



EMPLOYER SURVEY DATA REPORT

NOVEMBER 2022





PROJECT BACKGROUND

Valley Vision, in partnership with the **Sacramento Area Council of Governments (SACOG)**, the **Centers of Excellence**, and **local transportation agencies**, sought to implement an ongoing series of surveys to understand the most pressing needs of the Capital Region's employers. In **August 2022**, the first survey of this series was launched to measure the changes in **location-based work, hiring & onboarding challenges**, and **training opportunities**.

SURVEY METHODOLOGY

This data was collected through an online survey released in August of 2022, which consisted of **52 questions** and remained live for eight weeks. The Employer Survey was distributed via email to **industry partners, regional employers, chambers of commerce, and workforce boards** to outreach to their respective channels. The geographic reach of this survey included seven counties: **Sacramento, Sutter, Placer, El Dorado, Yuba, Yolo, and Solano counties**.

Questions were centered on three major topics: **respondent demographics, transportation needs, and hiring/training challenges**. Results from this survey will be referenced to guide transportation and career education investments.

SURVEY KEY FINDINGS

- **Hybrid work is here to stay.** Most respondents **(67.9%)** are currently utilizing a hybrid work structure, and **66.7%** of respondents anticipate keeping this structure 12-24 months from now.
- **There is a lack of employer-provided public transportation programs and incentives.** **56.9%** of respondents indicated that they **support employees taking public transportation to work**, but they **do not** have specific programs to incentivize it.
- **Public transportation stations tend to be too far from workplaces.** **40%** of respondents said that light rail stops are a **30-minute or more** walk from their workplace.
- **Regional businesses and organizations are having difficulty hiring new employees.** **65.7%** of respondents said that hiring is more challenging, citing that **finding & identifying candidates** is the most difficult phase **(43.9%)**.
- **Employers are seeking additional training in industry-specific skills.** When asked to estimate the level of negative impact certain skill gaps have on their business/organization's operations, respondents rated a **lack of industry-specific skills** to be the most impactful **(55.8%)**.
- **Employers are interested in collaborating with local community colleges to strengthen and lengthen the regional talent pipeline.** From **recruiting graduates from community college programs** to **serving on advisory boards**, employers are willing to work together with education partners.

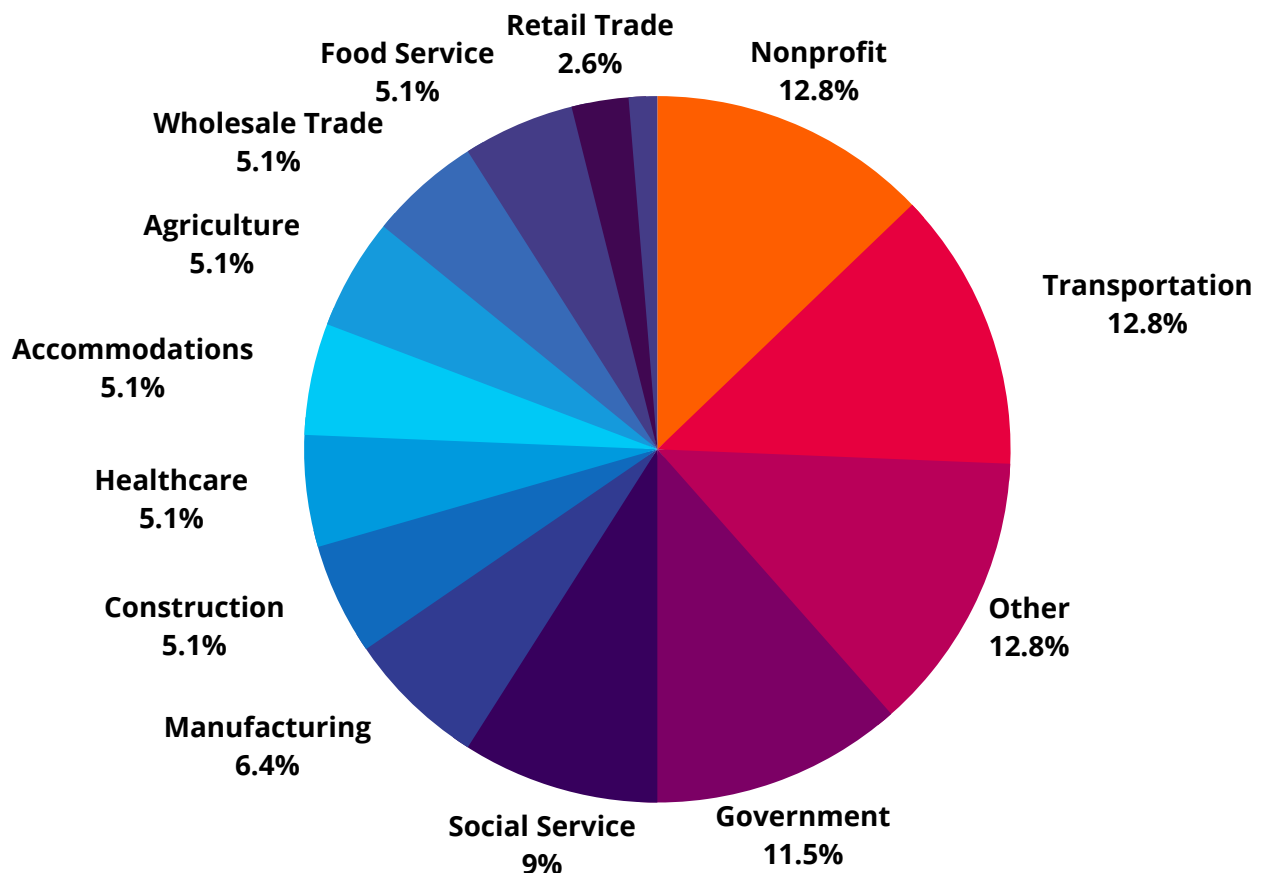




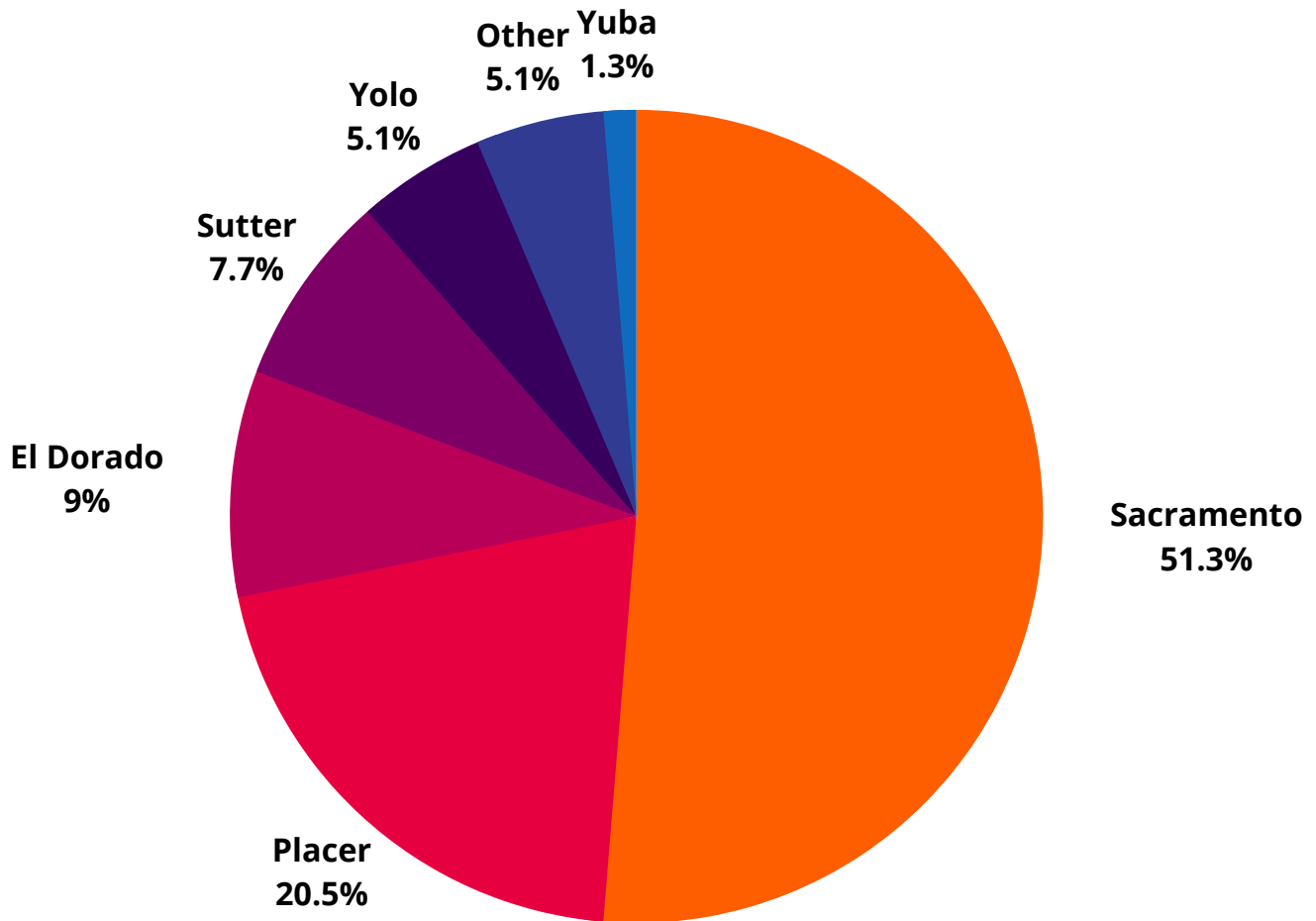
HIGHLIGHTS OF ANALYSIS

INDUSTRIES REPRESENTED

As mentioned before, the Employer Survey was organized into three main categories, and the first segment served to illustrate respondent demographics. Industry representation was analyzed for the occupation groups shown in the graph below, highlighting the conclusion that the majority of respondents worked within the **Nonprofit**, **Transportation**, and **Government Agency** sectors.



GEOGRAPHIC REACH



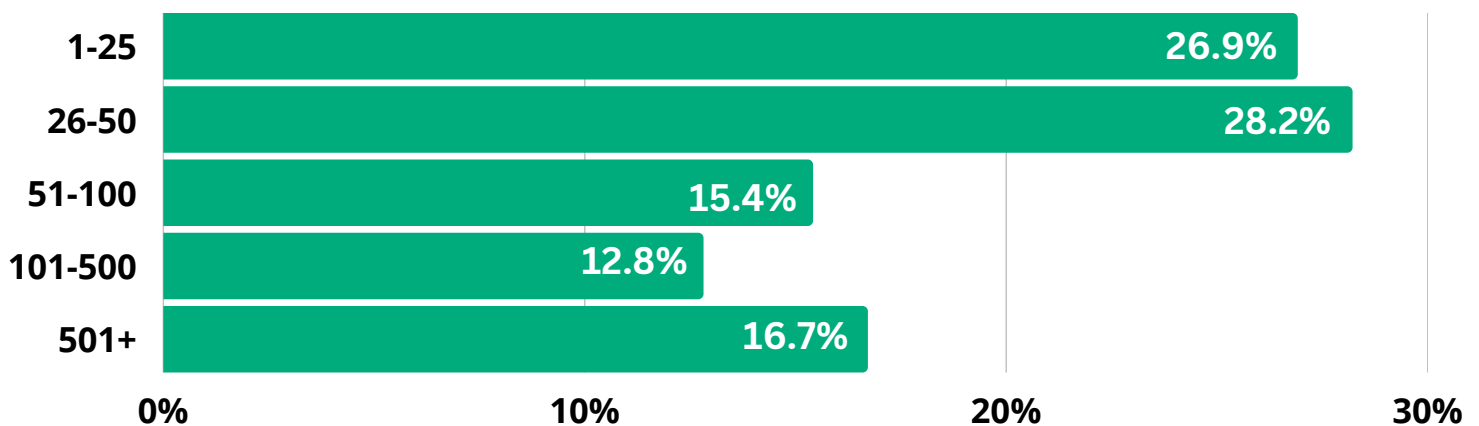
The survey's primary distribution was centered in the Capital Region, which consists of the following counties: **Sacramento**, **El Dorado**, **Placer**, **Sutter**, **Yolo**, and **Yuba**. Additional survey responses came from **Solano** county.





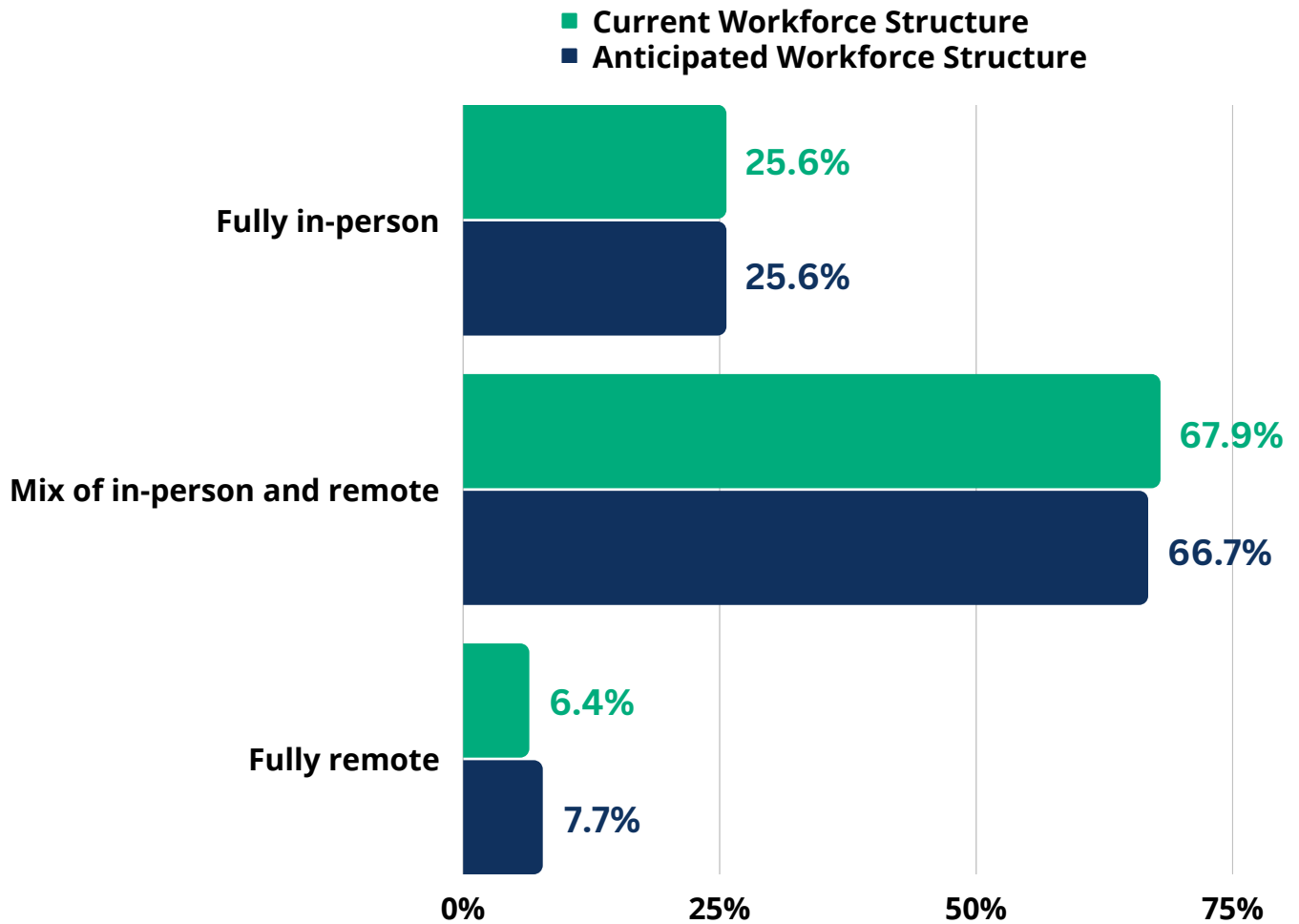
BUSINESS/ ORGANIZATION SIZE

Most respondents came from small to medium sized businesses or organizations, as shown by the chart below. However, the data also encompasses employers from larger entities, which ensures that the survey is not skewed too heavily towards a specific demographic.



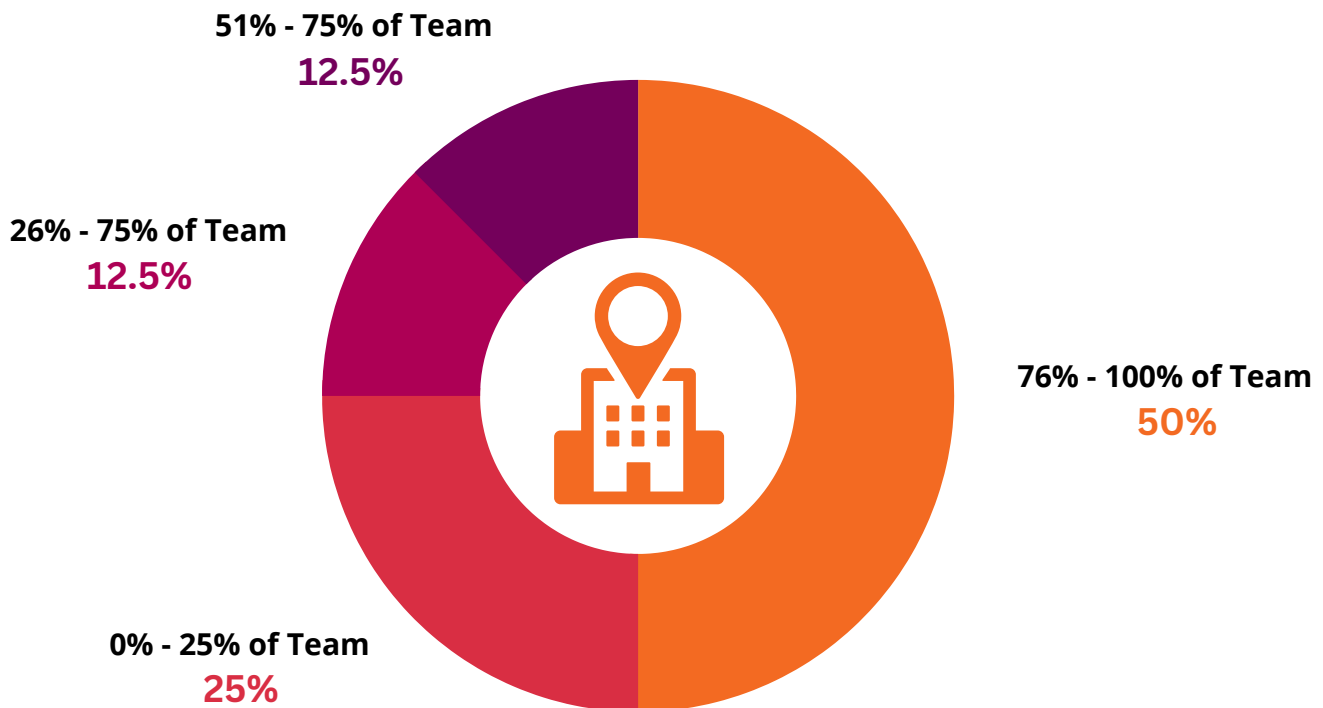
21.8% OF RESPONDENTS INDICATED THAT THE SIZE OF THEIR WORKFORCE **DID NOT CHANGE SIGNIFICANTLY** AS A RESULT OF THE COVID-19 PANDEMIC.

WORKPLACE STRUCTURES



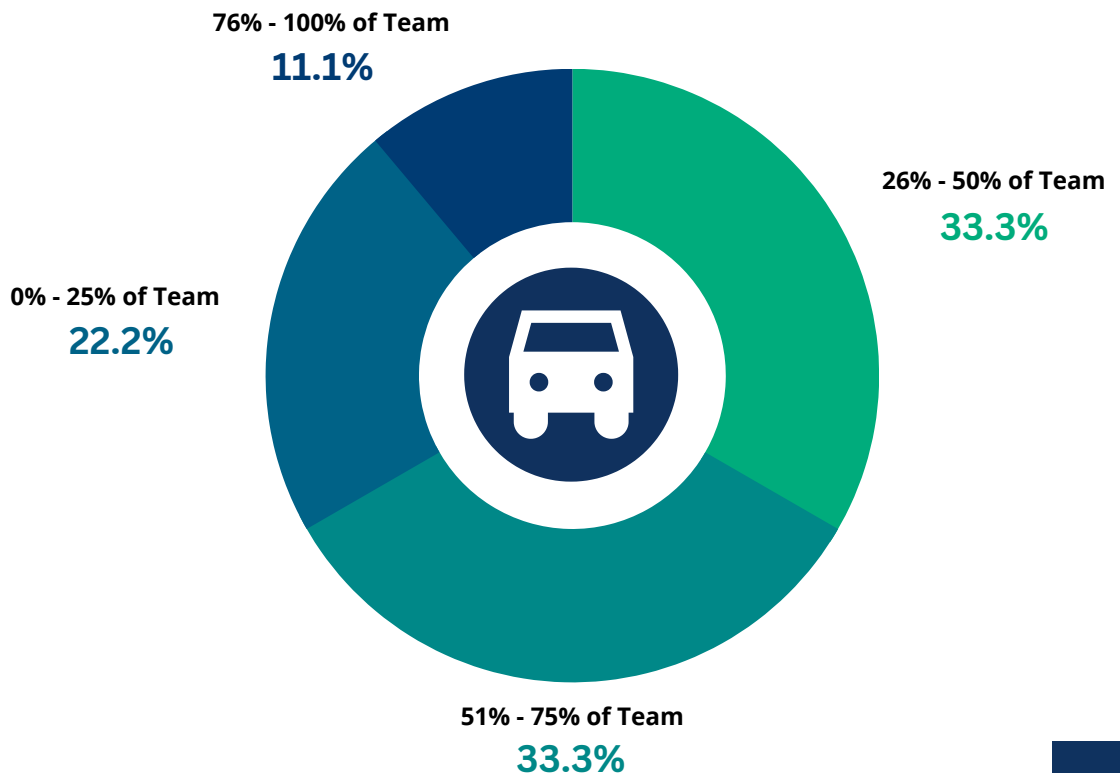
The bar chart above measures the **current workplace team structures** and the **anticipated structure 12 to 24 months from the survey's distribution**. This indicates that hybrid work is the most popular option, and employers plan to stay with this structure for at least the next 12-24 months. While there is no anticipated growth or decline of fully in-person operations, another interesting takeaway is the **slight increase in fully-remote teams**. The transportation and commute segment of the survey explores some potential causes behind this phenomenon.

COMMUTE STATISTICS

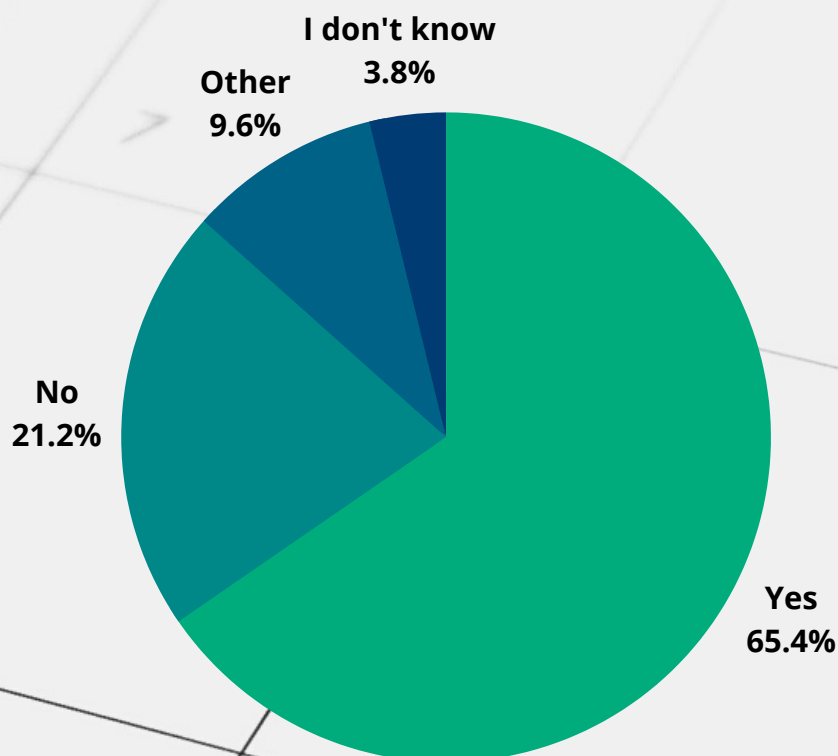


Half of the survey's respondents indicated that **76% to 100%** of their team physically comes to the workplace at least once a week.

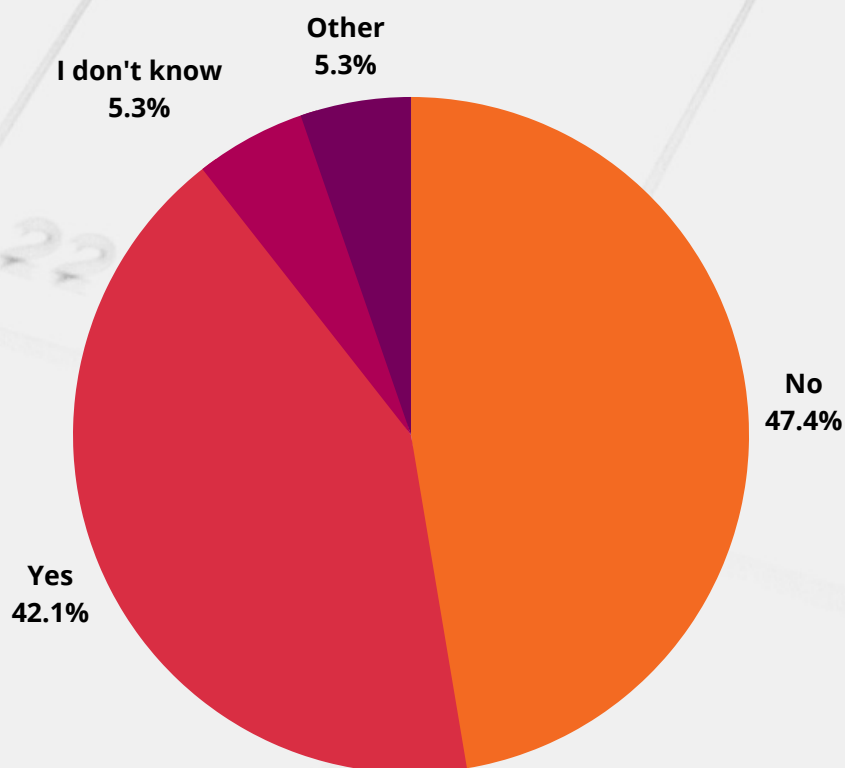
The graph to the right depicts an estimate of the percentage of positions in respondents' organizations that require employees to utilize a vehicle during work hours. **The data shows that 50% to 75% of their teams have this requirement at their business or organization.**



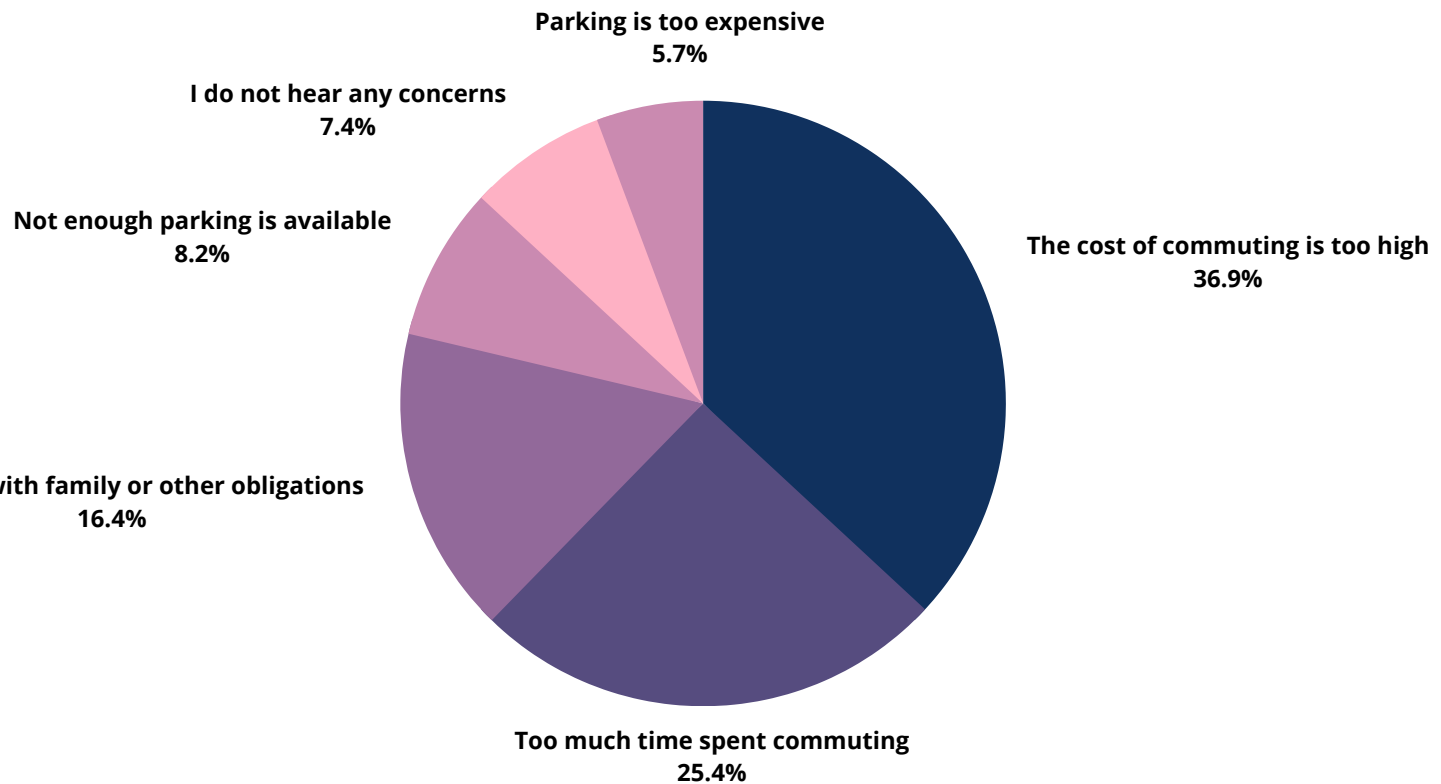
Thinking about your employees who work hybrid (part-time remotely and part-time in-person), does your business/organization **currently allow them to choose their on-site schedule**?



Thinking about your employees who work hybrid (part-time remotely and part-time in-person), would your business/organization **consider allowing them to choose their on-site schedule**?



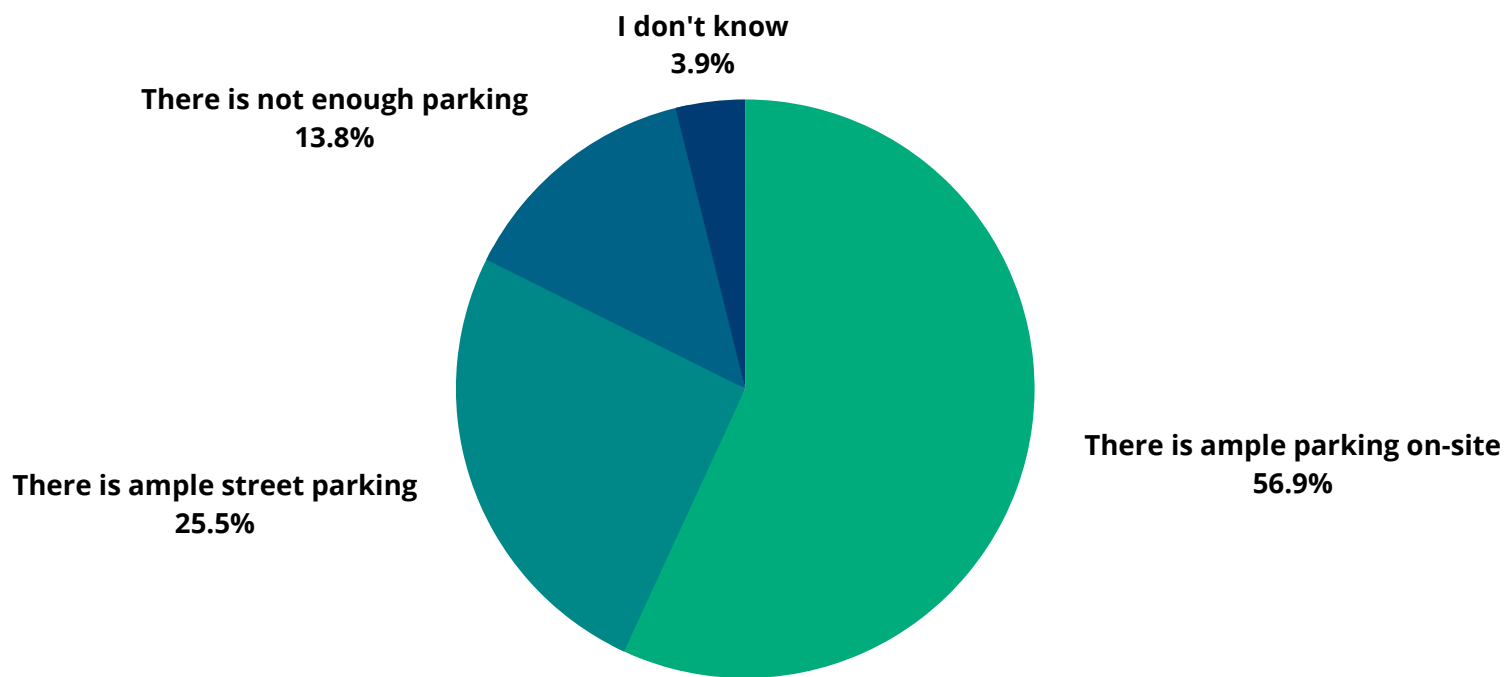
MOST COMMON COMMUTE CONCERNS



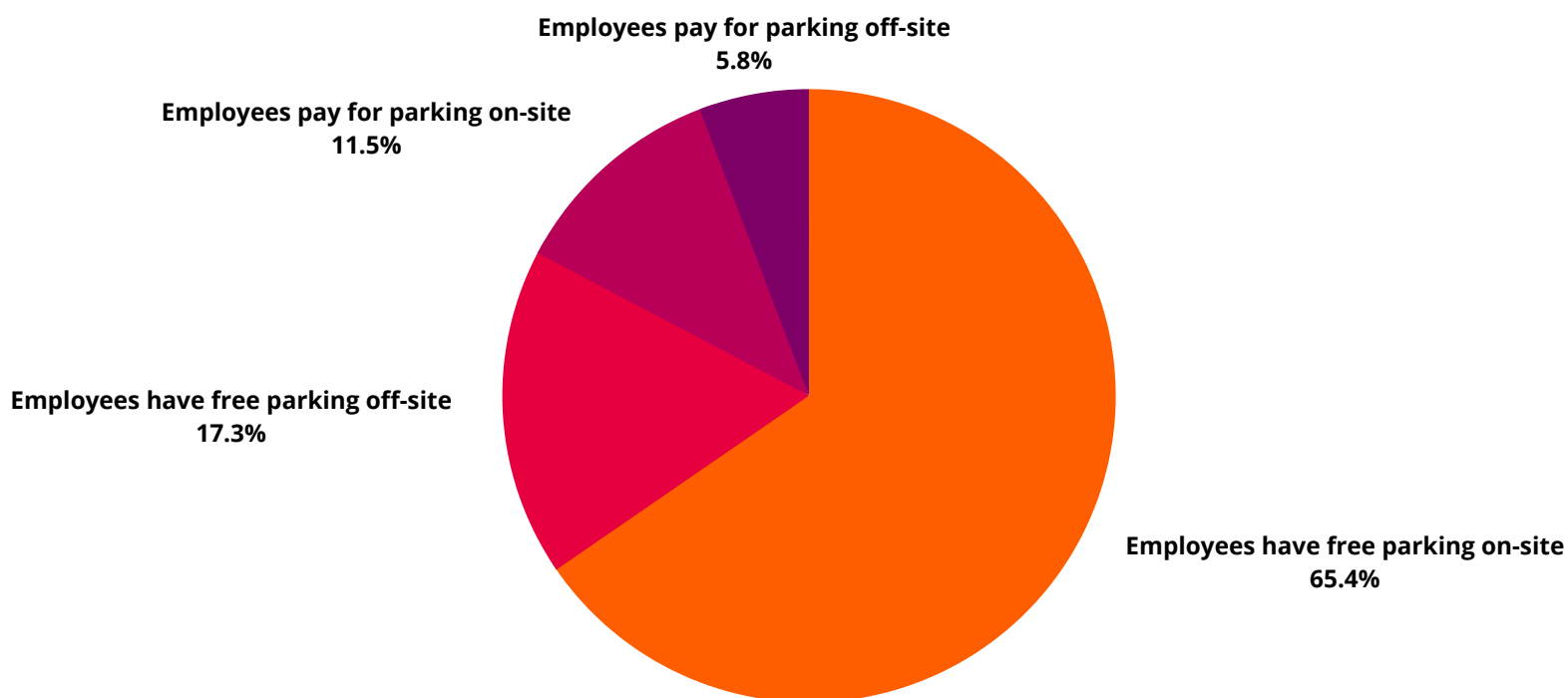
60% of respondents said that the concerns above were factored into determining their current fully remote or hybrid work structure.



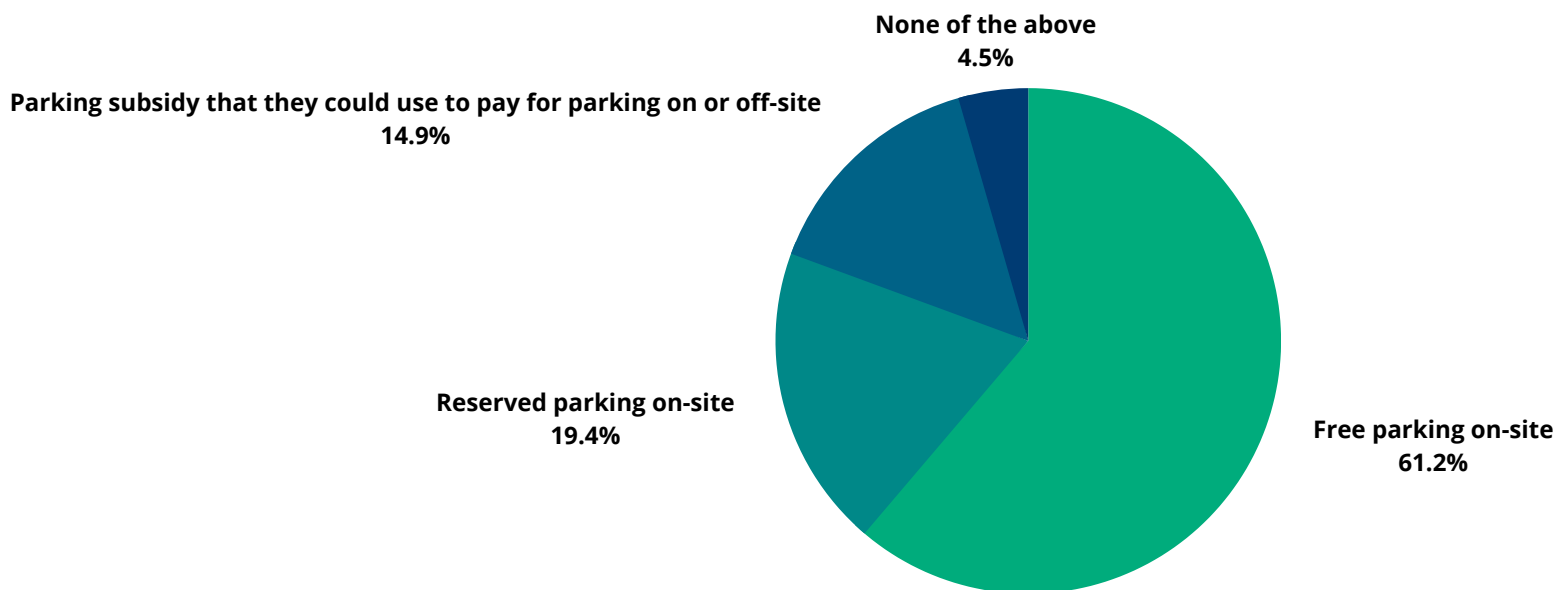
How would you describe the availability of employee parking at your business/organization's location?



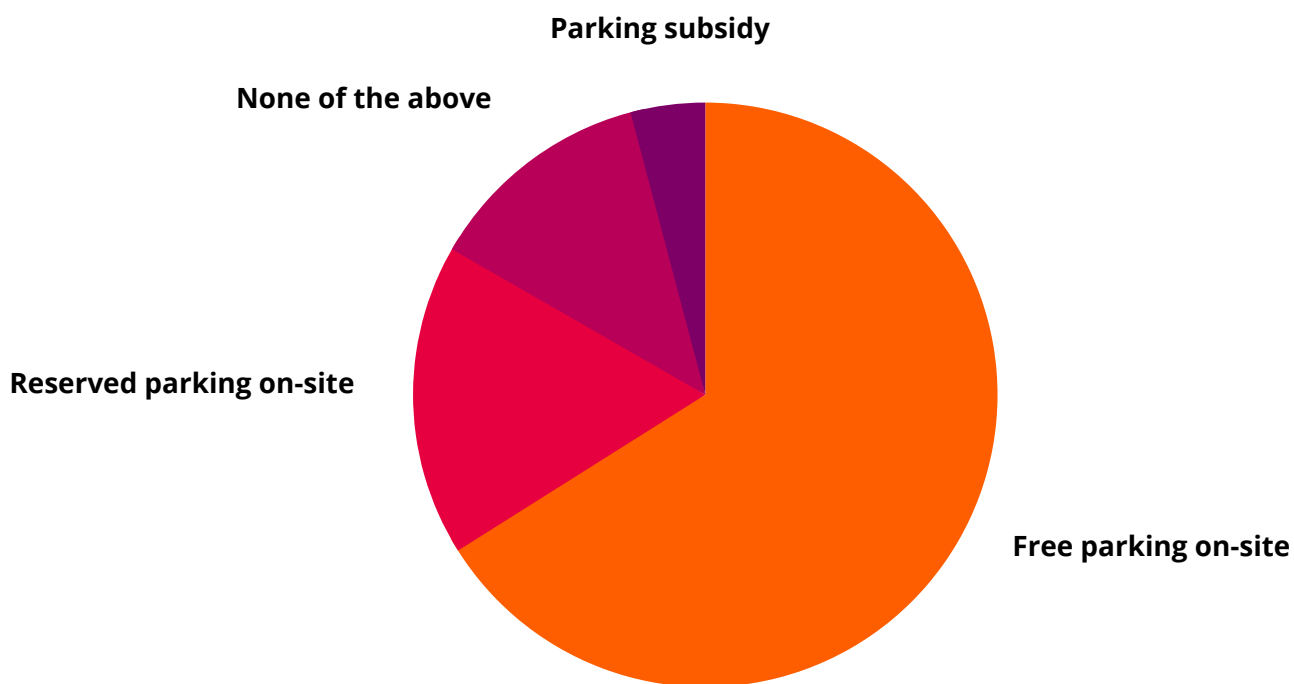
Currently, which of the following best describes your employees' access to parking at work?



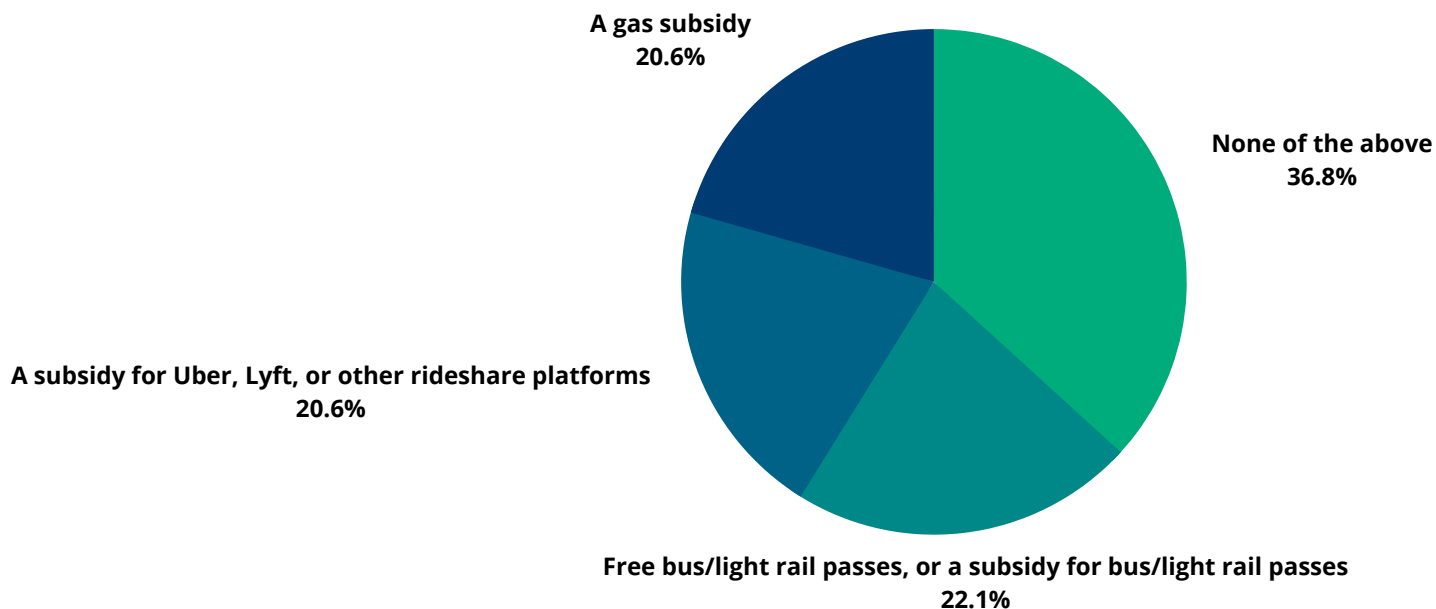
Prior to the pandemic, was your business/organization offering any of the following vehicle-related incentives to employees?



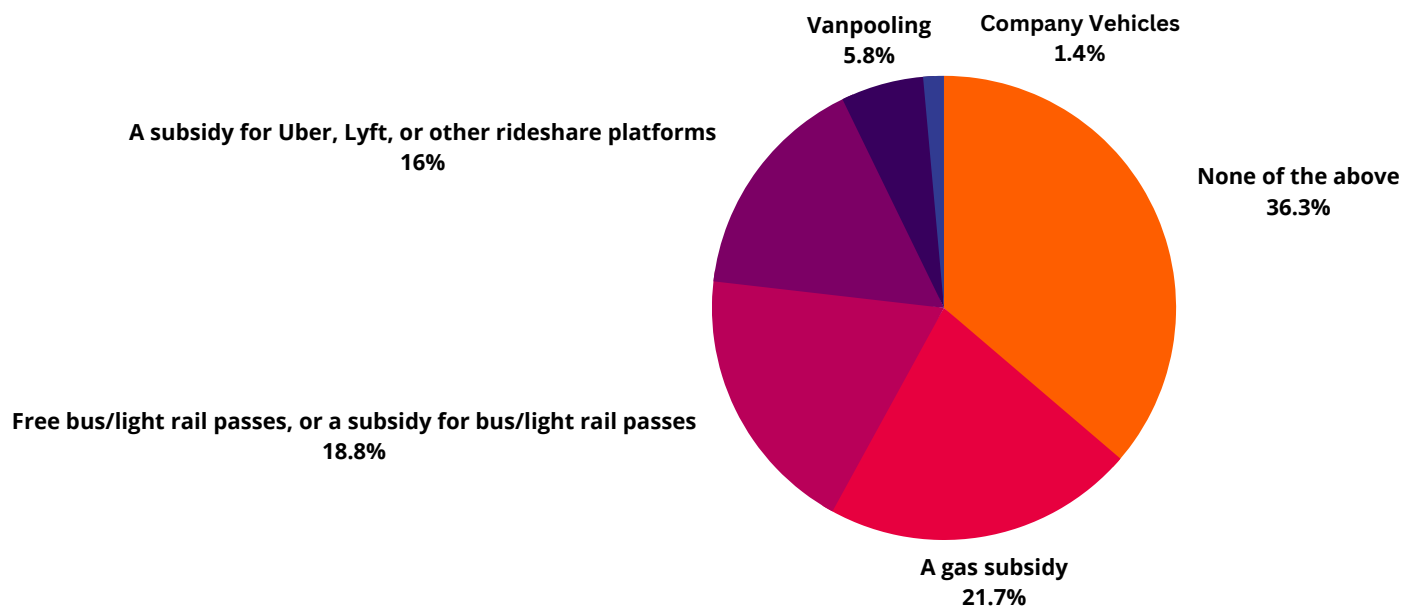
Currently, is your business/organization offering any of the following vehicle-related incentives to employees?



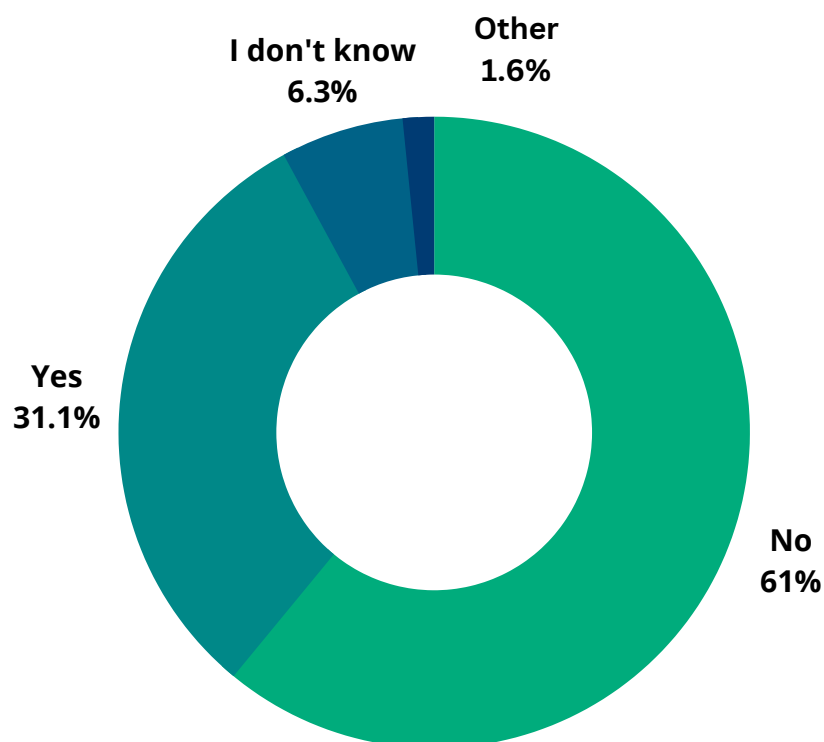
Prior to the pandemic, was your business/organization offering any of the following transportation-related incentives?



Currently, is your business/organization offering any of the following transportation-related incentives?



Are any of your business/organization's employees currently using co-working spaces (e.g., WeWork, the Urban Hive, or others)?



When asked whether their business or organization supports employees' use of co-working spaces or not, respondents indicated...

Yes - 25%

No - 66.7%

Other - 8.3%

And for the respondents who indicated "No" to this question, they were asked if their business or organization would consider supporting the use of co-working spaces (via subsidies or renting out spaces) if interest was expressed.

Yes - 26.3%

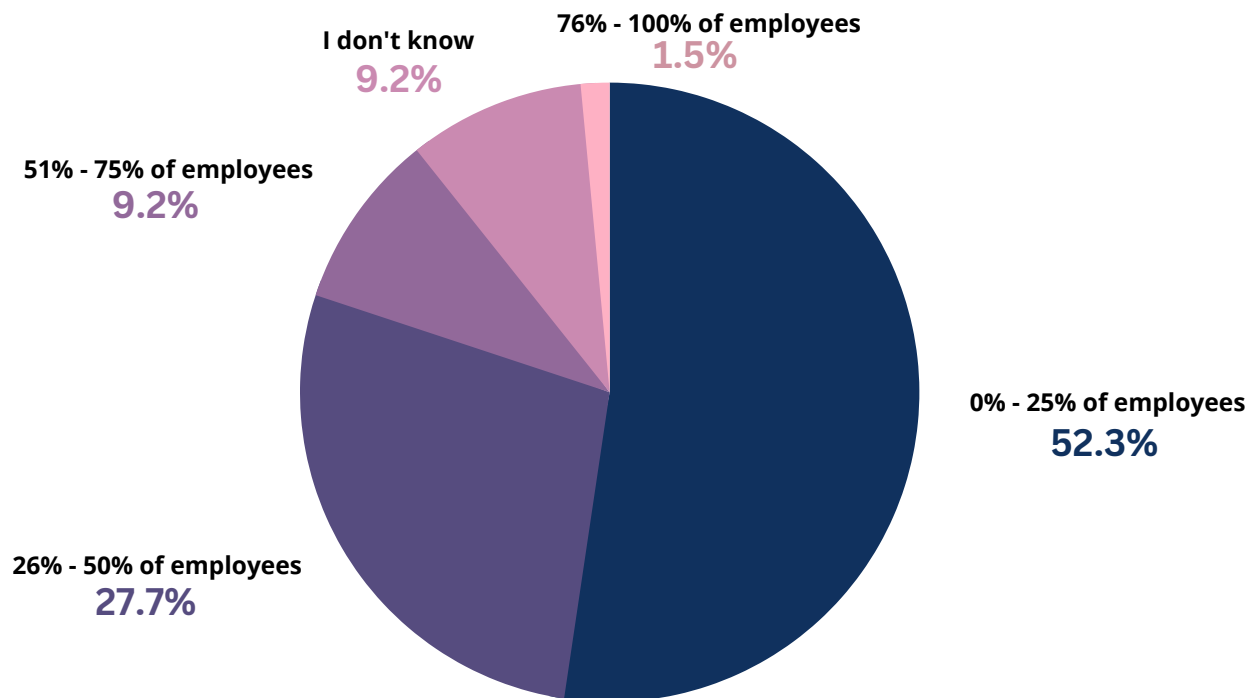
No - 47.4%

I don't know - 21.1%

Other - 21.1%

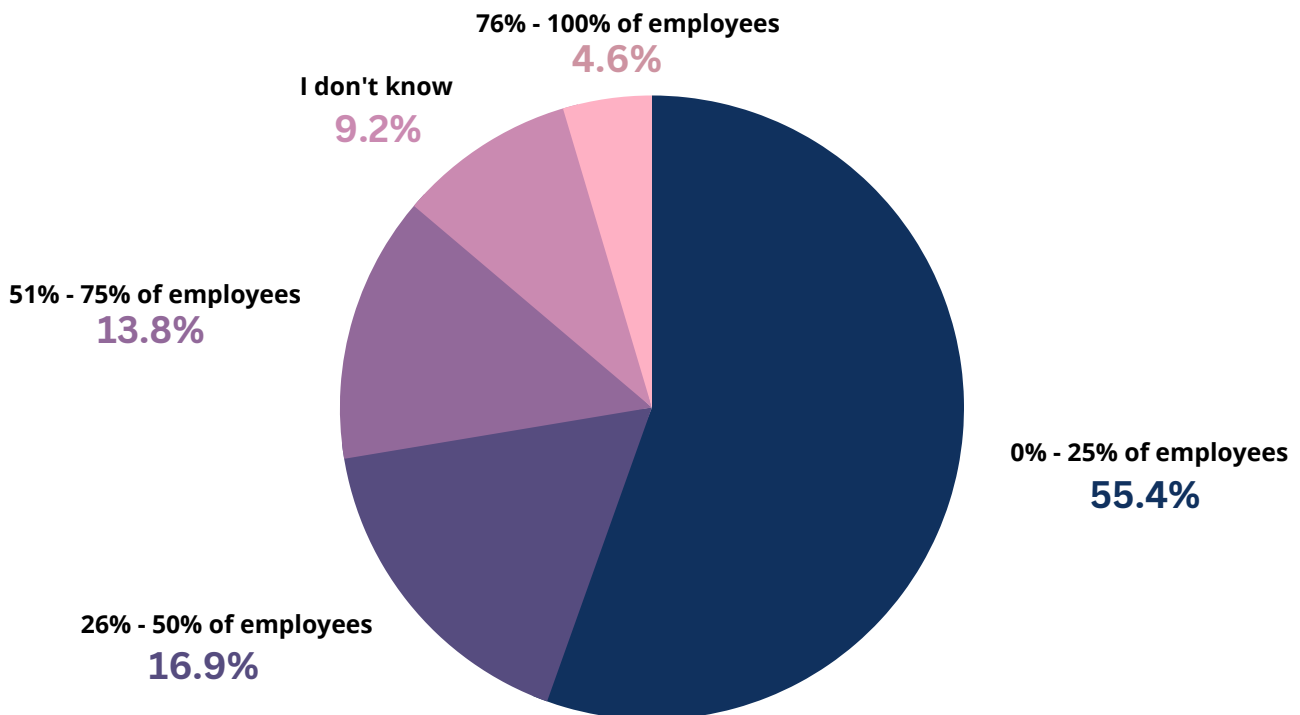
Pre-pandemic

Approximate percentages of employees who relied on public transit



Current

Approximate percentages of employees who rely on public transit



Which of the following best describes your organization's approach to public transit for your employees as they return to the workplace?

3.1% I don't know

7.7% We are asking employees not to take public transit to limit COVID-19 exposure

9.2% We are actively encouraging our employees to take public transit to work, including providing employee transit benefits

23.1% We are not actively encouraging our employees to take public transit to work, but are still providing employee transit benefits

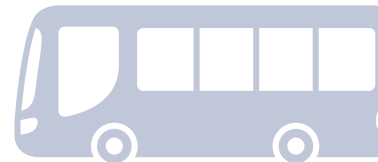
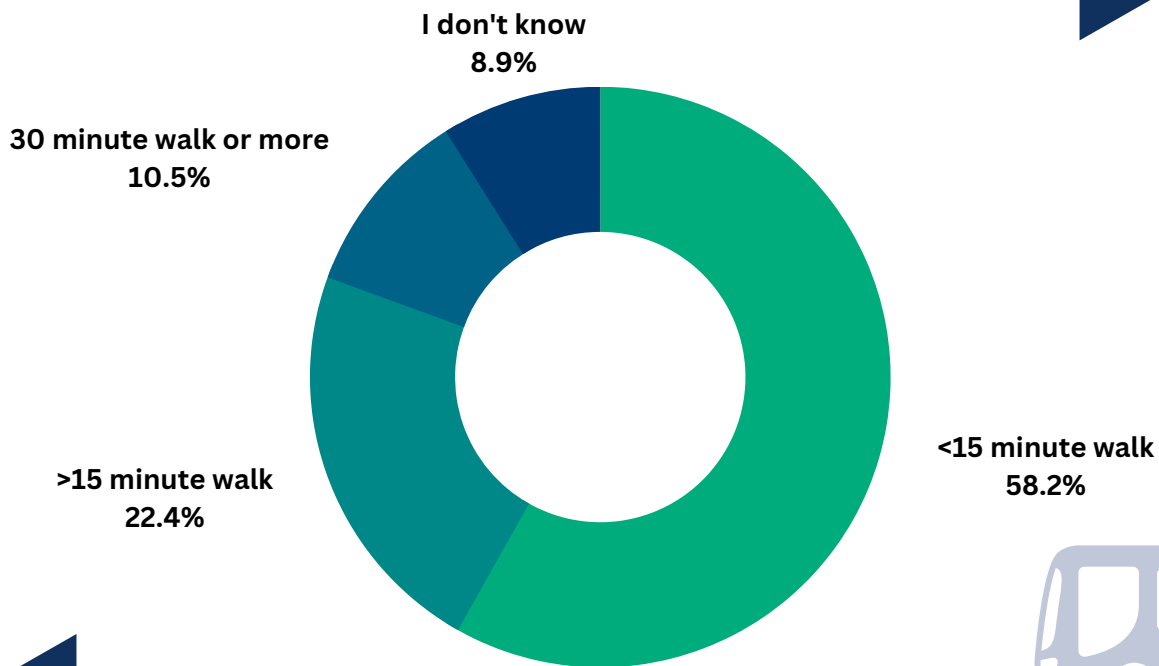
We are fine if employees take public transit to work, but don't have any specific programs to support it

56.9%

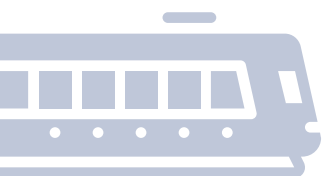
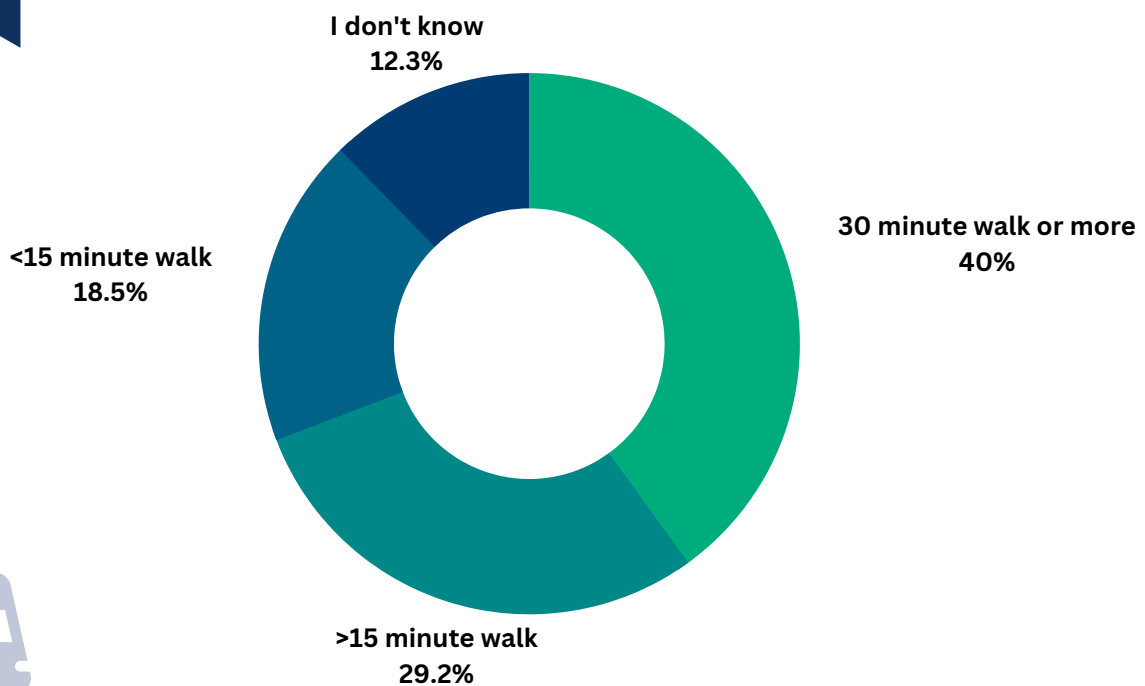
42.9% of respondents indicated that their business/organization does not participate in regional transportation management.

58.6% of respondents do not have an employee transportation coordinator or someone dedicated to promoting multimodal transportation on-site.

What is the distance between your business/organization's location and the nearest **bus stop**?



What is the distance between your business/organization's location and the nearest **light rail stop**?



Where are employers getting information about public transit options?

I don't know

6.1%

sacregion511.org

7.8%

Transit agency social media accounts

12.2%

Word of mouth from current riders

13.9%

We do not seek information about public transit

14.8%

Discussions with transit agency staff

19.1%

Transit agency websites

26.1%

65.7% of respondents indicate having difficulty hiring new employees



According to these individuals, the most **challenging** phase of the hiring process is...

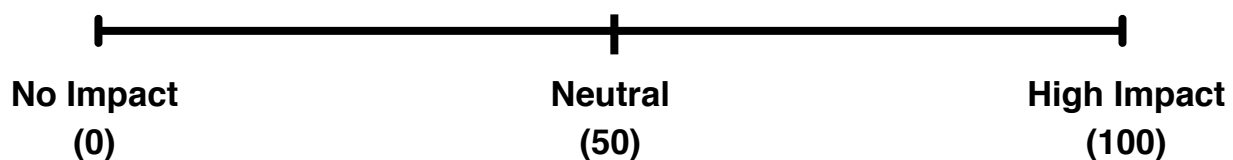
3% None of the above

18.2% Closing candidates and successfully hiring them

34.8% Keeping candidates engaged during the hiring process

43.9% Finding or identifying the best candidates

Respondents were asked to use a numerical sliding scale to indicate the **level of negative impact** a lack of the following may have on their business/organization's functions with the following results:



Industry-specific Skills - 55.8

Information Technology Skills - 50.7

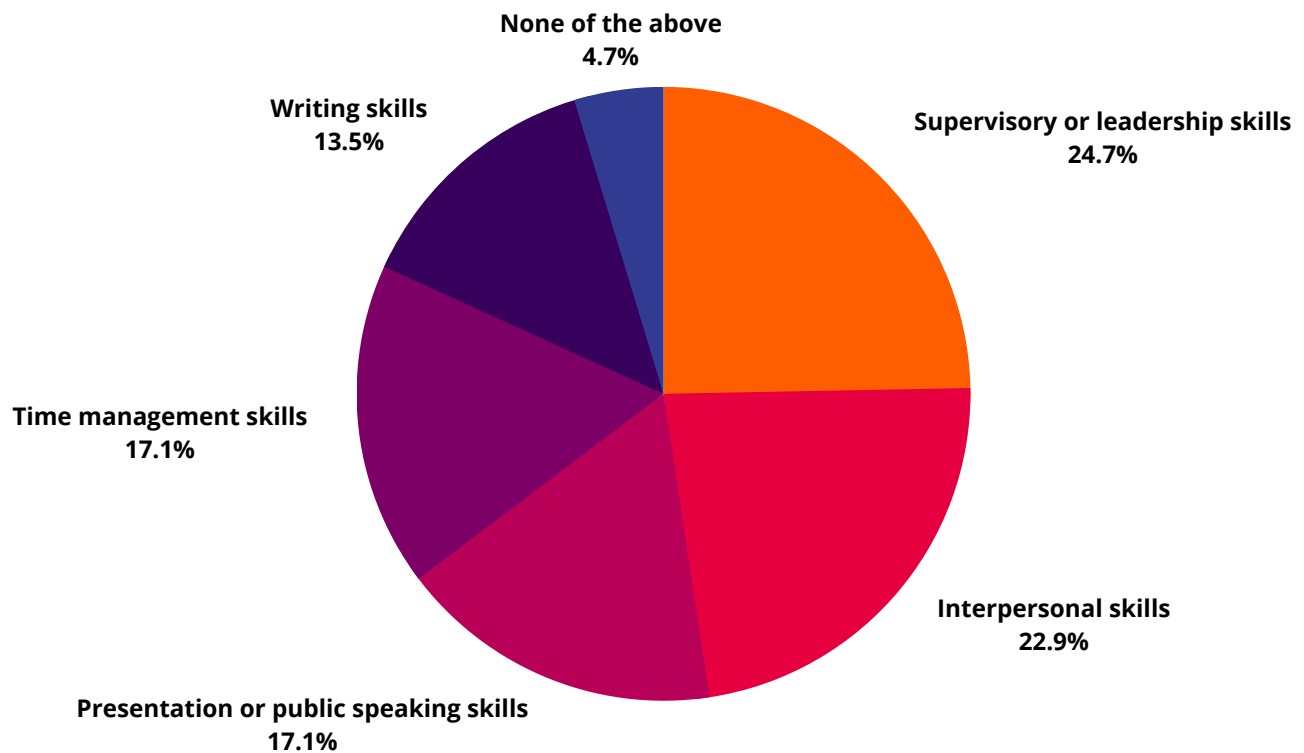
Soft Skills - 50.4

Work Experience - 45.5

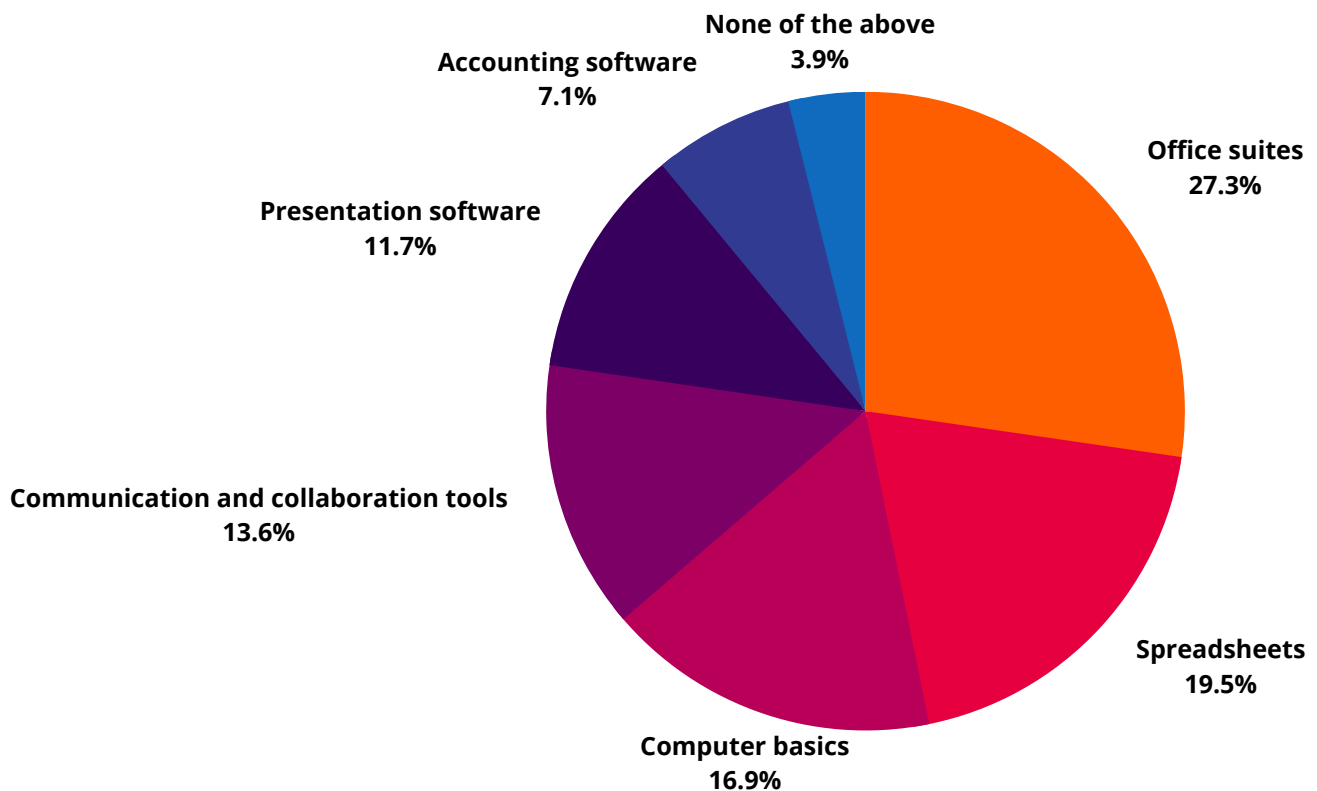
Level of Educational Attainment - 38.1

A **lack of industry-specific skills** was indicated to be the most impactful, while the **level of educational attainment** was the least. The possession of relevant industry-specific skills is a higher priority than an employee or applicant's education level.

Which of the following "soft skill" areas do your current and incoming employees need training on?



Which of the following software skills do your current and incoming employees need training on?

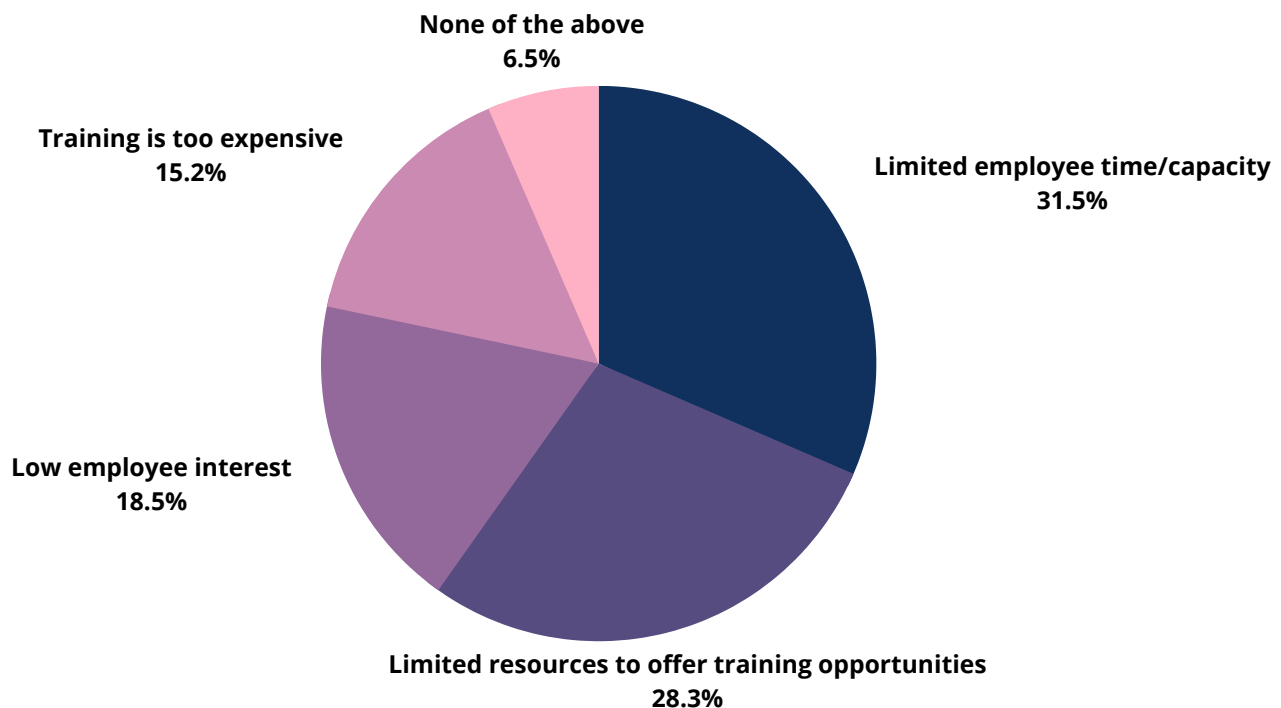


81% of respondents indicated that their business/organization offers training programs to their employees

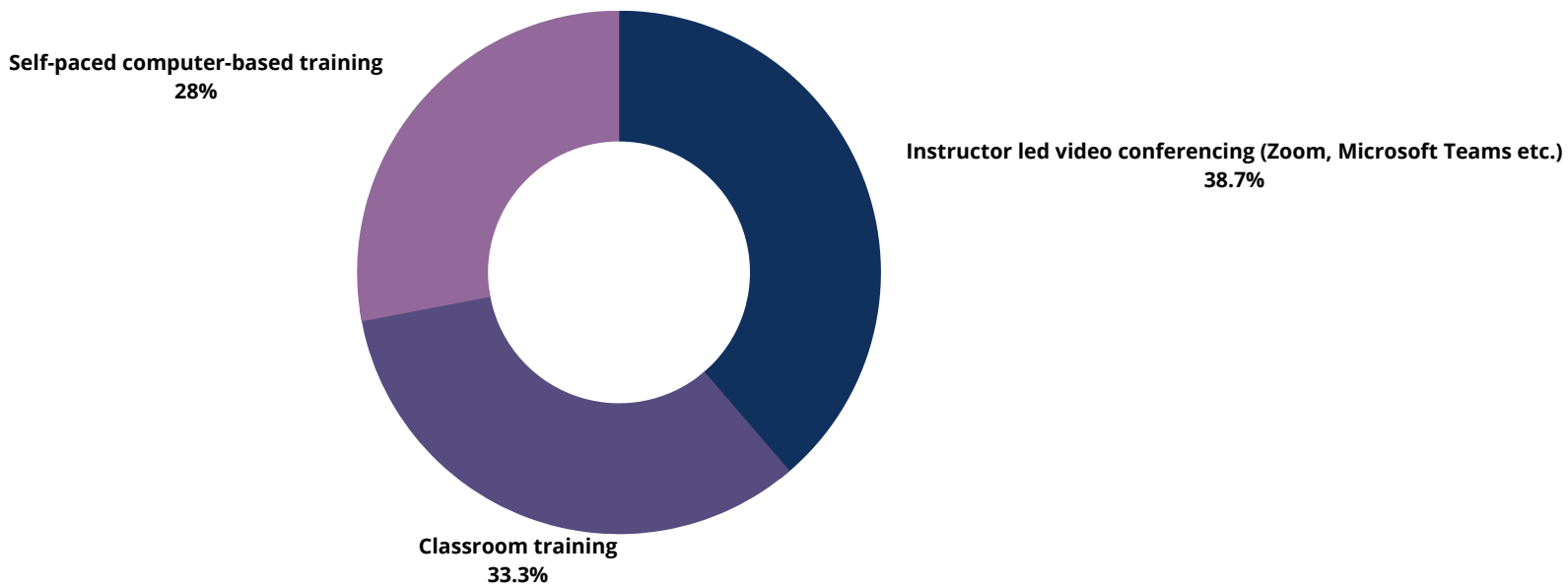


82% of these individuals report utilizing a third-party trainer or education partner, or they offer the training in-house

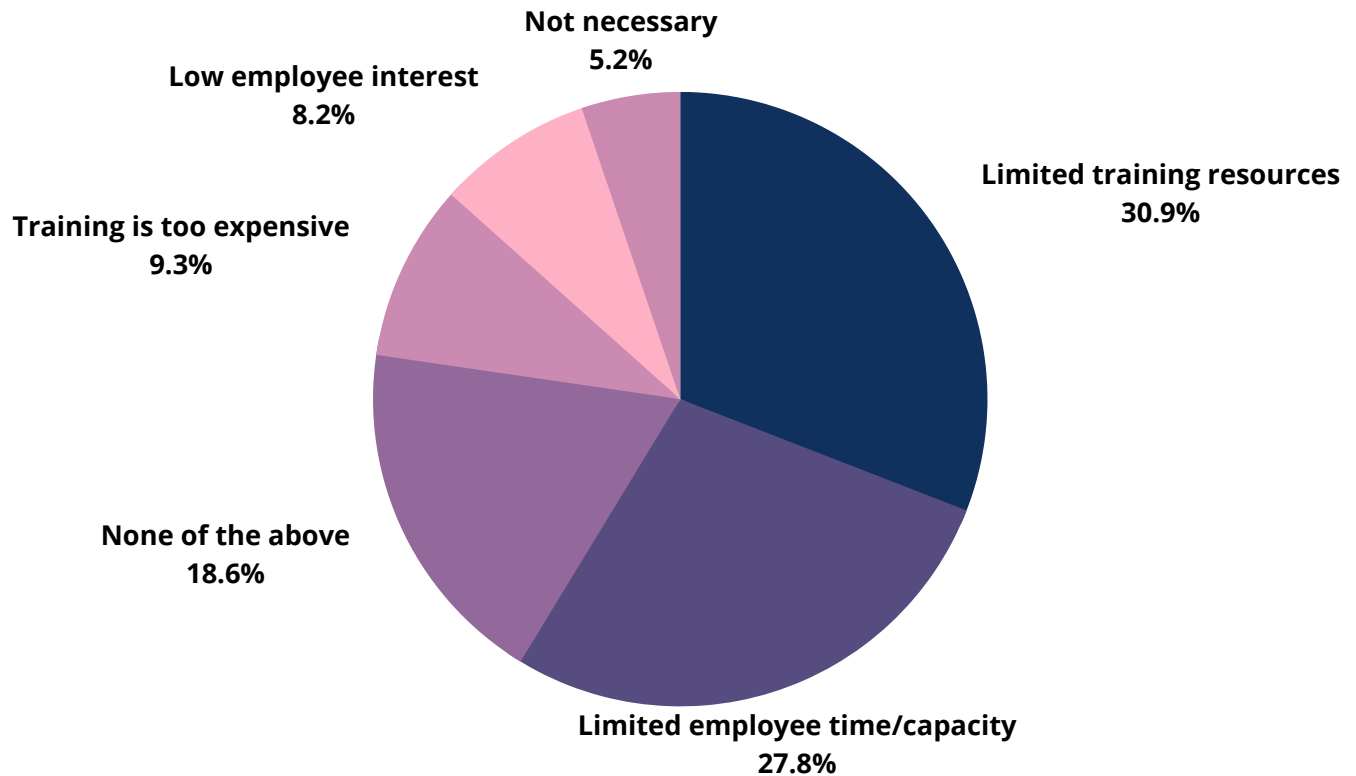
Some of the challenges these employers face, if any, include...



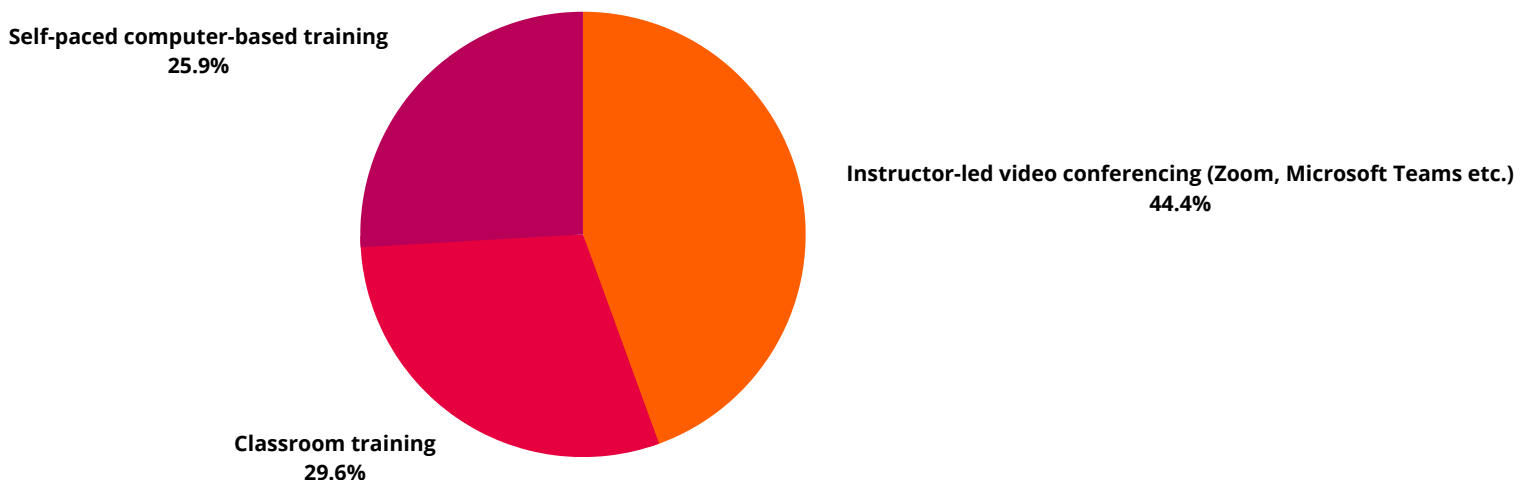
Which of the following training mediums have you found work best for employee training programs?



What are some of the reasons that your business/organization does **not** provide training programs to its employees?



If a third party (private provider, college) could provide customized training for your business/organization, which of the following training mediums would work best for your employees?



56.6% of these respondents said that **Monday - Friday Days (between 8 AM and 5 PM)** would work best if a third-party could provide customized training.

Would your business/organization be interested in any of the following community college partnership opportunities?

Providing work experience, internship, and/or on-the-job training opportunities to students
66.7%

Serving on an advisory board
46.2%

Providing technical expertise for curriculum development
56.7%

Recruiting graduates from community college programs
67.1%

We asked respondents to briefly describe some of the technical skills, specific to their industry or business/organization, that their current & incoming employees need training on.

This is what they said:

Microsoft Office
Basic Computer
Troubleshooting
Data Entry
Computer Navigation
Team Coordination
Punctuality
Professionalism
Communication Skills
Organization
Presentation Skills

Program
Management
IT &
Cybersecurity
Business of
Selling
Customer
Relationship
Management
(CRM)



CONCLUSION

In summary, this report supports the **implementation and expansion of public transportation incentives** in the workplace. Furthermore, the data shows a need for **affordable and accessible training** in not only **industry-specific skills**, but also **"soft" transferrable skills** such as communication, organization, and cooperation.

The majority of employers expect to maintain a hybrid work structure for the next year. Businesses and organizations could benefit from having an **on-site transportation—**

—coordinator or a point of contact who can collaborate with local transportation agencies to create a commute plan.

Whereas most respondents indicated increased difficulty in identifying candidates, there is also great interest in **working with the community college system to recruit more graduates**, which opens the possibility for a strong direct talent pipeline that will benefit the growth of our region's workforce.

Valley Vision would like to thank the Sacramento Area Council of Governments and the Centers of Excellence for their support and assistance in survey development, as well as the workforce boards, the Chambers of Commerce, industry associations, and partners who aided in distributing the 2022 Employer Survey.