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## **CHILD CARE PIPELINE PROJECT: ADIRONDACK NORTH COUNTRY ADVOCACY PLAN**

The following is a short-term advocacy plan to support Adirondack Foundation/Adirondack Birth to Three Alliance's request for a state investment in the Child Care Pipeline Project.

**SPECIFIC REQUEST:** A total of \$900,000 to support the Child Care Pipeline Project operate for 3 years to support the development of family based child care slots in Clinton, Franklin and Essex County. (See additional documents for specific details)

\$100,000 per year (3x) for Clinton = \$300,000; and

\$100,000 per year (3x) for Franklin = \$300,000

Sub-Total of \$600,000 for the Child Care Coordinating Council of the North  
Country

\$100,000 per year (3x) for Essex County

Sub-Total of \$300,00 for the Adirondack Community Action Programs

**CHAMPION:** Assemblymember Billy Jones of the 115<sup>th</sup> Assembly District is championing the budget request. Our advocacy activities are aligned to support the Assembly member's advocacy in Albany. We should keep Assembly member Jones aware of our communications on behalf of this effort. When participating in this advocacy, please direct communications to his Albany office and staff. If you have a strong relationship with someone in the Assembly member's local office, feel free to include them, but always keep the Albany staff involved as well.

Assembly member Billy Jones  
Legislative Office Building, Rm 551  
Albany, NY 12248

518-455-5943

[Jonesb@nyassembly.gov](mailto:Jonesb@nyassembly.gov)

Twitter account: @jonesnyassembly

Albany Staff: Scott Matthews: [matthewss@nyassembly.gov](mailto:matthewss@nyassembly.gov)

### **LETTER WRITING (via email)**

Timeframe: Now until March 4, 2022

Goal: Submit as many letters of support as possible for the Child Care Pipeline Project.

#### Letter Details:

The letters should be on your organization, business or association letterhead. The letter should be addressed to the following:

Honorable Carl E. Heastie  
Speaker, NYS Assembly  
Legislative Office Building, Rm. 932  
Albany, NY 12248

Via email: [Speaker@nyassembly.gov](mailto:Speaker@nyassembly.gov)

The letter should be c.c.'d to the following (via email)

Assembly member Jones (see above)  
Assembly member Andrew Hevesi, Chair, Committee on Children and Families  
Legislative Office Building, Rm. 626  
Albany, NY 12248  
[HevesiA@nyassembly.gov](mailto:HevesiA@nyassembly.gov)

Assembly member Helene Weinstein, Chair, Committee on Ways and Means.  
Legislative Office Building, Rm. 923  
Albany, NY 12248  
[WeinstH@nyassembly.gov](mailto:WeinstH@nyassembly.gov)

Your Assemblymember if different than Assemblymember Jones. If this is a personal letter, then your own legislator.

To find your legislator go to NYS Assembly's web page: [HERE](#)

Please send a copy of your letter in pdf form to:

Heather Evans, Hinman Straub

[hevans@hinmanstraub.com](mailto:hevans@hinmanstraub.com)

Template language: The following is merely a guide or framework for a letter. Please speak to this issue with your own voice.

Dear Speaker Heastie,

“ON BEHALF OF” or “AS THE TITLE OF NAME OF ASSOCIATION”, I am writing to express my support of Assembly member Jones’ request for state support of the Child Care Pipeline Project.

INCLUDE A PARAGRAPH ABOUT YOUR ASSOCIATION

Please include who you serve/support, your mission, your location and any details about your work and connections to the community at large (such as positions on Boards, etc.)

INCLUDE A PARAGRAPH ABOUT THE PROBLEM [sample below]

The lack of access to child care has a significant economic impact on our community. Clinton, Franklin and Essex counties are predominantly rural. Expanding child care centers alone will not increase access to families in our communities. Prior to the pandemic, as much as 80 percent of the North Country was considered a child care desert. During the pandemic another 542 enrollment slots were lost across Clinton, Essex, and Franklin counties.

We recognize that the Executive budget includes investments for child care subsidies for families to better afford child care. We also are grateful for the release of the Child Care Desert RFP. However neither provided for funding to support the identification and training of individuals interested in becoming a child care provider. Such funds either support families seeking services or those looking to expand or are already engaged in the process of becoming licensed.

The needs of the Adirondacks are more fundamental. We need support identifying people who may be interested, but for whom the process of becoming a small business is overwhelming and intimidating. The Child Care Pipeline proposal is specifically developed to recruit individuals interested in developing small businesses by establishing family-based child care

programs. The pipeline project will train, educate, and support these entrepreneurs as they move through the state's licensure process. Our proposal will give individuals the support needed to be successful and increase the number of family-based child care slots in our rural communities.

The modest investment of \$900,000 to be spent over three (3) years will support Clinton, Franklin and Essex counties. Not only does this project create new small businesses, but it increases available child care slots to allow families to return to work. This project is good for families, children and our vital economy.

INCLUDE A CLOSING PARAGRAPH [sample below]

Thank you for your consideration of the Child Care Pipeline Project. Please feel free to reach out to me should you have questions. We look forward to seeing the state's investment in this year's enacted budget.

Sincerely

NAME, TITLE