

Appendix 2

Stakeholder Relations Communications Plan — Prototype Sites May to September 2018

Purpose

To provide stakeholder understanding, and increase interest and applications from eligible providers for Universal Child Care Prototype Sites leading up to the deadline for applications. As well, ensure that stakeholder communications during the selection and contract negotiation period align with public communications/announcements developed by GCPE.

These sites are government's opportunity to partner with existing, experienced child care providers and learn more about how a universal, government-funded system of child care could be applied in our province. As many as 50 prototype sites involving a range of service models may be selected.

Key audiences

Primary

- Aboriginal Head Start Association of BC
- Aboriginal Child Care Society
- BC Family Childcare Association
- BC Child Care Owners Association (BCCOA)
- Child Care Resource and Referral Programs, including Provincial Indigenous CCRR
- Coalition of Child Care Advocates of BC
- (Lower Mainland) Child Care owners group (represented by Ian Waddell)
- Private licensed child care providers, (including School Age Child Care Association of BC, family providers, in-home multi-age providers, and larger group providers)
- Nonprofit child care providers, associations and advocacy organizations (e.g. The Coalition/
- First Call, BC Child and Youth Advocacy Coalition, Success by 6
- Multi-Age Child Care Association of BC
- Westcoast Child Care Resource Centre

Secondary

- Provincial Child Care Council
- BC Council for Families
- BC Healthy Child Development Alliance
- Early Childhood Educators of BC,
- Early Childhood Education Articulation Committee

- Early Childhood Pedagogy Network (Community Facilitators Program)
- Health and Human Services Deans and Directors Committee
- Human Early Learning Partnership UBC
- Indigenous child care providers, associations and advocacy organizations (e.g. BC Aboriginal Child Care Society, BCACCS, First Nations Health Authority (receiving funding for on-reserve Aboriginal HeadStart) and the BC Aboriginal Headstart Association (receiving funding for off-reserve Aboriginal HeadStart))
- Child Care Resource and Referral (CCRR) centres
- Post-secondary institutions that train ECEs (e.g. UBC, Capilano U, UVic, Nicola Valley IT, etc.) – primarily through the ECE Articulation Committee
- Health authorities and their licensing officers
- Municipalities
- School districts
- Union of BC Municipalities
- Boards of Trade and other supportive business organizations
- Federal Government

Goals and objectives

Primary

- To increase stakeholder awareness and understanding of the Prototype Sites initiative and how the sites fit into the overall child care strategy.
- To encourage a meaningful number of applications from all regions and representing all types of eligible child care facilities.
- To develop information, resources and other materials to help support a successful launch of the Prototype Sites through the projects critical phases:
 - Issuing Expression of Interest
 - Proposal selection period
 - Announcement of the chosen sites
 - Evaluation of the sites
 - End of Prototype Sites contracts in March 31, 2020.

Secondary

- Along with other communications related to Child Care initiatives help non-profit and private child care providers, early child care educators and other key audiences understand where their businesses fit into government's longer term plan for child care
- To establish long-term processes and communications/engagement strategies and channels for ongoing two-way communication with child care providers, early childhood educators, associations and other stakeholders in the child-care sector

- To ensure child care operators in both the non-profit and private sectors feel they are being respected and their voices are being heard, even if they do not agree with every government decision
- Under Federal agreement, the main focus is on infant/toddler care and non-profit, although there will be opportunities to look at other types of sites and care to learn more to inform government's longer-term plan.

Potential Challenges and Considerations around launch/announcement

While GCPE in collaboration with the minister's office will determine the timing and approach for announcing the successful prototype applicants, each available option has a number of considerations that affect stakeholders and communication to them.

With more than 400 applicants — and an estimated 40 to 50 expected to be successful — there is a large number of operators involving a large number of families who will be anxious to know what their operations will look like in the year and what they can communicate to their clients. Communicating the outcomes of the Expression of Interest expeditiously as possible is recommended. Complicating that will be the time required to conclude negotiations on 40 to 50 contracts.

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Recommendation 3: Advise by phone those applicants who are still under consideration.

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Signature

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Option 3: Publicly announce selected prototype sites in **two phases** (approx. late September and late October), pending progress and completion of contract negotiations.

- Creates multiple opportunities to announce sites in a way that draws focus to their impact in specific communities. Ensures that announced sites have completed contract negotiations.

Implications:

- Permits more-timely public announcements.
- Provides an opportunity to follow up provincial announcements with tolling regional announcements for sustained focus.
- Reduces risk that the ministry may need to publicly amend its list of prototype sites because it was not able to successfully conclude contract negotiations with selected sites.

RECOMMENDATION:

Commented [MMM1]: This recommendation was endorsed by both ministers during August 23 briefing.

Option 3: Publicly announce selected prototype sites in **two phases** (approx. late September and late October), pending progress and completion of contract negotiations.

Key messages

General

- The goal of Child Care BC is to offer affordable, accessible and quality child care for British Columbia's families.
- More Child Care BC initiatives will be announced in the weeks and months ahead that will offer more resources and supports to child care providers, addressing issues like remuneration for staff, early childhood education training support, capital funding options and more. The Ministry will be announcing next steps in the months ahead, and are committed to keeping you informed every step of the way.

Prototype Sites (Pre-selection) (See below for KMs post selection)

- Prototype sites will be a model for how a universal, government-funded system of child care can be done in B.C.
- This is an opportunity for providers of licensed child care — private and not-for-profit — in all parts of the province to shape the future of child care service delivery.
- As our partner you will help us develop a future funding model to implement universal child care in 2020.
- There are funding benefits in being selected as a Prototype Site including access to grants to improve the quality of child care programs and services, as well as financial compensation for extra administration requirements.
- Parents too will benefit from having fees capped at \$10 a day, and possibly lower in instances where parents are eligible to receive the new affordable Child Care Benefit, formally the Child Care Subsidy.
- We recognize the Prototype Sites will also be a change for selected providers to adjust to. We're working hard to ensure that evaluation requirements during the contract period will be minimally intrusive, yet still provide the critical information to move forward with implementing universal child care.

If selected as a Universal Child Care Prototype Site, for the duration of the contract the child care facility will:

- Cap parent fees at \$10 per day or \$200 per month
 - Fill out monthly enrollment reports (replacing current enrolment reports)
 - Participate in the evaluation process, which may include in-person visits, staff and parent (voluntary) surveys, and provide feedback to MCFD
 - Complete training for and implement approved Quality Assurance Measures funded by MCFD
 - Communicate with parents and families that you are participating in a Universal Child Care Program as a Prototype Site and what that means for them (fees of \$10 a day or less)
 - Share information with families, including inviting families to participate in the evaluation process
- Developing universal child care is a process that will take a number of years and requires ongoing feedback and data. Prototype Sites are an important step in that data collection.
 - The selection of Prototype Sites —throughout the province, using a range of models — and partnering with those providers, will enable us to better understand factors that affect child care fees, program quality and the impact of affordable child care on families, communities, and child care providers.

KM's During selection period

**Caution recommended on saying too much during a procurement process*

- An expert panel including [list] is now reviewing applications. Panel members have been selected on their experience and knowledge of best practices both in the province and across Canada.
- Contracts will be negotiated with selected applicants. When those are concluded we will announce the selected Prototype Sites.
- Prototype Sites throughout the province, using a range of models, are expected to be in operation beginning September 1 and through to March 31, 2020.
- They will provide government a better understanding of factors that affect child care fees, program quality and the effect of affordable child care on families, communicates and child care providers.

KM's Post Selection Process

- Prototype sites will help model how a universal, government-funded system of child care can be done in B.C.
- The strong response to the Request for Proposals to operate Prototype child care sites is proof of the overwhelming support for a new system of child care in B.C. — one that is affordable and universal.

- More than 200 operators responded to the call for proposals, representing more than 10,000 child care spaces.
- There were many quality submissions received; those selected best demonstrated the evaluation criteria.
- Through their participation as prototype sites, they will help inform a future funding model to implement universal child care by 2020 not all eligible applicants could be selected as prototypes.
- Selected partners include a range of licensed child care facilities— private and not-for-profit — in all parts of the province, each of which will provide valuable information to shape the future of child care service delivery.
- There are funding benefits in being selected as a Prototype Site including access to grants to improve the quality of child care programs and services, as well as financial compensation for extra administration requirements.
- Parents too will benefit from having fees capped at \$10 a day, and possibly lower in instances where parents are eligible to receive the new affordable Child Care Benefit, formally the Child Care Subsidy.
- We recognize the Prototype Sites will also be a change for selected providers to adjust to. We're working hard to ensure that we can support these adjustments.

For those selected as a Universal Child Care Prototype Site, for the duration of the contract, the child care facility will:

- Cap parent fees at \$10 per day or \$200 per month
 - Fill out monthly enrollment reports (replacing current enrolment reports)
 - Participate in the evaluation process, which may include in-person visits, staff and parent (voluntary) surveys, and provide feedback to MCFD
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 - Communicate with parents and families that you are participating in a Universal Child Care Program as a Prototype Site and what that means for them (fees of \$10 a day or less)
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Action Plan and Project Timeline

Action	Responsibility	Date/deadline
Pre Expression of Interest Posting		
Develop messaging for prototypes	Christine Carolyn Marnie	Ongoing (May/June)
Branded one-page backgrounder of Child Care BC initiatives (New Day for Providers) Branded as a takeaway for stakeholder meetings, including foreshadowing of prototype and benefit, if possible. This one- to two-pager should be updated on a timely and rolling basis as new initiatives are introduced.	Carolyn with help from Marnie, GCPE	Complete
Branded one-page backgrounder for benefits associated with being selected a Prototype Site/Call to Action (New Day for Providers)	Carolyn with help from Marnie, GCPE	Complete
Where relevant senior ministry staff foreshadows/shares EOI application details for prototype sites at meetings with BCCCOA and PCCC	Christine Andy Jon Teresa	Complete
Develop list of three to five external/sectoral key validators to support Prototype Sites. <i>Suggestions include:</i> <ul style="list-style-type: none"> • Sharon Gregson/10 a day • PCCC- Sandra Menzer and Kevin Campbell (brings economic perspective) • Names to be drawn from selection panel members <i>Is someone from Alberta a possibility?</i>	Christine Karen MO PO	Ongoing (May/June 2018)

Action	Responsibility	Date/deadline
Review application with PCCC	Jonathon Andy	Complete
Develop stakeholder letter, fact sheet, FAQ, website blurb.	Marni Carolyn	Complete
Meeting with BCCCOA Proposed Agenda from BCCCOA 1. Options for and feedback about different implementation models for Universal Child Care, in hopes that these models could be included within the prototype centres for further study. 2. ECE Training - feedback, concerns, recommendations and reassurances 3. Accreditation, Mentorship, Regulation College 4. Proportionate Representation for consultation	Minister of State Chen MCFD staff	May 11, 2018
Release of Expression of Interest — May 14, 2018		
Email letter and fact sheet to CCOF recipients who have been approved for the fee reduction initiative: re: prototype project and how to apply, link to FAQ and application form. Include info about webinar dates.	Carolyn/ Marnie	Approved by MO by May 10 Issue by May 14, 2018
News release announcing EOI. Consider a bigger news release to showcase this as a positive step towards government's universal child care commitment.	Karen/GCPE	June 8, 2018
Social media posts on stakeholder pages (Facebook, Twitter) driving providers to website (appropriate for Expression of Interest only after selection)	Minister's Office PO	
Social media monitoring	Karen/GCPE	June 6, 2018 and onward
Post Website info		June 6, 2018
Ministry led townhall/webinars meetings for interested stakeholders	Marnie Ministry staff	One per week following announcement

Action	Responsibility	Date/deadline
Ongoing: Ministry staff to direct calls related to applications to procurement experts.		
During selection process		
No proactive communications. Responsive only to phone calls sharing only that application period is closed and submissions are being reviewed.		
Update website blurb with closed application status.		
Site selection		
Develop updated web content	Carolyn	August 24, 2018
Emails to applicants who have been selected, with a request to sign the attached NDA.	Carolyn	TBC
Emails to unsuccessful applicants.	Carolyn	TBC
Phone calls to those providers still under consideration	Andy	TBC
Selected applicants sign non-disclosure agreement	Program staff	TBC
Contract Negotiations Orientation Webinars	Andy	TBC
News Release(s) and media event announcing Selected Sites including link to Prototype Site webpage.	GCPE	TBD (likely late September/early October)
Emailed letter to all primary stakeholders listed in this plan as well as CCOF recipients announcing sites that have been selected.	Carolyn/Marnie	September 2018
Secondary audiences can view selection decisions and status updates on ministry webpages.		

Action	Responsibility	Date/deadline
Letter to stakeholders mid-evaluation (providing there is something to be said).	Marnie	Spring/Summer 2019
Webinar for all participating Prototype Site partners to share lessons learned and next steps.	Marnie/Carolyn	tbd
Letter to primary stakeholders at the end of the contract to share high-level findings/results/next steps.	Marnie/Carolyn	tbd
Celebration/thank you event with Prototype Site operators	Ministry staff/GCPE	tbd

Date:

May 8, 2018

Revised:

August 16, 2018

August 21, 2018

August 24, 2018 (by Marnie)

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