

# THEME: Individuals and Families are economically stable

**Outcome Statement:** Carroll County becomes one of the top three counties in NH by supporting the achievement of individual and family economic security.

1.



% Year round livable wages

3.



% Buy local  
(goods & services)

2.



Workforce development

4.



% businesses with  
employee-friendly policies

**Present Condition:** 47% of jobs pay a livable wage for a 2-working parent, 2-child family.

**Goal:** \_\_\_% of jobs will pay a livable wage for a 2-working parent, 2-child family.

## Hypotheses:

1. Livable wage jobs: If more livable wage jobs were available, then more individuals and families would be self-sufficient.



2. Workforce trained: If the workforce is well trained, then current business can grow and become or create a draw for new ones.



3. Buying local: If more people bought local goods and services, then more local jobs will be created, which would lead to local businesses thriving.



4. Employee-friendly policies: If more businesses develop employee-friendly policies, then productivity will increase (possibly allowing businesses to afford to offer benefits), and lead to employee stability/reliability/loyalty.



## Current Conditions

47% of jobs pay a livable wage for a 2 parent working family with 2 children

\_\_\_ % of workforce qualified for higher wage jobs

\_\_\_ % of family purchases that are local or % of people that buy local goods & services

\_\_\_ % of businesses that have employee-friendly policies.

	<b>Leverage Point</b>	<b>Lever</b>	<b>Impact</b>
1	Community Awareness	If more people are aware of the issues (i.e. livable wage, impact of buying locally or having employee-friendly policies), then there will be more people working to improve them.	More economically stable people in the community
2	Job training that matched what employers have and will need in the near future	If there was more alignment between job skill training and what the existing businesses needed in their employees, then more people would be employable locally.	More economically stable people in the community
3	Buy from local businesses	If more people supported the local businesses, then local businesses would be able to sustain and/or grow and employ more people locally.	More economically stable people in the community
4	More businesses with employee-friendly policies	If more businesses had policies that would support their employees, then it would increase productivity and job/economic security.	More economically stable people in the community

	<b>Action</b>		
	<b>2. Workforce Development</b>	<b>Owner</b>	<b>Deadline</b>
<b>1.</b>	<b>Increase training opportunities and align with existing workforce.</b>		
1a.	What trainings are planned now to respond to expected job growth opportunities including green or other up-and-coming technologies?		July 30, 2010
1b.	Determine who would benefit from and need to know about these trainings (Granite State College, Plymouth State University, UNH).		August 30, 2010
1c.	Determine baseline % of workforce qualified for higher wage jobs.		September 30, 2010
<b>2.</b>	<b>Explore other options.</b>		
2a.	Get OEP projections for projected job growth and loss areas.		September 30, 2010
2b.	Begin conversations around the question of what is possible vs. what is viable for new or enhanced businesses that pay a living/higher wage to come to Carroll County.		September 30, 2010 or post-September?
	<b>3. Buy Local</b>	<b>Owner</b>	<b>Deadline</b>
3a.	Define "local" (Carroll County, locally owned, locally produced).		July 30, 2010
3b.	Identify local businesses (i.e. Valley Originals) to survey (for use of local resources and whether they're locally owned).		August 30, 2010
3c.	Identify steps for marketing campaign for the county on impact of buying local.		July 30, 2010
3d.	Develop buy local strategies from other communities' best practices.		August 30, 2010
3e.	Determine baseline % of families/individual purchases that are local or % of people who buy local goods and services.		August 30, 2010
3f.	Increase awareness of visitors (i.e. encourage the sale of local fruits and vegetables to local stores).		August 30, 2010
3g.	Garner support from the chambers of commerce in the county (and other organizations to support 'local' effort).		September 30, 2010
	<b>4. Employee-friendly policies</b>	<b>Owner</b>	<b>Deadline</b>
<b>4.</b>	<b>Define employee-friendly policies.</b>		
4a.	Research existing models and educate ourselves (ie. Malcolm Smith presentation on June 7 in Concord, RWJ).		July 30, 2010
4b.	Define employee-friendly policies.		July 30, 2010
4c.	Determine baseline % businesses that have employee-friendly policies (NHES data and other resources).		September 30, 2010
<b>5.</b>	<b>Increase options for employees.</b>		
5a.	Connect with employers and begin dialogue.		September 30, 2010