



earlymatters

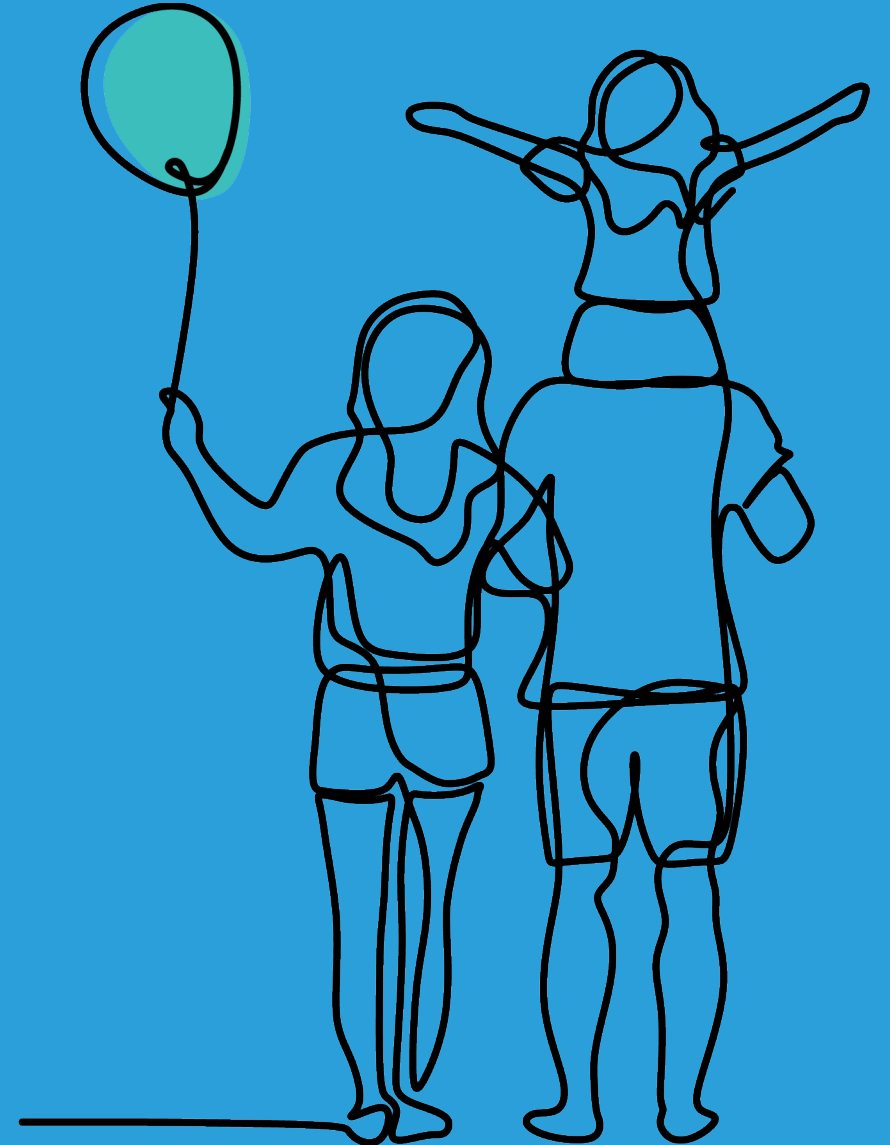
SAN ANTONIO



EarlyMattersSA.org

The Need

- Families report a confusing and labor-intensive process to find care for their children
- Families report not knowing how to learn what they were eligible for
- Military families and families with children with special needs have an even more difficult challenge



The Need

- Employers need a tool to help their employees solve for child care
- Providers are looking for a solution to fill vacancies
- System leaders, policy makers, intermediaries, and providers are looking for data – demand, deserts, patterns, opportunities



Market Making

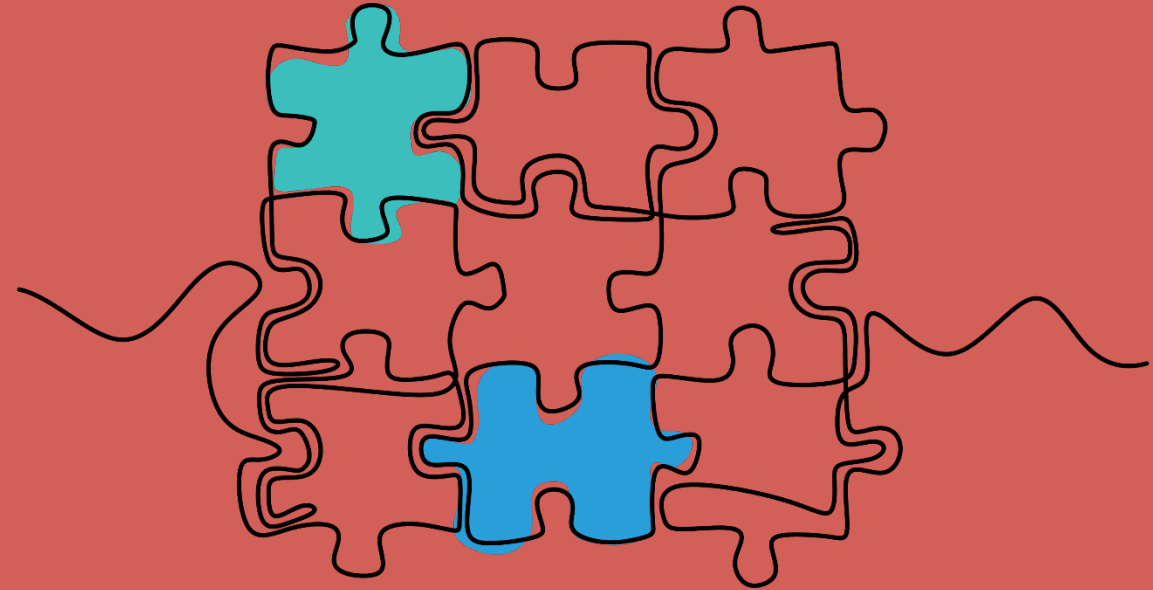
- We are prioritizing three aspects:
 - Eligibility
 - Search
 - Vacancies
- Zillow crossed with Hotels.com but for child care

Made possible by deep local engagement to drive awareness and participation



Solution

- **Eligibility screener**
- **Customizable search**
 - Center-based care
 - Licensed home providers
 - Public Pre-K
 - Texas Educational Freedom Accounts
 - Head Start
 - Early Head Start
 - Workforce Subsidy
 - Military Subsidy
- **Openings by age**



Change Required

- **Technical change**

- Informed by our community
- Funded by PreK 4 SA
- Executed by Bridgecare

- **Behavioral change**

- Relationally driven
- Trainings
- Shoulder-to-shoulder
- In person support



Opportunities for Impact and Efficiency

- Discussions with providers to reinforce importance of quality and timely data
- Common application - “Apply Texas”, but for child care
- Leveraged data in a shared data platform – combining with Workforce Solutions Alamo, United Way, PreK 4 SA, and other local partners

