



# **Hello and Welcome!**

## **Truckee-Tahoe**

### **Official Work Net**



**We chose to work on  
a job posting effort**



**Lake Tahoe:  
A beautiful place to live,  
a hard place to find work**



# We are Team Truckee-Tahoe Official Work Net (TTOWN)

Truckee-Tahoe Official Work Net is a trusted, non-profit source for actual work, whether it be someone that needs their walk shoveled, a mural painted, a civil engineer, an assistant or a pilot to fly to San Francisco. For a nominal fee, TTOWN connects people who want to work and get paid with employers who want to treat people fairly and get a job done well!





# Needs Assessment



# Employers' Survey



**Who:** 21 people who hire employees in the Tahoe-Truckee area.


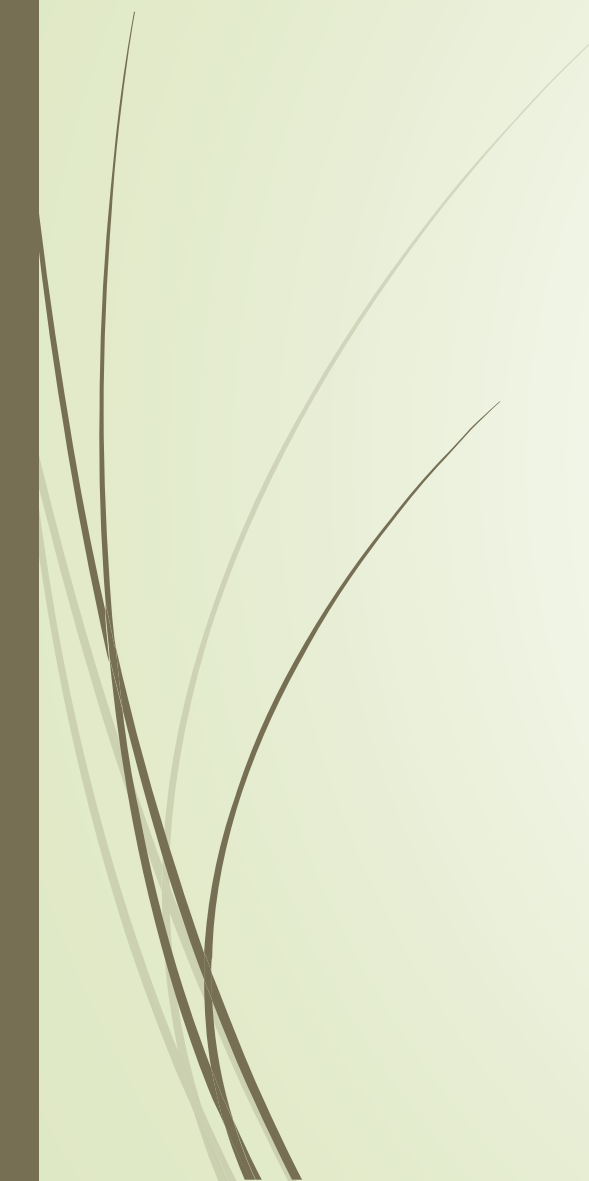
**What:** Employers filled out a survey of 7 questions: 3 open-ended, 3 multiple-choice and 1 Likert-scale

**Where:** Interviews took place in the interviewees' office or place of business.


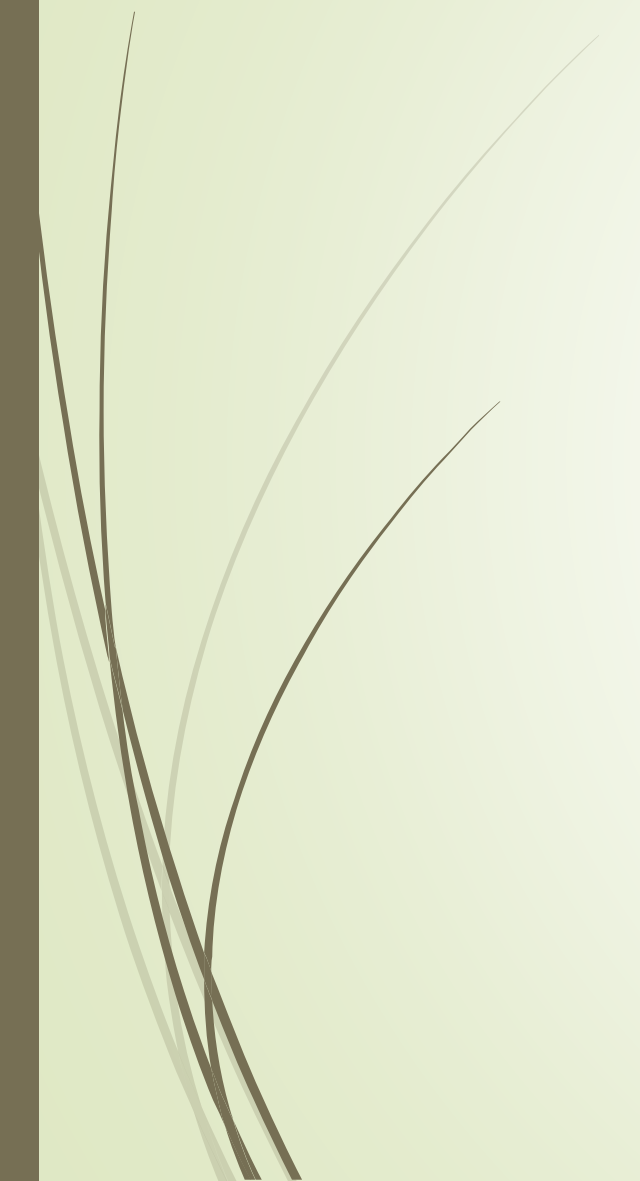
**When:** Interviews took place March 28 - April 19, 2014

**How:** Interviews were conducted in-person and individually. Each interviewer introduced him/herself, explained his/her participation in the Truckee-Tahoe Leadership program and asked the interviewee to fill out the survey. Some conversation outside of the survey did take place.



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1. How many job posting do you typically have in a year? (circle one)
  2. Would you utilize a website like Truckee-Tahoe Official Work Net (TTOWN that is geared specifically to the Tahoe-Truckee area?
  3. How much would you be willing to pay to utilize such a website? (Circle one)
  4. Where do you currently post or advertise your job openings?



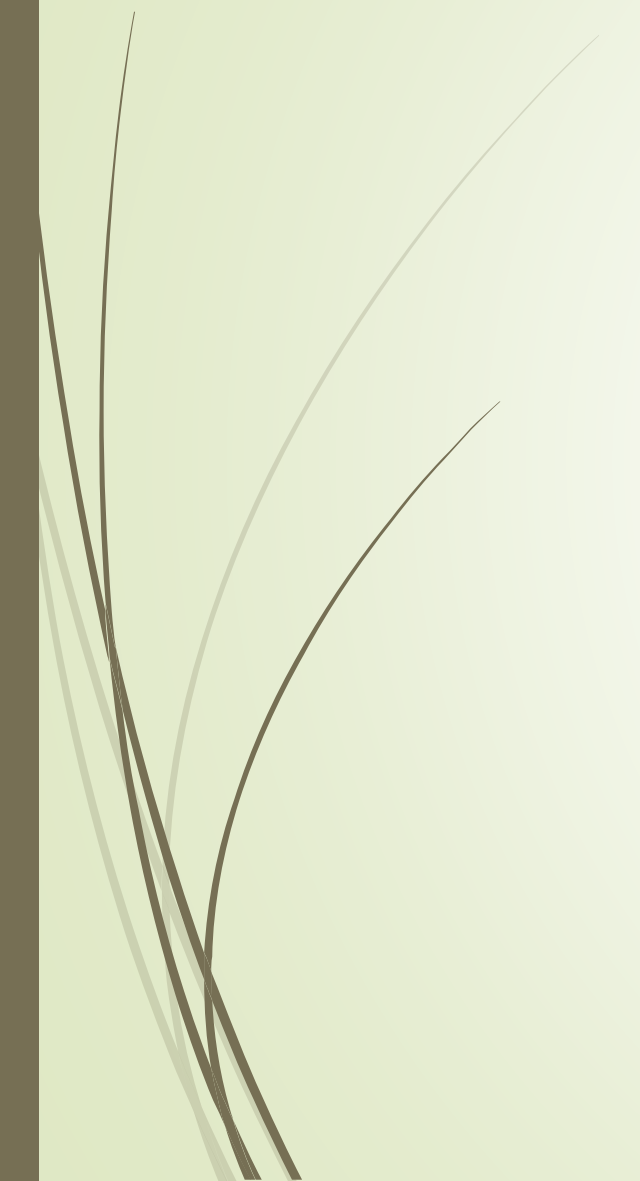

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5. How much do you currently pay for job advertisement (per post, monthly, annually, etc.)?
  6. How satisfied are you with your current sources for advertising job openings? (circle one) 1 (not satisfied) -- 5 (very satisfied)
  7. What would you improve about your current sources for advertising job openings?



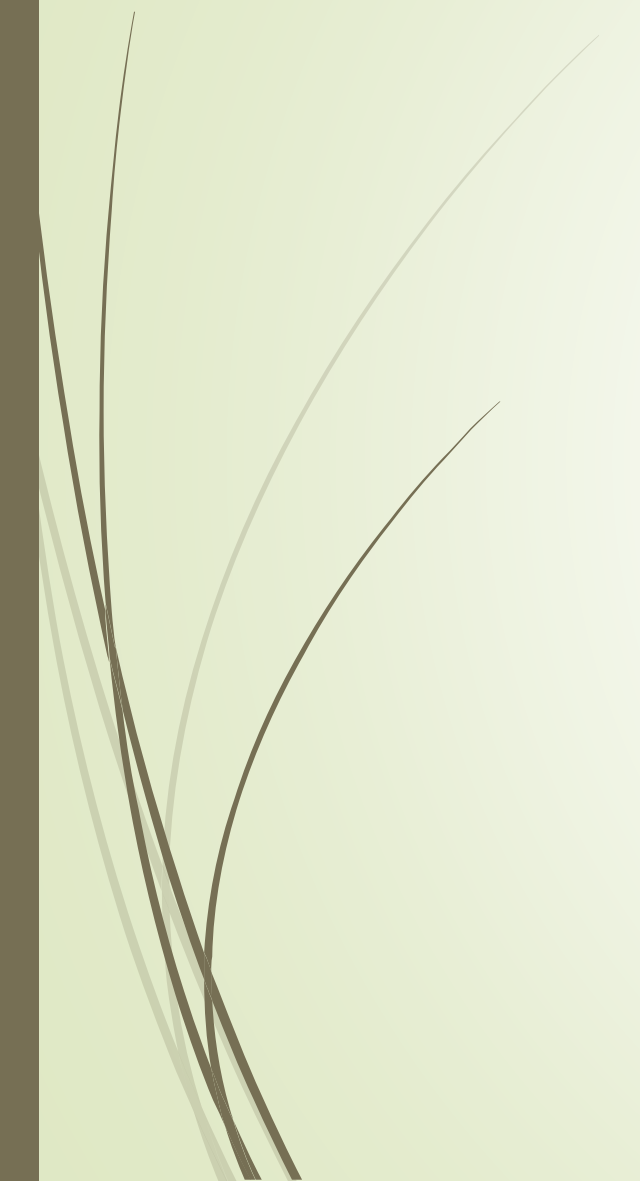

# Conclusions

## **Of those interviewed:**

- the majority would post up to 5 positions on the the TTOWN.
- the majority would utilize TTOWN.
- Craigslist and the local papers are utilized most for advertising positions
- 67% are neutral or dissatisfied with their employment advertising options



**TTOWN fee structure:** Based on the results, we should consider a \$10-\$30 fee per post or a monthly fee for unlimited posts. Over half of the respondents pay to advertise jobs, thus we may conclude that they would be willing to pay to post on TTOWN.



**TTOWN** would meet many of the desires for improving current advertising sources such as: providing more exposure, providing local coverage, candidate screening.





# Employees' Survey




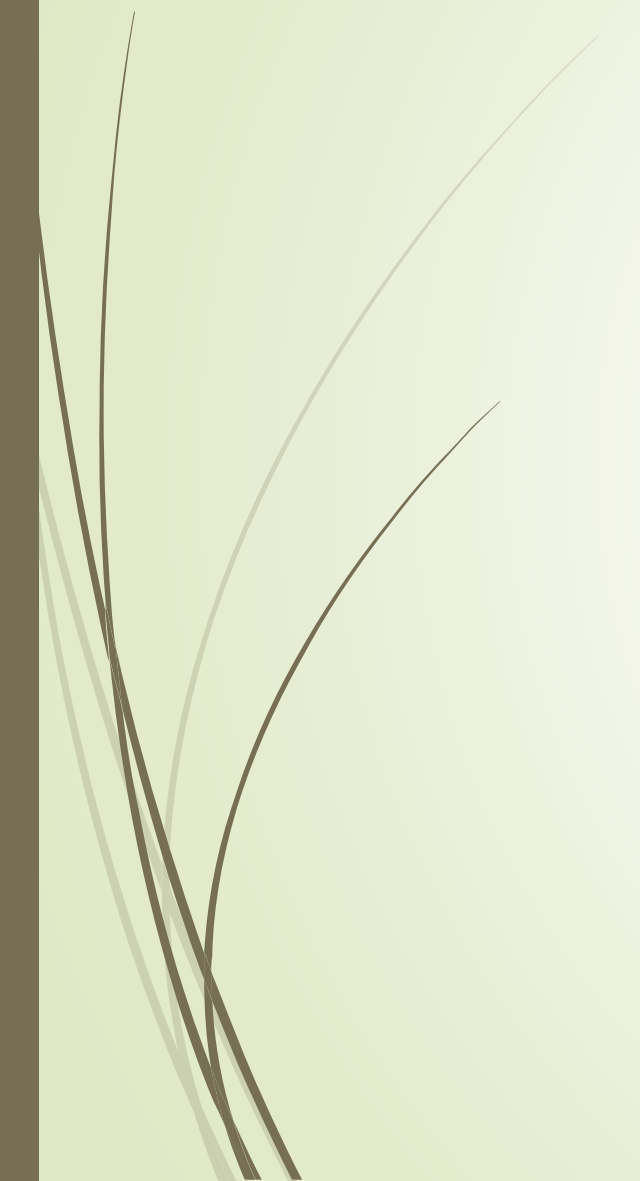
**Who:** 20 People who work and search for work in the Tahoe-Truckee area.


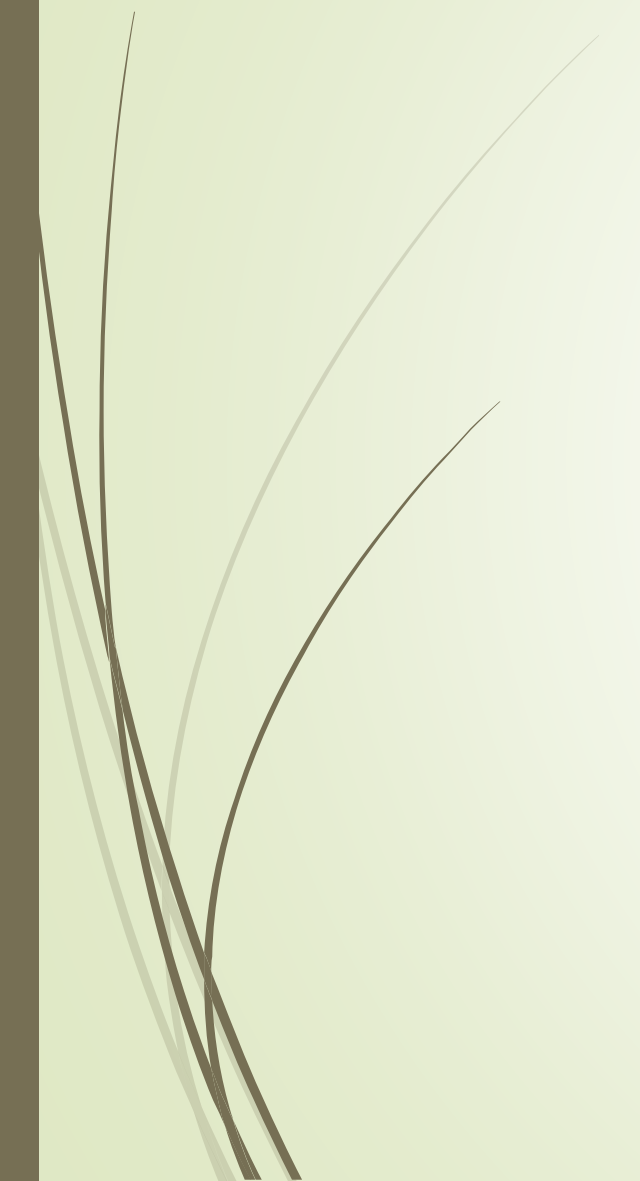
**What:** Employers filled out a survey of 6 questions: 1 open-ended, 4 multiple-choice and 1 Likert-scale

**Where:** Interviews took place in the interviewees' office or place of business.

**When:** Interviews took place March 28 - April 19, 2014

**How:** Interviews were conducted in-person and individually. Each interviewer introduced him/herself, explained his/her participation in the Truckee-Tahoe Leadership program and asked the interviewee to fill out the survey. Some conversation outside of the survey did take place.

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- 1. How/Where do you currently look for job openings in the Truckee-Tahoe area?**
  - 2. Is it difficult for you to find job openings in the Truckee-Tahoe area?**
  - 3. How likely are you to look for a job on a website that was geared specifically to the Tahoe-Truckee area? 1 (not likely) - 5 (very likely)**

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4. **Would you be willing to have your skills and/or resume entered into a database to be matched with a job opportunity?**
  5. **Would you like to be notified when a job you are interested in has been filled?**
  6. **How much would you be willing to pay to join the TTOWN network?**

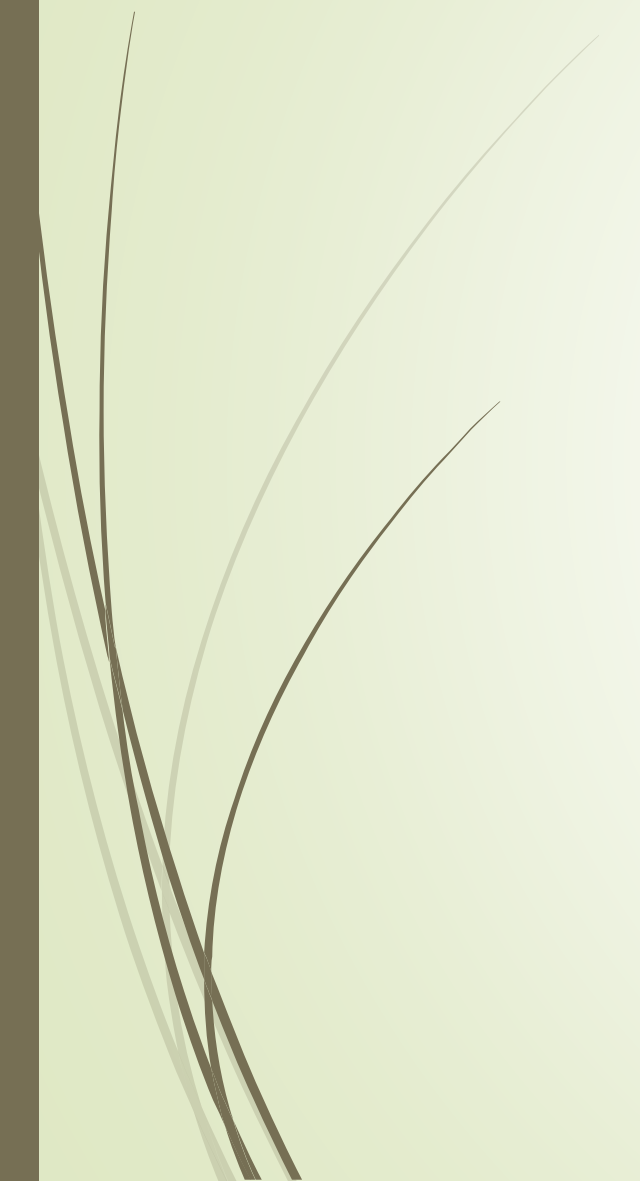





# Conclusions

## **Of those interviewed:**

- Craigslist and local newspapers are the most utilized sources for their job search
- 90% consider finding work in the Truckee-Tahoe area difficult.
- 70% would very likely use TTOWN
- Over 2/3 would enter their skills/resume into a database
- The majority would like to be notified when a position is filled



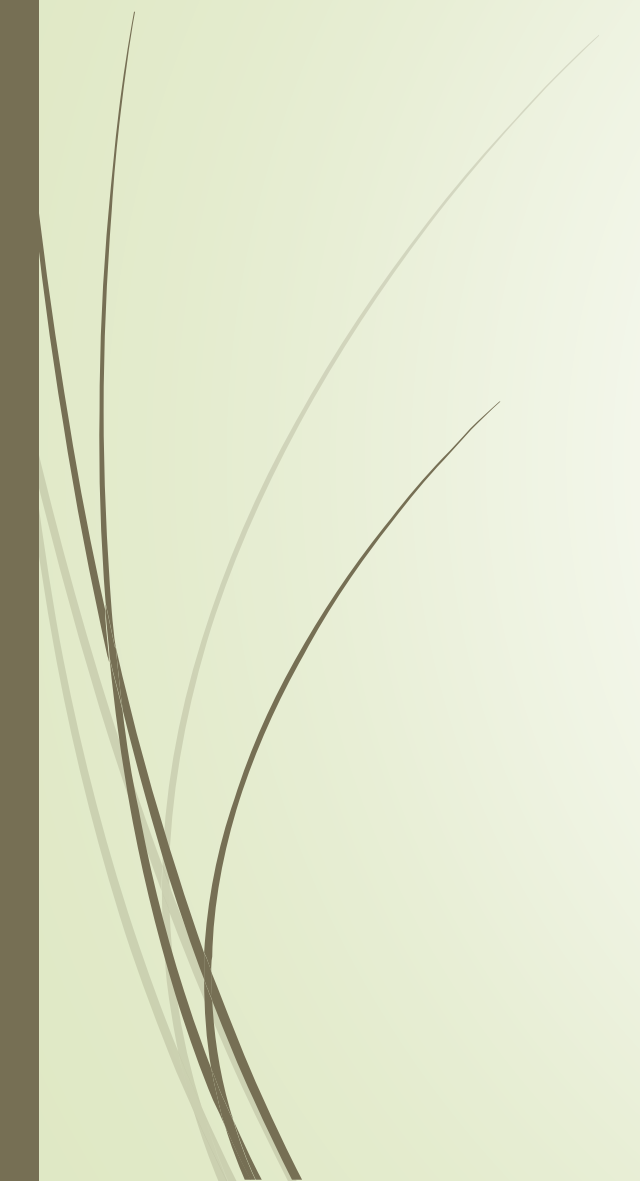
**TTOWN** should consider a one time registration fee under \$10 or charge no fee for usage.



# Truckee-Tahoe Official Work Net (TTOWN)



# Overview



Truckee-Tahoe Official Work Net is a trusted, non-profit source for actual work, whether it be someone that needs their walk shoveled, a mural painted, a civil engineer, an assistant or a pilot to fly to San Francisco. For a nominal fee, TTOWN connects people who want to work and get paid with employers who want to treat people fairly and get a job done well!



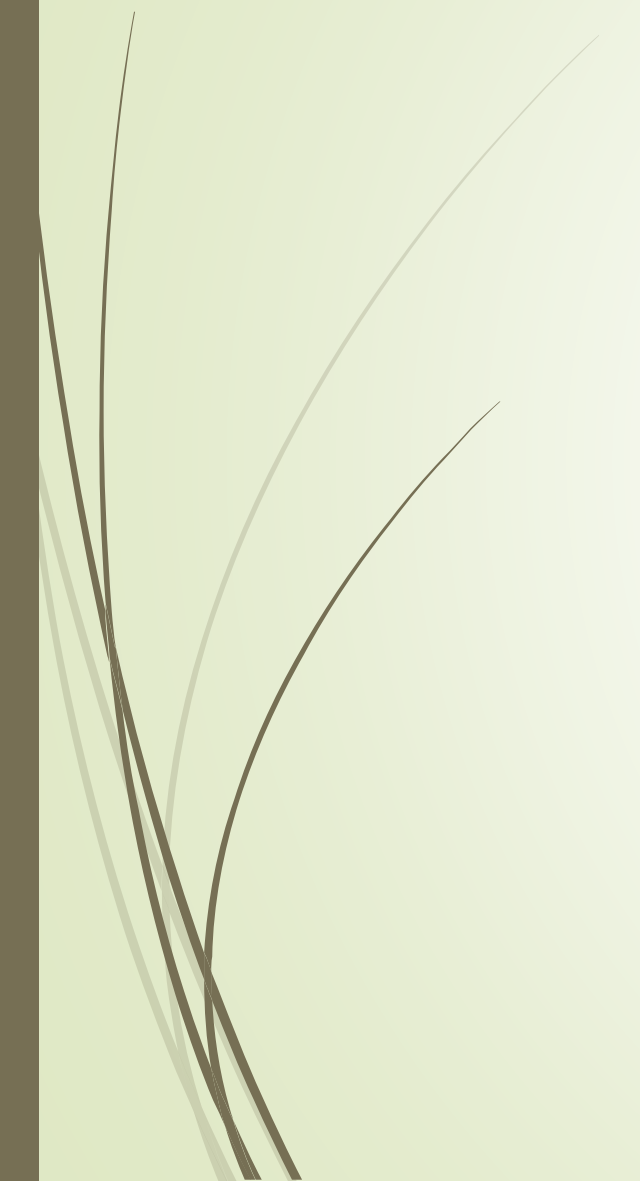


# Main Goal

To be the most credible, utilized, low cost work search website to post and search for contract, temporary, part-time and full-time positions in the Truckee Tahoe area.

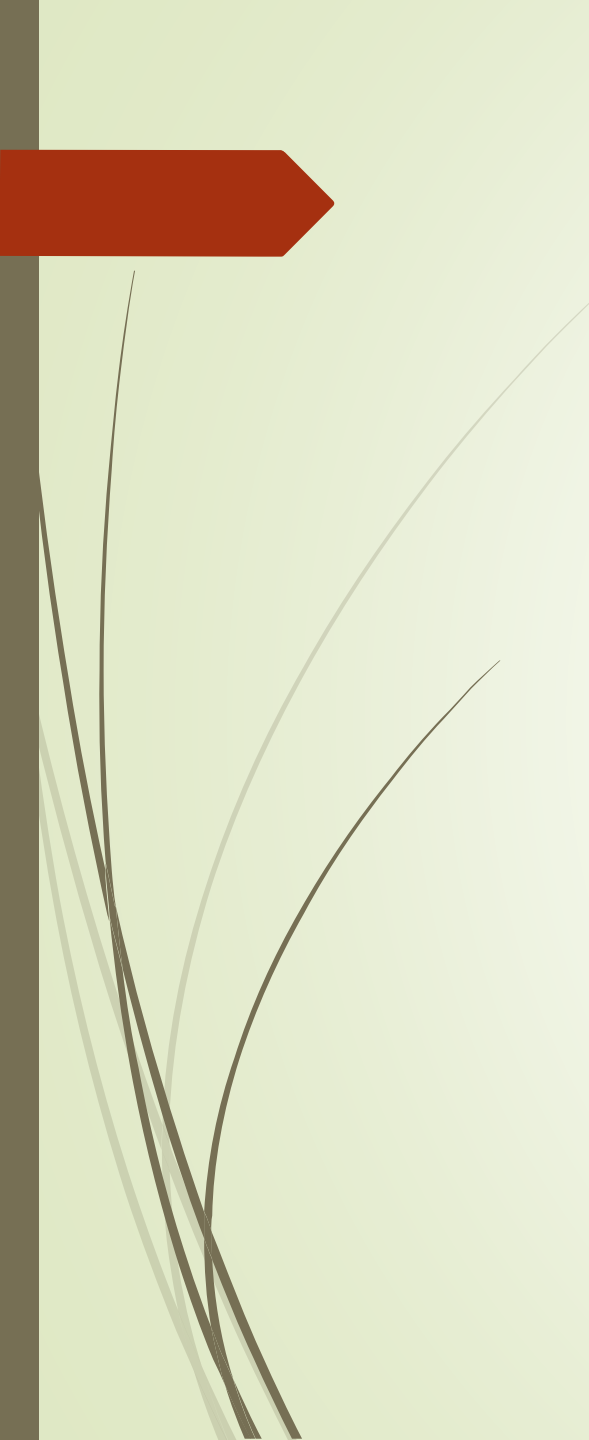


# Objectives

1. To have over 75 company/individual users in our database within the first year
  2. To receive at least 4 out of 5 stars with local reviews
  3. To have less than 5% inappropriate listings
  4. To have 40% repeat employers and 20% repeat job seekers (low because they will have found satisfying positions) within the first 2 years
  5. To have over 70% positive feedback/endorsements on our website.
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# 12 Month Timeline






**Month 1:** Brainstorm website functions, create list of expectations; search for website designer, database designer (hire or volunteer); outline web design and functions; buy domain name; consult legal business needs; search for BOD

**Month 2:** Hire website designer, database designer; develop website; confirm database capabilities, incorporate in web design; implement business structure

**Month 3:** Finalize website design; determine categories of work; make decisions on fee structure and for whom

**Month 4:** Beta website, reach out to local employers, potential employees, including contract workers; develop website, confirm website manager duties



**Month 5:** Load information into database and QA website; advertise in free sources and perhaps go on the Truckee cable show to explain who/what we are

**Month 6:** Launch website; firm postings with at least 50 employers/employees

**Month 7:** Continue advertising to local businesses; Create customer survey to make improvements if/where needed; make connections and post endorsements

**Month 8:** Tweak any software issues and streamline our posting process





**Month 9:** Vet employee/employer postings;  
forward viable positions

**Month 10:** Create volunteer commitment for  
hired employees; determine comfortable donation  
levels from employers

**Month 11:** Outreach to greater Tahoe area,  
Nevada Job Source, other unemployment centers;  
develop long-term strategy for self-sustaining  
website with low-key overseers/volunteers

**Month 12:** Advertise; canvas employers –  
seasonal, one-time, contract, part-time, full-time;  
determine long-term feasibility

## BUDGET - \$5000

Database design \$1000

Web design \$750 same person?

Hardware/software \$1000

Domain - \$12

Internet - \$300

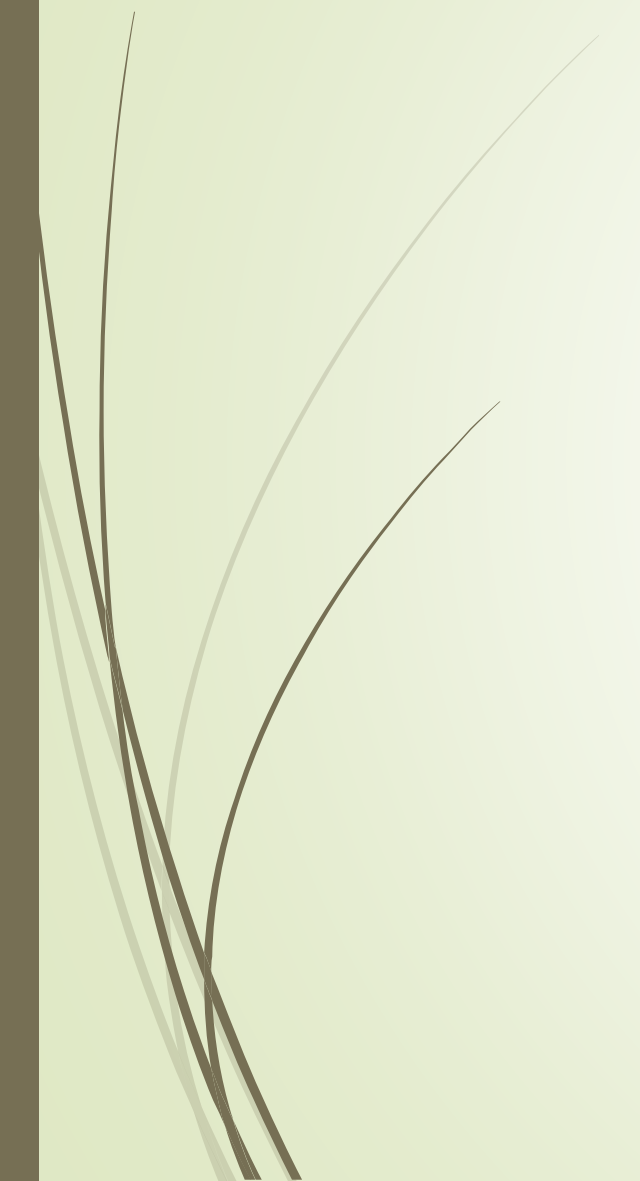

Supplies/P.O. box \$238

Advertising/mailing fees \$700 (mostly email, homemade pamphlets and telephone)

Non-profit Business license \$500

Accountant/attorney - \$500 consult on what direction to go (again maybe some Leadership network) 10 hours @\$50





**In conclusion, this is a viable, needed concept that would benefit employees and employers, as well as residents of the community who need assistance or would like to use their talents for unique projects.**



LAKE TAHOE | LAS VEGAS | RENO | ONLINE



north lake tahoe  
Chamber | CVB | Resort Association



# THANK YOU!!

