

8th Annual Woodland Business Walk Summary



September 26th, 2018

The City of Woodland and the Woodland Chamber of Commerce hosted the 8th Annual Woodland Business Walk on September 26, 2018. The Walk is an ongoing economic development event to collect survey data about businesses located in Woodland, CA. Volunteers, business owners, and civic leaders gathered at the Woodland Community Center and set out to visit over 100 Woodland businesses to ask them a series of survey questions. This report is a summary analysis of select survey questions and serves as a response to the concerns of the Woodland business community.

“We do the Business Walk because we need the feedback to provide effective support for the business community. It is also another way to show our concern for the business community here.” Tom Stallard, City Council Member

Thank you to our sponsors!



Media Partner



Summary Results

This year the Business Walk focused on workforce development with the aim of using business input to continue to build a strong workforce. Time and again during the Business Walk, respondents commented on the community feel, longstanding roots in the area, and the advantages of being located in Woodland. Overall, the business community in Woodland is ready to hire full time, part time and seasonal workers. Interviewees also made note of the barriers they face when looking for employees; including difficulty finding skilled labor. Our survey found that business owners turn to hiring agencies located online, such as Indeed.com and Monster.com. Utilizing outside hiring resources came from an inability to connect with local and county resources such as One Stop Career Center and the Yolo County Health and Human Services Agency. The City and Chamber want to work with the business community to strengthen relationships with local resources. This report showcases the landscape of our business community and highlights the community resources that businesses can utilize to keep the Woodland economy buzzing. As we know more about the business community, we hope that this report will help us to better serve your workforce needs.

Survey Questions

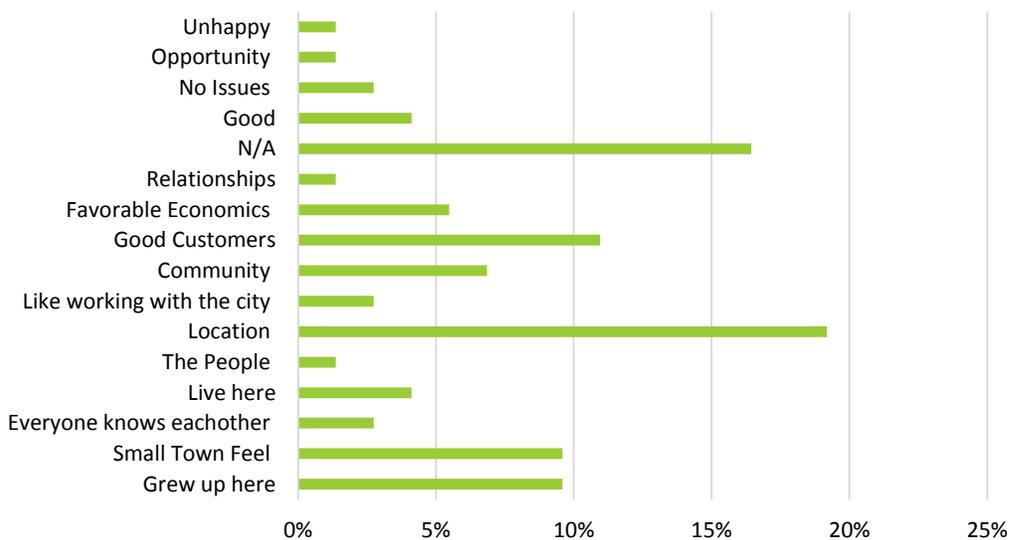
- What do you like about doing business in Woodland and Yolo County?
- Will your company (located in Woodland) be hiring in 2019?
- Are you finding local candidates with the skill set to match the needs of your business?
- Have you worked with the local Workforce Innovation Board (WIB) and Yolo County Health and Human Services Agency (HHS) with your recruitment/rehiring needs?
- From a business assistance / workforce development perspective, what needs to be done to improve your business?

OVERALL BUSINESS

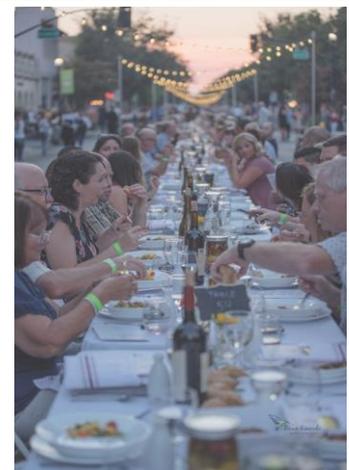
What do you like about doing business in Woodland?

The business community had a variety of reasons why they like doing business in and with the City of Woodland. Roughly, 19% of respondents cited location as a factor and 11% spoke to longstanding customers and strong ties to the Woodland area due to Woodland being a hometown or a place where the respondent has lived and worked for years.

Response to, "What Do You Like About Doing Business in Woodland and Yolo County?"

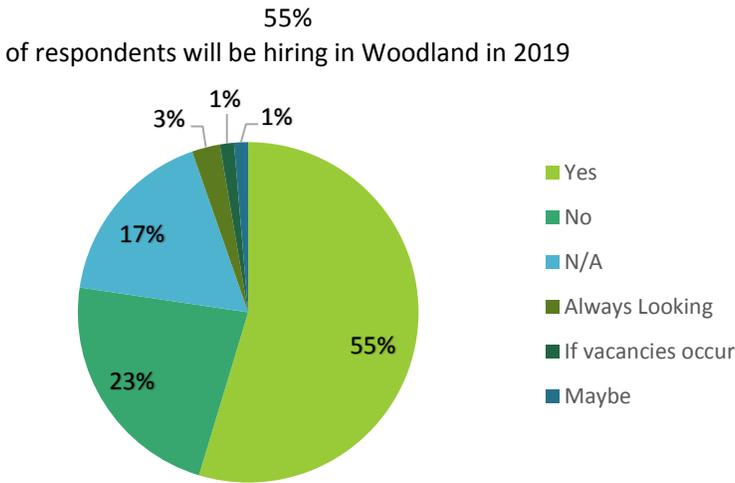


"Love it! Small, everyone knows each other." Vik, Owner of Quick Stop #3



WORKFORCE DEVELOPMENT

The City of Woodland aims to build the skill of it’s workforce with education and training initiatives with the input of local industry leaders. Overall, the interviewed population would like help finding skilled labor, with 14% of respondents stating as much. Additional barriers to building a strong economy for businesses in Woodland, were impacts of the homeless population on businesses, such as camping on private property and leaving trash in the alleyways. Another frequently cited issue was the construction along Kentucky Ave which impacts customers ability to park. As well, business owners were dissatisfied with the level of clarity regarding the timeline of the Kentucky Ave project.

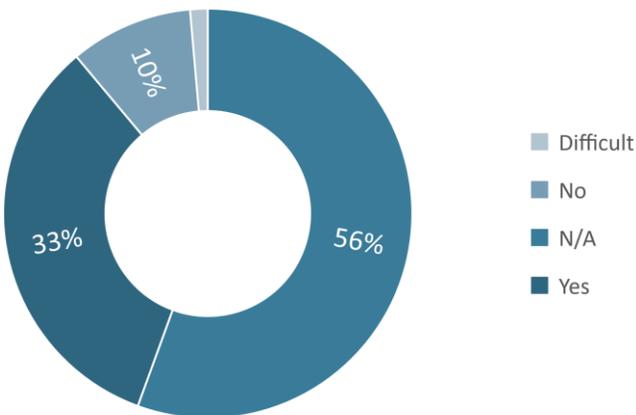


Will your company (located in Woodland) be hiring in 2019?

Over half of respondents stated that they will be hiring in Woodland next year.

Yes, Pest Control Advisors, Interns, Field checks, Drivers, Office Staff, Sales.” Patric Klingler, Branch Manager at Wilbur Ellis

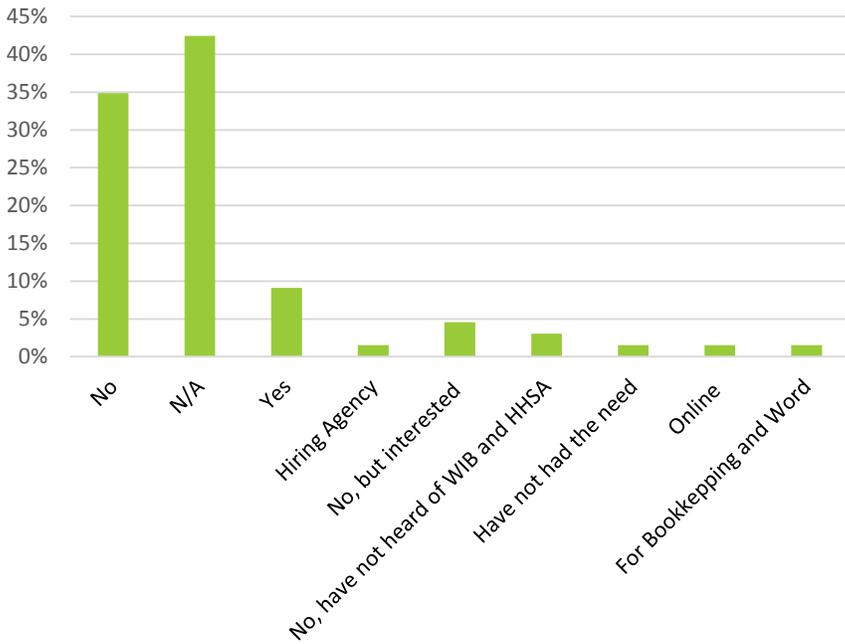
33% of respondents are finding candidates that have the skills they are looking for



Are you finding local candidates with the skill set to match the needs of your business?

For the City and the Chamber to create a workforce development program that meets the needs of our community, we need to know where our labor pool is falling short. Thirty-three percent of respondents were able to find employees with skills needed for success on the job. There were 10% of respondents who have had a harder time finding candidates with the desired skill set. Some businesses are able to fill jobs such as cashier, while other jobs in the company remain vacant. Lack of labor force was identified by many as hindering their ability to grow.

Responses to, "Have you worked with the local WIB and Yolo Co. HHSA with your recruitment/rehiring needs?"



Responses to, "From a business assistance/workforce development perspective what needs to be done to improve your business?"



We also surveyed interest regarding the City and Chamber Summer Workforce Readiness Program. 44% respondents were interested in participating in the program.

Have you worked with the local WIB and Yolo Co. HHSA with your recruitment/rehiring needs?

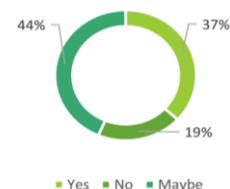
Thirty-five percent of respondents have not worked with the local Workforce Innovation Board to assist them with recruitment and rehiring. When asked why, one respondent stated, "no, have not heard of WIB and HHSA."

From a business assistance / workforce development perspective, what needs to be done to improve your business?

Of businesses surveyed, 14% would like assistance with securing skilled labor, with an equal percentage requesting help in addressing homelessness in Woodland.

The City and the Chamber know there is more to be done to assist businesses in Woodland. The following page will discuss some recent activities we've been engaging with to make Woodland even better for business.

44% Interested in Participating in the City and the Chamber Summer Workforce Readiness Program



CITYWIDE UPDATES ON RELATED ACTIVITIES

The City and the Chamber use the Business Walk to discern the needs of the local business community. This Summary Report is also an opportunity to let community members know about follow up programs and actions.

The City and Chamber Summer Workforce Readiness Program

Hosted by The City and Chamber this is an pilot program to create career pathways for Woodland youth and is based off an initiative spearheaded by Mayor Enrique Fernandez. Working with local industrial and commercial leaders, the City and Chamber hope to expose Woodland youth to career options that may not have considered. If interested in participating please reach out to grace.kumetat@cityofwoodland.org or call, 530-661-5922

Development Impact Fee Deferral Program

City Council recently approved updates to the Development Impact Fee Deferral Program. These updates will allow City impact fees, charged on new construction, to be deferred to occupancy rather than at permit. This will reduce barriers to construction and positively impact the feasibility of future development projects in Woodland. If interested visit, <https://www.cityofwoodland.org/474/Development-Impact-Fee-Deferral-Program>

Homeless Action Taskforce

The City of Woodland recently appointed, Kristen Cline, a certified Mental Health Clinician to coordinate the City's homeless initiatives and programs with Yolo County. The position also assists with referrals of homeless individuals and families to available services. To learn more please visit:

<https://www.cityofwoodland.org/1037/What-is-the-City-Doing-to-Address-Homelessness>

The Woodland Police Department Homeless Outreach Street Team(HOST) continues to coordinate to reduce the impacts associated with the homeless population in Woodland. For more information or to report an issue please contact: Homeless Outreach Street Team Hotline Phone: 530-661-7879 or [Email Homeless Outreach Street Team](#)

Roadway Construction

Kentucky Avenue Project-Weather permitting paving will be completed early next week and entire project substantially complete by the end of the year.

West Main Street Road Rehabilitation Project-Project will be open for bids in December and construction will commence in Spring 2019.

This project will reconstruct and repave, W. Main Street from CR 98 to West Street. For information about citywide projects visit, <https://www.cityofwoodland.org/209/City-Projects>

WOODLAND CHAMBER UPDATES

The Woodland Chamber's mission is to foster an economic climate in which business, industry and agriculture flourish. The Chamber is always ready to partner with the City of Woodland and conduct the Business Walk

To support the Chamber's role in advancing a qualified workforce for our local employers, the Chamber's Workforce Development Committee will continue to work with our local and regional partners to implement programs they provide to accomplish that goal and meet our mission and business needs:

- WJUSD
- Yolo County Office of Education
- Woodland Community College
- Davis Chamber
- UC Davis
- Workforce Innovation Board (WIB)
- Yolo County One Stop

Thank you to all the businesses visited!

Afridi Food Company	Cutting Edge Modular	Lopez Quality Auto	Sundance Carwash
All Seasons Paint and Product Services	DeKreek Realty	Lord's Gym	Sunpower
American Truck and Trailer	Diamond Pool Service	LSCE	Tack Warehouse
Amerimax	Dream and Décor	Maurice's	Tacsense
Apria Healthcare	Durham Pump and Irrigation	Miller Paneling Specialties	Tan Orthodontics
Aquafil Carpet Recycling	Edward Jones	Modern Nails and Spa	Target
Armando's Western Wear	F and F Multiprint	My Cali Designs	Team Ford Woodland
Art, Hair and Makeup Lounge	Four Wheel pop-up campers	Nakamura Bros. Furniture	The Cigarette Store
AutoZone	Fourth and Hope	Ochoa Bros.	The Family Auto Sales
Baker Petrolite	Future Satellite Communications	Penske	Transdev Transportation
Bank of America	Gardner, Janes, Nakken, Hugo & Nolan Law Offices	Perlman Center for Eye and Eyelid Surgery	Travis Credit Union
Bella Di Micco	Golden Beach Tanning	PT Welding, Inc.	Ulta Store
Best Buy	Green Zone	Qualitees	Umpqua Bank
Bob's Liquor	H and R Block	Quick Stop #143	Upper Cuts
Brennan & Jewett	Home Goods	Rabino Roofing	Urza Auto Repair
Cabrera Auto Repair	Interstate Companies	Rainbow Auto Glass	Valley Vista Eye Care
Chase Bank	Joe's Logistics Inc.	Re/Max	Vanity Art
Chrisp Company	Kastle West Distribution	Red Salon	Watts Water Technologies (formally AMES)
Christian Science Reading Room	Kia Fit	Rigoberto Barba, MD	West Coast Auto Dismanteling
Citizen Towing	La Tourangelle	Rite Aide	Wilbur Ellis
Clark Dietrich	Las Brasas	Sinor Salons	Woodland Residential Services
Clemens	Laugenour and Meikle	Skate or Die	Woodland Smog
Continental Supply Co #13	Les Schwab Tires	Skyline	Woodland Tires and Wheels
Corner Drug Co.	Lil Shop of Reefs	Spring Garden	Yolo Diesel Repair
Cracchilo's Market and Catering	Lindstrom's Auto Body	Stabler's A-1 Appliance	Yolo Lumber Co

Presented by:

