

Economic Information, Research, and Technical Assistance
Program

Focus Sessions|Spring 2015

Multi-Agency Convening

SUMMARY OF PARTICIPANT FEEDBACK



Primary Takeaways

- Use scalable data
 - “Core” and suburban locations are both vital, but should have different metrics to better understand locational advantages
 - Be as fine-grained as possible
- Consider timeliness of data
 - Be as current as possible
 - Where possible, show trends over time
 - Project into the future
 - Provide some detail
 - But not helpful to tell locals “what they’ll get”

Primary Takeaways

- Add value to data that is already widely available
- “Dig deeper”
 - For example, Show clusters of employees within specific business/industry types
 - Foster better understanding of the link between place of residence and workplace → how to use that in comp planning
 - Fill gaps between existing situation and future/opportunities, and how comp planning can use that analysis

“Key Industry Clusters” Feedback

- More valuable: *Why* key clusters have emerged, and how that has implications for the future
- More valuable: Site information/what kinds of sites are in demand; are there particular “catalysts” that draw clusters (e.g., hospitals)
- More valuable: Regional/local long-range vision for key industry clusters, and what’s needed to achieve it

“Key Industry Clusters” Feedback

- Data Issues*
 - Help with interpreting the data
 - Current data is more valuable - with updates to illustrate change over time
 - Scaling the data to counties/localities would be useful
 - More granular data
 - Raw number of jobs may be preferable to jobs per acre
- Are there "emerging" clusters?
 - What data indicates
 - Where they locate

* Note that Met Council's data sharing agreement with DEED requires suppression to accommodate non-disclosure of sensitive business information.

“Key Industry Clusters” Feedback

- Consistency with GMSP’s clusters
 - Met Council clusters add Freight and Logistics
 - Met Council clusters divide “Advanced Manufacturing and Technology” into “Advanced Manufacturing” and “Information Technology”
- Clusters are just one layer – many other layers influence/impact
- Locals (not region) should play prominent role in interpreting regional data for local issues

“Key Industry Clusters” Feedback

- A good baseline – suggestions for follow-up
 - Overlay cluster information on other maps
 - Overlay and/or translate to comp plans
 - Integrate into economic strategy/strategic plan → connect employers to workers
 - Survey and qualitative research

“Occupations” Feedback

- More valuable: Occupations categorized by specific industry (rather than aggregated for all clusters)
- More valuable: Including transportation realities – such as commute times – on workplace and place of residence maps
- More valuable: Range of skills needed for leading occupations → GMSP is leading

“Occupations” Feedback

- Data Issues*
 - Regional data is nice; need local data for comp plans
 - Lower the threshold to show more areas, suburban areas generally do not show well
 - Consider a different measurement, rather than fraction of jobs per acre
 - Current data would be more useful than 2012
 - Expand timeframe to include short-term, long-term trends as well as projections – illustrate change and spectrum
 - Questionable sync between reality and what’s displayed – e.g., 3M doesn’t show on “Engineers” map

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“Occupations” Feedback

- As a baseline, this is useful – but application is key
 - What does knowing what and where leading occupations do to improve comp planning?
 - Will this information influence regional policy decisions?
 - Refine data to better understand level of robustness of occupations
 - Direct implications on affordable housing and its relation to workplaces – Spatial Mismatch issues are illustrated but no solution is presented
 - Bigger question: where are the workers 5 to 10 years from now?
- A mapping tool with job projections would be helpful



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