

Penn State Data Center  
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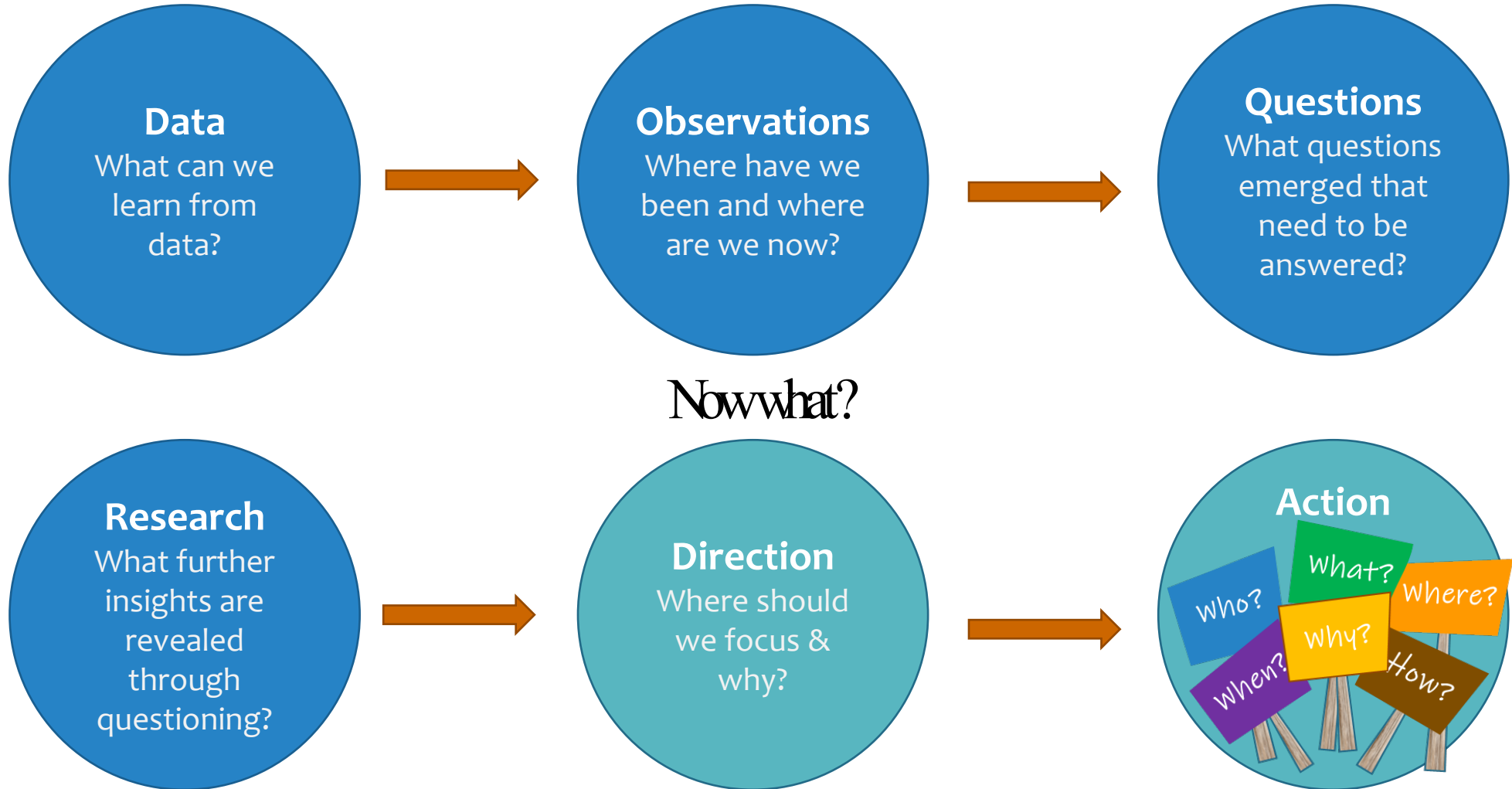
# Empowering Tomorrow: Harnessing the Power of Data to Shape a Solid Future





# Data-Driven Planning

# Turning Data to Action



# The Importance of Data

- Documents where you are now and where you've been
- Substantiates (or discredits) perceptions
- Uncovers opportunities & risks
- Leads to additional questions that need to be answered
- Provides the foundation & justification for your strategy
- Helps you to tell your story to a variety of audiences



# Two Types of Data

## Quantitative

Can be counted or compared on a numeric scale



Trends

Peer-to-peer comparisons  
Micro-to-macro comparisons  
Projections

## Qualitative

Describes qualities or characteristics (not numeric)

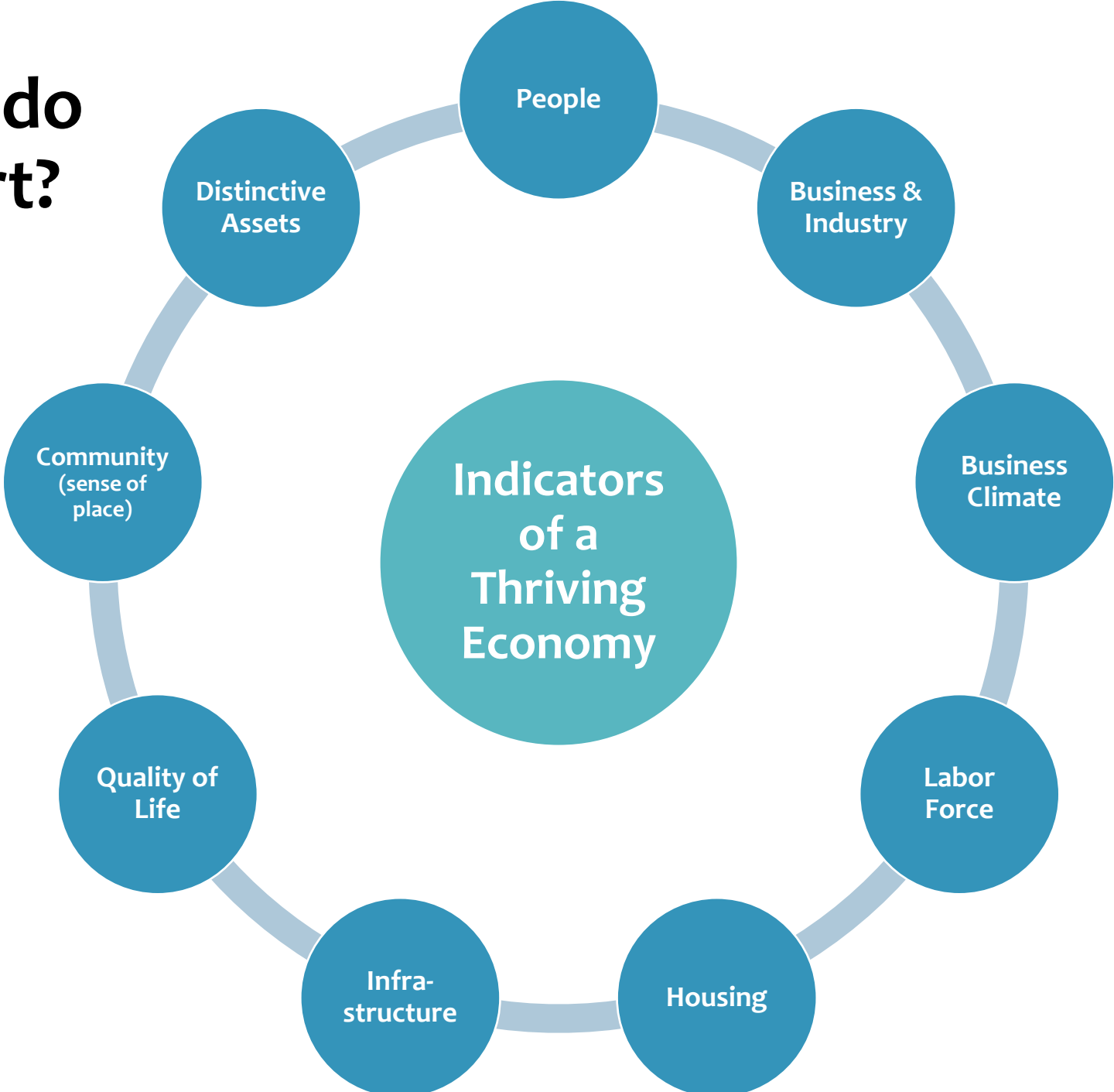


Examples:

Surveys | Interviews | Focus Groups  
Observations | Case Studies



# Where do we start?



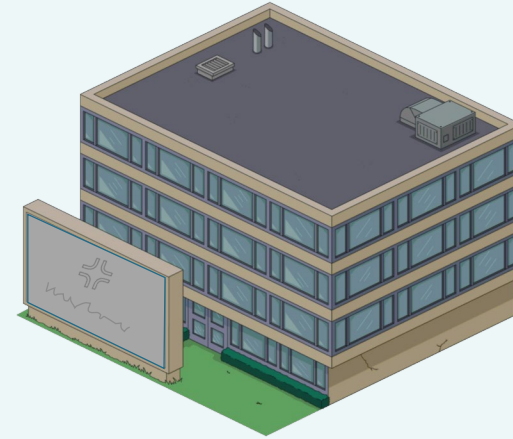
# People

- Who lives and works here? (Resident and worker characteristics)
  - Resident population size and trends
    - ✓ Age
    - ✓ Race
    - ✓ Gender
    - ✓ Ethnicity
    - ✓ Educational Attainment
    - ✓ Household Income
    - ✓ Migration Patterns
  - Daytime population size and trends (commuter-adjusted population)
    - ✓ Occupations
    - ✓ Earnings
- Who visits here?
  - Institutions
  - Retail
  - Entertainment, culture & recreation



## Business & Industry

- Business & Industry types
- Industry output
- Businesses by industry
- Age of businesses
- Start-ups and survival rates
- Employment/Jobs
- Spending Patterns



- Size & Participation
- Occupations
- Skills/Transferable skills
- Wages/Compensation
- Productivity
- Underemployment
- People and Jobs (worker flow)
  - Where workers live
  - Where residents work
  - Net commuters

## Labor Force



## Business Climate

- Government
- Business taxes/Regulations
- Labor relations
- Business resources
- Entrepreneurship
- Workforce training
- Innovation



## Housing

- Availability
- Character
- Age
- New housing sales
- Average sales price
- Affordability



## Quality of Life

- Public education
- Childcare
- Safety/crime
- Healthcare
- Homes/Services for the aging
- Shopping
- Public services
- Entertainment & Recreation
- Universities, colleges, and vocational schools
- Personal income/property taxes

## Community (sense of place)

- Distinctiveness
  - Streetscapes
  - Architecture
  - Historic preservation
  - Cultural events and facilities
  - Restaurants and food
- Diversity
- Social Interaction/Networks
- Community Participation



*A distinctive community is one where educated young people want to live, where boomers want to retire, and where people want visit.*

McMahon, Edward. "The Distinctive City: Community appeal drives economic prosperity." *Virginia Town & City, Volume 47, No. 5, June 2012, p.9.* (PDF)

## Infra- structure

- Transportation
  - Highway
  - Air & rail
  - Public transit
- Available sites (developed/developable)
- Technology
- Power
- Water & sewer



## Distinctive Assets

Summary of Assets and  
Characteristics that Set Your  
Region Apart from Others  
**Distinctive or Unique**



# Data Sources

U.S. Census Bureau

U.S. Bureau of Labor Statistics (BLS)

U.S. Bureau of Economic of Analysis

Longitudinal Employer–Household Dynamics

StatsAmerica

PA State Tax Equalization Board (STEB)

Integrated Postsecondary Education Data System  
(IPEDS)

Center for Rural Pennsylvania

PA Department of Labor & Industry

PA Spatial Data Access (PASDA)

PA GeoData

PA Uniform Crime Reporting System

PA Department of Education

POLICYMAP (limited data available at no cost)

Penn State Data Center

PA Department of Community and Economic Development — Pennsylvania on Target

PA Department of Community and Economic Development — PA Municipal Statistics

CECD Population & Demographic Change Reports (psu.edu)

Targeting Regional Economic Development | Basic Tools — Department of Agricultural  
Economics, Sociology, and Education (psu.edu)



# Thank you!

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