



Community Connection for Child Care Annual Parent Survey Report

May 2009

Parents praise CCCC for its quality service & staff

Sixty-nine parents in the CalWORKs and Subsidized payment programs administered by Community Connection for Child Care (CCCC) participated in the Winter 2009 survey to evaluate parent satisfaction with various aspects of the Agency's services, information and staff. The survey encouraged parents to offer suggestions to improve the delivery of CCCC services to the community. CCCC is committed to a policy of consulting parents about how the services they receive can be improved and greatly appreciates the time and effort invested by each parent who submitted a response to the survey.

Overall, parents rated CCCC highly and this positive rating is a reflection of staff professionalism and their continuous efforts to offer Kern County families with timely, quality services and resources.

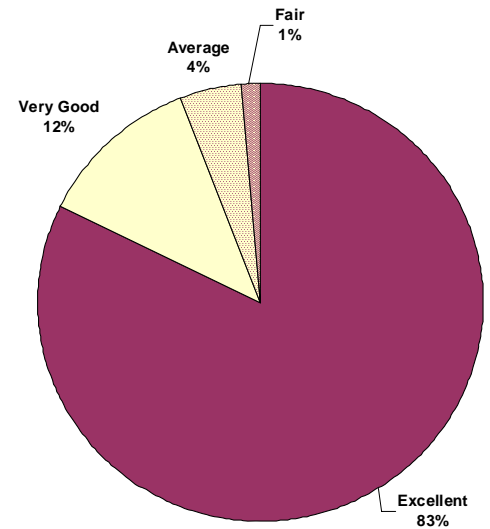
THE RESPONDENTS

CCCC's subsidized child care programs provide income-eligible parents with child care when parents need to work, attend classes or fulfill other work related requirements. Over half of the respondents resided in Metro Bakersfield (57%). Parents from the outlying communities of East Kern, Delano, Arvin, Wasco, Lamont, Shafter, Frazier Park and Tehachapi also responded.

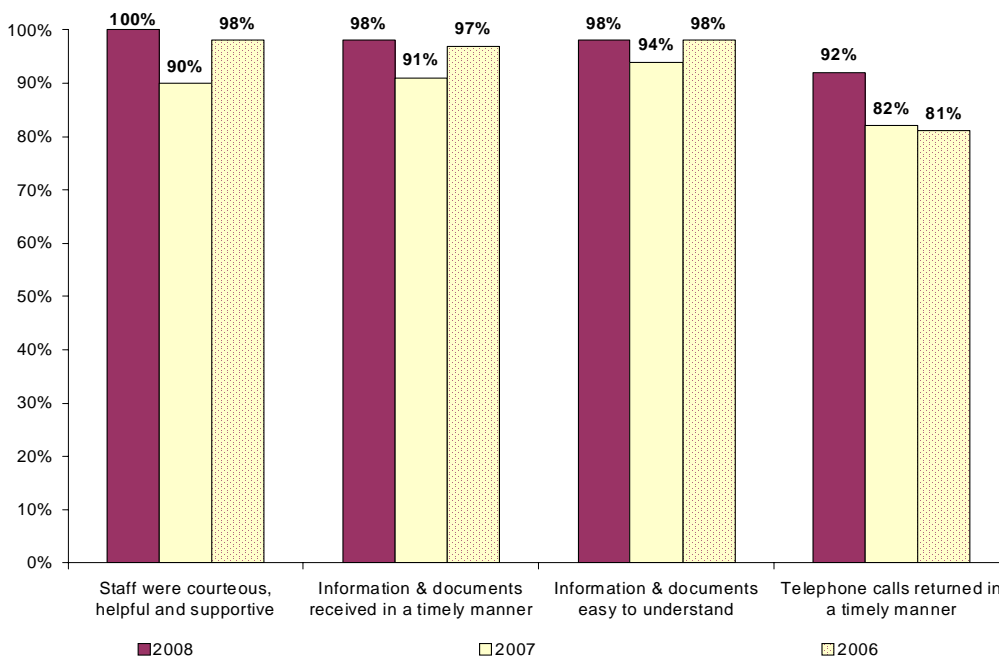
THE AGENCY

CCCC is dedicated to the development of quality child care in Kern County through services and education to parents. Overall, 95 percent of the parents rated the overall quality of CCCC services as "excellent" or "very good."

**Quality of CCCC Services by Respondents
2008**



**Respondents on CCCC Client Service
2006 - 2008**



Staff interaction with parents was overwhelmingly positive. All parents surveyed agreed that CCCC staff have been courteous, helpful, and supportive. Ninety-eight percent agreed that they receive information and documents from CCCC in a timely manner. Nearly all parents also found the information and documents from CCCC easy to understand (98%).

Underlying all good customer service is good communication. Efforts from CCCC staff to create partnerships with families can be seen in the steady increase of parent satisfied with having their phone calls returned within 24 hours from year to year. From 2004 to 2008, this satisfaction rate has grown from 74 percent to 92 percent.

LOOKING FOR CHILD CARE

Through its Resource & Referral (R&R) services, CCCC helps parents find child care and offers important information on what parents should look for in a quality child care program. Last year, R&R completed more than 4,000 child care referrals for families throughout Kern County.

There are three specific pieces of important information which ideally is well communicated to parents during a child care referral. Of these three, parental choice appears to be the best understood with almost all parents aware that they are in full control of who cares for their children (97%). Eighty-one percent of the parents knew about public access to licensing records regarding providers. Seventy-six percent of parents understood that referrals to child care providers were not recommendations from CCCC.

I emailed for a list of providers and got it within a couple of hours. The list of suggested questions was great too! Many things I hadn't thought of as a first-time parent.
-A CCCC Parent



CHILDREN IN CHILD CARE

Quality child care environments promote healthy child development and enable parents to work, study and participate in the community. Responding parents ranked quality (51%), reliability (39%) and cost (28%) as their greatest concerns when selecting child care for their children. Survey results show that three out of five parents chose a child care provider near their home.

Quality child care is unaffordable for many, if not most, Kern County families. About one out of every three parents surveyed indicated that they were able to manage their child care expenses easily. More often, parents reported some degree of difficulty in paying for child care (70%).

Current studies emphasize the lifelong benefits to children who have consistent caregivers outside the home during their early years. The majority of responding families believed their current child care arrangements within the next year would stay the same (65%). Moreover, most parents who anticipated a change in child care reported they would do so because their children were either beginning school or they were expecting new children.

CLIENT FEEDBACK ON SERVICES

To further improve CCCC services, parents recommended:

- √ frequent updates on status on waiting list
- √ flexible income requirements so more parents qualify for financial assistance with child care costs
- √ more funding to shorten time on waiting lists for child care financial assistance
- √ creating a resource and agency directory for Kern families to access needed services
- √ more public awareness of CCCC and its services in the community, especially doctor offices and hospitals
- √ rating system for child care providers or have parents rate their providers so CCCC could use this information when providing child care referrals to families

By involving parents in this discussion, CCCC hopes to achieve higher results in these areas of service next year, results which speak to the dedication of CCCC staff and the unique relationships they enjoy with client families.



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