NoRTEC

Northern Rural Training and Employment Consortium (NoRTEC)

Trinity 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 Trinity 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 decreased at a rate of 2.3% over the past ten years. By contrast, the NoRTEC region grew at a rate of 1.3%, while the state grew at 9.3%.
- The median household income within the county is $36,862. This is the lowest rate in the NoRTEC region and trails the average for the region, which is $43,977. The state average is $61,489. The poverty rate for the county (19.9%) is higher than the NoRTEC region and state average, which are 18.6% and 16.4%, respectively.
- Over the past ten years, unemployment trends within the county have matched those of the state. However, the unemployment rates have consistently been 3 to 5 percentage points higher in the county. This gap does appear to be closing as the 2015 annual average is within 2 percentage points of the state.
- The county's top industry sector by employment is Government, which makes up over 33% of all employment. Other significant sectors include: Retail Trade; Health Care and Social Assistance; and Accommodation and Food Services. With the exception of Government, all of these sectors added jobs over the past five years. Leading the way is Health Care and Social Assistance, which added 114 new jobs.
- Occupations by employment within the region are evenly dispersed across multiple categories. Over the next five years, the greatest job growth by occupation will include Personal Care Aides (15 employees) and Woodworking Machine Setters, Operators, and Tenders (10 employees).
- According to the May 2016 input session, the county has a wealth of natural resources that support a variety of industries. There are opportunities in agriculture, viticulture, forest products, and tourism that can support economic activity and employment options in the area.
- The workforce and the community as a whole is aging and there is a large need for succession planning among small businesses. Due to gaps in amenities and necessary services within the county, it is difficult to attract young families.
- Based on survey results, the most significant challenges for employers within the county include: finding qualified candidates to hire, filling high-skill positions, and training new workers.

- For difficult to fill positions, most employers indicated that education, followed by previous work experience were the most desired attributes 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 Trinity County, the sectors that match the priority sectors for the region include: Health Care; Manufacturing; and Tourism.

Health Care

- Health Care is the third largest employment sector within the county and added the greatest number of jobs since 2010.
- Key occupations within Health Care include: Personal Care Aides; Registered Nurses; Childcare Workers; and Nursing, Psychiatric, and Home Health Aides. Of these four Personal Care Aides is projected to add 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 $31.17/hr.

Manufacturing

- Manufacturing is the fifth largest employment sector within the county. It experienced healthy growth since 2010, and is projected to growth through 2020. The primary subsector is Sawmills and Wood Preservation. This subsector added over 100 jobs since 2010, and is projected to add another 40 through 2020.
- The primary occupations within Manufacturing include Woodworking Machine Setters, Operators, and Tenders and Laborers and Material Movers, Hand. Both are projected to grow through 2020. Median hourly earnings for Woodworking Machine Setters, etc. is $17.40 and $14.36 for Laborers and Material Movers, Hand.

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; Traveler Accommodation; and Other Amusement and Recreation Industries. Restaurants and Other Eating Places is projected to add 20 new jobs through 2020.
- Key occupations for the Tourism sector primarily fall within food service: Fast Food and Counter Workers; Cooks; and Waiters and Waitresses. Median hourly wages tend to be around $10.00/hr.

Trinity County

Introduction

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

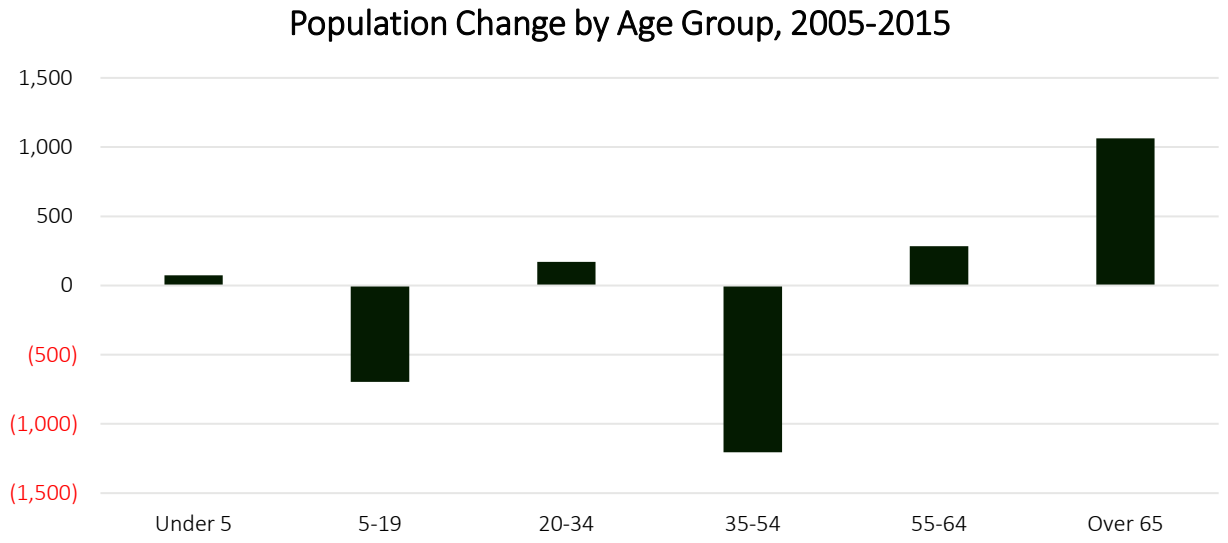
Total Population

Trinity County is located at the northwestern end of the NoRTEC region along the western slope of the Sierra Nevada Mountains. The largest city is Weaverville. The population in Trinity County has decreased from 13,440 to 13,134 over the past ten years.[1] This represents a 2.3% decrease, opposite the state's growth rate of 9.3% and the national growth rate of 8.7%. Looking forward over the next five years, the county's population is projected to continue decreasing an additional 2.9%%.

Though the county's average population is decreasing, population growth occurred across numerous specific age cohorts. There is strong growth in the 55 to 64 and Over 65 age cohorts. This aging population is a concern because it impacts the availability of labor over the next decade.

Age	2005 Population	2015 Population	Change (2005-2015)		Projected Change (2015-2020)	
Under 5	584	657	73	12.5%	(17)	(2.6%)
5-19	2,492	1,795	(697)	(28%)	73	4.1%
20-34	1,626	1,797	171	10.5%	(158)	(8.8%)
35-54	4,208	3,004	(1,204)	(28.6%)	(234)	(7.8%)
55-64	2,372	2,656	284	11.9%	(305)	(11.5%)
Over 65	2,161	3,225	1,064	49.2%	266	8.2%
Total	13,443	13,134	(309)	(2.3%)	(375)	(2.9%)

[1] EMSI Analyst 2015



Race/Ethnicity

The population of the county is predominantly White (82% of the 2015 population). However the White population decreased over the past ten years as opposed to most other race/ethnicity groups which increased in size. The three fastest growing race/ethnicity groups in the county are Native Hawaiian or Pacific Islander, Black, and Asian.[2]

Race/Ethnicity	2015 Population	------Change, 2005-2015------	
White	10,816	(615)	(5%)
Hispanic	971	187	23.9%
Asian	119	27	29.3%
Two or More Races	601	99	19.7%
American Indian or Alaskan Native	543	(27)	(4.7%)
Black	63	16	34%
Native Hawaiian or Pacific Islander	21	6	40%

[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, Trinity County has a higher percentage of those with a High School Diploma, Some College, and an Associate's Degree. The percentage is also higher as compared to the rest of the state and nation. The percentage of those with a Bachelor's Degree or higher is lower than the rest of the region, the state and the US.

Education Level	2015 Population	2015 Percent	2015 Percent NoRTEC	2015 Percent California	2015 Percent US
Less Than 9th Grade	340	3.4%	5.1%	11.2%	6.6%
9th Grade to 12th Grade	1,138	11.3%	8.4%	8.2%	7.7%
High School Diploma	3,056	30.3%	24.9%	21.0%	28.1%
Some College	3,200	31.7%	30.5%	21.7%	21.0%
Associate's Degree	750	7.4%	9.7%	7.8%	7.8%
Bachelor's Degree	1,084	10.7%	14.2%	19.3%	18.0%
Graduate Degree and Higher	519	5.1%	7.2%	10.9%	10.7%

Income

Trinity County has the one of the higher poverty rates in the NoRTEC region at 19.9%.[3] The Median Household Income for Trinity County ($36,862) is the lowest within the NoRTEC region and well below the California and United States averages.

County	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, Trinity County had over 870 workers commuting into the county and over 4,840 commuting out. This means that Trinity County is a large net exporter of workers.[4] Smaller than the number of out-commuters but still a sizeable group, are those who both lived and worked in Trinity County (1,456 individuals in 2014). Of those who in-commute from other counties, Trinity County receives the most workers from Shasta County (336, 14.4% of Trinity County's workforce) and Siskiyou County (148, 6.3%). The top destination counties for out-commuting Trinity County workers were Shasta County (1,489, 23.6% of Trinity County residents) and Humboldt County (606, 9.6%).

[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 2016, a little over 5,100 workers participated in the Trinity County labor force which includes employed and unemployed individuals. Of these, 4,672 are employed. Over the last 20 years, employment in the county was at its highest in July 2002 and lowest in December 2008. As of January 2016, the unemployment rate for the county is 8.9% which is higher than the state's rate of 5.8% and the nation's rate of 4.9%.

EMPLOYMENT IN TRINITY COUNTY 1996-2016 [5]		
Peak	July 2002 (5,335)	January 2016 (4,672 – 12.4% lower)
Trough	December 2008 (3,826)	January 2016 (4,672 – 22.1% higher)
January 2016	Employment: 4,672 Labor Force: 5,129 Unemployment rate: 8.9%	

Labor Force Participation Rate

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.

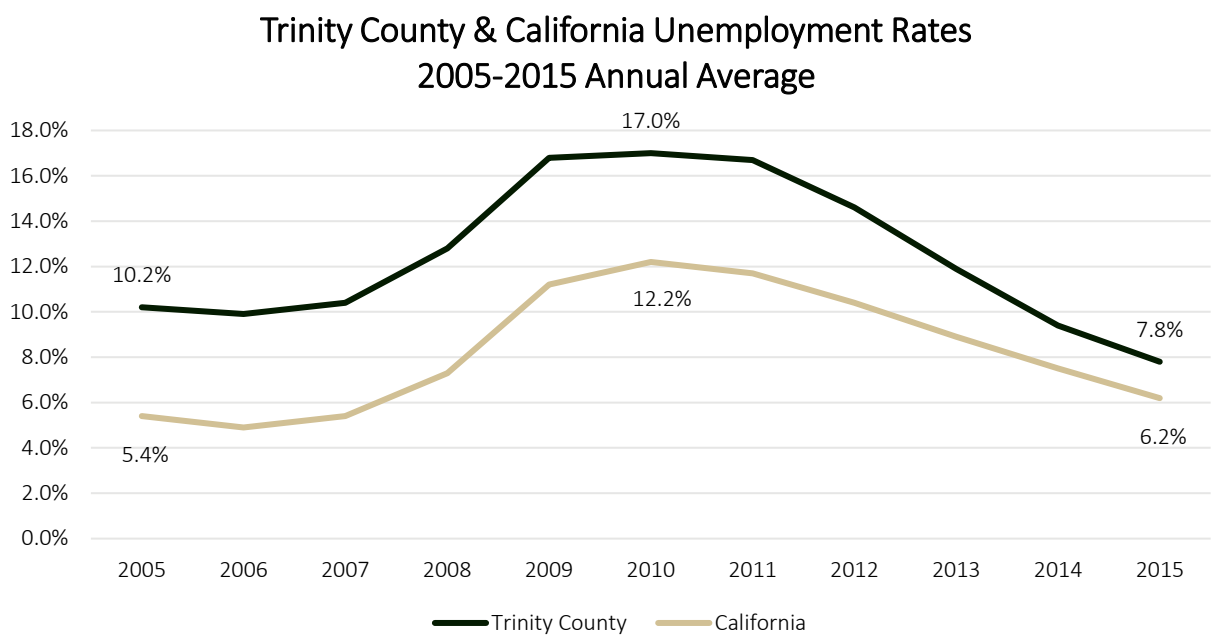
The labor force participation rate is sensitive to demographic changes because participation rates vary across age, gender, income and race/ethnicity. For example, in 2015 the national labor force participation rate for individuals older than 54 (39.9%) was significantly lower than for those between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

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 a considerable proportion of Tehama County's population. The older worker population (55 to 64 years of age) was estimated to be 2,656 in 2015.[6] A large number of these older workers are expected to retire in the next ten years. Even more notably, those who are 65 years and older were estimated to total 3,225, equivalent to 25% of the county's 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 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 major decrease in unemployment in Trinity County since 2010. At its peak, the unemployment rate struck 17.0% in 2010 and dipped to its lowest rate in 2015 at 7.8%. Since its high point in 201, Trinity County's unemployment rate has been inching closer to the statewide average. For California, the unemployment rate hit its highest mark in January at 12.2% and its lowest mark in 2006 at 4.9%.

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).

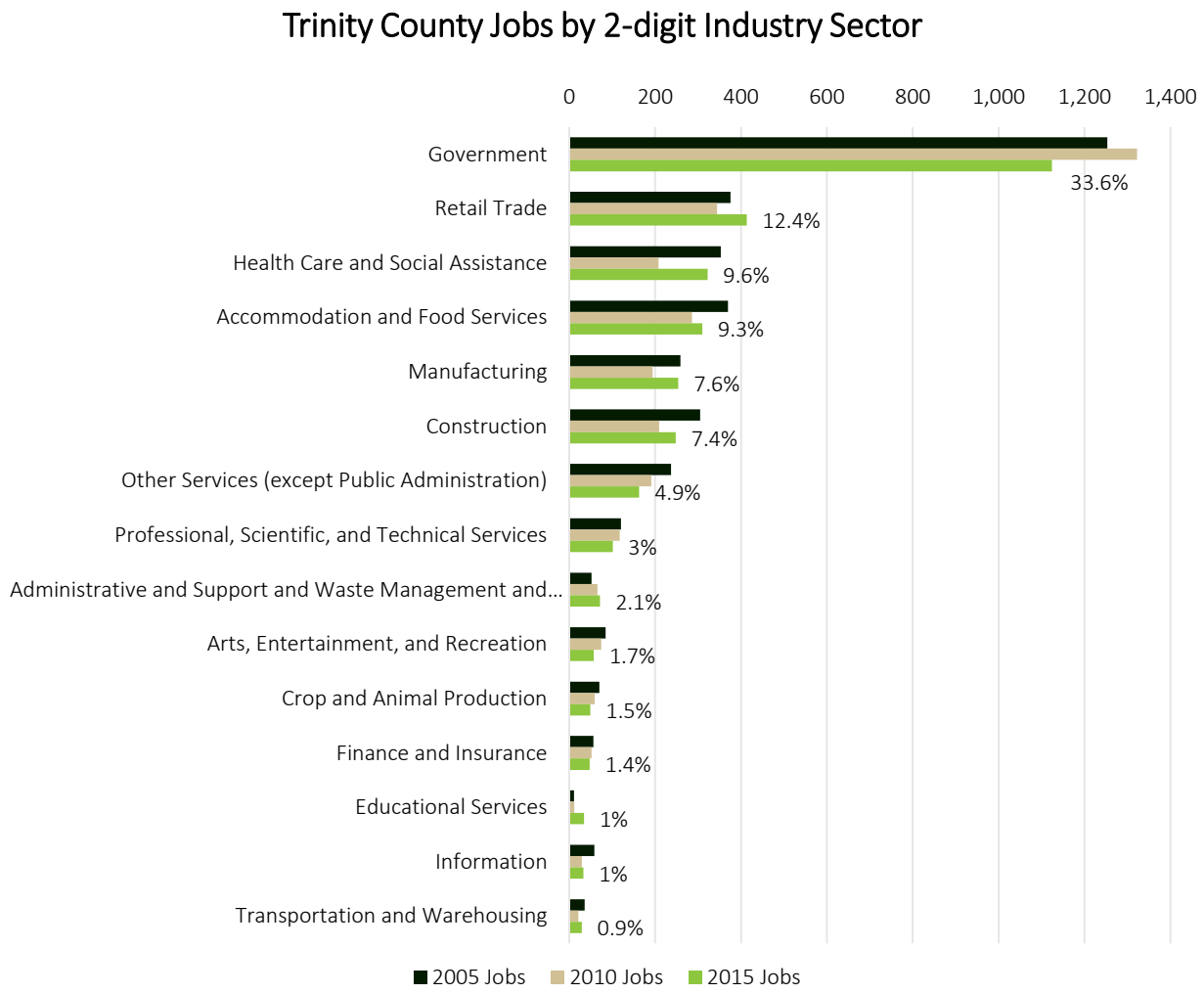
The competitive effect helps to determine the amount of job growth that occurred due to the county's competitive advantages as compared to the national growth in general and the national growth rate for each sector. In other words, a positive number indicates that the county experienced more growth than 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 Trinity County employing the most workers are Government (1,124, 33.6% of all county employment); Retail Trade (414, 12.4%); Health Care and Social Assistance (322, 9.6%); and Accommodation and Food Services (310, 9.3%).[8] Multiple industry sectors expanded over the past five years, but Retail Trade and Health Care and Social Assistance lead the pack in terms of net new job growth.



Retail Trade and Health Care and Social Assistance and Manufacturing each added 60 or more new jobs over the past five years. Conversely, one of the county's historically strong industries, Government, decreased by 123 jobs (a 9% decrease). Looking at the county in terms of competitive strengths, it significantly outperformed other parts of the United States in job growth in each of the following sectors: Retail Trade, Health Care and Social Assistance, and Manufacturing. Though Trinity County does not have strong location quotients in any of these industries currently, the growth of the Manufacturing sector over the past five years contrasts the national trend of job decline in this industry.

[8] These industries are by 2-digit NAICS code. EMSI Analyst 2015.

Industry	2010 Jobs	2015 Jobs	Change in Jobs 2010 - 2015		Change in Jobs 2015 - 2020		Location Quotient	Comp. Effect
Government	1,322	1,124	(198)	(15%)	36	3%	2.17	(175)
Retail Trade	344	414	70	20%	31	7%	1.19	44
Health Care	208	322	114	55%	(1)	(0%)	0.77	87
Accommodation and Food Services	286	310	24	8%	17	5%	1.10	(22)
Manufacturing	194	254	60	31%	34	13%	0.95	47
Construction	209	248	39	19%	(2)	(1%)	1.40	18
Other Services (except Public Administration)	191	163	(28)	(15%)	40	25%	1.01	(30)
Professional, Scientific, and Technical Services	117	102	(15)	(13%)	6	6%	0.48	(33)
Administrative and Support and Waste Management and Remediation Services	66	71	5	8%	12	17%	0.34	(6)
Arts, Entertainment, and Recreation	75	57	(18)	(24%)	(5)	(9%)	1.02	(27)
Crop and Animal Production (Agriculture)	60	49	(11)	(18%)	4	8%	1.20	(13)
Finance and Insurance	52	47	(5)	(10%)	4	9%	0.36	(6)
Educational Services	12	34	22	183%	(7)	(21%)	0.41	21
Information	29	33	4	14%	4	12%	0.53	3
Transportation and Warehousing	21	29	8	38%	6	21%	0.27	6
Real Estate and Rental and Leasing	27	26	(1)	(4%)	(1)	(4%)	0.47	(3)
Mining, Quarrying, and Oil and Gas Extraction	20	26	6	30%	(11)	(42%)	1.60	3
Wholesale Trade	11	19	8	73%	8	42%	0.15	8
Utilities	<10	11	Insf. Data	Insf. Data	Insf. Data	Insf. Data	0.87	1

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 20 largest industries in terms of employment in Trinity County in 2015.[9] Of the 20 largest industries, most had positive growth between 2010 and 2015. Fields with the most significant growth include Sawmills and Wood Preservation (104 new jobs and 146% growth), Individual and Family Services (94 new jobs and 129% growth), and General Medical and Surgical Hospitals (43 new jobs).

Industry	2015 Jobs	'10-'15 Change		Forecasted '15-'20 Change	
Local Government, Excluding Education and Hospitals	425	(5)	(1%)	21	5%
Education and Hospitals (Local Government)	403	(160)	(28%)	17	4%
Federal Government, Civilian	245	(33)	(12%)	(2)	(1%)
Restaurants and Other Eating Places	206	30	17%	20	10%
Sawmills and Wood Preservation	175	104	146%	36	21%
Individual and Family Services	167	94	129%	33	20%
Grocery Stores	142	8	6%	11	8%
Residential Building Construction	75	17	29%	(10)	(13%)
Traveler Accommodation	70	8	13%	(5)	(7%)
Other Specialty Trade Contractors	59	3	5%	(2)	(3%)
Gasoline Stations	52	16	44%	(2)	(4%)
Services to Buildings and Dwellings	51	(1)	(2%)	6	12%
Building Material and Supplies Dealers	44	10	29%	6	14%
General Medical and Surgical Hospitals	43	43	Insf. Data	(8)	(19%)
Building Finishing Contractors	43	8	23%	7	16%
Automotive Repair and Maintenance	40	(6)	(13%)	6	15%
Building Equipment Contractors	38	1	3%	3	8%
Other Amusement and Recreation Industries	38	(12)	(24%)	(4)	(11%)
Health and Personal Care Stores	37	(17)	(31%)	(9)	(24%)
Direct Selling Establishments	35	24	218%	11	31%

[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

Trinity County's top occupations include:

- Office and Administrative Support Occupations (376 jobs)
- Education, Training, and Library Occupations (329 jobs)
- Sales and Related Occupations (286 jobs)
- Food Preparation and Serving Related Occupations (272 jobs)[10]

The median hourly earnings for all occupations available range from $10.20/hr for Food Preparation and Serving Related Occupations to $35.50/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 counties in United States. Occupational groups where Trinity County has a strong concentration of workers (above an LQ of 1.25) include:

- Life, Physical, and Social Science Occupations (5.20)
- Protective Service Occupations (2.18)
- Farming, Fishing, and Forestry Occupations (1.78)
- Education, Training, and Library Occupations (1.74)
- Construction and Extraction Occupations (1.65)
- Personal Care and Service Occupations (1.28)

These are the occupation groups for which the region is highly specialized. For example, jobs in Life, Physical, and Social Science Occupations make up 5.20x more of the employment base than they do nationally.

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

Broad Occupation Mix

Occupation	2015 Employment	% of Total Employment	Median Hourly Earning	Location Quotient
Office and Administrative Support	376	11.2%	$15.46	0.74
Education, Training, and Library	329	9.8%	$22.42	1.74
Sales and Related	286	8.6%	$12.34	0.83
Food Preparation and Serving Related	272	8.1%	$10.20	0.98
Construction and Extraction	246	7.4%	$14.77	1.65
Management	207	6.2%	$27.31	1.15
Transportation and Material Moving	204	6.1%	$16.19	0.95
Personal Care and Service	170	5.1%	$10.80	1.28
Protective Service	163	4.9%	$35.50	2.18
Building and Grounds Cleaning and Maintenance	158	4.7%	$10.82	1.24
Production	153	4.6%	$18.08	0.76
Life, Physical, and Social Science	141	4.2%	$19.25	5.20
Installation, Maintenance, and Repair	120	3.6%	$18.33	0.95
Healthcare Practitioners and Technical	106	3.2%	$32.55	0.59
Business and Financial Operations	90	2.7%	$25.79	0.55
Arts, Design, Entertainment, Sports, and Media	67	2.0%	$15.96	1.15
Community and Social Service	64	1.9%	$17.56	1.19
Healthcare Support	58	1.7%	$12.50	0.62
Farming, Fishing, and Forestry	45	1.3%	$15.63	1.78
Architecture and Engineering	27	0.8%	$28.84	0.48
Legal	23	0.7%	$31.07	0.82
Military	21	0.6%	$16.30	0.47
Computer and Mathematical	19	0.6%	$27.57	0.21

Top Occupations – 4 Digit SOC Codes

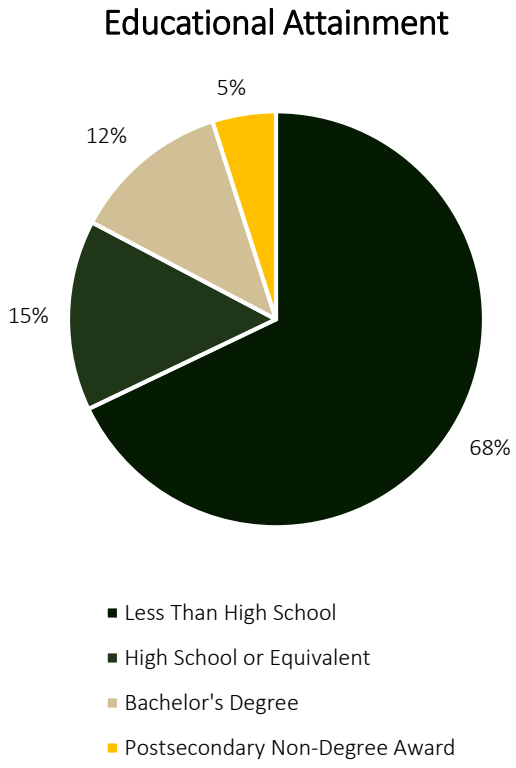
Drilling a bit deeper, the following table displays the top 20 occupations by 4 Digit SOC codes represented within Trinity County[11]. Median hourly earnings for these occupations range from $9.70 at the low end for Fast Food and Counter Workers to $34.04 at the high end for Bailiffs, Correctional Officers and Jailers. The greatest growth is within Woodworking Machine Setters, Operators and Tenders, which experienced a 104% increase from 2010-2015 and has a projected increase of 21%. It should be noted that most of the top 20 occupations have experienced decline in the last five years with the exception of Cashiers which experienced a growth of 16 jobs. However, all of these occupations are projected to grow in the next five years. Occupations that have experienced the most growth and have a projected growth include Fast Food and Counter Workers; Laborers and Material Movers, Hand; Driver/Sales Workers and Truck Drivers; and Woodworking Machine Setters, Operators, and Tenders.

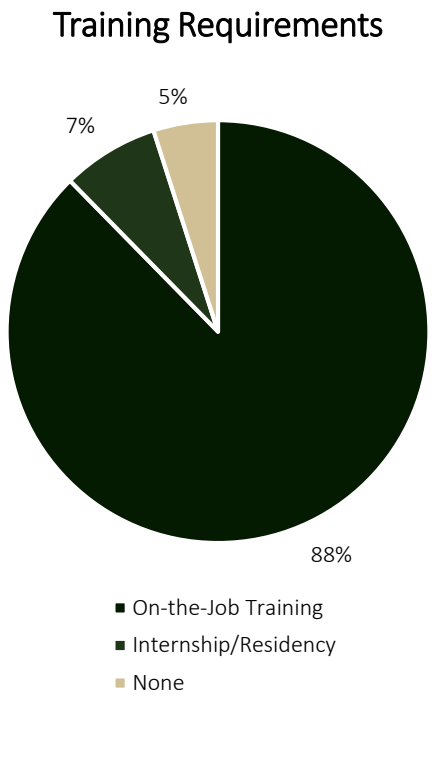
Occupation	2015 Employment	Change, 2010-2015		Projected Change, 2015-2020		Annual Openings	Median Hourly Earnings
Cashiers	121	16	15%	2	2%	8	$10.31
Elementary and Middle School Teachers	107	-37	-26%	7	7%	11	$29.55
Miscellaneous Life, Physical, and Social Science Technicians	95	-6	-6%	2	2%	6	$15.43
Building Cleaning Workers	92	-20	-18	9	10%	7	$10.52
Teacher Assistants	89	-23	-21%	2	2%	8	$13.01
Fast Food and Counter Workers	83	13	19%	8	10%	6	$9.70
Laborers and Material Movers, Hand	81	28	53%	12	15%	6	$14.36
Cooks	66	8	14%	5	8%	3	$10.60
Secretaries and Administrative Assistants	60	4	7%	2	3%	2	$15.22
Driver/Sales Workers and Truck Drivers	55	18	49%	7	13%	4	$16.08
First-Line Supervisors of Sales Workers	54	1	2%	2	4%	3	$13.27
Grounds Maintenance Workers	53	2	4%	6	11%	4	$10.38
Carpenters	50	6	14%	-3	-6%	3	$13.37
Construction Laborers	49	13	36%	1	2%	3	$10.86
Woodworking Machine Setters, Operators, and Tenders	47	24	104%	10	21%	4	$17.40
Retail Salespersons	47	10	27%	5	11%	3	$11.74
Office Clerks, General	46	6	15%	2	4%	2	$13.08
General and Operations Managers	43	9	26%	4	9%	2	$31.93
Bailiffs, Correctional Officers, and Jailers	43	0	0%	1	2%	2	$34.04
Personal Care Aides	42	(8)	(16%)	15	36%	3	$9.78

[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], 68% require less than a high school diploma.[13] Approximately 12% of these high demand jobs require at least a Bachelor's degree. The majority of these jobs (88%) 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 14 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
Personal Care Aides	57	15	3	$9.81	Less than high school	Short-term on-the-job training
Sawing Machine Setters, Operators, and Tenders, Wood	39	8	2	$15.27	High school diploma or equivalent	Short-term on-the-job training
Maids and Housekeeping Cleaners	53	7	2	$8.97	Less than high school	Short-term on-the-job training
Elementary School Teachers, Except Special Education	106	6	4	$29.31	Bachelor's degree	Internship/residency
Combined Food Preparation and Serving Workers, Including Fast Food	77	6	4	$10.14	Less than high school	Short-term on-the-job training
Laborers and Freight, Stock, and Material Movers, Hand	40	5	2	$13.63	Less than high school	Short-term on-the-job training
Retail Salespersons	52	5	3	$12.90	Less than high school	Short-term on-the-job training
Landscaping and Groundskeeping Workers	55	5	2	$10.58	Less than high school	Short-term on-the-job training
General and Operations Managers	47	4	Insf. Data	$35.84	Bachelor's degree	None
Heavy and Tractor-Trailer Truck Drivers	39	4	Insf. Data	$17.74	Postsecondary non-degree award	Short-term on-the-job training
Machine Feeders and Offbearers	28	4	Insf. Data	$16.14	Less than high school	Short-term on-the-job training
Secretaries and Administrative Assistants, Except Legal, Medical, and Executive	44	4	Insf. Data	$15.23	High school diploma or equivalent	Short-term on-the-job training
Cooks, Restaurant	30	4	Insf. Data	$10.80	Less than high school	Moderate-term on-the-job training
Waiters and Waitresses	39	4	2	$11.00	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 eight occupations and how they are connected to some of the region's key industries.[14] The list contains a mixture of industries including Education, Government, and Retail Trade.

Connection between Top Occupations and Key Industries

Top Occupations	Key Industries
Personal Care Aides	• Health Care and Social Assistance
Sawing Machine Setters, Operators, and Tenders, Wood	• Manufacturing
Maids and Housekeeping Cleaners	• Accommodation and Food Services • Other Services (except Public Administration)
Elementary School Teachers, Except Special Education	• Government
Combined Food Preparation and Serving Workers, Including Fast Food	• Accommodation and Food Services
Laborers and Freight, Stock, and Material Movers, Hand	• Manufacturing
Retail Salespersons	• Retail Trade
Landscaping and Groundskeeping Workers	• Administrative and Support 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 Trinity County economy. These industry sectors include: Health Care; Manufacturing; 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 – (Top 4-Digit NAICS)

The largest employing industries within the Health Care and Social Assistance sector include Individual and Family Services (167), General Medical and Surgical Hospitals (43), Offices of Physicians (24), and Child Day Care Facilities (20). The largest sector, Individual and Family Services, has the highest LQ of 3.46. Over the past five years the most significant growth has been within Individual and Family Services and General and Medical Hospitals. The sector paying the highest average wages is Offices of Physicians ($48,200), while the sector with the lowest average wages is Community Food and Housing, and Emergency and Other Relief Services ($10,161).

Industry	2015 Jobs	'10-'15 Change	CE '10-'15	'15-'20 Change	CE '15-'20	'15 LQ	Average Earnings
Individual and Family Services	167	94	48	33	(4)	3.46	$13,368
General Medical and Surgical Hospitals	43	43	43	(8)	(11)	0.44	$62,397
Offices of Physicians	24	(5)	(8)	Insf. Data	(24)	0.42	$48,200
Child Day Care Services	20	(12)	(12)	Insf. Data	(12)	0.74	$21,027
Community Food and Housing, and Emergency and Other Relief Services	19	19	18	12	10	5.30	$10,161
Other Ambulatory Health Care Services	18	(9)	(13)	(4)	(6)	2.56	$44,487
Offices of Other Health Practitioners	16	Insf. Data	9	3	1	0.77	$38,100
Offices of Dentists	15	(22)	(26)	Insf. Data	(7)	0.72	$42,311
Home Health Care Services	<10	Insf. Data	(2)	Insf. Data	(1)	0.08	Insf. Data

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

The top four occupations by employment for this industry sector include: Personal Care Aides (37); Registered Nurses (18); Childcare Workers (17); and Nursing, Psychiatric, and Home Health Aides (16). Three of these four occupations expanded in employment over the past five years, with the exception of Childcare Workers. Registered Nurses had the highest growth, adding 14 jobs. Registered Nurses also pays the highest median hourly earnings at $31.17/hr.

Occupation	2015 Employment	Change, 2010-2015		Projected Change, 2015-2020		Median Hourly Earnings
Personal Care Aides	37	6	19%	13	35%	$9.78
Registered Nurses	18	14	350%	(3)	(17%)	$31.17
Childcare Workers	17	(3)	(15%)	(6)	(35%)	$7.92
Nursing, Psychiatric, and Home Health Aides	16	3	23%	4	25%	$11.32
Counselors	14	9	180%	3	21%	$16.58
Secretaries and Administrative Assistants	14	7	100%	(2)	(14%)	$15.22
Miscellaneous Healthcare Support Occupations	14	(5)	(26%)	(6)	(43%)	$12.89
Miscellaneous Community and Social Service Specialists	13	10	333%	3	23%	$17.84
Clinical Laboratory Technologists and Technicians	<10	1	Insf. Data	(1)	(100%)	$23.86
Miscellaneous Health Diagnosing and Treating Practitioners	<10	0	0%	0	0%	$23.91

Manufacturing by Employment – (Top 4-Digit NAICS)

The highest employing Manufacturing industries include Sawmills and Wood Preservation (175), Beverage Manufacturing (18), and Clay Product and Refractory Manufacturing (15). Sawmills and Wood Preservation is the dominant manufacturing industry in the county; fortunately, this industry added jobs over the past five years, and further growth is projected.

Industry	2015 Jobs	'10-'15 Change	CE '10-'15	'15-'20 Change	CE '15-'20	'15 LQ	Average Earnings
Sawmills and Wood Preservation	175	104	97	21%	40	86.01	$50,294
Beverage Manufacturing	18	8	5	11%	1	3.95	$18,001
Clay Product and Refractory Manufacturing	15	Insf. Data	6	(33%)	(3)	16.71	$24,505
Household and Institutional Furniture and Kitchen Cabinet Manufacturing	11	Insf. Data	0	18%	4	1.92	$25,760
Other General Purpose Machinery Manufacturing	<10	Insf. Data	4	Insf. Data	1	0.79	Insf. Data
Printing and Related Support Activities	<10	Insf. Data	(1)	Insf. Data	(1)	0.16	Insf. Data
Cut and Sew Apparel Manufacturing	<10	Insf. Data	1	Insf. Data	1	0.71	Insf. Data
Industrial Machinery Manufacturing	<10	Insf. Data	0	Insf. Data	0	0.36	Insf. Data
Cement and Concrete Product Manufacturing	<10	Insf. Data	(0)	Insf. Data	(1)	0.35	Insf. Data
Soap, Cleaning Compound, and Toilet Preparation Manufacturing	<10	Insf. Data	5	Insf. Data	4	3.17	Insf. Data

Staffing Patterns for Manufacturing (Top 4-digit SOC)

The occupations that employ the most workers in the manufacturing sector include Woodworking Machine Setters, Operators, and Tenders (47) and Laborers and Material Movers, Hand (43). Both grew the most, in terms of number of jobs added over the past five years, adding 24 and 22 jobs, respectively. Growth projections through 2020 within this sector are modest, with these top two occupations leading the way. The occupation within this sector with the highest median earnings is Stationary Engineers and Boiler Operators ($29.62/hr), while the occupation paying the lowest is Miscellaneous Agricultural Workers ($12.30).

Occupation	2015 Employment	Change, 2010-2015		Projected Change, 2015-2020		Median Hourly Earnings
Woodworking Machine Setters, Operators, and Tenders	47	24	104%	10	21%	$17.40
Laborers and Material Movers, Hand	43	22	105%	7	16%	$14.36
Miscellaneous Agricultural Workers	<10	1	Insf. Data	0	0%	$12.30
Crushing, Grinding, Polishing, Mixing, and Blending Workers	<10	0	0%	0	0%	$16.52
Stationary Engineers and Boiler Operators	<10	1	100%	1	50%	$29.62
Chemical Processing Machine Setters, Operators, and Tenders	<10	0	0%	0	0%	$18.90
Miscellaneous Woodworkers	<10	3	100%	0	0%	$18.39
Security Guards and Gaming Surveillance Officers	<10	1	Insf. Data	0	0%	$13.18
Cabinetmakers and Bench Carpenters	<10	(7)	(54%)	1	17%	$19.16
Model Makers and Patternmakers, Wood	<10	0	0%	0	0%	$14.34

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

The vast majority of employment within this industry sector is found within Restaurants and Other Eating Places (206). Over the past five years, Restaurants and Other Eating Places added 30 jobs and is projected to add 20 through 2020. The sector with the highest average earnings is Other Amusement and Recreation Industries ($18,850), while the sector with the lowest is Traveler Accommodation ($13,642).

Industry	2015 Jobs	'10-'15 Change	CE '10-'15	'15-'20 Change	CE '15-'20	'15 LQ	Average Earnings
Restaurants and Other Eating Places	206	30	(0)	20	5	0.96	$13,655
Traveler Accommodation	70	8	4	(5)	(8)	1.79	$13,642
Other Amusement and Recreation Industries	38	(12)	(18)	(4)	(7)	1.35	$18,850
Drinking Places (Alcoholic Beverages)	18	2	1	4	3	2.24	$14,906
Independent Artists, Writers, and Performers	13	2	1	(1)	(1)	2.02	$11,227

Staffing Patterns for Tourism (Top 4-digit SOC)

The majority of employment within this industry sector is found within two occupations that are within the food service industry: Fast Food and Counter Workers (62) and; Cooks (54). These subsectors also added the most jobs over the past five years, and are projected to add the greatest number through 2020.

Within this industry sector, Food Service Managers is the occupation paying the highest median wage at $14.03/hr. The occupations with the lowest median earnings are Fast Food and Counter Workers and Bartenders at $9.70/hr.

Occupation	2015 Employment	Change, 2010-2015		Projected Change, 2015-2020		Median Hourly Earnings
Fast Food and Counter Workers	62	11	22%	5	8%	$9.70
Cooks	54	8	17%	4	7%	$10.60
Waiters and Waitresses	34	2	6%	4	12%	$9.96
Building Cleaning Workers	25	1	4%	(1)	(4%)	$10.52
Supervisors of Food Preparation and Serving Workers	25	4	19%	2	8%	$11.56
Bartenders	15	2	15%	3	20%	$9.70
Hotel, Motel, and Resort Desk Clerks	11	1	10%	0	0%	$10.92
Food Service Managers	11	0	0%	(1)	(9%)	$14.03

[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).

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	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

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
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

NAICS	Description
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

Trinity County Input Session Takeaways

- Trinity County has a wealth of natural resources that support a variety of industries and contribute to the quality of life of residents. There are opportunities in agriculture, viticulture, forest products, and tourism that can support economic activity and employment options in the area.
- Participants identified the need to focus more on an ongoing dialogue about the needs of local employers and how the college, local schools, and community organizations can be connected to address those needs.
- The workforce and the community as a whole is aging and there is a lot of need for succession planning among small businesses. The county is not as attractive for the younger generation because many feel that they need to leave for education and good jobs, and there are several gaps in amenities or necessary services that prevent young families from settling in the area.
- There are some instances where employers have found success partnering with local high schools to educate students on local opportunities, encourage work-based learning experiences, and provide more exposure to careers. This can help students understand the variety of pathways that are available to them, including but not limited to going to college. These efforts can be expanded to include more employers
- Some County processes that businesses need to engage with to operate are confusing and prevent some businesses from growing. Participants suggested that resources to help navigate these process and make it easier for businesses to get through would be very helpful.
- There could be a big opportunity surrounding farming and ancillary services for marijuana cultivation in Trinity County. The industry is already present in the county, and could be an important asset to the economy. If marijuana cultivation does become legal, there will be challenges in bringing current producers into compliance with State regulations to bring the industry fully above the table.

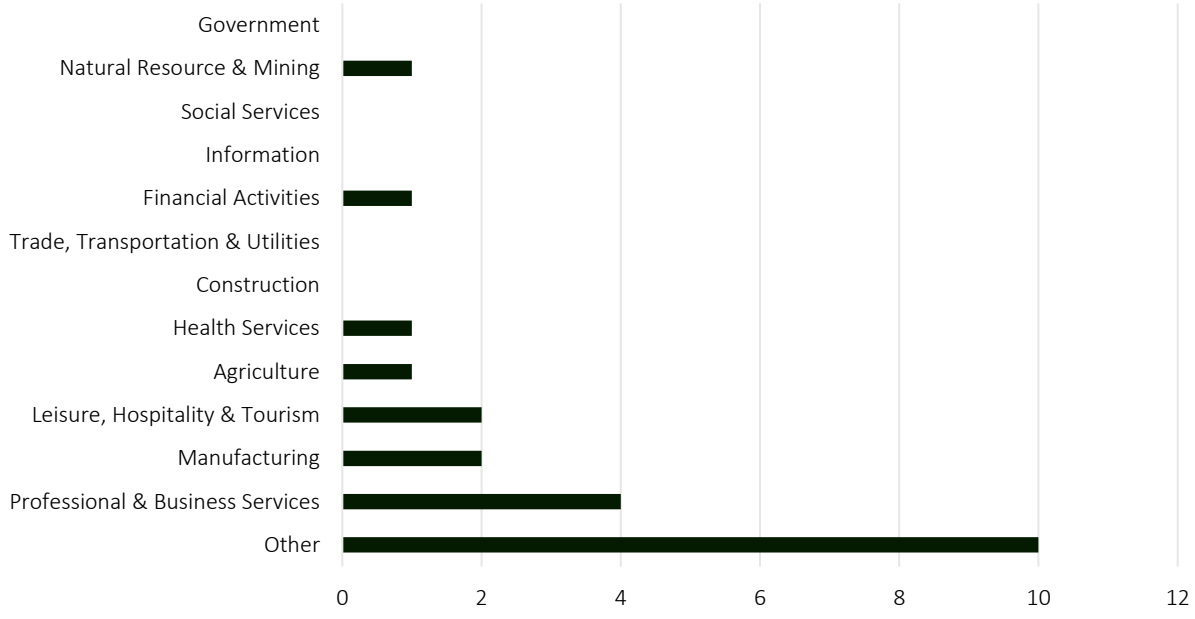
Trinity County Survey Summary

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



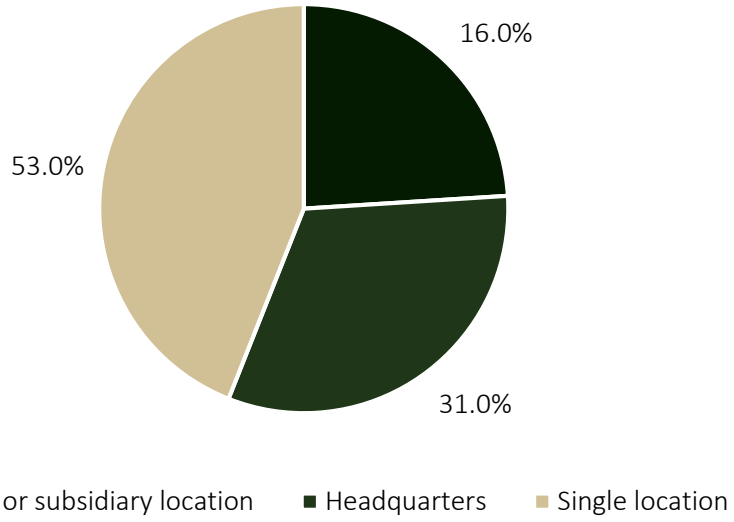
How many employees do you have?

Number of employees	Average
Total	35
Full-time	16
Part-time	8
Seasonal	4
Temp	2

How many total employees do you have by county?

County	Average
Butte	4
Del Norte	0
Lassen	0
Modoc	0
Nevada	0
Plumas	0
Shasta	13
Sierra	0
Siskiyou	0
Tehama	0
Trinity	32

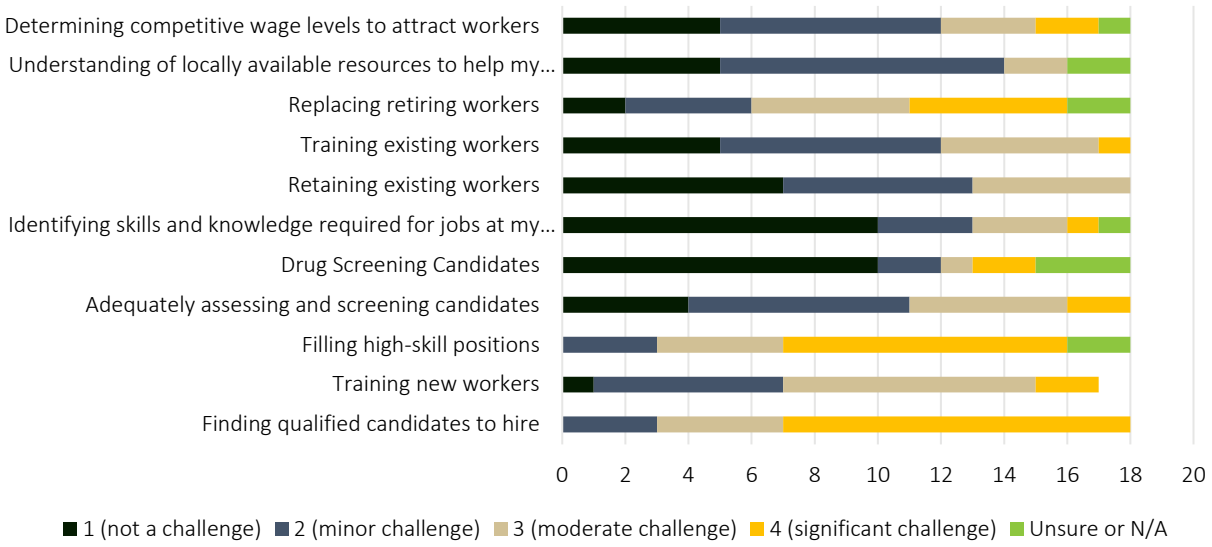
Which best describes this location?



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	3	4	11	0
Training new workers	1	6	8	2	0
Filling high-skill positions	0	3	4	9	2
Adequately assessing and screening candidates	4	7	5	2	0
Drug Screening Candidates	10	2	1	2	3
Identifying skills and knowledge required for jobs at my company	10	3	3	1	1
Retaining existing workers	7	6	5	0	0
Training existing workers	5	7	5	1	0
Replacing retiring workers	2	4	5	5	2
Understanding of locally available resources to help my company	5	9	2	0	2
Determining competitive wage levels to attract workers	5	7	3	2	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	15
Filling high-skill positions	13
Training new workers	10
Adequately assessing and screening candidates	7
Retaining existing workers	5

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

Challenge	Top Responses
Finding qualified workers	10
Finding workers who can pass drug screening	2
Trying to pay a competitive wage	2
Retention of employees	2
Finding workers with soft skills (attendance, work ethic, people skills)	1

What is the average vacancy length for open positions?

The average length based on all responses is 7 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	0.6	0-1
1 - 2 years	0.8	0-1
3 - 4 years	0.4	0-1
5 - 7 years	0.4	0-1

Number of replacement positions	Average	Range
0-12 months	1.8	1-2
1 - 2 years	1.8	1-2
3 - 4 years	1.8	1-2
5 - 7 years	1.8	1-2

Number of retiring positions	Average	Range
0-12 months	0.8	0-1
1 - 2 years	0.9	0-1
3 - 4 years	0.6	0-1
5 - 7 years	1.2	1

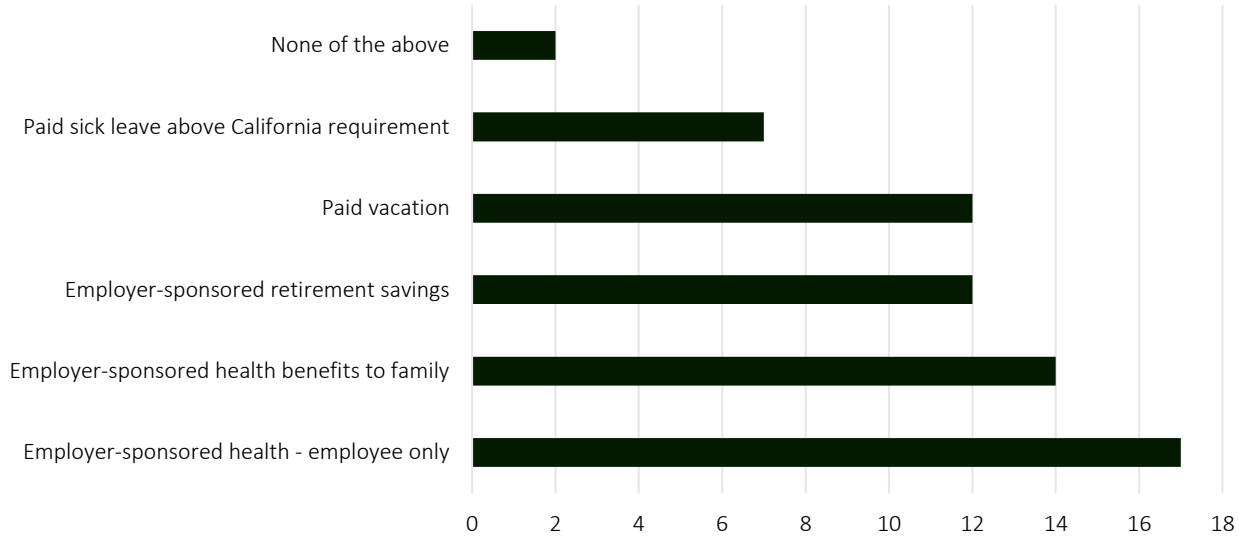
Please provide information regarding your current wages for up to 3 of your top full-time occupations by number of employees.

Top Occupation #1
Title: Skilled/Specialty Labor
Job Description: Auto technician, sales lead, veterinary assistant, accounts payable, paralegal, water treatment serviceman, etc.
Average number of jobs at location: 1.7
Desired/required certificates/credentials: ASE certification, BA or AA, Ins. License, legal experience, MA certification, registered vet tech certification
Average entry level: $14.40
Average mid-level: $17.78
Average advanced-level: $20.00

Top Occupation #2
Title: Manager Positions
Job Description: Oversee day-to-day operations; assist and support with administrative tasks
Average number of jobs at location: 2.3
Desired/required certificates/credentials: BA, high school diploma, T2, D1, WW 1, 2, or 3
Average entry level: $17.16
Average mid-level: $21.44
Average advanced-level: $26.01

Top Occupation #3
Title: Administrative positions
Job Description: Administrative duties; office management; scheduling; writing
Average number of jobs at location: 1
Desired/required certificates/credentials: None, experience with quickbooks, excel, word preferred
Average entry level: $11.78
Average mid-level: $14.90
Average advanced-level: 17.33

Do you provide any of the following health benefits?



Most difficult to fill positions and why

Position	Reason	Responses
Highly skilled positions	Lack of qualified candidates, and difficulty providing a competitive wage	6
Entry level	Low wages, no benefits	3
Seasonal	People want year-long positions	3

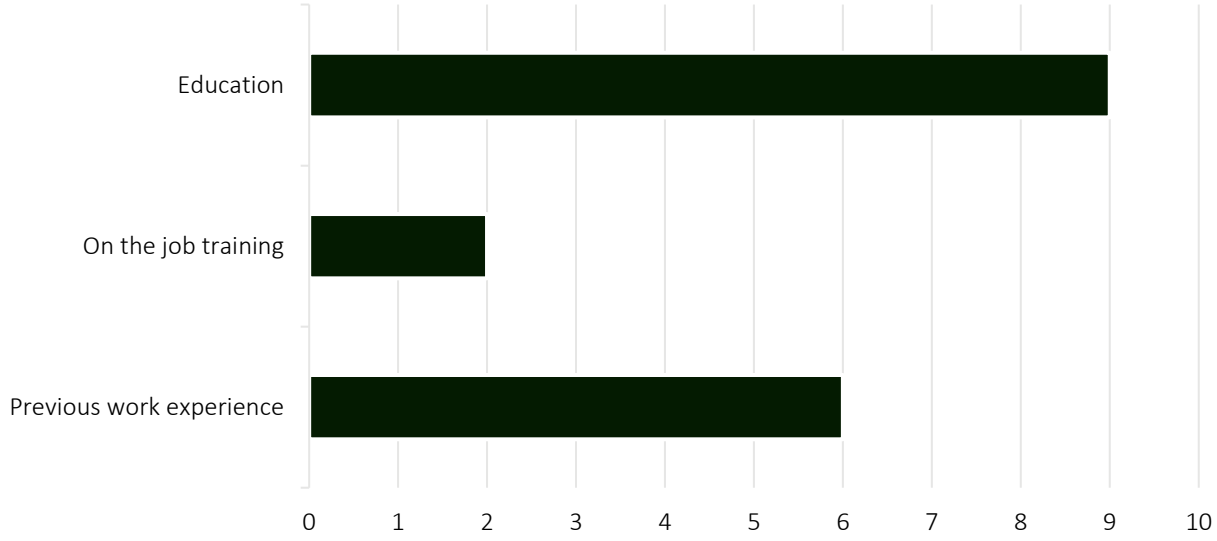
Please provide information for up to 3 of your most difficult to fill full-time occupations

Not enough responses.

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

Factors	Responses
Low wages	4
Lack of soft skills	3
Lack of qualified candidates, generally	3
Candidates passing drug test	1
Difficult work	1
Location	1
Undesirable work schedule	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	3
Auto electrical computer diagnostics	1
Hardware knowledge	1
Previous work experience	1
Driving experience	1
Career-oriented perspective	1

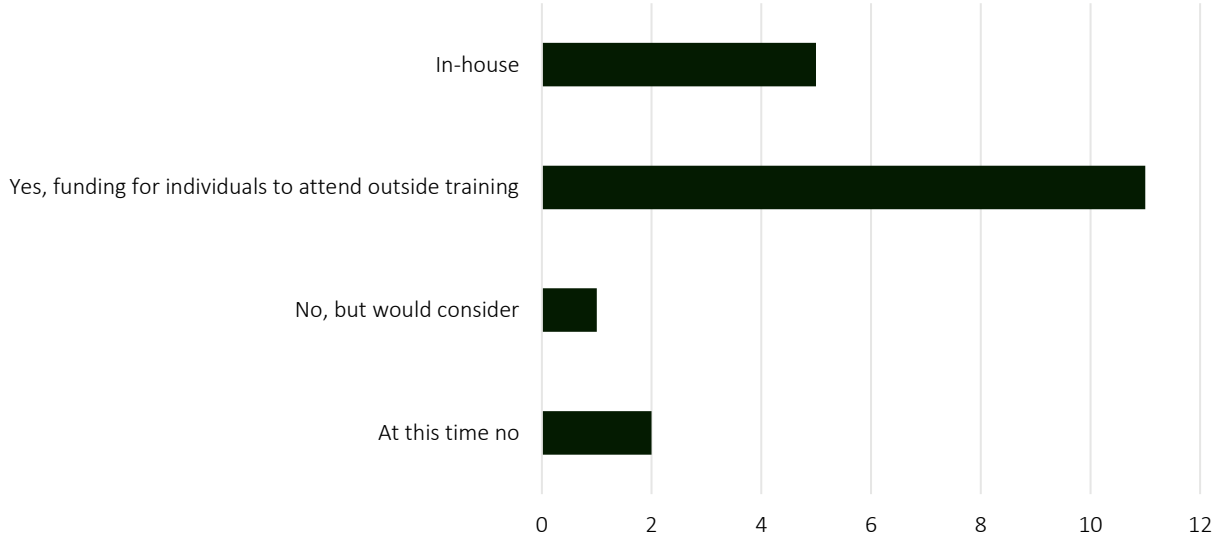
What other {if any} skills and/or experience levels are most difficult to find?

Top Responses	Responses
Managers/Supervisors	1
Typing and phone skills	1
Experience with electrical	1
Experience with plumbing	1

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

Top Responses	Responses
ASE certification	2
High school diploma	2
Bachelor of Arts	2
AAA credentials	1
T2	1
D1	1
WW1, 2, or 3	1
Escrow certification	1
Current notary	1
Insurance license	1
Medical Assistant Certification	1
Registered Vet Tech Certification	1
Medical Licenses	1
Plant Operator License	1
Water treatment certification	1
Water distribution certification	1
Legal experience	1

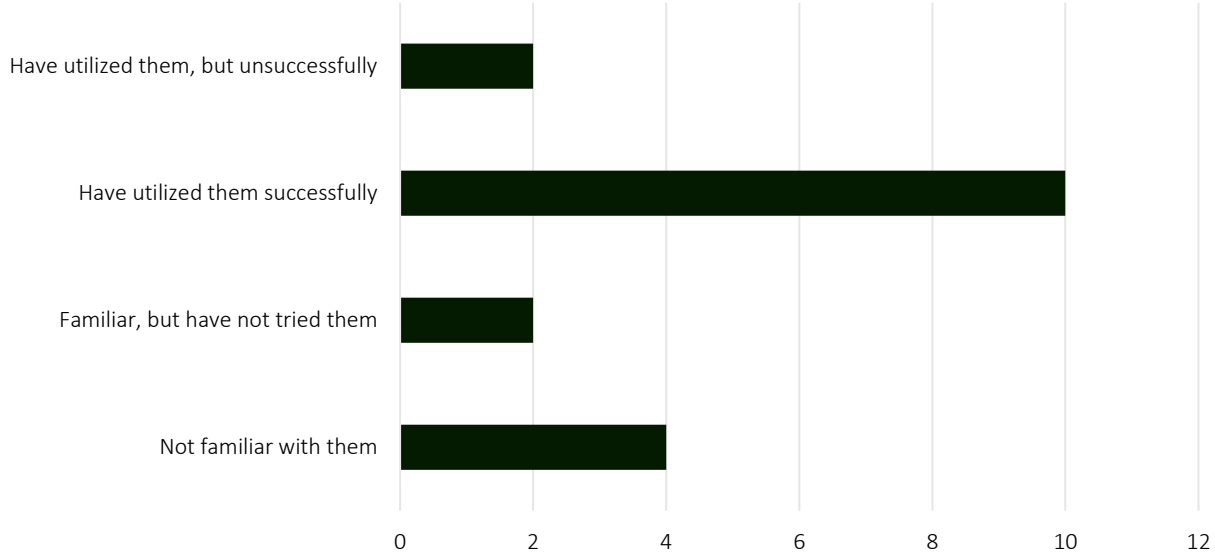
Do you offer training or other professional development, above and beyond initial on-the-job training?



How do you rate the following?

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

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



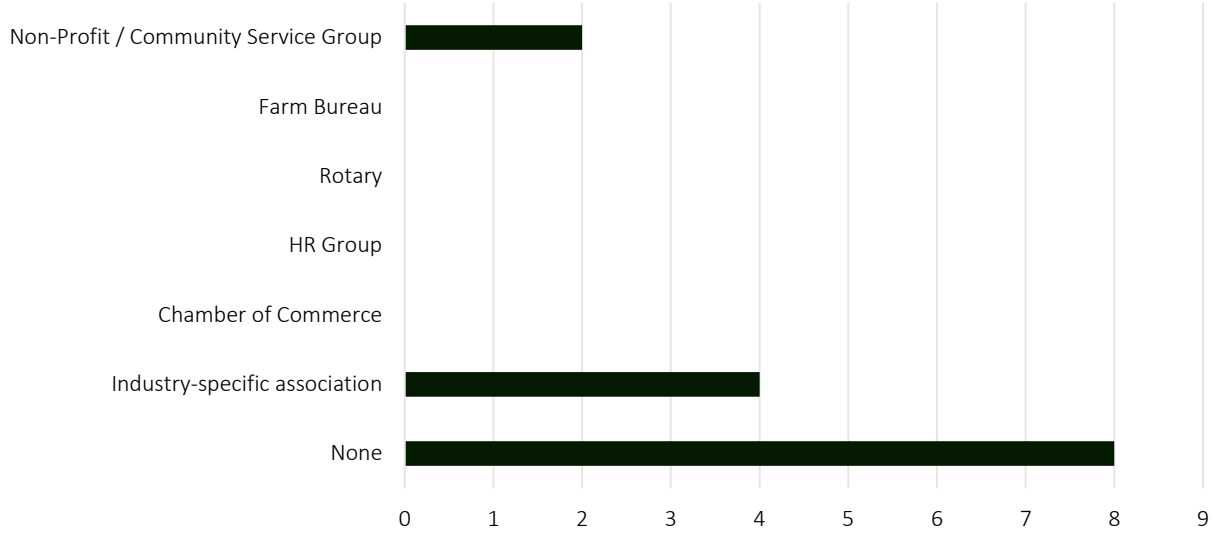
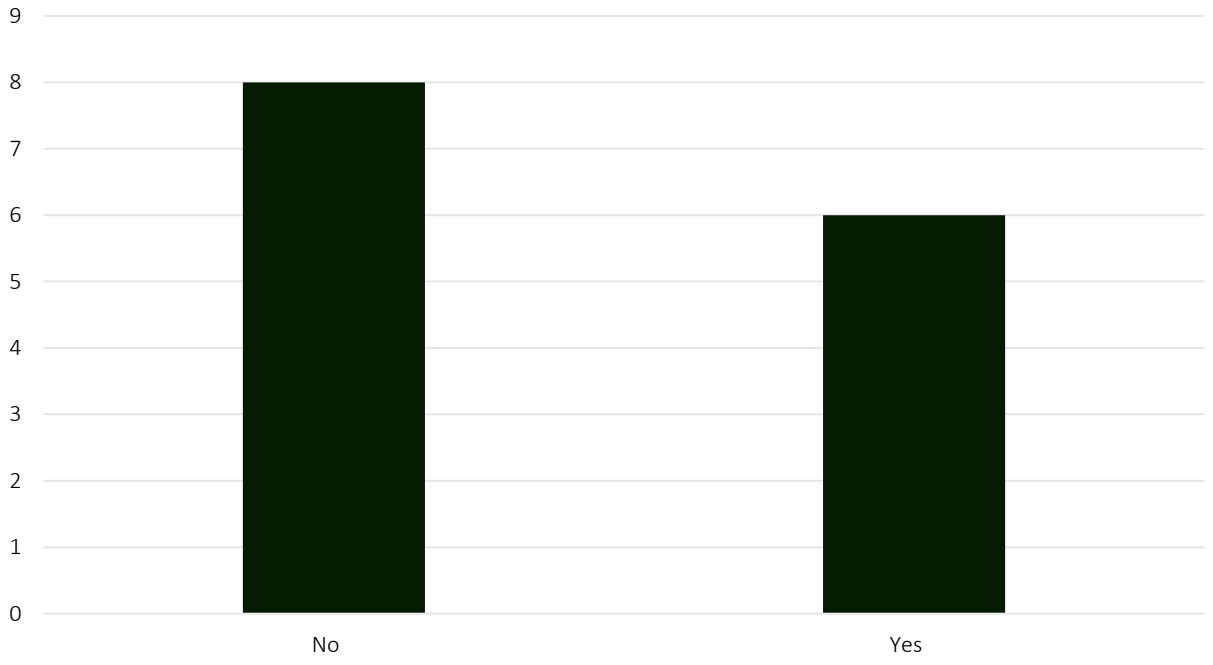
If utilized, if you could improve one thing about your local America's Job Center in California office and/or business service center, what would it be? [three or more responses]

Top Responses	Responses
Nothing – great job!	5
Less documentation and paperwork	1

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

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