

Introduction

What is this Guide?

This document is a short guide to help Employment Analyst users determine the TRM (Triangle Regional Model) establishment type. There is also a detailed, alphabetical list of over 800 establishment types with the TRM category, called *TRM Establishment Types*, which is a companion document to this guide.

Why do we need this guide?

The DCHC MPO and CAMPO use an application called the Employment Analyst to place and count current employment. The application uses a lookup table to automatically translate the NAICS (North America Industry Classification System) employment code for a particular establishment into one of the five TRM (Triangle Regional Model) establishment types. The Employment Analyst users are to review the TRM establishment type and make any needed corrections as they review and add establishments.

Are there any tips?

- Use the trip pattern of an establishment on a typical weekday to determine the TRM category. For example, a large retailer will have management and accounting offices, yet the TRM category should be Retail, not Office (which represents a relatively minor aspect of the overall establishment). Also, GlaxoSmithKline might be listed as a pharmaceutical manufacture, which sounds like Industrial, but the trip pattern of the RTP offices is Office.
- If you can't find a particular type of establishment in this guide or in the detailed list, find one that is similar and use that TRM category. For example,
- Use the electronic search available in PDF documents. Search a key term, such as "survey," in the detailed list of *TRM Establishment Types*.

Retail

Definition –

Retailers and wholesalers are establishments that sell merchandise to the individual customers (not to businesses or institutions). This includes eating, drinking and shopping establishments. Retail establishments attract a very high number of trips (e.g., customers) to their location per the number of employees. If you are an ol' veteran of past TRM efforts, please note that there is no longer a separate retail category called Highway Retail.

Examples –

Bars and Drinking Places	Home Centers
Book Stores	Home Furnishings Stores
Building Material Dealers	Household Appliance Stores
Clothing Stores	Jewelry Stores
Computer and Software Stores	Nursery Garden and Farm Supplies
Construction Materials/Equipment	Office Supplies Stores
Convenience Stores	Optical Goods Stores
Cosmetic and Beauty Stores	Restaurants (take out/eat in)
Department Stores	Retail Bakeries
Drug Stores	Shoe Stores
Electronic Stores	Sporting Goods Stores
Floor Covering Stores	Tire Dealers
Furniture Stores	Tobacco Stores
Gasoline Stations	Used Merchandise Stores
Grocery Stores	Warehouse Clubs & Supercenters
Hardware Stores	

Industrial

Definition –

These establishments mostly do not attract individual customers or clients to their location. Instead, the trips include the relatively few employee commute and lunch trips and the possibly many trips to deliver and receive goods, services and people (in the case of transit). It generally includes agricultural operations (crop and animal production and processing), manufacturing (hard goods, soft goods such as clothing, and perishables such as food), mining, extraction (e.g., petroleum), energy generation and distribution, and warehousing and telecommunications.

So, the RTP offices of pharmaceutical manufacturer GlaxoSmithKline and computer giant IBM would be Office, not Industrial. And, the “break bulk” warehouse for a retailer would be Industrial, not Retail.

Examples –

All Manufacturing & Assembling	Freight (local and long distance; ground and air)
All Wholesalers	Highway & Bridge Construction
Commercial and Residential Construction	Meat Processing
Commercial Printing	Newspapers
Crop production and processing (farming)	Passenger transportation (local and long distance; ground and air; taxis)
Electric power generation and transmission	Residential Remodelers
Extraction and processing (e.g., petroleum)	Telecommunications
Fire Protection	Textile and clothing production
Food Service Contractors and Caterers	

Office

Definition –

These establishments attract very few customers, clients or deliveries to their location. Most corporate, government, school and university support functions, such as accounting, finance, budget, payroll, legal, information technology and management, are Office establishments.

So, the RTP offices of pharmaceutical manufacturer GlaxoSmithKline would be Office, not Industrial. A divisional office of Wells Fargo (with over 50 employees and few if any bank tellers) would be Office, not Service-High. The offices of an engineering firm would be Office, not Service-Low given the few clients attracted to that office. But, an orthodontics office, located in an “office” building, would be Service-Low because it attracts a noticeable stream of clients. Elementary, middle and high schools (Kindergarten through 12th) and the non-hospital parts of the four major universities, NCSU, UNC-CH, Duke and NCCU, are Office because the teachers and staff have a commute pattern similar to Office, and the model has a separate process to account for student trips. All other colleges, trade and technical schools are Service-High Rate.

Examples –

Civic & Social Organizations	Lessors of Residential Buildings
Contractors and Construction Offices	Broadcasting (radio and TV)
Elementary & Secondary Schools	Real estate agents and brokers
Financial (banking) management and admin.	Religious Organizations
Financial processing and clearing	Research & Development
Information Technology	Residential Property Managers
Insurance agencies (life, medical, vehicle)	Trade and Political Associations
Investment, brokerage and retirement services	

Service – High Rate

Definition –

Service establishments attract individual customers or clients to their location. There are two Service categories in the Triangle Regional Model – Service High Rate and Service Low Rate. The “rate” nomenclature refers to the number of trips attracted to the establishment PER NUMBER OF EMPLOYEES; it does not refer to the overall number of trips attracted to the establishment.

There is no definite cut-off point between High Rate and Low Rate, but you can use a rule-of-thumb to distinguish the two rates. High rate would be 25 or more customers attracted per employee. Thus, High Rate would include a court house, a Department of Motor Vehicles (DMV) branch, a bank teller office or other establishment where a single employee will service dozens of customers over the course of the day. A Low Rate would include most health practitioners (e.g., physician, dentist), construction trade facilities, professional and technical services office.

This category does not include the headquarters or so-called back office operations of real estate, insurance, financial and investment services, which are in the Office category.

Examples –

Amusement & Recreation Industries
Bank Teller
Child & Youth Services
Childcare
Computer Training
Fitness & Sports Centers and Instruction
Hotels
Colleges (except four major universities)
Legal Counsel & Prosecution
Libraries
Management and Professional Training
Postal Service
Services for the Elderly & Disabled
Technical and Trade Schools
Vocational Rehabilitation Services
Youth and Family Camps

Service – Low Rate

Definition –

There are two Service categories in the Triangle Regional Model – Service High Rate and Service Low Rate. See the Service – High Rate entry for a definition of both Service categories.

This category does not include the headquarters or so-called back office operations of real estate, insurance, financial and investment services, which are in the Office category.

Examples –

Agents and Brokers (receiving clients in their offices)
Automotive Parts Stores
Care facilities (elderly, substance abuse)
Computer & Office Machine Repair
Consulting and management services
Domestic services (cleaning, exterminating)
Dry-Cleaning & Laundry
Emergency Medical Centers
Golf Courses & Country Clubs
Home Health Care Services
Hospitals
Medical Offices (medical, dental, psychological)
Movie theaters
Museums
New and Used Car Dealers
Personal services (hair stylists)
Professional services (all -- legal, accounting, engineering, architectural, design)
Religious, civic, business and social organizations
Repair and maintenance (vehicles, electronics, appliances, computers)
Retirement Communities
Trade contractors facilities (not offices)