MARICOPA ASSOCIATION of GOVERNMENTS

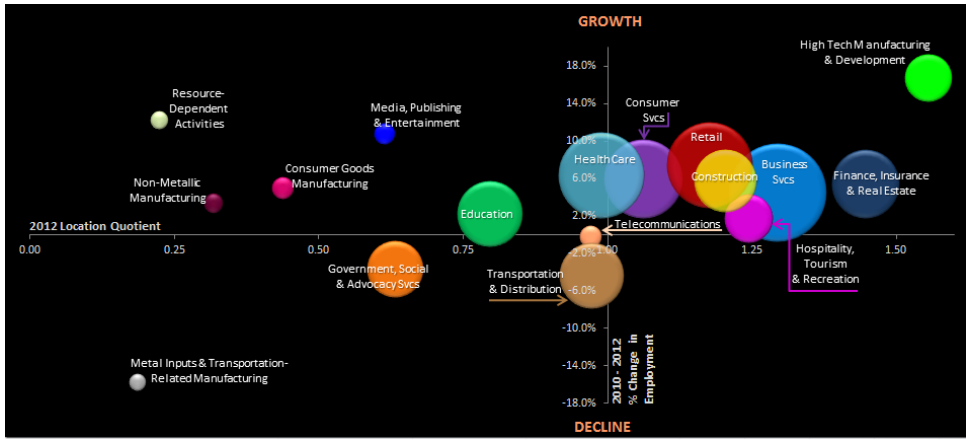
Data, Analysis, and Tools for Economic Development

MAG Economic Development Committee

February 4, 2014

Data, Analysis, and Tools for Economic Development

- Engage Economic Development teams
- MAG Resources
  - Data resources
  - Tools
  - New analysis/tools

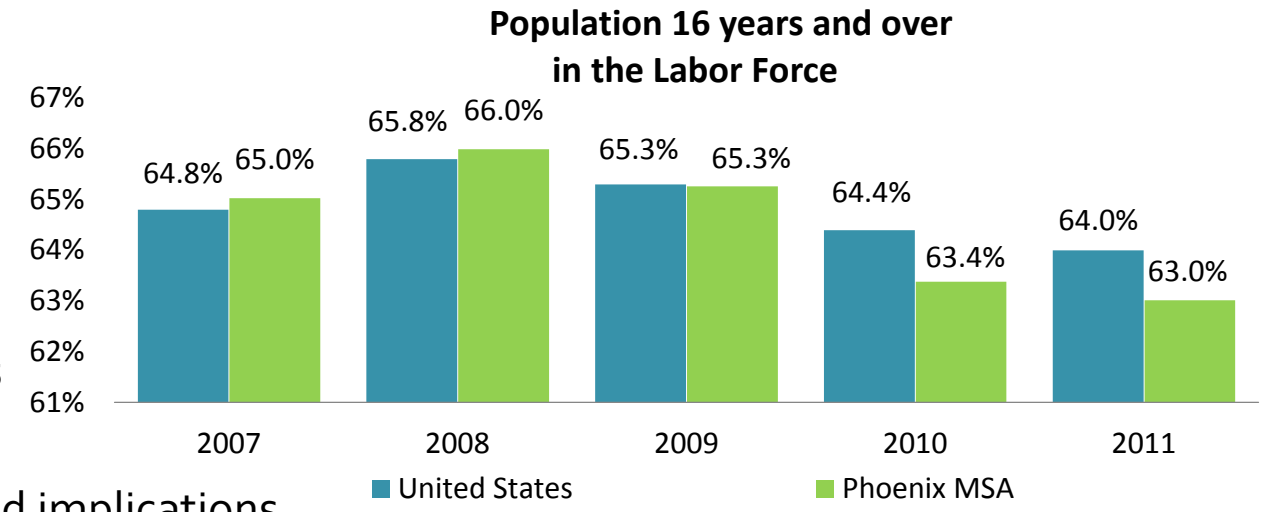


- Started in November 2013. To date met:
  - 13 jurisdictions
  - WESTMARC
  - 3 scheduled in February

Macro and Regional Economy

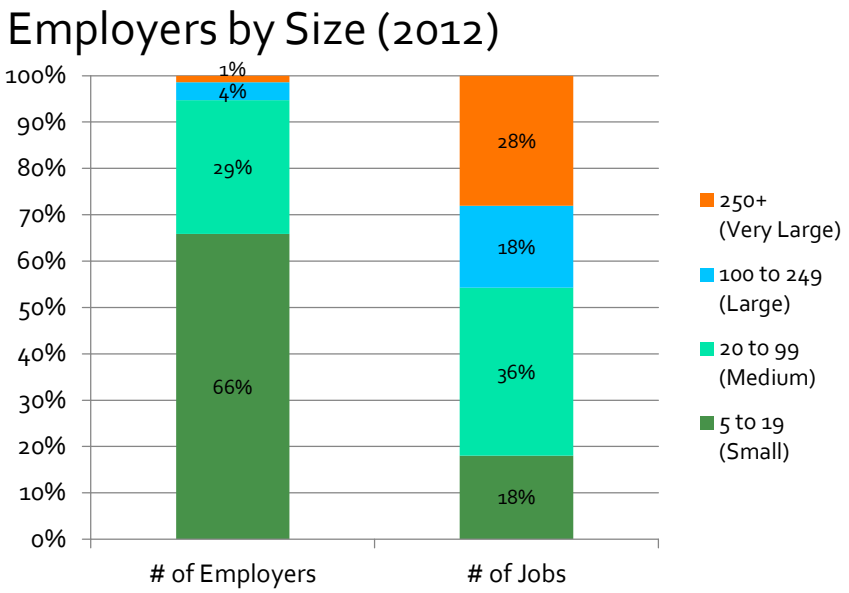
- Economic and Financial Data
  - State of the local economy
    - Employment growth
    - Workforce
    - Incomes
- Indicators
    - Key economic trends
    - Critical assets
    - Changes in trends and implications
    - Economic development options.
- Quarterly and Annual reports

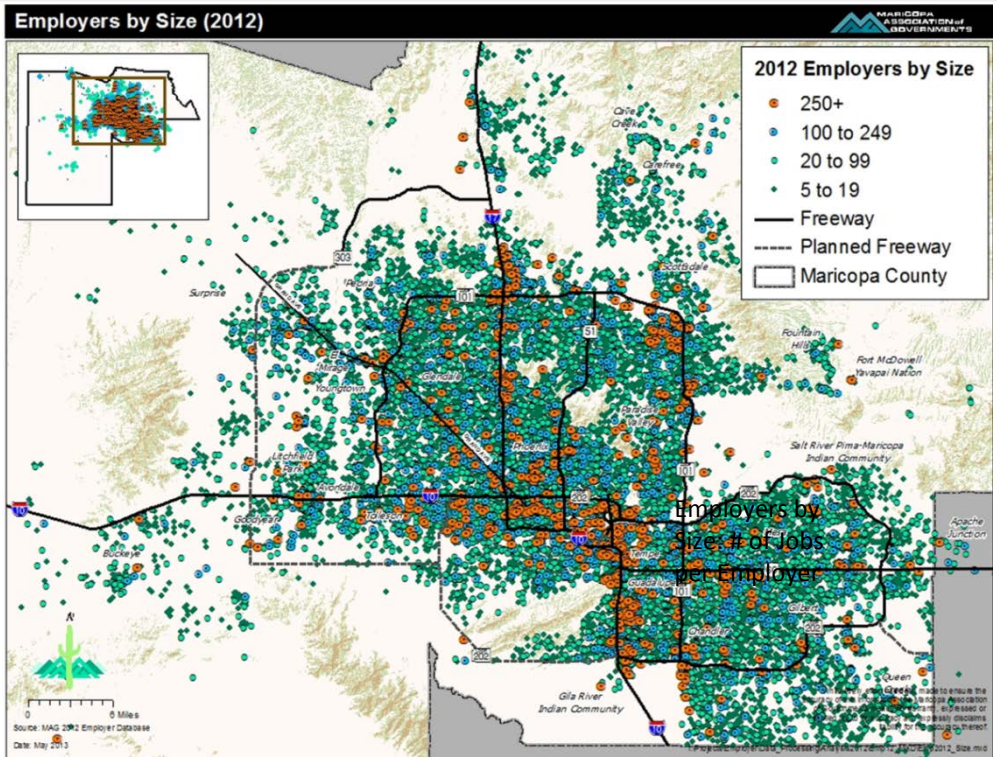
Labor Force Shrinking Faster Than National Average



MAG Employer Database

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

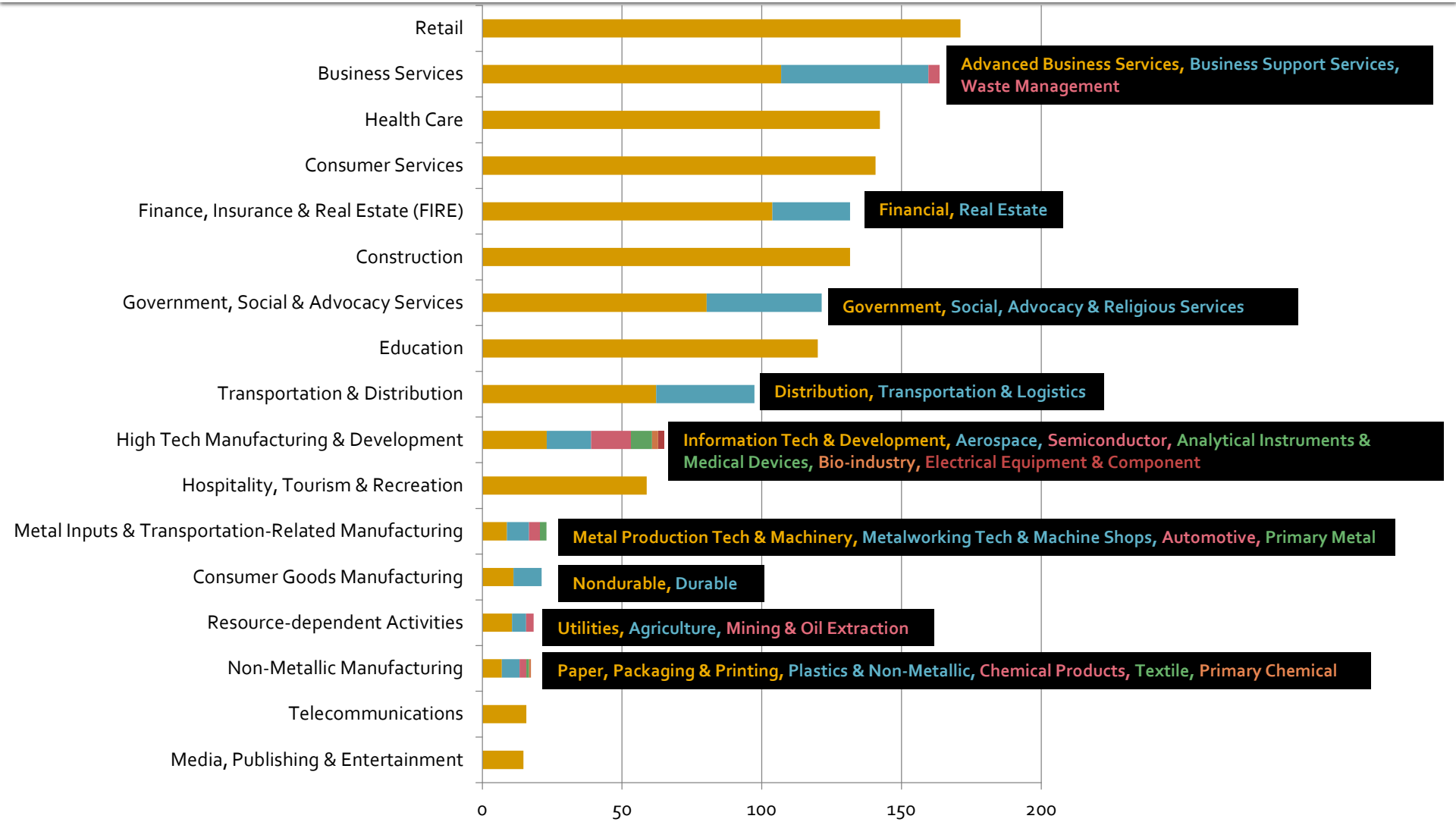




- Developed using:
  - Dun & Bradstreet
  - Maricopa County Trip Reduction
  - MAG Member Agencies

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

Maricopa County Employment
17 Clusters and 29 Sub-clusters



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

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

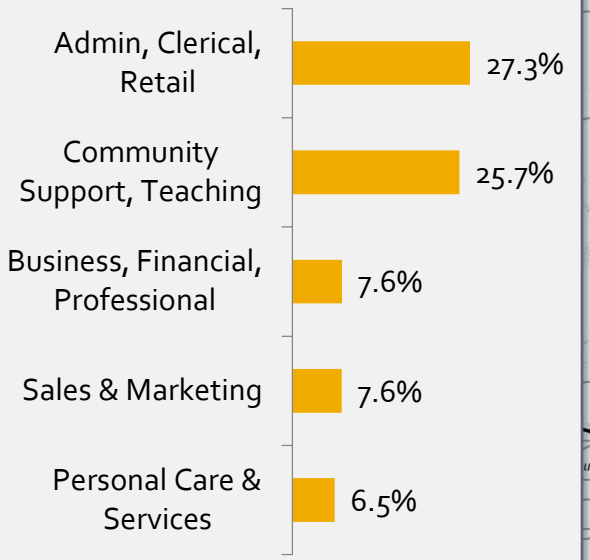
- **Uses**
  - MAG Employer Database
  - Valuable Analysis Benefits
    - Age and Occupation statistics
    - Commute patterns
      - Distance/location
      - Mode

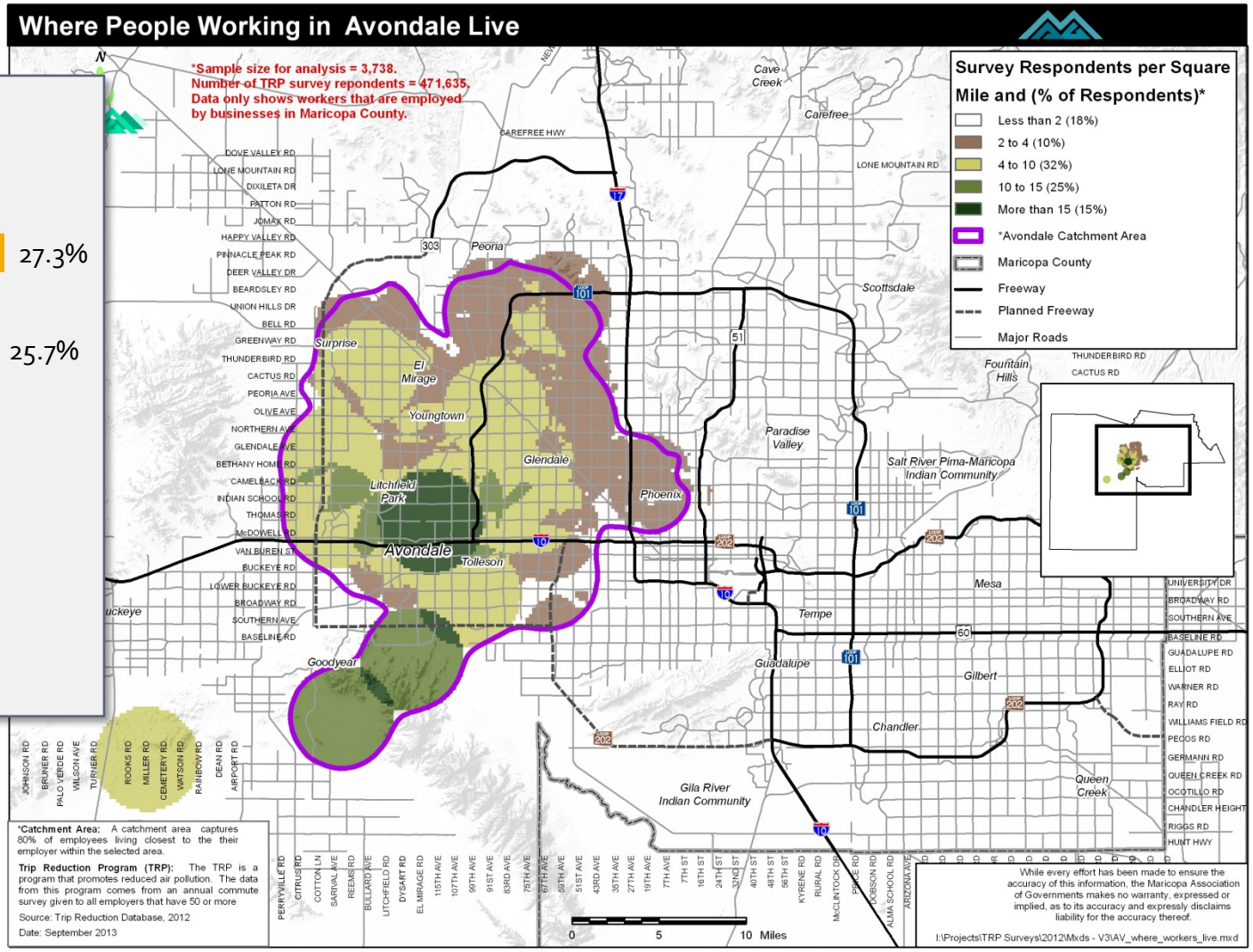
TRP Survey Size	2011	2012
# of Employers Surveyed	2,974	3,043
# of Employees Surveyed	500,972	506,573

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

Avondale Worker Commuting Patterns

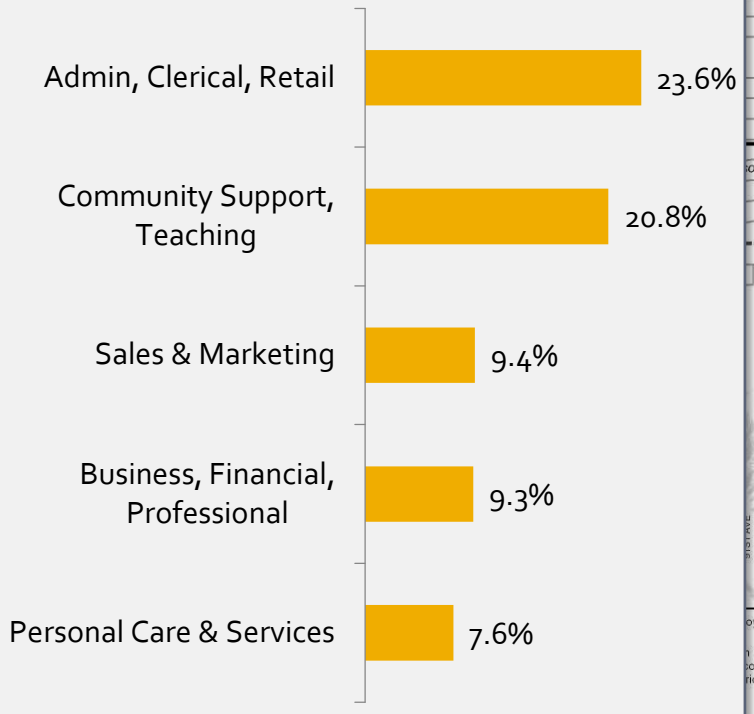
Top 5 Occupations of Workers in Avondale

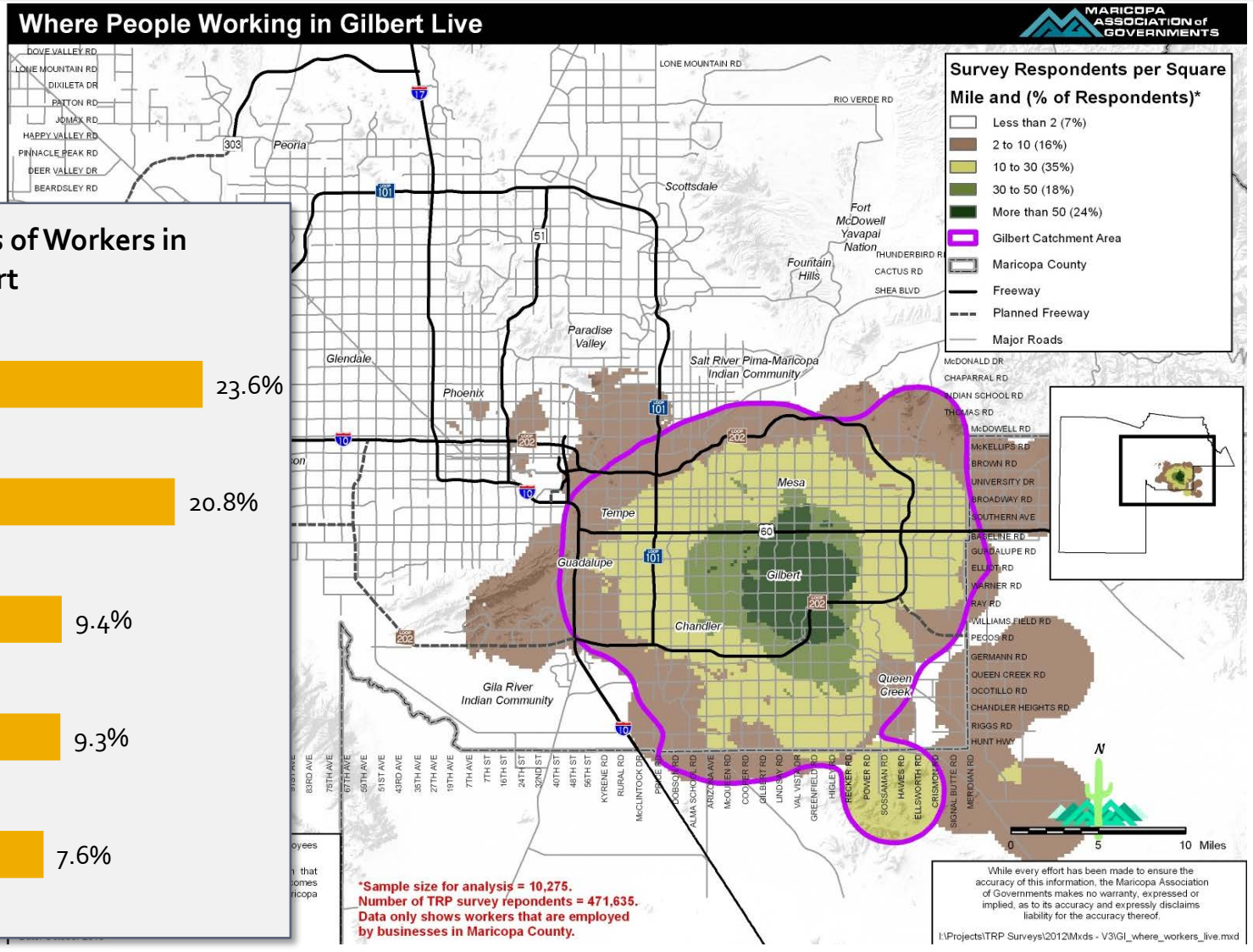




Gilbert Worker Commuting Patterns

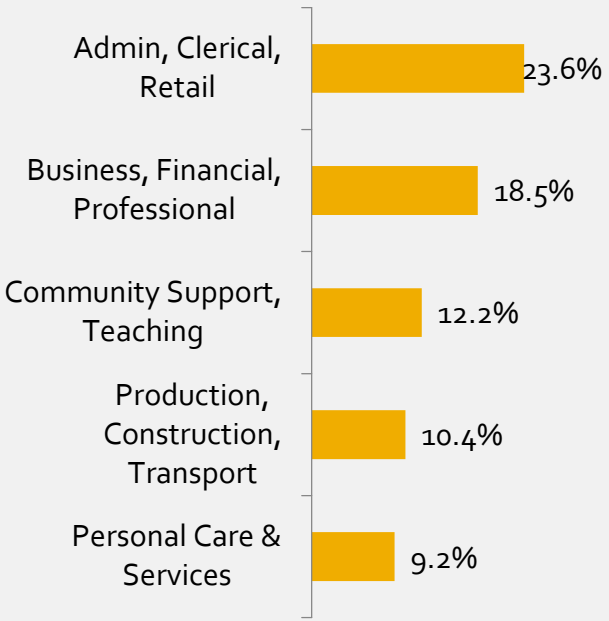
Top 5 Occupations of Workers in Gilbert

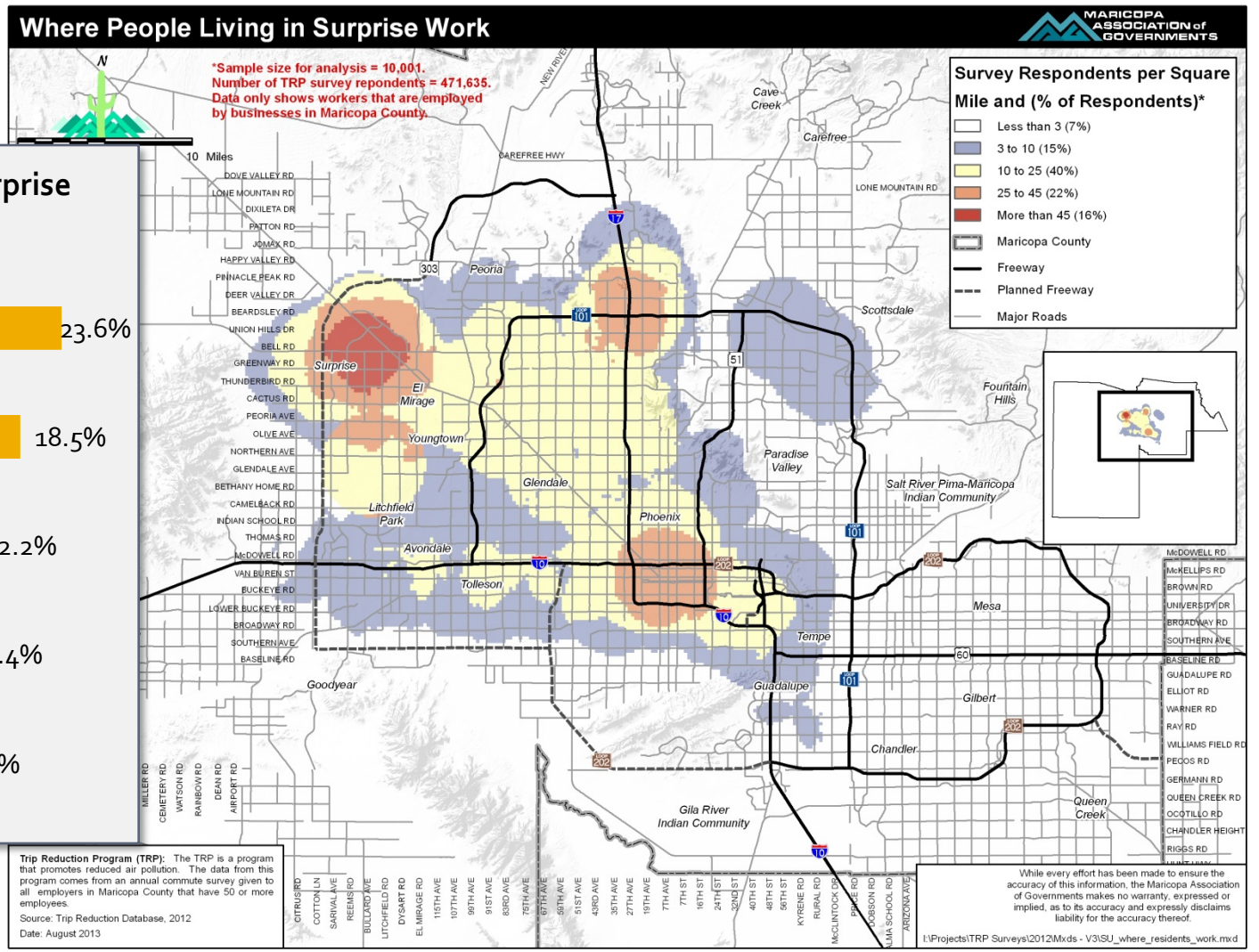




Surprise Resident Commuting Patterns

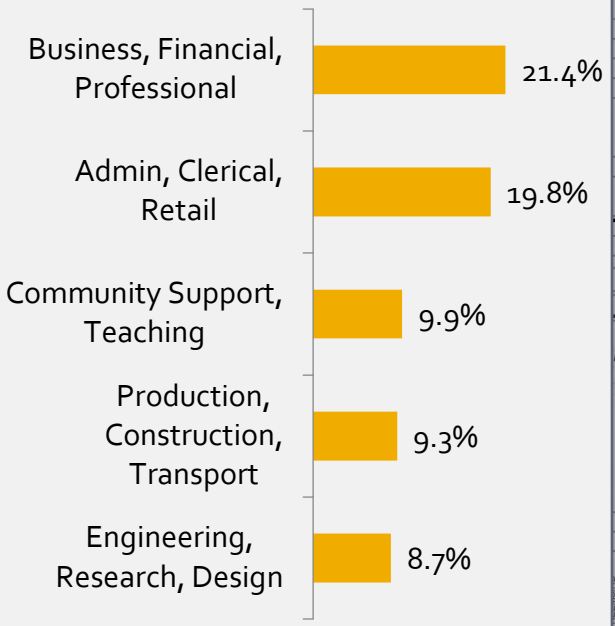
Top 5 Occupations of Surprise Residents

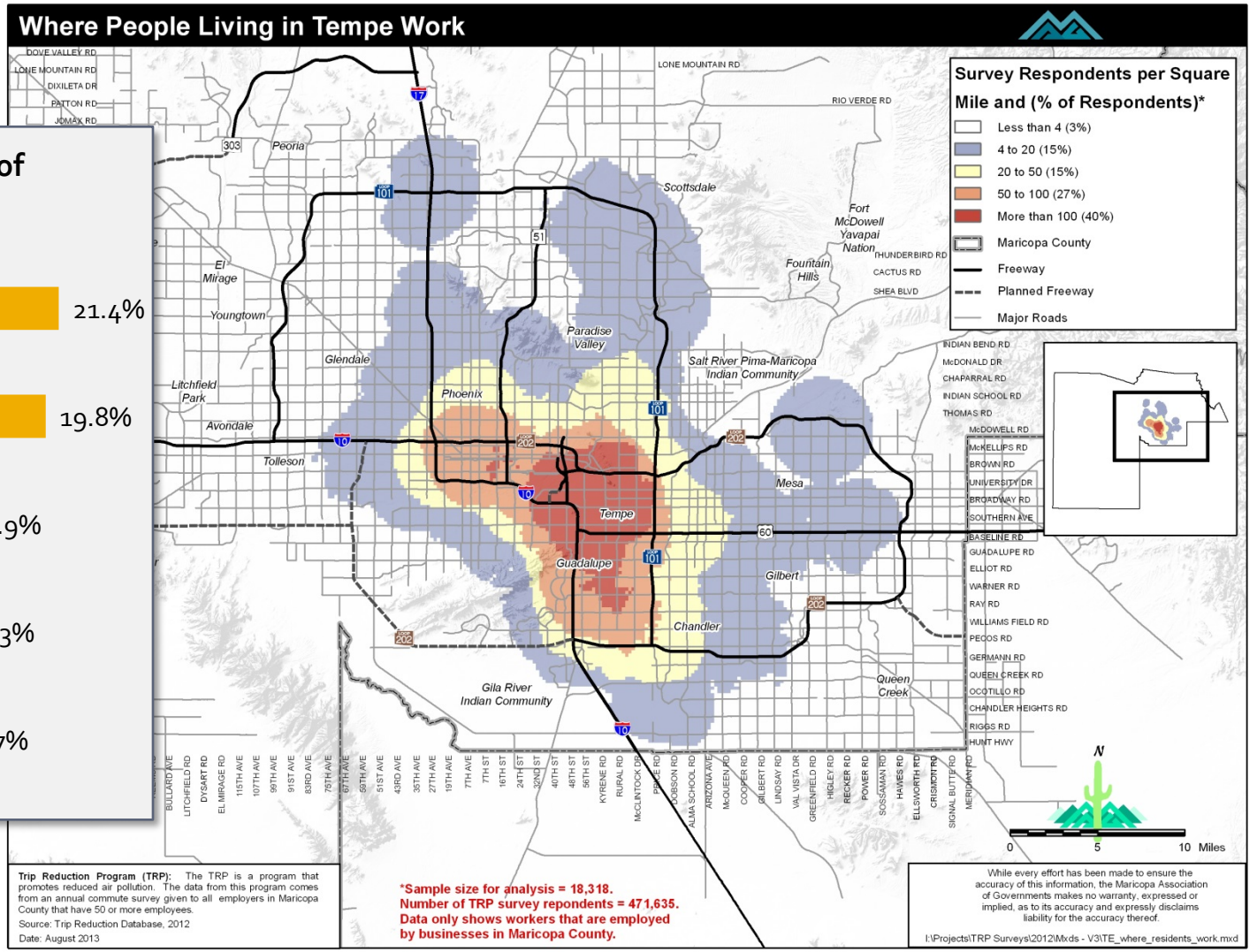




Tempe Resident Commuting Patterns

Top 5 Occupations of Tempe Residents

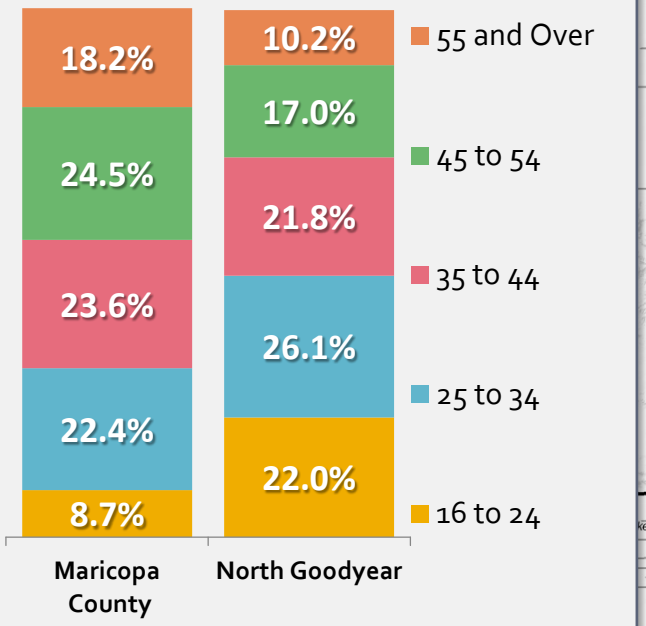




Worker Commuting Patterns

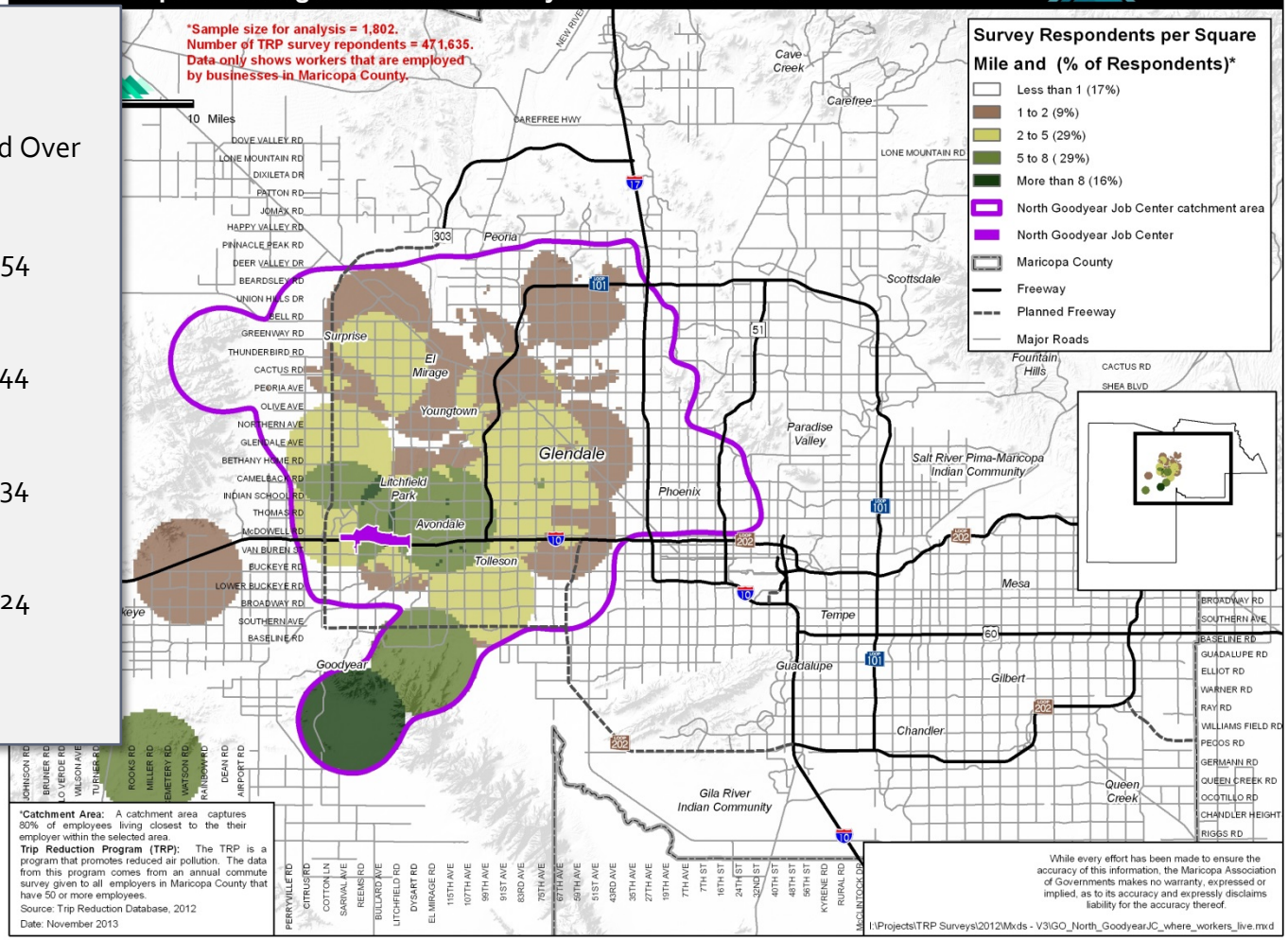
North Goodyear Job Center

Age of Workers

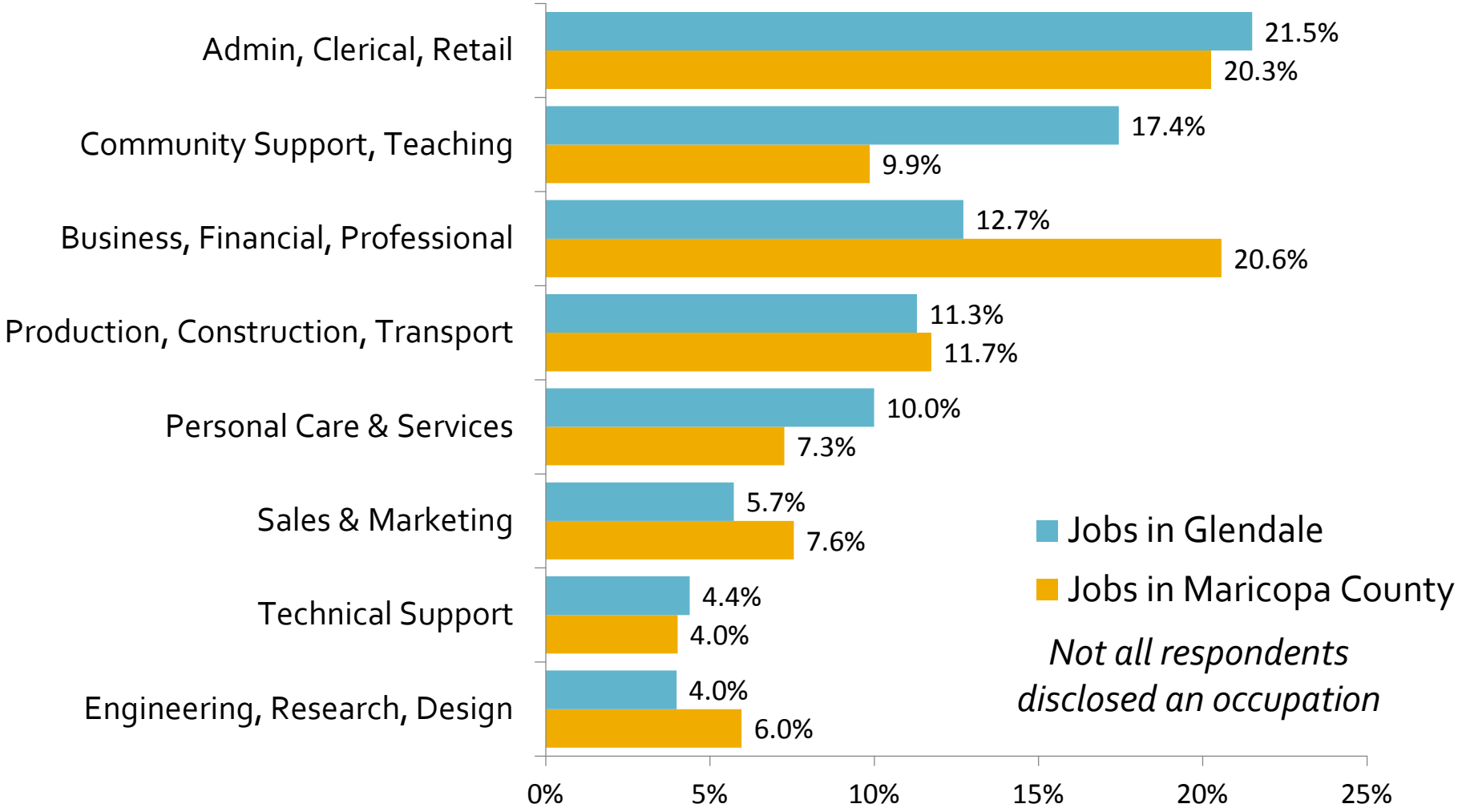


*Not all respondents disclosed age

Where People Working in the North Goodyear Job Center Live



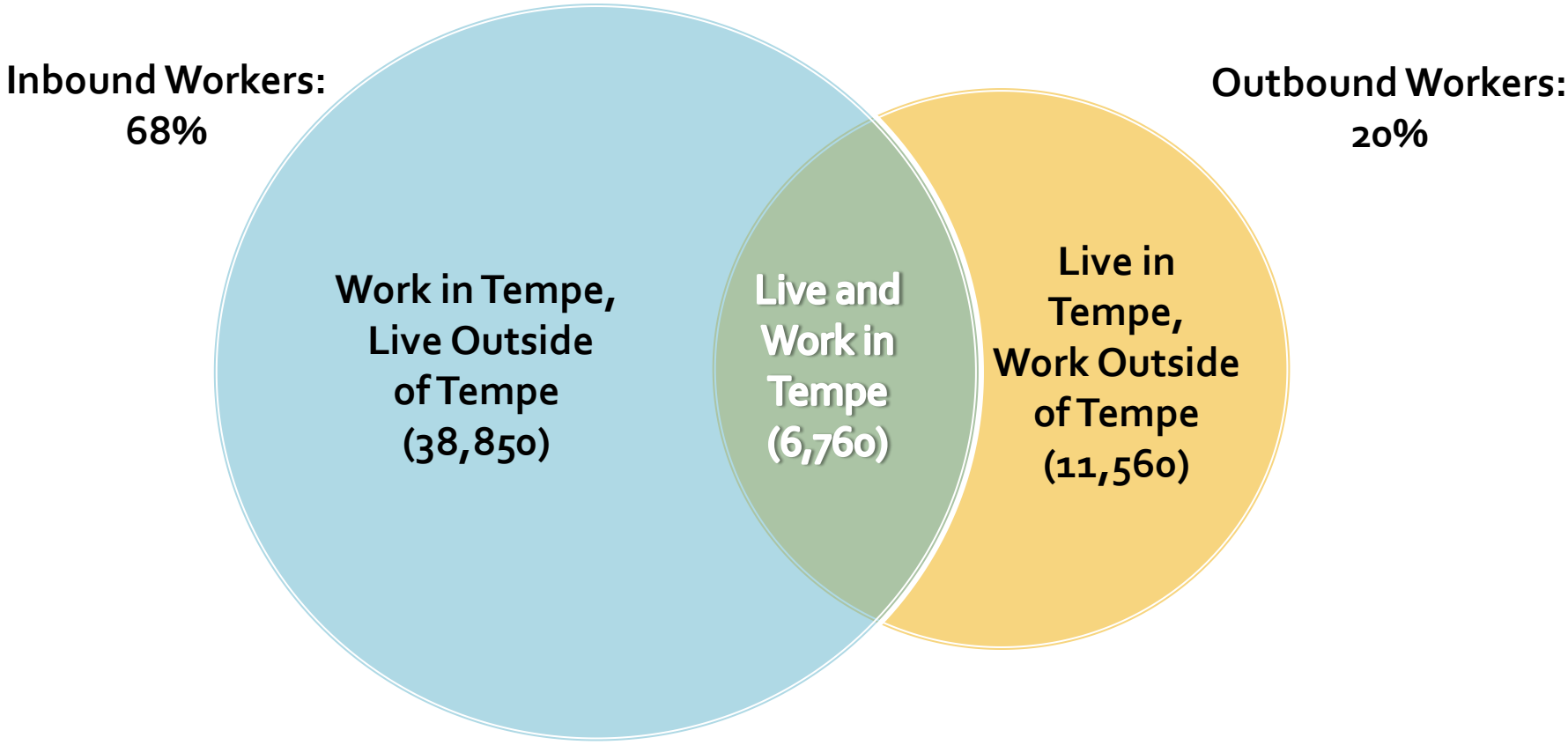
Occupational Analysis
Glendale & Maricopa County



People Living or Working in Tempe

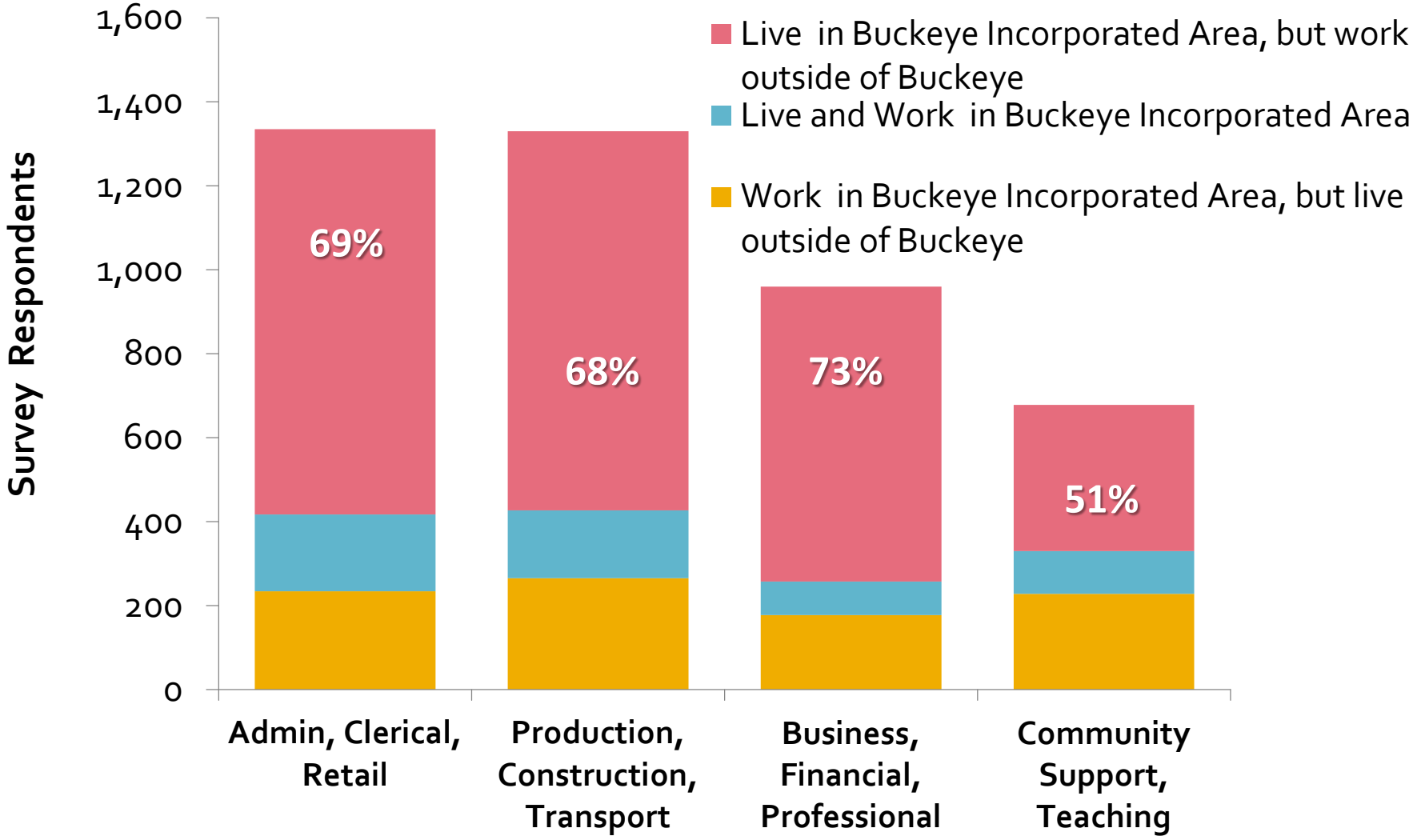
2012 Trip Reduction Program (TRP):

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

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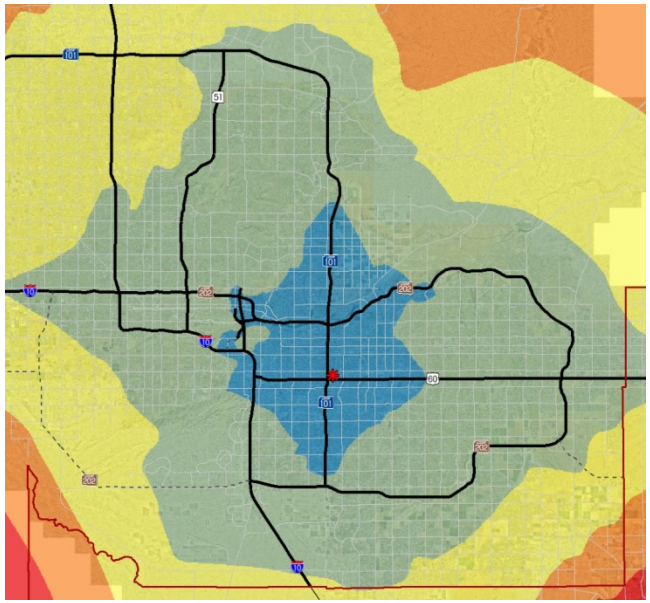
PM Travel time from US 60 & 101

(indicative of congested conditions)



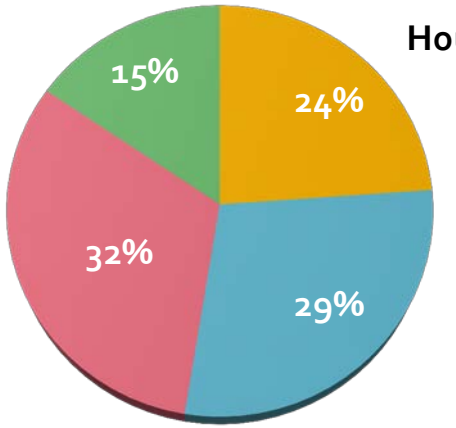
Travel time in minutes

0 - 15	16-30	31 – 45	46 - 60	60+

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

Source: MAG Travel Demand Model 2013

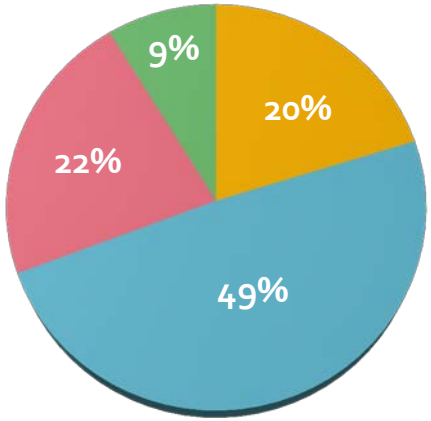


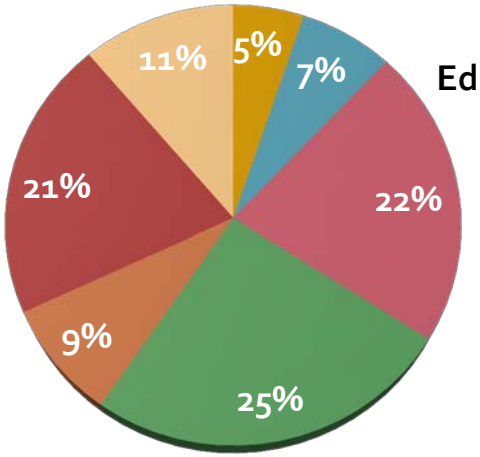
Household Income

- 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 and MCC
- 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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