



# **Exploring Child Care Solutions to Meet Community Needs**

June 2, 2025

Mayor and Council Worksession

# Outline

- Purpose & Expected Outcomes
- Mayor and Council of Rockville Focus Areas & Commitments
- Requested Feedback
- Child Care Landscape – Montgomery County, Maryland
- Overview of Existing Programs and Financial Subsidies – City of Rockville, Maryland
- Strategies to Expand Child Care
- Worksession

# Purpose & Expected Outcomes

**This worksession allows the Mayor and Council to:**

- Define the City of Rockville's approach to expand child care opportunities.
- Align objectives and explore how to effectively support child care through collaboration between Community Planning and Development Services, Housing and Community Development, and Recreation and Parks.
- Provide staff with guidance to develop actionable next steps.

# Mayor and Council of Rockville

## Focus Areas & Commitments

### Economic Development



### Public Safety



### Housing



### Mayor and Council's commitment to provide effective and efficient service delivery to:

- ✓ Improve quality of life
- ✓ Support families
- ✓ Support workforce participation
- ✓ Attract and retain businesses
- ✓ Provide safe and secure environments
- ✓ Allow people to live, work, and thrive

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## Requested Feedback

Do you support the  
child care expansion strategies recommended  
from tonight's presentation?



# Child Care Landscape

## Montgomery County, Maryland

### Montgomery County Child Care Cost of Quality Study (March 2024)

#### **Challenges**

- Critical gap in child care capacity for infants and toddlers → only 17% are currently served.
- Providers at high-quality levels struggle to be financially sustainable.
- Pay disparities between educators in community-based and public-school programs.

#### **Goals**

- Expand access to infant and toddler care.
- Increase the number of high-quality providers.
- Achieve pay parity for community-based child care educators.

# Child Care Landscape

## Montgomery County, Maryland

### Montgomery County Child Care Cost of Quality Study (March 2024)

The study recommended six strategies related to child care subsidies, grants, and policies:

Strategies	Goals		
	Expand access to infant and toddler care	Increase share of high-quality providers	Pay parity for child care educators
Promote higher participation in subsidy programs among families and providers	✓	✓	
Adjust WPA payments to cover the cost of high-quality care	✓	✓	
Expand the EquiCare grant program	✓	✓	✓
Adopt a foundational funding approach for child care providers	✓	✓	✓
Develop a salary scale for community-based child care professionals			✓
Provide wage stipends and other benefits directly to community-based child care professionals			✓



# Child Care & Out-of-School Programs

## City of Rockville - Recreation and Parks

**Programs for children under 13 years & school-aged teens 15 years and younger.**

- **Licensed Child Care Programs** meet State of Maryland regulations to ensure health, safety, and developmental standards for children.
- **Weekday Out-of-School Programs** are recreation programs offered Monday through Friday before or after school and during MCPS non-instructional days.
- **Self-Regulated Summer Day Camps** adhere to health and safety standards set by the State of Maryland to provide educational and recreational programs during summer months.



# Financial Subsidies for Programs

## City of Rockville - Recreation and Parks

- **Federal Child and Dependent Care Credit**
- **State of Maryland Child Care Scholarship (CCS)**
- **Montgomery County Working Parents Assistance Program (WPA)**
- **Rockville Youth Recreation Assistance Fund (Rec Fund)**
- **City's Cost Recovery:**
  - Tier 1:** Community Benefit → Target 0% or greater
  - ★ **Tier 2:** Considerable Community Benefit → Target 20% to 50%
  - ★ **Tier 3:** Balanced Community & Individual Benefit → Target 30% to 70%
  - ★ **Tier 4:** Considerable Individual Benefit → Target 70% to 100%



# Licensed Child Care Programs

## City of Rockville - Recreation and Parks

**Programs meet State of Maryland regulations to ensure health, safety, and developmental standards for children.**

Program	Location	Age	Focus	Eligible Subsidies	Current Capacity
<b>Montrose Discovery Preschool</b> (Tier 4)	Montrose Community Center	3 - 5 yrs.	Kindergarten Readiness	Maryland Child Care Scholarship  County Working Parents Assistance  Rockville Rec Fund	Full-Day: 17/17 slots filled or 100%  Extended Day: 15/15 slots filled or 100%
<b>Twinbrook After School Club</b> (Tier 2)	Twinbrook ES	5 - 12 yrs.	Aftercare with Enrichment	Maryland Child Care Scholarship  County Working Parents Assistance  Rockville Rec Fund	30/30 slots filled or 100%



# Weekday Out-of-School Programs

## City of Rockville - Recreation and Parks

### Before & After School Programs:

Rockville Rec Fund Eligible

(Tier 2)

Program	Location	Grades	Bus Transportation	Current Capacity
<b>Early Birds Before School</b>	Twinbrook CRC	K - 5	Twinbrook ES	28/30 slots filled or 93%
<b>After School Adventure</b>	Twinbrook CRC	K - 5	Meadow Hall ES Twinbrook ES	23/30 slots filled or 77%
<b>Teen Scene After School</b>	Twinbrook CRC	5 - 8	Meadow Hall ES Twinbrook ES Julius West MS Earle B. Woods MS	4/20 slots filled or 20%
<b>Clubhouse After School</b>	Lincoln Park CC	K - 5	Bayard Rustin ES Beall ES College Gardens ES Maryvale ES	21/21 slots filled or 100%
<b>Beyond the Bell After School</b>	Thomas Farm CC	K - 5	Richie Park ES	16/20 slots filled or 80%



# Weekday Out-of-School Programs

## City of Rockville - Recreation and Parks

### Programs on MCPS Non-Instructional Days:

Rockville Rec Fund Eligible

(Tier 2)

Program	Location	Age or Grade	Current Capacity
<b>Rock-ventures</b>	Field Trips	Age 8 - 15 yrs.	135/161 slots filled or 84%
<b>Fishing Club</b>	Lake Needwood	Age 8 - 14 yrs.	38/38 slots filled or 100%
<b>Adventure Half-Days</b>	Twinbrook CRC Nature Center Field Trips	Grade K - 5	27/30 slots filled or 90%
<b>Teen Scene Half-Days</b>	Twinbrook CRC Nature Center	Grade 5 - 8	5/20 slots filled or 25%
<b>Clubhouse Half-Days</b>	Lincoln Park CC Nature Center	Grade K - 5	22/24 slots filled or 92%
<b>Beyond the Bell Half-Days</b>	Thomas Farm CC Nature Center Field Trips	Grade K - 5	15/20 slots filled or 75%

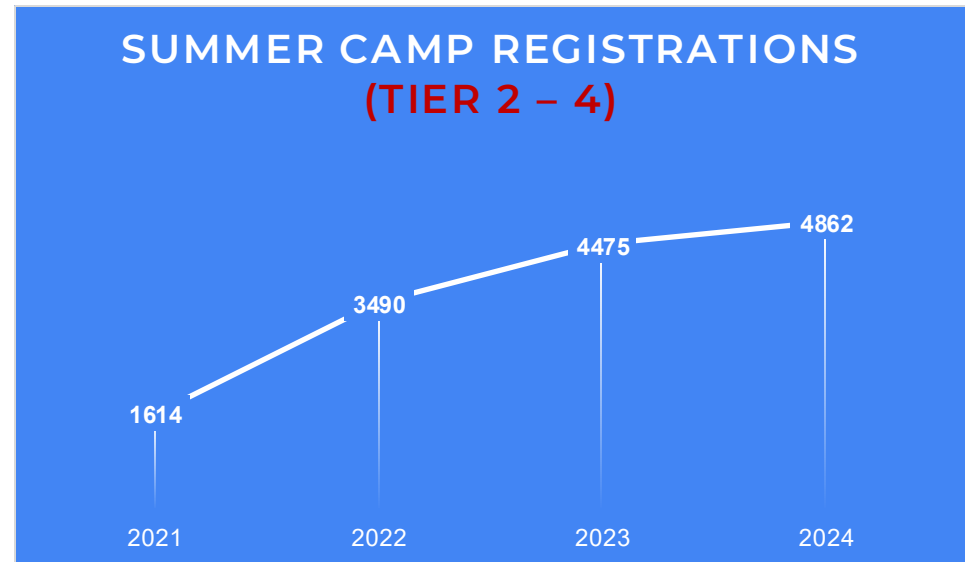
# Self-Regulated Summer Day Camps

## City of Rockville - Recreation and Parks

**Programs adhere to specific health and safety standards set by the State of Maryland and COMAR to provide educational and recreational programs during summer months.**

### **In 2024, Recreation and Parks:**

- Served more than 4,800 participants.
- Offered more than 194 camps.
- Utilized 26 City facilities and parks, including MCPS sites.
- Rockville Rec Fund Eligible.



# Location of Programs: Rec and Parks & HCD

## City of Rockville, Maryland

### Red → Licensed Child Care Programs

- Montrose Discovery Preschool
- Twinbrook After School Club

### Dark Green → City Parks

- Self-Regulated Summer Day Camps

### Light Green → City Facilities

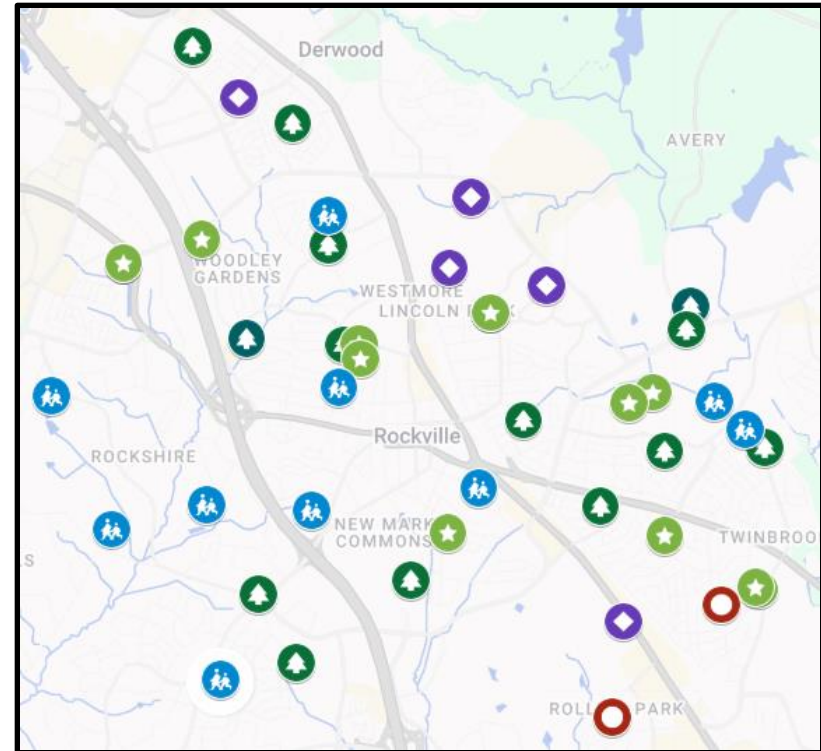
- Self-Regulated Summer Day Camps
- Weekday Out-of-School Programs

### Blue → MCPS Facilities

- Mentoring and Development Programs
- Self-Regulated Summer Day Camps
- Weekday Out-of-School Programs

### Purple → Third-Party Providers

- Self-Regulated Summer Day Camps



# Strategies to Expand Child Care

## Recreation and Parks

### Strategy 1: Increase Rockville Youth Recreation Assistance scholarship funding.

Program Type	Current Policy	Proposed Policy
<b>Licensed Child Care</b>	\$115 per child/month \$1,000 max. per child/year Min. of \$15 toward each session	\$125 per child/month \$1,075 max. per family/year
<b>Weekday Before &amp; After School</b>	\$100 per child/session \$1,000 max. per family/year Min. of \$15 toward each session	\$110 per child/session \$1,075 max. per family/year
<b>Weekday MCPS Non-Instructional Days</b>	\$100 per child/session \$1,000 max. per family/year Min. of \$15 toward each session	\$110 per child/session \$1,075 max. per family/year
<b>Self-Regulated Summer Day Camps</b>	\$175 per child/camp \$1,000 max. per child Min. of \$15 toward each camp	\$190 per child/camp \$1,075 max. per family/year

# Strategies to Expand Child Care

## Recreation and Parks

### Strategy 2: Adjust Rockville Youth Recreation Assistance scholarship requirements.

Current Policy	Proposed Policy
<ul style="list-style-type: none"><li>• Proof of Rockville residency.</li><li>• Verification of financial need from a State or County-run assistance or benefits program.</li></ul>	<ul style="list-style-type: none"><li>• Proof of Rockville residency.</li><li>• Verification of financial need from a State or County-run assistance or benefits program.</li><li>• Alternative independent financial verification based on income and number of individuals in household.</li><li>• Recently unemployed may complete a self-declaration with applicable documentation for 3-months of support.</li><li>• Any student who attends a MCPS school within City corporate limits is eligible for the Rec Fund.</li></ul>



# Strategies to Expand Child Care

## Recreation and Parks

### **Strategy 3: Enhance outreach regarding available subsidies and programs.**

- Use City website, marketing platforms, social media, Recreation Guide.
- Work with other City departments to spread the word.

# Strategies to Expand Child Care

## Recreation and Parks

### **Strategy 4: Serve more children in out-of-school programs and summer days camps.**

- Pursue new MCPS bus routes to before and after school recreation programs.
- Explore implementing Student Service Learning (SSL) opportunities in Teen Scene.
- Maximize existing summer day camp capacities across various cost centers in the department, where possible.

# Youth Programs



## City of Rockville - Housing and Community Development

**Programs serve youth from higher rates of poverty and/or qualify for MCPS' free or reduced-price meals program (FARMS) and focus holistic care, enrichment, and socioemotional support.**

Program	Location	Grades	Focus	Accessibility	Current Capacity
<b>ROCK-KIDZ Mentoring Program</b> (HCD/County Funded)	Twinbrook ES College Gardens ES Meadow Hall ES Beall ES Earle B. Wood MS	2 - 7	1-on-1 Mentoring Academic Guidance Recreational Activities Community Service	Free to Parents Referral-Based	47/60 slots filled or 78%
<b>Latino Youth Development Program</b> (HCD/County Funded)	Julius West MS Earle B. Wood MS Richard Mont. HS	7 - 12	Academic Guidance Year-Round Support Soccer League Prevention Workshops	Free to Parents Referral-Based	80 slots filled (no max. fulfillment)
<b>Linkages to Learning</b> (County Funded)	Maryvale ES Twinbrook ES	K - 5	Academic Mentoring Parent Guidance Case Management Mental Health Services Social Skills Enrichment Programming	FARMS Families Referral-Based	Counseling: 17/18 students or 94% Case Management: 22/28 families or 79%

# Rockville Emergency Assistance Program (REAP)

## Eligibility:

- 80% AMI and \$10,000 liquid asset limit
- Court summons for eviction (current max. \$2,000 -> \$3,000)
- Utility disconnection (max. \$1,500)
- Prescription medication needs
- **New: Childcare (max. \$2,000)**
- Other emergency housing assistance needs

Clients may be asked to apply to Montgomery County Dept. of Health and Human Services for assistance before receiving funds from the City of Rockville.

# Community Service and Enrichment Grants

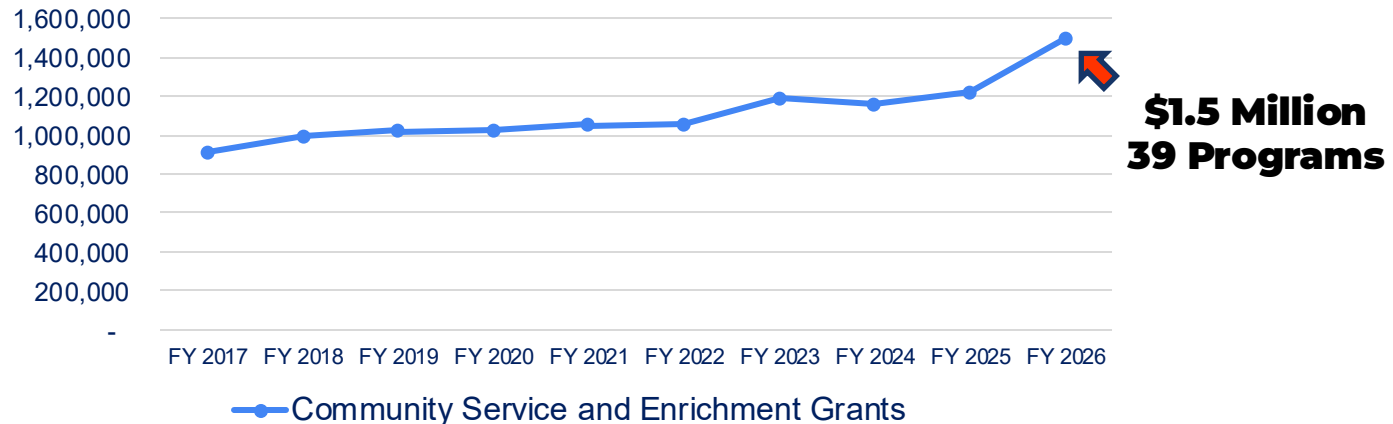
City of Rockville - Housing and Community Development



## City's Community Service and Enrichment Grants:

FY26 budget has \$1.5 Million in funding for 39 programs

### Historical Grant Awards





# **Community Service and Enrichment Grants**



City of Rockville - Housing and Community Development

**The grant awards fall under multiple categories  
that align with the intended impact for the Rockville community.**

**Housing Services**

**Youth Development**

**Adult Education**

**Food and Clothing**

**Senior Services**

**Public Safety Services**

**Arts and Culture**

**Health Care**

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# Strategies to Expand Child Care

## Housing and Community Development

### **Strategy 5: Continue to expand existing youth mentoring and development programs.**

- Focus on meeting current capacity levels.
- Expand programs to other schools and populations.

# Strategies to Expand Child Care

## Housing and Community Development

**Strategy 6: Include child care assistance for families who qualify for the Rockville Emergency Assistance Program (REAP).**

- Expand eligibility questions to include if they are parents and have childcare needs.
- Use current statistics to evaluate what the current rates for childcare.



# Strategies to Expand Child Care

## Housing and Community Development

**Strategy 7: Incorporate a child care focus into FY27 Community Services and Enrichment Grants to expand community-based child care programs and providers.**

- Criteria to include a certain percentage of families that providers must offer lower-cost and/or free child care to qualifying City residents.
- Funding used to expand the number of children the provider can serve.
- Funding to encourage providers to provide scholarships for parents/families in need.
- Site visits and quarterly evaluations to ensure that funding is appropriately serving City residents.



# Current Zoning Requirements



City of Rockville - Community Planning and Development Services

- Child care homes: allowed by-right in all residential zones for up to 8 children; Fire Safety inspection required.
- Child care centers for between 9 and 12 children: allowed by Special Exception in residential zones, granted by the Board of Appeals.
- Child care centers for more than 12 children: allowed by Special Exception in residential zones and by right in nonresidential and mixed use zones.

# Strategies to Expand Child Care

## Community Planning and Development Services

### **Strategy 8: Change zoning regulations to encourage more home-based day care (child care homes).**

- Increase the maximum number of children that may attend as a matter of right (currently the maximum is 8).
- Allow Conditional Use approval by staff for child care homes (9-12 children).

# Strategies to Expand Child Care

## Community Planning and Development Services

### **Strategy 9: Change zoning regulations to encourage more child care centers in residential zones.**

- Replace special exception approval with conditional use approval and right-size the criteria for child care centers in residential zones, including those in places of worship.

# Strategies to Expand Child Care

## Community Planning and Development Services

### **Strategy 10: Change zoning regulations to encourage more child care centers in nonresidential and mixed use zones.**

- Permitted accessory use in mixed use, office, retail and industrial buildings, if adequate pick up/drop-off areas are provided.
- Right size zoning requirements such as required parking.

# 2025 Child Care Tax Credit Bill Chapter 122



## Community Planning and Development Services

**Maryland's General Assembly passed Chapter 122 (HB 389), impacting property taxes for child care providers.**

Key Provisions (Effective June 1, 2025):

- Personal Property Tax Exemption: For both registered family child care homes AND registered large family child care homes.
- Real Property Tax Credit: Authorizes Rockville to offer a credit (up to \$10,000 or actual tax on child care space) for properties with dedicated day care/child care areas.
- Purpose: Reduce provider costs and encourage more quality childcare in Maryland.

# Strategies to Expand Child Care

## Community Planning and Development Services

### Strategy II: Activate State Child Care Tax Benefits for Rockville providers.

- **Adopt Ordinances:** Align city codes to enable new state-authorized personal property tax credits for eligible childcare facilities.
- **Simplify Applications:** Create a clear, accessible process for providers to apply for personal & real property tax relief.
- **Inform Providers:** Actively communicate new tax relief opportunities and application steps to all eligible Rockville childcare providers.

# Requested Feedback

## Do you support the child care expansion strategies recommended from tonight's presentation?

1. Increase Rec Fund scholarship.
2. Adjust Rec Fund requirements.
3. Increase existing subsidy and program communication.
4. Serve more children in out-of-school programs and summer day camps.
5. Expand mentoring and development youth programs.
6. Include child care assistance for families who qualify for the REAP.
7. Incorporate child care focus into City-provided grants.
8. Change zoning regulations: More home-based day care (child care homes).
9. Change zoning regulations: More child care centers in residential zones.
10. Change zoning regulations: More child care centers in nonresidential and mixed use zones.
11. Activate State Childcare Personal Property Tax Benefits for Rockville providers.