

Site Selection Methodology: Using On the Map

Presented to New Mexico IDEA
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By
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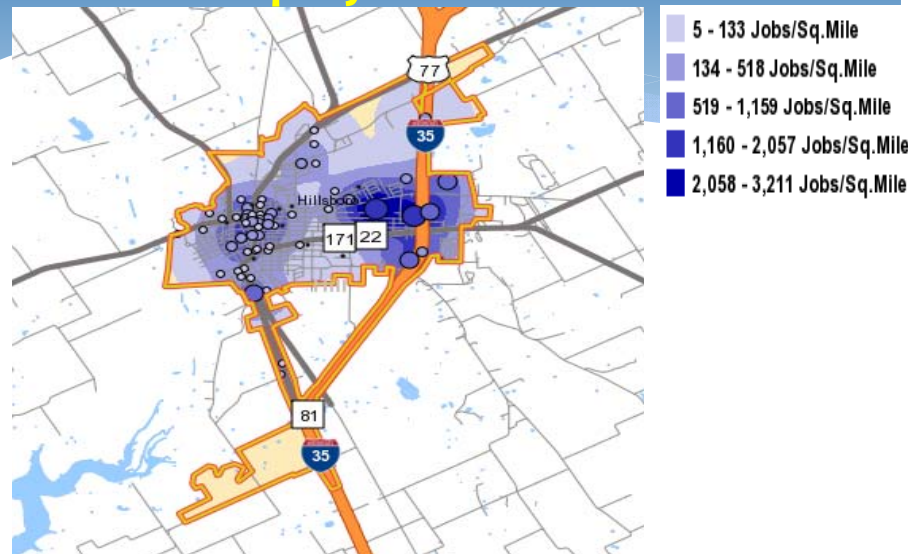
Site Selection: Post Analysis

- * Hillsboro, TX: pop. 8,000, approx. 35 miles from Waco and Southern portion of Dallas metroplex.
- * Location put them in the running for 500 employee plant (combination manufacturing and warehousing)
- * Site selection firm asked to do short labor analysis on viability.

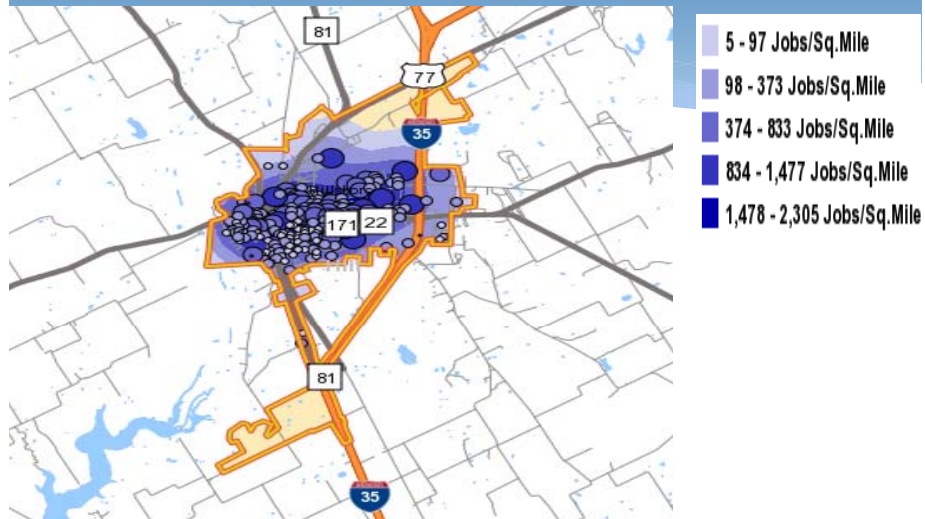
Methodology

- * Site selectors asked to see if they could prove that the firm could attract 500 employees; not given the specifications on the types of jobs.
- * Methodology used will be to visit community, talk with employers and find about labor availability, characteristics, and training capacity.
- * Field work to take three days and report to be completed in 10 business days.

Where Employees Work in Hillsboro



Where Employees Work that Live in Hillsboro



Work Destination Report - Where Workers are Employed Who Live in the Selection Area: 2009

- * Hillsboro city, TX (1,347): 25.1%
- * Waco city, TX (399): 7.4%
- * Dallas city, TX (359): 6.7%
- * Fort Worth city, TX (275): 5.1%
- * Cleburne city, TX (150): 2.8%
- * Arlington city, TX (136): 2.5%
- * Whitney town, TX (115): 2.1%
- * Waxahachie city, TX (98) 1.8%
- * Houston city, TX (79) 1.5%
- * West city, TX (75) 1.4%
- * All Other Locations(2,323) 43.4%



Inflow-Outflow Report

Selection Area Labor Market Size (Primary Jobs)		
	2009	
	Count	Share
Employed in the Selection Area	4,204	100.0%
Living in the Selection Area	5,356	127.4%
Net Job Inflow (+) or Outflow (-)	-1,152	-
In-Area Labor Force Efficiency (Primary Jobs)		
	2009	
	Count	Share
Living in the Selection Area	5,356	100.0%
Living and Employed in the Selection Area	1,347	25.1%
Living in the Selection Area but Employed Outside	4,009	74.9%
In-Area Employment Efficiency (Primary Jobs)		
	2009	
	Count	Share
Employed in the Selection Area	4,204	100.0%
Employed and Living in the Selection Area	1,347	32.0%
Employed in the Selection Area but Living Outside	2,857	68.0%

Hillsboro Inflow of Workers: Where Workers in Hillsboro are Commuting From

Total Primary Jobs (4,204) 100.0%

- Hillsboro city, TX (1,347) 32.0%
- Dallas city, TX (123) 2.9%
- Fort Worth city, TX (115) 2.7%
- Waco city, TX (80) 1.9%
- Houston city, TX (76) 1.8%
- Cleburne city, TX (68) 1.6%
- Whitney town, TX (59) 1.4%
- Arlington city, TX (58) 1.4%
- San Antonio city, TX (46) 1.1%
- Killeen city, TX (41) 1.0%
- All Other Locations (2,191) 52.1%

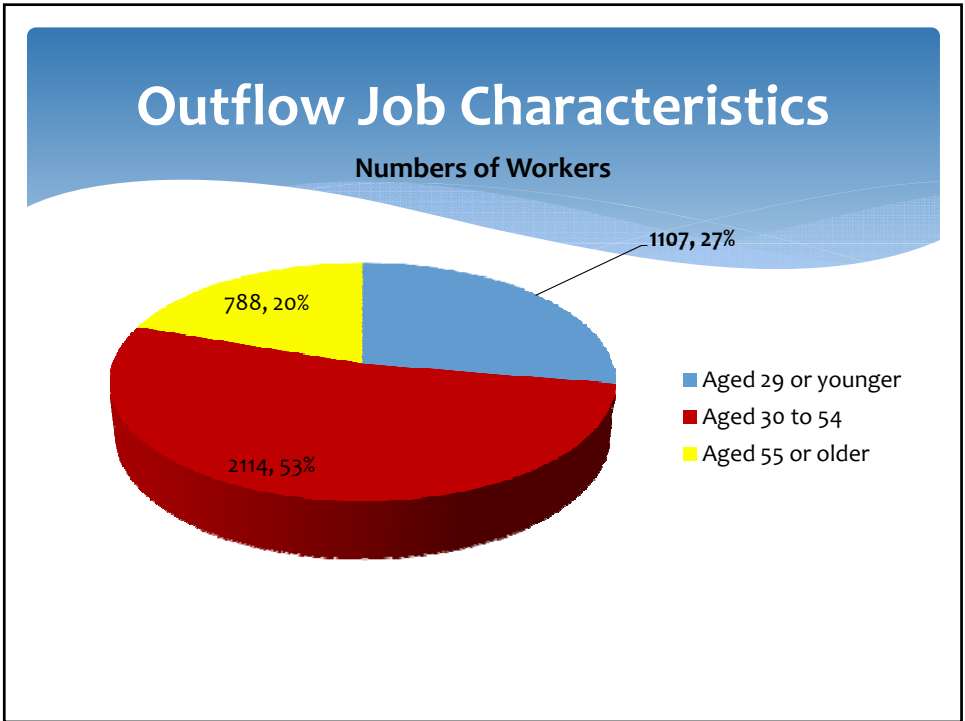
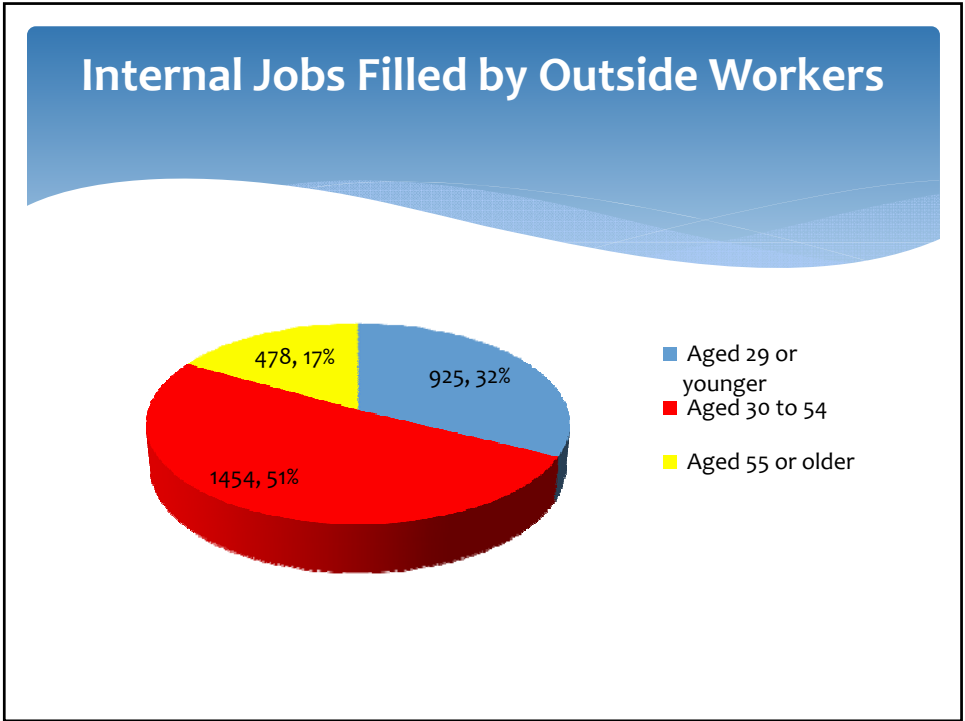
Inflow Characteristics

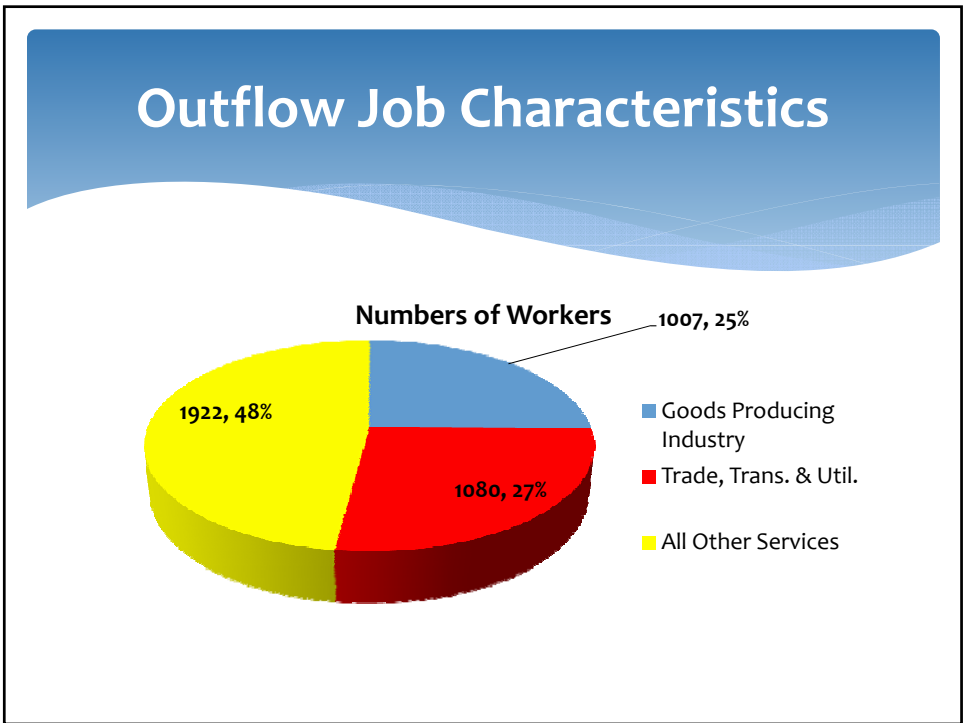
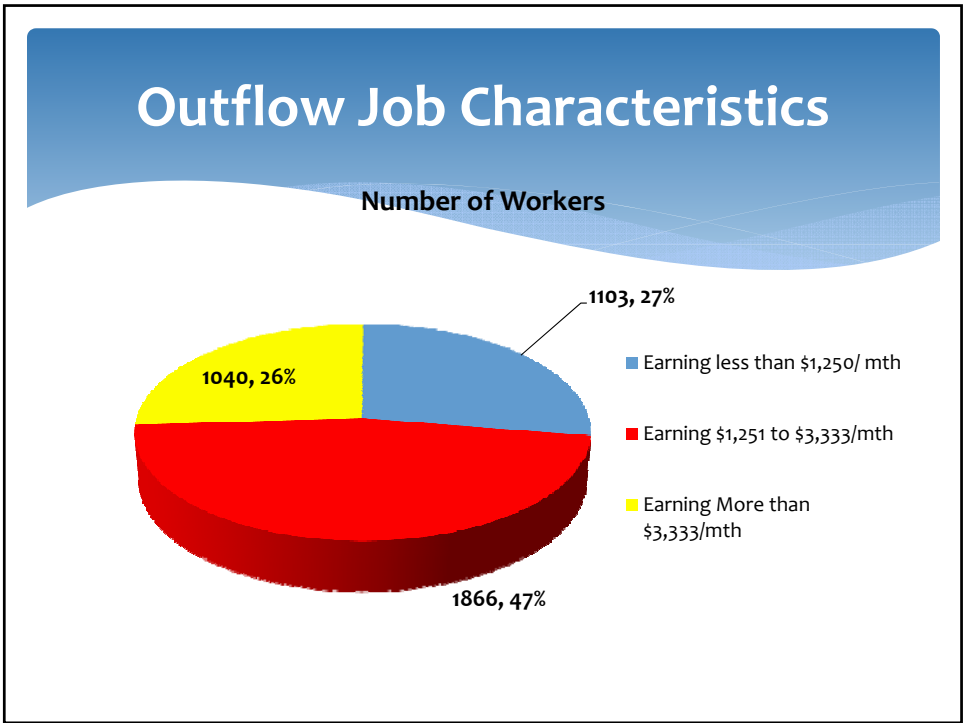
Income Levels

- * Workers Earning \$1,250 per month or less (751) 26.3%
- * (Workers Earning \$1,251 to \$3,333 per month: (1,293) 45.3%
- * Workers Earning More than \$3,333 per month (813) 28.5%

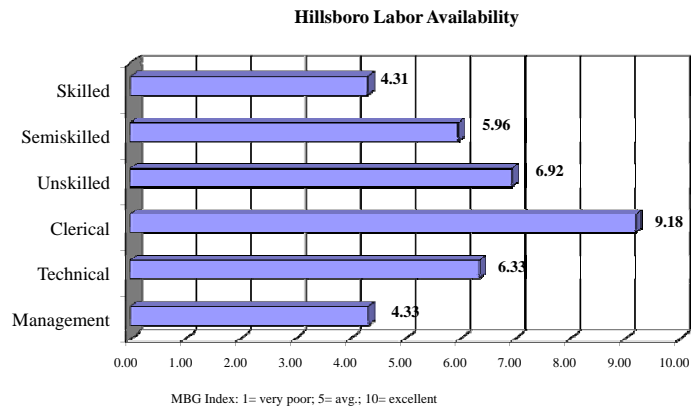
Industry Classifications

- * Workers in the "Goods Producing" Industry Class (795) 27.8%
- * Workers in the "Trade, Trans. and Utilities" (865) 30.3%
- * Workers in the "All Other Services" Industry Class (1,197) 41.9%

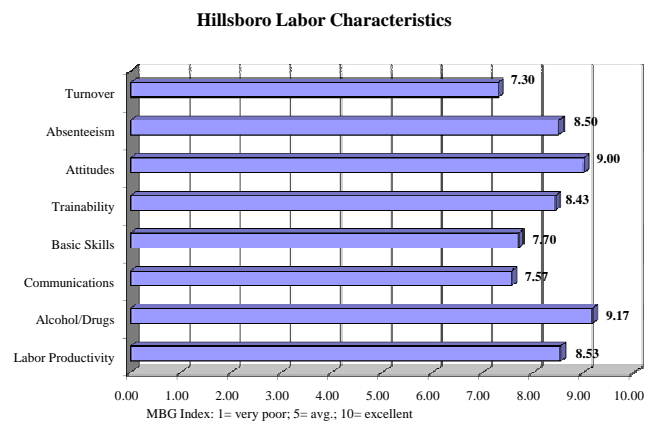


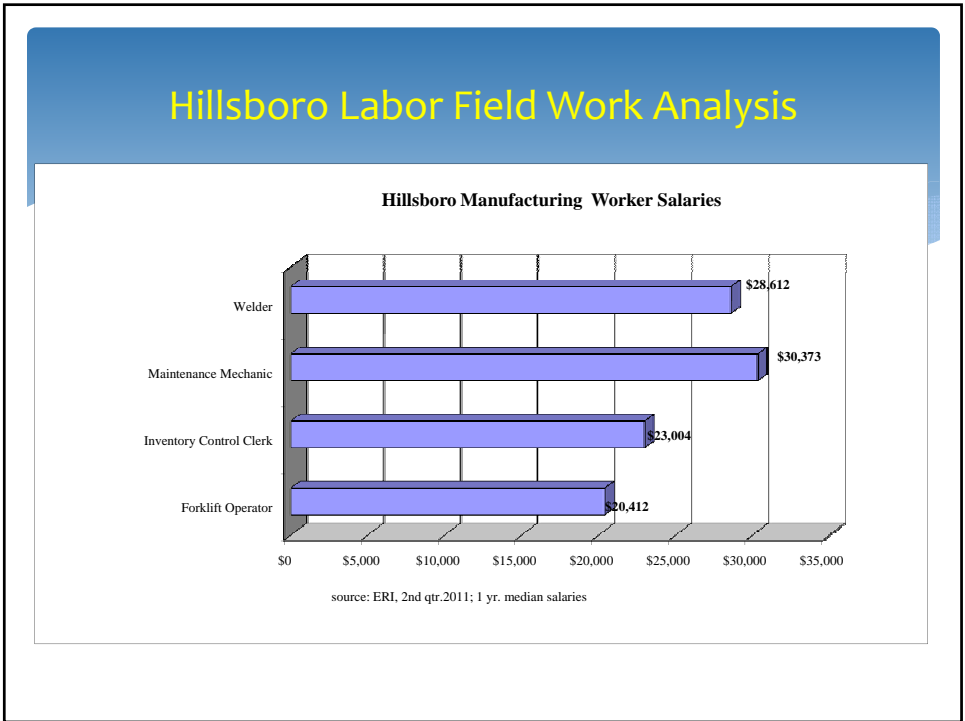
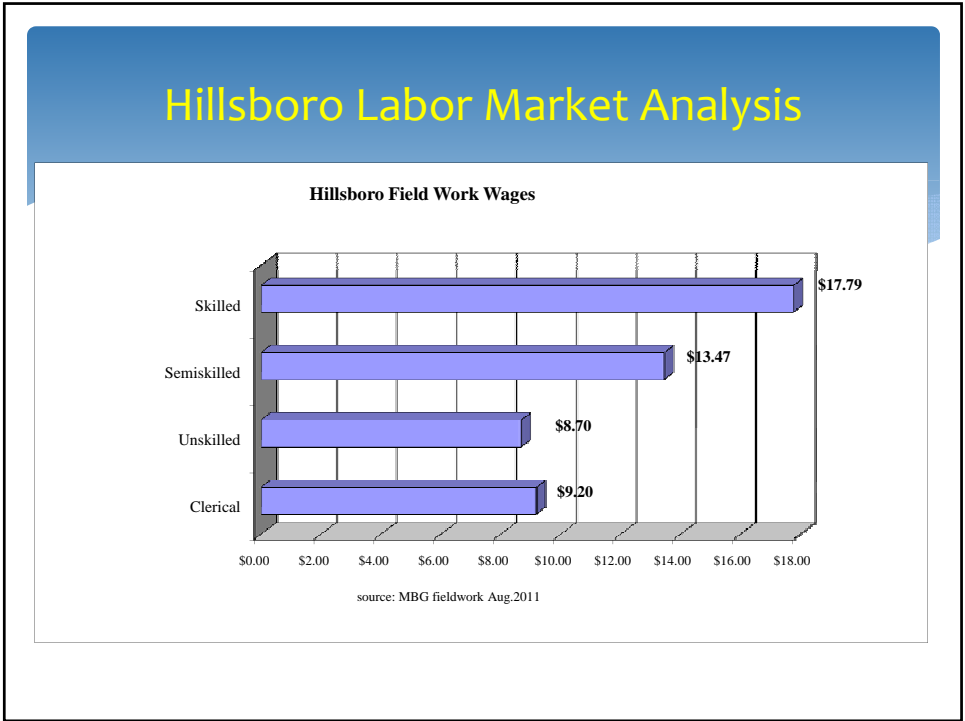


Hillsboro Labor Field Work Analysis



Hillsboro Labor Field Work Analysis





Observations on Field Work

- * **Labor Availability:** easy to find warehouse workers, clerical positions and general labor.
 - Hard to find: skilled positions, managers, engineers
- * **Labor Quality:** Employers give high marks to work ethic, attitude, and loyalty.
- * **Wages:** field work found higher skilled wages than published wages, wages less than Dallas area.
- * **Education and Training:** employers not using community college programs locally, are using state technical programs in Waco. No relationship with any universities

What did On the Map do?

- * Demonstrated that labor shed around Hillsboro is very large.
- * It takes in Dallas Metroplex and thousands of residents are commuting to Metroplex and south.
- * Semiskilled and unskilled wages are lower than \$10/hr. indicating softness in the labor market.
- * Many young people (1100) who live in the city are commuting to work outside the area.
- * 1100 of those commuters are making less than \$1200/mth.

What Didn't On The Map Do?

- * It could not judge labor characteristics, turnover, absenteeism, attitudes, trainability, etc.
- * It could not pick up differences in published versus field work data.
- * It can not determine availability, it can only look at factors that may impact availability.
- * It cannot tell you about skills only general information regarding industry classifications and ages.

How Does the EDO Use On The Map

- * Develop all the On the Map Area Profile Analysis into Adobe and Excel formats.
- * Where possible download pertinent maps into Power points.
- * Build charts to demonstrate income, ages, and industry classification.
- * If your community is a metro, take in other cities
- * If you are in a rural area, take in other surrounding communities.
- * Package the data into all presentations

**If You Ask Me a Question, I Don't
Know, I Am Not Going to Answer**

Yogi Berra ...1973

(same as when you are asked a question by a
site selector regarding the labor market)

Thank You,

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