

**COVID-19 Impact Report for Santa  
Barbara County:  
How is COVID Changing the  
World of Work?**

# Agenda

## **Part 1**

What does the Research include?

## **Part 2**

How has COVID-19 changed the local employment picture?

## **Part 3**

How do we expect employment to evolve in Santa Barbara as the direct impacts from COVID-19 diminish?

## **Part 4**

What research questions are we still asking?

## **PART 1**

# **What Does This Research Include?**

# Impacts on the Workforce

## Industry Employment

How is Santa Barbara County's (SBC) industry employment profile being impacted by COVID-19 and what does it mean for changing employment opportunities?

## Job Quality & Volatility

How is job quality changing in SBC and what does it mean for job volatility and career pathways?

## Unemployment Profile

How is unemployment changing in SBC, how much is short-term frictional, long-term structural and how prevalent is underemployment?

## Localized Impacts

Who in SBC has been most affected by the pandemic and what steps that can be taken towards recovery?

# Population and Sector Impacts

## Household Finances

How has COVID-19 impacted household finances in SBC and economic resilience?

## Non-Profits

How has COVID-19 changed the demand of services provided by non-profits?

## Childcare & Education

Has the pandemic restricted access and availability of childcare?

# **Partnering With Santa Barbara Foundation**

## **Survey of Residents**

- How have residents been impacted by challenges associated with housing, childcare and economic distress in the pandemic economy?
- How do residents feel about the economy and their opportunities for employment in the future?

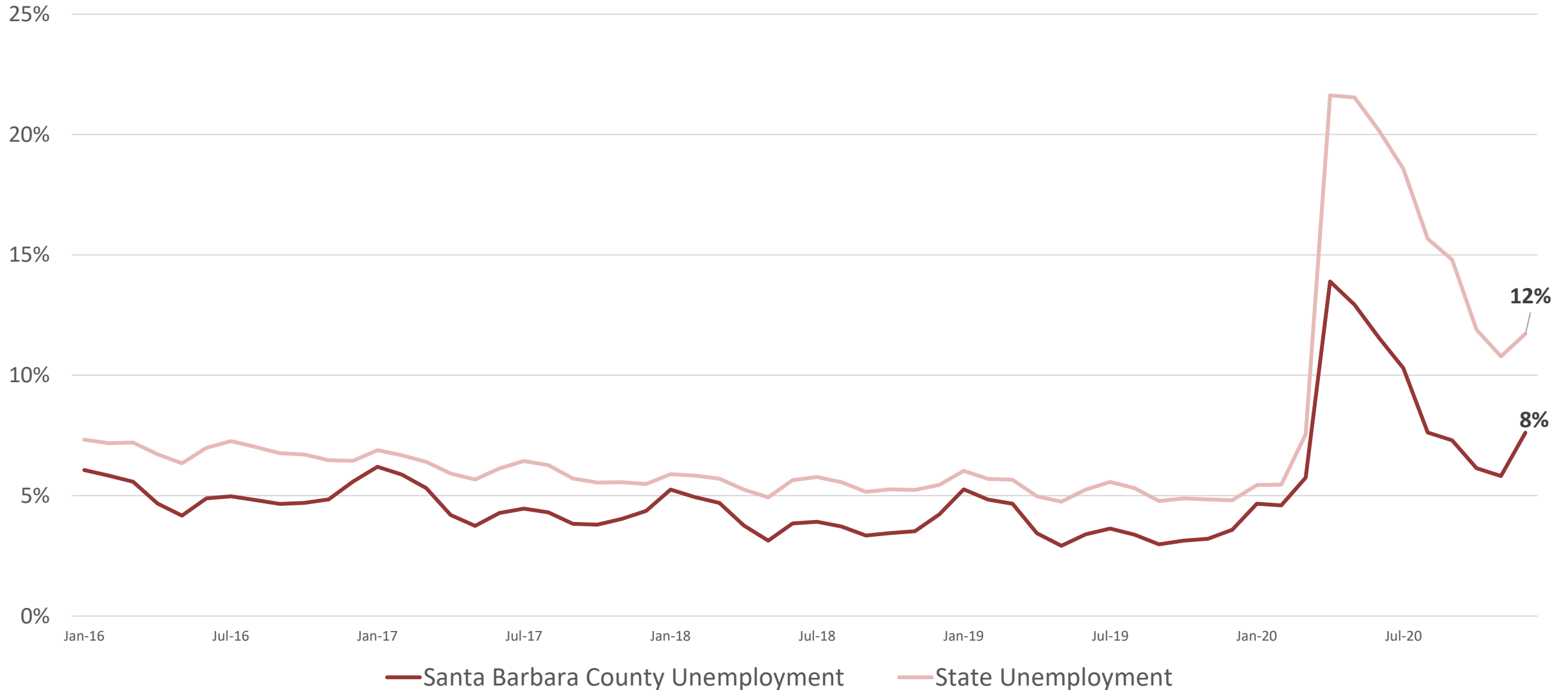
## **Survey of Key Employers (Childcare, Education, & Non-profits)**

- How have employers in these key industries been impacted by the pandemic?
- What are the challenges and opportunities they expect to face in the next 6 to 12 months?

## **PART 2**

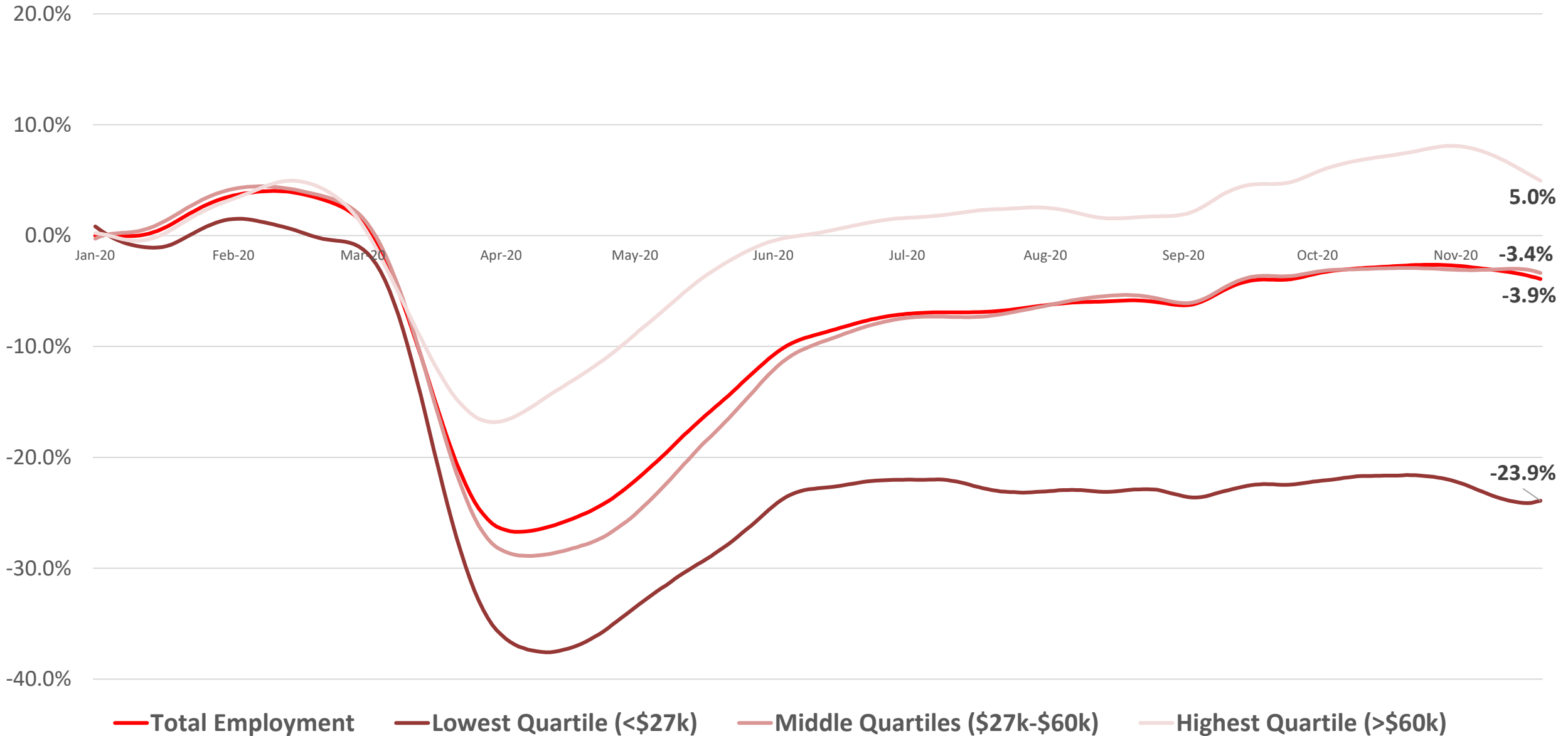
**How has COVID-19 changed  
the local employment  
picture?**

# Unemployment Impacts of COVID-19

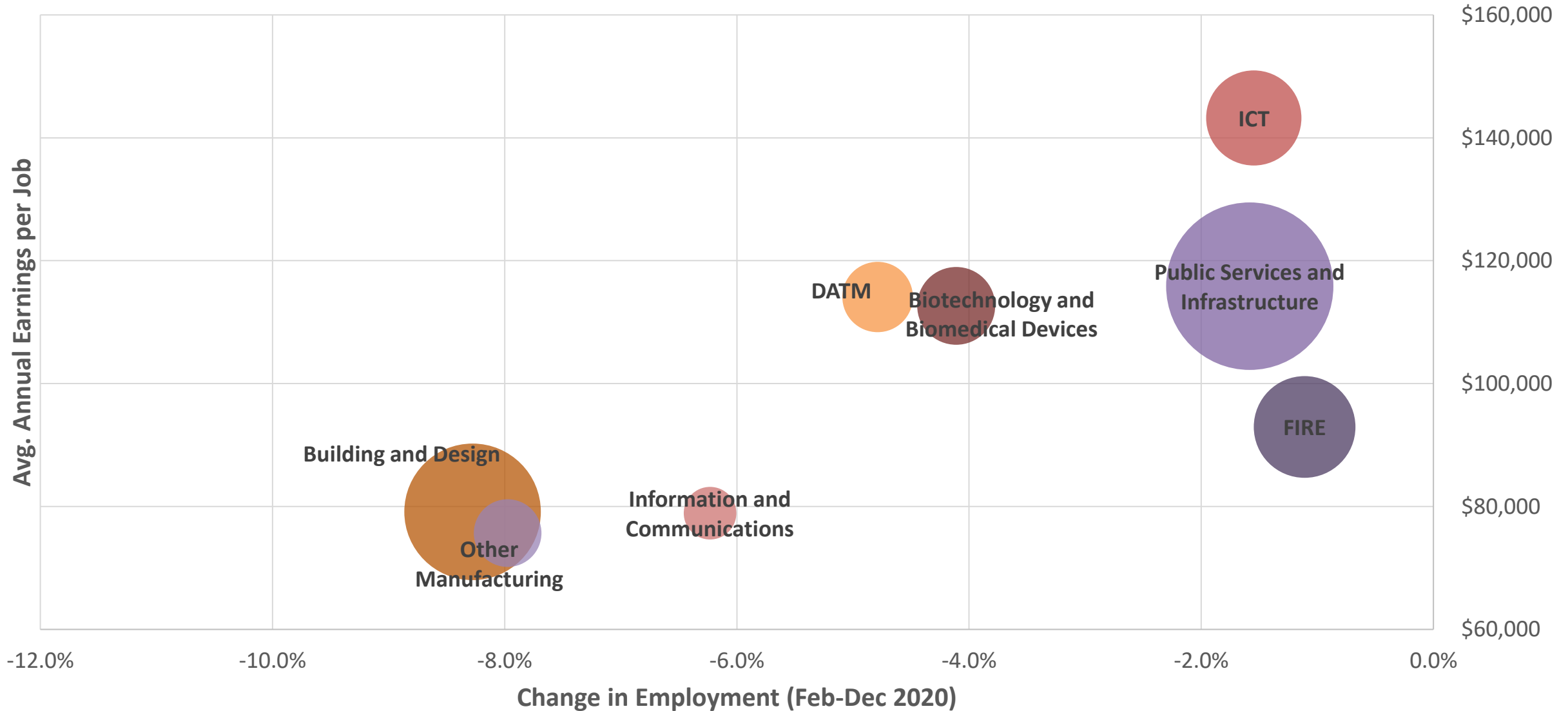




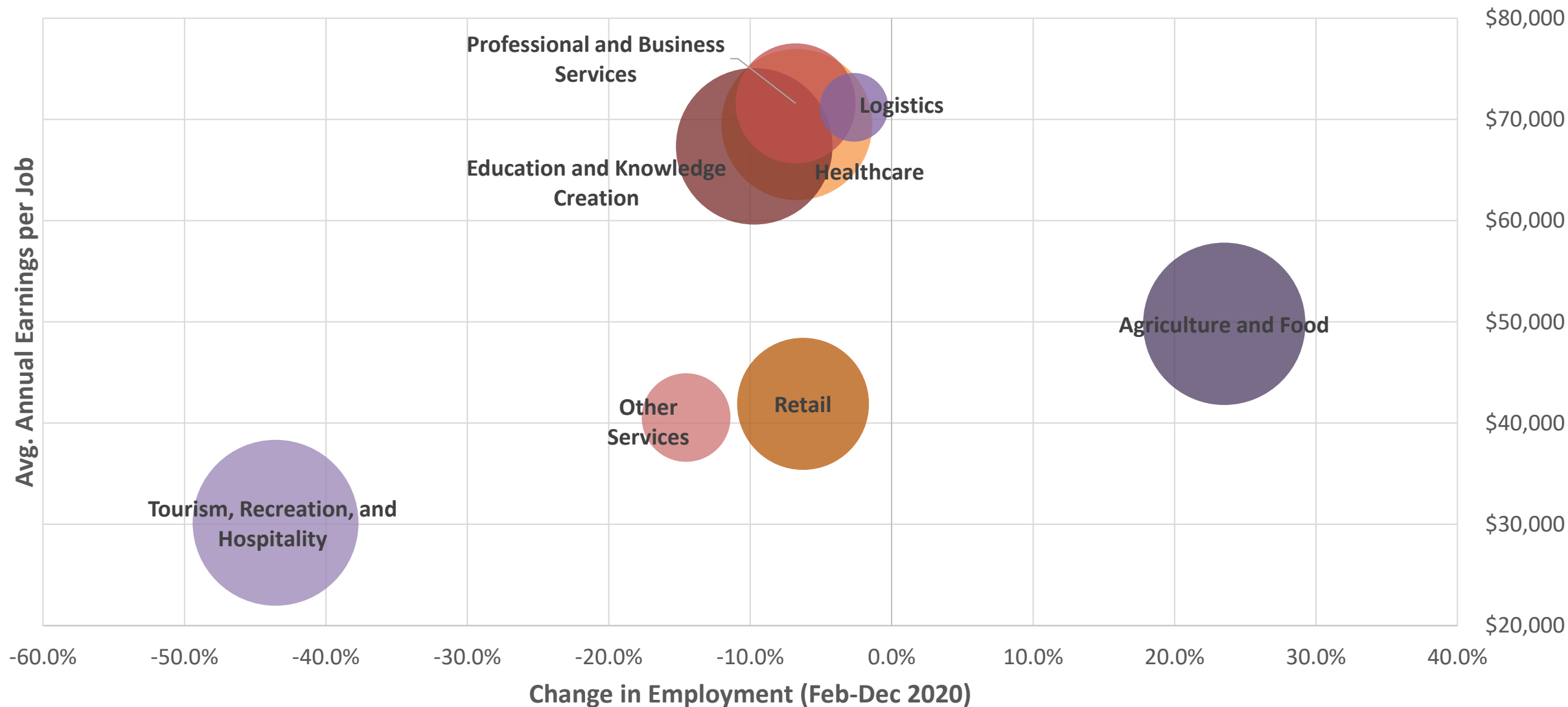
# Employment Impacts of COVID-19



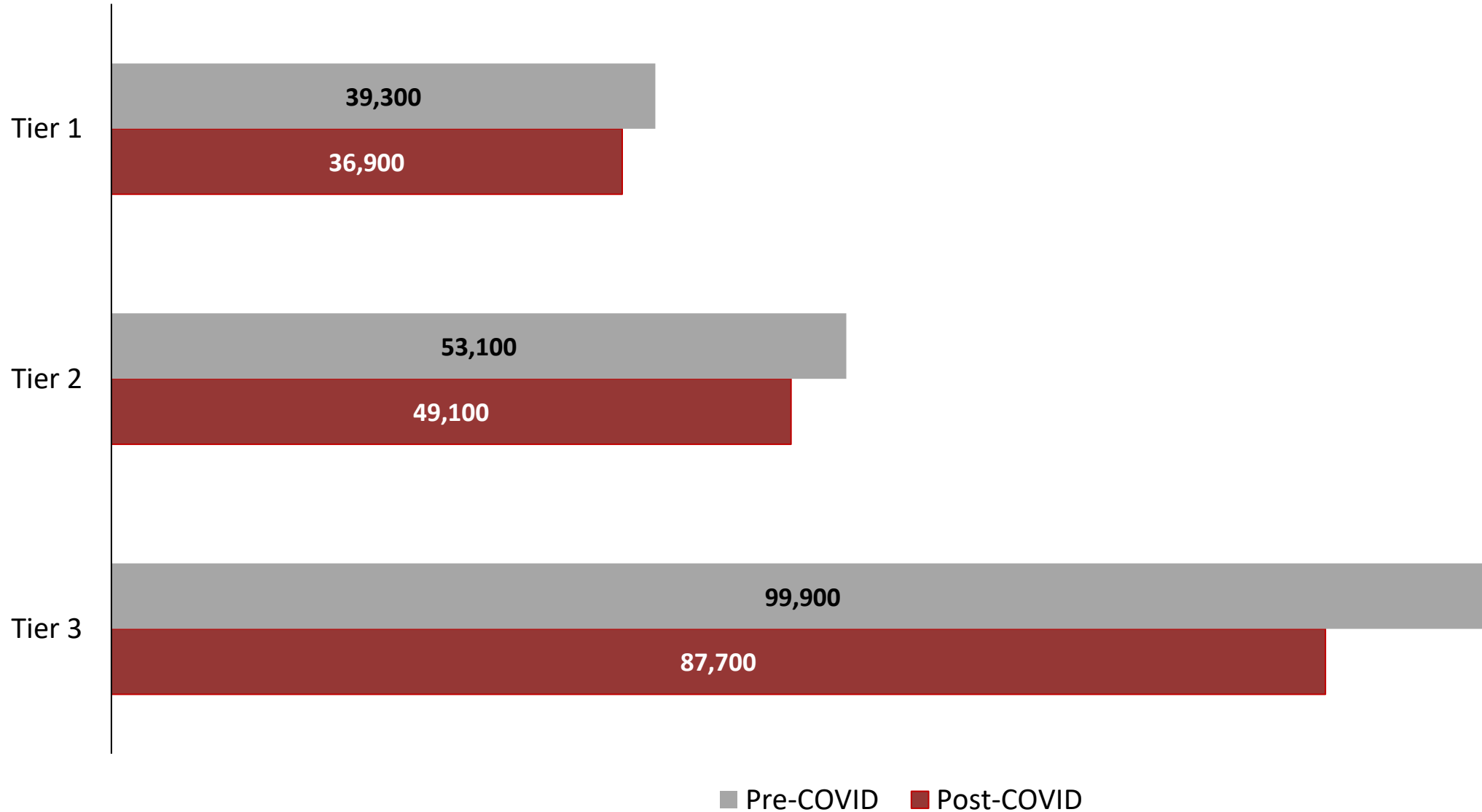
# Santa Barbara Higher Wage Industry Clusters: Feb to Dec 2020



# Santa Barbara Lower Wage Industry Clusters: Feb to Dec 2020



# Job Quality in Santa Barbara County, Feb to Dec 2020

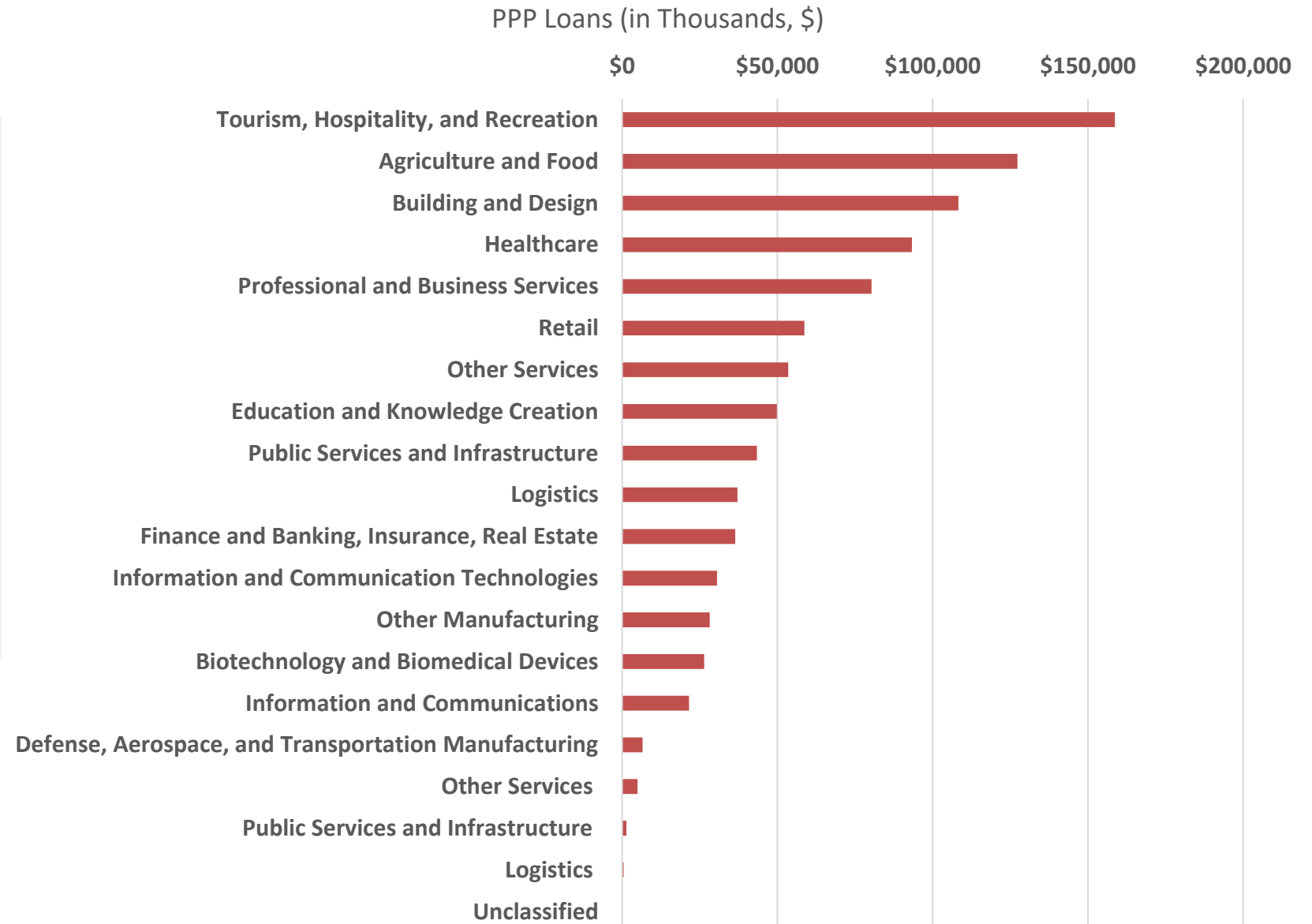


## **PART 3**

**How do we expect  
employment to evolve in  
Santa Barbara?**

# PPP Loans Disbursed in Santa Barbara County

**\$967 million** in funds  
across **8,120**  
**businesses (44%)**  
that employ **more**  
**than 90,000 workers**



# **A Slow Recovery for Some**

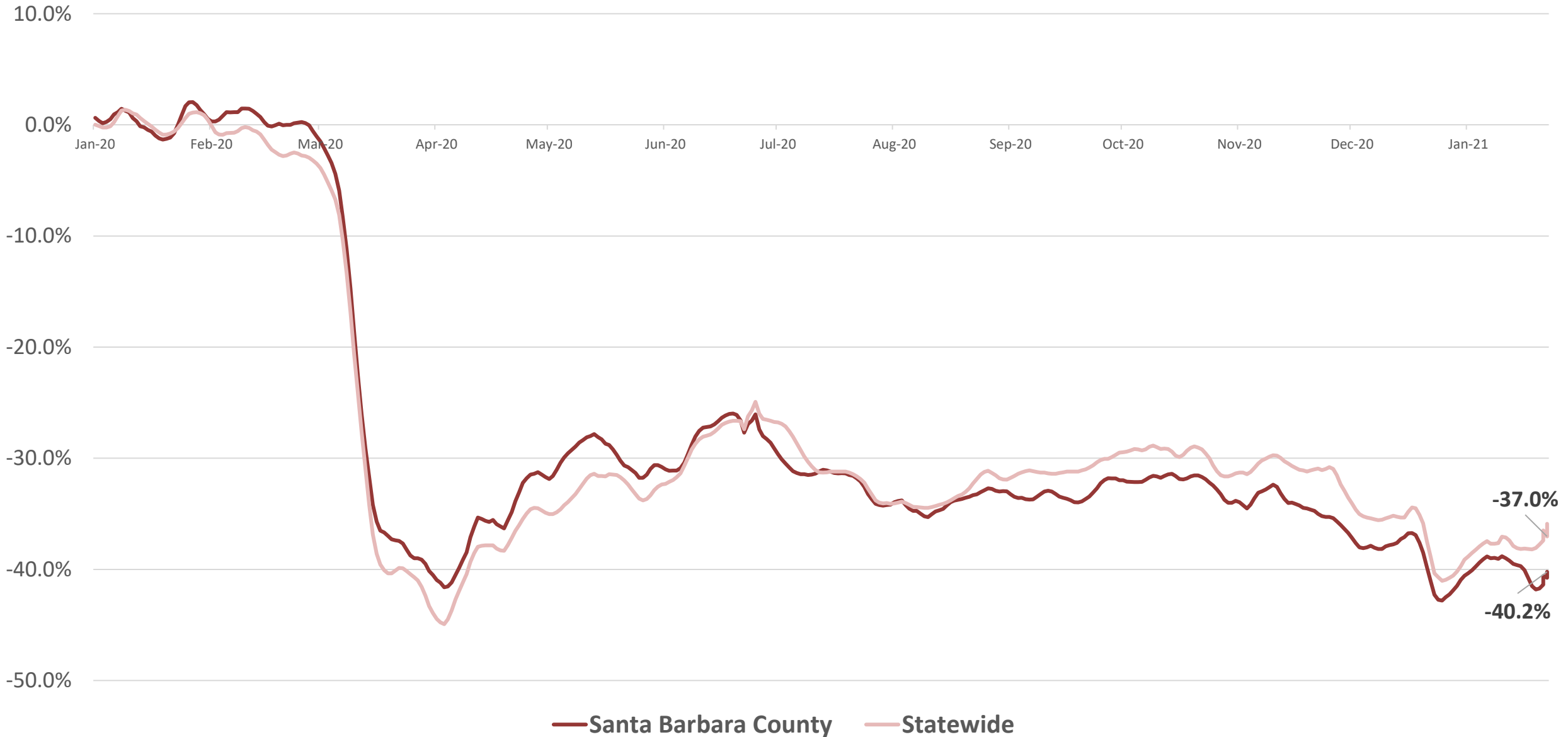
## **Slow Return**

- Decreased demand for tourism, specialty services & business travel
- Recovery from initial drop, but no return to 100% for 12 to 24 months

## **Hardest Hit Industries (19% of jobs in Santa Barbara County)**

- Tourism, Recreation, and Hospitality
- Other Services (Dry Cleaning, Salons, Churches & Civic Organizations - like youth sports)

# Change in Open Small Businesses





# **A V-Shape Recovery for Others**

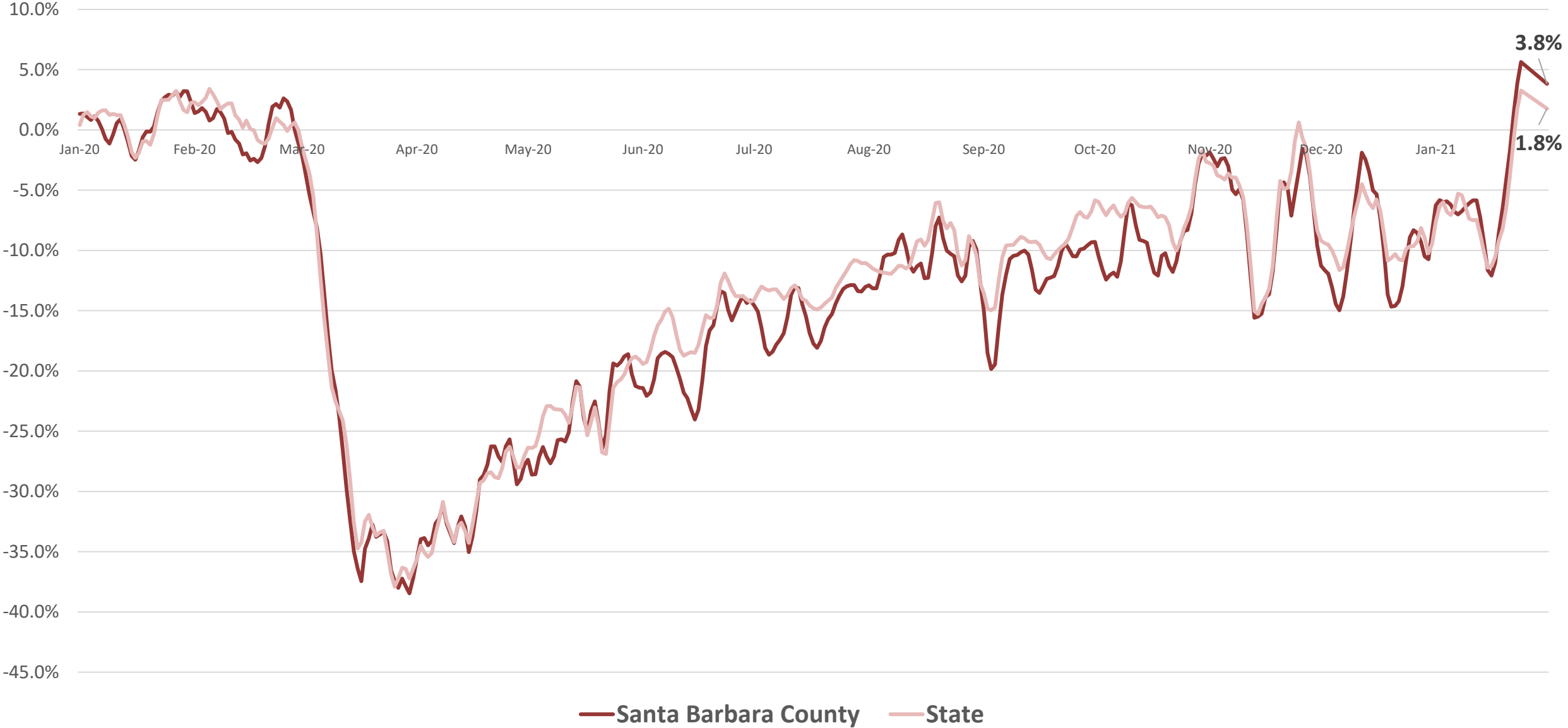
## **Quick Rebound and Growth**

- Strong recovery from initial dip

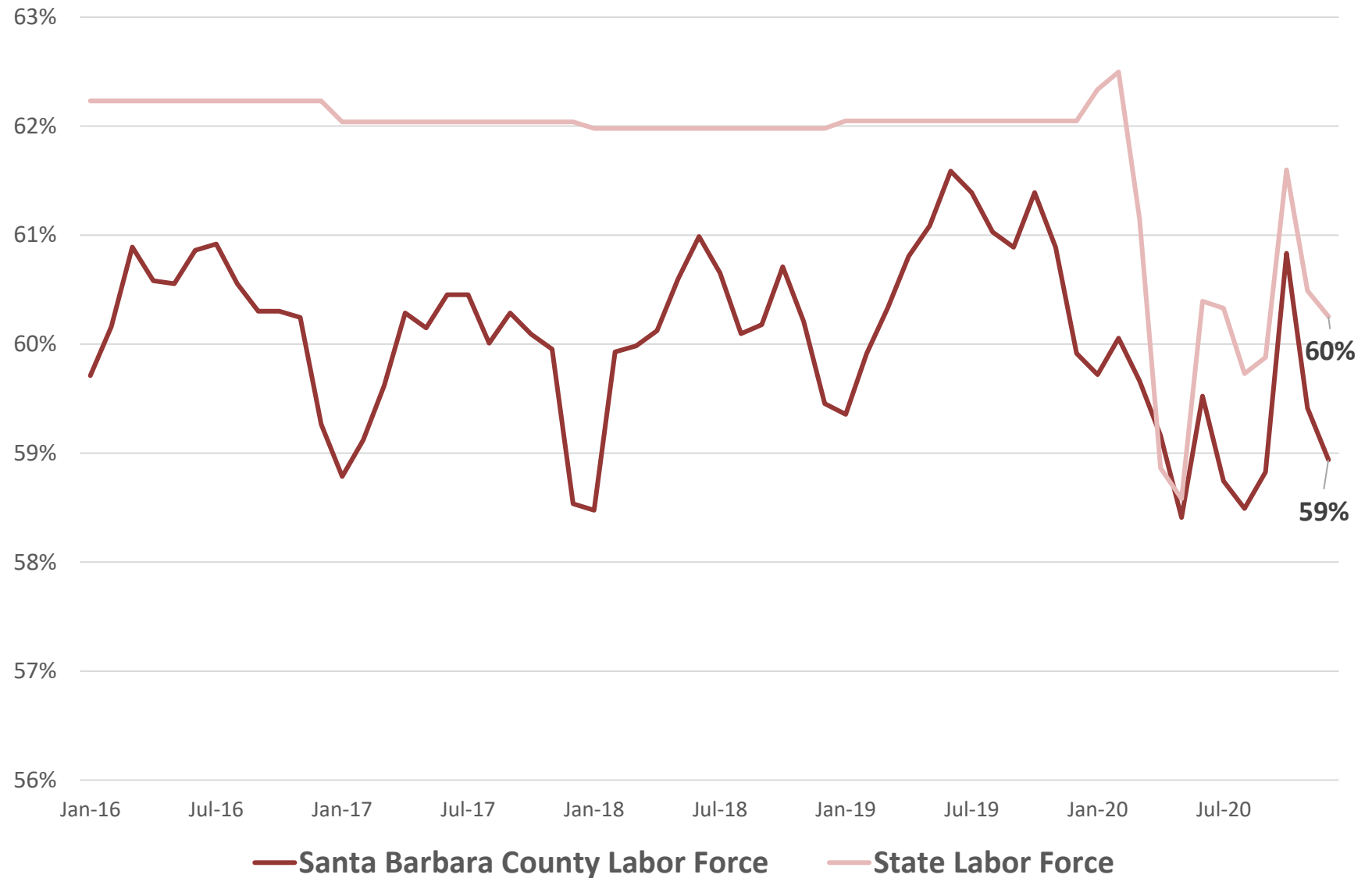
## **Growth Industries (7% of jobs in Santa Barbara County)**

- ICT (Information & Communication Technologies)
- Biotechnology and Biomedical Devices
- FIRE (Finance, Insurance & Real Estate)

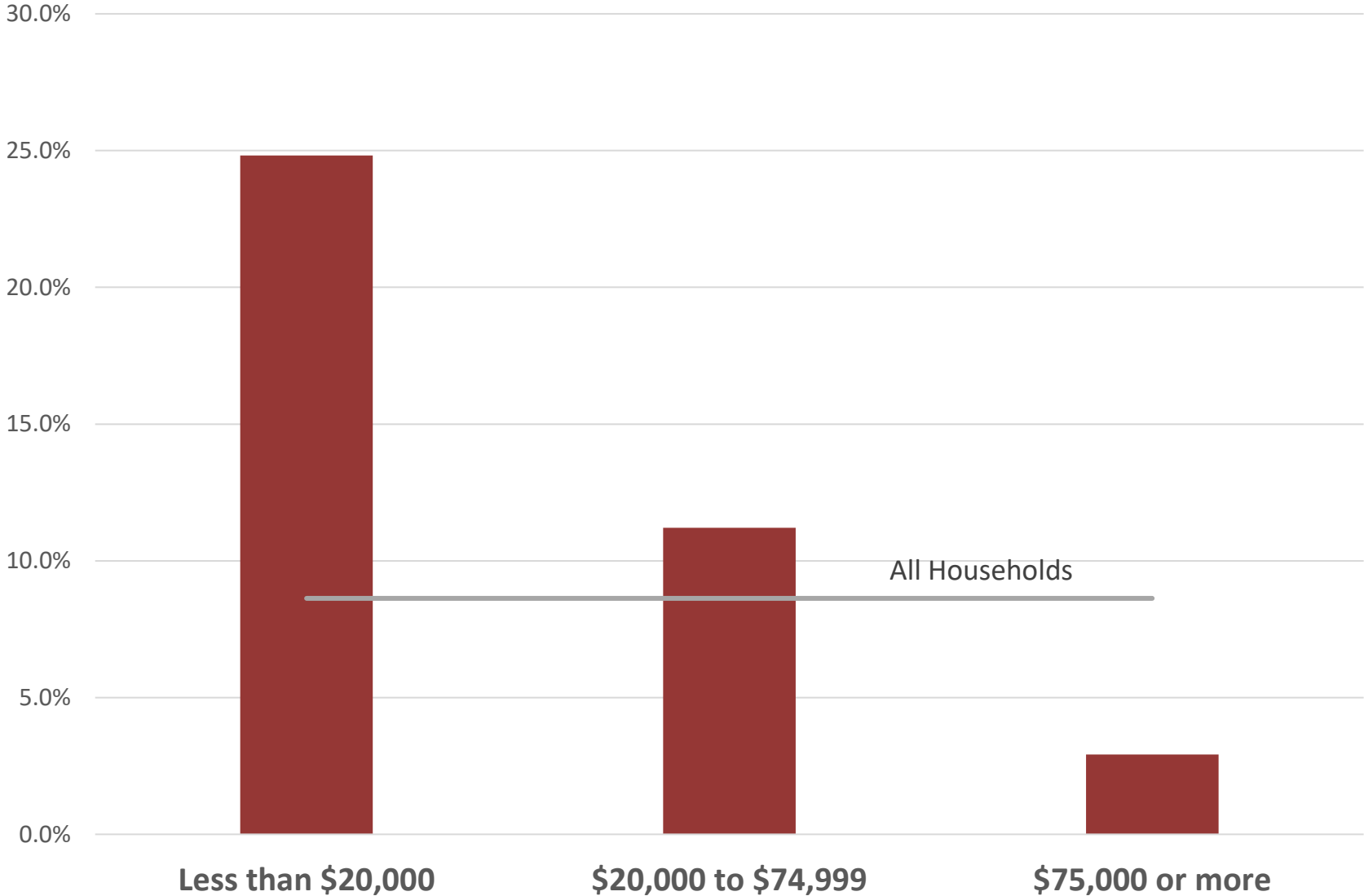
# Change in Consumer Spending



# Change in Labor Force Participation



# Lack of Internet Access by Household Income



## **PART 4**

**What research questions are we asking?**

# 1

## Household Impacts

1. How severe have the economic impacts of COVID-19 been on households?
2. What steps can be taken to assist those in need?

# 2

## Non-Profits

1. What have been the economic and workforce impacts on local non-profits
2. What are the challenges facing SBC's non-profit organizations?

# 3

## **Childcare and Education**

1. What are the challenges facing SBC's Childcare & Educational organizations?
2. How does SBC's Childcare and Educational organizations expect to recover from the pandemic?



# 4

## Industry Clusters & Career Pathways

1. How are industry clusters responding to the volatile economic environment?
2. How are employment opportunities and pathways changing in the evolving economic landscape?

# 5

## **What are the different priorities for workforce development**

1. Getting unemployed back to work as soon as possible.
2. Educating students and job-seekers on evolving employment landscape
3. Upskilling workers to move into higher paying career pathways



RESEARCH  
PARTNERSHIP

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