

Greater Peoria Regional Data Center

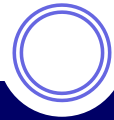


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Seven Principles of CED Standards of Excellence



1. Build resilient regions and capitalize on assets.
2. Align plans and investments.
3. Focus on data and analysis.
4. Link strategies and outcomes.
5. Increase collaboration among regions.
6. Adopt a communications strategy.
7. Collaborate on plans and implementation.





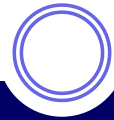
GREATER PEORIA
Economic Development Council



of Central Illinois

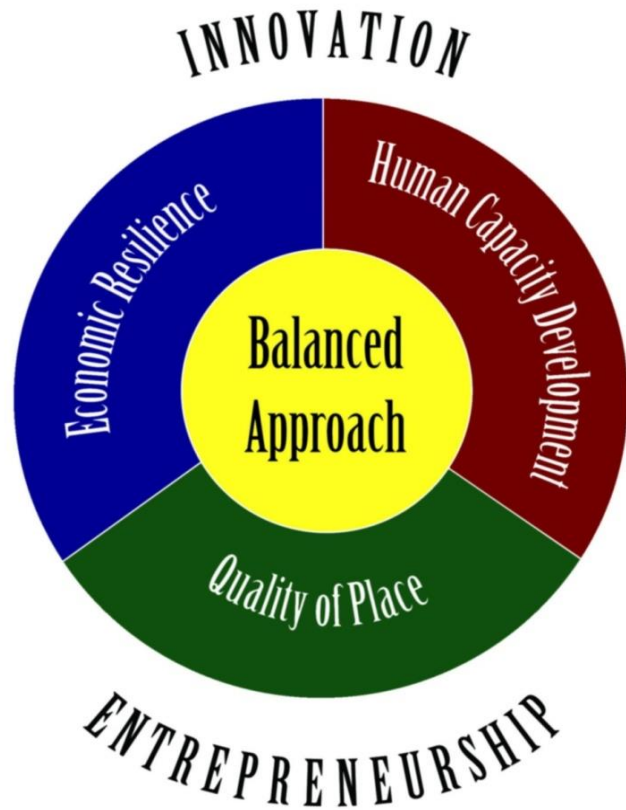


Significance for Extension



1. Relevance
2. Connecting to the Region
3. Program Needs and Planning
4. Relationship with Local Governments
5. Relationship with Federal & State Officials
6. Unique Capacity to Address Issues
7. Public Relations / Image

Balanced CED Approach



CED Strategic Design



Support Transition from Phase 1 to Phase II



Phase I Strategy 2012-2013

- Establish a Sense of Urgency
- Leadership Development & Training
- Economic Benchmark
- 5-year Goal Setting
- Economic Vision
- Quality of Place Vision
- Prioritize Indigenous Assets
- Targeted Industry Clusters

Phase II Implement 2014-2016

- Industry Cluster Opportunity
- Innovation Ecosystem
- Leadership Training
- Livable Community Strategies
- Youth Engagement
- Collaborative Finance Structures
- Regional Branding Strategies
- Economic Measurement Systems
- Integrated Workforce Strategies

Phase III Sustain 2017-2018

- Knowledge Transfer
- Leadership Training
- Increase Collaborative Leaders
- Imbed Change Management
- Regional ED Governance Model
- Collaborative Funding Sustained
- Achieve Five Year Goals
- Establish Innovation Culture
- VE Journey is Way of Life

A Brief History



- Meeting held of EDA University Centers in the Great Lakes Region.
- Involved both EDA UC staff members and Regional Economic Development Organizations (REDOs).
- Purdue's “big data” work was introduced to the REDOs at that time.





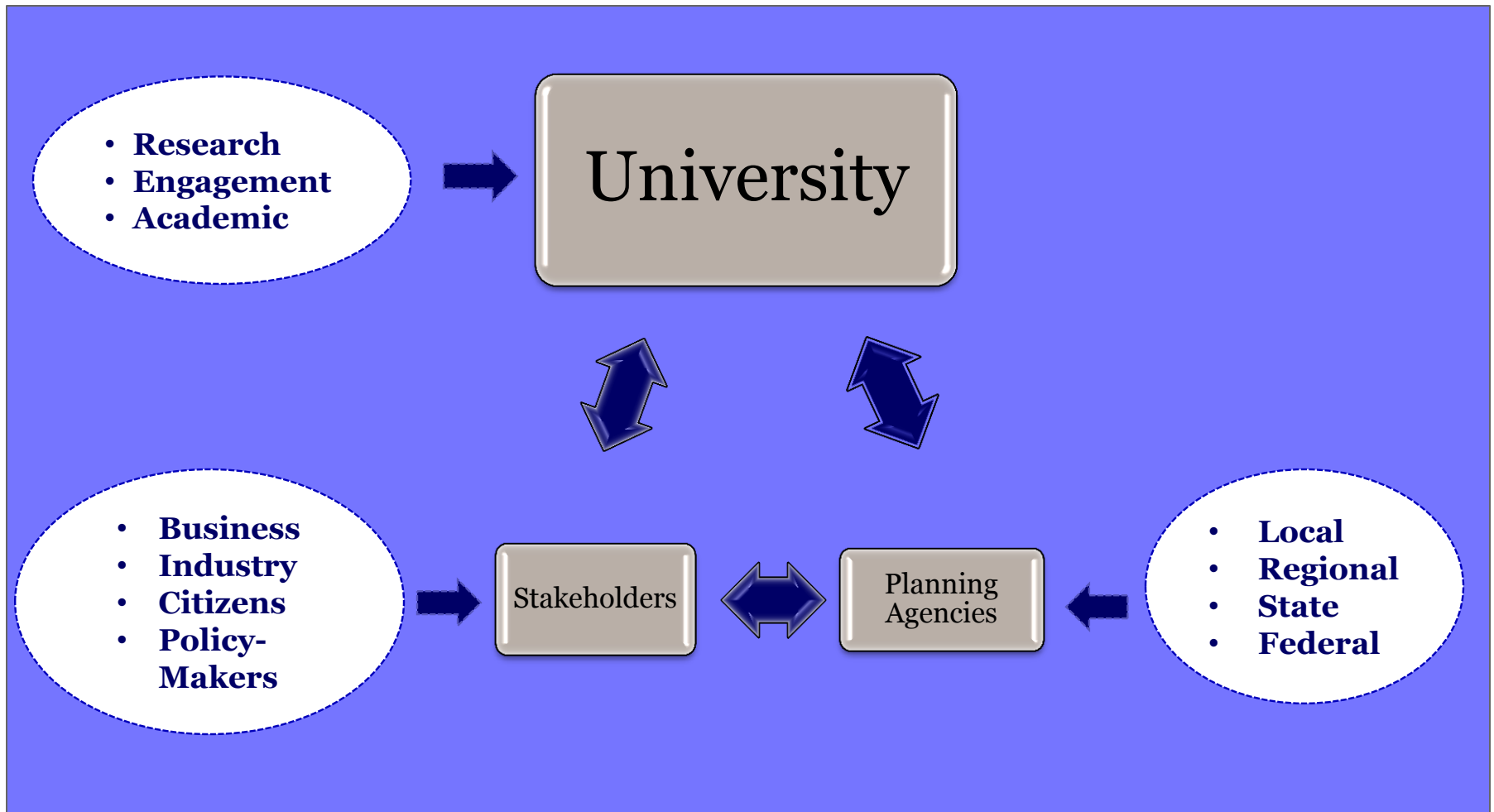
The Core
Elements of
our Purdue's
Spatial
Decision
Support
System . . .

Regional
Decision Maker
(RDM)

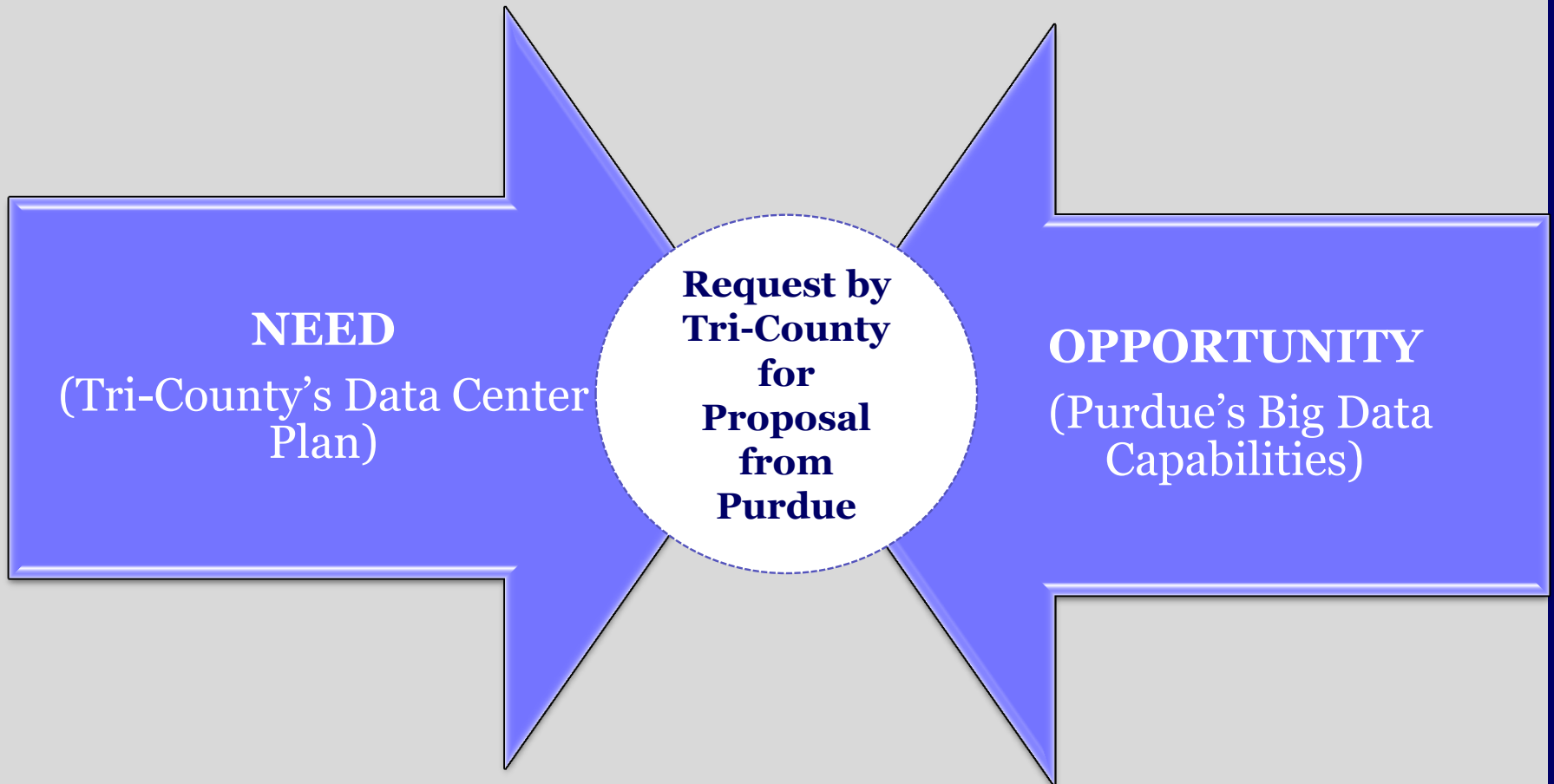


Making it Relevant !!

Partnerships Matter . . . A Lot



Alignment of the Stars !



NEED

(Tri-County's Data Center Plan)

**Request by
Tri-County
for
Proposal
from
Purdue**

OPPORTUNITY

(Purdue's Big Data Capabilities)

Key Components of the Purdue Proposal



Interactive GIS-Based Decision Support System

- Economy
- Population
- Transportation
- And more . . .

Inclusion of Customized Tools

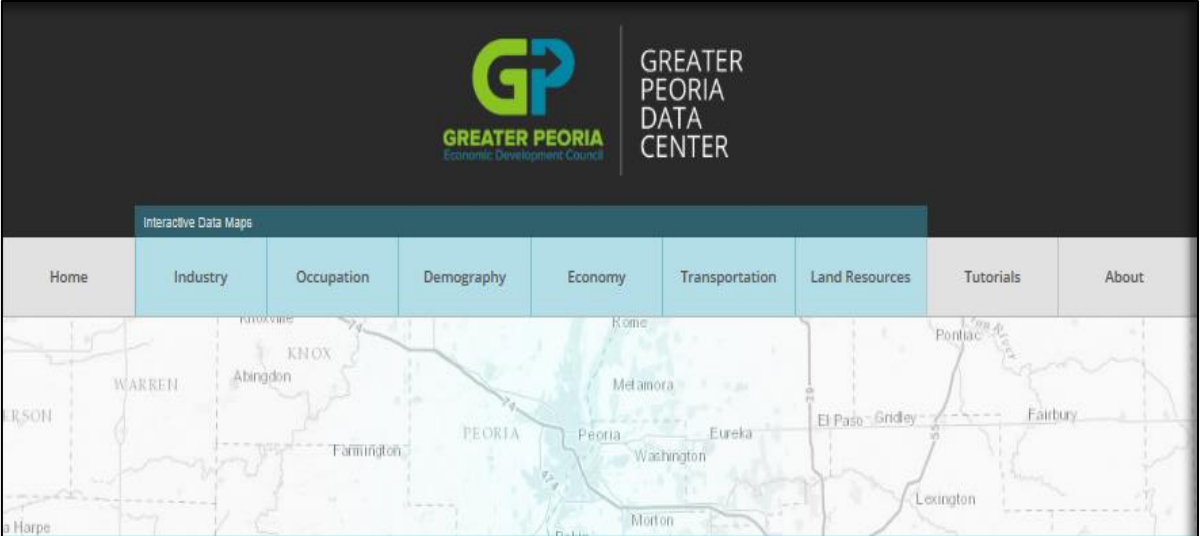
- Regional aggregation
- LQ calculators
- Corridor-based tools
- And more . . .

Support/Training Activities

- Video tutorials
- Exercises
- Webinars
- Telephone support
- And more . . .



Data Center Website We Developed

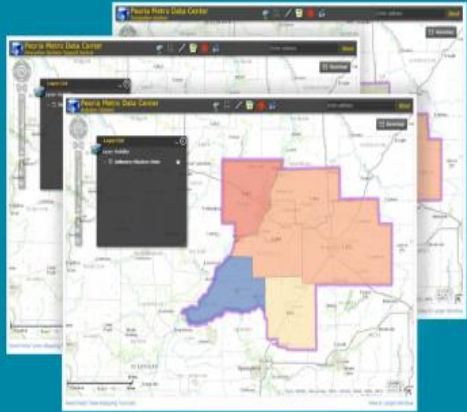


<http://www.greaterpeoriadatacenter.org/>

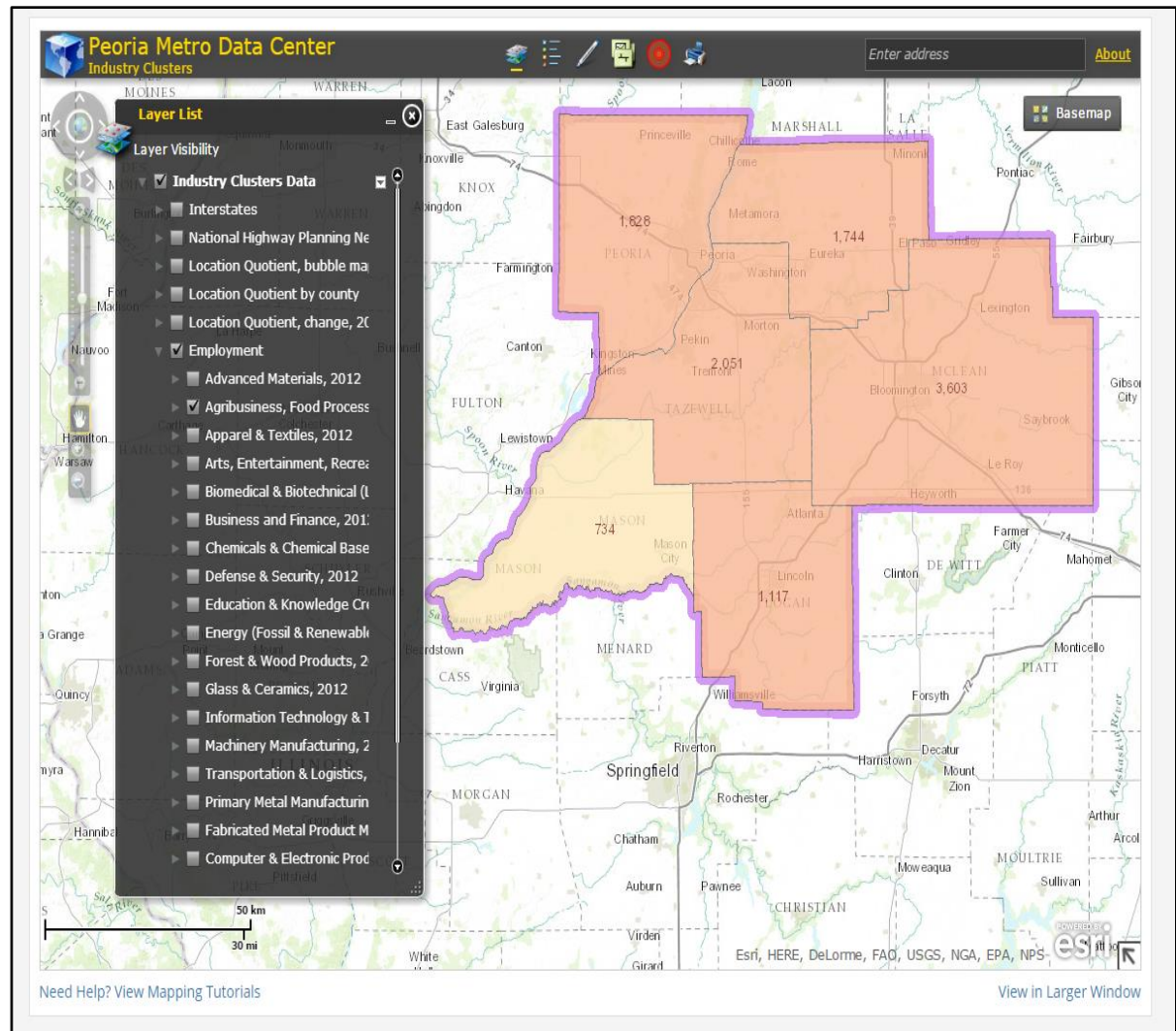
Get to Know the Platform

The Peoria Metro Data platform is part of regional economic development data services program and serves six counties in Illinois. The counties include Peoria, Tazewell, Woodford, Mason, Logan and McLean. The platform serves a host of county level data through maps and charts.

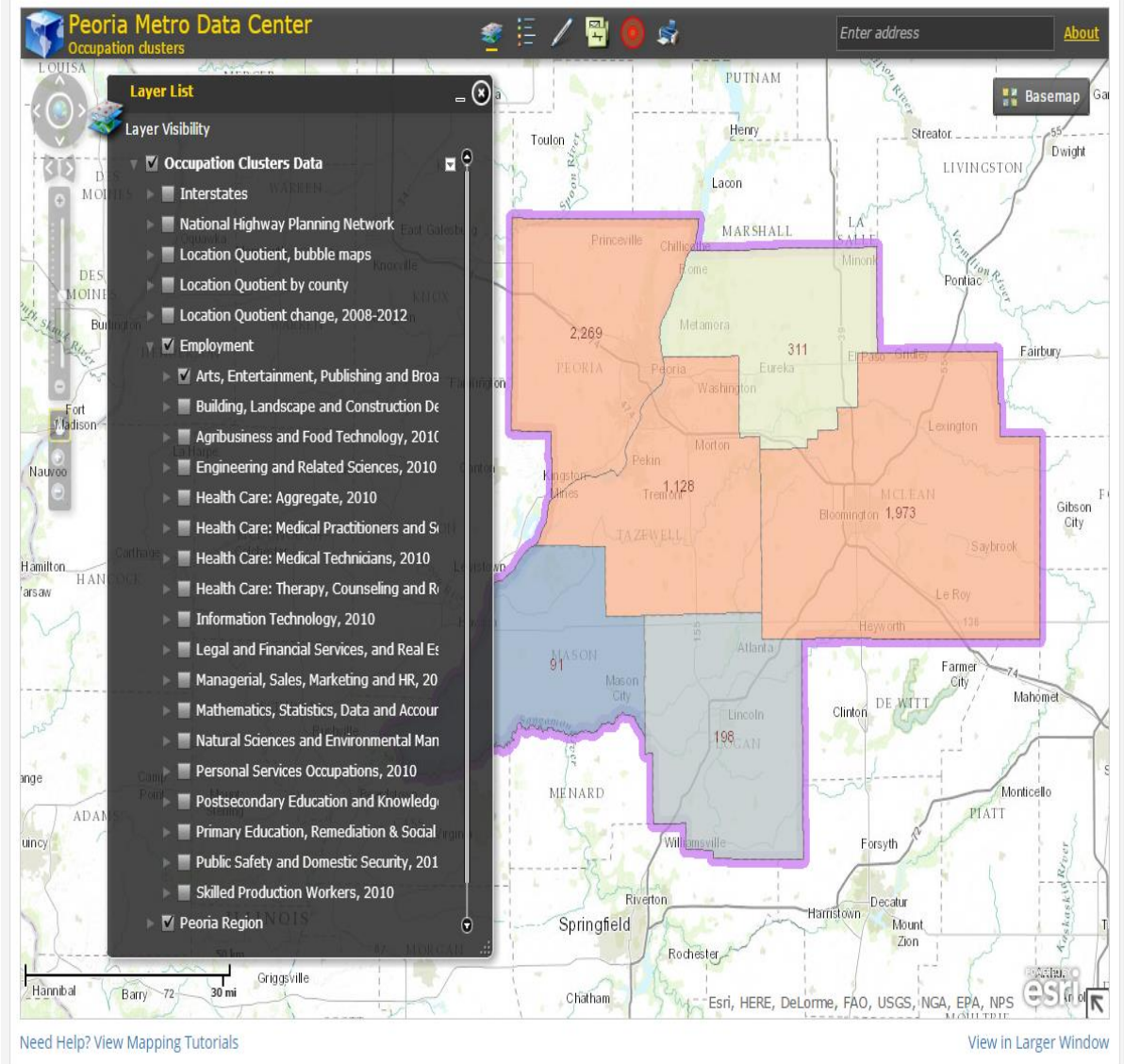
Need help using the interactive data maps? There are many helpful [tutorials](#) to help familiarize users with the mapping system's navigation, icons and tools. The Peoria Metro Data platform serves hundreds of layers of information relevant to the regional economy. Most of the data layers are as current as 2012. There will be an annual update of the data layers.



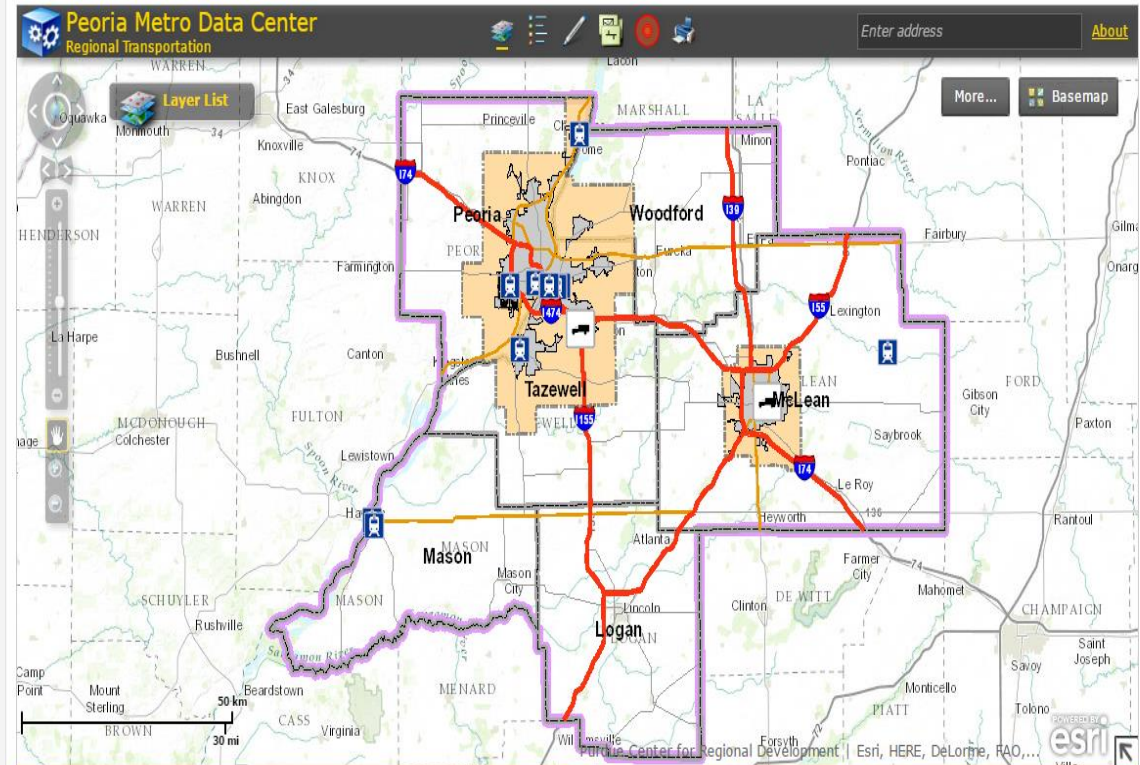
Industry Clusters



Occupation Clusters



Regional Transportation Systems



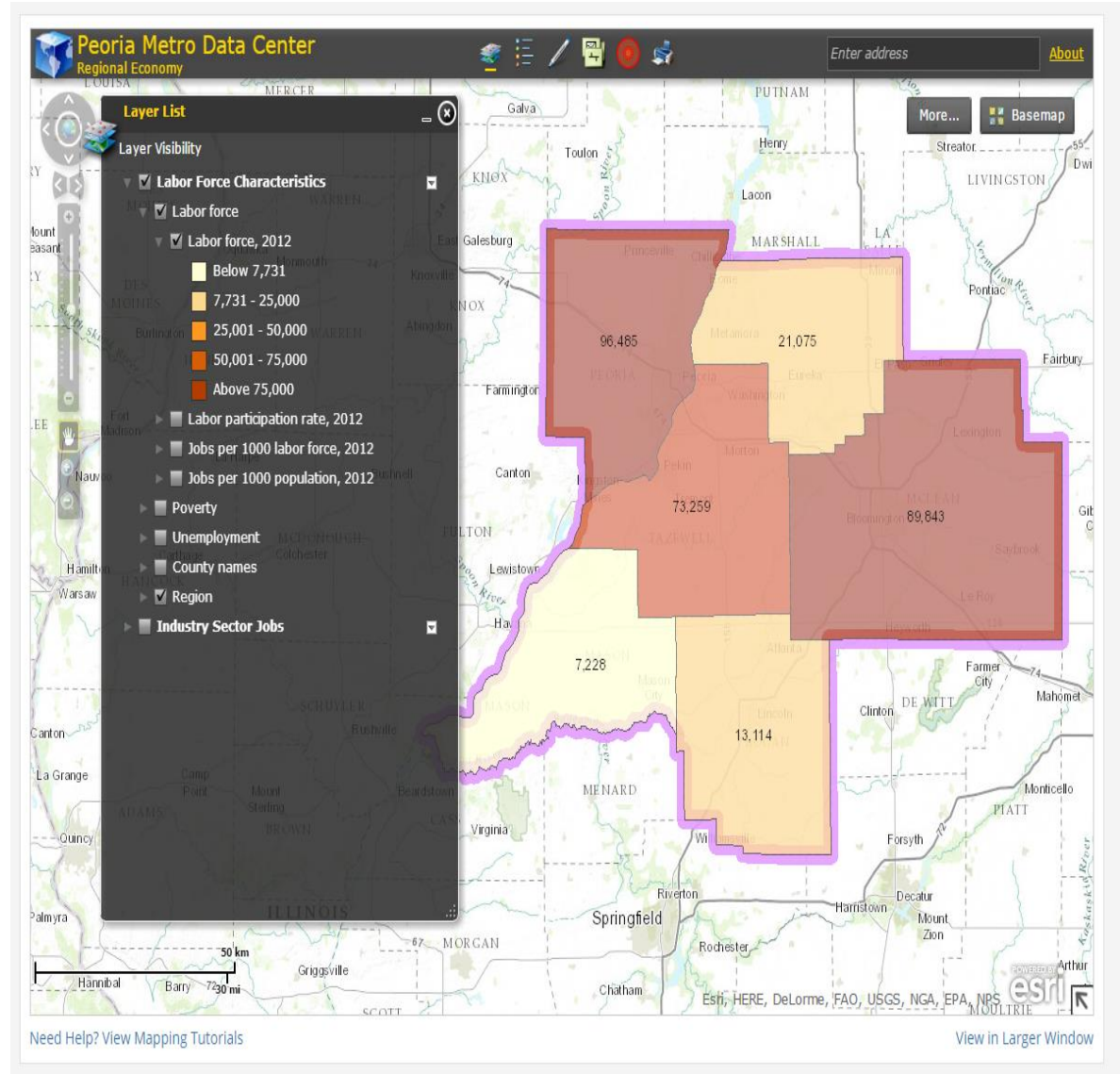
Attribute Table

ID	NAME	T...	MODE_T...	CITY	...	ZIP	P...	LATTI...	LONGI...	GEOSOURCE	CREAT...	CR...	VE...
10396	Emery Forwarding-Peoria-IL	AIR	AIR & TRUCK	Peoria	IL	17 61607	0.00	40.65595	-89.68168	GDT 2001 STREETS	4/8/2003	INDUS	01
1330	GREATER PEORIA REGIONAL AIRPORT	AIR	AIR & TRUCK	PEORIA	IL	17 61607	0.00	40.67016	-89.68868	GDT 2000 STREETS	4/8/2003	INDUS	01
1575	ADM/GROWMARK-PEORIA-IL	RAIL	RAIL & TRUCK	PEORIA	IL	17 61602	17 0.00	40.67764	-89.60695	GDT 2000 STREETS	4/8/2003	INDUS	01
1628	BNSF-EAST PEORIA-IL	RAIL	RAIL & TRUCK	EAST PEORIA	IL	17 61611	0.00	40.67248	-89.54789	GDT 2000 STREETS	4/8/2003	INDUS	01

Need Help? View Mapping Tutorials

View in Larger Window

Labor Force Distribution





Greater Peoria Region, Industry Cluster Analysis, 2007-2012

Data Source: EMSI 2014.3
(QCEW Employees, Non-QCEW
Employees, Self-Employed, and
Extended Proprietors), industry
cluster definitions by PCRD

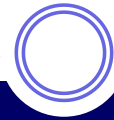
Industry Cluster	Jobs 2012	LQ 2012	LQ % Change, 2007-2012	Establishment 2014	Classification, 2007-2012
Business & Financial Services	40,392	0.94	-2.1%	1,818	TRANSFORMING
Biomedical/Biotechnical (Life Sciences)	35,389	1.34	0.8%	476	STAR
Manufacturing Supercluster	25,700	2.25	2.7%	224	STAR
Energy (Fossil & Renewable)	16,497	0.93	6.9%	825	EMERGING
Machinery Manufacturing	15,139	6.88	-2.1%	51	MATURE
Advanced Materials	13,929	1.36	9.7%	193	STAR
Transportation & Logistics	12,061	1.17	10.4%	476	STAR
Information Technology & Telecommunications	11,258	0.81	8.0%	500	EMERGING
Agribusiness, Food Processing & Technology	11,060	1.09	0.0%	416	MATURE
Arts, Entertainment, Recreation & Visitor Industries	10,426	0.77	1.3%	392	EMERGING
Defense & Security	10,320	0.73	5.8%	322	EMERGING
Education & Knowledge Creation	9,573	1.23	10.8%	147	STAR
Fabricated Metal Product Manufacturing	5,228	1.92	9.7%	117	STAR
Printing & Publishing	4,629	0.8	-15.8%	239	TRANSFORMING
Forest & Wood Products	4,361	0.81	0.0%	344	TRANSFORMING
Chemicals & Chemical Based Products	2,624	0.65	25.0%	88	EMERGING
Primary Metal Manufacturing	2,380	3.05	13.4%	10	STAR
Transportation Equipment Manufacturing	1,626	0.57	-24.0%	19	TRANSFORMING
Apparel & Textiles	1,203	0.48	-23.8%	81	TRANSFORMING
Computer & Electronic Product Manufacturing	955	0.45	18.4%	15	EMERGING
Mining	491	0.51	-3.8%	20	TRANSFORMING
Electrical Equipment, Appliance & Component Mfg	371	0.50	-18.0%	12	TRANSFORMING
Glass & Ceramics	346	0.61	-9.0%	14	TRANSFORMING

Planning Support Systems



- The Regional Data Center platform can be considered a Planning Support System (PSS)
- “an information framework that integrates the full range of current (and future) information technologies useful for planning” – Klosterman 1997
- Regional Data Center platform will allow local partners to engage in data driven decision making.

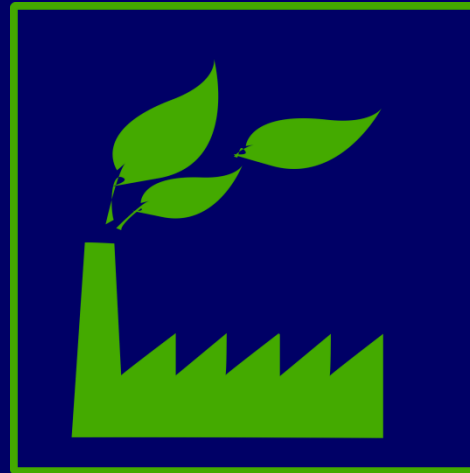
How is the Regional Data Center platform being utilized?



- Project partners have envisioned or are using the Regional Data Center platform to facilitate:



**Land Use
Planning**



**Business
Recruitment**



**Workforce
Development**

Land Use Planning



- “Through any comprehensive planning components, we utilize demographic and land use trend data to help shape future land use projections. This attempts to strike a balance between reality and a desired vision for the future development of the city.”
- Platform does not model land use change directly, but provides information on the crucial drivers of land use change

Business Recruitment



- Illinois DCEO regularly send out requests to communities from companies looking to locate in Illinois. Communities need to pull data quickly.
- The data makes the case for why a particular community is a good fit.
- A local food processing facility project was the most recent example in the region.

Workforce Development



- In the regional plan, workforce development is focused on attracting and developing a talent pool.
- A significant amount of workforce development efforts are focused on helping youth to understand job opportunities within the region.
- Data is a critical tool in bringing this message home to youth, families and educational institutions.