Dane County Workforce Housing Survey

Olivia Parry, Sr. Planner

Dane County Planning and Development Dept.

Dane County Workforce Housing Survey

1. Purpose, Target Audience, Dissemination
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Dane County Workforce Housing Survey

Purpose –

1) Gauge employer awareness and understanding of the issue

2) Determine if the workforce housing gap is impacting employee turnover

Target Audience – Dane County Employers

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Dissemination –

To businesses county wide via Survey Monkey through Dane County Chambers of Commerce and municipal stakeholder groups

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Survey Questions:

- Company Name, Address, Zip code

- Products and Services

- # of employees

- Commute times, wages

- Annual turnover rate

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Survey Questions:

- Compare current turnover rate to last five years
- Lower, about average, higher
- How familiar are you with the housing gap, the lack of housing for low-moderate income workers
- Would more workforce housing help reduce employee turnover
- Would you like to know more about workforce housing

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Responses

72 Employers

Including manufacturing, healthcare, bio-medical manufacturing, financial services, public safety, non profit, school districts, hospitality, retail sales, restaurants and retail food, food processing, distribution, HVAC and other services and industries

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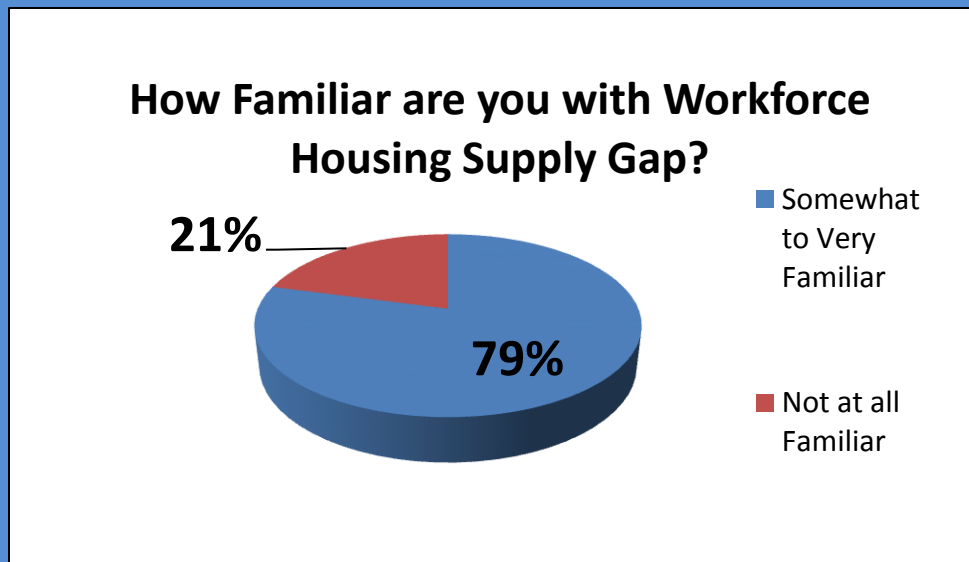
Employers

Size and Location

Workforce size ranged from 2-500 employees

12 municipalities

Blue Mounds, Burke, City of Madison, Cottage Grove, Fitchburg, DeForest, Oregon, Middleton, Mount Horeb, Sun Prairie, Town of Madison and Verona

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Familiarity with workforce housing supply gap?

How Familiar are you with Workforce Housing Supply Gap?

21%

79%

- Somewhat to Very Familiar
- Not at all Familiar

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Employee Turnover

18 companies reported <u>higher than average turnover</u>, 40 reported "about average" turnover, and 14 reported lower than average turnover

Higher Profile

> **Manufacturing, distribution, home health care, food processing, lodging-meetings, banking and financial services and equipment installation**

➢ **5-250 employees, average 57**
➢ **Pay Range $8.00 – $24.50, average $13.34**
➢ **Commute time 25% employees 31-75 minutes**
➢ **Turnover rates varied - 24% average**

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Higher Profile cont'd

Largest employers have the highest turnover rates and include manufacturing, distribution and food processing

- ➢ Avg. workforce 175
- ➢ Wages $16.25, $2.91 more/hour than higher turnover employees as a whole ($13.34)
- ➢ Commute times – 32%, 31-75 minutes
- ➢ Turnover rates avg. 38%
- ➢ None served by transit

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About Average

40 businesses

Hospitality, gaming, manufacturing, recreational   products and services, retail sales,   communications, education and training

➢ Workforce 5-500
➢ Wages ranged from $7.25 to $22.58, avg. $13.35
➢ Turnover rate, avg. 19%
➢ 14% of employees commute time of 31-75 minutes

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Largest Average - 101+ employees

Largest employers have higher turnover rates

Hospitality/meetings, gaming, manufacturing and packaging

- ➤ **Wages $14.32**
- ➤ **Turnover rate 35%**
- ➤ **Commute times – 17% 31-75 minutes**
- ➤ **All except 1 is served by transit**

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Lower than average

- **14 companies**

    Higher skilled professions - housing and real estate development, insurance, education, engineering, public safety, and light manufacturing

- **Average workforce 37**
- **Wages $16.50**
- **22% had a commute time of 31-75 minutes**
- **Turnover rate 2.3%**

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Lower than average

Largest employers - 101 + employees

Insurance and education

- ➢ **Average workforce 175**
- ➢ **Wages 18.50/hour**
- ➢ **30% had a commute time of 31-75 minutes**
- ➢ **Turnover rate 5%**
- ➢ **None served by transit**

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Largest Employers Comparison
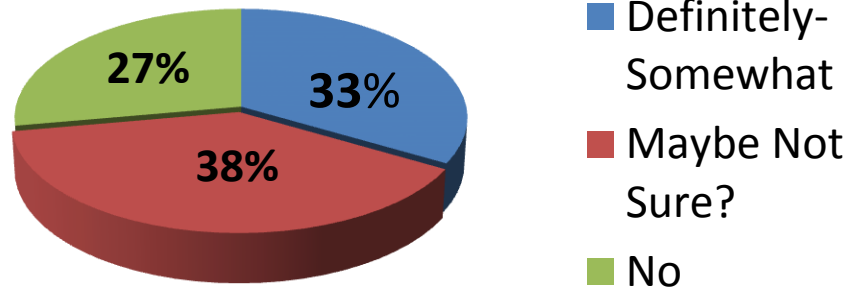
	Higher than average	About Average	Lower than Average
Workforce size	175	209	175
Wages	$16.25	$14.32	$18.50
Turnover rate	38%	35%	5%
Commute time	32% over 31 minutes	17% over 31 minutes	39% over 31 minutes
Transit	No	Yes, except one	No

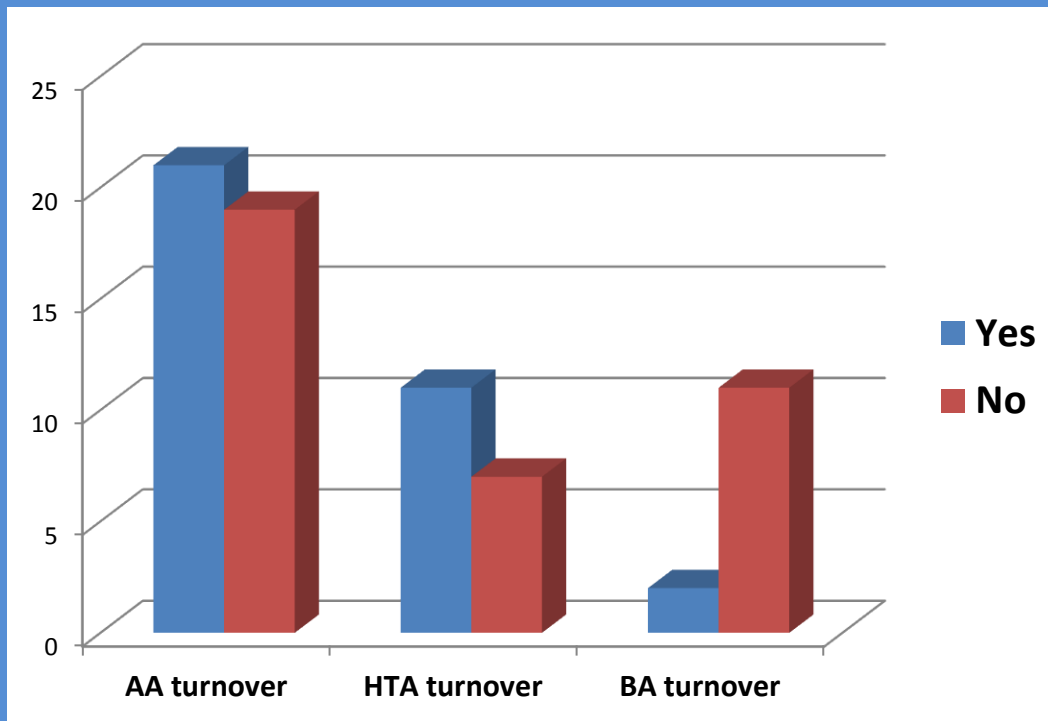# Dane County Workforce Housing Survey

Summary

➢ **Good news 75% of employers surveyed have about average or lower than average turnover**

➢ **1/3 employers feel that more workforce housing would reduce turnover**

➢ **50% said they would like to know more**

➢ **Bad news 25% of employers have experienced higher turnover**

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Further Considerations

- ➢ **Transit access is an important factor in workforce housing availability, a more detailed analysis is warranted**

- ➢ **Communities regular contact with their employers to better understand their needs**

- ➢ **Conduct survey on a regular basis to better understand the trends, needs for workforce housing**