

DECEMBER 2020

JEFFERSON EDGE 5-YEAR UPDATE

JEFFERSON PARISH ECONOMIC DEVELOPMENT COMMISSION

- JOHN KARRAS
- JON ROBERTS



AGENDA

- What we learned
- Jefferson EDGE 2025 plan
- Implementation
- Next steps



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WHAT WE LEARNED

WHAT INFORMS THE JEFFERSON EDGE 2025 STRATEGIC PLAN?



WHAT YOU TELL US

- Meetings with community leadership & staff
- Focus group discussions
- Stakeholder interviews, surveys, & workshops



WHAT THE DATA TELL US

- Economic competitiveness data
- Regional benchmarking
- Industries & occupations

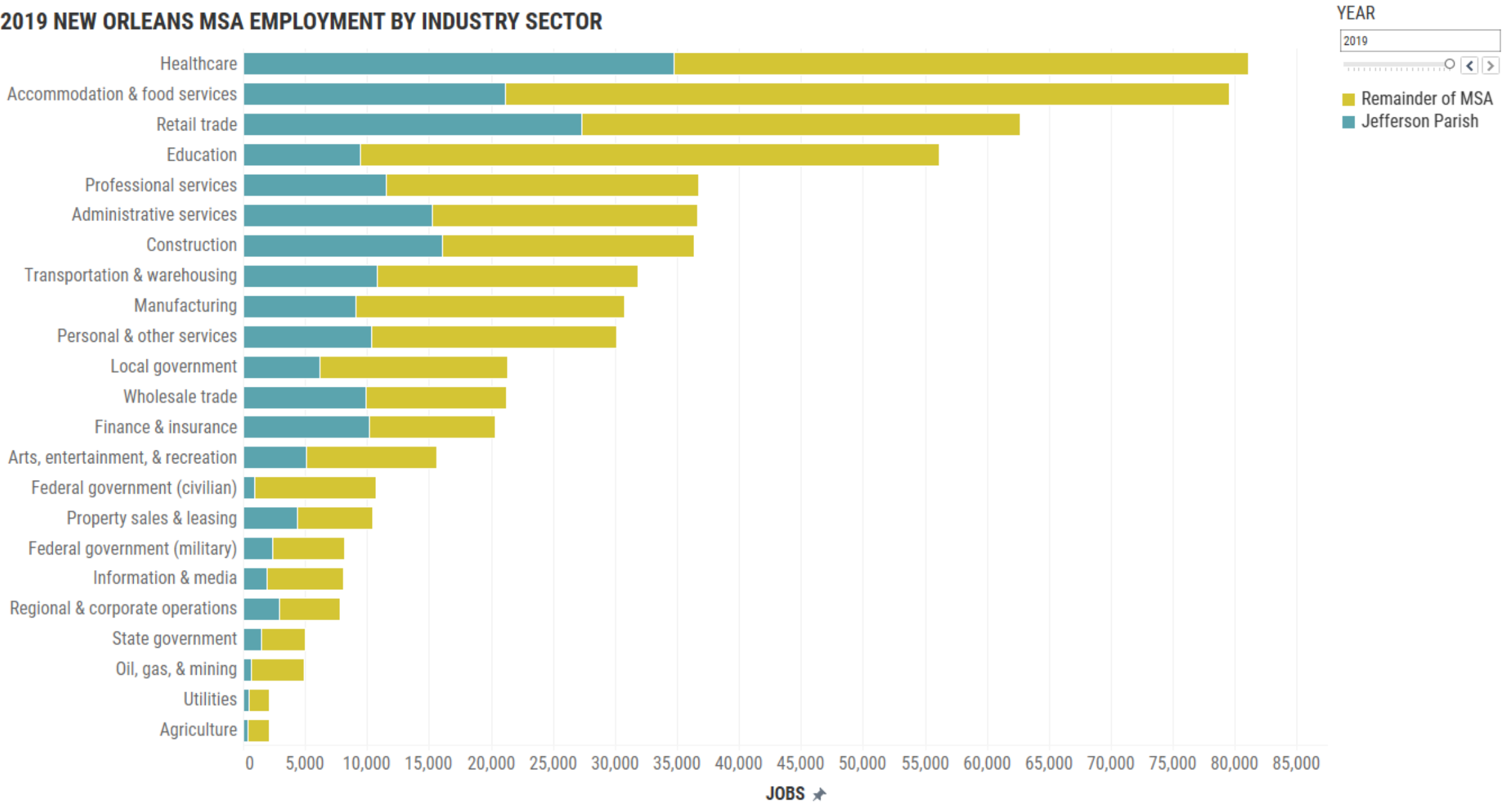


WHAT OUR EXPERIENCE TELLS US

- Recommendations
- Best practices
- Trends in economic development

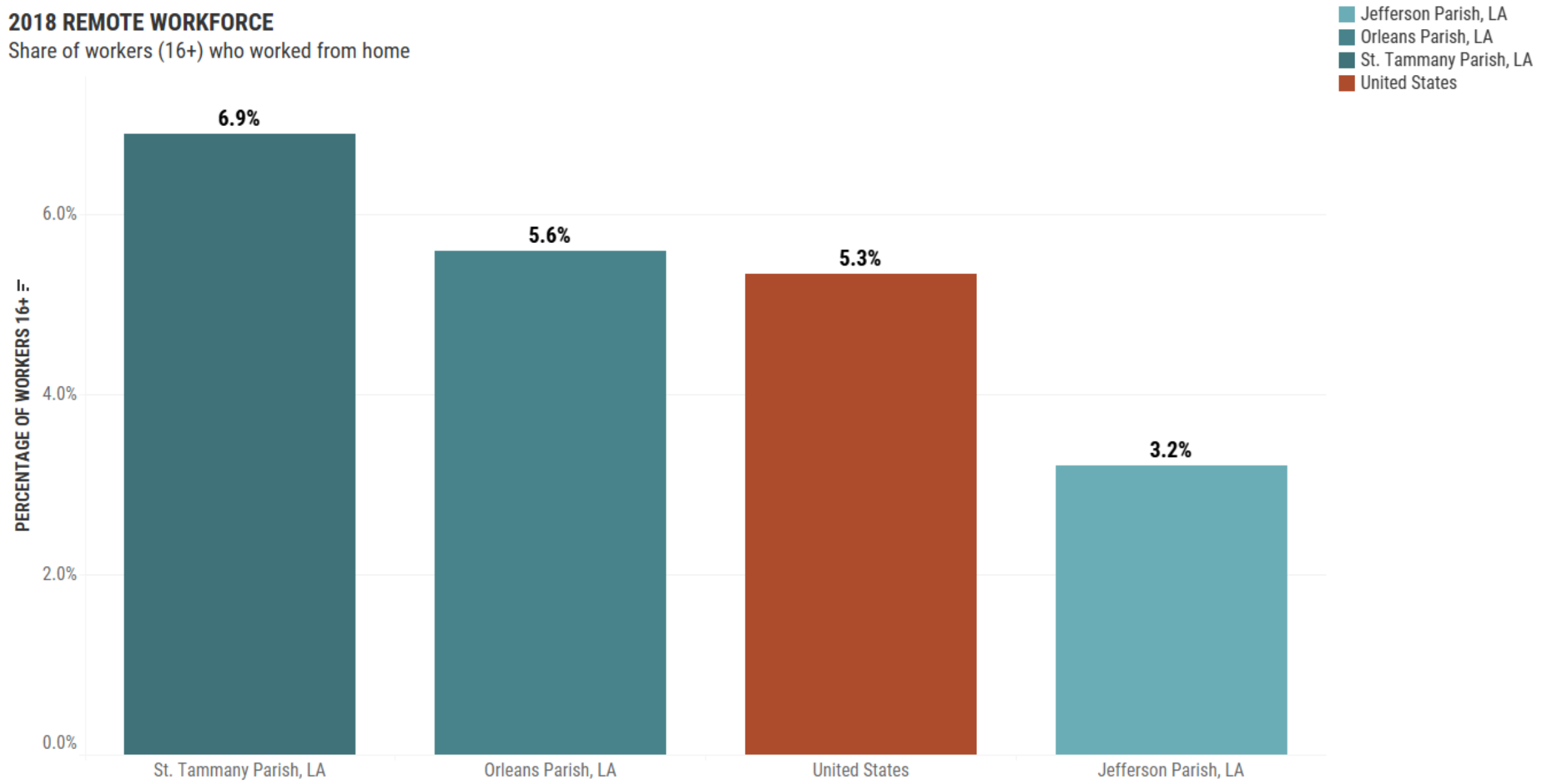
Quantitative findings

2019 NEW ORLEANS MSA EMPLOYMENT BY INDUSTRY SECTOR



2018 REMOTE WORKFORCE

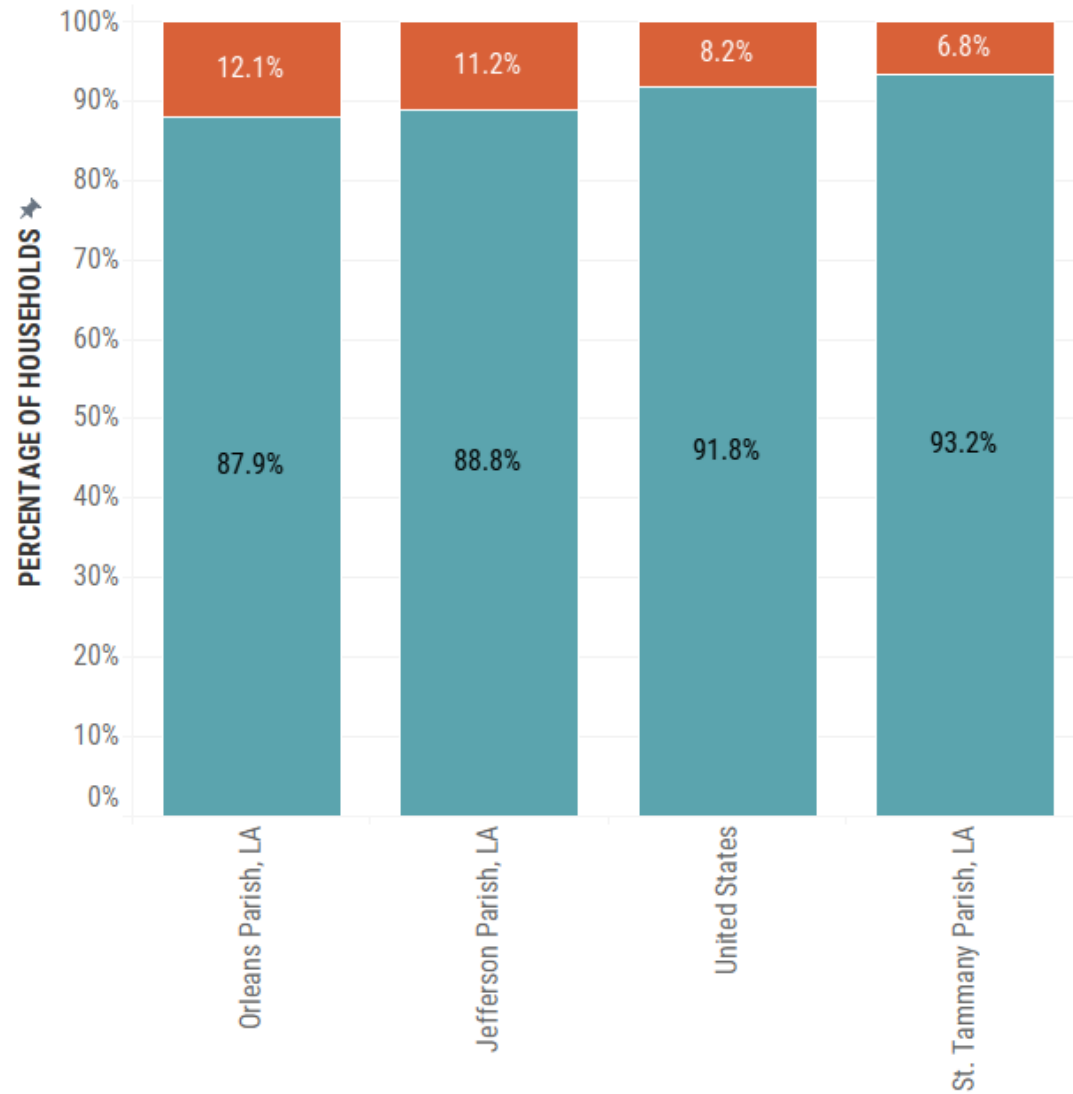
Share of workers (16+) who worked from home



2018 CONNECTIVITY

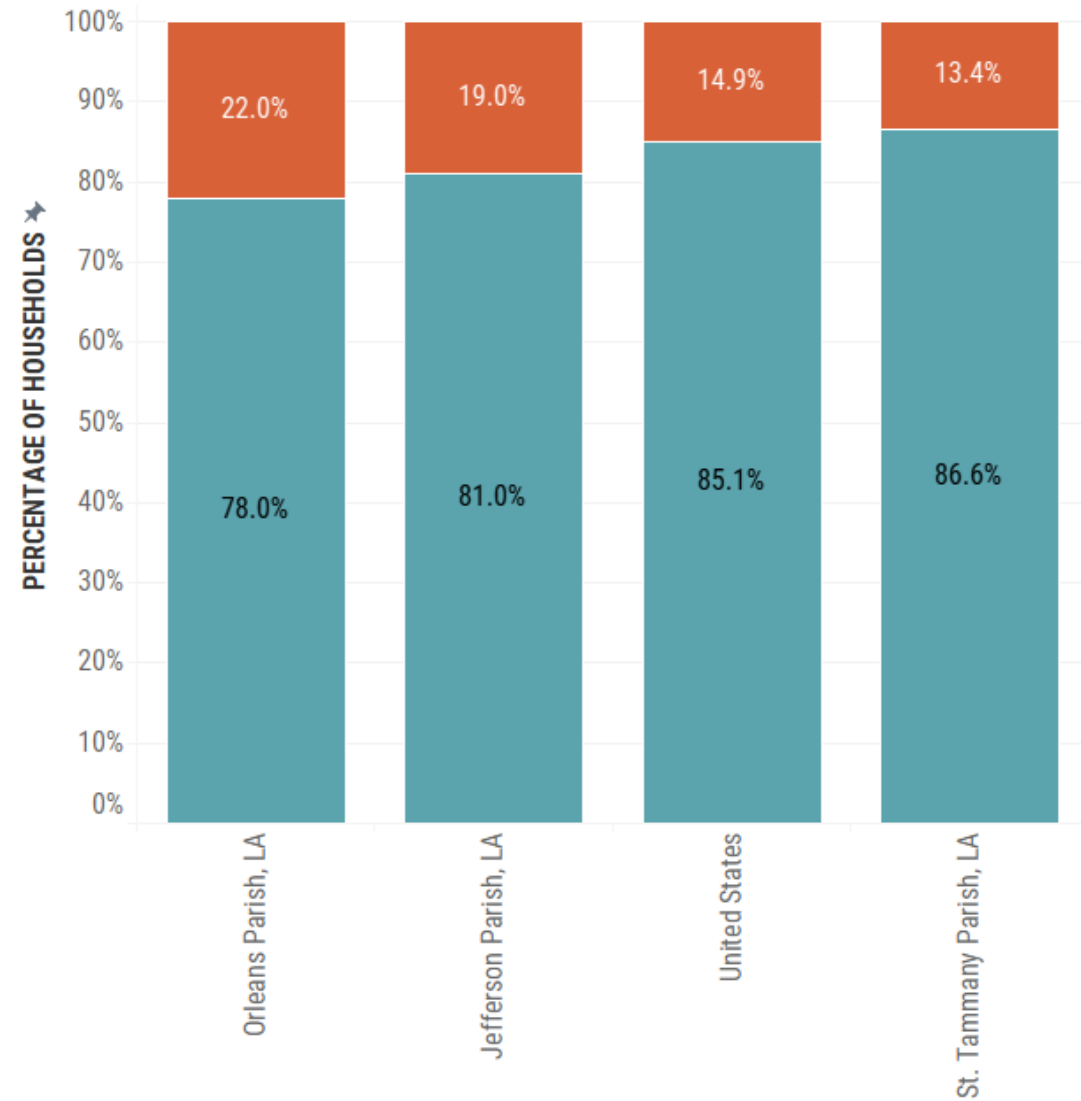
Computer Access

Share of households with access to a computer at home



Internet Access

Share of households with access to broadband internet at home



No access
Access

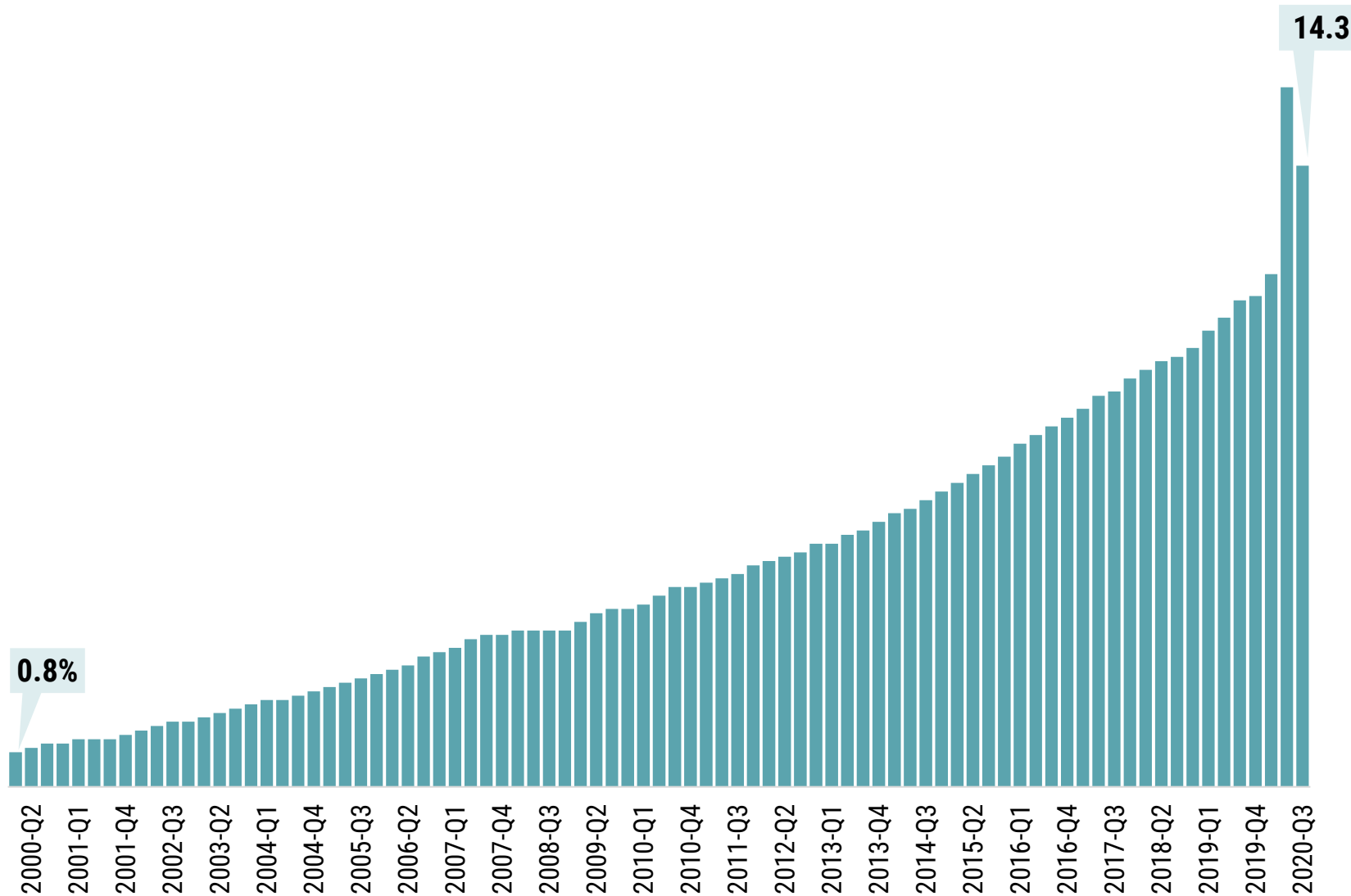


ACCELERATION OF EXISTING TRENDS

- ▶ On-line retail sales
- ▶ Remote work
- ▶ Teleconferencing platforms
- ▶ Telehealth and medicine
- ▶ Supply chain restructuring
- ▶ Artificial intelligence
- ▶ Tech sector prominence
- ▶ Social inequity

A NEAR-LINEAR TRAJECTORY OVER 20 YEARS—UNTIL NOW

US online sales as a percent of total retail sales



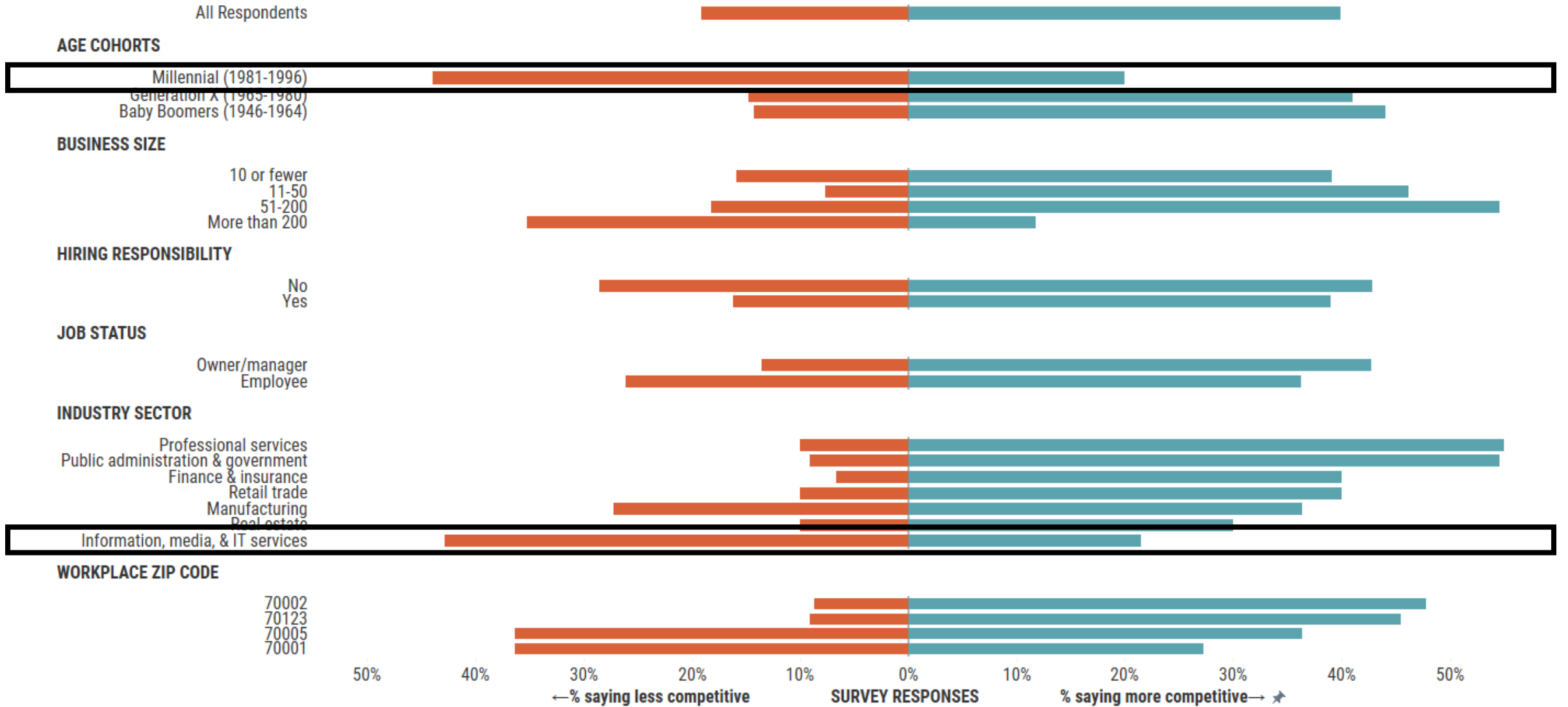
Will 2020 be a blip or an inflection point?

Source: US Census Bureau.

Qualitative findings

HOW DO YOU VIEW JEFFERSON PARISH'S COMPETITIVENESS?

Share of total responses selecting *highly competitive/above average* (shown as a positive) and *below average/not competitive* (shown as a negative).



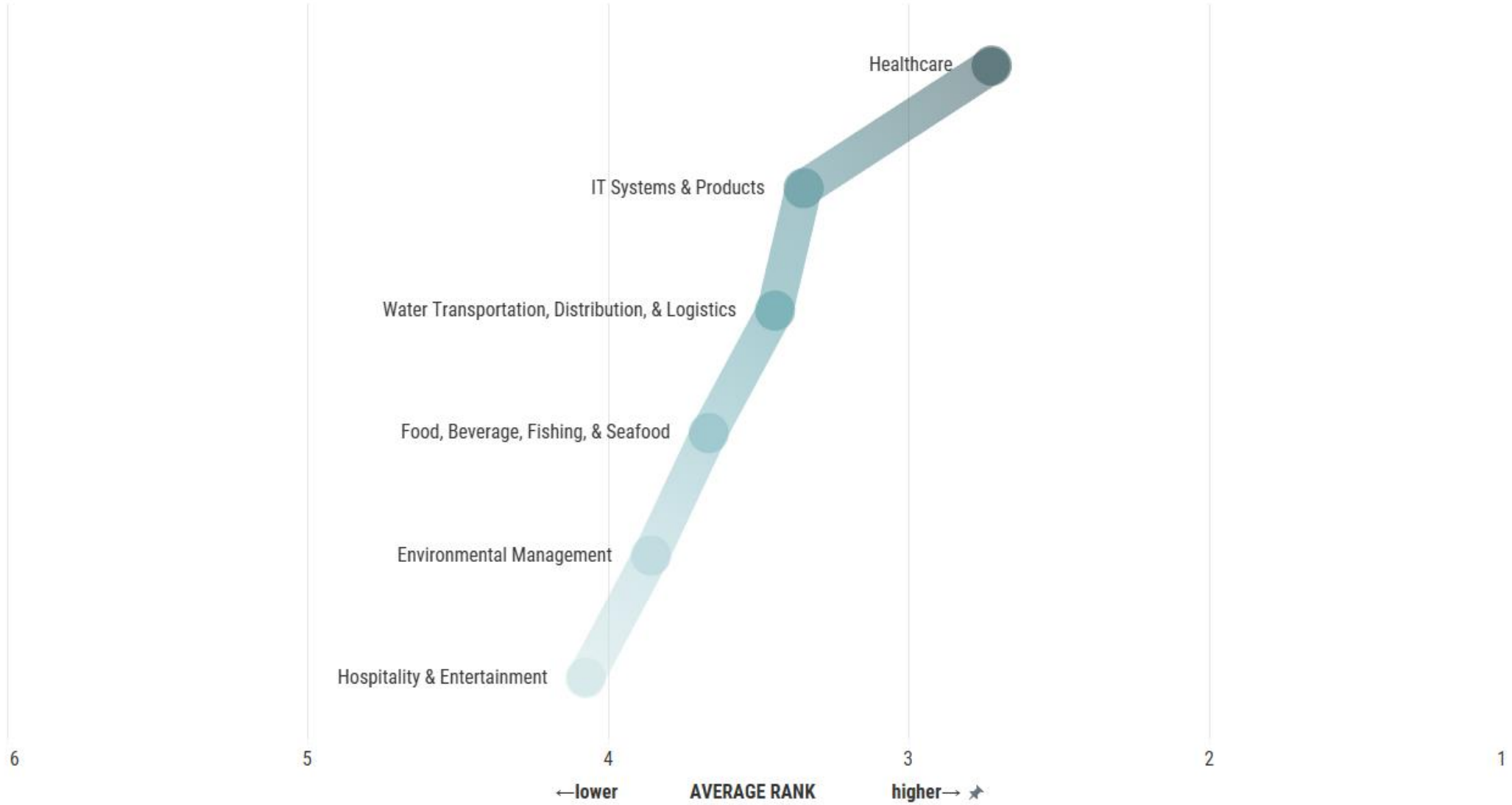
Note: Categories (age cohorts, industry sectors, and workplace zips, etc.) with fewer than 10 responses are not shown
 Source: Survey results compiled by TIP Strategies

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RANK THE FOLLOWING BUSINESS ACTIVITIES AS LOCAL ECONOMIC DEVELOPMENT ORGANIZATIONS SHOULD PRIORITIZE THEM

FILTER

ALL RESPONSES ▾



Note: Disaggregated (filtered) categories with fewer than 10 responses are not shown. The X-axis indicates the rank order from 1 to 6 with the shaded line depicting the average rank/order of each option. Source: Survey results compiled by TIP Strategies.

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THANK YOU



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