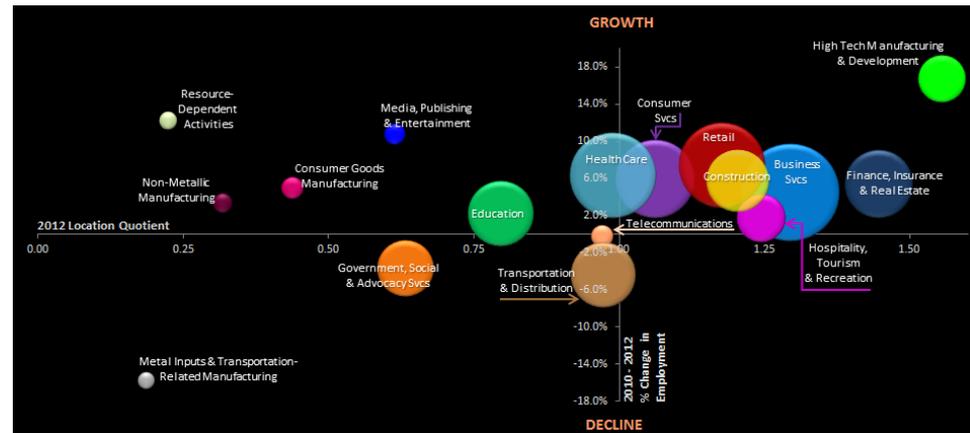


Data, Analysis, and Tools for Economic Development

MAG Regional Council
February 25, 2014

Data, Analysis, and Tools for Economic Development

- Engage Economic Development teams
- MAG Resources
 - Data resources
 - Tools
 - New analysis/tools
- Started in November 2013. To date met:
 - 16 jurisdictions
 - WESTMARC
 - 3 scheduled in March



Macro and Regional Economy

- Economic and Financial Data

- State of the local economy

- Employment growth
 - Workforce
 - Incomes

- Indicators

- Key economic trends
 - Critical assets
 - Changes in trends and implications
 - Economic development options.

Labor Force Shrinking Faster Than National Average

Population 16 years and over in the Labor Force

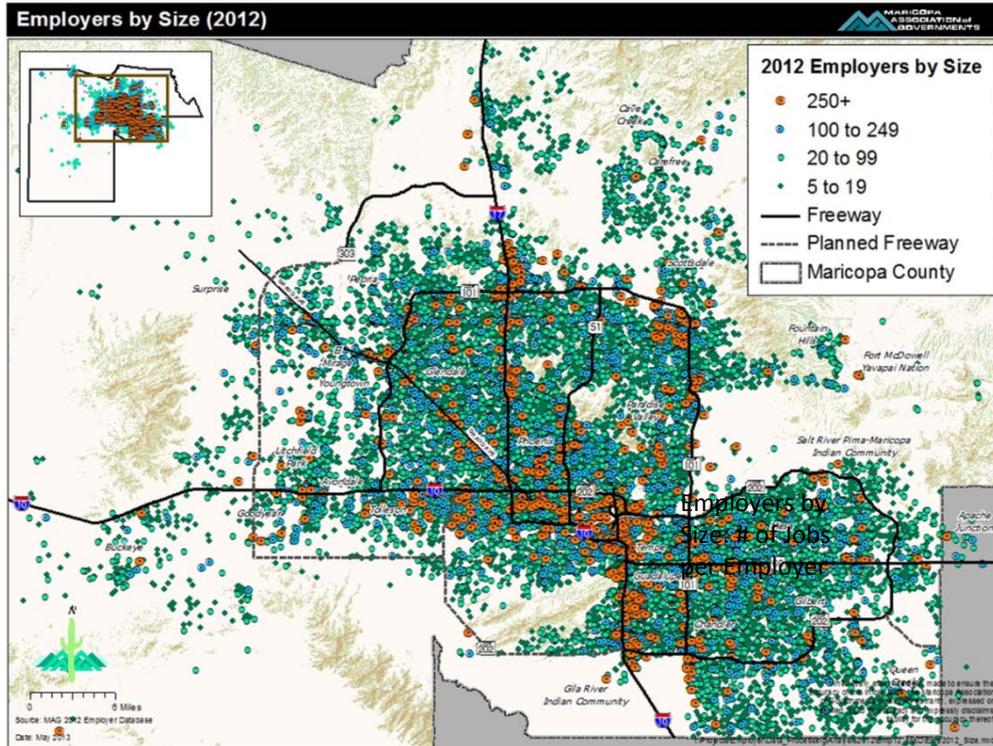
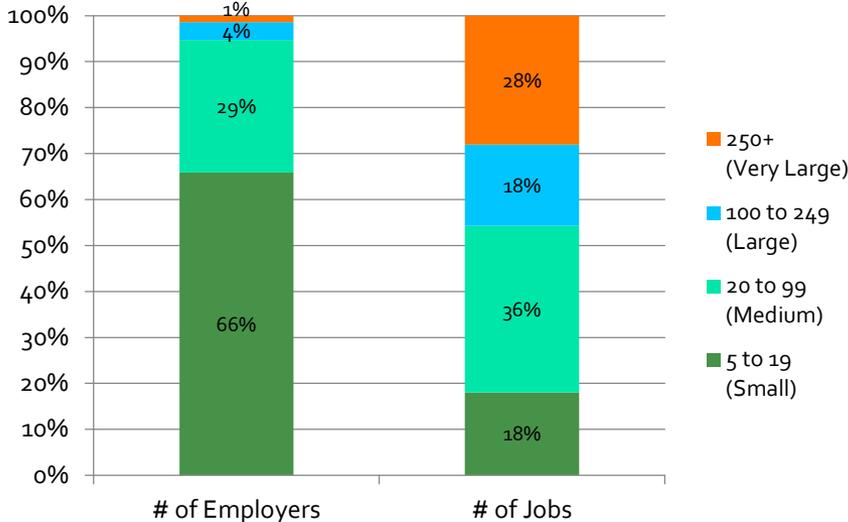


- Quarterly and Annual reports

MAG Employer Database

- Employers with 5+ Employees
- Maintained annually
- Size and industry sector
- 2013 will include international parent info

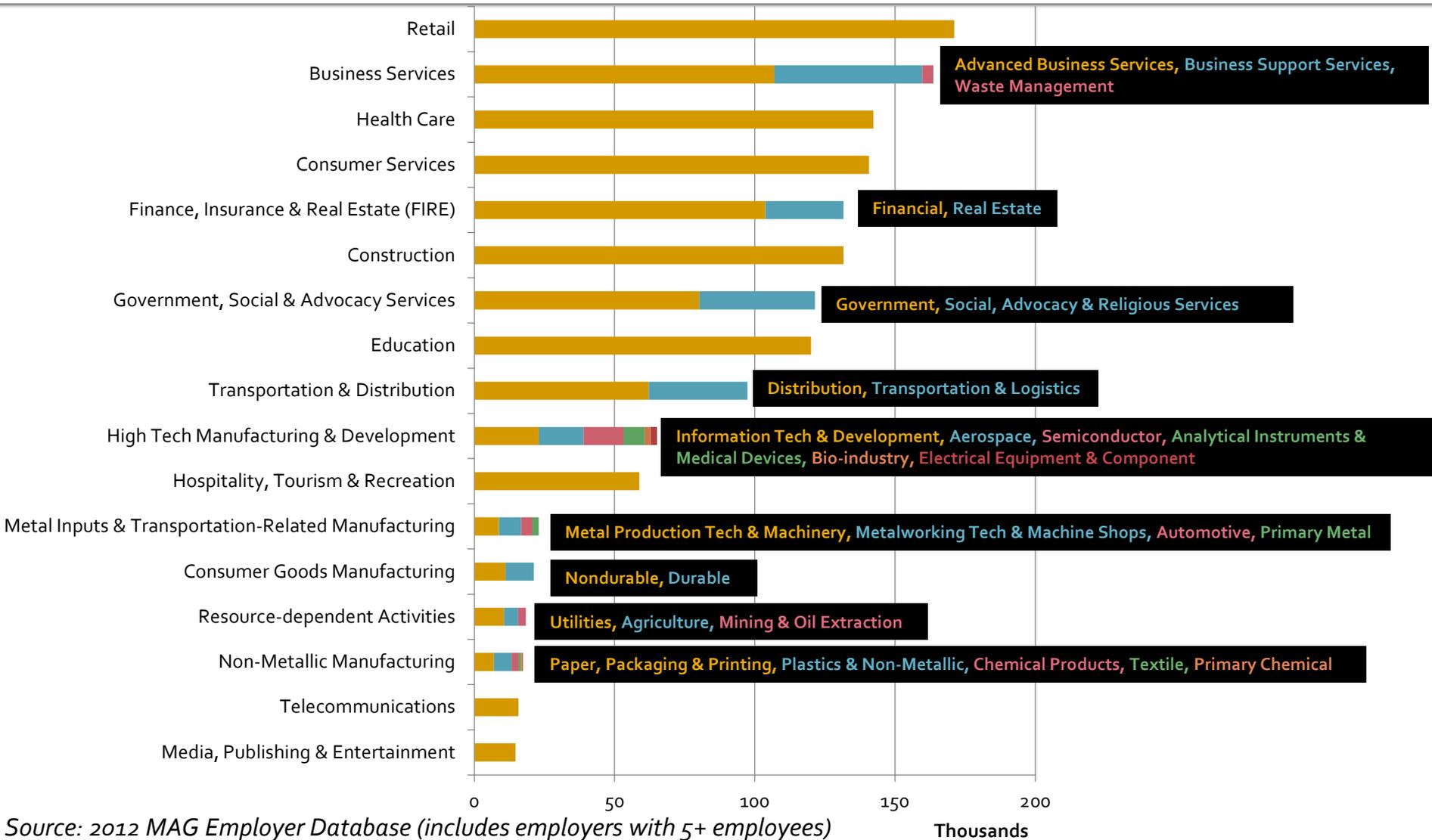
Employers by Size (2012)



- Developed using:
 - Dun & Bradstreet
 - Maricopa County Trip Reduction
 - MAG Member Agencies

Source: 2012 MAG Employer Database (Employers with 5+ employees)

Maricopa County Employment 17 Clusters and 29 Sub-clusters



Maricopa County Trip Reduction Program

■ Goal

- Reduce single occupant vehicle (SOV) trips and/or miles
- **Annual commute survey of employer and school sites**
- Results of survey used to develop an annual plan

■ Uses

- MAG Employer Database
- Valuable Analysis Benefits
 - Age and Occupation statistics
 - Commute patterns
 - Distance/location
 - Mode

■ Limitation

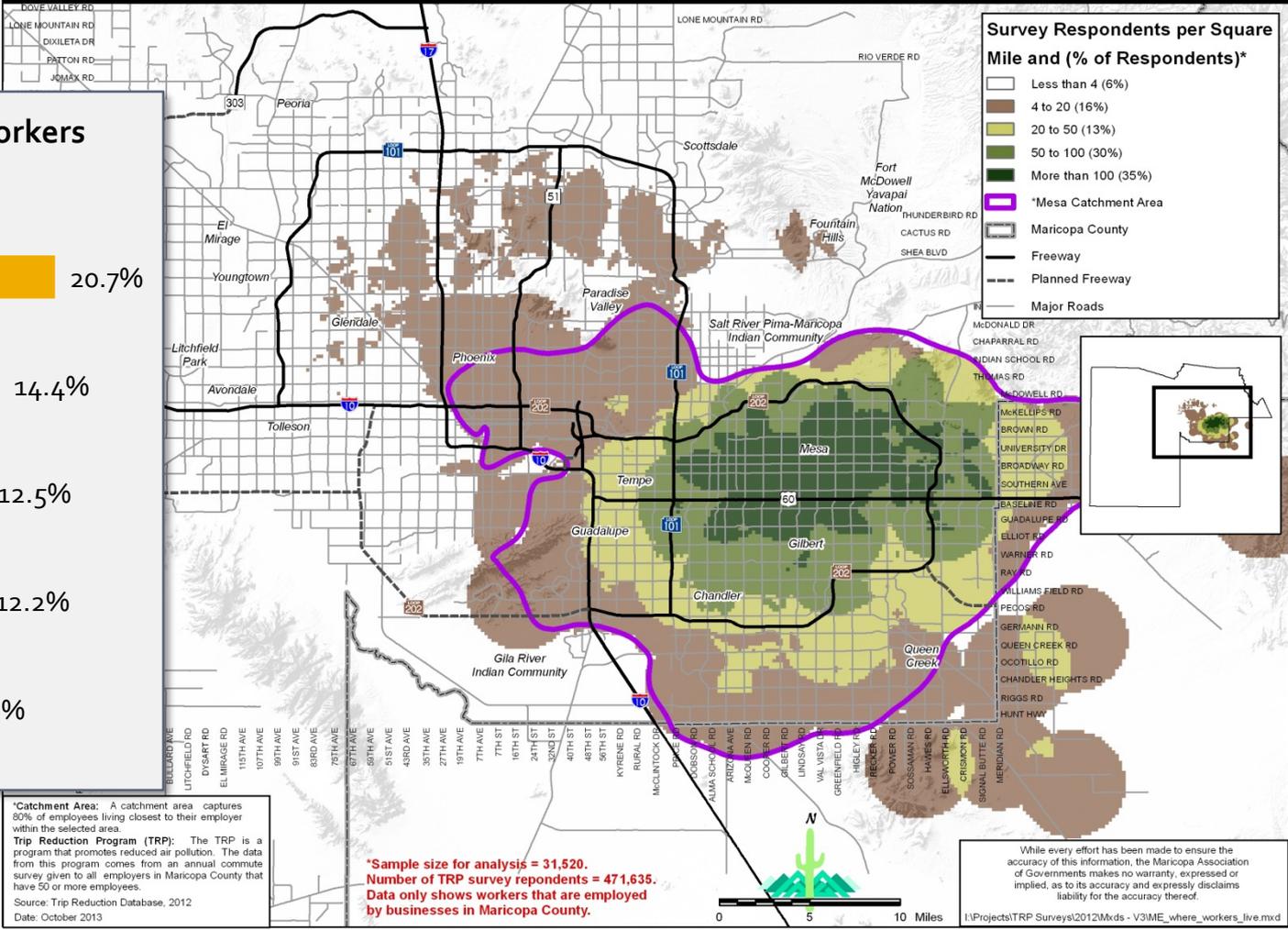
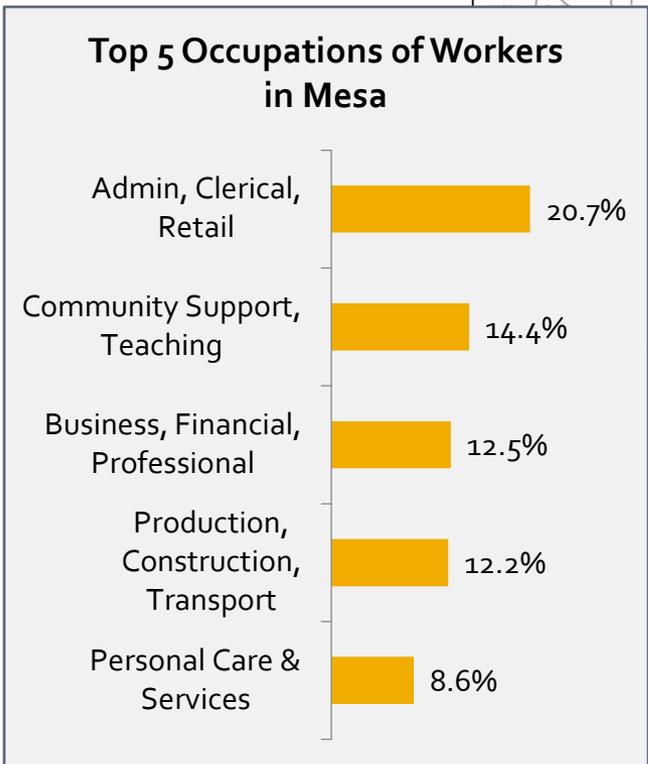
- Very small sample sizes in some areas
- **Only Includes Employers with 50+ Employees**



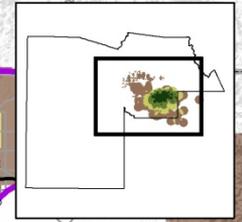
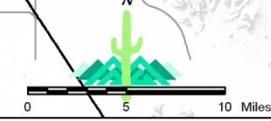
TRP Survey Size	2011	2012
# of Employers Surveyed	2,974	3,043
# of Employees Surveyed	500,972	506,573

Mesa Worker Commuting Patterns

Where People Working in Mesa Live



***Catchment Area:** A catchment area captures 80% of employees living closest to their employer within the selected area.
Trip Reduction Program (TRP): The TRP is a program that promotes reduced air pollution. The data from this program comes from an annual commute survey given to all employees in Maricopa County that have 50 or more employees.
 Source: Trip Reduction Database, 2012
 Date: October 2013

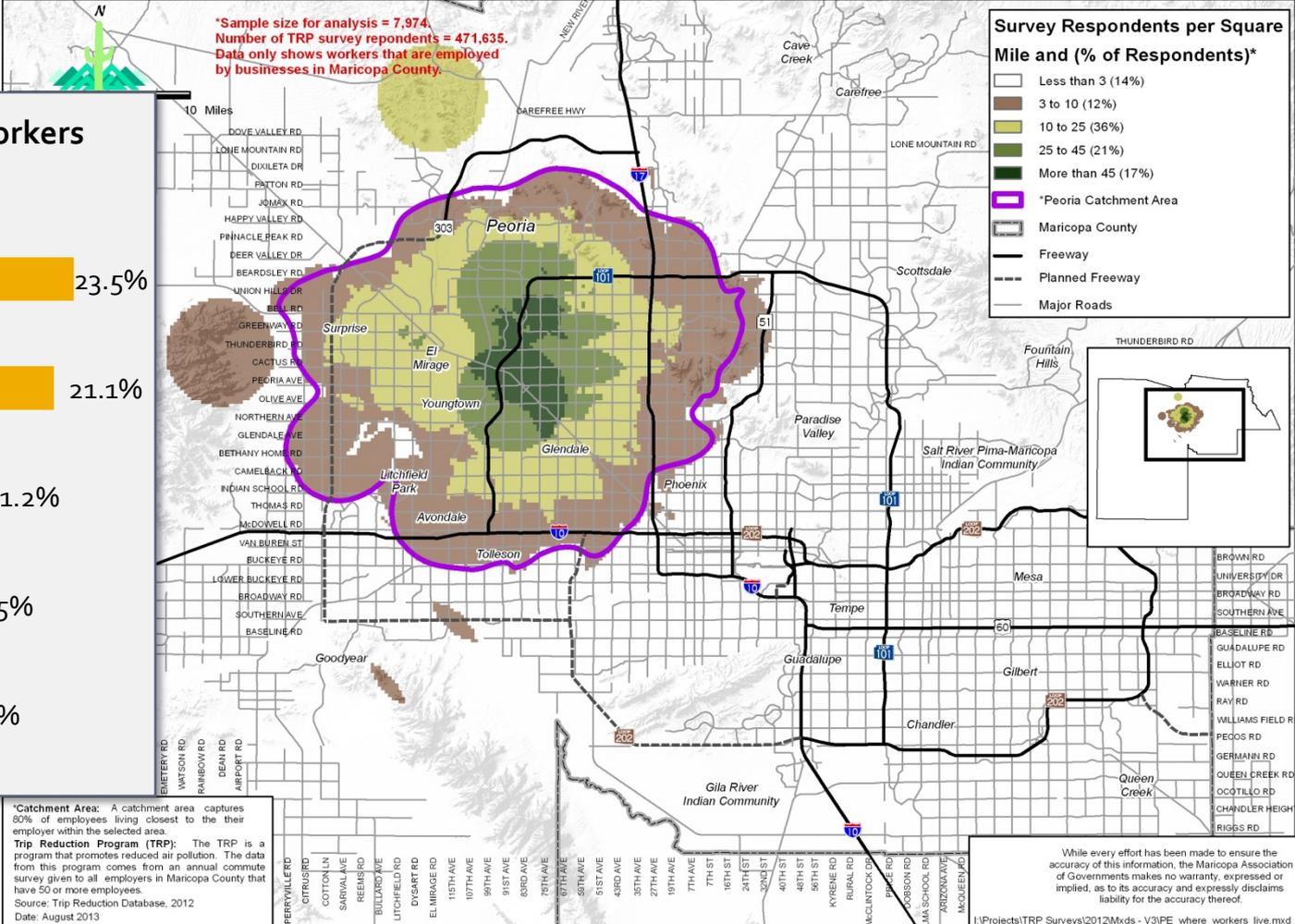
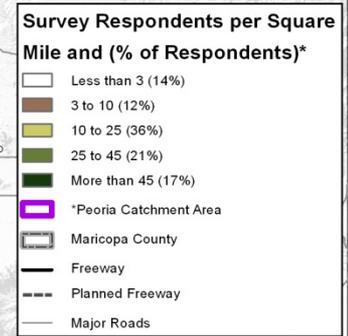


Peoria Worker Commuting Patterns

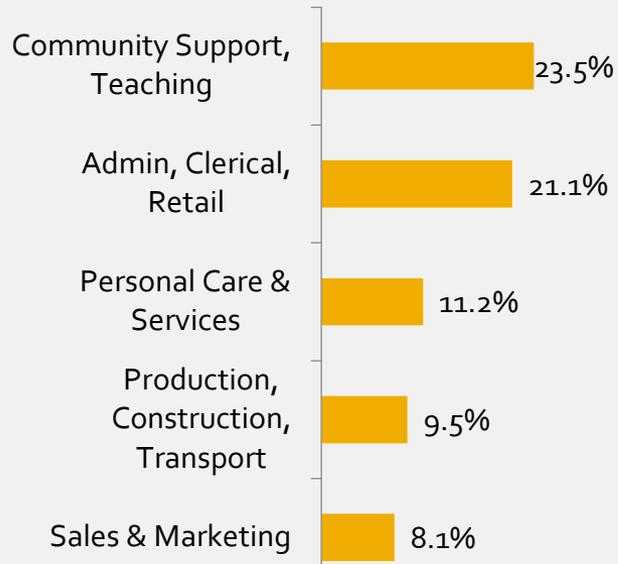
Where People Working in Peoria Live

DRAFT

*Sample size for analysis = 7,974.
 Number of TRP survey respondents = 471,635.
 Data only shows workers that are employed by businesses in Maricopa County.



Top 5 Occupations of Workers in Peoria



*Catchment Area: A catchment area captures 80% of employees living closest to their employer within the selected area.

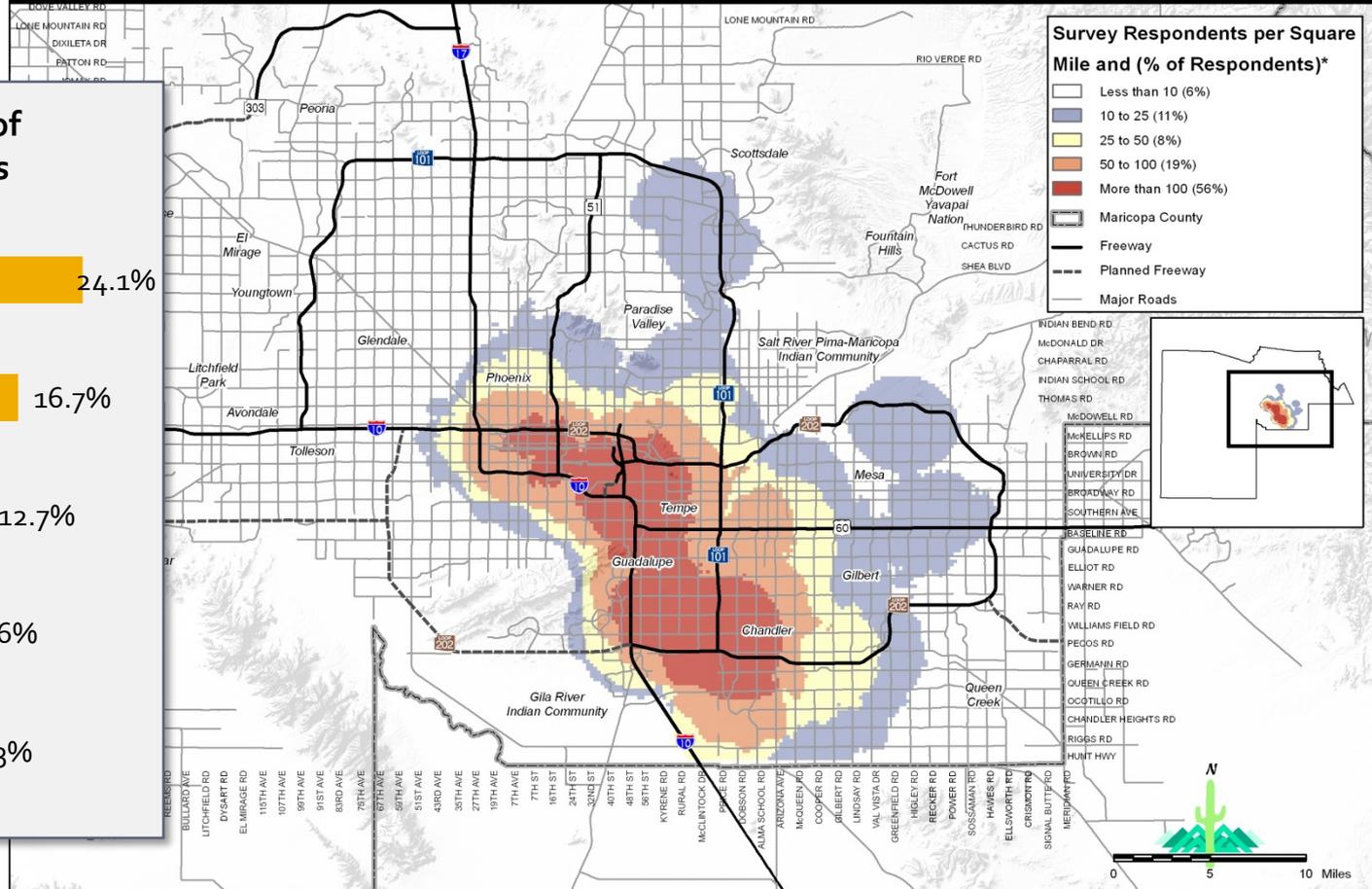
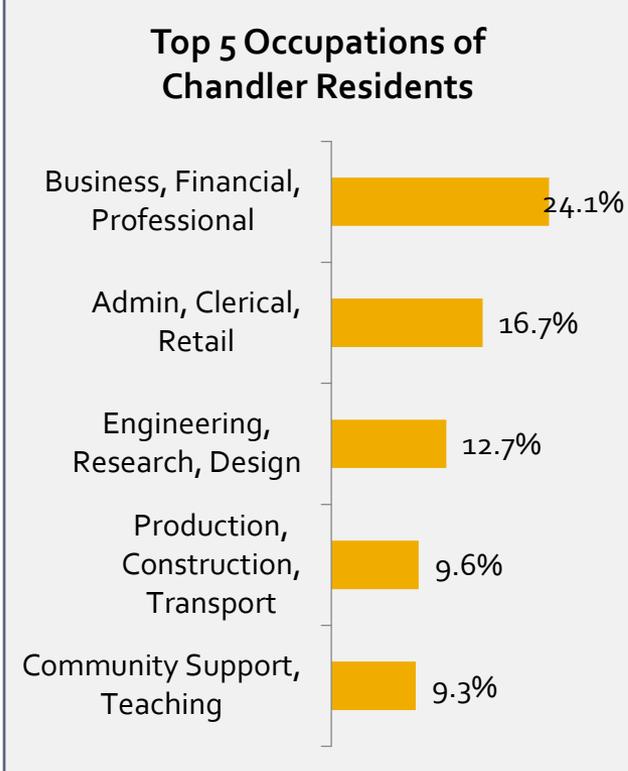
Trip Reduction Program (TRP): The TRP is a program that promotes reduced air pollution. The data from this program comes from an annual commute survey given to all employees in Maricopa County that have 50 or more employees.

Source: Trip Reduction Database, 2012
 Date: August 2013

While every effort has been made to ensure the accuracy of this information, the Maricopa Association of Governments makes no warranty, expressed or implied, as to its accuracy and expressly disclaims liability for the accuracy thereof.

Chandler Resident Commuting Patterns

Where People Living in Chandler Work



Trip Reduction Program (TRP): The TRP is a program that promotes reduced air pollution. The data from this program comes from an annual commute survey given to all employers in Maricopa County that have 50 or more employees.
 Source: Trip Reduction Database, 2012
 Date: October 2013

***Sample size for analysis = 28,446.
 Number of TRP survey respondents = 471,635.
 Data only shows workers that are employed by businesses in Maricopa County.**

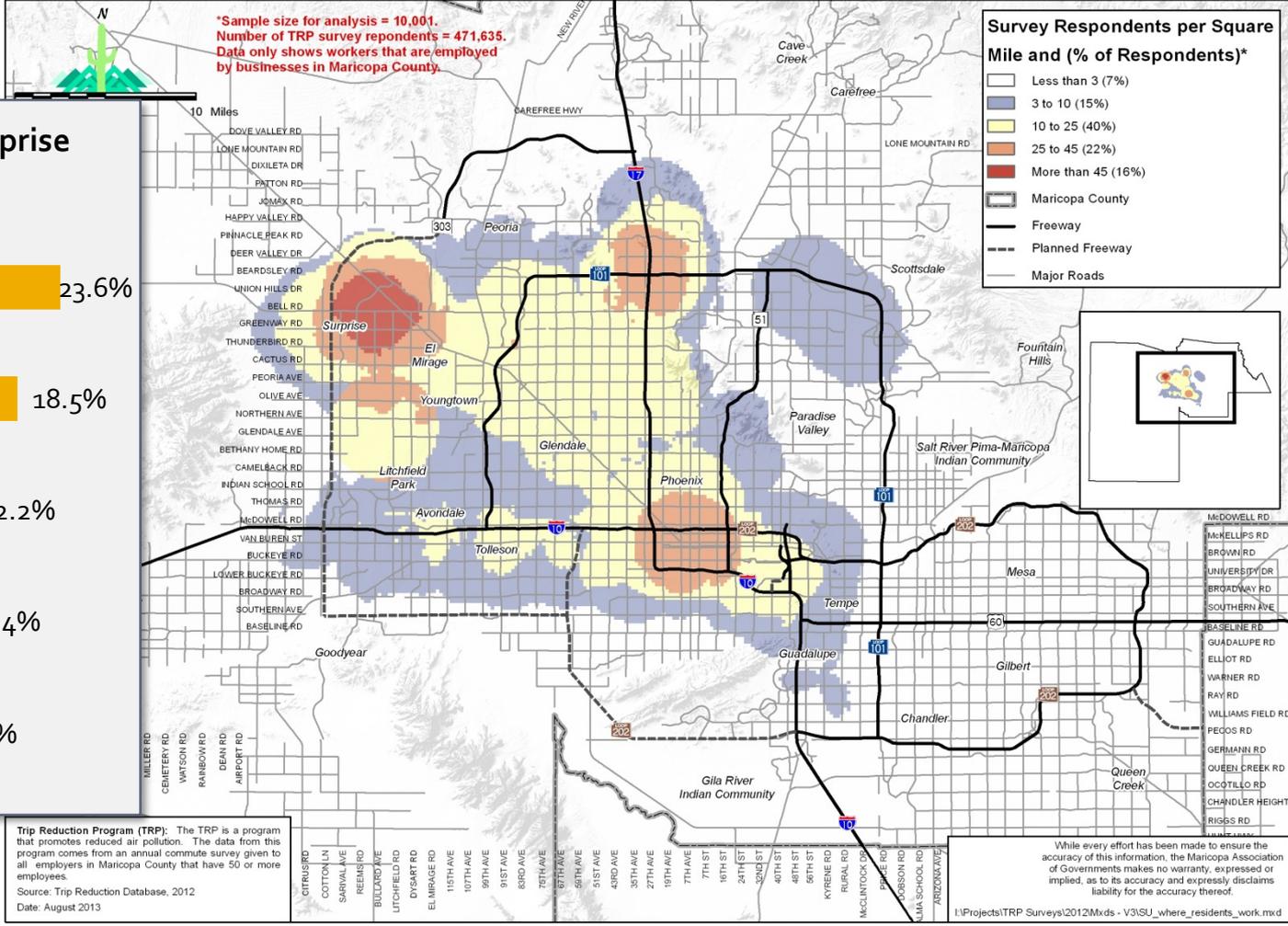
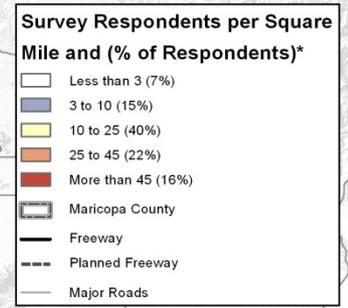
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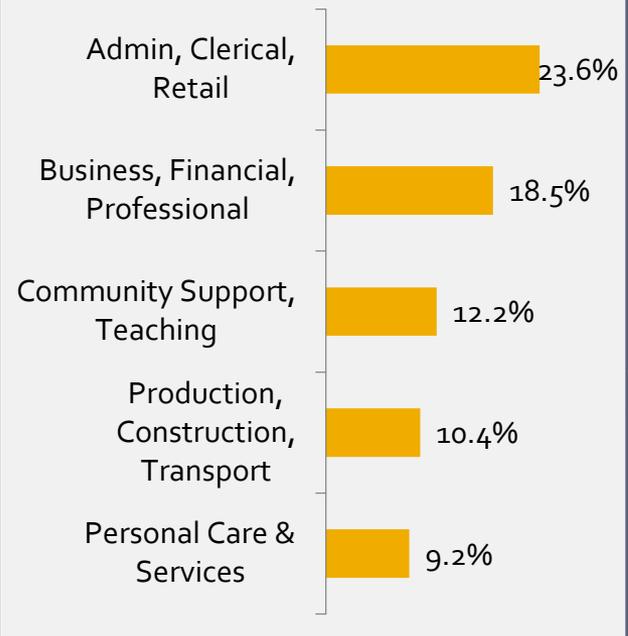
Surprise Resident Commuting Patterns

Where People Living in Surprise Work

*Sample size for analysis = 10,001.
 Number of TRP survey respondents = 471,635.
 Data only shows workers that are employed by businesses in Maricopa County.



Top 5 Occupations of Surprise Residents



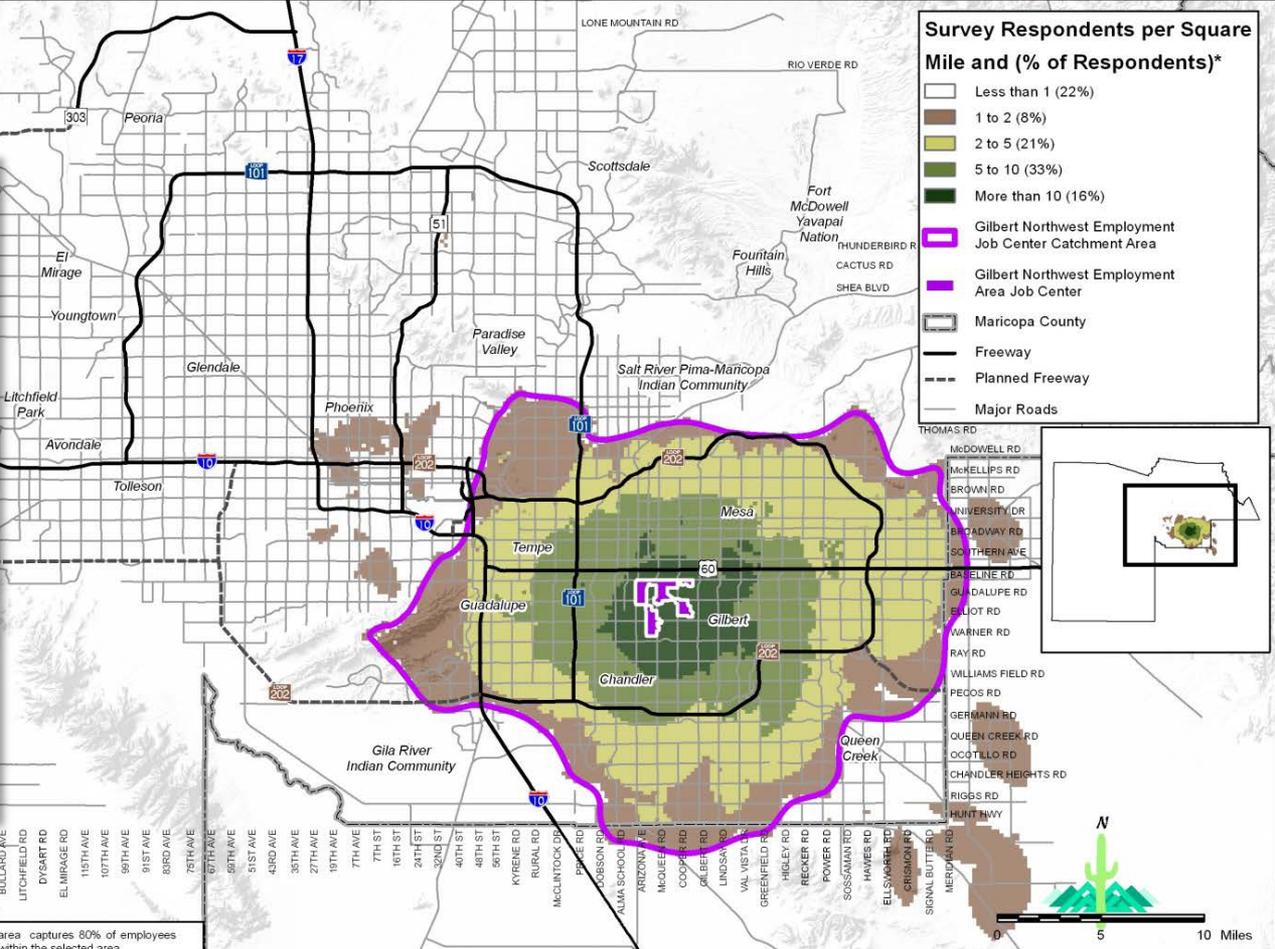
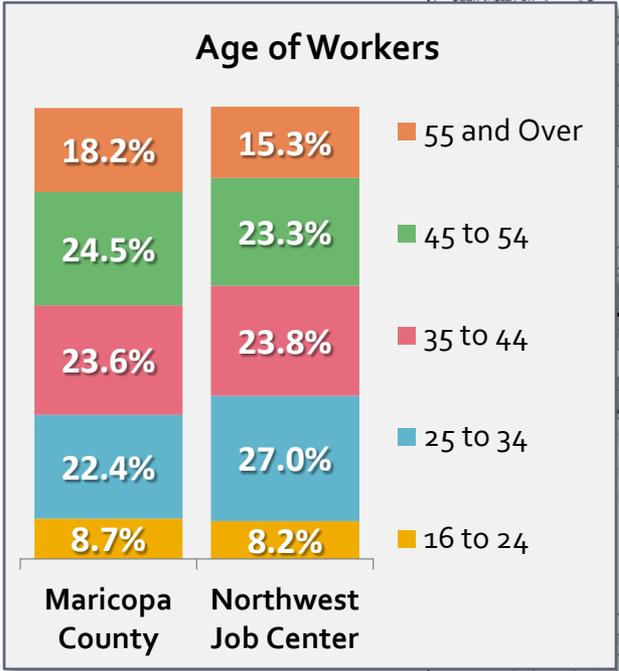
Trip Reduction Program (TRP): The TRP is a program that promotes reduced air pollution. The data from this program comes from an annual commute survey given to all employers in Maricopa County that have 50 or more employees.
 Source: Trip Reduction Database, 2012
 Date: August 2013

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Worker Commuting Patterns

Gilbert Northwest Job Center

Where People Working in the Gilbert Northwest Employment Job Center Live



*Not all respondents disclosed age

*Catchment Area: A catchment area captures 80% of employees living closest to their employer within the selected area.

Trip Reduction Program (TRP): The TRP is a program that promotes reduced air pollution. The data from this program comes from an annual commute survey given to all employers in Maricopa County that have 50 or more employees.

Source: Trip Reduction Database, 2012
Date: October 2013

*Sample size for analysis = 2,419.
Number of TRP survey respondents = 471,635.
Data only shows workers that are employed by businesses in Maricopa County.

While every effort has been made to ensure the accuracy of this information, the Maricopa Association of Governments makes no warranty, expressed or implied, as to its accuracy and expressly disclaims liability for the accuracy thereof.

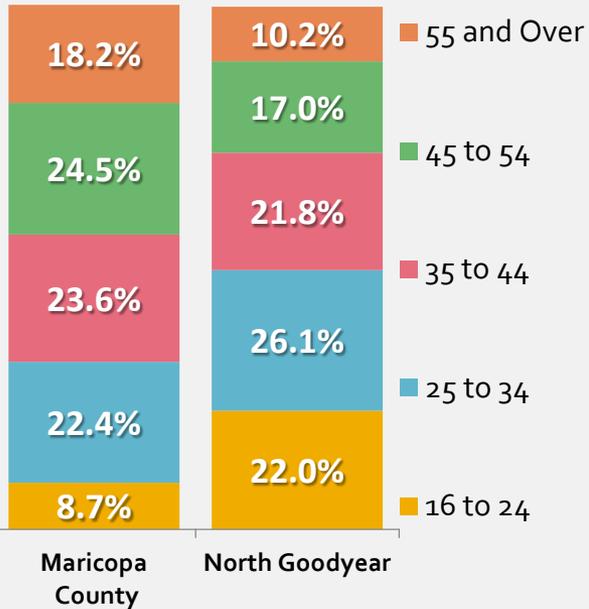
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Worker Commuting Patterns

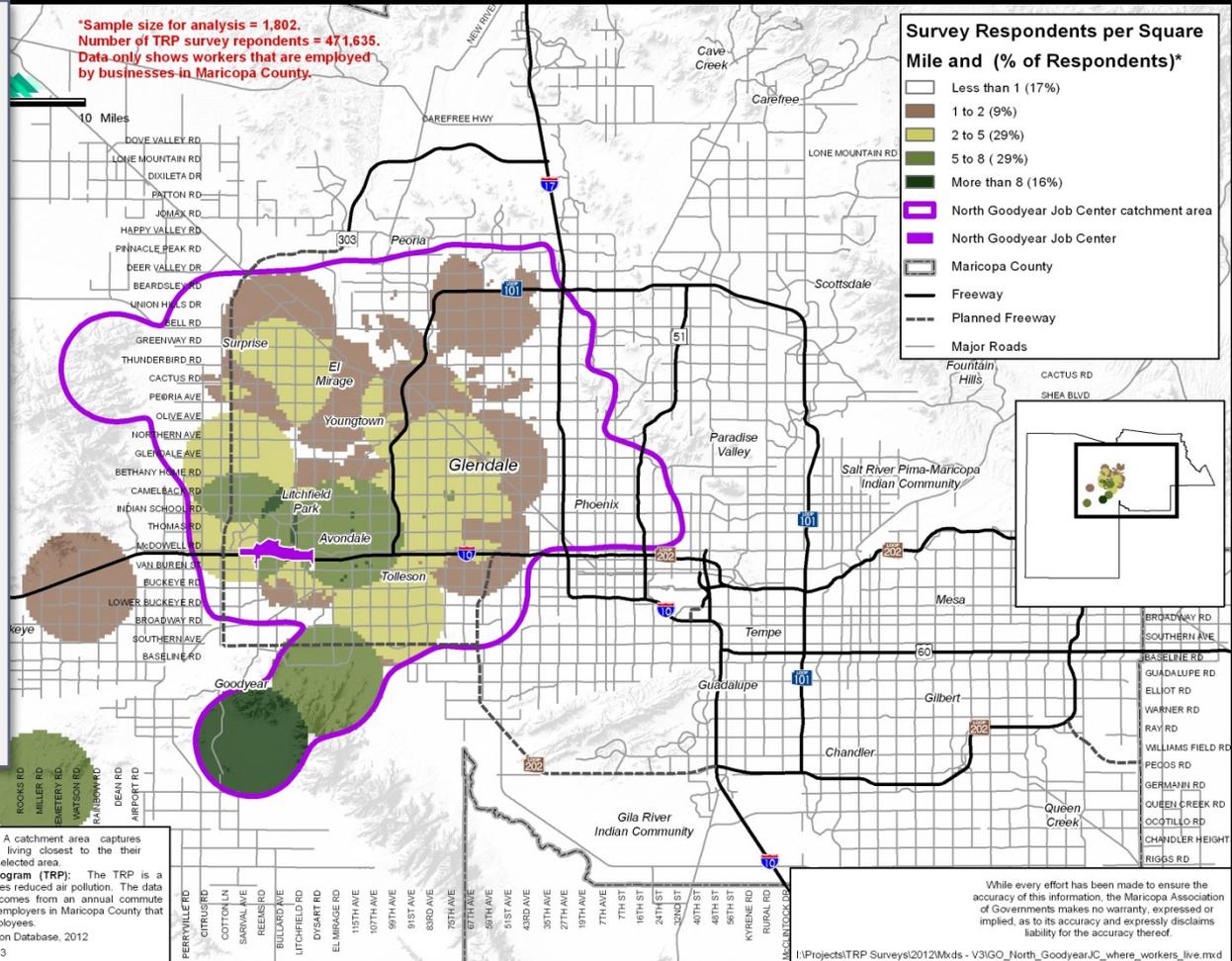
North Goodyear Job Center

Where People Working in the North Goodyear Job Center Live

Age of Workers



*Sample size for analysis = 1,802.
 Number of TRP survey respondents = 471,635.
 Data only shows workers that are employed by businesses in Maricopa County.

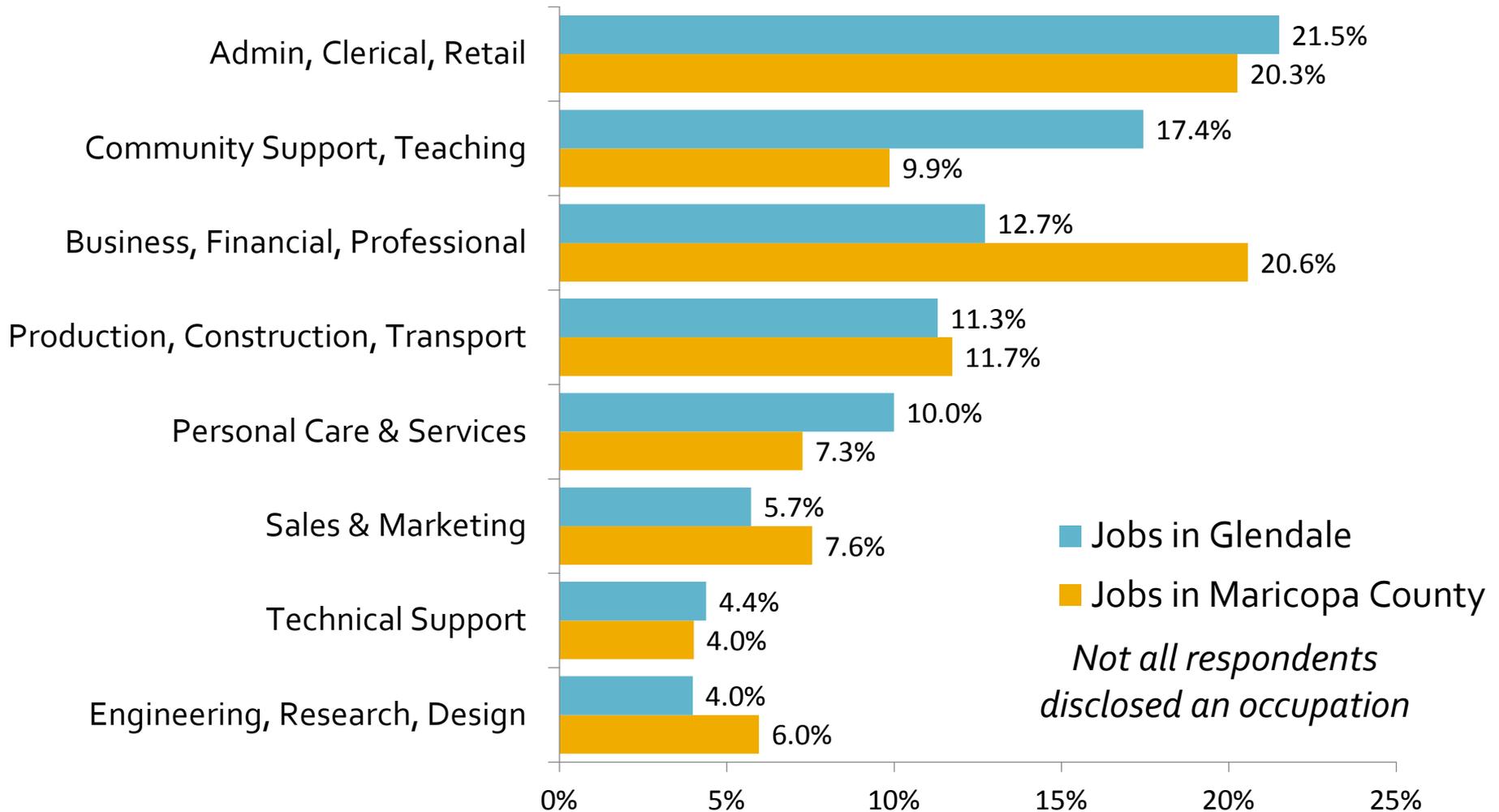


*Not all respondents disclosed age

*Catchment Area: A catchment area captures 50% of employees living closest to their employer within the selected area.
 Trip Reduction Program (TRP): The TRP is a program that promotes reduced air pollution. The data from this program comes from an annual commute survey given to all employers in Maricopa County that have 50 or more employees.
 Source: Trip Reduction Database, 2012
 Date: November 2013

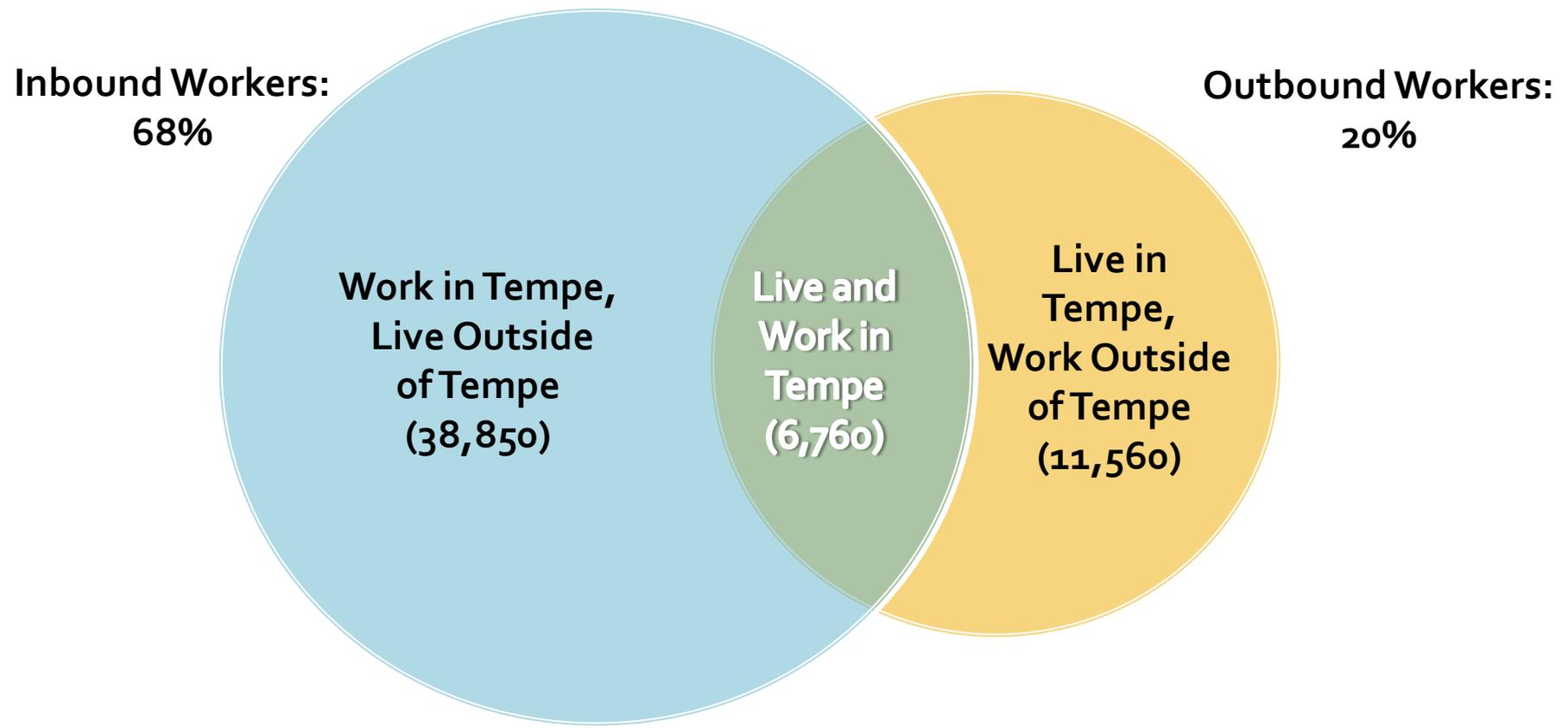
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Occupational Analysis Glendale & Maricopa County



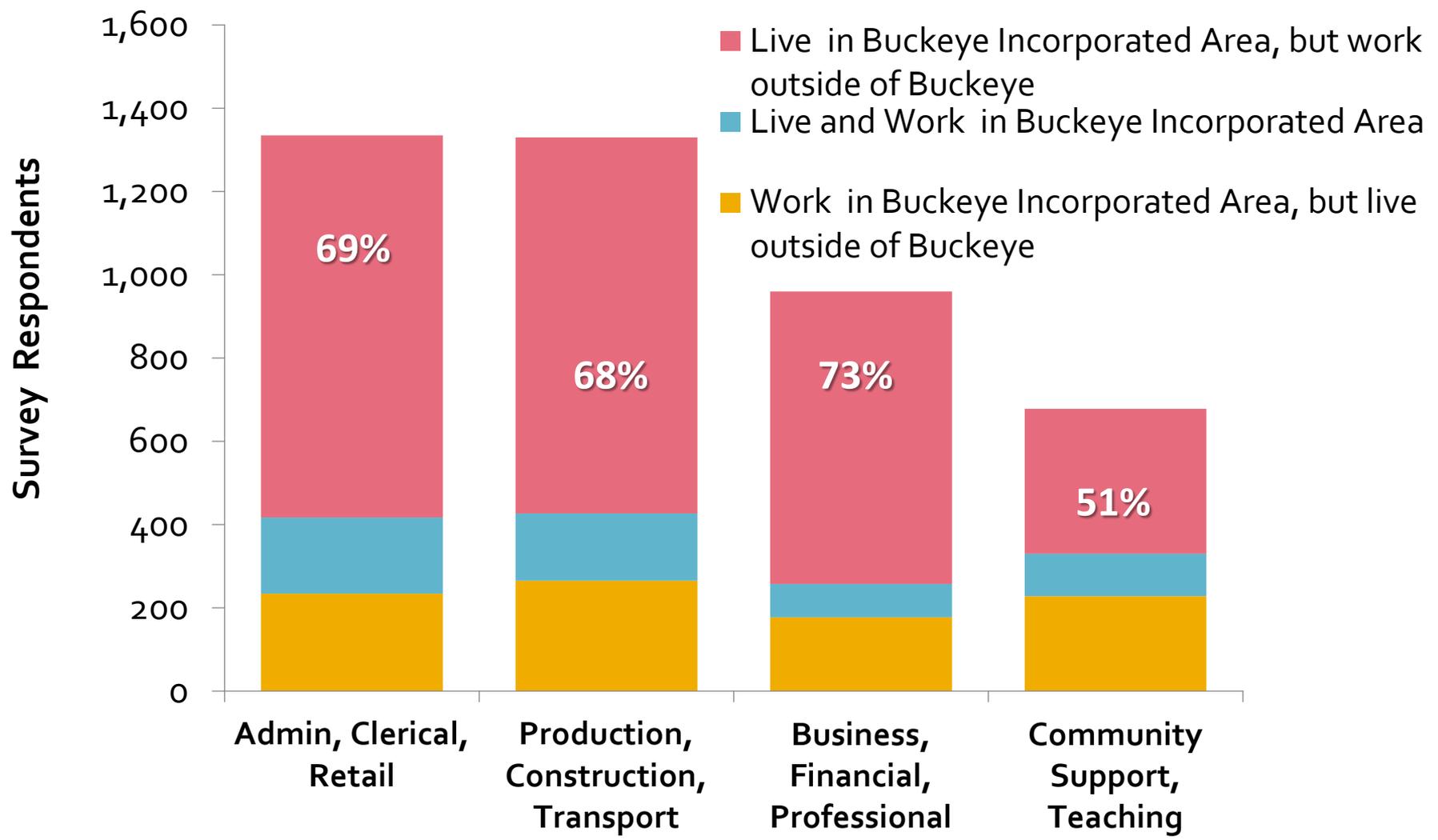
People Living or Working in Tempe

2012 Trip Reduction Program (TRP):
57,170 Employees Surveyed Living or Working in Tempe



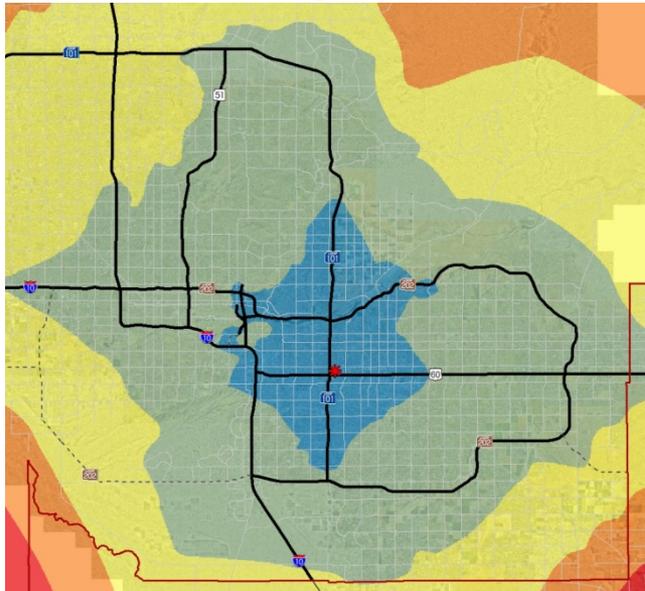
Source: 2012 Trip Reduction Survey (Employers with 50+ employees), Numbers rounded to nearest 10

Occupation by Work Place & Employee Residence

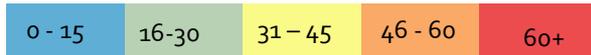


Travel times & socio-economic characteristics – US 60 & 101

PM Travel time from US 60 & 101
(indicative of congested conditions)

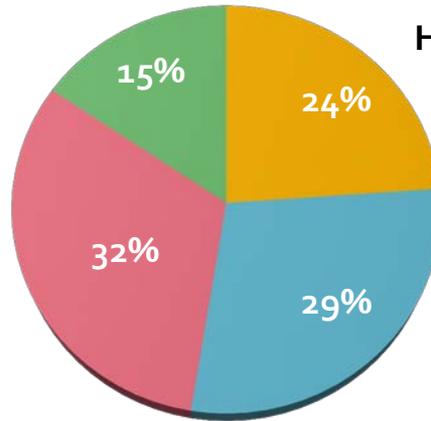


Travel time in minutes



Within 15 minutes (from,PM):

Dwelling units	195,137
Households	171,787
Household population	419,305
Retail sq. ft.	39,809,417
Jobs	258,979

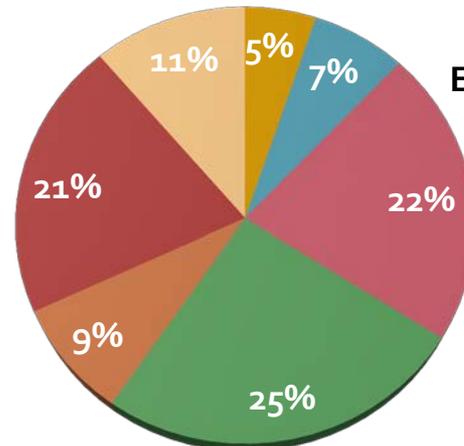
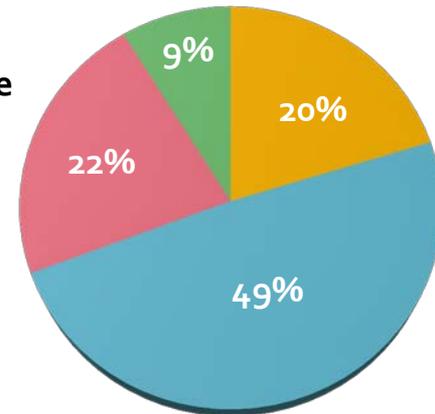


Household Income

- Less than 25K
- 25k to 50K
- 50k to 100k
- 100k and more

Population by Age

- 0 to 15
- 16 to 44
- 45 to 64
- 65 and older



Educational Attainment

- Less than 9th grade
- 12th grade, no diploma
- High School graduate
- Some college
- Associates degree
- Bachelors degree
- Graduate or professional degree

Greater Phoenix Rising

www.greaterphoenixrising.com



Business & Economy
From a skilled labor market to attractive tax incentives, learn more about the Greater Phoenix business climate.



Population & Housing
Arizona is the second fastest-growing state in the nation, with some of the lowest housing costs in the country.



Transportation
A state-of-the-art freeway system combined with light rail and transit connectivity equates to easy commutes.



Lifestyle
Great weather, safe neighborhoods & lots to do. The Greater Phoenix region offers a vibrant lifestyle for all.



Key Assets
From military to health and educational facilities, learn more about other important assets and infrastructure.

GET THE FACTS

The greater Phoenix region is a dynamic, vibrant, growing area that offers businesses and residents prosperity and an enriching quality of life. This website serves as an information, data and resource center for those looking to relocate, grow or find support for their businesses, employees, or themselves.

SPECIAL REPORTS



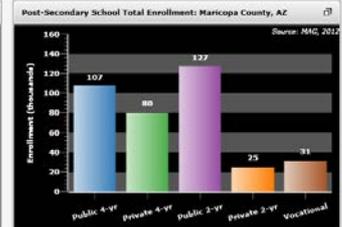
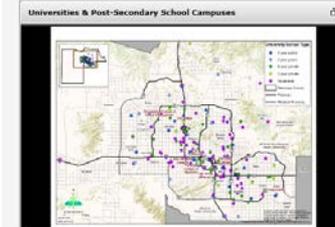
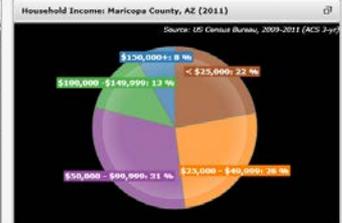
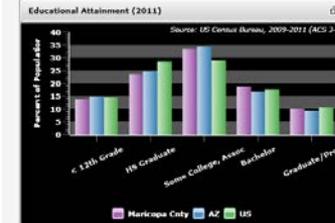
California Comparison: The number of California companies expanding into Arizona is rising - see how Greater Phoenix stacks up.



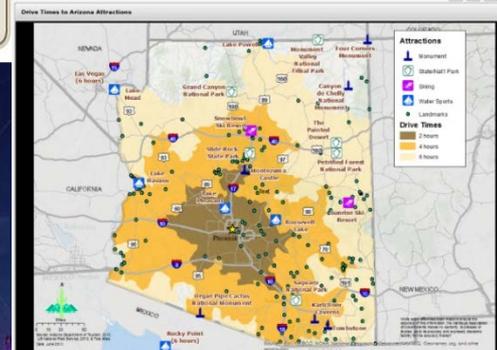
Technology: The region's entrepreneurial spirit, and plentiful start-up resources, provides



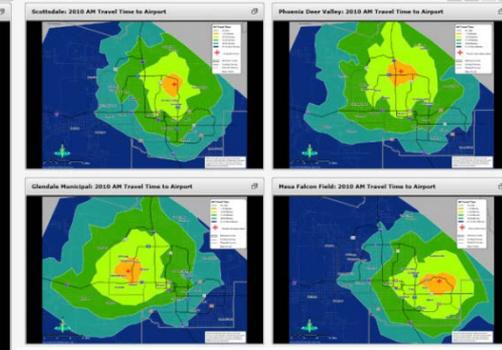
Labor Market



Outdoor Activities



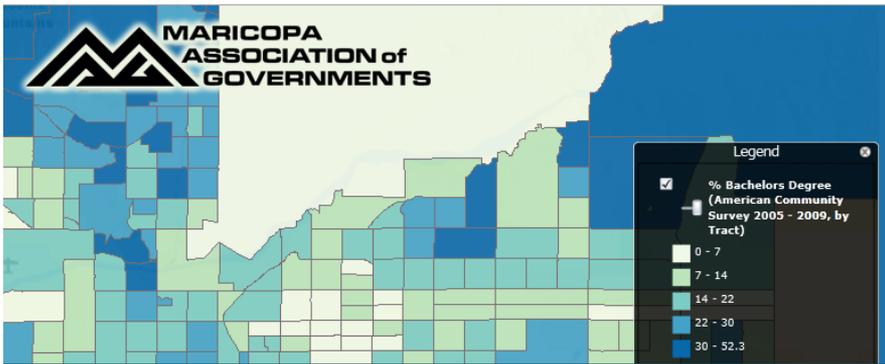
Commute Time



Online mapping/data

Enhanced (platform independent) Online mapping and analysis tool

<http://ims.azmag.gov/>



Welcome to the Maricopa Association of Governments Interactive Mapping and Analysis Site.

Please use the links at right to select the mapping service that best serves your needs.

- [*New* MAG Demographic Map Viewer](#)
- [*Old* MAG Demographic Map Viewer](#)
- [MAG Employment Map Viewer](#)
- [MAG Landuse Map Viewer](#)
- [MAG Building Landmark Inventory Viewer](#)
- [MAG Projections Map Viewer](#)
- [MAG Bikeways Map Viewer](#)
- [MAG Victim Services Map Viewer](#)

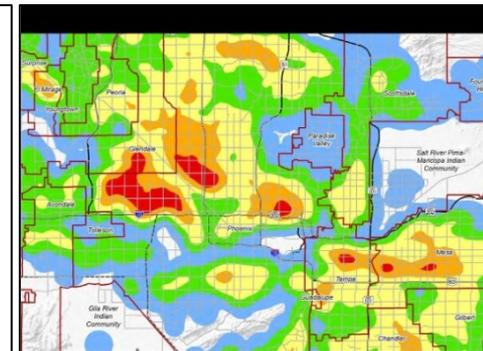
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Socioeconomic Projections

Population, Housing, and Employment
by
Municipal Planning Area and
Regional Analysis Zone

June 2013



Municipal Planning Area Socioeconomic Profiles Maricopa County, Arizona

June 2013



Projections, Documentation, Profiles

<http://datacenter.azmag.gov>

Roadshow Findings

- Workforce and Skills Data
 - Explore collaboration with ASU, MCC, and other institutions
- Online tools:
 - Commuting patterns and occupational analytics
 - Live-work charts
 - Travel-shed and demographic data
- Interest in periodic discussion/data sharing:
 - ED staff
 - Planning staff

Data, Analysis, and Tools for Economic Development

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