NoRTEC

Northern Rural Training and Employment Consortium (NoRTEC)

Lassen County Labor Market Profile and Industry/Sector Analysis

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Executive Summary

This report provides a detailed Demographic, Labor Market and Industry/Sector Analysis for Lassen County, which is part of the Northern Rural Training and Employment Consortium (NoRTEC) Region within Northern California.

The report includes both quantitative and qualitative data regarding past, current and projected economic trends within the county. Data examined include age and race trends and projections; income and poverty; human capital and labor force; unemployment; commuting patterns; employment by industry; employment by occupation; industry and occupation connections; and industry sectors. Data were gathered from a variety of public and proprietary data sources and a survey of regional employers. An input session was held within the county in May 2016 to validate and supplement the quantitative data. Participants included key stakeholders, service providers, and employers.

Based on an analysis of the quantitative and qualitative information gathered, the following section outlines the key findings, including strengths and challenges within the county, as well as recommended industry sectors to emphasize for purposes of workforce planning and resource allocation.

Key Findings

- The county's population has significantly declined over the past ten years at a 9.8% rate. This is in stark contrast to the state of California, which grew at a rate of 9.3% over the same time period. By comparison, the NoRTEC region as a whole experienced marginal growth of 1.3%.
- The county's population is not only declining, but it is aging as well. Over the same time period those between the ages of 55-64 and over 65 grew at 12% and 26%, respectively.
- The median household income in the county is $53,351. This is higher than the NoRTEC average of $43,977, but trails California's, which is $61,489. The poverty rate in the county (19.4%) is higher than the NoRTEC (18.6%), California (16.4%), and US (14.8%) averages.
- Over the past ten years, unemployment trends have mirrored the state's trends. However, over the past five years, the county rate has been much higher.
- The largest industry sector within the county is Government, which makes up nearly 55% of total employment. Other significant sectors include: Health Care and Social Assistance; Retail Trade; Crop and Animal Production; and Accommodation and Food Services.
- The two largest sectors, Government and Health Care and Social Assistance have experienced jobs losses over the past five years. The decline in Health Care and Social Assistance is somewhat unusual as this sector overall has experienced growth within the NoRTEC region.
- Sectors that added most jobs over the past five years include Retail Trade; Crop and Animal Production; and Accommodation and Food Services.
- Top occupations by employment within the county fall into three categories: 1) Office and Administrative Support Occupations (1,488 employees); 2) Protective Service Occupations (1,238 employees); and 3) Life, Physical, and Social Science Occupations (1,195 employees).
- Over the next five years, the greatest growth in occupations is Miscellaneous Agriculture Workers (61 new employees), followed by Automotive Technicians and Repairers (31 new employees).

- The county is home to one federal and two state prisons. These account for a large portion of employment within the county. Participants in the May 2016 input session indicated that these jobs offer relatively higher wages than local facilities, which causes a high turnover rate at local facilities. With better coordination there may be opportunities for agencies to develop local career pathways.
- The large presence of prisons within the county also tends to overshadow the visibility of other local employment opportunities in the minds of those graduating from high school. There is a common perception among young people that there are no local opportunities if they do not wish to work in the prisons.
- Based on survey results, the most significant challenges for employers in the county include finding qualified candidates to hire and filling high-skill positions.
- For difficult to fill positions, the majority of respondents indicated that previous work experience is most desired.

Recommendations

The priority sectors for the NoRTEC region include: Health Care; Manufacturing; Agriculture; Tourism; and Information Technology (IT). These recommendations are based on an analysis of employment trends within each of the 11 counties, as well as the region as a whole. These industry sectors are economically vital to the region, have experienced employment growth, are projected to grow through 2020, and/or tend to be concentrated within the region. Another key consideration was an emphasis on industry sectors with occupations that have a variety of entry-level educational requirements, and pay a relatively higher wage compared to other sectors. All of these sectors are present to some degree within each of the 11 NoRTEC counties. However, some of the sectors are a better fit for individual counties than for others.

Within Lassen County, the sectors that match the priority sectors for the region include: Health Care; Agriculture; and Tourism.

Health Care

- Health Care is the second largest employment sector within the county. Although it experienced a slight decline in employment, it is projected to experience a 6% growth in the number of new jobs through 2020.
- Key occupations within Health Care include: Registered Nurses; Miscellaneous Healthcare Support Occupations; and Nursing, Psychiatric, and Home Health Aides. Of these three, Nursing, Psychiatric, and Home Health Aides is projected to add the greatest number of jobs through 2020. Registered Nurses, which is the largest occupational group, pays one of the highest wages, with a median hourly wage of $35.11/hr.

Agriculture

- Agriculture is the fourth largest employment sector within the county. It added the greatest number of jobs since 2010, and is projected to add the most through 2020.
- The primary occupations within Agriculture include Miscellaneous Agriculture Workers; Farmers, Ranchers, and Other Agricultural Managers; and Logging Workers. Miscellaneous Agricultural Workers and Farmers, Ranchers, and Other Agricultural Managers are projected to grow through 2020. Median hourly earnings for these three occupations range from $12.82/hr for Miscellaneous Agricultural Workers to $20.54/hr for Logging Workers.

Tourism

- The Tourism sector falls across several business categories including Hotels and Restaurants; Travel Agencies and Tour Operators; Arts, Entertainment and Recreation; and Sightseeing Transportation. Within the county, the largest subsectors include Restaurants and Other Eating Places and Traveler Accommodation. Restaurants and Other Eating Places add the most jobs since 2010, but the number of jobs is projected to slightly decline through 2020.
- Key occupations for the Tourism sector primarily fall within food service: Fast Food and Counter Workers; Cooks; and Waiters and Waitresses. Median Hour wages tend to be around $10.00/hr.

Lassen County

Introduction

The following is a labor market and industry/sector profile for Lassen County, California. The quantitative data for the profile includes a geographic overview, demographic and labor force characteristics, industry analysis, occupation analysis, and labor force data. For the profile, the project team collected and analyzed data from Economic Modeling Specialists Int'l. (EMSI), U.S. Census Bureau, and the U.S. Bureau of Labor Statistics.

Demographic and Labor Force Characteristics

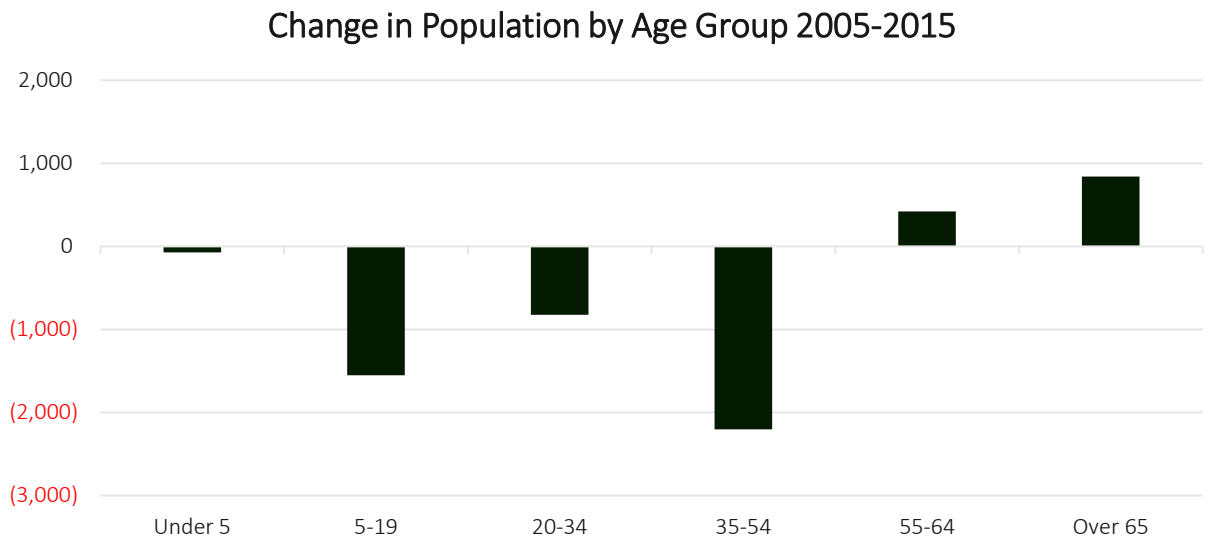
Total Population

Lassen County is located at the eastern end of the NoRTEC region, along the eastern edge of the Lassen and Sierra Nevada Mountains. The largest city is Susanville. The population in Lassen County has decreased from 34,489 to 31,122 over the past ten years.[1] This decrease of 9.8% is drastically different from the state of California, which saw population increase of 9.3% over the same period of time. The region's population is projected to continue to decrease 8% over the next five years. The trend of decreasing population is consistent across all population cohorts except for individuals 65 and over, which is projected to increase 9%.

Further highlighting the aging population of the county, over the past ten years the population of individuals 55 years and older increased significantly, while the population decreased for all other age ranges. The aging population is a concern because it will impact the availability of labor in the county over the next decade.

Age	2005 Population	2015 Population	Change (2005-2015)		Projected Change (2015-2020)	
Under 5	1,491	1,420	(71)	(5%)	(63)	(4%)
5-19	6,163	4,630	(1,533)	(2%)	(508)	(11%
20-34	8,975	8,151	(824)	(9%)	(664)	(8%)
35-54	11,217	9,013	(2,204)	(20%)	(1,208)	(13%)
55-64	3,445	3,864	419	12%	(394)	(10%)
Over 65	3,201	4,042	841	26%	360	9%
Total	34,489	31,122	(3,367)	(10%)	(2,477)	(8%)

[1] EMSI Analyst 2016.1



Estimated County Population Minus Prisoner Population[2]

Lassen County is home to two large prisons, High Desert State Prison and the California Correctional Center. Because the U.S. Census Bureau includes the prisoner population as part of the overall county population, the non-incarcerated population numbers for the county are not as high. Based on an estimate of the population for the US Census tract that covers the two prisons, the non-prisoner population for the county is roughly 36% lower.

Age	Prison Population	County Population	County Population Less Prison Population
Under 5	0	1,282	1,282
5-19	169	4,498	4,329
20-34	4,727	9,889	5,162
35-54	2,781	7,021	4,240
55-64	255	4,038	3,783
Over 65	75	3,628	3,553
Total	8,007	30,356	22,349

[2] The population numbers listed in this table are from the US Census American Community Survey, 5-Year Estimates. As such, the population numbers listed on page 5, while based on US Census data, are for a different year and are based on a proprietary model developed by Emsi. Prison population is from Census Tract 040400-2, American Community Survey, 5-Year Estimates, 2010-2014.

Race/Ethnicity

The population of the county is predominantly White (70% of the 2015 population) but also has strong concentrations of Hispanic and Black individuals. The top three fastest growing race/ethnicity groups in the region are Native Hawaiian or Pacific Islander, Asian, and Two or More Races.[3]

Race/Ethnicity	2015 Population	------Change, 2005-2015------	
White	20,456	-3,496	-15%
Hispanic	5,829	409	7.5%
Black	2,592	-416	-13.8%
American Indian or Alaskan Native	860	-82	-8.7%
Two or More Races	827	120	17.0%
Asian	369	60	19.4%
Native Hawaiian or Pacific Islander	188	37	24.5%

Educational Attainment

Compared to the NoRTEC region, Lassen County has a similar percentage of those with Some College. However, the percentage of those with an Associate's Degree or higher is less and significantly trails the state and US. The percentage of those with a High School diploma is higher than the rest of the region and is much higher than the state.

Education Level	2015 Population	2015 Percent	2015 Percent NoRTEC	2015 Percent California	2015 Percent US
Less Than 9th Grade	1,491	6.6%	5.1%	11.2%	6.6%
9th Grade to 12th Grade	3,825	16.9%	8.4%	8.2%	7.7%
High School Diploma	5,879	26.0%	24.9%	21.0%	28.1%
Some College	6,959	30.8%	30.5%	21.7%	21.0%
Associate's Degree	1,807	8.0%	9.7%	7.8%	7.8%
Bachelor's Degree	1,780	7.9%	14.2%	19.3%	18.0%
Graduate Degree and Higher	874	3.9%	7.2%	10.9%	10.7%

[3] The Hispanic population includes Hispanics in White, Black, Two or More Races, Asian, American Indian or Alaskan Native, Native Hawaiian, or Pacific Islander.

Income

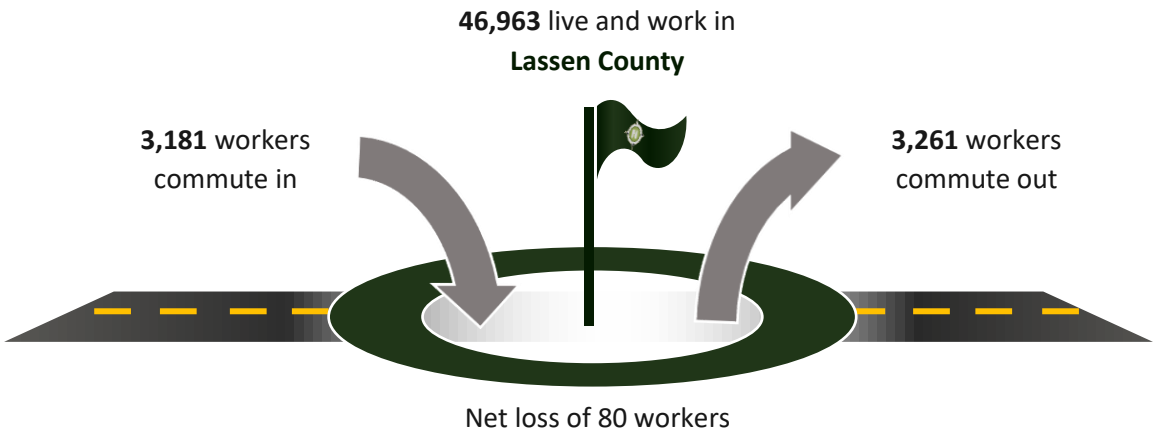
At 19.4% Lassen County's poverty rate is in the middle of rates within the region.[4] The Median Household Income for Lassen County ($53,351) is the second highest within the NoRTEC region, but still considerably trails the California average of $61,489.

	Median Household Income ('10-'14)	Poverty Rate
Butte	$43,165	21.9%
Del Norte	$39,302	22.4%
Lassen	**$53,351**	**19.4%**
Modoc	$38,560	20.2%
Nevada	$56,949	11.4%
Plumas	$48,032	14.0%
Shasta	$44,556	14.7%
Sierra	$43,107	13.8%
Siskiyou	$37,495	21.1%
Tehama	$42,369	18.2%
Trinity	$36,862	19.9%
California	$61,489	16.4%
United States	$53,482	14.8%

[4] U.S. Census Bureau 2010-2014.

Commuting

In 2014, Lassen County had more than 3,100 workers commuting into the county and more than 3,200 commuting out. This means that the county was fairly balanced in the distribution of in- and out-commuters.[5] Greater than both of these categories is the number of workers who both live and work in Lassen County; at 4,325 this group composes 40% of Lassen County's workforce. Washoe County, Nevada contributed the largest number of in-commuters to Lassen County (600, or 8.0% of Lassen County's workforce); seconded by Shasta County (309, 4.1%). The top destination counties for Lassen County out-commuting workers were Shasta County (381, 5.0% of the workforce) and Plumas County (274, 3.6%).



[5] U.S. Census Bureau, OnTheMap, 2014 (most recently available). http://onthemap.ces.census.gov/

Human Capital

Labor Force

Labor force statistics include both the employed and the unemployed, excluding only those who have stopped looking for work (discouraged workers) and those who are voluntarily not in the labor force. In 2016, a little under 11,000 workers participated in the Lassen County labor force, of these, 10,075 were employed and 913 were unemployed. Over the last 20 years, employment in the county was at its highest in October 2009 and lowest in February 2014. As of January 2016, the unemployment rate for the county was 8.3%, higher than the unemployment rate of California (5.8%) and the United States (4.9%).

EMPLOYMENT IN LASSEN COUNTY 1996-2016 [6]		
Peak	October 2009 (12,623)	January 2016 (10,075 – 20% lower)
Trough	February 2014 (9,337)	January 2016 (10,075 – 8% higher)
Jan 2016	Employment: 10,075 Labor Force: 10,988 Unemployment rate: 8.3%	

Labor Force Participation Rate

The labor force participation rate represents the proportion of the population that is working or pursuing work, as opposed to those voluntarily not working or not pursuing work. The labor force participation rate is affected by various factors, including availability of jobs, socioeconomic composition of the population, demographics, as well as structural changes in the economy.

Labor Force Participation Rate

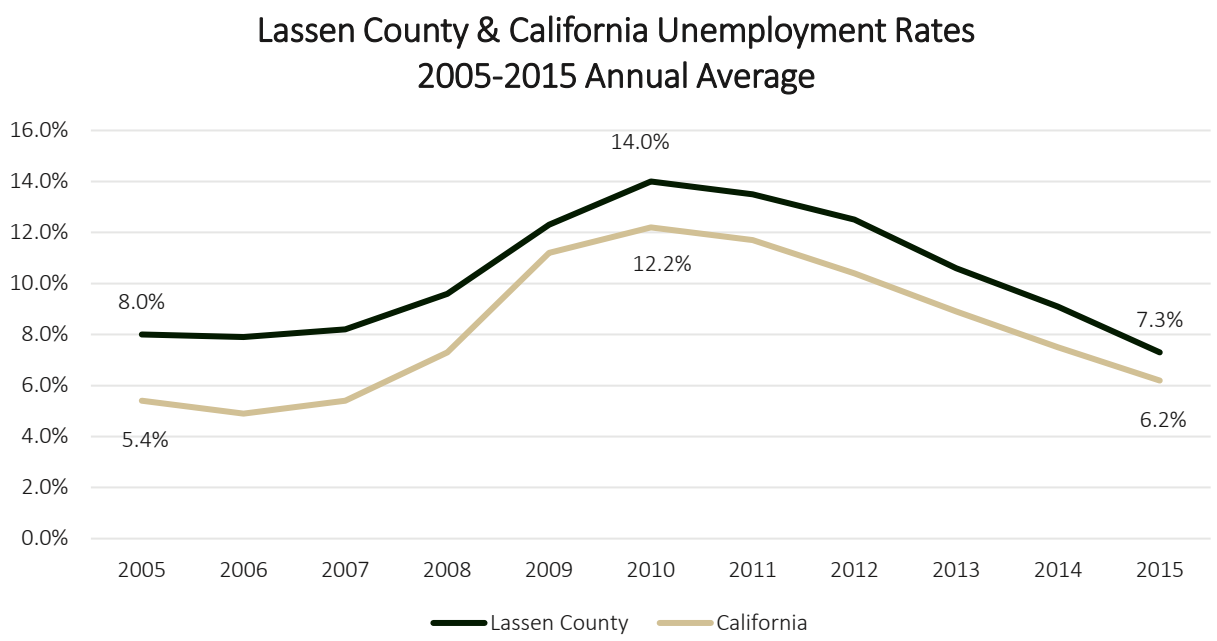
The labor force participation rate is sensitive to demographic changes because the participation rates vary across age, gender, income and race/ethnicity. For example, in 2015 the national labor force participation rate for those older than 54 was 39.9%, compared to 80.7% for those between the ages of 25 and 54.

The national labor force participation rate has decreased since 2000, a trend that is expected to continue in the next decade in part due to the aging of the baby-boomer generation. In 2000, baby boomers were the heart of the workforce. However, as this large group of individuals moves closer to retirement, the overall workforce participation rate decreases. It is worth mentioning that the participation rate of older workers has been increasing in the past ten years, but it is still significantly lower than those of the young adult and middle-aged groups.

Workers in older age brackets and those who are retirement age, compose an average proportion of Lassen County's population. The older worker population (55 to 64 years of age) was estimated to be 3,864 in 2015, which is equivalent to 12% of the county's population.[7] A large number of these older workers are expected to retire in the next ten years. Additionally, those who are 65 years and older were estimated to total 39,260. A positive asset for Lassen County is the large number of people in the 20 to 39 year old age cohort; with 10,480 individuals, this cohort it composes 34% of the region's total population.

[6] U.S. Bureau of Labor Statistics, 1996.1-2016.1. http://www.bls.gov/data/

[7] The older worker population (55 years and older) in the county is estimated by multiplying the population of this age group by the corresponding labor force participation rate.



As noted previously, individuals can be members of the labor force even if they are not currently employed. Those who are not employed but who are actively looking for work are classified by the United States Department of Labor as unemployed. Like participation rates, what is considered a normal unemployment rate varies from region to region based on demographics of each population. Generally speaking, unemployment tends to spike during recessions and following major layoffs or relocations, eventually settling to a more normal and stable rate as individuals adjust to the new availability of employment opportunities. Prolonged periods of unusually high unemployment are typically a signal that the supply of workers is not in balance with demand for workers.

The Bureau of Labor Statistics of the U.S. Department of Labor reports a steady decrease in unemployment in Lassen County since 2010. Over the period analyzed, the unemployment rate struck its peak in 2010 at 14.0%, while it dipped to its lowest rate in 2015 at 7.3%. The unemployment rate for the state of California followed a similar trend as Lassen County between 2010 and 2015, though the state rate is consistently lower than Lassen County's. For California, the unemployment rate hit its highest mark in 2010 at 12.2% and its lowest mark in 2006 at 4.9%.

Industry Sector Analysis

To this point, the analysis of Lassen County has focused on the socioeconomic characteristics of the region's population. Socioeconomic data are useful in understanding the economy, but to truly comprehend economic dynamics we must also analyze industry data. Industry data are classified according to the types of goods and services that are rendered by businesses. These data indicate past and projected growth trends by sector and reveal sectors in which Del Norte County is well suited to be competitive.

A chart and several tables are displayed related to industry data. Each of the figures prove data that descend in order according to 2015 employment. Other data displayed include: employment growth over the past five years, forecasted growth over the next five years, growth due to competitive effect (CE), and location quotient (LQ).

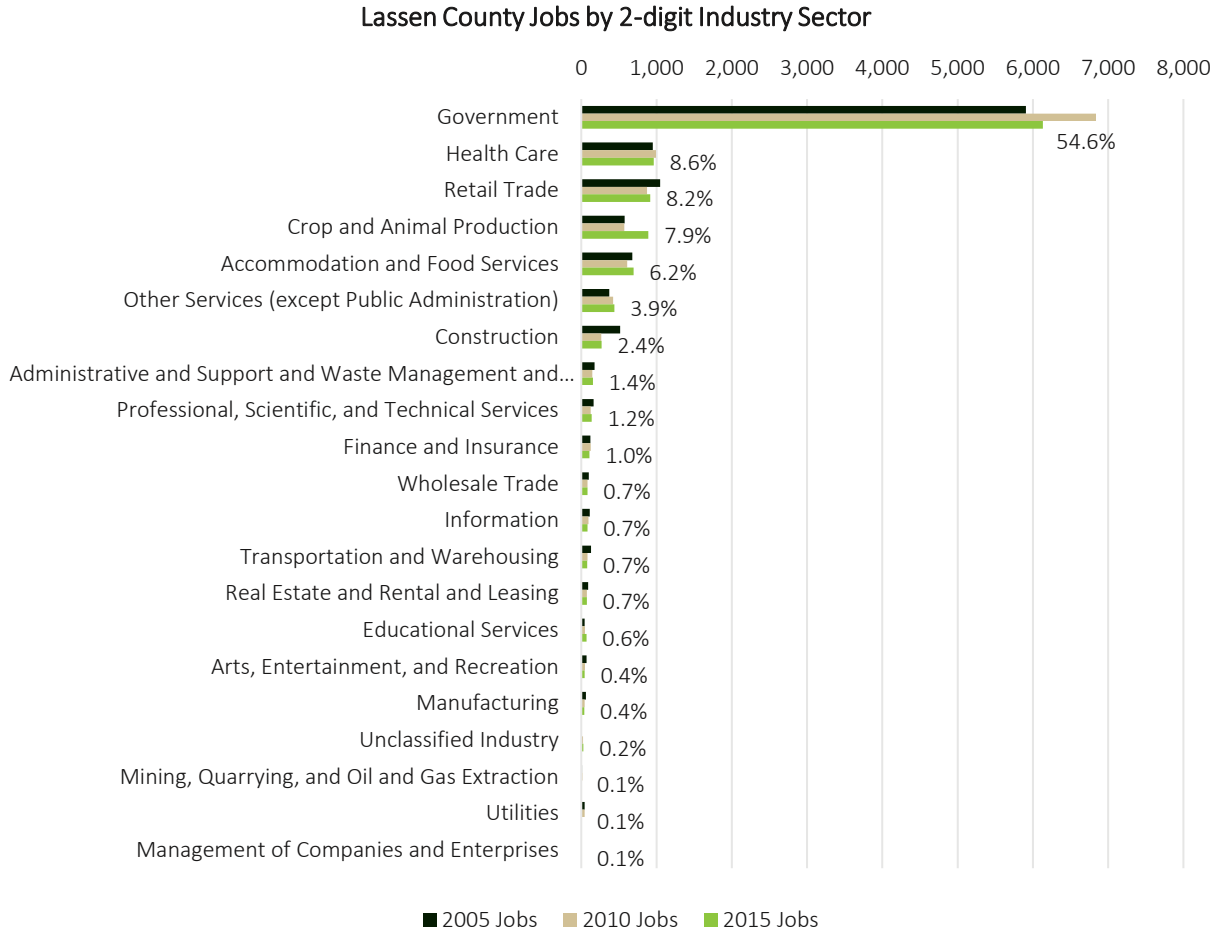
The competitive effect helps to determine the amount of job growth that occurred due to the county's competitive advantages as compared to the national growth in general and the national growth rate for each sector. In other words a positive number indicates that the county experienced more growth than was expected.

Location Quotient (LQ) measures how concentrated or specialized an industry is in a particular county and helps to demonstrate what makes a particular county's economy unique. A number greater than 1.25 indicates that the particular sector is considerably more concentrated than the national average. It also typically indicates that local demand for the products and/or services produced by that industry have been met and the industry is likely exporting products and/or services outside of the county. In other words these may be industries that are bringing money into the county, rather that circulating money already present within the county.[8]

[8] Data from this section are from Economic Modeling Specialists International (EMSI), 2016.1 Class of Worker.

Industry Mix

The broad industry sectors in the Lassen County region employing the most workers are Government (6,134, 54.6% of all county employment), Healthcare and Social Assistance (963, 8.6%), Retail Trade (916, 8.2%), and Crop and Animal Production (891, 7.9%).[9] The region's top two industries have declined in employment in the last five years. In contrast, Crop and Animal Production, Accommodation and Food Services, and Retail Trade all added 40 or more new jobs.



Two of Lassen County's strongest industries have suffered considerable employment loss in the past five years, with Government decreasing by 10% and Healthcare and Social Assistance by 3%. As indicated by the large negative competitive effect associated with each of these industries, the job loss runs counter to national trends for these industries. Only two sectors in Lassen County have large location quotients, indicating a stronger than average concentration of employment; these sectors are Crop and Animal Production and Government. Industries that have indicated strong growth trends in the recent past are Crop and Animal Production (56% growth) and Accommodation and Food Services (14% growth).

[9] These industries are by 2-digit NAICS code. EMSI Analyst 2016.

Industry	2010 Jobs	2015 Jobs	Change in Jobs 2010 - 2015		Change in Jobs 2015-2020		Location Quotient	Comp. Effect
Government	6,838	6,134	(704)	(10%)	1	0%	3.53	(585)
Health Care	991	963	(28)	(3%)	58	6%	0.69	(158)
Retail Trade	875	916	41	5%	35	4%	0.78	(24)
Crop and Animal Production (Agriculture)	570	891	321	56%	91	10%	6.47	298
Accommodation and Food Services	609	695	86	14%	(22)	(3%)	0.74	(11)
Other Services (except Public Administration)	425	438	13	3%	79	18%	0.81	10
Construction	267	270	3	1%	(44)	(16%)	0.45	(23)
Administrative and Support and Waste Management and Remediation Services	146	153	7	5%	0	0%	0.22	(18)
Professional, Scientific, and Technical Services	123	140	17	14%	23	16%	0.20	(2)
Finance and Insurance	127	109	(18)	(14%)	12	11%	0.20	(2)
Wholesale Trade	84	84	0	0%	(3)	(4%)	0.19	(6)
Information	97	82	(15)	(15%)	0	0%	0.39	(18)
Transportation and Warehousing	82	77	(5)	(6%)	6	8%	0.21	(15)
Real Estate and Rental and Leasing	75	74	(1)	(1%)	8	11%	0.40	(6)
Education Services	49	69	20	41%	19	28%	0.24	14
Arts, Entertainment, and Recreation	50	46	(4)	(8%)	5	11%	0.25	(10)
Manufacturing	44	40	(4)	(9%)	4	10%	0.04	(7)
Unclassified Industry	22	28	6	27%	4	14%	1.51	(9)
Mining, Quarrying, and Oil and Gas Extraction	13	<10	Insf. Data	Insf. Data	Insf. Data	Insf. Data	0.04	(12)
Utilities	44	<10	Insf. Data	Insf. Data	Insf. Data	Insf. Data	0.20	(37)
Management of Companies and Enterprises	<10	<10	Insf. Data	Insf. Data	Insf. Data	Insf. Data	0.05	8

Key Industries

Looking at data by 2-digit NAICS is a good way to understand high-level trends; however, 4-digit NAICS industry data provide information about the more specific drivers of growth. The following table shows the top 20 largest industries by employment in Lassen County in 2015.[10] Of the top 20 largest industries, only 45% had positive growth rates from 2010-2015 and only two industries had triple-digit growth rates. Crop Production experienced significant growth since 2010 with the addition of 300 jobs, and this growth is expected to continue to grow 16% over the next five years. State Government, Excluding Education and Hospitals declined 14% over the last five years and is expected to decline further over the next five years. Other industries with negative change in the past five years and negative change projected over the next five include: Office of Physicians, Traveler Accommodation, Residential Building Construction, Logging, and Offices of Dentists.

Industry	2015 Jobs	'10-'15 Change		'15-'20 Change	
State Government, Excluding Education and Hospitals	2,387	(386)	(14%)	(27)	(1%)
Federal Government	1,850	(20)	(1%)	(8)	0%
Local Government, Excluding Education and Hospitals	960	(138)	(13%)	26	3%
Education and Hospitals (Local Government)	898	(157)	(15%)	10	1%
Crop Production	728	300	70%	118	16%
Restaurants and Other Eating Places	579	102	21%	(14)	(2%)
Offices of Physicians	232	(26)	(10%)	(10)	(4%)
Automotive Repair and Maintenance	230	141	158%	65	28%
Grocery Stores	204	13	7%	3	1%
Department Stores	196	(11)	(5%)	28	14%
Nursing Care Facilities (Skilled Nursing Facilities)	178	9	5%	111	62%
Individual and Family Services	168	104	163%	53	32%
General Medical and Surgical Hospitals	154	(47)	(23%)	(101)	(66%)
Services to Buildings and Dwellings	96	2	2%	(6)	(6%)
Traveler Accommodation	94	(3)	(3%)	(4)	(4%)
Gasoline Stations	82	13	19%	(6)	(7%)
Automotive Parts, Accessories, and Tire Stores	78	21	37%	10	13%
Residential Building Construction	77	(33)	(30%)	(28)	(36%)
Logging	77	(2)	(3%)	(24)	(31%)
Offices of Dentists	73	(20)	(22%)	(3)	(4%)

[10] These industries are by 4-digit NAICS code.

Occupation Analysis

Industries are the business units that generally drive local economic growth because they create goods and services that bring fresh dollars in from outside the county, or in the case of businesses that primarily serve a local population, retain dollars in the county that otherwise would have been spent elsewhere. Although it's important that NoRTEC understand its industry assets, as a workforce development board, NoRTEC's mission is to serve individual job seekers and businesses to a greater degree than serving industries. As such, it's important to understand the specific occupational roles that are required to keep local businesses flourishing. The occupational analysis that follows provides a view of the most critical occupations within Lassen County from an overarching economic perspective. It also provides insight specifically related to some of the key industries that were highlighted previously.

Occupational Groups

Lassen County's top occupations include:

- Office and Administrative Support Occupations (1,488 jobs)
- Protective Service Occupations (1,238 jobs)
- Life, Physical, and Social Science Occupations (1,195 jobs)
- Food Preparation and Serving Related Occupations (683 jobs)[11]

The median hourly earnings for all occupations range from $10.23/hr for Food Preparation and Serving Occupations to $37.31/hr for Protective Service Occupations.

As noted in the industry analysis section, location quotient scores can indicate fields where the county has a strong competitive advantage over other regions in United States. Occupational groups where Lassen County has a strong concentration of workers (above an LQ of 1.25) include:

- Life, Physical, and Social Science Occupations (13.02)
- Farming, Fishing and Forestry Occupations (7.78)
- Protective Service Occupations (4.90)
- Community and Social Service Occupations (1.47)

These are the occupation groups for which the region is highly specialized. For example, jobs in Life, Physical, and Social Science Occupations make up 13.02x more of the employment base than they do nationally.

[11] These occupations are by 2 digit SOC code (Standard Occupation Classification System).

Broad Occupation Mix

Occupation	2015 Employment	% of Total Employment	Median Hourly Earning	2015 Location Quotient
Office and Administrative Support	1,488	13.25%	$16.04	0.87
Protective Service	1,238	11.03%	$37.31	4.90
Life, Physical, and Social Science	1,195	10.64%	$17.59	13.02
Food Preparation and Serving Related	683	6.08%	$10.23	0.72
Sales and Related	668	5.95%	$12.99	0.58
Farming, Fishing, and Forestry	639	5.69%	$15.55	7.78
Management	628	5.59%	$31.25	1.05
Education, Training, and Library	608	5.42%	$23.25	0.96
Business and Financial Operations	526	4.69%	$26.87	0.95
Healthcare Practitioners and Technical	492	4.38%	$36.51	0.79
Construction and Extraction	435	3.87%	$18.02	1.04
Installation, Maintenance, and Repair	431	3.84%	$20.87	0.85
Transportation and Material Moving	392	3.49%	$18.33	0.55
Building and Grounds Cleaning and Maintenance	355	3.16%	$12.54	0.82
Personal Care and Service	307	2.73%	$12.15	0.69
Community and Social Service	267	2.38%	$21.26	1.47
Healthcare Support	231	2.06%	$14.70	0.74
Production	159	1.42%	$19.87	0.24
Architecture and Engineering	143	1.27%	$33.12	0.78
Computer and Mathematical	111	0.99%	$28.87	0.36
Arts, Design, Entertainment, Sports, and Media	107	0.95%	$18.84	0.56
Legal	82	0.73%	$36.46	0.87
Military	40	0.36%	$17.24	0.27

Top Occupations by Employment – 4 Digit SOC Codes

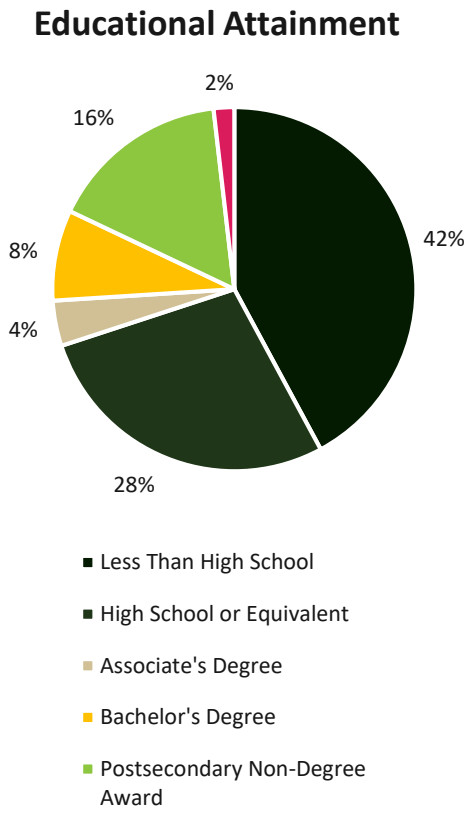
Drilling a bit deeper, the following table displays the top 20 occupations by 4-digit occupational groups within Lassen County.[12] Median hourly earnings for these occupations range from $9.69 at the low end for Fast Food and Counter Workers to $43.01 at the high end for First-Line Supervisors of Law Enforcement Workers. The greatest growth is within Automotive Technicians and Repairers, which experienced a 100% increase from 2010-2015, and is projected grow an additional 21% over the next five years. It should be noted that only seven of the top 20 occupations grew in employment over the last five years. Of that group, five are projected to expand over the next five years, with the exceptions being Cashiers and Cooks. Conversely, of the thirteen occupations that experienced a decline in the last five years, only four are projected to continue in their decline; the majority are projected to grow.

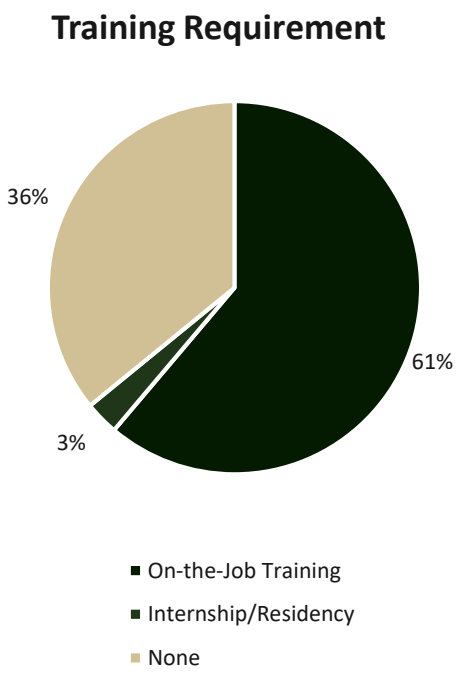
Occupation	2015 Employment	Change, 2010-2015		Projected Change, 2015-2020		Projected Annual Openings	Median Hourly Earnings
Miscellaneous Life, Physical, and Social Science Technicians	863	7	1%	11	1%	63	$14.58
Bailiffs, Correctional Officers, and Jailers	707	(88)	(11%)	1	0%	31	$36.08
Miscellaneous Agriculture Workers	462	184	66%	61	13%	40	$12.82
Secretaries and Administrative Assistants	278	(19)	(6%)	1	0%	9	$16.08
Cashiers	257	4	2%	(2)	(1%)	15	$10.47
Building Cleaning Workers	236	(40)	(14%)	7	3%	13	$11.60
Fast Food and Counter Workers	232	(3)	(1%)	2	1%	18	$9.69
Office Clerks, General	213	(13)	(6%)	(1)	0%	10	$13.24
Miscellaneous Business Operations Specialists	183	(13)	(7%)	(1)	(1%)	7	$26.74
Cooks	174	23	15%	(2)	(1%)	11	$10.76
Retail Salespersons	152	(2)	(1%)	19	13%	9	$11.79
First-Line Supervisors of Law Enforcement Workers	152	(19)	(11%)	0	0%	8	$43.01
Automotive Technicians and Repairers	146	73	100%	31	21%	12	$19.59
Registered Nurses	146	(17)	(10%)	(16)	(11%)	7	$35.11
Teacher Assistants	142	(6)	(4%)	5	4%	6	$13.13
Police Officers	142	(20)	(12%)	2	1%	8	$40.35
Elementary and Middle School Teachers	138	(18)	(12%)	9	7%	7	$31.01
General and Operations Managers	130	4	3%	6	5%	4	$34.05
Miscellaneous Healthcare Support Occupations	127	(15)	(11%)	(6)	(5%)	7	$14.79
Driver/Sales Workers and Truck Drivers	126	4	3%	4	3%	6	$15.71

[12] Occupations are by 4 digit SOC code.

High Demand Jobs – Education and Training

According to the U.S. Bureau of Labor Statistics analysis of minimum education and training requirements[13], around 42% typically require less than a high school diploma.[14]Approximately 8% of these high demand jobs require at least a Bachelor's degree. In terms of training and experience requirements, the about two-thirds of these jobs (61%) require some type of training, which is typically on-the-job training.





[13] Individual employers may require more education than BLS analysis suggests is required. For example, some employers may require high school completion even for jobs that BLS suggests could be performed with less education.

[14] A total of 22 occupations with the highest projected job growth from 2015 are included in this analysis. These occupations are with 5 digit SOC code. EMSI Analyst 2016.1

Description	2020 Jobs	2015 - 2020 Change	Annual Openings	Avg. Hourly Earnings	Typical Entry Level Education	Typical On-The-Job Training
Farmworkers and Laborers, Crop, Nursery, and Greenhouse	417	48	22	$11.25	Less than high school	Short-term on-the-job training
Automotive Service Technicians and Mechanics	159	30	10	$19.75	High school diploma or equivalent	Long-term on-the-job training
Nursing Assistants	109	27	7	$15.11	Postsecondary non-degree award	None
Personal Care Aides	76	22	5	$11.41	Less than high school	Short-term on-the-job training
Farmers, Ranchers, and Other Agricultural Managers	140	20	6	$19.61	High school diploma or equivalent	None
Retail Salespersons	171	19	9	$13.61	Less than high school	Short-term on-the-job training
Licensed Practical and Licensed Vocational Nurses	83	17	5	$23.46	Postsecondary non-degree award	None
Forest and Conservation Technicians	846	11	35	$16.59	Associate's degree	None
Elementary School Teachers, Except Special Education	136	8	5	$30.82	Bachelor's degree	Internship/residency
Recreation Workers	75	8	2	$14.37	Bachelor's degree	None
Maintenance and Repair Workers, General	105	6	3	$16.70	High school diploma or equivalent	Long-term on-the-job training
General and Operations Managers	136	6	4	$38.26	Bachelor's degree	None
Secretaries and Administrative Assistants, Except Legal, Medical, and Executive	171	6	3	$15.63	High school diploma or equivalent	Short-term on-the-job training
Agricultural Equipment Operators	42	6	2	$19.16	Less than high school	Short-term on-the-job training
Home Health Aides	17	6	Insf. Data	$13.30	Less than high school	Short-term on-the-job training
Farmworkers, Farm, Ranch, and Aquacultural Animals	52	6	3	$19.31	Less than high school	Short-term on-the-job training
Bookkeeping, Accounting, and Auditing Clerks	130	5	2	$16.28	High school diploma or equivalent	Moderate-term on-the-job training
Teacher Assistants	147	5	4	$13.52	Some college, no degree	None
Customer Service Representatives	57	5	3	$17.21	High school diploma or equivalent	Short-term on-the-job training
First-Line Supervisors of Mechanics, Installers, and Repairers	38	4	Insf. Data	$34.23	High school diploma or equivalent	None
Cooks, Institution and Cafeteria	31	4	Insf. Data	$15.65	Less than high school	Short-term on-the-job training
Counter and Rental Clerks	34	4	Insf. Data	$13.64	Less than high school	Short-term on-the-job training

Industry and Occupation Connections

Industries drive economic growth, but the fuel that enables those industries to function are its workers, who are classified by occupational codes. Considering the importance of talent to supporting key regional industries, it is worth exploring the connections between significant industries and the occupations that are most critical to those industries.

The following table identifies the top ten high demand occupations and how they are connected to some of the county's key industries.[15] Given its importance to the regional economy, it's perhaps not surprising that Government and Health Care are significant to six of the top ten occupations.

Connection between Top Occupations and Key Industries

Top Occupations	Key Industries
Farmworkers and Laborers, Crop, Nursery, and Greenhouse	• Agriculture
Automotive Service Technicians and Mechanics	• Other Services (except Public Administration) • Retail Trade
Nursing Assistants	• Health Care
Personal Care Aides	• Health Care
Farmers, Ranchers, and Other Agricultural Managers	• Agriculture
Retail Salespersons	• Retail Trade
Licensed Practical and Licensed Vocational Nurses	• Health Care • Government
Forest and Conservation Technicians	• Government
Elementary School Teachers, Except Special Education	• Government
Recreation Workers	• Government • Health Care

[15] Occupations are by 4-digit SOC code.

Detailed Industry Analysis

The following section provides an in-depth look at sectors that are important to the Lassen County economy. These industry sectors include: Health Care; Agriculture; and Tourism. For each of these sectors the top employing sub-sectors are listed by 4-digit NAICS code, as well as the staffing patterns for each sector. Staffing patterns data show the top employing occupations at the 4-digit SOC level, along with past and projected growth, competitive effect, location quotient and average earnings.

Health Care by Employment – (4-Digit NAICS)

The largest employing sectors within the Health Care and Social Assistance sector include: Offices of Physicians (232 jobs), Nursing Care Facilities (Skilled Nursing Facilities) (178), Individual and Family Services (168), and General and Medical Surgical Hospitals (154). As noted in the industry sector analysis, the Health Care and Social Assistance sector declined between 2010 and 2015; the detailed industry data reveal that the primary drivers for this change were job losses of 20 or more employees in each of the following: General Medical and Surgical Hospitals, Offices of Physicians, and Offices of Dentists. However, certain sectors within the industry did grow during this period of time, most notably, Individual and Family Services (104 new jobs).

Industries with notable LQs include Nursing Care Facilities (Skilled Nursing Facilities) (1.49), Vocational Rehabilitation Services (1.32), Offices of Physicians, and Offices of Dentists. The sector paying the highest average wages is General Medical and Surgical Hospitals ($106,431), while the sector with the lowest average wages is Child Day Care Services ($12,728).

Industry	2015 Jobs	'10-'15 Change	CE '10-'15	'15-'20 Change	CE '15-'20	'15 LQ	Average Earnings
Offices of Physicians	232	(26)	(51)	(10)	(35)	1.23	$54,164
Nursing Care Facilities (Skilled Nursing Facilities)	178	9	9	111	97	1.49	$45,470
Individual and Family Services	168	104	64	53	16	1.04	$17,780
General Medical and Surgical Hospitals	154	(47)	(58)	(101)	(112)	0.47	$106,431
Offices of Dentists	73	(20)	(28)	(3)	(11)	1.06	$45,322
Child Day Care Services	62	14	14	(6)	(8)	0.69	$12,728
Vocational Rehabilitation Services	33	14	15	12	11	1.32	$17,225
Offices of Other Health Practitioners	26	(4)	(11)	(5)	(8)	0.38	$33,179
Outpatient Care Centers	17	17	17	15	12	0.31	$25,698
Other Residential Care Facilities	<10	Insf. Data	(12)	Insf. Data	(0)	0.07	Insf. Data
Home Health Care Services	<10	Insf. Data	(5)	Insf. Data	(3)	0.04	Insf. Data

Industry	2015 Jobs	'10-'15 Change	CE '10-'15	'15-'20 Change	CE '15-'20	'15 LQ	Average Earnings
Community Food and Housing, and Emergency and Other Relief Services	<10	Insf. Data	(27)	Insf. Data	(2)	0.28	Insf. Data
Residential Intellectual and Developmental Disability, Mental Health, and Substance Abuse	<10	Insf. Data	(2)	Insf. Data	0	0.05	Insf. Data
Medical and Diagnostic Laboratories	<10	Insf. Data	2	Insf. Data	(1)	0.21	Insf. Data
Other Ambulatory Health Care Services	<10	Insf. Data	(56)	Insf. Data	(4)	0.21	Insf. Data
Psychiatric and Substance Abuse Hospitals	0	0	0	0	0	0	$0
Specialty (except Psychiatric and Substance Abuse) Hospitals	0	0	0	0	0	0	$0
Continuing Care Retirement Communities and Assisted Living Facilities for the Elderly	0	Insf. Data	(3)	0	0	0	$0

Staffing Patterns for Health Care (Top 20 4-digit SOC)

The top four highest employment occupations within this industry sector include: Registered Nurses (85 jobs); Miscellaneous Healthcare Support Occupations (84); Nursing, Psychiatric, and Home Health Aides (77); and Secretaries and Administrative Assistants (51). With the exception of Nursing, Psychiatric, and Home Health Aides, all four occupations experienced a decline over the past five years. Miscellaneous Healthcare Support Occupations had the most significant decline, losing 12 jobs; however, over the next five years it is expected to add the highest number of jobs (631). Personal Care Aides is projected to grow at the greatest rate over the next five years (49%); however, this occupation pays one of the lowest median wages in this industry sector at $11.37/hr. This is marginally higher than the occupation with the lowest median earnings, which is Childcare Workers at $8.60/hr. The occupation with the highest median hourly earnings is Physicians and Surgeons ($75.53/hr).

Occupation	2015 Employment	Change, 2010-2015		Projected Change, 2015-2020		Median Hourly Earnings
Registered Nurses	85	(8)	(9%)	(17)	(20%)	$35.11
Miscellaneous Healthcare Support Occupations	84	(12)	(13%)	(6)	(7%)	$14.79
Nursing, Psychiatric, and Home Health Aides	77	5	7%	32	42%	$14.19
Secretaries and Administrative Assistants	51	(4)	(7%)	(3)	(6%)	$16.08
Personal Care Aides	45	38	543%	22	49%	$11.37
Licensed Practical and Licensed Vocational Nurses	44	5	13%	18	41%	$23.92
Childcare Workers	37	(7)	(16%)	(8)	(22%)	$8.60
Physicians and Surgeons	35	(7)	(17%)	(4)	(11%)	$75.53
Dental Hygienists	31	(7)	(18%)	(1)	(3%)	$35.15
Building Cleaning Workers	30	3	11%	6	20%	$11.60
Receptionists and Information Clerks	29	(1)	(3%)	0	0%	$11.52
Recreation and Fitness Workers	21	6	40%	8	38%	$13.86
Office Clerks, General	20	(2)	(9%)	(1)	(5%)	$13.24
Counselors	18	0	0%	3	17%	$17.53
Therapists	17	(1)	(6%)	(2)	(12%)	$37.49
Preschool and Kindergarten Teachers	17	9	113%	2	12%	$19.61
Billing and Posting Clerks	15	(2)	(12%)	(1)	(7%)	$15.48
Miscellaneous Community and Social Service Specialists	14	1	8%	4	29%	$24.68
First-Line Supervisors of Office and Administrative Support Workers	14	(1)	(7%)	(1)	(7%)	$20.58
Diagnostic Related Technologists and Technicians	11	(2)	(15%)	(3)	(27%)	$37.11

Agriculture by Employment – (4-Digit NAICS)

The vast majority of employment in this sector is found in Crop Production, followed by Logging. Crop Production grew over the past five years and is projected to grow through 2020. The industry paying the highest average wages is Logging ($55,094), while the lowest is Animal Production and Aquaculture ($32,866).

Industry	2015 Jobs	'10-'15 Change	CE '10-'15	'15-'20 Change	CE '15-'20	'15 LQ	Average Earnings
Crop Production	728	300	277	118	116	11.96	$34,331
Logging	77	(2)	(0)	(24)	(17)	14.44	$55,094
Animal Production and Aquaculture	43	15	15	(6)	(3)	1.38	$32,866
Support Activities for Crop Production	21	(3)	(5)	2	1	0.63	$47,333
Support Activities for Forestry	11	Insf. Data	9	1	1	8.36	$44,919
Support Activities for Animal Production	<10	Insf. Data	2	Insf. Data	(1)	2.82	Insf. Data
Fishing	<10	Insf. Data	(1)	Insf. Data	0	0.47	Insf. Data
Hunting and Trapping	<10	Insf. Data	1	Insf. Data	1	6.58	Insf. Data
Forest Nurseries and Gathering of Forest Products	0	0	0	0	0	0.00	$0
Timber Tract Operations	0	Insf. Data	(0)	0	0	0.00	$0

Staffing Patterns for Agriculture (Top 20 4-digit SOC)

The largest employing occupation in this sector is Miscellaneous Agricultural Workers (453 jobs). Miscellaneous Agricultural Workers grew the most over the past five years in terms of new jobs and is projected to grow over the next five years to 2020. The occupation that pays the highest median wages is Miscellaneous Engineers ($40.04), while the occupation with the lowest is Fast Food and Counter Workers ($9.69).

Occupation	2015 Employment	Change, 2010-2015		Projected Change, 2015-2020		Median Hourly Earnings
Miscellaneous Agricultural Workers	453	183	68%	61	13%	$12.82
Farmers, Ranchers, and Other Agricultural Managers	120	45	60%	19	16%	$19.69
Logging Workers	54	(1)	(2%)	(16)	(30%)	$20.54
Driver/Sales Workers and Truck Drivers	32	11	52%	2	6%	$15.71
First-Line Supervisors of Farming, Fishing, and Forestry Workers	25	8	47%	1	4%	$22.98
Graders and Sorters, Agricultural Products	18	7	64%	3	17%	$15.50
Laborers and Material Movers, Hand	18	7	64%	2	11%	$14.34
Grounds Maintenance Workers	12	5	71%	2	17%	$12.64
Construction Laborers	<10	1	Insf. Data	0	0%	$12.38
Chemical Processing Machine Setters, Operators, and Tenders	<10	1	Insf. Data	0	0%	$21.20
Construction Equipment Operators	<10	1	100%	0	0%	$19.70
Shipping, Receiving, and Traffic Clerks	<10	1	50%	0	0%	$19.47
Cooks	<10	0	0%	0	0%	$10.76
Miscellaneous Engineers	<10	0	0%	0	0%	$40.04
Food Preparation Workers	<10	1	Insf. Data	0	0%	$9.90
Woodworking Machine Setters, Operators, and Tenders	<10	0	0%	(1)	(100%)	$16.11
Fast Food and Counter Workers	<10	0	0%	0	0%	$9.69
Stock Clerks and Order Fillers	<10	0	0%	1	100%	$11.25
Cutting Workers	<10	0	0%	0	0%	$15.15
Heavy Vehicle and Mobile Equipment Service Technicians and Mechanics	<10	1	25%	1	20%	$23.17

Tourism[16] by Employment – (4-Digit NAICS)

The vast majority of employment within this industry sector is found within two subsectors: Restaurants and Other Eating Places (579); and Traveler Accommodation (94). Over the past five years, Restaurants and Other Eating Places added over 100 jobs. However, this subsector is projected to lose 18 jobs through 2020. The sector with the highest average earnings is Gambling Industries ($70,052), while the sector with the lowest is Special Food Services ($3,497).

Industry	2015 Jobs	'10-'15 Change	CE '10-'15	'15-'20 Change	CE '15-'20	'15 LQ	Average Earnings
Restaurants and Other Eating Places	579	102	18	(14)	(2%)	0.80	$13,884
Traveler Accommodation	94	(3)	(11)	(4)	(4%)	0.71	$19,651
Other Amusement and Recreation Industries	16	(16)	(19)	(1)	(6%)	0.17	$10,622
Gambling Industries	13	13	13	6	46%	1.35	$70,052
Special Food Services	11	(4)	(7)	Insf. Data	Insf. Data	0.19	$3,497

[16] The Tourism industry crosses over several industries, including NAICS 48 (Transportation and Warehousing); 56 (Administrative and Support Services); 71 (Arts, Entertainment, and Recreation; and 72 (Accommodation and Food Services).

Staffing Patterns for Tourism (Top 4-digit SOC)

The majority of employment within this industry sector is found within two occupations: Fast Food and Counter Workers (183) and Cooks (141). Cooks and Waiters and Waitresses added the most jobes over the past five years. However, growth within this sector is projected to remain flat, with many subsectors projected to lose jobs.

Within this industry sector, Food Service Managers is the occupation paying the highest median wage at $13.82/hr. The occupation with the lowest median earnings is Fast Food and Counter Workers at $9.69/hr.

Occupation	2015 Employment	Change, 2010-2015		Projected Change, 2015-2020		Median Hourly Earnings
Fast Food and Counter Workers	183	1	1%	0	0%	$9.69
Cooks	141	25	22%	(6)	(4%)	$10.76
Waiters and Waitresses	79	29	58%	(4)	(5%)	$9.92
Supervisors of Food Preparation and Serving Workers	60	8	15%	(1)	(2%)	$11.47
Building Cleaning Workers	34	0	0%	(1)	(3%)	$11.60
Cashiers	25	3	14%	(1)	(4%)	$10.47
Dishwashers	23	8	53%	(1)	(4%)	$9.79
Food Preparation Workers	22	3	16%	(1)	(5%)	$9.90
Food Service Managers	20	0	0%	0	0%	$13.82
Bartenders	19	2	12%	(1)	(5%)	$9.77
Hotel, Motel, and Resort Desk Clerks	15	0	0%	0	0%	$10.93
Hosts and Hostesses, Restaurant, Lounge, and Coffee Shop	14	6	75%	(1)	(7%)	$10.33

Appendix

Data Sources and Glossary of Key Terms

Data Sources

All data and analysis for this report are directly or indirectly derived from information provided by either the U.S. Bureau of the Census or U.S. Bureau of Labor Statistics:

- Economic Modeling Specialists International (EMSI), 2016.1 Class of Worker data (based on the U.S. Quarterly Census of Employment and Wages) and general demographic estimates
- U.S. Census American Community Survey 2010-2014 Estimates
- U.S. Census OnTheMap

Competitive Effect

Used in conjunction with "Shift-Share Analysis" techniques[17], *The Competitive Effect* metric seeks to isolate the influence of local dynamics from the influence of non-local factors on industries' employment growth or decline. A positive number indicates that the study area experienced more growth within a particular industry than would have been expected from non-local trends; the magnitude of *The Competitive Effect* indicates the strength of the purely local influence on the industry's employment change.

Location Quotient

Location Quotient (LQ) measures the relative importance of an industry's employment to a particular region, and uses the straightforward formula:

[% of total local employment/% of total national employment].

Location Quotients are one of the most common and important indicators of local economic characteristics; *LQ's* greater than 1.25 are typically considered to be the threshold for identifying an industry as especially relatively strong.

NAICS Codes (The North American Industry Classification System)

NAICS is the standard used by Federal statistical agencies in classifying business establishments for the purpose of collecting, analyzing, and publishing statistical data related to the U.S. business economy. The numbering structure is hierarchical in nature, meaning that fewer digits are broader in their meaning, while longer (up to six) digits provider greater specificity.

[17] Shift share is a standard regional analysis method that attempts to determine how much of regional job growth can be attributed to national trends and how much is due to unique regional factors. Shift share helps answer why employment is growing or declining in a regional industry, cluster, or occupation.

SOC Codes (Standard Occupational Classification)

The 2000 Standard Occupational Classification (SOC) System was developed in response to a growing need for a universal occupational classification system. Such a classification system allows government agencies and private industry to produce comparable data. Users of occupational data include government program managers, industrial and labor relations practitioners, students considering career training, job seekers, vocational training schools, and employers wishing to set salary scales or locate a new plant. It is used by federal agencies collecting occupational data, providing a standard means to compare such data across agencies. It is designed to cover all occupations in which work is performed for pay or profit, reflecting the current occupational structure in the United States.

As with NAICS, the SOC coding structure is hierarchical, with fewer digits provide broad data (occupational categories), while larger provide more specific data (specific professions).

Industry Sector Definitions

Health Care

NAICS	Description
6211	Offices of Physicians
6212	Offices of Dentists
6213	Offices of Other Health Practitioners
6214	Outpatient Care Centers
6215	Medical and Diagnostic Laboratories
6216	Home Health Care Services
6219	Other Ambulatory Health Care Services
6221	General Medical and Surgical Hospitals
6222	Psychiatric and Substance Abuse Hospitals
6223	Specialty (except Psychiatric and Substance Abuse) Hospitals
6231	Nursing Care Facilities (Skilled Nursing Facilities)
6232	Residential Intellectual and Developmental Disability, Mental Health, and Substance Abuse Facilities
6233	Continuing Care Retirement Communities and Assisted Living Facilities for the Elderly
6239	Other Residential Care Facilities
6241	Individual and Family Services
6242	Community Food and Housing, and Emergency and Other Relief Services
6243	Vocational Rehabilitation Services
6244	Child Day Care Services

Agriculture

NAICS	Description
1110	Crop Production
1120	Animal Production and Aquaculture
1131	Timber Tract Operations
1132	Forest Nurseries and Gathering of Forest Products
1133	Logging
1141	Fishing
1142	Hunting and Trapping
1151	Support Activities for Crop Production
1152	Support Activities for Animal Production
1153	Support Activities for Forestry

Tourism

NAICS	Description
4871	Scenic and Sightseeing Transportation, Land
4872	Scenic and Sightseeing Transportation, Water
4879	Scenic and Sightseeing Transportation, Other
5615	Travel Arrangement and Reservation Services
5619	Other Support Services
7111	Performing Arts Companies
7112	Spectator Sports
7113	Promoters of Performing Arts, Sports, and Similar Events
7114	Agents and Managers for Artists, Athletes, Entertainers, and Other Public Figures
7115	Independent Artists, Writers, and Performers
7121	Museums, Historical Sites, and Similar Institutions
7131	Amusement Parks and Arcades
7132	Gambling Industries
7139	Other Amusement and Recreation Industries
7211	Traveler Accommodation
7212	RV (Recreational Vehicle) Parks and Recreational Camps
7213	Rooming and Boarding Houses
7223	Special Food Services
7224	Drinking Places (Alcoholic Beverages)
7225	Restaurants and Other Eating Places

Lassen County Input Session Takeaways

- Lassen County is home to one federal and two state prisons, which account for a large portion of the employment in the county. This has great effects on the local workforce and community. These jobs pay higher wages than many comparable local jobs, therefore creating a high turnover rate for local facilities. If more coordinated, the typical paths among these agencies could be documented and used as an opportunity for local career pathways.
- Because of the large presence of the prisons in the county, many young people do not see the other employment opportunities that exist in the county if they were to stay after graduation.
- Participants agreed that soft skills training and education is a great need in the community, especially among youth. Other foundational work skills are also difficult to find, such as written and spoken communication and customer service. Many of these skills can be built through experience, whether it is through work-based learning with youth, or on the job with mentoring from managers and coworkers.
- The communication channels that inform everyone about important community information are not clear. This is true for information about community events, resource availability, and job opportunities. There are opportunities to identify the most effective modes of communication to increase the reach of local agencies and businesses. A regular listing of the hot jobs in the county and how to access applications should be advertised more.

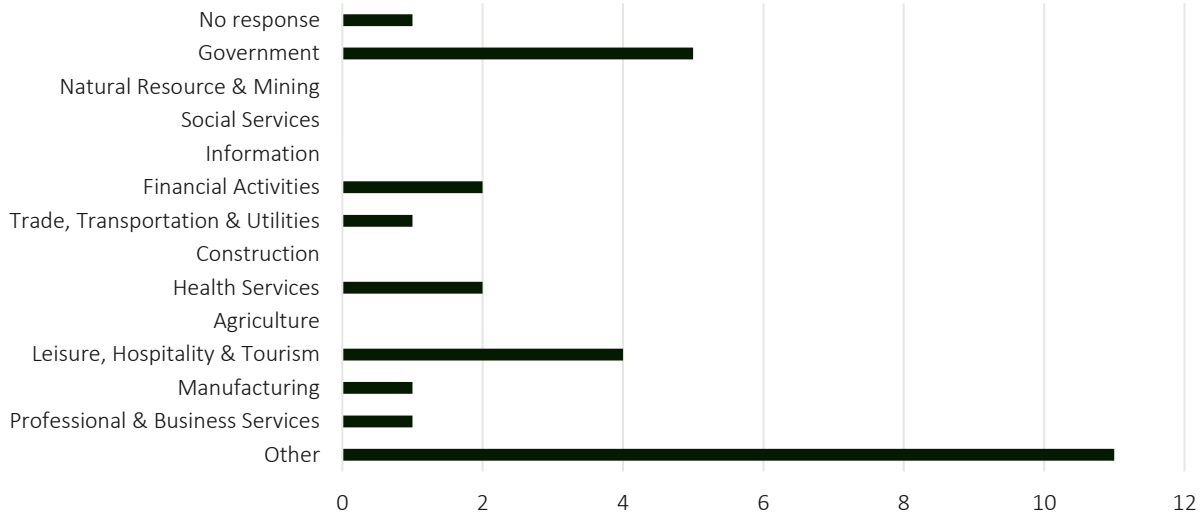
Lassen County Survey Summary

TPMA developed a survey designed to engage county employers and to better understand current workforce trends and needs in the Lassen County region. In doing so, our consulting team collaborated with NoRTEC and its service providers, which included a diverse group of workforce development, economic development, and other community organizations. Over a four-month period the survey was distributed via email and completed through face-to-face meetings with employers. Survey questions were focused on the following topics:

- Industry and business demographics;
- Employment numbers and projections;
- Labor market "churn";
- Skill needs and gaps;
- Education and training requirements;
- Desired industry recognized credentials; and
- Training challenges.

27 employers participated in the survey. The following includes a summary, analysis and key findings.

Which industry best describes your company?



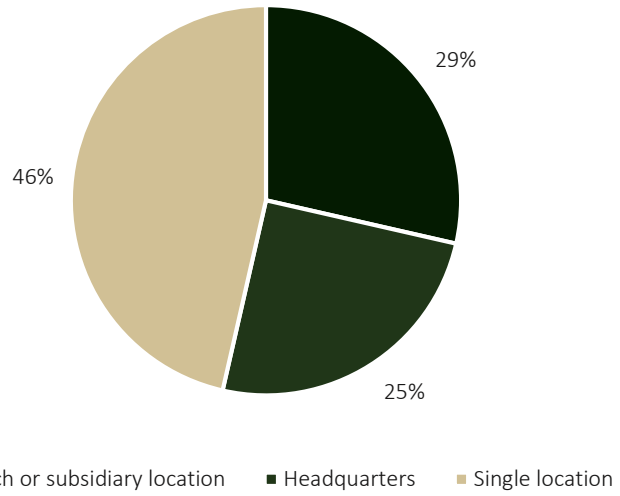
How many employees do you have?

Number of employees	Average
Total	55
Full-time	43
Part-time	12
Seasonal	2
Temp	13

How many total employees do you have by county?

County	Average
Butte	0
Del Norte	0
Lassen	47
Modoc	20
Nevada	0
Plumas	0
Shasta	0
Sierra	0
Siskiyou	0
Tehama	0
Trinity	0

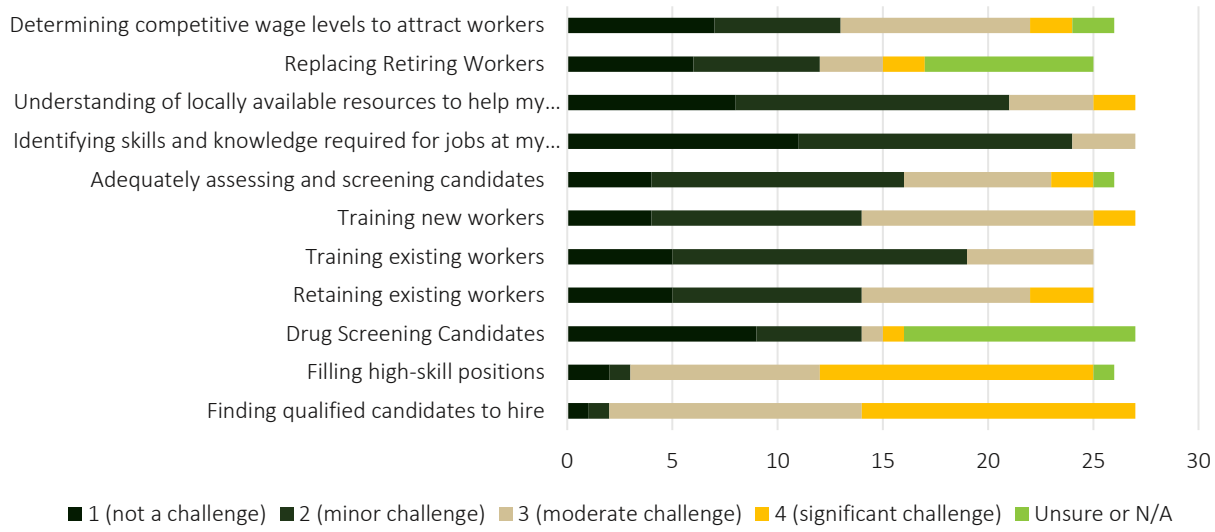
Which best describes this location?



On a scale of 1 {not a challenge} to 4 {significant challenge}, how challenging are the following workforce issues for your company?

Workforce Issues	1 (not a challenge)	2 (minor challenge)	3 (moderate challenge)	4 (significant challenge)	Unsure or N/A
Finding qualified candidates to hire	1	1	12	13	0
Filling high-skill positions	2	1	9	13	1
Drug Screening Candidates	9	5	1	1	11
Retaining existing workers	5	9	8	3	0
Training existing workers	5	14	6	0	0
Training new workers	4	10	11	2	0
Adequately assessing and screening candidates	4	12	7	2	1
Identifying skills and knowledge required for jobs at my company	11	13	3	0	0
Understanding of locally available resources to help my company	8	13	4	2	0
Replacing Retiring Workers	6	6	3	2	8
Determining competitive wage levels to attract workers	7	6	9	2	2

Frequency of Responses to Significant Workforce Challenges



Top Five Most Challenging Workforce Issues from Above

Top Five Challenges	Responded "Moderate Challenge" or higher
Finding qualified candidates to hire	25
Filling high-skill positions	22
Training new workers	13
Retaining existing workers	11
Determining competitive wage levels to attract workers	11

What is your most significant workforce-related challenge or your greatest workforce need?

Challenge	Top Responses
Finding qualified workers	10
Finding workers with soft skills (attendance, work ethic, people skills)	9
Retention of employees	3
Finding candidates who can pass background check	2
Trying to pay a competitive wage	2
Filling highly skilled positions	1

What is the average vacancy length for open positions?

The average length based on all responses is 8.52 weeks.

How many full-time (35+ hours/week) new, replacement, and retiring workers do you expect within the next 0 to 12 months, 1 to 2 years, 3 to 4 years, and 5 to 7 years?

Number of new positions	Average	Range
0-12 months	2.0	2
1 - 2 years	3.5	3-4
3 - 4 years	4.3	4
5 - 7 years	4.3	4

Number of replacement positions	Average	Range
0-12 months	3.3	3
1 - 2 years	3.9	3-4
3 - 4 years	4.5	4-5
5 - 7 years	4.0	4

Number of retiring positions	Average	Range
0-12 months	1.0	1
1 - 2 years	1.7	1-2
3 - 4 years	2.4	2
5 - 7 years	2.7	2-3

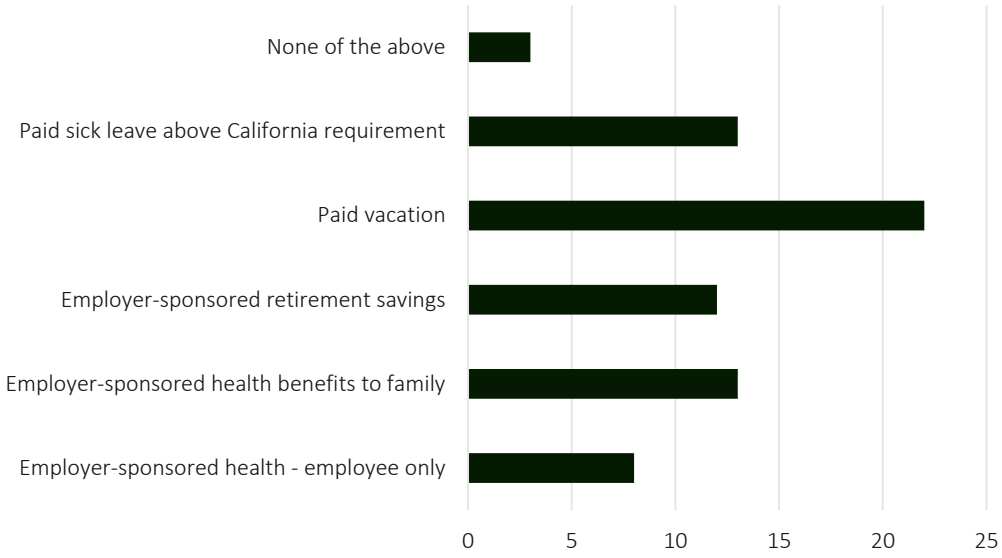
Please provide information regarding your current wages for up to 3 of your top full-time occupations by number of employees.

Title: General laborers
Brief job description: Physically demanding tasks such as construction clean-up, freight un/loading, and grounds keeping
Average number of jobs at location: 21
Desired/required certificates/credentials: None; general trade knowledge
Average entry level: $11.10/hr
Average mid-level: $11.25/hr
Average advanced-level: $13.10/hr

Top Occupation #2
Title: Managers
Job Description: Day-to-day operations; managing other employees; placing orders
Average number of jobs at location: 1-2
Desired/required certificates/credentials: HS diploma or BA (preferred); required certifications
Average entry level: $15.42/hr
Average mid-level: $17.54/hr
Average advanced-level: $20.14/hr

Top Occupation #3
Title: Food Service
Job Description: Prepare and cook meals for guests; menu plan, ordering produce/stock
Average number of jobs at location: 5.2
Desired/required certificates/credentials: Serve Safe (3); kitchen manager cert (preferred); culinary training (preferred)
Average entry level: $10.40/hr
Average mid-level: $11.70/hr
Average advanced-level: $14.50/hr

Do you provide any of the following health benefits?



Most difficult to fill positions and why

Position	Responses	Reason
Management positions	5	Lack of qualified candidates; rural location.
Cooks	4	Lack of experienced cooks in the area, turnover.
General laborers	3	Physically demanding work, low pay.
High-skilled professional positions	2	Lack of qualified candidates.
Physical Therapists and nurses	2	Lack of local candidates; hard to recruit because people don't want to relocate to rural area.
Faculty	1	The salary, schedule.
Bank tellers	1	Pay not competitive.

Please provide information for your most difficult to fill full-time occupations

Title: Cooks
Brief job description: prepare and cook food for guests
Number of current openings: 11
Desired or required certificates or credentials (if any): ServSafe; cooking experience; culinary education (pref)
Hourly/annual wage ($) $10.70/hr

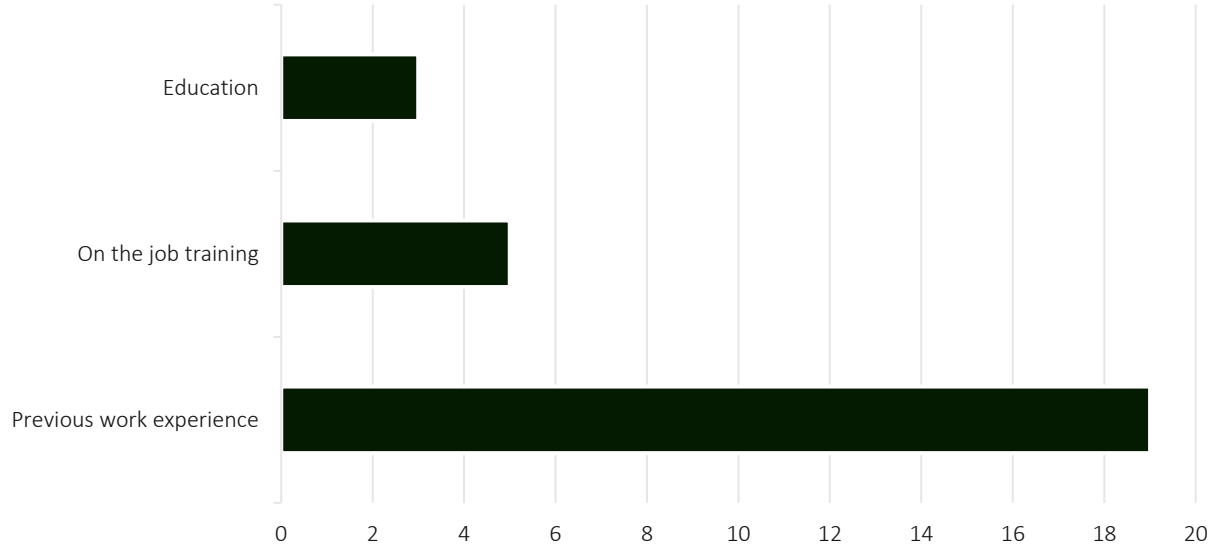
Title: General laborers
Brief job description: See right.
Number of current openings: 14-15
Desired or required certificates or credentials (if any): None
Hourly/annual wage ($): $10.25

Title: Medical Specialists
Brief job description: In-patient and out-patient medical care and consultation
Number of current openings: 10
Desired or required certificates or credentials (if any): CA license; BSN/RN; AND/RN; LVN
Hourly/annual wage ($) $33.75

What are the factors that most impact difficult to fill positions?

Factors	Responses
Lack of qualified candidates	5
Undesirable positions (high stress, physically demanding)	5
Low wages	4
Lack of soft skills	3
Employee retention	1

What do you look for most from candidates in difficult-to-fill positions?



What other {if any} skills and/or experience levels are currently in greatest demand?

Top Responses	Responses
Customer Service skills	6
General soft skills	5
Communication skills	3
Computer skills	3
Managing money	2
Technical skills	1
Time management	1

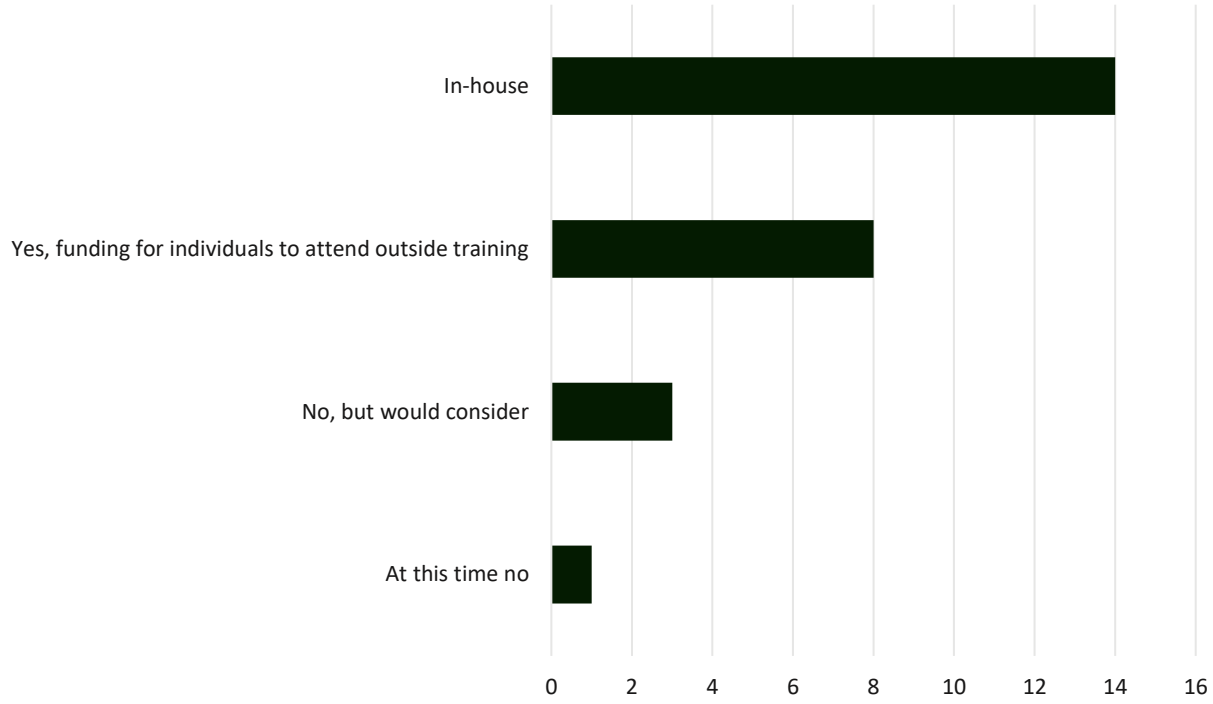
What other {if any} skills and/or experience levels are most difficult to find?

Top Responses	Responses
Motivation	3
Problem solving skills	3
Commitment	2
Customer service skills	2
Maintenance experience	2
Basic math skills	1
Previous work experience	1
Work ethic	1

What industry-recognized credentials, certifications and/or degrees do you value most?

Top Responses	Responses
AA or BA	4
Waste water certification	1
Peace Officer Training	1
Food handling certificate	1
Responsible alcohol serving certificate	1
HS diploma	1
OSHA certification	1

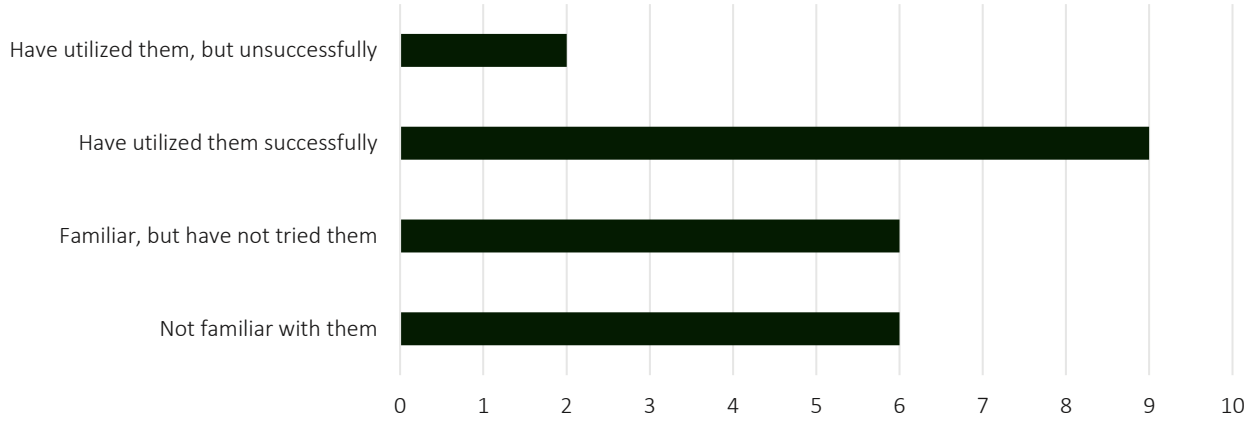
Do you offer training or other professional development, above and beyond initial on-the-job training?



How do you rate the following?

Top Responses	Excellent	Good	Poor	Fair	Unsure
Soft skills of workers	1	6	8	10	2
Hard/technical skills of workers	0	5	5	14	3
Overall quality of entry-level workers	0	7	20	9	1
Overall quality of high-skill workers	0	12	2	10	3
Quality of education and training programs	1	6	4	11	4
Knowledge of available services from America's Job Center of California (e.g. assistance with job ads)	5	7	4	7	4

Which of the following best describes your experience with your local America's Job Center of California office and/or business service center?



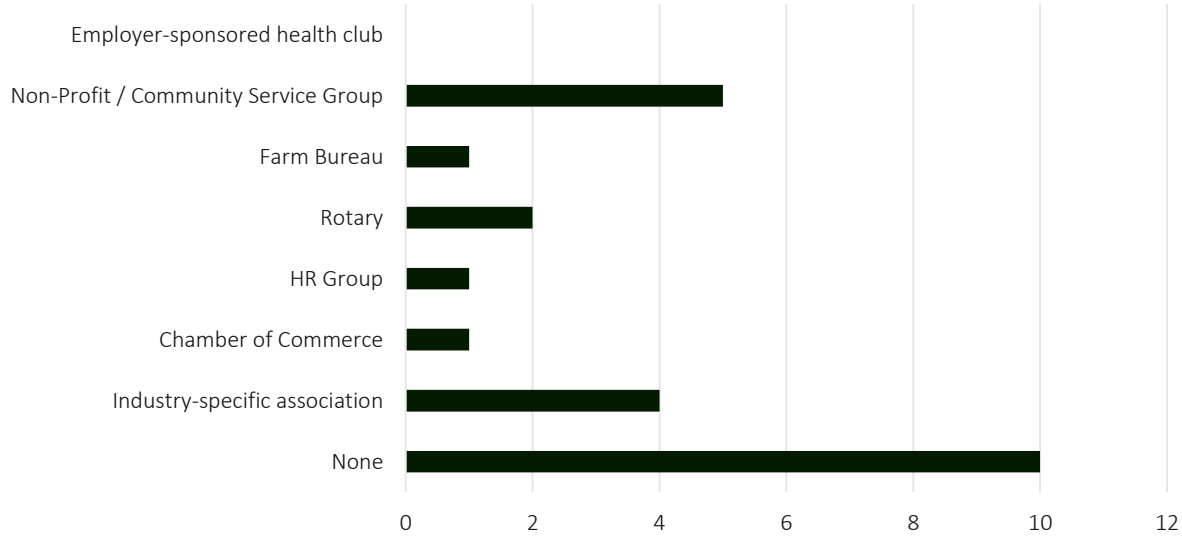
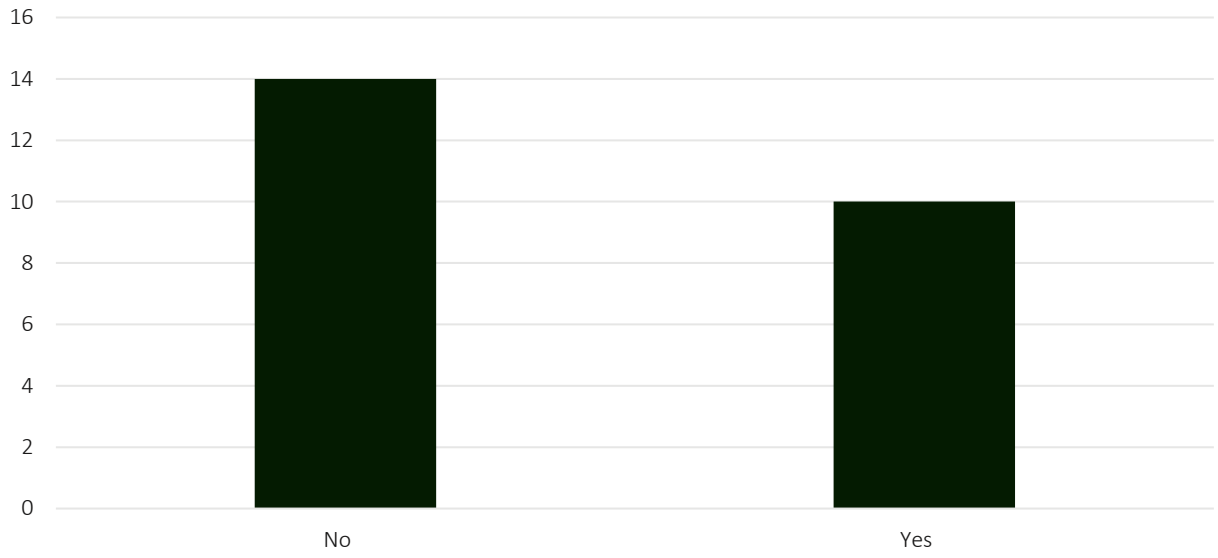
If utilized, if you could improve one thing about your local America's Job Center in California office and/or business service center, what would it be?

Top Responses	Responses
Better selection of candidates/pre-screening before sending them to employers	3
Soft skills training	2
Facility is great, but not enough to go around. They have to cover a huge radius	1
Help retaining employees	1
Larger conference rooms	1
More employer workshops	1
More resume/job seeking help	1
None	1
Quarterly/semi-annual meetings to learn about new services	1
Size of office building conference rooms	1

Would you like to learn more about any of the following services to strengthen your business?

Service	Responses
Employee recruitment	15
Candidate screening/assessment	14
Employee education	10
Pre-employment testing	10
On-the-Job Training (OJT)	7
Assistance with employee retention	6
Employer prof development seminars	6
Labor market information, wage data	6
Other training resources	6
Benefits of hiring a veteran	4
Job analysis and profiling information	3
Tax credit information	3
Hiring ex-offenders (a second chance)	1
On-site assistance for business downsizing	1

What business or trade groups do you currently participate in?



If you do not participate, would you be open to a member of our staff contacting you to participate in a local business group that focuses on tackling the most pressing workforce and business growth issues?