



THE BEST PLACE FOR  
WORKING PARENTS™

2021 ANNUAL REPORT





#### WHO WE ARE

**The Best Place for Working Parents® is a growing network of business leaders proving that family-friendly IS business-friendly.**

Through a first-of-its-kind 3-minute online business self-assessment, organizations across the country are gaining this competitive designation that recognizes innovation across the top 10 research-backed family friendly policies that are not only helping working parent employees, but boosting employers' bottom line.

## Key 2021 Strategic Priorities

**1**  
**NATIONAL EXPANSION**

Growing the Best Place for Working Parents® network throughout Texas and across the United States

**2**  
**RESEARCH ON THE TOP 10 POLICIES**

Bolstering existing research on the Top 10 family-friendly policies with evidence of their impact on businesses' bottom line

**3**  
**"BACK TO WORK" SURVEY, EVENT & CAMPAIGN**

Mobilizing a multi-sector response to getting back to work and supporting businesses with timely strategies post-COVID

**4**  
**2022 SUMMIT PLANNING**

Developing the must-attend workforce conference and networking opportunity for C-suite executives in 2022

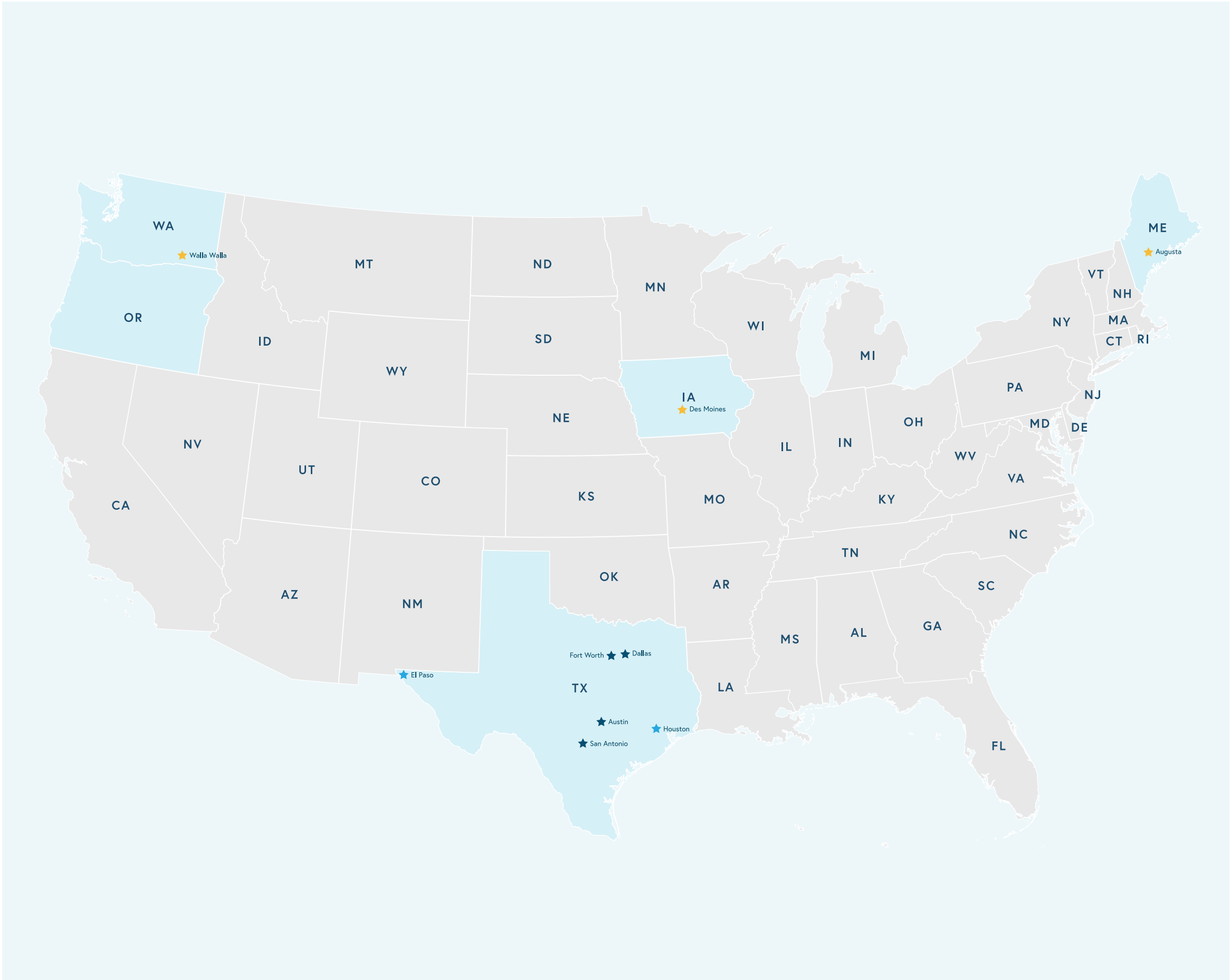
# 1

## National Expansion

After expanding from Fort Worth to include Austin, Dallas, and San Antonio in 2021, we welcome the states of Iowa, Maine, Oregon, and Washington, and new Texas cities El Paso and Houston to the network for 2022!

**LEGEND**

- ★ Current BP4WP Locations
- ★ New Texas BP4WP Locations
- ★ Sponsor Cities
- New National BP4WP Locations



### TOTAL ADDITIONS

6

Major Texas Cities

5

States Nationwide

980+

Cities Across the U.S.

# 2

## Research on the Top 10 Policies



Partnering with Southern Methodist University's Center on Research and Evaluation (CORE), The Best Place for Working Parents® published a summary of a comprehensive literature review on the Top 10 Policies, which includes:

- ★ How each policy is defined
- ★ Key **business outcomes** strongly associated with each policy
- ★ Real-world **case studies** and "policy-in-action" examples

In years two and three of our research partnership with SMU, we will be enlisting 50 Best Place for Working Parents® businesses from across the country to participate in an in-depth study of our Top 10 Policies.

CLICK HERE to read the full report from year one of our research partnership



# 3

## "Getting Back to Work" Survey, Event & Campaign

On May 19th, 2021, The Best Place for Working Parents® teamed up with former Fort Worth Mayor Betsy Price, the Dallas Federal Reserve Bank, and 100+ business leaders to discuss a multi-sector approach to getting back to work.

**Key Takeaways**

- 1. 80% of respondents would likely leave their current job for another that offered desired family benefits.
- 2. Getting back to work requires child care for a majority of parents.
  - 78% of unemployed parents need child care to return to work.
  - 84% of working parents need full-time care 5 days per week.
  - 25% of working parents need after-school care.
- 3. 80% of currently employed workers have difficulty paying for child care, including:
  - Cutting back on basic household expenses to pay for care,
  - Borrowing from family or friends to afford care, or
  - Using a childcare subsidy.
- 4. The top policies for supporting working parents in today's workplace environment include:
 

Flexibility	52%
Paid Time Off	50%
Child Care Assistance	45%
Remote Work Options	41%
Parental Leave	38%

"GDP growth is made up of growth in the workforce plus growth in productivity. One of the keys to recovering from the pandemic is to encourage people to get back in the workforce – in a widespread way."

— Robert S. Kaplan, President & CEO, Federal Reserve Bank of Dallas, May 19, 2021, "Getting Back to Work" Business Leader Convening

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 SMU CENTER ON RESEARCH AND EVALUATION

SUMMER 2021

**Effects of Child Care Issues on the Workplace**

Employers lose \$13 BILLION ANNUALLY due to child care challenges faced by their workforce.

Many employers surveyed their employees over the last year to find out how they could support their workforce during a particularly trying time for families and working parents. The need for child care is not just a desired "perk" for today's working parents - but has emerged as a necessity that impacts performance, attendance and engagement at work. The effects of child care issues are not limited to a specific demographic or industry - the majority of our survey respondents indicated their work life has been negatively affected due to breakdowns in child care.

Over 60% of respondents said child care issues have caused them to miss work.

Leaving Work Early	68%
Missing Work	63%
Arriving Late to Work	52%
Feeling Stressed at Work	47%

**FREQUENCY OF CHILDCARE ISSUES AFFECTING WORKERS**

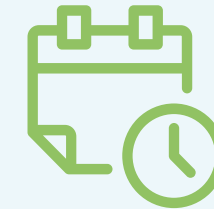
FIGURE TWO: EFFECTS OF CHILDCARE ISSUES ON WORKPLACE (N=452)

Leave Work Early	68%
Miss Work	63%
Arrive Late to Work	52%
Feel Stressed at Work	47%
Reduce Weekly Work Hours	37%
Turn Down a Job Opportunity	35%
Quit Your Job	25%
Change Jobs to Another Company	18%
Other	9%

The event revealed the results of a survey conducted by SMU of 825 local working parents about their back-to-work needs post-COVID. The survey revealed that:



3 out of 4 people that want to return to work will need childcare when they do return.



84% will need full-time care for children 5 days a week.



1 out of 5 people that don't want to return to work have made that decision because the cost of child care is too high.

After hearing from local business leaders about their respective approaches to innovating through and post-COVID, the event culminated with a call to action for local business leaders.

We asked local businesses to sign the "Back to Work" pledge by committing to doing one of the following:

**1**

Survey their employees about their specific child care needs

**2**

Promote the FIND! Child Care tool to their employees

**3**

Add their services to our "short list" of industry resources for local child care businesses

To read the full "Getting Back to Work" report and survey findings, [CLICK HERE](#)

To view the recording of the "Getting Back to Work" event, [CLICK HERE](#)

# 4

## 2022 National Summit Planning



Join business leaders from across the country who are setting a new precedent for what it means to be family-friendly – through workplace policies that are benefiting working parents AND businesses' bottom line.

From boosting attraction and retention efforts, to motivating and optimizing a post-COVID workforce – the 2022 Summit will feature national experts on the most critical workforce topics of today, as well as leaders in industry who will share lessons learned and key strategies for building a stronger workforce in a new era.



Wednesday – Friday, May 4 – 6, 2022

May 4th | Welcome to Cowtown! Cocktail Reception  
May 5th | All-Day Programming + "A Dinner in Texas"  
May 6th | Keynote Breakfast

Hotel Drover, Autograph Collection

Fort Worth Stockyards  
200 Mule Alley  
Fort Worth, TX 76164



The Best Place for Working Parents® is a national movement of businesses leading the charge to help build a stronger economy and more sustainable workforce through business-smart, family-friendly practices.

Businesses of all sizes and industries are implementing Best Place for Working Parents® policies to help them boost attraction and retention, while also building stronger families and a brighter future for their local communities. Fort Worth is proud to have been the launching point for this national conversation and call to action that is being strengthened by each new business, city, and state that joins Best Place for Working Parents®' network of change-makers.

– MAYOR MATTIE PARKER

CITY OF FORT WORTH | 12TH LARGEST CITY IN THE U.S.



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news, events, and regional opportunities, by emailing us at  
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