

Hello Chair Hudson, and Committee,

My name is Joth Ricci, I have run several Oregon based companies that have been supported by young families all over our state and the past chair of the Oregon Business Council and I strongly support HB 3011.

As the previous CEO of Dutch Bros Coffee and current Vice Chair of the Board for the Children's Institute, I am aware of the impacts our current child care crisis have had on the Dutch Bros workforce, whether they be in administrative or customer facing positions. Back in 2019 we conducted outreach with Oregon State University, to learn more about developing a child care center in support of our employees in need of early care and education. The outcome of that research communicated that quality center-based child care would require significant financial underwriting, and that it was cost prohibitive for Dutch Bros to embark on that much needed employee support. This meant that our employees needed to find child care out in our community, and there is a shortage of child care, especially in our rural communities. Due to a lack of early care and education, we know that some of our employees have had to make the difficult decision to forego work, a loss for both the employee, and business. The reality is that companies, large and small, depend on employees to be able to access early care and education, as needed.

The current understanding is that Oregon's economy takes an approximate annual \$1.4B annual loss <https://www.fyf.org/states/oregon/> due to the current child care crisis. These financial impacts are felt by working families across income ranges, in communities across our state.

HB 3011 will invest much needed funding into Oregon's higher education early childhood education degree programs and campus centers where students learn to work directly with infants, toddlers and preschoolers. It makes good sense to invest in a quality workforce; a workforce we require to fill a critical need in support of our youngest children and their working parents.

Please fund HB 3011.

~thank you for your time,

Joth Ricci