

THE BEST PLACE FOR WORKING PARENTS™

————— AUSTIN —————





Promoting Best Places for Working Parents

- Encouraging workplace policies that support working parents as a baseline for improving conditions for young children and families.

Influencing Public Policy

- Advocate for local and statewide policy and funding to increase access to high-quality early education.

Advancing Innovation

- Incubate, pilot and scale innovative solutions to challenges of access and affordability in the early-childhood sector.



THE BEST PLACE FOR WORKING PARENTS™

In January, EMGA will be launching [Best Place for Working Parents](#) in Austin.

- Partnering with Ft. Worth, Dallas, Houston and San Antonio
- Implementing a first-of-its-kind business self-assessment
- Promoting research-backed policies that benefit working parents and business' bottom line

Best Place for Working Parents (BP4WP)

- The online self-assessment and built-in designation scoring technology
 - 3-minute, confidential online self-assessment for local businesses of all sizes and industries
- Real-time dashboard report-out of how each business is positioned against other local businesses of similar size & industry across all 10 family-friendly policies
- Real-time designation awarding to encourage and promote best practices amongst city businesses
- Access to an online EMGA's Toolkit for employees and employers



Promoting research backed policies that support working parents *and* businesses' bottom line.

CATEGORY	FAMILY-FRIENDLY POLICY
 <p>CORE BENEFITS</p>	<ol style="list-style-type: none"> 1. Company-Paid Healthcare Coverage 2. Paid Time Off 3. Maternity/Paternity Leave
 <p>FAMILY RESOURCES</p>	<ol style="list-style-type: none"> 4. Onsite Child Care 5. Child Care Assistance 6. Backup Child Care
 <p>FLEXIBILITY</p>	<ol style="list-style-type: none"> 7. Flexible Hours 8. Remote Work/Work from Home
 <p>COMPANY CULTURE</p>	<ol style="list-style-type: none"> 9. Nursing Benefits 10. "Best Place" Designation

WHY BEST PLACES FOR WORKING PARENTS?

LAST YEAR, MORE THAN 60% OF ALL CHILDREN UNDER AGE 6 IN AUSTIN HAD ALL AVAILABLE PARENTS IN THE WORKFORCE.

- If parents don't have access to trusted, safe learning environments for their young children, they won't be able to return to the workforce now or after the COVID-19 pandemic subsides.
- Implementing family-friendly policies allows employees to be more productive and focused at work.
- Helps employers attract and retain employees.
- When childcare is inaccessible, businesses see serious economic impacts.

- 70% of non-working middle skilled parents cite **child care as one of the top 5 reasons for not participating in the workforce.**
- 83% of millennials say that they would leave their jobs for one with more family-friendly benefits.
- **Turnover can cost an employer up to 150% of the base salary of the replaced employee.**
- **First-time mothers who use some form of paid leave are 32% less likely to quit their job** before or after childbirth and are 19% more likely to return to the same employer after leave.
- When businesses provide child care for employees, **absenteeism decrease by 30% and job turnover declines by as much as 60%.**



How BP4WP Benefits Austin



Family Level: Help Grow our Future Economy

- Great Start for Young Kids – Increased Kindergarten Readiness, Improved Health and Family Supports



Firm Level: Make Your Company More Competitive

- Talent Attraction/Retention, Higher Productivity, Less Absenteeism, Better Culture



Greater Austin Level: Support Our Immediate Economic Recovery and Growth

- Larger, Better Educated Workforce, Reduced Education Costs, Ability to Attract Businesses

The Best Place for Working Parents™ 2021 Self-Assessment and Launch Calendar

December 2020

- ★ Finalize biz outreach list and local partners
- ★ Final test & approval of customized web page

January 2021

- ★ Jan 8th – Webinar connect to review timeline & next steps
- ★ Jan. 11th – LAUNCH assessment via email template release
- ★ Weekly – Email content with reminders, case studies

February 2021

- ★ Feb. 12th – CLOSE assessment entries online
- ★ Feb. 19th – Innovator award selections (if applicable)
- ★ Feb. 26th – Announcement of designees and awardee event

How you can help?

- Spread the word about our launch
- Connect EMGA with business leaders





Thank you!
Welcome your questions and comments

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