

Five Data Points To Help You Better Tell Your Community's Story

AN IEDC-HOSTED WEBINAR



Speakers



Vince Giovannini

Data Scientist, CBRE Labor Analytics
*Former ED Analyst, Gilbert (AZ) Office of Economic
Development*



Josh Wright

Director of Economic
Development, Emsi



Big Themes We'll Cover

Telling Your Community's Story With Data

The Metrics That Resonate Most in Site Selection

Marketing Your Story



Takeaways

1. How to show the talent that **lives** in your community but **works** elsewhere
2. Better ways to understand **workforce supply and demand** in your area
3. How to prove **your available talent pool** and look at **graduate retention**
4. Quickly **compare your community** to peer regions
5. Capture the **job titles and skills** embedded in your workforce



Telling Your Community's Story



It's Not Just Amazon HQ2



... Or Foxconn



Apple
supplier
expanding
in the U.S.



#EconDev More Cutthroat & Scrutinized



Economic Development: Last Week Tonight with John Oliver (HBO)

LAST
WEEK
TONIGHT
WITH JOHN OLIVER

LastWeekTonight ✓

 **Subscribe** 5.6M

4,422,303 views



#EconDev More Cutthroat & Scrutinized

Raises the need for **smart, transparent, data-informed** analysis and strategy

And means using the **proper labor and community data** is more important than ever to set your community apart



Workforce: The Top Factor in Site Selection

Quality

Availability

Cost*

*Hiring and maintaining a talented workforce can represent **more than 60%** of corporate expenses



Sophisticated Data Collection

Site selectors are savvy data users and consumers

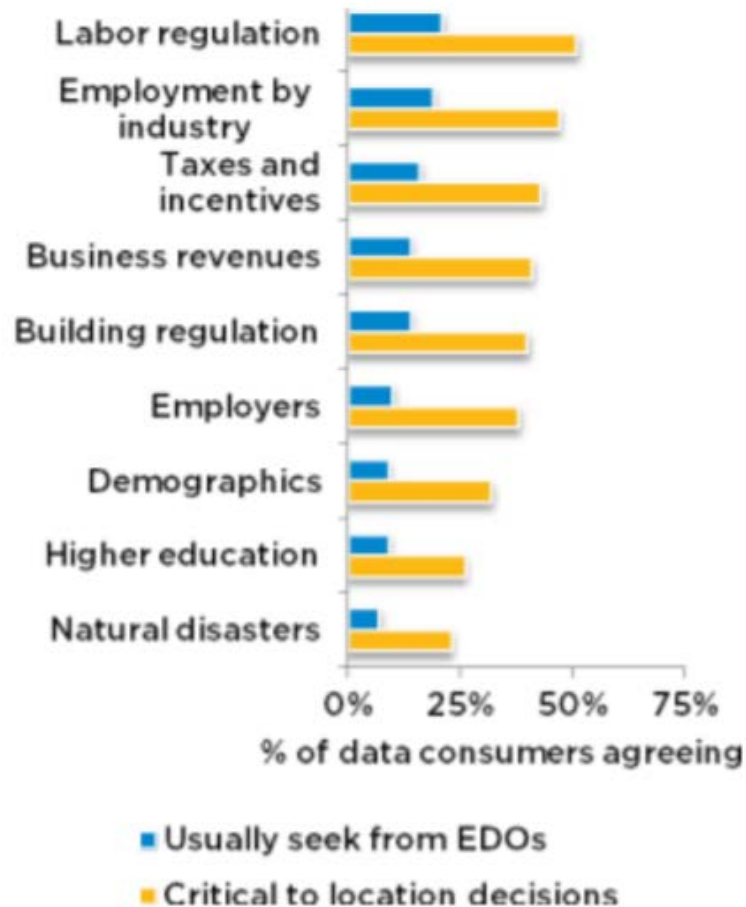
They're “able to access specific data about potential locations faster through online sources than through economic development offices.”

– IEDC



Data That Businesses Care About (IEDC)

Figure 2. Critical Data Points Sought From EDOs¹⁰



An EDO's Role

“End users can find basic information about communities on their own, but it can be the detailed information on the local level—which is only available from sources like EDOs—that make or break a deal.”

– IEDC's “A New Standard” Report



So, What's the Best *Local* Data To Use?



Five Data Points To Tell Your Story Better

1. Occupation data by place of residence

2. Educational pipeline

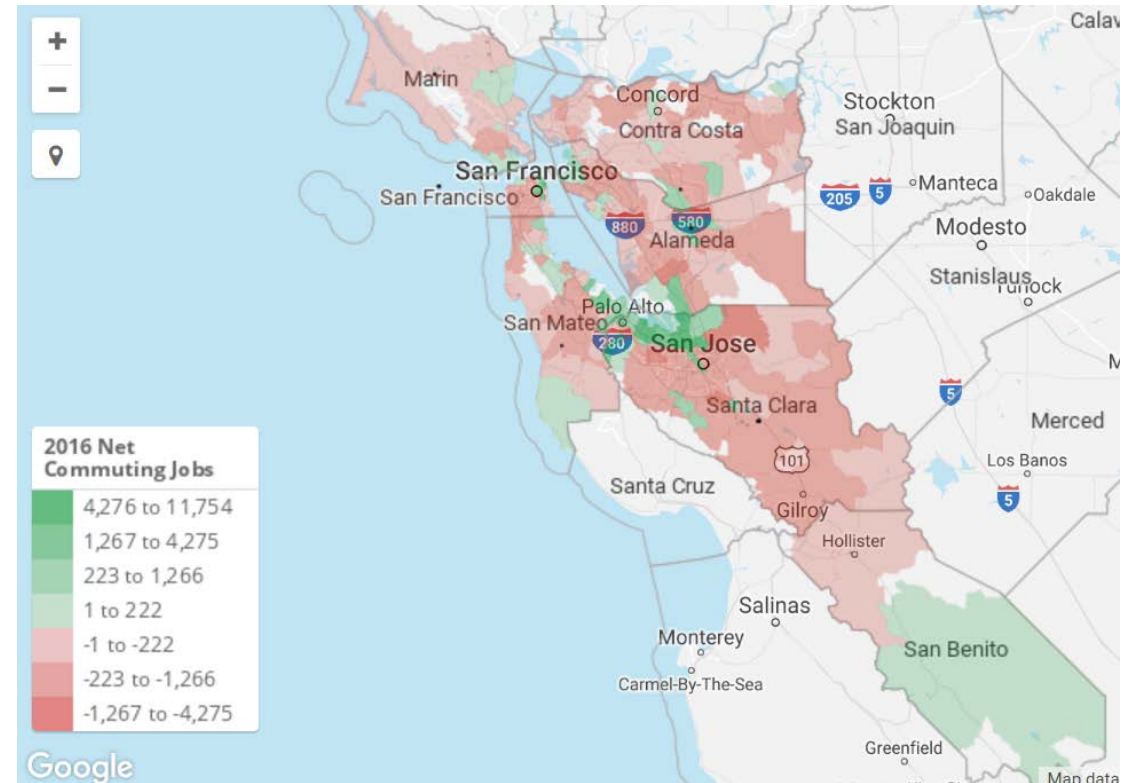
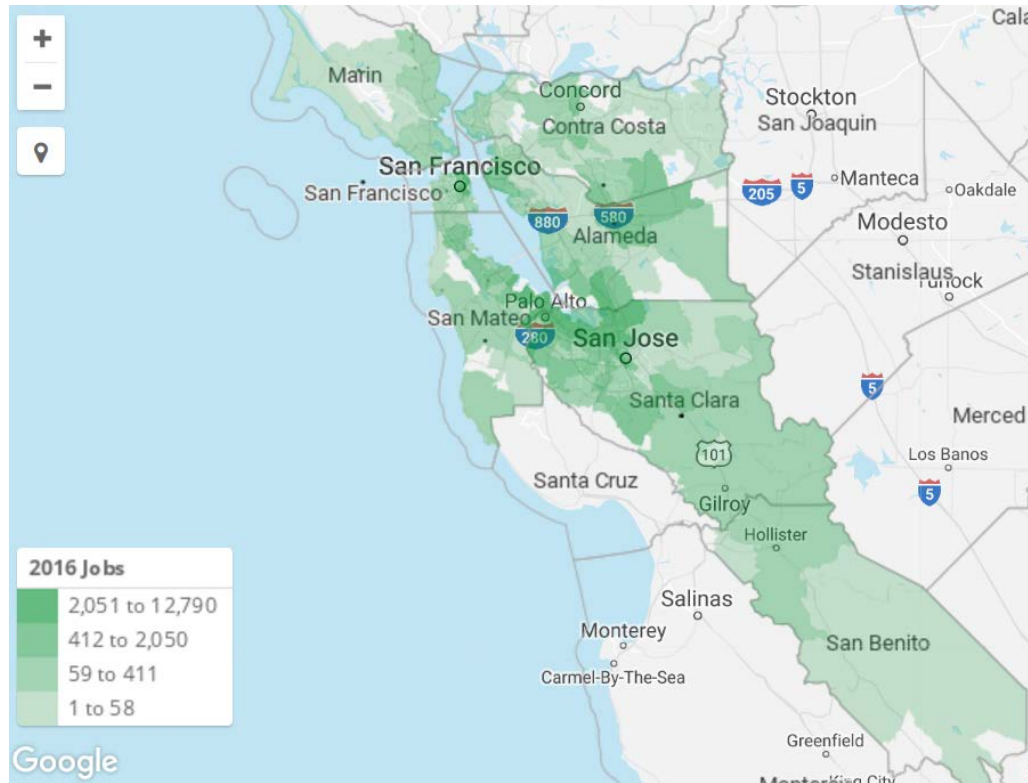
3. Skills transferability

4. Local unemployment by occupation

5. Regional comparison

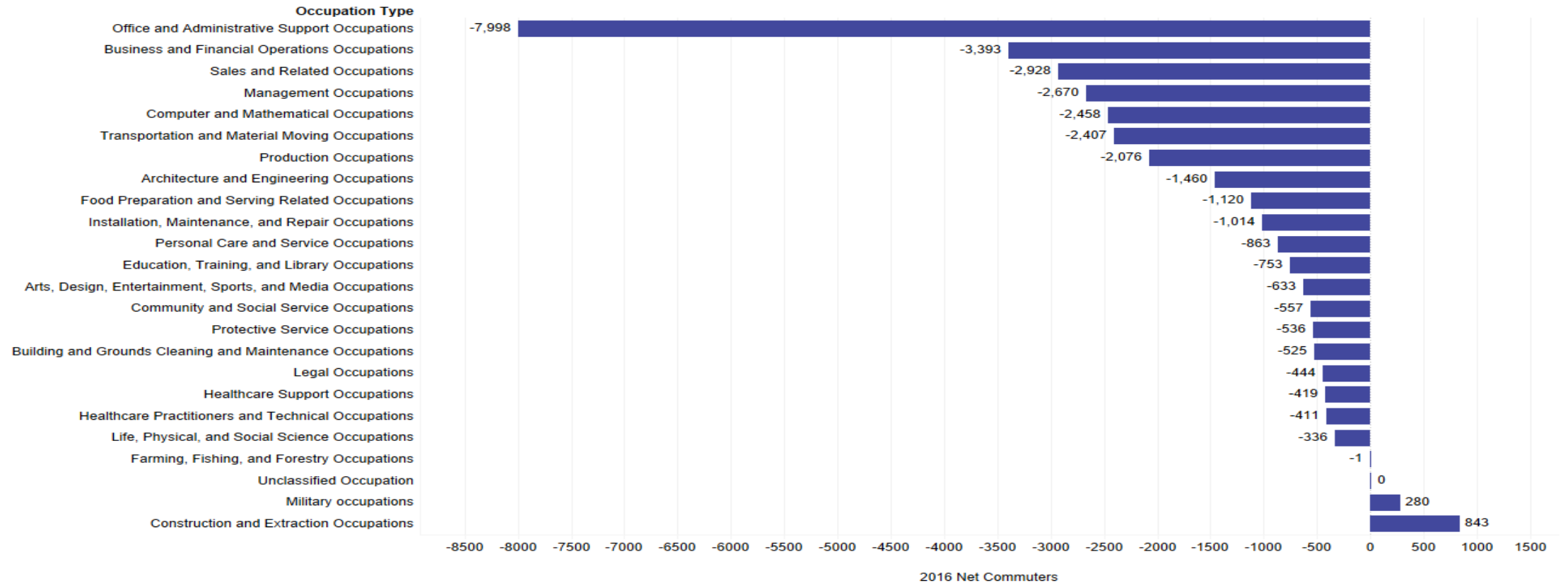


#1 Occupation by Place of Residence



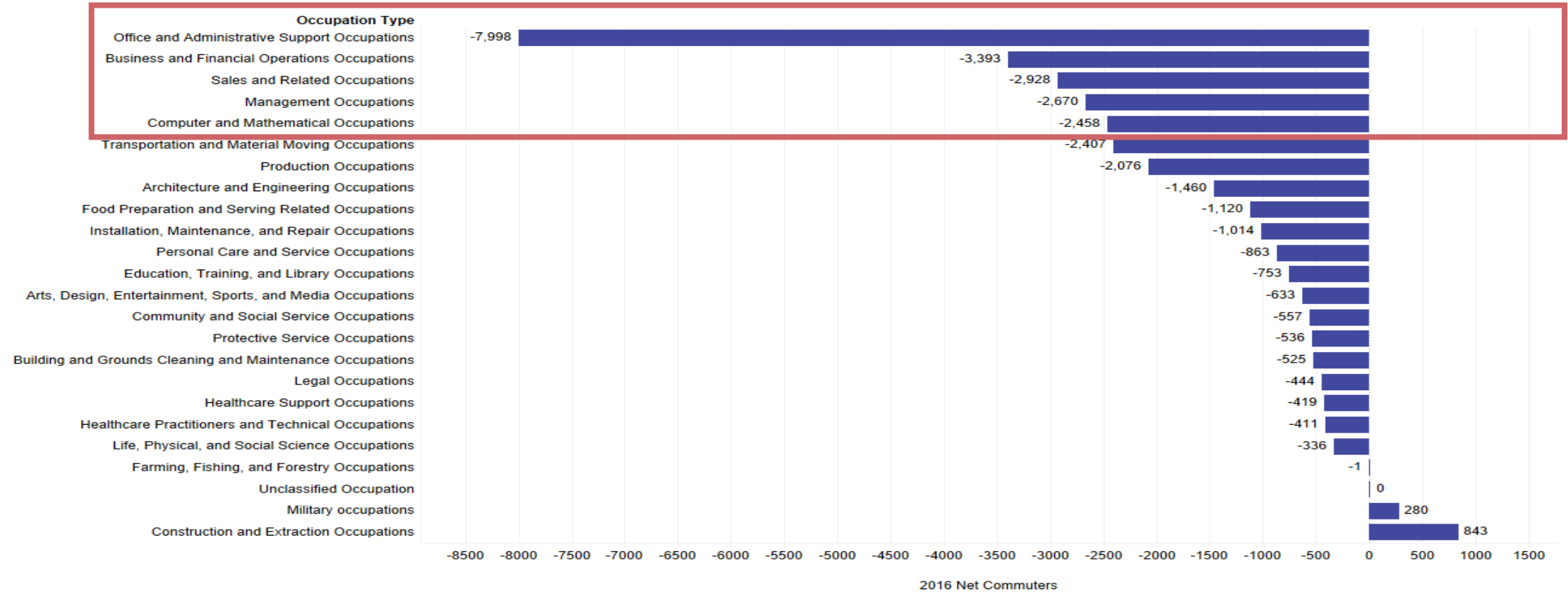
#1 Occupation by Place of Residence

GILBERT NET COMMUTERS



#1 Occupation by Place of Residence

GILBERT NET COMMUTERS

















#2 Educational Pipeline

Graduate Pipeline


12 Schools Are Producing Graduates

Over the last 5 years, 12 schools in San Jose-Sunnyvale-Santa Clara, CA produced graduates relevant to Software Developers. The top 10 schools are listed below. The highest share of these graduates come from Computer Software Engineering programs.

School	Relevant Graduates (2016)	Graduate Trend (2012 - 2016)
San Jose State University	963 	
Stanford University	508 	
Santa Clara University	438 	
International Technological University	376 	
De Anza College	39 	
Foothill College	30 	
Cogswell College	16 	



#3 Skills Transferability



Reports

Groups

Support

Jump to a Report

Josh Wright

DEVELOPER

Occupations > Skills Transferability

Knowledge Base

Start Over

O*NET Occupation

Clear

Browse

Team Assemblers (51-2092.00)

1 MSA

Clear

Save

Advanced

Montgomery, AL (33860)

Add Regions...

Timeframe

Skills Transferability

Team Assemblers in Montgomery, AL

Export

Overview

Median Hourly Earnings*	\$15.92
2016 Jobs*	4,343
2012-2016 Change*	309
2012-2016 Estimated Annual Openings*	571



#3 Skills Transferability

[Start Over](#)

O*NET Occupation [Clear](#) • [Browse](#)

✕ Team Assemblers (51-2092.00)

1 MSA [Clear](#) • [Save](#) • [Advanced](#)

✕ Montgomery, AL (33860)

Add Regions...

Timeframe

2012 ▾ to 2016 ▾

Top Compatible Occupations

[Jump to Skills Transferability Table](#)



O*NET Occupation	Median Hourly Earnings*	2012 Jobs*	2016 Jobs*	2012-2016 Change*	2012-2016 Estimated Annual Openings*	Compat. Index
Coil Winders, Tapers, and Finishers (51-2021.00)	\$14.65	19	26	7	4	97
Welding, Soldering, and Brazing Machine Setters, Operators, and Tenders (51-4122.00)	\$18.39	61	67	6	11	96
Packaging and Filling Machine Operators and Tenders (51-9111.00)	\$14.05	308	292	-16	38	96
Pourers and Casters, Metal (51-4052.00)	\$20.54	<10	<10	0	1	96
Sawing Machine Setters, Operators, and Tenders, Wood (51-7041.00)	\$13.58	76	78	2	12	96



#3 Skills Transferability

[← Back](#)

2 O*NET Occupations [Clear](#)

✕ Team Assemblers (51-2092.00)

✕ Welding, Soldering, and Brazing Machine ...

1 MSA [Clear](#) • [Save](#) • [Advanced](#)

✕ Montgomery, AL (33860)

Add Regions...

Timeframe

2012 ▾ to 2016 ▾

Class of Worker (Basic) [Advanced](#)

☒ Employees ?

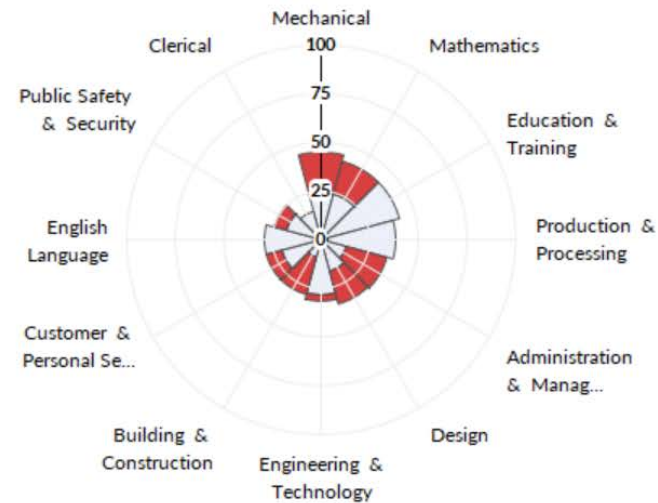
☐ Self-Employed ?

Competency Requirements

Knowledge | Skills | Abilities

Most Important Knowledge Levels

☐ Level Overlap ☒ Knowledge Gap



#4 Unemployment by Occupation

Unemployment by Occupation Sector

All Occupations in Grand Rapids-Wyoming, MI

Export ▼

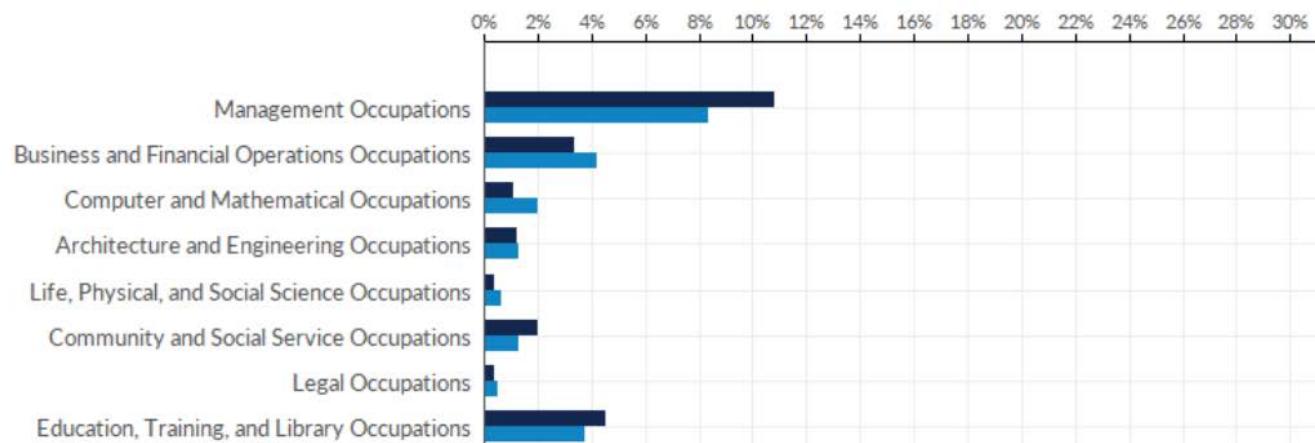
Unemployment by Occupation



21,789

Total Unemployment (8/2017)

■ Region ■ Nation



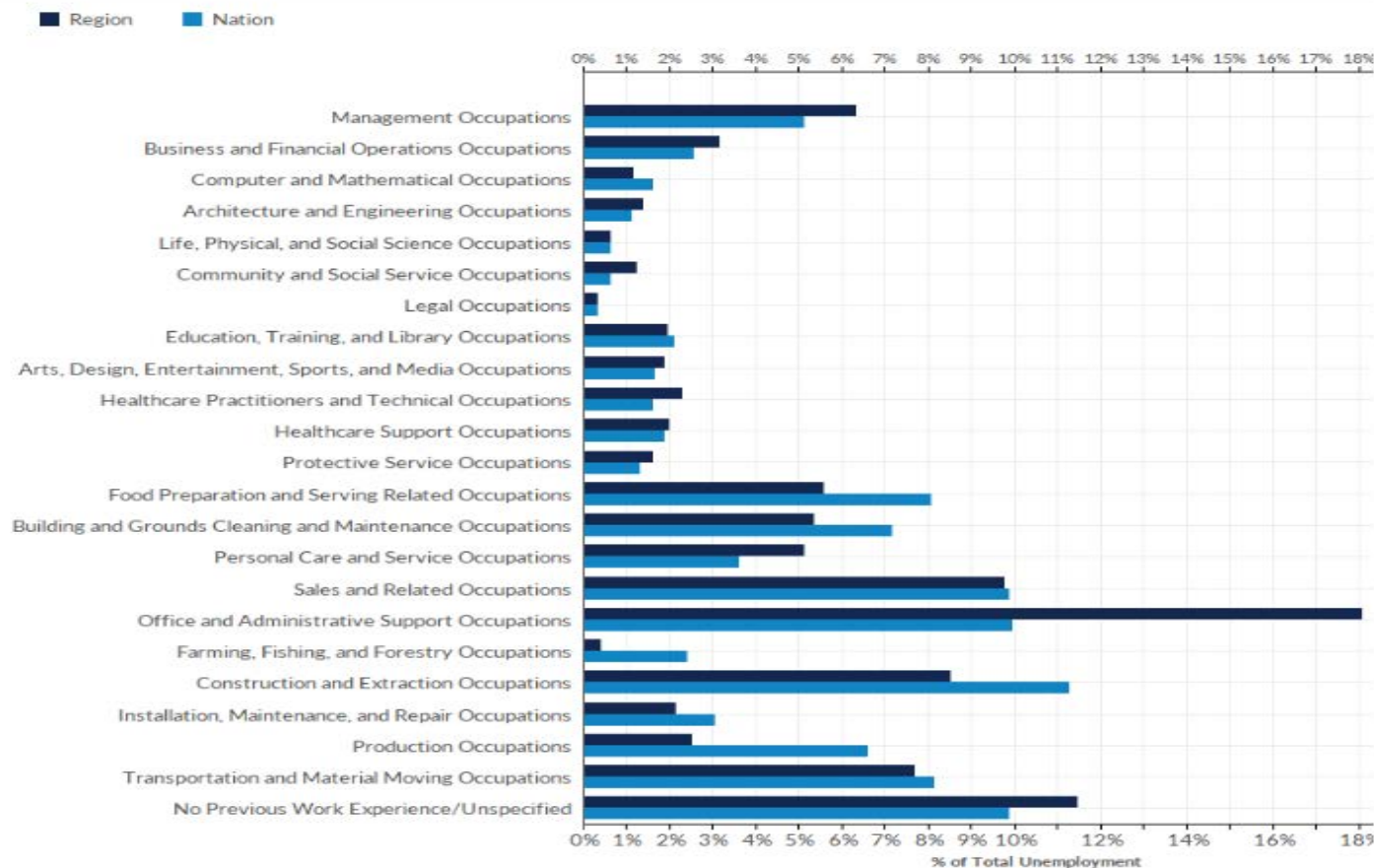
#4 Unemployment by Occupation

Unemployment by Occupation



91,600

Total Unemployment (1/2017)



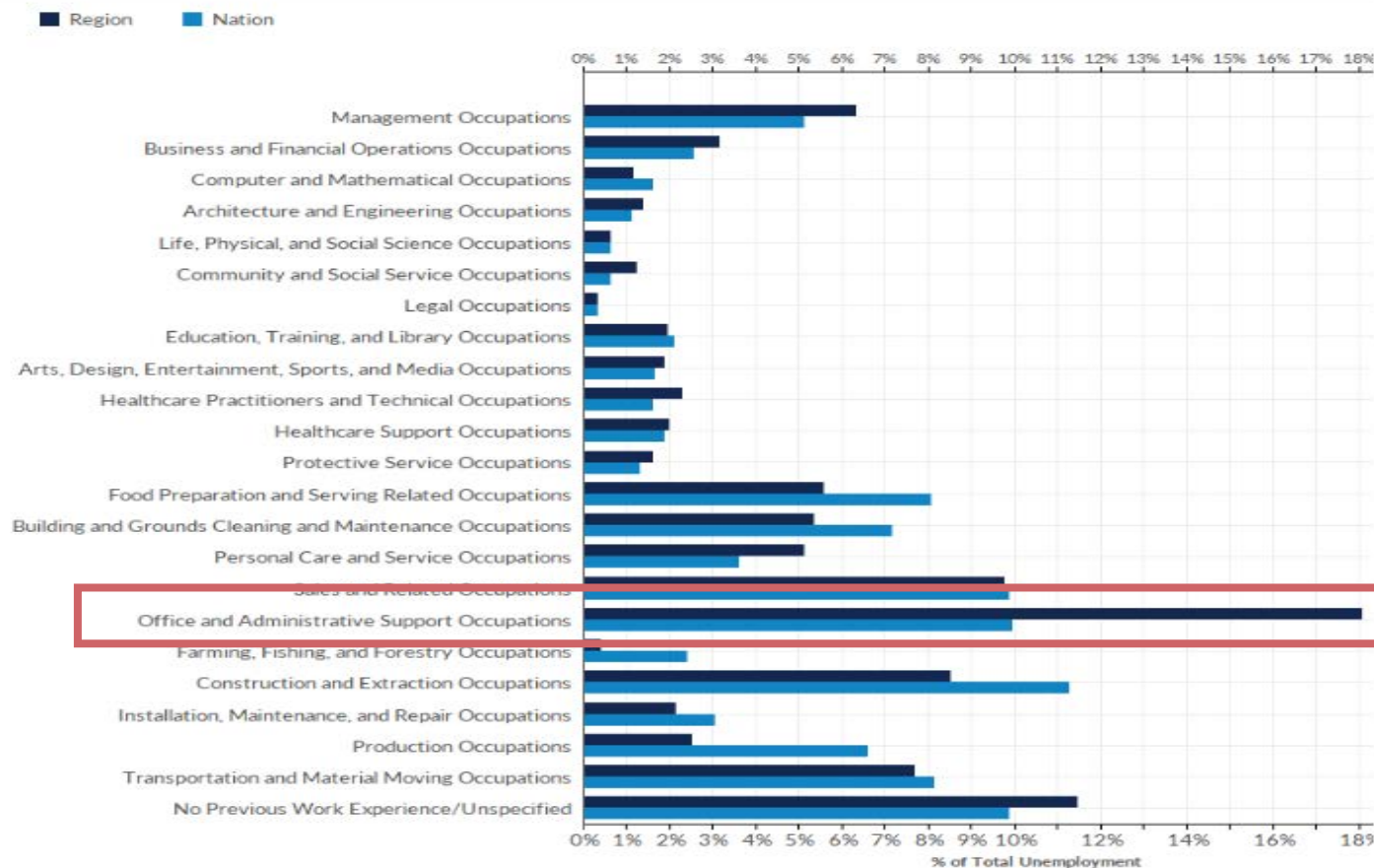
#4 Unemployment by Occupation

Unemployment by Occupation








91,600

Total Unemployment (1/2017)



#5 Regional Comparison






Class of Worker (Basic) Advanced ▲		Colorado	Utah	Denver-Aurora-Lakewood, CO	Salt Lake City, UT	Boulder, CO
<input checked="" type="checkbox"/> Employees ? <input type="checkbox"/> Self-Employed ?						
Regional Population (2016)						
Software Publishers						
Jobs (2016)		12,696	9,045	7,123	3,971	3,579
Job Change %		+16%	+65%	+73%	+60%	-30%
Earnings (2016)		\$149,969	\$129,393	\$145,838	\$123,162	\$175,660
COL Adjusted Earnings ?		\$137,586	\$125,624	\$129,060	\$114,039	\$156,839
Jobs LQ (2016)		2.04	2.69	2.10	2.40	8.33
Competitive Effect		-1,704	1,822	1,706	705	-3,130
% Demand met in-region ?		53.0%	46.6%	47.3%	40.5%	50.6%
Ethnic Diversity %		15.7%	9.0%	16.7%	10.0%	15.5%
Workforce Overview						
Computer Programmers						



#5 Regional Comparison

Compare Regions

[Export](#)[Add/Remove Rows](#)






	San Francisco-Oakland-Hayward, CA	Phoenix-Mesa-Scottsdale, AZ	Riverside-San Bernardino-Ontario, CA	Denver-Aurora-Lakewood, CO	Salt Lake City, UT
Regional Total Industry Jobs (2017)					
Regional Overview					
Total Industry Jobs (2017) >	3,284,674	2,629,029	2,016,594	1,998,807	926,515
Current Average Earnings	\$83,614	\$53,284	\$46,937	\$60,609	\$54,779
COL Index ⓘ	152.1	113.1	129.9	113.7	108.0
Unemployment	86,667	91,600	104,218	40,187	17,146
Workforce Overview					
Financial/Tech					
2016 Jobs LQ	1.80	1.26	0.51	1.54	1.37
Median Hourly Earnings	\$52.37	\$39.67	\$28.82	\$41.97	\$33.07
Annual Openings	107,833	55,102	15,850	52,146	21,510
Regional Completions (2015)	6,009	13,261	2,272	5,202	5,481



#5 Regional Comparison

Compare Regions

[Export](#)[Add/Remove Rows](#)

	San Francisco-Oakland-Hayward, CA	Phoenix-Mesa-Scottsdale, AZ	Riverside-San Bernardino-Ontario, CA	Denver-Aurora-Lakewood, CO	Salt Lake City, UT
Regional Total Industry Jobs (2017)					
Regional Overview					
Total Industry Jobs (2017) >	3,284,674	2,629,029	2,016,594	1,998,807	926,515
Current Average Earnings	\$83,614	\$53,284	\$46,937	\$60,609	\$54,779
COL Index ⓘ	152.1	113.1	129.9	113.7	108.0
Unemployment	86,667	91,600	104,218	40,187	17,146
Workforce Overview					
Financial/Tech					
2016 Jobs LQ	1.80	1.26	0.51	1.54	1.37
Median Hourly Earnings	\$52.37	\$39.67	\$28.82	\$41.97	\$33.07
Annual Openings	107,833	55,102	15,850	52,146	21,510
Regional Completions (2015)	6,009	13,261	2,272	5,202	5,481



Going Deeper on Job Titles and Available Talent



Workforce Insight With Online Profile Data

108M

SOCIAL PROFILES

Workforce Insight is an easy to use application that's changing the way communities track talent.



Alma Mater



Occupation



Location



Employer



Job Title

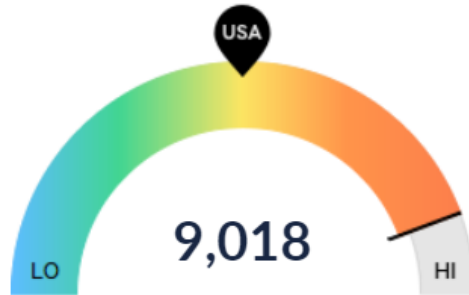


Skills



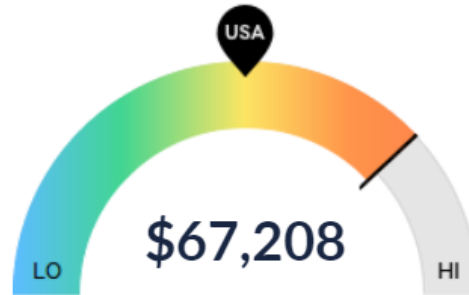
Example: Design Engineers in Detroit

Aggressive Postings Competition Over a Deep Supply of Regional Talent



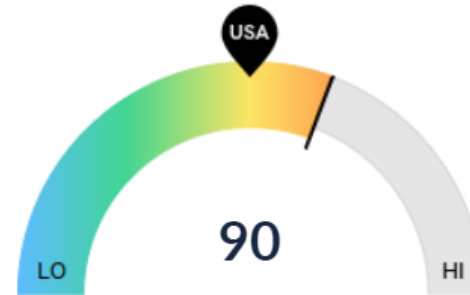
Total Employment ?

Detroit-Warren-Dearborn, MI is a hotspot for this kind of talent. The national average for an area this size is 2,865* employees, while there are 9,018 here.



Compensation

The cost for talent is high in Detroit-Warren-Dearborn, MI. The national median salary for Design Engineers is \$53,016, while you'll pay \$67,208 here.



Postings Competition

Competition from online job postings is high in Detroit-Warren-Dearborn, MI. The national average for an area this size is 66* job postings/mo, while there are 90 here.













Example: Design Engineers in Detroit



Example: Design Engineers in Detroit

Known Profiles: 1,560 Companies Employ Design Engineers

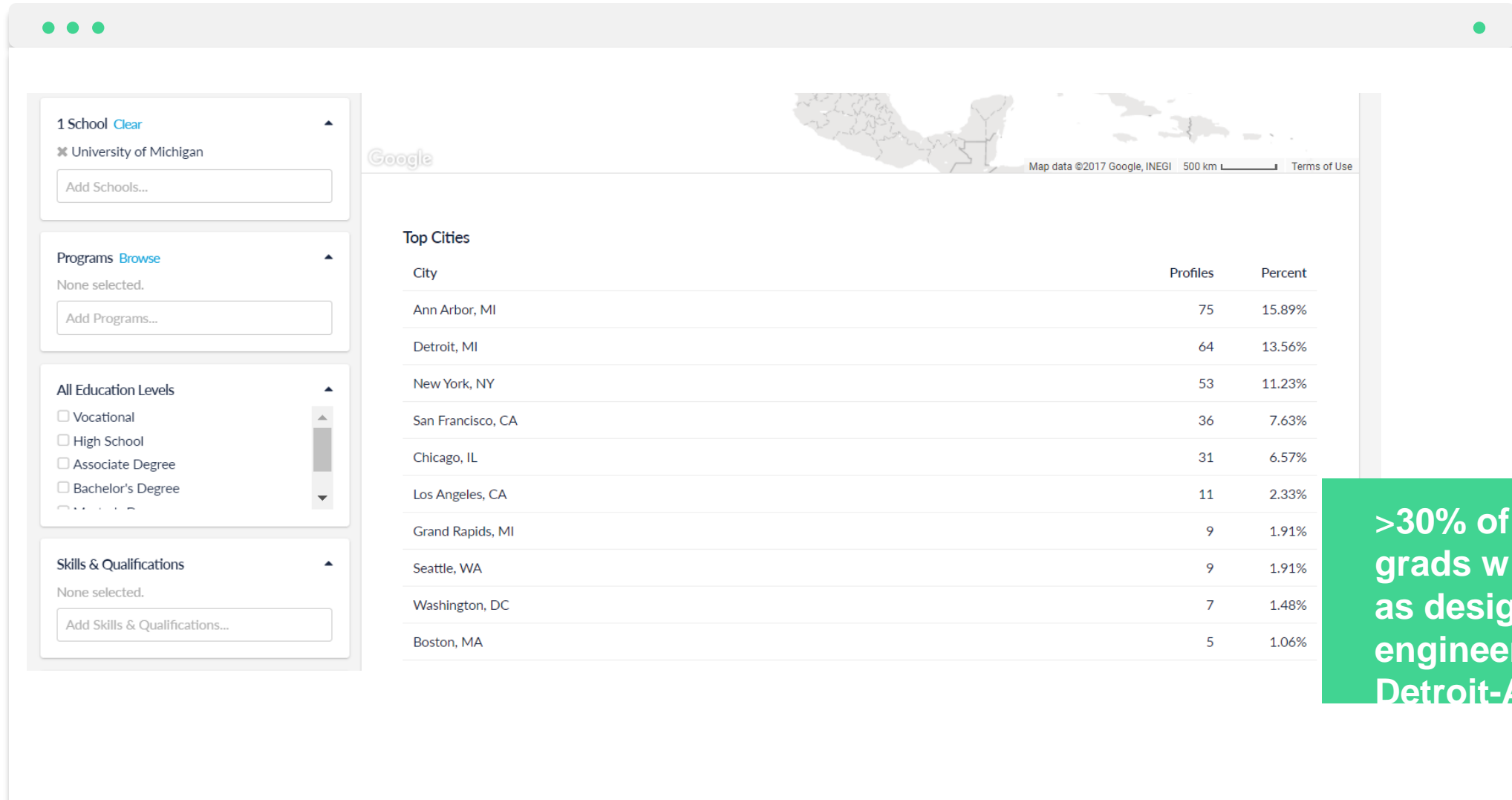
In their online profiles, Design Engineers in Detroit-Warren-Dearborn, MI mention 1,560 different companies as employers. The top 10 employers are listed below, as well as the top 10 job titles that appear on relevant profiles (workers matching your search aren't necessarily referred to as Design Engineers).

Top Companies	Profiles
Ford Motor Company	123 
General Motors Company	58 
Roush Industries, Inc.	32 
Chrysler	27 
General Dynamics Corporation	26 
North American Lighting, Inc.	14 
Aerotek, Inc.	13 
Flex-N-Gate Corporation	13 
FIAT CHRYSLER AUTOMOBILE...	12 
Lear Corporation	12 

Top Job Titles	Profiles
Design Engineer	469 
Computer Aided Design (CAD) ...	373 
Production Designer	282 
Designer	160 
CAD Technician	126 
Architectural Designer	109 
Drafter	98 
Industrial Designer	90 
Draftsperson	80 
Architectural Assistant	42 



Graduate Retention



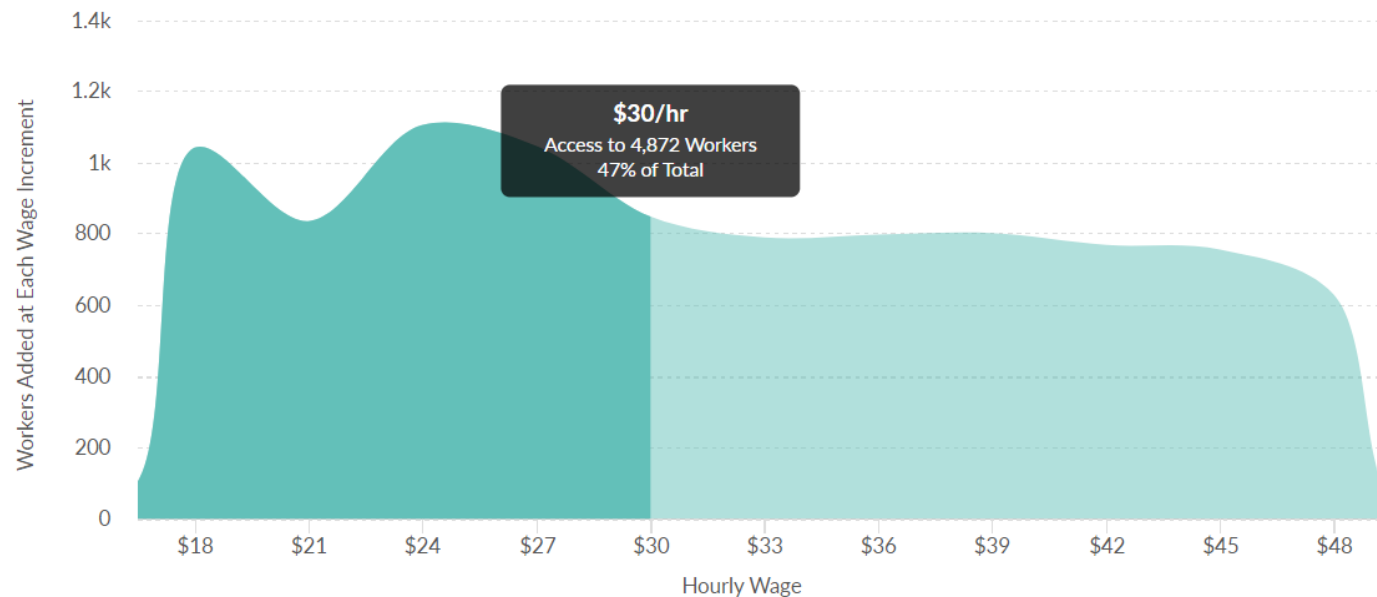
>30% of Michigan
grads who work
as design
engineers live in
Detroit-Ann Arbor



Workforce Availability by Wage

Availability by Wage

At **\$30.00/hr**, your available workforce is 4,872 Design Engineers & similar workers.



Marketing Your Story



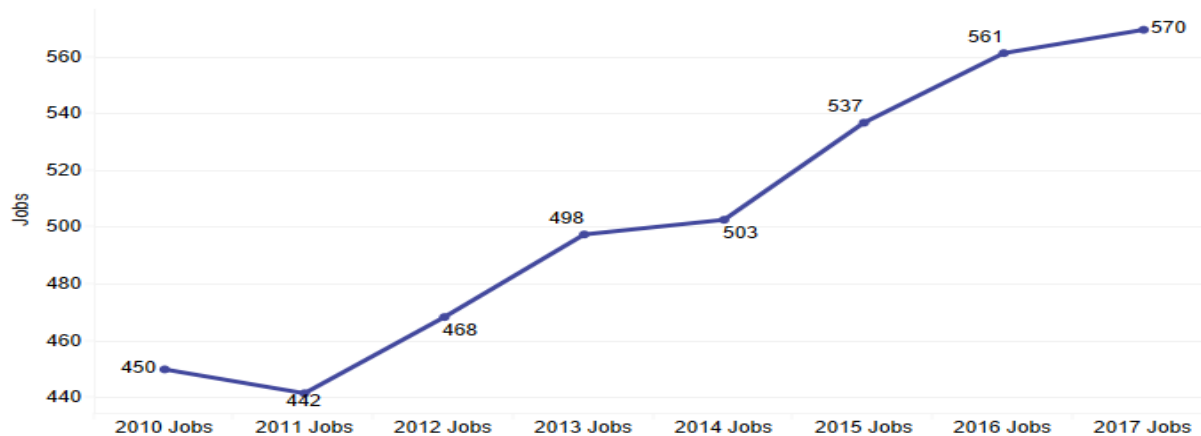
Interactive Dashboards

OCCUPATION OVERVIEW

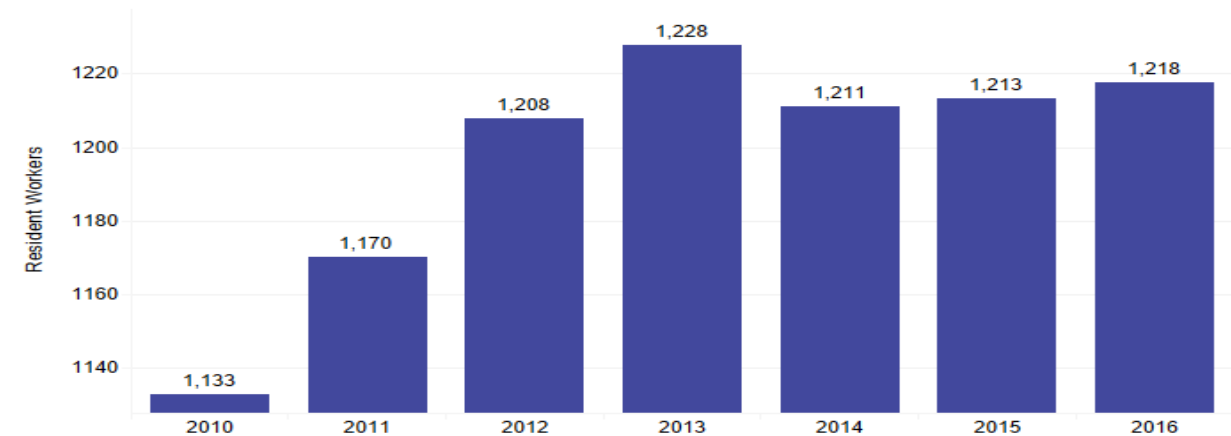
Please Choose an Occupation
Assemblers and Fabricators



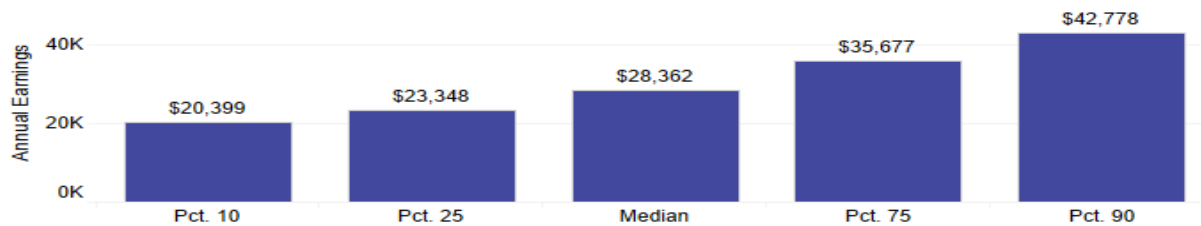
WORKERS EMPLOYED IN GILBERT



WORKERS LIVING IN GILBERT



ANNUAL EARNINGS



ADDITIONAL DATA

2010 - 2017 Job Change	120
2010 - 2017 % Job Growth Change	26.7%
2016 Net Commuters	-657
Location Quotient	0.57
Annual Openings in Gilbert	33

Source: Economic Modeling Specialists, Inc. Q2 2017.



Landing Pages



Let's connect at the show!

480.589.7548
Joseph.Rossell@gilbertaz.gov

JOSEPH ROSSELL
Business Attraction, Gilbert, AZ
Office of Economic Development

THE FINTECH INDUSTRY IN GILBERT IS EXPECTED TO GROW BY 12% IN THE NEXT FIVE YEARS.

Gilbert, Arizona is one of the fastest growing cities in the nation. Gilbert's location provides strong market access to regional assets, a highly educated workforce, and a steady talent pipeline coming from local universities, including Arizona State University named #1 in the nation for innovation. The Greater Phoenix region offers operational costs of up to 40% less than California, affordable housing, and a desired cost of living, all contributing to a great quality of life for employees.

Meet with us at Finovate Fall 2017 to discover why companies are choosing to plant roots in Gilbert, Arizona!

FINANCIAL TECH IN GILBERT, AZ WITHIN A 30 MINUTE COMMUTE

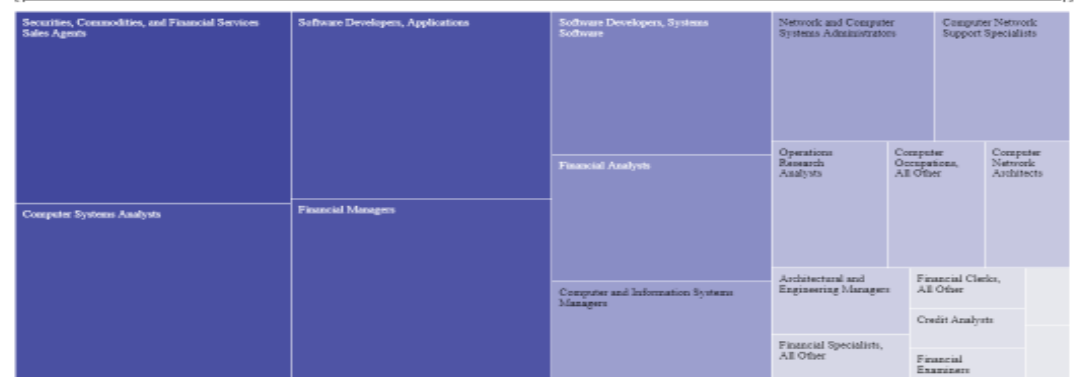
JOB TYPE	ANNUAL WAGES	JOB OPENINGS & COLLEGE COMPLETIONS	LOCATION QUOTIENT	PROJECTED JOB GROWTH (2017-2022)	GILBERT RESIDENTS & NET COMMUTERS
----------	--------------	------------------------------------	-------------------	----------------------------------	-----------------------------------

2017 Jobs

12

0

9,272



Home About **Relocation & Expansion** Business Resources Community Profile Media Center Contact Us Site Map

of any scale that are considering expansion or relocation.

Arizona offers both Foreign Trade Zone and Military Re-Use Zone incentives which can provide the lowest effective tax rates available anywhere.

For significant economic development projects, Gilbert provides job training support, infrastructure, and other types of incentives to help companies find success within the community. [Read about the incentive support Gilbert was able to provide Orbital ATK Space Systems Group for their engineering operations center.](#)

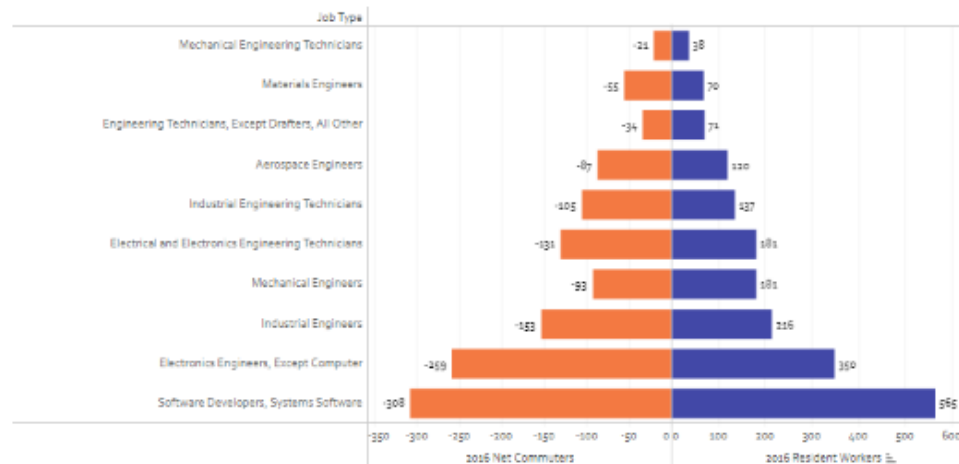
In addition, Greater Phoenix offers aviation-specific property tax abatements as one of their many business tax credits and other economic development programs, 330 VFR days for easy flying, and four airports with runways more than 7,000 feet, making us a unique market that caters to both flight and the technologies that make flight possible.

AEROSPACE & DEFENSE IN GILBERT, AZ WITHIN A 30 MINUTE COMMUTE

JOB TYPE	ANNUAL WAGES	JOB OPENINGS & COLLEGE COMPLETIONS	LOCATION QUOTIENT	PROJECTED JOB GROWTH (2017-2022)	GILBERT RESIDENTS & NET COMMUTERS	AEROSPACE COMPANIES
----------	--------------	------------------------------------	-------------------	----------------------------------	-----------------------------------	---------------------

2016 Net Commuters
2016 Resident Workers

Example: There are 216 Industrial Engineers living in Gilbert and 65 jobs for Industrial Engineers in Gilbert. Therefore, there are -151 Net Commuters for Industrial Engineers in Gilbert.



Tableau

Navigation icons: back, forward, search, etc.



It's Not Just Labor Data



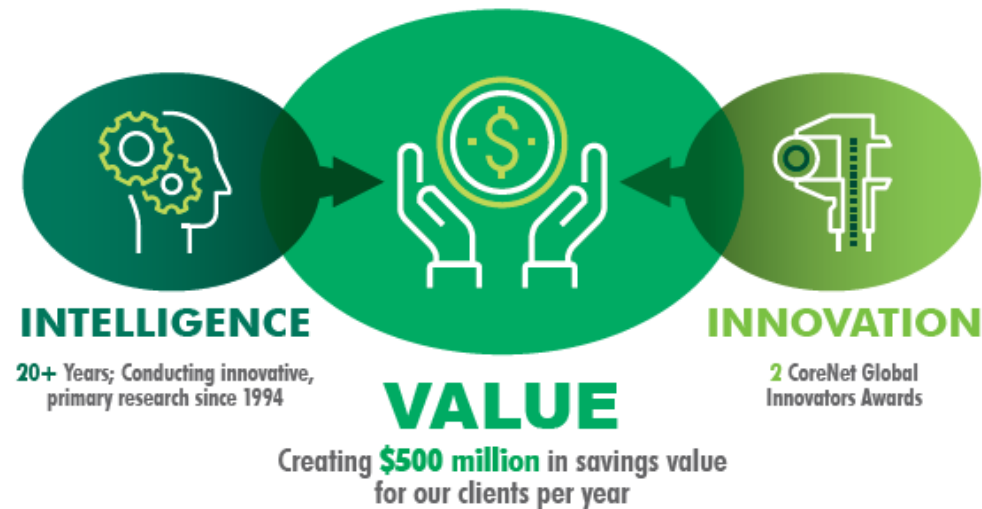
What Else Matters?

Workforce gets you on the hook; **real estate** lands you the deal.



CBRE Labor Analytics

- 50% of the Fortune 50 Rely on CBRE Labor Analytics
- 90% Repeat Clientele



► EXISTING MARKETS

- SCALABILITY AND LONGEVITY ANALYSIS
- MARKET ASSESSMENTS
- COMPETITIVE ANALYSIS

► SITE SELECTION

- LABOR, LOCATION AND INCENTIVE ANALYSIS

► WORKFORCE STRATEGY

- SKILL SET AND LOCATION OPTIMIZATION
- MERGER & ACQUISITION EVALUATION
- STRATEGIC PLANNING AND ROADMAPS



McKESSON

Empowering Healthcare

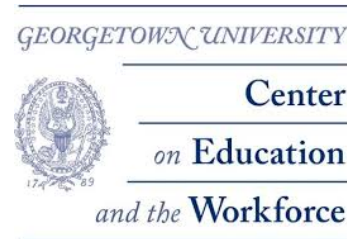


MSC
Industrial Supply Co.



Emsi Delivers Labor & Economic Analytics To ...

- 200+ economic development orgs
 - 27 state EDOs
- 125+ workforce development orgs
- Fortune 500 companies
- Real estate and site selectors
- Hundreds of higher ed institutions



Thank You

Josh Wright

jwright@economicmodeling.com

208-883-3500

EconomicModeling.com



Vince Giovannini

Vince.Giovannini@cbre.com

602-735-5659

