



RAMSEY COUNTY

Ramsey County Board Discussion:

Ramsey County, GREATER MSP, and Greater Metropolitan Workforce Council Partnership

County Manager's Office

November 5, 2019

Estimated start: 10 a.m.

220 Courthouse, Large Conference Room

Agenda

1. Introduction - Ryan O'Connor, County Manager
2. Presentation - Matt Lewis, GREATER MSP
 - Elizabeth Tolzmann, Director of Policy and Planning
 - Andrea Ferstan, Executive Director of Greater Metropolitan Workforce Council
3. Discussion and next steps



GREATER  MSP[®]
Partnership



- **12 peer U.S. regions**
- **6 key indicators in 7 categories**
- **5 years of insight**

KEY INSIGHTS FROM DASHBOARD DATA, 2015-2019



RACIAL INCLUSION

34% decrease in racial employment gap

Our region is making real progress on including people of color in the workforce, but progress is coming far too slowly and the gains are vulnerable to an economic contraction.

TALENT MIGRATION

265% increase in net migration of 25-34 year olds

Our region is competing better than ever for talented workers. This is a trend coming just in time for a region where unemployment is under 3% and our employers are struggling to find the highly-skilled employees.

INNOVATION

38.4% increase in new establishment formation in MN

We are starting fewer new companies than any of our peers. This region needs a big boost in startup activity to introduce the breakthrough ideas that will become the next Fortune 500 and fuel our existing companies with new talent and products.

KEY INSIGHTS FROM DASHBOARD DATA, 2015-2019



WORKFORCE

**3.6% increase
in female Labor
participation rate**

The high rate of participation of women in our workforce is an important part of our region's competitive advantage.

AFFORDABILITY

**93% increase
in apartment
rent**

Our region's affordability relative to other fast-growing U.S. metros is helping us grow our base of talent and business. Yet, our competitive advantage in housing costs may be eroding quickly.

DEEPER INSIGHTS IN STRATEGIC INITIATIVES



TECH TALENT

NEWCOMERS TO MSP

GENERATION Z



FEBRUARY

MAY

AUGUST

THE GREATER MSP PARTNERSHIP



REGIONAL VISION

The future version of the region we are working together to create

The Greater MSP region will lead the world in inclusive economic growth by welcoming all, empowering talent and igniting innovation

STRATEGY

The priorities for action that will deliver inclusive economic growth

Note: the values of inclusion and innovation must be embedded into the execution of all nine strategic priorities. Racial inclusion is identified as a priority to ensure focus and accountability for results.

Jobs & capital
Investment

Start-ups &
Innovation

Attract & retain
talent

Include all races
in opportunity

Skills &
Workforce

Regional brand
& image

Affordability

Mobility

New Climate
Economy

PARTNERSHIP VALUES

Principles that guide how we work together to achieve the vision

Accountability

Alignment

Transparency

Inclusion

Innovation

Community Indicators

L. Elizabeth Tolzmann
Director of Policy and Planning
November 5, 2019

Vision: A vibrant community where all are valued and thrive.

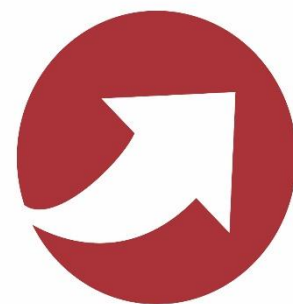
Mission: A county of excellence working with you to enhance our quality of life.

Goals



WELL-BEING

Strengthen individual, family and community health, safety and wellbeing through effective safety-net services, innovative programming, prevention and early intervention, and environmental stewardship.



PROSPERITY

Cultivate economic prosperity and invest in neighborhoods with concentrated financial poverty through proactive leadership and inclusive initiatives that engage all communities in decisions about our future.



OPPORTUNITY

Enhance access to opportunity and mobility for all residents and businesses through connections to education, employment and economic development throughout our region



ACCOUNTABILITY

Model fiscal accountability, transparency and strategic investments through professional operations and financial management.

Performance Measures	Community Indicators
Measures the outputs of our services	Measure values, conditions and outcomes
Focuses on areas where we can be more efficient, cost-effective, and allocate resources	Produces the story of where our community in relation to historical trends over time
We can control and influence our data and inputs	Our entire community is responsible for controlling, impacting and influencing community indicators
	Data come from credible and reliable third party sources

GREATER MSP

Minneapolis Saint Paul Regional Economic Development Partnership

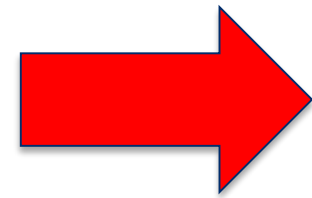


WELL-BEING



RAMSEY COUNTY

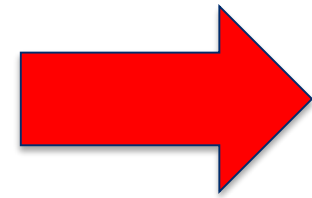
RACIAL INCLUSION



PROSPERITY

Advancing Racial and Health Equity

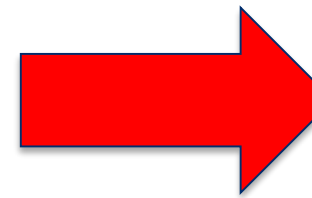
TALENT MIGRATION



OPPORTUNITY

Talent Attraction Retention and Promotion

INNOVATION



ACCOUNTABILITY

Residents First: Effective, Efficient and Accessible Operations

Community Visioning Workshops to help drive the Vision of our Community

Help define the next set of Ramsey County community indicators by attending a community visioning workshop in November 2019. The workshops will include small group discussions around a future vision for our community in topic areas including:

- Civic engagement and government accountability.
- Community health.
- Youth, families and education.
- Transportation, housing, and environment.
- Economic prosperity and opportunity.
- Public safety and justice.

Friday, November 1

Time: 5:00 p.m. – 7:30 p.m.

Chippewa Middle School, 5000 Hodgson Rd Connection, North Oaks, MN 55126

Tuesday, November 5

Time: 5:00 p.m. – 7:30 p.m.

Quora Education Center, 70 W County Rd B2, Little Canada, MN 55117

Thursday, November 7

Time: 5:00 p.m. – 7:30 p.m.

Central High School, 275 Lexington Pkwy N, St Paul, MN 55104



Continuous Improvement of the Community Indicators Process

- Partner with stakeholders and community to define and align **new indicators** and monitor progress from a regional perspective
- Refine **performance measures to connect with community indicators** when appropriate
- Establish clear relationships between **performance measures, strategic priorities, and community indicators**
- Refine structure to more rigorously support performance measures and community indicators to **drive budget decisions, strategic planning and prioritization of allocation of resources**

Key Takeaways

- Community Indicators involve **multiple factors and disaggregation for a holistic view** of an individual, family and community
- We can not improve our community alone – it requires **collaboration, partnership, alignment and intentionality** with our stakeholders
- Community indicators **directly influence** the budgeting process in **aligning our resources to identify priorities** to be most effective in our **residents-first service delivery**
- How are we using **data to tell the story** of our community over time and to drive decision-making?

GREATER METROPOLITAN WORKFORCE COUNCIL



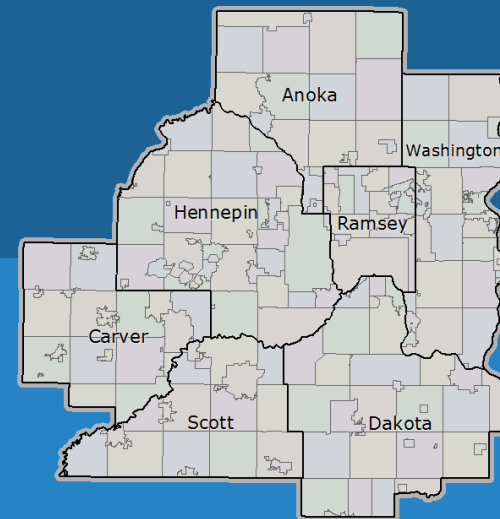
A newly-expanded and inclusive leadership entity responsible for regional workforce development strategy in the seven-county Minneapolis-St. Paul region.



GREATER METROPOLITAN WORKFORCE COUNCIL

VISION

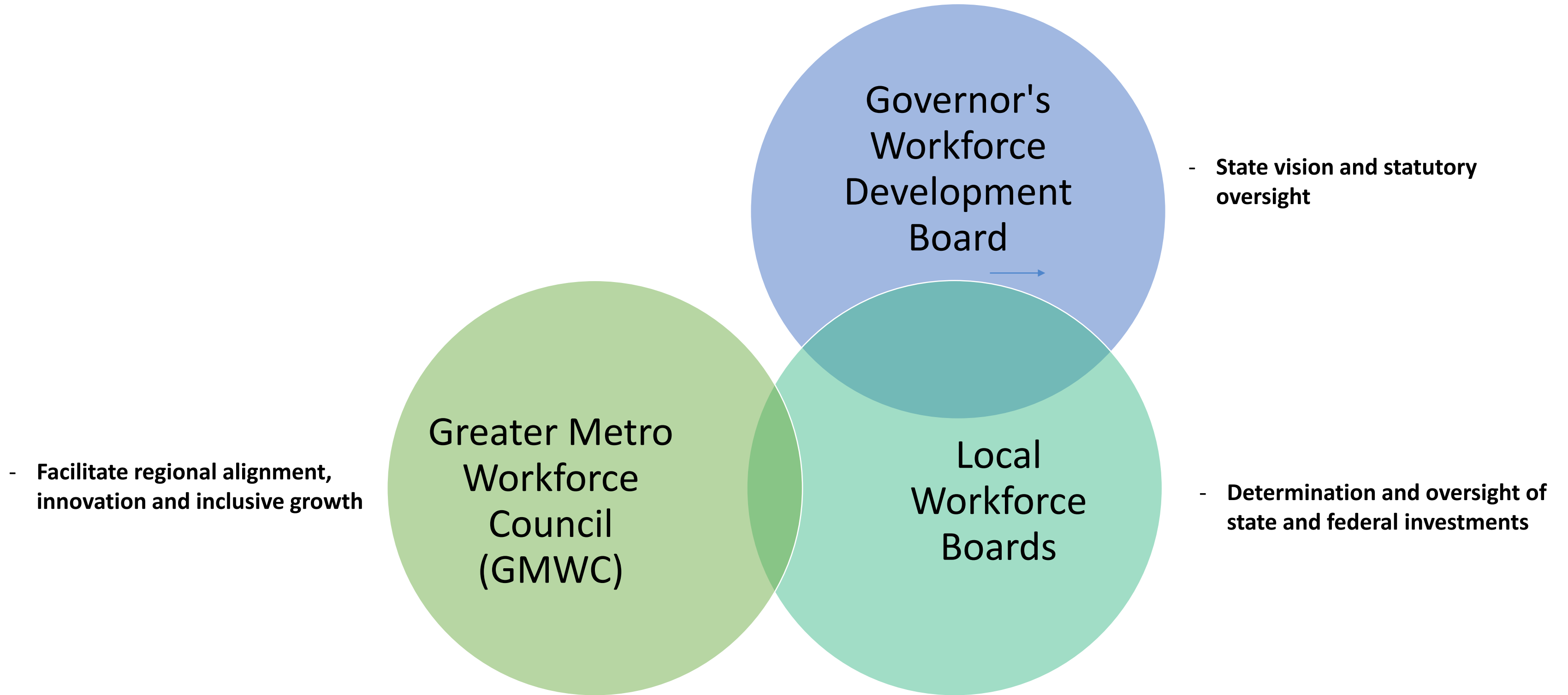
To provide all working age residents opportunities to pursue career pathways that help advance greater economic self-sufficiency while meeting the needs of employers to succeed and grow



MISSION

To build a workforce system that will address the regional labor shortage and support inclusive growth and prosperity.

Workforce Board Structure



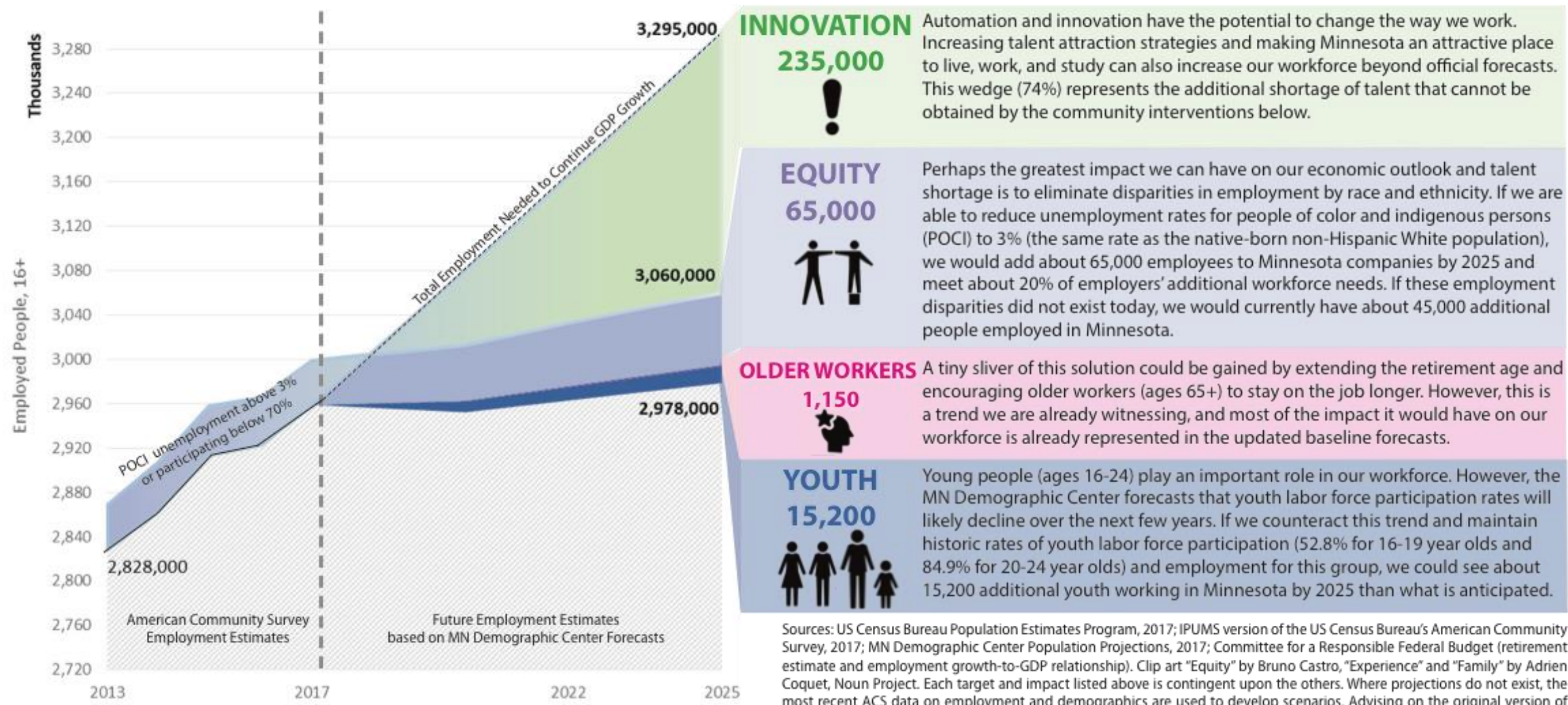
Integrated Partner of the
Center for Economic Inclusion

Strategies for Addressing Minnesota's Labor Shortage



Minnesota is facing a significant shortage of workers. At the Minnesota Demographic Center's forecasted rates of labor force participation and dwindling population growth, we could expect as little as 0.3% average annual employment growth between 2018 and 2025. Although recent labor force and employment estimates have been more favorable than what was originally forecast in 2017, there is still cause for concern that Minnesota's shortage of talent will impact economic growth in the near future.

Total Estimated Talent Shortage by 2025
317,000



Created October 2016 with funding from MSPWin. Updated May 2019. Created by Erin Olson of RealTime Talent.

Sources: US Census Bureau Population Estimates Program, 2017; IPUMS version of the US Census Bureau's American Community Survey, 2017; MN Demographic Center Population Projections, 2017; Committee for a Responsible Federal Budget (retirement estimate and employment growth-to-GDP relationship). Clip art "Equity" by Bruno Castro, "Experience" and "Family" by Adrien Coquet, Noun Project. Each target and impact listed above is contingent upon the others. Where projections do not exist, the most recent ACS data on employment and demographics are used to develop scenarios. Advising on the original version of this report was provided by the MN Population Center and Wilder Research in 2016. View reports at www.realtimetalent.org

Charting the Course



Facilitate Regional Alignment and Goal Attainment Utilizing a Results Based Framework



Identify and Advance Key Policies



Execute and Partner on Strategic Initiatives



Scale and Replicate Innovation and Best Practices

MN State System Partnership: Policy and Practices Aimed at Equity

Goals

- 1. Expand Credit for Prior Learning partnerships with nonprofits and workforce centers to:**
 - Accelerate and improve pathway completion
 - Lower cost and time to completion
 - Ensure alignment with employer needs
- 2. Improve pathway communication and advising**
- 3. Revise placement testing for adult learners engaged in workforce training**
- 4. Develop a referral process with workforce and Adult Basic Education providers to better support learner needs**

Policy Efforts



Examine opportunities for more flexible funding streams



Build capacity to drive regional and employer-led sector solutions



Scaling of career pathway partnerships



County human service innovation efforts

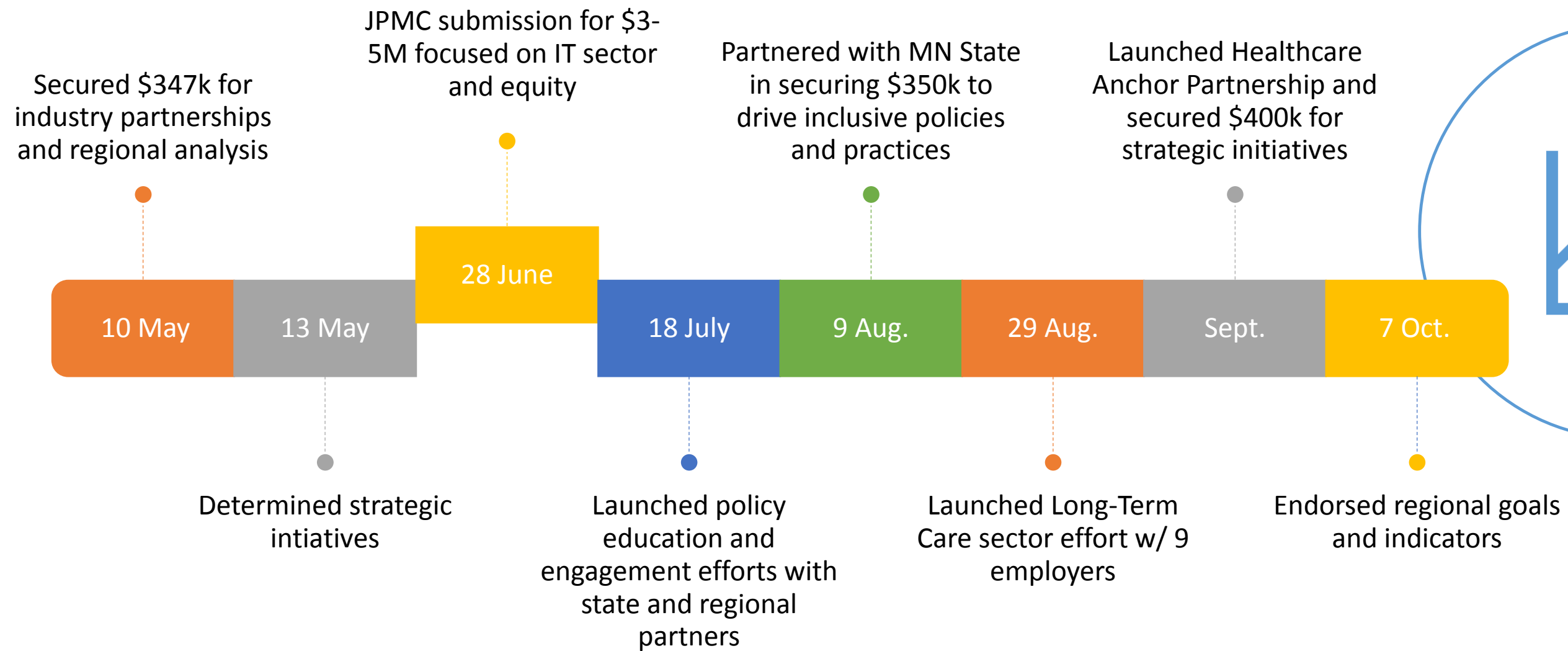


Other TBD

Additional Strategic Priorities

- **Assist in replication/scaling of County human service innovation**
- **Industry Partnerships**
- **Improve employer utilization of workforce system**

Progress



MSP REGIONAL INDICATORS DASHBOARD 2019

GREATER » MSP

Minneapolis Saint Paul Regional Economic Development Partnership

ITASCA *project*



African American
Leadership Forum



A Partnership for Student Success
from Early Childhood to Early Career

GROW
NORTH
MN

THE
MCKNIGHT
FOUNDATION



MEDICAL ALLEY
ASSOCIATION



METROPOLITAN
COUNCIL

Metropolitan
State University 

M MPLS
REGIONAL CHAMBER



MINNESOTA BUSINESS PARTNERSHIP

MINNESOTA
CHAMBER OF
COMMERCE

GROWING MINNESOTA

ULI Minnesota
Regional Council of Mayors



SAINT PAUL AREA
CHAMBER OF COMMERCE



SAINT PAUL
& MINNESOTA
FOUNDATIONS



UNIVERSITY
OF MINNESOTA

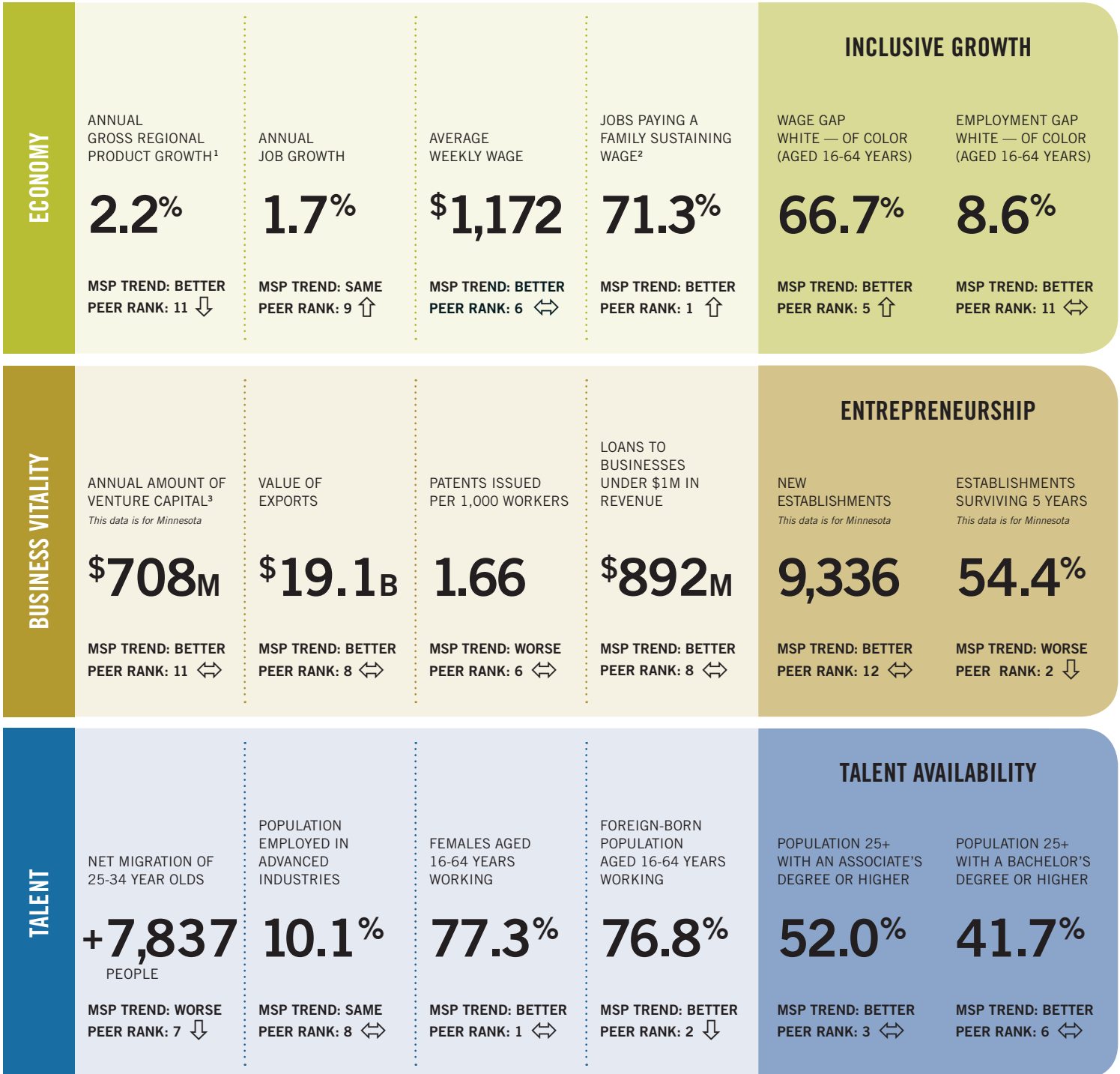
THIS REGIONAL INDICATORS DASHBOARD is a set of shared metrics that tracks the region's change on critical economic, environmental, and social outcomes. Measuring change in the areas that matter most for continued long-term success will help improve our region's economic competitiveness. 2019 is the fifth year of this effort.

MSP TREND: Reflects change between most current data available and the last prior data available. All data reflects the 16-county metropolitan statistical area (MSA) unless otherwise indicated.

PEER RANK: 1=BEST, 12=WORST The 11 peer regions are listed on the reverse of this document.

PEER TREND: (ARROW) Denotes change in MSP performance relative to previous year's peer ranking.

An electronic version of the Dashboard and full technical appendix can be found at greatermsp.org/regional-indicators



1) Real change based on inflation-adjusted GRP, chained to 2009 dollars. 2) Defined as the annual wage needed to meet likely minimum food, childcare, health insurance, housing, transportation, and other basic necessities for a family of two working adults and two children (MSP = \$35,256), per the MIT Living Wage Calculator. 3) Based on all deals reported to PwC.

EDUCATION

3RD GRADE STUDENTS ACHIEVING READING STANDARDS
This data is for 14-county area

WHITE
68.2%

MSP TREND: WORSE

OF COLOR
39.1%

MSP TREND: BETTER

8TH GRADE STUDENTS ACHIEVING MATH STANDARDS
This data is for 14-county area

WHITE
70.5%

MSP TREND: WORSE

OF COLOR
41.3%

MSP TREND: SAME

HIGH SCHOOL GRADUATION RATE
This data is for 14-county area

WHITE
88.0%

MSP TREND: BETTER

OF COLOR
70.6%

MSP TREND: BETTER

HIGH SCHOOL GRADUATES ENROLLING IN POST-SECONDARY EDUCATION*
This data is for 14-county area

78.3%

MSP TREND: WORSE

TALENT PIPELINE

3-YEAR GRADUATION RATE AT 2-YEAR INSTITUTIONS
This data is for Minnesota

52.7%

MSP TREND: BETTER

PEER RANK: 3 ↑

6-YEAR GRADUATION RATE AT 4-YEAR INSTITUTIONS
This data is for Minnesota

63.8%

MSP TREND: BETTER

PEER RANK: 5 ↔

INFRASTRUCTURE

POPULATION THAT HAS ACCESS TO ADVERTISED BROADBAND SPEEDS OF 1GB OR HIGHER

15.5%

MSP TREND: BETTER
PEER RANK: 8 ↓

NUMBER OF DIRECT ROUTES OUT OF MSP AIRPORT

167

MSP TREND: BETTER
PEER RANK: 6 ↔

HIGHWAY MILES RATED IN "GOOD" CONDITION
This data is for 14-county area

64.3%

MSP TREND: WORSE

BRIDGES THAT ARE RATED "POOR"
This data is for Minnesota

5.0%

MSP TREND: BETTER
PEER RANK: 5 ↑

ANNUAL HOURS OF DELAY PER COMMUTER⁹

47

MSP TREND: N/A
PEER RANK: 3 ↔

JOB ACCESS

POPULATION LIVING WITHIN 30 MINUTES OF 100,000 JOBS BY TRANSIT OR WALKING

4.9%

MSP TREND: BETTER
PEER RANK: 5 ↑

POPULATION WITH COMMUTES LESS THAN 30 MINUTES

62.7%

MSP TREND: WORSE
PEER RANK: 1 ↔

ENVIRONMENT

PER CAPITA WATER USAGE⁶

108 GAL/DAY

MSP TREND: N/A
PEER RANK: 4 ↔

POPULATION LIVING WITHIN 10 MINUTE WALK TO A PARK
This data is for urbanized areas only

87.2%

MSP TREND: BETTER
PEER RANK: 1 ↔

NUMBER OF DAYS THAT AIR QUALITY WAS "UNHEALTHY FOR SENSITIVE GROUPS"
This data is for Minnesota

5 DAYS/YEAR

MSP TREND: WORSE
PEER RANK: 1 ↔

ENERGY RELATED CARBON DIOXIDE EMISSIONS PER CAPITA
This data is for Minnesota

16.2 METRIC TONS

MSP TREND: WORSE
PEER RANK: 9 ↓

ENERGY COMPETITIVENESS

ELECTRICITY COST⁷

7.8 CENTS/KWH

MSP TREND: WORSE
PEER RANK: 9 ↑

ELECTRICITY PRODUCED FROM NON-CARBON SOURCES

58.0%

MSP TREND: BETTER
PEER RANK: 2 ↑

LIVABILITY

POPULATION THAT IS OBESE

26.0%

MSP TREND: WORSE
PEER RANK: 4 ↑

NUMBER OF VIOLENT CRIMES COMMITTED PER 100K RESIDENTS

283

MSP TREND: BETTER
PEER RANK: 2 ↔

POPULATION 16+ WHO VOLUNTEERED PAST YEAR⁸

49.1%

MSP TREND: N/A
PEER RANK: 1

MEDIAN HOME PURCHASE PRICE

\$273,400

MSP TREND: INCREASING
PEER RANK: 5 ↔

COST-BURDENED HOUSEHOLDS⁹

29.7%

MSP TREND: BETTER
PEER RANK: 2 ↔

ANNUAL CHANGE IN MEDIAN APARTMENT RENT¹⁰

4.8%

MSP TREND: WORSE
PEER RANK: 7 ↓

HOUSING AFFORDABILITY¹¹

4) Within 2 years of graduation. 5) No new data available. 6) No new data available. 7) Average Industrial rate. 8) No trend available, data methodology changed. 9) Households that pay 30% or more of their income on monthly housing costs, renters and homeowners with a mortgage. 10) For 2 bedroom apartments only. 11) For these indicators, peer rank of 1 means most affordable.

VITAL STATISTICS

GROSS REGIONAL PRODUCT

\$260.1B

MSP TREND: INCREASING
PEER RANK: 7 ↔

LABOR FORCE PARTICIPATION RATE

72.0%

MSP TREND: INCREASING
PEER RANK: 1 ↔

TOP TIER TAX RATES CORPORATE TAX
This data is for Minnesota

9.8%

MSP TREND: SAME
PEER RANK: 2ND HIGHEST

POVERTY RATE WHITE

5.1%

MSP TREND: DECREASING
PEER RANK: 1 ↔

POPULATION

3.6M

MSP TREND: INCREASING
PEER RANK: 7 ↔

GROSS REGIONAL PRODUCT PER CAPITA

\$72,239

MSP TREND: INCREASING
PEER RANK: 6 ↓

TOTAL JOBS

1.9M

MSP TREND: INCREASING
PEER RANK: 7 ↔

TOP TIER TAX RATES PERSONAL INCOME TAX¹³
This data is for Minnesota

9.85%

MSP TREND: SAME
PEER RANK: 3RD HIGHEST

POVERTY RATE PEOPLE OF COLOR

18.1%

MSP TREND: DECREASING
PEER RANK: 10 ↑

POPULATION GROWTH

1.4%

MSP TREND: INCREASING
PEER RANK: 6 ↑

MEDIAN HOUSEHOLD INCOME

\$76,856

MSP TREND: INCREASING
PEER RANK: 4 ↔

UNEMPLOYMENT RATE ANNUALIZED¹²

2.7%

MSP TREND: DECREASING
PEER RANK: 1 ↑

POPULATION OF COLOR

24.4%

MSP TREND: INCREASING
PEER RANK: 11 ↔

¹² In this case 1 means the lowest rate of the peer cities. ¹³ For those making more than \$273,151 (married joint); or \$163,891 (single).

PEER REGIONS

Peer regions were selected based on demographic and economic characteristics, location, evidence of competition with MSP for business or talent, and positive economic trajectory.

ATLANTA
AUSTIN
BOSTON
CHARLOTTE
CHICAGO
DALLAS-FT. WORTH

DENVER
PITTSBURGH
PORTLAND, OR
SAN FRANCISCO
SEATTLE

MSP REGIONAL INDICATORS DASHBOARD COMPANIONS

Five years of data collection and analysis through the MSP Indicator Dashboard revealed areas that deserve closer examination, including racial inclusion and innovation. Thanks to the **Center for Economic Inclusion** and **Forge North**, new tools exist in 2019 that disaggregate data for the Minneapolis-Saint Paul region in these priority areas. These are companions to the MSP Indicator Dashboard and part of a larger effort to track our region's economic performance in the areas that matter most to our future competitiveness.

INDICATORS OF AN INCLUSIVE REGIONAL ECONOMY
centerforeconomicinclusion.org/msp-economic-inclusion-indicators

REGIONAL INNOVATION INDICATORS
forgenorth.com/Dashboard

NEW THIS YEAR

RESEARCH PARTNERS

The creation of the 2019 dashboard was led by a collaboration of the following research partners:

GREATER MSP
WILDER RESEARCH/MINNESOTA COMPASS
THE ITASCA PROJECT
CENTER FOR ECONOMIC INCLUSION
MEDICAL ALLEY ASSOCIATION
THE METROPOLITAN AIRPORTS COMMISSION (MAC)
MINNESOTA DEPARTMENT OF EMPLOYMENT AND ECONOMIC DEVELOPMENT
NATIONAL ASSOCIATION OF REALTORS
TRUST FOR PUBLIC LAND
UNIVERSITY OF MINNESOTA CENTER FOR TRANSPORTATION STUDIES
XCEL ENERGY

ADDITIONAL RESOURCES

GENERATION NEXT
gennextmsp.org/data

METROPOLITAN COUNCIL DATA & MAPS
metro council.org/Data-and-Maps/Data.aspx

MINNESOTA CHAMBER OF COMMERCE BUSINESS BENCHMARKS
mnchamber.com/benchmarks

MINNESOTA COMPASS
mncompass.org

MINNESOTA DEPARTMENT OF EMPLOYMENT AND ECONOMIC DEVELOPMENT
mn.gov/deed/data

MINNESOTA STATE DEMOGRAPHIC CENTER
mn.gov/admin/demography/data-by-topic/

BROOKINGS METRO MONITOR
brookings.edu/research/metro-monitor-2019/

GREATER METROPOLITAN WORKFORCE COUNCIL

Regional Goals and Indicators:

Championing regional alignment for long-term impact

Goal:

Economic Self-Sufficiency for Underrepresented Individuals

2025 Targets:

Macro: Increase % of POCI full-time, full-year workers ages 16-64 earning family sustaining wages from **62% to 72%**

Micro: Increase % of full-time, full-year Latinx workers ages 16-64 earning family sustaining wages from **48.5% to 58%**

Goal:

Inclusive Growth in Labor Market

2025 Targets:

Macro: Increase % of POCI population ages 16-64 employed from **73.9% to 83%** through inclusive talent sourcing

Micro:

- % of African Americans ages 16-64 employed from **73.6% to 80%** through inclusive talent sourcing
- % of population with disabilities ages 16 to 64 employed from **48.7% to 59%** through inclusive talent sourcing

Macro: Increase labor force participation of the population ages 16-64 from **83.5% to 87%** through inclusive growth

Micro: Increase Labor force participation of females ages 16-64 from **80.6% to 85%** through inclusive growth

Goal:

Postsecondary Attainment for Underrepresented Individuals to Address Middle-Skill Talent Needs

2025 Targets:

Macro: Increase certificate and AA/AS attainment of the POCI population ages 25-44 from **13% to 20%**

Micro: Increase certificate and AA/AS attainment of Latinx population ages 25-44 from **10% to 15%**