

ANNUAL REPORT  
2019



MAKING ACTION POSSIBLE  
*for Southern Arizona*

# Executive Summary

Since its founding, the MAP Dashboard has received international, national, state, and local recognition. In 2018, the MAP received the Impact Award from the international Community Indicators Consortium for its demonstrated ability to drive positive community change in Southern Arizona.

The content on the MAP Dashboard is constantly expanding and changing. In addition to the regular data updates in 2018, 19 feature articles and four white papers appeared on the website. These included articles on Tucson's economic outlook, Southern Arizona communities, home prices, trade with Mexico, and many others. White papers are written by University of Arizona faculty and are funded by MAP white paper grants. White papers published on the MAP in 2018 included research on rainwater as a potential resource for water independence in Tucson's communities, health and social well-being in chronically homeless women, an analysis of violent crime and density of alcohol serving establishments in Arizona, and insights into Tucson's human service sector.

The MAP Dashboard devoted several feature articles to community impact last year with the addition of the Community Spotlight. The Community Spotlight highlights how various organizations around Southern Arizona are using the MAP Dashboard. These spotlights provide insight on how to get the most out of the MAP and inspire others on new ways to use the website. In 2018, these articles featured the Freeport McMoRan Foundation, Tucson Values Teachers, Regional Partnering Center, and the Thomas R. Brown Family Foundation.

Community outreach and engagement is a key part of the MAP Dashboard. Researchers from the University of Arizona's Economic and Business Research Center gave 15 public presentations to local residents last year, reaching 1,600 attendees. These public presentations included Eller's Economic Outlook Luncheon and Breakfast with the Economists, the new MAP Talk webinar series, the Community Indicators Consortium Coffee Break webinar series, the MAP annual event, and many other public gatherings.

The Southern Arizona community continues to embrace the MAP Dashboard. The website has had 78,000 unique users since launch, with 49.6 percent growth last year, and over 335,000 page views. In addition, over 3,400 people subscribe to the MAP monthly newsletter, 290 people follow on Twitter, and 260 people follow on Facebook.

Information from the MAP Dashboard website also reaches thousands of readers each month through a full-color feature in the Sunday Business section and Monday Health section of the *Arizona Daily Star*.

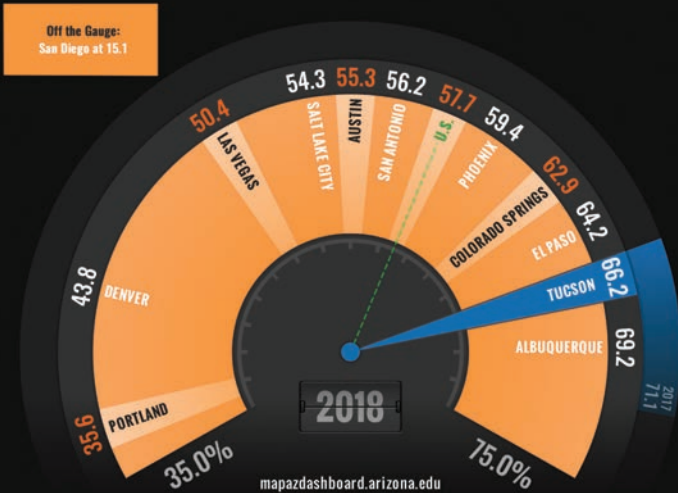
During 2018, the MAP Dashboard team made several key changes to the internal operation of the website. While these are not directly visible to the user, they significantly improve day-to-day management of the data. Additional functionality was also added to the MAP in 2018 that allows our Partners and Sponsors to download data directly from the website.

This annual report provides a snapshot of the MAP Dashboard as of spring 2019, using the most up-to-date annual data. Since federal agencies release this information with significant delays, the majority of the estimates are for 2017 and 2018. In some cases, in particular the health-related data, the most recent estimates available for all comparison regions are for 2016. This is due to the time required by federal agencies to acquire and report the data. This report summarizes the latest results for all indicators and highlights key changes during the past year. It also documents changes to the website during 2018, brings together website metrics, and summarizes outreach activities.

## KEY CONCLUSIONS FOR THE MAP DASHBOARD ARE AS FOLLOWS:

- Inflation-adjusted Gross Domestic Product in the Tucson Metropolitan Statistical Area (MSA) rose by 2.9 percent in 2017, after a very modest increase of 0.3 percent in 2016. The Tucson MSA includes all of Pima County.
- The Tucson MSA ranked second in 2018 among peer Western metropolitan areas in housing affordability, which has gradually declined as house prices rose faster than income.
- The Tucson MSA's job growth hit 1.2 percent in 2018, down from 1.3 percent in 2017, and slower than many peer metropolitan areas.
- The college attainment rate for the working-age population in the Tucson MSA rose modestly to 30.5 percent in 2017 but remained well below the U.S. rate.
- Median household income (\$48,676) and poverty (18.3 percent) in 2017 for the Tucson MSA continue to lag behind peer MSAs.
- Tucson MSA secondary-school teacher wages stayed steady in 2018 and ranked last among peer metros. Given recent increases in teacher pay at the state level we anticipate a rise in the wage over the coming years. The MAP was instrumental in providing accurate and comparable data on teacher wages that allowed the region to make informed data-driven policy change.
- Tucson MSA residents reported worse mental health than most peer metropolitan areas in 2016. However, the local area did better in terms of physical health.
- The share of Tucson MSA residents with broadband access hit 84.5 percent in 2017, well above the U.S. rate of 82.1 percent.
- Tucson had a relatively small share of the population working in creative occupations, ranking near the bottom among peer areas in 2017.
- During the past year the MAP Dashboard has raised awareness in the community on topics such as housing affordability, housing cost burden, educational attainment and shifting demographics in the region, as well as a continued discussion on teacher wages.

## Housing Affordability (2018)



One key issue that has emerged during the past year was housing affordability. Access to affordable housing is an important issue for many households because the home is often their largest asset and its price can affect spending in other areas such as: childcare, education, health care, and leisure activities. Since personal consumption makes up the better part of the economy, and discretionary income levels are influenced by the cost of housing, affordable housing is an important factor in the local economy.

- In 2018, 66.2 percent of homes sold in the Tucson MSA were affordable to a family earning the local median income, which ranked second among peer metros. Tucson's affordability for housing far exceeded the national rate of 57.7 percent.
- Single-family housing affordability in Tucson and across the nation has declined in recent years as home prices rose faster than wages.
- The housing affordability indicator shows us that, in Tucson, homes are affordable for those earning at least the local median family income (approximately \$60,000). However, the housing cost burden indicator illustrates that those earning lower levels of income (in particular less than \$35,000) struggle to find affordable housing relative to the nation.
- Housing cost burden varied significantly between homeowners and renters in Tucson. In 2017, 52.8 percent of renters paid more than 30 percent of their income in rental costs. That is more than double the housing cost burden for homeowners at 23.4 percent.

## Four-Year College Attainment Rate by Age (2017)

| AGE   | TUCSON | ARIZONA | U.S.  |
|-------|--------|---------|-------|
| 18-24 | 7.9%   | 7.5%    | 10.5% |
| 25-34 | 28.8%  | 27.4%   | 34.4% |
| 35-44 | 31.0%  | 29.9%   | 34.8% |
| 45-64 | 31.1%  | 28.5%   | 30.1% |
| 65+   | 34.6%  | 28.2%   | 25.9% |

Another key issue in Tucson is educational attainment, because an educated workforce is a key driver of economic growth. Regions with high concentrations of educated workers tend to be more innovative and generate faster, long-run income, population, and job growth.

- The Tucson MSA's college attainment rate for those aged 25 years and older rose to 31.6 percent in 2017, from 29.0 percent in 2009. This was just above the national rate of 30.9 percent.
- College attainment rates vary substantially across age groups for the Tucson MSA. Those aged 65 years and older have a much higher rate of college attainment in Tucson than across the state or nation. However, those in the prime working age group (25-34 and 35-44) fall several percentage points behind the United States.

The following pages summarize in more detail the background of the MAP Dashboard project and the current performance of all 36 indicators on the MAP Dashboard by category.







# MAP Dashboard Overview

The award-winning Making Action Possible (MAP) Dashboard was formed through a unique partnership between The University of Arizona, Community Foundation for Southern Arizona, and Southern Arizona Leadership Council to develop a project to measurably improve Southern Arizona through data-driven, collective civic action and education. Subsequently, Pima Association of Governments and Sun Corridor, Inc. joined the partnership in 2016 and 2018, respectively. The partnership represents the non-profit and business communities, regional government, local economic development, and higher education. The MAP Dashboard fills a resource gap by providing a common collection of research and information upon which to evaluate and measure key socio-economic indicators in our community and collaborate to address our shared issues.

The socio-economic indicators are grouped into six categories: 1) Economy, 2) Education, 3) Health and Social Well-Being, 4) Infrastructure, 5) Quality of Place, and 6) Workforce and Demographics. For each indicator, users can learn how Southern Arizona is doing, how it compares, and what the latest trends tell us about our progress. Users can compare Southern Arizona to the United States, states in the West, and select Metropolitan Statistical Areas (MSAs). With this information, Southern Arizonans can decide priorities, shape and pursue effective policies, and seek external funding opportunities. They can also use the data to drive business and organizational decisions, as well as build collaborative and cross-sector partnerships capable of taking action throughout our region.

While the MAP Dashboard focuses on state, county, and metropolitan area data, it also includes a wealth of information for cities and towns located in the Southern Arizona region. The Southern Arizona region commonly

includes the following counties: Cochise, Graham, Greenlee, Pima, Pinal, Santa Cruz, and Yuma. The MAP Dashboard also includes data for all 15 Arizona counties.

In the four years since its launch, the MAP Dashboard has received international, national, state, and local recognition. It was awarded the 2016 Award for Website Excellence by the Association for University Business and Economic Research and the 2016 DataViz Award from the Association of Public Data Users. The MAP Dashboard was one of three finalists for the Arizona Governor's Award for Innovation in Academia and received the 2016 Common Ground Award from the Metropolitan Pima Alliance. Additionally, in 2018, the MAP received the Impact Award from the international Community Indicators Consortium for its demonstrated ability to drive positive community change in Southern Arizona.

Local community support makes the MAP Dashboard possible. Funding partners include the Community Foundation for Southern Arizona, Pima Association of Governments, the Southern Arizona Leadership Council, Sun Corridor, Inc., and The University of Arizona. UA's Economic and Business Research Center in the Eller College of Management maintains, updates, and administers the MAP Dashboard website.

Financial support is also provided by community sponsors. Sustaining sponsors include the Thomas R. Brown Foundations, Tucson Electric Power, and Freeport McMoRan Foundation. Wells Fargo is a supporting sponsor, while Sundt Construction and Visit Tucson are contributing sponsors.



## Economy Overview

An economy is defined by the production, distribution, and consumption of goods and services. The decisions of individuals and firms interacting in this process determine how economic resources are allocated. The quality of a region’s economy reflects the opportunities available to individuals and businesses. Strong economies typically result in a high standard of living, higher wages, and consistent job growth. The economic indicators included in this section help identify where Southern Arizona stands in comparison to other economies in the western United States.

*Note: Data refer to the Tucson Metropolitan Statistical Area (MSA), unless otherwise noted. Information published in this report use the most up-to-date data available.*



































# National, State and Local Recognition



## MAP Dashboard Update: Web Analytics

3,400



SUBSCRIBERS TO THE NEWSLETTER

78,000+



USERS

290



TWITTER FOLLOWERS

260



LIKES ON FACEBOOK

+49.6%  
INCREASE IN USERS  
2017 TO 2018

[mapazdashboard.arizona.edu](http://mapazdashboard.arizona.edu)



# Acknowledgements

The MAP Dashboard is made possible through the support of its partners and sponsors.

## PARTNERS



## SPONSORS

Sustaining Sponsors:



Supporting Sponsors:



Contributing Sponsors:



**The MAP Dashboard is a product of the Economic and Business Research Center in the Eller College of Management at The University of Arizona.**

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**The MAP Dashboard is guided by an Advisory Board, consisting of representatives from Partner organizations (listed alphabetically by last name).**

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Allison Duffy, President, Silverado Technologies

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Paulo Goes, Dean, Eller College of Management, The University of Arizona

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Steve Lynn, Chief Strategy Officer, NüPOINT Marketing, past member

Clint Mabie, President and CEO, Community Foundation for Southern Arizona, past Chair

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Laura Shaw, Senior Vice President, Sun Corridor, Inc.

Ron Shoopman, Director of Innovation and Special Projects, Southern Arizona Leadership Council, Chair

Joe Snell, President, Sun Corridor, Inc.

**The MAP Dashboard would like to thank NüPOINT Marketing for their efforts in promoting the project.**

Mary Rowley, CEO, NüPOINT Marketing

Jan Howard, Partner, NüPOINT Marketing

Steve Lynn, Chief Strategy Officer, NüPOINT Marketing



