

WESTMARC

Western Maricopa Coalition

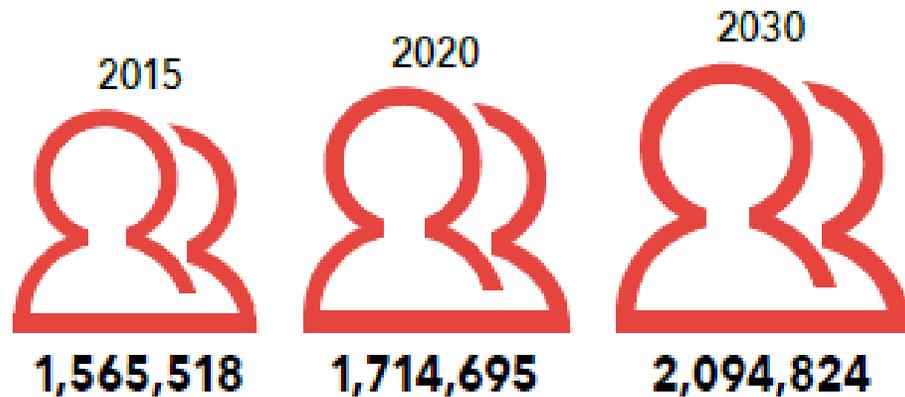


Sintra Hoffman
President & CEO



WEST VALLEY DEMOGRAPHICS

Projected Population Growth



Source: Maricopa Association of Governments (MAG), 2016 Population Projections

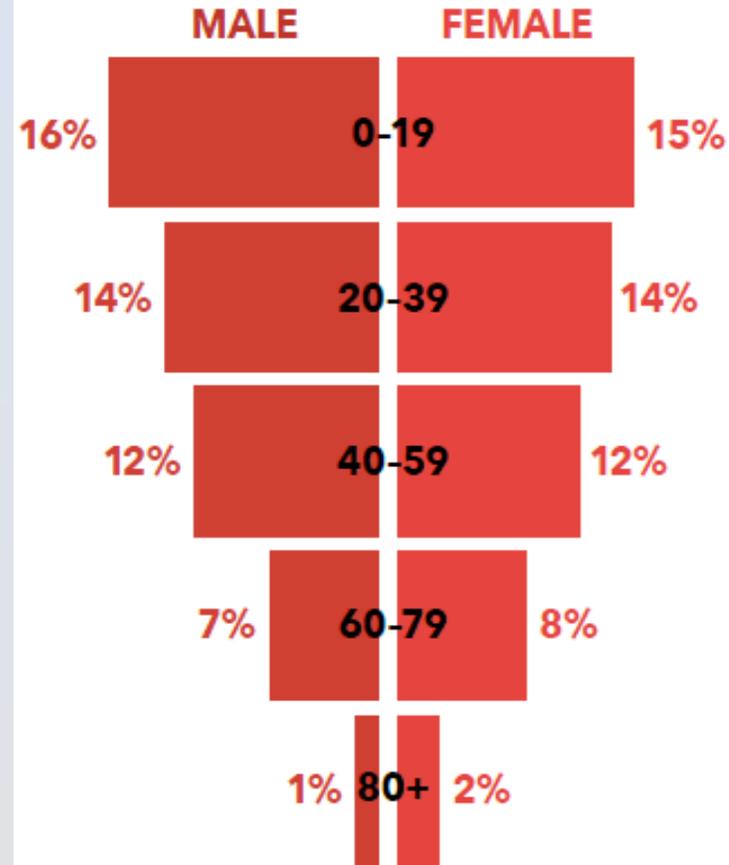
40% of Phoenix residents live west of Interstate 17

62% of the West Valley's population is workforce age

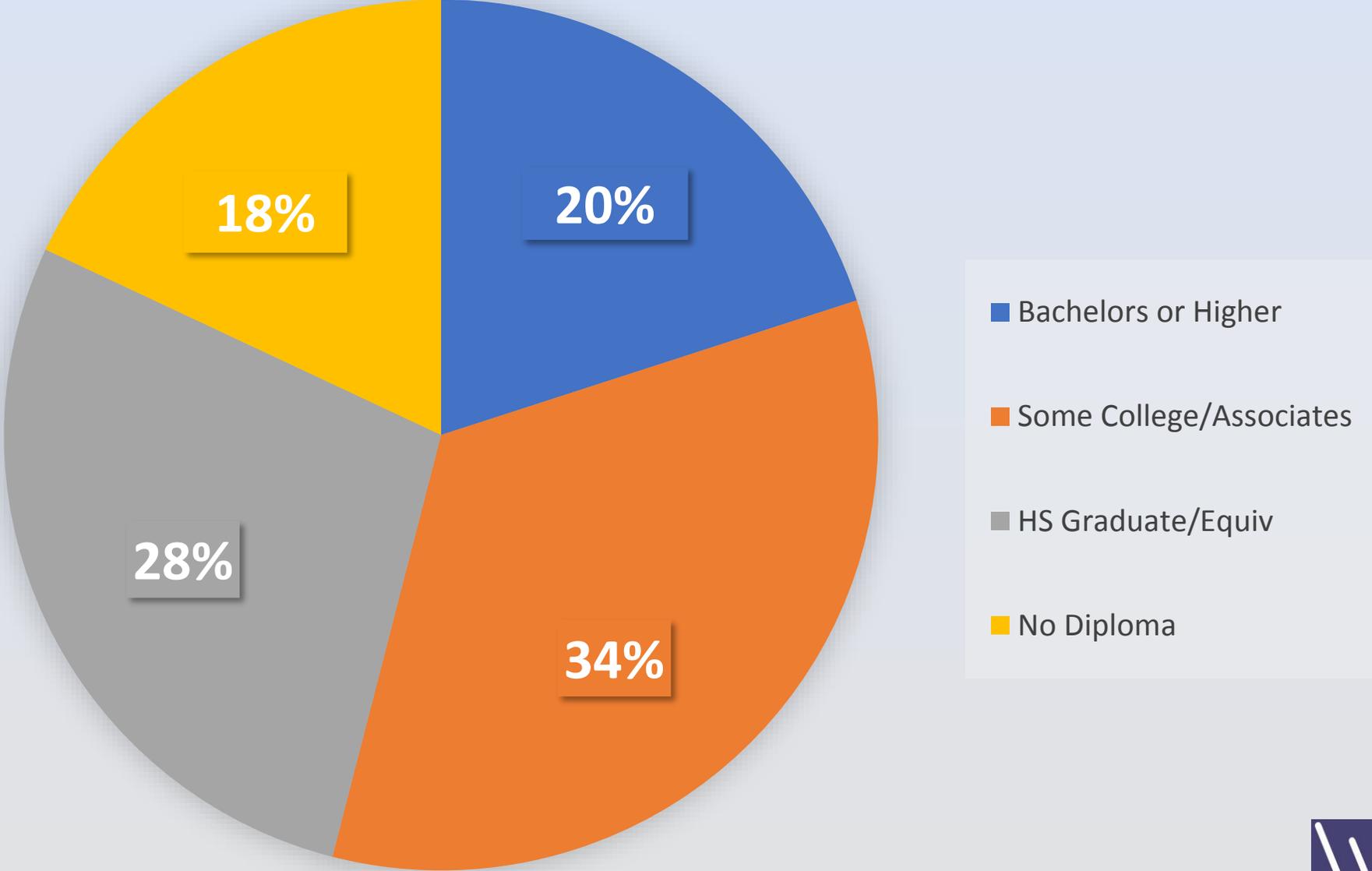
Average Annual Income: \$64,634

Average Annual Income Range: \$64,634 - \$130,000+

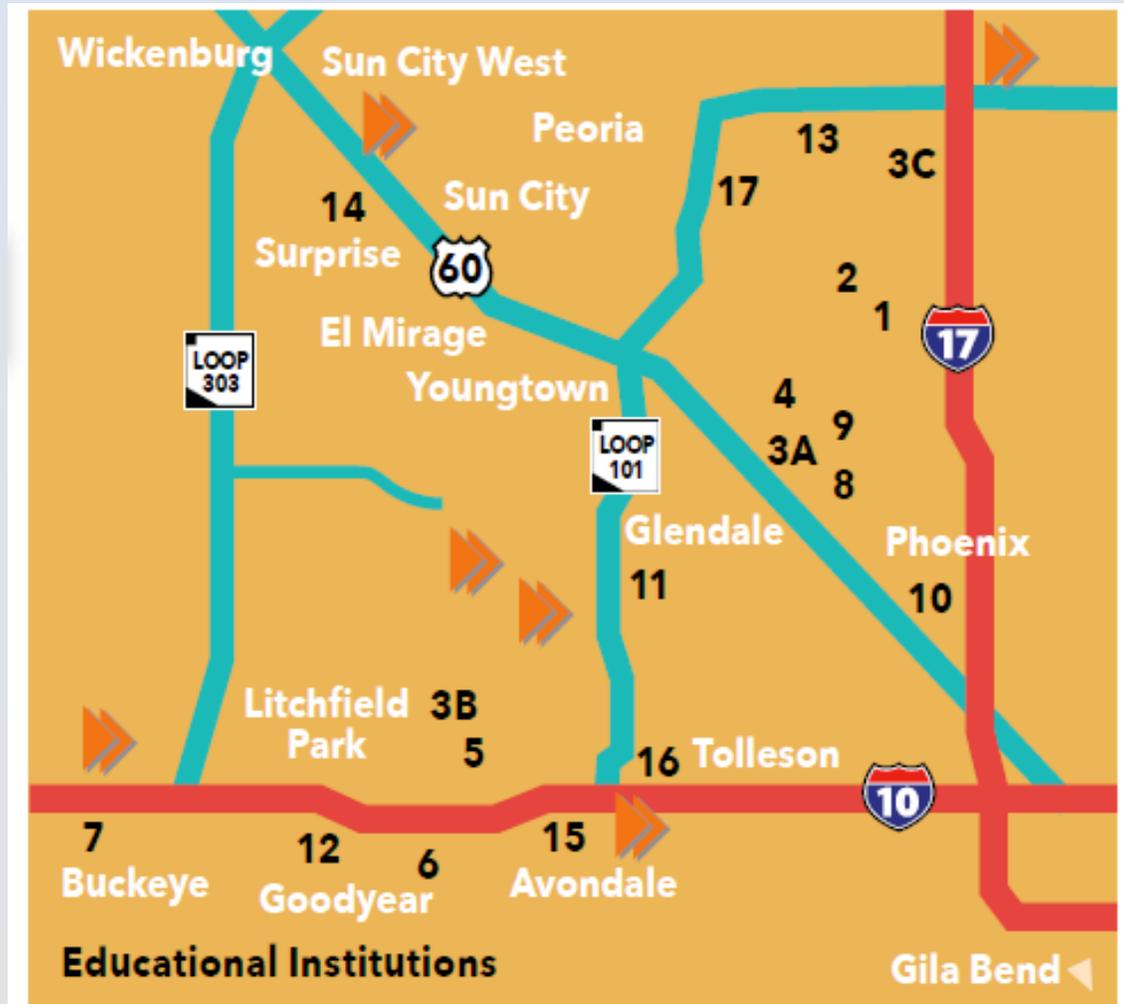
Age Distribution



WEST VALLEY EDUCATIONAL ATTAINMENT



WEST VALLEY EDUCATION



Public

- 1 ASU West Campus
- 2 Thunderbird School
- 3A NAU at Glendale
- 3B NAU at Estrella Mountain
- 3C NAU at North Valley

Community Colleges

- 4 Glendale Community College
- 5 Estrella Mountain Community College
- 6 Rio Salado Community College
- 7 Buckeye Education Center

CTE/JTED

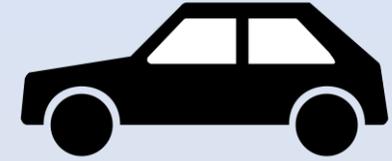
- West-MEC
- Central Campus, Northeast Campus, Southwest Campus, Northwest Campus, Diesel Campus, Start@WEST-MEC

Private

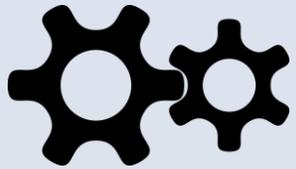
- 8 Arizona Automotive Institute
- 9 Arizona College
- 10 Grand Canyon University
- 11 DeVry University
- 12 Franklin Pierce University
- 13 Midwestern University
- 14 Ottawa University
- 15 Universal Technical Institute
- 16 ITT Technical
- 17 Huntington University



West Valley Workforce



69% commute to other parts of the region



Manufacturing: 28% of workers in Maricopa County live in West Valley compared to 16% of jobs located there



Healthcare: 37% of workers in Maricopa County live in West Valley compared to 21% of jobs located there



Advanced Business: 34% of finance and insurance workers in Maricopa County live in West Valley compared to 12% of jobs



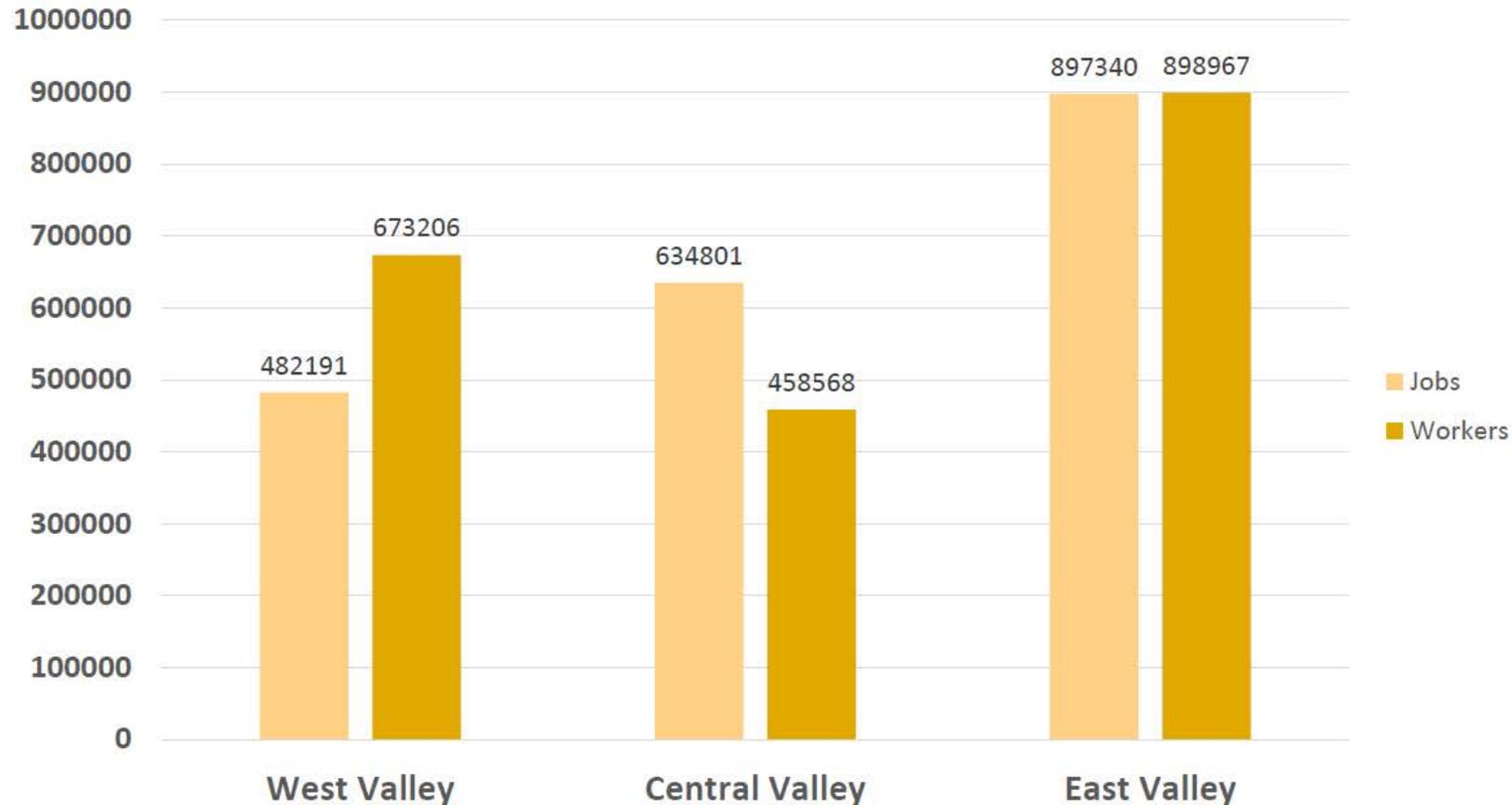
The West Valley

15 Communities... One Workforce

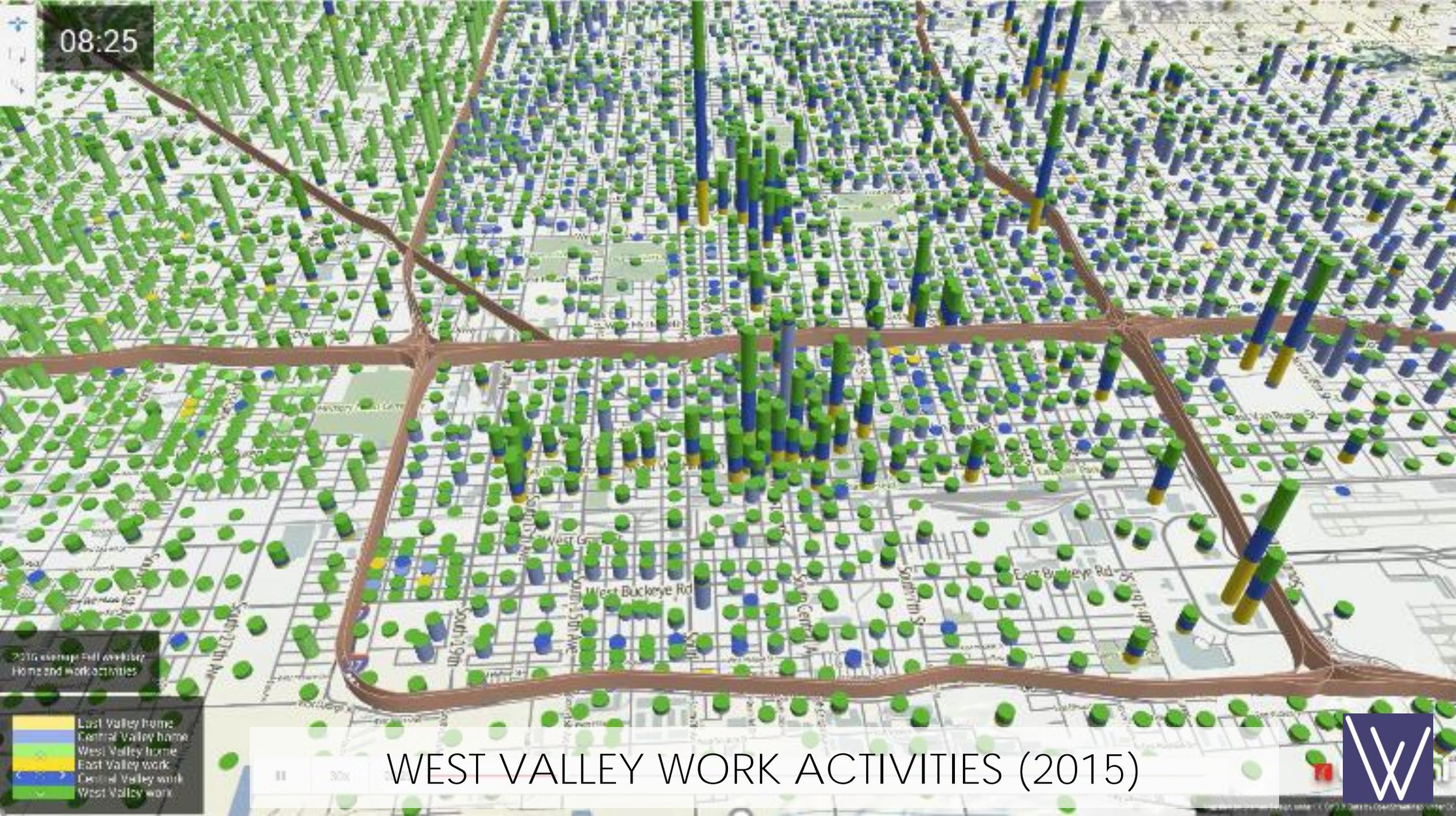


#WESTMARC

JOBS VERSUS WORKERS



08:25



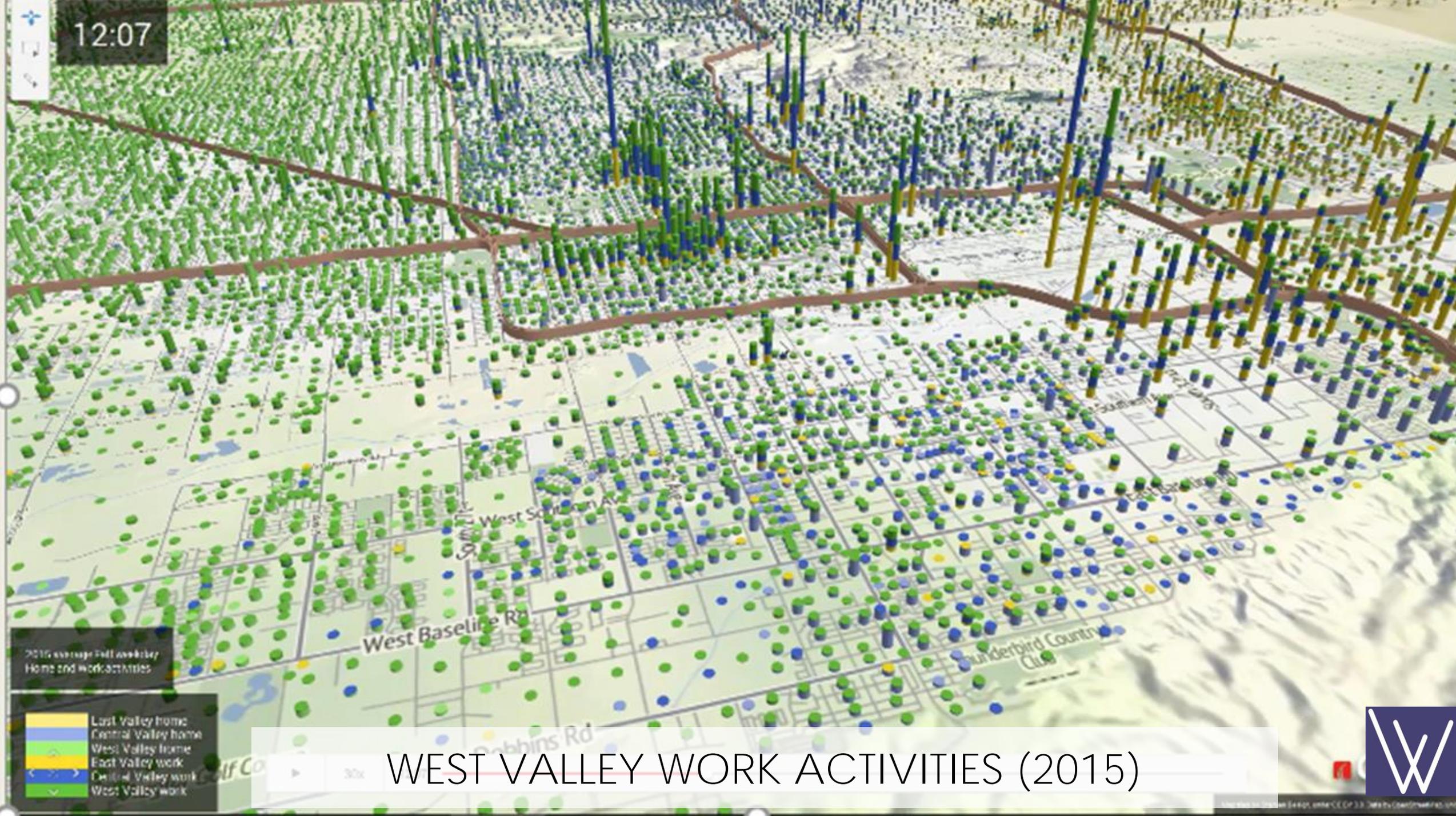
2015 average full weekday
Home and work activities



WEST VALLEY WORK ACTIVITIES (2015)



12:07



2015 average Fall work activities
Home and work activities

- Yellow: Last Valley home
- Blue: Central Valley home
- Green: West Valley home
- Orange: East Valley work
- Red: Central Valley work
- Purple: West Valley work

WEST VALLEY WORK ACTIVITIES (2015)



20:47



2016 average Fall weekday
Home and work activities

- Central Valley home
- Central Valley work
- West Valley home
- East Valley work
- Central Valley work
- West Valley work

WEST VALLEY WORK ACTIVITIES (2015)





DATA



KNOWLEDGE



ACTION

West Valley Pipeline

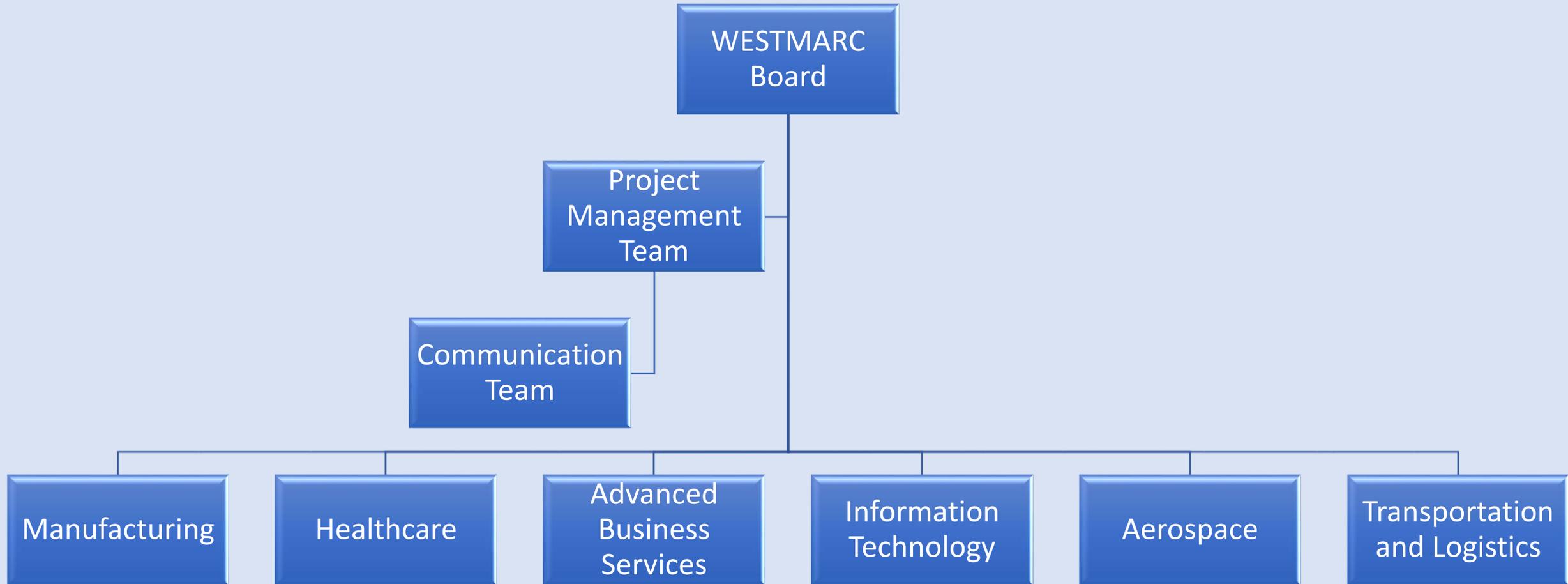
STRATEGY	PARTNERS	TIMEFRAME
Address skills gaps through partnerships	WESTMARC, Target industry sectors leaders, Industry Advisory Committees, Arizona@Work, West-MEC, education partners, training providers, employment agencies, marketing partners	2018
Develop Key Messages for consistent delivery	Arizona@Work, West-MEC, Education partners, Greater Phoenix Economic Council (GPEC), Arizona Commerce Authority, Municipal economic development partners, communications partners	2018
Develop a collaborative business outreach program	Arizona@Work, Municipal economic development partners, other business stakeholders as appropriate	2018
Create pathway for in-demand occupations	WESTMARC, Target industry sectors leaders, Industry Advisory Committees, Arizona@Work, West-MEC, education partners, Pipeline AZ, Arizona Career Information System (AZCIS)	2019
Re-brand vocational education to Career Technical Education (CTE)	WESTMARC, West-MEC, K-12 school districts, industry partners, industry councils/associations	2019
Conduct resident and commuter outreach	WESTMARC, Municipal economic development professionals, other media outlets	2019
Integrate soft skills into K-12 curriculum	WESTMARC, K-12 school districts, corporate sponsors	2020-2023
Support STEM education	WESTMARC, K-12 districts, West-MEC, Maricopa County Community College District, industry partners, parents/decision makers	2020-2023

IMPLEMENTATION

- STEERING COMMITTEE
- MARKETING SUBCOMITTEE
- APPROPRIATE WESTMARC ISSUE COMMITTEES
- PROJECT MANAGEMENT SYSTEM
- REPORTING



WEST VALLEY PIPELINE



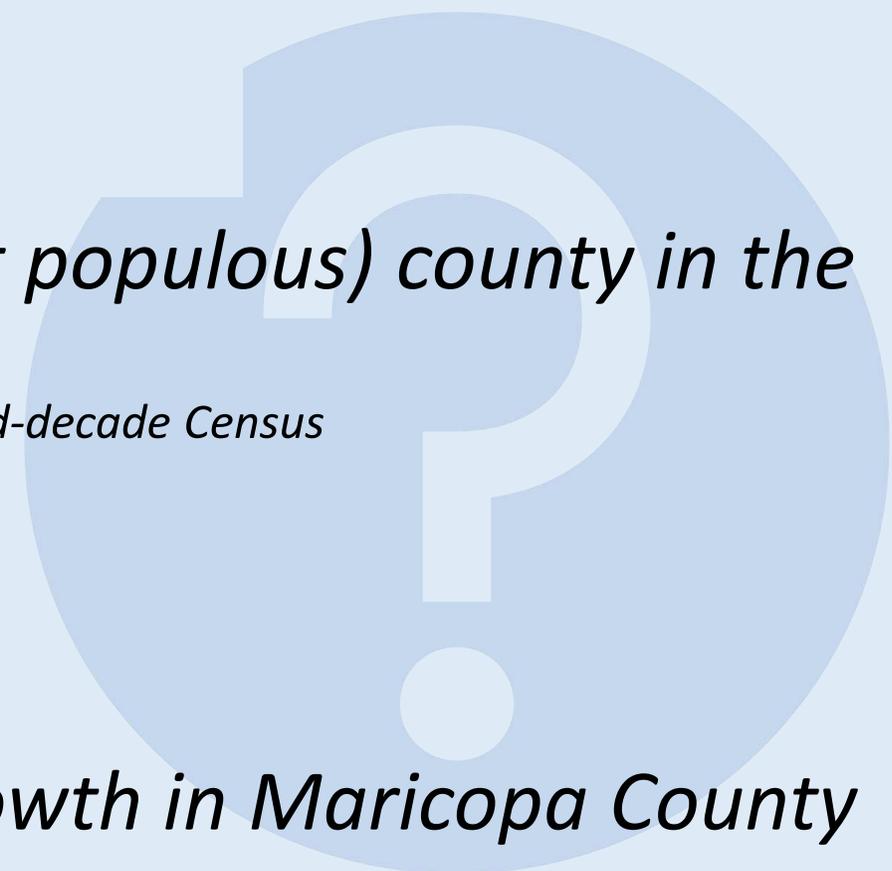
DID YOU KNOW...

Maricopa County is the 4th largest (most populous) county in the United States.

2010 and mid-decade Census

Over the next 25 years, 49.5% of the growth in Maricopa County will occur in the West Valley!

MAG 2016 Socioeconomic Projections



The West Valley has the right infrastructure in place today. The next decade belongs to the West Valley!

Karrin Taylor Robson, Founder & President – Arizona Strategies



The West Valley has the best opportunity of any region in the country.

Greg Vogel, Founder & CEO – Land Advisors





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