Testing the Keys to Economic Recovery from COVID-19

Webinar 3: Collaboration in the Face of Crisis

November 18, 2020
The Team

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What strategies will help local economies recover more quickly from the COVID-19 pandemic?
COLLABORATION

Brian Elms
Author of Peak Performance
Innovation Practice Lead, Change & Innovation Agency
COLLABORATIVE STRATEGIES

Why did we choose to highlight these two strategies?
Hospitality Industry Employment

% Change 2019-2020 Monthly Accommodation and Food Services Employment

Accommodation and Food Services Average Annual Employment as a Percentage of Total Employment

Source: Quarterly Census of Employment and Wages (QCEW) 2019
NCDOT County Boundaries
Hotel Occupancy 2019 vs. 2020 (September)

North Carolina Hotel Occupancy – September

- 2019: 66.40%
- 2020: 48.50%

Source: STR Report September 2020
The COVID-19 downturn sharply decreased the share of mothers and fathers at work in the U.S., and the recovery is incomplete for both.

Note: Estimates refer to women and men ages 16 and older with children younger than 18 at home and who were either the reference person in the survey or their partner, nonseasonally adjusted.

Source: PEW Research Center analysis of 2019 and 2020 Current Population Survey data. PEW Research Center Graph.
Turnover in the Workforce

Companies can spend 10-20% of an employee’s salary on training a replacement.

Desk Clerk at $10/hour: $3,328 in turnover costs
Managers at $40k/year: $8,000 in turnover costs

Dependency Ratio by Census Tract

Dependency Ratio is an age-population ratio of those typically not in the labor force (under 18 & over 65) and those typically in the labor force (population 18 to 64)

- 0 - 0.209
- 0.209 - 0.344
- 0.344 - 0.436
- 0.436 - 0.544
- 0.544 - 1

Source: Census Bureau, 5 Year ACS
Dependency Ratio by Census Tract Above State Median

Dependency Ratio is an age-population ratio of those typically not in the labor force (under 18 & over 65) and those typically in the labor force (population 18 to 64)

- 0.344 - 0.436
- 0.436 - 0.544
- 0.544 - 1

Source: Census Bureau, 5 Year ACS
North Carolina

24% of workers have children under 14

17% are childcare dependent

Source: Brookings analysis of 2018 American Community Survey 1-year microdata.
### Share of workers that are childcare dependent working parents

<table>
<thead>
<tr>
<th>Metropolitan Area</th>
<th>Share of all workers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Goldsboro</td>
<td>25%</td>
</tr>
<tr>
<td>Hickory-Lenoir-Morganton</td>
<td>22%</td>
</tr>
<tr>
<td>Raleigh-Cary</td>
<td>22%</td>
</tr>
<tr>
<td>New Bern</td>
<td>22%</td>
</tr>
<tr>
<td>Jacksonville</td>
<td>21%</td>
</tr>
<tr>
<td>Winston-Salem</td>
<td>21%</td>
</tr>
<tr>
<td>Greenville</td>
<td>20%</td>
</tr>
<tr>
<td>Greensboro-High Point</td>
<td>19%</td>
</tr>
<tr>
<td>Charlotte-Concord-Gastonia</td>
<td>19%</td>
</tr>
<tr>
<td>Fayetteville</td>
<td>19%</td>
</tr>
<tr>
<td>Durham-Chapel Hill</td>
<td>19%</td>
</tr>
<tr>
<td>Burlington</td>
<td>18%</td>
</tr>
<tr>
<td>Asheville</td>
<td>18%</td>
</tr>
<tr>
<td>Wilmington</td>
<td>16%</td>
</tr>
<tr>
<td>Rocky Mount</td>
<td>16%</td>
</tr>
</tbody>
</table>

Source: Brookings analysis of 2018 American Community Survey 1-year microdata.
Count on Me NC

Lynn Minges
President & CEO
NC Restaurant & Lodging Association
NC Restaurant Workers Relief Fund

- Raised over $1.28 Million
- 20K Applicants
- Gifted 2,435 Grants
Collaborators
NCRLA Initiated Effort to Train Businesses and Restore Consumer Confidence

• Partnership with Public Health Officials/Commitment to Public Health and Safety
• Free Voluntary Training for restaurants and hotels
• Consumer Confidence
• Recognizes businesses who are committed to best practices
• Positioned NCRLA as the lead in self regulating
• Media/PR
Audience Question

What new collaborations developed in your community’s hospitality sector during the pandemic?

Please answer in the chat box.
Family Forward NC

Lisa Finaldi
Community Engagement Leader
NC Early Childhood Foundation

Christopher Chung
CEO
Economic Development Partnership of NC
Family Forward NC

Family Forward NC is an innovative initiative to improve children’s health and well-being and keep North Carolina’s businesses competitive.

It is employer-led change to increase access to research-based, family-friendly, industry-appropriate practices—big and small—that increase workplace productivity, recruitment and retention; grow a strong economy; and support children’s healthy development.

Guide to Family-Friendly Workplaces

Big and small changes offer research-based, positive business benefits and health outcomes for children and families. Employers of all sizes can find ways to incorporate family-friendly practices.

We’ve identified 16 benefits with positive outcomes for employers, parents and children in five categories:

- Paid Leave – parental (and adoption), sick, safe, family and medical
- Flexible Work and Scheduling
- Health and Wellness Benefits
- Childcare – backup, on-site, consortium, subsidized
- Accommodations and Support - pregnant/return to work
Family-Friendly Workplace Policies Deliver Results

Flexible Work and Predictable Scheduling

• Flextime
• Working from home/telecommuting
• Job sharing and/or part-time work
• Predictable scheduling

Results

• Increases productivity, recruitment and retention
• Reduces absenteeism
• Reduces childhood obesity
• Reduces stress and increases job satisfaction

Family-friendly businesses will be able to:

- Open earlier and with a strategic advantage.
- Bring employees back to work more quickly and more fully.
- Establish a culture of resilience and security to attract and retain talent now and in the future.
Our Rapid Response Program

In partnership with HR experts at Performentor, we are providing no cost support and resources to help businesses become more family friendly.

- **A Three-Part Webinar Series** will help you reopen faster and more strategically; bring employees back earlier and more fully; and create a culture of ongoing safety for workers and families.

- **Family Forward Return to Work Kit** companion to the webinars offering additional support and resources for reopening.

- **No-Cost Opportunities to Work Directly with HR Experts** to implement family-friendly practices within your workplace.
Our Return to Work Kit will help your business focus on industry-specific benefits that:

- Can be set in motion relatively quickly
- Help you create a plan to offer additional benefits later
Audience Poll

How much of a barrier is childcare in your community?

Respond in poll feature.
Count on Me NC

Lynn Minges
President & CEO
NC Restaurant & Lodging Association
As North Carolina’s restaurants, hotels, attractions and businesses reopen after the COVID-19 stay-at-home order, Count On Me NC is a mutual pledge and public health initiative that empowers guests and businesses to help keep everyone safe and protected.
COVID-19 BUSINESS TRAINING

As you begin to welcome back staff and guests, evidence-based COVID-19 training developed by public health officials and food safety experts will provide a vital roadmap for reopening your business. Each module contains best practices and procedures that will give your staff and guests the confidence you’re doing everything possible to ensure their safety.
COUNT ON ME NC BUSINESSES

Check back for a regularly updated list of Count On Me NC businesses who have completed industry-specific COVID-19 training.

FILTER BUSINESSES

- Search by Business Name
- Search by City
- Restaurants/Bars
- Hotels/Lodging
- Outdoors/Attractions
- Other
- Retail

SEARCH

1 2 3 4 5 6 7 8 Next »
• 15,426 individuals completed training
• 62,793 courses completed
• 13,830 unique participating businesses
• 1.5 BILLION media impressions
• 50+ webinars
• Supported by $5 million in promotions/advertising
North Carolina restaurants that signed the Count On Me NC pledge are listed on the ServSafe Dining Commitment site and promoted through their multi-million dollar television campaign and website.
Since Count On Me NC's inception, the campaign's message has been amplified through the following PR tactics:

- Campaign Announcement
- Creative Storytelling Utilizing Overall Campaign and Partnerships
- Inclusion of the Campaign in All Travel Pitches
- Reactive Opportunities For Safety and Travel
- Media + Influencer Mailer to North Carolina Friendlies

22.5 MILLION
Total Impressions
To Date

After months of telling people to stay away, some big cities need new ways to bring tourists back

"No one thinks to be viewed as doing less than others to attract and prevent travelers," said one tourism expert.
Are you aware of the Count on Me NC health safety campaign?
<table>
<thead>
<tr>
<th>Effectiveness of Count on Me NC</th>
<th>Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>Providing assurance that health safety precautions are being implemented in NC</td>
<td>70%</td>
</tr>
<tr>
<td>Teaching me about health safety protocols I should use when traveling within NC</td>
<td>66%</td>
</tr>
<tr>
<td>Providing advertising/visuals I need to recognize businesses that provide health safety training to their employees</td>
<td>59%</td>
</tr>
<tr>
<td>Providing information on health safety while traveling within NC</td>
<td>55%</td>
</tr>
<tr>
<td>Providing information useful in training employees on health safety protocols</td>
<td>55%</td>
</tr>
</tbody>
</table>

Please provide a rating of how effective you think the Count on Me NC advertising you have seen is at each of the following.
Audience Poll

How likely are businesses and organizations in your community to consider participating in Count on Me NC?

Respond in poll feature.
Family Forward NC

Lisa Finaldi
Community Engagement Leader
NC Early Childhood Foundation

Christopher Chung
CEO
Economic Development Partnership of NC
Future Ready
Ko•an and So•ca in the Triangle

- Increased compensation to $10-15/hour for all employees and sharing of gratuities

- Offers 14 days of **Paid Sick Leave** to all employees

- Added a 10% Sustainable Hospitality Fee to offset cost (Customers are willing to pay more - post COVID)
Future Ready
Rockingham County Partnership

- Countywide Outreach for Live Rapid Response Webinar 1
- Business Completes Program to Apply for HR Support
- Business Drafts Plan for a Family-Friendly Workplace
- Apply for Reidsville Area Foundation Bridge Grant
Find our Guide to Family Forward Workplaces and sign up for our bimonthly newsletter:

www.familyforwardnc.com

Find more information about Rapid Response and apply for one-on-one support:

https://familyforwardnc.com/returntowork/

Thank you to our sponsors and our Rapid Response partners

BlueCross BlueShield of North Carolina

NCIOIM

Economic Development Partnership of North Carolina
Audience Poll

Which of these family-friendly workplace benefits do you think would have the most impact on NC employees during COVID-19?

Respond in poll feature.
Discussion
Next Steps

Webinar Evaluation Survey – only 5 questions
  Link in chat box & by email

Next webinar on January 27– you’re registered!
  Focus: Data-Driven Decision Making
  Invite your network to join us.

Visit project page for updates: go.unc.edu/KeystoRecovery
  Case studies, Data Analysis, Resources, and more

COVID-19 Survey of Local Governments & Community Leaders – respond by Nov. 25

https://unc.az1.qualtrics.com/jfe/form/SV_efaxVOon2LSBRnRr
Stay Connected

Email: nclIMPACT@unc.edu

Twitter: @nclIMPACTsog and @NCGrowth

Facebook: NCImpact Initiative and NCGrowth
Thank you!