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# Using Data to Foster Economic Development

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**NYSAC**<sup>®</sup>  
NEW YORK STATE  
ASSOCIATION OF COUNTIES

540 Broadway

Albany, 12207

[www.nysac.org](http://www.nysac.org)

518-465-1473

**Mark LaVigne PhD**

Deputy Director  
NYSAC

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# Using Data to Foster Economic Development

## The Wyoming County Restart Task Force—COVID-19

- Long-term resiliency based on short term survival
  - Businesses of all sizes—navigate federal and state rules and regs in response to COVID-19
  - PPP -PPE -NYS PHASES
- Data, data analytics, and seat of your pants data analytics
  - Get the front-line staffers for their expertise
  - Scramble to do the right thing, sort it out—process fast and act

# Using Data to Foster Economic Development

## The Wyoming County Restart Task Force—COVID-19

- Discuss the good, the bad, and the innovative!

- Daily Press Release update on COVID from Chairman of the Board of Supervisors

Wyoming County Task Force Reopening Guide to Essential Businesses and Phased Opening—For a comprehensive listing of businesses and activities that are currently allowed to open in Wyoming County visit [www.wycochamber.org/links-and-resources/covid-19-resources/re-start-wyoming](http://www.wycochamber.org/links-and-resources/covid-19-resources/re-start-wyoming) then click on “Reopening Guidelines” at the top of the page.

# Using Data to Foster Economic Development

## Stay connected through organizations

- While Covid response creates rules, regs, and compliance the world goes on.....
  - Zoom, Zoom, Zoom –STAY CONNECTED!
  - NYSAC, and NYSEDC, Genesee Finger Lakes Regional Planning Council, etc.
- NYS County Planners Association. WebEx meetings every two weeks. Initially covered COVID only now keeping up with planning concepts
  - IDAs and LDCs creating loan programs

The highest form of flattery.....imitation

# NYSAC

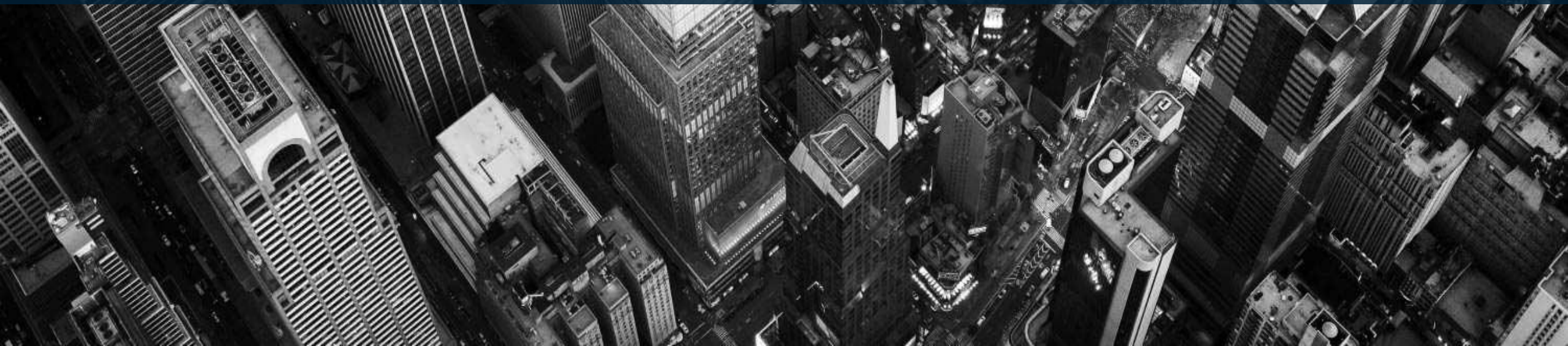
Using Data to Foster Economic Development





# Our Vision

To transform a world of data into a world of intelligence



The goal is to turn **data into information** and **information into insight**.



- Carly Fiorina  
Former CEO  
Hewlett Packard

**Insight** is even better when it **leads to action...**  
**that you can measure.**

-Andrew Ball  
SAS







The greatest **danger** in times of turbulence is not the turbulence; it is to **act with yesterday's logic**.

- Peter Drucker

# Yesterday's Linear Logic



Response

Recovery

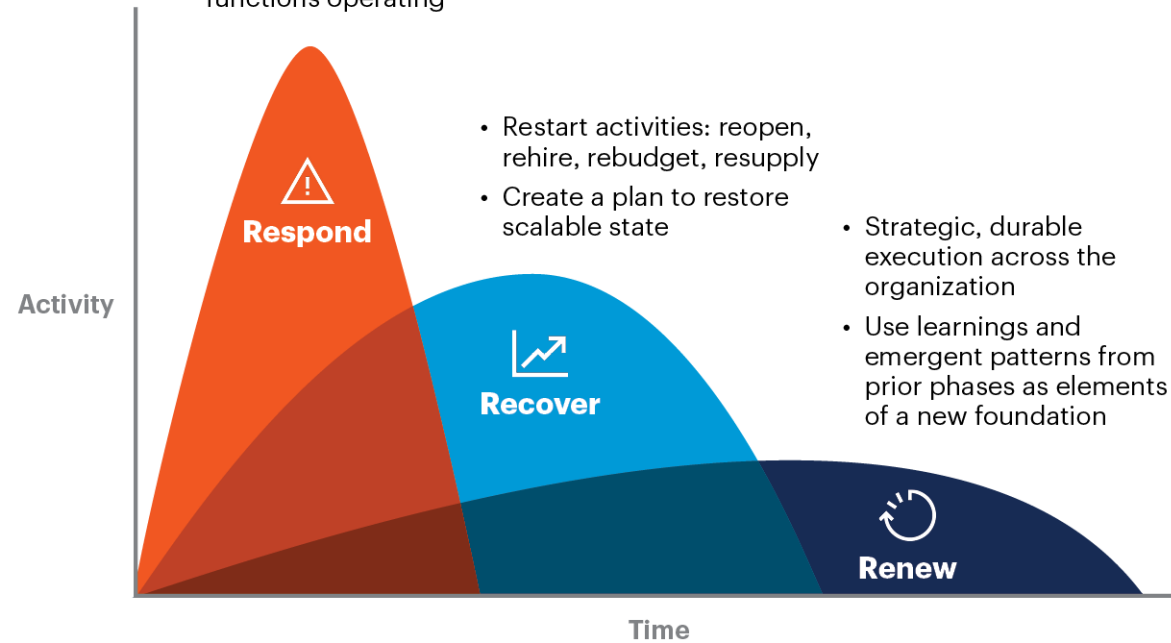
Reimagine

# The Power of Data Analytics



# The reset

Immediate actions required to keep people safe and essential business functions operating



Source: Gartner  
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**Gartner**

**sas**

# Decision-making Spectrum



# Decision-making Spectrum



# Decision-making Spectrum





# Definitions





## Sweeping and sizeable workforce impact

- Temporary and permanent job losses
- New skillset training for different employment opportunities
- Community support



## Industries impacted & to what degree

- Temporary and permanent business closures
- Reduced income and staffing
- Access to capital

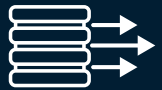


## Goal: minimize the effects of an anticipated recession

- What programs should be supported
- What industry and workforce sectors should be prioritized
- What policies should be enacted

## Workforce, Business and Community Data

Leverage multiple sources of data to truly understand your economies foundation



## Program Enactment and Measurement

Deliver programs and ensure that you are creating the impact you intended.



## Communication and Collaboration

Timely and orderly report outs keep key stakeholders and legislators in the loop and influences future long-term policies.



## Assessment and Strategic Planning

Tough decisions will need to be made on economic development and workforce strategies. Sectors and regions will need to be prioritized.



## Forecasting and Modeling for the Future

Forecast and model scenarios that will help direct next steps and redirection.



# Connected Data

# Shared Information

# Insight



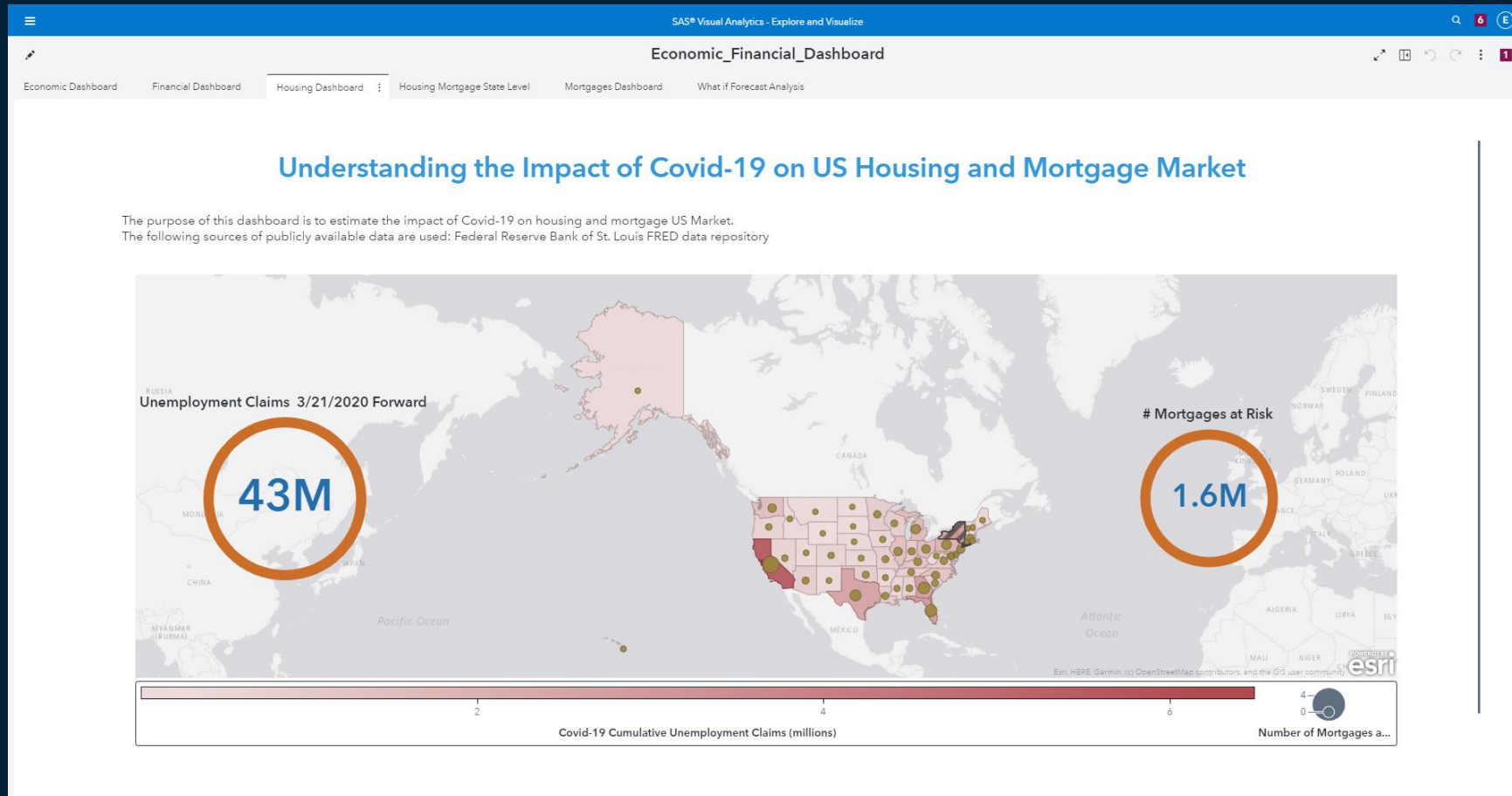
# Situational Awareness

## Economic Context



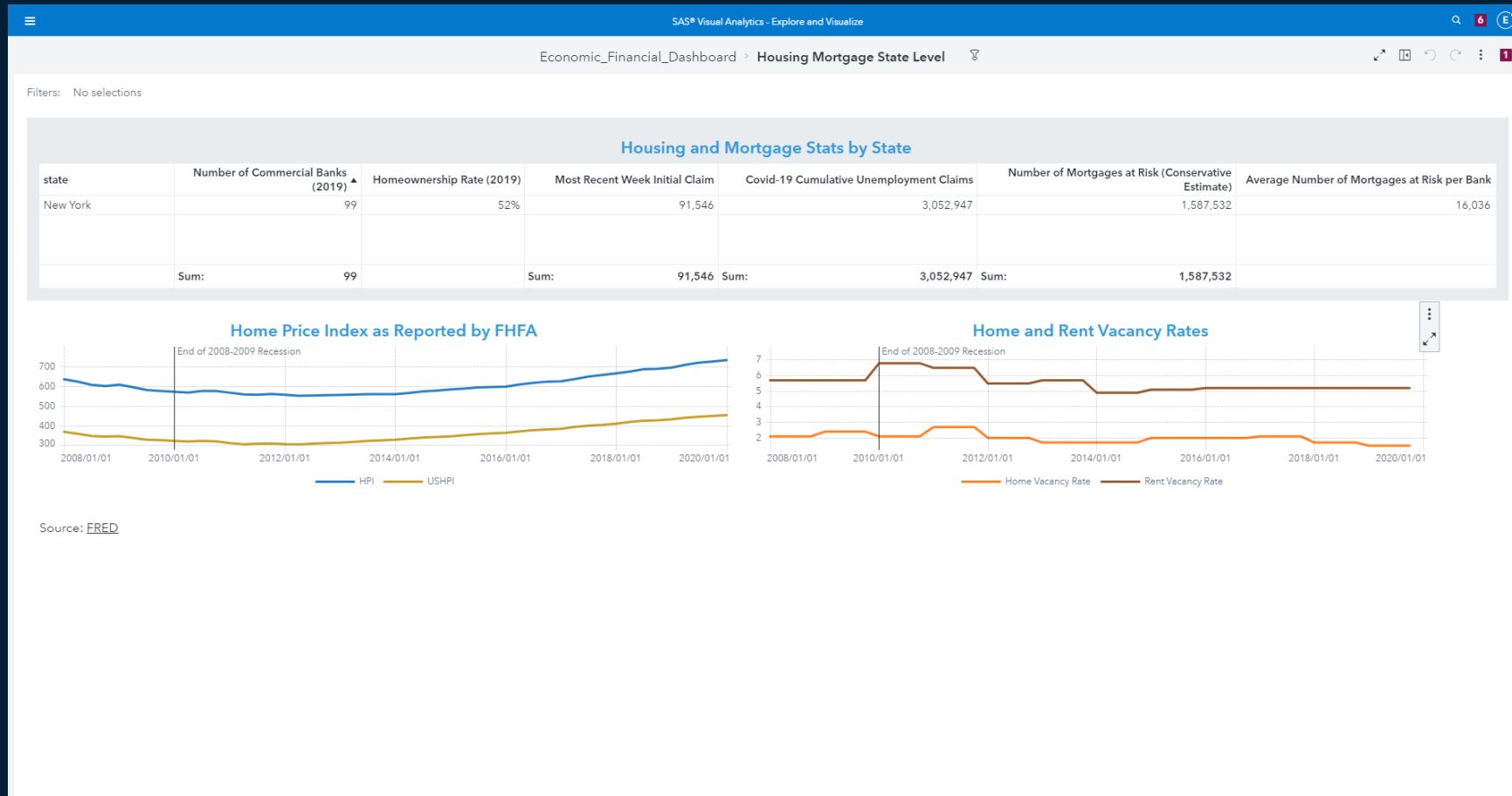
# Situational Awareness

Identifying industry-specific impacts within your region



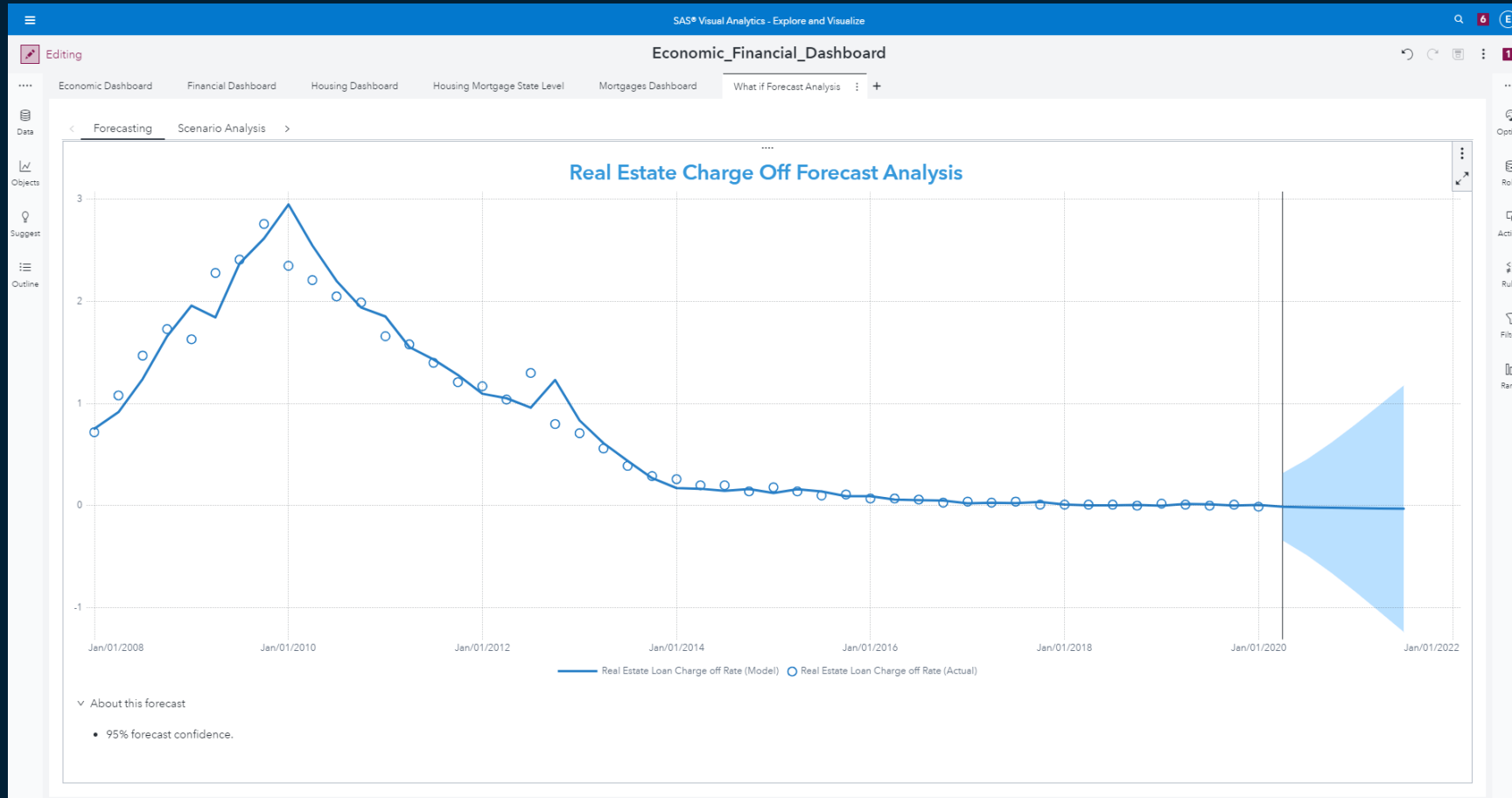
# Situational Awareness

## NY State Housing Example



# Situational Awareness

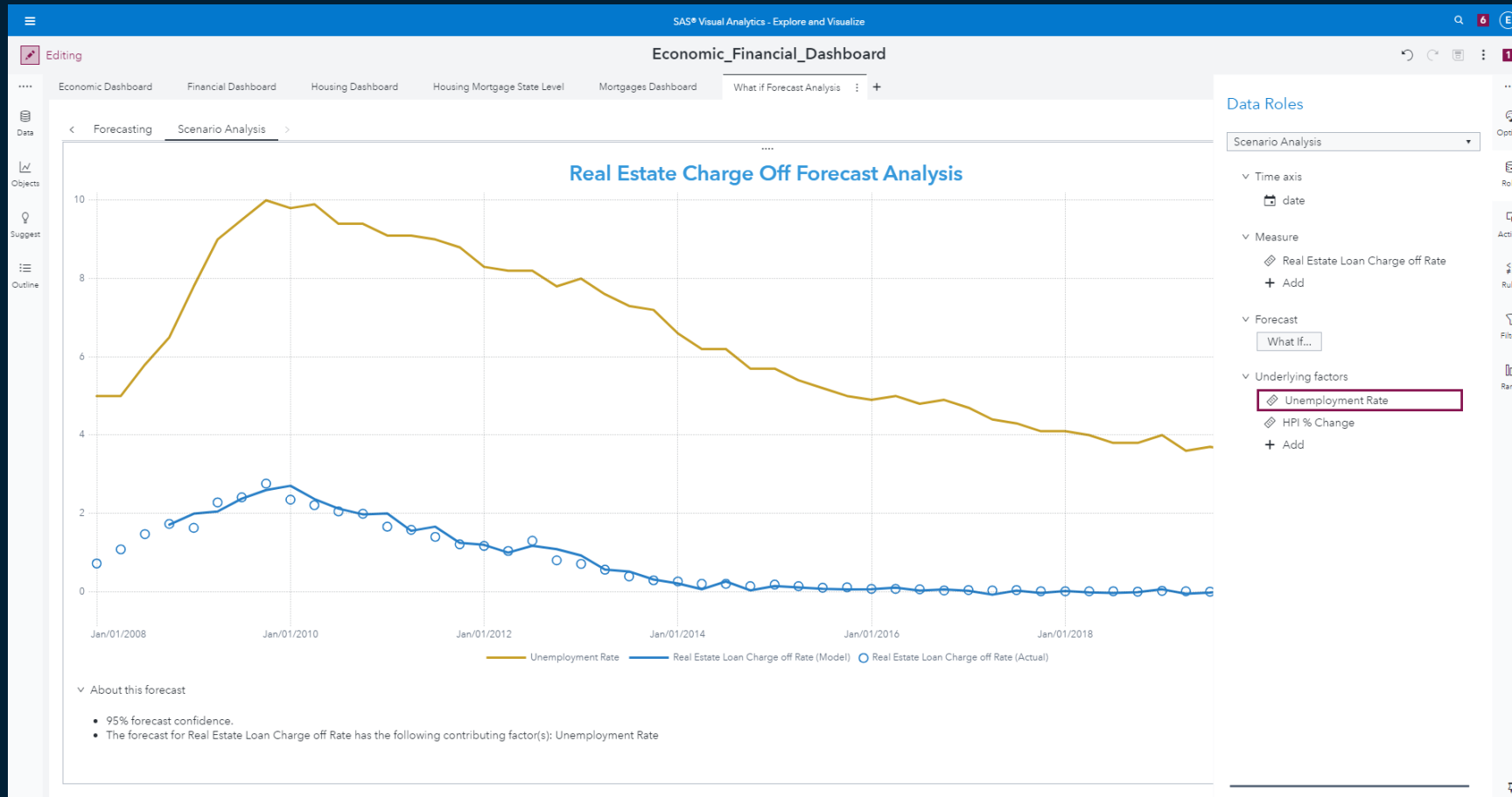
## Forecasting and Scenario Analysis





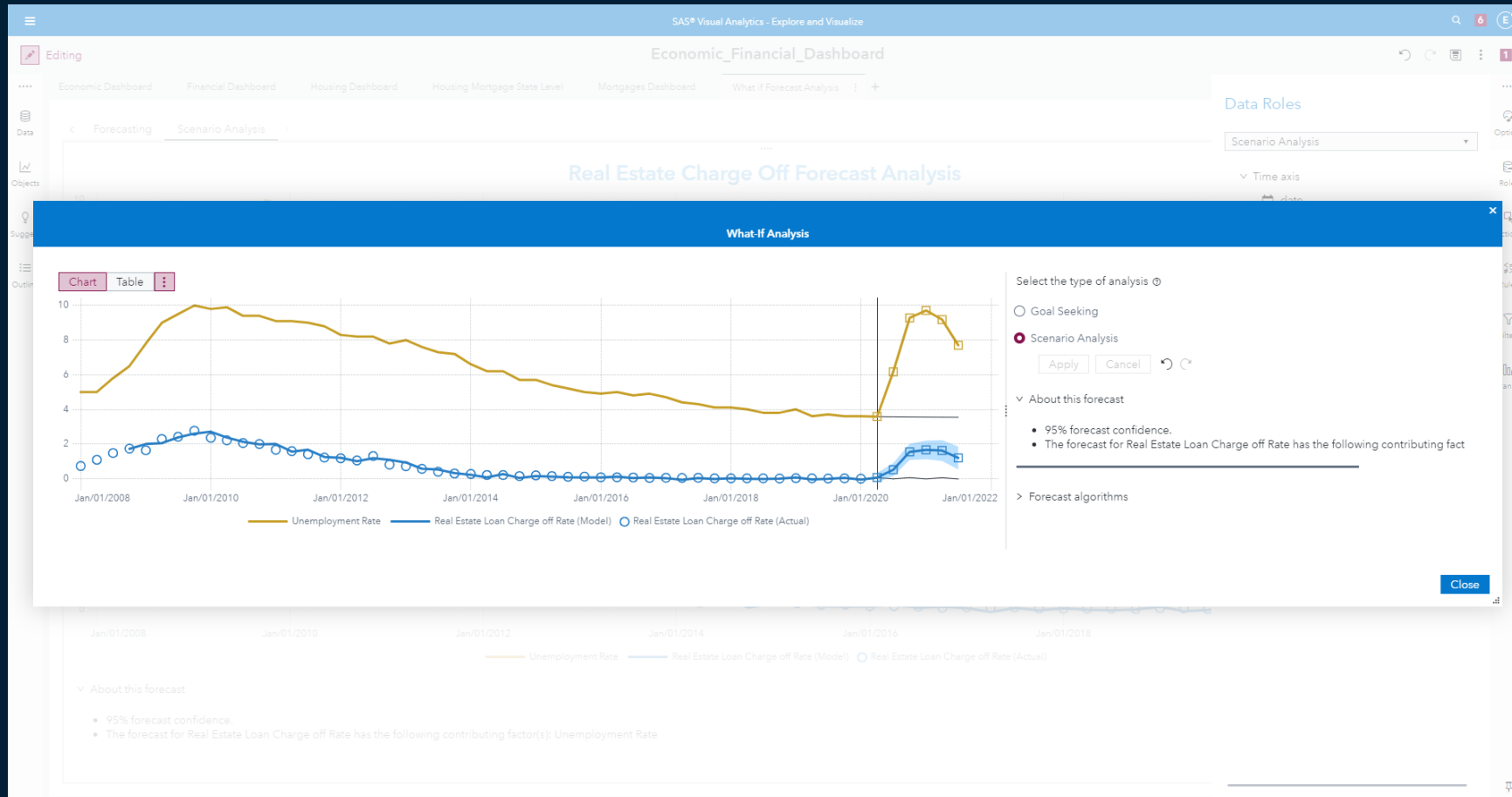
# Situational Awareness

## Forecasting and Scenario Analysis



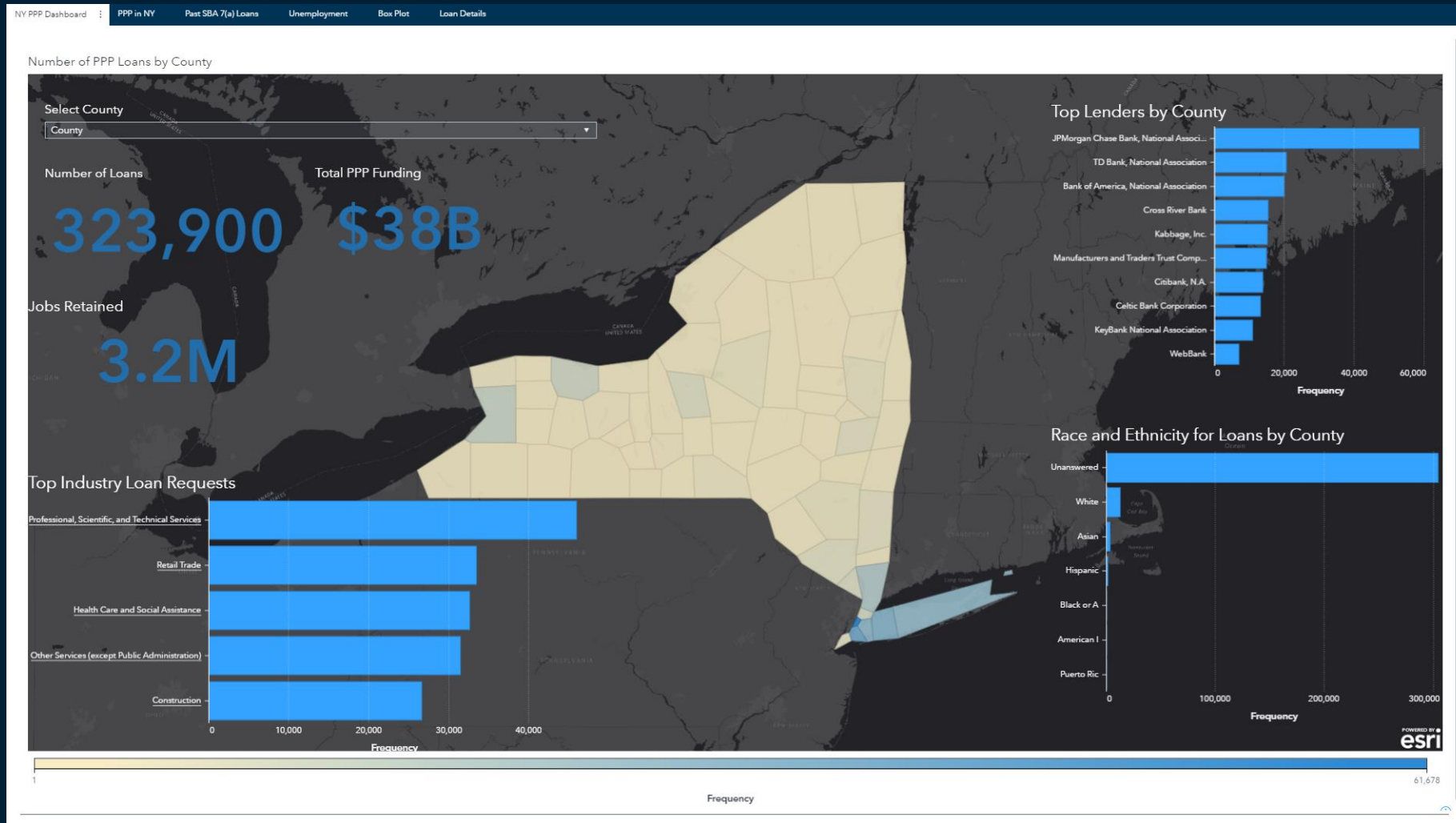
# Situational Awareness

## Forecasting and Scenario Analysis



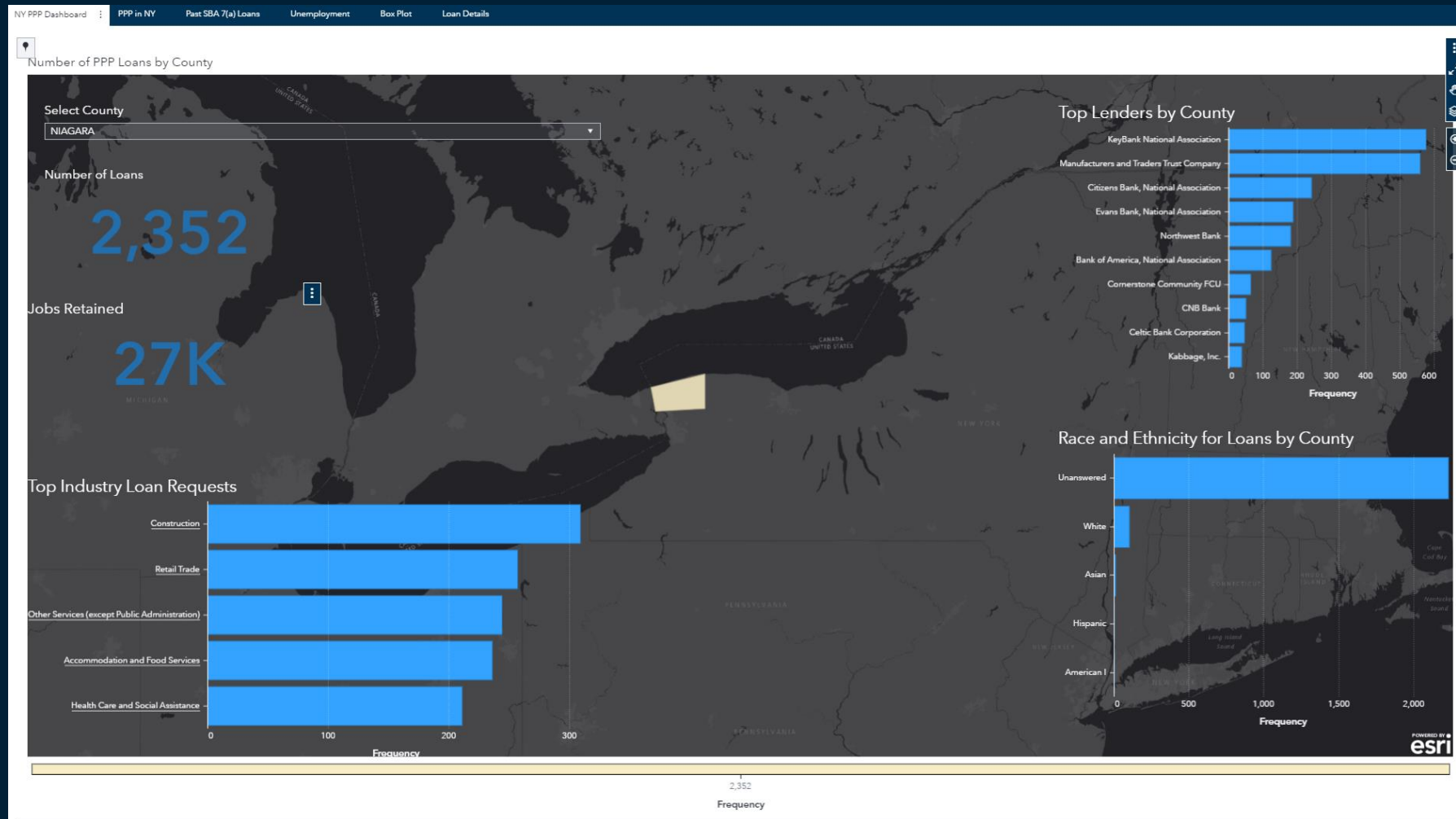
# Situational Awareness

Identifying counties that have received federal loan support and which industries and demographics have requested the support



# Situational Awareness

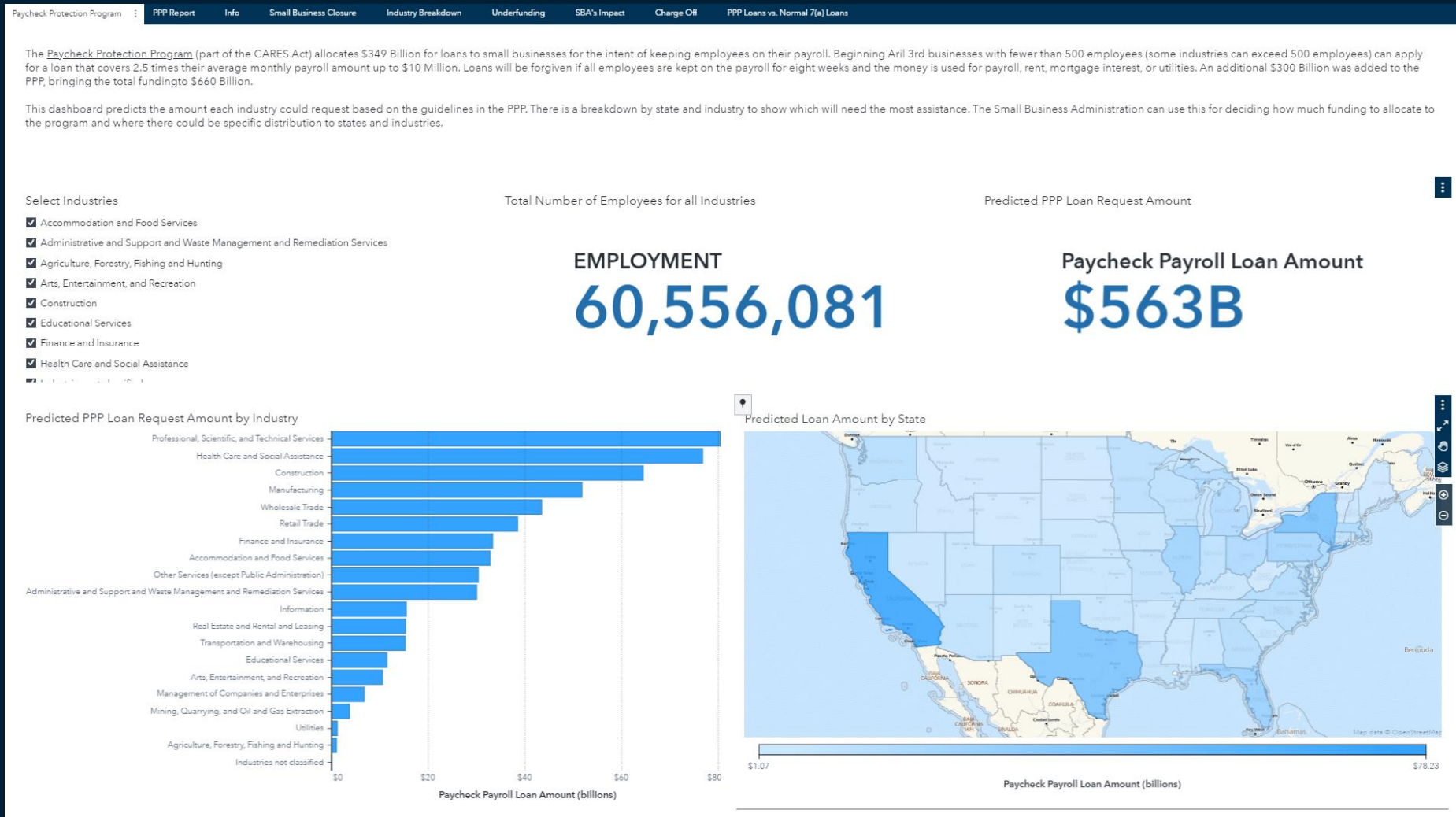
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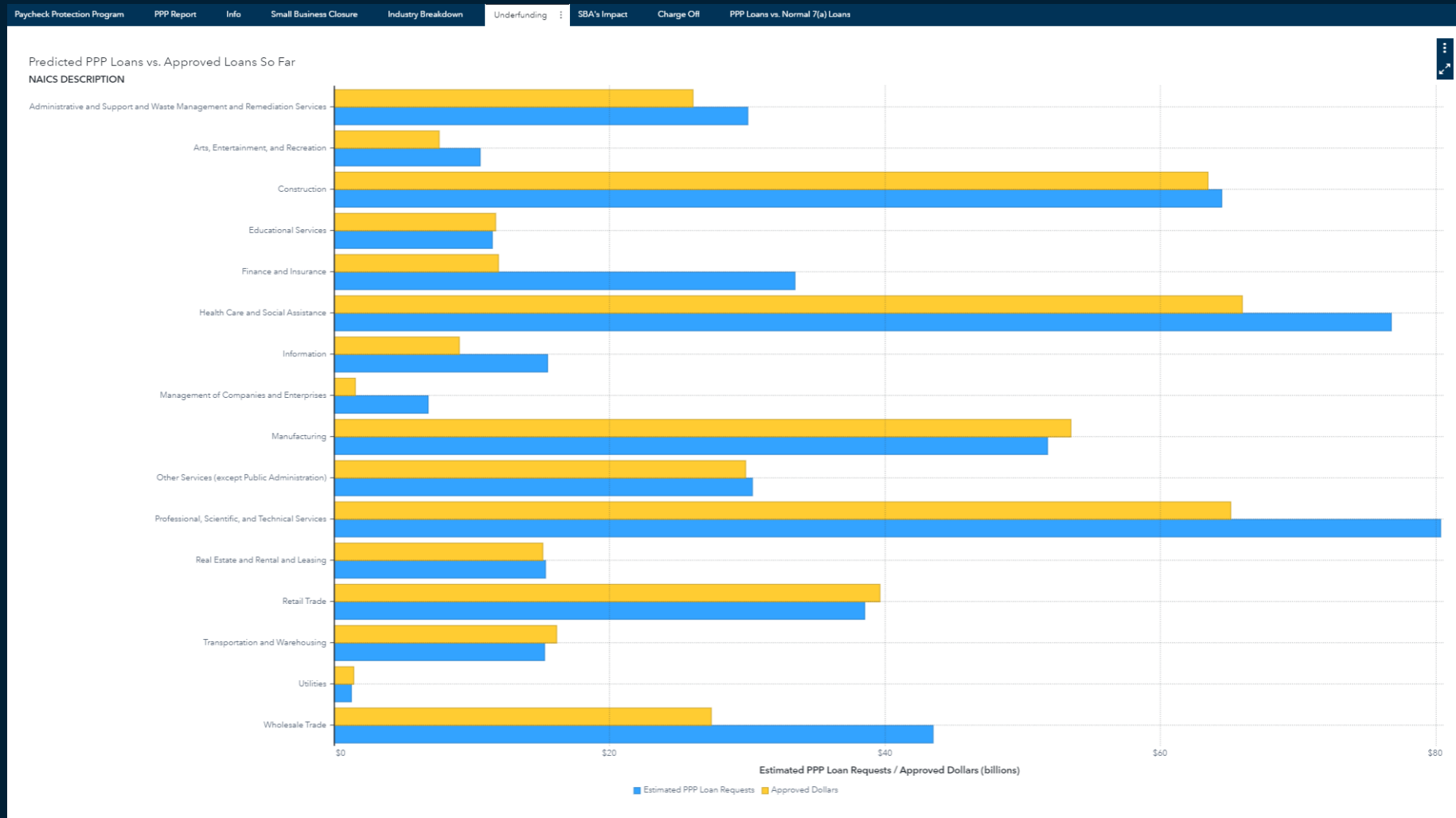
# Recovery

## Ability to predict required federal funding for states and industries



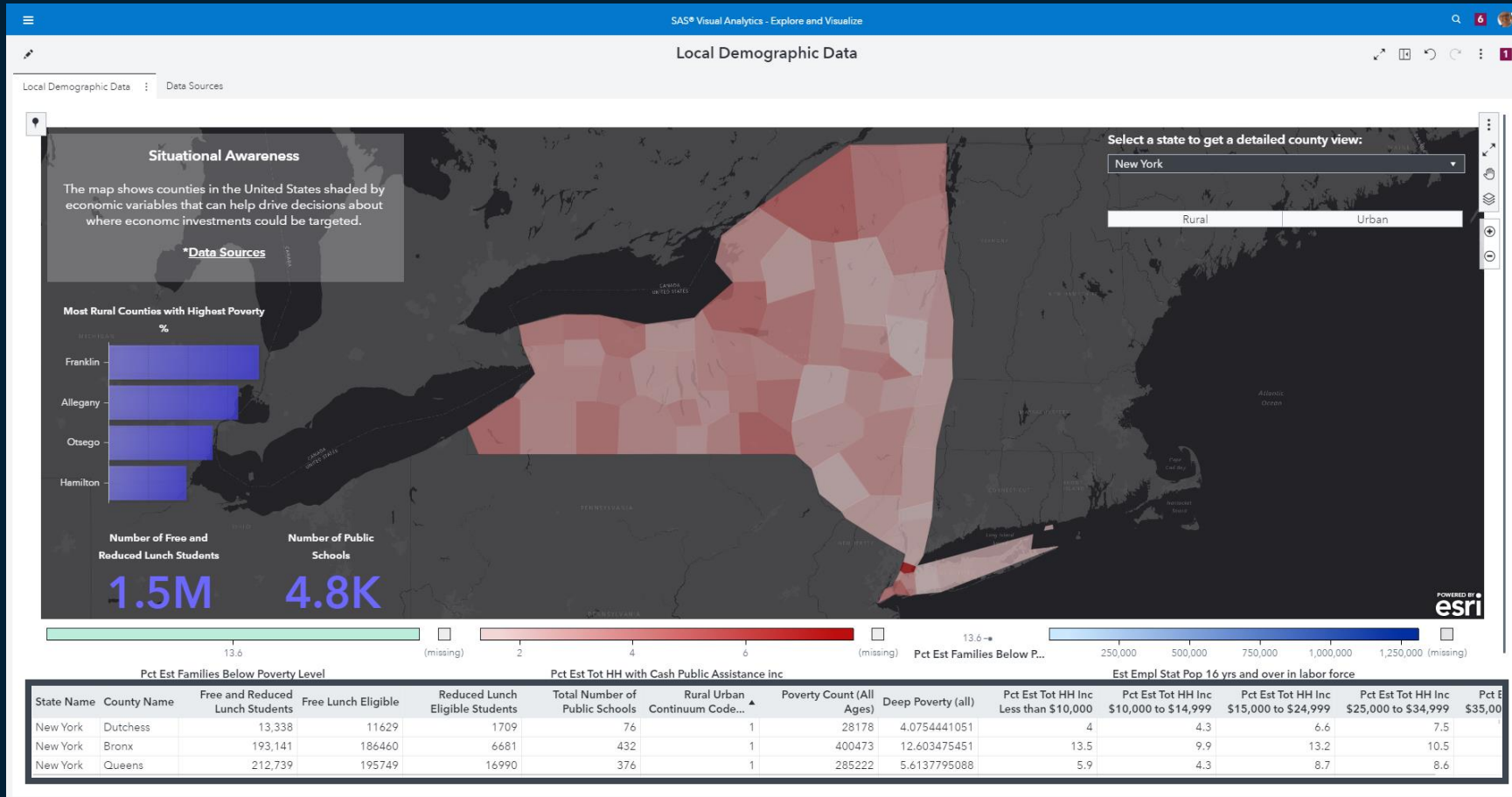
# Recovery

Understanding which industries have not received enough federal funding and require more assistance from the local government level



# Reimagine

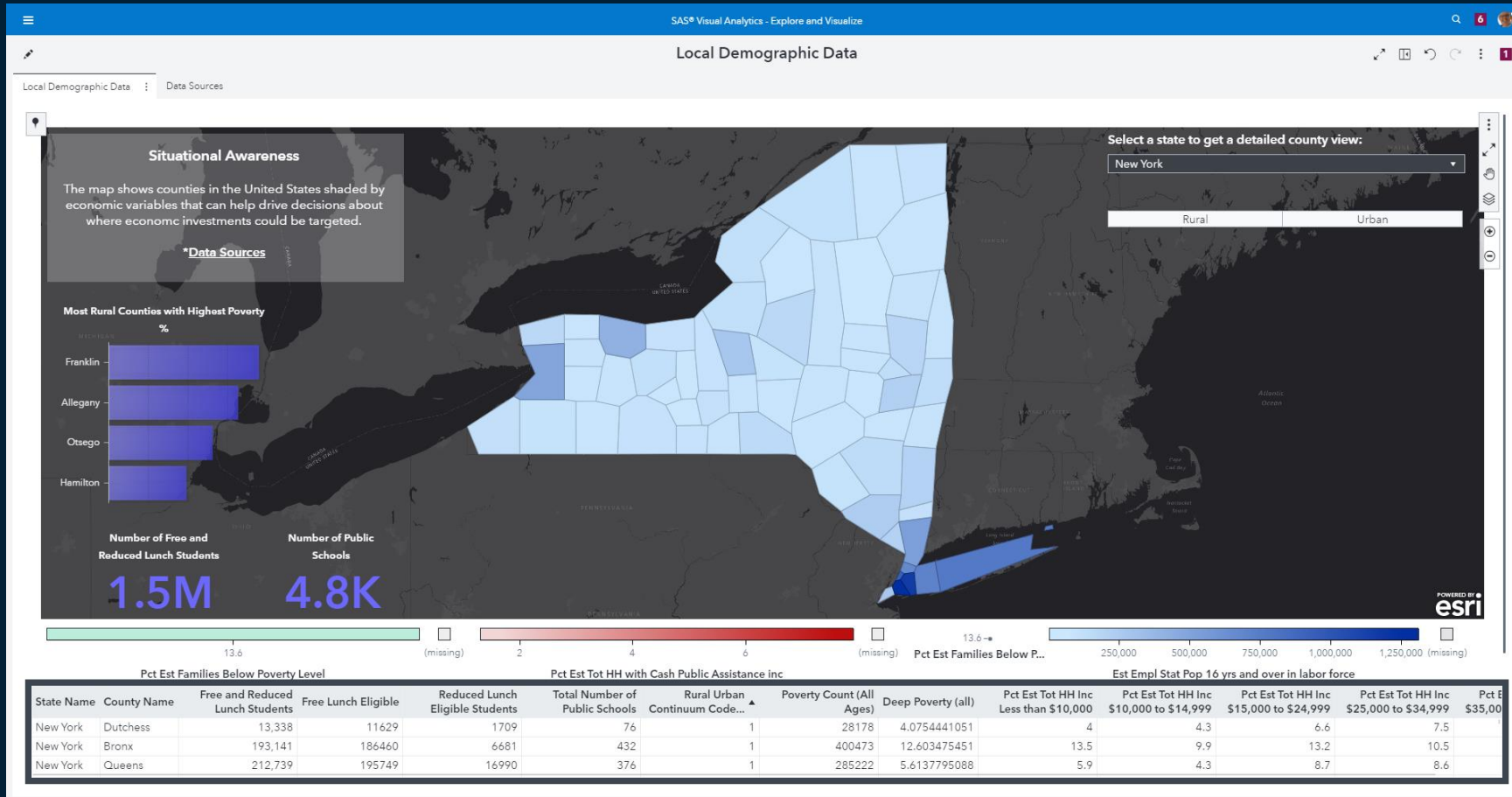
## Highlighting Households Receiving Cash Public Assistance





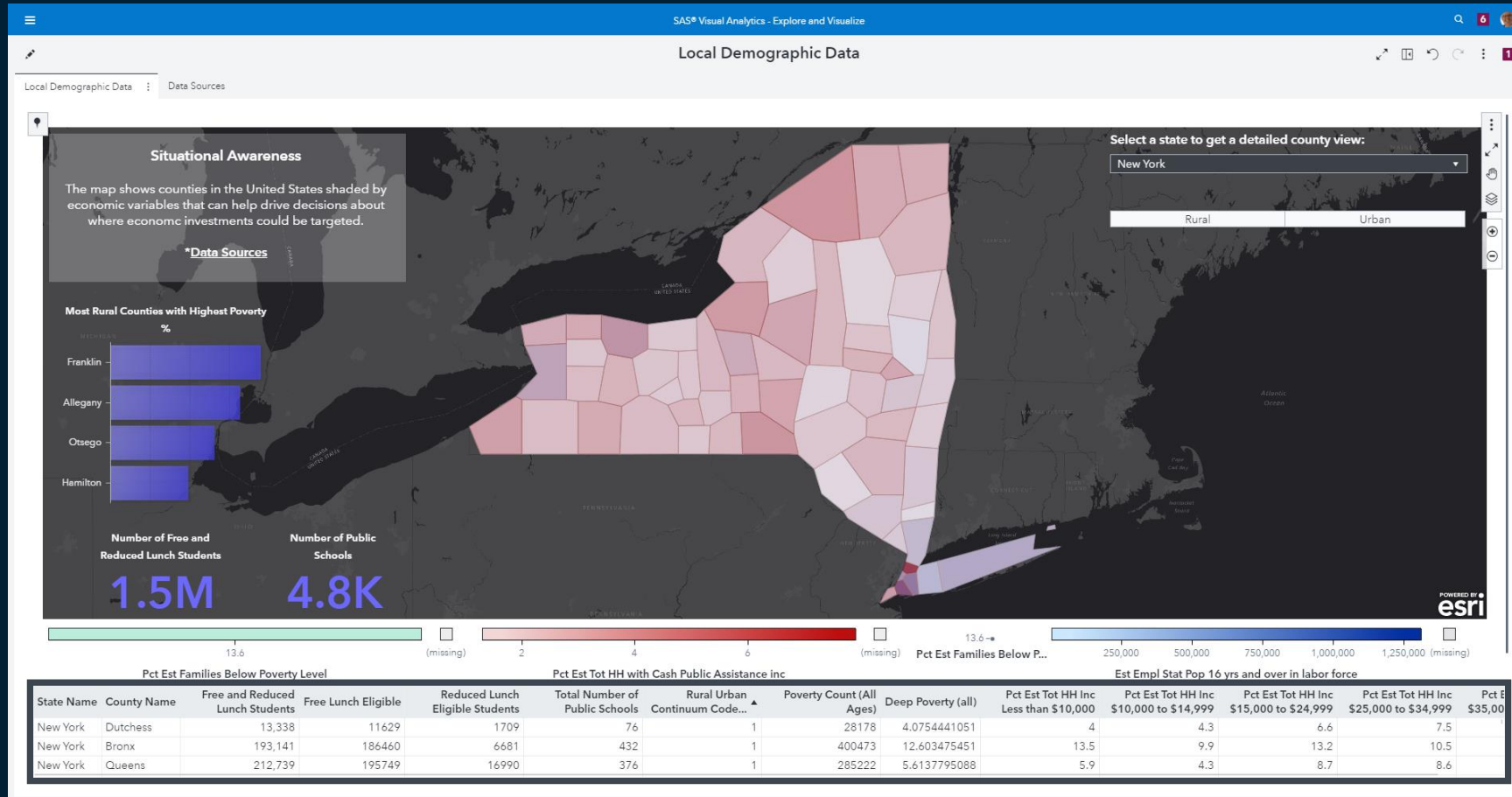
# Reimagine

## Highlighting Workforce Population



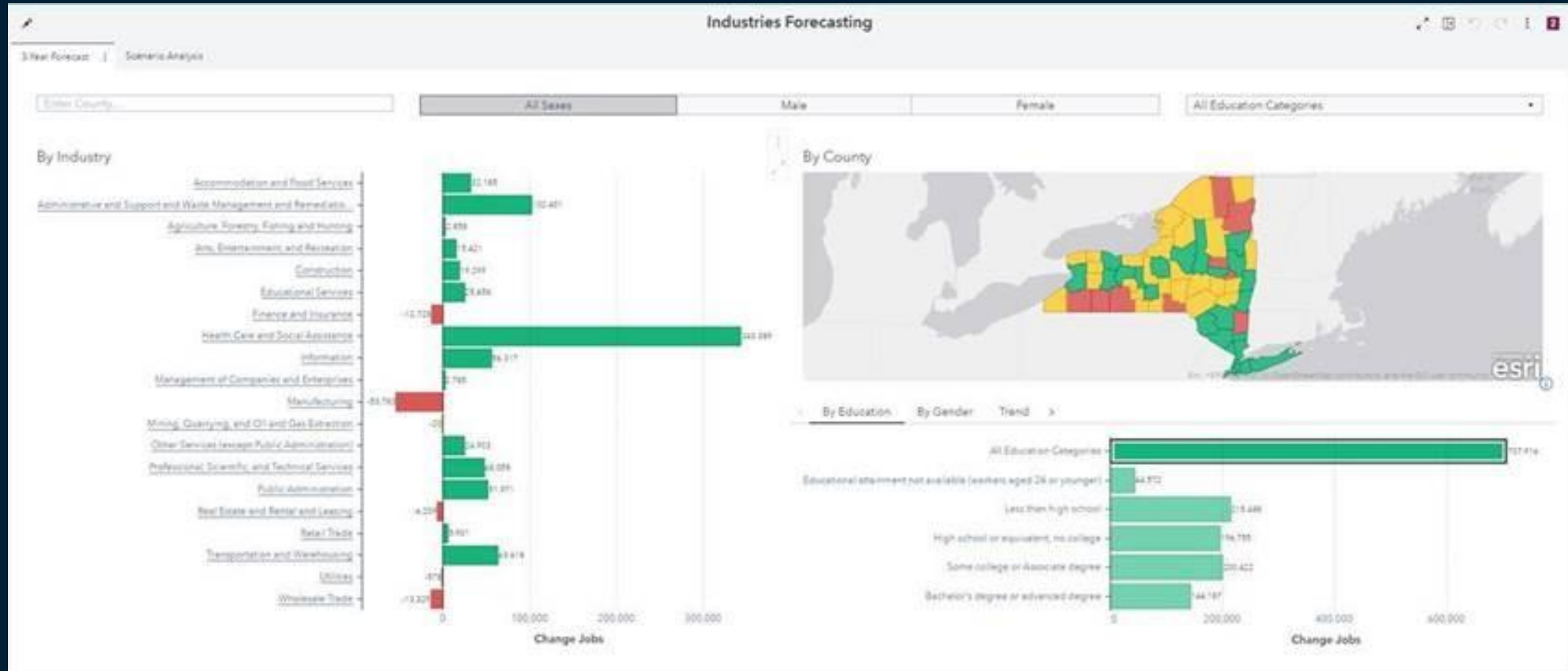
# Reimagine

## Incorporating Workforce with Public Assistance Data Into Decisions



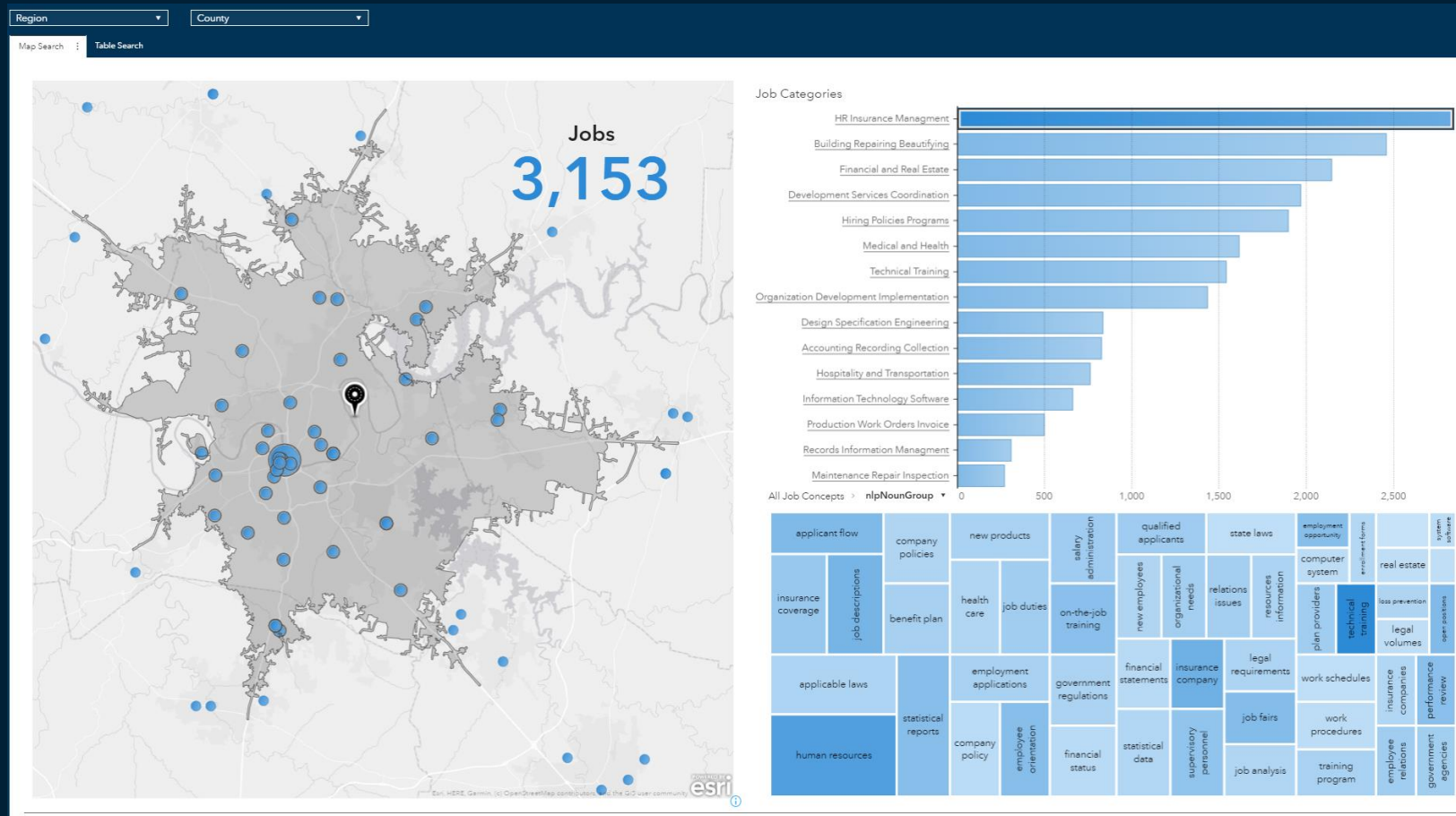
# Reimagine

Understanding which industries in specific geographic regions are growing based on job postings to help those unemployed find new careers



# Reimagine

Gaining insight into which jobs are available by travel distance and skillset allows for a wider range of opportunities for job placement





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NEW YORK STATE  
ASSOCIATION OF COUNTIES



Jennifer Robinson

[Jennifer.Robinson@sas.com](mailto:Jennifer.Robinson@sas.com)

Rodney Carson

[Rodney.Carson@sas.com](mailto:Rodney.Carson@sas.com)

Michael Johansen

[Michael.Johansen@sas.com](mailto:Michael.Johansen@sas.com)

Tom Flaherty

[Tom.Flaherty@sas.com](mailto:Tom.Flaherty@sas.com)

Andrew Ball

[Andrew.Ball@sas.com](mailto:Andrew.Ball@sas.com)

Spain Niemer

[Spain.Niemer@sas.com](mailto:Spain.Niemer@sas.com)