FIRST THINGS FIRST

Case Study: Maricopa County Kids Club

Challenges

To provide high-quality service to its residents, Maricopa County had to address challenges within its own workforce. **Limited access to reliable and affordable child care** became a barrier to recruiting and retaining talented employees. County leaders recognized that without family-friendly benefits, such as subsidized child care, they would continue to face challenges not only in serving the community effectively, but also in supporting and retaining their own employees.

Solutions

Through creative reuse of existing space, Maricopa County Kids Club opened in 2025 and is built to serve up to 150 children. County employees have access to additional child care benefits.

On-Site Child Care
For families with children aged 6 weeks to 5 years old.

Discounted Child Care Rates

- 50% off tuition at the Maricopa County Kids Club
- 30% discount at KinderCare Learning Centers

Extended Child Care Hours
Center hours are Monday through Friday,
5:30 a.m. - 7:30 p.m.

Flexible Spending
Access to up to $7,500 of pre-tax dollars through Dependent Care Flexible Spending Accounts.

At a Glance

With over 13,000 employees, Maricopa County officials recognized that limited access to reliable, affordable child care remains one of the greatest barriers to recruiting and retaining employees. As a result, county leadership prioritized reusing existing space to open an on-site child care facility and offering child care discounts for county employees. This investment strengthens their workforce retention by helping employees stay, grow and succeed.

> **“This unique resource is just one of the many benefits the county offers to attract and retain a qualified workforce in the long term.”**
>
> Jen Pokorski
> Maricopa County Manager

Why It Matters

Reusing existing space is cost-effective, quicker and reduces environmental impact compared with new construction. As Arizona's workforce demand grows, especially in industries with shift workers—child care solutions will be essential infrastructure for employers.

Why It Works

According to the U.S. Chamber Foundation[1], employers that invest in child care support see:

- 55% lower turnover
- 2x employee engagement
- Up to $3 Return on Investment for every $1 invested

And thanks to **First Things First** and their investments[2], Arizona:

- Generates $324 million in annual economic output
- Sustains 2,800 jobs, annually
- Produces nearly $18.2 million in state and local tax revenue

Download the Toolkit

First Things First offers resources to support your employees and examples of family-friendly workplace policies.

FirstThingsFirst.org/Business

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First Things First is Arizona's early childhood agency— supporting families with early childhood resources and partnering with employers to shape a stronger, more resilient workforce that benefits everyone. Learn more at FirstThingsFirst.org/Business.

[1] US Chamber roadmap https://www.uschamberfoundation.org/education/ece-employer-roadmap.

[2] Rounds Consulting Group survey: https://www.firstthingsfirst.org/2025/04/analysis-shows-ftf-investments-contribute-million