

Data, Analysis, and Tools for Economic Development

MAG Economic Development Committee

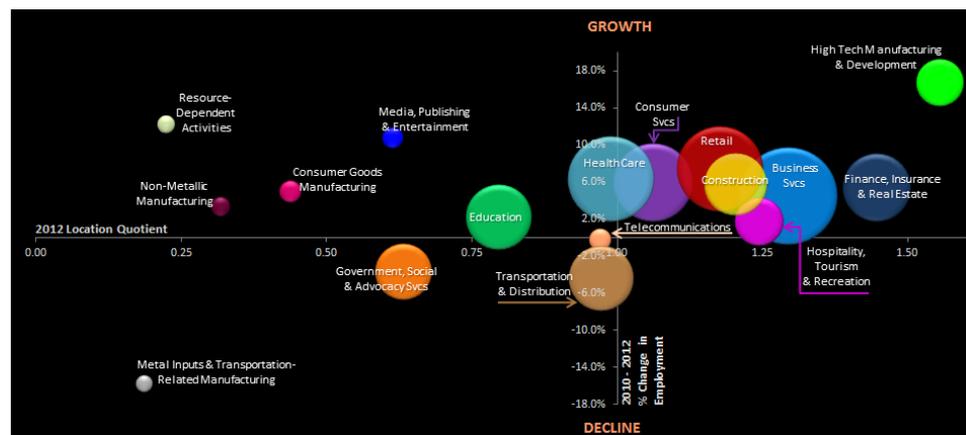
April 1, 2014

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:

- 18 jurisdictions
- WESTMARC and East Valley Partnership
- 2 scheduled in April

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

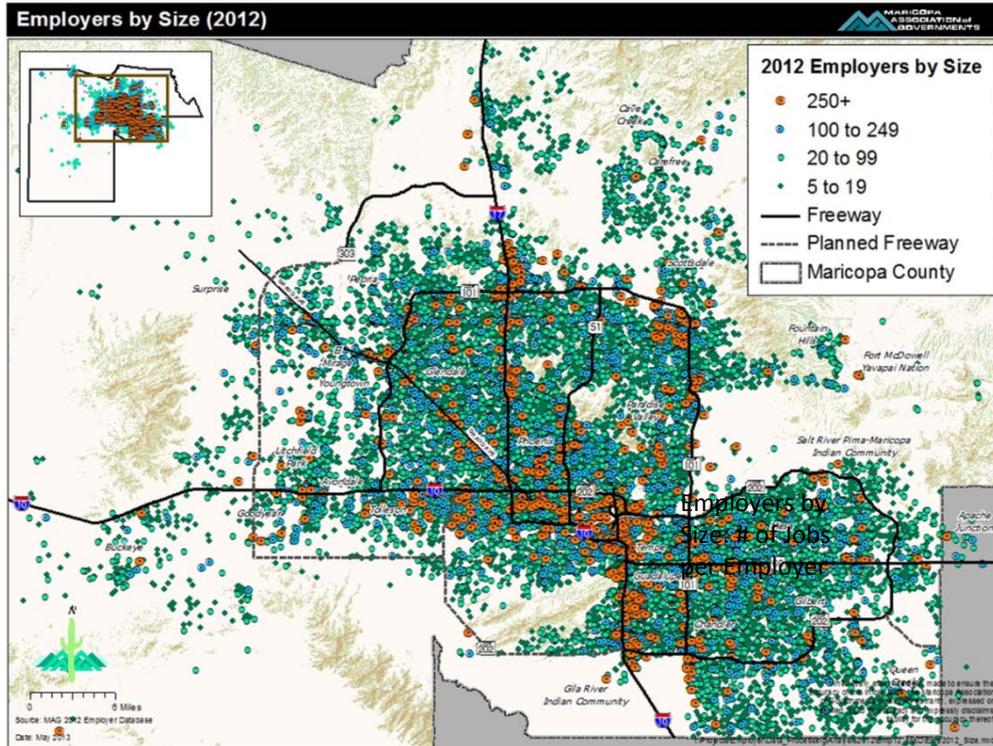
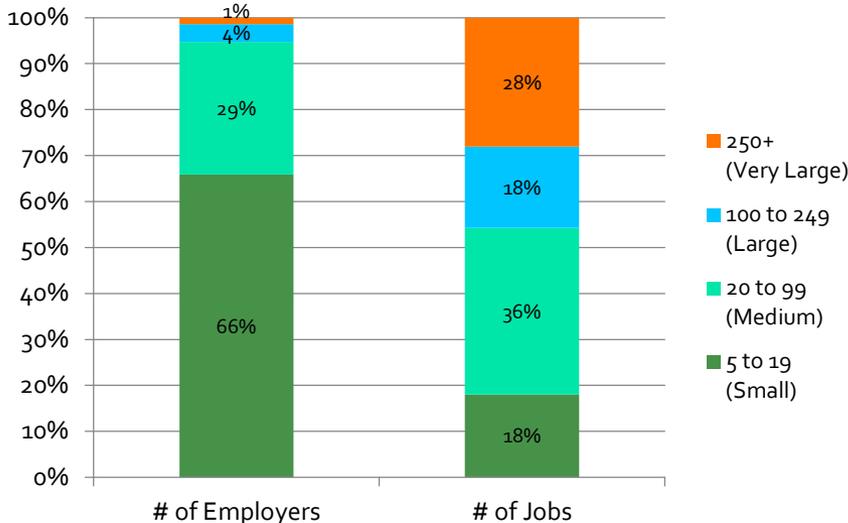


- Quarterly and Annual reports

MAG Employer Database

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

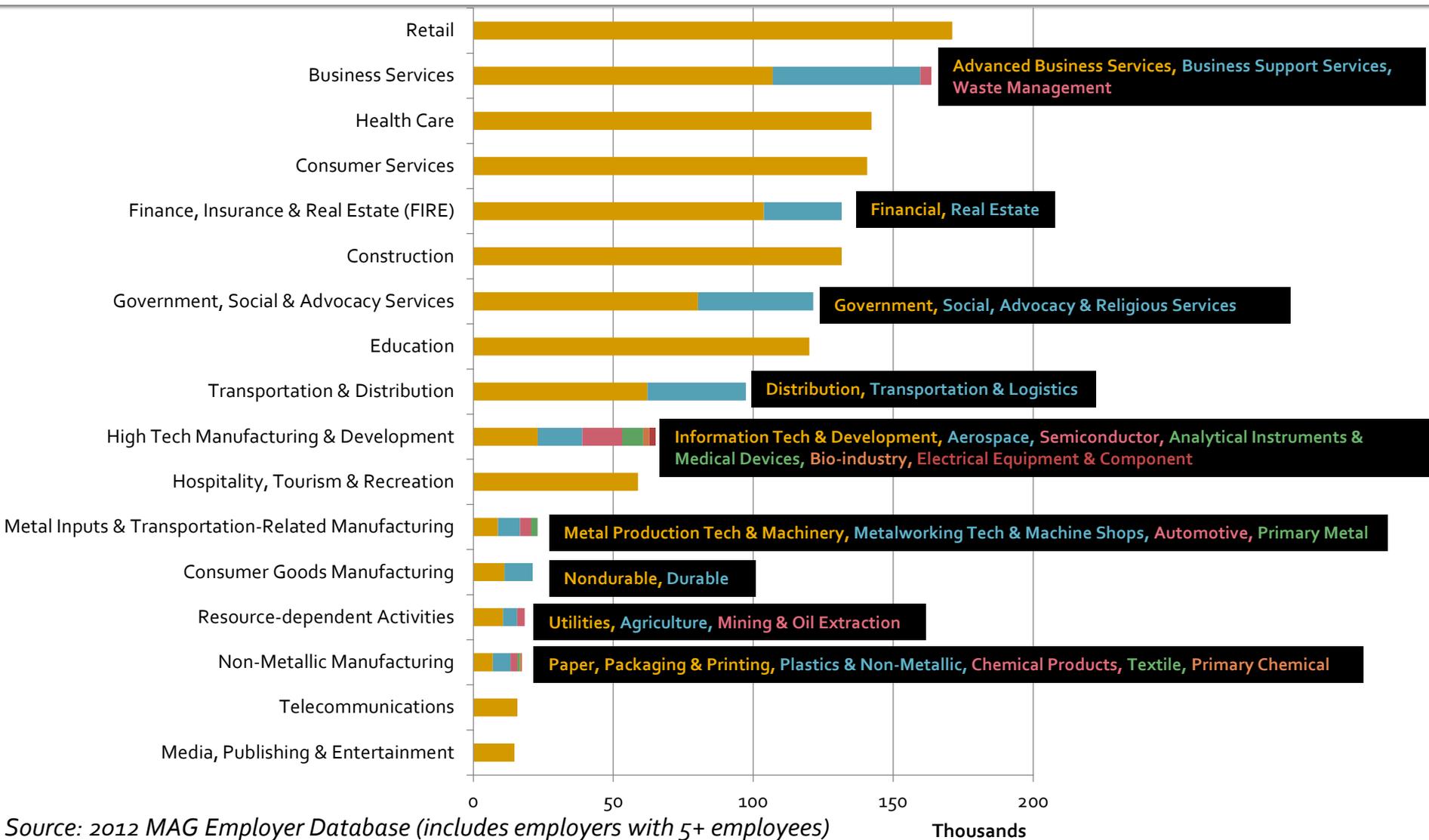
Employers by Size (2012)



- 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

Avondale Worker Commuting Patterns

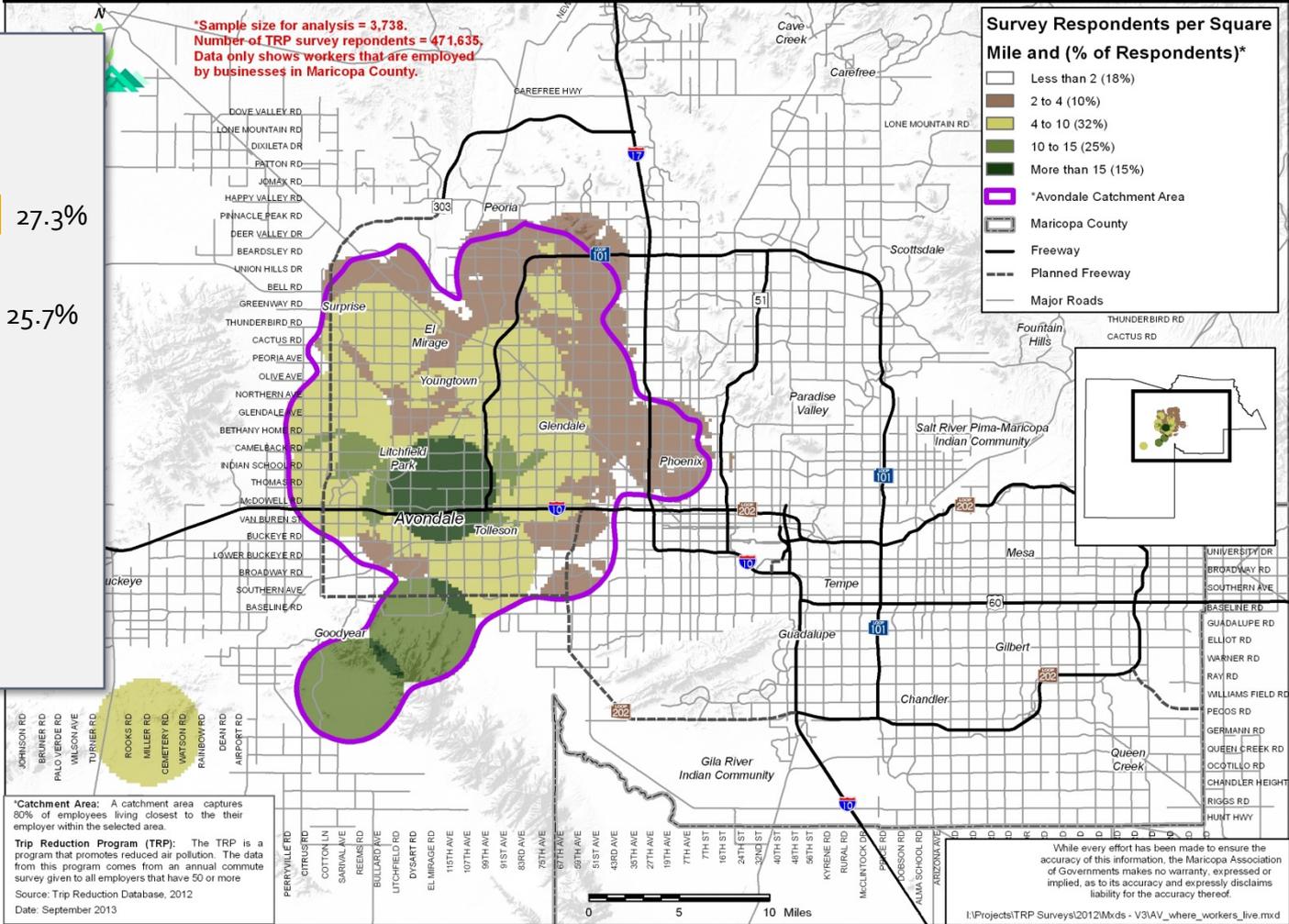
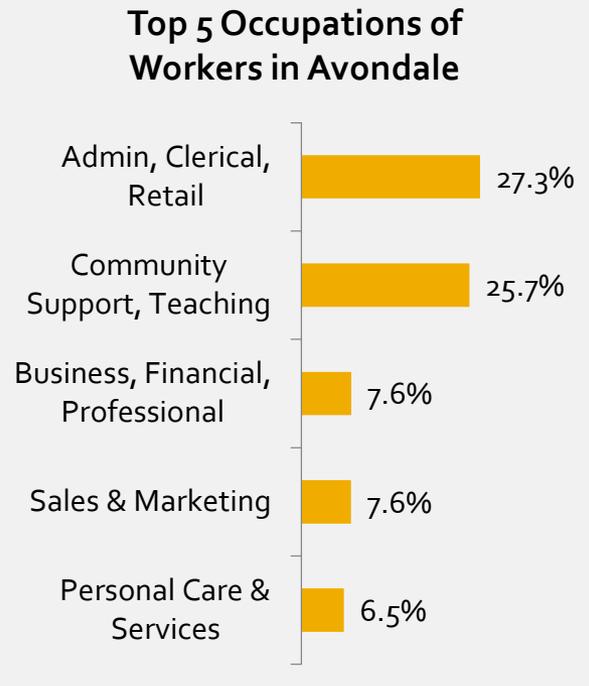
Where People Working in Avondale Live

*Sample size for analysis = 3,738.
 Number of TRP survey respondents = 471,635.
 Data only shows workers that are employed by businesses in Maricopa County.

Survey Respondents per Square Mile and (% of Respondents)*

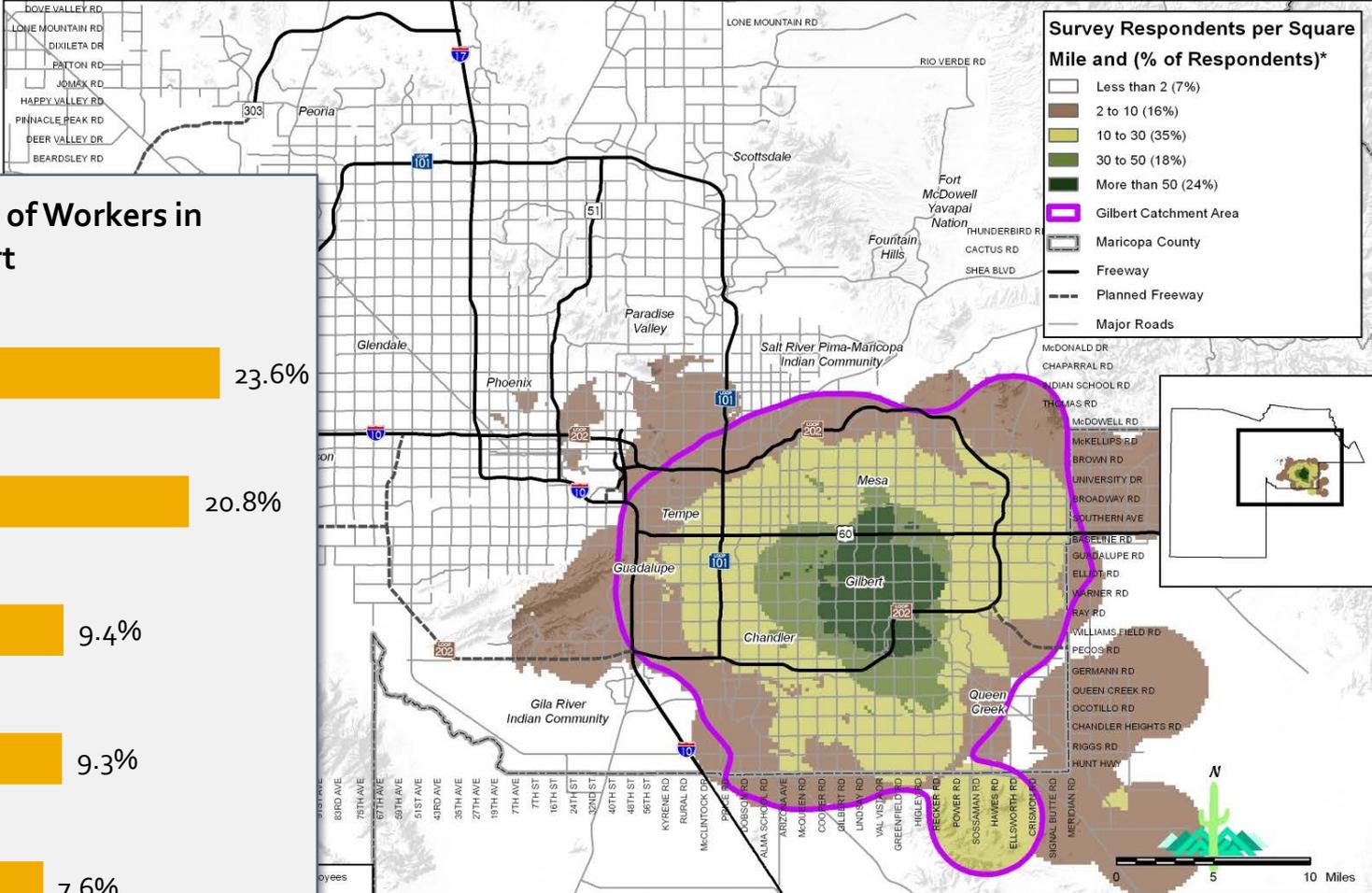
- Less than 2 (18%)
- 2 to 4 (10%)
- 4 to 10 (32%)
- 10 to 15 (25%)
- More than 15 (15%)

*Avondale Catchment Area
 Maricopa County
 Freeway
 Planned Freeway
 Major Roads

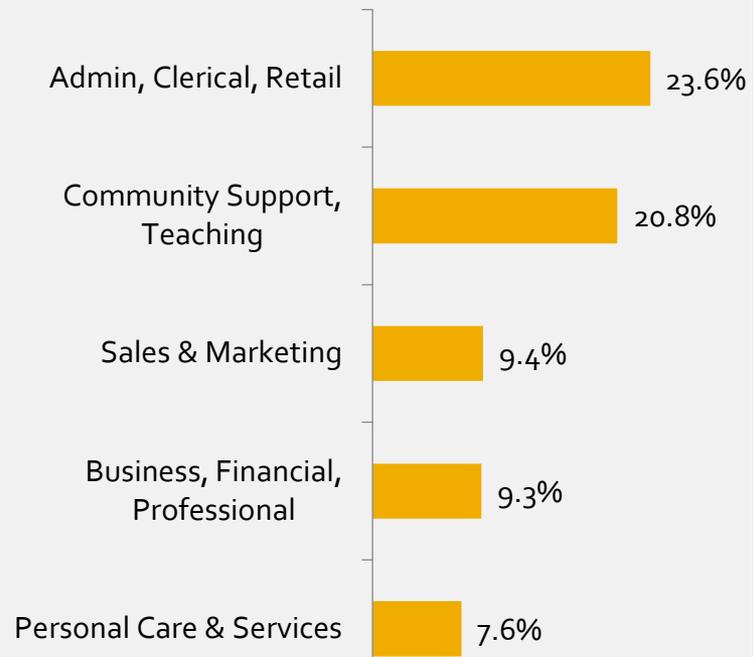


Gilbert Worker Commuting Patterns

Where People Working in Gilbert Live



Top 5 Occupations of Workers in Gilbert



*Sample size for analysis = 10,275.
 Number of TRP survey respondents = 471,635.
 Data only shows workers that are employed by businesses in Maricopa County.

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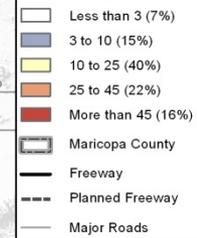
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Surprise Resident Commuting Patterns

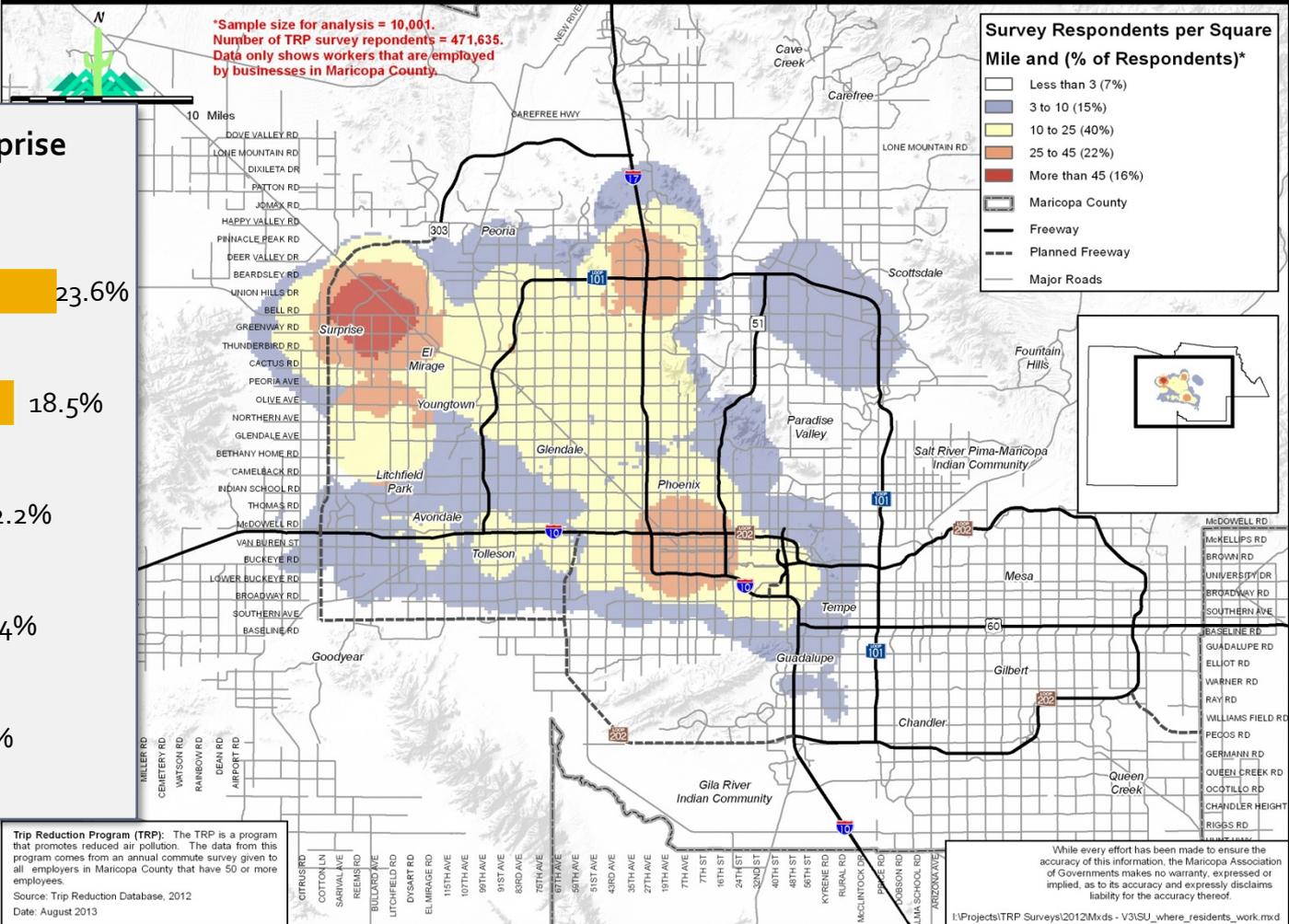
Where People Living in Surprise Work

*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.

Survey Respondents per Square Mile and (% of Respondents)*



Top 5 Occupations of Surprise Residents



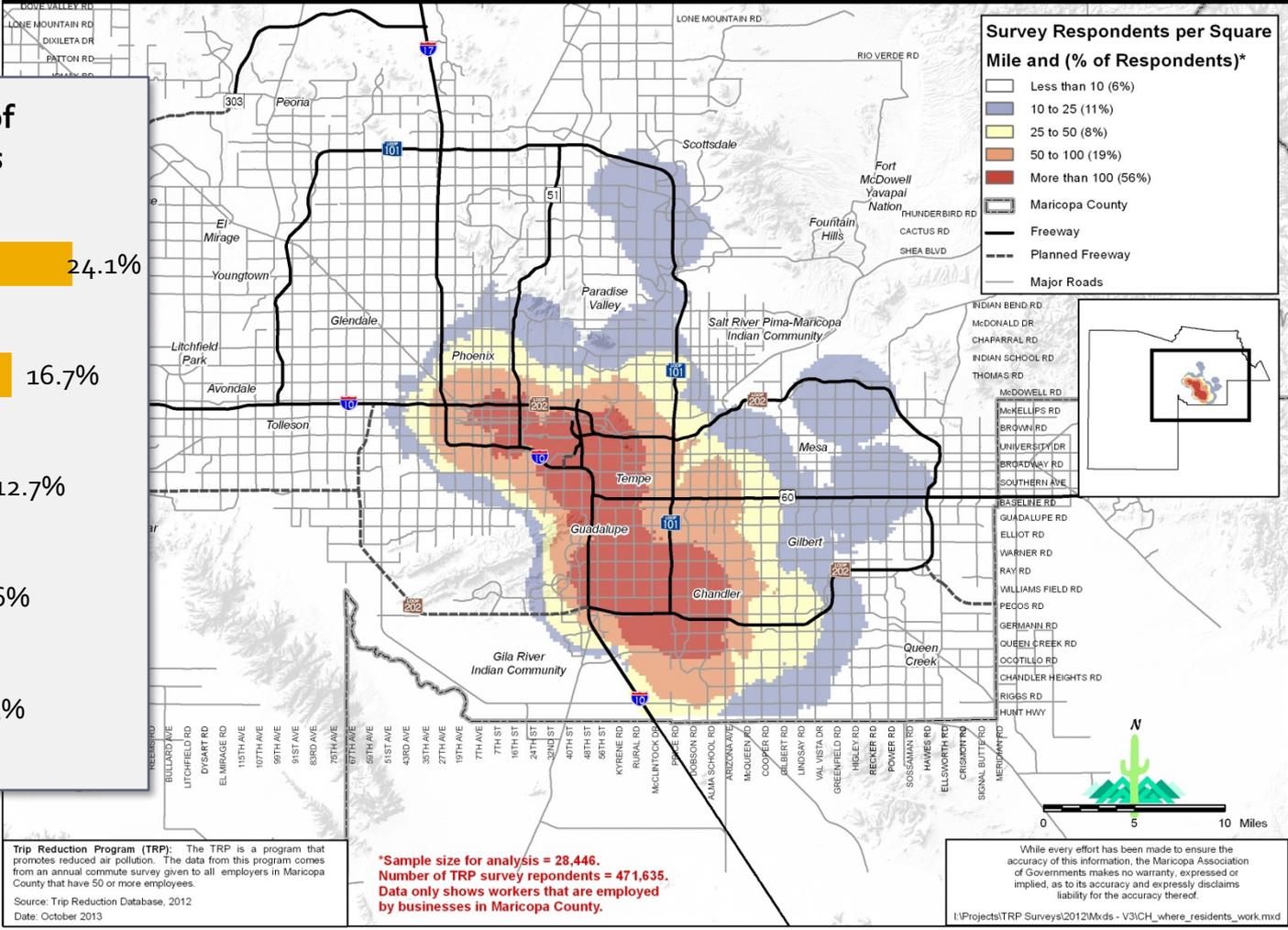
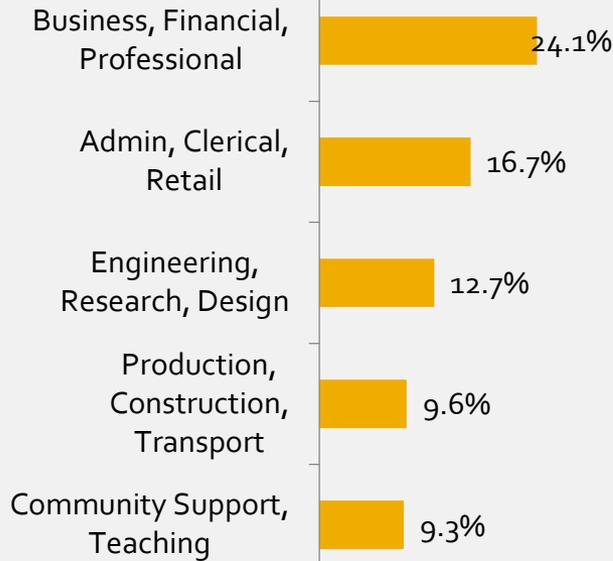
Trip Reduction Program (TRP): The TRP is a program that promotes reduced air pollution. The data from this program comes from an annual commute survey given to all employers in Maricopa County that have 50 or more employees.
 Source: Trip Reduction Database, 2012
 Date: August 2013

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Chandler Resident Commuting Patterns

Where People Living in Chandler Work

Top 5 Occupations of Chandler 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: 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.**

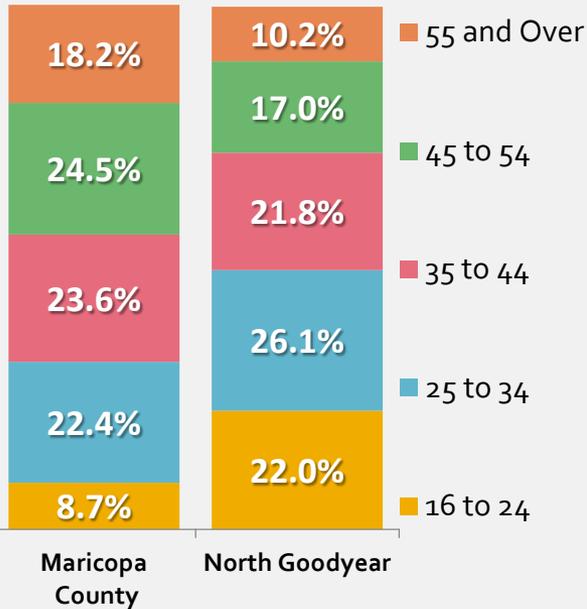
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Worker Commuting Patterns

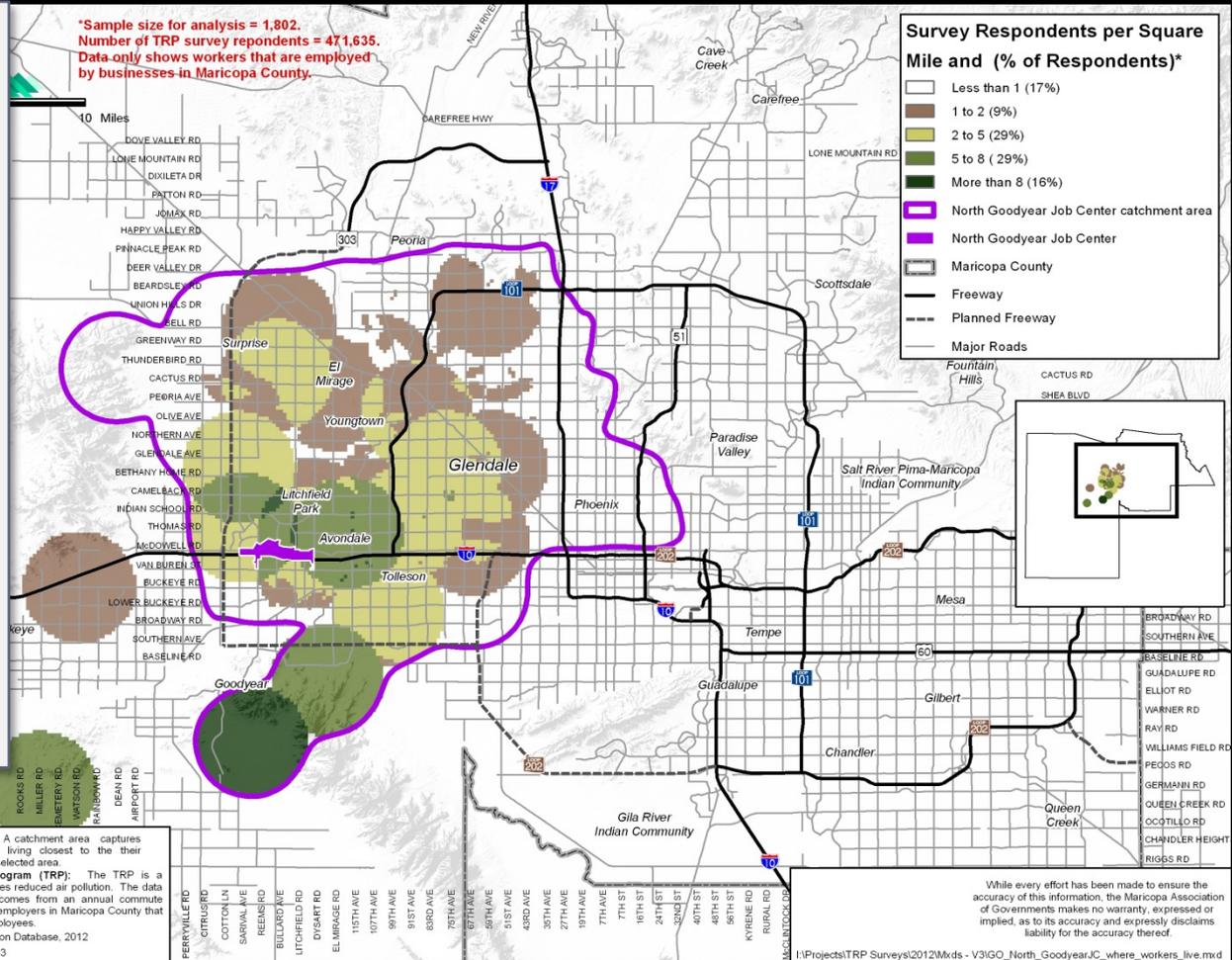
North Goodyear Job Center

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.

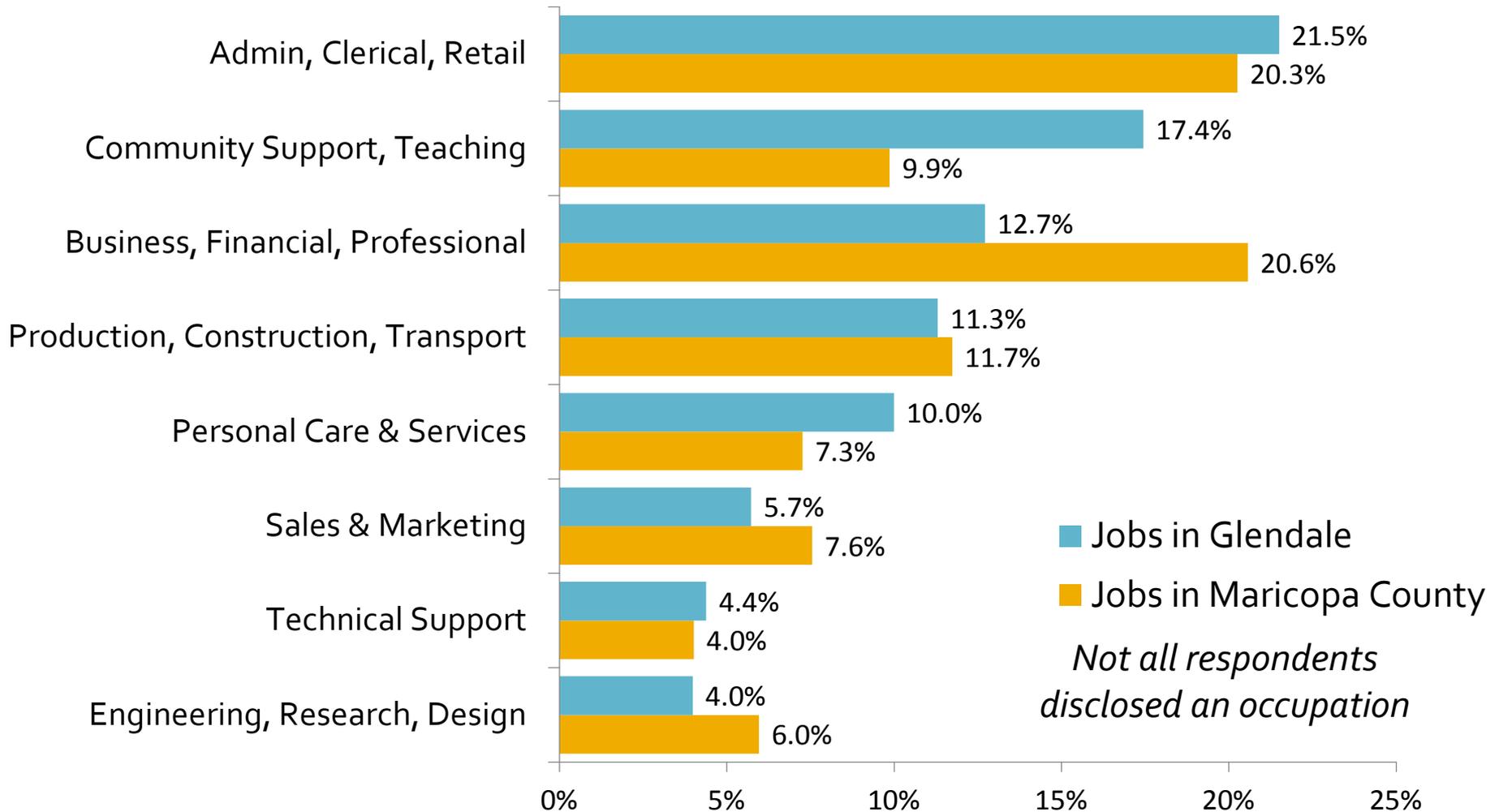


*Not all respondents disclosed age

*Catchment Area: A catchment area captures 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: November 2013

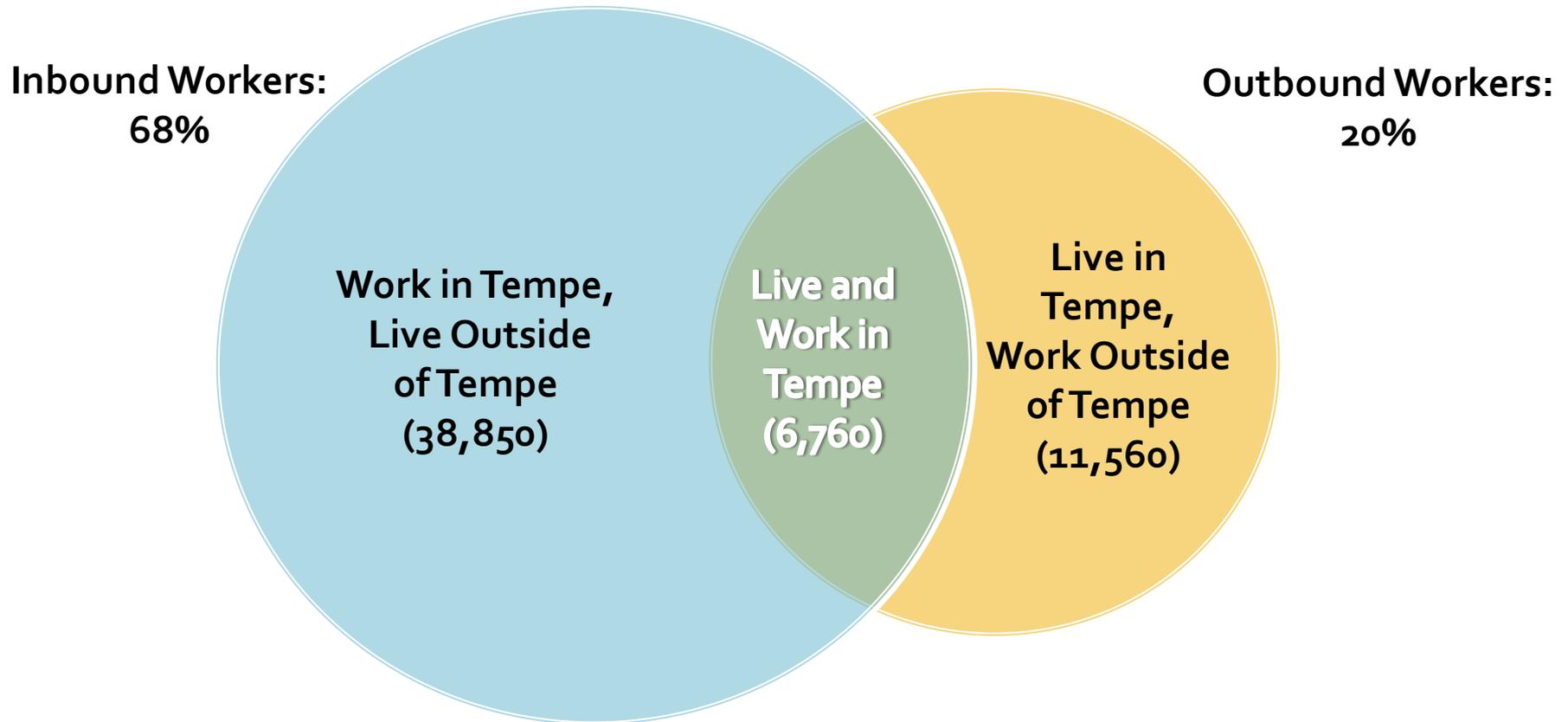
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Occupational Analysis Glendale & Maricopa County

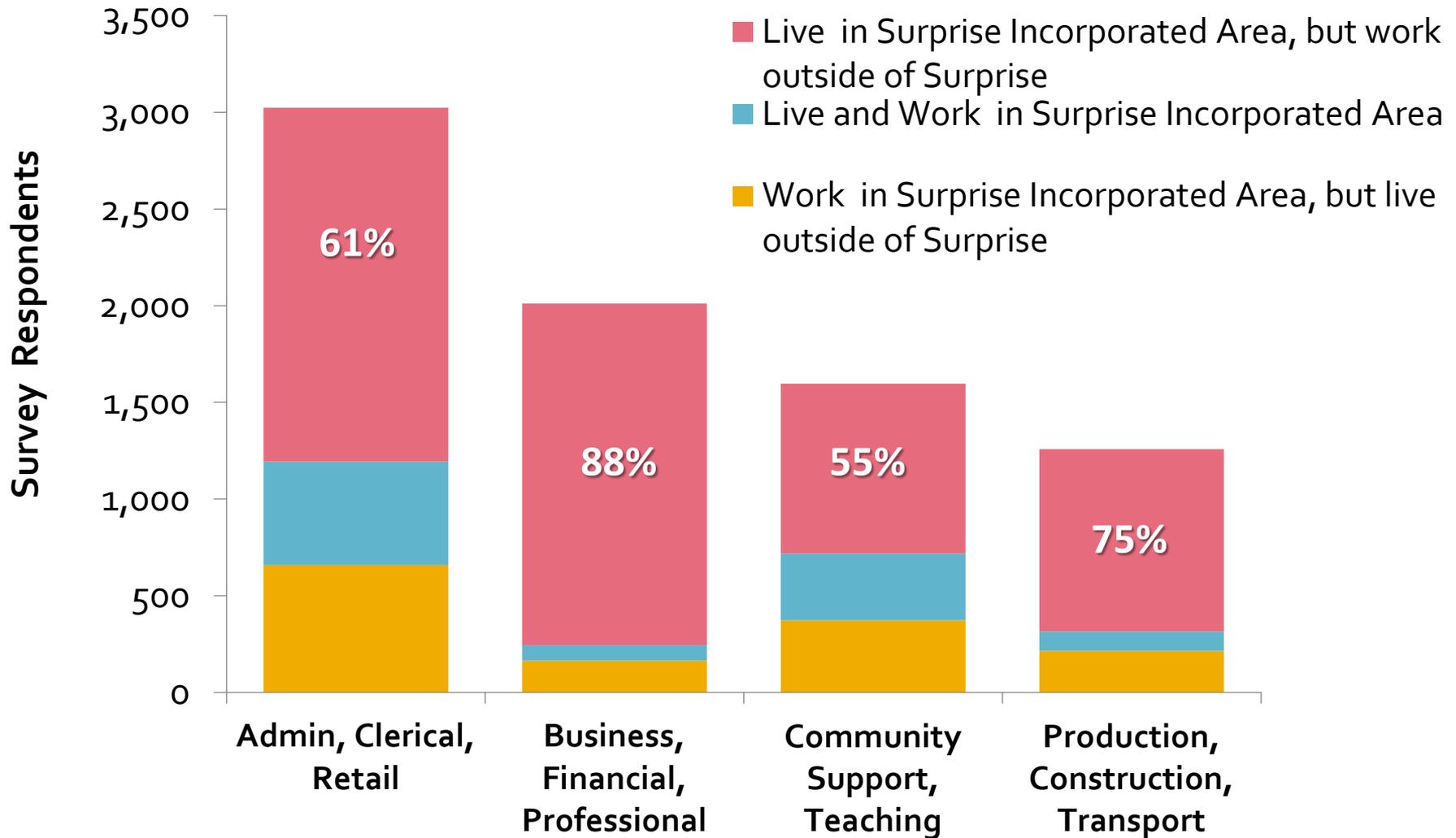


People Living or Working in Tempe

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

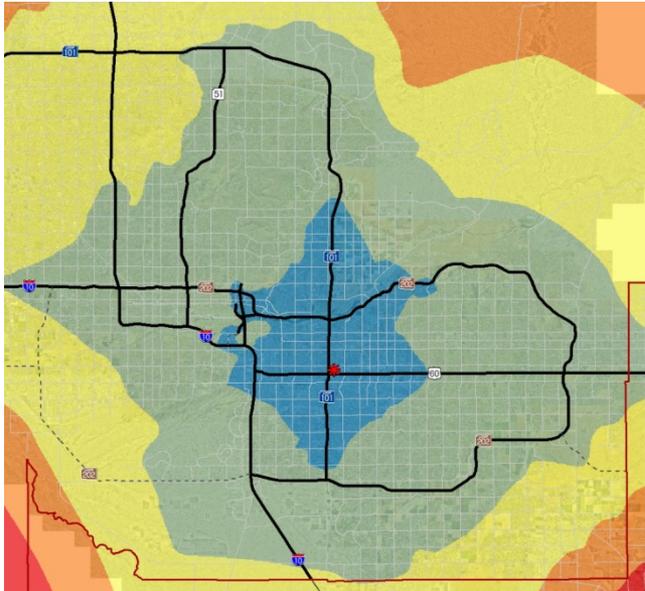


Occupation by Work Place & Employee Residence: Surprise

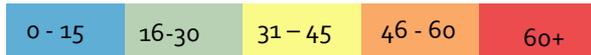


Travel times & socio-economic characteristics – US 60 & 101

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

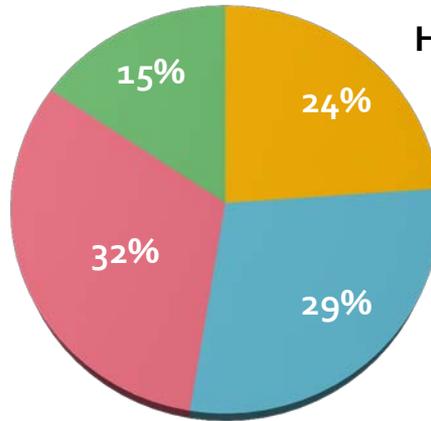


Travel time in minutes



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

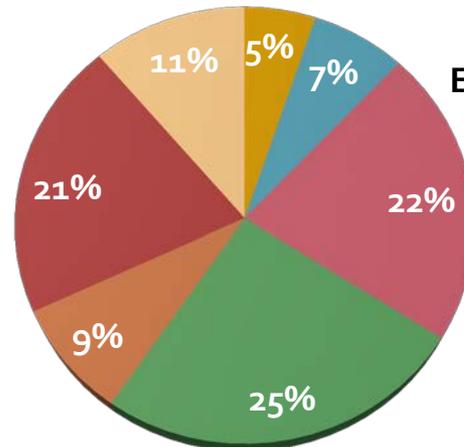
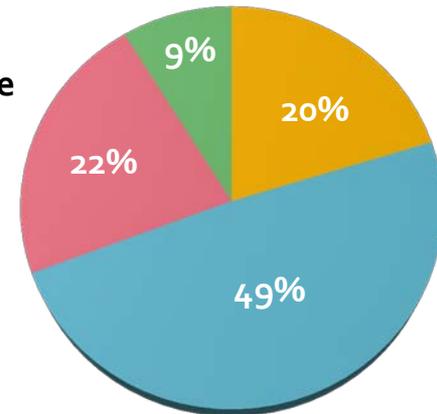


Household Income

- 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

Roadshow Findings

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

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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.

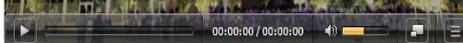
SPECIAL REPORTS

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

WHAT'S GREAT ABOUT GREATER PHOENIX?





GreaterPhoenix
RISING

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Labor Market

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Educational Attainment (2011)

Source: US Census Bureau, 2009-2011 (ACS 3-yr)

Category	Maricopa County	AZ	US
< 12th Grade	~15%	~15%	~15%
HS Graduate	~25%	~25%	~25%
Some College/Assoc	~35%	~35%	~35%
Bachelor	~20%	~20%	~20%
Graduate/Prof	~5%	~5%	~5%

Household Income: Maricopa County, AZ (2011)

Source: US Census Bureau, 2009-2011 (ACS 3-yr)

Income Range	Percentage
< \$25,000	8%
\$25,000 - \$49,999	22%
\$50,000 - \$99,999	31%
\$100,000 - \$149,999	13%
\$150,000+	8%

Universities & Post-Secondary School Campuses

Post-Secondary School Total Enrollments: Maricopa County, AZ

Source: MGC, 2012

Category	Enrollments (thousands)
Public 4-yr	107
Private 4-yr	80
Public 2-yr	127
Private 2-yr	25
Vocational	31

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Outdoor Activities

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Commute Time

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Scottsdale: 2010 AM Travel Time to Airport

Phoenix Deer Valley: 2010 AM Travel Time to Airport

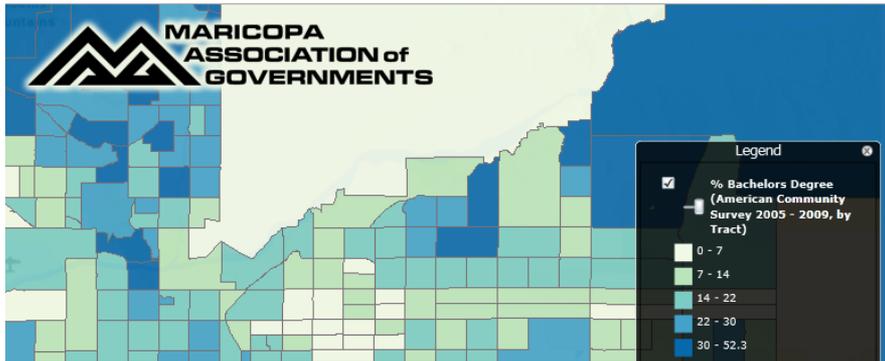
Glendale Municipal: 2010 AM Travel Time to Airport

New Falcon Field: 2010 AM Travel Time to Airport

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](#)

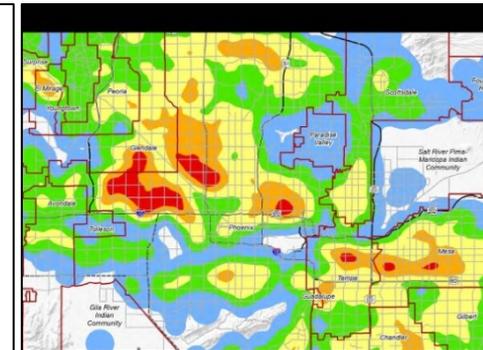
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Socioeconomic Projections

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>

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Promote Ideas and Best Practices



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"BIEN" means "good" or "right" in Spanish and French. It is also an acronym for "Building an International Economic Network." The purpose of this site is to create a business-to-business e-platform to connect individual businesses across international boundaries. [Read More...](#)



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Business Search

Search for businesses in the BIEN network. Search results can be filtered by a large variety of industry categories so you can find and connect with companies related to your industry. Membership is not required to search the BIEN network of companies.



ARIZONA COMMERCE AUTHORITY



ADOT



C.A.B.C.



MARICOPA ASSOCIATION of GOVERNMENTS



U.S. COMMERCIAL SERVICE
United States of America
Department of Commerce

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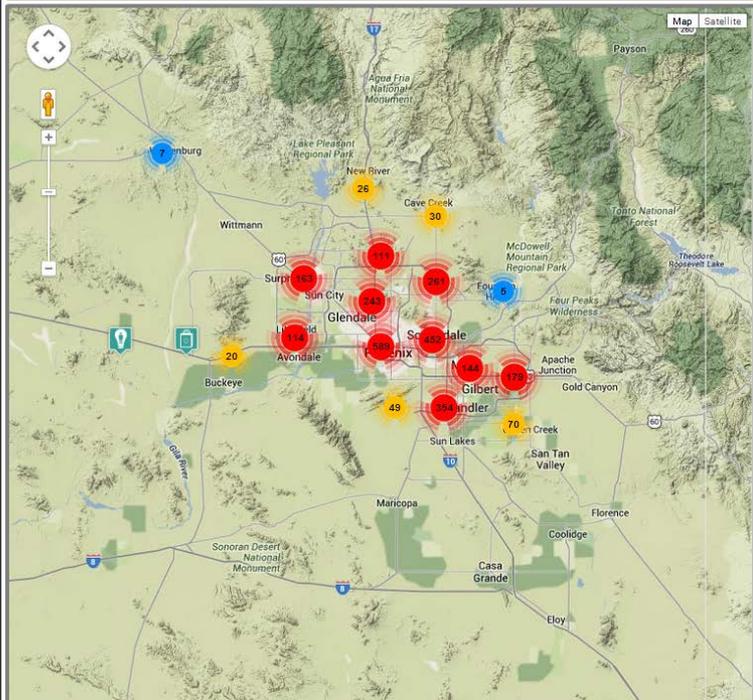
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Results (2820 locations)

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- Healthcare Services
- Industrial & Commercial Services
- Industrial Hfg & Machinery
- Insurance
- Materials, Metals & Mining
- Pharmacy & Medical Research
- Real Estate
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- Tech Equipment & Hfg
- Telecom Services
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