

Miami County Pulse Survey

SURVEY ROUND 3 RESULTS & SUMMARY
OCTOBER 15, 2020

Provided to:

Janet McRae

Economic Development Director

Miami County

201 S. Pearl, Ste 202

Paola, KS 66071, US

913.294.4045

jmcr@miamicountyks.org

Background, Objective, and Methodology

BACKGROUND

Miami County recently completed an Economic Development Strategic Plan with Ady Advantage. The completion of the strategic plan document coincides with the COVID-19 pandemic, which has brought new urgency and may lead to a re-prioritization of economic development efforts within Miami County.

Meanwhile, Ady Advantage has been working with Evergy, the investor-owned utility serving Miami County, to develop community preparedness programs for the communities in its service territories. With the onset of the COVID-19 pandemic, we developed additional tools that became part of the Evergy Economic Development toolbox. The process we used to develop these tools was agile and nimble, and relied heavily on the feedback we received from Miami County on early iterations of potential data and reports. These tools are now formally available, and Miami County is taking advantage of the Business Recovery & Economic Impact program elements from the Evergy Community Preparedness toolbox.

OBJECTIVE

Therefore, the primary objective of this project is to help Miami County determine the baseline of where its existing industry base and economy are now, and how it will track its progress going forward. This includes the following:

- Provide economic risk information for Miami County, specifically comparative data on economic vulnerability, industry diversity, and occupational diversity.
- Conduct Pulse Surveys and analysis among existing businesses (four rounds through the end of 2020).
- Provide four consultations with Janet Ady through the end of 2020.

METHODOLOGY

Ady Advantage developed a Pulse Survey, with the third round of deployment consisting of 13 questions total. The survey was deployed to local business and industry of all sectors, for a two-week response window. Ady Advantage then conducted analysis on the survey results to identify key trends and takeaways to provide insight and guidance to Miami County in its efforts to help local businesses remain resilient and prosperous. This analysis can be found on the following slides.

In the second round of the survey, 112 employers were invited to participate and 73 responded, a response rate of 65%. Of those who responded, 59 completed the survey entirely for a completion rate of 81%. These both exceeded the estimated response and completion rate projected by the survey service, Survey Monkey. It also exceeds the average survey response rate, which is about 33% (varying depending on the type of survey, the audience, if there are pre-established relations, etc.). A response rate above 50% is generally considered to be exceptional.

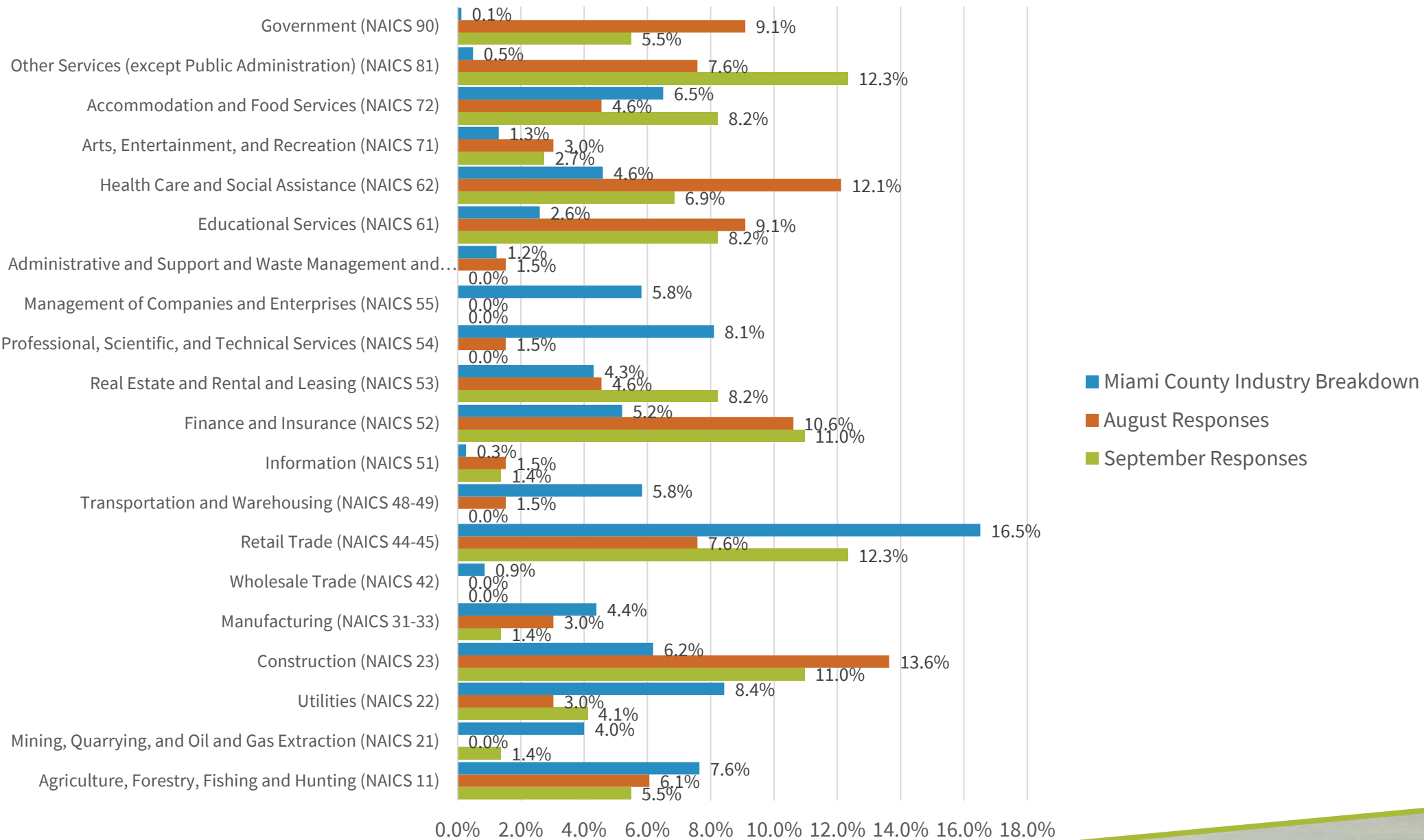
Pulse Survey Results

KEY TAKEAWAYS OF THIRD PULSE SURVEY DEPLOYMENT

- There is a fairly even spread of responses by employers across business industry type, with no industry representing more than 13% of the total.
- While Paola businesses contributed to the majority of responses, and more than the previous survey, all cities are represented in the survey at about 20% (15% for Spring Hill combining Spring Hill City, Miami County and Spring Hill City, Johnson County).
- Nearly all employers who responded are operating in some capacity; however, a quarter of employers reported they are not currently operating at full capacity. Those who are not operating expect to reopen.
- Since the August survey, there has been a decrease in average full-time equivalent employees employed. It has decreased from 51.8 in August to 37.2 in September, below the pre-COVID employment average of 51.7 on March 1, and below the projected employment for September from the round one survey, which was projected to be 54.5.
- Since the August survey, the share of business under full operations fell by 13%, while there was an increase in business looking to regain full operations in 6 months to one year and longer than one year.
- Employers indicated that the availability of housing in Miami County has the greatest negative impact on all levels of employment: entry-level, mid-tier, and executive/management employees. Following availability of housing, the affordability and availability of broadband/fiber are the next biggest impediments to attraction and retention of talent and workforce.
- Employers indicated the biggest areas of concern are the increased uncertainty/disruption in day-to-day business processes and activities (74%), followed by increased social activity and exposure of community and workforce (60%).
- Aside from needing no services, employers indicated the most needed services are childcare, mental health services, wellness center services, and early childhood education programs.
- Since the August survey, there has been a slight decrease in employers who anticipate needing additional financial assistance within the next year (25% in August, 22% in August).
- Employers generally indicated a moderate to high degree of confidence in repaying additional debt taken on at this time. Twenty-seven percent indicated a high degree of confidence, 22% indicated a somewhat high degree of confidence, 5% indicated a somewhat low degree of confidence, and 2% indicated a very low degree of confidence. Forty-four percent indicated that they had not taken on additional debt at this time, an increase from the August survey of 35%.
- There was a decrease in employers interested in free or reduced cost programs for business assistance, falling from 69% in August down to 44% in September.

Pulse Survey Results

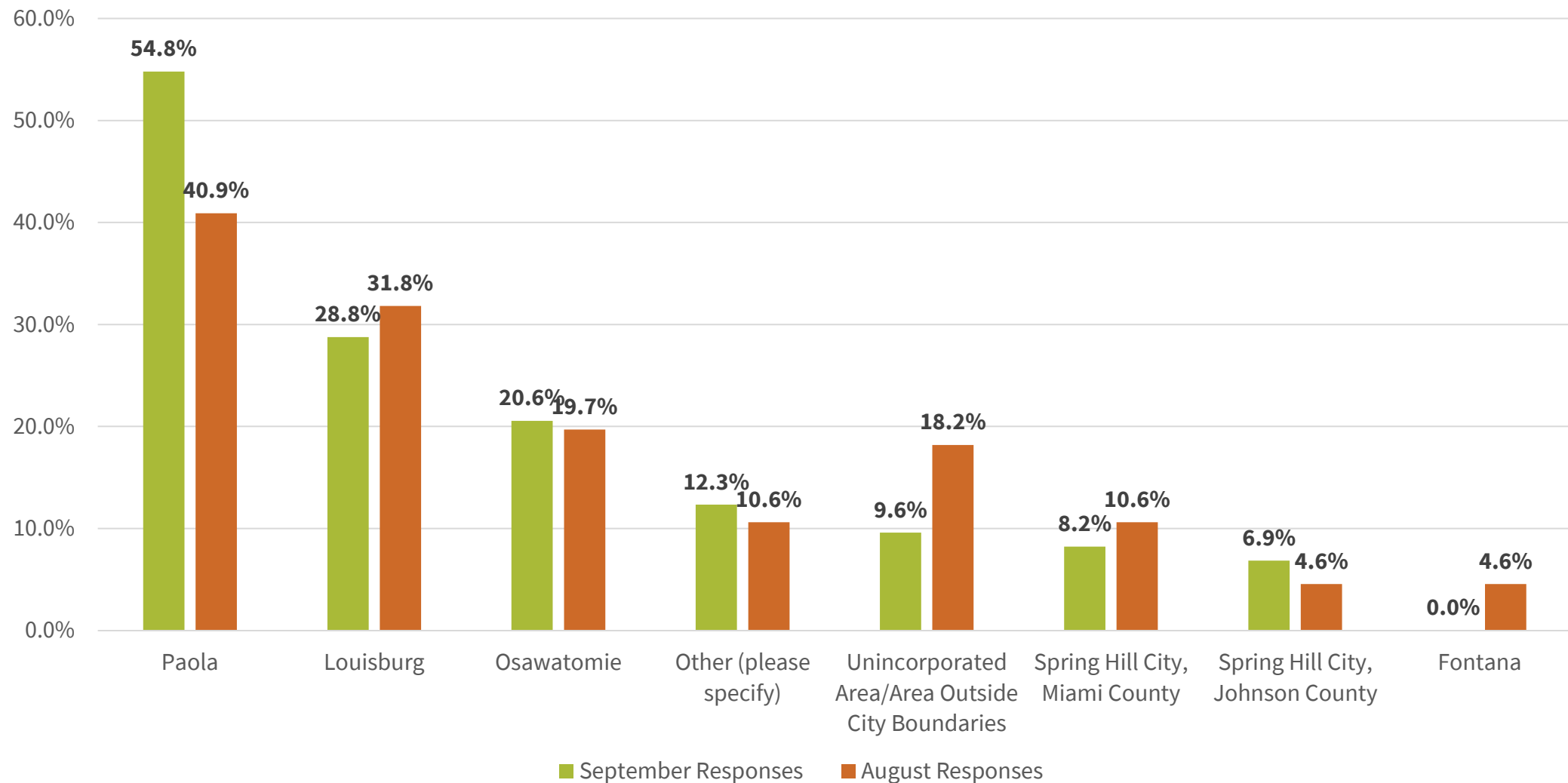
WHICH INDUSTRY BEST DESCRIBES YOUR BUSINESS?



n = 73

Pulse Survey Results

WHERE DOES YOUR BUSINESS HAVE LOCATIONS? SELECT ALL THAT APPLY.

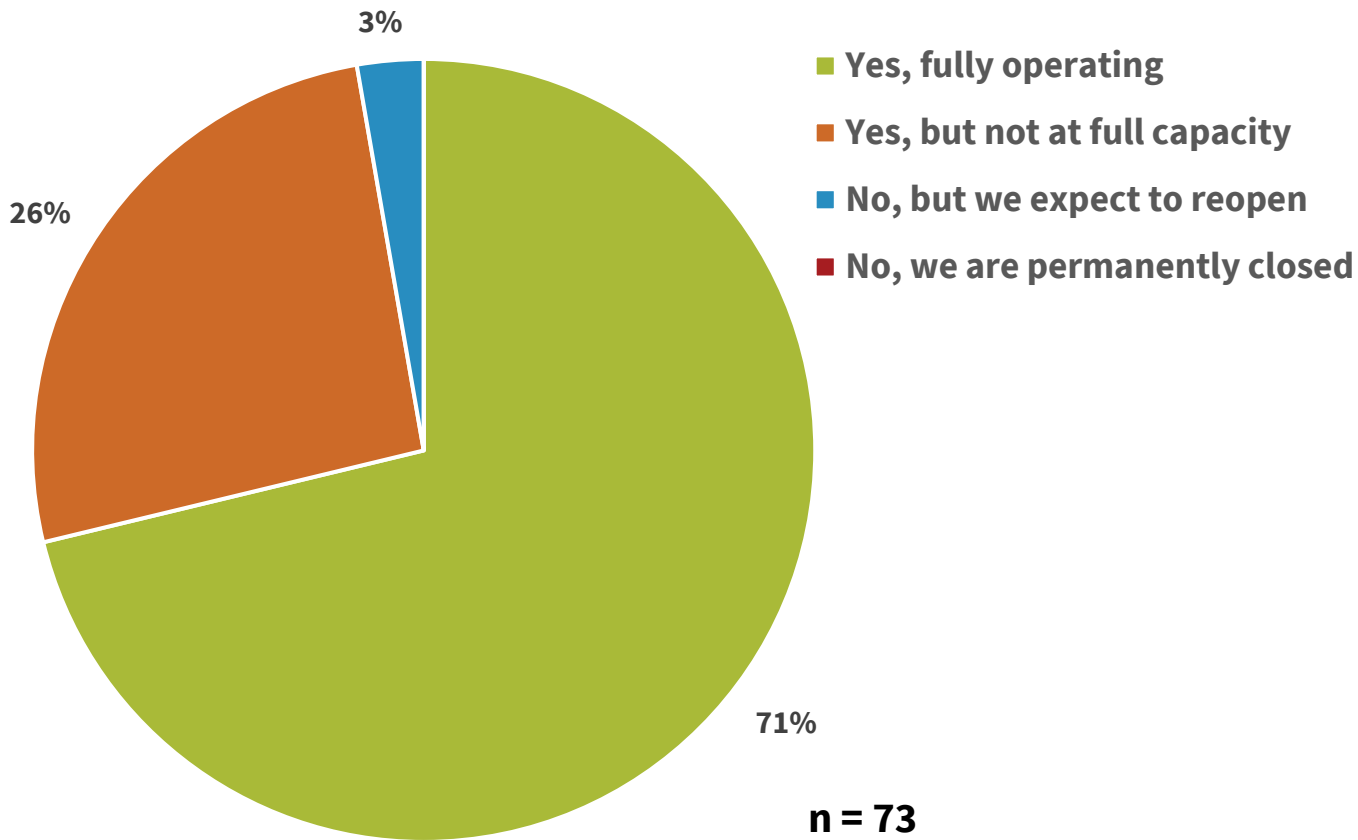


n = 73

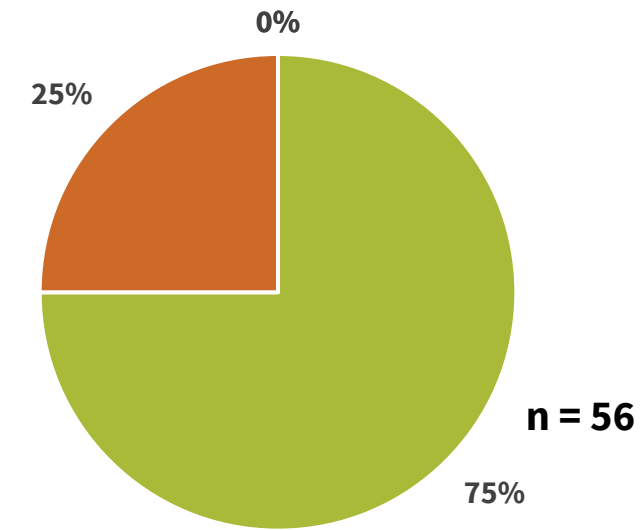
Pulse Survey Results

IS YOUR BUSINESS CURRENTLY OPERATING?

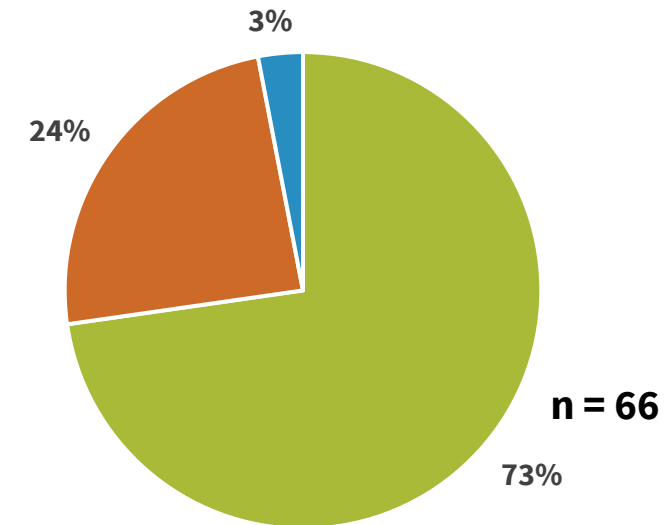
Round Three (September 2020)



Round One (June 2020)



Round Two (August 2020)



Pulse Survey Results

HOW MANY FULL-TIME EQUIVALENT EMPLOYEES DID YOU, OR DO YOU EXPECT TO HAVE, ON THE FOLLOWING DATES?

Employee Range	March 1, 2020 Average (From Round 1 Survey)	June 2020 (Round 1)	August 2020 (Round 2)	September 2020 (Projected, From Round 1 Survey)	September 2020 (Round 3)
0-9	3.0	3.6	3.4	4.0	3.2
10-49	19.7	18.7	21.4	26.3	20.8
50-99	64.6	65.4	60.7	67.4	53.0
100-199	143.6	119.8	133.7	153.0	138.0
200 or more	311.6	302.6	305.8	316.0	291.0
Total Responses	51.7	48.9	51.8	54.5	37.2
Outlier*	2000	2000	N/A	3000	N/A

*Outlier answer replied with an employee number significantly higher than all other responses and displayed separately from other responses.

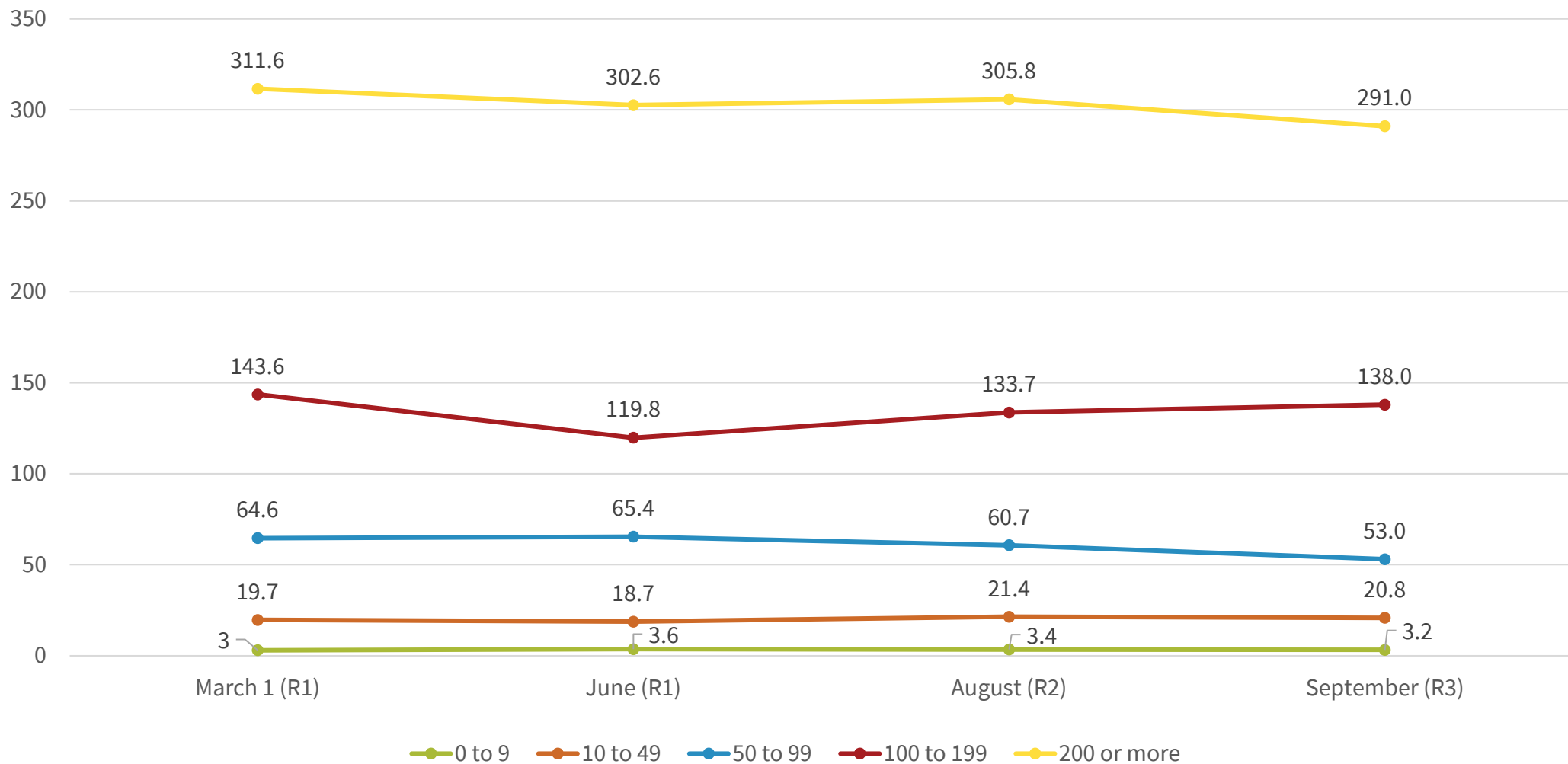
Round 1: n = 56

Round 2: n = 66

Round 3: n = 73

Pulse Survey Results

HOW MANY FULL-TIME EQUIVALENT EMPLOYEES DID YOU, OR DO YOU EXPECT TO HAVE, ON THE FOLLOWING DATES?



Round 1: n = 56 Round 2: n = 66 Round 3: n = 73

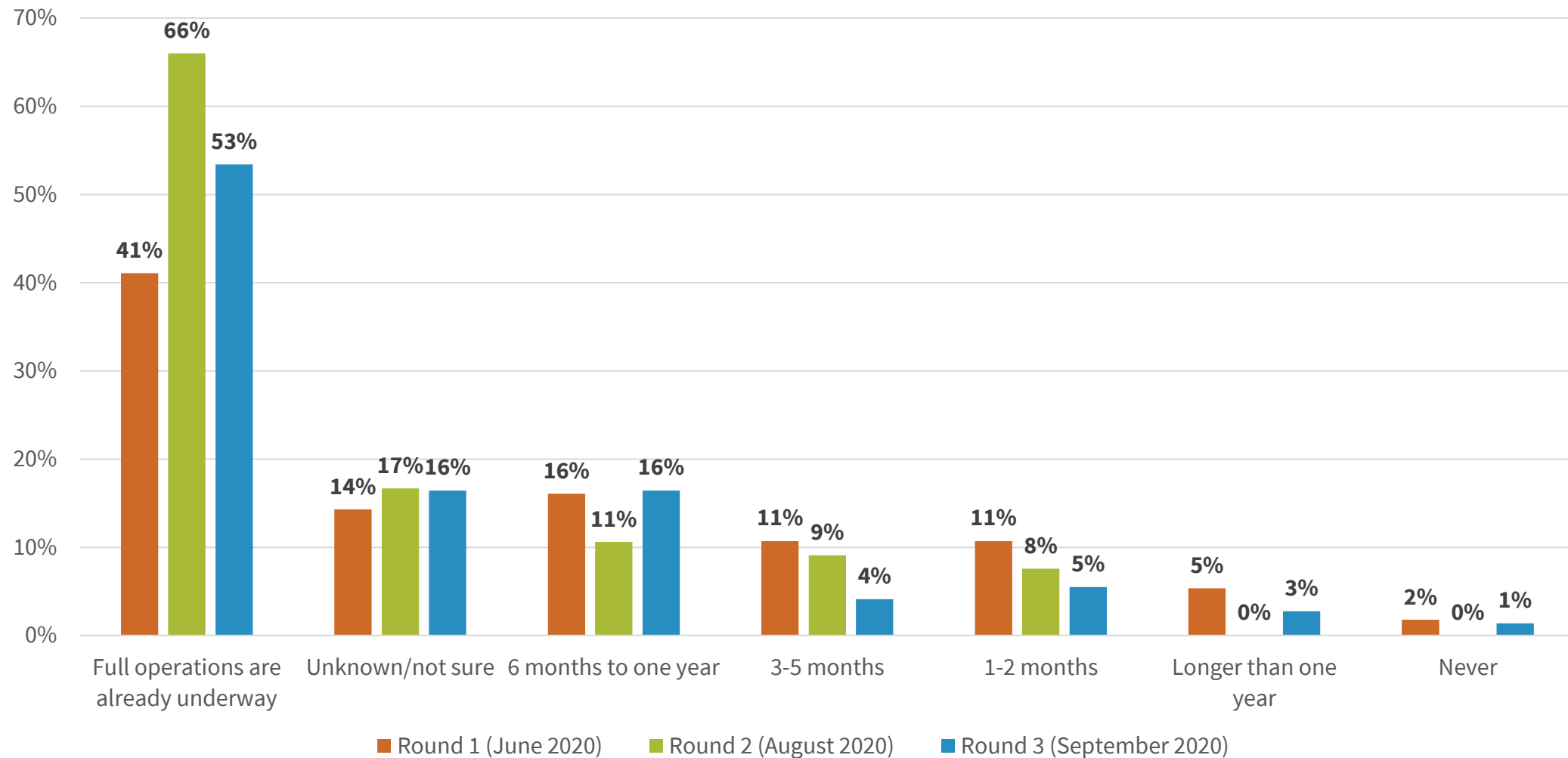
R1 = Survey Round 1

R2 = Survey Round 2

R3 = Survey Round 3

Pulse Survey Results

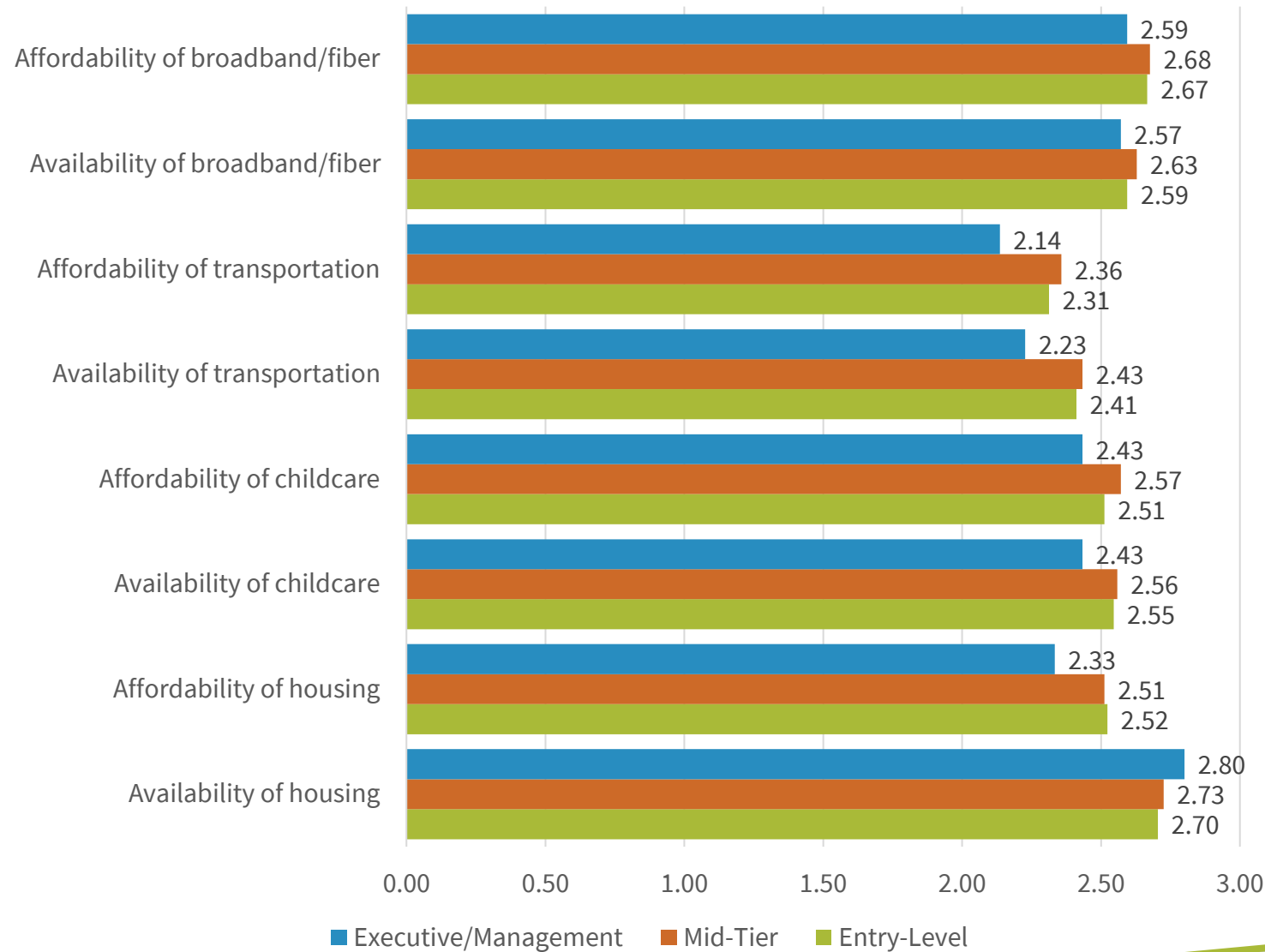
WHEN DO YOU EXPECT TO RETURN TO A PRE-COVID LEVEL OF ACTIVITY OR OPERATIONS?



n = 66

Pulse Survey Results

PLEASE RATE HOW THE FOLLOWING FACTORS WITHIN MIAMI COUNTY IMPACT THE ABILITY OF YOUR BUSINESS TO ATTRACT AND RETAIN VARIOUS LEVELS OF EMPLOYEES.



Higher scores indicate a greater negative impact of the ability for businesses to attract and retain various levels of employees.

Scores are a weighted average, defined as an average resulting from the multiplication of each component by a factor reflecting its importance. These factors are listed below:

Negatively = 4

Somewhat Negatively = 3

Somewhat Positively = 2

Positively = 1

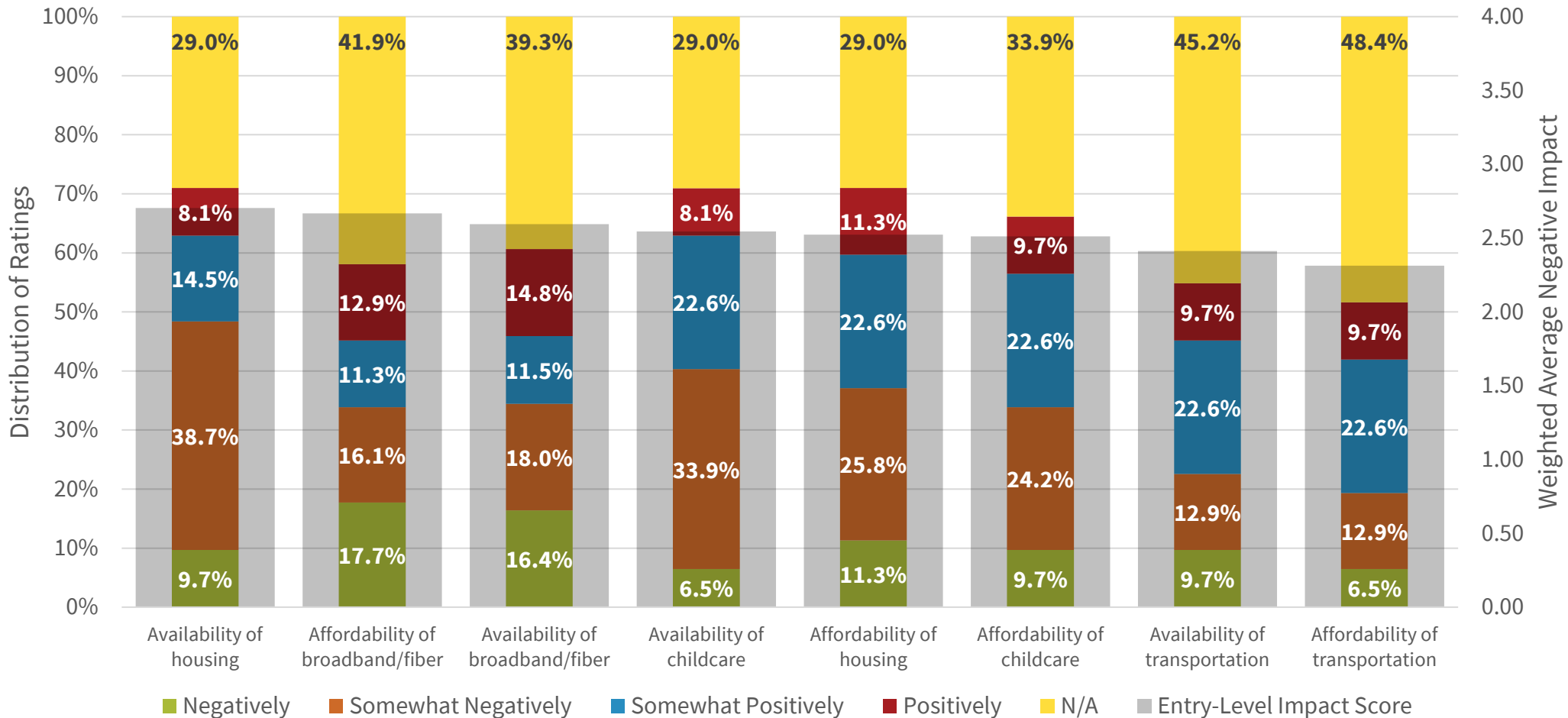
N/A not included in average

n = 62

Pulse Survey Results

PLEASE RATE HOW THE FOLLOWING FACTORS WITHIN MIAMI COUNTY IMPACT THE ABILITY OF YOUR BUSINESS TO ATTRACT AND RETAIN VARIOUS LEVELS OF EMPLOYEES.

Entry-Level Employees



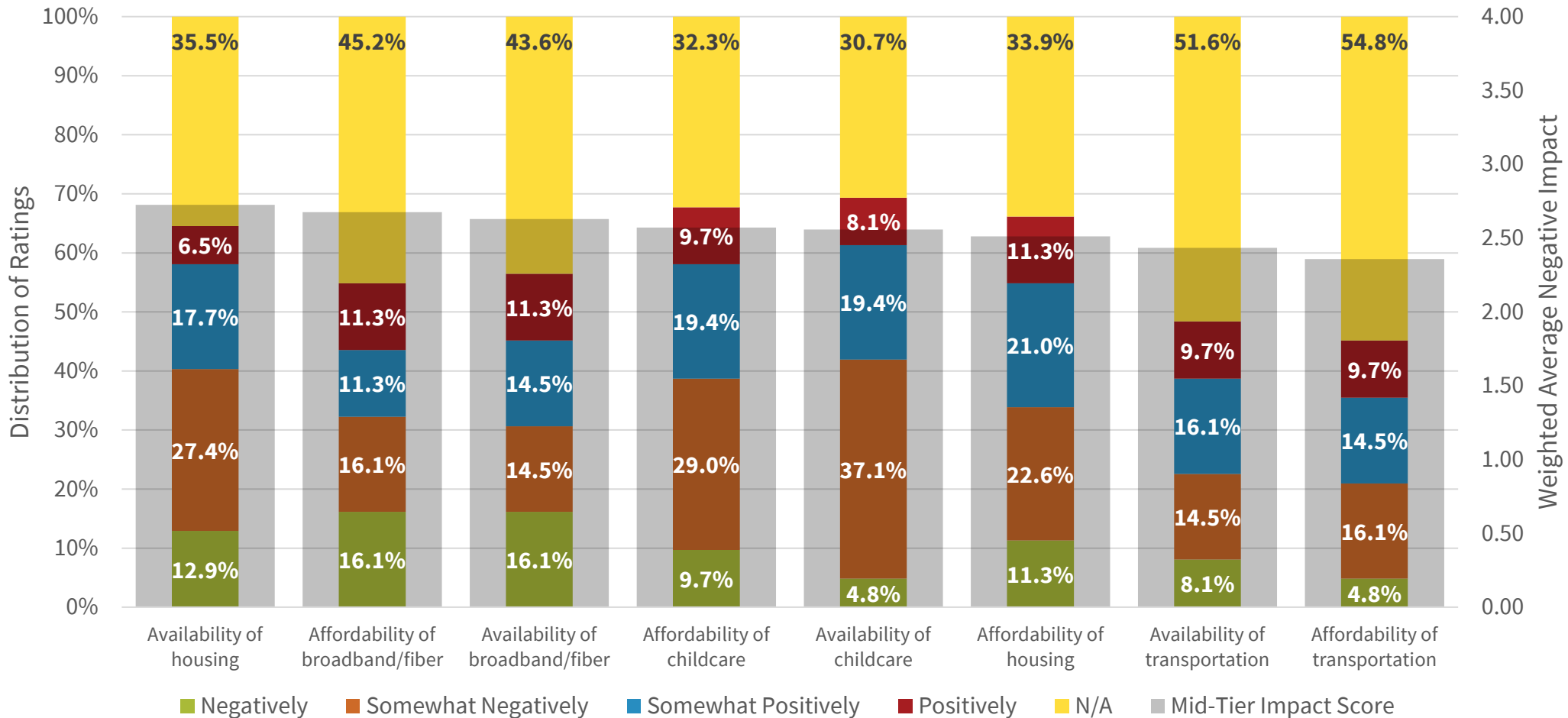
n = 62

Grey shaded bar indicates the level of negative impact the factor has on the ability to attract and retain entry-level employees. Scores are a weighted average based on methodology from page 11.

Pulse Survey Results

PLEASE RATE HOW THE FOLLOWING FACTORS WITHIN MIAMI COUNTY IMPACT THE ABILITY OF YOUR BUSINESS TO ATTRACT AND RETAIN VARIOUS LEVELS OF EMPLOYEES.

Mid-Tier Employees



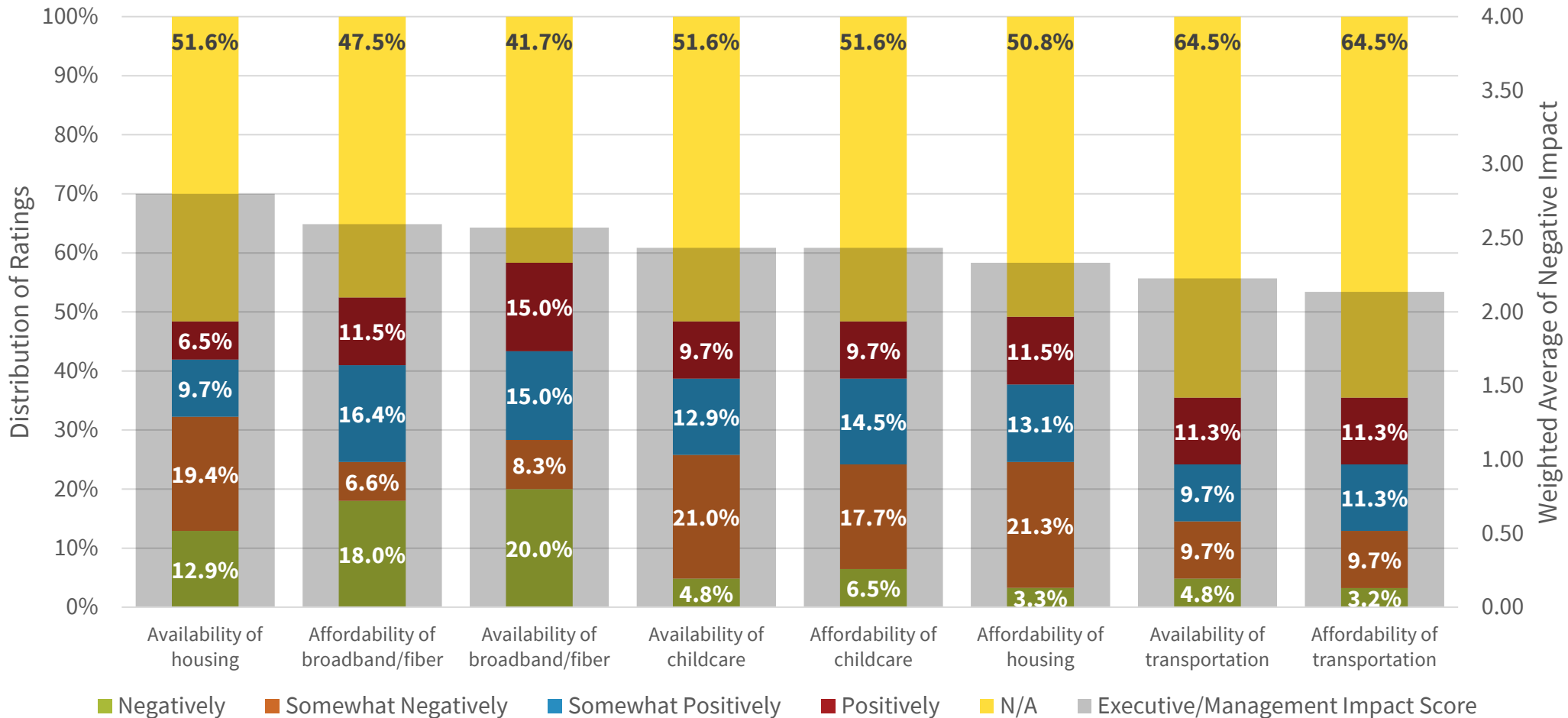
n = 62

Grey shaded bar indicates the level of negative impact the factor has on the ability to attract and retain mid-tier employees. Scores are a weighted average based on methodology from page 11.

Pulse Survey Results

PLEASE RATE HOW THE FOLLOWING FACTORS WITHIN MIAMI COUNTY IMPACT THE ABILITY OF YOUR BUSINESS TO ATTRACT AND RETAIN VARIOUS LEVELS OF EMPLOYEES.

Executive/Management Employees

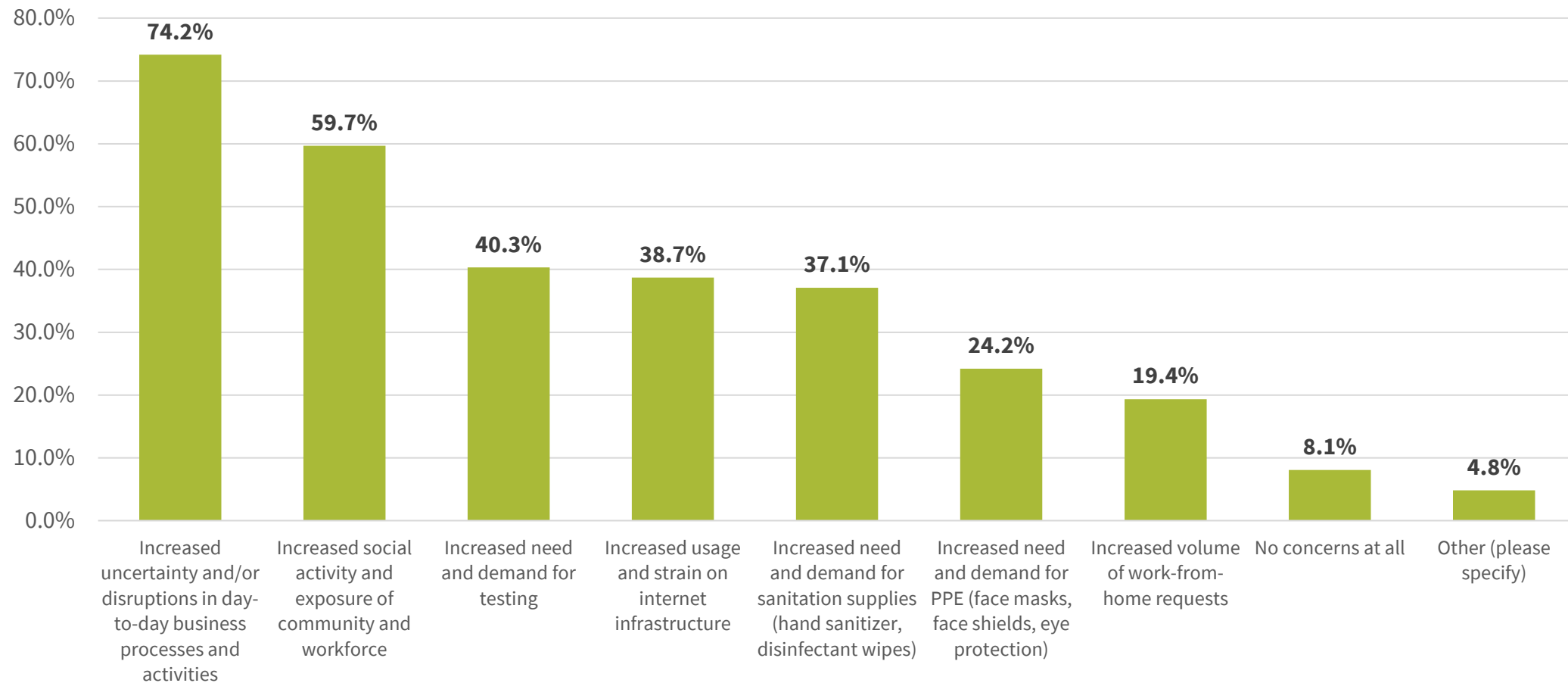


Grey shaded bar indicates the level of negative impact the factor has on the ability to attract and retain executive/management employees. Scores are a weighted average based on methodology from page 11.

n = 62

Pulse Survey Results

WE UNDERSTAND THAT AS THE YEAR PROGRESSES, STUDENTS HAVE RETURNED TO CLASSES; AND FAMILIES WILL BEGIN MAKING HOLIDAY PLANS. LOOKING FORWARD, WHAT ARE AREAS OF CONCERNS FOR YOU?



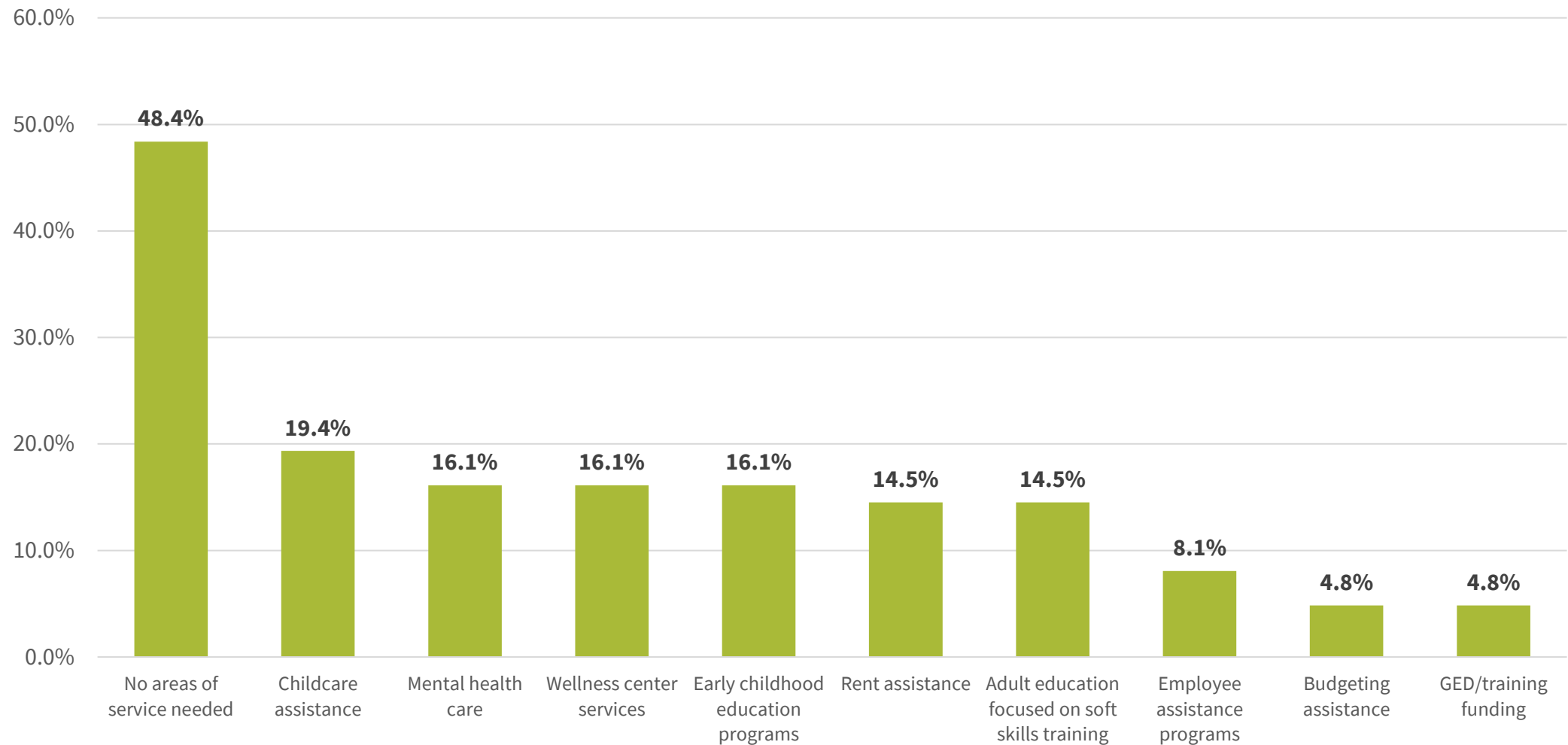
Other Concerns:

- If someone in our family is sick and has to be quarantined as a business owner - we have no sick days, but our business still needs to be done.
- Increased quarantines
- Supply chain issues are our biggest concern

n = 62

Pulse Survey Results

THERE ARE MANY ORGANIZATIONS IN MIAMI COUNTY SERVING COMMUNITY NEEDS. PLEASE INDICATE WHICH OF THE FOLLOWING AREAS OF SERVICE WOULD BE THE MOST HELPFUL FOR YOUR BUSINESS?

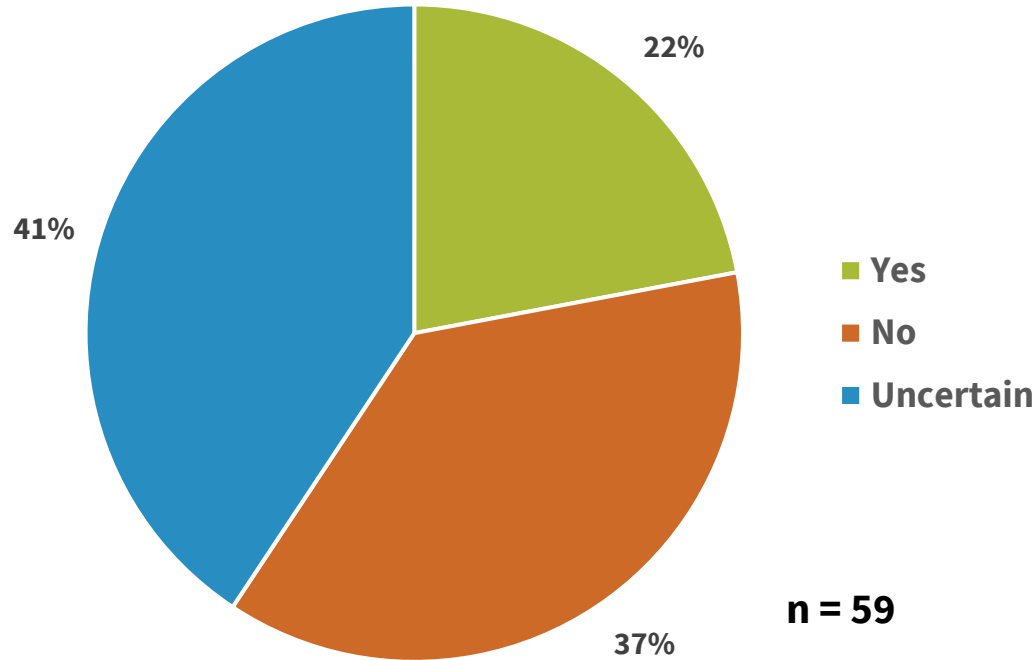


n = 62

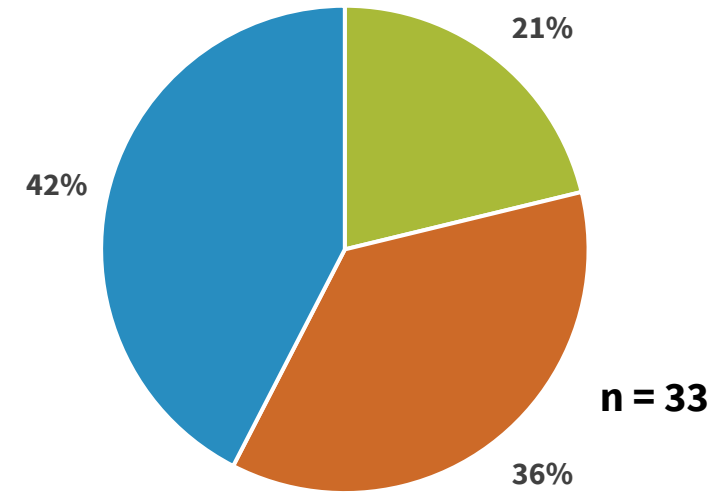
Pulse Survey Results

BEYOND WHAT YOU HAVE ALREADY RECEIVED, DO YOU ANTICIPATE NEEDING ADDITIONAL FINANCIAL ASSISTANCE WITHIN THE NEXT YEAR?

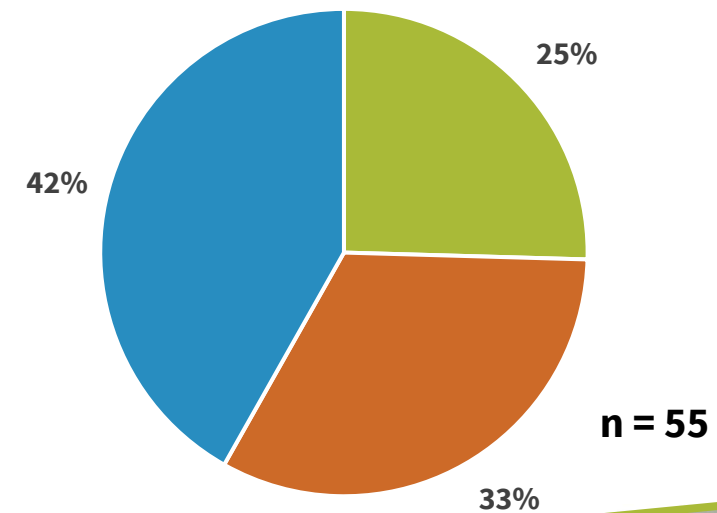
Round Three (September 2020)



Round One (June 2020)



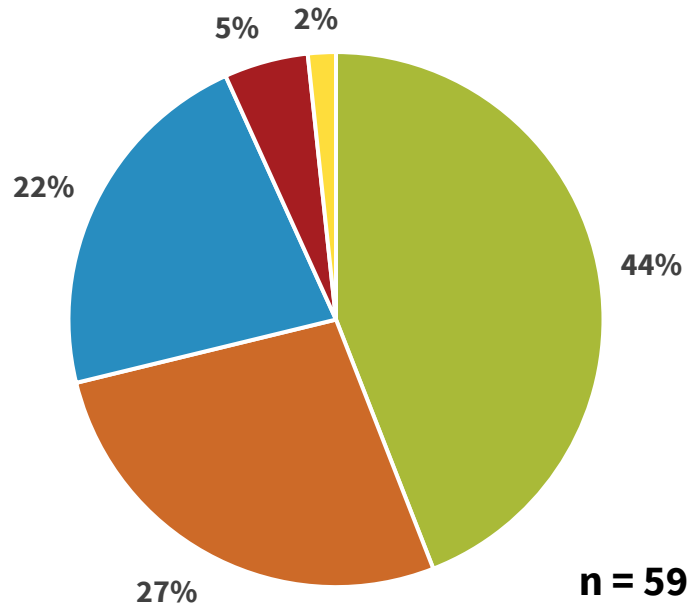
Round Two (August 2020)



Pulse Survey Results

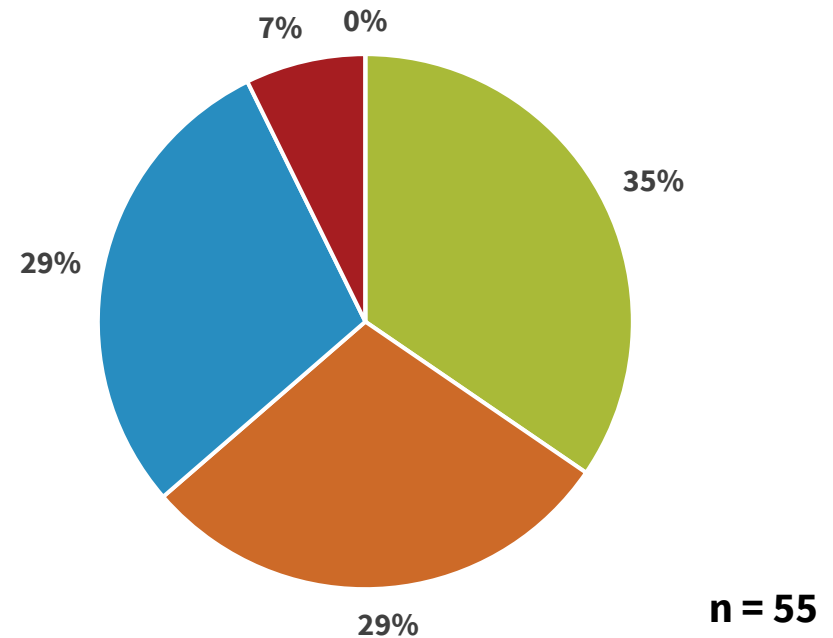
WITH THE DEBT THAT YOUR BUSINESS HAS ALREADY TAKEN ON (IF ANY), WHAT IS YOUR DEGREE OF CONFIDENCE THAT YOU WILL BE ABLE TO RE-PAY IT?

Round Three (September 2020)



- We have not taken on additional debt at this time
- Very high degree of confidence
- Somewhat high degree of confidence
- Somewhat low degree of confidence
- Very low degree of confidence

Round Two (August 2020)

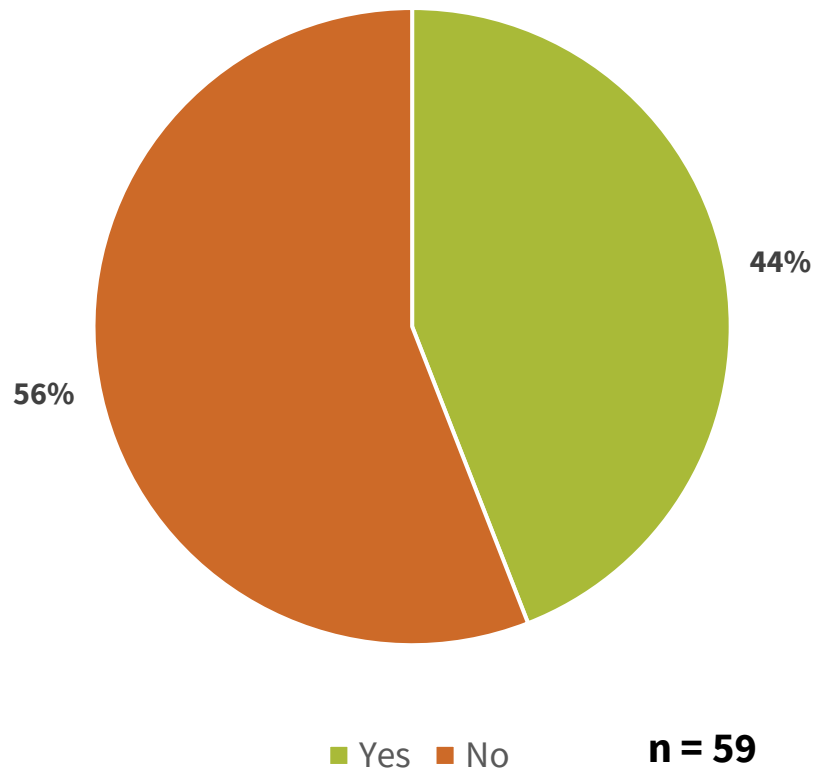


- We have not taken on additional debt at this time
- Very high degree of confidence
- Somewhat high degree of confidence
- Somewhat low degree of confidence
- Very low degree of confidence

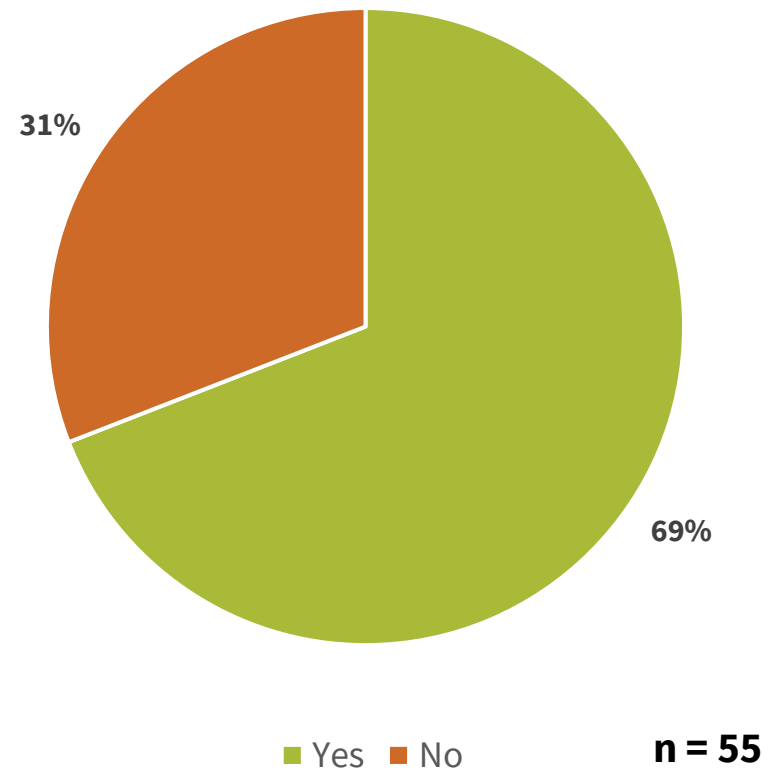
Pulse Survey Results

THERE MAY BE FREE, OR REDUCED COST, PROGRAMS THAT COULD ASSIST YOUR BUSINESS. DO WE HAVE YOUR PERMISSION TO HAVE SOMEONE REACH OUT TO YOU WITH INFORMATION ABOUT THOSE SERVICES?

Round Three (September 2020)



Round Two (August 2020)



Pulse Survey Next Steps

NEXT STEPS

- Discuss any findings of particular interest from this report. What was surprising? Most helpful? Etc.
- Discuss development of fourth round of Pulse Survey (changes, alterations, edits, additional question responses to add, etc.)
- Confirm participants for next round.
- Discuss timing of deployment of third round of Pulse Survey (currently planned to be deployed the week of November 16th, but can potentially be deployed earlier based on the discussion during the consultation)

Thank You!