Special Committee of the Whole

to be held at
City of Penticton, Committee Room A
171 Main Street, Penticton, B.C.

Thursday, December 3, 2015
at 9:00 a.m.

1. Call Committee of the Whole to Order
2. Adoption of Agenda
3. Presentations:
   3.1 Labour Market Research - Trudy Parsons, Executive Vice-President, MDB Insight
4. Media and Public Question Period
5. Adjourn
City of Penticton

Labour Market Research – Leadership Update Presentation

Presented by Trudy Parsons, Executive Vice-President, MDB Insight
December 2015
Agenda

- Project Objectives
- Project Milestones
- Survey Findings Overview – What We Heard
- Interview Findings Overview
Project Objectives and Milestones
Project Objectives

- Conduct a customized community engagement process with local industry, business, intermediaries, and government representatives
- Deliver public presentations to disseminate information and maximize engagement
- Develop a three year action plan that reflects key priorities emerging through the process
- Increase awareness and understanding of local stakeholders on the situation facing South Okanagan with regards to the attraction and retention of labour, gaps in skills in demand as compared to skills available in the labour force
Project Milestones

- Background Review Completed
- Employer Survey – a total of 136 respondents - Completed
- Targeted Employer interviews – Completed
- Employer Focus Groups – Completed (this week)
- Draft Action Plan Developed (January)
- In Community Check in meetings (January)
- Final Action Plan Adopted (March)
What We Heard
Survey Findings

- Employers from Penticton and Summerland comprised over 80% of the total survey respondents

- Respondents were drawn from a broad cross section of industries and represent large and small companies

- 30% of Respondents do not have trouble recruiting or retaining skilled workers

- Over 60% of respondents indicated their current recruitment methods are meeting their needs.
Survey Findings

The primary barriers to skilled worker recruitment include:
- Wages and Compensation
- Cost of Living
- Cost of Housing
- Lack of Employment Opportunities for Spouse
- Housing Availability and Housing options

The primary barriers to skilled worker retention include:
- Wages and Compensation
- Cost of Housing
- Lack of Employment Opportunities for Spouse
- Lack of Training
- Inability to progress within the firm or organization
Survey Findings

- The most common explanations for a skilled worker not accepting a local position include:
  - Too risky financially
  - Not suitable employment for my spouse or family members
  - Concerns about living in a community of this size

- Nearly 60% of respondents suggested the lack of employment opportunities for one’s spouse is an issue for worker attraction and retention.
Survey Findings

- Workers shortages are well distributed between skilled and unskilled positions.
  - Skilled trades along with university trained workers are difficult to attract.
  - Experienced management positions and technically oriented positions such as engineers or technologists were also commonly cited positions as difficult to fill.

- The most common challenges with recruitment include:
  - Resumes not appropriate for position requirements
  - Candidates do not have the right qualifications or licencing
  - Not enough applications
  - Candidates are not experienced (just out of school)
Survey Findings

- Nearly 60% of respondents suggested the lack of employment opportunities for one’s spouse is an issue for worker attraction and retention.

- For 43% of employers, spousal employment is frequently a reason they have lost workers.

- The main reasons spousal employment has been an issue for workers include:
  - Spouse could not find a suitable job (unemployed or underemployed)
  - Spouse could not find appropriate career opportunities
  - Cost of living was too high for the family given the spousal income levels
  - Commute to employment too far for spouse
  - Housing was not appropriate
Survey Findings

- When asked about the general level of job readiness, over 60% of employers said new hires were ready to work. Nearly 20% of employers said new hires were not ready to work and in some cases had to re-hire for the position.

- Employers are actively recruiting employees who are over 50 years of age. This was true for over 40% of respondents.

- Nearly 50% of respondents indicated their organization does not have a succession plan in place.
Interview Findings
Interview Findings

- Hiring by Word of Mouth

- Housing – access and pricing can be a challenge to people relocating here (land use policy)

- Support for business to promote job opportunities (a central place to post and promote both the job and the area/lifestyle); support to screen applicants

- Utilize the College as a pool for talent

- Labour Quality locally is often challenging (lower skilled)

- Higher skill needs for labour positions

- Drivers of the economy – industry not gets its deserved respect

- Engage schools to promote future careers
Interview Findings

- Access to training often requires travel/commitment to training in-house (Sandler Training)
- Spousal/partner employment (select challenge – early discussion with candidates) / form an informal network to address
- Sunshine Tax (we offer lower salaries/wages)
- Aging workforce – physical work challenging
- Senior staff – difficult to recruit
Focus Group Topics
Exploring the issues…
Focus Group topics

- Specific strategies or initiatives employers are using to deal with recruitment and workforce challenges
- Community supports to build and strengthen the workforce
- Identification of particular gaps in employment supports
- Generating awareness of existing programs
- Understanding how to sustain engagement with employers and community partners
Next Steps
What’s Next?

- Draft Action Plan (January)
- In Community Check in meetings (January)
- Final Action Plan (March)
Thank you!

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