



SUPPORTING WORKING FAMILIES

Supporting working families is a valuable public policy goal that is gaining traction nationally. Parents who have access to high-quality childcare are more productive, and employers that offer childcare and family-friendly policies are better able to attract and retain talent. To help understand and identify the ways in which employers may improve recruitment, retention, and productivity by offering benefits that support working families, the San Diego Regional Chamber Foundation conducted a survey of more than 400 San Diego County employers. The survey questioned the perception of benefits that are supportive to working families. The following dashboard, released December 2019, highlights the study's key findings.



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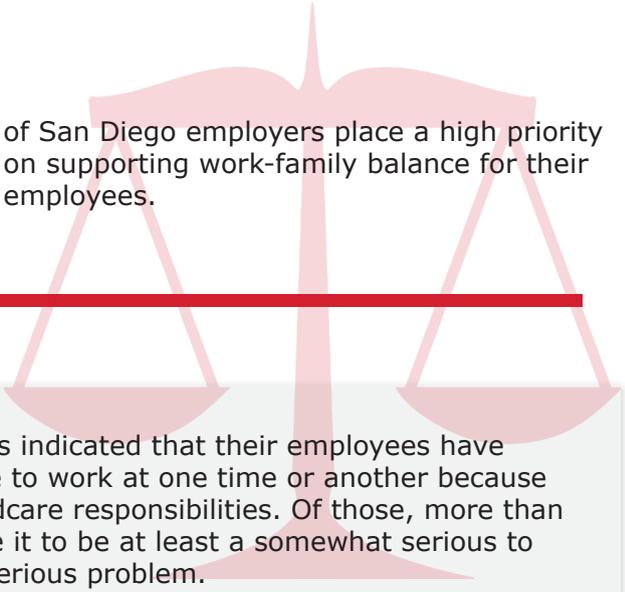
THE IMPORTANCE OF SUPPORTING WORKING FAMILIES

San Diego employers are rethinking how they can best support working mothers and fathers



90%

of San Diego employers place a high priority on supporting work-family balance for their employees.



55%

of employers indicated that their employees have been unable to work at one time or another because of their childcare responsibilities. Of those, more than 25% believe it to be at least a somewhat serious to extremely serious problem.

35%

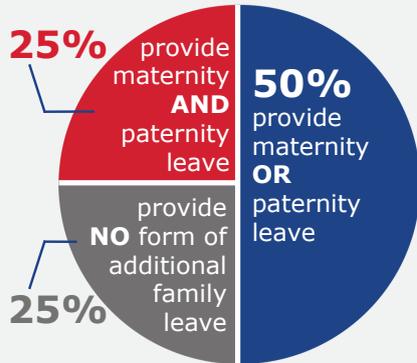
of employers believe providing additional benefits would be at least somewhat helpful with employee retention, talent requirements, and overall productivity.

WAYS TO SUPPORT WORKING FAMILIES

Parental Leave

Maternity leave in excess of sick leave or vacation time & paid or unpaid leave for fathers

Of San Diego employers:



Childcare

On-site childcare & childcare financial assistance



9% of San Diego companies provide on-site childcare.

Scheduling

Flexible & predictable work schedules



4/5 of San Diego employers offer flexible or predictable work schedules.

Lactation Rooms

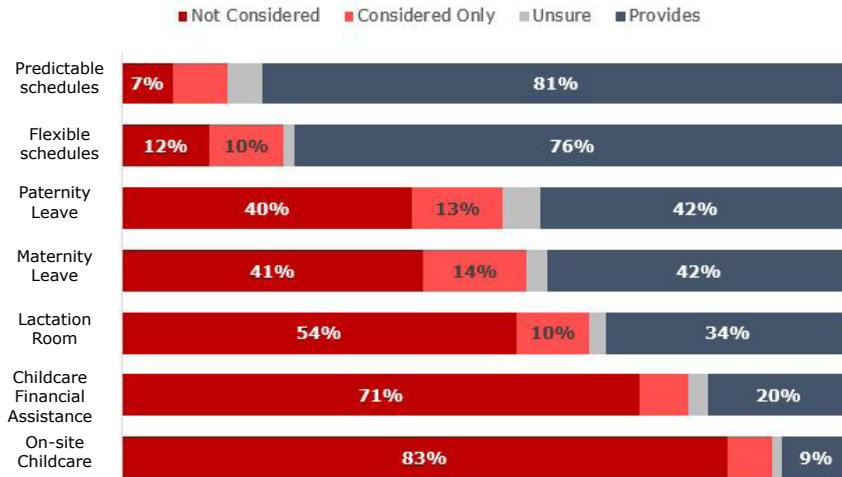
Since 2002, California has required employers of 50+ employees to provide reasonable time and location for employees for lactation



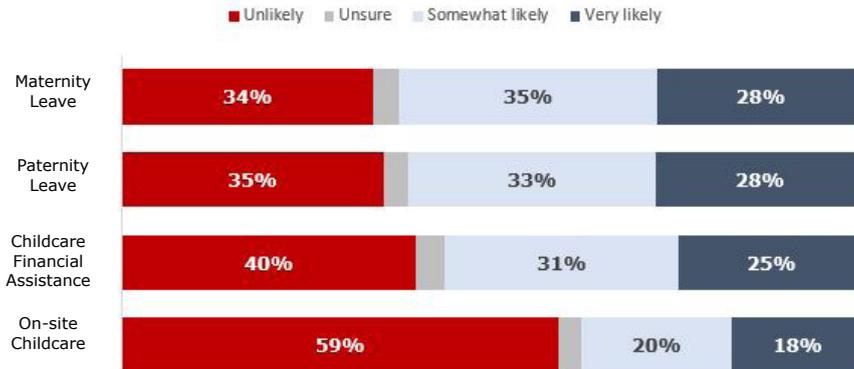
1/3 of San Diego employers currently offer this benefit to nursing mothers.



BENEFITS PROVIDED BY SAN DIEGO EMPLOYERS



If financial or logistical support were made available, how likely is it that your company would provide additional benefits?



CONCLUSIONS



1 Supporting working families improves talent attraction, retention, and productivity.

- Efforts to support those who are navigating the challenge of caring for young children or aging parents sends an effective message of support to an entire workforce and future employees, and creates a workplace culture that supports working families.

2 There is no one-size-fits-all solution.

- While establishing flexible schedules is an obvious strategy for some employers, that specific strategy may be a monumental or costly effort for many small employers. Supporting working families means selecting and implementing the right strategies for each employer based on numerous criteria.

3 Take the time to get to know your workforce.

- The highest cited reason for not offering almost all of the benefits analyzed in the study is that there are too few parents of young children. However, the reality is 80% of San Diego companies employ at least one parent of young children. In order to create a culture of supporting working parents, employers must have a strong understanding of the number of parents on their payroll. Supporting working families means selecting and implementing the right strategies for each employer based on numerous criteria.

LOW- AND NO-COST WAYS EMPLOYERS CAN START



1. Let Employees Use Pre-Tax Dollars to Pay for Childcare

Establish a dependent care flexible spending account (FSA) to allow parents to pay for childcare with pre-tax dollars.

2. Create a Peer Group for Parents

Peer-to-peer learning platforms, whether on an intranet or a physical bulletin board, can act as a welcome sign to employees who are navigating life transitions, indicating that the company is inclusive, supportive, and recognizes employees as multi-faceted people.

3. Establish Clear Boundaries

Consider asking leadership teams to stop short of pressing 'send' on any emails after business hours.

Productivity can spike if you're able to encourage employees to regularly block off as much as four hours for work that requires deep thought - no emails... no calls... no drop-ins.

Don't forget to listen. If you create a culture that is open, employees will identify issues or even ask for changes to established boundaries they may need to do their jobs well.