

DCHC MPO

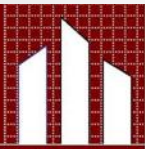
(Durham-Chapel Hill Carrboro Metropolitan
Planning Organization)

CAMPO

(Capital Area Metropolitan Planning
Organization)

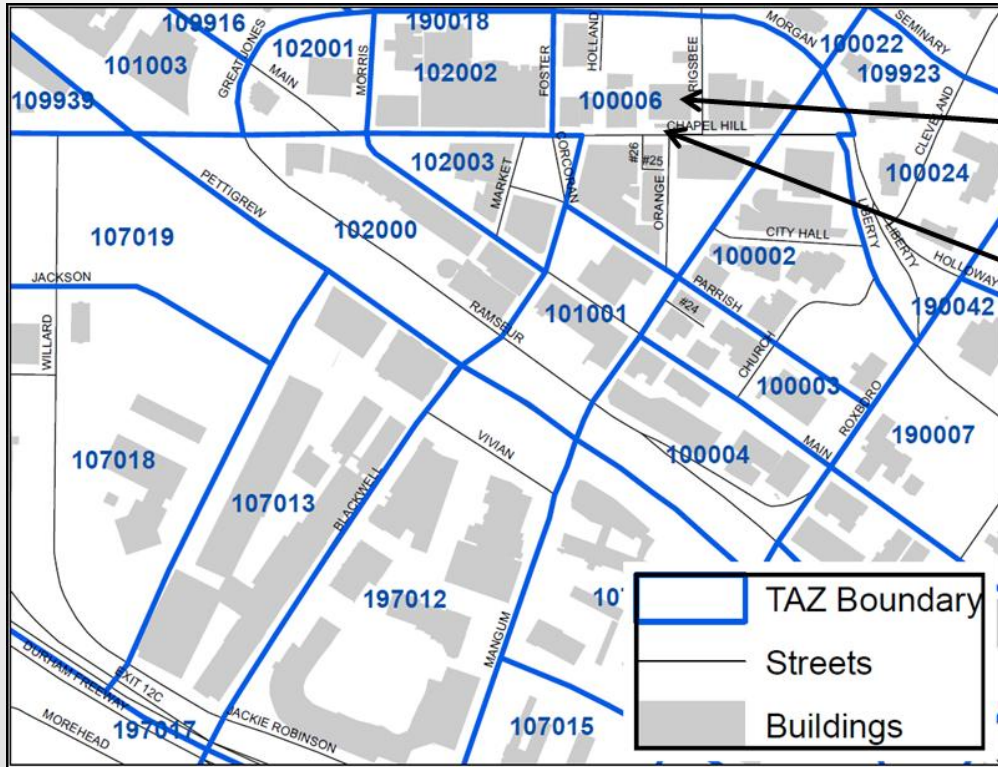
Employment Analyst Training

September 2013



What is Socioeconomic Data (SE Data)?

Population and Employment numbers grouped by areas called TAZs (Traffic Analysis Zone).



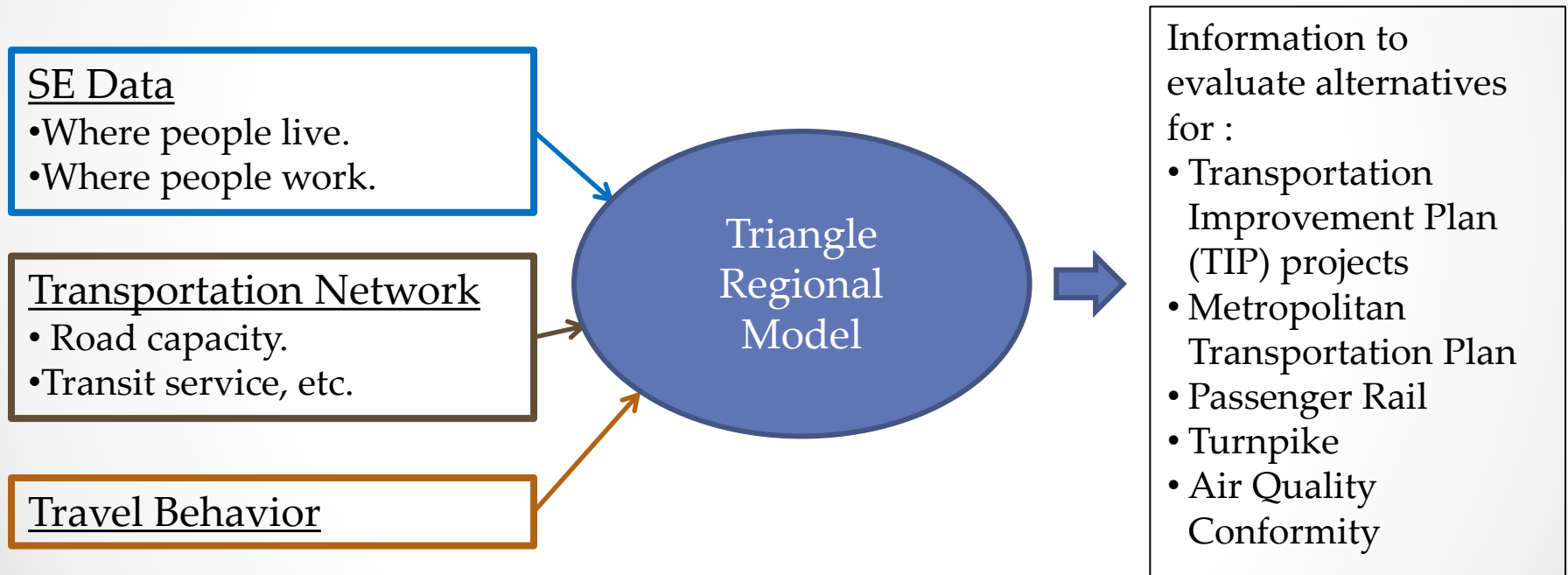
TAZ	HH	DwellUnit	Students	Pop	Mean Inc	Dorms
100006	3	3	1	4	80996	0
100009	28	29	0	72	80996	0
100010	0	0	0	0	0	0
100017	146	173	52	236	32399	0

TAZ	Industrial	Retail	Highway	Office	Service
100006	9	23	10	46	303
100009	0	0	0	2	324
100010	0	0	0	0	111
100017	4	0	24	9	279

Downtown Durham

Why do we need SE Data?

SE Data is a key input into the Triangle Regional Transportation Model (TRM).



TRM is the principal tool used to evaluate highway, transit, rail, and other transportation projects throughout the Triangle.

What employment data is needed for SE Data?

- Bottom Line → Number of employees by employment categories in each TAZ for year 2013.

There are five employment categories

TAZ	Industrial	Office	Retail	Service Low	Service High
100006	9	46	23	303	10
100009	0	2	0	324	0
100010	0	0	0	111	0
100017	4	9	0	279	24

Note: a separate project will project residential and employment data to the year 2045

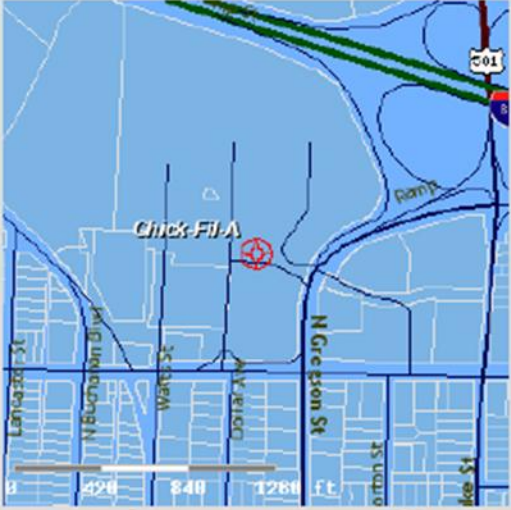


Remember Employment GeoCoder?

MPO created online form-based “GeoCoder” application for 2005 and 2010 employment verification.

DCHC MPO Employment Geocoder Details for Chick-Fil-A (49678)

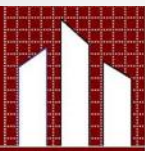
[Return to Results List](#) You are logged in as 'Andrewh' Log Out

Coordinates (2026891,825620)	Employment Location Description																																						
<div style="border: 1px solid gray; padding: 5px; margin-bottom: 5px;"> Zoom In Zoom Out Show Original </div> <p>Click To <input checked="" type="radio"/> Recenter Map <input type="radio"/> Move Location <input type="radio"/> Create New Location</p> 	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr><td>Source:</td><td>InfoUSA</td></tr> <tr><td>TAZ:</td><td>100069</td></tr> <tr><td>Company Name:</td><td>Chick-Fil-A</td></tr> <tr><td>Company Address:</td><td>1058 W Club Blvd</td></tr> <tr><td>Company Zip:</td><td>27701-1115</td></tr> <tr><td>NAICS:</td><td>722211 (Limited-Service Restaurants)</td></tr> <tr><td>SIC:</td><td>581208 (Restaurants)</td></tr> <tr><td>Contact Name:</td><td>Tiffany Martin</td></tr> <tr><td>Contact Phone:</td><td>(919) 286-4312</td></tr> <tr><td>Description:</td><td>Chick-Fil-A</td></tr> <tr><td colspan="2" style="text-align: center;">Enter Information:</td></tr> <tr><td>Named Location:</td><td>Northgate Mall in Durham v</td></tr> <tr><td>Major Employer:</td><td><input type="checkbox"/></td></tr> <tr><td>Employees:</td><td style="text-align: center;">26</td></tr> <tr><td>Employment Category:</td><td>Highway Retail (Drive-Thru) v</td></tr> <tr><td>Comment:</td><td><div style="border: 1px solid gray; height: 20px;"></div></td></tr> <tr><td colspan="2" style="text-align: center;">History</td></tr> <tr><td colspan="2">2006-Jan-23 11:30 by Andrew Henry</td></tr> <tr><td colspan="2">Updated: 26 / hwy / (2026891 825620)-Northgate Mall</td></tr> </table>	Source:	InfoUSA	TAZ:	100069	Company Name:	Chick-Fil-A	Company Address:	1058 W Club Blvd	Company Zip:	27701-1115	NAICS:	722211 (Limited-Service Restaurants)	SIC:	581208 (Restaurants)	Contact Name:	Tiffany Martin	Contact Phone:	(919) 286-4312	Description:	Chick-Fil-A	Enter Information:		Named Location:	Northgate Mall in Durham v	Major Employer:	<input type="checkbox"/>	Employees:	26	Employment Category:	Highway Retail (Drive-Thru) v	Comment:	<div style="border: 1px solid gray; height: 20px;"></div>	History		2006-Jan-23 11:30 by Andrew Henry		Updated: 26 / hwy / (2026891 825620)-Northgate Mall	
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Delete Location Abandon Changes Update Entry																																							



What is Employment Analyst (EA)?

- New map-based platform for employment verification.
- Hosted on ESRI ArcGIS Online.
- You (the user) responsible for checking/adding:
 - Employer name
 - Location (point on map)
 - Number of employees
 - Employment category (five different categories).
- MPO responsible for summarizing data by TAZ and getting it ready for model use.



What data is already in EA? (BIG picture)

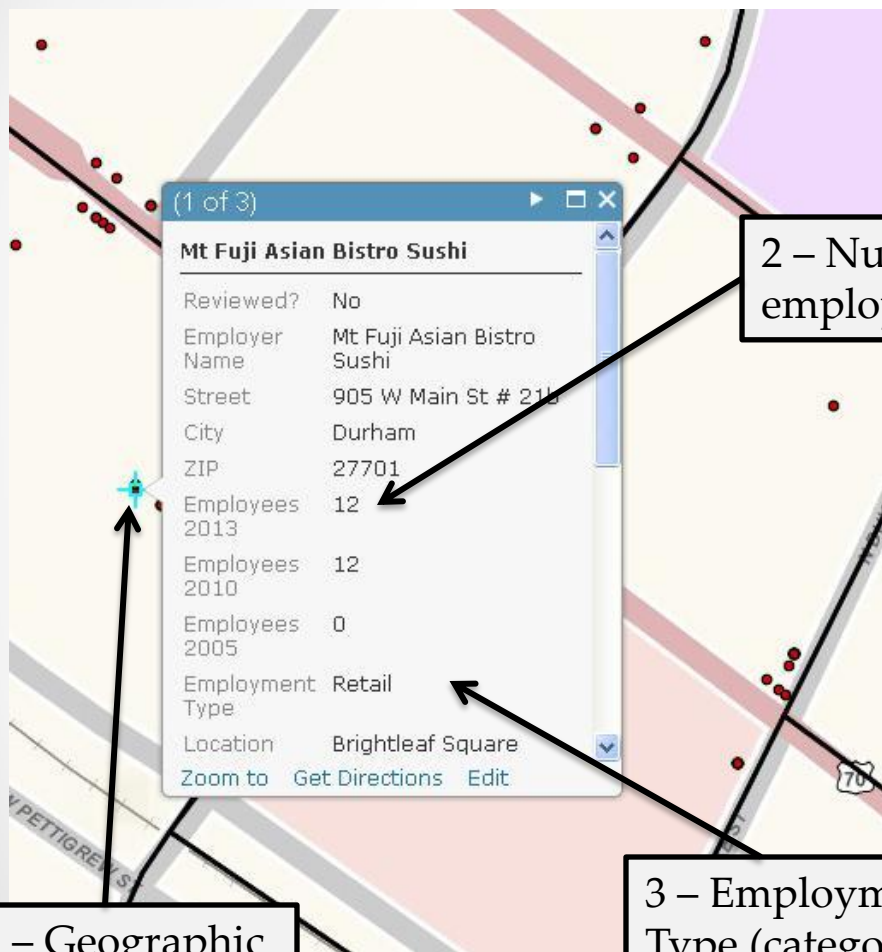
- Preloaded with employer establishment records from InfoGroup for 2013, and old verified records from 2010.
- Employer establishment records are from all counties in TRM:
 - Chatham
 - Durham
 - Franklin
 - Granville
 - Harnett
 - Johnston
 - Nash
 - Orange
 - Person
 - Wake





What data is already in EA?

(little picture)



1 – Geographic location

2 – Number of employees

3 – Employment Type (category)

Lots of detailed data:

- Name
- Address
- Contact
- NAICS code
- Etc.

Which is all good, but....

Keep your eyes on the prize – the big three

Did you say “preloaded”? Then why do you need me?

Preloaded data has an unacceptable level of inaccuracies. So, you need to...

Review – make sure large employer and employment sites are correct.

Modify – correct existing employer records. Remember the big three! (geolocation; no. of employees; and employment type).

Add – enter new records for employers missing in the database.

... And, many employers are missing from the database.



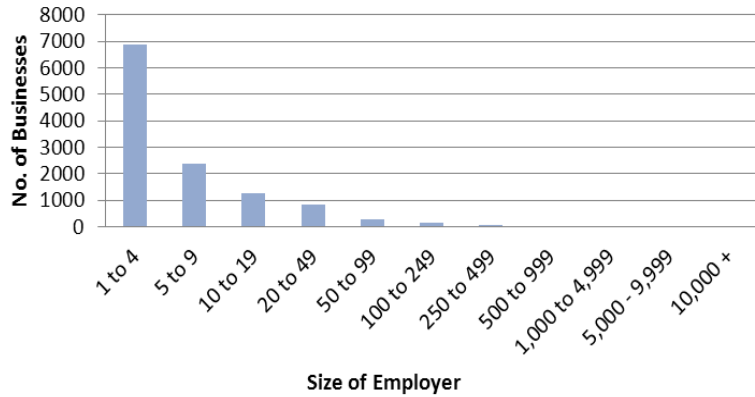
How many employment records are there?

This table is an estimate of business establishment records in EA. Counts are high due to duplicate businesses.

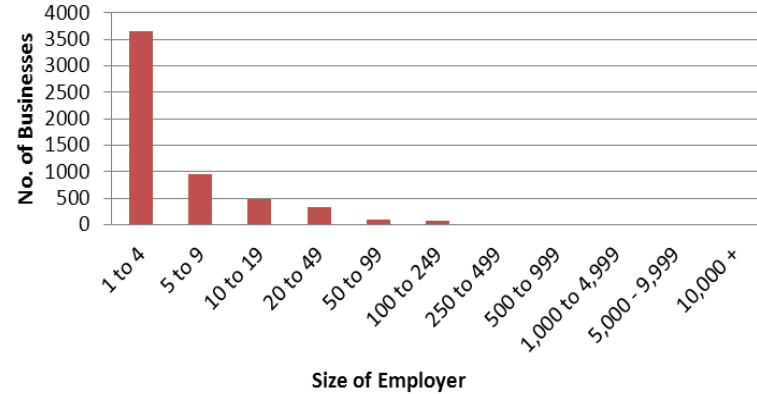
County Name	Number of Businesses	Number of Employees
Chatham	2,241	19,291
Durham	13,670	311,382
Franklin	1,854	15,825
Granville	1,734	24,965
Harnett	3,397	27,920
Johnston	5,817	69,687
Nash	3,980	46,380
Orange	6,787	86,386
Person	1,340	11,981
Wake	45,365	697,242

What is the distribution of the employers' sizes?

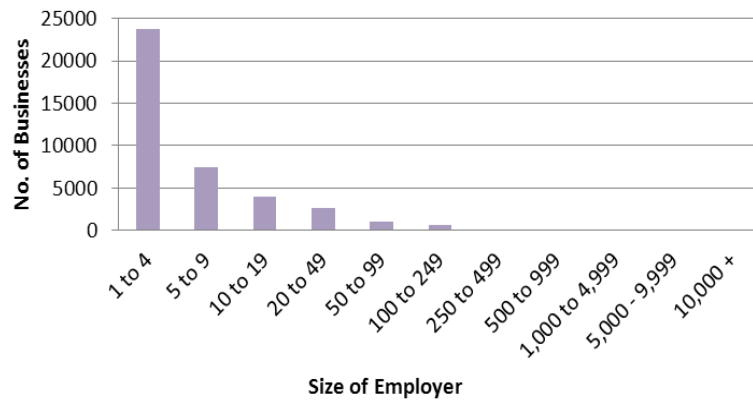
2013 Info USA - Durham County



2013 Info USA - Orange County



2013 Info USA - Wake County



... Lots of little establishments.

When Can We Start?

- Today!
- Make sure you use the map in ArcGIS Online called Employment Analyst 2013 - Official.
- The “Training” map is just for practice. It won't be used in the modeling process.