

DCHC MPO

(Durham-Chapel Hill Carrboro Metropolitan
Planning Organization)

CAMPO

(Capital Area Metropolitan Planning
Organization)

Employment Analyst Training

September 2013

Are there suggested strategies for this task?

We know that...

- Many users won't be able to review all the employment records – there are too many records!
- The medium-to-high concentrations of employees are most critical for the TRM to function properly.

Thus...

- Focus on large employers and employment centers
- Sparse numbers of small employers are a low priority.

Don't let perfection kill your progress!

Are there suggested strategies for this task?

- Find large employers:

Many large employers will have an existing record in EA.

But some will be missing. So use...

- Chamber of Commerce list.
- Economic Development office list.
- Tax database.
- Parcel database (land use codes).
- Employment Security Commission (ESC).
- School district.
- Any other sources?

- Get the Big Three:

1. Geolocation
2. # of Employees
3. Employment Type

Review existing records of large employers and modify, if needed.

Add info for missing records (employers not already in EA).



Are there suggested strategies for this task?

Suggested definition of “Large” Employer:

Cities = 100+ employees

Big Towns = 50+ employees

Small Towns = 25+ employees

Rural = 25+ employees

Are there suggested strategies for this task?

Large Employment Sites

Find them



There will be existing records for many of the employers at:

- Large retail centers and strip malls
- Office parks and centers
- Commercial centers

So use reliable lists or experience.

Spy on them



1. Go take photo of marquis or storefronts
2. Use Google Streetview
3. Find Web site of retail center, office park, etc.

Then, add them to EA

Get the Big Three

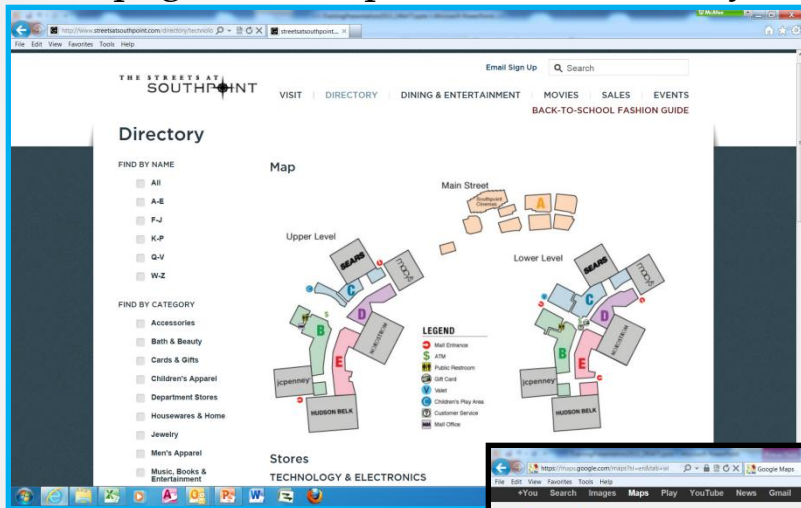


1. Geolocation
2. # of Employees
3. Employment Category

Are there suggested strategies for this task?

Large Employment Sites

Web page -- Southpoint Mall Directory



Web page – The Quadrangle



Google Streetview – Woodcroft Plaza



Are there suggested strategies for this task?

- By TAZ (Traffic Analysis Zone) is a good, organized way to methodically proceed.
- Use the “filter” tool in EA to limit records to a single TAZ
- Focus on TAZs with the highest levels of employment

Filter: Employment 2013

Create

+ Add another expression Add a set

Display features in the layer that match the following expression

TAZ is 2095

Value Field Unique

Ask for values

APPLY FILTER CLOSE

... And, can compare TAZ totals with previous year totals.. But, more on that later.

Are there suggested strategies for this task?

Use the best available information.

If you have trouble contacting the establishment, use:

- Property Management
 - Office and commercial centers and malls often know employment levels (one phone call vs. 30 phone calls). Find the management company by a Web search.
- Estimate
 - Use same employee count as similar establishments, e.g., Wendy's restaurants tend to have ~30 employees.
- Square Feet
 - Tax database might have building square feet. Divide by standard, say ~250 square feet for each office employee.
- Count the cars
 - Count the cars in aerial photo of the business, using ESRI basemap or other source
- Others?