

# Employer Co-Op Project

## Proof of Concept



### ● Survey Distribution + Data Collection

- Employer Survey
  - 12 employers- Beta Test volunteers
  - 18 positions
  - interview style: by phone or in person
  - Interviews took place **mid October 2018**
  - Industries represented: Bar & Restaurant, Construction, Banking/Finance, Government, Ski/Snowboard Rental & Retail, Homeowner's Association/Resorts, Private Club & Hospitality Industry, Hospitality Management, and Retail
  
- Employee Survey
  - 189 respondents
  - 74% full time, 25% part time, 2% contractor
  - Distributed through employers outreach via Google Form
  - Surveys distributed **first and second week in December**



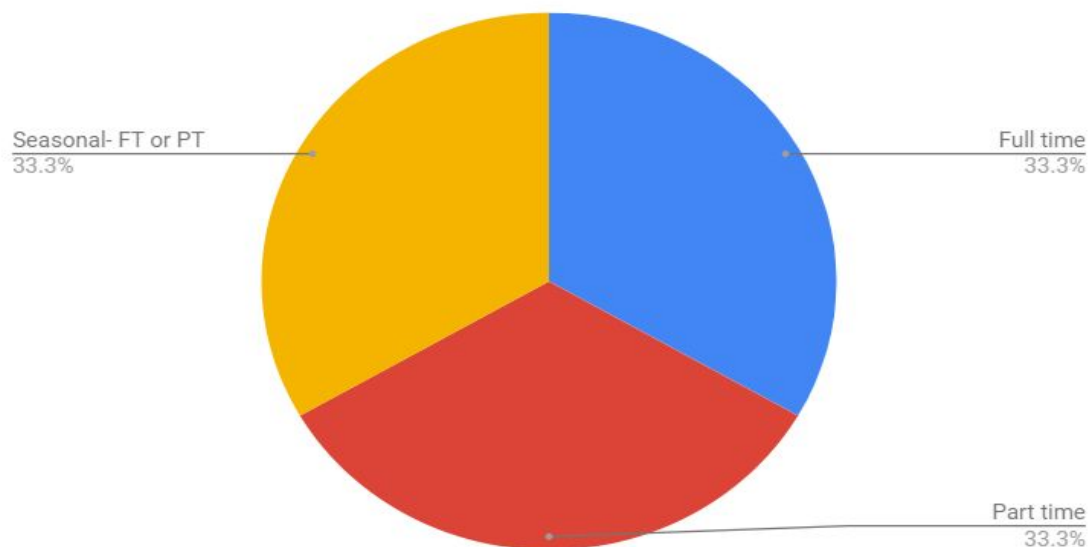
# Employer Survey Questions

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- Employer Profile: **Unique differentiators**, business sector, primary contact
- Job title, brief description of hiring need: **skill sets needed**
- Scheduling needs (days of week, times of day), **can you be flexible**, will you train? Full time, part time, seasonal, minimum and maximum **hourly wage or salary** for this position?
- **Willing and able to collaborate** with other businesses in creative ways to share the same person?
- Do you think the people who fill part time positions are **interested in piecing together part time jobs**? Think employees **want one full time job**?
- What are your recruiting costs? Time, Money, Cost of training and getting new position onboarded.

# Are you hiring for full time, part time or seasonally?

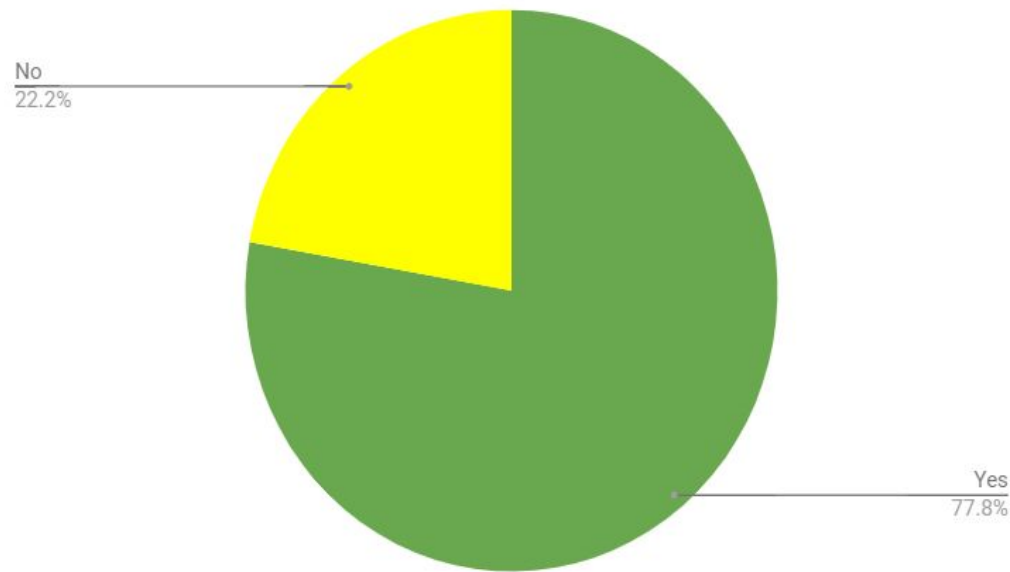
## Hiring Needs- Employer Beta Test



***\*Seasonal is defined for 2019: Peak Summer: June 21st- September 1st. Fall/ early winter: August 26th- December 19th. Peak Winter: December 20th- March 27th. Spring: March 28th- June 21st.***

# Are you willing and able to collaborate with other businesses, including your competitors in creative ways to share the same person?

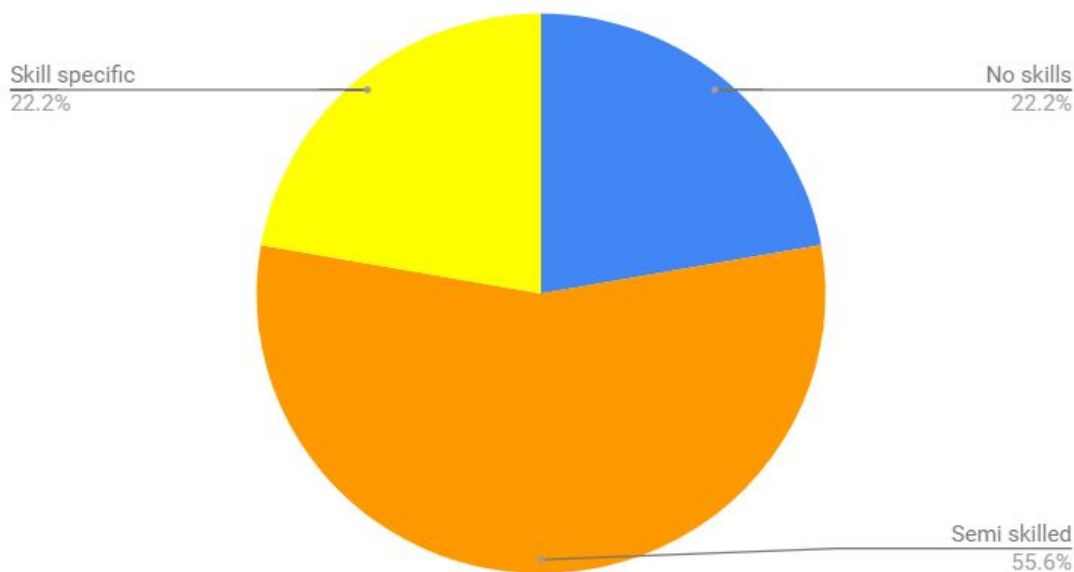
Collaborate with other businesses



*\*Ties in with our collaborative culture mission*

# Is this a “no-skills-required”, semi skilled or skill specific job?

## Skill Assessment Needs



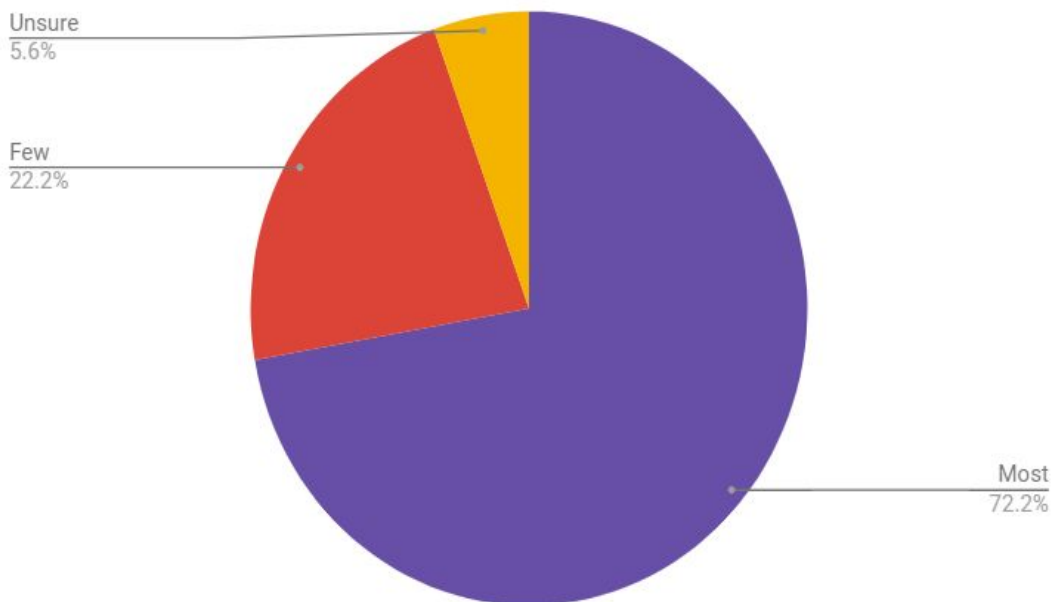
**Semi skilled** defined in interviews as basic computer skills, customer service skills, communication and time management skills

**Skill specific** defined in interviews as specific licenses, job specific higher education  
Ex. specific license to drive vehicle for snow removal or construction project manager

# Do you think most, half or few of your employees want one full time job with the company?

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## Believe employee wants 1 full time job



# Employer Survey- Focus Group



## Key Insights/Themes:

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- **Hiring Needs: 1/3 Full time, 1/3 Part time, 1/3 Seasonal (full time or part time)**
- Majority of companies are highly flexible with hours and shifts per day/week needs
- 78% of companies are willing to collaborate with other companies to share an employee
- Skill assessment needs reveal:
  - 55% Semi skilled
  - 22% No skills required
  - 22% Skill specific
- 75% of employers believe their part time employees would prefer a full time job with current employer vs. piecing together multiple jobs
- **The average pay range for semi skilled and no skilled workers is \$15-17 hr.**
  - **One employer was able to pay \$21-28 hr. for skill specific/professional jobs.**
- **Unique Differentiator: The most frequently cited perk given to employees was discounts on products/service at the company**

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# Employee Survey Questions

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- Employee Profile: Business sector, job title, part time/full time or contractor
- **Skill sets**, were they trained? Hours/shifts, **pay range**
- **Interested in one full time job?**
  - If the position you are currently working could be full-time, would you want this to be your one full-time job?
- Interested in **combining multiple jobs to become full time?**
  - If yes, would you **like the help, coordination and support of your employer** to achieve full time hours? (Potentially with multiple employers)
- **Is your pay fair and a livable wage?**
- Is the employer **flexible** and does **company culture** support lifestyle needs?
- What **benefits/perks** are NOT currently being offered, but would like?

# Which sector best describes your company industry?



- **Top three business sectors**

1. 18.6 % Homeowners Association/ Ski Resorts
2. 12.9% Government
3. 12.4% Private Club & Hospitality industry

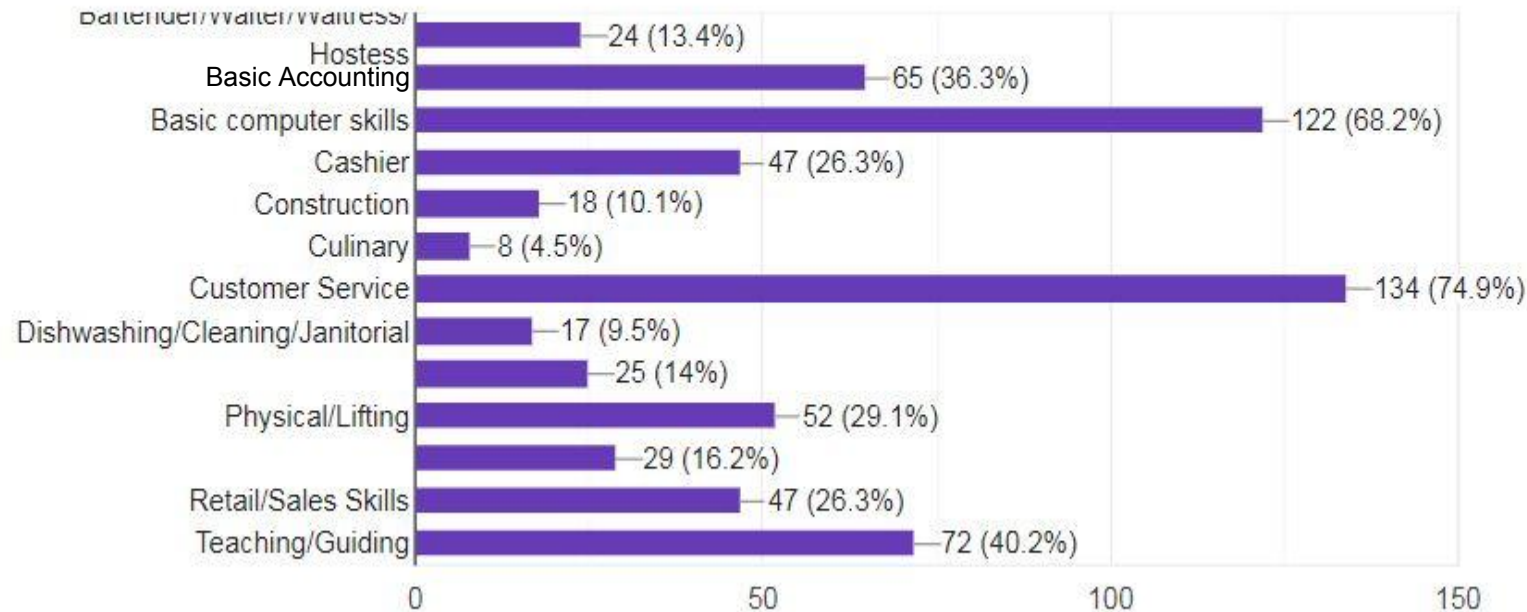
- **Mixed Professionals positions**

- **The common positions/job titles were**

- Ski/snowboard instructor
- Server, waitress, bartender
- Office/front desk manager

## Mark the boxes that best describe the skills you use in this position

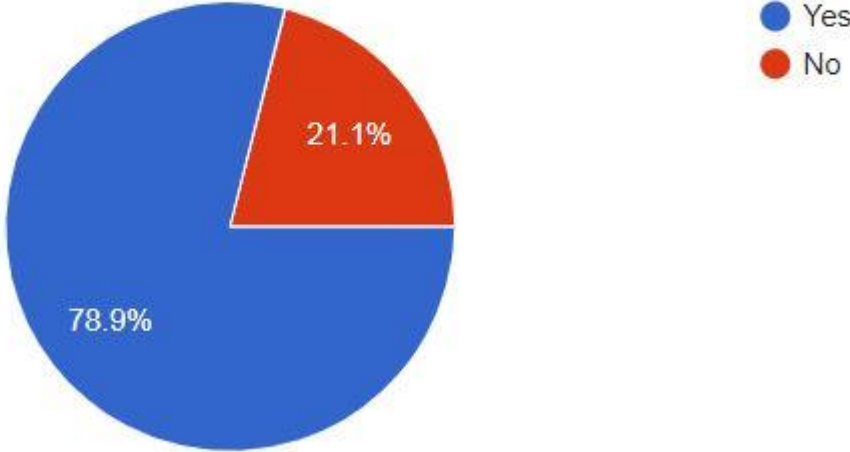
179 responses



- Mostly semi skilled workers
  - 74% customer service
  - 68% basic computer skills
  - 40% Teaching/Guiding
  - 13% Bartender/Waiter/Waitress/Hostess

# Generally speaking do you want one full time job?

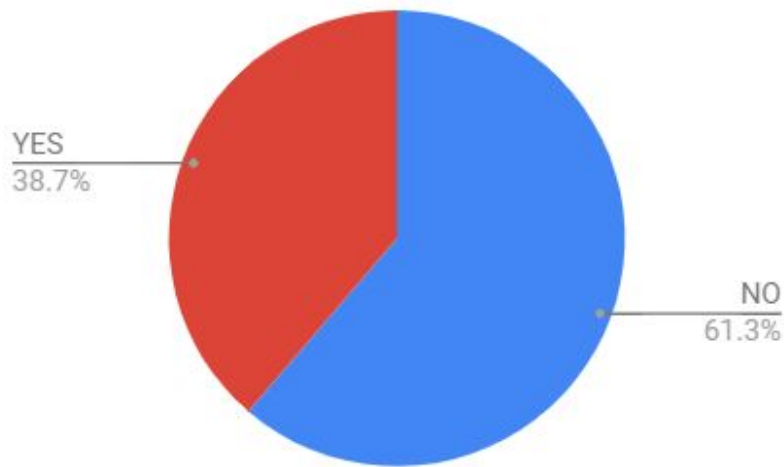
190 responses



**80% want one full time job**

*\*Includes part time and full time respondents*

# If you are not full time, are you interested in combining multiple jobs to become full-time?



**39% part timers said YES-24**  
**61% part timers said NO- 38**

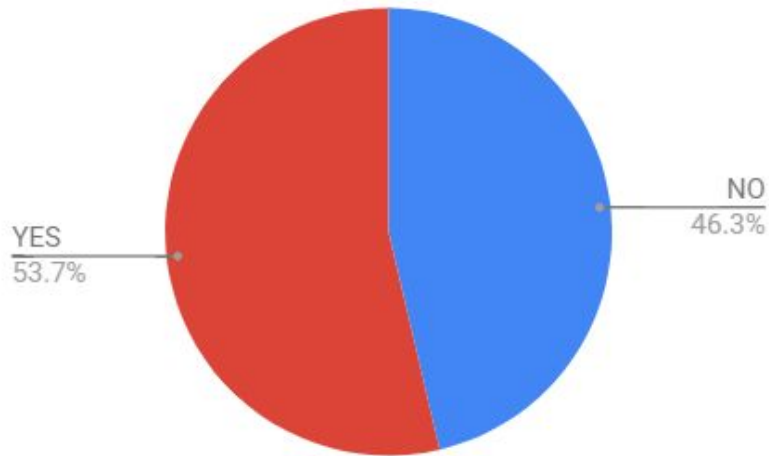
***\*62 part time total answers***

Most frequently recorded part time positions that said YES:

- Bartender, waitress, server, cook
- Office assistant
- Snowboard/ski instructor

If yes, would you like the help coordination and support of your employer to achieve full time hours? (Potentially with multiple employers)

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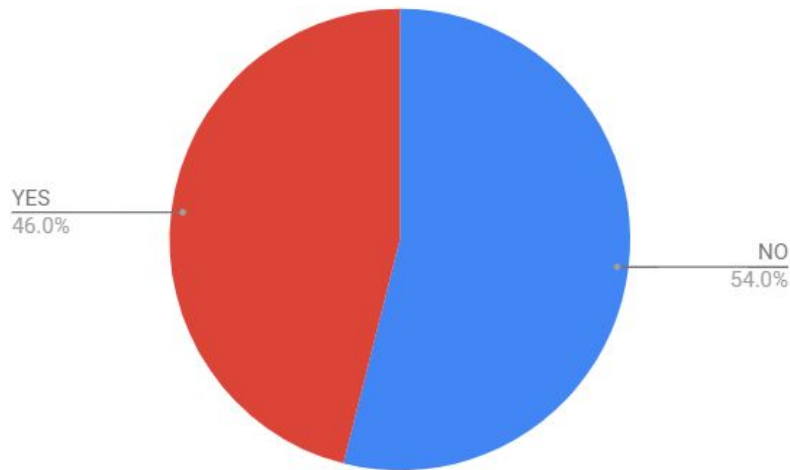


**54% part timers said YES- 22**  
**46% part timers said NO-19**

***\*41 part time total answers***

If the position you are currently working could be full-time, would you want this to be your one full time job?

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**46% part timers said YES-29**  
**54% part timers said NO- 34**

***\*63 part time total answers***



# Confidential Comments (Non- identifiable)

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I love my job and am passionate about the work we are doing, and I am not interested in seeking a different job, but the salary is not enough to support my family and monthly expenses in the Truckee area where the cost of living is so high. Because I value my career so much, I make it work by supplementing my income with two side jobs which I fit into my evenings and weekends and this provides flexible extra income. My husband works overtime at his current job to supplement our income as well. Ideally we would be able to both work 40 hours/week (only!) to be able to live/work/play in this area of the Sierra Nevada we love!

I am a manager and for my full-time and part-time employees the pay is so slow it really is a challenge keeping them in these positions. It also makes it a lot harder for hiring!

I had to work four jobs at once when I first moved here, often with only enough time off to sleep and get ready for the next day. It's incredibly difficult to afford living here without a full-time job.

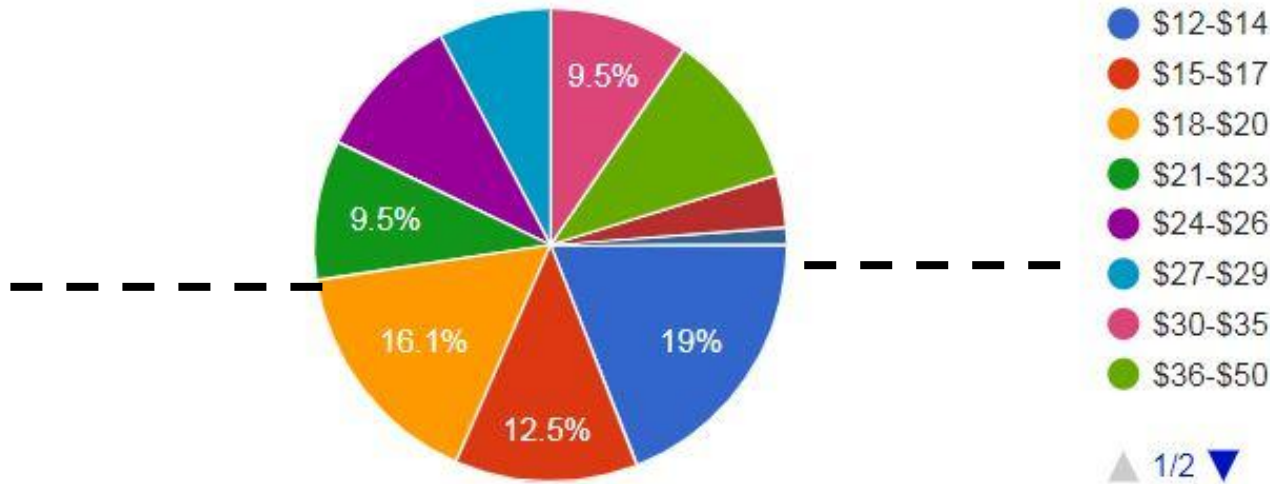


# What is your current hourly pay?

168 responses



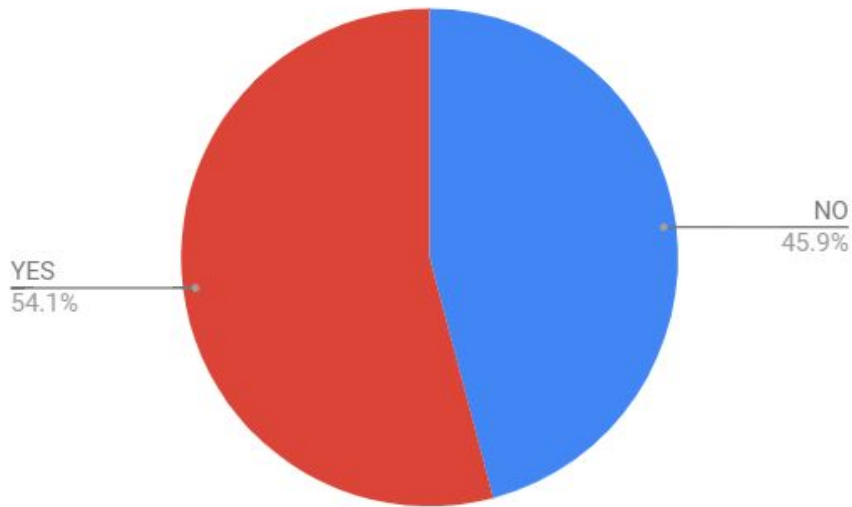
**BUSINESS  
SPEAKS!**



- Nearly 50% between \$12-\$20 range



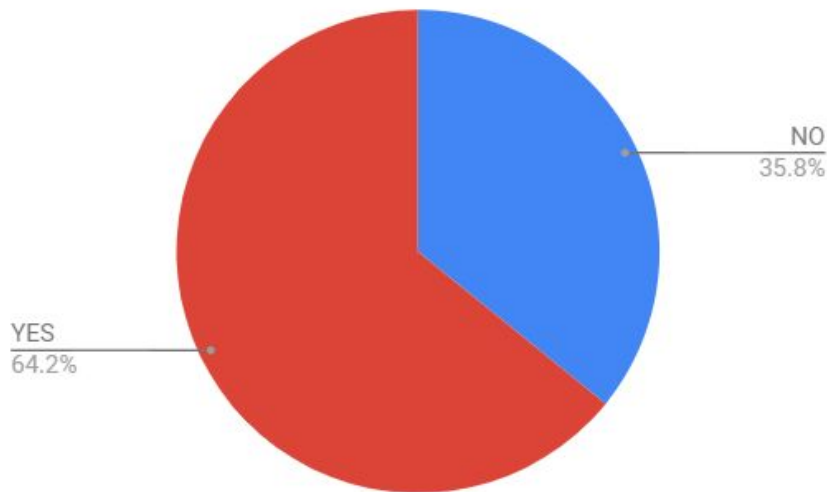
If you are FULL TIME, in your opinion is your annual income a livable wage?



**54% full timers said YES-79**  
**46% full timers said NO- 67**

***\*146 full time total answers***

If you are PART TIME, in your opinion is your pay rate fair and appropriate?



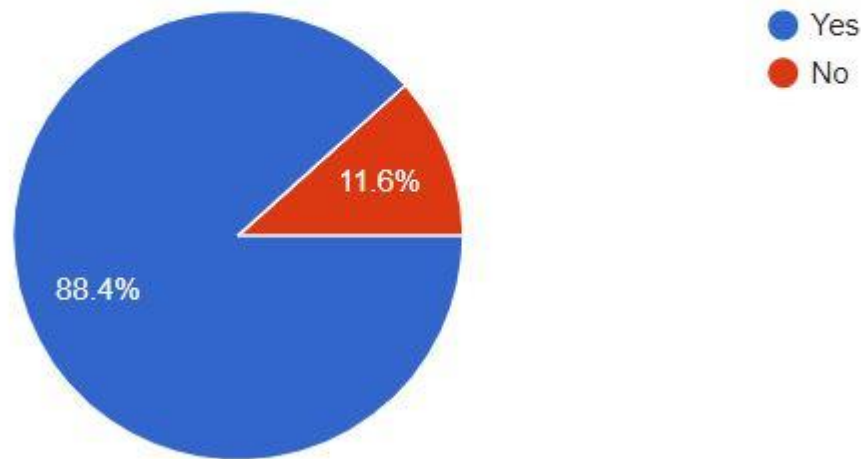
**64% part timers said YES-34**  
**36% part timers said NO- 19**

*\*53 part time total answers*



# Do you feel the company culture supports your scheduling/lifestyle needs?

189 responses



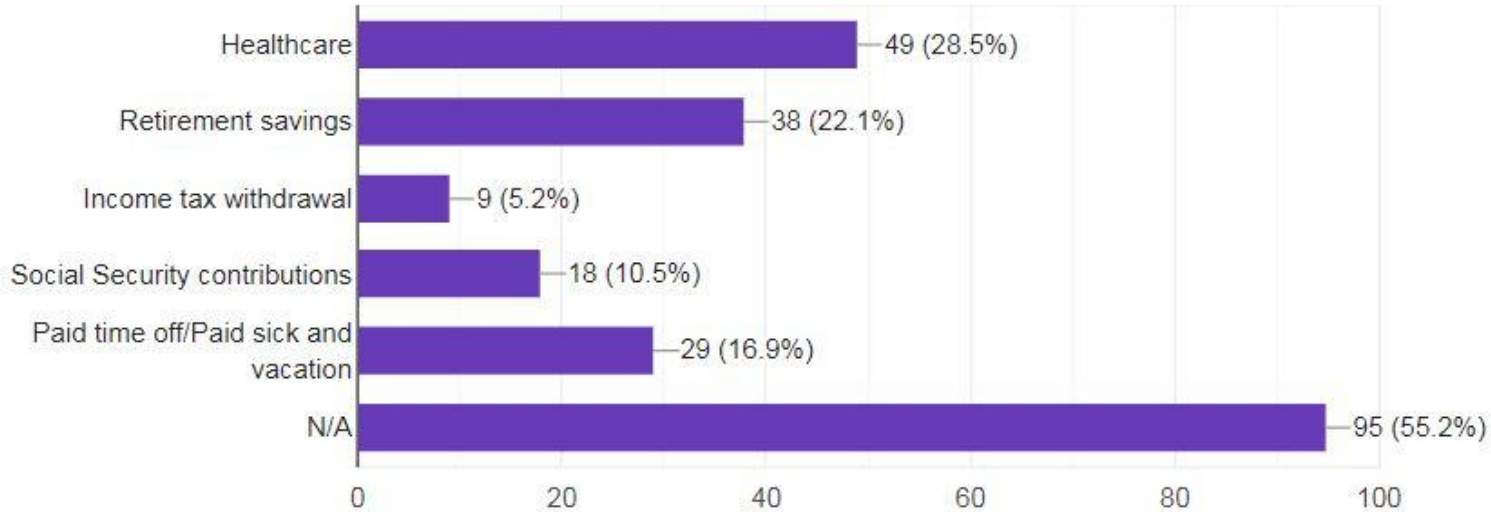
- **88% of employees feel their employer is flexible and the company culture supports their scheduling/lifestyle needs**



**BUSINESS  
SPEAKS!**

# Mark the BENEFITS you currently are NOT being offered, but would like to have

172 responses



● *N/A represents full timers*

- **Top three benefits desired, but not currently given to some surveyed employees**
  1. 29% Healthcare
  2. 22% Retirement Savings
  3. 17% Paid time off/Paid sick and vacation

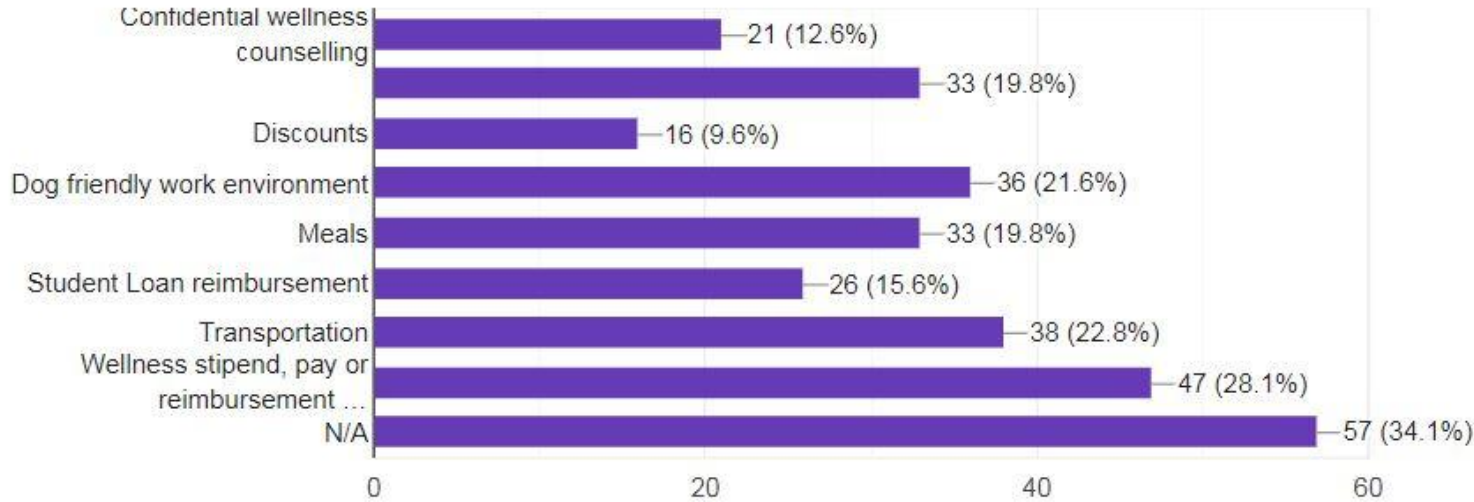


# Mark the PERKS you currently are NOT being offered, but would like to have



**BUSINESS  
SPEAKS!**

167 responses



- **Top three perks desired, but not currently given to some surveyed employees**

1. 28% Wellness stipend, pay or reimbursement (i.e. gym)
2. 23% Transportation
3. 22% Dog Friendly work environment

- **Key insight-** Paying or supplementing for education is a valued perk for some employees

- 20% would like continuing education
- 16% would like student loan reimbursement



# Employee Surveys



## Key Insights/Themes:

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- 60% of part time employees are **NOT** interested in combining multiple jobs to become full time
  - This correlates with employers estimate
  - Concerns in comments section mention:
    - Concerns about low pay and difficulty keeping part time employees
    - Already have multiple jobs to supplement income- comment made by part time and full time workers.
    - Going to school/higher education
- 54% of part time workers surveyed would welcome help from their employer and current company to achieve full time hours (combination of jobs, one job).
- 46% of part time workers surveyed would want their current position to be their one full time job
- The most frequently cited employee benefit/ perk recorded in the Employer Survey was discounts on products/services with their employed company.
  - This was the **lowest rating perk of employee interest in the Employee Survey (10%)**



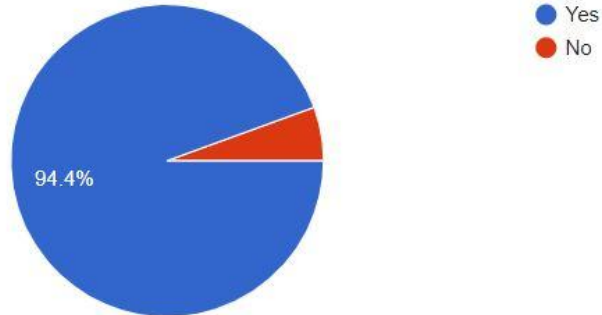
# Employer/Employee Survey Alignment



**BUSINESS  
SPEAKS!**

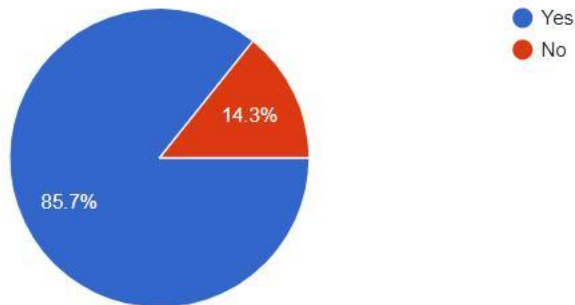
Will you train for this position?

18 responses



Were you trained for your current position?

189 responses



- Strong correlation between employers willing to train employees and employees stating they were trained for their positions

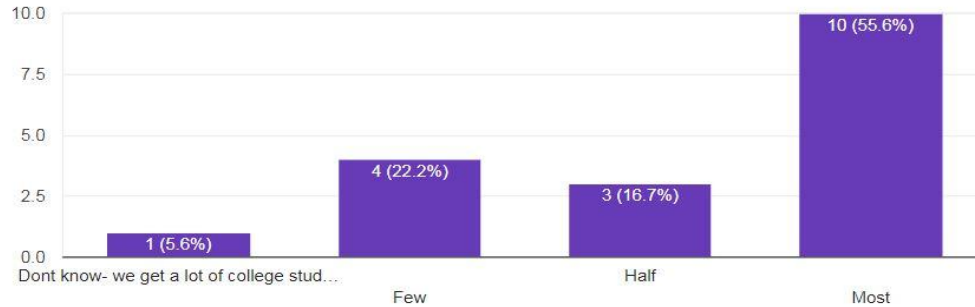




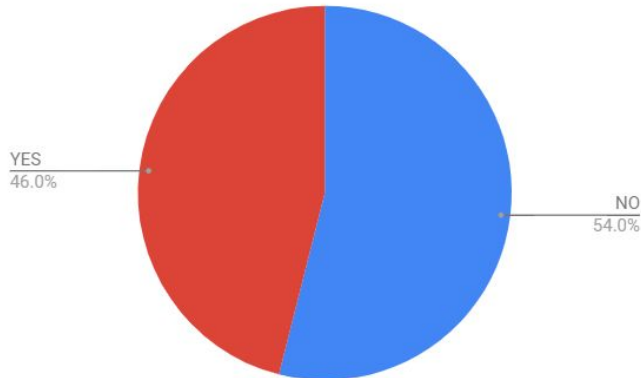
# Employer/Employee Survey Alignment

Do you think most, half or few types of these types of people want 1 full time job?

18 responses



If the position you are currently working could be full- time, would you want this to be your one full time job?



- Strong correlation in employer/employee opinion that **approximately 50% part timers would like one full time job**

# End of survey confidential comments (Non- identifiable)

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I do not feel that employers in this area truly understand the cost of living for the working class in Tahoe, and have especially not taken enough steps to adjust wages in order to coincide with housing inflation in the last decade. There are very few full time positions available, a lack of upward mobility overall, and many companies short employees out of health care options by terming employees as "seasonal" even when they do in fact work year round. We are losing quality employees starting in their late 20's and early 30's because there is not enough buy-in from companies to keep them here.

My annual income is a livable wage only because I also have my husband's income supplementing our household. Also, if I were having to pay for full time childcare, my income would NOT cover it and leave enough to live on. Something to consider.

I would like a more flexible work schedule (9/80 work schedule) so that I can actually take care of errands. A lot of businesses in Truckee are not open on the weekends (DMV, dentist, etc.) so I find it challenging to take care of some errands. And I think it goes without saying, but housing costs pose a challenge on my current pay.

