VISION
The Greater MSP Region is recognized as a globally leading economy where business and people prosper.

MISSION
Accelerate job growth and capital investment in the Greater MSP region.

REGIONAL ECONOMIC DEVELOPMENT STRATEGY
WHAT IS THE WORK?

Bring regional leaders and organizations together to solve big problems & make the region’s economy more globally competitive.
WHO DOES THIS WORK?

The GREATER MSP Partnership: staff, investors, partners.
Regional strategy is part of a best practice regional economic development partnership and we found a strong market for this work in MSP.
REGIONAL STRATEGY
2014 – 2018

TELL OUR STORY

PRIORITIZE TALENT

BUILD GLOBAL SECTORS
TELL OUR STORY

REGIONAL INDICATORS DASHBOARD

PRIORITIZE TALENT

MAKE IT. MSP™
MINNEAPOLIS-SAINT PAUL

BUILD GLOBAL SECTORS

MMMP
MINNESOTA MEDICAL MANUFACTURING PARTNERSHIP

MSP TRADE & INVESTMENT PLAN

200+
partner organizations

Water Technology Summit

STRATEGIC INITIATIVES
in execution phase July 2016

200+
partner organizations

CENTER CITIES
COMPETITIVENESS INITIATIVE

GREATER MSP
MINNESOTA MEDICAL MANUFACTURING PARTNERSHIP

REGIONAL COMPETITIVENESS WORKING GROUP

Water Technology Summit
DASHBOARD PROJECT DESCRIPTION

_WHAT_
A set of shared, objective metrics to track the Greater MSP region’s overall success on critical economic, environmental and social outcomes.

_WHY_
- **Clearer view of our competitive position** today & look ahead
- Shared definition of “competitiveness”
- Better **coordination** of existing work & more effective **priority-setting**
- **Enhanced accountability** for results
- Global best practice

THE PROJECT IS DELIVERING ON ITS ORIGINAL GOALS
THE TEAM

- MN Partners
- Amherst H. Wilder Foundation
- MSP
- Itasca Project
- Metropolitan Council
- Minnesota Compass
- Minnesota State Demographic Center
- Employment and Economic Development

THE PROCESS

- 14 months 2014-2015
- 50+ Partner Organizations
- 30 Stakeholder Input Sessions
- 25+ Dashboards Reviewed (US & Global)
- 1,000+ Potential Metrics Considered
BUILDING THE DASHBOARD

**CATEGORIES:** The new dashboard is a customized set of measurements most important to leaders in this region.

- Economy
- Business Vitality
- Talent
- Education
- Infrastructure
- Environment
- Livability
**METRICS:** Rigorous set of criteria used to select metrics to populate categories. Data should be:

- **Outcome:** Not input
- **Understandable:** Not technical
- **Current & Accessible:** Actual number, not relative ranking
- **Metro Measure:** Comparable to peers
- **Potential:** To influence through action, not backward-looking
11 PEER REGIONS

Competitive Benchmarking
### VITAL STATS

<table>
<thead>
<tr>
<th>Indicator</th>
<th>Value</th>
<th>Rank</th>
<th>Trend</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gross Domestic Product</td>
<td>$228B</td>
<td>7</td>
<td>Increasing</td>
<td></td>
</tr>
<tr>
<td>Total Jobs</td>
<td>1.9M</td>
<td>6</td>
<td>Same</td>
<td></td>
</tr>
<tr>
<td>Unemployment Rate-Annualized*</td>
<td>3.9%</td>
<td>1</td>
<td>Decreasing</td>
<td></td>
</tr>
<tr>
<td>Population</td>
<td>3.5M</td>
<td>8</td>
<td>Increasing</td>
<td></td>
</tr>
<tr>
<td>Population Growth</td>
<td>1.1%</td>
<td>8</td>
<td>Same</td>
<td></td>
</tr>
<tr>
<td>Labor Force Participation Rate</td>
<td>72.2%</td>
<td>1</td>
<td>Same</td>
<td></td>
</tr>
<tr>
<td>Median Household Income</td>
<td>$67,194</td>
<td>4</td>
<td>Same</td>
<td></td>
</tr>
<tr>
<td>Top Tier Tax Rates</td>
<td>9.8%</td>
<td>2</td>
<td>Same</td>
<td>This data is for Minnesota</td>
</tr>
<tr>
<td>Corporate Tax</td>
<td>9.85%</td>
<td>8</td>
<td>Increasing</td>
<td></td>
</tr>
<tr>
<td>Personal Income Tax%</td>
<td></td>
<td>3</td>
<td>Same</td>
<td></td>
</tr>
<tr>
<td>Population 55+ years +</td>
<td>24.0%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Population of Color</td>
<td>22.0%</td>
<td>10</td>
<td>Same</td>
<td></td>
</tr>
</tbody>
</table>

Rank: 1 = Largest, 12 = Smallest.
NEW IN 2016
<table>
<thead>
<tr>
<th>Economy</th>
<th>Job Quality</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Percent of Jobs Related to Foreign Direct Investment</strong></td>
<td><strong>Percent of Jobs That Are Family Sustaining¹</strong></td>
</tr>
<tr>
<td>3.9%</td>
<td>69.3%</td>
</tr>
<tr>
<td><strong>New Metric in 2016</strong></td>
<td><strong>Yearly Percent Change in Jobs</strong></td>
</tr>
<tr>
<td><strong>Value of Exports</strong></td>
<td><strong>Employment Gap White-of-Color (Aged 16-64 Yrs)</strong></td>
</tr>
<tr>
<td>$21.2B</td>
<td>13.0 Percentage Points</td>
</tr>
<tr>
<td><strong>MSP Trend: Better</strong></td>
<td><strong>MSP Trend: Better</strong></td>
</tr>
<tr>
<td><strong>Peer Rank: 8</strong></td>
<td><strong>Peer Rank: 4</strong></td>
</tr>
<tr>
<td><strong>Percent of Females Aged 16-64 Yrs Working</strong></td>
<td><strong>Percent of Jobs That Are Family Sustaining¹</strong></td>
</tr>
<tr>
<td>76.0%</td>
<td>69.3%</td>
</tr>
</tbody>
</table>

**Energy Competitiveness**

<table>
<thead>
<tr>
<th>Environment</th>
<th>Energy Related Carbon Dioxide Emissions Per Capita</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Per Capita Water Usage</strong></td>
<td><strong>Energy Cost</strong></td>
</tr>
<tr>
<td>128 Gal/day</td>
<td>8.7 Cents/KWh</td>
</tr>
<tr>
<td>.5%</td>
<td>46.2%</td>
</tr>
<tr>
<td><strong>New Metric in 2016</strong></td>
<td><strong>Percent of Electricity That is Non-Carbon</strong></td>
</tr>
<tr>
<td><strong>MSP Trend: Same</strong></td>
<td><strong>MSP Trend: Better</strong></td>
</tr>
<tr>
<td><strong>Peer Rank: 4</strong></td>
<td><strong>Peer Rank: 5</strong></td>
</tr>
<tr>
<td><strong>MSP Trend: Better</strong></td>
<td><strong>Peer Rank: 1</strong></td>
</tr>
<tr>
<td><strong>Peer Rank: 2</strong></td>
<td><strong>Peer Rank: 7</strong></td>
</tr>
<tr>
<td><strong>Peer Rank: 3</strong></td>
<td><strong>Peer Rank: 1</strong></td>
</tr>
<tr>
<td>Metric</td>
<td>Value</td>
</tr>
<tr>
<td>---------------------------------------------</td>
<td>---------</td>
</tr>
<tr>
<td><strong>Average Weekly Wage</strong></td>
<td>$1,084</td>
</tr>
<tr>
<td><strong>Establishments Surviving 5 Years or More</strong></td>
<td>54.1%</td>
</tr>
<tr>
<td><strong>Patents Issued per 1,000 Workers</strong></td>
<td>1.95</td>
</tr>
<tr>
<td><strong>Loans to Businesses Under $1M in Revenue</strong></td>
<td>$705M</td>
</tr>
<tr>
<td><strong>Annual Amount of Venture Capital</strong></td>
<td>$372M</td>
</tr>
<tr>
<td><strong>STTR/SBIR Federal Dollars</strong></td>
<td>$27M</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Metric</th>
<th>Value</th>
<th>Trend</th>
<th>Peer Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Percent of Population with Access to Advertised Broadband Speeds of 1GB or Higher</strong></td>
<td>5.3%</td>
<td></td>
<td>6 ↔</td>
</tr>
<tr>
<td><strong>Number of Direct Routes Out of MSP Airport</strong></td>
<td>137</td>
<td></td>
<td>5 ↔</td>
</tr>
<tr>
<td><strong>Percent of Highway Miles Rated in Good Condition</strong></td>
<td>65.0%</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Number of Direct Routes Out of MSP Airport</strong></td>
<td>137</td>
<td></td>
<td>5 ↔</td>
</tr>
<tr>
<td><strong>Percent of Bridges Structurally Deficient or Functionally Obsolete</strong></td>
<td>8.9%</td>
<td></td>
<td>1 ↔</td>
</tr>
<tr>
<td><strong>Roads Congested During Peak Travel Times</strong></td>
<td>35.0%</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Percent of Population Living Within 30 Minutes of 100,000 Jobs by Transit or Walking</strong></td>
<td>6.0%</td>
<td>NEW</td>
<td>NA</td>
</tr>
<tr>
<td><strong>Percent of Population with Commutes Less Than 30 Minutes</strong></td>
<td>62.8%</td>
<td></td>
<td>1 ↔</td>
</tr>
</tbody>
</table>
USE | PUT DASHBOARD TO WORK IN YOUR OWN ORGANIZATIONS
ANALYZE | MEET AS A WORKING GROUP TO FIND THE STORIES IN THE DATA
TRACK | COMPETITIVENESS ISSUES NOT MEASURED IN DASHBOARD
COMMUNICATE | ANALYSIS, QUESTIONS, PRIORITIES TO OUTSIDE GROUPS AND LEADERS
ACT | TAKE OR DIRECT ACTION IN RESPONSE TO DATA & ANALYSIS

REGIONAL COMPETITIVENESS WORKING GROUP

Working together to drive continuous regional improvement
Companies, nonprofits, foundations, chambers of commerce and other groups are putting the Dashboard to work in their organization.

The result is more alignment among these organizations and initiatives.
12 U.S. regions reach out to learn about the MSP Indicators Dashboard
2016 RESULTS
### Peer Rank

**Overall ranking based on average of all metrics**

MSP maintains #4 position, gains ground on next closest peer, pulls away from challenger below 8 of 12 regions improved in 2016.

<table>
<thead>
<tr>
<th>Region</th>
<th>Avg. Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>2015</strong></td>
<td></td>
</tr>
<tr>
<td><strong>TOP PEERS</strong></td>
<td></td>
</tr>
<tr>
<td>San Francisco, CA</td>
<td>4.32</td>
</tr>
<tr>
<td>Seattle, WA</td>
<td>4.58</td>
</tr>
<tr>
<td>Boston, MA</td>
<td>4.79</td>
</tr>
<tr>
<td>Minneapolis-St Paul, MN</td>
<td>5.09</td>
</tr>
<tr>
<td><strong>CLOSE Rivals</strong></td>
<td></td>
</tr>
<tr>
<td>Austin, TX</td>
<td>5.59</td>
</tr>
<tr>
<td>Portland, OR</td>
<td>6.47</td>
</tr>
<tr>
<td>Denver, CO</td>
<td>6.53</td>
</tr>
<tr>
<td><strong>MORE DISTANT</strong></td>
<td></td>
</tr>
<tr>
<td>Dallas, TX</td>
<td>7.11</td>
</tr>
<tr>
<td>Chicago, IL</td>
<td>7.14</td>
</tr>
<tr>
<td>Atlanta, GA</td>
<td>7.32</td>
</tr>
<tr>
<td>Pittsburgh, PA</td>
<td>8.63</td>
</tr>
<tr>
<td>Phoenix, AZ</td>
<td>9.39</td>
</tr>
</tbody>
</table>
MSP RANK BY CATEGORY

2016
- INFRASTRUCTURE - 3.2 #1
- LIVABILITY - 3.8 #1
- ENVIRONMENT - 3.7 #1
- TALENT - 5.3 #5
- BUSINESS VITALITY - 6. #7
- ECONOMY – 6.7 #8
- EDUCATION – NA #3*

2015
- INFRASTRUCTURE – 3.7
- LIVABILITY – 4
- ENVIRONMENT – 4
- TALENT – 6.2
- BUSINESS VITALITY – 7
- ECONOMY – 6
- EDUCATION – NA
SO

WHAT?
<table>
<thead>
<tr>
<th>MSP TREND</th>
<th>PEER RANK</th>
<th>Worse</th>
<th>Same</th>
<th>Better</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Top 1/3</strong></td>
<td>1-3</td>
<td><strong>Strengths</strong></td>
<td>GREAT GETTING WORSE</td>
<td>GREAT HOLDING STEADY</td>
</tr>
<tr>
<td><strong>Middle 1/3</strong></td>
<td>5\textsuperscript{th}-8\textsuperscript{th}</td>
<td><strong>Watchlist</strong></td>
<td>FINE BUT FALLING</td>
<td>FINE HOLDING STEADY</td>
</tr>
<tr>
<td><strong>Bottom 1/3</strong></td>
<td>9-12</td>
<td><strong>Weaknesses</strong></td>
<td>POOR GETTING WORSE</td>
<td>POOR BUT STUCK</td>
</tr>
<tr>
<td>PEER RANK</td>
<td>MSP TREND</td>
<td>Worse</td>
<td>Same</td>
<td>Better</td>
</tr>
<tr>
<td>----------</td>
<td>-----------</td>
<td>--------------------------------------------</td>
<td>-------------------------------------------</td>
<td>---------------------------------------------</td>
</tr>
<tr>
<td>Top 1/3</td>
<td></td>
<td><strong>GREAT GETTING WORSE</strong></td>
<td><strong>GREAT HOLDING STEADY</strong></td>
<td><strong>GREAT GETTING GREATER</strong></td>
</tr>
<tr>
<td>1-3</td>
<td></td>
<td>• Establishments surviving 5 years or more (BV)</td>
<td>• Roads congested during peak travel times (Inf)</td>
<td>• Females 16-64 working (Ec)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• % of population with commutes less than 30 minutes (Inf)</td>
<td>• Per capita water usage (Env)</td>
<td>• Family-sustaining jobs (Ec)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• # of days that air quality was &quot;unhealthy for sensitive groups&quot; (Env)</td>
<td></td>
<td>• Foreign-born population 16-64 working (T)</td>
</tr>
<tr>
<td></td>
<td><strong>Strengths</strong></td>
<td></td>
<td></td>
<td>• Population 25+ w/ AA or higher (T)</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>• Deficient bridges (Inf)</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>• Population affected by a drinking water violation (Env)</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>• Non-carbon electricity (Env)</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>• Violent crime (Liv)</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>• Volunteerism (Liv)</td>
</tr>
<tr>
<td>Middle 1/3</td>
<td></td>
<td><strong>FINE BUT FALLING</strong></td>
<td><strong>FINE HOLDING STEADY</strong></td>
<td><strong>FINE GETTING BETTER</strong></td>
</tr>
<tr>
<td>5th-8th</td>
<td></td>
<td>• Value of exports (Ec)</td>
<td>• 1GB internet access (Inf)</td>
<td>• Foreign-direct investment jobs (Ec)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Loans under $1 million to businesses from lending institutions (BV)</td>
<td>• Energy costs (Env)</td>
<td>• Average Weekly Wage (BV)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• SBIR/STTR Federal $ (BV)</td>
<td></td>
<td>• Patents issuance rate (BV)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Net migration 25-34 y/o (T)</td>
<td></td>
<td>• 6-year graduation rate at 4-yr institutions (Edu)</td>
</tr>
<tr>
<td></td>
<td><strong>Watchlist</strong></td>
<td>• 3-year graduation rate at 2-year institutions (Edu)</td>
<td></td>
<td>• Routes from MSP (Inf)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Obesity rate (Liv)</td>
<td></td>
<td>• Energy related carbon dioxide emissions per capita (Env)</td>
</tr>
<tr>
<td>Bottom 1/3</td>
<td></td>
<td><strong>POOR GETTING WORSE</strong></td>
<td><strong>POOR BUT STUCK</strong></td>
<td><strong>POOR GETTING BETTER</strong></td>
</tr>
<tr>
<td>9-12</td>
<td></td>
<td></td>
<td></td>
<td>• Annual amount of venture capital (BV)</td>
</tr>
<tr>
<td></td>
<td><strong>Weaknesses</strong></td>
<td></td>
<td></td>
<td>• Poverty Rate (poc) (Liv)</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
THE BIG QUESTIONS
BIG QUESTIONS

What are the strategic questions for our region that are being raised by the Dashboard data? Of these, which questions is the RCM motivated to help answer?

1. Why is our region so successful at including women and immigrants in the workforce but not racial minorities?
2. How is the region performing on innovation & entrepreneurship? Why is this important?
3. Is our low-carbon energy a rising competitive advantage?
4. How do we maintain relative affordability in housing? Is it at risk?
5. How many more net migrants do we need to be top quartile and what could trigger that improvement?
6. What sectors are generating new jobs, where is job growth declining?
7. What is a family-sustaining wage in this region and how do benefits factor in?
8. Where is the global economy creating opportunities and headwinds for our region?
QUESTIONS WE ARE ANSWERING

WHAT CAN THE REGION DO TO IMPROVE THE RESULTS WE SEE ON THE DASHBOARD?

HOW DOES THIS GROUP COMMUNICATE WHAT WE ARE LEARNING & CREATE A BROADER REGIONAL CONVERSATION?

IN ADDITION TO THE DASHBOARD, WHAT DATA DO WE HAVE ON THE REGION’S COMPETITIVENESS?

HOW COULD THE REGION USE THE DASHBOARD TO PRIORITIZE ISSUES FOR ACTION?
LEADER SURVEY

Ask regional leaders.

Each of the organizations at Working Group table will survey its leaders/members to identify priority metrics & issues based on the data.

THINGS TO LEARN

- Which metrics/issues rise to the top?
- Where is there surprising convergence & consensus across sectors?
- Are there areas of strong divergence between sectors?
Next Steps
Moving from Data to Action

2015
Shared Measurement

2016
Shared Measurement
Analysis
Dialogue

2017
Shared Measurement
Analysis
Dialogue
Priority-Setting
Solutions
Inventory
Narrative
Support for this work has been provided by Minnesota Philanthropy Partners through the Living Cities Integration Initiative.
• Which of these questions are most important to you and your city?

• What questions does the analysis raise for you?
FROM DATA TO ACTION

2015 | Regional Dashboard
MEASUREMENT

2016 | Regional Dashboard &
Regional Competitiveness
Working Group
MEASUREMENT, ANALYSIS, DIALOGUE

2016-7 | Regional Dashboard,
Regional Competitiveness
Working Group, ...
MEASUREMENT, ANALYSIS, DIALOGUE,
NARRATIVE, SOLUTIONS INVENTORY,
PRIORITY SETTING, AND MORE
HOW COULD THE REGION USE THE DASHBOARD TO PRIORITIZE ISSUES FOR ACTION?

Ask regional leaders and influencers which of the metrics (or set of metrics) deserves special attention based on the data.
• Is this a useful way to analyze the data? If so, what is it helping you see?
As you compare 2016 vs. 2015, what are your reactions? (surprises, questions, ideas)
PRIORITY METRICS

Project: each of the organizations at this table survey its leaders/members to identify priority metrics & issues based on the data

To create the Dashboard in 2014, over 350 regional leaders told us what categories the new Dashboard should track.

Now we can engage these and other leaders with the Dashboard to tell us which metrics/issues they believe need additional regional focus based on the data.

We are using the audience survey from the May 2016 Dashboard event as a model.

THINGS TO LEARN

• Which metrics/issues rise to the top?
• Where is there surprising convergence & consensus across sectors?
• Are there areas of strong divergence between sectors?
Attendees at the May 13 event were invited to use their smartphone to vote for the metric in each category they see as “most important to move our economy forward.” Of the 190+ attendees, approximately 120 participated in the voting.
IS THE REGIONAL COUNCIL OF MAYORS READY TO TAKE THE NEXT STEP IN LEADERSHIP AT THIS TABLE?
WHAT ACTIONS ARE NEEDED TO ENSURE THE QUALITY & CONSISTENCY OF DASHBOARD DATA?

A data management plan that formalizes the processes used to get the MSP Indicators Dashboard off the ground.
WHAT CAN THE REGION DO TO IMPROVE THE RESULTS WE SEE ON THE DASHBOARD?

Match organizations in MSP to the metrics their work is seeking to improve. This would enable the Working Group – and others in the region – to can reach out to learn about and better support those efforts, and increase accountability for results.
**“MATCHING PROJECT”**

**Project:** match work being done by organizations in the region to the metrics we track in the Dashboard.

**DESIRED OUTCOMES**
- Identify “levers” that create change for each metric
- Increase transparency to work already underway
- Enhance accountability for results
- Identify existing solutions that can be scaled

**CURRENT QUESTION**

Q. Is there a tech solution that would enable us to get started quickly and with limited expense?

**NEW INFORMATION**

A. Yes. This would cost much less to build than we expected. The technology is not a barrier.
The region is building a wealth of competitive insight that could be brough to this table for review, analysis and action. Those resources include BR&E, perception analyses, national economists, and more.
Together, we are working to 1) understand how competitive the MSP economy is today and 2) identify actions the region can take to improve our competitive position.

What other sources of “market intelligence” do we have AND How could we use them to do our work?

The Dashboard is the foundation for this conversation.

AND: you all expressed interest in reviewing other data sources that would refine our understanding of the region’s competitiveness.
The data in these sources provides additional insight into many of the metrics we track on the Dashboard.

They also focus on areas not covered in the Dashboard, including:

- sector
- job type
- geography
Today we review 2016 Business Retention & Expansion results.

Business Retention & Expansion Basics:

- **400 visits** conducted through the GREATER MSP regional effort and MN Chamber of Commerce’s Grow MN program in 2015.
- Visits designed to help companies **stay and grow in region**.
- **Direct assistance** offered to business in response to their needs.
- Feedback from each business compiled and tracked for **regional improvement**.

How could we use these data sources?

- Identify our region’s competitive advantages and comparative weaknesses.
- Find the trends in those strong and weak areas.
- See the trends and analysis in broader context of state, national, global economy.
- Develop potential action steps to “sell” assets and “fix” weaknesses.
HOW DOES THIS GROUP COMMUNICATE WHAT WE ARE LEARNING & CREATE A BROADER REGIONAL CONVERSATION?

Take over the agenda at the December 13 meeting of the GREATER MSP Partner Advisory Council.
RECALL – the workplan we reviewed at our June meeting for the remainder of 2016

The Working Group could focus internally over the summer in preparation for more external activities in the fall.

Once the scope and pace of the group’s ambition is clear, the Co-chairs will evaluate capacity & available resources
DECEMBER SESSION

**Project: Joint Partner Advisory Council – Itasca Working Team meeting on December 13th.**

**POTENTIAL OBJECTIVES**

- Bring more regional leaders up-to-speed on the 2016 Dashboard analysis
- Gain support for the “matching project” you all have decided to implement
- Collect feedback on 2017 Dashboard metrics

**Recall:** in our June meeting we reviewed a work plan that built-up to this December meeting.

The Partner Advisory Council meeting is already scheduled (9:30-11:30am, Hennepin Co. Central Library, Mpls).
DECEMBER SESSION

**DECISION 1**
Should we move ahead with planning an agenda for the December 13th meeting?

**DECISION 2**
If so, what content would we want to cover?

**DECISION 3**
Can we follow up with you about potentially playing a role in the agenda?

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**POTENTIAL DECEMBER 13 AGENDA TOPICS**

- Present new analysis of 2016 dashboard
- Present proposal (or launch) the regional “matching project”
- Share results of the leader surveys
- Present additional “market intelligence” such as Business Retention & Expansion feedback
- Use all this information to create a short-list of regional priorities in both the “things to sell” and “things to fix” categories

For discussion
HOW COULD THE REGION USE THE DASHBOARD TO PRIORITIZE ISSUES FOR ACTION?

Ask regional leaders and influencers which of the metrics (or set of metrics) deserves special attention based on the data.
Project: each of the organizations at this table survey its leaders/members to identify priority metrics & issues based on the data.

To create the Dashboard in 2014, over 350 regional leaders told us what categories the new Dashboard should track.

Now we can engage these and other leaders with the Dashboard to tell us which metrics/issues they believe need additional regional focus **based on the data**.

We are using the audience survey from the May 2016 Dashboard event as a model.

**THINGS TO LEARN**

- Which metrics/issues rise to the top?
- Where is there surprising convergence & consensus across sectors?
- Are there areas of strong divergence between sectors?

**PEOPLES' CHOICE**

Attendees at the May 13 event were invited to use their smartphone to vote for the metric in each category they see as “most important to move our economy forward.” Of the 190+ attendees, approximately 120 participated in the voting.

<table>
<thead>
<tr>
<th>Category</th>
<th>Top Metrics</th>
</tr>
</thead>
<tbody>
<tr>
<td>ECONOMY – racial employment gap</td>
<td>[Data]</td>
</tr>
<tr>
<td>BIZ VITALITY – av. weekly wage</td>
<td>[Data]</td>
</tr>
<tr>
<td>TALENT – millennial migration</td>
<td>[Data]</td>
</tr>
<tr>
<td>EDUCATION – HS grad rate, students of color</td>
<td>[Data]</td>
</tr>
<tr>
<td>INFRASTRUCTURE – transit access</td>
<td>[Data]</td>
</tr>
<tr>
<td>ENVIRONMENT – energy cost</td>
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</tr>
<tr>
<td>LIVABILITY – poverty rate (black)</td>
<td>[Data]</td>
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**PEOPLES’ CHOICE**

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<th>CATEGORY</th>
<th>METRIC</th>
<th>VOTING RESULTS</th>
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<tr>
<td>ECONOMY</td>
<td>Racial employment gap</td>
<td>68.9%</td>
</tr>
<tr>
<td>BIZ VITALITY</td>
<td>Av. weekly wage</td>
<td>63.2%</td>
</tr>
<tr>
<td>TALENT</td>
<td>Millennial migration</td>
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<tr>
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**THIS REGIONAL INDICATORS DASHBOARD** is a set of shared metrics that tracks the region’s change or critical economic, environmental, and social outcomes. Measuring change in the areas that matter most for continued long-term success will help improve our region’s economic competitiveness. 2021 is the second year of this effort.

### ECONOMY

- **Percent of Jobs Issued to Women**: 36%
- **Business Success**: 54.1%
- **Average Monthly Wage**: $1,084
- **Unemployment Rate**: 47%

### INNOVATION CAPITAL

- **Capacity to Attract Investors**: $372M
- **Funding for R&D**: $27M
- **Innovative Workforce**: 9.4%

### TALENT

- **Graduation Rate**: 50.0%
- **Talent Availability**: 94%
- **New Talent Per Capita**: 526

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**ENVIRONMENT**

- **Average Greenhouse Gas Emissions Per Capita**: 2.5 metric tons
- **Renewable Energy Mix**: 21%%
- **Energy Cost**: 38%

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**LIVABILITY**

- **Poverty Rate**: 6.4%
- **Share of People in Poverty**: 23.6%
IS THE REGIONAL COUNCIL OF MAYORS READY TO TAKE THE NEXT STEP IN LEADERSHIP AT THIS TABLE?
DISCUSSION

• Where do these results agree with your organization’s viewpoint? Where do they diverge?

• Would it be useful to add more respondents to this data set? If so, what other leaders or organizations should weigh in?
What scopes of work will be priorities for this group in 2016?

What roles should this group, others in your organizations and the Project Team play? How often should we meet?
Once the scope and pace of the group’s ambition is clear, the Co-chairs will evaluate capacity & available resources.
USE | PUT DASHBOARD TO WORK IN YOUR OWN ORGANIZATIONS

ANALYZE | MEET AS A WORKING GROUP TO FIND THE STORIES IN THE DATA

TRACK | COMPETITIVENESS ISSUES NOT MEASURED IN DASHBOARD

COMMUNICATE | ANALYSIS, QUESTIONS, PRIORITIES TO OUTSIDE GROUPS AND LEADERS

ACT | TAKE OR DIRECT ACTION IN RESPONSE TO DATA & ANALYSIS

TODAY’S DISCUSSION

- Organize a briefing on the 2016 results in your organization
  - Survey your leaders/members about their priority metrics
- Explore strategic questions emerging from the data as a group
  - Find organizations with goals connected to Dashboard metrics
- Create a beta version of the Dashboard
  - Synthesize & review market intelligence beyond the Dashboard
- Create a blog, post the op-ed, and invite other leaders to post
  - Host an event with regional leaders
- Match metrics with organizations working to improve them
  - Engage other leaders/groups as potential strategic partners
  - Prioritize metrics/issues for regional action

SCOPES OF WORK

2016

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We pick up on our discussion from June about the action steps we want to take before the end of 2016.

- Identify which organizations are working to improve the results we see on the Dashboard
- Prioritize metrics for regional action based on the data
- Develop a clearer view of the region’s competitive position by looking at other sources of market intelligence
- Bring all this insight and these new ideas to a broader audience of regional leaders

“The Matching Project”

Leaders survey

2015 Business Retention & Expansion data, and more

December 13th regional leaders session
At our first meeting in January, this group defined a set of actions it wanted to take, in addition to refreshing the Indicators Dashboard.

In June, we started to transform these ideas into a workplan.
THANK YOU TO OUR EVENT SPONSOR
U.S. regions who have reached out to learn about the MSP Indicators Dashboard
MSP RANK BY CATEGORY

INFRASTRUCTURE - 3.2
ENVIRONMENT – 3.7
LIVABILITY – 3.8
TALENT – 5.3
BUSINESS VITALITY - 6.2
ECONOMY – 6.7
EDUCATION - NA
MSP TREND CHANGE | 2015 - 2016
MARY KAY BAILEY | MN Philanthropy Partners
ANDREW DAHL | City of Minneapolis
PETER FROSCH | GREATER MSP
MAURICE HARRIS | GREATER MSP
CRAIG HELMSTETTER | MN Compass
MICHAEL PETERSON | DEED
JULIA SILVIS | McKinsey/Itasca
ERIN SPAETH | MN Compass
VAL VANNETT | GREATER MSP
ANDERS VICTOR | GREATER MSP
ELLEN WATTERS | Ellen Watters Consulting