

"Turning Information into Insight"

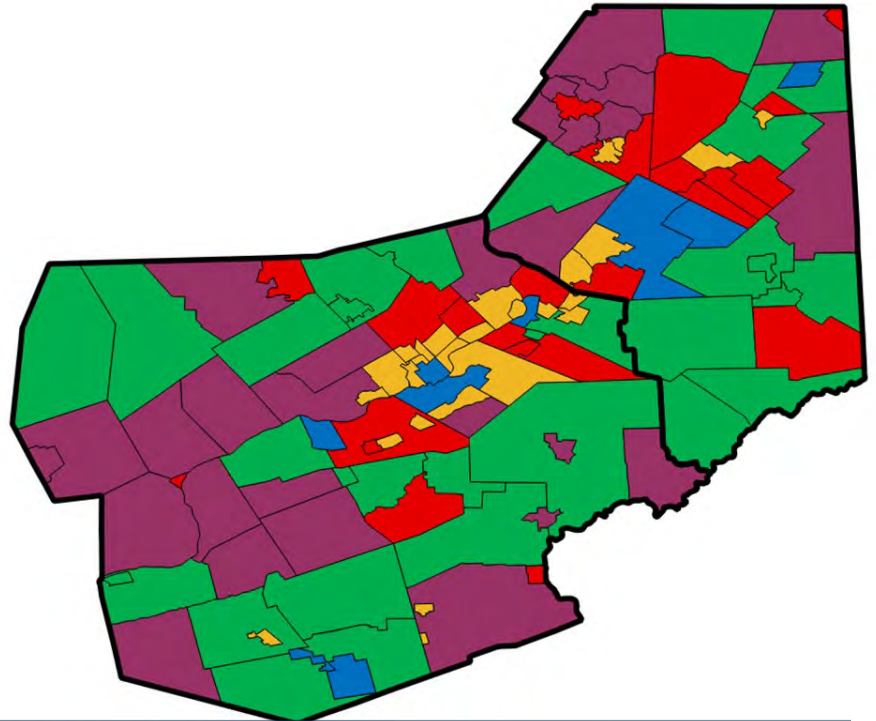
Municipal Dashboard

By: Andrew Chew, Senior Research and Policy Analyst

The Institute has developed the **Municipal Dashboard**, a way to present and analyze local-level data by grouping together similar communities.

Municipal data on population size, density, and growth trajectory were analyzed to find natural groups. Five distinct groups were identified based on these characteristics.

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In this Issue:

- Welcoming a new colleague
- Client solutions
- Raising Awareness Surrounding the 2020 Census
- A look into automation in NEPA
- Unveiling the Municipal Dashboard
- Mini-Indicators, Pennsylvania Planning Conference, and PA Live!
- Special thanks to Fall 2019 interns
- Partnership opportunities and research underwriters

1. Urban Core & Satellite Cities

Municipalities: 9

Population/Percent of Region: 199,890 / 38%

2. Valley Legacy Communities

Municipalities: 27

Population/Percent of Region: 99,836 / 19%

3. Suburban Growth Centers

Municipalities: 30

Population/Percent of Region: 95,580 / 18%

4. Established Suburbs & Centers

Municipalities: 22

Population/Percent of Region: 87,231 / 16%

5. Perimeter Communities

Municipalities: 28

Population/Percent of Region: 47,645 / 9%

A collaboration among Geisinger Commonwealth School of Medicine, Johnson College, Keystone College, King's College, Lackawanna College, Luzerne County Community College, Marywood University, Misericordia University, Penn State Scranton, Penn State Wilkes-Barre, The Wright Center for Graduate Medical Education, University of Scranton, and Wilkes University

Are you ready to learn about the region's latest economic data and trends?

The Fall 2019 issue of the Quarterly Economic Tracker, is here!

- It features an overview of the **social determinants of health**—and **their economic implications**. In terms of health outcomes (length and quality of life), Lackawanna and Luzerne Counties rank 50th and 63rd, respectively, of the 67 Pennsylvania counties. In terms of health factors (healthy behaviors, social and economic issues, and the physical environment), they rank 33rd and 60th respectively.
- It also features jobs skills highest in demand throughout the region. The latest data indicates that effective communication and teamwork are critical **soft skills**. Technology-related proficiencies, retail experience, and physical labor are valued **hard skills**.
- The QET also explores the **local labor market**, the composition of **healthcare occupations**, **regional commuting characteristics**, **millennial homeownership trends**, **job posting details**, the **gender pay gap in the area**, - and more!



[Check it out!](#)

We would like to thank the **Willary Foundation** for the seed capital to start the QET and the **Sordoni Family Foundation**, our Signature Underwriter, of the QET and Supporting Underwriter, **UGI Utilities** for continuing to fund this project.

Welcome Megan Stachowiak



Megan has spent her entire career in Northeastern Pennsylvania, and for the past ten years focused on market research for the healthcare industry. In her previous roles, Megan was Manager of Market Research and Intelligence for Blue Cross of Northeastern Pennsylvania, where she managed the organization's market and competitive intelligence functions and supported strategic planning initiatives. Most recently, Megan was Lead Market Research Analyst at Highmark Health. In this role, Megan worked collaboratively with cross-functional team members to design, manage and deliver end-to-end quantitative and qualitative research for internal stakeholders.

Megan is a summa cum laude graduate of Susquehanna University, with a Bachelor of Science degree in Business Administration, and a minor in International Business and French.

Client Solutions

Market & Feasibility Studies	Survey Research	Economic and Demographic Profiles
Indicators- Indexes	Industry Studies	Grant and Program Evaluation Support
Community Needs Assessments	Workforce Studies	Research Validation and Peer Review
Housing Studies	Education Studies	Tourism Strategic Plans
Economic Development Strategies	Policy Analysis	Comprehensive Plans
Economic and Tax Impact Studies	Site Selection Research	Asset Maps
	Arts & Culture Studies	

Moses Taylor Foundation: Heightening Awareness Surrounding the 2020 Census



The U.S. Census is critical to communities, regions, and states across the country. The Census serves as a basis to allocate federal funding for programs in health, social services, housing, education, and infrastructure as well as congressional representation. Everyone has to be counted in order to maintain and grow our economic vitality.

Thanks to the support of the Moses Taylor Foundation, The Institute is distributing educational material to community members and professionals throughout the region. These handouts and posters are available in five languages and cover a multitude of topics—all of which are influenced by census count.

Did you know....

- As of 2015, 132 programs relied on U.S. Census data to allocate over \$675 billion in funds
- Pennsylvania received \$26,793,367,770
- This funding breaks down to nearly \$2,100 per Pennsylvania resident in general
- It provides a value of \$4,232 per person enrolled in the Supplemental Nutrition Assistance Program.
- It covers costs of approximately \$7,681 per child enrolled in Head Start or Early Head Start
- It provides over \$2,525 per enrollee in the State Children's Health Insurance Program (S-CHIP)
- It even includes \$15,400 for every child in foster care
- Infrastructure funding is predicated on Census results

[View the literature here](#)

The Census Awareness Initiative to educate the community on the importance of participating in the census is funded by the Moses Taylor Foundation.



Automation in NEPA

By: Chris Ritter, Research Analyst

Approximately 242,478 workers across Northeastern Pennsylvania, or 49 percent of the region's total workforce, is employed in one of the 320 occupations with at least a 70 percent probability of automation in the coming decades.

Methodology:

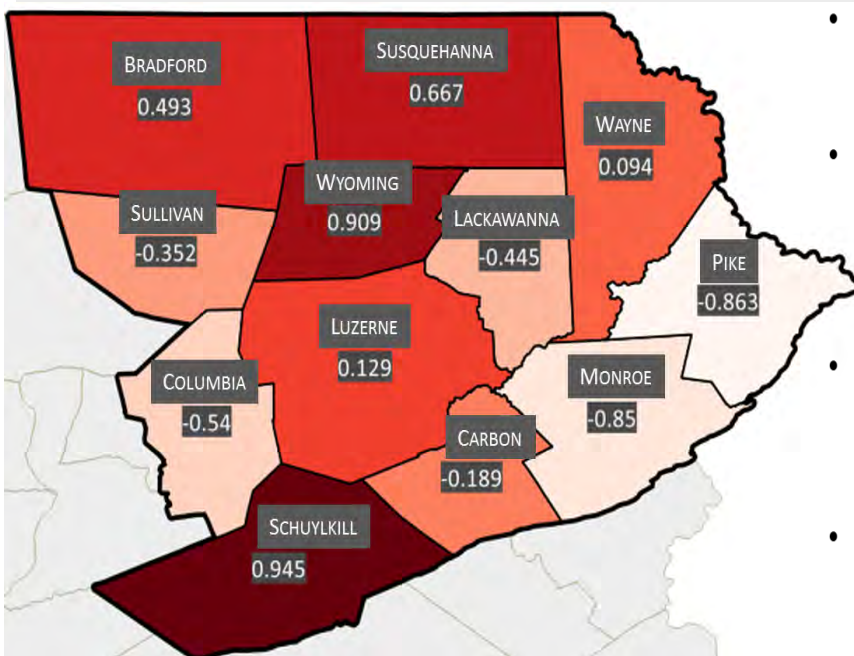
- 50% Share of lost wages from automation-sensitive jobs
- 25% Dependency ratio (share of workforce population relative to total populations under the age of 14 and over 65)
- 25% Educational attainment (population ages 25-64 with an associate's degree or higher)

AUTOMATION-SENSITIVE JOBS AS A PERCENTAGE OF ENTIRE WORKFORCE

SCHUYLKILL COUNTY, PA	50.65%
INDIANA	50.45%
WISCONSIN	49.94%
LUZERNE COUNTY, PA	49.93%
COLUMBIA COUNTY, PA	49.74%
WYOMING COUNTY, PA	49.34%
NORTHEASTERN PENNSYLVANIA	49.24%
SUSQUEHANNA COUNTY, PA	48.97%
LACKAWANNA COUNTY, PA	48.86%
MONROE COUNTY, PA	48.61%
BRADFORD COUNTY, PA	48.52%
CARBON COUNTY, PA	48.24%
OHIO	47.56%
MICHIGAN	47.42%
WAYNE COUNTY, PA	47.29%
PENNSYLVANIA	46.22%
PIKE COUNTY, PA	46.16%
DELAWARE	45.70%
NEW JERSEY	43.92%
NEW YORK	42.30%
MARYLAND	41.08%

Workforce Disruption Index

- Occupations at a greater risk of automation tend to be lower-wage, falling below average wages by 18 to 27 percent across the region.
- More vulnerable occupations: Food Service, Transportation, Sales, Production, Construction
- Less vulnerable occupations: Social Services, Computers and Mathematics, Education, Arts, Healthcare Support, Management
- Less vulnerable regions:
 - Commuter counties (Monroe, Pike)
 - Universities as major employers (State College, Bloomsburg)
 - Urban areas (Philadelphia, Pittsburgh, Harrisburg)
- More vulnerable regions:
 - Rural counties (Bradford, Susquehanna, Wyoming)
 - Heavy-industry oriented (Schuylkill County, Reading MSA, etc.)
- Pennsylvania: Rust Belt or Mid-Atlantic state?
 - Most vulnerable among Mid-Atlantic states
 - Least vulnerable among Rust Belt states



Municipal Dashboard (continued from page 1)

By: Andrew Chew, Senior Research and Policy Analyst

Analyzing municipal data can be problematic when different communities with differing populations, economic characteristics, and historical contexts are compared to one another. The Municipal Dashboard avoids this by grouping together communities that share certain characteristics.

Selected Indicators by Municipality Group	Median Age	Median HH Income	Vacant Housing Units	No-Car Households	Median Home Value
1. <i>Urban Core & Satellite Cities</i>	38.9	\$48,086	16%	14%	\$98,411
2. <i>Valley Legacy Communities</i>	45.8	\$60,490	11%	8%	\$119,463
3. <i>Suburban Growth Centers</i>	45.5	\$73,826	13%	4%	\$173,037
4. <i>Established Suburbs & Centers</i>	45.3	\$64,586	12%	7%	\$150,936
5. <i>Perimeter Communities</i>	46.7	\$73,496	17%	3%	\$179,189

Data Source: U.S. Census Bureau American Community Survey 2017 5-year Estimates. Medians are Unweighted.

How will this be used?

Data analyzed by group will reveal how social or economic phenomena impact different types of communities

Comparisons between single municipality data and group averages will reveal how a community compares to its peers on economic and social measures

Next Steps:

Expect a full report from The Institute

Consider it a lens through which to analyze data in other research

Mini Indicators and More!

In October, Executive Director Teri Ooms gave a Mini Indicators presentation at the Wilkes-Barre THINK Center. She reviewed data and analysis of economic trends and their impact on the business community and region at large. You can still [view it here!](#)



Just a few weeks later, she and Susan Magnotta, Director of Community Outreach, were featured on PA Live! They discussed The Institute's mission, the importance of regional indicators, and all the value northeastern Pennsylvania has to offer. If you didn't catch it when it aired, just [watch now!](#)



Mini Indicators and More! (continued from page 5)

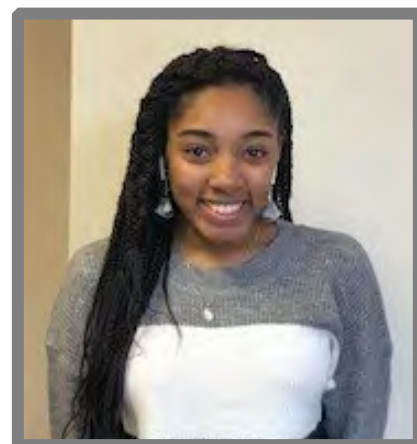
Additionally, Andrew Chew, Senior Research & Policy Analyst, co-presented a session at the American Planning Association—Pennsylvania Chapter Conference in Reading, PA on October 21. Vivian Williams of the Scranton Area Foundation's NEPA Moves initiative and Kyle DeMaria of the Federal Reserve Bank of Philadelphia also participated. The session focused on recent research and collaboration around transportation equity in Northeast PA.



Best regards to our talented interns!

Many thanks and warm wishes to the bright and committed students who completed research internships with The Institute throughout this fall...

- **Gardyney Deshommes, Misericordia**
- **Anthony Giovagnoli, King's College**
- **Hunter Glidewell, Misericordia**
- **Sarah Sporko, Misericordia**



Are You Interested in a Partnership?

Do you feel a personal connection to the culturally-rich northeast? Would you like to further invest in the region? If so, we invite you to join our growing list of generous community of supporters. Your underwriting will help the Institute provide our community with data and research that promotes informed decision-making and leads to greater economic vitality for the area.

Your partnership will contribute to:

- **Task Force Research**
- **Indicators Report**
- **Quarterly Economy Tracker**
- **Regional College Student Poll**
- **Regional College Internship Program**
- **Special Community Based Research Projects**

Please contact Susan Magnotta at [mag-notta@institutepa.org](mailto:magnotta@institutepa.org) to discuss the possibilities!

Community-Based Research

Access the latest regional research on the Institute's website. www.institutepa.org

Regional Indicators Data & Research

Indicators data tracks the region's progress over time. They include economy, healthcare, environment, education and infrastructure measures.

<https://institutepa.org/perch/resources/indicators18.pdf>

Task Force Research

Recent and archived research studies identify and address the region's challenges. This research is a driving force behind many important economic development and community revitalization initiatives, which produce positive outcomes for our area.

<https://institutepa.org/indicators.php>

Quarterly Economic Tracker

This quarterly electronic publication explores the region's economic and business trends.

<https://institutepa.org/economy-tracker.php>

Polling Program

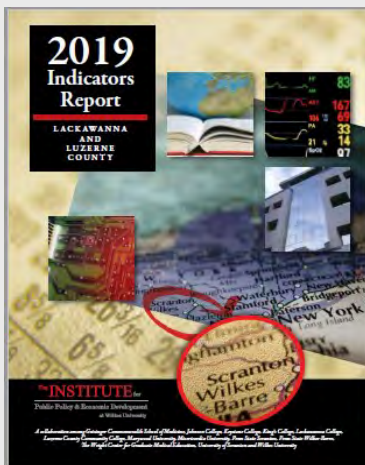
Better understand the student perceptions of the region, post graduation plans, public policy views, and civic engagement of our local college students and future leaders.

<https://institutepa.org/polling-program.php>

Who We Are

The Institute is dedicated to empowering business and community leaders with researched-driven strategies for informed decision-making.

We conduct community-based, empirical research to identify the opportunities and challenges unique to our region, and offer innovative solutions for the problems facing our communities. **This research is funded by generous academic partners and sponsors who share our vision for a strong regional economy and vibrant communities.**



Thank you to our 2019 Research Underwriters!

The Institute would like to sincerely thank our generous stakeholders who share our vision for a strong regional economy and healthy communities. Your support makes our work possible!

Signature Underwriters

Andrew J. Sordoni Foundation
Luzerne County
PPL Electric Utilities
Sordoni Family Foundation

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Mohegan Sun Pocono

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Sanofi Pasteur
The Wright Center for Community Health
UGI Utilities
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Locations in:
Scranton and Wilkes-Barre, PA
www.institutepa.org
570.408.9850

Staff

Teri Ooms – Executive Director
ooms@institutepa.org

Andrew Chew – Senior Research & Policy Analyst
chew@institutepa.org

Megan Stachowiak—Research Analyst
stachowiak@institutepa.org

Joseph Gallo – Research Assistant
gallo@institutepa.org

Kara McGrane – Research Assistant
mcgrane@institutepa.org

Jill Avery-Stoss—Research, Data & Intern Coordinator
averystoss@institutepa.org

Susan Magnotta – Director of Community Outreach
magnotta@institutepa.org

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