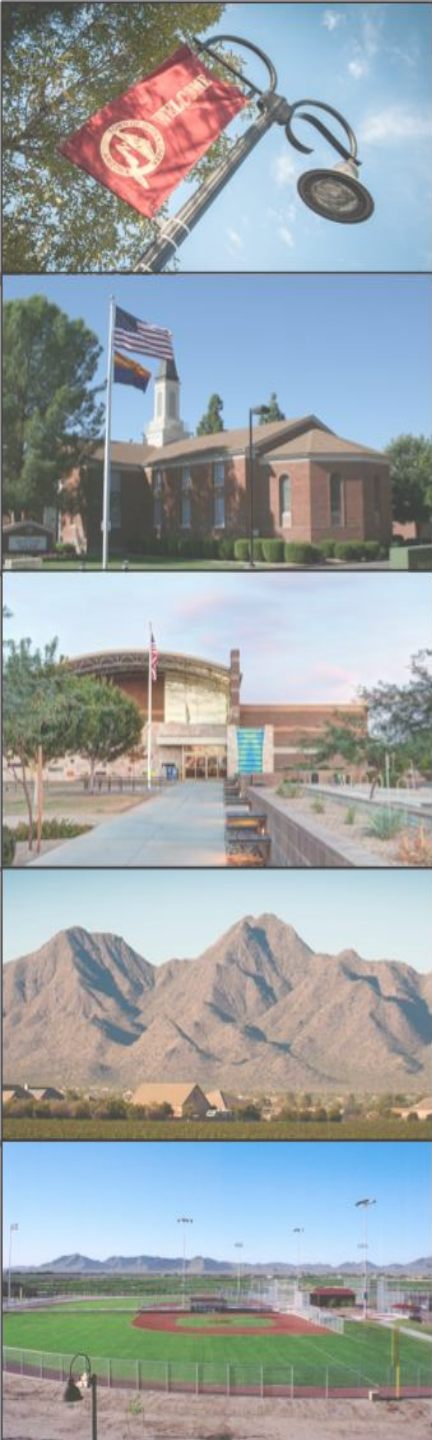




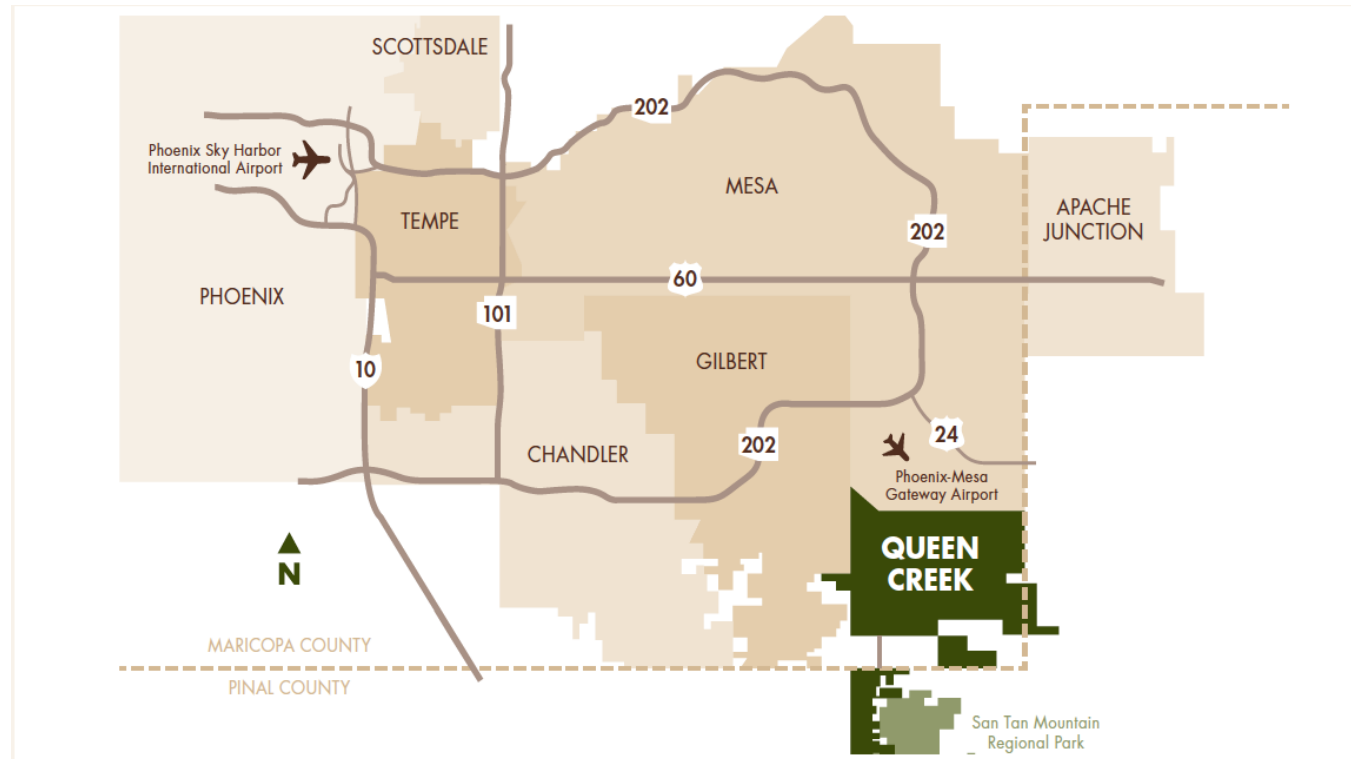
Using the ACS to Understand Our Potential Users of a Coworking or Collaborative Workspace

Marissa Garnett and
Jennifer Lindley
Economic Development
Town of Queen Creek, Arizona



Overview of Queen Creek, Arizona

- ❖ Town incorporation: 1989
- ❖ Population: about 33,000
- ❖ Median income: \$83,702
- ❖ Median age: 29.9
- ❖ Highly-educated workforce

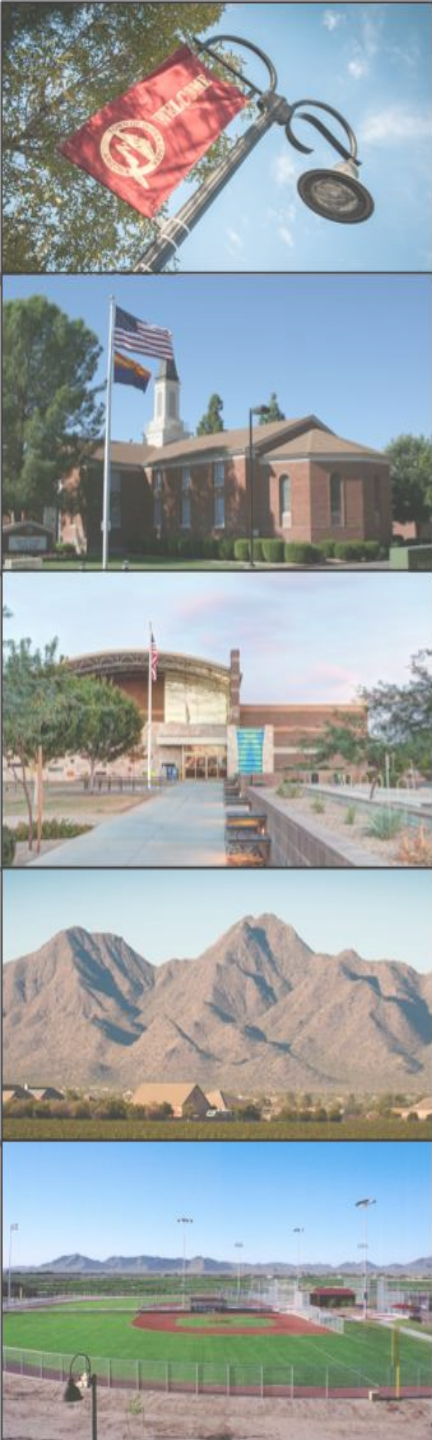


Economic Development 101

The primary objectives of Economic Development staff are to:

- 1) Encourage business growth, including small and home-based businesses
- 2) Market the Town, encouraging business retention, expansion and attraction
- 3) Provide retail and employment opportunities that enhance the quality of life





The Scenario and Solution

THE SCENARIO

- ✓ Limited staff and financial resources
- ✓ A lack of existing office space, and a lack of existing structures at all that could potentially be converted
- ✓ Few coffee shops or similar establishments to do business and network
- ✓ A requirement, as staff, to strengthen and grow the Town's business community

THE SOLUTION

[Create a collaborative workspace for our business community](#)

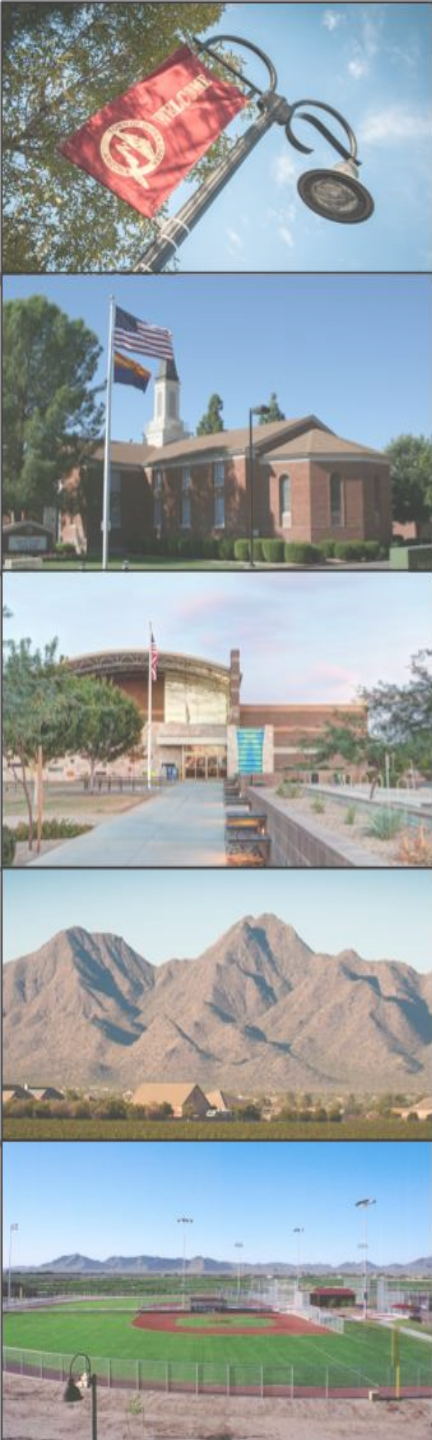
What is a Collaborative/Coworking Space?

Targeted Users:

- People who work from home
- Freelance workers
- Small business owners
- Entrepreneurs/Start-ups

Benefits to users:

- Networking opportunities
- Creative space to do business with peers
- Increased productivity

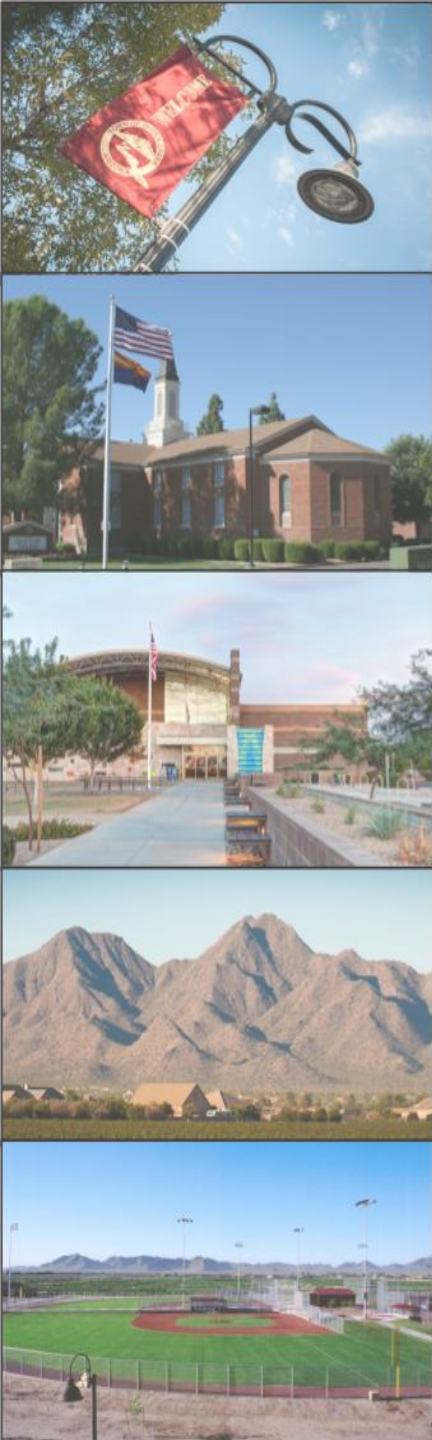


Because we know you love statistics...

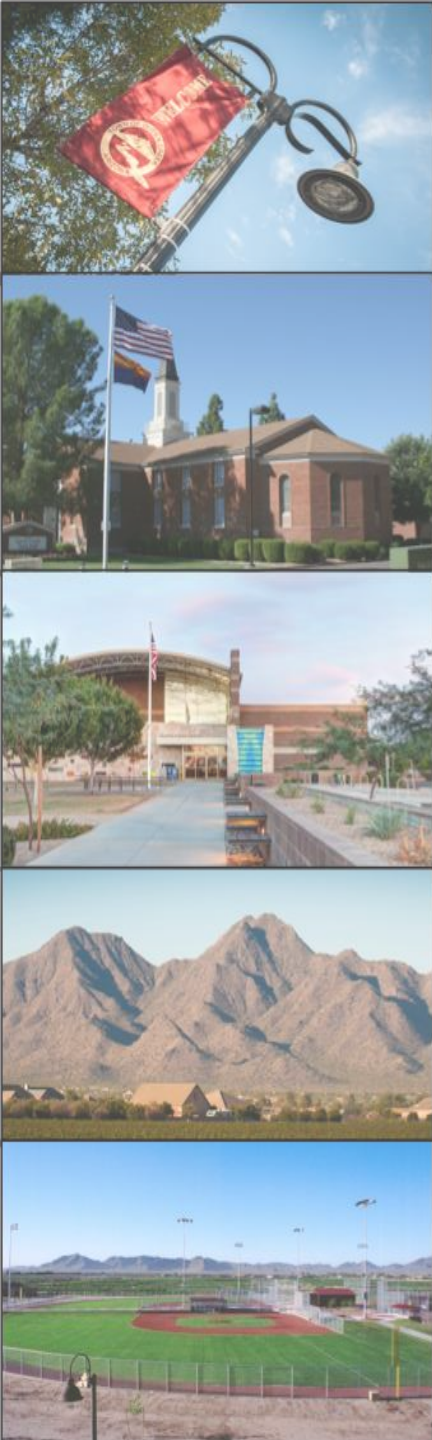
According to a 2011 Deskmag survey of over 1,500 coworking space users in 52 countries:

- 75% reported *increased productivity*
- 80% reported an *increase* in the size of their *business network*
- 86% reported a *decrease* in their sense of *isolation*

Source: <https://businessjournalism.org/2015/03/urban-coworking-spaces/>



Selling the Idea



U.S. Census Bureau

AMERICAN
FactFinder

NEW MEXICO

OKLAHOMA

ARKANSAS

TENNESSEE

NORTH CAROLINA

SOUTH CAROLINA

S0801

COMMUTING CHARACTERISTICS BY SEX

2009-2013 American Community Survey 5-Year Estimates

Note: This is a modified view of the original table.

Supporting documentation on code lists, subject definitions, data accuracy, and statistical testing can be found on the American Community Survey website in the Data and Documentation section.

Sample size and data quality measures (including coverage rates, allocation rates, and response rates) can be found on the American Community Survey website in the Methodology section.

Although the American Community Survey (ACS) produces population, demographic and housing unit estimates, it is the Census Bureau's Population Estimates Program that produces and disseminates the official estimates of the population for the nation, states, counties, cities and towns and estimates of housing units for states and counties.

Subject	Queen Creek town, Arizona	Queen Creek town, Arizona	Queen Creek town, Arizona	Queen Creek town, Arizona	Queen Creek town, Arizona
	Total	Total	Male	Male	Female
	Estimate	Margin of Error	Estimate	Margin of Error	Estimate
Workers 16 years and over	11,812	+/-685	6,610	+/-476	5,202
MEANS OF TRANSPORTATION TO WORK					
Worked at home	10.6%	+/-2.8	8.0%	+/-3.6	13.9%
Public transportation (excluding taxicab)	0.2%	+/-0.3	0.1%	+/-0.2	0.3%
Walked	0.7%	+/-0.7	0.3%	+/-0.3	1.3%
Bicycle	0.1%	+/-0.1	0.1%	+/-0.1	0.0%
Taxicab, motorcycle, or other means	2.4%	+/-1.2	3.2%	+/-2.0	1.3%

Q: Where to get data on our Town's potential coworkers of a collaborative space?

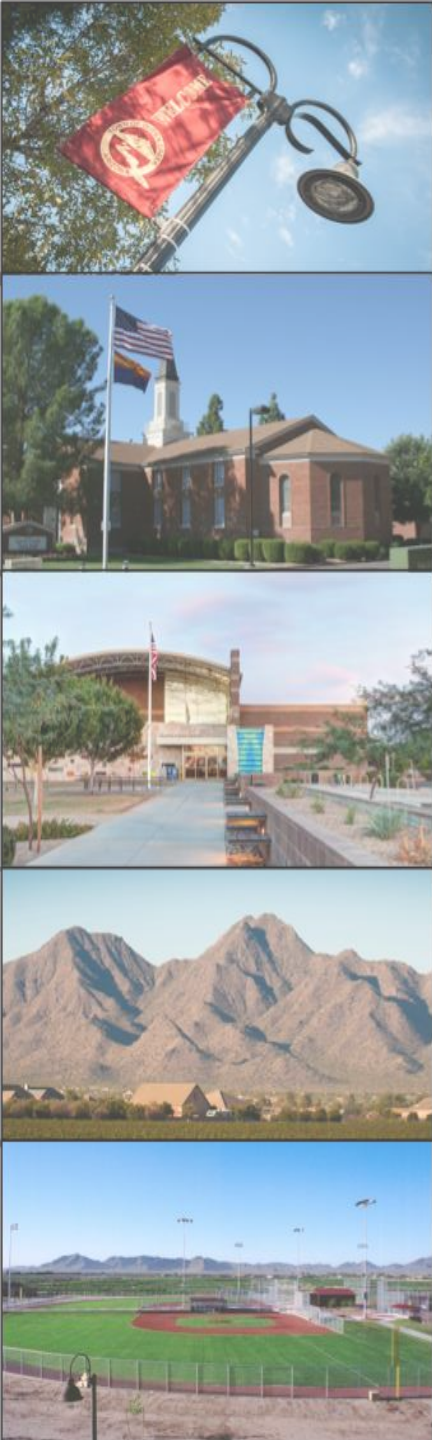
A: The 2009-2013 ACS 5-Year Estimates, of course!

Specifically, "Commuting Characteristics by Sex, workers 16 years and over who work at home"

Findings

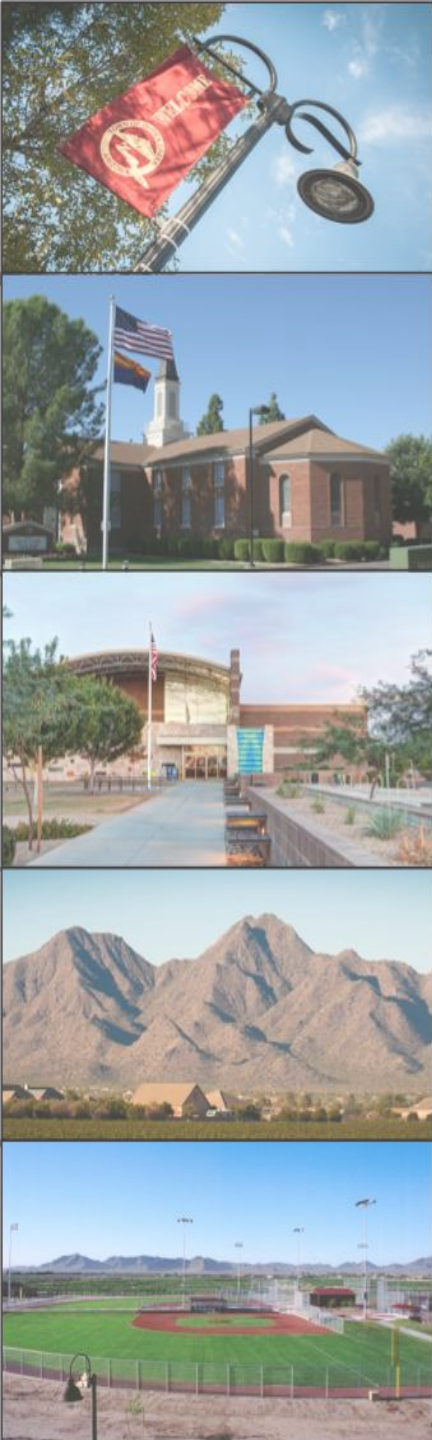
Comparison of Workers Who Work At Home				
	Total 2010 population	2013 population (estimate as of 7/1/2013)	Total workers 16 years and over	Total percent of workers who worked at home (of workers 16 years and older)
<i>Municipalities</i>				
Florence, AZ	25,536	25,428	3,008	6.7%
Apache Junction, AZ	35,840	37,130	11,354	3.7%
Maricopa city, AZ	43,482	45,508	19,320	6.7%
Casa Grande, AZ	48,571	50,111	18,379	3.9%
Gilbert, AZ	208,453	229,972	104,819	6.7%
Chandler, AZ	236,123	249,146	120,470	5.7%
Tucson, AZ	520,116	526,116	223,943	3.8%
<i>Counties</i>				
Maricopa County, Arizona	3,817,117	4,009,412	1,705,638	5.8%
Pinal County, Arizona	375,770	389,350	130,542	5.7%
<i>State</i>				
Arizona	6,392,017	6,626,624	2,684,408	5.5%
<i>Nation</i>				
United States	308,745,538	316,128,839	139,786,639	4.3%
Queen Creek	26,361	29,673	11,812	10.6%

Source: 2009-2013 US Census American Community Survey 5-year Estimates

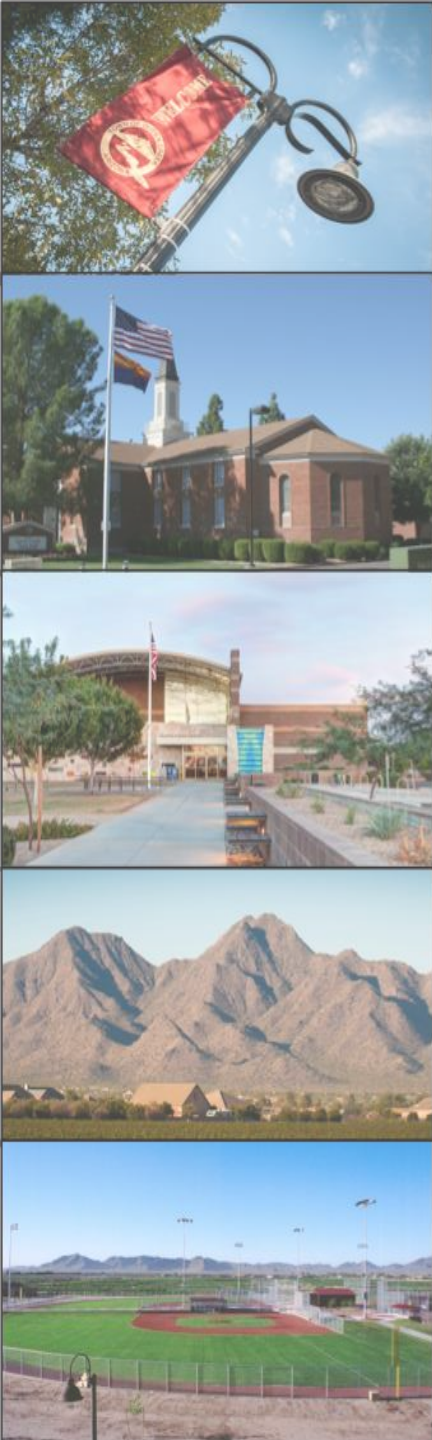


Recommendation

- ✓ Unusually high portion of at-home workers
 - ✓ Anecdotal evidence
- ✓ Public-private partnership with Gangplank



Results



Gangplank Queen Creek opened
April 9, 2015!



Any questions?

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