

The Institute

Turning Information into Insight

*Economic, Impact, Health,
Social, and Education
Research, Evaluation, and
Consulting*

Time to register for the only event of its kind in the region!

Indicators Forum 2021 **Tuesday, May 25, 2021**

Registration includes presentations and Indicators Report (\$30 value).
The event program will be sent electronically prior to the event.

General Information:

Price: \$55

Time: 9-10:30 a.m.

Location: Your home or office!

There will be no refunds for cancellations made on or after May 1.

In this Issue:

- Indicators Registration
- Special Thanks to Sponsors
- Sneak Peak into 2021 Task Force Research
- The Implications of Redlining
- Media Spotlight
- The Latest Insights into COVID-19
- New Issue of the Policy Tracker Available
- Client Solutions

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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 or Graduate Medical Education, University of Scranton, and Wilkes University

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Interested in becoming an event sponsor? Here are the options and benefits:

Platinum Sponsor, \$2,500

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Recognition on event poster
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Join our growing list of sponsors! To learn more, contact Teri at ooms@institutepa.org.

Sneak Peek: What to Expect from the Task Force Presentations at the Annual Indicators Event

Education & Workforce Development: As the labor market recovers in the next 12-24 months, it is important to plan for a return to tight labor market conditions and shortages of skilled workers in a number of key occupations—and to attract and retain younger workers in the region. This research will determine which skillsets and certifications are needed, identify the most influential factors driving out-migration of talent, describe the role of higher education institutions in overall talent attraction and retention, describe the role of K-12 education in the development of a workforce pipeline, and explore how the region can attract an increasingly remote workforce.

Energy: In a logistics-heavy region, it is essential to monitor the impact of commercial vehicle usage. The rise in alternative energy use will be detailed in this research, as will the effects of this adoption on economy, infrastructure, and environment.



Health & Health Care: A study of Pennsylvania's public health infrastructure (including historical context and policy issues) will reveal implications for resilience to future public health emergencies. Dynamics surrounding county-level and city-level health departments will be covered as well, and included where appropriate in the proposal of best practices and alternative models.

Housing: This research will explore the region's housing issues as they relate to equity, through a lens including but not limited to race, ethnicity, age, gender, disability, sexual orientation, and gender identity. The influence of COVID-19 will be considered as well. The current state of housing segregation will be mapped, and the historical origins of these patterns revealed. Local, state, and federal housing policies (pertaining to rental and ownership) will be examined and recommendations provided.

Jobs, Economy & Economic Development: Considering the major economic changes induced by COVID-19, this study will address ways NEPA can compete in light of an enhanced logistics industry—possible with more manufacturing, as well as the rise of remote work along with automation across all sectors. Efforts must involve the commercial real estate market, accommodation of in-migration, technology infrastructure, and quality of life concerns.

Planning, Land Use, Transportation & Infrastructure: The theme of transportation will continue, with a focus on the ways short-term and long-term effects of COVID-19 might impact transportation and land use. The study will answer questions such as how transit agencies are coping with social distancing, whether passengers or potential passengers are fearful of public transport, and how increased telework and less economic activity in urban cores impact transit. It will also consider the plight of municipal services in communities struggling for revenue, and how they are handling infrastructure improvements such as road and bridge repair.

Explore economic data and trends that affect the region's future, learn how Northeastern Pennsylvania is progressing in terms of critical quality-of-life issues, and empower yourself and your organization with the knowledge needed for good decision-making.

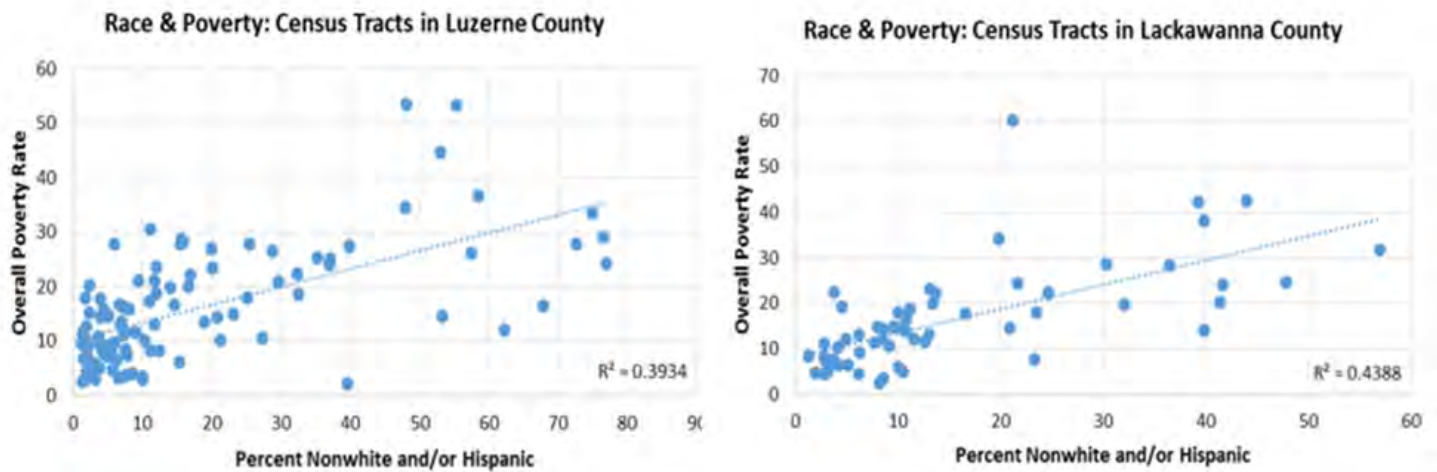
**[Access the 2020 Indicators
Here](#)**

How Have Historical Redlining Practices Affected Northeastern Pennsylvania?

In the early to mid-20th century, policies and practices were implemented to promote homeownership. However, practices called “redlining” resulted in homeownership access that was significantly limited for those who were members of racial and ethnic minorities - particularly African Americans.

More specifically, it was widely believed that property value plummeted once African American and other non-white residents moved into a neighborhood. For this reason, many property deeds included language allowing only persons of Caucasian decent to occupy and own certain property. Federal policies even encouraged the use of maps that delineated neighborhoods unsuitable for bank lending for mortgages. These “redlined” neighborhoods were based largely on the race of residents.

Redlining of this nature significantly curtailed the ability of African Americans and other racial minorities to build wealth through homeownership. Even though redlining and explicit discrimination is no longer legal in the United States, the effects such practices have had on geographical racial concentration and present-day home prices are significant.



[Access the Full Study Here](#)

Media Spotlight

We greatly appreciate our media supporters, who help us spread the word about our research findings and recommendations. Most recently, Executive Director Teri Ooms joined Andy Mehalshick and Jayne Ann Bugda—hosts of (WBRE/WYOU-TV) Newsmakers—to discuss COVID-19’s impact on the regional economy.



[Enjoy the
Conversation
Here](#)

Institute Insights into COVID-19

The Institute is responding to the COVID-19 crisis by embarking on a timely and ambitious program of research. Our agenda examines the effects of the pandemic on Northeastern Pennsylvania, and provides data-driven insights to help community members and leaders better understand, address, and overcome unique challenges.

Since the launch of this new initiative in Spring 2020, The Institute's research team has been hard at work putting together specialized research on COVID-19's impact, along with recommendations for recovery. Take a look at the latest....

Equity Issues Amid COVID-19

This report was prepared to shed light on disparities in COVID-19 impacts across gender, age, racial, and other demographic groups.

It is essential to understand which groups may be disproportionately impacted by the virus itself as well as the economic effects of the pandemic. Such understanding will help communities respond appropriately—particularly when historically marginalized or vulnerable populations face worse impacts.

For instance, the research found that COVID-19 infections and deaths so far have shown significant disparities across racial and ethnic lines. Further, the data confirms that women, non-white workers, and those between the ages of 20 and 24 years have been disproportionately affected by the virus and in the workplace as a result of COVID-19.

Recommendations include:

- ◇ Development of human-centered workplaces
- ◇ Expanded access to telework opportunities
- ◇ Collection and distribution of detailed data in a timely manner

[**Read More Here**](#)

The Institute extends many thanks to the sponsors of the COVID-19 Research Initiative:

Greater Scranton Chamber of Commerce

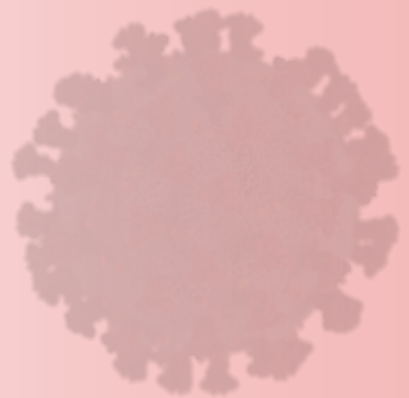
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Luzerne County COVID-19 Emergency Response Fund of The Luzerne Foundation

Scranton Area Community Foundation's NEPA COVID-19 Response Fund

Wells Fargo Foundation



In case you missed it...

The second edition of the Policy Tracker is available!



In this issue, read about:

- How emergency COVID-19 relief is targeted to struggling businesses
- Access to high-quality early childhood education
- Incentive programs to increase workforce participation
- Work requirements and alternatives for public assistance programs

[Access the issue here!](#)

Funding for the Policy Tracker has been generously provided by:



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Market & Feasibility Studies
Indicators- Indexes
Community Needs Assessments
Housing Studies
Economic Development Strategies
Economic and Tax Impact Studies

Survey Research
Industry Studies
Workforce Studies
Education Studies
Policy Analysis
Site Selection Research
Arts & Culture Studies

Economic and Demographic Profiles
Grant and Program Evaluation Support
Research Validation and Peer Review
Tourism Strategic Plans
Comprehensive Plans
Asset Maps

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.**

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 subject matter interests, public policy views, and civic engagement of our local college students and future leaders.
<https://institutepa.org/polling-program.php>

Thanks to our 2021 Research Underwriters!

Sincere thanks to our generous stakeholders who share our vision for a strong regional economy and healthy communities. Your support makes our work possible!

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Sordoni Family Foundation

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