

FINDING BALANCE

THOUGHT LEADERSHIP



There is absolutely no doubt that businesses are continuing to struggle to win the war for talent. Even leaders who consider their companies fully staffed, have a constant eye on retention and meeting the needs of their employees, through strong benefits packages and offers of better work/life balance.

The last 2 plus years of upheaval have caused business leaders to evaluate the costs of their benefits while weighing the need to stay competitive in this tight market. Trying to determine what to keep and what to cut has taken on greater importance and urgency.

Research shows that 79% of polled employees and job candidates would take new or expanded benefits over a bump in salary; while 82% of women prefer stronger benefits to a pay raise. Today's job seekers are looking beyond traditional healthcare and 401k's. They are asking for flexibility in scheduling; mental health resources; transportation and childcare solutions; support for new parents; financial literacy; and continued education.

We recently sat down with subject matter experts offering or supporting innovative and meaningful benefits to their employees and customers. Join us over the next several weeks as we share their insight and best practices on keeping talent!

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Paying Attention to the Whole Person

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Knowing What to Expect

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“Nearly 29% of workers will leave a job because of transportation issues, due to cost or length. A game changer for many businesses is Ride Share programs.”

**Patty Olmsted Senior Business
Outreach Coordinator | Mid-Ohio
Regional Planning Commission**

GETTING THERE

Reliable transportation has long been a barrier for many who want to join the workforce, but face high costs and long drive times to get them to the job site. Without mobility access, many would be employees are forced to either take positions that are limited by geography, or remain on the sidelines.

This is an issue that impacts both urban and rural workers. Public transit options may be more readily available in some cities, but not always aligned with start and stop times for employees; or the commute itself can extend way beyond a reasonable amount of time, posing challenges for childcare. In rural communities there may not be a public transit solution and homes are often miles from the workplace...again an incredible cost in both dollars and time.

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GETTING THERE

The Mid-Ohio Regional Planning Commission offers several options to assist businesses with creating ride solutions for their employees. Gohio Mobility Hub <https://morpc.gohio.com/> offers information about sustainable workforce commuting and regional programs. Companies can learn about commuting options for their employees and access marketing materials on this site. Leaders who would like to apply for the Commute Action fund can access the application at <https://morpc.gohio.com/commute-action-fund/>

Companies can improve their efforts in helping employees get to work, starting with assessing their location and proximity to large concentrations of people. Do your workers have access to an affordable transportation solution, or does that prove to be a significant barrier to recruiting and hiring?

- A recent AAA study explored the annual costs of car ownership in Columbus Ohio
- Overall, the average annual cost of new vehicle ownership climbed to \$9666, or \$805.50 a month.
- Fuel costs rose to 12.6 cents per mile (data from 2021, does not reflect current gas prices)
- Maintenance, repair and tire costs climbed to 8.94 cents per mile, up 0.73 cents.
- Annual average insurance costs inched up to \$1,194 per year, a \$5 increase.
- Licensing, registration and taxes rose to \$753 per year, up \$14.

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GETTING THERE

For many low wage workers, owning and maintaining a car (used or new), can be prohibitive. In fact, the same AAA in Chicago found more than a quarter (26.9 percent) of households do not have a vehicle, and households headed by a person of color have slightly higher rates of not owning a vehicle (29.6 percent). A majority of Chicago households below the poverty line do not have a vehicle (51.7 percent). Providing resources like transportation solutions can be one way to cast a wider net for job candidates, and help set your organization apart.

Now is a great time to review and re-evaluate your company benefit offerings. Utilize employee surveys to ascertain what matters most to your workforce and what you can afford to augment or add to your existing offerings. Benchmark with your industry partners and organizations that can provide insight on what benefits are trending and what is emerging.

Remember to communicate your benefits package during the recruitment phase, as well, with all that you offer in a place of prominence on job postings. Less than 22% of employers do this. Only 25 percent of employers include any mention of employee benefits before day one of employment, such as in an offer letter.



We worked with a business that could not set up second shift before starting vanpools from Columbus to Newark. Starting this program made the difference of operating or not.

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