

The Public Record

TUESDAY, APRIL 6, 2021

VOLUME 48 - EDITION #27
PALM SPRINGS, CALIFORNIA
\$1.50 - PER SINGLE ISSUE

SERVING ALL OF THE DESERT CITIES AND UNINCORPORATED AREAS OF RIVERSIDE COUNTY IN THE COACHELLA VALLEY

Entrepreneurs: Applications Being Accepted: Fast Pitch Greater Palm Springs

BY STAFF REPORTS

The Coachella Valley Economic Partnership (CVEP) and Desert Business Association (DBA) join forces this April to celebrate Riverside County Innovation Month. As part of the event, local entrepreneurs are invited to participate in the region's signature Innovation Month event, Fast Pitch Greater Palm Springs.

Fast Pitch Greater Palm Springs will be held from 11:00 a.m. to 2:00 p.m. at Mary Pickford Theater is D'Place, 36850 Pickfair St., Cathedral City, CA 92234 on Wednesday, April 14, 2021. For safety reasons, this Fast Pitch event is not open to the public.

Entrepreneurs and innovators from all across the Coachella Valley are invited to apply to pitch their ideas to a panel of four expert judges. Would-be competitors can submit ideas in one of three focus areas: technology; product or service; or

Continued on page 2...

89% of People Expect Their Jobs to Be Partly Remote After Pandemic Ends

BY STAFF REPORTS

An expectation on the part of workers that they will be allowed to work remotely more often will be one of the legacies of the pandemic, according to a new study by Boston Consulting Group (BCG) and The Network. Eighty-nine percent of people said their preference in the future will be for a job that allows them to work from home at least occasionally.

A new report based on the study, Decoding Global Ways of Working, is being released today. It's the second in a series of publications that BCG and The Network are releasing about the pandemic's impact on worker preferences and expectations, reflecting the opinions of 209,000 participants in 190 countries.

"People got a taste of remote work during the pandemic, and it has completely changed their expectations," said Rainer Strack, one of the authors of the study and a senior partner at BCG. "It sends a very clear message that nine out of ten people want some aspects of this to be sustained. Employers can't treat working from home as an occasional perk anymore."

Most people prefer a hybrid model,



with two or three days a week from home and the rest in the office, according to the study. And it isn't just those in digital, knowledge, and office jobs—many of whom are already working remotely—who want more workplace flexibility on a permanent basis. Even study participants who have jobs that require the handling of physical goods, or contact with clients, expressed a desire for setups that would

allow them to work remotely at least occasionally.

It is indeed flexibility that most people are interested in, not a 180-degree turn in the traditional model that would have everyone working from home all the time and never going to a physical work location. Only a relatively small proportion of

More on page 2...

IN THIS ISSUE

DEPARTMENTS

Business News 3
Public Sector News..... 4
Real Estate Spotlight..... 8

FEATURES/NEWS

From the Dean's Desk 9
PUBLIC NOTICES 10

89% of People Expect Their Jobs to Be Partly Remote After Pandemic Ends

...continued from page 1

workers—one in four—would switch to a completely remote model if they could.

The enthusiasm for fully remote work is particularly low in developed countries. Fully remote is the preference of only 7% of people in Denmark and 8% of people in Switzerland and France, for instance. There is more of an appetite for fully remote work in developing countries. For instance, more than 40% of people in the Philippines and parts of Africa say they would be willing to work from home permanently.

Falling outside the pattern of developed- and developing-country attitudes are the US and China. Thirty-five percent of Americans say they would be happy to do their jobs 100% from home. This relatively high proportion (the US is the only developed country that ranks in the top ten for interest in fully remote work) may reflect the difference in cost of living between large US cities and the locations where people would choose to live if they didn't need to commute. By contrast, only 8% of Chinese workers say they would be willing to work from home full time, a number that places China near the bottom of our list of fully remote work preference. (The analysis was done for 45 countries; China ranked 43rd.)

Apart from work location and work practices, the survey also identified some shifts in what people value at work. In BCG and The Network's last study on global talent, in 2018, respondents said that they expected their jobs to provide them with a mix of both short- and long-term benefits. The short-term benefits that were most important in 2018—good relationships with colleagues and managers and a good work-life balance—still top the list today. And another short term-benefit—pay—has joined them as a priority. Long-term benefits like career development and skills training have faded.

"It would be surprising if priorities didn't change, given the economic and existential crisis everyone has experienced," said Ana López Gobernado, international operations director of The Network and one of the report's authors. "During a pandemic, people are happy to just have a job and a stable income. At the same time, relationships and a balanced life still matter. Employers need to ensure that these softer needs are met even in virtual work settings."

COVID-19 is not the only event in the past year that has changed people's expectations about work. The Black Lives Matter protests and the #MeToo movement have job seekers paying more attention to social values in the workplace. And a succession of climate catastrophes, including the Australian bushfires of 2019 and 2020, have prompted some job seekers to question prospective employers' levels of environmental commitment.

Roughly seven in ten respondents said diversity and climate had become more important issues to them in the last year. (The younger the cohort, the higher the likelihood of the issue growing in importance.) Half of all workers said they would not accept a job offer from an employer whose policies in these areas didn't match their personal beliefs.

The report makes recommendations for how companies can adapt to workers' expectations about remote work for the long term, among them new leadership models and remote work strategies designed for individual jobs.

The data gathered for Decoding Global Ways of Working provides insights into worker preferences by gender, age, education level, level of digital skill, and position in the job hierarchy. This data will also inform a third report that BCG and The Network will publish in the coming weeks as part of their latest research into global talent. The third report will focus on the pandemic's impact on people's career plans and prospects.

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...continued from page 1

pandemic business pivot.

"This competition is designed to highlight innovation in our region," said Laura James, CVEP's VP of Innovation. "And while there's a perception that Greater Palm Springs is a community of leisure, we know there's so much more innovation happening here. Highlighting our region's innovators as part of a highly visible, county-wide competition helps us break the stereotype of the Valley as just a golf and retirement destination."

Those selected to compete will have access to coaching and guidance prior to the competition. Prizes with a combined value of more than \$1,000 will be awarded to top contestants. The judges of Fast Pitch Greater Palm Springs will have the option to send one technology-focused competitor forward to the next phase of competition, the Riverside County Fast Pitch Finale, to be held virtually on Wednesday, April 28, 2021, where the top prize is \$10,000. The Riverside County Fast Pitch Finale 2021 is accepting only technology-focused competitors. Competition guidelines for the local Greater Palm Springs competition and the countywide competition are available at About — Riverside County Innovation Month (rivcoinnovation.org).

Sponsorship opportunities are available. For more information on sponsorships or to apply to compete, visit CVEP.com. Application deadline is Monday, April 5.

The mission of the Coachella Valley Economic Partnership is to incite a vision-driven economic transformation in the Greater Palm Springs region. Established in 1994, the nonprofit organization is a vital innovator of regional business development initiatives, fostering entrepreneurship and diversifying industry. As the only regional entity with the capacity to execute technology-led economic development, the partnership has dedicated significant resources to incubate cutting edge businesses through its pioneering iHubs in Palm Springs, Palm Desert, and Indio. CVEP is committed to promoting a diversified, year-round economy through business attraction, retention, and expansion. Visit www.cvep.com or call (760) 340-1575.

The Desert Business Association (DBA), established in 1979, is the LGBTQ and Ally Chamber of Commerce for the entire Coachella Valley. With over 320 members, they advocate for Diversity, Equity and Inclusion in business and social practices, and welcome all who share those values. Visit www.DesertBusiness.org. **TPR**

The Public Record

THE PUBLIC RECORD (ISSN 0744-205X), is published twice weekly for \$59.95 per year by The Public Record, 78-370 Hwy 111, Suite 250, La Quinta, CA 92253, (760) 771-1155, Fax (760) 771-1188. Periodical postage paid at Palm Springs, CA 92262. Postmaster: Send address changes to The Public Record, 78-370 Hwy 111, Suite 250, La Quinta, CA 92253.

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