis, the source of the referral calls was considered. Six calls were received from Pawnee County, 11 from Noble County and 278 from Kay County, which proved to be the County most requesting care. Osage County referral requests were only considered in this R&R area, which consisted of zip code 74604. Of the Kay County referral requests, 243 were from clients in Ponca City, accounting for 87% of the requests. In addition, there were 17 referral requests from Ponca City residents in Osage County. Due to these findings, Ponca City was selected for the analysis. Analysis for the report is from data collected from January of 2006 through the time of the report in March of 2007.

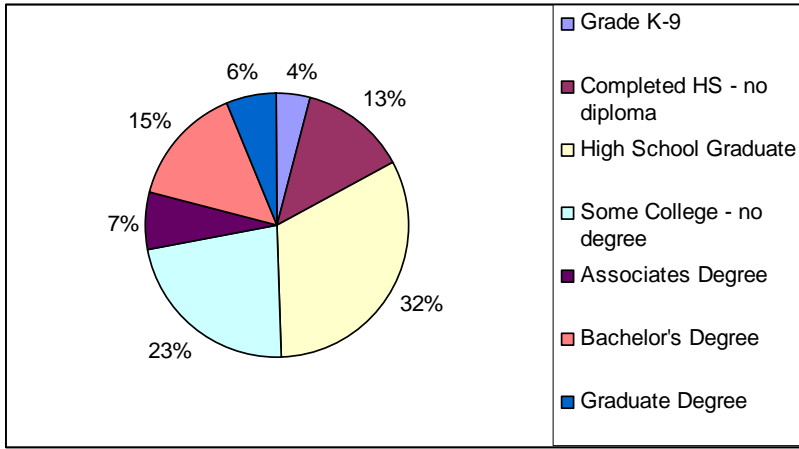


Characteristics of Ponca City

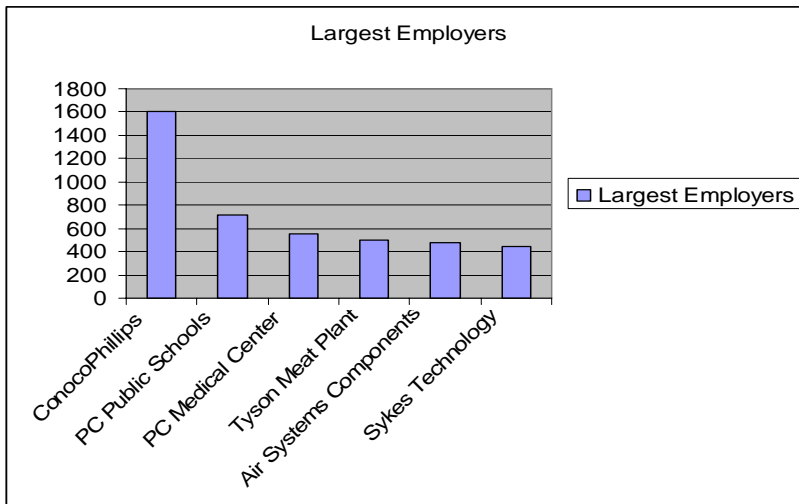
Based on the most recent Census Bureau data, Ponca City has an estimated population of 25,919, including 1,856 children under the age of 5. Ponca City is located in the north-central part of the state and is less than 30 minutes from the Kansas border. It consists of 18 square miles of land. The median income for the city is \$31,406. The population is 78% Caucasian, 6.5% Native American and 4.9% Hispanic.



Educational attainment statistics show that 17% (more than one out of every six persons over the age of 25) lacks a high school diploma. In Ponca City, there are more than 898 families (12.7% of all families) living below the poverty level.



Primary employers in Ponca City include the public school system, the hospital, a meat packing plant, and technology and manufacturing companies. The largest employer is ConocoPhillips Oil Company, with around 1,600 employees in Ponca City. Because it is a large corporation with world-wide offices, there is frequent transitioning of employees in and out of the community.



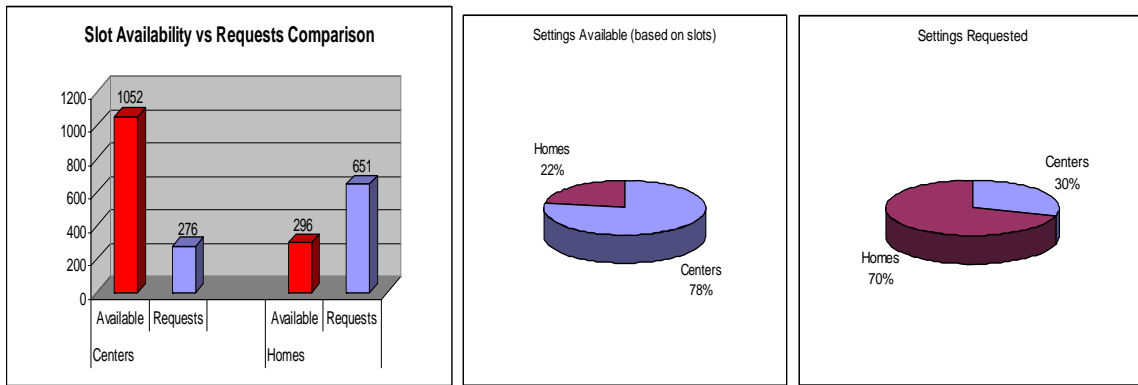
Child Care Supply

In this report, the term “Centers” will refer to Child Care Centers, Head Starts and all other non home-based types of care. “Homes” will refer to Family Child Care Homes and Large Family Child Care Homes.

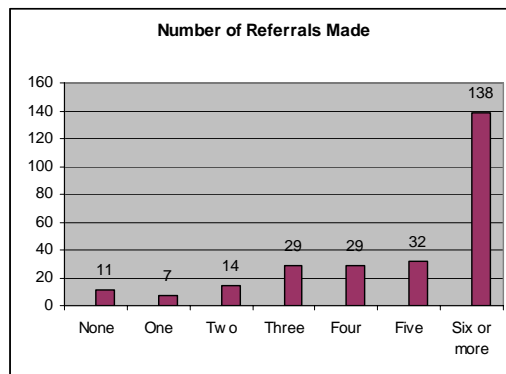
Availability of Care

According to most recent Census Bureau statistics, there are 1,856 children under the age of five in Ponca City and 1,842 children aged five to nine, for a total of 3,698 children under the age of nine. There are 57 licensed Child Care facilities in Ponca City, with a licensed capacity of 1,348. This results in 2.74 children for every licensed child care slot. Centers number 21 and have a total licensed capacity of 1052. Homes are 36 in number with a capacity of 296. 78% of slots available were in Centers and 22% of available slots were in Homes. Client requests for care in Center settings accounted for 29.8% of all requests while 70.2% of requests were for Home Care settings.

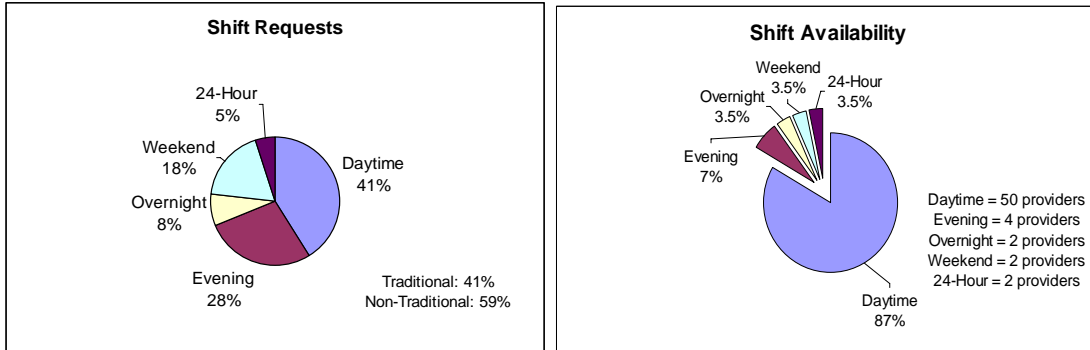
As can be seen, licensed capacity of Homes is significantly smaller than that of Centers, while requests showed the opposite trend, with a significantly higher percentage of client requesting Home care settings. This would indicate a need for increase in the number of Home Child Care facilities in Ponca City.



There were 260 client calls for care between January 2006 and March 2007. Resource & Referral Specialists made 2712 referrals to these callers. More than half of all callers received six or more referrals. There were 11 clients for whom no referrals were found, 7 who received only one referral, and 14 for whom only two referrals were given. 12% of callers received two or fewer referrals. Although 88% of caller received three or more referrals, these figures do not indicate whether the referrals had openings to meet the client needs.

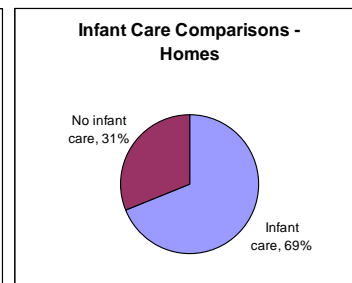
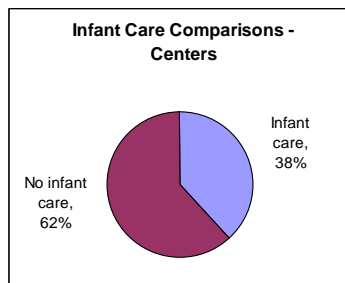
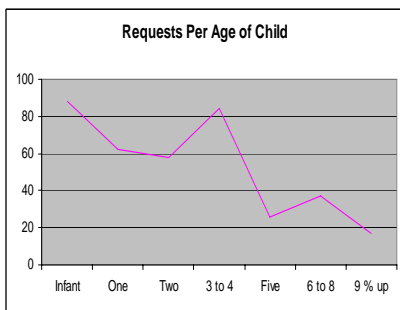


Shifts: Many of the 260 client calls for care involved need for more than one shift due to work hours extending across shifts. 291 shift requests were received with 41% of requests for daytime care and 59% of requests for non-traditional hours. Nearly 95% of requests were for full-time care. There are no centers offering evening, overnight, 24-hour or weekend care. 12 Centers offered daytime care and there were 8 Centers offering part-time care. All non-traditional care is provided by Child Care Homes. Of the 36 Child Care Homes, only four offer evening care and only 2 offer overnight, weekend, and 24-hour care. This poses a great concern for clients seeking non-traditional care in Ponca City.



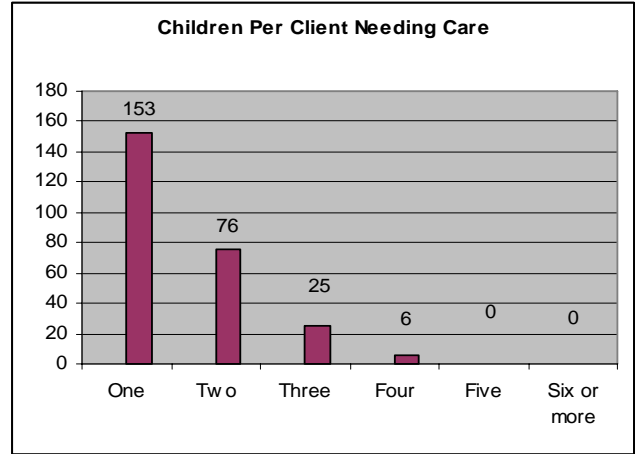
Ages: The requests for care were inclusive of 395 children, with 74% of those being for children under the age of five. This included 88 children under the age of one, 62 for one year olds, 58 for two year olds, and 84 for three and four year olds combined. Requests for Five and older care were significantly lower and ranged between 18 and 39 per age group. These numbers indicate highest need for care of infants and three & four year olds. The next greatest need was for children one and two years of age.

In Ponca City, Only 8 out of 21 Child Care Centers offer infant care. However, 25 of 36 Homes do provide care to infants in Ponca City. Many providers do not offer infant care due to ratio requirements, intensity of infant care and expense of providing infant care.



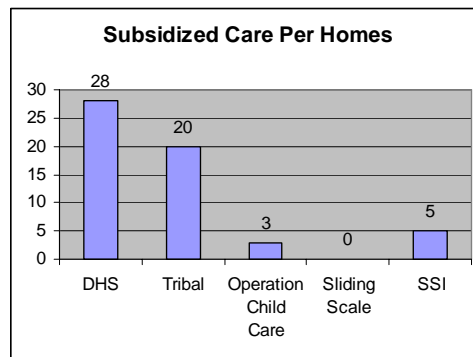
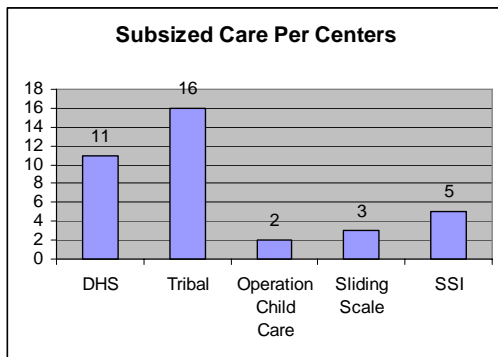
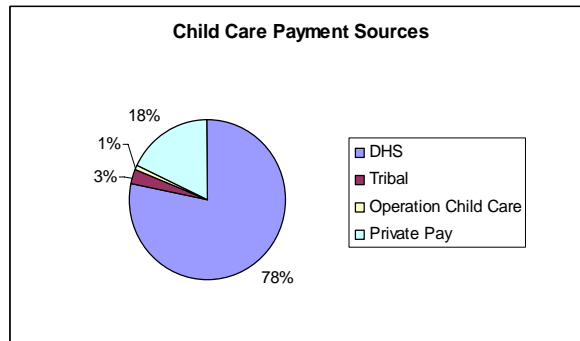
Number of Children Per Family:

Of the 260 clients requesting care, 153 needed care for only one child, 76 requested care for two children and 25 desired care for three children. There were six clients in need of care for four children and no requests for more than four children. This would indicate that there is no significant problem in locating child care due to having a large number of children.



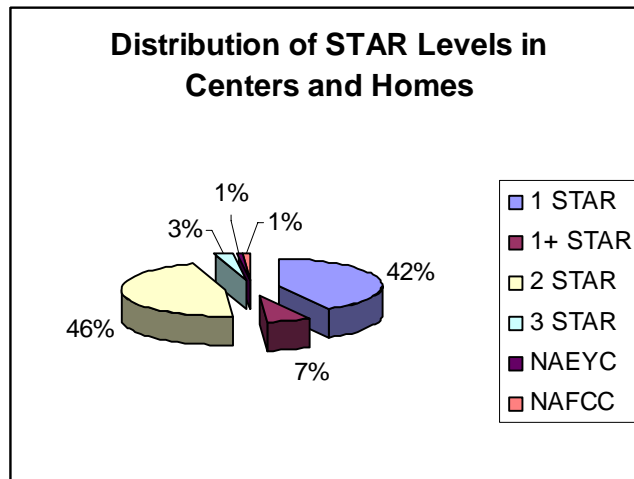
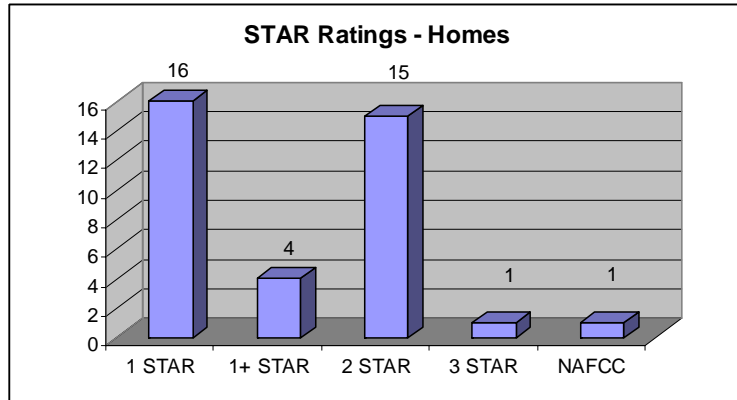
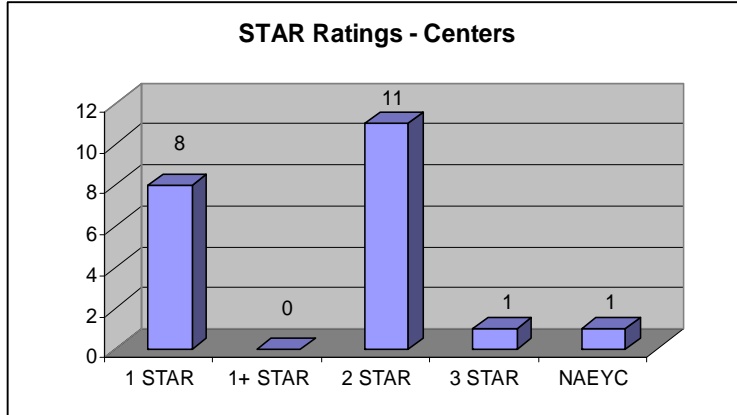
Subsidy:

81% of requests were for subsidized care, with 78% DHS, 3.51% tribal and .29% Operation Child Care. 18% of requests were without financial assistance. With DHS being the major payment source by a wide margin, providers who do not participate in the program are at a great disadvantage and may have much needed slots that clients cannot utilize. Of the 21 Child Care Centers, 11 accept DHS subsidy payments and 28 of the 36 Homes participate in the program. 16 Centers and 20 Homes accept Tribal Subsidy, 5 Centers and 5 Homes accept SSI, and 2 Centers and 3 Homes offer Operation Child Care. Only 3 Centers offered sliding scale. Although there was no indicators for homes, many are known to utilize this practice on an individual basis. 55 of the 57 providers accepted private payment for services.

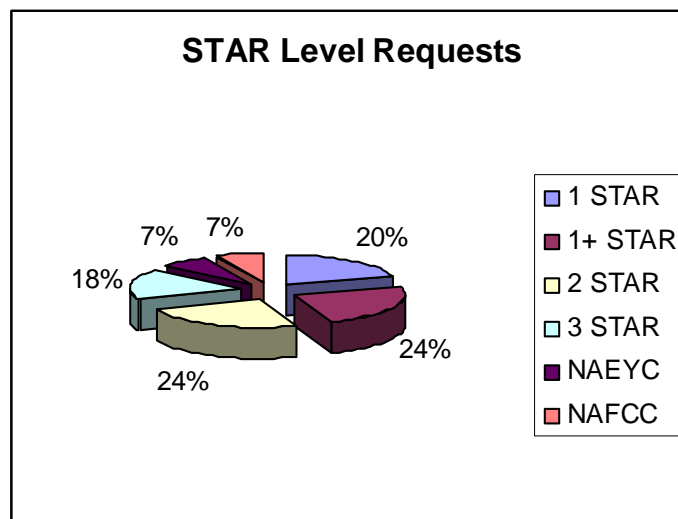
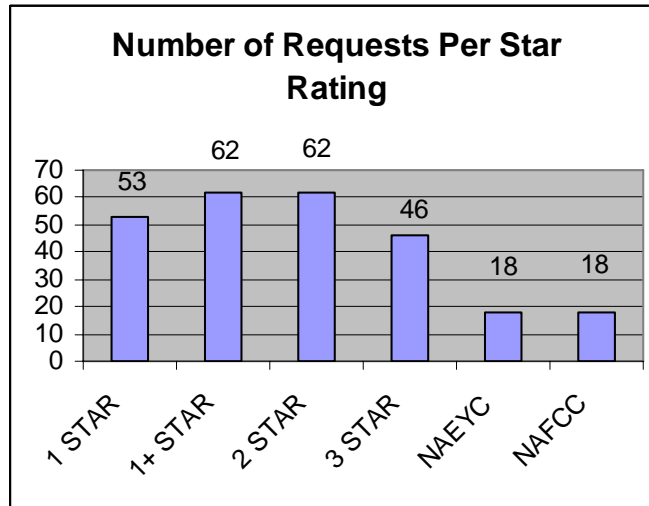


Quality:

42% of Child Care Centers and Homes in Ponca City have only the 1 STAR status, having completed minimal requirements for licensing. 7% have met criteria for 1+ STAR status and 46% have met requirements for 2 STAR status. Only 3% of providers have 3 STAR status. One Center is NAEYC accredited and one Home has NAFCC accreditation.



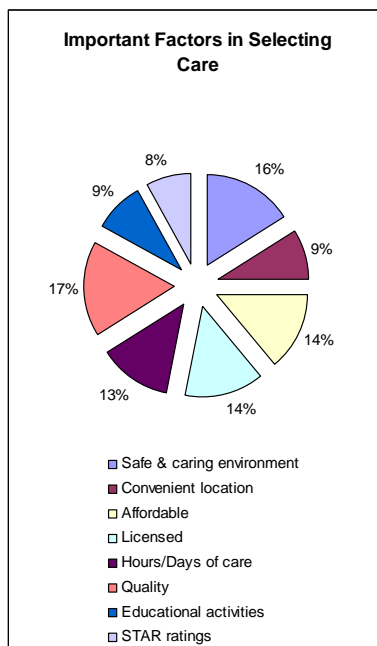
Of the 260 client calls, 53 requested facilities with only the minimal licensing rating of 1 STAR. 62 requested facilities with 1+ STAR or above, 62 requested 2 STAR or above, and 46 requested 3 STAR facilities. 18 requested NAEYC Centers and 18 requested NAFCC Homes.



When comparing STAR requests to distribution of STARS facilities, the greatest area of need appears to be in the 3 STAR, NAFCC and NAEYC areas. A markable shortage was noted in the 1+ STAR area, indicating that providers either stay in a 1 STAR position, fulfilling the minimal licensing requirements, or quickly complete the requirements and become 2 STAR facilities. It may be beneficial to identify whether or not many providers stop doing childcare after being licensed in order to complete their schooling, then reopen and achieve their 2 STAR rating.

Values:

In follow-up calls made to assess quality and direction of service, clients were asked to rate several factors which they found most important in selecting child care. Factors rated included safe and caring environment, convenient location, affordability, licensure status, hours and days of care, quality (measured by STARS ratings, educational activities, bilingual ability and attention to special needs). The factor most marked of importance was quality of care. The second most requested factor in selecting care was a safe and caring environment. Affordability and licensure tied for third in choice of importance. It was surprising that, while 80% of clients requested that provider have some level of training and not just meeting the minimal licensure requirements, only 8% of important factors selected were STARS ratings.



Summary:

Ponca City was selected for the study due to the overwhelming majority of calls looking for care in Ponca City. This could be due to greater knowledge of R&R services in Ponca City, greater need for care in Ponca City, or better communication of available care among residents in smaller communities.

Availability of child care in Ponca City is an issue. Centers showed the most available slots, while clients most requested Home Child Care. This reflects a need to increase the number of home providers in the area. An overwhelming 95% of calls received were for full-time care and 59% of callers requested non-traditional hours. As there are no centers offering non-traditional care and only 4 homes offering evening care and 2 offering overnight, weekend and 24-hour care, it is often difficult for clients to locate care for non-traditional hours and days. There are no providers who offer Sunday care.

Nearly $\frac{3}{4}$ of calls were for care for children under the age of five, with $\frac{1}{4}$ of all requests for infant care. Child Care Homes outranked Centers in provision of infant care, with 69% of Homes offering infant care as compared to only 38% of Centers. This number is concerning, as Centers generally have larger capacity than Homes. The 3 to 4 year olds were the second most needed area, with a similar number of requests. There were significantly fewer calls for children aged 5 and up, which would appear to be an indicator that Ponca City's after-school programs are very effective in meeting the needs of school-aged child care. The majority of callers requested care for 2 or fewer children, indicating that group placement is not a major issue here.

More than $\frac{3}{4}$ of callers were in need of providers who accept DHS subsidy payments. In Ponca City, 68% of providers accept DHS subsidy. It would appear that there are a satisfactory number of providers who accept DHS. The non-traditional hour providers did accept DHS. There were minimal requests for tribal subsidies or Operation Child Care and the majority of providers indicated that they would accept these subsidies, so this is not an area of concern. 18% of requests were for private pay. Nearly all providers accept private pay, however, only 3% of Centers offered a sliding scale and no reports of sliding scale were made by Home providers (although many are known to do this on an individual basis with clients). This might indicate a hardship for working parents who must pay the full amount of child care on their own.

Providers in Ponca City are mostly 2 STAR facilities. 1 STAR facilities ranked second in number. There were significantly few 1+ STAR facilities and more research would be needed to determine whether this is due to a lack of interest in increasing ratings by 1 STAR providers or a short term absence of providers from child care while pursuing their educations. The number of 3 STAR and nationally accredited providers was very minimal. 80% of clients requested providers with at least a 1+ STAR rating. This would indicate that clients understand the value of training in providing quality child care and is validated by the values ratings, where clients rating quality of care as an important more than any other factor. A safe and caring environment was reported second, and affordability and licensure tied for third in popularity.

Action Plan:

More information is needed to analyze the needs for care. There is obviously a great need for non-traditional days and hours, especially for evening and weekend care. There are no Sunday providers and only 2 who provide weekend or overnight care. Only 4 provide evening care and the diverse shifts of workers would indicate a need to increase providers who offer non-traditional hours and days. R&R should work with community agencies and employers to increase awareness of need for providers for non-traditional hours and encourage community support to offer incentives when possible. Businesses should be encouraged to work together to explore options for facilitating increase in non-traditional care availability. R&R should also work with present providers to encourage consideration of offering non-traditional care.

In addition, attention should be given to the lack of 1+ STAR facilities. A survey might be helpful in indicating the reasons for this phenomenon. R&R staff could work to promote awareness of programs available to providers, encourage them by helping them understand the benefits of improving their STARS ratings, and assist them in taking the steps to pursue this endeavor.

Sources for Report:

The statistical data for child care supply and demand were obtained from NACCRRAware child care database. Information pertaining to demographics was obtained from the U.S. Census Bureau and the City of Ponca City website.