

# Appendix A. Advanced Email Recruitment Message to CCDF Lead Agencies

**SUBJECT:** Upcoming: ACF-funded Survey on ECE Supply-Building & Sustainability

Dear [AdministratorName],

We are fielding a survey to learn more about child care and early education supply-building and sustainability efforts that states and territories have been undertaking. This study is funded by the Office of Planning, Research, and Evaluation in the Administration for Children and Families (ACF). ACF has contracted Urban Institute, a non-profit nonpartisan research organization based in Washington, DC, to conduct this survey.

The purpose of the survey is to:

- Collect information on the strategies Lead Agencies are using to build and/or sustain child care and early education (CCEE) supply
- Understand what information Lead Agencies have available to inform these strategies, including how progress of these strategies is tracked.

In a few days, you will receive an email invitation to complete this survey. **The survey should take no more than 30 minutes to complete.**

The subject line of the email will be “ACF Survey on ECE Supply-Building & Sustainability” and the email invitation will come from the Urban Institute at [CCEEsupplybuilding@urban.org](mailto:CCEEsupplybuilding@urban.org). If you do not receive this email invitation, please check your Spam/Junk folder or email [CCEEsupplybuilding@urban.org](mailto:CCEEsupplybuilding@urban.org).

This survey will be sent to all State and Territory CCDF Lead Agencies. You will receive the email invitation as the Administrator for your CCDF Agency; however, feel free to consult with other individuals at your agency who you believe are better suited to answer specific sets of questions. The survey can be completed in multiple sessions if needed.

When responding to this survey, you will be asked to think about the strategies or initiatives your CCDF Lead Agency is administering or funding to increase or sustain the number of programs and/or spaces in center-based or home-based care settings available to children ages birth through age 12. The survey will ask you to describe the goals and scope of up to two of these strategies.

We are attaching a letter of support from the Office of Child Care encouraging you to participate in the survey, though your participation is voluntary. If you choose to participate, you can decline to answer specific questions and your answers will not impact any support or funding you currently receive from ACF.

Your perspective and your Lead Agency’s experiences are invaluable, and we hope you will participate to help inform and strengthen future efforts to build and sustain the supply of CCEE for children from birth through age 12. Select strategies will be

considered for future case studies to help document and share the important work you are doing.

If you have any questions about the upcoming survey or believe that someone else in your agency is better suited to answer the topics above, please contact us at [CCEEsupplybuilding@urban.org](mailto:CCEEsupplybuilding@urban.org) or (202)261-5357.

Sincerely,

Gina Adams  
Principal Investigator  
*Understanding Supply-Building and Sustainability Efforts of the Child Care and Early Education (CCEE) Market*  
Urban Institute

This information collection is voluntary. An agency may not conduct or sponsor, and a person is not required to respond to, a collection of information unless it displays a currently valid OMB control number. The OMB number and expiration date for the described collection are OMB #0970-0356, Exp: 2/29/2024. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden, to: Urban Institute, 500 L'Enfant Plaza SW, Washington, DC 20037.