NoRTEC

Northern Rural Training and Employment Consortium (NoRTEC)

Nevada County Labor Market Profile and Industry/Sector Analysis

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Prepared for:

NoRTEC Workforce Development Board

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Executive Summary

This report provides a detailed Demographic, Labor Market and Industry/Sector Analysis for Nevada 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 increased at a marginal rate of 1.7% over the past ten years. This growth slightly outpaced growth within the NoRTEC region, which was 1.3%. However, it significantly lags growth within the state which was 9.3% over the same time period.
- The median household income within the county is $56,949, which is the highest within the NoRTEC region. However, it trails the state, which is $61,489. The poverty rate (11.4%) within the county is significantly lower than the NoRTEC region (18.6%) and state (16.4%) averages.
- Over the past ten years, unemployment trends and rates within the county have largely matched the state's trends and rates.
- Compared to other counties within the NoRTEC region, the county's top industry sectors by employment are more evenly dispersed. The largest sector is Government, followed closely by Health Care and Social Assistance. Other significant sectors by employment includes Construction, Retail Trade, and Accommodation and Food Services. Over the past five years, every one of these sectors, with the exception of Government, added a significant number of jobs. Of these sectors, Health Care and Social Assistance led the way by adding 872 jobs.
- Top occupations by employment within the county fall within four areas: Office and Administrative Support (4,863 employees); Sales and Related (3,686 employees); Construction and Extraction Occupations (3,551 employees); and Food Preparation and Serving Related Occupations (3,427 employees).
- Over the next five years, the greatest job growth by occupation will include: Building Cleaning Workers (127 employees); Cooks (77 employees); and Grounds Maintenance Workers (74 employees).

- According to feedback from the May 2016 input session, housing and public transportation are large barriers for the workforce in the county. Housing is very expensive and is not accessible for lower wage or seasonal workers. Public transportation is also very limited.
- Based on survey results, the most significant challenges for employers within the county include: finding qualified candidates to hire, filling high-skill positions, and determining competitive wage levels to attract workers.
- For difficult to fill positions, most employers indicated that education was the most desired attribute amongst candidates.

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 Nevada County, the sectors that match the priority sectors for the region include: Health Care; Manufacturing; Tourism; and Information Technology (IT).

Health Care

- Health Care is the second largest employment sector within the county and added the greatest number of jobs since 2010. Growth is projected to continue through 2020. Of the top ten high demand occupations within the county, four are within the Health Care sector. These trends indicate that this should be a priority sector for the county.
- Key occupations within Health Care include: Registered Nurses; Nursing, Psychiatric, and Home Health Aides; Miscellaneous Healthcare Support Occupations; and Personal Care Aides. Of these four, Nursing, Psychiatric, and Home Health Aides and Personal Care Aides are projected to the greatest number of jobs through 2020. Registered Nurses, which is one of the largest occupational groups, pays one of the highest wages, with a median hourly wage of $38.19/hr.

Manufacturing

- For the Manufacturing sector, there are four key subsectors that each employ over 100. They include: Communications Equipment Manufacturing; Navigational, Measuring, Electromedical, and Control Instruments Manufacturing; Miscellaneous Manufacturing; and Beverage Manufacturing. However, the two largest sectors, Communications Equipment and Navigational, etc. are projected to decline in employment through 2020. Subsectors projected to grow include Beverage Manufacturing; Bakeries and Tortilla Manufacturing; and Motor Vehicle Parts Manufacturing.
- Occupations with the greatest number of employees include: Laborers and Material Movers, Hand; Machinists; Miscellaneous Managers; Shipping, Receiving, and Traffic Clerks; Miscellaneous Assemblers and Fabricators; Electrical, Electronics, and Electromechanical Assemblers; and First-Line Supervisors of Production and Operating Workers. While these occupations employ the greatest number within the county, growth is projected to remain flat through 2020. Median hourly earnings for these occupations range from $14.61/hr to $24.98/hr. High wage manufacturing jobs within the county include: Electrical and Electronics Engineers ($38.16/hr); General and Operations Managers ($37.60/hr); Software Developers and Programmers ($30.61/hr); and Engineering Technicians, Except Drafters ($28.61/hr).

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; Other Amusement and Recreation Industries; and Traveler Accommodation. All are projected to grow through 2020.
- Key occupations for the Tourism sector include primarily fall within food service: Cooks; Waiters and Waitresses; Fast Food and Counter Workers; and Supervisors of Food Preparation and Serving Workers. Of these, Supervisors, etc. pay the highest median wage ($16.44/hr).

Information Technology

- The majority of industry employment is found within Computer Systems Design and Related Services. This subsector is projected to add 75 new jobs through 2020.
- Within this sector, the primary occupation employing the greatest number within the sector is Software Developers and Programmers (104). It has also demonstrated and is projected to experience growth. Wages for the occupations within this sector tend to be relatively higher, with many paying greater than $25.00/hr.

Nevada County

Introduction

The following is a preliminary labor market and industry/sector profile for Nevada 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

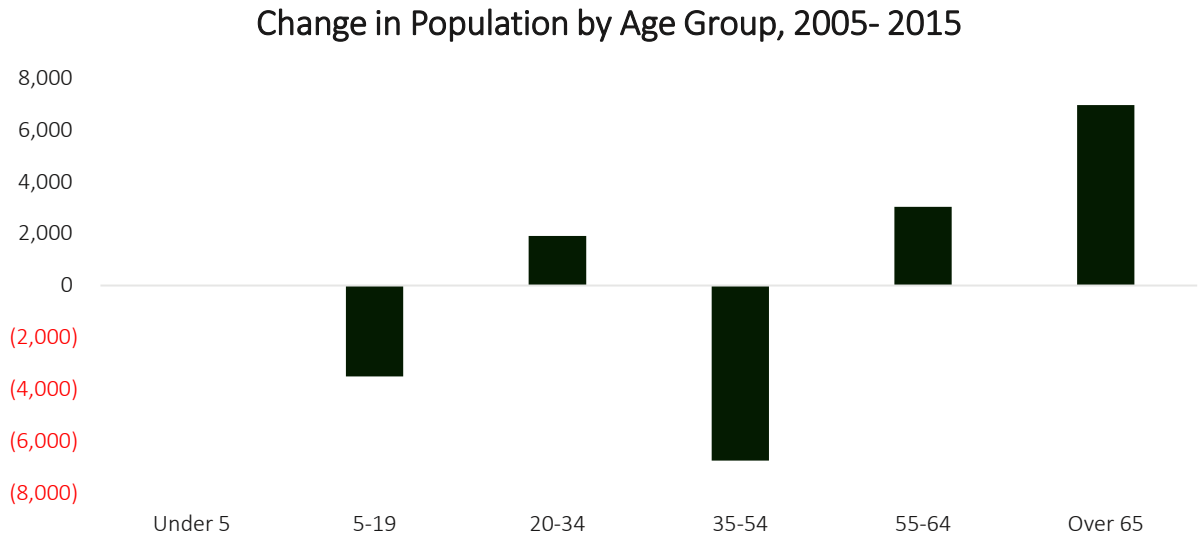
Nevada County is located on the eastern side of the NoRTEC region, with a majority of the county covered by the Tahoe National Forest. The largest community is Nevada City. The population of Nevada County has increased from 97,254 to 98,886 over the past ten years.[1] Between 2005 and 2015, the population increased 1.7%, which is a slower rate than both the state (9.3%) and the nation (9.0%) over that period of time. Nevada County's population is projected to increase an additional 0.6% over the next five years.

The age profile of the county is spread fairly evenly across cohorts. Over the past ten years, the most rapidly growing age groups were individuals 55 to 64 years of age, 65 years and older, and those 20- to 34 years of age. The rapid growth of the 65 years and older group is the most notable shift occurring in recent years (41% growth between 2005 and 2015). The aging population is a concern because it impacts the availability of labor over the next decade.

Age Distribution

Age	2005 Population	2015 Population	Change (2005-2015)		Projected Change (2015-2020)	
Under 5	4,265	4,257	-8	-0.2%	449	10.5%
5-19	18,577	15,070	-3,507	-18.9%	-351	-2.3%
20-34	12,823	14,728	1,905	14.9%	-409	-2.8%
35-54	29,620	22,870	-6,750	-22.8%	-1,051	-4.6%
55-64	15,033	18,065	3,032	20.2%	-1,734	-9.6%
Over 65	16,938	23,897	6,959	41.1%	3,728	15.60%
Total	97,256	98,887	1,631	1.68%	632	0.64%

[1] EMSI Analyst 2016



Race/Ethnicity

The population of the county is predominately White (87% of the 2015 population). However, over the past ten years, the White population has decreased 2% from its 2005 level. On the other end of the spectrum, the top three fastest growing races in the county are Native Hawaiian or Pacific Islander, Asian and Black.[2]

Race/Ethnicity	2015 Population	------Change, 2005-2015------	
White	84,406	(1,782)	(2.1%
Hispanic	9,217	2,274	32.8%
Asian	1,372	391	39.9%
Two or More Races	2,504	531	26.9%
American Indian or Alaskan Native	426	(308)	(42.0%)
Black	475	126	36.1%
Native Hawaiian or Pacific Islander	134	48	55.8%

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

Educational Attainment

Compared to the NoRTEC region, Nevada County has a much higher percentage of those with an Associate's Degree or higher. The percentage is also higher as compared to the rest of the state and nation. The percentage of those with at least some college education, while in line with the region, is also much higher than it is for California and the US.

Education Level	2015 Population	2015 Percent	2015 Percent NoRTEC	2015 Percent California	2015 Percent US
Less Than 9th Grade	1,709	2.3%	5.1%	11.2%	6.6%
9th Grade to 12th Grade	3,767	5.0%	8.4%	8.2%	7.7%
High School Diploma	15,441	20.6%	24.9%	21.0%	28.1%
Some College	21,847	29.2%	30.5%	21.7%	21.0%
Associate's Degree	7,999	10.7%	9.7%	7.8%	7.8%
Bachelor's Degree	15,451	20.7%	14.2%	19.3%	18.0%
Graduate Degree and Higher	8,584	11.5%	7.2%	10.9%	10.7%

Income

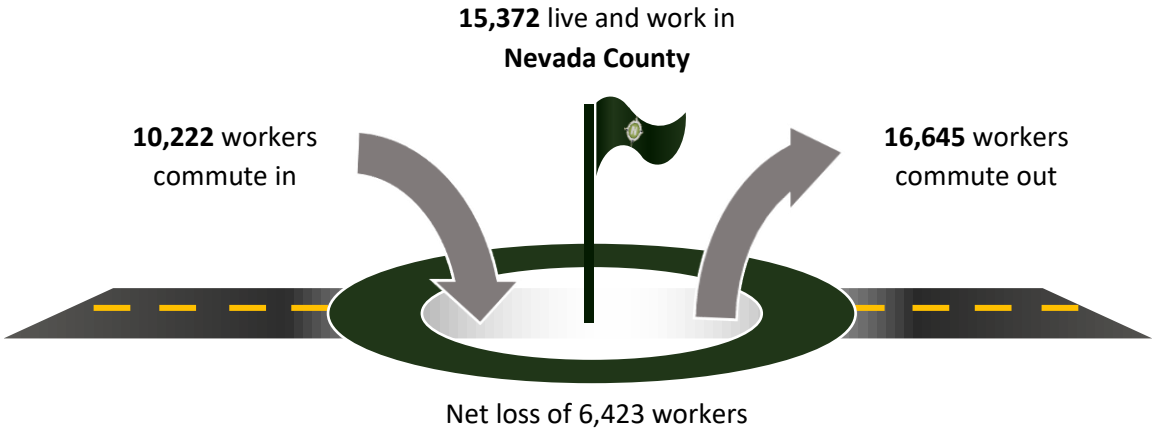
Nevada County's poverty rate of 11.4% is the lowest within the NoRTEC region, and below both the national rate (14.8%) and the state of California (16.4%).[3] The Median Household Income for the county ($56,949) is also the highest within the region, but still trails the California average ($61,489).

	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%

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

Commuting

In 2014, Nevada County had more than 10,000 workers commuting into the county and more than 16,650 commuting out. This means that Nevada County is a net exporter of workers.[4] However, larger than both of these categories are the number of people who both live and work in Nevada County (about 15,300). Placer County, CA contributes the largest number of in-commuting workers (2,476, 9.7% of the workforce), seconded by Washoe County, NV (1,305, 5.1%). The top destination counties for Nevada County out-commuting workers are Placer County, CA (4,612, 14.4% of residents), and Sacramento County, CA (2,175, 6.8%).



[4] 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 January 2016, a little over 1,300 workers participated in the Nevada County labor force, of these, 46,498 are employed. Over the last 20 years, employment in the county was at its highest in July 2007 and lowest in January 1996. As of January 2016, the unemployment rate was 5.1%, lower than the state (5.8%) and near the nation (4.9%).

Employment in Nevada County 1996-2016 [5]		
Peak	July 2007 (48,000)	January 2016 (46,498 – 5% lower)
Trough	January 1996 (36,166)	January 2016 (46,498 – 29% lower)
January 2016	Employment: 46,498 Labor Force: 48,999 Unemployment rate: 5.1%	

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

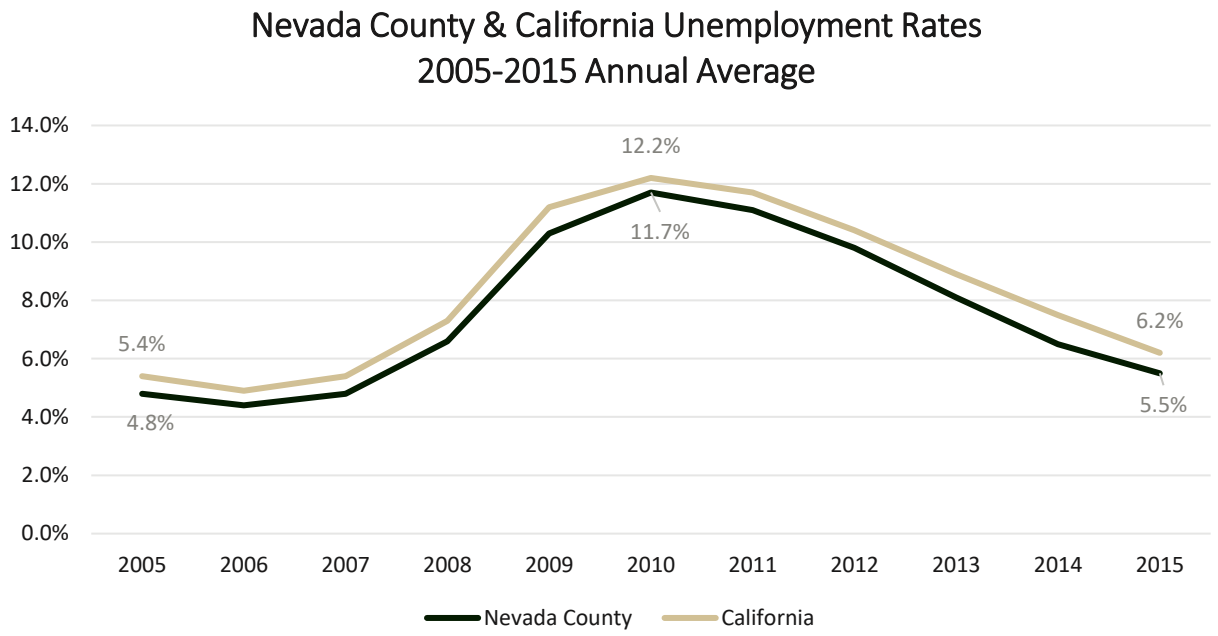
The labor force participation rate is sensitive to demographic changes because the participation rates vary across age, gender, income and race/ethnicity. For example, in 2015 the national labor force participation rate for those older than 54 was 39.9%, compared to 80.7% for those between the ages of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

Though Nevada County's population is more evenly distributed than other parts of the NoRTEC region, people in older age brackets and those who are retirement age are still the most concentrated of the county's population groups. The older worker population (55 to 64 years of age) was estimated to be 18,065 in 2015, which is equivalent to 18% of the county's population.[6] 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 23,897, almost a quarter of the county's total population.

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

[6] 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 rates 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 reported a gradual decrease in unemployment in Nevada County since 2010. During the period analyzed, at its peak the unemployment rate struck 11.7% in 2010 and hit its lowest rate in 2006 at 4.4%. At most points during the ten year period analyzed, the unemployment rate of Nevada County is very comparable to the state of California.

Industry Sector Analysis

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 Nevada 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).

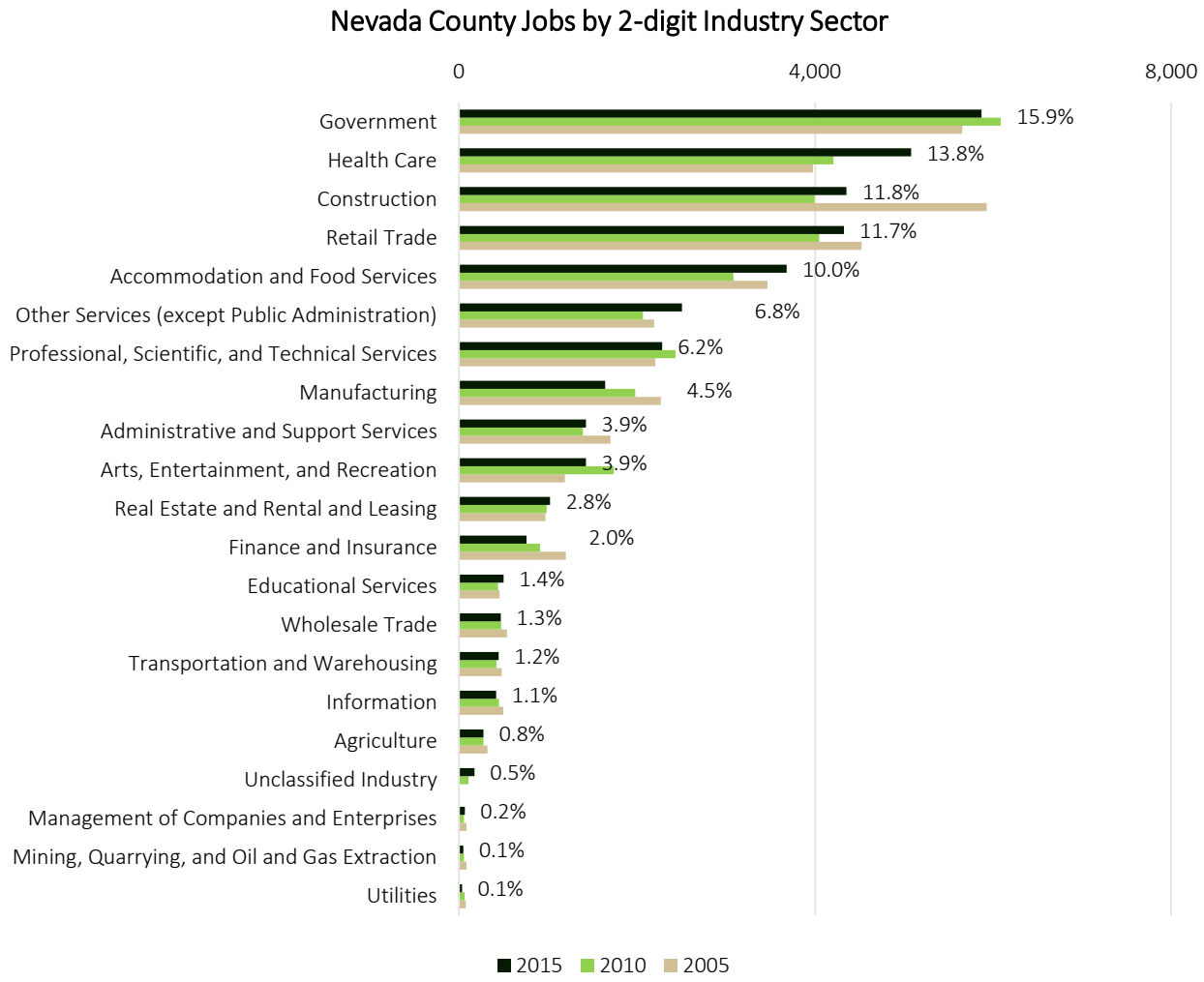
The competitive effect helps to determine the amount of job growth that occurred due to the county's competitive advantages as compared to the national growth in general and the national growth rate for each sector. In other words, a positive number indicates that the county experienced more growth than 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.[7]

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

Industry Mix

The broad industry sectors in Nevada County employing the most workers are Government (5,868, 15.9% of all county employment), Health Care (5,080, 13.8%), Construction (4,354, 11.8%), and Retail Trade (4,324, 11.7%).[8] Within these four industries, Health Care and Social Assistance grew the most in recent years.



Other Services (Except Public Administration) had the greatest degree of job loss in Nevada County over the past five years (151 jobs lost). As signified by the negative competitive effect, all of that job loss is due to reasons that are unique to Nevada County; the industry performed much better at the national level. Government and Construction also lost a significant number of jobs in the county. On the positive side, Crop and Animal Production increased by 58 jobs (15% growth from 2010) and Professional, Scientific and Technical Services grew 81%. In terms of location quotient, Crop and Animal Production, Government, and Utilities, are the only three sectors with a considerable local concentration.

[8] 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	6,086	5,868	(218)	(4%)	212	4%	1.03	(111)
Health Care	4,208	5,080	872	21%	520	10%	1.10	321
Construction	3,996	4,354	358	9%	(75)	(2%)	2.23	(40)
Retail Trade	4,046	4,324	278	7%	27	1%	1.13	(22)
Accommodation and Food Services	3,084	3,683	599	19%	336	9%	1.19	107
Other Services (except Public Administration)	2,066	2,505	439	21%	285	11%	1.42	420
Professional, Scientific, and Technical Services	2,433	2,282	(151)	(6%)	90	4%	0.97	(507)
Manufacturing	1,981	1,644	(337)	(17%)	(37)	(2%)	0.56	(461)
Administrative and Support Services	1,391	1,428	37	3%	59	4%	0.62	(207)
Arts, Entertainment, and Recreation	1,739	1,427	(312)	(18%)	161	11%	2.32	(530)
Real Estate and Rental and Leasing	987	1,025	38	4%	127	12%	1.68	(25)
Finance and Insurance	914	759	(155)	(17%)	(159)	(21%)	0.52	(194)
Educational Services	438	501	63	14%	36	7%	0.54	18
Wholesale Trade	474	469	(5)	(1%)	74	16%	0.33	(38)
Transportation and Warehousing	423	447	24	6%	47	11%	0.37	(30)
Information	448	419	(29)	(6%)	36	9%	0.61	(42)
Agriculture	275	276	1	0%	(29)	(11%)	0.61	(10)
Unclassified Industry	108	175	67	62%	(8)	(5%)	2.89	(7)
Management of Companies and Enterprises	58	67	9	16%	8	12%	0.13	(2)
Mining, Quarrying, and Oil and Gas Extraction	56	50	(6)	(11%)	(11)	(22%)	0.29	(12)
Utilities	62	37	(25)	(40%)	(19)	(51%)	0.28	(26)

Key Industries

The industry group (4-digit NAICS) level sheds light on specific drivers of economic growth. The following table shows the 20 largest industries in terms of employment in Lassen County in 2015.[9] Of the 20 largest industries, Education and Hospitals had the highest number of jobs, followed by Restaurants and Other Eating Places. Individual and Family Services had the largest net new growth between 2010 and 2015, at 670 jobs. Industries that added at least 100 new jobs over the past five years and which are forecasted to continue positive growth for the next five years include: Restaurants and Other Eating Places; Individual and Family Services; Business, Professional, Labor Political and Similar Organizations; and Foundation, Structure, and Building Exterior Contractors.

Industry	2015 Jobs	'10-'15 Change		Forecasted '15-'20 Change	
Education and Hospitals (Local Government)	3,017	(216)	(7%)	125	4%
Restaurants and Other Eating Places	2,739	506	23%	214	8%
Local Government, Excluding Education and Hospitals	2,019	(82)	(4%)	98	5%
Residential Building Construction	1,445	63	5%	(182)	(13%)
Grocery Stores	1,250	75	6%	93	7%
Other Amusement and Recreation Industries	1,120	(325)	(22%)	139	12%
Individual and Family Services	1,049	670	177%	277	26%
Services to Buildings and Dwellings	1,013	70	7%	88	9%
General Medical and Surgical Hospitals	780	(97)	(11%)	(51)	(7%)
Building Equipment Contractors	768	53	7%	21	3%
Offices of Physicians	680	2	0%	(37)	(5%)
Building Finishing Contractors	679	36	6%	(22)	(3%)
Other Specialty Trade Contractors	598	47	9%	6	1%
Traveler Accommodation	562	30	6%	80	14%
Building Material and Supplies Dealers	559	69	14%	(27)	(5%)
Nursing Care Facilities (Skilled Nursing Facilities)	529	44	9%	53	10%
Business, Professional, Labor, Political, and Similar Organizations	511	304	147%	137	27%
Foundation, Structure, and Building Exterior Contractors	481	112	30%	136	28%
Activities Related to Real Estate	466	33	8%	126	27%
Religious Organizations	447	11	3%	18	4%

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

Occupation Analysis

An examination of occupational demand is separate and distinct from industry analysis because industries require a mix of occupations to function. For example, the Manufacturing sector employs occupations that might be traditionally defined as "manufacturing occupations" – called Production occupations at the broadest level of occupation classification. The Manufacturing sector, however, also employs managers, accountants, maintenance and repair personnel, administrative support staff, lawyers, and many other occupational categories necessary for the industry's survival. As a workforce development board, NoRTEC's mission is to serve individual job seekers and businesses more specifically than serving as catalysts for industry-specific development. 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 the region from an overarching economic perspective and specifically related to some of the key industries that were highlighted previously.

Occupational Groups

Nevada County's top occupations include:

- Office and Administrative Support Occupations (4,863 jobs)
- Sales and Related Occupations (3,686 jobs)
- Construction and Extraction Occupations (3,551 jobs)
- Food Preparation and Serving Related Occupations (3,427 jobs)[10]

The median hourly earnings for all occupations range from $12.91/hr for Personal Care and Service Occupations to $40.30/hr for Healthcare Practitioners and Technical 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 Nevada County has a strong concentration of workers (above an LQ of 1.25) include:

- Construction and Extraction Occupations (2.16)
- Building and Grounds Cleaning and Maintenance Occupations (1.58)
- Life, Physical, and Social Science Occupations (1.48)
- Arts, Design, Entertainment, Sports, and Media Occupations (1.44)

These are the occupation groups for which the region is highly specialized. For example, jobs in Construction and Extraction Operations make up 2.16x more of the employment base than they do nationally.

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

Broad Industry Mix

Occupation	2015 Employment	% of Total Employment	Median Hourly Earnings	Location Quotient
Office and Administrative Support	4,863	13.2%	$17.24	0.87
Sales and Related	3,686	10.0%	$14.60	0.97
Construction and Extraction	3,551	9.6%	$21.09	2.16
Food Preparation and Serving Related	3,427	9.3%	$10.89	1.13
Management	2,311	6.3%	$32.36	1.17
Education, Training, and Library	2,219	6.0%	$24.24	1.06
Building and Grounds Cleaning and Maintenance	2,214	6.0%	$13.65	1.58
Healthcare Practitioners and Technical	2,002	5.4%	$40.30	1.01
Personal Care and Service	1,794	4.9%	$12.91	1.22
Transportation and Material Moving	1,496	4.1%	$17.08	0.63
Installation, Maintenance, and Repair	1,376	3.7%	$20.95	0.99
Business and Financial Operations	1,194	3.2%	$27.58	0.66
Production	1,119	3.0%	$18.74	0.51
Healthcare Support	1,011	2.7%	$15.83	0.99
Protective Service	973	2.6%	$37.43	1.18
Arts, Design, Entertainment, Sports, and Media	929	2.5%	$18.28	1.44
Community and Social Service	714	1.9%	$19.25	1.21
Computer and Mathematical	444	1.2%	$30.23	0.45
Life, Physical, and Social Science	441	1.2%	$23.89	1.48
Architecture and Engineering	406	1.1%	$33.13	0.67
Legal	248	0.7%	$34.27	0.81
Farming, Fishing, and Forestry	246	0.7%	$17.46	0.89
Military	157	0.4%	$16.26	0.32

Top Occupations by Employment – 4 Digit SOC Codes

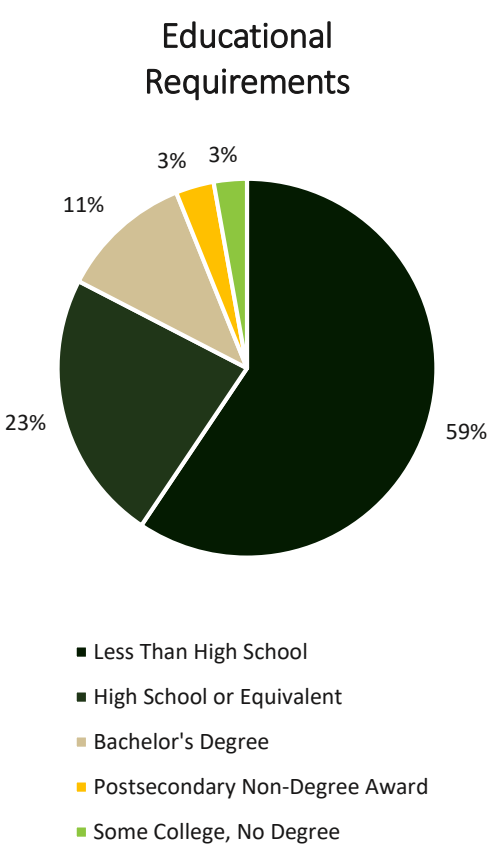
The following table displays the top 20 occupations by 4 Digit SOC occupational groups within Nevada County[11]. The occupation employing the most workers is Building Cleaning Workers, followed by Cashiers and Secretaries and Administrative Assistants. Fast Food and Counter Workers experienced the most growth, with the addition of 156 new jobs from 2010-2015. Two occupations from this list are notable in that they demonstrated strong past growth, and offer higher wages than the regional median wage of $20.50. These occupations are General and Operations Managers and Registered Nurses.

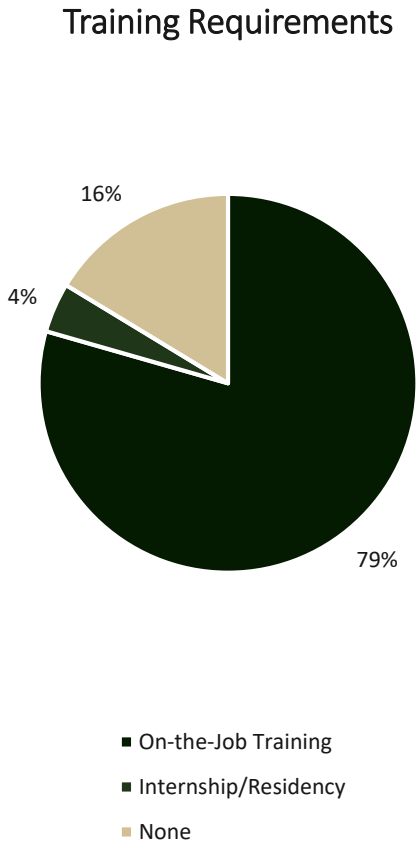
Occupation	2015 Employment	Change, 2010-2015		Projected Change, 2015-2020		Projected Annual Openings	Median Hourly Earnings
Building Cleaning Workers	1,182	20	2%	127	11%	50	$12.41
Cashiers	1,061	81	8%	15	1%	49	$10.73
Secretaries and Administrative Assistants	909	80	10%	53	6%	22	$17.67
Cooks	877	144	20%	77	9%	34	$11.91
Retail Salespersons	841	80	11%	26	3%	35	$12.07
Grounds Maintenance Workers	821	88	12%	74	9%	37	$13.62
Fast Food and Counter Workers	765	156	26%	55	7%	44	$9.81
Carpenters	762	3	0%	(79)	(10%)	10	$21.97
Office Clerks, General	670	68	11%	25	4%	19	$14.33
Construction Laborers	638	75	13%	(8)	(1%)	18	$15.69
Waiters and Waitresses	630	46	8%	62	10%	45	$10.33
General and Operations Managers	613	69	13%	38	6%	20	$37.60
Elementary and Middle School Teachers	604	(95)	(14%)	44	7%	23	$33.49
Registered Nurses	586	15	3%	7	1%	13	$38.19
First-Line Supervisors of Sales Workers	573	22	4%	(11)	(2%)	13	$16.30
Teacher Assistants	549	(21)	(4%)	26	5%	18	$14.39
Laborers and Material Movers, Hand	544	8	1%	21	4%	21	$15.39
Bookkeeping, Accounting, and Auditing Clerks	527	53	11%	28	5%	11	$17.30
Miscellaneous Healthcare Support Occupations	526	18	4%	6	1%	12	$16.80
Recreation and Fitness Workers	515	7	1%	46	9%	16	$16.44

[11] 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[12], a little over half of the jobs (59%) typically require less than a high school diploma.[13] Approximately 11% of these high demand jobs require at least a Bachelor's degree. In terms of training and experience requirements, over half of these jobs (79%) require some type of training, which is typically on-the-job training.





[12] 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.

[13] A total of 20 occupations with the highest projected job growth from 2015 are included in this analysis. These occupations are with 5 digit SOC code. EMSI Analyst 2015

Description	2020 Jobs	2015 - 2020 Change	Annual Openings	Avg. Hourly Earnings	Typical Entry Level Education	Typical On-The-Job Training
Personal Care Aides	385	97	22	$10.77	Less than high school	Short-term on-the-job training
Landscaping and Groundskeeping Workers	845	69	35	$13.94	Less than high school	Short-term on-the-job training
Maids and Housekeeping Cleaners	608	69	26	$11.12	Less than high school	Short-term on-the-job training
Waiters and Waitresses	692	62	45	$11.60	Less than high school	Short-term on-the-job training
Maintenance and Repair Workers, General	534	61	22	$18.38	High school diploma or equivalent	Long-term on-the-job training
Cooks, Restaurant	513	58	21	$12.75	Less than high school	Moderate-term on-the-job training
Janitors and Cleaners, Except Maids and Housekeeping Cleaners	685	56	24	$14.34	Less than high school	Short-term on-the-job training
Combined Food Preparation and Serving Workers, Including Fast Food	693	51	36	$10.29	Less than high school	Short-term on-the-job training
Secretaries and Administrative Assistants, Except Legal, Medical, and Executive	607	42	16	$17.20	High school diploma or equivalent	Short-term on-the-job training
Elementary School Teachers, Except Special Education	600	39	21	$33.28	Bachelor's degree	Internship/residency
General and Operations Managers	651	38	20	$42.22	Bachelor's degree	None
Home Health Aides	107	32	8	$12.20	Less than high school	Short-term on-the-job training
Nursing Assistants	354	30	13	$15.22	Postsecondary non-degree award	None
First-Line Supervisors of Food Preparation and Serving Workers	338	29	15	$14.02	High school diploma or equivalent	None
Bookkeeping, Accounting, and Auditing Clerks	555	28	11	$18.07	High school diploma or equivalent	Moderate-term on-the-job training
Automotive Service Technicians and Mechanics	238	27	12	$17.35	High school diploma or equivalent	Long-term on-the-job training
Recreation Workers	331	27	9	$16.02	Bachelor's degree	None
Counter and Rental Clerks	234	26	11	$12.80	Less than high school	Short-term on-the-job training
Teacher Assistants	575	26	18	$14.82	Some college, no degree	None
Retail Salespersons	867	26	35	$13.73	Less than high school	Short-term on-the-job training
Social and Human Service Assistants	136	26	8	$17.83	High school diploma or equivalent	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 region's key industries.[14] Note that many of the high demand occupations cross over multiple industries.

Connection between Top Occupations and Key Industries

Top Occupations	Key Industries
Personal Care Aides	• Health Care
Landscaping and Groundskeeping Workers	• Administrative and Support Services • Arts, Entertainment, and Recreation • Government • Other Services (except Public Administration)
Maids and Housekeeping Cleaners	• Tourism • Other Services (except Public Administration) • Health Care • Administrative and Support Services
Waiters and Waitresses	• Tourism • Arts, Entertainment, and Recreation
Maintenance and Repair Workers, General	• Real Estate and Rental and Leasing • Government • Other Services (except Public Administration) • Tourism
Cooks, Restaurant	• Tourism
Janitors and Cleaners, Except Maids and Housekeeping Cleaners	• Administrative and Support Services • Government • Health Care • Other Services (except Public Administration)
Combined Food Preparation and Serving Workers, Including Fast Food	• Tourism • Retail Trade
Secretaries and Administrative Assistants, Except Legal, Medical, and Executive	• Government • Other Services (except Public Administration) • Health Care • Construction
Elementary School Teachers, Except Special Education	• Government • Educational Services

[14] 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 Nevada County economy. These industry sectors include: Health Care; Manufacturing; Tourism; and Information Technology. 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 Employment – (Top 4-Digit NAICS)

The largest employing sectors in Nevada County include Individual and Family Services (1,049 jobs), General Medical and Surgical Hospitals (780), and Offices of Physicians (680).The sectors with the largest LQ include Individual and Family Services at 1.98 and Residential Intellectual and Developmental Disability, Mental Health, and Substance Abuse Facilities at 1.94. Individual and Family Services is expected to grow between 2015 and 2020. Several other industries are projected to decline over the next five years, including General Medical and Surgical Hospitals, and Offices of Physicians. The industry paying the highest average wage is General Medical and Surgical Hospitals ($78,701), while the industry with the lowest average wage is Child Day Care Services ($17,784).

Industry	2015 Jobs	'10-'15 Change	CE '10-'15	'15-'20 Change	CE '15-'20	'15 LQ	Average Earnings
Individual and Family Services	1,049	670	434	277	45	1.98	$18,622
General Medical and Surgical Hospitals	780	(97)	(147)	(51)	(103)	0.72	$78,701
Offices of Physicians	680	2	(64)	(37)	(108)	1.10	$78,250
Nursing Care Facilities (Skilled Nursing Facilities)	529	44	41	53	12	1.34	$37,210
Offices of Other Health Practitioners	422	63	(11)	48	(21)	1.90	$34,446
Offices of Dentists	331	7	(24)	23	(9)	1.46	$46,586
Residential Intellectual and Developmental Disability, Mental Health, and Substance Abuse Facilities	285	47	25	82	49	1.94	$33,859
Continuing Care Retirement Communities and Assisted Living Facilities for the Elderly	279	76	40	54	7	1.35	$22,262
Outpatient Care Centers	214	85	54	52	10	1.17	$44,524
Child Day Care Services	177	(1)	1	(9)	(18)	0.60	$17,784
Home Health Care Services	132	2	(25)	(3)	(34)	0.40	$40,211
Vocational Rehabilitation Services	86	(33)	(31)	30	27	1.04	$28,967
Community Food and Housing, and Emergency and Other Relief Services	43	32	32	5	1	1.12	$30,790
Other Ambulatory Health Care Services	41	(5)	(11)	(12)	(18)	0.53	$38,221

Industry	2015 Jobs	'10-'15 Change	CE '10-'15	'15-'20 Change	CE '15-'20	'15 LQ	Average Earnings
Other Residential Care Facilities	17	(25)	(26)	6	5	0.43	$24,818
Medical and Diagnostic Laboratories	16	6	5	1	(1)	0.25	$40,749

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

The four largest employing occupations within this industry sector include: Registered Nurses (419 jobs); Nursing, Psychiatric and Home Health Aides (365); Miscellaneous Healthcare Support Occupations (338); and Personal Care Aides (242). All four occupations experienced growth or remained unchanged over the past five years. The occupation that pays the highest median wage is Physicians and Surgeons at $86.65 and the occupation that pays the lowest median wage in this industry sector is Childcare Workers at $10.24/hr.

Occupation	2015 Employment	Change, 2010-2015		Projected Change, 2015-2020		Median Hourly Earnings
Registered Nurses	419	17	4%	4	1%	$38.19
Nursing, Psychiatric, and Home Health Aides	365	47	15%	63	17%	$13.97
Miscellaneous Healthcare Support Occupations	338	14	4%	0	0%	$16.80
Personal Care Aides	242	140	137%	100	41%	$10.74
Secretaries and Administrative Assistants	241	34	16%	15	6%	$17.67
Counselors	238	73	44%	52	22%	$18.13
Licensed Practical and Licensed Vocational Nurses	190	35	23%	17	9%	$26.00
Building Cleaning Workers	154	27	21%	14	9%	$12.41
Therapists	153	19	14%	16	10%	$39.69
Physicians and Surgeons	145	(15)	(9%)	(11)	(8%)	$86.65
Dental Hygienists	134	5	4%	10	7%	$41.46
Childcare Workers	132	4	3%	3	2%	$10.24
Recreation and Fitness Workers	125	52	71%	16	13%	$16.44
Receptionists and Information Clerks	124	15	14%	4	3%	$13.20
Miscellaneous Community and Social Service Specialists	118	49	71%	28	24%	$20.37
Office Clerks, General	111	21	23%	5	5%	$14.33
Social Workers	105	31	42%	24	23%	$22.44
Psychologists	80	10	14%	10	13%	$28.71
Preschool and Kindergarten Teachers	69	11	19%	2	3%	$21.19
Cooks	67	19	40%	8	12%	$11.91

Manufacturing by Employment in Nevada County – (Top 4-Digit NAICS)

Nevada County hosts four manufacturing industries with over 100 employees, including Communication Equipment Manufacturing; Navigational, Measuring, Electromedical, and Control Instruments Manufacturing; Other Miscellaneous Manufacturing; and Beverage Manufacturing. Mirroring a trend similar to the United States at large, nine of the top twenty industries declined in employment over the past five years. Manufacturing industries that added a significant number of jobs over the past five years include Beverage Manufacturing; Other Fabricated Metal Product Manufacturing; and Other Food Manufacturing.

Industry	2015 Jobs	'10-'15 Change	CE '10-'15	'15-'20 Change	CE '15-'20	'15 LQ	Average Earnings
Communications Equipment Manufacturing	207	(286)	(169)	(106)	(51%)	9.88	$86,233
Navigational, Measuring, Electromedical, and Control Instruments Manufacturing	159	(50)	(43)	(3)	(2%)	1.70	$57,840
Other Miscellaneous Manufacturing	155	15	5	2	1%	2.08	$38,326
Beverage Manufacturing	104	65	55	11	11%	2.09	$23,050
Bakeries and Tortilla Manufacturing	86	0	(6)	20	23%	1.17	$27,931
Machine Shops; Turned Product; and Screw, Nut, and Bolt Manufacturing	81	8	(5)	(7)	(9%)	0.91	$45,736
Semiconductor and Other Electronic Component Manufacturing	67	6	7	11	16%	0.77	$83,443
Household and Institutional Furniture and Kitchen Cabinet Manufacturing	67	(92)	(105)	(8)	(12%)	1.09	$29,242
Motor Vehicle Parts Manufacturing	55	Insf. Data	53	29	53%	0.41	$54,023
Other Transportation Equipment Manufacturing	52	(17)	(16)	5	10%	6.81	$53,098
Cement and Concrete Product Manufacturing	48	(3)	(6)	3	6%	1.12	$72,062
Other General Purpose Machinery Manufacturing	46	Insf. Data	38	17	37%	0.75	$33,319
Other Wood Product Manufacturing	45	(16)	(20)	(6)	(13%)	0.85	$39,941
Other Fabricated Metal Product Manufacturing	45	29	27	12	27%	0.69	$48,552
Printing and Related Support Activities	38	(3)	0	(25)	(66%)	0.35	$34,575
Forging and Stamping	35	(35)	(43)	10	29%	1.53	$53,536
Electrical Equipment Manufacturing	29	(67)	(72)	12	41%	0.87	$63,541
Other Food Manufacturing	27	27	27	9	33%	0.60	$45,127
Sawmills and Wood Preservation	25	13	12	4	16%	1.12	$66,085
Motor Vehicle Body and Trailer Manufacturing	25	Insf. Data	23	(10)	(40%)	0.70	$55,058

Staffing Patterns for Manufacturing (Top 4-digit SOC)

The highest employment production related occupations in Nevada County include Laborers and Material Movers, Hand (90 workers); Machinists (67); and Miscellaneous Managers (59). These top three occupations each added new jobs in the past five years.

Occupation	2015 Employment	Change, 2010-2015		Projected Change, 2015-2020		Median Hourly Earnings
Laborers and Material Movers, Hand	90	7	8%	1	1%	$15.39
Machinists	67	5	8%	2	3%	$16.79
Miscellaneous Managers	59	9	18%	(1)	(2%)	$19.83
Shipping, Receiving, and Traffic Clerks	58	(5)	(8%)	(4)	(7%)	$20.60
Miscellaneous Assemblers and Fabricators	56	(30)	(35%)	3	5%	$15.25
Electrical, Electronics, and Electromechanical Assemblers	54	(52)	(49%)	(6)	(11%)	$14.61
First-Line Supervisors of Production and Operating Workers	53	(10)	(16%)	0	0%	$24.98
Sales Representatives, Wholesale and Manufacturing	48	(10)	(17%)	(2)	(4%)	$26.39
Welding, Soldering, and Brazing Workers	46	4	10%	(2)	(4%)	$19.61
Miscellaneous Production Workers	46	(2)	(4%)	0	0%	$16.77
General and Operations Managers	46	(10)	(18%)	(4)	(9%)	$37.60
Driver/Sales Workers and Truck Drivers	39	6	18%	3	8%	$17.40
Electrical and Electronics Engineers	36	(32)	(47%)	(7)	(19%)	$38.16
Cabinetmakers and Bench Carpenters	33	(6)	(15%)	(2)	(6%)	$19.39
Inspectors, Testers, Sorters, Samplers, and Weighers	33	(11)	(25%)	(1)	(3%)	$21.64
Machine Tool Cutting Setters, Operators, and Tenders, Metal and Plastic	30	(7)	(19%)	2	7%	$18.35
Software Developers and Programmers	27	(27)	(50%)	(4)	(15%)	$30.61
Woodworking Machine Setters, Operators, and Tenders	26	(2)	(7%)	2	8%	$18.84
Bakers	25	2	9%	5	20%	$12.58
Engineering Technicians, Except Drafters	23	(20)	(47%)	(3)	(13%)	$28.61

Tourism[15] by Employment – (4-Digit NAICS)

The vast majority of employment within this industry sector is found within three subsectors: Restaurants and Other Eating Places (2,739); Other Amusement and Recreation Industries (1,120); and Traveler Accommodation (562). Over the past five years, Restaurants and Other Eating Places added over 500 jobs, and is projected to add another 214 through 2020. The sector with the highest average earnings is Gambling Industries ($60,418), while the sector with the lowest is Amusement Parks and Arcades ($10,574).

Industry	2015 Jobs	'10-'15 Change	CE '10-'15	'15-'20 Change	CE '15-'20	'15 LQ	Average Earnings
Restaurants and Other Eating Places	2,739	506	110	214	8%	1.15	$17,775
Other Amusement and Recreation Industries	1,120	(325)	(505)	139	12%	3.64	$21,624
Traveler Accommodation	562	30	(13)	80	14%	1.30	$29,773
Independent Artists, Writers, and Performers	178	(13)	(24)	1	1%	2.56	$13,280
Special Food Services	174	39	14	31	18%	0.96	$13,395
RV (Recreational Vehicle) Parks and Recreational Camps	133	44	32	(5)	(4%)	9.00	$24,248
Drinking Places (Alcoholic Beverages)	72	(17)	(24)	14	19%	0.79	$14,996
Travel Arrangement and Reservation Services	40	16	15	0	0%	0.77	$27,175
Other Support Services	32	2	(1)	6	19%	0.44	$39,007
Promoters of Performing Arts, Sports, and Similar Events	24	5	(1)	4	17%	0.72	$40,420
Performing Arts Companies	24	13	12	8	33%	0.70	$14,646
Spectator Sports	24	(6)	(9)	(1)	(4%)	0.53	$17,186
Amusement Parks and Arcades	20	Insf. Data	14	9	45%	0.42	$10,574
Museums, Historical Sites, and Similar Institutions	18	1	(2)	2	11%	0.50	$30,594
Gambling Industries	15	(1)	(2)	2	13%	0.46	$60,418

Staffing Patterns for Tourism (Top 4-digit SOC)

The majority of employment within this industry sector is found within three occupations: Cooks (743); Waiters and Waitresses (611); and Fast Food and Counter Workers (600). Cooks and Fast Food and Counter Workers added the most jobs over the past five years. However, all subsectors are projected to grow through 2020.

Within this industry sector, Recreation and Fitness Workers is the occupation paying the highest median wage at $16.44/hr. The occupation with the lowest median earnings is Bartenders at $9.73/hr.

[15] 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).

Occupation	2015 Employment	Change, 2010-2015		Projected Change, 2015-2020		Median Hourly Earnings
Cooks	743	129	21%	67	9%	$11.91
Waiters and Waitresses	611	42	7%	60	10%	$10.33
Fast Food and Counter Workers	600	155	35%	47	8%	$9.81
Supervisors of Food Preparation and Serving Workers	310	54	21%	32	10%	$13.31
Recreation and Fitness Workers	246	(60)	(20%)	23	9%	$16.44
Building Cleaning Workers	235	6	3%	30	13%	$12.41
Dishwashers	173	16	10%	19	11%	$10.07
Grounds Maintenance Workers	170	(22)	(11%)	23	14%	$13.62
Bartenders	166	0	0%	15	9%	$9.73
Food Service Managers	137	16	13%	12	9%	$15.68
Cashiers	131	11	9%	7	5%	$10.73
Food Preparation Workers	123	16	15%	10	8%	$10.06
Miscellaneous Entertainment Attendants and Related Workers	115	(30)	(21%)	15	13%	$11.84
Hosts and Hostesses, Restaurant, Lounge, and Coffee Shop	106	10	10%	9	8%	$10.75
Hotel, Motel, and Resort Desk Clerks	96	9	10%	15	16%	$12.14

Information Technology (IT) by Employment – (4-Digit NAICS)

The largest subsector by employment within this sector is Computer Systems Design and Related Services with 391 jobs. It is also projected to add the most jobs through 2020.

Industry	2015 Jobs	'10-'15 Change	CE '10-'15	'15-'20 Change	CE '15-'20	'15 LQ	Average Earnings
Computer Systems Design and Related Services	391	55	(40)	75	10	0.81	$81,786
Data Processing, Hosting, and Related Services	<10	Insf. Data	(18)	Insf. Data	0	0.06	Insf. Data
Software Publishers	<10	Insf. Data	1	Insf. Data	(3)	0.12	Insf. Data

Staffing Patterns for Information Technology (IT) (Top 4-digit SOC)

Within this sector, the primary occupation employing the greatest number within the sector is Software Developers and Programmers (104). It has also demonstrated and is projected to experience growth. Wages for the occupations within this sector tend to be relatively higher, with many paying greater than $25.00/hr.

Occupation	2015 Employment	Change, 2010-2015		Projected Change, 2015-2020		Median Hourly Earnings
Software Developers and Programmers	104	15	14%	22	18%	$30.61
Computer Support Specialists	25	4	16%	8	28%	$23.14
Computer and Information Analysts	27	(1)	(4%)	6	23%	$32.73
Computer and Information Systems Managers	16	3	19%	3	16%	$51.39
Database and Systems Administrators and Network Architects	19	(1)	(5%)	3	17%	$36.24
General and Operations Managers	13	4	31%	2	12%	$37.60
Miscellaneous Sales Representatives, Services	12	1	8%	3	23%	$15.92

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[16], *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.

[16] 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	Office 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 Care Services

Manufacturing

NAICS	Description
3111	Animal Food Manufacturing
3112	Grain and Oilseed Milling
3114	Fruit and Vegetable Preserving and Specialty Food Manufacturing
3115	Dairy Product Manufacturing
3116	Animal Slaughtering and Processing
3118	Bakeries and Tortilla Manufacturing
3119	Other Food Manufacturing
3121	Beverage Manufacturing
3149	Other Textile Product Mills
3152	Cut and Sew Apparel Manufacturing
3169	Other Leather and Allied Product Manufacturing
3211	Sawmills and Wood Preservation
3212	Veneer, Plywood, and Engineered Wood Product Manufacturing
3219	Other Wood Product Manufacturing
3222	Converted Paper Product Manufacturing

NAICS	Description
3231	Printing and Related Support Activities
3254	Pharmaceutical and Medicine Manufacturing
3255	Paint, Coating, and Adhesive Manufacturing
3256	Soap, Cleaning Compound, and Toilet Preparation Manufacturing
3259	Other Chemical Product and Preparation Manufacturing
3261	Plastics Product Manufacturing
3271	Clay Product and Refractory Manufacturing
3272	Glass and Glass Product Manufacturing
3273	Cement and Concrete Product Manufacturing
3279	Other Nonmetallic Mineral Product Manufacturing
3313	Alumina and Aluminum Production and Processing
3321	Forging and Stamping
3322	Cutlery and Handtool Manufacturing
3323	Architectural and Structural Metals Manufacturing
3324	Boiler, Tank, and Shipping Container Manufacturing
3325	Hardware Manufacturing
3327	Machine Shops; Turned Product; and Screw, Nut, and Bolt Manufacturing
3328	Coating, Engraving, Heat Treating, and Allied Activities
3329	Other Fabricated Metal Product Manufacturing
3331	Agriculture, Construction, and Mining Machinery Manufacturing
3332	Industrial Machinery Manufacturing
3333	Commercial and Service Industry Machinery Manufacturing
3334	Ventilation, Heating, Air-Conditioning, and Commercial Refrigeration Equipment Manufacturing
3335	Metalworking Machinery Manufacturing
3339	Other General Purpose Machinery Manufacturing
3341	Computer and Peripheral Equipment Manufacturing
3342	Communications Equipment Manufacturing
3344	Semiconductor and Other Electronic Component Manufacturing
3345	Navigational, Measuring, Electromedical, and Control Instruments Manufacturing
3346	Manufacturing and Reproducing Magnetic and Optical Media
3351	Electric Lighting Equipment Manufacturing
3352	Household Appliance Manufacturing
3353	Electrical Equipment Manufacturing
3362	Motor Vehicle Body and Trailer Manufacturing
3363	Motor Vehicle Parts Manufacturing
3364	Aerospace Product and Parts Manufacturing
3366	Ship and Boat Building
3369	Other Transportation Equipment Manufacturing
3371	Household and Institutional Furniture and Kitchen Cabinet Manufacturing
3372	Office Furniture (including Fixtures) Manufacturing
3391	Medical Equipment and Supplies Manufacturing
3399	Other Miscellaneous Manufacturing

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

Information Technology (IT)

NAICS	Description
5112	Software Publishers
5182	Data Processing, Hosting, and Related Services
5415	Computer Systems Design and Related Services

Nevada County Input Session Takeaways

- Geographically, Nevada County is very wide and has a lot of variation in the land and types of communities from one end to the other. There are also two chartered cities in the county with differing needs. These characteristics can make it difficult to unite as a county.
- There are many organizations in Nevada County that are service businesses, but their work needs to be brought together and elevated so that more businesses are aware of what is available. Participants identified that it would be helpful to have a central hub for information about business needs and the services that are available.
- Housing and public transportation are large barriers for workforce in Nevada County. Available housing is very expensive and not accessible for lower wage or seasonal workers. Public transportation is very limited and the limited schedule eliminates it as an option for many people.
- Many people do not have a good understanding of what businesses and industries exist in the county. Increasing awareness of local businesses can help with advertise job opportunities, promote talent attraction, and get people more involved in their communities.
- Connectivity is difficult or not available for much of the county. This affects both business growth and attraction, as well as quality of life of residents. It also prevents the county from being a place that individuals can live and work remotely for companies in other areas.
- Nevada County has a technology heritage that can be an opportunity to expand on. The technology industry is beginning to grow more in the county and can be accelerated by increased workforce training in tech subjects, both in the high schools and other post-secondary training options.
- The issue of marijuana legalization and cultivation is at the forefront of much public discussion. Some participants felt that the issue is discussed so much that other things are overshadowed or have fallen through the cracks. Some participants also identified that the marijuana cultivation industry could provide a great opportunity to grow the local economy when considering all of the ancillary services, such as technology, medical science and research, and legal and regulatory functions.

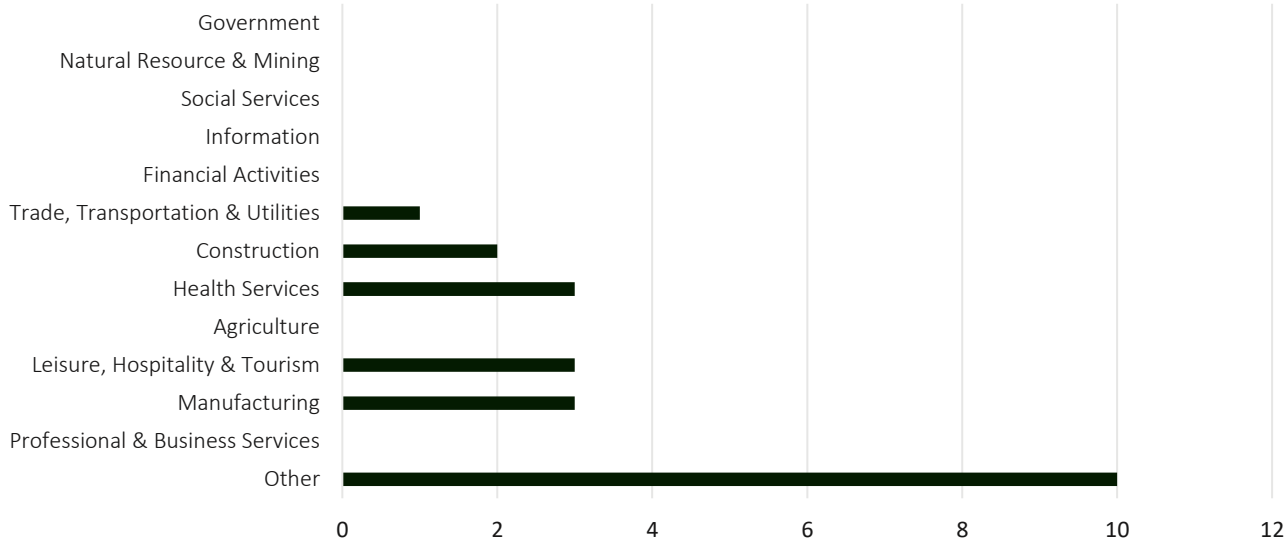
Nevada County Survey Summary

TPMA developed a survey designed to engage county employers and to better understand current workforce trends and needs in the Nevada 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.

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

Which industry best describes your company?



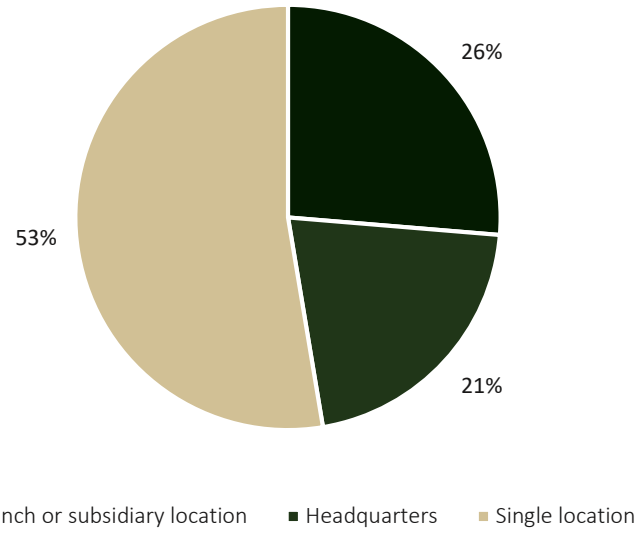
How many employees do you have?

Number of employees	Average
Total	41
Full-time	32
Part-time	16
Seasonal	8
Temp	1

How many total employees do you have by county?

County	Average
Butte	13
Del Norte	0
Lassen	20
Modoc	0
Nevada	24
Plumas	0
Shasta	40
Sierra	0
Siskiyou	0
Tehama	15
Trinity	0

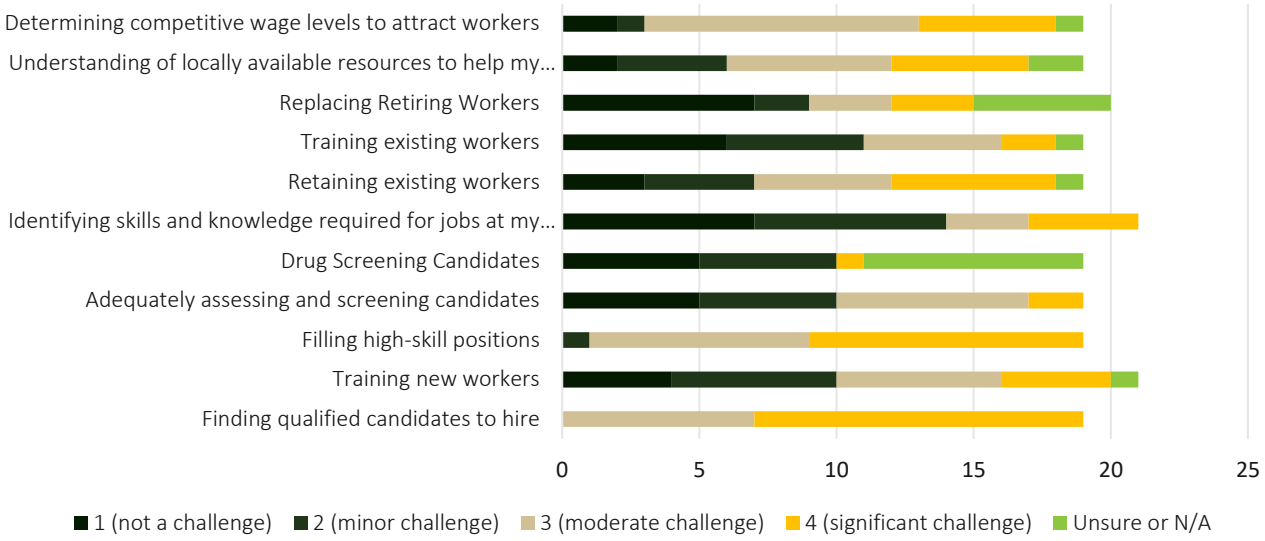
Which best describes this location?



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	0	0	7	12	0
Training new workers	4	6	6	4	1
Filling high-skill positions	0	1	8	10	0
Adequately assessing and screening candidates	5	5	7	2	0
Drug Screening Candidates	5	5	0	1	8
Identifying skills and knowledge required for jobs at my company	7	7	3	4	0
Retaining existing workers	3	4	5	6	1
Training existing workers	6	5	5	2	1
Replacing retiring workers	7	2	3	3	5
Understanding of locally available resources to help my company	2	4	6	5	2
Determining competitive wage levels to attract workers	2	1	10	5	1

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	19
Filling high-skill positions	18
Determining competitive wage levels to attract workers	15
Retaining existing workers	11
Understanding of locally available resources to help my company	11

What is your most significant workforce-related challenge or your greatest workforce need? (two or more responses)

Challenge	Top Responses
Finding qualified workers	7
Retention of employees	3
Finding workers with soft skills (attendance, work ethic, people skills)	3
Trying to pay a competitive wage	2
Low applicant pool	2
Finding candidates who will relocate to rural areas	2
Filling PT or seasonal positions	2
Finding workers who can pass background checks	1
Finding coverage during employee paid vacation or sick leave	1

What is the average vacancy length for open positions?

The average length based on all responses is 12.38 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	4.2	4
1 - 2 years	4.4	4
3 - 4 years	5.8	5-6
5 - 7 years	5.7	5-6

Number of replacement positions	Average	Range
0-12 months	3.6	3-4
1 - 2 years	4.6	4-5
3 - 4 years	5.1	5
5 - 7 years	4.6	4-5

Number of retiring positions	Average	Range
0-12 months	1.3	1
1 - 2 years	2.1	2
3 - 4 years	2.6	2-3
5 - 7 years	3.1	3

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

Top Occupation #1

Title: Entry level positions

Job Description: General shop helpers; sales clerks; grocery baggers, etc.

Average number of jobs at location: 23-24

Desired/required certificates/credentials: None; HS diploma and previous work experience preferred

Average entry level: $11.13/hr

Average mid-level: $13.08/hr

Average advanced-level: $16.02/hr

Top Occupation #2

Title: Manager positions

Job Description: Manage day-to-day operations at store/organization

Average number of jobs at location: 5

Desired/required certificates/credentials: HS diploma, some college preferred; previous management experience

Average entry level: $18.38/hr

Average mid-level: $20.34/hr

Average advanced-level: $25.47/hr

Top Occupation #3

Title: Technicians

Job Description: HVAC Journeymen, appliance repairman, plumber, carpenter

Average number of jobs at location: 63

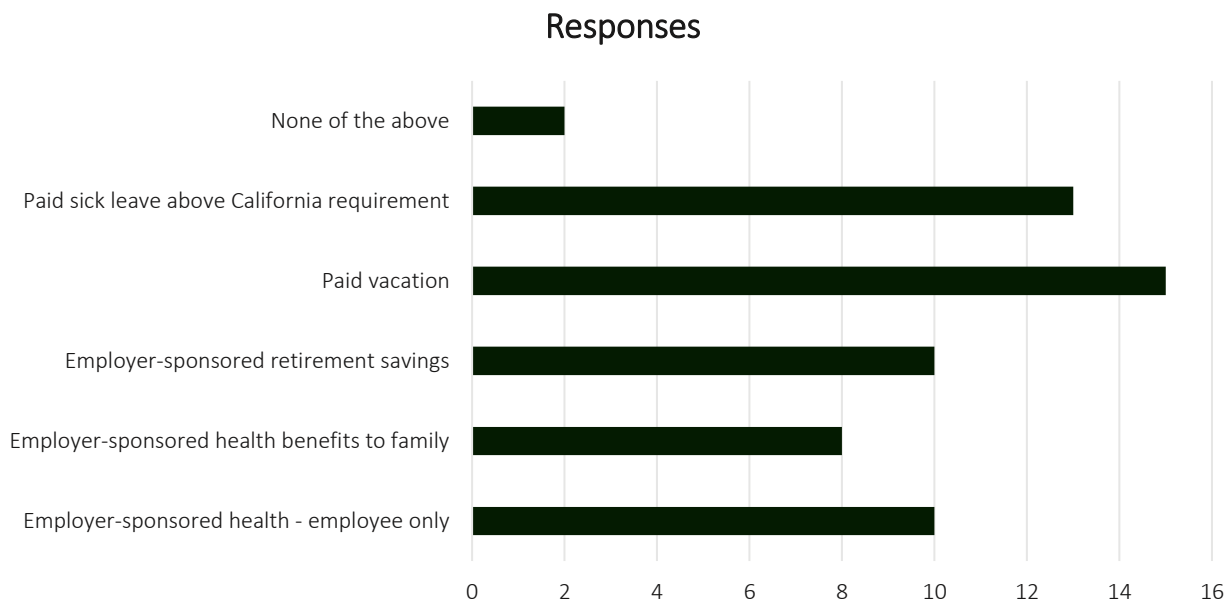
Desired/required certificates/credentials: None; previous experience preferred

Average entry level: $13.58/hr

Average mid-level: $15.83/hr

Average advanced-level: $17.50/hr

Do you provide any of the following health benefits?



Most difficult to fill positions and why

Position	Responses	Reason
Entry-level positions	4	Low wages.
Technicians	3	Low wages; passing drug test; finding qualified candidates.
High-skilled/specialized positions	2	Finding qualified candidates; offering a competitive wage.
Receptionists	2	High stress
Caregivers	1	None given.
Cooks	1	Work ethic
Managers (work ethic)	1	Work ethic

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

Title: Technicians
Job Description: HVAC Journeymen, appliance repairman, plumber, carpenter
Number of current openings: 343
Desired or required certificates or credentials (if any): Previous work experience; technical certifications preferred
Hourly/annual wage ($) $18.25/hr

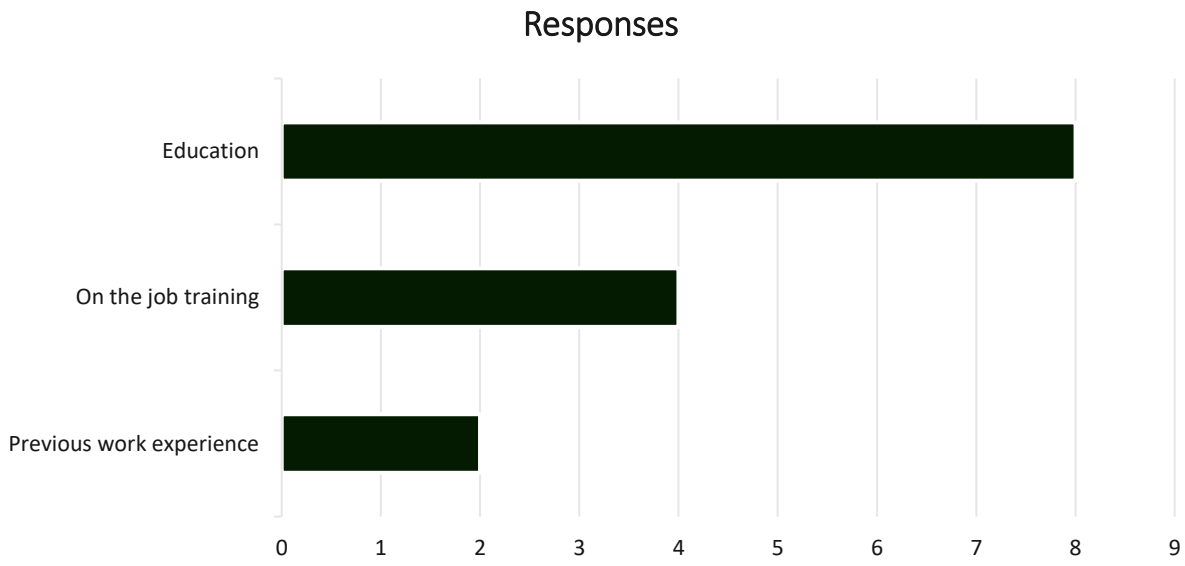
Title: Entry-level positions
Brief job description: General labor (stocking, checking, washing dishes, cash register, etc)
Number of current openings: 4
Desired or required certificates or credentials (if any): None; HS diploma preferred
Hourly/annual wage ($) $14.50/hr

Title: Administrative Positions
Brief job description: Managing front desk; answering phones; paperwork; basic math
Number of current openings: 2
Desired or required certificates or credentials (if any): None; HS diploma preferred
Hourly/annual wage ($) $14.50/hr

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

Factors	Responses
Finding qualified candidates	8
Offering a competitive wage	7
Small candidate pool	2
Competition for candidates	2
Lack of housing in area	2
Long commute	1
Failing drug tests	1
Undesirable work	1
Poor work ethic	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
Computer skills	2
Previous work experience	2
Sales experience	1
Work ethic	1
Medical knowledge	1
Phone etiquette	1

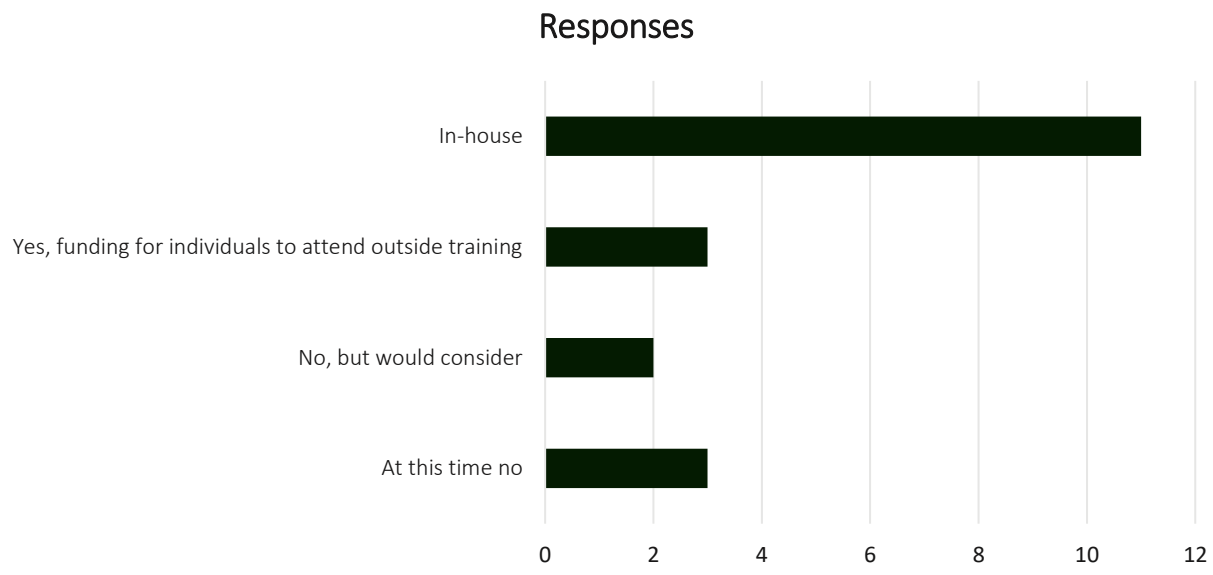
What other {if any} skills and/or experience levels are most difficult to find?

Top Responses	Responses
Dependability	2
Strong work ethic	2
Electrician	1
Mechanic	1
Managers	1
Computer skills	1

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

Top Responses	Responses
Culinary degree	1
Hospitality degree	1
Real Estate license	1
NABCEP	1
C-46	1
C-10	1
SunPower	1
Serve Safe Certification	1
Certified Medical Assistant	1
NFI Certification	1
Any BA/BS degree	1

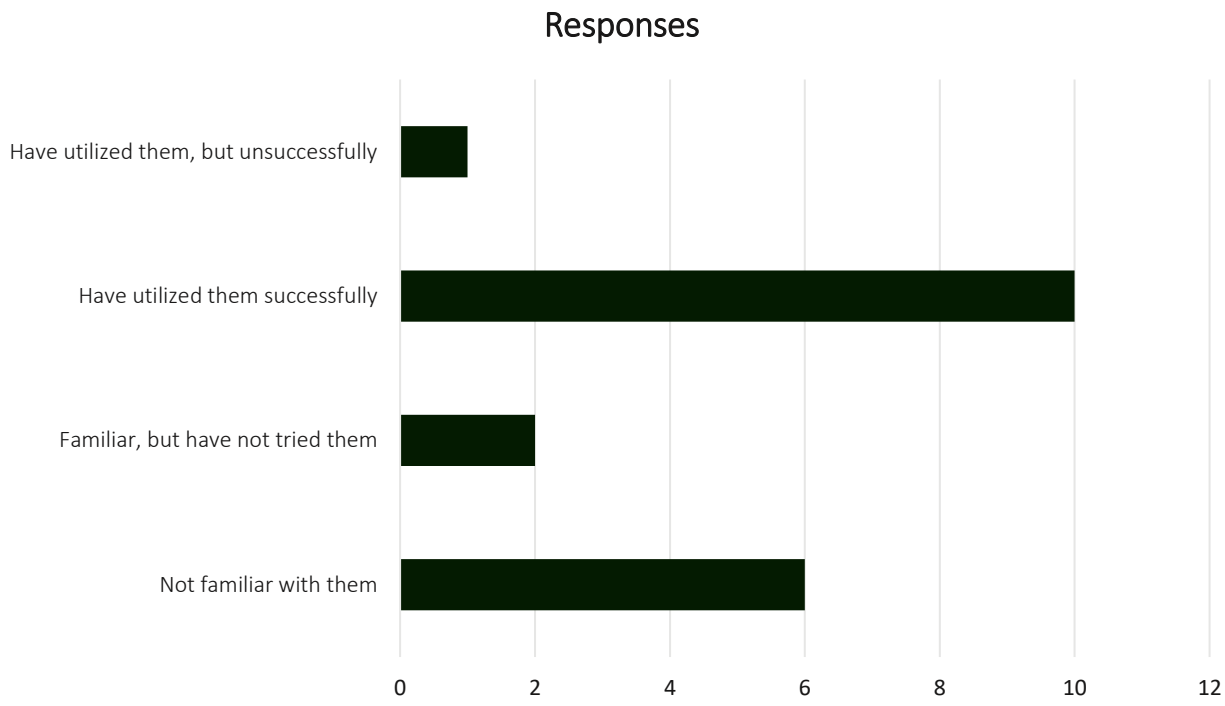
Do you offer training or other professional development, above and beyond initial on-the-job training?



How do you rate the following?

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

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



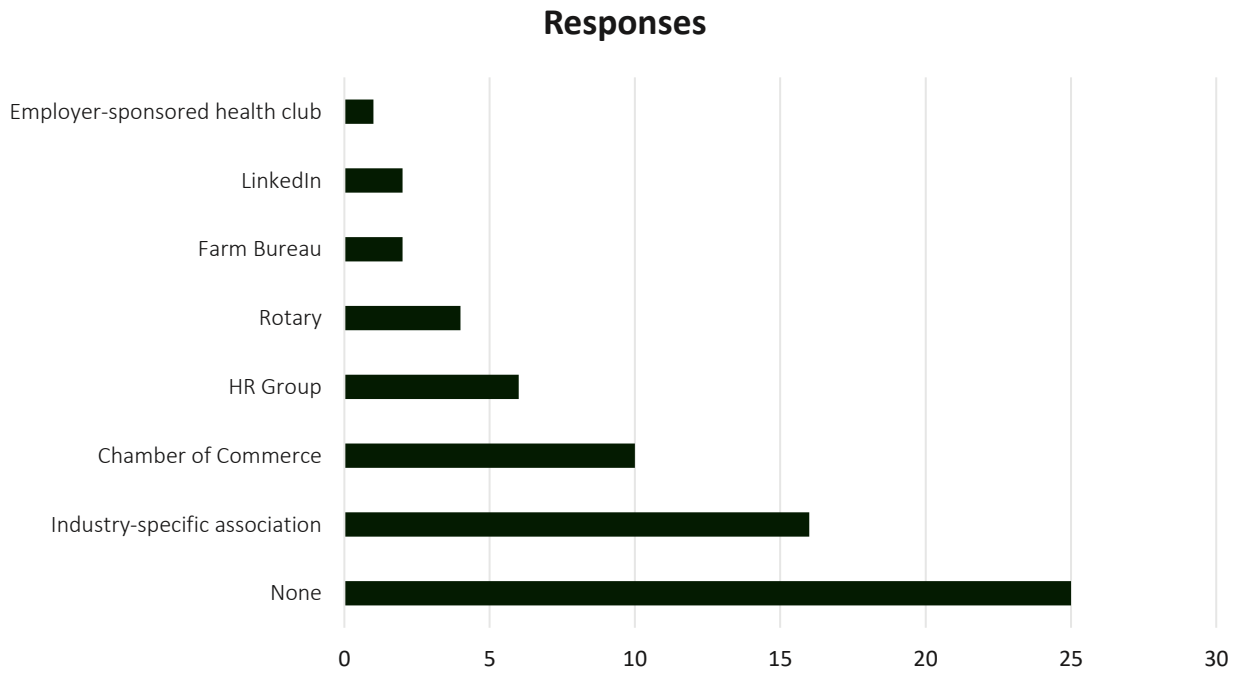
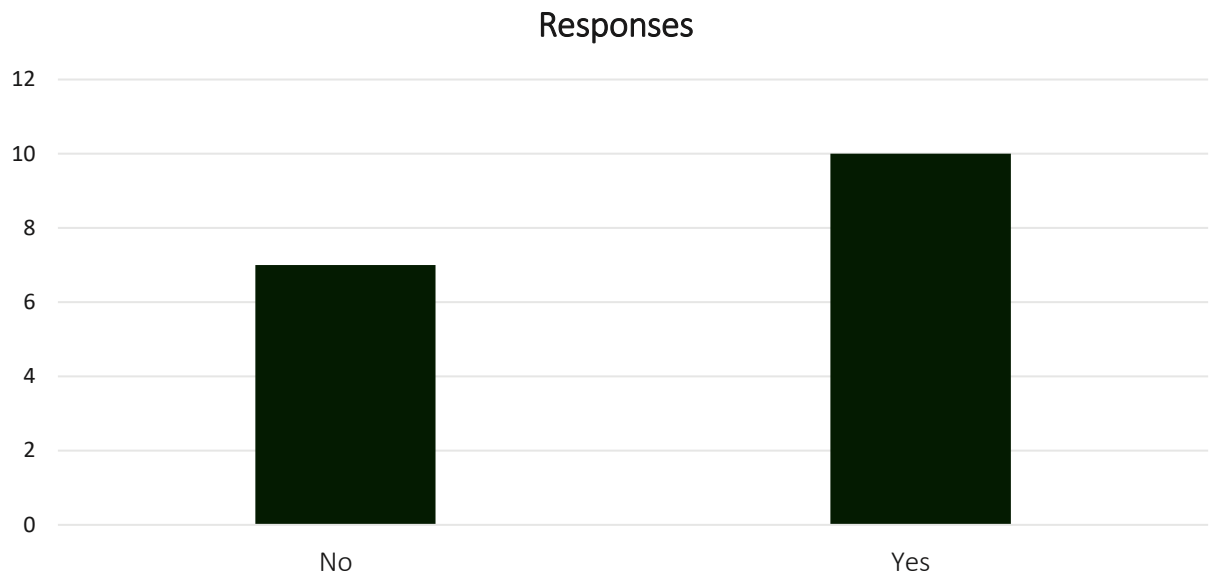
If utilized, if you could improve one thing about your local America's Job Center in California office and/or business service center, what would it be?

Top Responses	Responses
Nothing	2
Better understanding of resources available through Job Centers	1
Confused by title AJCC known as One Stop	1
Expand services	1
Hire more career advisors	1
Increased communication	1
Reduce time between employee paperwork process and start date	1
Teach soft skills	1

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

Services	Responses
On-the-Job Training (OJT)	10
Employee recruitment	9
Assistance with employee retention	7
Pre-employment testing	7
Candidate screening/assessment	6
Employer professional development seminars	5
Labor market information, wage data	5
Tax credit information	5
Other training resources	4
Benefits of hiring a veteran	3
Employee education	3
Job analysis and profiling information	2
Hiring ex-offenders (a second chance)	1
On-site assistance for business downsizing	0

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?