



MAKING ACTION POSSIBLE
for Southern Arizona

Annual Report 2018

Executive Summary

The award-winning Making Action Possible (MAP) Dashboard was formed through a unique partnership between the University of Arizona, Community Foundation of Southern Arizona, and Southern Arizona Leadership Council to develop a project to measurably improve Southern Arizona through data-driven, collective civic action and education. Pima Association of Governments joined the partnership in December 2016. The partnership represents the non-profit and business communities, local government, 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 state.

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). MAP Dashboard users 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 to build collaborative and cross-sector partnerships capable of taking action throughout our region.

Additionally, the MAP Dashboard includes select information for cities and towns located in the Southern Arizona region. The MAP Dashboard also includes data for all 15 Arizona counties.

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, 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 and Sundt Construction is a contributing sponsor.

This annual report provides a snapshot of the MAP Dashboard as of spring 2018, using the most up to date data available. The report summarizes the latest results for all indicators and highlights key changes during the past year. It also documents changes to the website during 2017, brings together website metrics, and summarizes outreach activities.

KEY CONCLUSIONS FOR THE MAP DASHBOARD ARE AS FOLLOWS:

- The Tucson Metropolitan Statistical Area (MSA) ranked first among peer Western metropolitan areas in housing affordability, which has gradually declined as house prices rose faster than income. The Tucson MSA includes all of Pima County.
- The Tucson MSA's job growth accelerated last year, to 1.5 percent, but remained slow compared to peer metropolitan areas.
- The college attainment rate for the working-age population in the Tucson MSA rose modestly to 29.6 percent in 2016 but remained well below the U.S. rate.
- Median household income (\$46,764) and poverty (19.1 percent) in the Tucson MSA continued to rank low.
- Tucson MSA secondary-school teacher wages rose modestly in 2017, but still ranked last.
- Tucson MSA residents reported worse mental health than most peer metropolitan areas. However, the local area did better in terms of physical health.
- The share of Tucson MSA residents with broadband access hit 89.2 percent, well above the U.S. rate of 85.2 percent.
- Tucson had a relatively small share of the population working in creative occupations, ranking near the bottom among peer areas.

Growth Rate of Total Nonfarm Employment (2017)



Employment:

Job growth is a key measure of a local economy's overall performance. Increasing employment tends to drive reduced unemployment and higher income growth. It can also lead to improved prosperity, particularly when the new jobs pay above average wages.

- The Tucson MSA's job growth accelerated to 1.5 percent last year, up slightly from 1.3 percent in 2016. While local growth was close to the national average last year, it still ranked low among peer metropolitan areas.
- Tucson added just over 5,000 jobs last year, with solid gains in 1) construction, 2) manufacturing, 3) government, 4) leisure and hospitality, 5) professional and business services, 6) education and health services, and 7) trade, transportation, and utilities.

Four-Year College Attainment for the Working Age Population (2016)



Working-Age College Attainment:

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 working-age college attainment rate rose to 29.6 percent in 2016, from 29.3 percent in 2009, which was below the national rate of 31.8 percent. Just 16 years ago, Tucson's college attainment rate was above the national average.
- In 2016, Tucson ranked ninth among peer metropolitan areas, well below Austin, at 42.7 percent, but well above Las Vegas, at 22.6 percent.

The following pages summarize in more detail the current state of all 36 indicators on the MAP Dashboard, by category. The report then highlights MAP feature articles and white papers published on the site, notable changes to the MAP website, as well as metrics of impact, including website statistics, outreach presentations, and other evidence.



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.



Education Overview

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.

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.



Impact and Accomplishments

The content on the MAP Dashboard is constantly expanding and changing. In 2017, 20 feature articles and white papers appeared on the website. These included articles on demographics, Southern Arizona cities, housing affordability, the Tucson outlook, housing and rental affordability, NAFTA, transportation to work, tourism, economic inclusion and many others.

The MAP Dashboard devoted several feature articles to housing and rental affordability last year. Tucson ranks high in housing affordability, which reflects single-family home prices relative to income, but low in rental affordability. The MAP's feature articles addressed this disconnect and showed that the housing cost burden in Tucson varied greatly by residents' income levels. Higher income residents tended to have relatively low housing cost burden, while lower income residents had relatively high housing cost burdens.

The MAP Dashboard also featured two white papers last year, written by University of Arizona faculty and funded by MAP white paper grants. These included research on Tucson's early child care and education, and the economic impacts of extreme weather on Tucson.

The MAP Dashboard is more than a website. Researchers from the University of Arizona's Economic and Business Research Center gave 28 public presentations to local residents last year, reaching 1,800 attendees. These public presentations included Eller's Economic Outlook Luncheon and Breakfast with the Economists, the new MAP Talk webinar series, the Federal Reserve Bank of San Francisco's locally held Using Data for Social Change event, Greater Tucson Leadership, and many other public gatherings.

The MAP Dashboard website has had nearly 57,000 unique users since launch, with 44 percent growth last year, and over 250,000 page views. In addition, over 4,300 people subscribe to the MAP monthly newsletter, over 230 people follow Twitter, and over 230 people follow Facebook.

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

The MAP Dashboard has received 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 award and received the 2016 Common Ground Award from the Metropolitan Pima Alliance.

During 2017, the MAP Dashboard included several key changes to the website, including the redesign of the award-winning fuel gauge. The revamped fuel gauge includes the addition of an outer ring that highlights the recent trend data for the Tucson MSA while embracing a more modern look. Additionally, work began on the inclusion of new MAP Dashboard indicators. The indicators added during 2017 included the Housing Affordability Index and Creative Occupations. Further, a new sustaining sponsor banner was included just above the footer on each MAP webpage.

National, State and Local Recognition



2016 Award for Website Excellence



MAP Dashboard Update: Web Analytics

4,300



SUBSCRIBERS TO THE NEWSLETTER

57,000+



USERS

235



TWITTER FOLLOWERS

231



LIKES ON FACEBOOK

+44%
INCREASE IN USERS
2016 TO 2017

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.

Jennifer Pullen, MAP Dashboard Coordinator and Research Economist
Valorie Rice, Business Information Specialist
Laurie Sheldon, Graduate Research Assistant
Maile Nadelhoffer, Webmaster and Research Economist
Alan Hoogasian, Research Economist
George Hammond, Director and Research Professor
Dan Kinnear, Data Manager
Chris Green, Senior Web Developer

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

Jamie Brown, Planning and Public Affairs Administrator, Pima Association of Governments (co-alternate member)
Celestino Fernandez, Professor, University of Arizona
Paulo Goes, Dean, Eller College of Management, University of Arizona
Jan Leshner, Chief Deputy County Administrator, Pima County, past member
Steve Lynn, Chief Strategy Officer, Strongpoint Marketing
Clint Mabie, President and CEO, Community Foundation for Southern Arizona, Past Chair
Farhad Moghimi, Executive Director, Pima Association of Governments
Paki Rico, Community Affairs Administrator, Pima Association of Governments (co-alternate member)
Ron Shoopman, CEO, Southern Arizona Leadership Council, Chair

mapazdashboard.arizona.edu

