Workforce Data Collaborative

• Four economic development organizations conducting research critical to advancing Greenville’s economic development

• Direct engagement of employers and employees through surveys of key employment centers identified through employer feedback:
  - Downtown area (29601) | completed
  - Brookfield/Mauldin | completed
  - SCTAC/Donaldson area | underway
Exploring barriers to workforce participation

- Transportation
- Affordable Housing
- Child Care
- Criminal Records

Analysis is shared with business leaders and policymakers to inform administrative, regulatory or policy changes to enhance workforce availability and participation.
Workforce Availability

- Unemployment rate: ~3%
- Labor Force Participation Rate: ~58%
5-year changes in housing costs
Unemployment and Greenlink COA Routes

Currently, no bus service within surveyed employment center

Total Unemployed

Unemployed

- 0 - 24
- 25 - 49
- 50 - 99
- 100 - 149
- 150 >

- Greenlink COA
- Major Highway
- Interstate
- Greenville City Limits
- County Boundary
Brookfield/Mauldin Survey

- Conducted from September 5 – October 5, 2018
- Separate surveys for employers and employees
- Multiple large employers across industries representing 1,500+ employees

Note: participation in the survey was voluntary; methodology and results are not scientific
Key Findings: Employees

Respondent Profile:
50% hourly/50% salaried

- 87% drive alone to and from work
- 47% would definitely or probably take the bus if available and convenient
- 40% of employees commute less than 15 minutes
- 82% of employees commute less than 30 minutes
- 63% would definitely or probably utilize a circulator bus in the City of Mauldin
Key Findings: Employees

- **46%** of employees pay more than 30% of their income for housing.
- **9%** of employees pay more than 50% of their income for housing.
- **10%** of employees stay with friends or family or have other arrangements.
- **41%** of employees rent home/condo.
- **49%** of employees own their own home/condo.
Key Findings: Employees

- 41% of employees are satisfied with access to training or professional development.
- 40% of employees are satisfied with funding for increased educational opportunities.
- 21% of employees are satisfied with access to convenient, safe affordable housing.
- 20% of employees are satisfied with availability of convenient public transportation.

33% of employees would like to see increased workforce participation and career progression opportunities.
Key Findings: Employers

Most common barriers to sustainable employment:

47% Lack of technical skills or training
33% Lack of transportation
33% Lack of child care
27% Lack of soft skills

33% of employers definitely or probably would provide bus stipends for employees to get to work.

80% of employers definitely or probably would support implementing a circulator bus route that serviced locations around the city of Mauldin.
Employers’ Top 5 Priorities for Workforce Availability:

1. Policy or regulatory reform at state/local level
2. Availability of training programs
3. Public transportation and mobility
4. Child care
5. Policy or regulatory reform at the federal level
What’s Next? Continued data collection and aggregation
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