

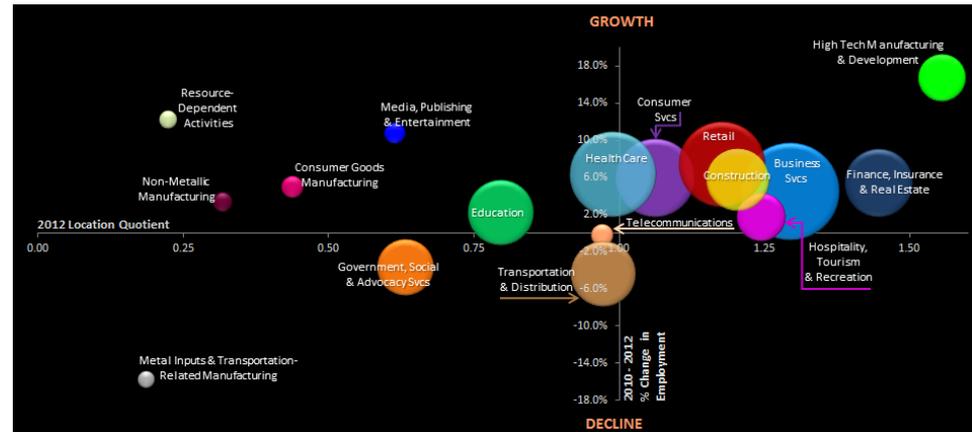
# Data, Analysis, and Tools for Economic Development

MAG Population Technical Advisory Committee

January 28, 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:
  - 12 jurisdictions
  - WESTMARC
  - 4 scheduled in February



# Macro and Regional Economy

- Economic and Financial Data

- State of the local economy

- Employment growth
    - Workforce
    - Poverty
    - Incomes

## Labor Force Shrinking Faster Than National Average

### Population 16 years and over in the Labor Force



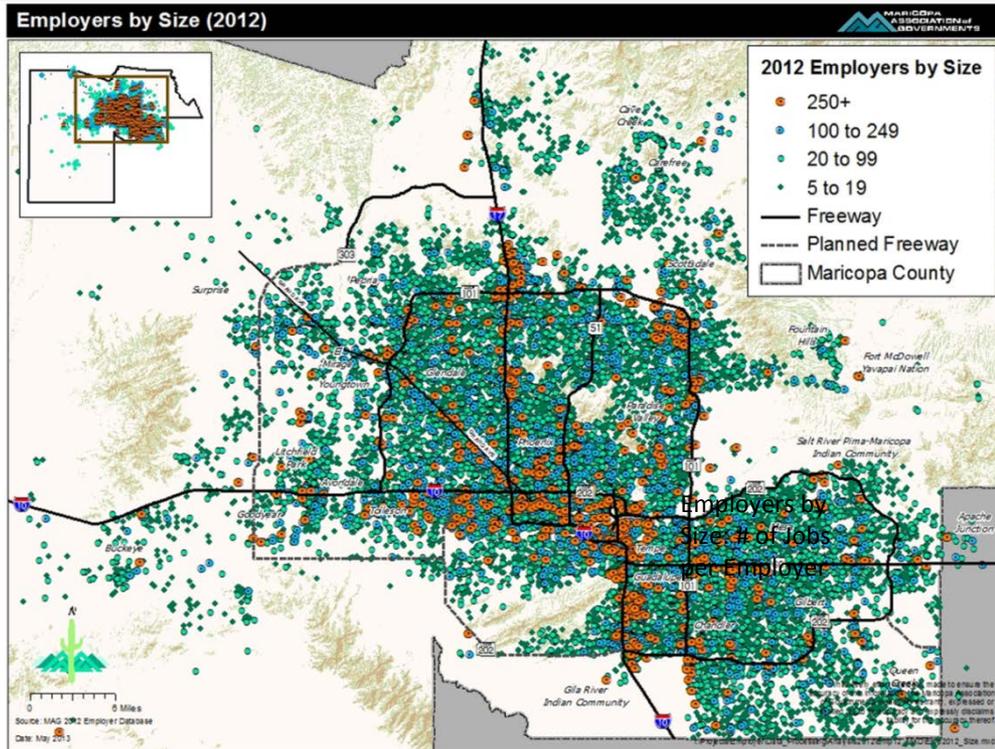
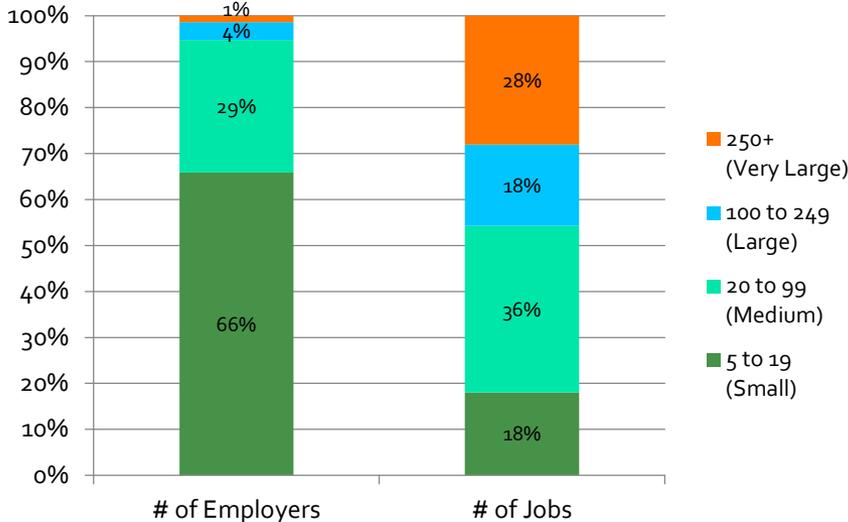
- Indicators

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

# 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)

# 17 Clusters and 29 Sub-clusters: from MAG Employer Database

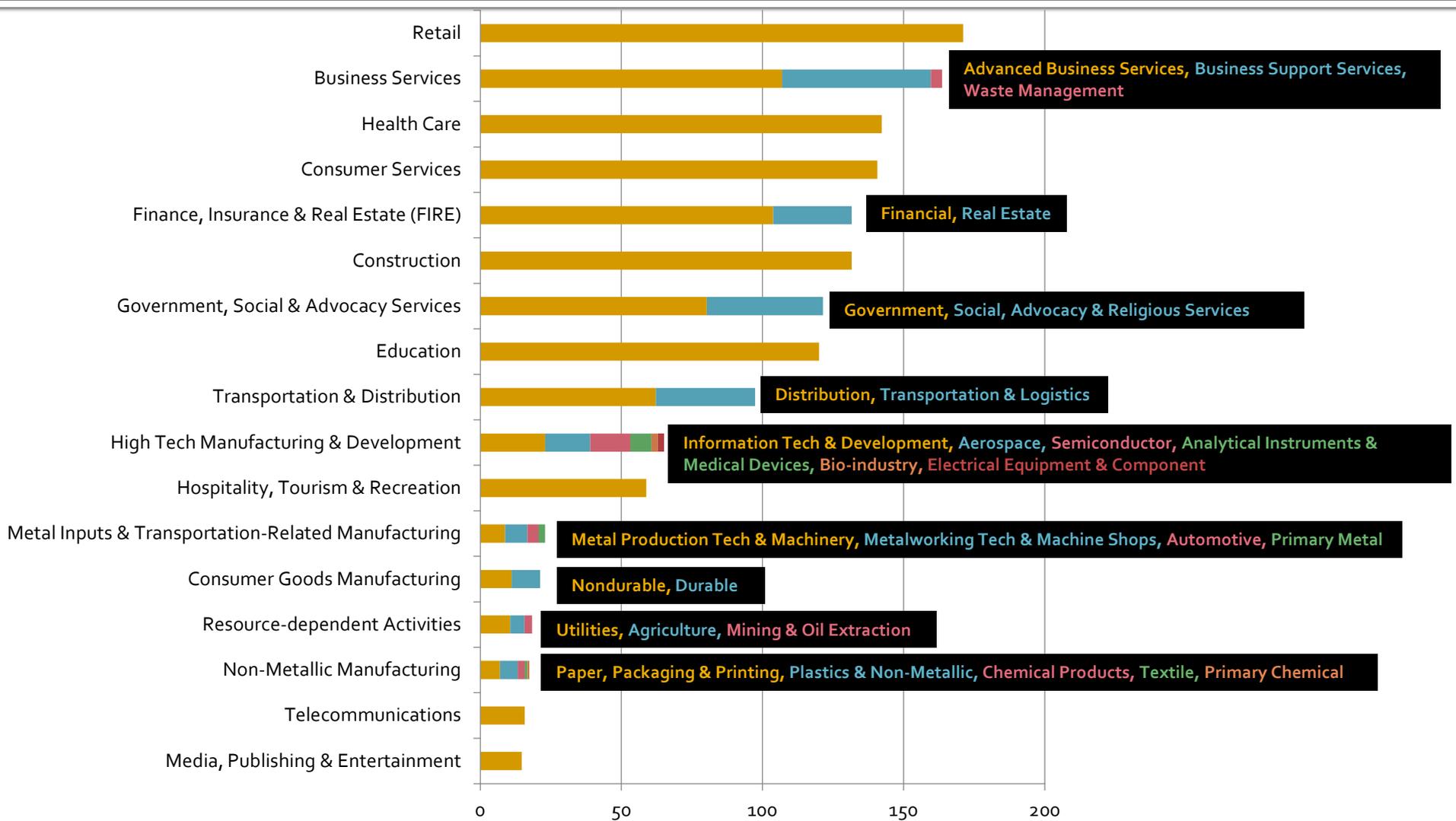
## Clusters without Sub-clusters:

Construction	Consumer Services	Education	Health Care	Hospitality, Tourism & Recreation	Media, Publishing & Entertainment	Retail	Telecommunications
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## Clusters with Sub-clusters:

Business Services	Consumer Goods Manufacturing	Finance, Insurance & Real Estate	Government Social & Advocacy Services	High Tech Manufacturing & Development	Metal Inputs & Transportation-Related Manufacturing	Non-Metallic Manufacturing	Resource-Dependent Activities	Transportation & Distribution
Advanced Business Services	Durable Consumer Goods	Financial	Government	IT Manufacturing & Development	Primary Metal Manufacturing	Paper, Packaging & Printing Manufacturing	Agriculture	Transportation & Logistics
Business Support Services	Nondurable Consumer Goods	Real Estate	Social, Advocacy & Religious Services	Aerospace	Metal Production Tech & Machinery Manufacturing	Plastics & Non-Metal Manufacturing	Mining & Oil Extraction	Distribution
Waste Mgmt. Services				Semiconductor Manufacturing	Metalworking Tech & Machine Shops	Textile Manufacturing	Utilities	
				Analytics Instruments & Medical Devices	Automotive Manufacturing	Primary Chemical Manufacturing		
				Bio-industry		Chemical Products Manufacturing		
				Electrical Equipment & Component Manufacturing				

# Maricopa County Employment Cluster and Sub-Cluster Data



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

Thousands

# 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

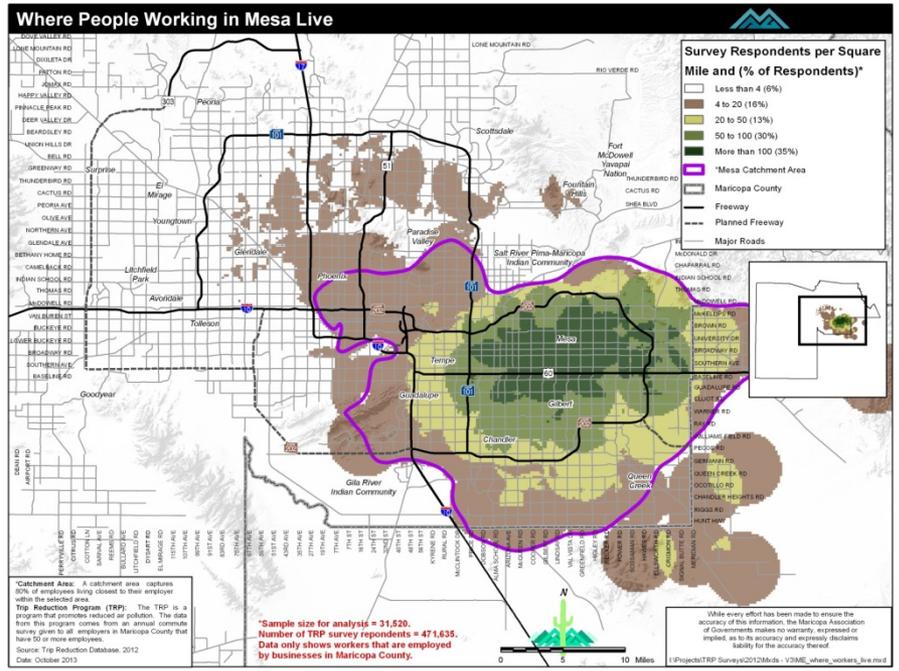
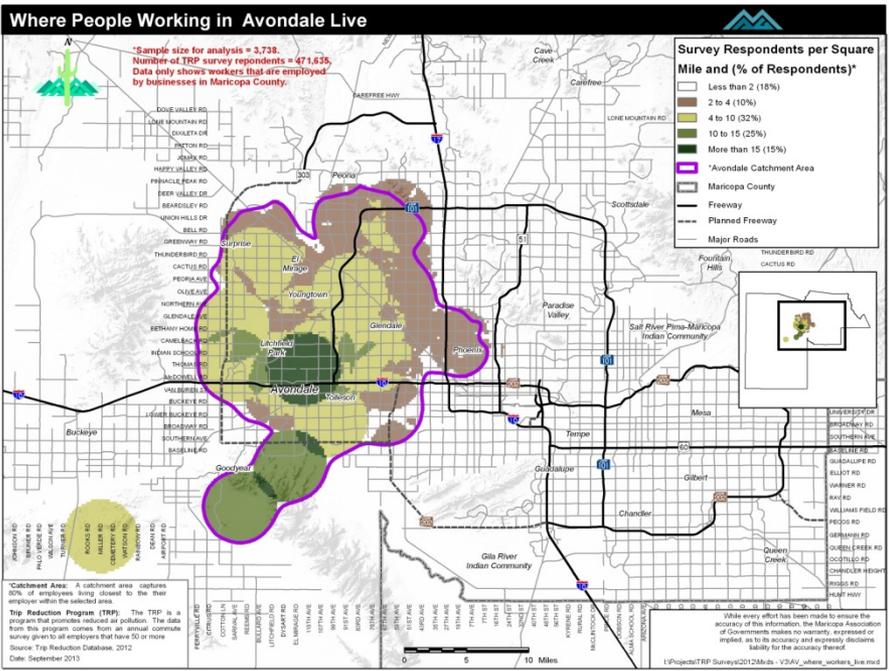
## ■ Limitation

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

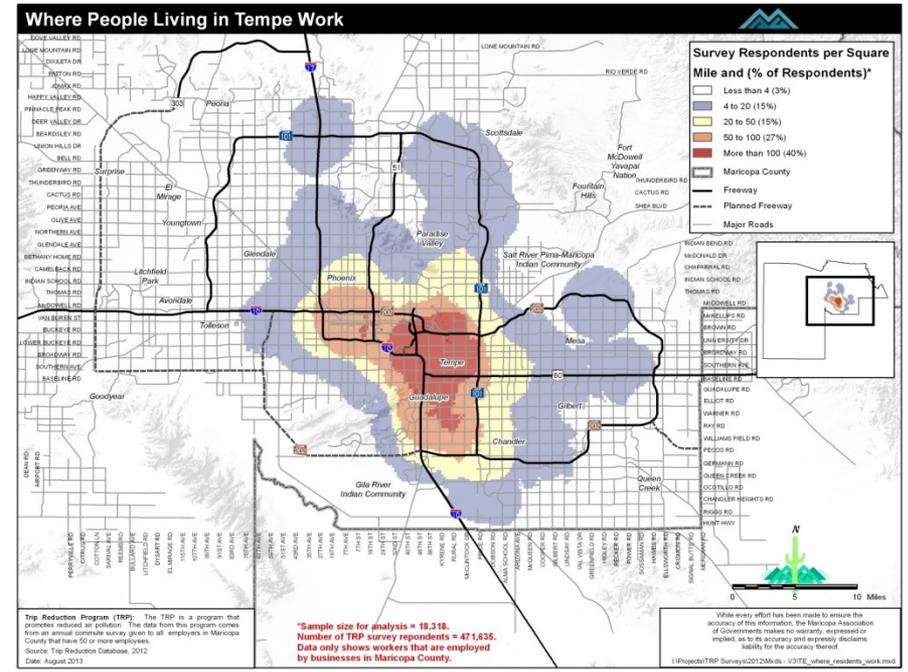
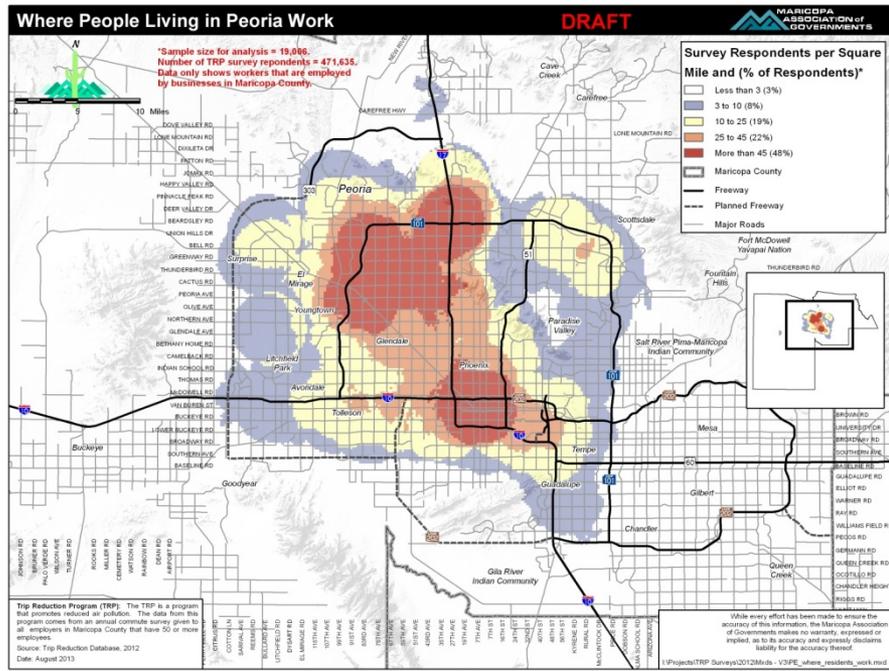


TRP Survey Size	2011	2012
# of Employers Surveyed	2,974	3,043
# of Employees Surveyed	500,972	506,573

# Worker Commuting Patterns



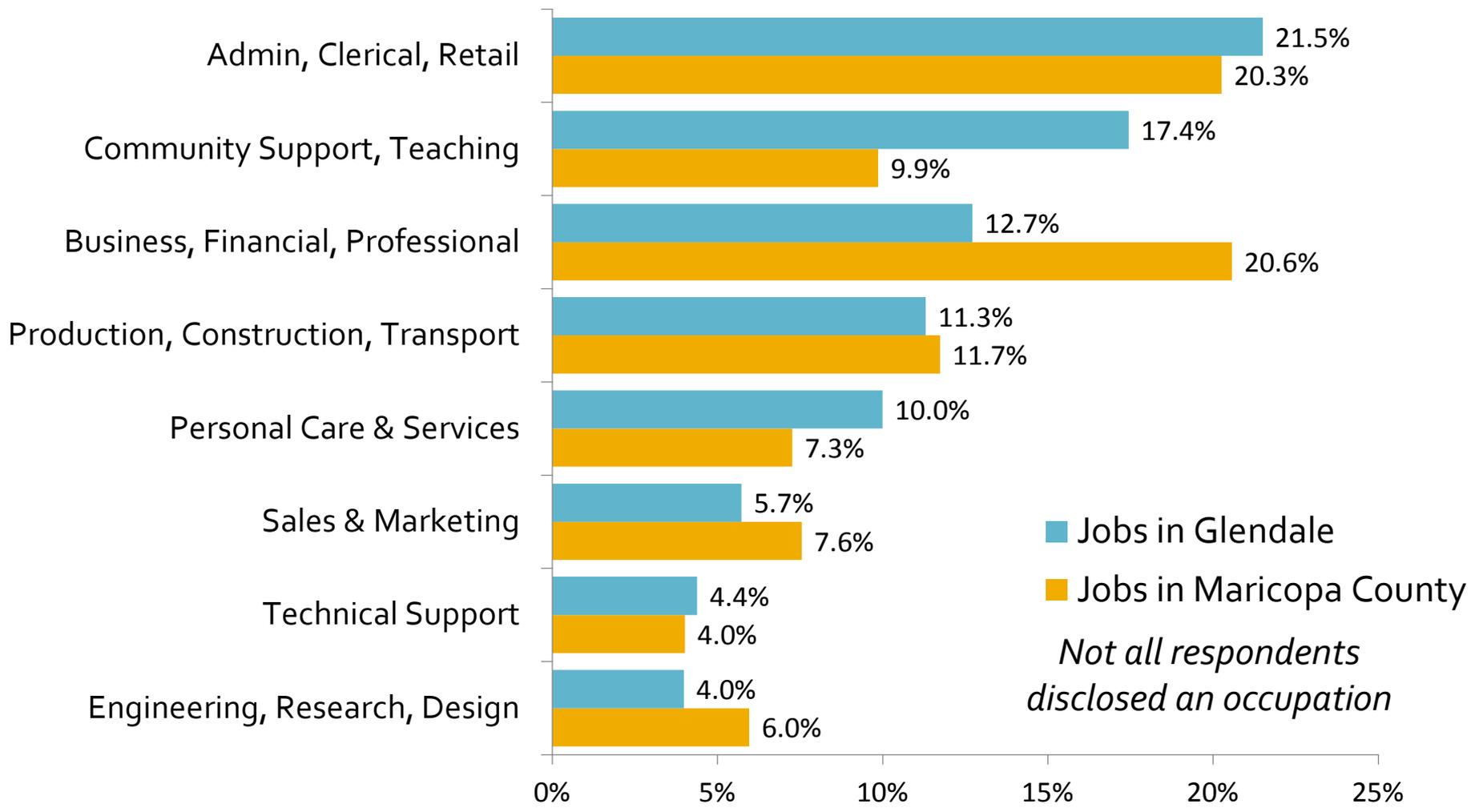
# Resident Commuting Patterns



**TRP - Trip Reduction Program** (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

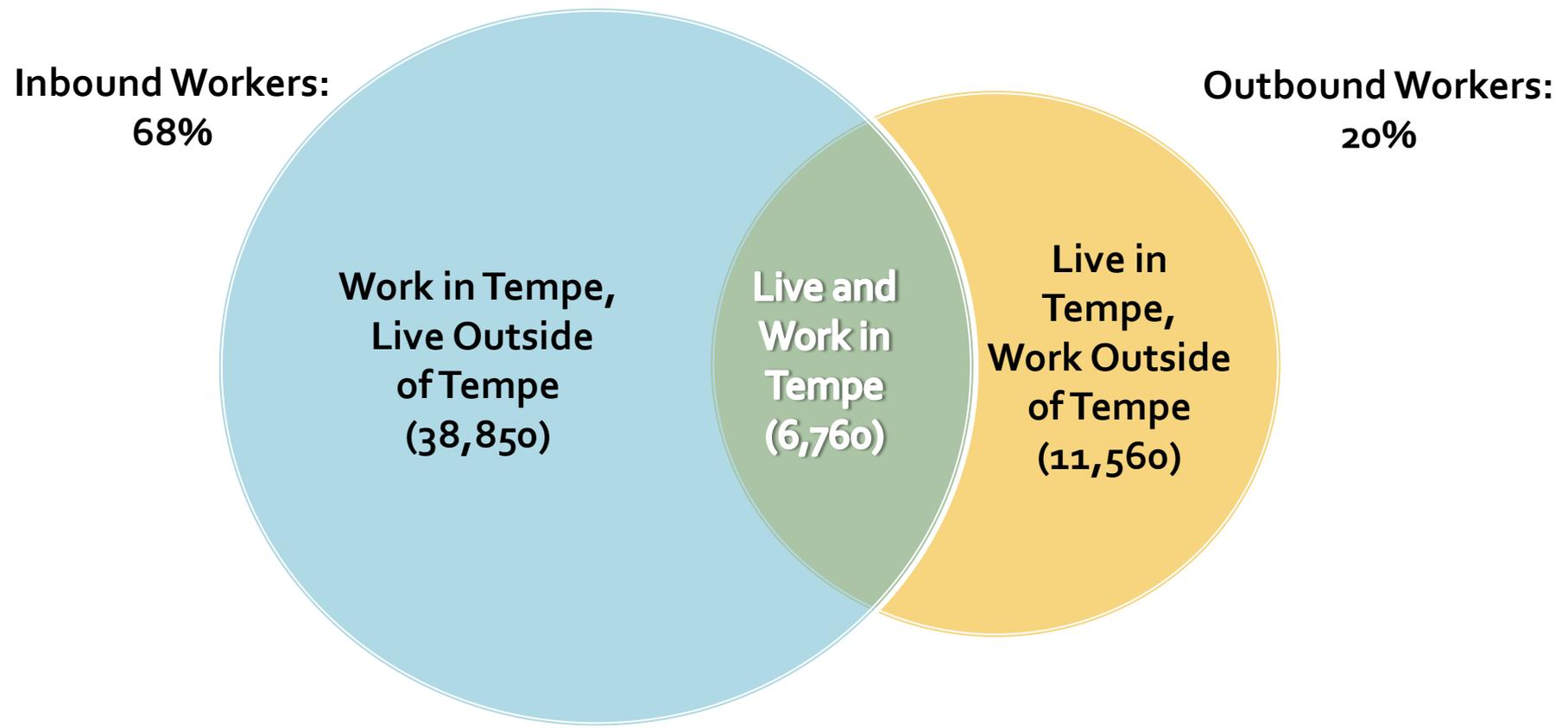
Sample size for analysis = 18,318.  
 Number of TRP survey respondents = 471,635.  
 Data only shows workers that are employed by businesses in Maricopa County.

# Occupational Analysis Glendale & Maricopa County



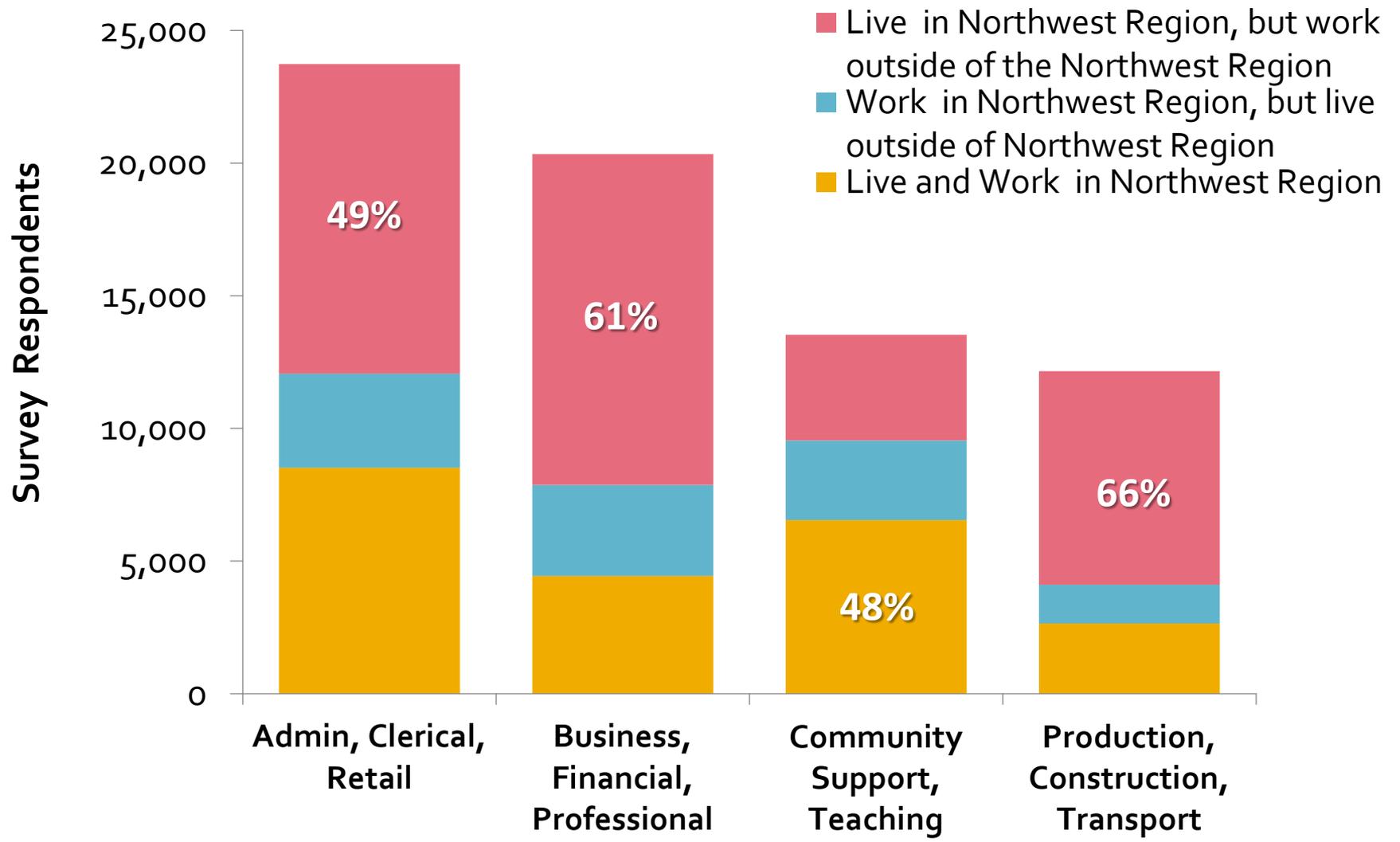
# People Living or Working in Tempe

**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

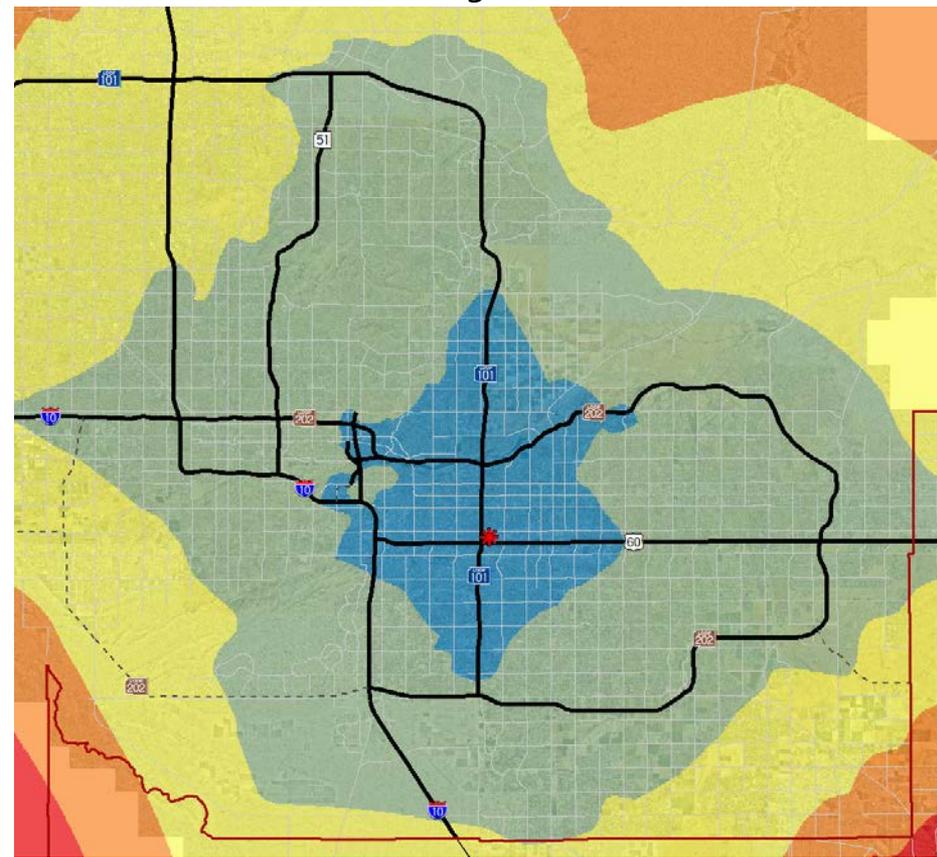
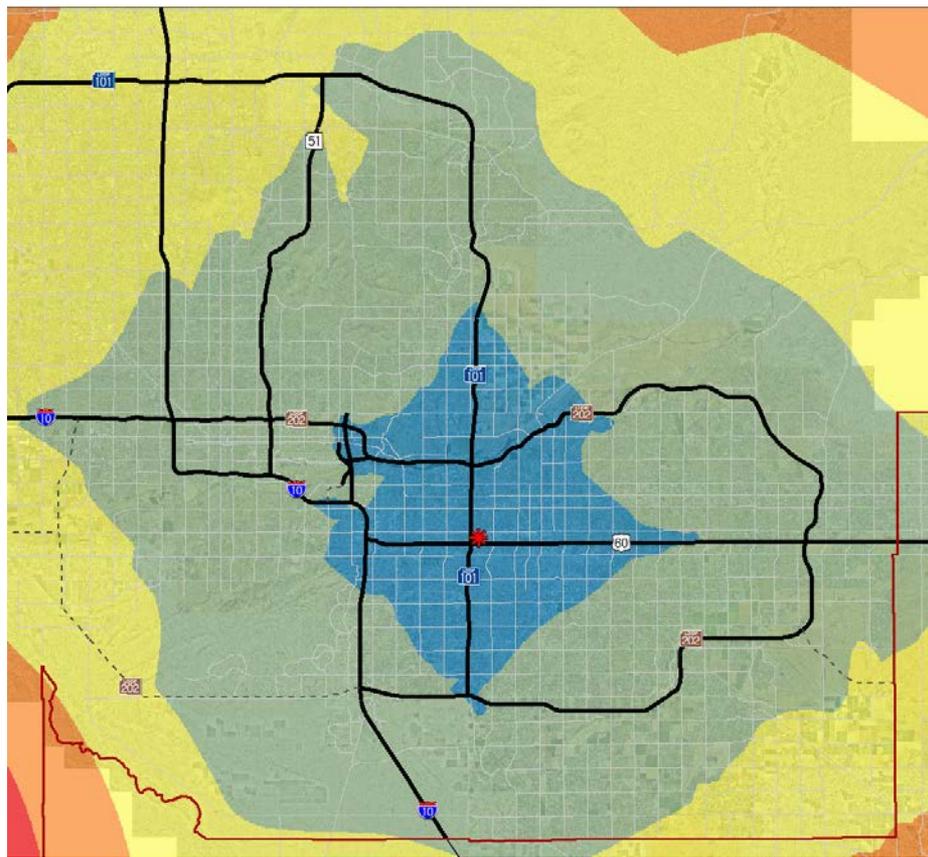
# Northwest: Occupation by Work Place & Employee Residence



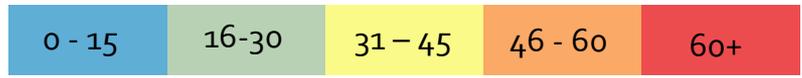
# Travel times & socio-economic characteristics – US 60 & 101

Travel time to US 60 & 101 – Midday  
(indicative of free-flow conditions)

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



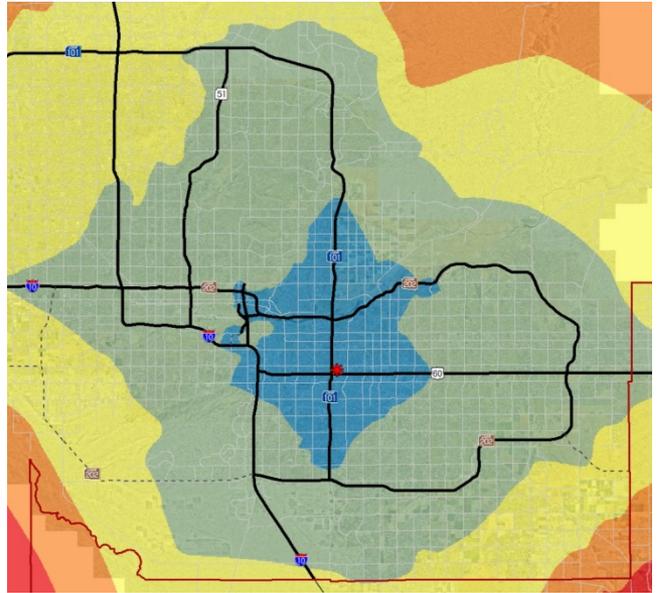
Travel time in minutes



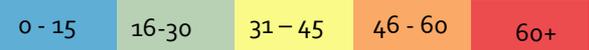
Source: MAG Travel Demand Model 2013

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

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

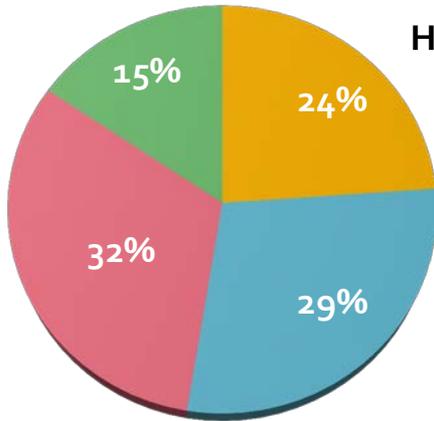


**Travel time in minutes**



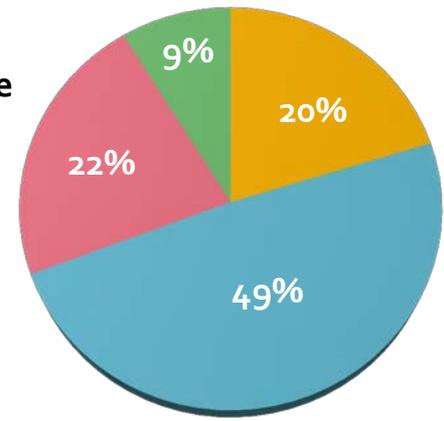
**Within 15 minutes (from,PM):**

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



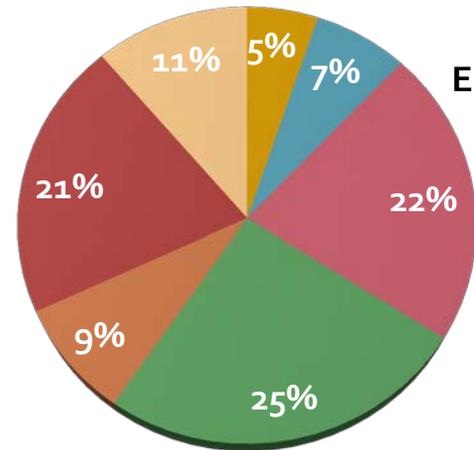
**Household Income**

- 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

Source: MAG Travel Demand Model 2013

# Roadshow Findings

- Workforce and Skills Data
  - Possible collaboration with ASU and MCC
- Online tools:
  - Commuting patterns and occupational analytics
  - Live-or-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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