

Economic Indicator Dashboard Update

January 17, 2019

Land Use Advisory Committee



Dashboard Update

- Review 2040 Comprehensive Plans
- Find overarching themes of economic competitiveness/development
- Connect with communities within the region to gain greater feedback of needs
- Create draft list of indicators to be used in dashboard
- Begin draft of Guide to a Market Analysis

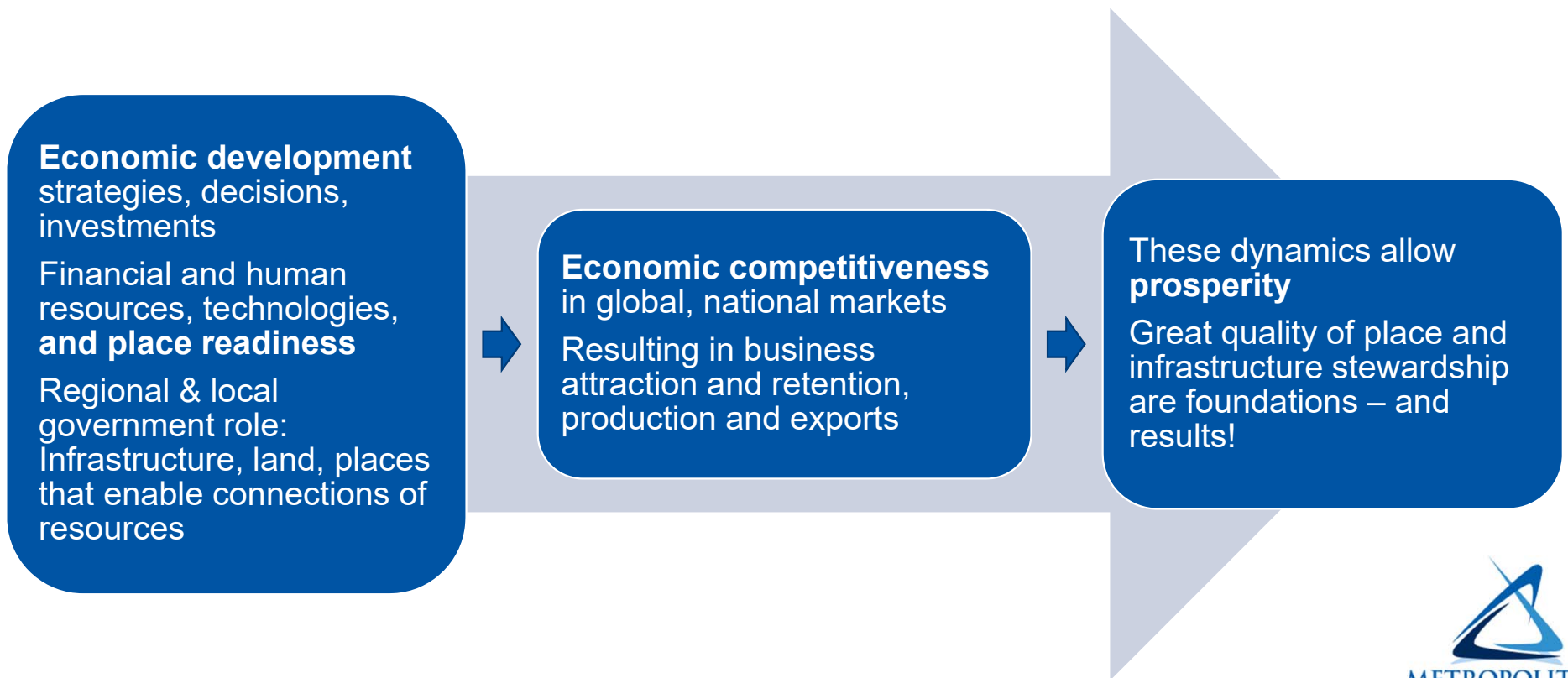


Feedback from LUAC

- Do you find that these economic indicator dashboard overarching themes are useful for communities?
- Are there additional areas you believe we should research?



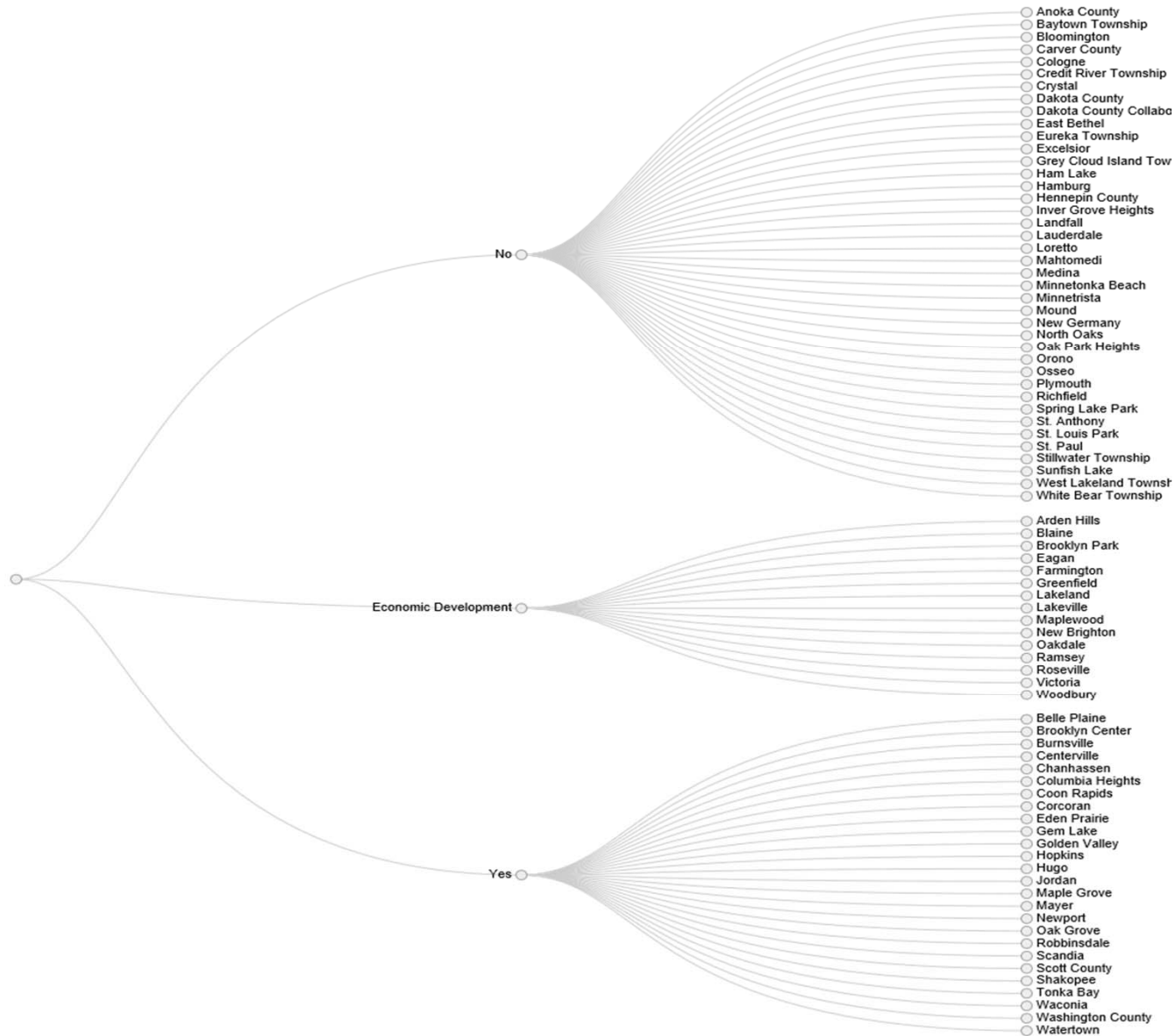
Thrive MSP 2040 discusses economic competitiveness as key to prosperity



How have 2040 Comprehensive Plans incorporated economic competitiveness?

- 80 2040 Comprehensive Plans reviewed
 - 26 had an Economic Competitiveness Chapter
 - 15 had an Economic Development Chapter
 - 39 had neither
- Combination of inventory & assessment, goals & policies

Does the plan contain an Economic Competitiveness chapter?



Plan Overarching Themes

- Focus on employment and business
 - Jobs by Sector
 - Business Mix
 - Commute Patterns
 - Educational Attainment
 - Employment Center Location & Characteristics
 - Income and Wage Trends

Community Input and Engagement

- Reaching out to metro area communities
 - Varying population size
 - Varying staff size
 - Varying needs of each community
 - Top Economic Indicators needed

Our focus is going to be local data

- Industry mix and specialization – types of businesses
- Employment level change over time
- Start-ups activity and employment
- Real estate, local real estate prices
- C-I land supply information
- Connectivity of access to freight corridors
- Access to customers, retail buying power
- Local workforce availability, quality, mix
- Commute flows
- Jobs/worker balances (by income strata)

Findings

- Overall, communities were interested in having access to an economic indicator dashboard for their community
- Gave positive feedback about the local data that could be provided
- Agreed that this information would be useful and applicable to the planning within their community

Other Areas of Interest from Communities

- Average salary for jobs in area
- Mapping available commercial/industrial sites
- Education workforce trained vs Jobs obtained
- Entrepreneur tracking
- Workforce housing

Next Steps

- Presentation at LUAC to demonstrate the tool (end of 2019)
- Soft launch of tool to select communities
- Development of the Dashboard (Roll Out end of 2019)
- Dashboard to be added to our resources online
- Finalizing the Guide to a Market Analysis

Guide to a Market Analysis

WHAT IS MARKET RESEARCH?

Market research is the process of gathering information about market characteristics in a study area in order to better anticipate and plan for potential opportunities in that area.

HOW COULD MY COMMUNITY BENEFIT FROM CONDUCTING A MARKET STUDY?

Conducting a market study could help your community identify strategic opportunities for growth, make more informed decisions, set realistic targets, and create a more competitive regional economy.

- Identify strategic opportunities for growth:** Conducting a market study can help your community identify existing strengths as well as areas of unmet demand. A market study can facilitate understanding of your community within a broader context. Conducting a market study can help answer questions such as “What advantages does my community have compared to others?” “What kind of changes are happening in the local economy?” and “Are all of our community’s needs being met?” The answers to these questions and others can assist your community in identifying potential directions for growth.
- Make more informed decisions:** A market study can be a useful tool for informing community decisions, such as land use planning or budgeting decisions. Communities may benefit from conducting a market study by answering questions such as “Where will our community’s investment have the biggest payoff?” and “What proportion of our land should be zoned for commercial purposes?”
- Set realistic targets:** Market studies can help communities anticipate the outcomes of their decisions and tailor growth strategies to fit the local context. Conducting a market study can help communities create plans that fit their needs within the scope of the community’s resources.
- Create a more competitive regional economy:** Market studies are a way for communities to identify and leverage their top characteristics to provide competitive sites for economic growth, infrastructure, and the amenities needed to attract, retain, and grow businesses and a talented workforce. When an individual community generates knowledge about the local economy with a market study, the region as a whole benefits. Challenges and opportunities identified in a community-level market study help increase understanding of employment and workforce challenges and strengths at the regional level. A region comprised of communities that are individually competitive is well positioned to thrive.

HOW CAN MY COMMUNITY GET STARTED WITH CONDUCTING A MARKET STUDY?

One of the first steps in conducting a market study is to ask: “What does my community hope to get out of doing this research?” It is important for communities to be clear on why they are conducting a market study, what the scope of the study is, and what they hope to learn from conducting such a study. Answering these questions can help communities tailor their market study to be the most relevant and useful. This will inform the type of information gathered in the market study, and the analysis conducted to draw conclusions.

Before embarking on a market study, communities should consider the question: “How will this information be used?” This question is about action. What types of next steps does your community envision once the market study is completed? Who will be responsible for applying the insights generated from the market study?

ELEMENTS OF A MARKET STUDY

Communities can use a market study to understand current market characteristics and anticipate future trends. This understanding will help communities identify areas of opportunity for future growth.

Key Indicators

Communities may wish to use some or all of the following indicators as a basis for their market study.

Population	Supply	Demand
How is your community's population changing? How might this demographic change influence what there is demand for in the community?	What does your community have a lot of? What does your community have little of? What type of development has been going on in your community? What sectors are growing locally? Shrinking?	Any there any needs that are currently unmet in your community? How might preference and need change as the community profile changes? Where else are people going to meet their needs?
<ul style="list-style-type: none"> o Population growth rate o Projected demographic change (Young families? Aging residents?) o Commuting patterns, inflow/outflow o Homeownership rate o Consumer expenditure patterns 	<ul style="list-style-type: none"> o Vacancy rates o Types of housing, office space, hotel, retail space available o Rent rates/sale prices o Supply in neighboring communities o Recent construction trends o Developments currently planned 	<ul style="list-style-type: none"> o Look for mismatch between current & projected population characteristics vs current & anticipated supply characteristics o Retail Gaps Analysis (surplus/leakage factor)

Identifying benchmarks for comparison

It may be helpful to contextualize your own community’s characteristics by comparing them to other communities or other scales. You may find it useful to compare conditions within your community to other **geographically nearby communities**. This could inform where residents, employees, or others may be going to meet needs that may be unmet by your community. For example, residents may be commuting to another city to work where there are more office jobs. This could inform your community’s approach to workforce development or office space construction. Your community may find it helpful to compare local characteristics to those of the **county, metro area, or other broader area** that it is located within. This could help distinguish the ways your community is distinct from its broader context. It may be useful at times to compare your community to other **communities that are not geographically nearby, but that share certain characteristics**, such as population density or main employment industry.

Data collection methods

Data for a market study can come in many forms and be collected in multiple ways. It may be best to combine a variety of methods to gain the most complete insight on your community. This could include collecting data first-hand on community preferences through a survey or focus group. First-hand data collection could also involve creating an inventory of recent local developments and characteristics such as their number of units, sale prices, and date of construction. Data could also be gathered from existing sources, such as larger data sets providing demographic, economic, social and other information. See below for links to data sources.

RESOURCES AND EXAMPLES

Data sources:

[Sources of Economic Data](#) fact sheet

Small Business Administration’s [Business Data and Statistics](#) page

Example Market Studies:

[Eden Prairie](#)

[Eureka Township](#)

[Mound](#)

[Oakdale](#)

[Richfield](#)

[Robbinsdale](#)



Feedback from LUAC

- Do you find that these economic indicator dashboard overarching themes are useful for communities?
- Are there additional areas you believe we should research?



Questions & Discussion

Corrin Wendell, AICP

Senior Planner & Sector Representative

Districts 11 & 12

Corrin.wendell@metc.state.mn.us

Elizabeth Abramson, LPA Intern

Ally DeAlcuaz, LPA Intern

