

Nevada Transportation Conference



Effects on Economic Development/
Employment on Infrastructure

Steve Driscoll – Sparks City Manager

Mike Kazmierski - CEO, EDAWN

May 2017

Steve Driscoll

City of Sparks, City Manager









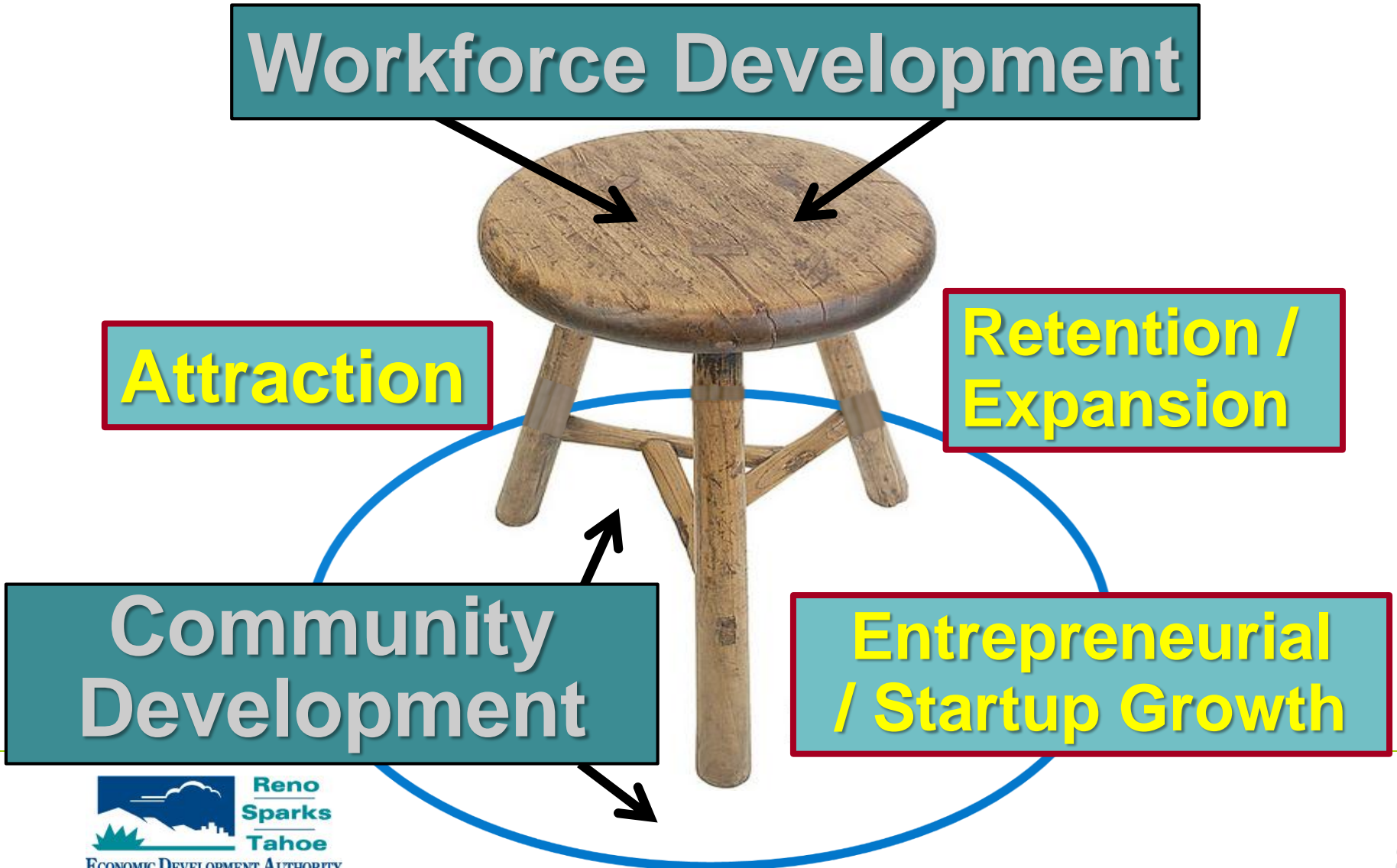


EDAWN Update

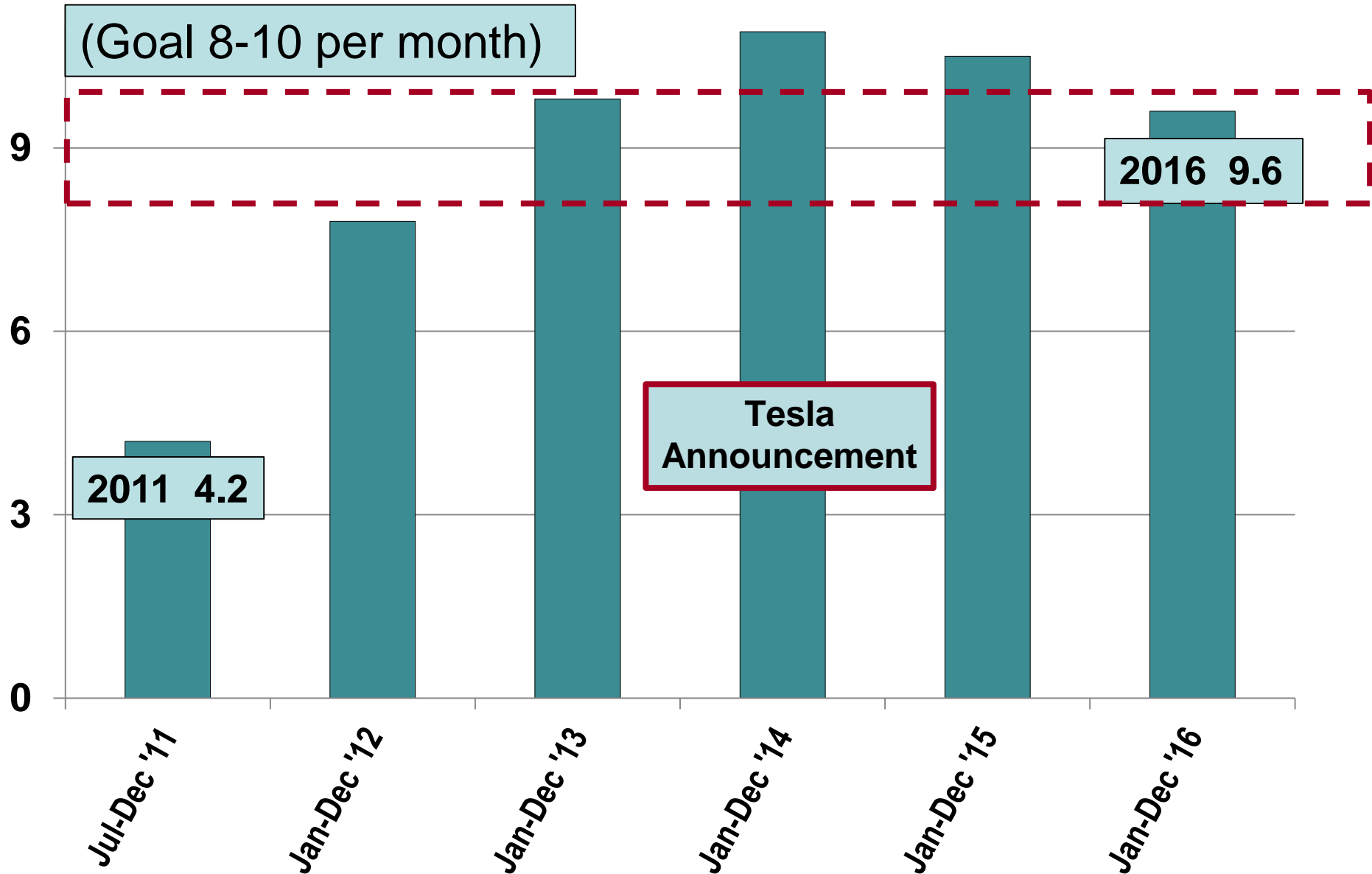
Mike Kazmierski, President and CEO

May 2017

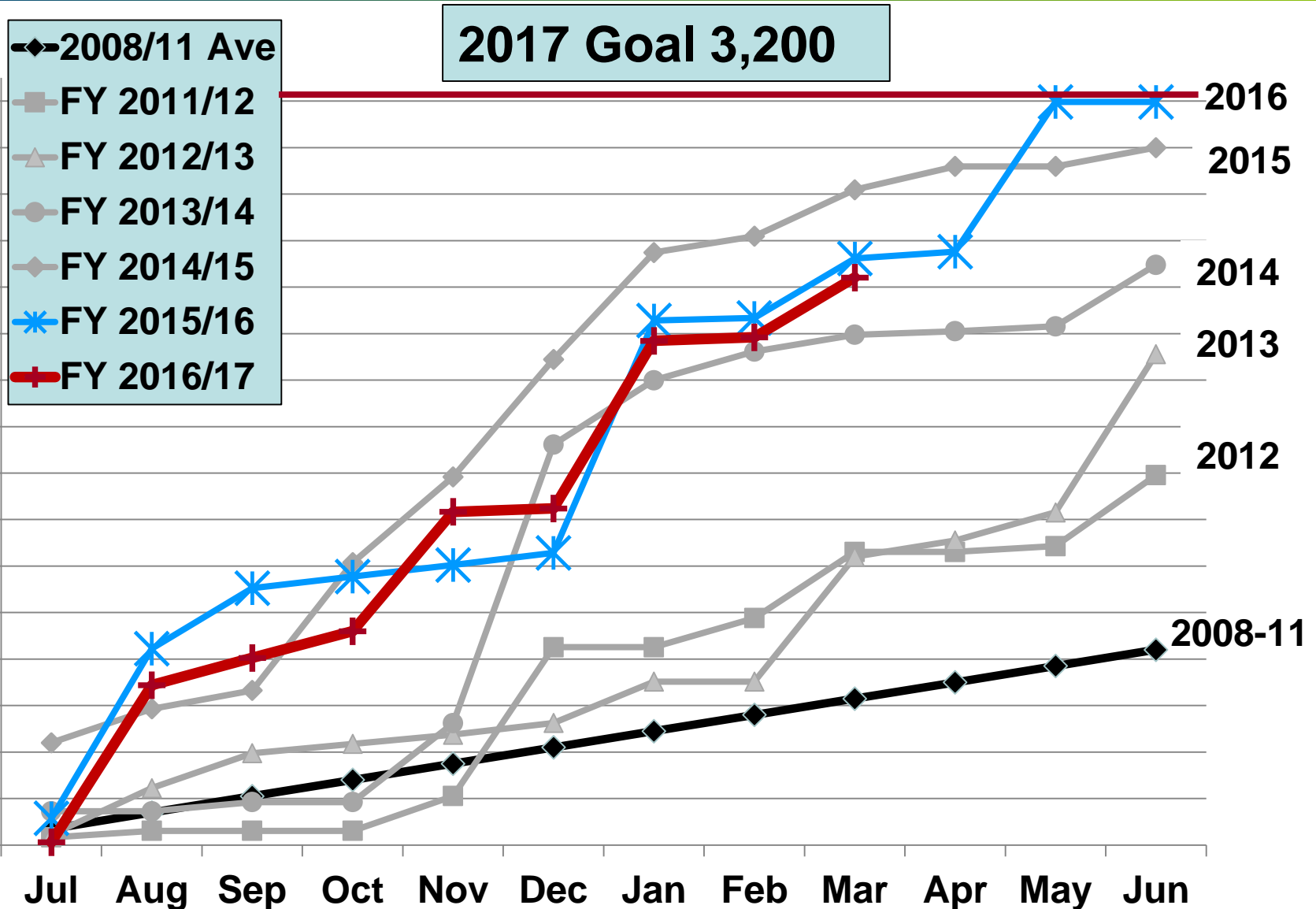
Economic Development Stool



Average Prospect Visits Per Month



Jobs Announced



Pending Announcements

Industry	Job Count	HQ	Confidence	Relocation State
Manufacturing	120		Very Likely	TAIWAN
Distribution	135	X	Very Likely	CA
Manufacturing	202	X	Very Likely	CA
Manufacturing	150		Very Likely	WI
Services	100	X	Very Likely	CA
Manufacturing	100	X	Very Likely	INT
Manufacturing	100	X	Very Likely	CA
Services	400	X	Very Likely	CA
Data Center	200		Very Likely	CA
Total	1,507	6		

Hot Prospects!

Industry	Job Count	HQ	Confidence	Relocation State
Back Office	300		Finalist	INTL
Manufacturing	828		Finalist	INTL
Manufacturing	150	X	Finalist	CA
Service	100		Finalist	CA
Manufacturing	1,000		Finalist	CO
Manufacturing	500	X	Finalist	CA
Service	100		Finalist	CA
Manufacturing	400		Finalist	MI
Manufacturing	150		Finalist	CA
Manufacturing	150	X	Finalist	CA
Service	350	X	Finalist	?
Total	4,028	4		

The logo for Switch, featuring a stylized circular arrow icon above the word "switch" in a bold, black, lowercase sans-serif font.

switch

The multi-colored Google logo in its classic sans-serif typeface, with each letter in a different color: blue, green, yellow, red, and blue.

Google



TESLA / Google / Panasonic / Switch / Apple - More Than Jobs: Puts Us on The Radar For: Manufacturing, Entrepreneurs, Creative Class, Research & Development. .

Gallup

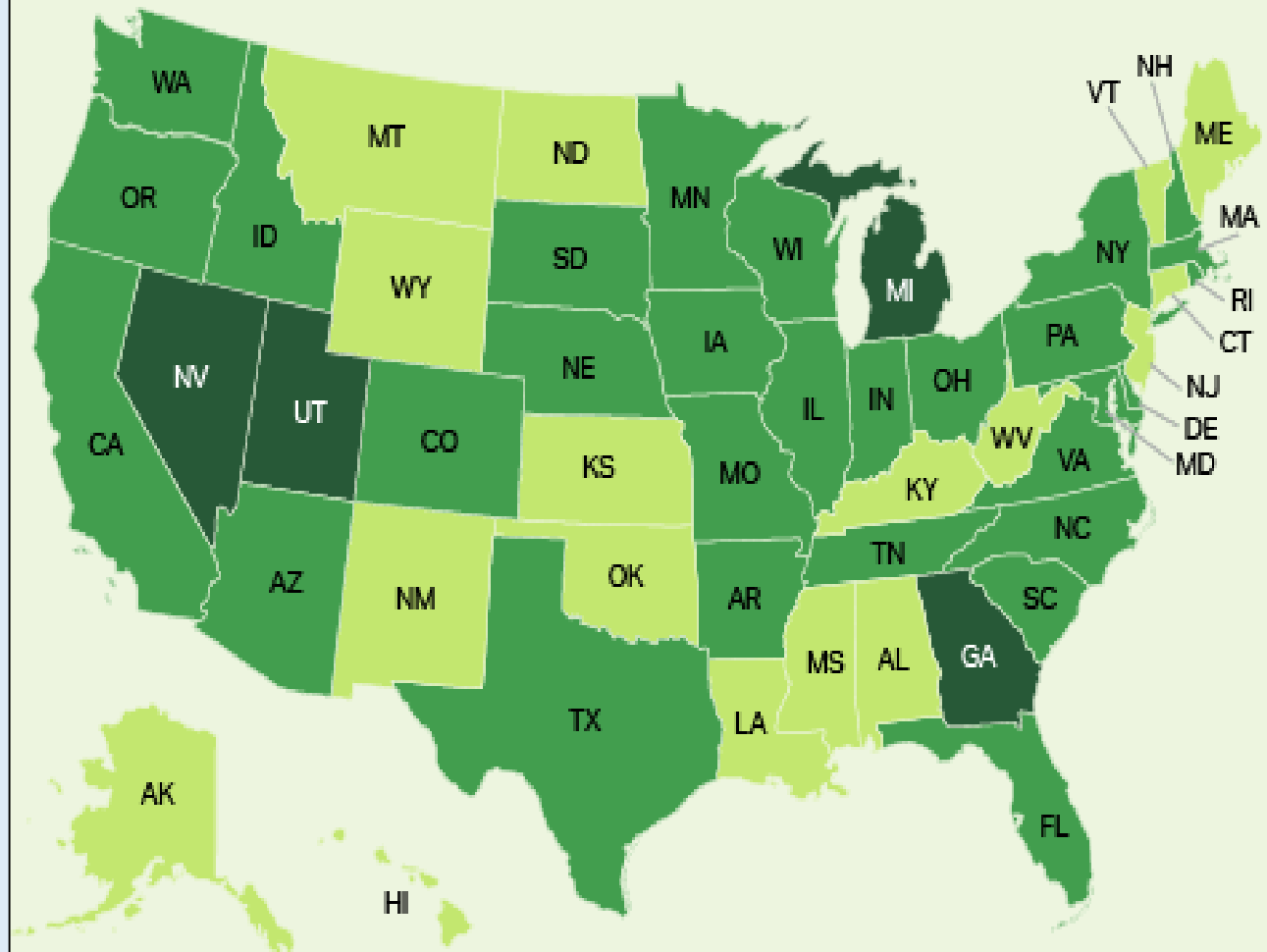
Jan 26, 2017

Nevada led the way in the U.S. **scoring highest among all states in Gallup's 2016 Job Creation Index.**

The rise to the top spot completed a **six-year climb for Nevada, which ranked last in 2010.**

Job Creation Index by State, 2016

■ Above average ■ Average ■ Below average



BR&E And WF Results

174 Company Visits = **81% Are Growing**

3 Assisted Expansions = **89 Jobs**

36 Business To Business Connections

3 Industry Sector Councils – 12 Meetings

53 Companies Recognized @ Industry Awards

8 Critical Issues Addressed

129 Total Education and **Internship Connections**

400 Educator Meetings / Tours **With Industry**

Entrepreneurial **Successes** In 2016

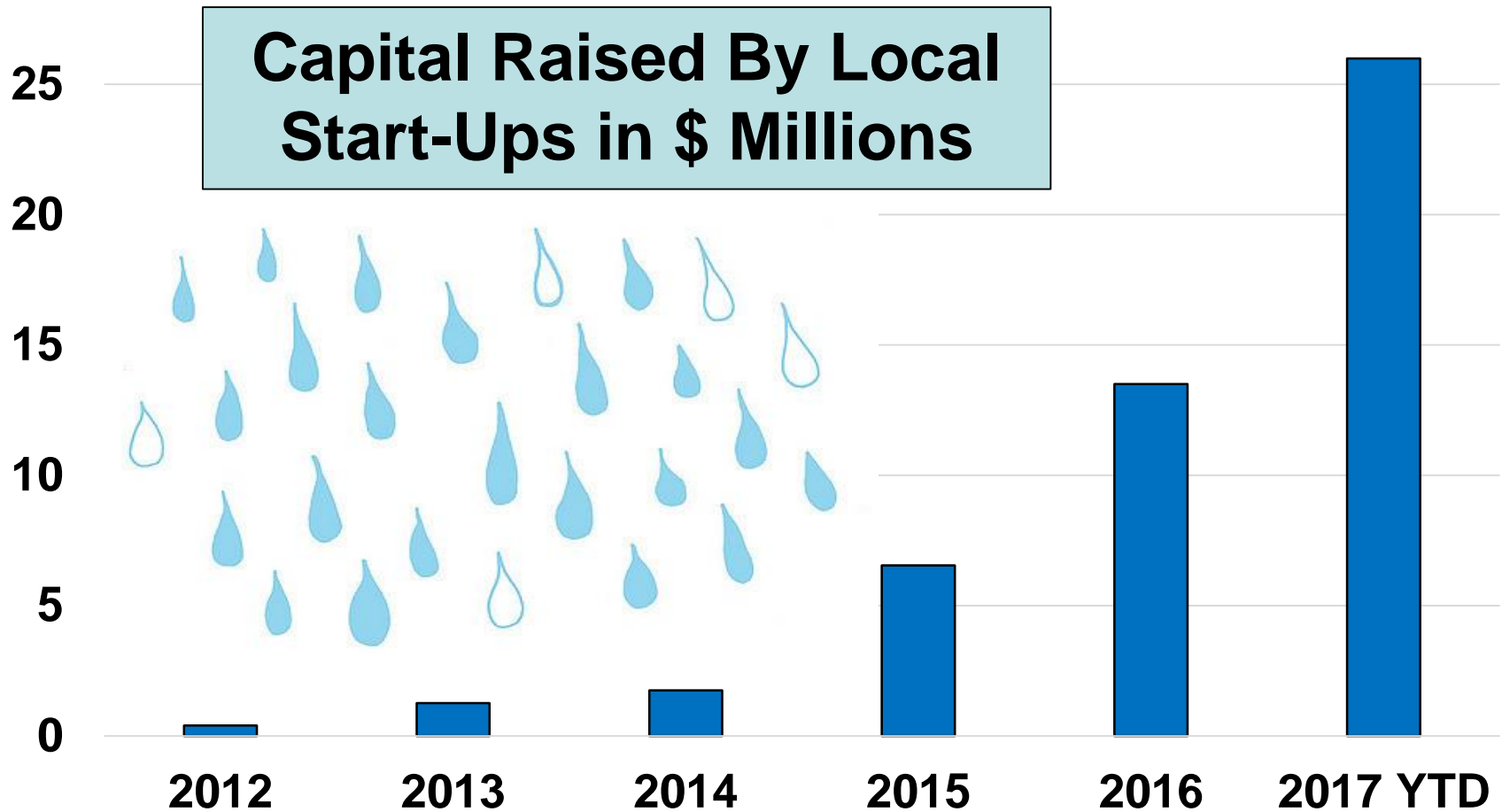


2016

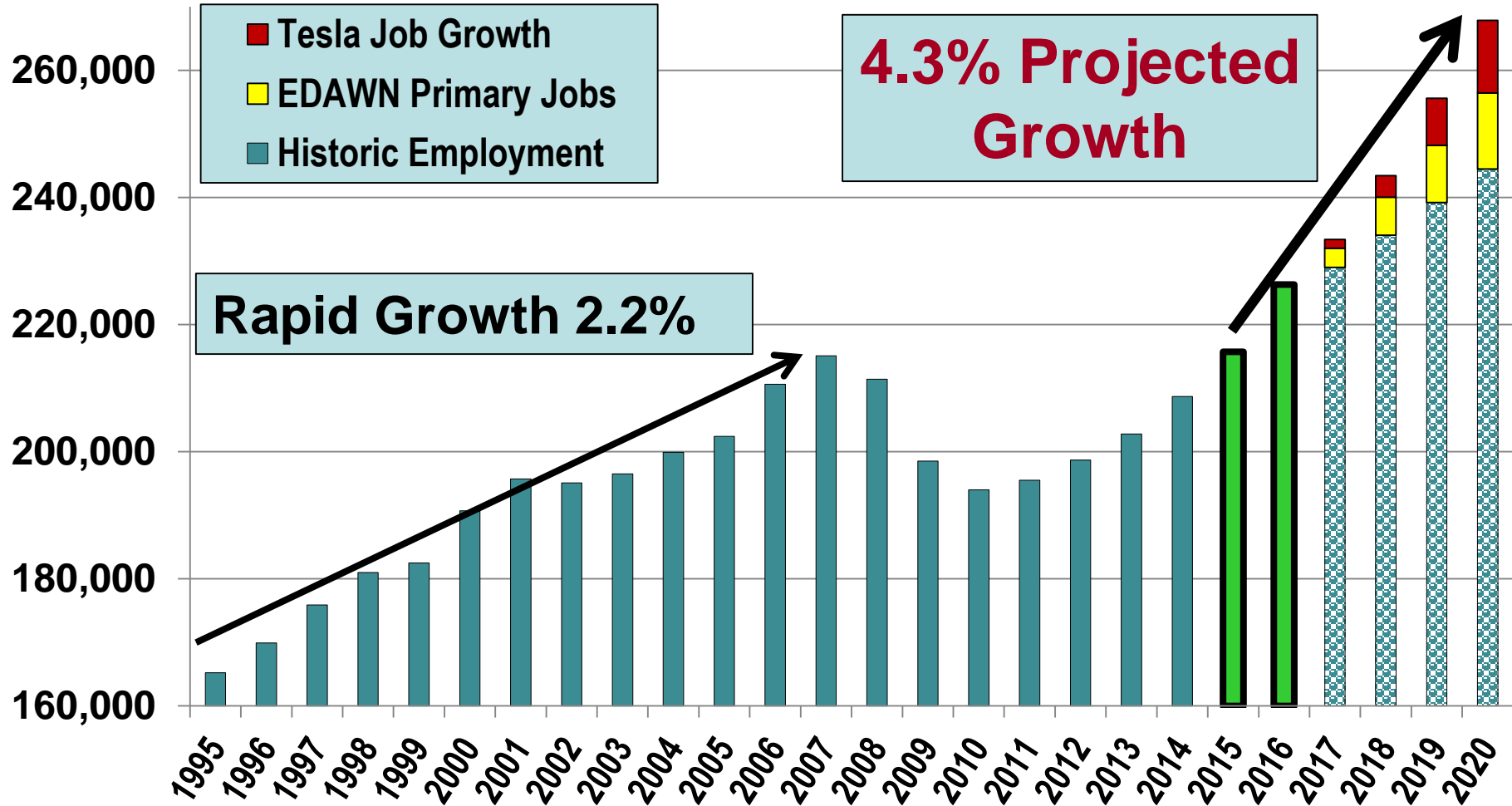
121 NEW Startup **Jobs**
67 NEW **Companies**
\$9.8 M In NEW **Funding**

Reno Being **Recognized As A Unique Start-Up Town And An Alternative to the Bay Area**

Entrepreneurial Success - Capital



We're Going Up! Growth Continues!



The **EPIC** Report

(Economic Planning Indicators Committee)

- **Unprecedented Growth Is Projected** For The Region: Tesla/Switch & Nearly 100 Other Announcements
- **What Are The Impacts** Of This Growth On: Housing, Transportation, Workforce, Public Service Etc.?
- Multiple Planning Organizations Were Providing **Varying Projections** On Job & Population Growth
- **Oct '14 EPIC Formed To Initiate** The Coordination Of (Public / Non-profit / Private) Agencies To Develop A Single Consensus Report
- EPIC **Technical Committee** Met **Weekly** With RCG Economics To Gather Data & Provide Feedback

EPIC Members

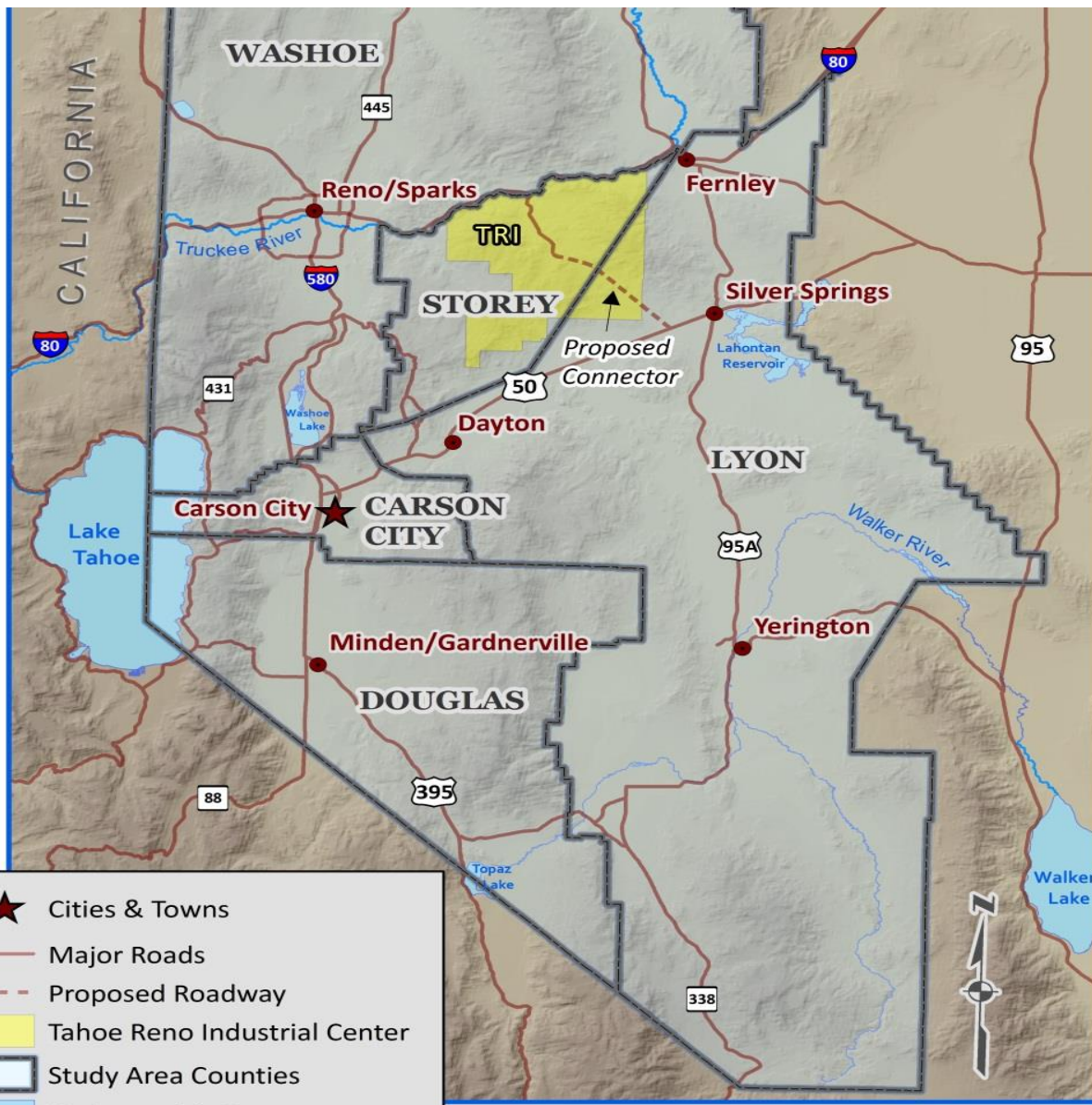
Organizations	Organizations
City of Reno	Truckee Meadows Regional Planning Agency
City of Sparks	Center of Regional Studies, UNR
City of Fernley	Regional Transportation Commission of Washoe County
Washoe County	NV Department of Employment, Training & Rehabilitation
Storey County	State Demographer
University of Nevada, Reno	Governor's Office of Economic Development
Truckee Meadows Community College	Economic Development Authority of Western Nevada
Washoe County School District	Northern Nevada Development Authority
Reno Tahoe Airport Authority	Western Nevada Development District
NV Energy	
Truckee Meadows Water Authority	

Assumptions

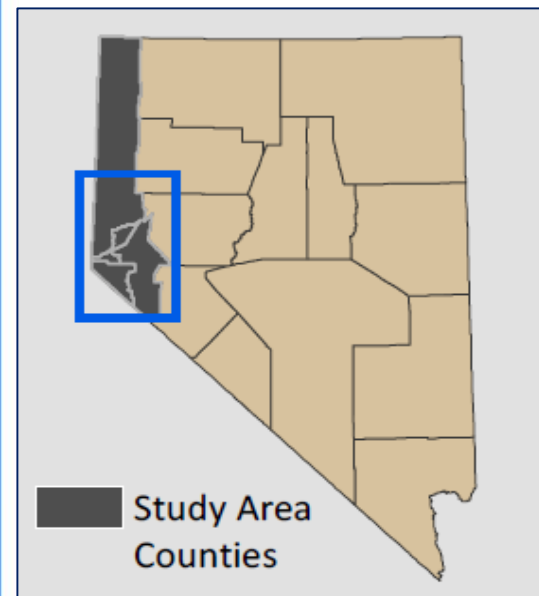
- Detailed Assumptions Provided In The Report
- In Developing The Ranges For Job Growth **Conservative Numbers** Were Used
- **Job Growth**, In Addition To Tesla, Was Included Based On EDAWN's Estimates
- Transportation Projects Projected To Be Completed In The Next 5 Years Were Considered
- **Study Area** Based On 5 County Area Around Tahoe Reno Industrial Center

Study Area Consists Of 5 Counties

Study Area Map – Study Period: 2015-2019

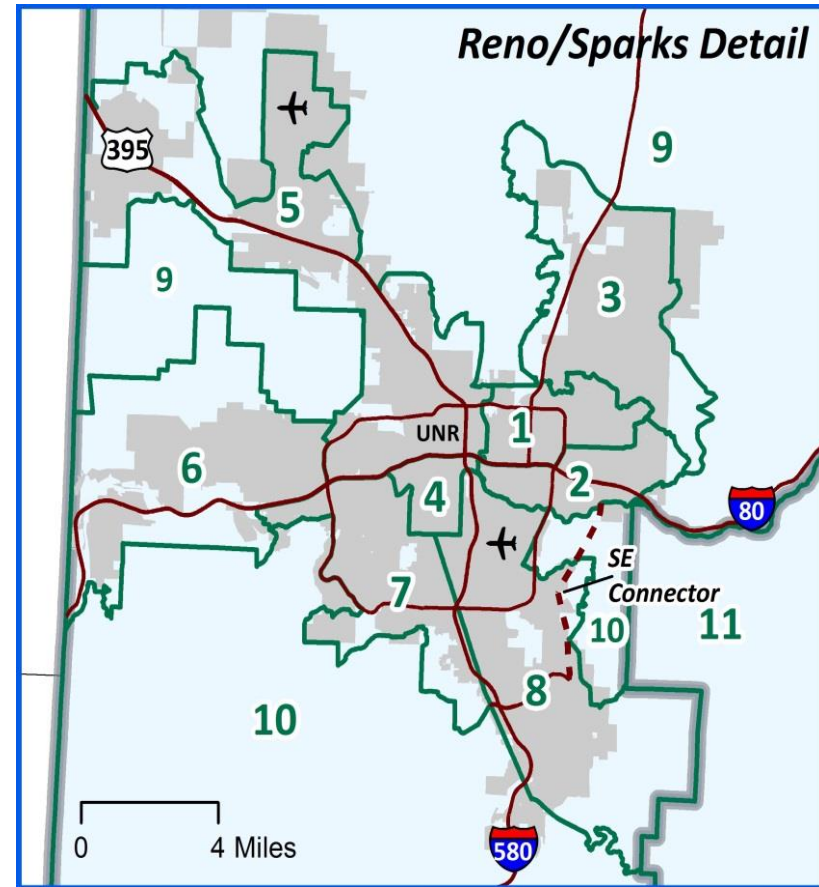


- ★ Cities & Towns
- Major Roads
- - - Proposed Roadway
- Tahoe Reno Industrial Center
- Study Area Counties



Study Area also divided into 18 “EPIC Zones”

Study Area Zone Index Map: 2015



EPIC Job Forecast **Scenarios**

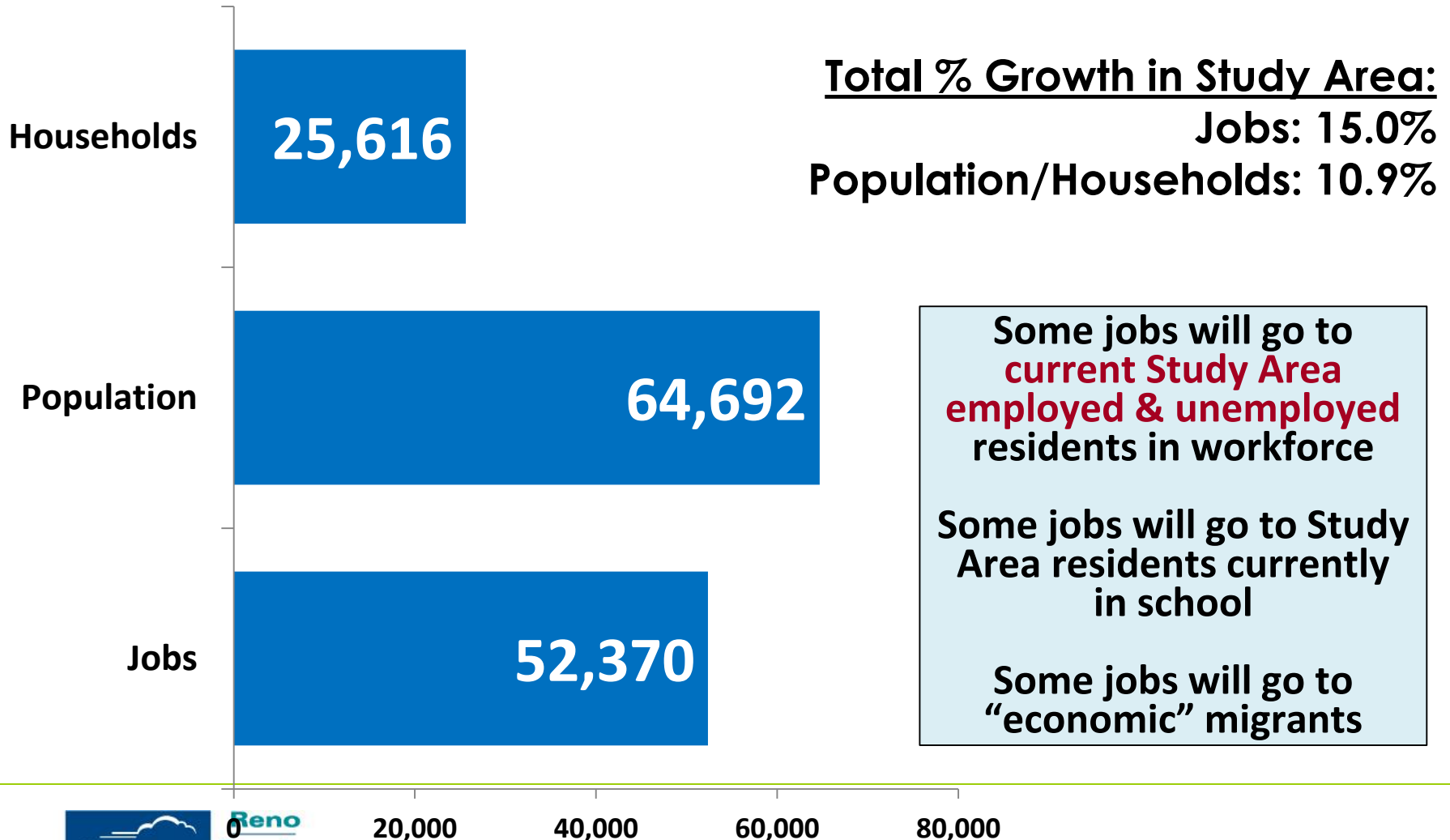
(Five Years: 2015-2019) Rounded

<u>Scenario</u>	<u>Job Growth</u>	<u>Population</u>
A	56,600	46,200
B1	52,400	42,400
B2	52,400	64,700
C	47,400	37,800



EDAWN Projected **Most Likely Scenario**

Scenario B2 5-Yr growth: 52K jobs, 64K persons & over 25K households



Scenario B1/B2 employment growth concentrated in 5 Zones

Projected Employment Growth Conclusions: 2015-2019

☐ 5 zones contain two-thirds of the growth

- Zone 2: Sparks Industrial – **4,428 jobs**
- Zone 4: Downtown Reno – **5,313 jobs**
- Zone 5: North Reno – **4,932 jobs**
- Zone 8: Southeast Reno – **10,318 jobs**
- Zone 11: Storey County – **10,502 jobs**

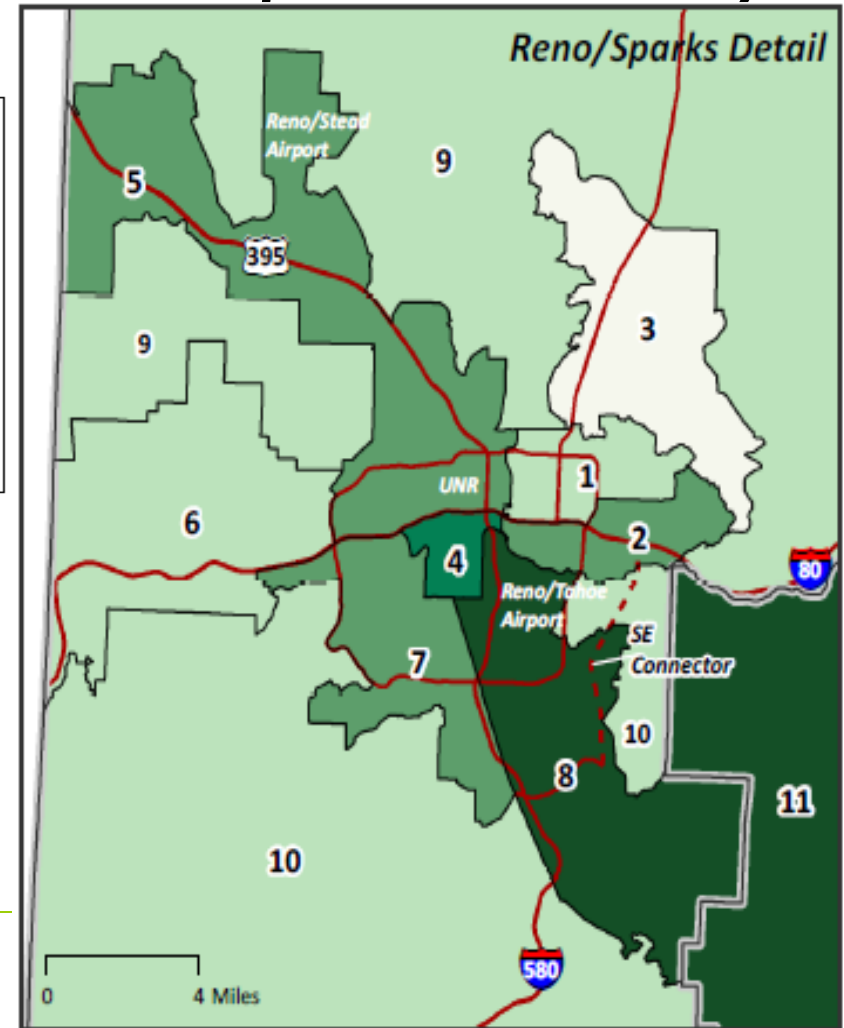
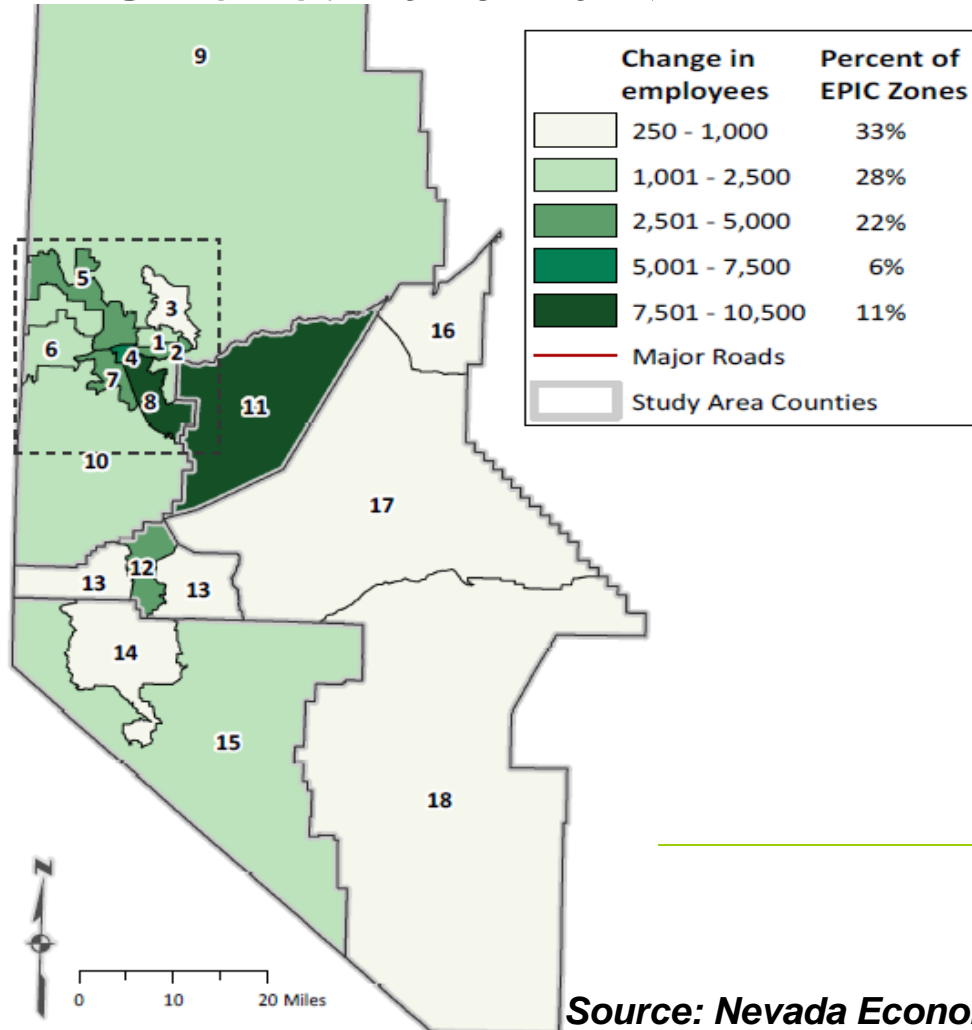
☐ Other notable gains

- Zone 7: Southwest Reno – 2,873 jobs
- Zone 10: South Washoe – 2,444 jobs
- Zone 12: Carson City – 2,723 jobs
- Zone 15: Douglas-Rural – 2,052 jobs

☐ All zones gain jobs over study period

Scenario B job growth concentrated in 5 Zones

Total Projected Employment Growth Map-Scenario B, by EPIC Zone: 2015-2019



Source: Nevada Economic Planning Indicator Committee (EPIC).

Scenario B2 population growth concentrated in 5 Zones

Projected Population Growth Conclusions: 2015-2019

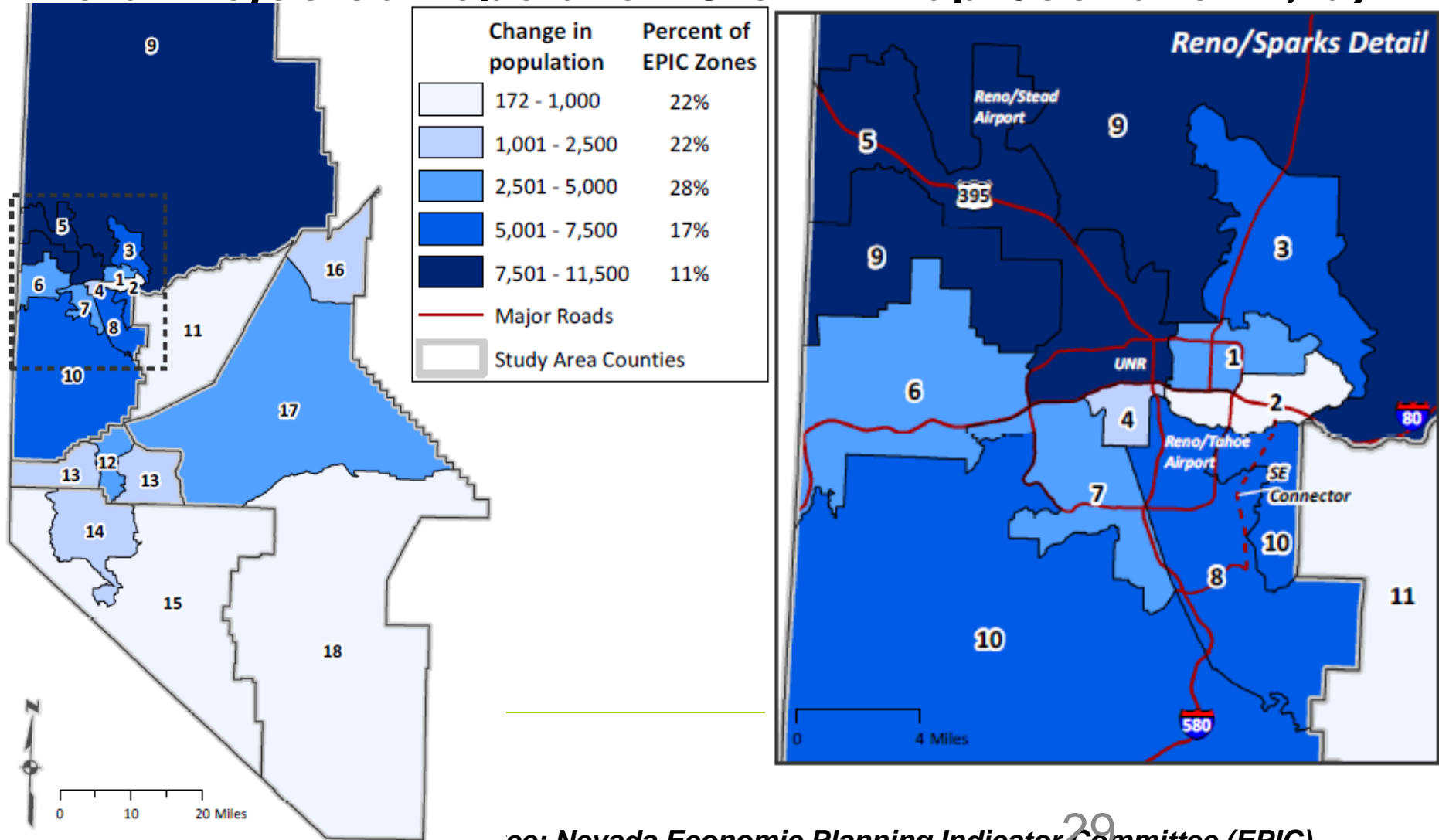
- ❑ 5 zones encompass over half of the population growth
 - Zone 3: Sparks Suburban – **5,824 persons**
 - Zone 5: North Reno – **8,837 persons**
 - Zone 8: Southeast Reno – **6,281 persons**
 - Zone 9: North Washoe – **11,498 persons**
 - Zone 10: South Washoe – **7,126 persons**

- ❑ Rest of population growth spread out
 - Zone 1: Sparks – 3,648 persons
 - Zone 6: West Reno – 3,443 persons
 - Zone 7: Southwest Reno – 4,863 persons
 - Zone 12: Carson City – 3,607 persons

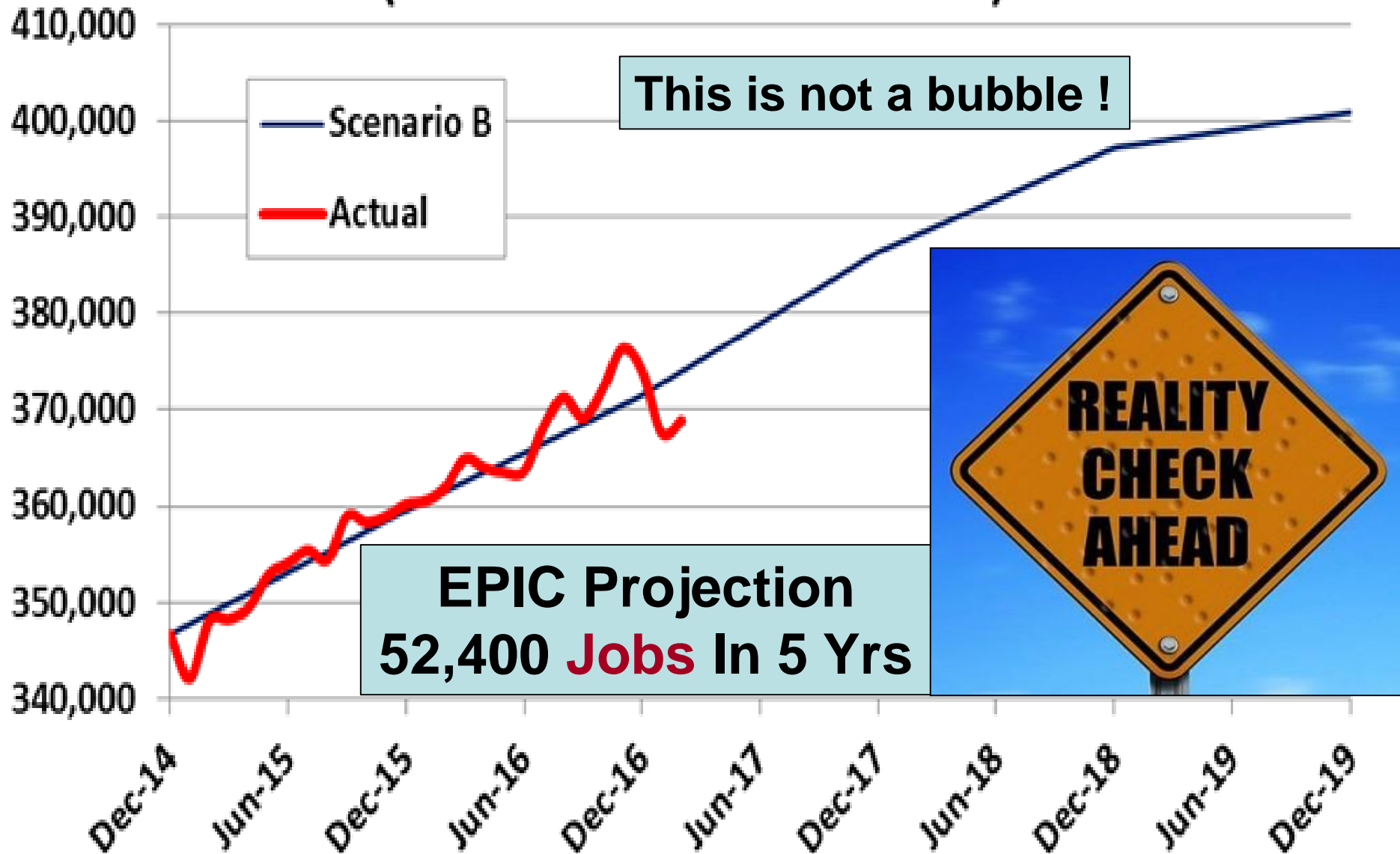
- ❑ No zones to lose population under Scenario B2

Scenario B2 population growth centered around Reno-Sparks MSA

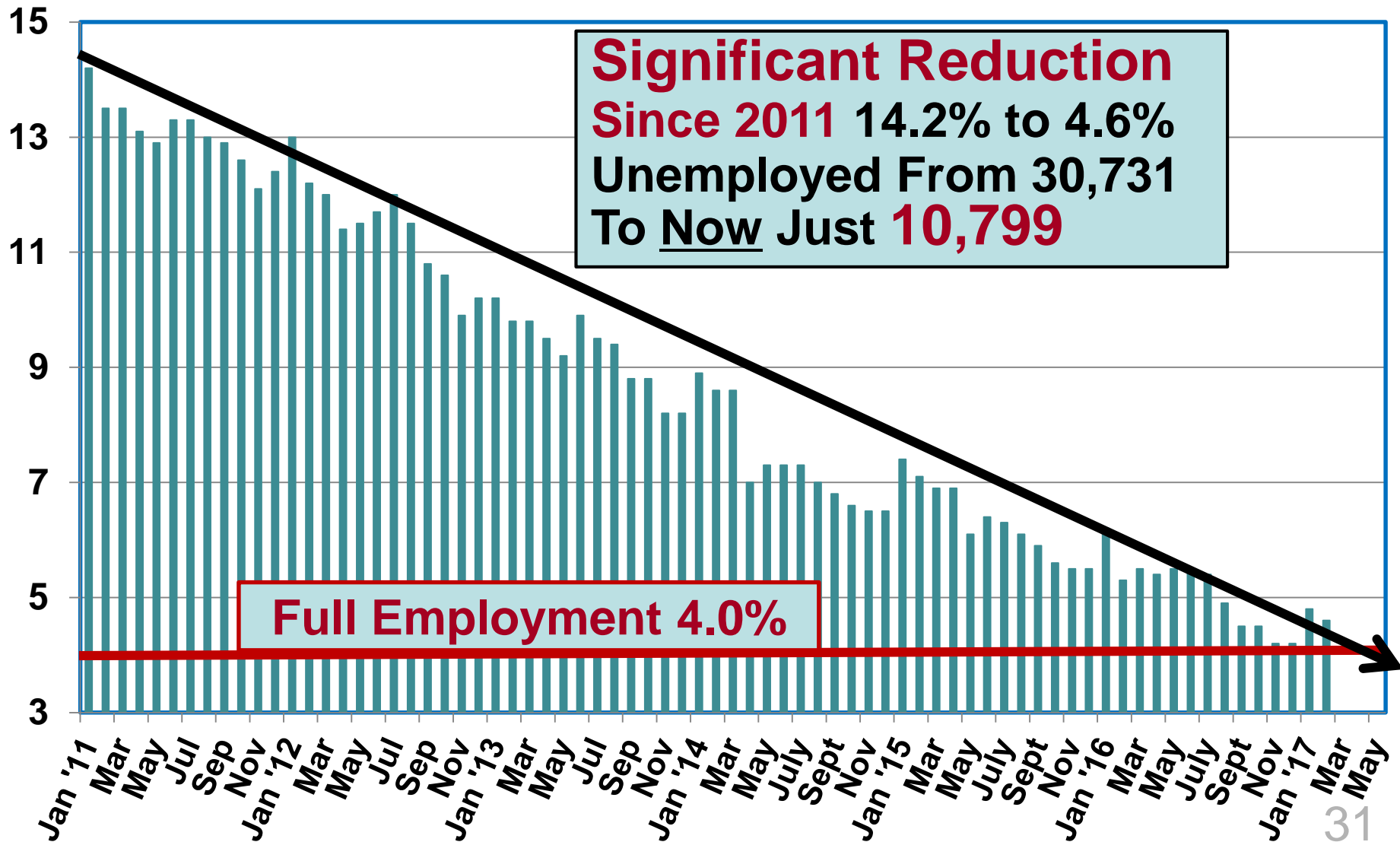
Total Projected Population Growth Map-Scenario B2, by



Study Area Employment Tracking: Dec-14 to Feb-17 (EPIC Forecast Period: 2015-2019)



Workforce Availability A Challenge



Growth Challenges – To Be Addressed

School Infrastructure Funding ✓ WC-1

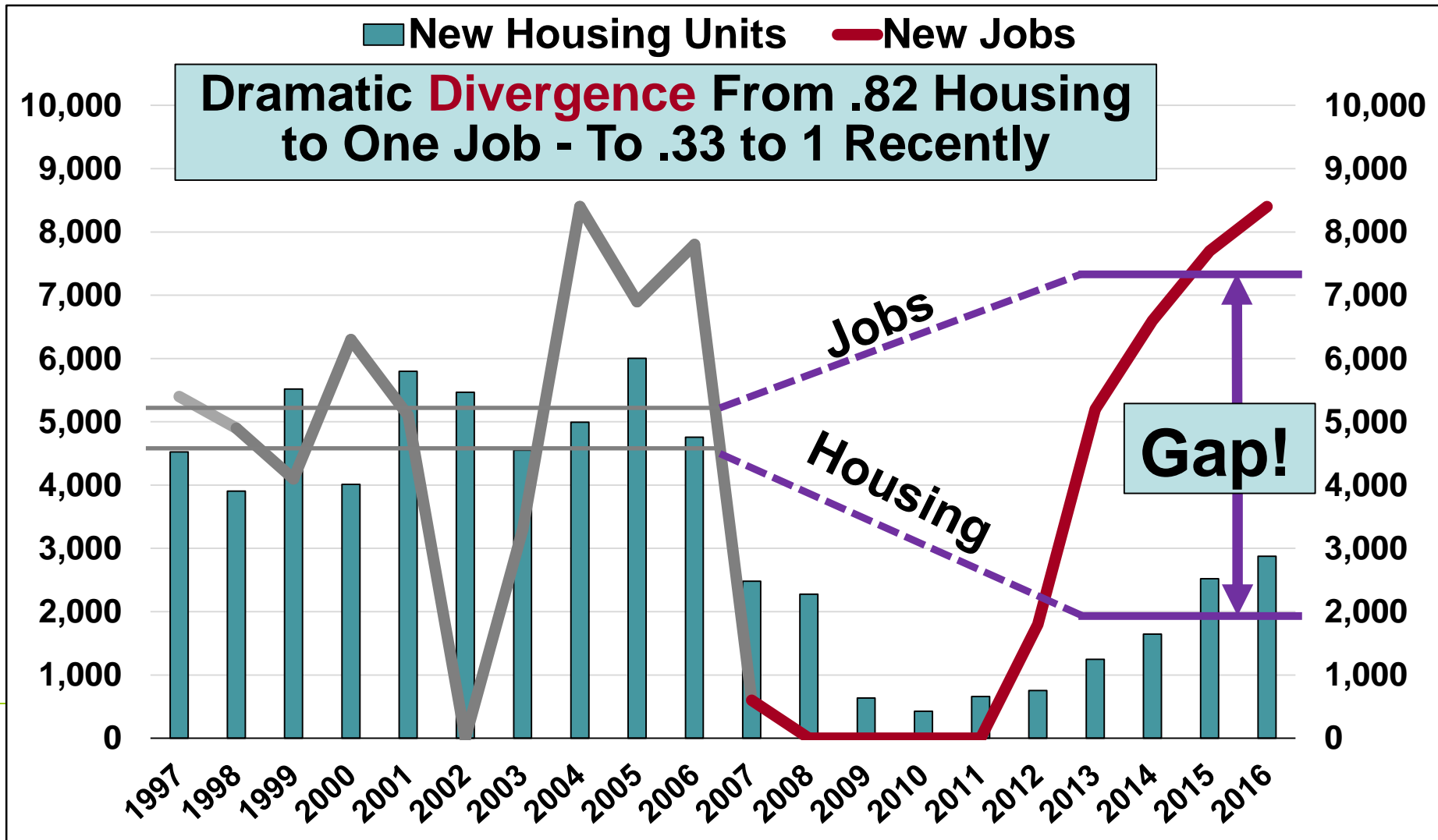
1. Housing – Especially Affordable
2. Workforce / Talent Attraction
3. Brand or Image



New Jobs Versus New Housing Units

Housing

Jobs



Regional Public / Private Partners

City of Reno	UNR	State Offices
City of Sparks	TMCC / WNC	Nevada JobConnect
City of Fernley	DRI	Nevadaworks
Washoe County	The Chamber	NNDA
Storey County	WNDD	NV Energy
Washoe County School District	NCET	Reno-Tahoe Airport Authority
GOED	RTC	Investors
DETR	RSCVA	Many Others !

Questions?

