Executive Summary

The award-winning MAP Dashboard project was created to measurably improve Southern Arizona through data-driven collective civic action and education. The MAP provides users with measures on our region’s progress, as well as access to the latest information and research. MAP fills a gap by providing a common collection of information upon which to evaluate our community and collaborate to address our shared issues.

The Southern Arizona community continues to embrace the MAP Dashboard. The website had over 150,000 unique users since launch with nearly 455,000 page views. In addition, over 2,800 people subscribe to the MAP monthly newsletter, 355 people follow on Twitter, and 297 people follow on Facebook.

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 response to the most pressing community issues. In addition to the 36 core data updates found in the Economy, Education, Health & Social Well-Being, Infrastructure, Quality of Place, and Workforce & Demographics categories in 2020, 28 feature articles and three white papers appeared on the website. These included articles on:

- Economic impacts of the COVID-19 pandemic
- The demographics of Tucson’s housing
- The impact of trade wars on manufacturing employment
- Analysis of Southern Arizona communities
- How household debt will impact economic recovery
- Neighborhood vulnerability study
- Food security in Tucson
- And many others

White papers written by University of Arizona faculty are funded by MAP white paper grants and featured on the website. White papers published on the MAP in 2020 included research on:

- County agricultural economy profiles for Arizona
- Wellbeing of juvenile justice-involved youth in Arizona
- The impact of trade wars on manufacturing employment
The MAP Dashboard highlights regional impact through the Community Spotlight. This Spotlight highlights how various organizations around Southern Arizona are using the MAP Dashboard. Each spotlight provides insight on how to get the most out of the MAP and inspire others on new ways to use the website. Community Spotlights in 2020 featured the Community Food Bank and Pima County Interfaith.

Community outreach and engagement is a key part of the MAP Dashboard. Researchers from the University of Arizona’s Economic and Business Research Center frequently participate in print, radio, and television interviews. The MAP team and associated researchers gave 12 public presentations to local residents last year, reaching 2,900 attendees. These public presentations included events such as:

- The Future of Work event
- Eller’s Economic Outlook Luncheon
- MAP Talk webinar series
- Community Foundation for Southern Arizona food security event
- And many other public gatherings

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.

This annual report provides a snapshot of the MAP Dashboard as of spring 2021, using the most up to date annual data. Since federal agencies release this information with significant delays, the majority of the estimates are for 2019 and 2020. In some cases, in particular the health-related data, the most recent estimates available for all comparison regions are for 2018. 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 2020, brings together website metrics, and summarizes outreach activities.
COVID-19—Tourism

The economic consequences of the coronavirus pandemic have been widespread. However, the pandemic has disproportionately impacted the travel and tourism sector. That had significant implications for tourism-dependent regions of the world. In 2020, employment in the leisure & hospitality sector fell by 20.7% in the Tucson MSA, while jobs fell nationally by 19.7%. The Las Vegas MSA, one of Tucson’s peer metros on the MAP, was hit especially hard with a 29.6% decline in leisure & hospitality jobs. The MAP team quickly pivoted to helping the Southern Arizona community understand the economic impacts of the pandemic. The MAP will continue to provide the community with trusted information to understand the ongoing economic impacts and recovery from the pandemic.

In 2020, the MAP Dashboard published 28 feature articles and three white papers. Additionally, the MAP team along with associated researchers gave 12 webinars with 2,900 attendees. Many of these webinars covered topics related to the economic impacts of the coronavirus.
FEATURED ARTICLE

COVID-19—Education

The coronavirus pandemic has directly impacted the way that school-age children across the U.S. learn. In late March of 2020, most school districts across the nation moved K-12 classes to online distance learning, and many of these districts continued with distance learning for the 2020-2021 school year. In Arizona, 95% of households reported that the pandemic impacted how their children received an education. Access to reliable computer and internet access is vital to the success of children engaged in distance learning. In Arizona, about 83% of households always had a computer available for educational purposes, while only 72.6% of households always had internet available. The Pew Research Center found that there is a “homework gap” for school-age children that lack the connectivity needed to complete schoolwork at home. That gap is more pronounced for Black, Hispanic, and low-income households.

In a March 2021 MAP Talk webinar, Flowing Wells School District Superintendent David Baker joined Jennifer Pullen to discuss the impact that the pandemic had on K-12 education. The webinar attracted over 200 attendees and is available on the MAP Dashboard website, along with several education-related feature articles.
Food Insecurity

The coronavirus pandemic has had wide-reaching implications worldwide. One of those consequences is an increase in food insecurity. Prior to the pandemic, approximately 14.3 million (11.1%) households in the U.S. were food insecure. This means that the household was not able to provide enough food for every person in it to live an active, healthy life. Feeding America estimates that the number of individuals in the U.S. that will experience food insecurity could increase by up to 17.1 million due to the pandemic.

In Arizona, nearly 1 million individuals, or 17.0% of the population was food insecure in 2017. Among Arizona’s two largest metropolitan areas, the percent of those that were food insecure was slightly lower at 13.7% for Phoenix and 13.6% for Tucson. However, Phoenix and Tucson both posted high rates of food insecurity when compared to peer Western metros.

The Census Bureau’s Household Pulse Survey collects weekly data on how households are faring the pandemic. One of the questions is on household food scarcity. As of late February 2021, over 10% of Arizona households reported that there was either sometimes or often not enough to eat during the past seven days. Additionally, a report on the MAP explored food insecurity by race and ethnicity. That article found Hispanic households with a job disruption due to the coronavirus were significantly more likely to be food insecure when compared to white, non-Hispanic and other/multiple-race households that had also experienced a job disruption.

During mid-summer 2020, Jennifer Pullen, Senior Research Economist, joined Michael McDonald, CEO of the Community Food Bank, and Jamie Chamberlain, President of Chamberlain Distributing, to discuss food insecurity in Southern Arizona. The event attracted 206 attendees. The recorded webinar and associated feature articles are available on the MAP website.
The Tucson Metropolitan Statistical Area (MSA) remains one of the most affordable places to buy a home when compared to peers. In 2020, 70.0% of homes sold in the Tucson MSA were affordable to a family earning the local median income. Tucson ranked first among peer metropolitan areas in housing affordability. Housing affordability in Tucson decreased slightly in 2020 but remains well above the national rate.

Affordability only tells us part of the story when it comes to housing characteristics. While homes in Tucson may be affordable for those earning more than the local median family income, what about those who earn less? In addition to housing affordability, the MAP also measures housing cost burden and explores housing by tenure. The housing cost burden measure tells us that over 50% of renters in the Tucson MSA pay more than 30% of their income in housing costs such as rent and utilities. That is more than double the housing cost burden rate for homeowners.

Due to the coronavirus pandemic, many experts around the country believe that an eviction crisis is looming. The MAP published two feature articles on evictions and renters this year. The first explored how temporary measures have helped keep renters from being evicted and the second article explored the distribution of renter-occupied housing versus owner-occupied housing by census tract. In Tucson, 37.6% of homes are renter-occupied. That is the sixth-highest rate among peer MSAs. The article also highlights the regions within the Tucson MSA that have a high percentage of rentals and are potentially vulnerable to evictions.
Renters Occupied Housing Units (2018)

- 0-15%
- 15-30%
- 30-45%
- 45-60%
- 60-75%
- Great than 75%
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 six 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 for Public Data Users. The MAP Dashboard was one of three finalists for the Arizona Governors 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. The UA’s Economic and Business Research Center maintains, updates, and administers the MAP Dashboard website.

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

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.
The growth rate of business establishments increased by 1.8% in 2019. That was an improvement from the prior year when Tucson posted no growth. The Tucson MSA tied for last among peer Western MSAs with Las Vegas and El Paso.

The Tucson MSA lost 18,042 jobs in 2020 due to the economic impact of the coronavirus pandemic. That was a decline of 4.6%. In comparison, Phoenix’s employment declined by 2.8%, and statewide jobs dropped by 3.1%. The leisure & hospitality sector was hit especially hard by the pandemic.

Housing affordability declined slightly between 2019 and 2020 in the Tucson MSA, falling by 1.2 percentage points to 70.0%. However, Tucson remained the most affordable metro for those earning the local median family income when compared to Western peers.

The Tucson MSA’s median household income rose to $53,379 in 2019 but remained near the bottom of peer Western metros.

The number of patents per 10,000 workers in the Tucson MSA increased in 2019 to 16.6. That was well ahead of the national average of 11.0. The Tucson MSA patent activity was also well above the state and the Phoenix MSA in 2019.

Inflation-adjusted Gross Domestic Product in the Tucson MSA increased by 2.8% in 2019, which was slightly slower than the growth of 3.4% posted in 2018. A contraction in GDP nationwide is expected for 2020 due to the global coronavirus pandemic.
Education

Education is one key driver of economic success, both for individuals and for regions. Individuals benefit from education in a variety of ways, including higher productivity, higher wages, better health outcomes, and less need for publicly funded economic assistance. In addition, research has shown that the benefits of education spill over to the region as a whole. Local areas with high concentrations of highly educated residents tend to have better aggregate socioeconomic outcomes, such as higher per capita income, lower crime, and faster job and population growth. Thus, less educated residents also benefit by locating in regions with high educational attainment rates.
## Tucson Metropolitan Statistical Area Education Scorecard

<table>
<thead>
<tr>
<th>INDICATOR</th>
<th>HOW ARE WE DOING?</th>
<th>HOW DO WE COMPARE?</th>
<th>RECENT CHANGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>COLLEGE MAJOR</td>
<td>47.5% SCIENCE, ENG., OR RELATED</td>
<td>☀</td>
<td>▲</td>
</tr>
<tr>
<td>EDUCATIONAL ATTAINMENT</td>
<td>32.4% BA OR BETTER</td>
<td>☁</td>
<td>▲</td>
</tr>
<tr>
<td>GRADUATION RATES</td>
<td>78.7% FOR ARIZONA</td>
<td>☁</td>
<td>▲</td>
</tr>
<tr>
<td>PRE K-12 ENROLLMENT</td>
<td>41.6% IN EARLY EDUCATION</td>
<td>☁</td>
<td>▲</td>
</tr>
<tr>
<td>STUDENT ACHIEVEMENT</td>
<td>279.9 AVERAGE MATH SCORE IN AZ</td>
<td>☁</td>
<td>▲</td>
</tr>
<tr>
<td>TEACHER WAGES</td>
<td>$42,950</td>
<td>☁</td>
<td>▲</td>
</tr>
</tbody>
</table>

Map Scorecard “How Do We Compare?” Rankings Are Relative To The Following Peer Metropolitan Areas:

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

### Notable Annual Changes

- The four-year college attainment rate in the Tucson MSA was 32.4% in 2019. That was slightly higher than the national rate of 32.1%.
- The Tucson MSA has one of the highest rates of college graduates with a degree in a science, engineering, or related field when compared to peer metros.

### Education

- In 2019, the share of college graduates with majors in science and engineering or related fields in the Tucson MSA was 47.5%. That was a slight increase from 2014 and was well above the national average of 44.7%.
- The college attainment rate for those aged 65 and older in the Tucson MSA was 35.5% in 2019. That was eight percentage points higher than the national average for that age group. The Tucson MSA has a high percentage of educated retirees when compared to peer metros.
- Arizona’s percent of public high school students graduating in four years improved slightly in 2018 to 78.7%. That was well below the national average of 85.3%.
- In the Tucson MSA, 9.3% of school-age children attended a private school. That was higher than the state rate of 7.8% but lower than the national rate of 10.5%.
- In Arizona, math scores for 8th graders were equivalent to the national average in 2019. However, 3rd-grade reading scores remained below the national average.
- In the Tucson MSA, the median annual wage in 2020 for school teachers (elementary, middle, and secondary) was well below peer Western metros. For elementary and secondary school teachers this was also the case in the Phoenix MSA.
Health & Social Well-Being

Indicators in this section identify critical trends in the health and social well-being of Southern Arizona residents. Measures of physical and behavioral well-being provide information about the health of residents, which plays an important role in determining the overall quality of life. Households that are housing cost-burdened or whose income is at or near the poverty level are more likely to endure adverse social, economic, and health conditions. Likewise, those who lack health insurance coverage are at a greater risk for bankruptcy and illness. The data provide residents and policymakers with performance measures crucial to gauging the overall well-being of a region.
### Tucson Metropolitan Statistical Area Health & Social Well-Being Scorecard

<table>
<thead>
<tr>
<th>INDICATOR</th>
<th>HOW ARE WE DOING?</th>
<th>HOW DO WE COMPARE?</th>
<th>RECENT CHANGE</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>BEHAVIORAL HEALTH</strong></td>
<td>4.5</td>
<td>Poor Mental Health Days</td>
<td>▲</td>
</tr>
<tr>
<td><strong>HEALTH INSURANCE COVERAGE</strong></td>
<td>90.8%</td>
<td></td>
<td>▲</td>
</tr>
<tr>
<td><strong>HOUSING COST BURDEN</strong></td>
<td>32.1%</td>
<td>32.1% of Households</td>
<td>▼</td>
</tr>
<tr>
<td><strong>PHYSICAL WELL-BEING</strong></td>
<td>81.6%</td>
<td>81.6% Good or Excellent Health</td>
<td>▼</td>
</tr>
<tr>
<td><strong>POVERTY RATE</strong></td>
<td>16.8%</td>
<td>Per 1,000 Females</td>
<td>▼</td>
</tr>
<tr>
<td><strong>TEEN BIRTH RATE</strong></td>
<td>22.1%</td>
<td>22.1 births per 1,000 Females</td>
<td>▼</td>
</tr>
</tbody>
</table>

**NOTABLE ANNUAL CHANGES**

- The Tucson MSA had the second-highest percentage of the population who reported smoking in 2018 when compared to peers. Tucson’s rate of 17.0% was comparable to the nation.
- In 2019, the health insurance coverage rate for residents of the Tucson MSA was 90.8%. Rates varied by race & ethnicity with Native Hawaiian and Pacific Islanders reporting the lowest rate followed by those who reported their race as American Indian and Alaska Native.
- The percentage of households that were considered housing cost-burdened in the Tucson MSA declined to 32.1% in 2019. That was an improvement of more than four percentage points.
- Those who reported good or excellent health in the Tucson MSA declined significantly over the past two-years, falling from 83.9% in 2016 to 81.6% in 2019.
- The Tucson MSA’s poverty rate of 16.8% in 2019 was the second-highest among peer metros. However, it was an improvement from 2014 when the poverty rate hit 19.0%.
- The teen birth rate in the Tucson MSA declined to 22.1 births per 1,000 females age 15-19, ranking it squarely in the middle of peer Western metros. Tucson’s teen birth rate has fallen by 59.0% since 2006.

**NOTE:** Data refer to the Tucson Metropolitan Statistical Area (MSA) unless otherwise noted. Information published in this report uses the most up-to-date data available.
A region’s overall prosperity is related to the quality of its infrastructure. People rely on transportation and communication networks for access to employment, goods, and services. Businesses also rely on infrastructure to provide access to trade, raw materials, labor, and other inputs to production. The responsible use of natural resources by residents is also important, as energy and water use can affect long-term regional sustainability. Responsive and well-planned infrastructure results from a collaborative process between residents and policymakers, improving current levels of service and meeting future demand. Data presented in this category identify key trends in infrastructure performance and provide a valuable basis to inform future decisions related to its development.
• The Tucson International Airport increased the number of seats available per capita the past two years by nearly 5% each year.

• In 2018, the city of Tucson ranked first out of peer western cities with 8.9 miles of bicycle infrastructure, such as bicycle-only lanes and multi-use paths, per 10,000 residents.

• Arizona’s average residential electricity price in 2018 was just slightly less than the national average but one of the highest among the western states.

• In 2019, 89.0% of households in the Tucson MSA had broadband internet. That rate varied widely by race & ethnicity with those who reported their race as Two or More posting the highest rate at 92.4% and American Indian and Alaska Natives the lowest rate at 73.4%.

• The city of Tucson posted a substantial decrease in residential water use, from a high of 121 gallons per capita per day in 1996 to only 76 in 2019.

• In the Tucson MSA, 10.0% of commuters carpooled to work during 2019.

NOTE: Data refer to the Tucson Metropolitan Statistical Area (MSA) unless otherwise noted. Information published in this report uses the most up-to-date data available.
Quality of Place

Indicators in this category capture a wide range of influences on quality of life. Individuals who feel safe in their homes and surrounding areas are more likely to be involved in their community, increase civic participation, and even overall outdoor activity. Likewise, good air quality may increase residents’ ability to participate in outdoor activities. Another aspect of quality of place is access to cultural amenities, such as the arts, entertainment, and other creative activities. How an individual values the quality of a region may differ depending on a multitude of factors, such as race and ethnicity, age, socioeconomic status, gender, and personal preference. However, the indicators included in this category reflect a broad range of factors affecting the quality of life in a region.
## Tucson Metropolitan Statistical Area Quality of Place Scorecard

<table>
<thead>
<tr>
<th>INDICATOR</th>
<th>HOW ARE WE DOING?</th>
<th>HOW DO WE COMPARE?</th>
<th>RECENT CHANGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>AIR QUALITY</td>
<td>61.6% GOOD DAYS</td>
<td></td>
<td>↑</td>
</tr>
<tr>
<td>COST OF LIVING</td>
<td>6.9% LESS THAN THE U.S.</td>
<td></td>
<td>↓</td>
</tr>
<tr>
<td>CREATIVE OCCUPATIONS</td>
<td>114.5 JOBS PER 1,000 RESIDENTS</td>
<td></td>
<td>↑</td>
</tr>
<tr>
<td>OUTDOOR RECREATION</td>
<td>-25.7% NATIONAL PARK VISITS</td>
<td></td>
<td>↓</td>
</tr>
<tr>
<td>PUBLIC SAFETY</td>
<td>447.4 VIOLENT CRIMES PER 100,000</td>
<td></td>
<td>↓</td>
</tr>
<tr>
<td>VOTER TURN OUT</td>
<td>43.7% IN ARIZONA</td>
<td></td>
<td>↓</td>
</tr>
</tbody>
</table>

### QUALITY OF PLACE NOTABLE ANNUAL CHANGES

- National park visits declined by 25.7% in the Tucson MSA due to full or partial closures because of the coronavirus pandemic.
- The cost of renting or owning a house in the Tucson MSA was 14.5% below the nation in 2019.

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

*In 2019, the percent of good air quality days in the Tucson MSA was 61.6%, the fourth-highest among peer metropolitan areas and an improvement from 2018.*

*The cost of living in the Tucson MSA was 6.9% below the nation in 2019. That ranked Tucson the second-lowest among peer metropolitan areas.*

*The average wage for those in a creative occupation in the Tucson MSA was $76,804. That ranked Tucson 10th among peers and was significantly below the national average.*

*The decline in national park visits for the Tucson MSA was -25.7%, which was slightly better than the total decline in park visits for the nation at -27.6%.*

*The Tucson MSA violent crime rate per 100,000 residents declined in 2019 to 447.4.*

*Arizona’s voter turnout rate during the presidential election in 2020 was 59.0%, nearly ten percentage points higher than in 2016.*
Workforce & Demographics

The indicators included in this section help identify the demographic mix and workforce characteristics of Southern Arizona compared to other regions in the Western United States. The data can provide government officials, policymakers, and planners with the information necessary to gauge demand for future resources. The type of resources a region may need in the future are highly dependent on the demographic mix and could range from educational needs to infrastructure to services, such as health care. Population growth is a measure of how well a community attracts and retains residents, which reflects economic opportunities and the quality of life. The workforce is a subset of the population and refers to those individuals who participate in the labor market. A highly educated and skilled workforce tends to generate greater economic opportunities for a region’s residents.
Education & Health Services accounts for the second-highest share of jobs (behind Government) in the Tucson MSA at 17.8%. Jobs in Trade, Transportation & Utilities followed closely at 16.9%.

The labor force participation rate in the Tucson MSA was 80.0% among prime working-age adults in 2019. That placed Tucson 10th among peer Western metros and behind the national rate of 82.2%.

Median wages in the Tucson MSA hit $38,900 in 2020, ranking it eighth among peers.

The Tucson MSA’s share of the population that is 65 and older in 2019 was 20.3%, which was nearly five percentage points higher than the national rate.

In 2020, the wage distribution in the Tucson MSA declined to 3.7, meaning that high-wage earners (those in the 90th percentile) made 3.7 times more than low-wage earners (those in the 10th percentile). Tucson has the lowest wage distribution ratio among peer MSAs, which reflects less wage inequality.

The college attainment rate for working-age residents in the Tucson MSA varied by gender in 2020, with 33.3% of women and 28.9% of men having a degree.

• The Tucson MSA’s labor force participation rate remained consistent at 80.0% in 2019, that rate is likely to decline in 2020 due to the coronavirus pandemic.

• The median occupational wage in the Tucson MSA increased by 5.4% in 2020.

NOTE: Data refer to the Tucson Metropolitan Statistical Area (MSA) unless otherwise noted. Information published in this report uses the most up-to-date data available.
Acknowledgements

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

PARTNERS

Community Foundation for Southern Arizona

Pima Association of Governments

Southern Arizona Leadership Council

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The MAP Dashboard would like to thank our media partners for their contributions in promoting the content on the MAP and supporting MAP related events

Arizona Daily Star

Arizona Public Media
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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George Hammond Director and Research Professor

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

Mary Rowley Founder and CEO, NüPoint Marketing

Jan Howard Vice President, NüPoint Marketing

Steve Lynn Chief Strategy Officer, NüPoint Marketing
MAP Dashboard Update: Web Analytics

2,850
SUBSCRIBERS TO THE NEWSLETTER

Over 150,824
USERS

355
TWITTER FOLLOWERS

297
LIKES ON FACEBOOK

Growth between 2019 and 2020

+55.5%
USERS

+47.3%
SESSIONS

+11.2%
PAGEVIEWS