

Linking the Unemployed to Jobs:

Opportunities for integrated transit and workforce development

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Job vacancies in Minnesota rise to highest level since 2001

State's labor market continues to tighten, but most of the openings are in low-wage jobs.

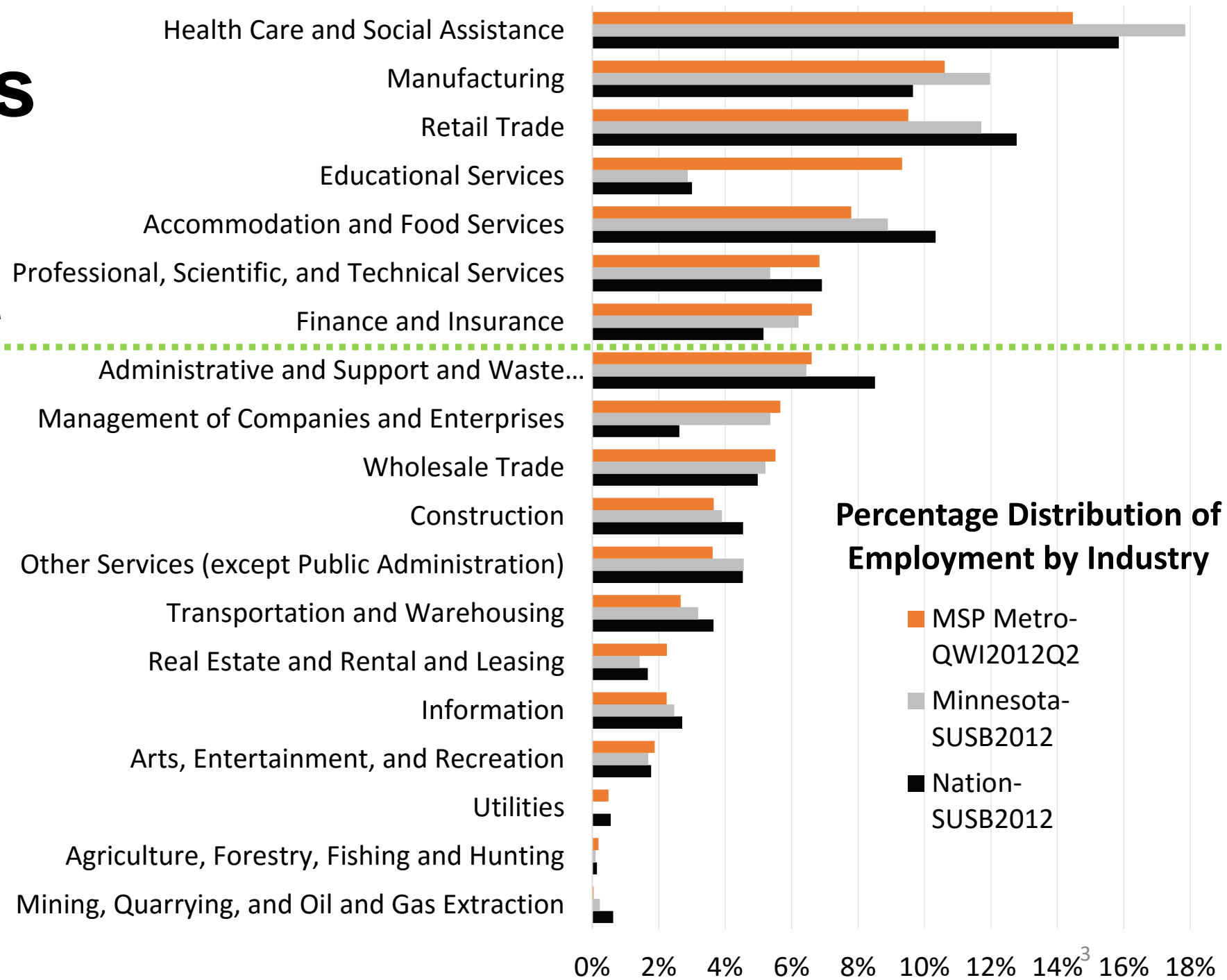
By Adam Belz (<http://www.startribune.com/adam-belz/158965945/>) Star Tribune |

MARCH 31, 2015 — 11:45PM

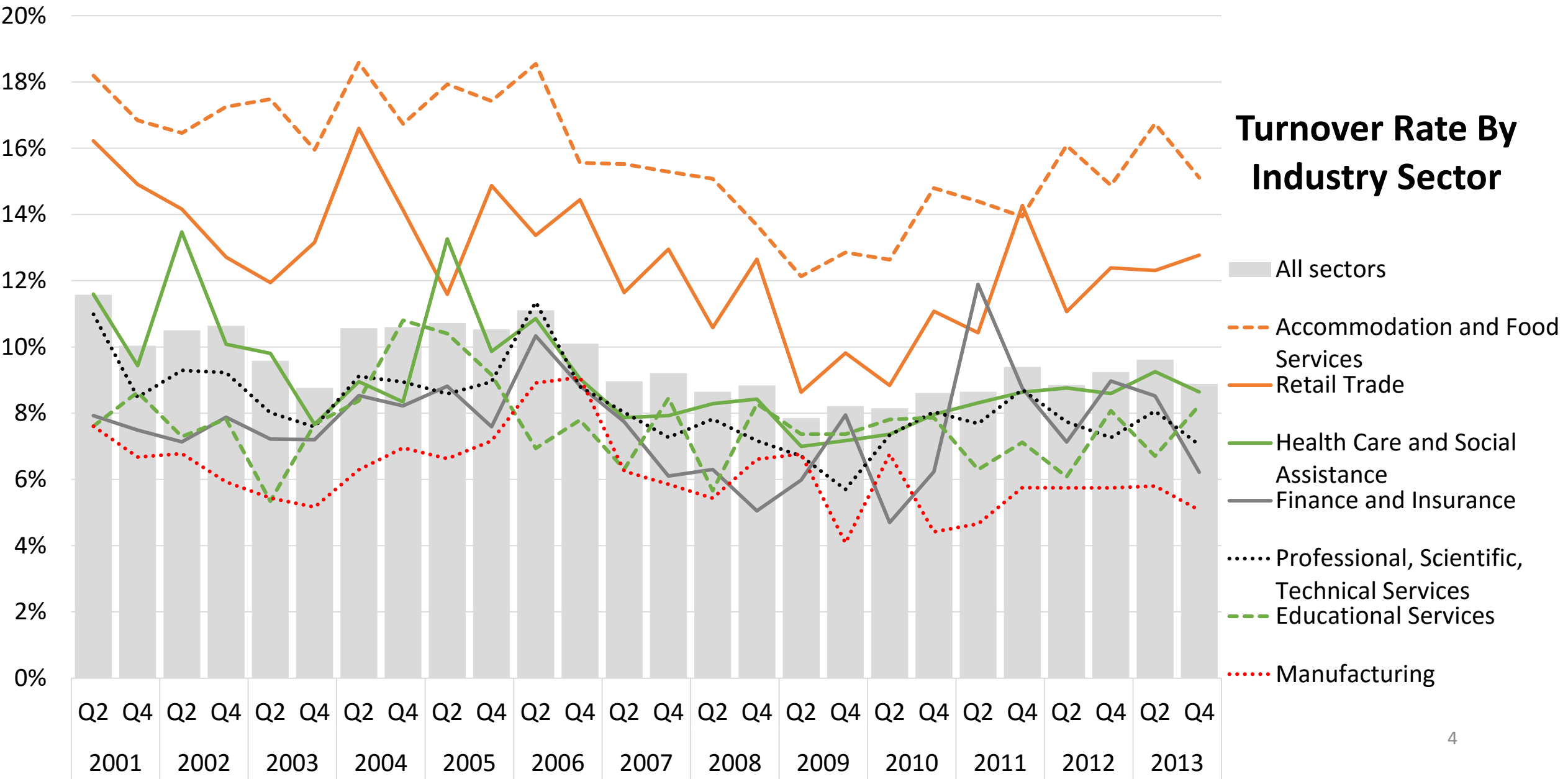
The Twin Cities area now has one job vacancy for every unemployed worker, new state data show, and Minnesota has only slightly fewer openings than unemployed people.

The number of vacancies in the state rose to 88,900 at the end of 2014, a 47 percent increase from a year earlier and the highest level since the summer of 2001, according to figures released Tuesday by the Minnesota Department of Employment and Economic Development.

7 Key sectors for job placement



Job Turnover Rates of the 7 Sectors

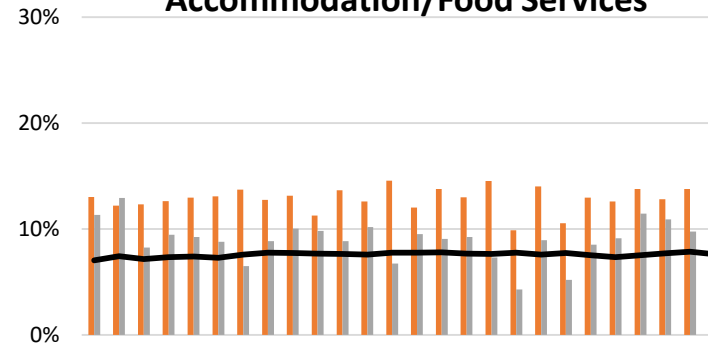


High Turnover, Demand Met

Low Turnover, Small Unmet Demand

Low Turnover & Large Unmet Demand

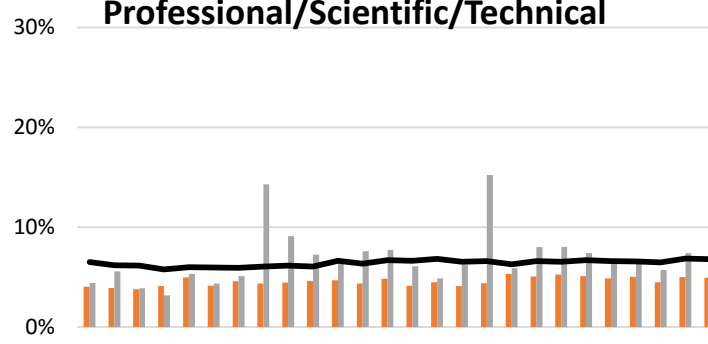
Accommodation/Food Services



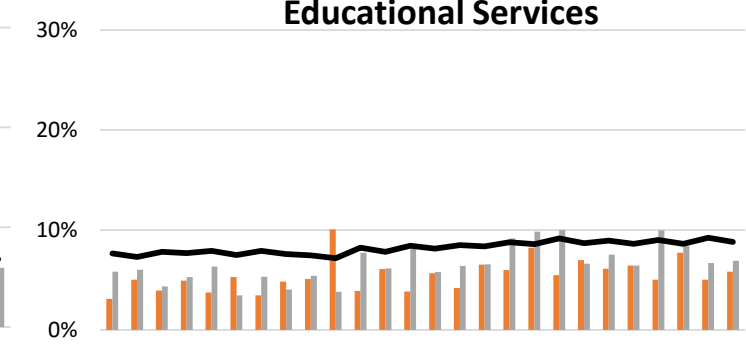
Retail Trade



Professional/Scientific/Technical

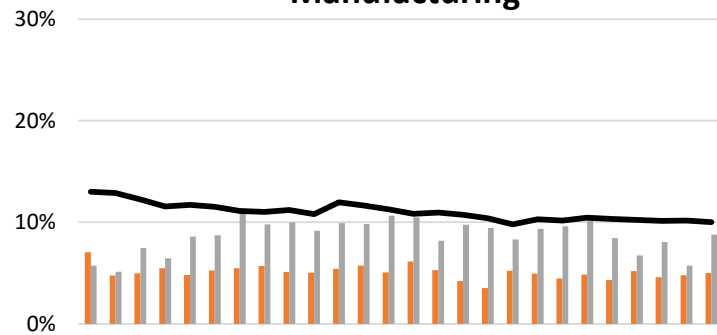


Educational Services

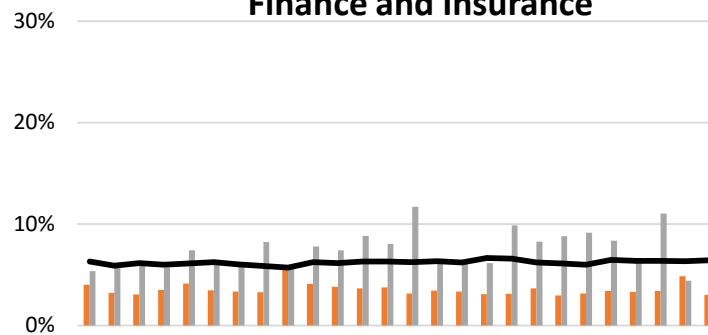


■ % of total new hires ■ % of total job vacancies — % of total employment

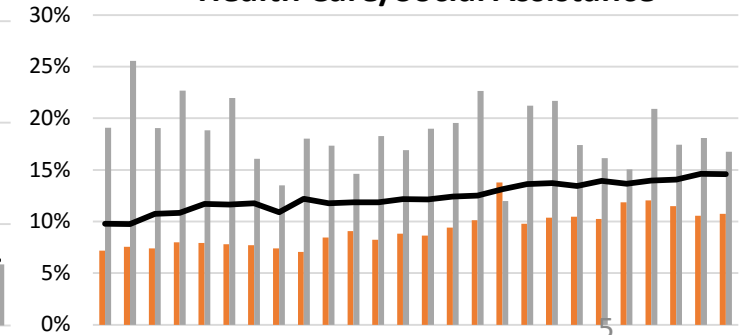
Manufacturing



Finance and Insurance



Health Care/Social Assistance



Job Vacancies by Education Requirement

No Education

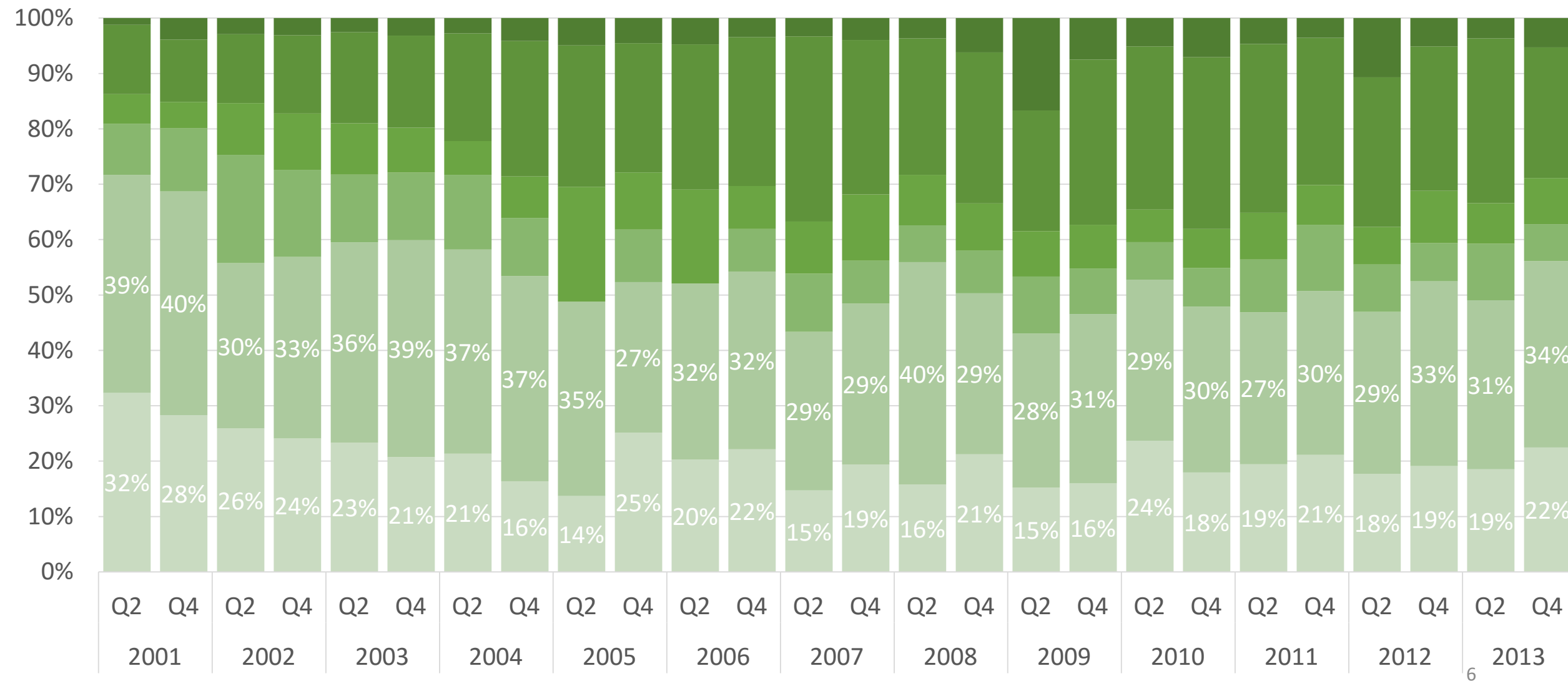
High School/GED

Vocational Training

Associates Degree

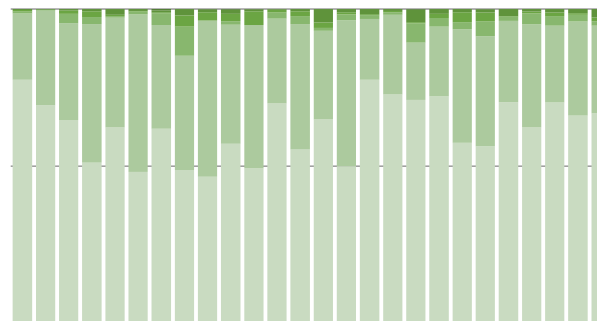
Bachelors Degree

Advanced Degree

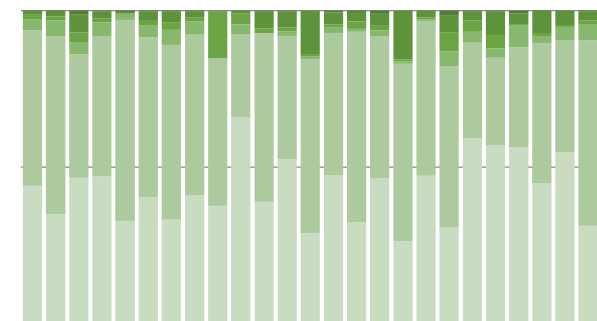


Low Education Requirement

Accommodation & Food

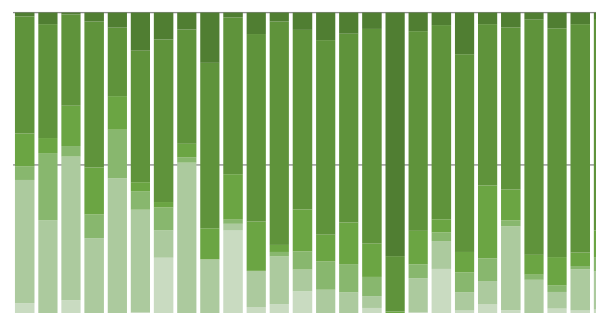


Retail Trade

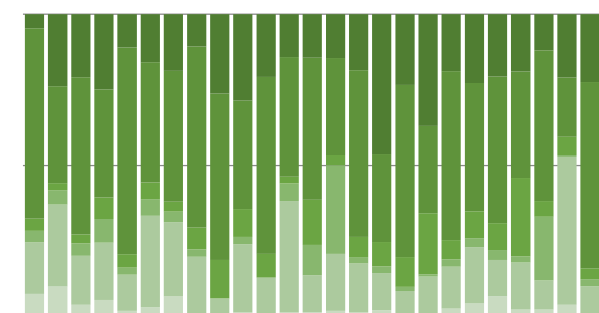


High Education Requirement

Professional/Science/Tech

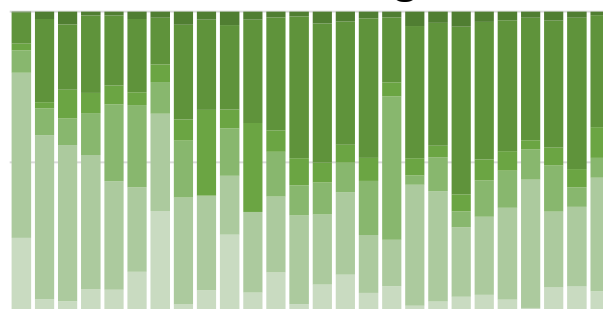


Educational Services

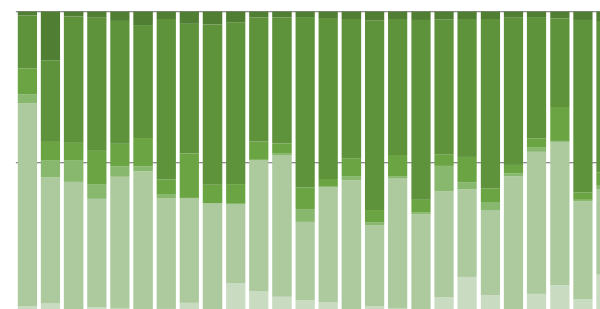


Low Turnover & Unmet Demand, Yet High Education Requirements

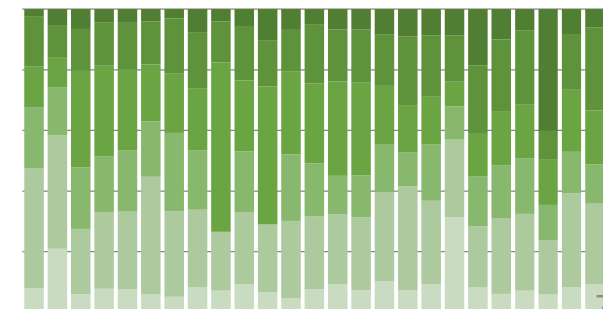
Manufacturing



Finance & Insurance



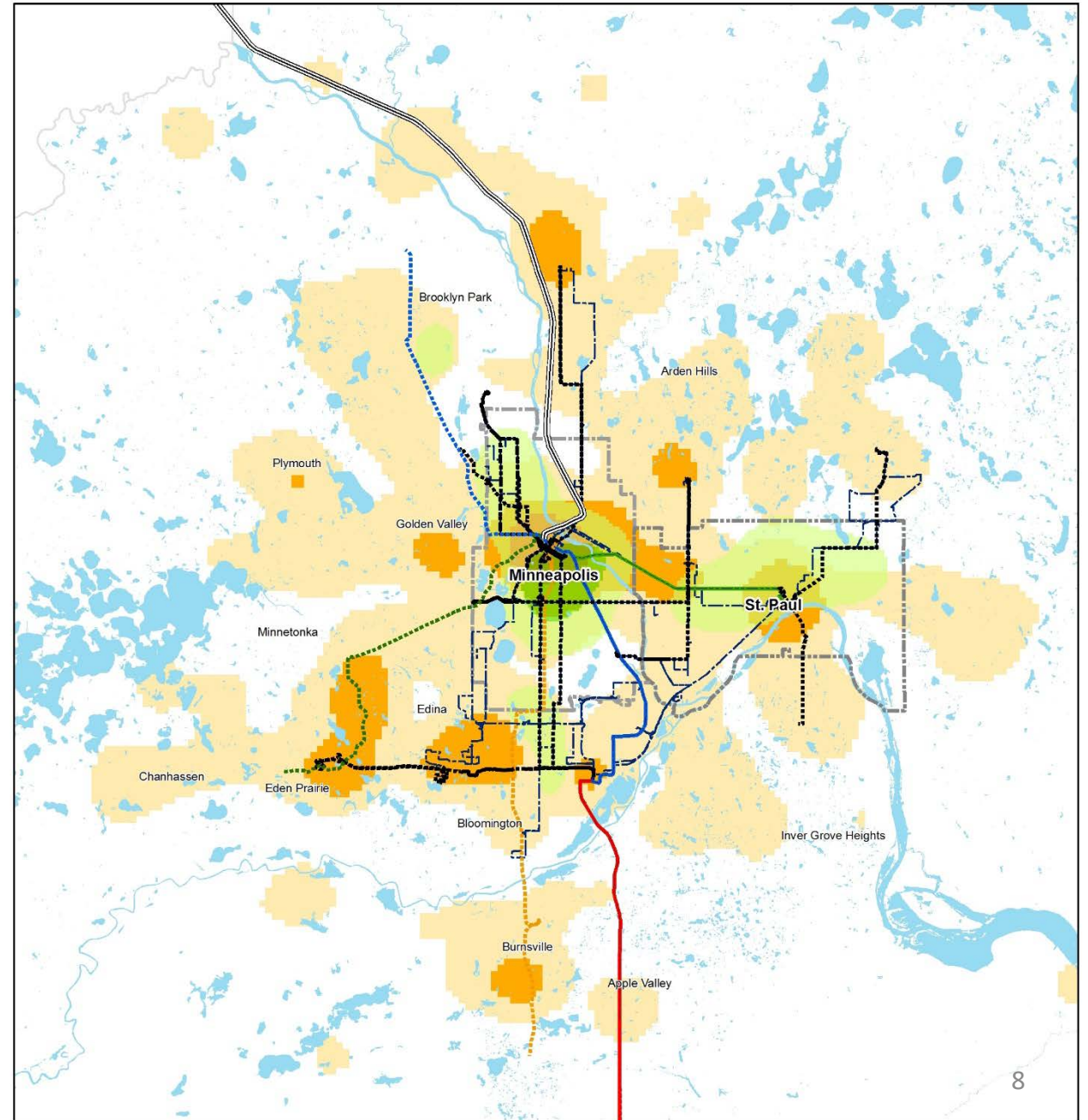
Health/Social Assistance

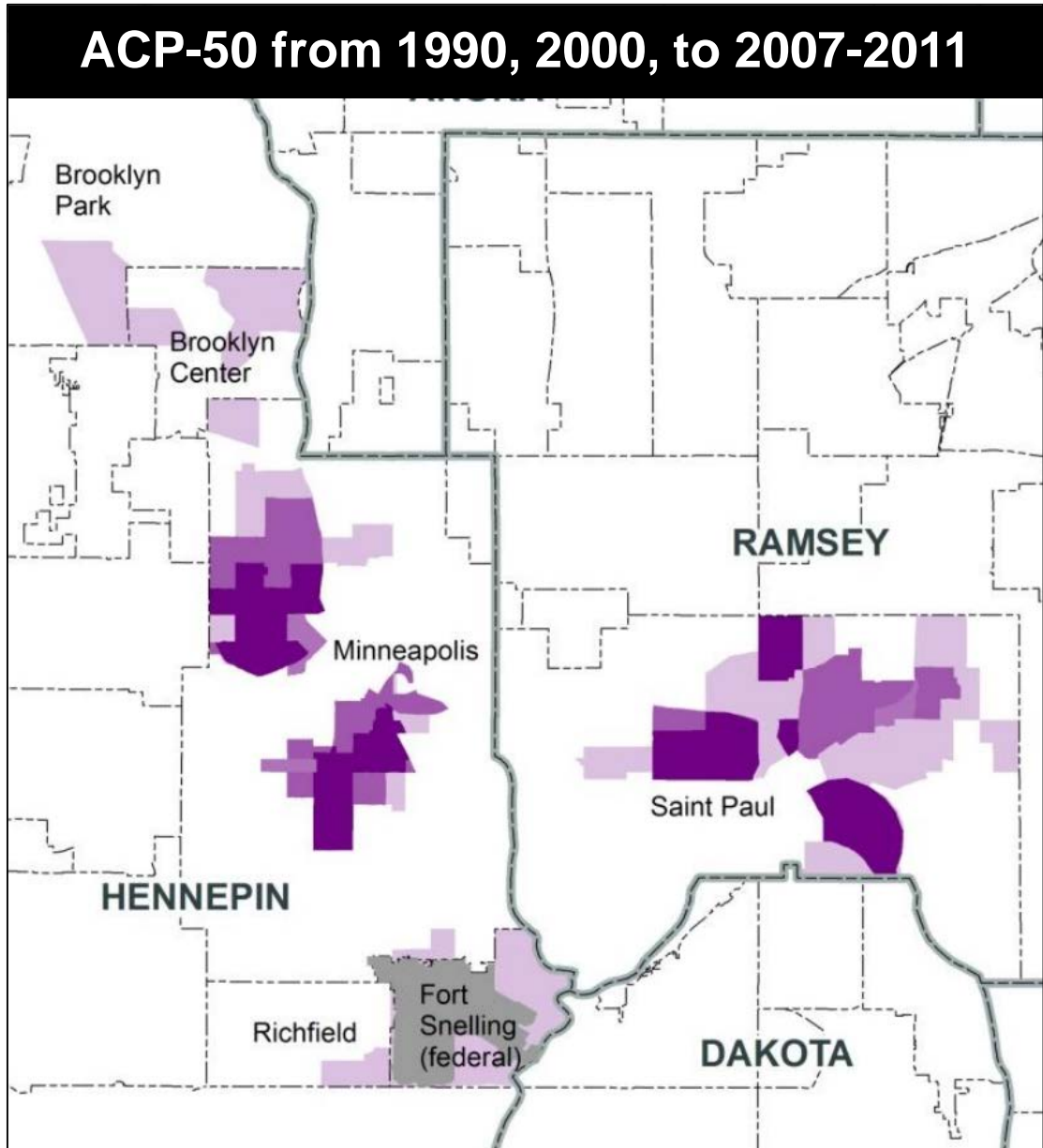
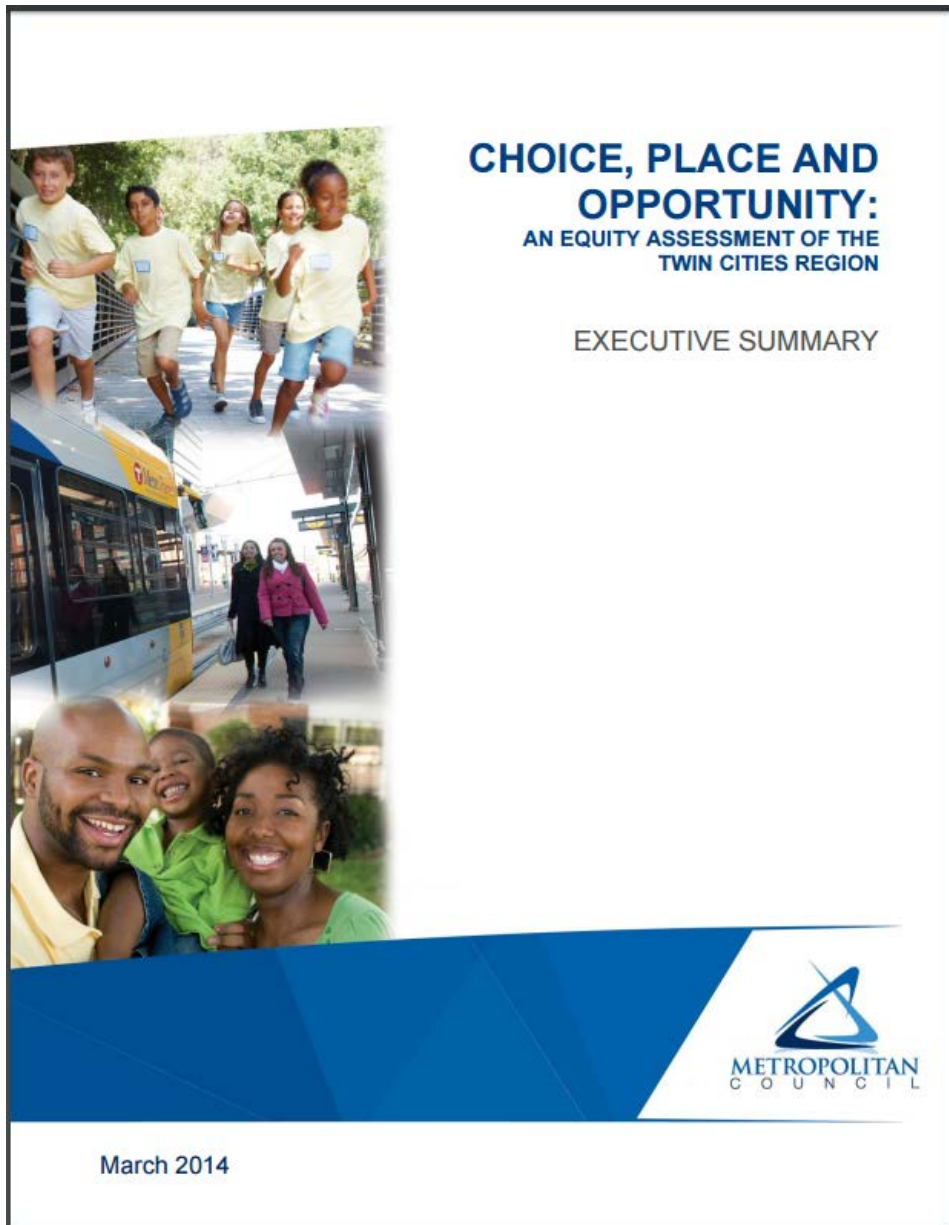


Spatial Mismatch

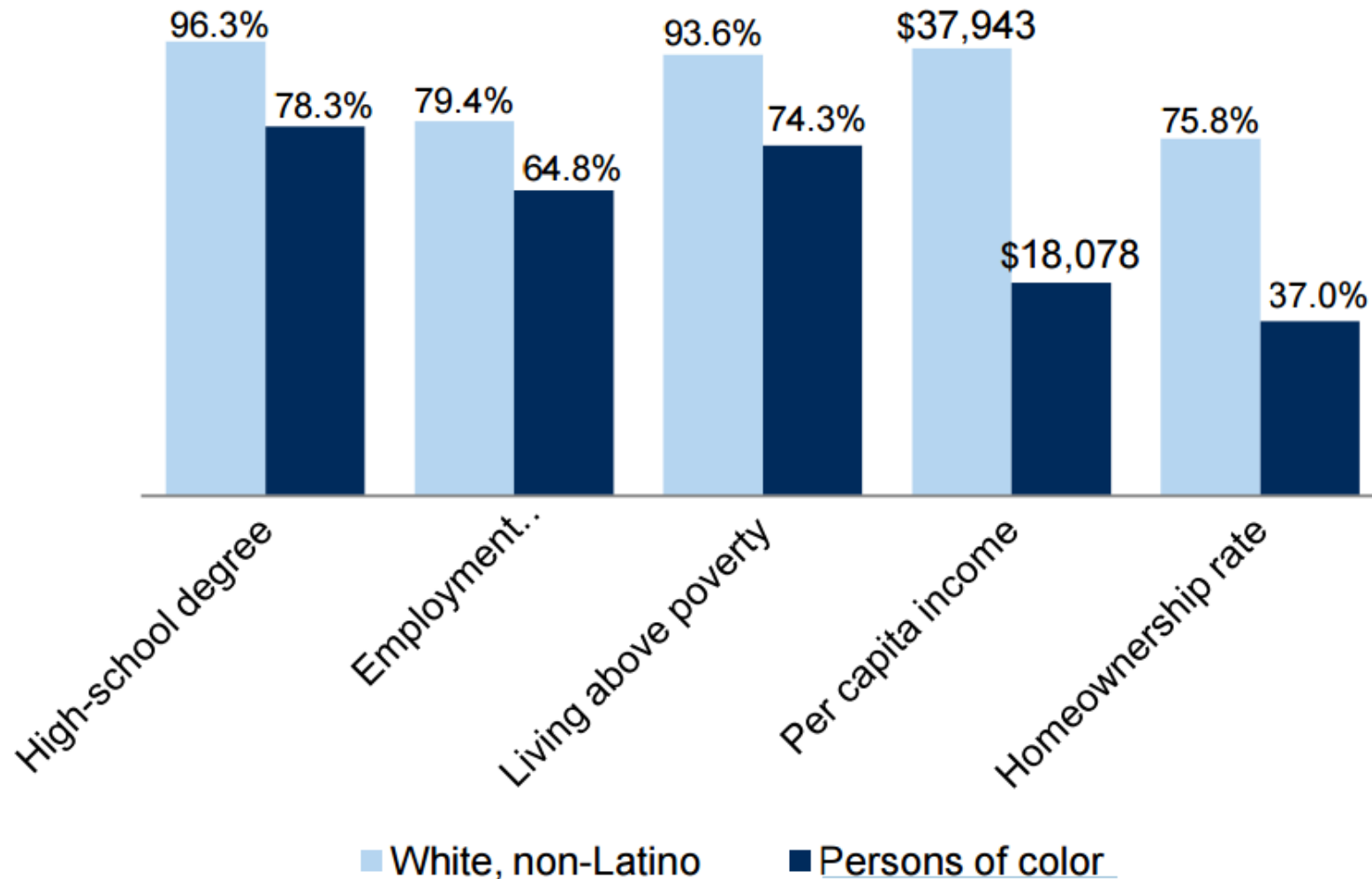
Unemployed
Job vacancies

Concentration of Job Vacancies and Unemployment
in the Context of Planned Transit Corridors

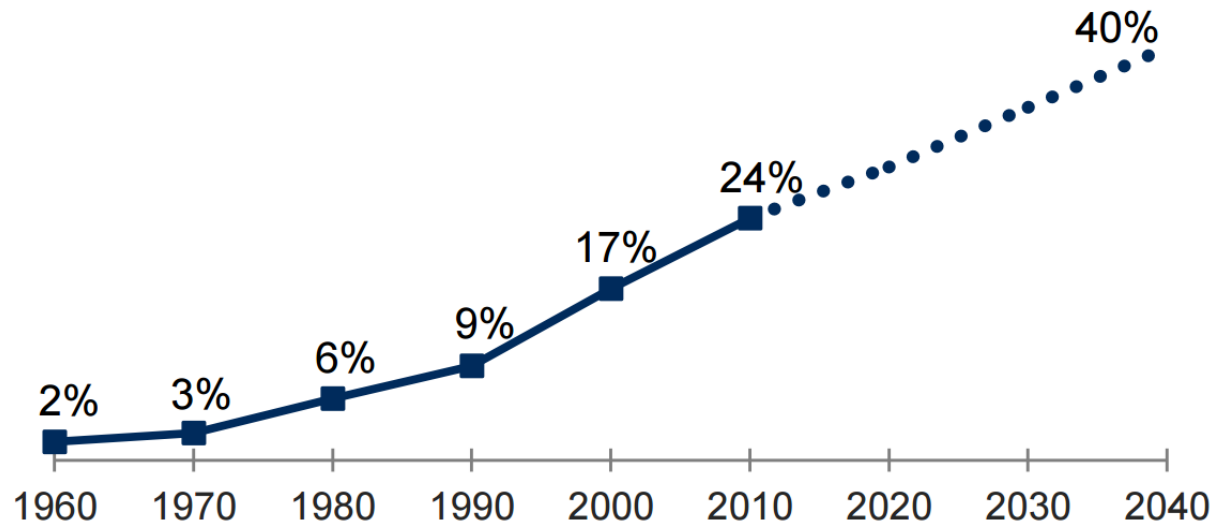




A thriving region threatened by racial and ethnic disparities



Increasing share of people of color in the region

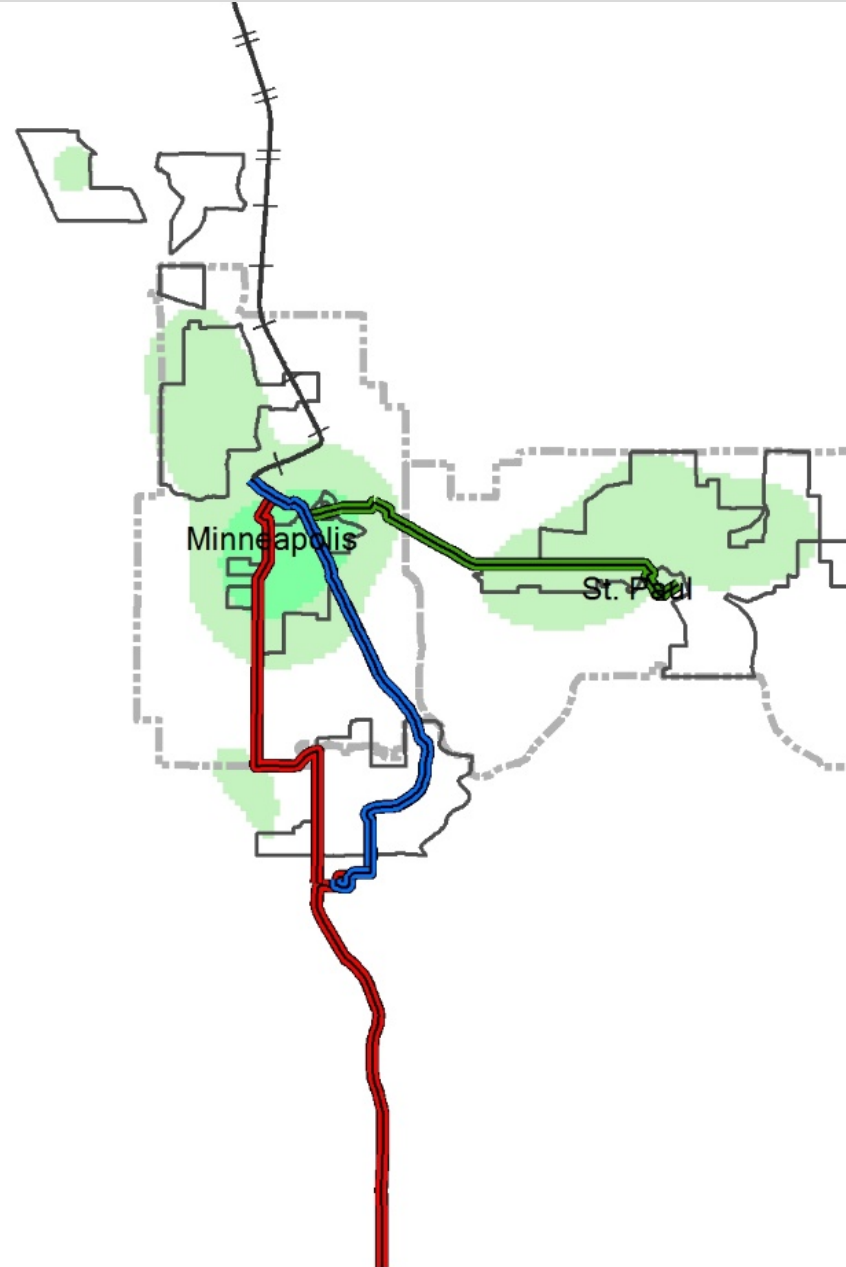


An aerial, long-exposure photograph of a highway interchange at night. The image shows multiple lanes of traffic with bright white and yellow light trails from cars moving through the curves of the road. The surrounding landscape is dark, and the overall color palette is dominated by the warm tones of the light trails and the cool blues of the night sky.

Impact of Transit Corridors

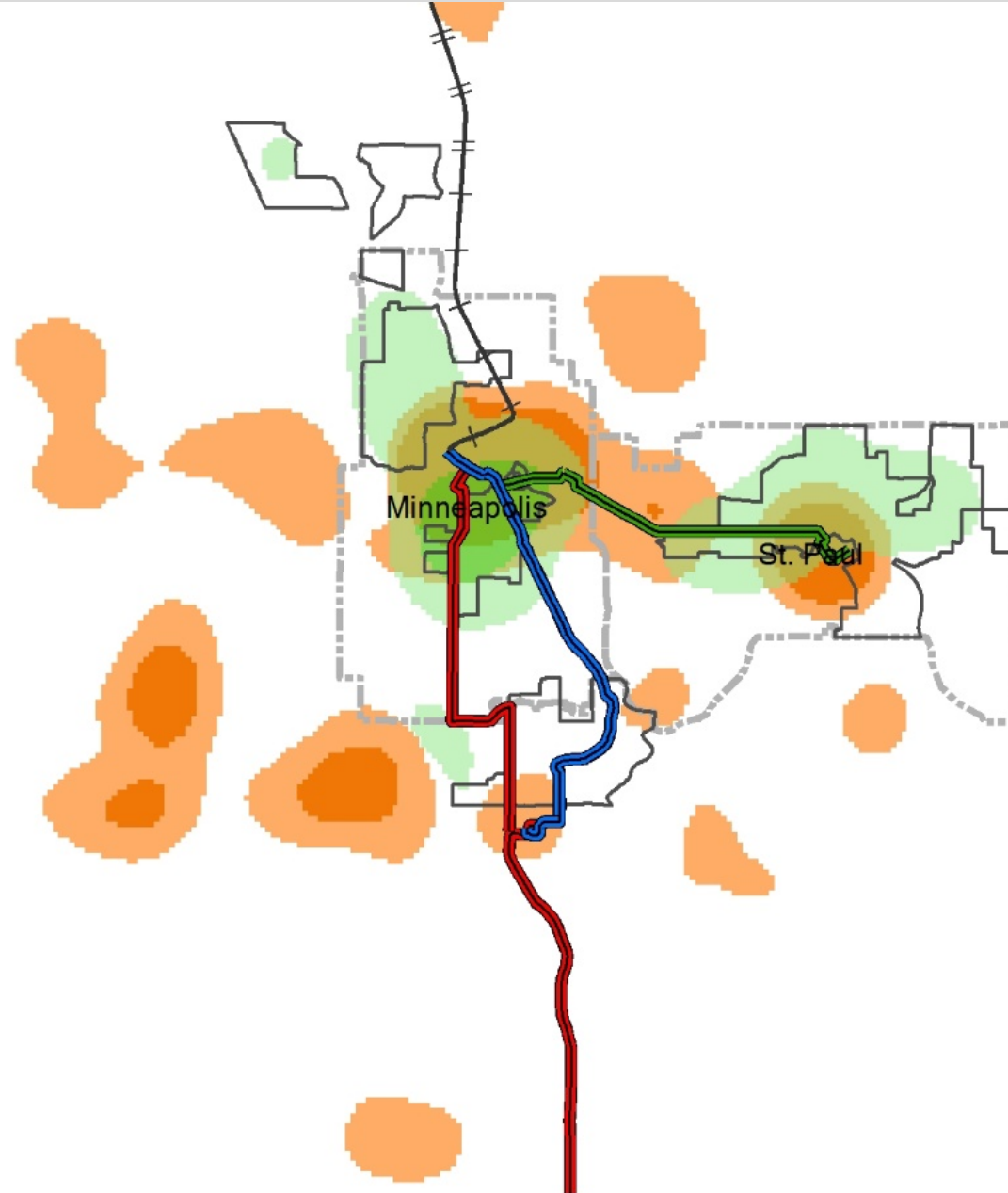
Unemployed and Existing Transit Corridors

Significant overlap
between ACP-50s and
unemployment
concentration.



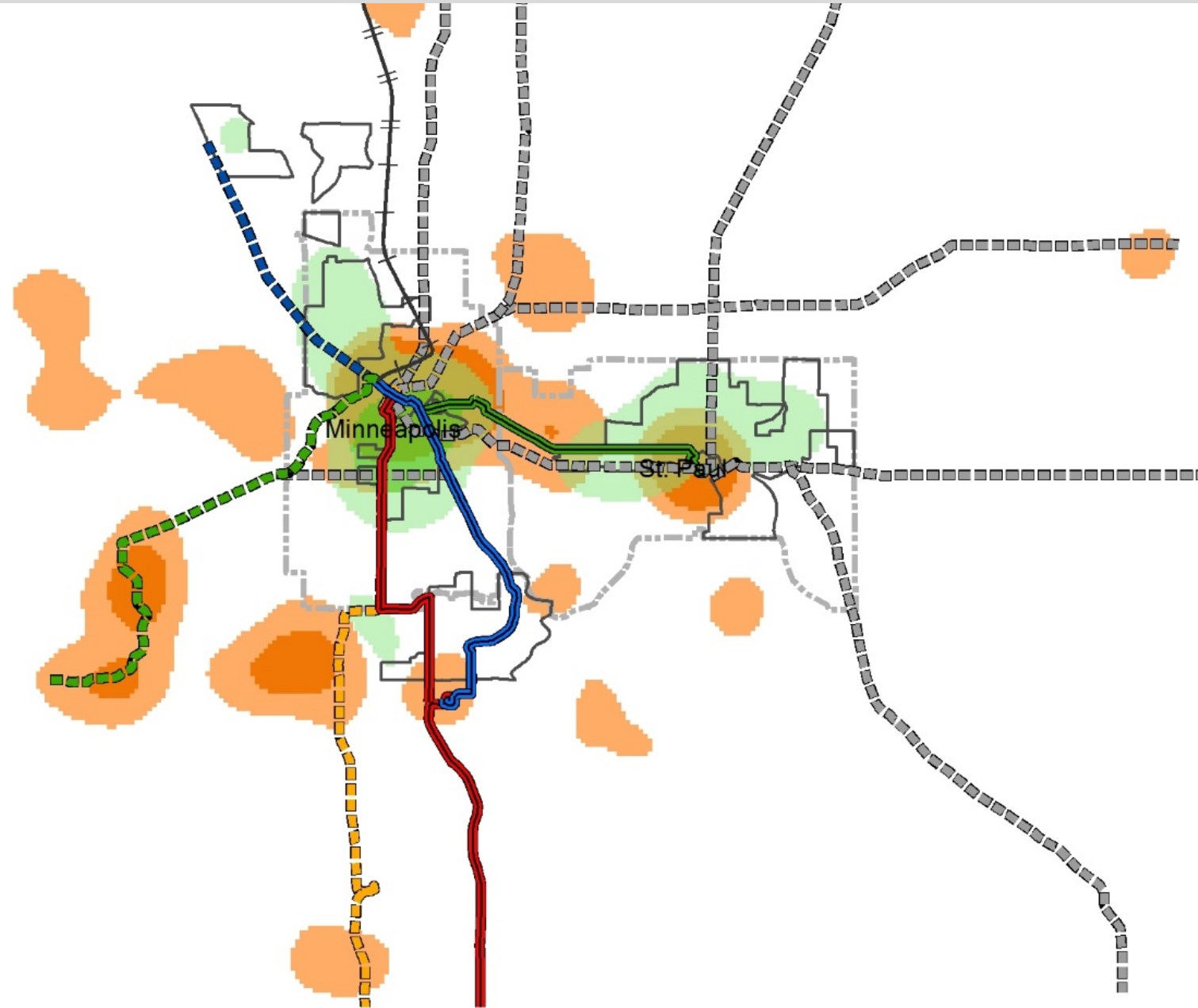
Unemployed and Job Vacancies

Significant
disconnect between
job vacancies and
the unemployed.

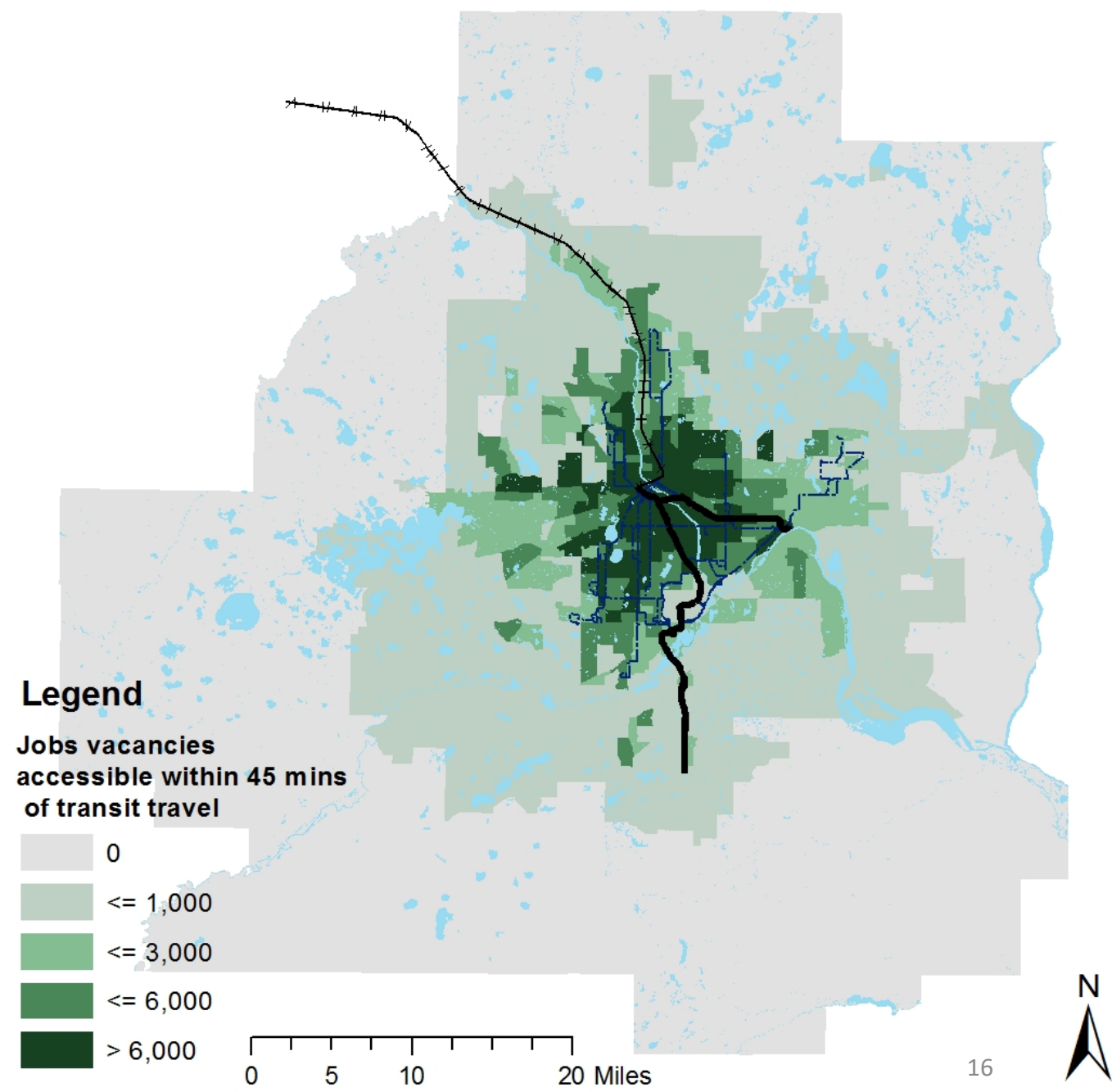


Unemployed, Job Vacancies, Planned Transit Corridors

Planned transit corridors, especially the Blue and Green Line Extensions, appear to make important connections.

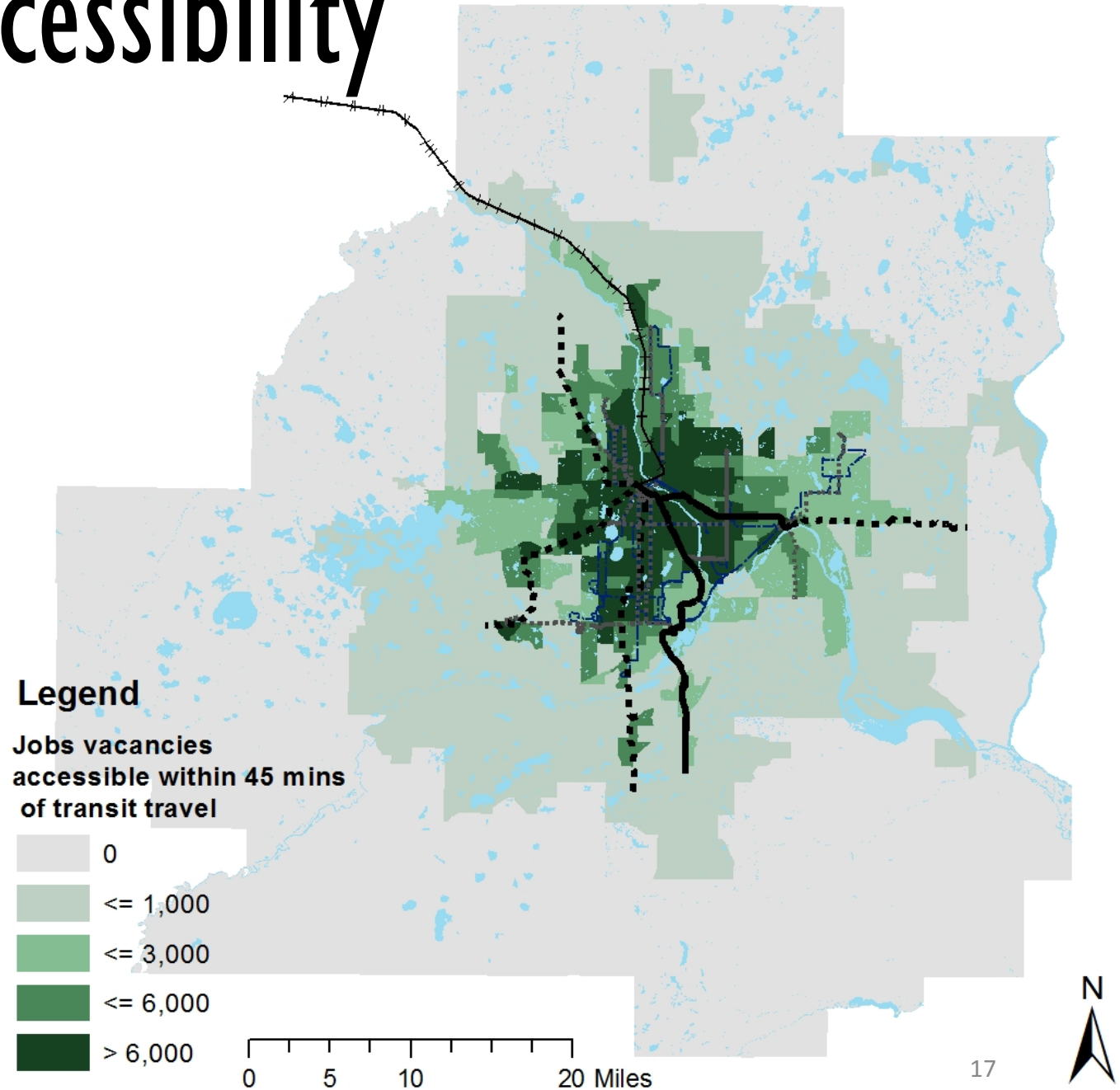


Current Accessibility



Current vs. Future Accessibility

Limited region-wide effect



Accessibility Changes

Limited region-wide effect

Large local benefits

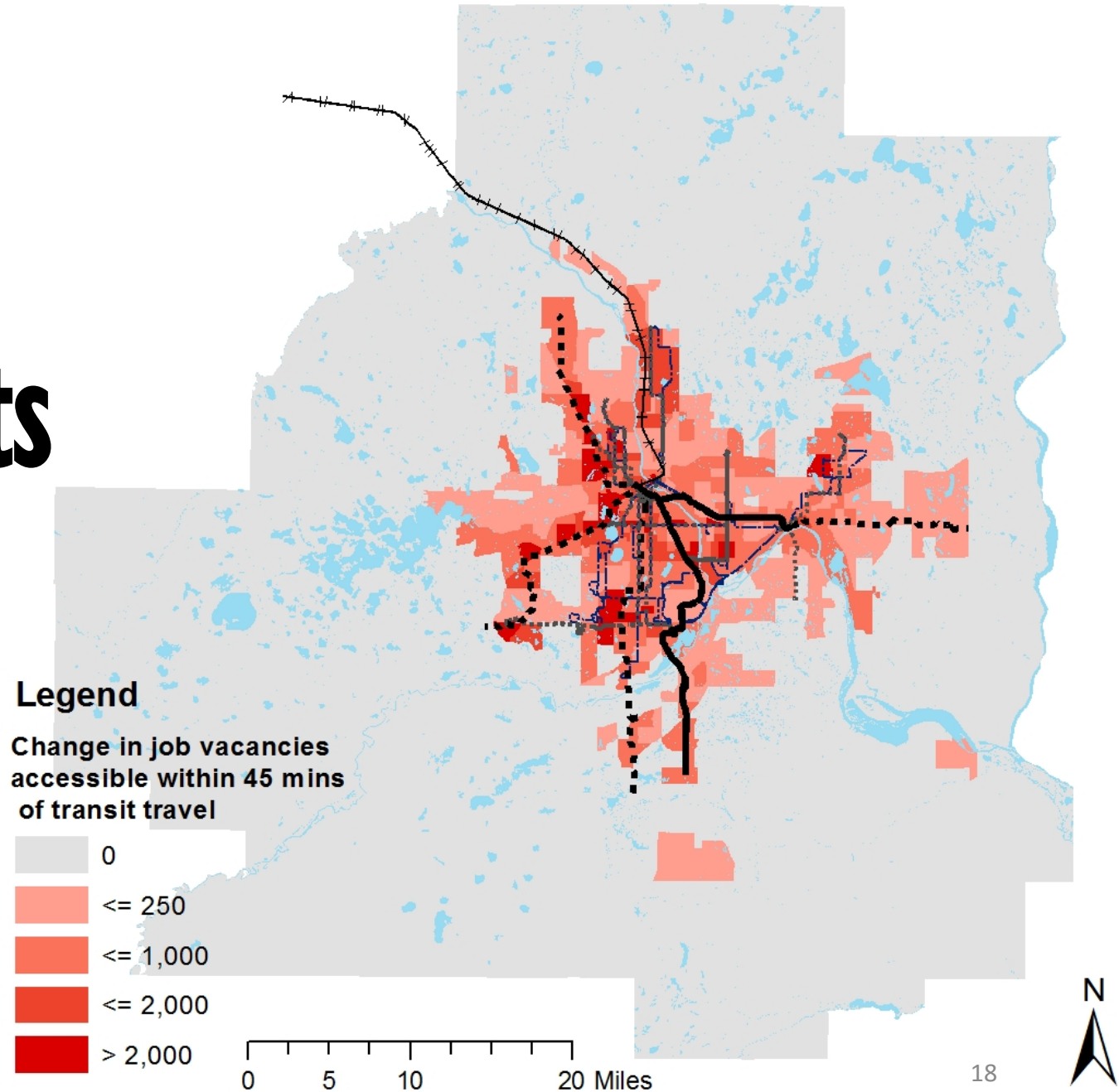
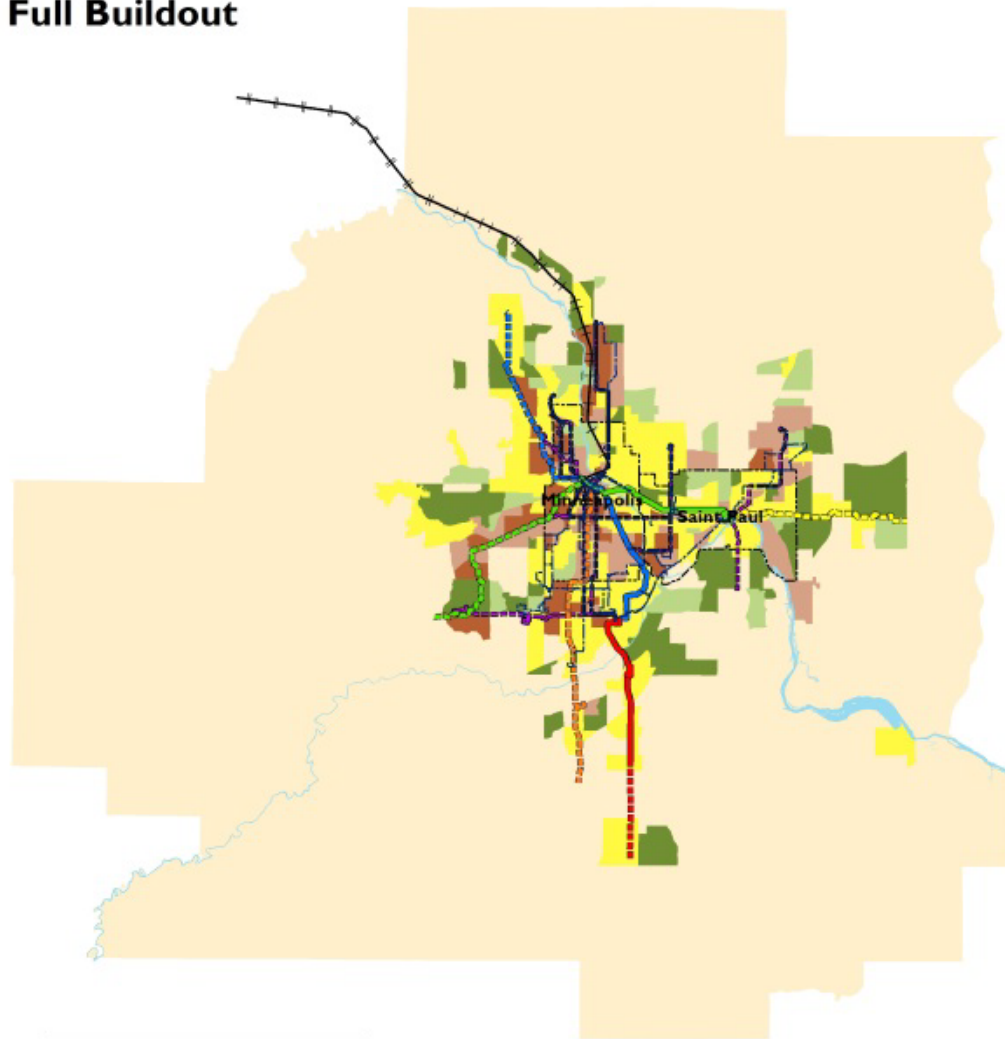


Table 6-3: Weighted Average Accessibility by Case

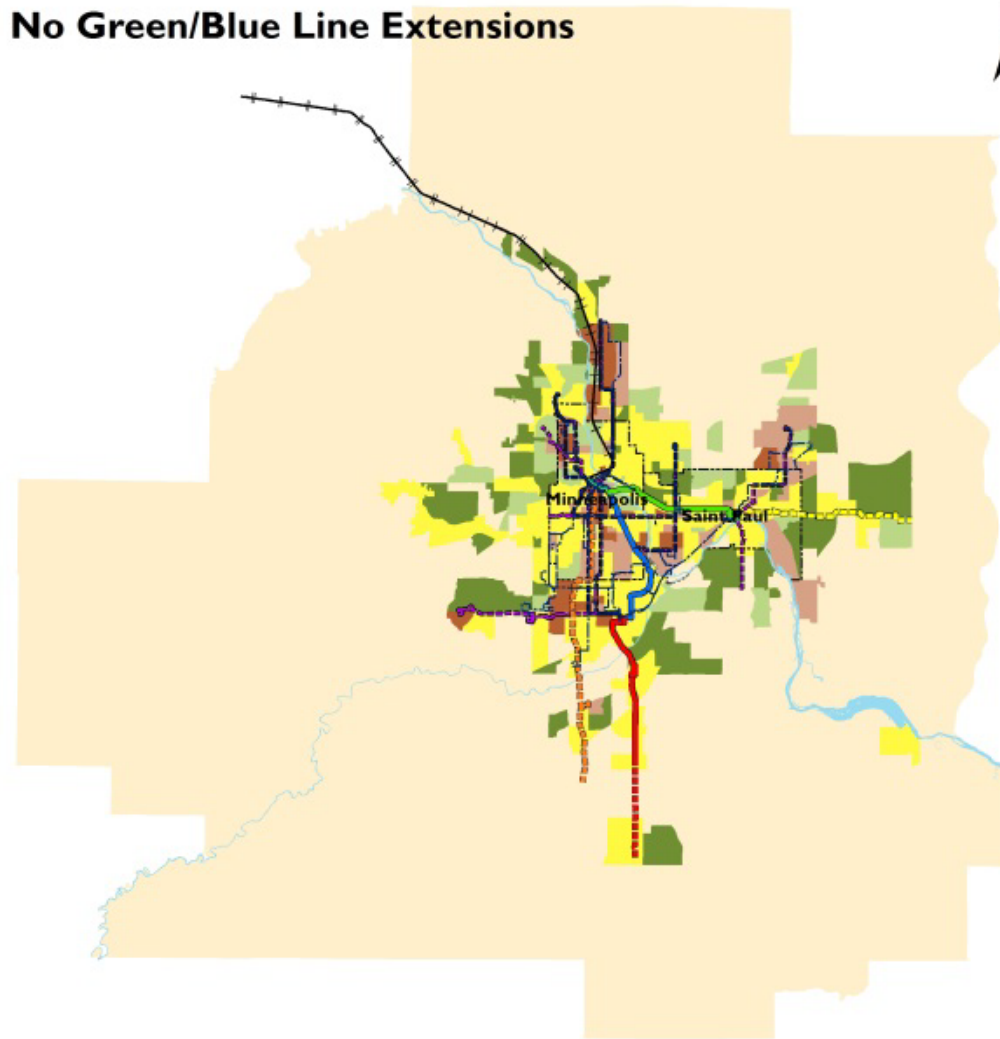
Case	Current System	Proposed Future	Change
Brooklyn Park	1,365	1,677	23%
Gateway Corridor	1,270	1,489	17%
Golden Triangle	616	625	1%
Mall of America	2,930	3,364	15%
North Minneapolis	5,609	6,617	18%
Phillips	9,810	10,800	10%
Shakopee	78	78	0%

Full Buildout



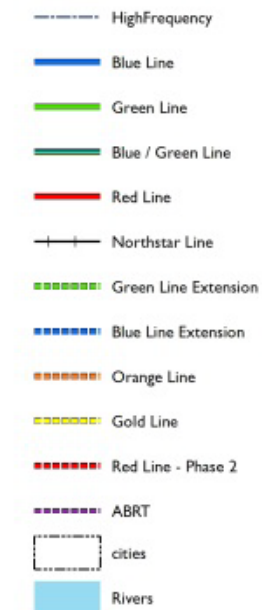
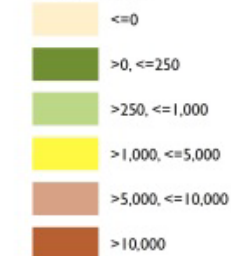
0 5 10 20 Miles

No Green/Blue Line Extensions



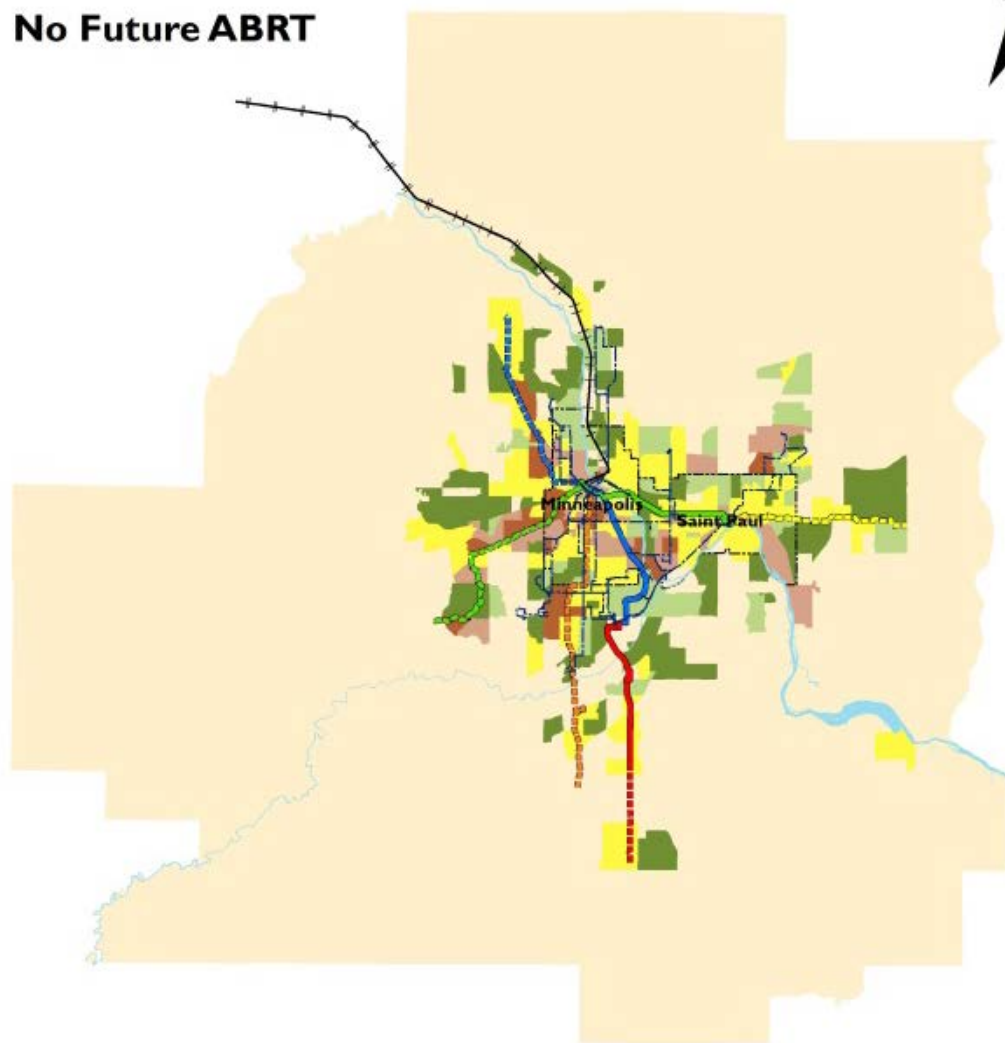
Legend

Total # of job vacancies accessible within 45 mins of transit travel

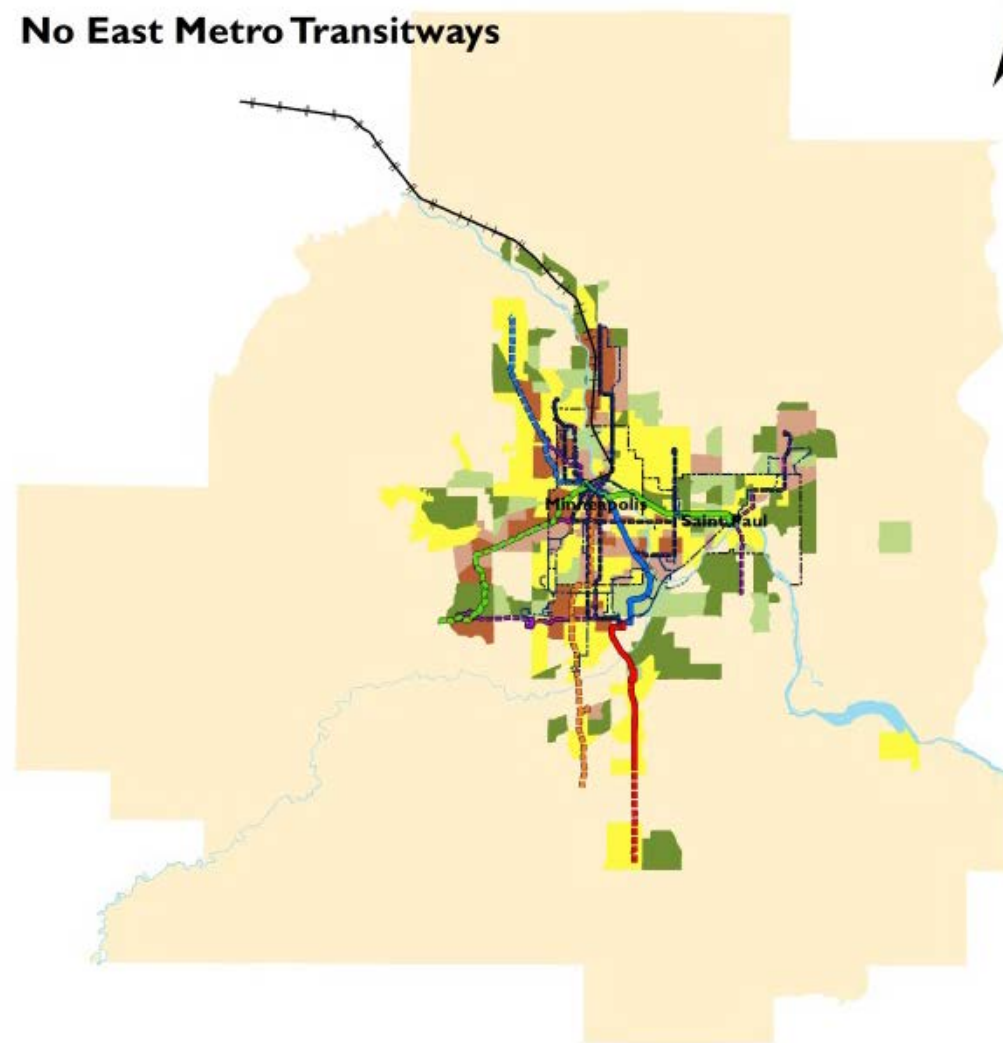


Produced by Andy Guthrie
Humphrey School of Public Affairs
3/21/16
Data: MN Geospatial Commons

No Future ABRT



No East Metro Transitways

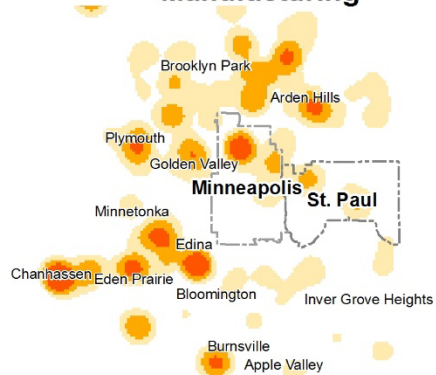


A photograph of a city skyline, likely New York City, featuring a mix of modern glass skyscrapers and older brick buildings. A prominent yellow construction crane is visible on the right side. The sky is clear and blue. A black rectangular box is overlaid on the upper portion of the image, containing the title text.

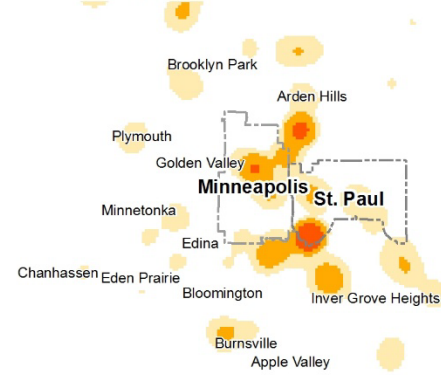
Localized Opportunities

Job Vacancies by Sector

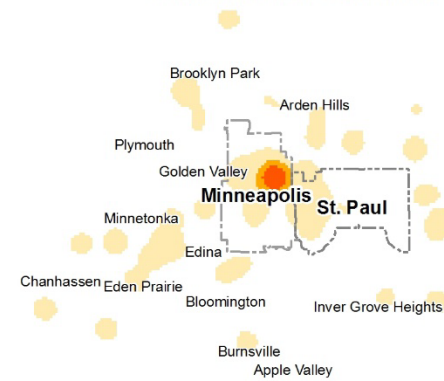
Manufacturing



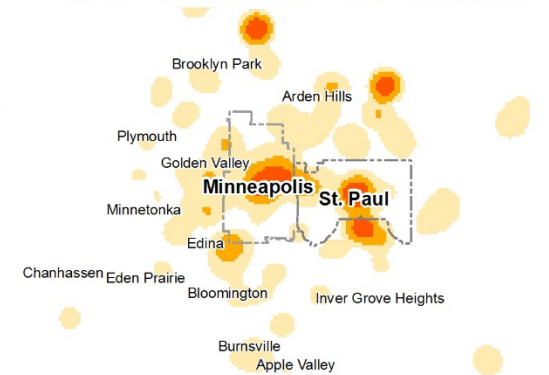
Transportation and Warehousing



Educational Services



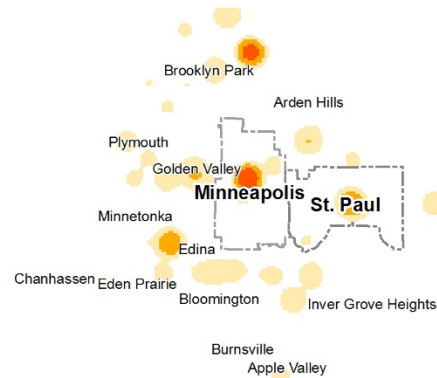
Health Care and Social Assistance



Professional, Scientific, Technical Services



Finance and Insurance




Management of Companies and Enterprises



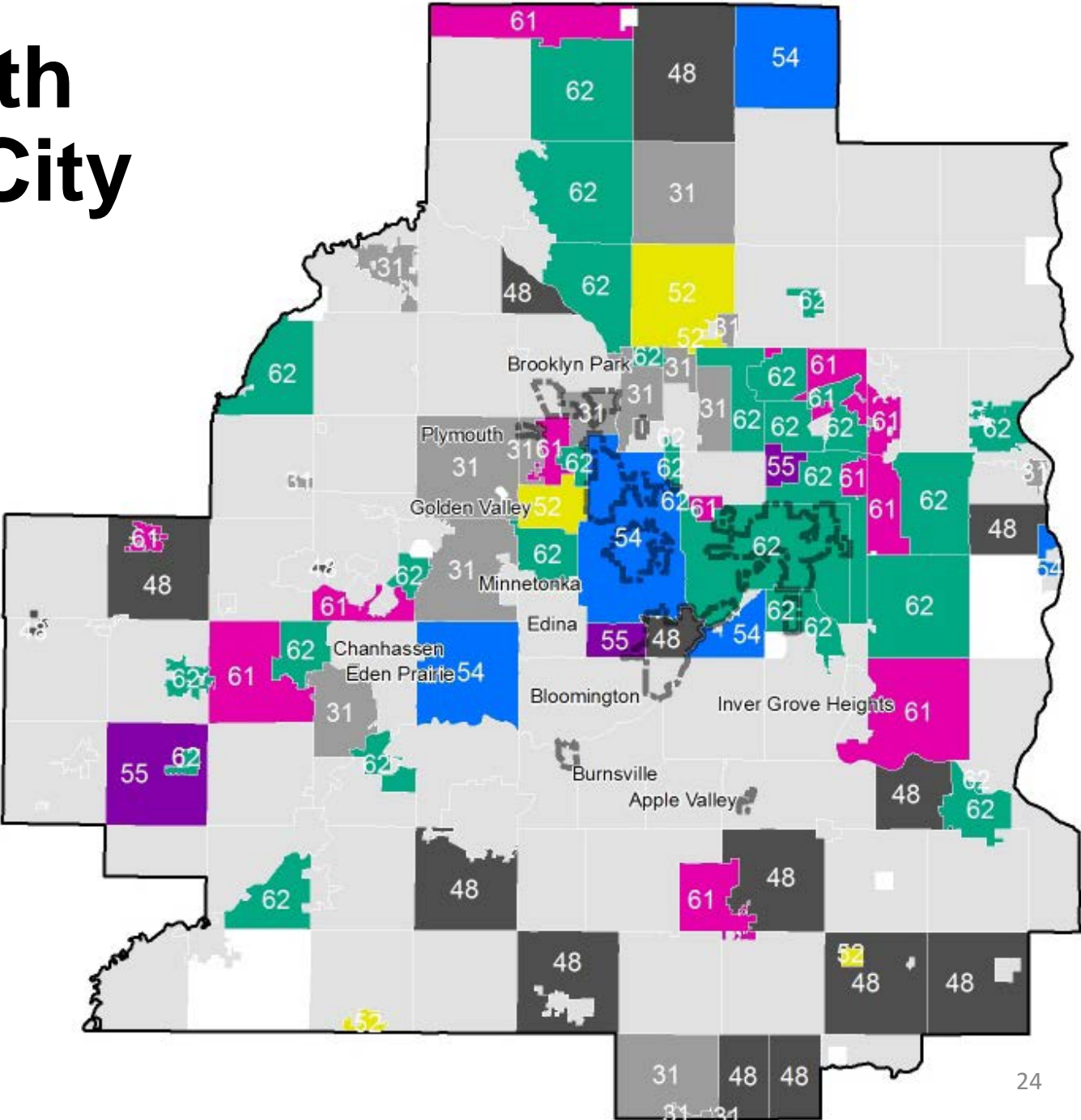
Top Industries with Job vacancies by City

Legend

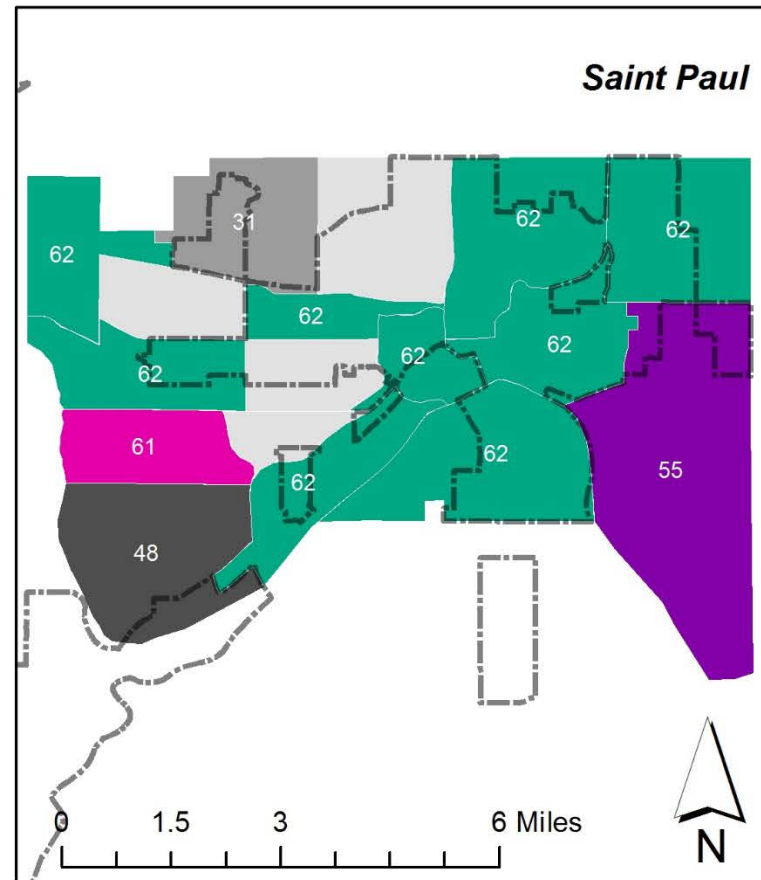
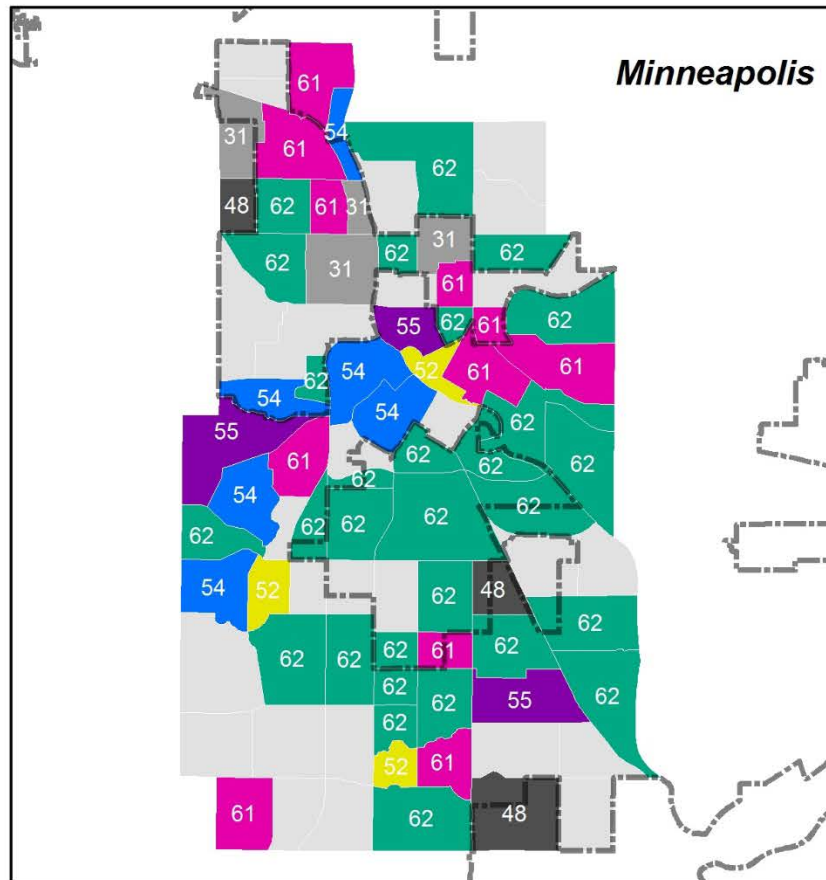
 AreasOfConcentratedPoverty

Industry

-  All Other Sectors
-  31 Manufacturing
-  48 Transportation and Warehousing
-  52 Finance and Insurance
-  54 Professional, Scientific, and Technical Services
-  55 Management of Companies and Enterprises
-  61 Educational Services
-  62 Health Care and Social Assistance



Top Industries with Job vacancies by Neighborhood



Legend

 AreasOfConcentratedPoverty

Industry

-  All Other Sectors
-  31 Manufacturing
-  48 Transportation and Warehousing
-  52 Finance and Insurance
-  54 Professional, Scientific, and Technical Services
-  55 Management of Companies and Enterprises
-  61 Educational Services
-  62 Health Care and Social Assistance

Area Advantages

- North Metro
 - Manufacturing
- St Paul:
 - Transportation & Warehousing
 - Healthcare & Social Assistance
- U of M surrounding areas
 - Educational Services
- Minneapolis
 - Healthcare & Social Assistance
 - Finance & Insurance
 - Professional, Technical, & Scientific Services
 - Management of companies and enterprises

Residential segregation and geographic disparities are part of the problem that had lead to spatial mismatch.

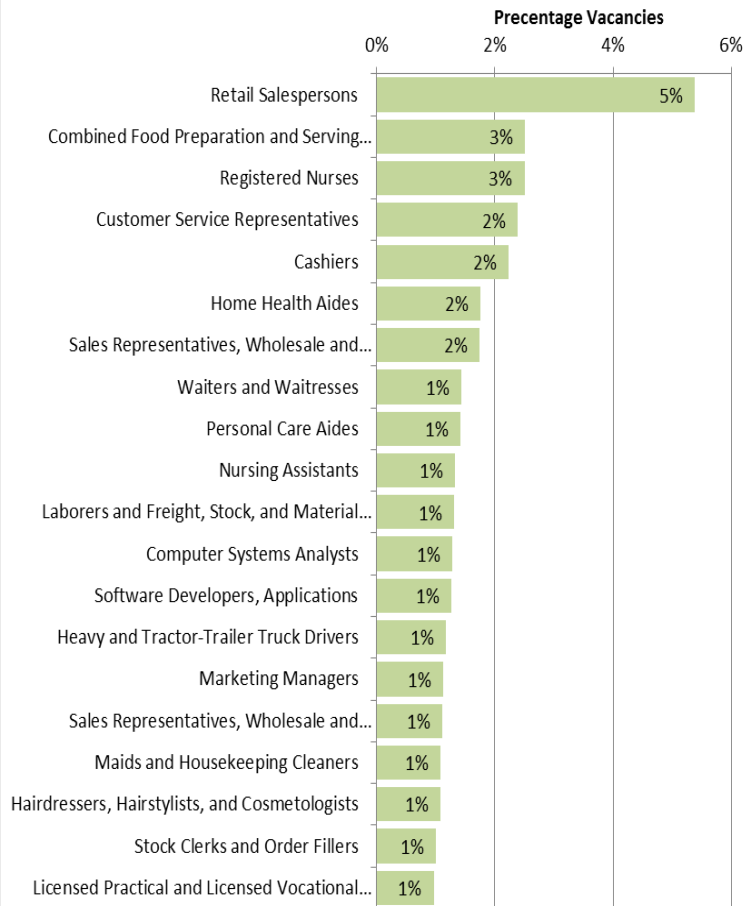
They also point to the particular importance of **spatially targeted and localized strategies for eliminating disparities.**

The background is a solid orange color. On the right side, there is a vertical metal ladder with several rungs. The text is centered in a black rectangular box.

Occupations in Demand: **Sweet spots for workforce development?**

Top Occupations by Industry (2011-2014)

Top 20 Occupations- All Industries (34% of total job vacancies)



Manufacturing

Industrial Engineers
Helpers--Production Workers
Mechanical Engineers
Computer-Controlled Machine Operators
Machinists

Transportation and Warehousing

Heavy and Tractor-Trailer Truck Drivers
Bus Drivers, School or Special Client
Laborers and Freight and Material Movers
Counter and Rental Clerks
Bus Drivers, Transit and Intercity

Educational Services

Teacher Assistants
Elementary School Teachers
Coaches and Scouts
Secondary School Teachers
Teachers and Instructors, All Other

Health Care and Social Assistance

Registered Nurses
Home Health Aides
Nursing Assistants
Personal Care Aides
Licensed Practical and Vocational Nurses

Professional, Scientific, and Technical Services

Sales Representatives
Database Administrators
Marketing Managers
Electrical Engineers
Financial Managers

Finance and Insurance

Customer Service Representatives
Personal Financial Advisors
Insurance Sales Agents
Tellers
Computer Systems Analysts

Management of Companies and Enterprises

Computer Systems Analysts
Management Analysts
Marketing Managers
Accountants and Auditors
Market Research Analysts/Specialists

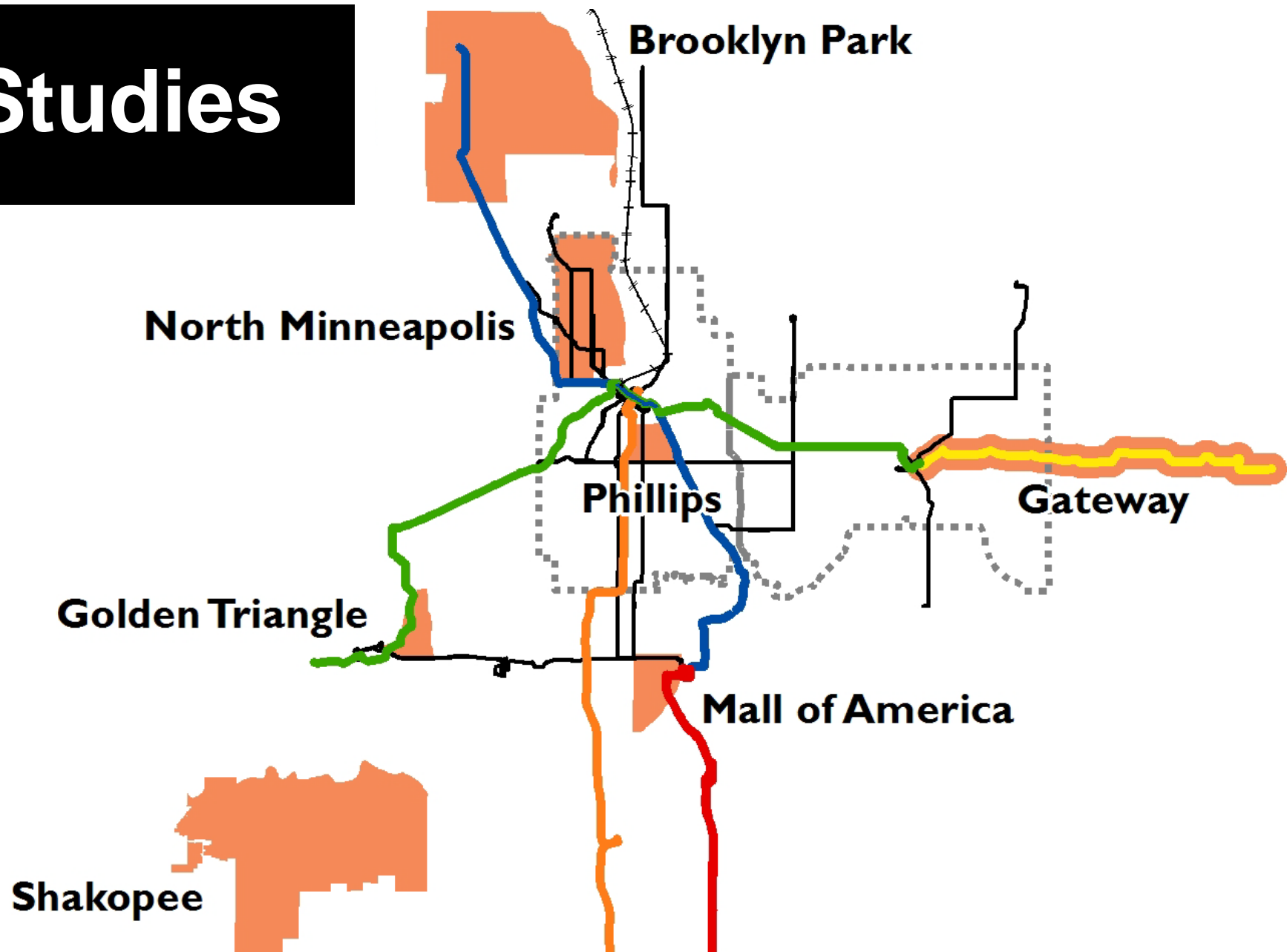
The Job Vacancy Word Cloud



Cases – Transit – Improvements



Case Studies



Case Selection

		Transit Services		
		Poor	Poor, planned improvements	Good
Spatial/skills mismatch	Ample jobs, limited affordable housing nearby	Shakopee	Golden Triangle/ Gateway	Mall of America
	Ample affordable housing, limited suitable jobs nearby	N/A	North Mpls/ Brooklyn Park	Phillips

Interviews

- **Semi-structured**
- **Questions tailored to subjects**

Positions		Organizations	
Workforce Development Professionals	4	Local/State Government	6
Workforce & Economic Development Professionals	3	Transit Agency	7
Transit Planners	8	Private/Non-Profit Sector	2

Top Coding Intersections – Brooklyn Park

Transit Planning

First Mile-Last Mile, Coordination w/ Workforce Development, Healthcare Job Accessibility, Manufacturing Job Accessibility

Workforce Development

Soft Skills, Benefits of Transit, Spatial Mismatch, Healthcare (Occupation), Manufacturing (Occupation)



Top Coding Intersections – North Minneapolis

Transit Planning

Coordination w/ Workforce Development, Healthcare Job Accessibility, Mechanic Job Accessibility

Workforce Development

Spatial Mismatch, Commute Length, Soft Skills, Coordination w/ Transit Planning, Healthcare (Occupation)



Top Coding Intersections – Gateway Corridor

Transit Planning

Need Transit, First Mile-Last Mile, Affordable Housing, Labor Supply, Spatial Mismatch

Workforce Development

Transit Benefits (Park and Ride), Spatial Mismatch, Manufacturing Employment



Top Coding Intersections – Golden Triangle

Transit Planning

First Mile-Last Mile, Coordination w/ Workforce Development, Coordination w/ Economic Development

Workforce Development

Non-Transportation Barriers, Back Office Employment, Wages, Transit Difficulties, Work Schedules



Case Study Findings

- **Stronger coordination desired, needed**
 - Especially needed to connect urban workers, suburban jobs
 - Can't just hand out bus cards
 - Non-transportation barriers
 - Work schedules
 - Soft skills
 - Job training programs targeting specific sectors and occupations
- **First mile-last mile**
 - Key problem
 - Key place to benefit from coordination

Take Away Messages

Transitways important for localized accessibility

Esp. rapid, regional service

Areas of intense disadvantage benefit

Need locally-tailored workforce development

Room to coordinate **much** more

Inter-agency

Public-private-non profit

Corridors an opportunity—“Leverage points”



The best prospects would be efforts that target specific communities and focus on sweet spot jobs that are transit accessible.

Look at the entire pipeline: Job seekers' skills and interests, available training, jobs reachable by transit, and interested employers.

Reach out to employers who might partner, such as suburban companies struggling to hire and keep staff.

Provide frequent, rapid, regional services as the transit backbone, plus small-vehicle local services near worksites.

Pursue transit-oriented economic development to direct long-term job growth to transit-friendly areas.

Understand the existing skills assets in disadvantaged areas: geo-spatial data on skills and community strengths.



Thank you!

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