

Consolidated Clause in Community Services Committee Report 8, which was considered by City Council on October 26, 27, 28 and 31, 2005.

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**Increasing Public Information About Child Care
Funding in the City of Toronto**

City Council on October 26, 27, 28 and 31, 2005, adopted this Clause without amendment.

The Community Services Committee recommends that City Council adopt the staff recommendations in the Recommendations Section of the report (September 26, 2005) from the General Manager, Children's Services.

Purpose:

This report proposes a strategy for increasing public awareness about how child care funding provided by the City of Toronto benefits all families with children in licensed child care settings.

Financial Implications and Impact Statement:

There are no financial implications associated with the proposed method for indicating the City of Toronto's financial assistance to licensed child care.

Recommendations:

It is recommended that:

- (1) an information poster be developed outlining the City's funding support of child care programs;
- (2) the poster describe the impact of the City's contribution on families in receipt of child care fee subsidy and families that pay the full fee for child care services;
- (3) the City require all child care programs receiving funding support from the City post the information poster; and
- (4) the appropriate City officials be authorized and directed to take the necessary action to give effect thereto.

Background:

At its meeting of July 19, 20, 21, and 26, 2005, Council directed the General Manager of Children's Services Division to report to the Community Services Committee on ways to indicate the subsidy that is provided to what is currently called "full fee" child care spaces, so in the future the users of these child care spaces will be advised of the financial assistance the City is providing for "full fee" child care spaces.

Child care services in the City of Toronto are cost-shared by the City and the Province of Ontario, and include licensed child care (centre-based and home child care), special needs resourcing to support children with special needs and family resource programs. Program costs are cost shared on an 80/20 basis between the province and municipalities. Historically, the City of Toronto has contributed funding in excess of its cost-sharing requirement and has funded services which support many families not in receipt of fee subsidy. This funding includes 100 percent City funding for before-and after-school programs, summer day programs, school occupancy agreements and health and safety initiatives.

Comments:

The City of Toronto currently provides over \$66 million in funding in support of almost 700 child care centres. Families that pay full fees for services benefit from City contributions to wage subsidy and school occupancy costs. Many full fee families are not aware of the type and level of funding support from the City and this report proposes a strategy to improve awareness of the City's contribution.

It is proposed that each child care program receive and post at the entrance way an information poster (8" x 11") that will provide information about the City's commitment to child care through the provision of additional funding to child care programs. Currently, there is no requirement that service providers post any information about the City's involvement in child care.

The information poster will convey the City's financial commitment to children and families through:

- (1) visibility and effectiveness in communicating the message through an attractive design with large bold print;
- (2) portability and convenience; and
- (3) versatility, could be posted in programs other than licensed child care programs.

Although the poster's use is primarily to provide information on the City's financial commitment the poster will provide information for parents and community members on how to contact the Children's Services Division for specific information or assistance about child care.

Conclusion:

This report seeks approval for a strategy to increase public awareness of the City's financial support to child care through the development of a child care information poster.

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Councillor Janet Davis, Beaches-East York, addressed the Community Services Committee.