

CITY & COUNTY OF HONOLULU

# FISCAL RECOVERY FUND ECONOMIC AND WORKFORCE DEVELOPMENT SURVEY REPORT

May 16, 2022 to June 12, 2022

Prepared by  
**Managing Director's Office**  
June 2022



# SURVEY AND REPORT STRUCTURE

The Fiscal Recovery Fund Economic and Workforce Development Survey targeted both employers and job seekers/current employees in order to compare and contrast the needs of each group.

In the Employer section of the survey questionnaire, respondents were asked about: employee recruitment, experiences with the skill level of applicants, employee retention, business assistance programs, impacts of the COVID-19 pandemic, and business information including the respondents' role in their business and its size.

In the Employee/Job Seeker section, respondents were asked about: their current employment status and job retention, their experiences with finding work, job skills and training, access to technology for remote work, the impacts of the COVID-19 pandemic, and additional demographic information. Employees/Job Seekers were also asked a series of questions about City jobs and hiring.

## In this report you will find information about:

- Survey Methodology
- Response Rates
- Demographics and Geographics of Respondents
- Employer vs Employee/Job Seeker Comparisons
- Employer Specific Questions
- Employee/Job Seeker Specific Questions
- City Next Steps for Continued Surveying

**Please note:** In this survey, respondents were asked to select multiple answers to many of the questions. For this report, the statistics presented are percentages of the total respondent pool for each choice rather than the relative percentage of the choices against each other. As a result, many of the percentages for a given question will add up to more than 100%.



# About the FRF Economic and Workforce Development Survey

## SURVEY CREATION & METHODOLOGY

Spring 2022: The Mayor's Communications team organized planning sessions with relevant City departments active in the Economic and Workforce Development space and used the City's 2021 Initial Recovery Plan to shape the questionnaire. The survey was hosted online at [oneoahu.org/frf](https://oneoahu.org/frf). Respondents were asked various questions about their experience within their own careers and/or businesses. Respondents needing assistance with the survey for technical or disability needs were encouraged to call the City's COVID-19 Response Team to have a staff member assist them in filling out the survey.

## DATA COLLECTION

May 16 to June 12, 2022: During the data collection period, residents were encouraged to take the survey through a number of communications channels. Results were monitored daily to ensure accuracy and ease of access to the survey.

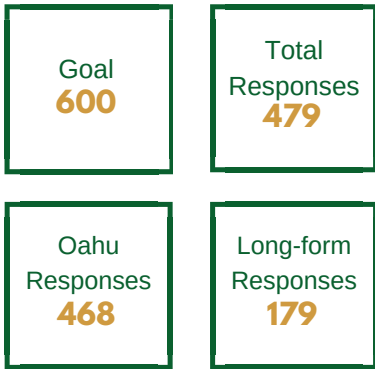
## RESULTS

Data collected in the FRF Survey will influence decision-making in the City's use of FRF funds for Economic and Workforce Development programs and services. Data highlights are reflected in this report and full results are available at [oneoahu.org/frf](https://oneoahu.org/frf). Data for this report has been filtered to exclude non-O'ahu respondents.



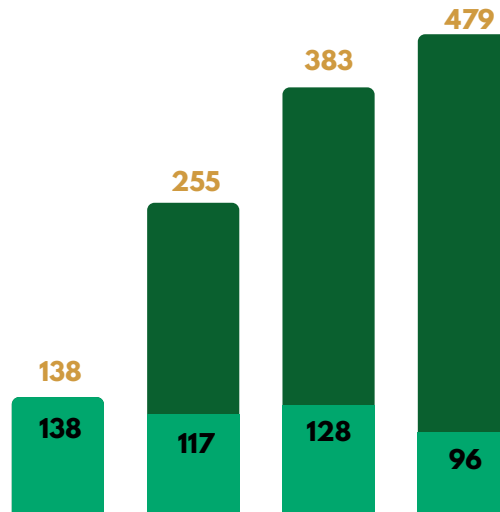
# BY THE NUMBERS

Survey response rates were lower than the Initial FRF Community Engagement Survey. This Economic and Workforce Development survey was extended to a full four weeks from its original two-week period to allow time for more residents to respond to the survey.



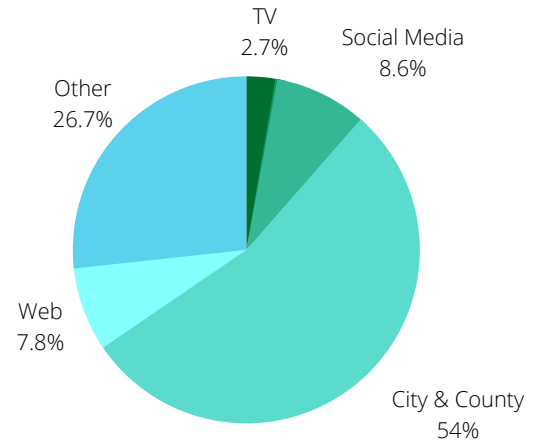
Common survey sample sizes for polls conducted on O'ahu are between 400 and 1,000 respondents.

Responses Per Week (All respondents)



Black numbers above are weekly responses. Orange numbers are the running total responses at the close of each week.

"Where did you hear about our survey?"



"Other" included: friends and family, colleagues, and outreach from elected officials.

"City & County" included: direct emails, newsletters, phone calls, and City Business and Constituent Educators.

# COMMUNICATIONS & OUTREACH



## Traditional Media

Mayor's Communications team drafted and distributed press release. The survey was mentioned in various newscasts throughout the survey period.



## Email Distribution

OER sent emails to numerous community partners and organizations asking for assistance in publicizing the survey link. Additionally, the FRF survey was highlighted in the OER newsletter during the survey period.



## Social Media

Mayor's Communications created and distributed social media assets via One O'ahu and Mayor Rick Blangiardi's social media platforms.



## [oneoahu.org/frf](http://oneoahu.org/frf)

[oneoahu.org/frf](http://oneoahu.org/frf) hosted the survey tool, graphic explanation of FRF priority areas, and DIT FRF spending dashboard. This page was viewed 5,029 times during the survey period.



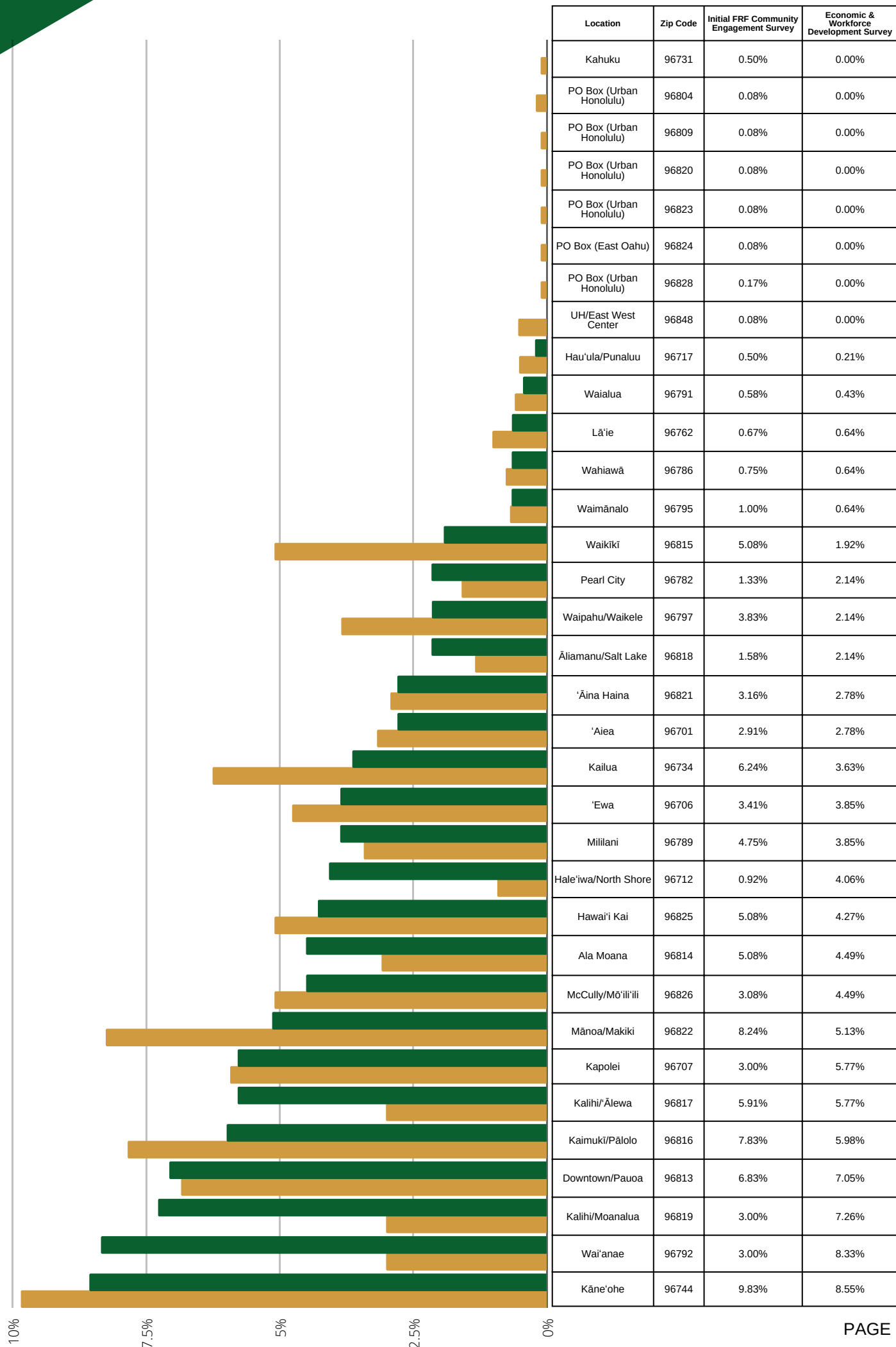
## Direct Outreach & Presentations

OER Director presented to a variety of stakeholders and interest groups about the survey to solicit assistance in publicizing the survey link.

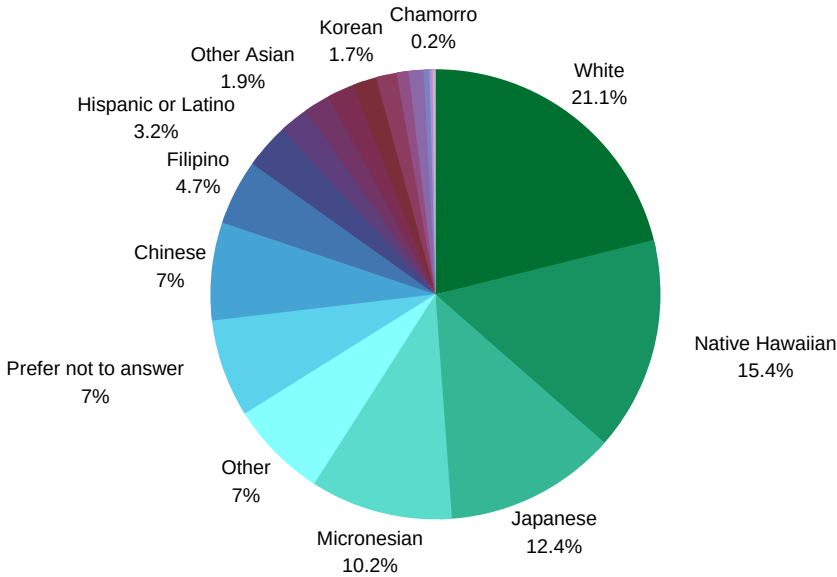


# GEOGRAPHIC DATA

Initial FRF Community Engagement Survey      Economic & Workforce Development Survey



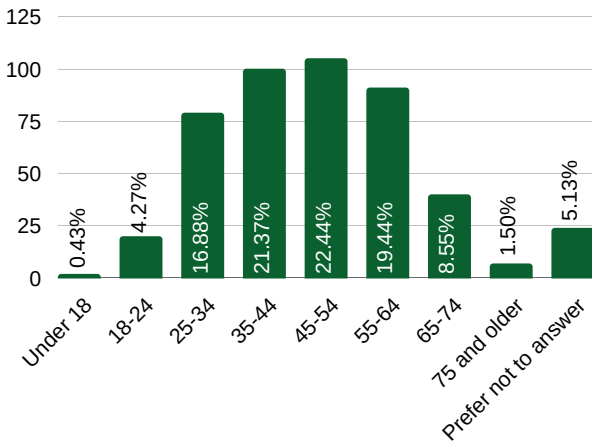
# DEMOGRAPHIC DATA



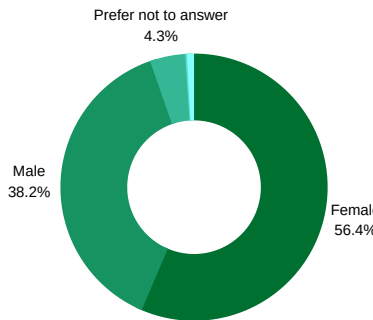
White	99	21.15%
Native Hawaiian	72	15.38%
Japanese	58	12.39%
Micronesia	48	10.26%
Other	33	7.05%
Prefer not to answer	33	7.05%
Chinese	33	7.05%
Filipino	22	4.70%
Hispanic or Latino	15	3.21%
Samoan	10	2.14%
Other Asian	9	1.92%
Vietnamese	9	1.92%
Korean	8	1.71%
Other Pacific Islander	7	1.50%
Black	4	0.85%
Tongan	5	1.07%
Native American or Alaska Native	2	0.43%
Middle Eastern or North African	1	0.21%
Chamorro	1	0.21%

Representation, by a percentage of the total sample, was up for various groups in this survey when compared to the Initial FRF Community Engagement Survey. White, Native Hawaiian, and Japanese remained as the top three most commonly selected ethnic/racial identity markers. Micronesia respondents jumped from 0.25% to 10.26% due in large part to increased outreach to the Pacific Islander community.

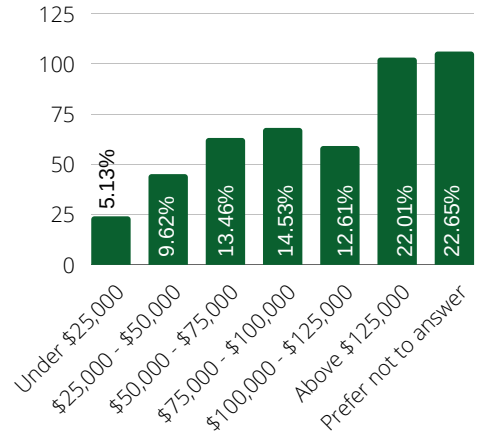
Age Distribution



Gender Distribution



Household Income Distribution



While the percentages of those selecting "prefer not to answer" went down in most of the demographic categories when compared to the Initial FRF Community Engagement Survey, statistically significant numbers of respondents still elected not to share their information in this survey i.e., it is not clear if the divergence in the demographics reported in this survey is directly reflected in those respondents or if some populations are truly underrepresented.



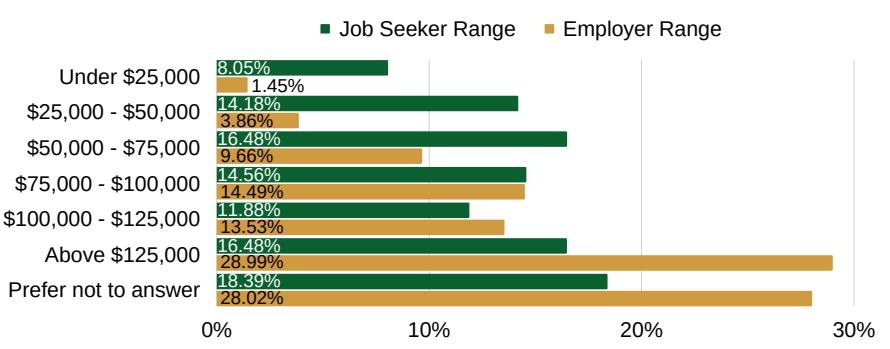
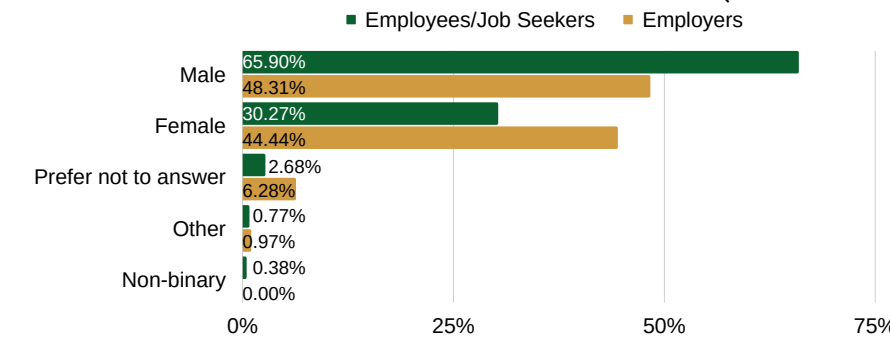
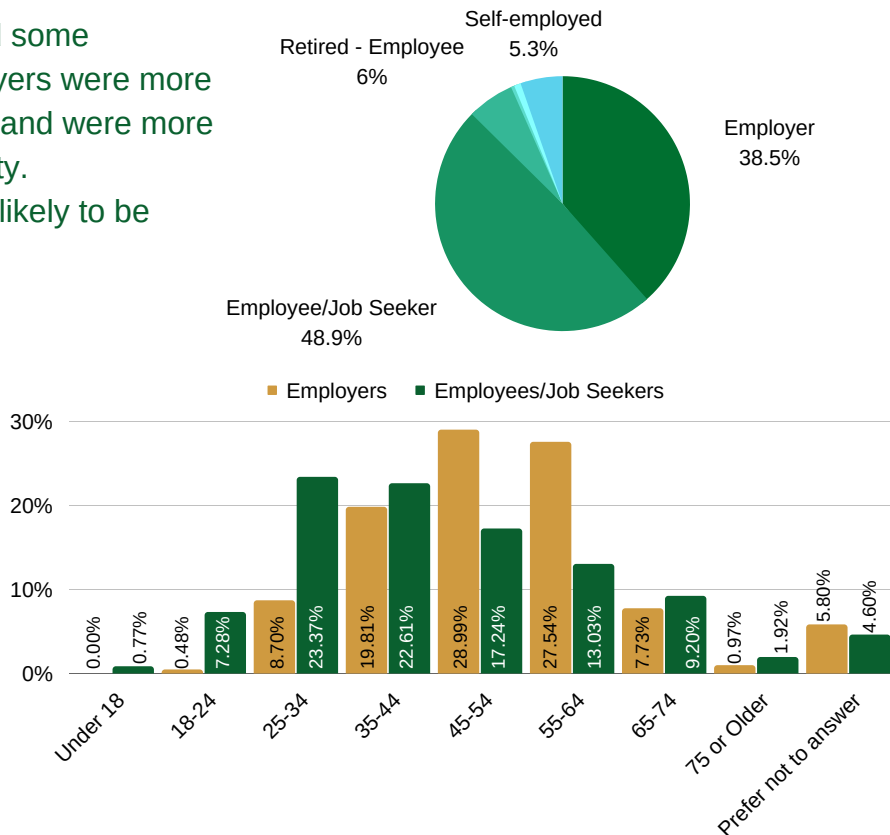
# Employees/Job Seekers vs Employers

## Comparisons

Employees/Job Seekers and Employers showed some differences in their demographic profiles. Employers were more likely to be older, slightly more likely to be male, and were more likely to be white or decline to share their ethnicity.

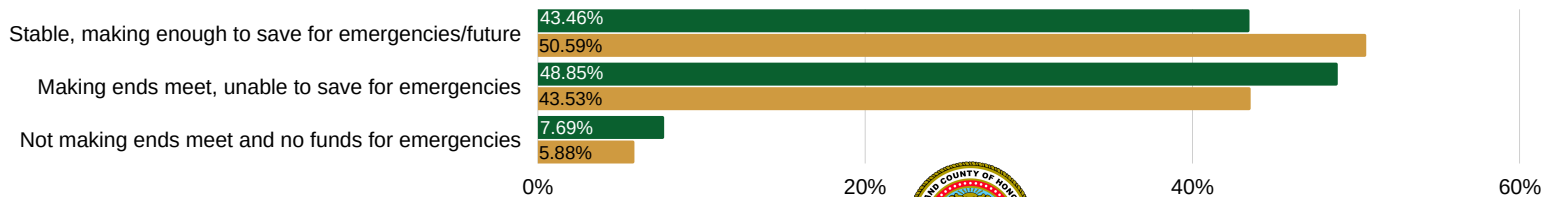
Employees/Job Seeker respondents were more likely to be younger and were strongly likely to be female.

	Employers	Employees/Job Seekers
White	24.15%	18.77%
Black	0.00%	1.53%
Native American or Alaska Native	0.97%	0.00%
Filipino	3.86%	5.36%
Japanese	11.59%	13.03%
Chinese	7.25%	6.90%
Korean	3.38%	0.38%
Vietnamese	3.38%	0.77%
Other Asian	2.42%	1.53%
Native Hawaiian	14.98%	15.33%
Samoan	0.97%	3.07%
Micronesian	2.42%	16.48%
Tongan	0.97%	1.15%
Chamorro	0.48%	0.00%
Other Pacific Islander	0.48%	2.30%
Hispanic or Latino	4.35%	2.30%
Middle Eastern or North African	0.48%	0.00%
Prefer not to answer	10.63%	4.21%
Other	7.25%	6.90%



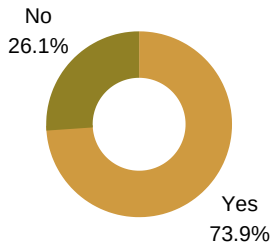
## Household Income

Employers were more likely to indicate a higher household income level than employees/job seekers. They were also more likely to feel like their household finances were stable.



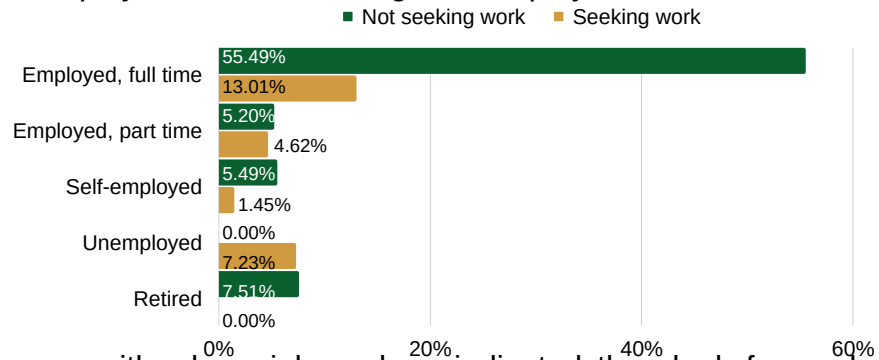
### Openings/Hiring:

Most employers who responded to the survey are currently hiring or recruiting for open positions.



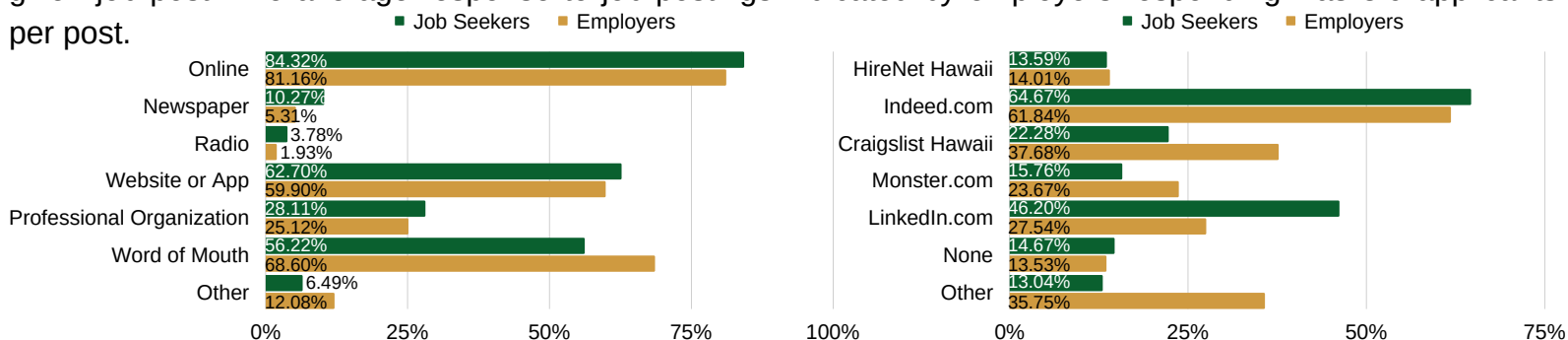
### Active Job Seekers:

Most employees who responded to the survey were employed and not seeking new employment.



### Job Postings:

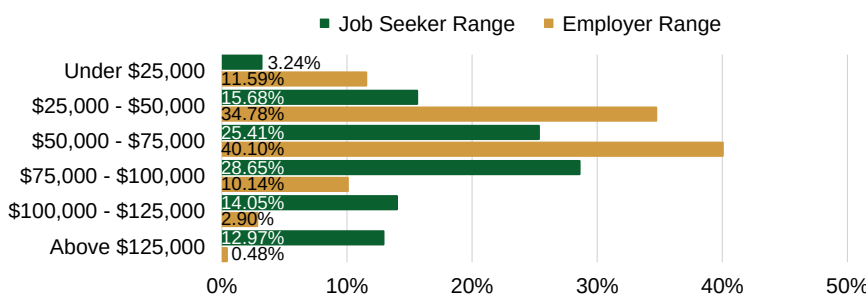
Where employers post their jobs was mostly in sync with where job seekers indicated they look for work. Notable exceptions were in newspapers and word of mouth. Over 10% of job seekers indicated they looked in the newspaper for jobs while only 5% of employers said they posted jobs in the paper. Over 68% of employers indicated using word of mouth to get their job posting out but only 56% of job seekers used this method to find work. Job seekers look at posting on LinkedIn.com at a far higher percentage (46%) than employers are posting on that site (27%). Employers favored posting on Craigslist (38%) while only 22% of job seekers indicated using that site to look for work. Employers stated they got anywhere from zero to 200 applicants on a given job post. The average response to job postings indicated by employers responding was 8.9 applicants per post.



Job seekers who selected "other" mentioned using USAjobs, jobs.gov, other government sites, and the Hawaii Alliance of Non-profit Organizations to find work. Employers who selected "other" indicated they used sites like Hawaii Jobs on Demand, ZipRecruiter, and social media sites to post their openings.

### Salary:

Job Seekers indicate they are looking for jobs that pay more than the average amount that employers indicate the jobs they are hiring for are paying.



“ Hirenet is not a user friendly website. It looks and works like we are living in a 1998 world. Updating the website so that all Hawaii employers have access to current residents who are truly seeking work would be so helpful ”



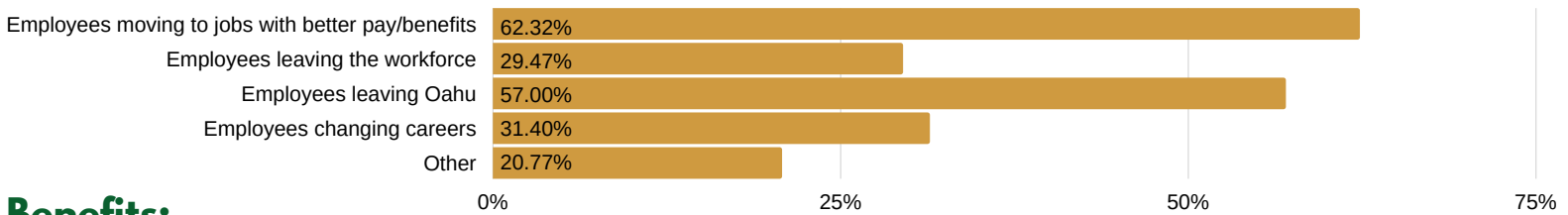


# Remote Work & Other Benefits

## Comparisons

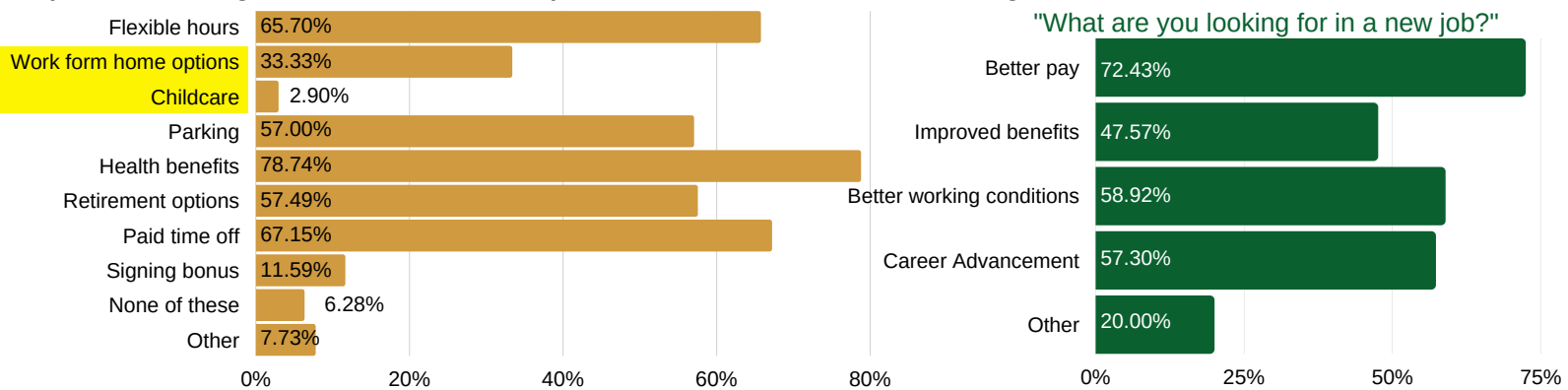
### Retaining Employees:

Employers were asked about their biggest challenges in employee retention. Employees moving to jobs with better pay or benefits was the most common issue cited. Additionally, many employers indicated that many of their employees were leaving Oahu. In the "other" category, many employers discussed needing to let employees go due to a lack of available work or due to employee performance issues.



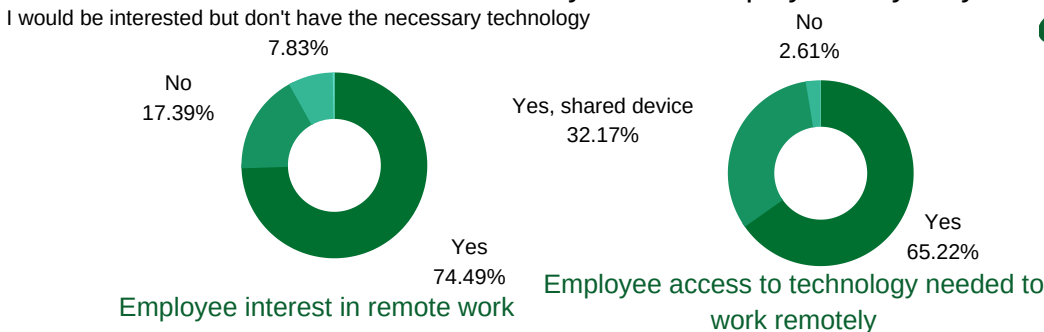
### Benefits:

Employers were asked what benefits they offer to their employees. Employees/job seekers were asked what they were looking for in new work. Many of them indicated better working conditions and better benefits.



### Access to Technology & Remote Work

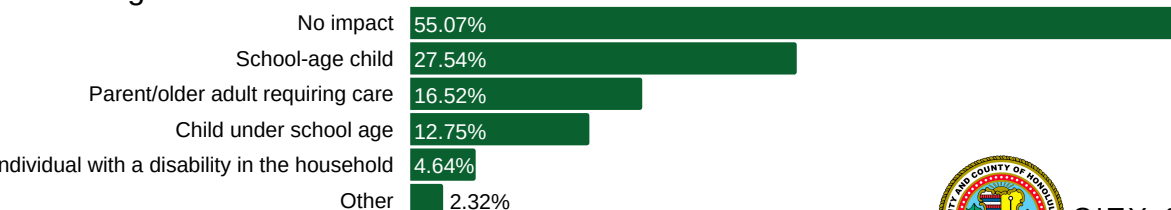
The majority of Job Seekers/Employees have access to the necessary technology to work remotely and nearly 75% indicate a desire to do so while only 33% of employers say they offer this as an option for their employees.



“Remote work will also help with work life balance and traffic congestion on our island. I would also like to see more opportunities for working families with children that have disabilities. Sometimes parents are forced to leave the workforce due to lack of caregiving opportunities and specialists in the field required. Especially for our O’ahu schools, having a pipeline for students to get into special education will help to fill this gap and make our communities more inclusive and accepting of differences.”

### Childcare & Caregiving Responsibilities:

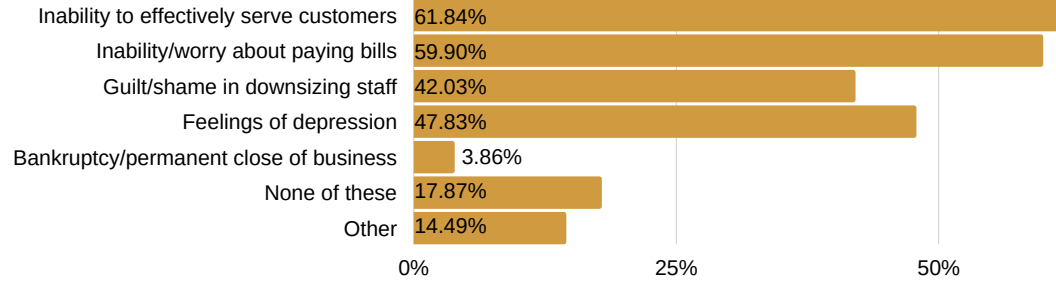
While 55% of employee/job seeker respondents indicated that they did not have caregiving responsibilities that impacted their ability to work, those who had caregiving responsibilities most frequently said they were caring for school-aged children or older adults in the home.



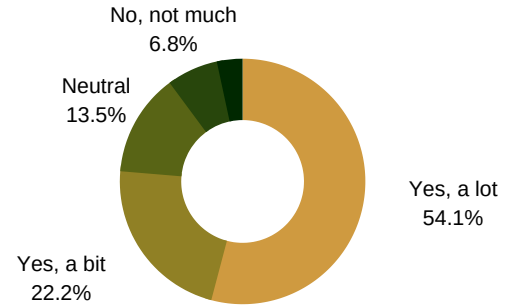
### Impacts on Businesses and Employers:

The COVID-19 pandemic impacted businesses and their employees in a number of ways. Over 61% of employers who responded to this survey indicated that they had experienced an inability to effectively serve customers during the last two years. Most of the employer respondents to this survey also indicated they had difficulty balancing their work and homelife demands during this period.

"Did you experience any of the following?"

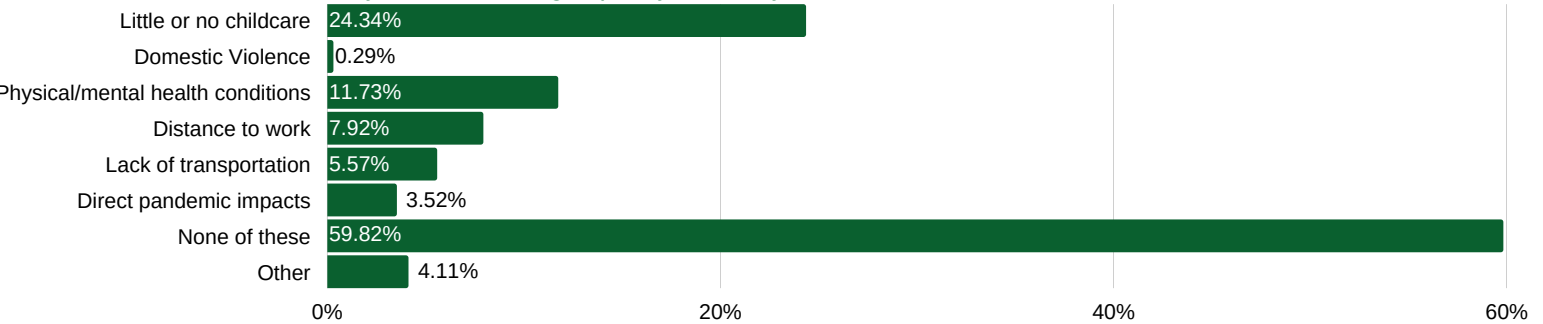


"Did you have trouble balancing your work and homelife demands?"

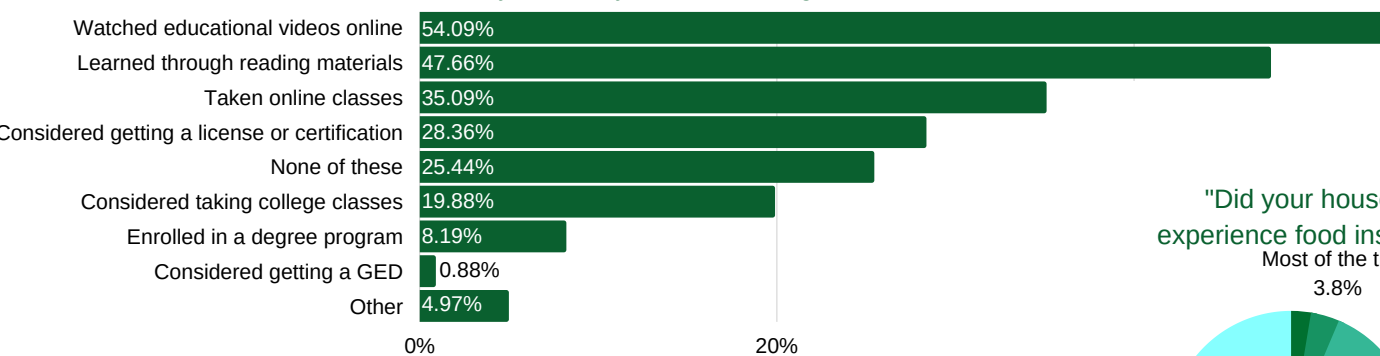


### Impacts on Employees and Job Seekers:

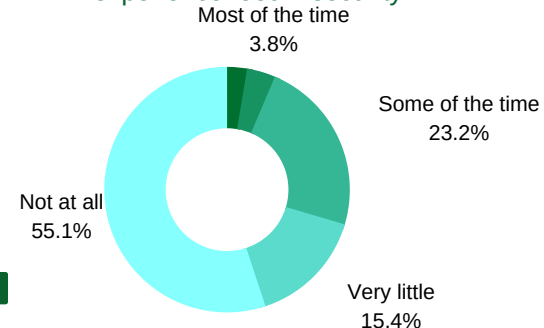
Employees and Job Seekers also had to balance their work and home responsibilities during the pandemic. While a majority of the workers who responded to this survey indicated they had not experienced any of the difficulties listed, many were impacted both by factors with their work and by pandemic impacts on members of their households. Childcare, physical health conditions, and financial issues compounded pandemic stressors for many workers. "Did any of the following impact your ability to work outside the home?"



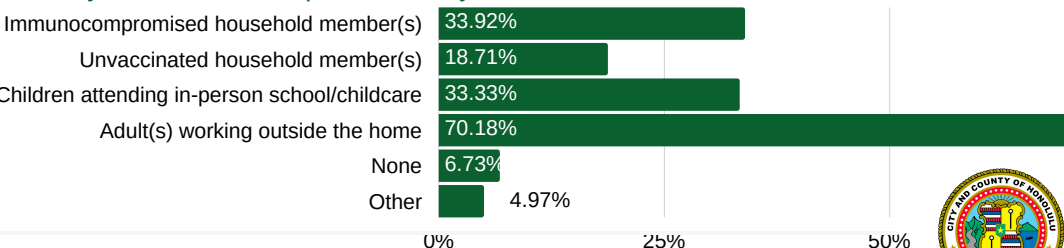
"Did you do any of the following?"



"Did your household experience food insecurity?"



"Has your household experienced any of these COVID-19 risk factors?"

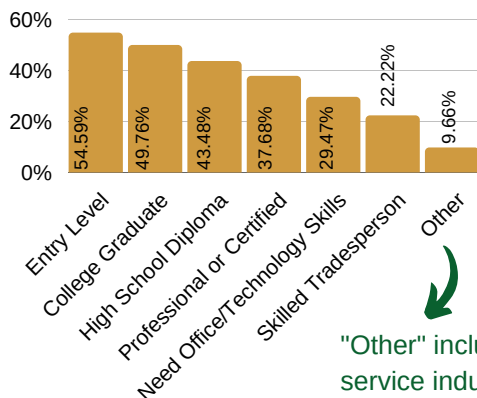


# Job Skills & Hiring Challenges

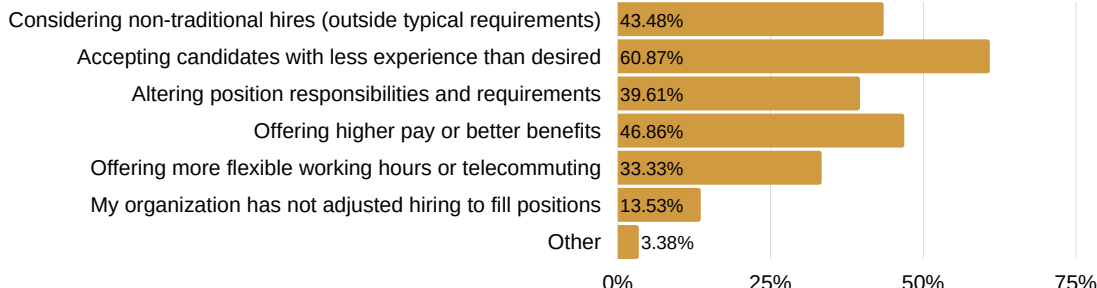
## Employer Questions

### Skill Level Needed for Open Positions:

Employers indicated that they were hiring for a broad range of skill and experience levels. More than half of these employers also indicated that they were hiring candidates with less experience than desired to fill positions.

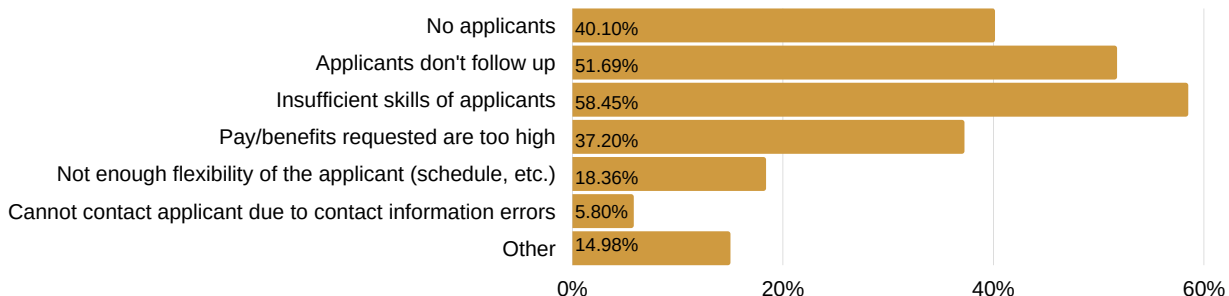


"Other" included: Salesmanship, experience in the service industry, language skills, and management skills.



### Hiring Challenges:

Insufficient skills and lack of applicant follow-up were the top two hiring challenges to that employers selected.

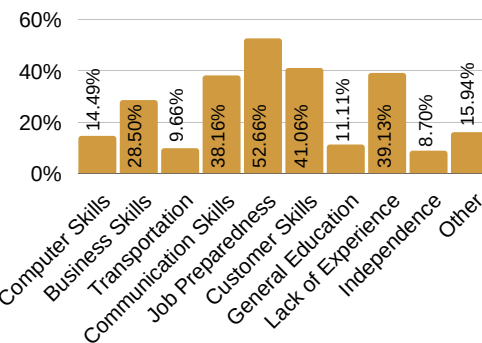


"Other" included: no-shows, irrelevant qualifications, issues passing a drug screening, and unprofessional behavior.

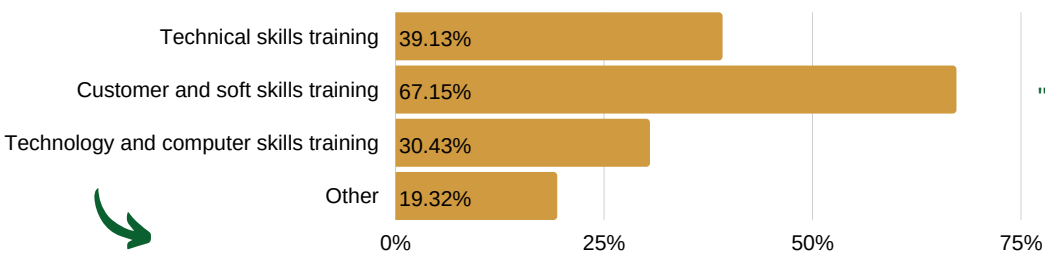
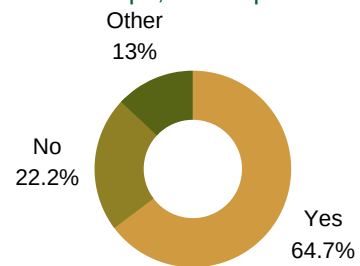
### Training:

Customer and soft skills training was the top priority compared to technical skills and technology and computer skills. "Other" responses included: management training, work ethic and reliability, interviewing skills, and certificate programs.

Job preparedness was by far the most commonly selected answer when employers were asked about applicants' biggest barriers to employment.



"Would you be willing to "audition" employees at your workplace through paid apprenticeships, internships, or trial periods?"

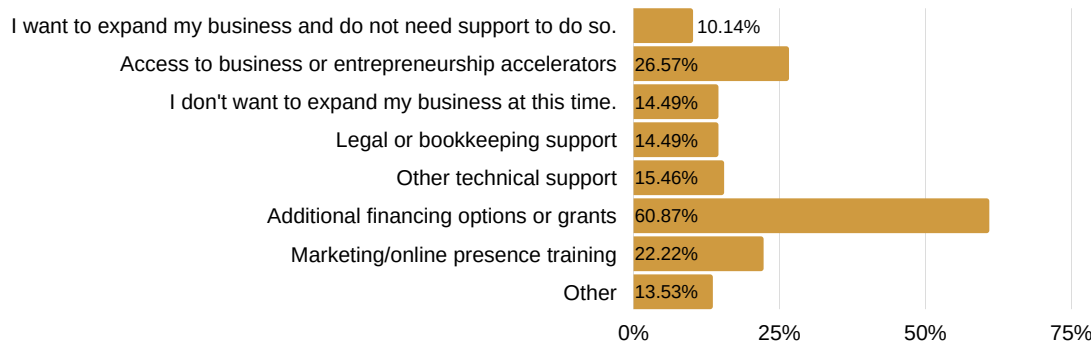


Please explain the types of training: "Customer service skills: how to talk to customers; how to speak politely, especially to older adults; how to be helpful and knowledgeable about store products so they can help customers find what they are looking for. Computer skills: how to do online searches; how to use Excel and Word."



### Business Assistance Programs:

To better understand the needs of the business community, employers were asked to select from a list of types of business assistance programs that could benefit their organizations. "Additional financing options or grants" was by far the top priority with over 60% of employers selecting this option.



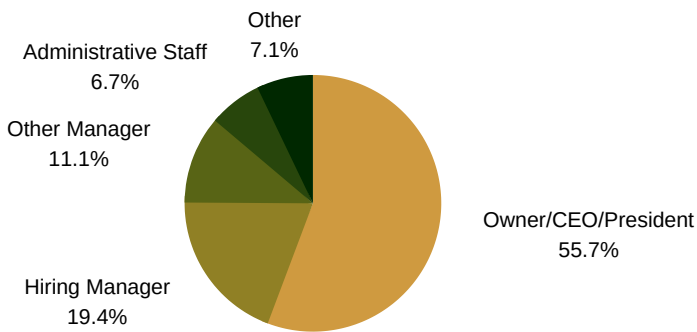
"C&C grant program for businesses. we got a small business grant in 2020, it was a lifesaver"

"Workforce development programs that actually deliver results, i.e., potential employees with the skill-set we need."

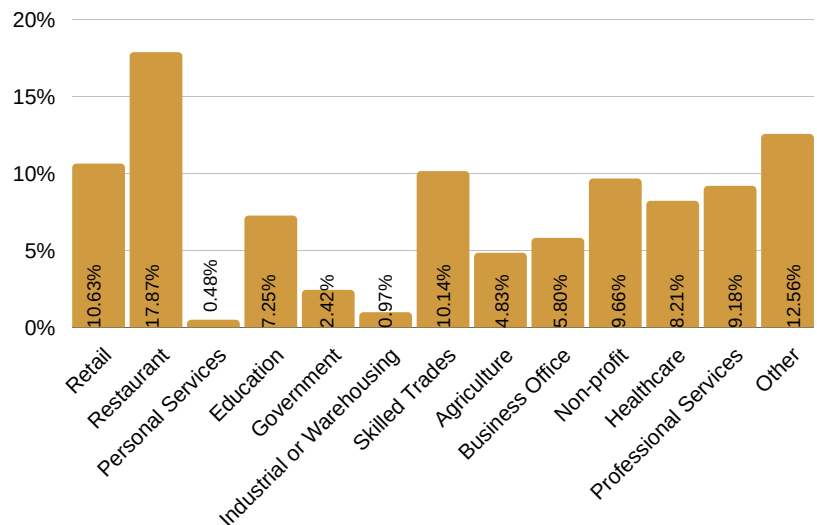
### Business Information:

These questions about the specifics of the business will help to determine what kinds of businesses were reached in the survey outreach and what types need additional outreach.

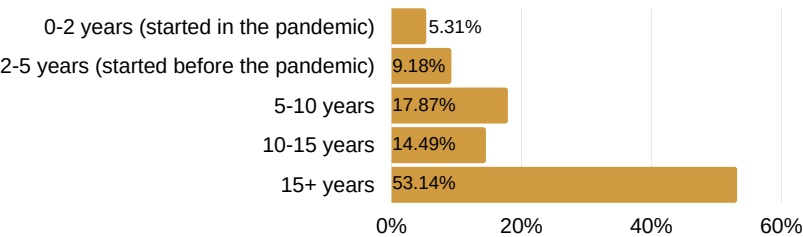
"What is your role in your business?"



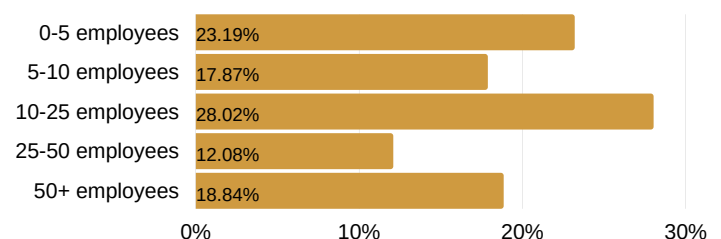
"What type of industry best describes your business?"



"How long has your business been in operation?"

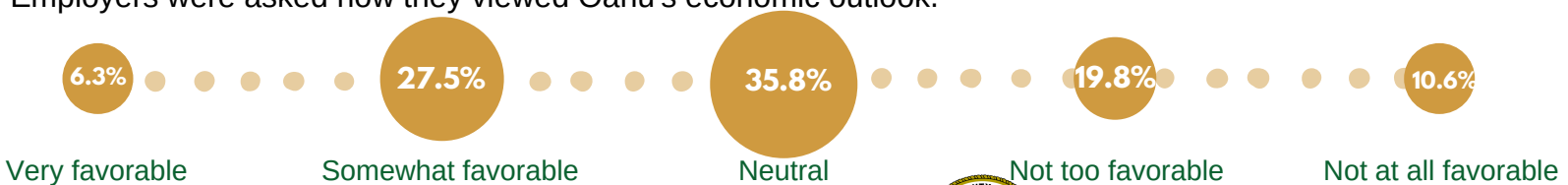


"How large is your business?"



### Views on Oahu's Economic Outlook:

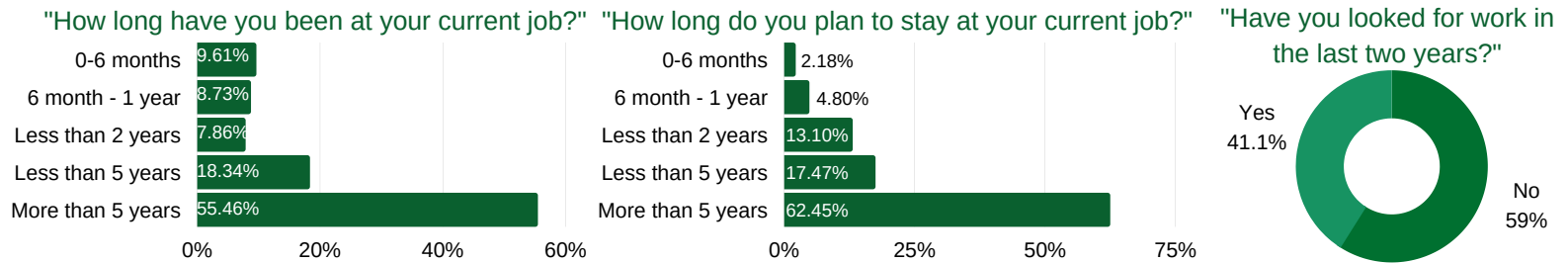
Employers were asked how they viewed Oahu's economic outlook.



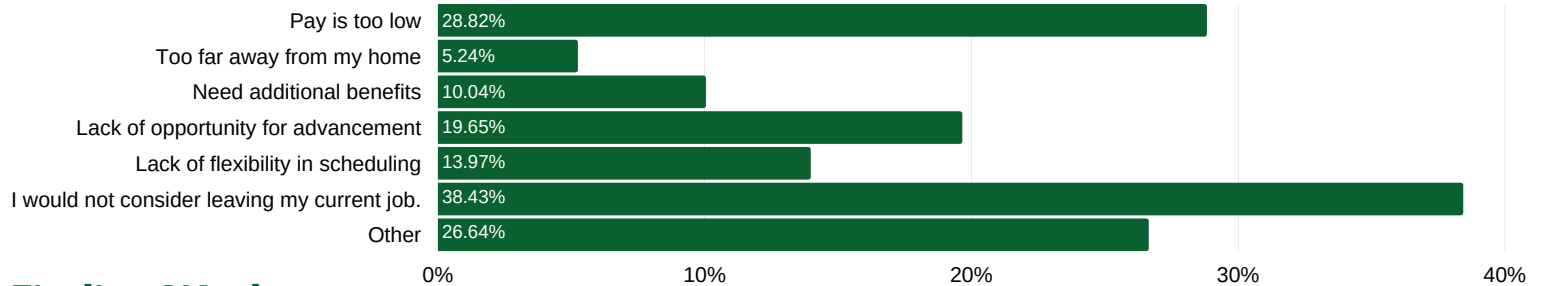
# Job Retention & Finding Work

## Employee/Job Seeker Questions

### Job Retention:

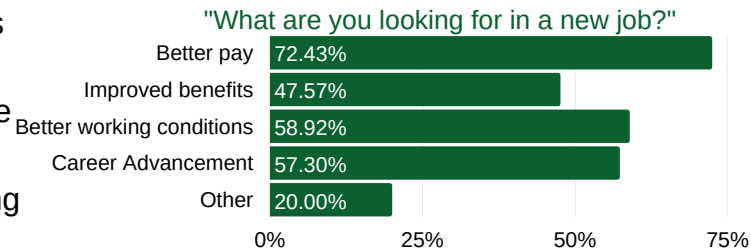


Employees were asked about various reasons they might consider leaving their current job. The majority of respondents indicated they would not consider leaving their current job. Of those who indicated they would consider leaving their jobs, pay and lack of opportunity for advancement were most commonly selected.

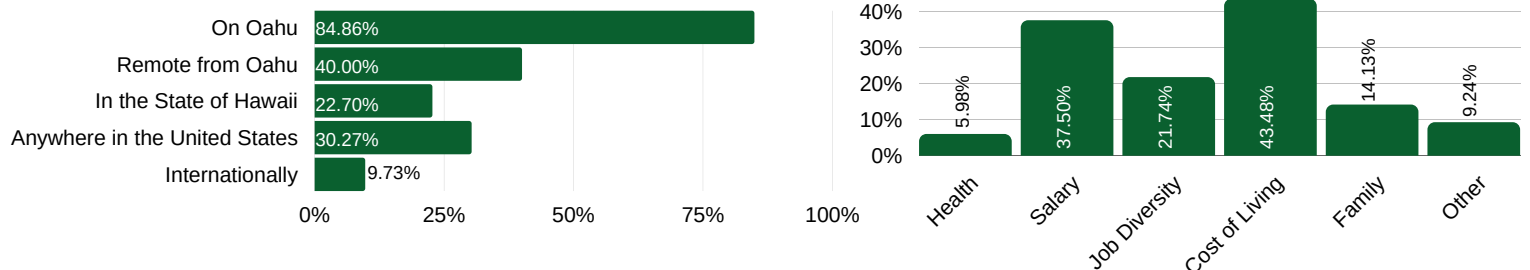


### Finding Work:

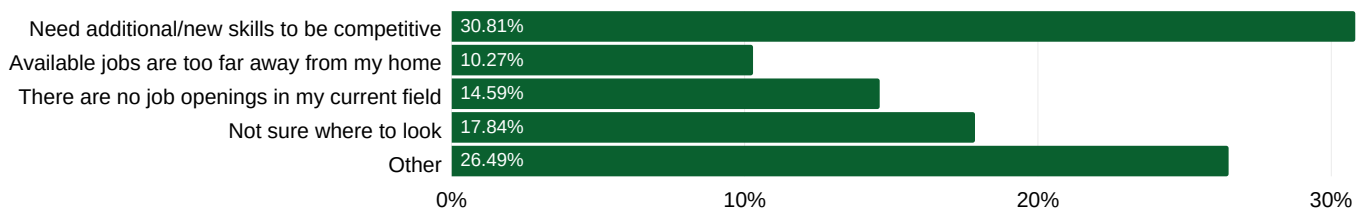
For those respondents who were looking for work, questions about their experience in the job market showed there are many opportunities for programs to help job seekers become more competitive. Those who were actively seeking employment indicated that they were most likely to be looking for better pay and working conditions.



Job Seekers indicated they would like to stay on Oahu if they could but that many were also looking for positions off-island. Cost of living and salary were the two reasons most commonly given by those looking for jobs outside of Oahu.

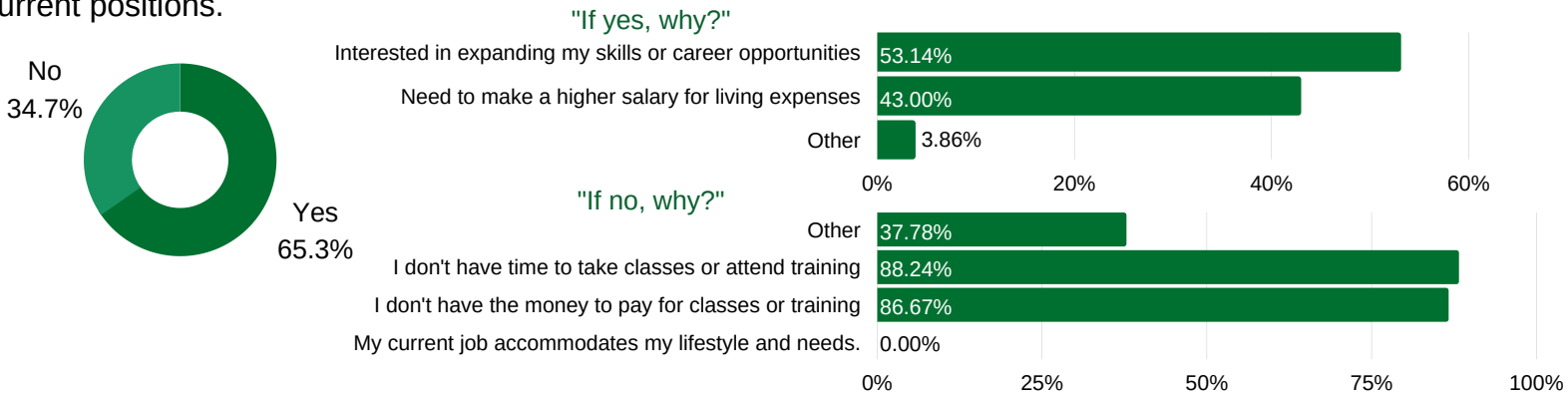


Job Seekers gave insight into many of the challenges they have had in finding work. The need for additional or new skills to become more competitive was the top response among job seekers.



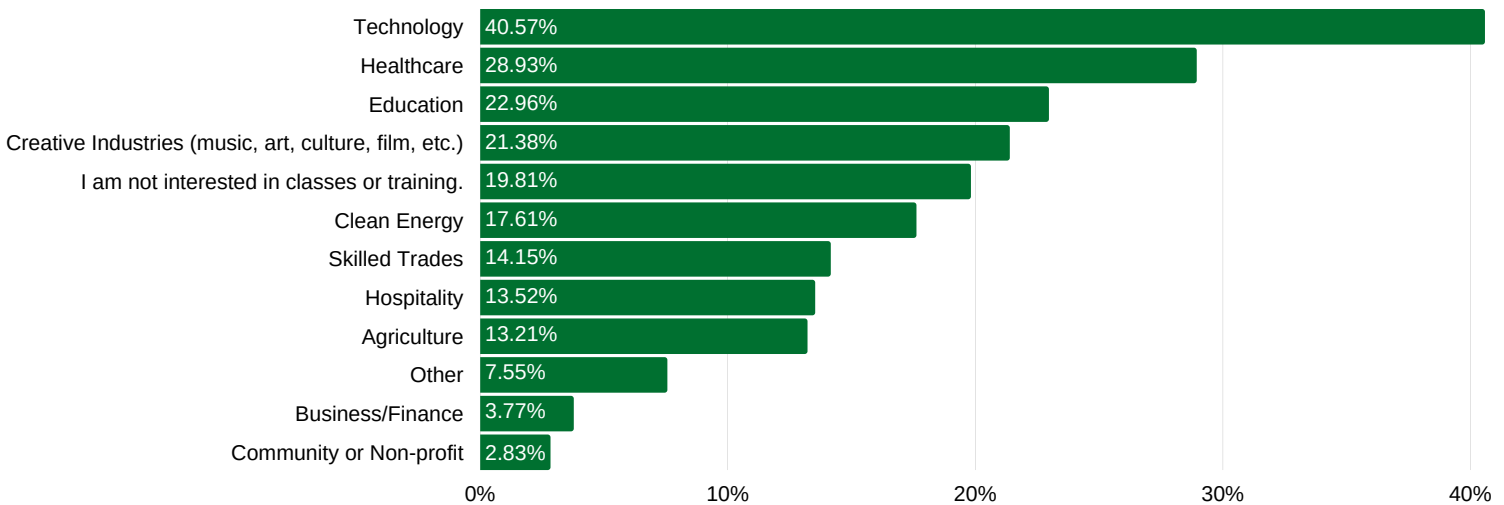
### Interest in Job Skills & Training:

Current employees and job seekers were asked about their interest in training to increase their skill level. The majority indicated they would be interested in training. When asked why, interest in gaining career opportunities and expanding skills was a high priority. Of those who did not have an interest in training, financial or time constraints were the most common reason along with individuals who felt they were adequately trained for their current positions.



### Types of Training:

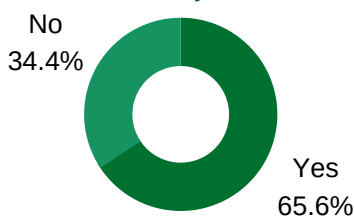
Employees/Job Seekers indicated interest in training in a number of areas. Technology training was the most commonly selected training type with healthcare, education, and creative industries all also highly ranked.



### Ability to Access Training:

In addition to gauging interest in various types of training, the survey also asked questions to gain insight into the financial constraints of employees/job seekers as they relate to training opportunities.

"Would a training stipend be necessary for you to enhance your skills?"



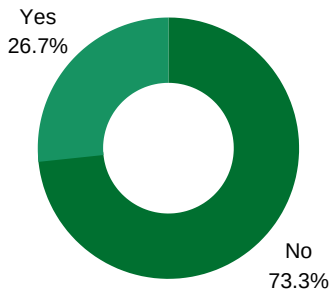
"Would you be interested in a paid internship or apprenticeship in your area(s) of interest?"



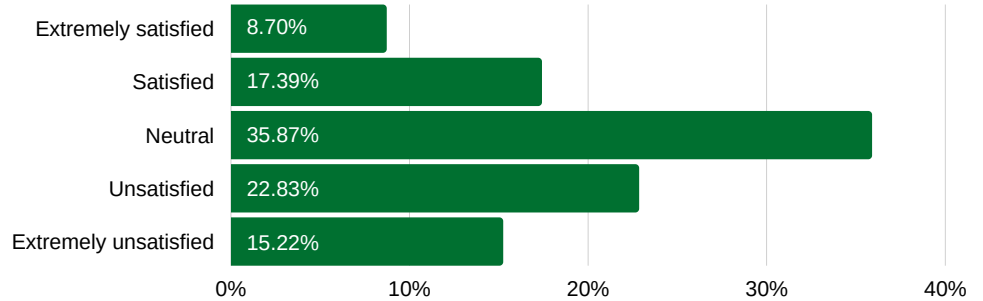
### Perceptions about City Jobs:

The City and County of Honolulu is a major employer on Oahu and currently has thousands of openings in need of personnel. Employees/job seekers were asked a series of questions about their experiences and insights on the City as an employer. The majority of respondents had never applied for a City job. Many of those respondents indicated they did not know where to find City jobs.

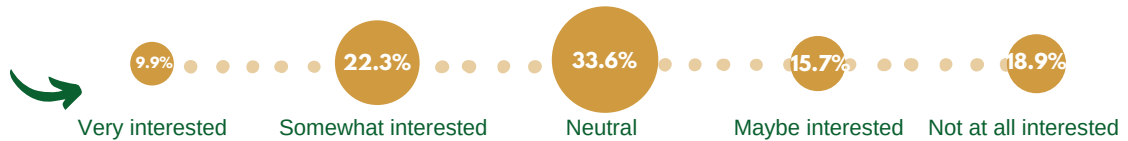
"Have you ever applied for a City job?"



"How would you describe your experience applying for City jobs?"



"How do you feel about the City as a potential employer?"

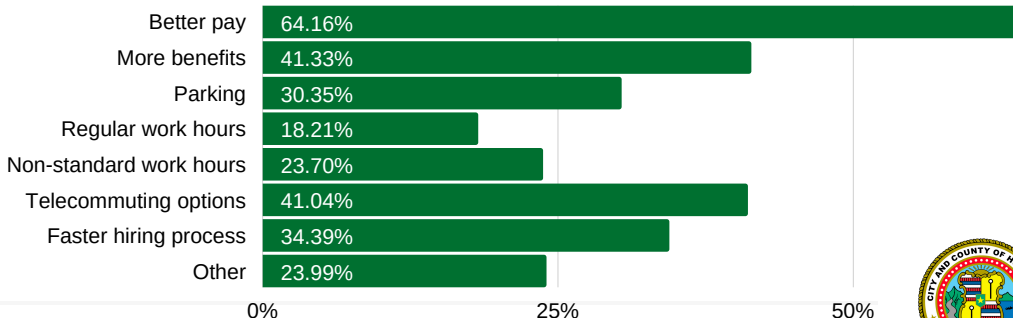


Respondents gave a large variety of answers about why they were or were not interested in applying for City jobs. Many cited a concern about the City moving slowly and in a bureaucratic manner. Others worried that City salaries were too low to support their needs. Even among those interested in becoming City workers, there was a sense that City hiring takes too long.

“It takes months to hear back whether you have even qualified for a position, then more to interview, and then even longer to hear back about selections. The inflexibility for work hours and remote working is a huge drawback to City employment as is the significantly smaller pay scale when compared to pay at private firms.”

### Attracting new employees to the City:

Given the perceptions of the City above, it was essential to ask what the City could do to encourage more applicants for open City jobs. Better pay and more benefits were the top choices followed closely by telecommuting options. A faster hiring process was also highly ranked at 34%.



“Invest in better computers and software. Allow hiring managers to decide salaries for personal services contracts (take HR completely out of personal services contracts).”



# Additional Feedback

## Comments from Respondents

### Is there anything else you'd like to share?

There needs to be more paid training/ work opportunities for Pacific islanders that want to go into vocational/ trade careers, or continue their education. You cannot expect folks that are living paycheck to paycheck, that can barely afford childcare, that are barely surviving to keep up with the high cost of living to have the time, the means, the finances, to invest in themselves and their workforce development. There needs to be more incentives, more resources put in to make sure the basic needs of our residents are met.

Job retention learning - helping people to learn how to retain jobs - i.e. good work ethics, professionalism/appropriate behavior, etc. Leadership/professional development - more opportunities for people to obtain skills that aren't just about the technical aspects of the job - but more soft skill-focused. Peacebuilding, conflict-resolution, difficult conversations - learnings/training around these topics.

Incarcerated population education. This effects multiple generations and our society in general. Our state is not aggressively working to rehabilitate and grow our incarcerated population to be healthy and have viable opportunities upon re-entry. They are also ignoring that while in incarcerated facilities, education can decrease negative behaviors and increase positive behaviors

Bring back an improved Worklinks program to subsidize cost of employee training.

Continuation and expansion of the Agricultural Grant programs. Community outreach to ID community needs. Job training and skill building programs. Digital literacy and business planning programs.

We need jobs that more due to living expensive being so high

Stipends to allow people to participate in retraining programs, internships, or career pathway education.

I would like to see more job training opportunities with scholarships for those seeking jobs. Also instead of just helping with resumes I would like to see them actually help them with the interview and job finding opportunities especially for the limited English and reading client. Also needed is Adult Education classes paired with job readiness classes.

Financial support to those companies affected by the Pandemic.

Job training, especially for healthcare jobs!

Very few employers in my field in Hawai'i (higher education).

i am in community college now and work two part time jobs

If the City wants to attract more employees, it needs to pay better, especially at entry level. It's been roughly 30 years since I applied there, but the salaries offered were much less than private sector at that time. I realize that the City offers great benefits, but people have to pay rent, buy food, pay for transportation, etc. Those all cost a lot.

Retooling the tourism and hospitality workforce to become owner operators of the industry and redirect that economic impact more directly into local households and businesses. Also retraining each aspect of that industry to implement culturally grounded practices and activities that have minimal environmental impact. Training the food service industry, especially within the tourism sector, to use, process and source from local food producers.

To also think about the working class, middle income families or individuals. Who often times don't qualify for any type of any kind of assistance. Any type of relief that you could provide for these family would help too.

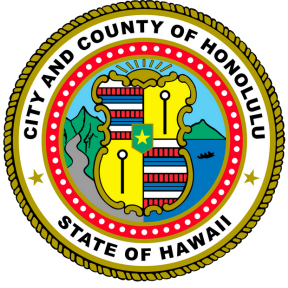
I am looking for work more relevant to my career goals.

I'd like to see this helping more local families.

There is plenty of work, but not enough people. Hire faster. Offer technical training and promotion opportunities based on merit, not on time.







# MAHALO

Please visit [oneoahu.org/frf](http://oneoahu.org/frf) to download this report and to view full survey results.

