



SANTA CLARA COUNTY CHILD CARE AVERAGE TUITION RATE SURVEY 2023

OCTOBER 2023



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INTRODUCTION FROM THE COUNTY SUPERINTENDENT OF SCHOOLS



Dear Providers,

Your work is invaluable to the families you serve. As the need for quality child care continues to increase, having updated information regarding rates will assist your business in remaining competitive.

As a business providing a service that impacts the growth and development of children, we hope this supplemental report to the LPC Needs Assessment will help you adjust rates and/or tuition.

Notable trends in rates, ages of children, and type of care are assessed in this survey. The data presented in this survey report may be used as a tool to guide discussion about rates to your provider networks and families. Explaining to families the difference in rates varying by city, zip code, and type of care provided, provides them a better understanding of rates in the provider market.

To the respondents of the 2023 survey, thank you for providing your time and knowledge. Your contribution is greatly appreciated.

I hope you find this tool beneficial to your service. Together, we can support the families of Santa Clara County.

A handwritten signature in black ink that reads "Mary Ann Dewan".

Dr. Mary Ann Dewan

County Superintendent of Schools

INTRODUCTION AND METHODS

The Santa Clara County Office of Education (SCCOE) contracted with the Indigo Project to develop and administer an Average Tuition Rate Survey. The purpose of the survey is to understand the market rate of prices charged in Santa Clara County for private-pay families whose children do not receive Federal or State government subsidies.

To estimate the average tuition rate for child care in Santa Clara County, Indigo, in partnership with the Santa Clara County project team, designed questions for the survey after reviewing existing surveys from two other Bay Area counties and consulting best practices. The survey, which is included as an attachment, asked questions about where a child care home or center is located, by zip code and who providers serve, so we can understand how the cost of care in Santa Clara varies by location, type of care, and age of child. Surveys were only included for those providing care in Santa Clara County, and we requested that multi-site operators complete the survey for each site. This survey was anonymous and offered in both English and Spanish. In zip codes where there were one or few responses, average tuition rates should be interpreted to represent an example or examples of tuition rates rather than a representative average.

SCCOE staff communicated via email and regular mail to alert providers to complete the survey. The survey launched at the end of April 2023 and was live for three weeks. The Indigo team provided weekly survey completion updates; and analyzed survey results when the survey closed on May 19, 2023. In total, 134 child care providers across Santa Clara responded to the survey. Twenty-three family child care homes (FCCH) responded but were not serving any children at the time of the survey so they could not share their tuition rates.

When the survey closed, 111 child care providers across Santa Clara County provided information about where they are located, the ages they serve, and the cost of tuition for full or part-time care.

Definition for key terms used in the survey are included below:

Full-Time versus Part-Time Care

- Part-time care is defined as less than thirty hours per week.
- Full-time care is defined as thirty or more hours per week.

Children Served

- Infants are under 2 years.
- Toddlers are defined as 2 – 4 years.
- School age children are 5 years and older.

Provider Type

- Licensed Center – a center typically in a commercial building where licensed child care is provided.
- Licensed Family Child Care Home – a family home where licensed child care is provided.

Report prepared by: Ardavan Davaran, PhD and Kira Gunther, MSW

AVERAGE RATES

Who Completed the Survey?

A total of 111 child care providers in Santa Clara County who were providing child care services in May of 2023 completed the Average Tuition Rate Survey. Of these child care providers, 65 were licensed Family Child Care Homes and 46 were licensed Child Care Centers. Among respondents:

- 54.1% (n=60) were in San Jose,
- 12.6% (n=14) were in Santa Clara,
- 6.3% (n=7) were in Gilroy, and
- 6.3% (n=7) were in Cupertino.

The remaining respondents, approximately 20% (n=23) of the total, were in East Palo Alto, Los Altos, Los Gatos, Milpitas, Morgan Hill, Mountain View, Palo Alto, Saratoga, Stanford, and Sunnyvale.

What are Average Tuition Rates in Santa Clara County?

Table 1 on the next page shows the average weekly tuition rates in Santa Clara County, broken down by the type of care and the ages of children served. Across Santa Clara County, average tuition rates among survey respondents are highest for infants, followed by toddlers, and then school age children. Across all child care providers, the average weekly child care rates were:

Full Time

- \$462 for infants
- \$422 for toddlers
- \$364 for school age children

Part Time

- \$318 for infants
- \$293 for toddlers
- \$276 for school age children

Notably, rates are much higher at licensed child care centers compared to licensed family child care homes. On average, full-time rates are \$176 more expensive per week for infants, \$96 dollars more expensive for toddlers, and \$81 more expensive for school age children.

Among providers responding to the survey, approximately 63% (n=69) charged annual fees in addition to regular tuition. Among those charging additional fees, the average cost of fees was \$229.



AVERAGE RATES

Table 1. Average Weekly Child Care Rate in Santa Clara County

Average Weekly Child Care Rate in Santa Clara County			
Full-Time Rates	Center	FCCH	Centers and FCCHs
Infant (under 2 years)	589 (n=21)	413 (n=55)	462 (n=76)
Toddler (2 – 4 years)	482 (n=36)	386 (n=60)	422 (n=96)
School Age (5 years and up)	419 (n=20)	338 (n=43)	364 (n=62)
Part-Time Rates	Center	FCCH	Centers and FCCHs
Infant (under 2 years)	405 (n=10)	291 (n=33)	318 (n=43)
Toddler (2 – 4 years)	324 (n=29)	271 (n=41)	293 (n=70)
School Age (5 years and up)	318 (n=18)	253 (n=32)	276 (n=50)



AVERAGE RATES

Average Tuition Rates by City

Table 2 below shows average weekly tuition rates across cities in Santa Clara County where at least one child care provider responded to the survey.

Looking across cities located in Santa Clara County we see there are large differences in average costs. Palo Alto had the highest infant (\$697 full-time per week) and third highest toddler rates (\$553 full-time per week) whereas Gilroy had the lowest average weekly tuitions rates of approximately \$358, \$337, and \$319 for full-time care provided for infants, toddlers, and school age children respectively.

Table 2. Average Weekly Tuition Rate, by City

City	Average Weekly Rate Full-Time			Average Weekly Rate Part-Time		
	Infant	Toddler	School Age	Infant	Toddler	School Age
Cupertino	582 (n=6)	503 (n=6)	408 (n=3)	--	--	196 (n=1)
Gilroy	358 (n=4)	337 (n=7)	319 (n=6)	294 (n=4)	249 (7)	247 (6)
Los Altos	531 (n=1)	497 (n=1)	--	--	--	--
Los Gatos	647 (n=2)	582 (n=2)	484 (n=1)	390 (n=2)	346 (n=2)	345 (n=1)
Milpitas	438 (n=2)	431 (n=3)	387 (n=1)	--	434 (n=1)	365 (n=1)
Morgan Hill	550 (n=1)	406 (n=2)	475 (n=1)	--	188 (n=1)	--
Mountain View	--	393 (n=1)	393 (n=1)	--	312 (n=1)	312 (n=1)
Palo Alto	697 (n=1)	553 (n=2)	--	--	427 (n=1)	--
San Jose	403 (n=41)	380 (n=51)	348 (n=34)	309 (n=25)	291 (n=39)	271 (n=27)
Santa Clara	532 (n=10)	508 (n=11)	353 (n=8)	250 (n=6)	257 (n=8)	264 (n=6)
Saratoga	433 (n=2)	433 (n=2)	325 (n=2)	300 (n=2)	240 (n=3)	225 (n=2)
Stanford	674 (n=1)	634 (n=1)	749 (n=1)	479 (n=1)	479 (n=1)	383 (n=1)
Sunnyvale	514 (n=3)	480 (n=3)	403 (n=2)	375 (n=1)	328 (n=2)	313 (n=2)

AVERAGE RATES

Average Tuition Rates by Zip Code

Table 3 below shows average weekly tuition rates across zip codes in Santa Clara County where at least one child care provider responded to the survey.

Again, there is wide variation in average tuition rates across zip codes. The highest average weekly rate for infants is in the 94303 area in Palo Alto, for toddlers is in the 95050 areas of the city of Santa Clara (95050), and for school age children is at Stanford (94305).

Table 3. Average Weekly Tuition Rate, by Zip Code

Zip Code	Average Weekly Rate Full-Time			Average Weekly Rate Part-Time		
	Infant	Toddler	School Age	Infant	Toddler	School Age
94024	531 (n=1)	497 (n=1)	--	--	--	--
94043	--	393 (n=1)	393 (n=1)	--	312 (n=1)	312 (n=1)
94086	501 (n=2)	466 (n=2)	403 (n=2)	375 (n=1)	350 (n=1)	313 (n=2)
94087	--	--	--	--	305 (n=1)	--
94089	540 (n=1)	510 (n=1)	--	--	--	--
94301	697 (n=1)	553 (n=22)	--	--	427 (n=1)	--
94305	674 (n=1)	634 (n=1)	748 (n=1)	479 (n=1)	479 (n=1)	384 (n=1)
95002	--	--	--	--	400 (n=1)	--
95008	596 (n=1)	465 (n=3)	506 (n=2)	499 (n=1)	330 (n=3)	375 (n=2)
95014	582 (n=6)	503 (n=6)	408 (n=3)	--	--	196 (n=1)
95020	358 (n=4)	337 (n=7)	319 (n=6)	294 (n=4)	249 (n=7)	247 (n=6)
95032	647 (n=2)	582 (n=2)	484 (n=1)	390 (n=2)	346 (n=2)	346 (n=1)
95035	438 (n=2)	431 (n=3)	387 (n=1)	--	434 (n=1)	365 (n=1)

AVERAGE RATES

Table 3. Average Weekly Tuition Rate, by Zip Code (cont'd)

Zip Code	Average Weekly Rate Full-Time			Average Weekly Rate Part-Time		
	Infant	Toddler	School Age	Infant	Toddler	School Age
95037	550 (n=1)	406 (n=2)	475 (n=1)	--	188 (n=1)	--
95050	636 (n=3)	735 (n=2)	376 (n=2)	400 (n=1)	385 (n=1)	365 (n=1)
95051	484 (n=5)	438 (n=6)	343 (n=4)	162 (n=3)	244 (n=5)	248 (n=4)
95054	498 (n=2)	377 (n=2)	351 (n=2)	308 (n=2)	226 (n=2)	230 (n=1)
95070	433 (n=2)	433 (n=2)	325 (n=2)	300 (n=2)	240 (n=3)	225 (n=2)
95110	--	374 (n=1)	--	--	212 (n=1)	--
95111	402 (n=2)	419 (n=3)	351 (n=3)	277 (n=1)	352 (n=2)	315 (n=2)



AVERAGE RATES

Table 3. Average Weekly Tuition Rate, by Zip Code (cont'd)

Zip Code	Average Weekly Rate Full-Time			Average Weekly Rate Part-Time		
	Infant	Toddler	School Age	Infant	Toddler	School Age
95112	436 (n=2)	370 (n=1)	279 (n=1)	247 (n=1)	257 (n=1)	246 (n=2)
95117	451 (n=2)	416 (n=2)	350 (n=1)	337 (n=2)	306 (n=1)	225 (n=1)
95118	450 (n=1)	499 (n=2)	466 (n=1)	400 (n=1)	350 (n=1)	375 (n=1)
95120	350 (n=1)	325 (n=1)	--	210 (n=1)	195 (n=1)	--
95121	340 (n=2)	329 (n=2)	282 (n=2)	260 (n=1)	265 (n=1)	175 (n=1)
95122	442 (n=3)	424 (n=3)	363 (n=3)	384 (n=3)	371 (n=3)	308 (n=3)
95123	343 (n=5)	315 (n=5)	289 (n=4)	266 (n=4)	248 (n=4)	201 (n=4)
95124	325 (n=1)	351 (n=3)	460 (n=2)	225 (n=1)	312 (n=2)	470 (n=2)
95125	510 (n=2)	397 (n=4)	365 (n=1)	--	324 (n=3)	136 (n=1)
95126	400 (n=2)	418 (n=3)	428 (n=2)	298 (n=2)	321 (n=3)	332 (n=2)



AVERAGE RATES

Table 3. Average Weekly Tuition Rate, by Zip Code (cont'd)

Zip Code	Average Weekly Rate Full-Time			Average Weekly Rate Part-Time		
	Infant	Toddler	School Age	Infant	Toddler	School Age
95127	386 (n=5)	361 (n=7)	320 (n=6)	317 (n=4)	229 (n=6)	231 (n=5)
95128	363 (n=2)	363 (n=2)	363 (n=2)	425 (n=1)	425 (n=1)	425 (n=1)
95131	400 (n=1)	350 (n=1)	350 (n=1)	200 (n=1)	187 (n=2)	187 (n=2)
95132	467 (n=3)	414 (n=3)	--	--	300 (n=1)	--
95133	413 (n=1)	388 (n=1)	495 (n=1)	430 (n=1)	350 (n=1)	--
95135	--	--	--	--	370 (n=1)	--
95136	470 (n=2)	389 (n=3)	305 (n=3)	--	--	--
95138	340 (n=2)	340 (n=2)	340 (n=1)	--	--	--
95139	440 (n=1)	--	--	--	160 (n=1)	--
95148	340 (n=1)	380 (n=1)	--	310 (n=1)	355 (n=1)	--



APPENDIX A. SANTA CLARA COUNTY CHILD CARE AVERAGE TUITION RATE SURVEY 2023

Introduction

The purpose of this survey is to understand the market rate on prices charged in Santa Clara County for private-pay families whose children do not receive Federal or State government subsidies. We will be asking questions about where your child care home or center is located by zip code and who you serve so we can understand how the cost of care in Santa Clara varies by location, type of care, and age of child. If you are a multi-site operator, please complete the survey for each site. Only fill out this survey for sites in Santa Clara County.

This survey should take less than 5 minutes and your response is crucial to understanding the price families pay for child care in this County.

This survey is anonymous, meaning we will not collect or report out information about your individual home or center.

1. Are you currently providing child care in Santa Clara County*

Yes

No

About Your Home or Center

2. Are you a licensed child care center or licensed family child care home? (Check only one.)

Licensed child care center

Licensed family child care home (FCCH)

3. What is the zip code where your center or home is physically located?*

4. What age children does your child care center or home provide care for? (Mark all that apply.)

Infants (Under 2 years)

Preschoolers (2-4 years)

School Age (5 years and up)

APPENDIX A. SANTA CLARA COUNTY CHILD CARE AVERAGE TUITION RATE SURVEY 2023

5. Does your center or home offer full and part-time care? Full-time is defined as at least 30 hours per week. (Mark all that apply.)

- Full-time
- Part-time

6. Do you have any families that pay the full price of tuition at your family child care home or center? This means the family pays all costs without any discounts, vouchers, or subsidies.

- Yes
- No

Cost of Care

7. How do you typically collect tuition for full-pay families? (Mark only one)

- Hourly
- Daily
- Weekly
- Monthly

8. What is the MAXIMUM WEEKLY FULL-TIME (30 or more hours) rate charged for full-pay families? If you charge daily, you can multiply your daily rate by 5. If you charge monthly, you can divide your monthly rate by 4.33.

Leave any rate that you don't offer blank.

Infants (under 2 years): _____

Preschoolers (2 – 4 years): _____

School Age (5 years and up): _____

APPENDIX A. SANTA CLARA COUNTY CHILD CARE AVERAGE TUITION RATE SURVEY 2023

9. What is the MAXIMUM WEEKLY PART-TIME (less than 30 hours) rate charged for full-pay families?

Leave any rate that you don't offer blank.

Infants (under 2 years): _____

Preschoolers (2 – 4 years): _____

School Age (5 years and up): _____

10. Do you charge any fees in addition to your regular tuition? (e.g., registration fee, material fee, earthquake fee)

Yes

No

11. How much are these additional fees per year?

Thank You!

SANTA CLARA COUNTY

CHILD CARE AVERAGE TUITION RATE SURVEY 2023





1290 Ridder Park Drive, San Jose, CA 95131

www.sccoe.org