

UPDATE:

Economic Information, Research, and Technical Assistance

Regional Economic Competitiveness | Local Comprehensive Planning

4/20/2015



THRIVE MSP 2040 | Prosperity

- **Investments in infrastructure and amenities**
- **Strategic, long-term public and private decisions building upon the region's strengths**
- **Understanding and providing locations for businesses to succeed**

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Objectives

- **Foster/Grow Partnerships**
- **Lead and share research with local partners on the economy:**
 - **Key Industry Clusters**
 - **Workforce**
 - **Real Estate Requirements**
 - **Access to Jobs**
- **Strengthen the link between local comprehensive planning and issues of regional economic competitiveness**

Engagement & Partnerships

- **Local and County Staff**
 - Quarterly reports
 - Ongoing communication
 - Technical Assistance
 - Workshops
 - Convenings
- **State Agencies**
- **Public-Private Partnerships**
- **Project coordination**

Framework | 2015

- **Key Industry Clusters**
 - Building upon GMSP, Humphrey School/CTS
 - Tailor data to our region
 - Illustrate geographic trends of industry clusters
- **Real Estate Requirements**
 - One-on-one (Partnership with Humphrey School, MnDOT)
 - Outreach to Site Selection community (DEED, GMSP, NAIOP, SIOR)
- **Sites – develop the toolbox**
- **Freight and Logistics**
 - Identify key corridors and facilities
 - Identify issues and opportunities

Framework | 2015

- **Leading Occupations**
 - Identify occupational “strengths” for key industries
 - Identify trends in their geography
 - Identify trends in workforce geography
- **Access to Jobs**
 - Deeper cut – living-wage employment and wage advancement opportunities
 - Identify geography of these opportunities
 - Relative to ACPs
 - Relative to workforce services and training

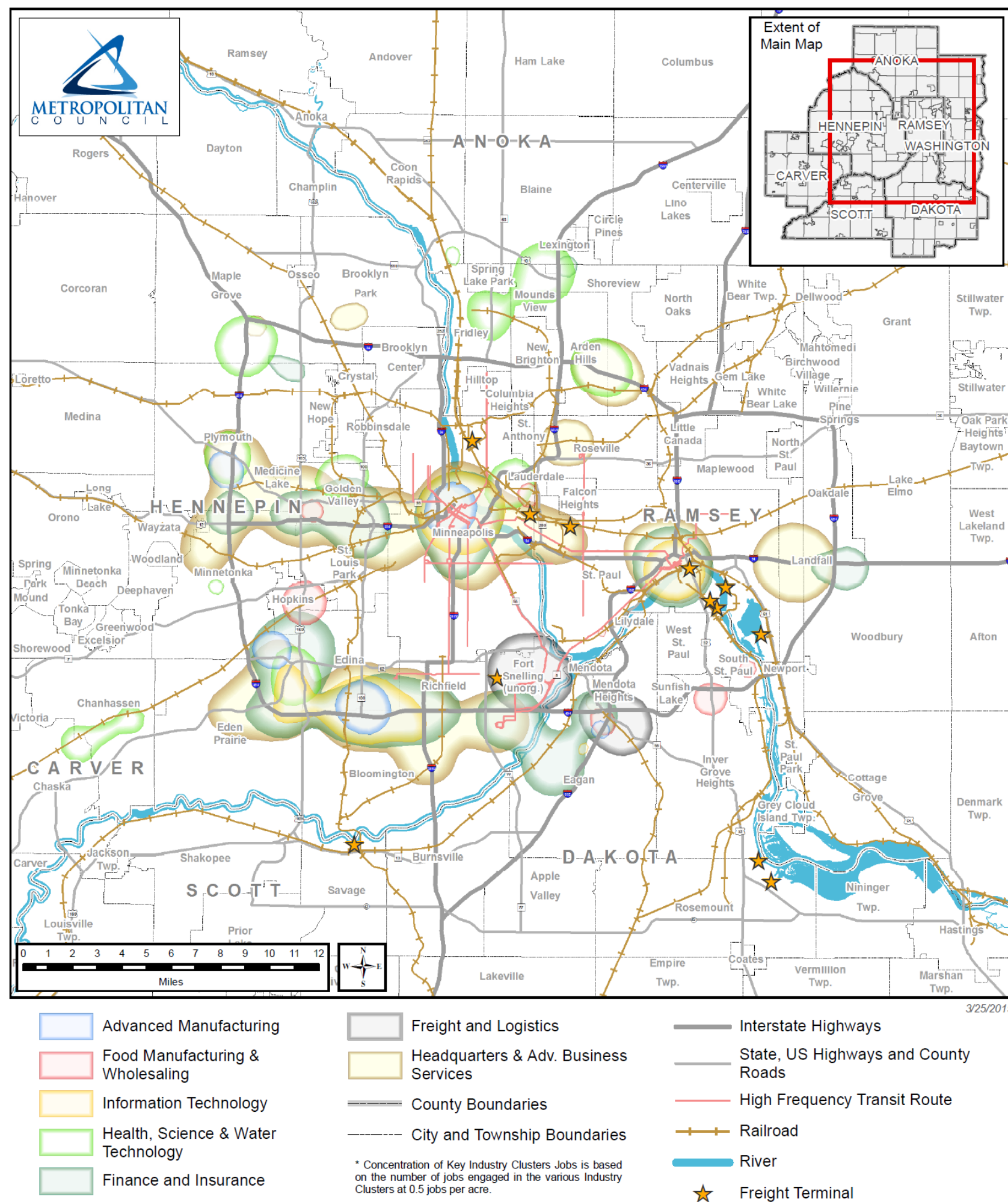
Industry Clusters

- **Industry clusters** are groups of unique but interrelated industries that share any combination of the following:
 - The product or service that the individual industries produce;
 - Substantial service relationships between the individual industries;
 - Substantial commodity-flow relationships between the individual industries; or,
 - Commonalities in the use of some needed resource.

Key Industry Clusters

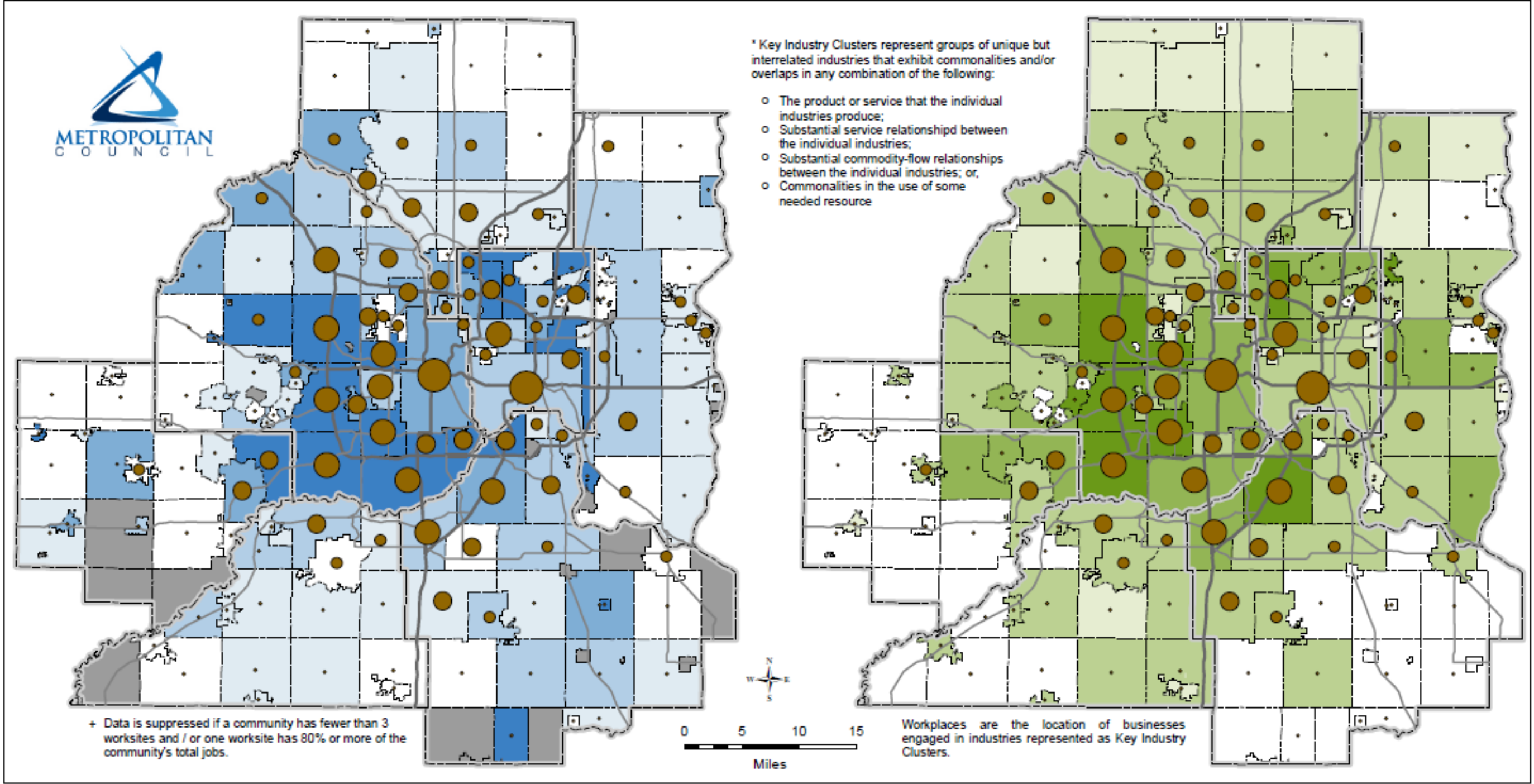
- Advanced Manufacturing
- Information Technology
- Food Manufacturing and Wholesaling
- Finance and Insurance
- Health, Science, and Water Technology
- Headquarters and Advanced Business Services
- Freight and Logistics

Key Industry Clusters - Concentration of Jobs



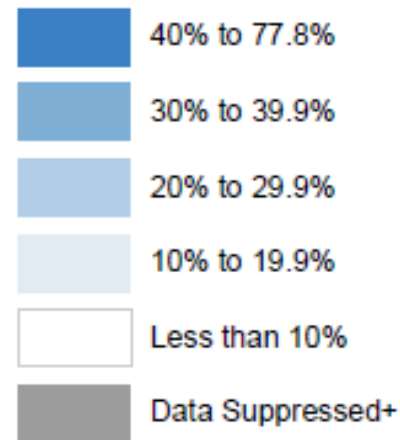
- Highest concentration of *jobs* in Clusters
 - Doesn't represent *all jobs* or *all employers* in clusters
- Illustrates importance of access to workforce
- Clusters have a “footprint” across the region (see next slide)

Source: Minnesota Department of Employment and Economic Development's 2012 Quaterly Census of Employment and Wages data as geocoded and compiled by the Metropolitan Council.

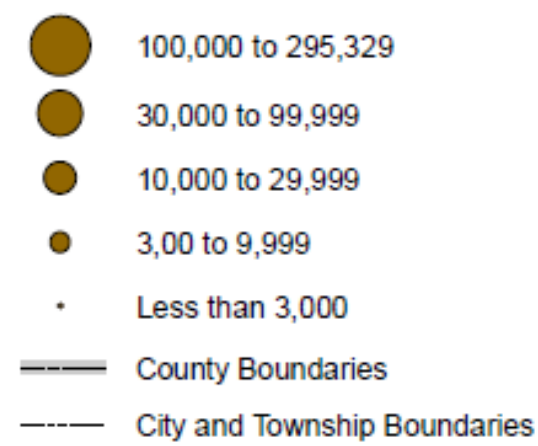


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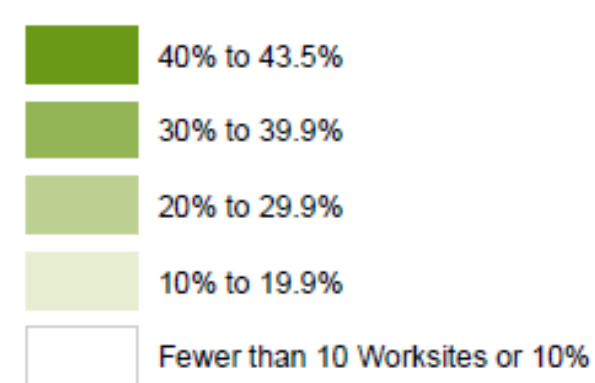
Percent of all Jobs in Key Industry Clusters*



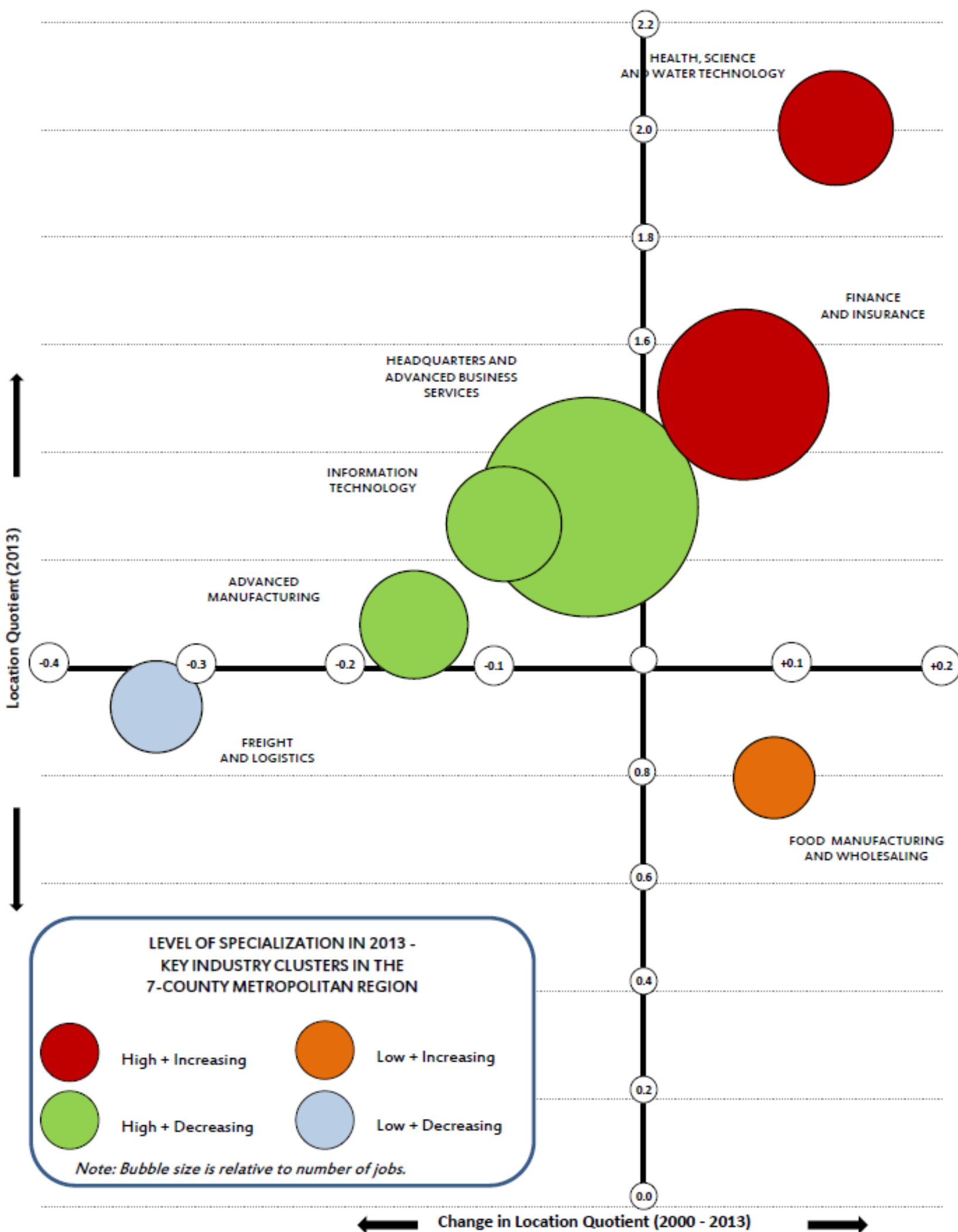
Number of All Jobs+



Percent of All Workplaces in Key Industry Clusters*



Source: Minnesota Department of Employment and Economic Development's 2012 Quaterly Census of Employment and Wages data as geocoded and compiled by the Metropolitan Council.



- Strong employment concentration relative to nation in 6 of 7 clusters
- Growing concentration in:
 - Health, Science, & H₂O
 - Finance & Insurance
 - Food Manufacturing & Wholesaling
- General Stability

Clusters ↔ Comp Planning

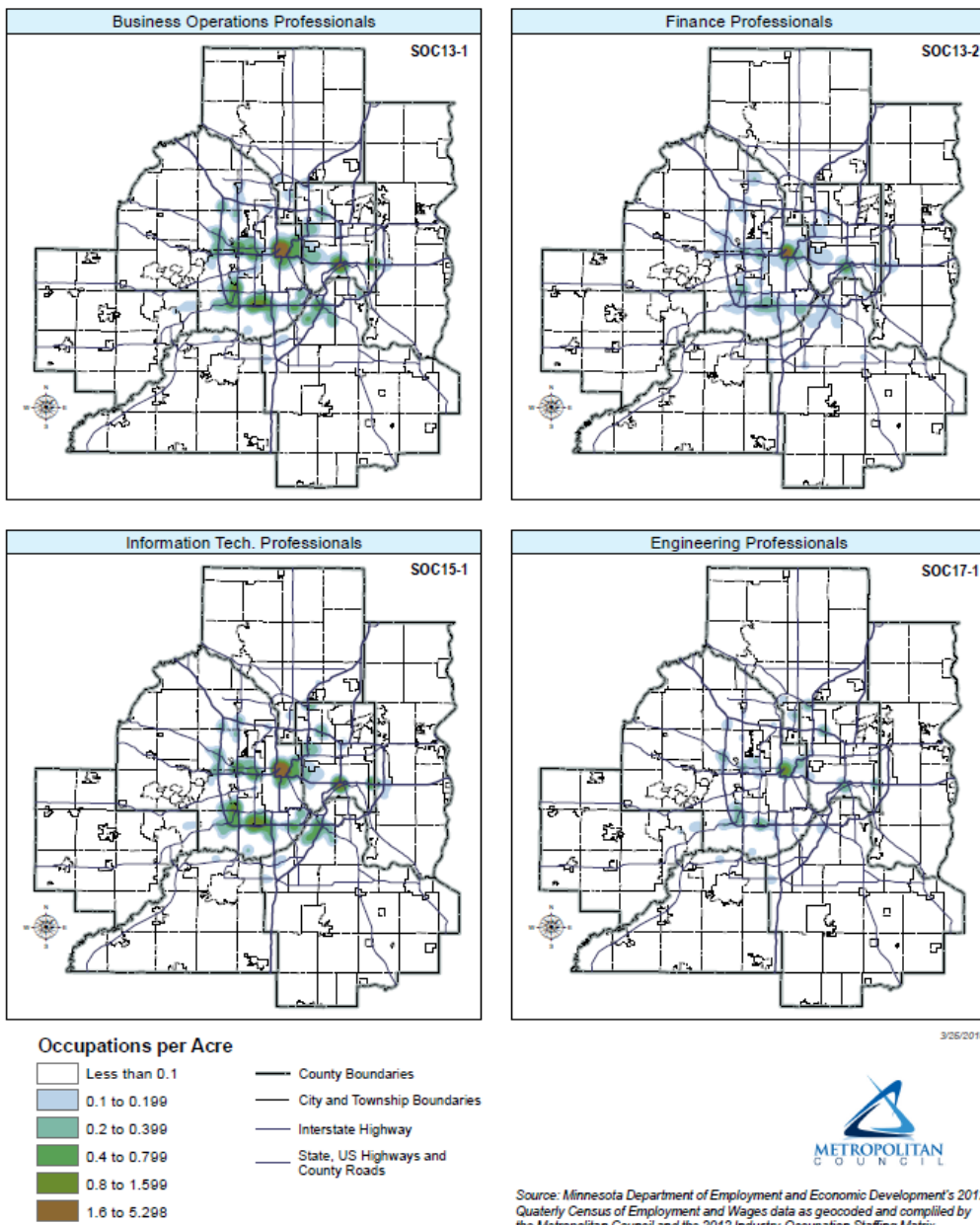
- Infrastructure needs critical to these industries?
- Innovation, access to research, entrepreneurship
- Land Use characteristics
- “Emerging” clusters?

Occupations Element

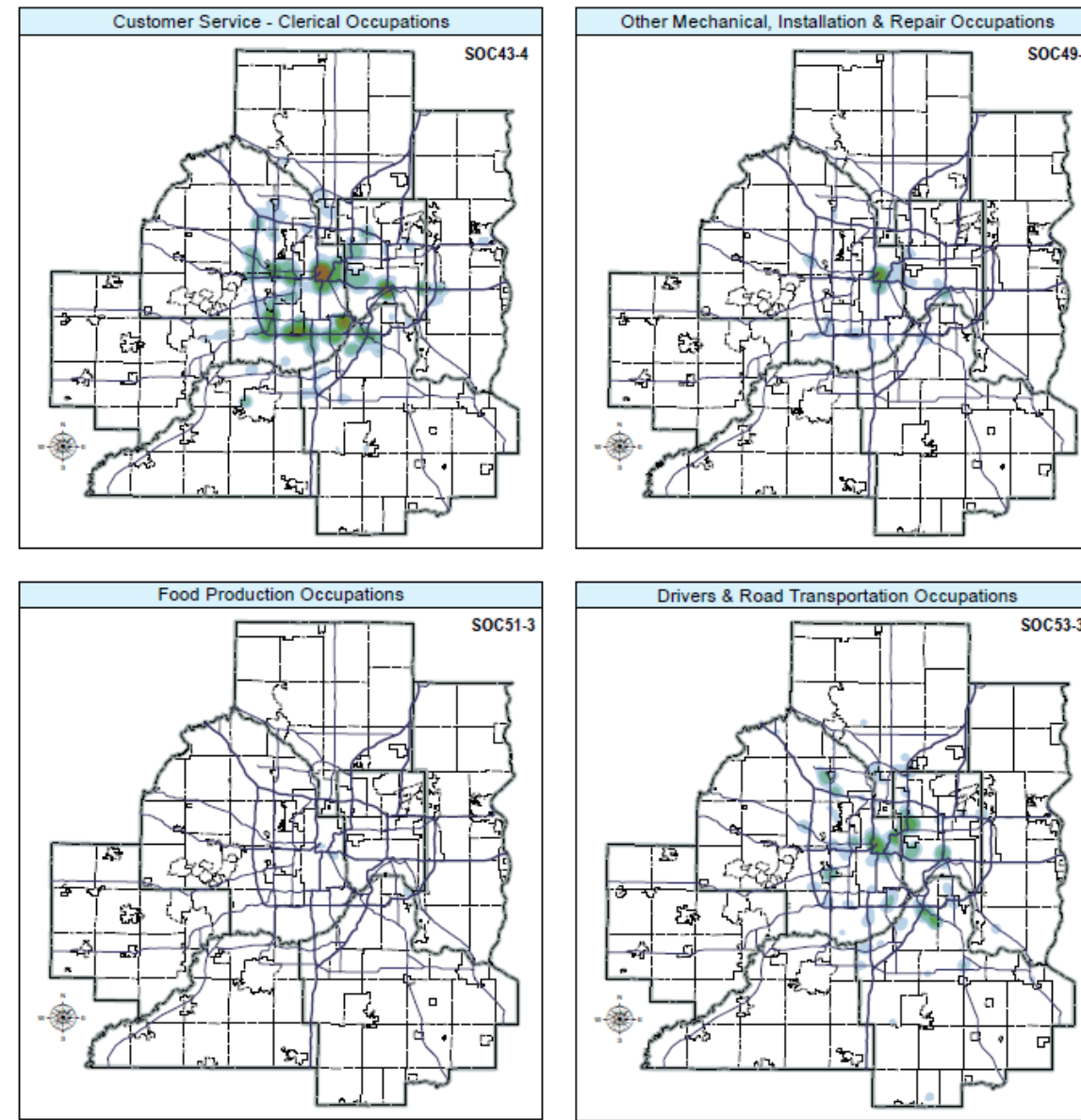
| KEY INDUSTRY CLUSTER | | | | | | | | | |
|----------------------|---|---|------------------------|------------------------------------|--------------------------------------|-----------------------|------------------------|-----------------------|---|
| LEADING OCCUPATION | SOC | Description | Advanced Manufacturing | Food Manufacturing and Wholesaling | Health, Science and Water Technology | Freight and Logistics | Information Technology | Finance and Insurance | Headquarters and Advanced Business Services |
| | 13-1 | Business Operations Professionals | | | ● | | ● | ● | ● |
| | 13-2 | Finance Professionals | | | | | | ● | |
| | 15-1 | Information Technology Professionals | | | | | ● | | ● |
| | 17-2 | Engineering Professionals | | | ● | | | | |
| | 43-4 | Customer Service-Providing Clerical Workers | | | | ● | ● | ● | ● |
| | 49-9 | Other Mechanical, Installation and Repair Workers | ● | | | | | | |
| | 51-2 | Assemblers and Fabricators | ● | | ● | | | | |
| | 51-3 | Food Production Workers | | ● | | | | | |
| | 51-4 | Metal and Plastic Production Workers | ● | | | | | | |
| | 53-2 | Air Transportation Professions | | | | ● | | | |
| | 53-3 | Drivers and Road Transportation Workers | | ● | | ● | | | |
| 53-7 | Other Material Moving Workers and Equipment Operators | | ● | | | | | | |

Occupations Element (Workplace)

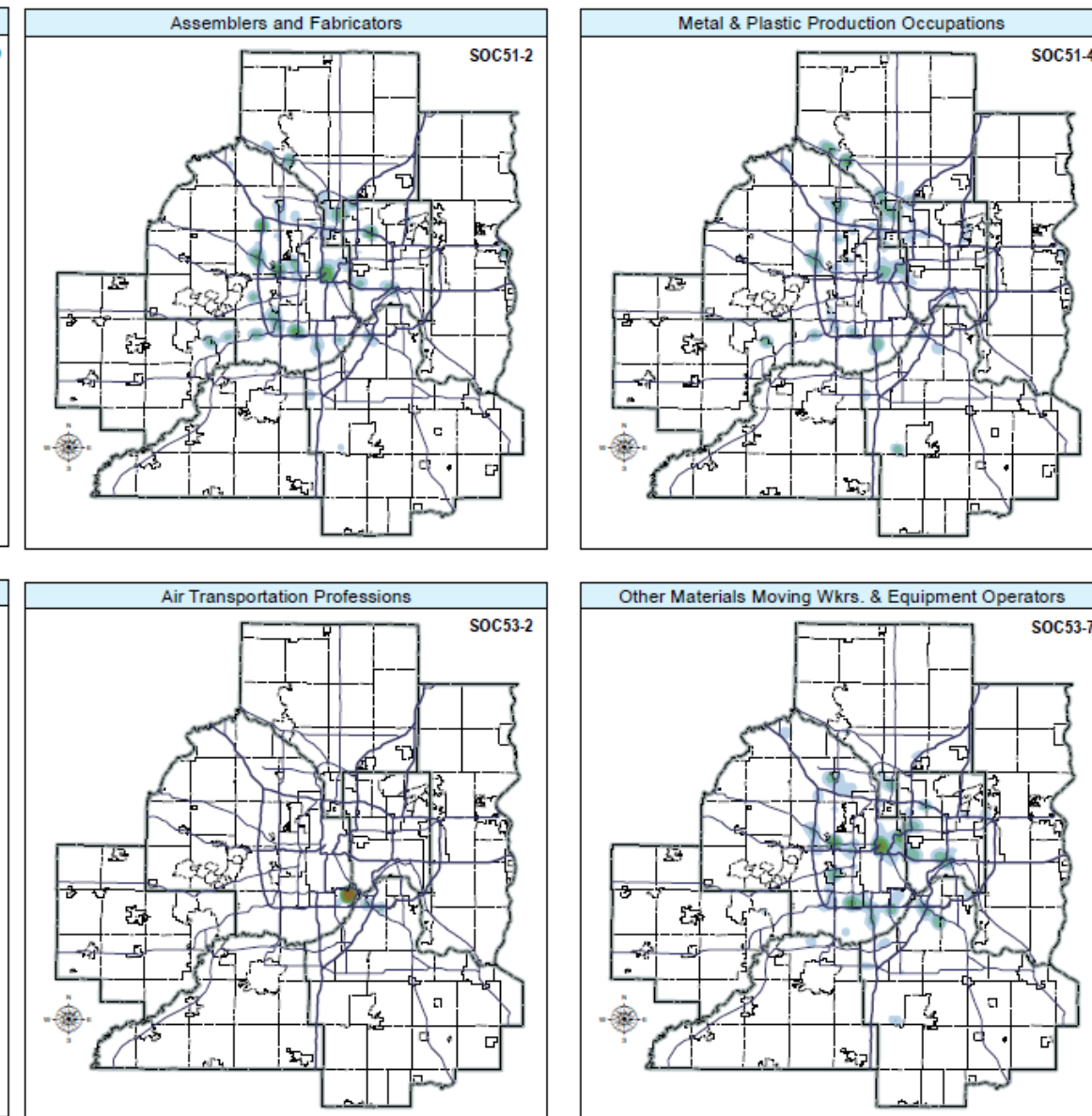
Location of Key Industry Cluster Occupations by Place of Work



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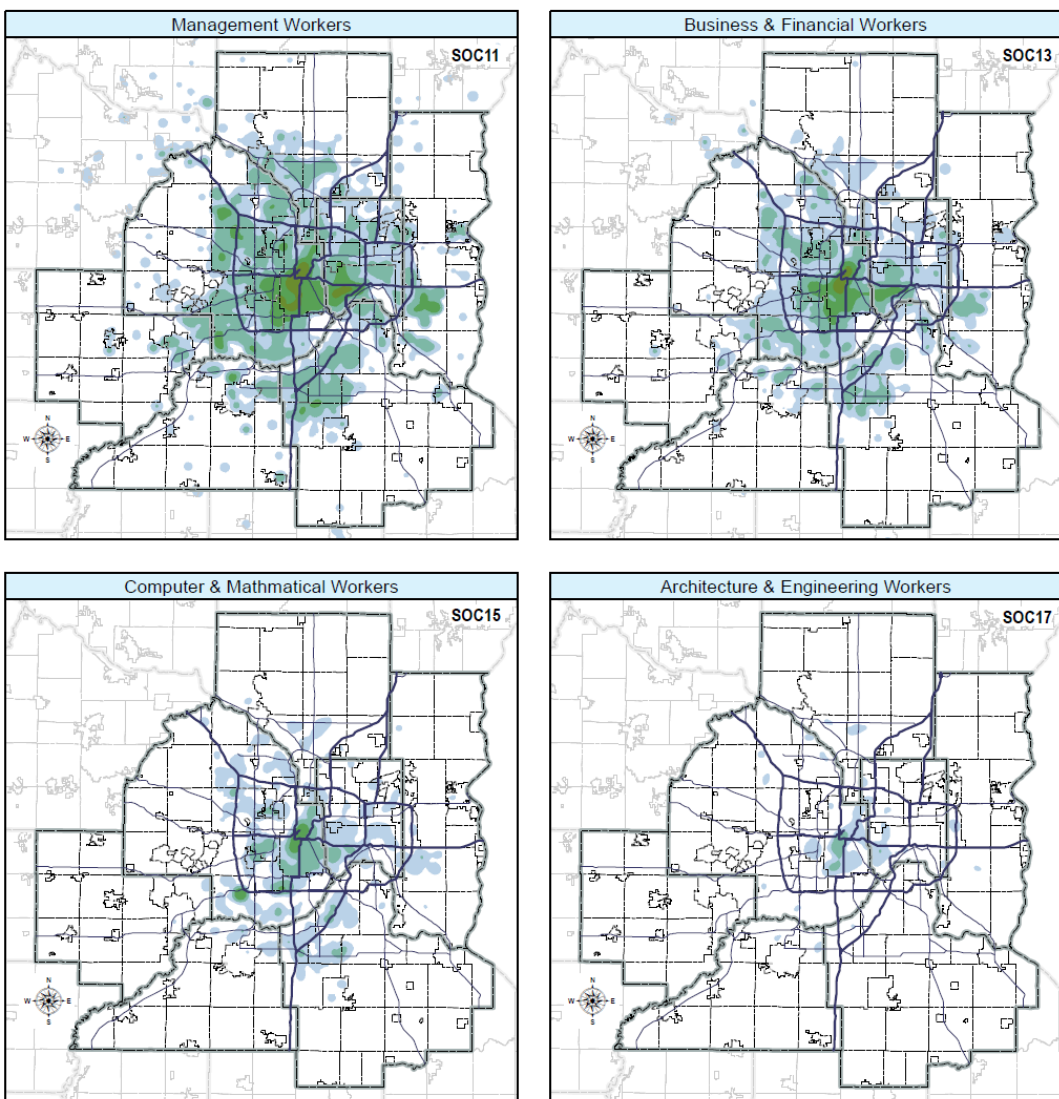
Location of Key Industry Cluster Occupations by Place of Work



- Follows “cluster” distribution – transportation network key
- Highest densities downtown, southwest
- Production, assembly, materials strong in Anoka, Northern Ramsey

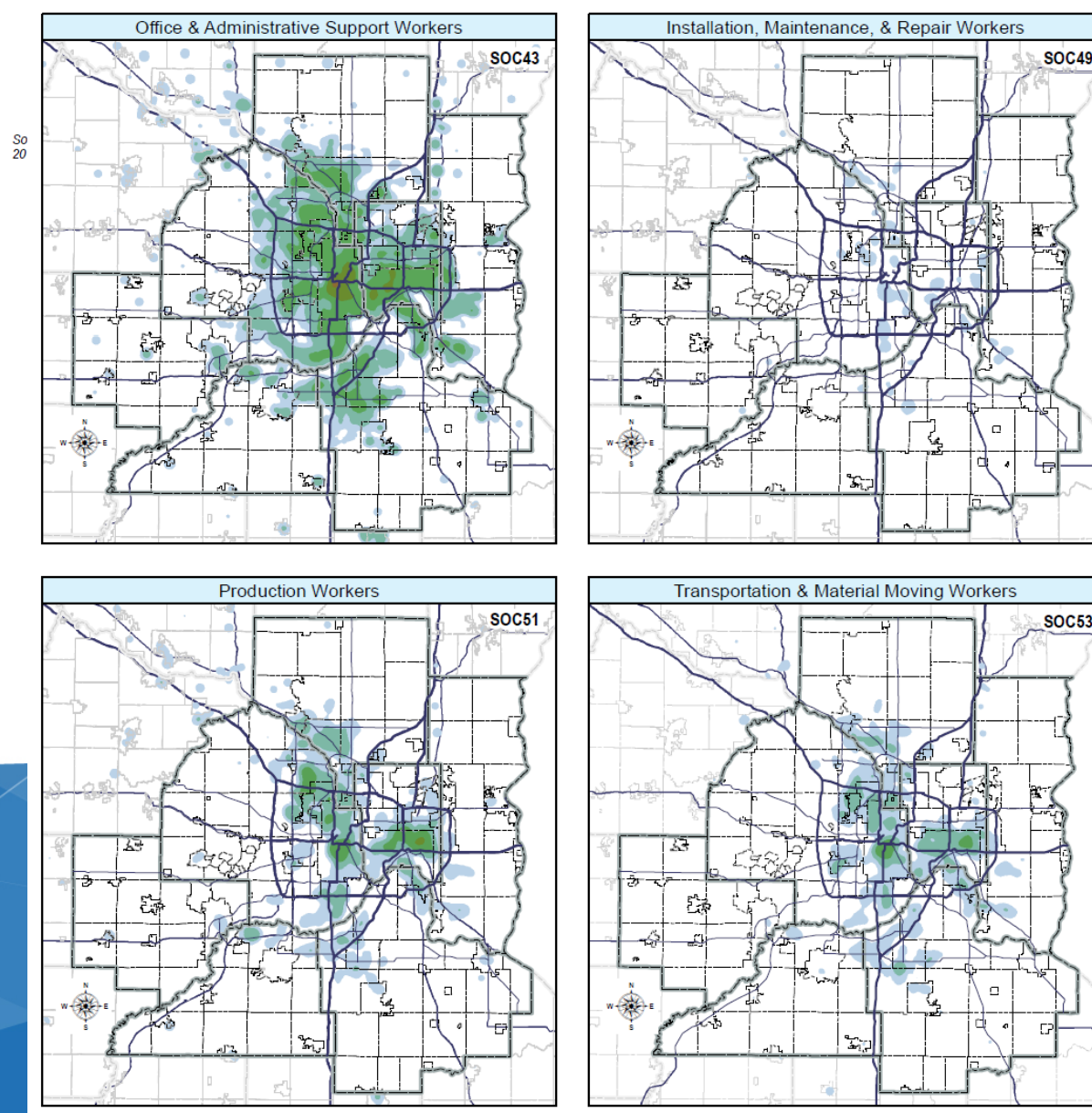
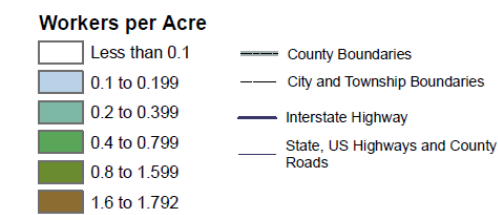
Occupations Element (Residence)

Location of Worker's Residence for Key Industry Cluster Occupations



- Doesn't necessarily follow "Place of Work" densities
- Some stark trends
 - A/E
 - Installation/Repair
 - Production/Transportation

Location of Worker's Residence for Key Industry Cluster Occupations



Occupations ↔ Comp Planning

- Influence of (and on) transportation infrastructure and planning
- Influence of (and on) Housing choice
- Skills to fill the job pipeline
 - Coordination with local school districts, postsecondary
 - Coordination with workforce development entities

Feedback – March Focus Groups

- *Why* key clusters have emerged, and how that has implications for the future
- Site information/what kinds of sites are in demand; are there particular “catalysts” that draw clusters (e.g., hospitals)
- Including transportation realities – such as commute times – on workplace and place of residence maps
- APPETITE!

On the Horizon

- Handbook, handbook, handbook!
- Future CDC Updates
 - Real Estate Requirements and Sites Implications
 - Collaboration w/ U of M – Clusters and Access to Jobs
 - Integration w/ LPH
- Fall convening event

LOCAL PLANNING HANDBOOK

| | |
|-----------------------------|---|
| PLANNING OVERVIEW | ▲ |
| PLAN ELEMENTS | ▼ |
| Land Use | |
| Transportation | |
| Water Resources | |
| Parks & Trails | |
| Housing | |
| Resiliency & Sustainability | |
| Economic Competitiveness | |
| Plan Implementation | |
| COMMUNITY PAGES | ▲ |
| REVIEW PROCESS | ▲ |
| LOCAL PLANNING HIGHLIGHTS | ▲ |
| CONTACT US | ▲ |
| Training & Workshops | |
| FAQs | |

ECONOMIC COMPETITIVENESS

As acknowledged in **Thrive MSP 2040**, regional economic competitiveness is a core element of the Region's sustained prosperity. Collectively, the region must provide great locations for businesses to succeed – particularly those industries that export products or services beyond the metropolitan area and bring revenue and jobs to the region.



Economic competitiveness in the context of comprehensive planning refers to examining and strengthening the ability of the region to compete effectively and prosper in the global economy. **Economic development** typically refers to activities that directly aim to retain, attract, and grow businesses that bring wealth into a community or region. Economic development in our region is effectively carried out by organizations such as **Greater MSP**, economic development authorities, cities, port authorities, industry associations, the Minnesota Department of Employment and Economic Development (DEED), nonprofits, counties, chambers of commerce, and businesses. While we do not assume an active role in economic development, our role in providing regional infrastructure, services, and amenities that serve as a foundation for economic growth should align with and support ongoing economic development efforts to the greatest extent possible.

The economic competitiveness resources offered in the Local Planning Handbook are intended to support communities that choose to develop an economic development element or otherwise integrate economic competitiveness into their comprehensive plan.

Economic Competitiveness Plan

- ❖ KEY INDUSTRIES/CENTERS OF EMPLOYMENT
- ❖ REDEVELOPMENT
- ❖ EDUCATION AND WORKFORCE
- ❖ BUSINESS DEVELOPMENT
- ❖ COMMUNITY AND INFRASTRUCTURE INVESTMENT
- ❖ ECONOMIC INFORMATION, MONITORING, AND STRATEGIC INITIATIVES

Economic Competitiveness Resources





METROPOLITAN
C O U N C I L

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