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# RETURN TO WORK: SURVEY READOUT

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BAY AREA COMPANIES



# EXECUTIVE SUMMARY

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Santa Clara, San Francisco, and San Mateo counties. This readout report reflects responses from 30 organizations received between May 14th and June 3rd, 2020. The survey will remain open until June 30, 2020.

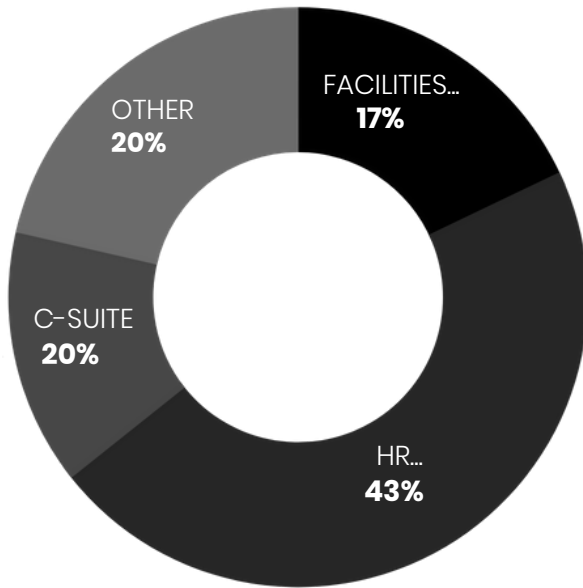
In order to better understand the impact of COVID-19 on Bay Area companies' return to work planning, CMC with support from Persimmon Marketing conducted a survey of business leaders in Alameda,

We believe the mix of departmental responses indicates a pressing need to have a holistic, cross functional return to work strategy in place as soon as possible to meet the needs of diverse stakeholders.

## **Significant findings of the Bay Area Return to Work survey include:**

- Survey participants varied across departments with 43% HR / People Operations, 20% Other – Finance / Enablement / Marketing, 17% Facilities / Workplace / Operations, and 20% C-Suite executives.
- 73% of companies are in the midst of Return to Work planning now with just 13% putting it off until later in the year or 2021. Another 10% are not making changes to current plans and 4% are not reopening offices.
- Employee safety and morale are the most important priorities for companies in a ranking of six planning dimensions. Next in importance are determining a better plan for balancing remote and physical office work in 2020 and adjusting budgets to reduce costs. Least important are improving physical office design and determining a remote work plan for 2021.
- 59% of companies are planning to keep the status quo in office space square footage while 30% plan to downsize their footprint in 2020 or 2021. Just 11% of companies plan to increase square footage in 2020 or 2021.
- 89% of respondents keeping the status quo or downgrading office space square footage is interesting, as it may impact Return to Work strategy related to office design for 6 feet social distancing and how employees are managed onsite vs remotely.

# WHAT DEPARTMENTS PARTICIPATED IN THE SURVEY?

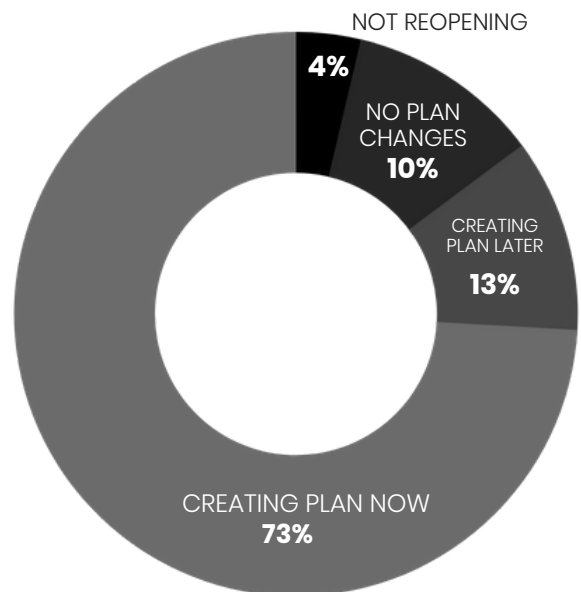


- Other: 20%
- Facilities/workplace: 17%
- HR/People Ops: 43%
- C-Suite: 20%

It's clear return to work planning is top of mind across key departments as leaders look to develop a cohesive strategy for managing employees during the COVID-19 pandemic. The stakes are incredibly high and many teams are searching for ideas to solve their challenges.

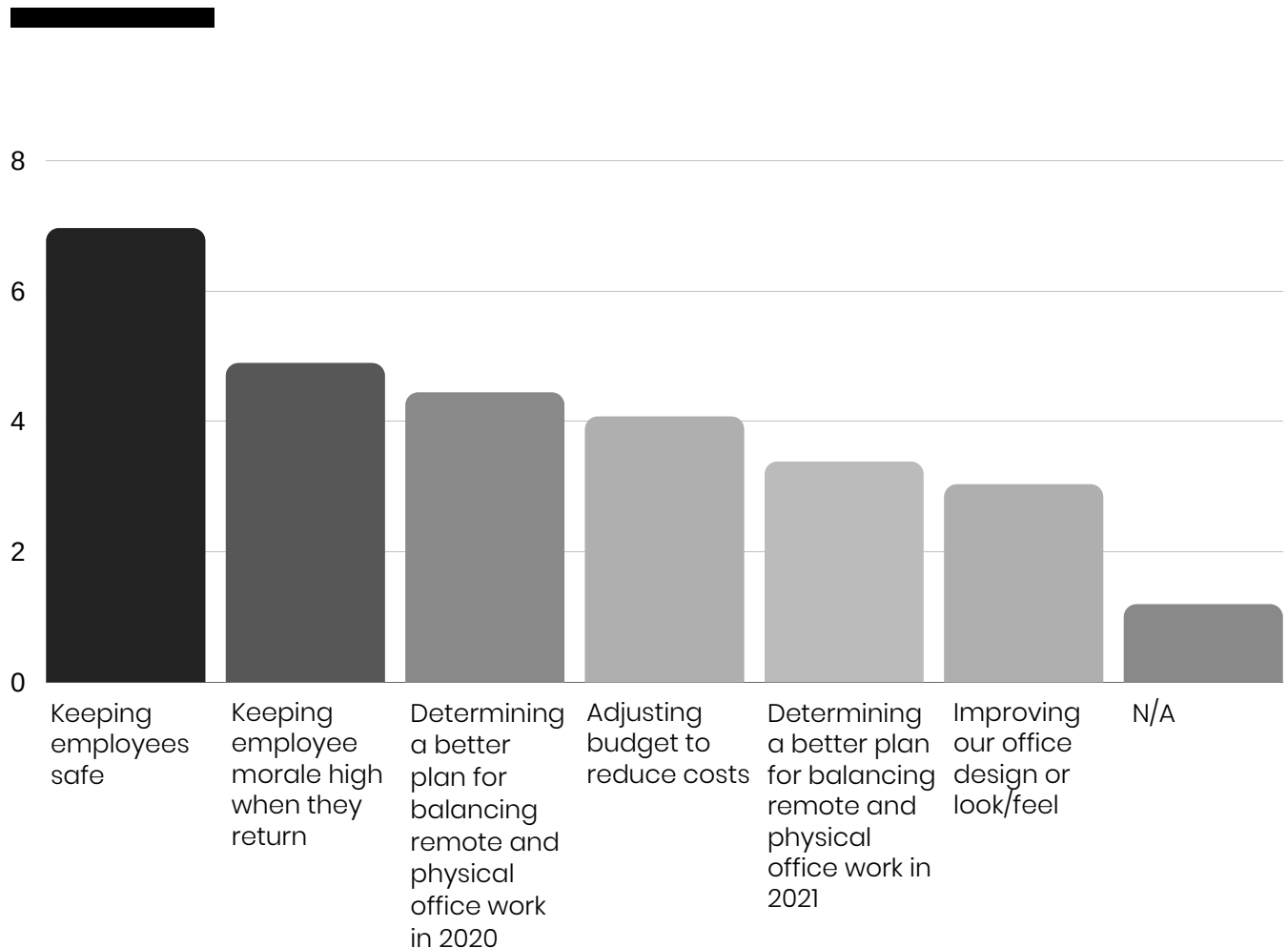
*Note: other includes marketing, finance, and enablement departments.*

There is a sense of urgency to develop a Return to Work strategy now. Only 23% of companies have put planning off or plan for no changes to their existing strategy.



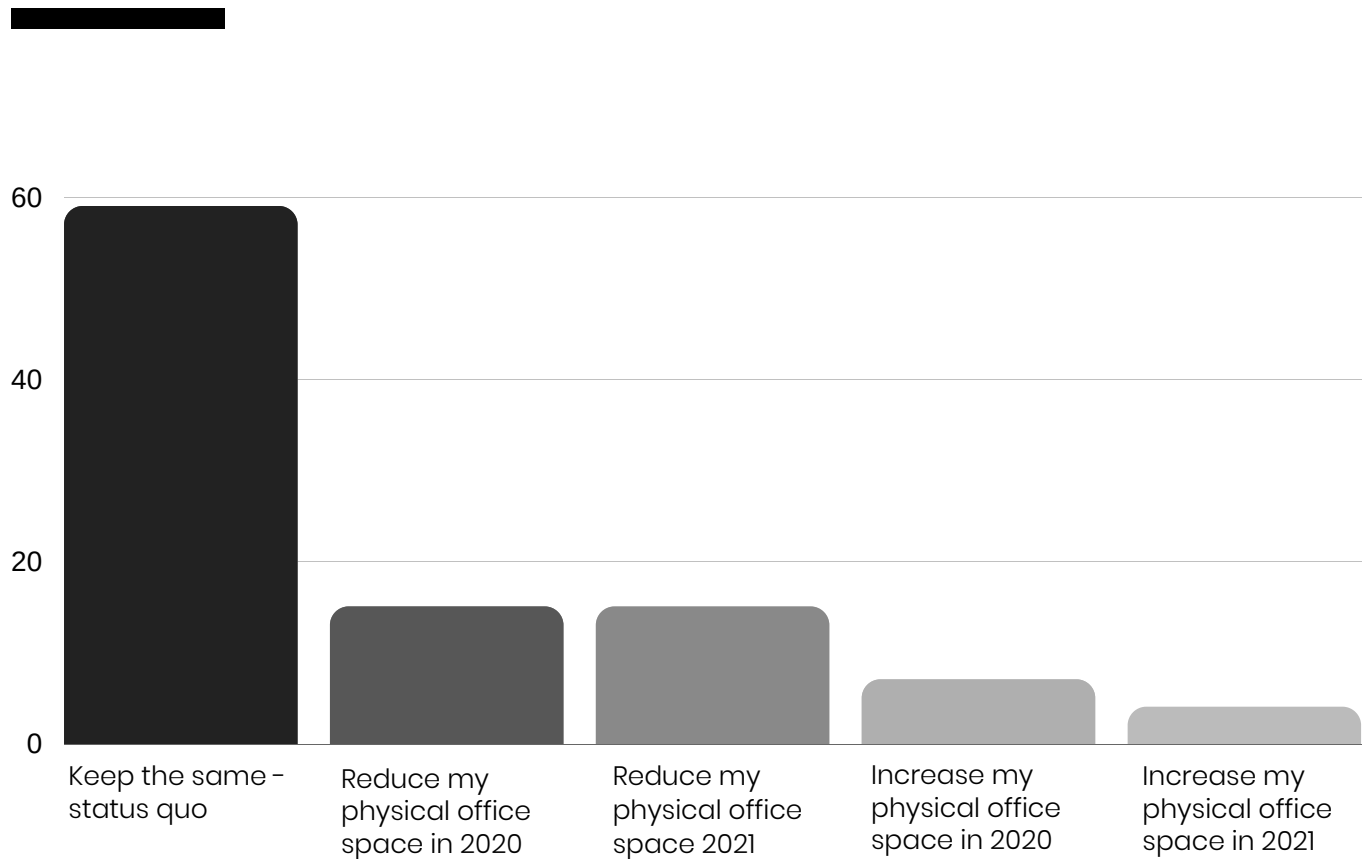
- Creating Plan Now: 73%
- No Plan Changes: 10%
- Creating Plan Later: 13%
- Not Reopening: 4%

# HOW WOULD YOU RANK THESE ASPECTS OF AN OFFICE REOPENING PLAN?



Clearly employee safety and morale are important dimensions to leaders, which isn't surprising. What's interesting is the potential disconnect between improving office design and square footage requirements that are necessary to meet CDC recommended social distancing guidelines of 6 feet.

# WHAT IS YOUR PHYSICAL OFFICE SPACE SQUARE FOOTAGE PLAN?

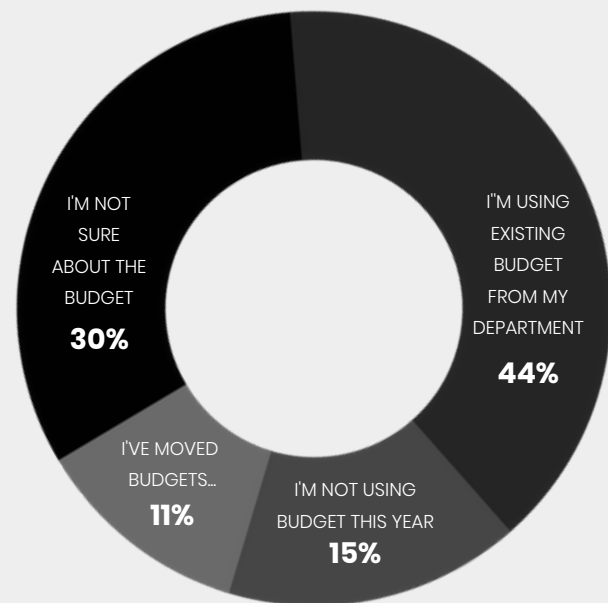


Nearly 90% of companies intend to keep the status quo or downgrade office space square footage, which is interesting to consider when CDC recommended social distancing guidelines of 6 feet are applied to office design. Unless companies stagger shifts or adopt more remote work, this may be unachievable in status quo or downgraded offices.



# HOW IS YOUR REOPENING PLAN IMPACTING YOUR CURRENT BUDGET?

Budgets appear to be in flux for Return to Work planning as less than half are using existing departmental funds. In fact, 45% of leaders still aren't sure about the budget they'll use or aren't using any budget this year.



- I'm using existing budget from my department: 44%
- I'm not sure about the budget: 30%
- I've moved budget from other department(s) to help: 11%
- I'm not using budget this year: 15%

## About CMC

Established in 1994 in Silicon Valley, CMC integrates its core business of commercial printing, fulfillment, media replication, client e-commerce solutions and marketing support services. CMC's long-term trusting relationship with our clients is what motivates our team. CMC's mission is to exceed the expectations of our clients through superior service, innovative solutions, and dedication to best practices and continuous improvement.

Learn more at [www.cmcondemand.com](http://www.cmcondemand.com) or contact us at [info@cmcondemand.com](mailto:info@cmcondemand.com).

## About Persimmon Marketing

Persimmon Marketing is a full service marketing agency, including specialization of Revenue Operations (RevOps). The Persimmon team has 30+ years of startup, corporate, and agency marketing experience at leading companies such as LinkedIn and Salesforce.

Learn more at [www.persimmonmarketing.com](http://www.persimmonmarketing.com) or contact us at [info@persimmonmarketing.com](mailto:info@persimmonmarketing.com).

### About This Report

This report was generated based upon data collected via an online questionnaire administered by CMC and Persimmon Marketing between the dates of May 14, 2020 - June 3, 2020. All responses were submitted voluntarily and represent reflections from 30 companies in San Mateo, Santa Clara, San Francisco, and Alameda counties. Of the 27 companies that provided sector information, it's outlined here:

### INDUSTRY

ACCOUNTING:	4%
BIOTECHNOLOGY:	7%
COMPUTERSOFTWARE:	37%
CONSTRUCTION:	4%
CONSULTING:	7%
INFORMATION TECHNOLOGY:	19%
INTERNET:	7%
MANUFACTURING:	4%
MEDICAL DEVICES:	4%
PUBLIC RELATIONS:	4%
RESEARCH:	4%

### COMPANY SIZE

LARGE BUSINESS (2500+ EMPS)	11%
MEDIUM BUSINESS (250-2500 EMPS)	30%
SMALL BUSINESS (1-250 EMPS)	59%