



San Mateo County (SMC) Childcare Central Initiative

June 9, 2026

SMC CHILDCARE CENTRAL INITIATIVE

Approve \$10 million investment in childcare priorities to ***improve access and affordability for families***

- **SMC Childcare Hub** – countywide childcare navigation technology system
- **SMC TriShare Pilot** – shared-cost of childcare for families

Authorize CEO to execute a three-year agreement (with two options to extend by one year each) with Tootris, LLC, to provide the technology solution and program administration



COUNTY OF **SAN MATEO**



CHILDCARE MATTERS IN SMC

Sustained Leadership

- Child Care Partnership Council
- Launch of innovative early learning programs
- COVID Childcare Response Team

Investments

- Early Childhood Educator Development Program
- Family Childcare Pathways Program
- Childcare Facilities Improvement Program
- Childcare in Affordable Housing Projects

Recent Initiatives

- Children's Collective – County as Lead Agency
- Speier Foundation Report
- Community Childcare Town Halls
- Childcare Blueprint



2026

San Mateo County
Child Care Blueprint

COUNTY OF SAN MATEO



WHY ACTION IS NEEDED

SMC Families face major childcare access and affordability barriers

2025 Assessment

- **1,403 infant childcare spaces shortage**
- **7,501 school-age spaces shortage**

Challenges for Families

- **Affordability**
- **Finding immediate openings**
- **Schedule compatibility**

Community Impact

- **Reduced workforce participation**
- **Disproportionate burden on women**
- **Pressure on providers and early educators**

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TECHNOLOGY SOLUTIONS

Competitive Procurement Process



CRITERIA

1 Accessibility

- Language/literacy
- Engaging “look & feel”
- Ability to gain trust with providers

2 Experience

- In California
- Community Outreach

3 Innovations

- Robust customer service
- TriShare implementation

4 Cost

SMC CHILDCARE HUB

Seamless Experience for Families and Providers



Providers

- ✓ Fill openings
- ✓ Update program information
- ✓ Connect with families



County Partners

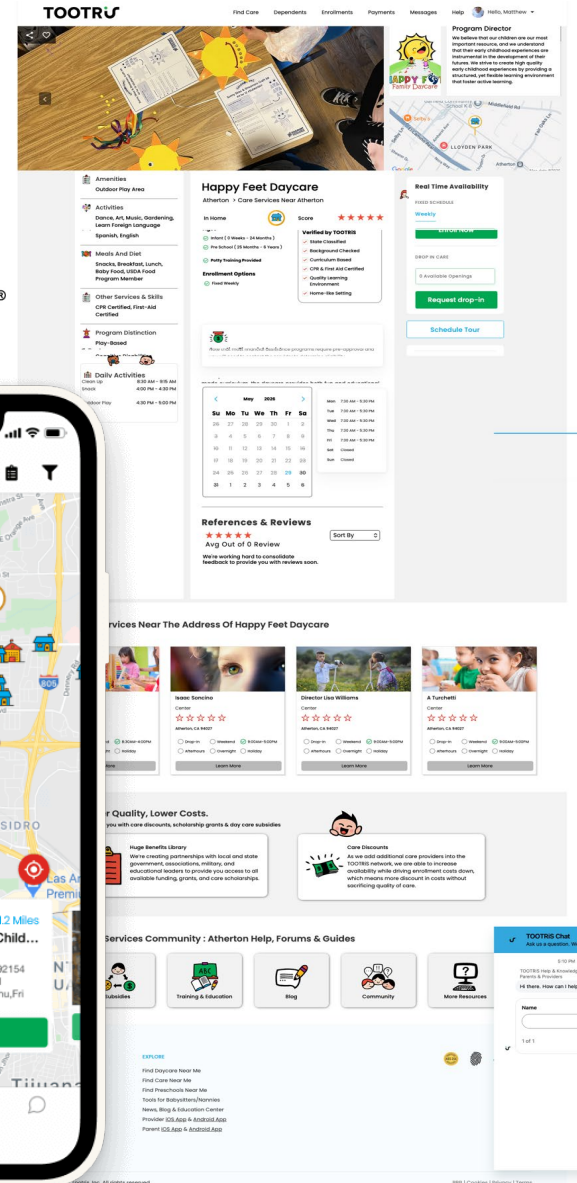
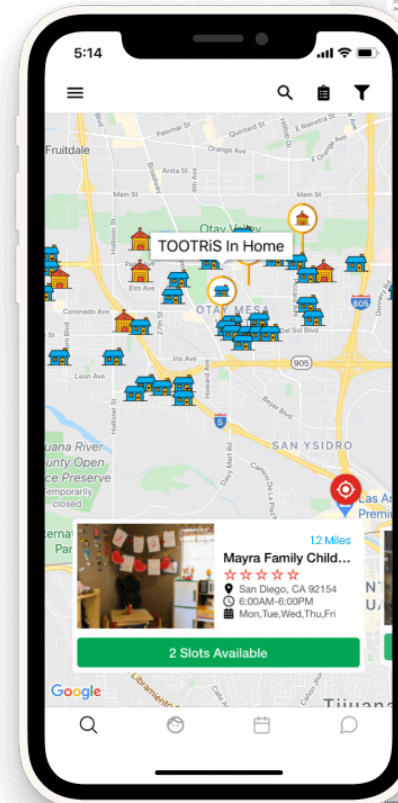
- ✓ Improve coordination
- ✓ Streamline program administration



Families

- ✓ Search available childcare options
- ✓ Compare providers
- ✓ Determine subsidy eligibility
- ✓ Apply and enroll in programs

TOOTRIS



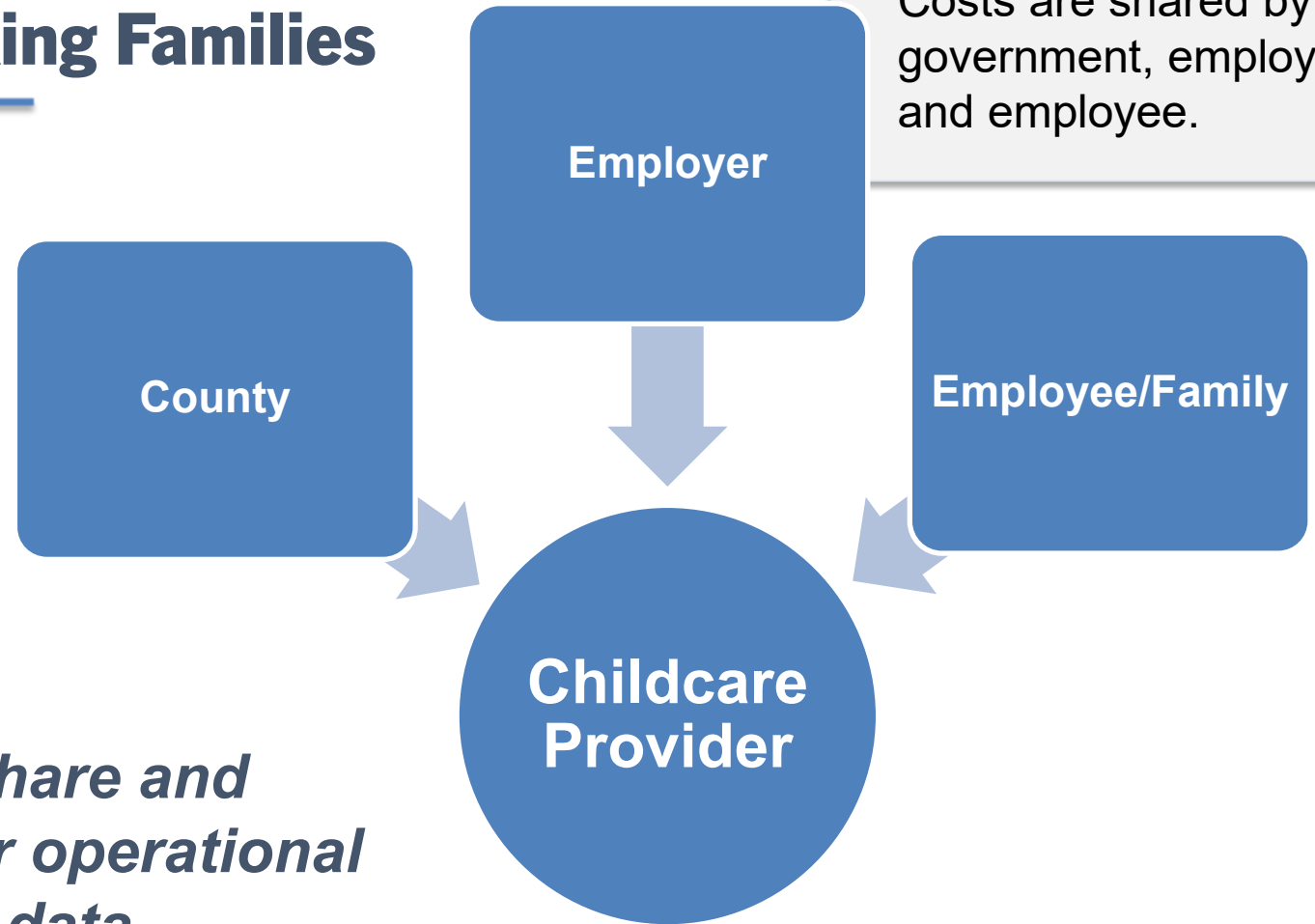
SMC TriShare Pilot

Expand Affordability for Working Families

TOOTRUS:

- Enrollment
- Payment administration
- Reporting
- Employer outreach

Using one platform for both TriShare and navigation hub allows for greater operational efficiencies and shared provider data.



Three-Way Partnership:
Costs are shared by government, employer and employee.

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SMC TriShare Pilot

FEATURES

Age 0 - 3
SMC Residency
Family Choice

SHARED COST

County: **12.5%**
Employer: **12.5%**
Family: **75%**

ESTIMATED IMPACT

Children: **~1200**
Families: **~900**
Demand Met: **~25%**

HH INCOME ELIGIBILITY *(Family of 4)*

> 85% SMI (\$108K)
< 120% AMI (\$223K)



PROPOSED NEXT STEPS

PHASE 1: SMC Childcare Hub

- **Finalize Contract with Tootris**
- **Establish Implementation Team**
- **Kickoff/Configuration**
- **Community and Stakeholder Engagement**
- **User Testing**
- **Go Live/Launch — estimated October 2026**

PHASE 2: SMC TriShare Pilot

- **Confirm Program Design**
- **Recruit Local Employers**
- **Develop Internal Program for County Employees**
- **Official Launch — estimated January 2027**

BOARD AUTHORIZATION

1.

Approve \$10M Investment:

- SMC Childcare Hub - Up to \$1.135M
- SMC TriShare Pilot - Up to \$8.865M

2.

Authorize CEO to finalize agreement with Tootris, LLC, for navigation portal and TriShare program



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Thank you!
Questions?

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