

MARCH 2020 EMPLOYMENT DATA FROM DATA AXLE

John Kent
Regional Planner
Department of Community Planning and Services

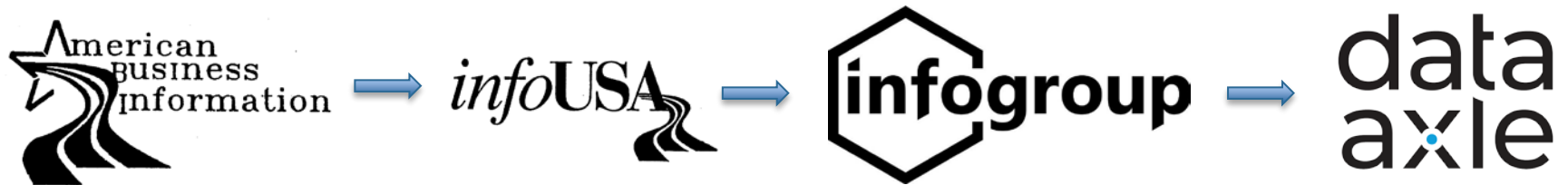
Cooperative Forecasting and Data Subcommittee
December 15, 2020



Metropolitan Washington
Council of Governments

What is Data Axle?

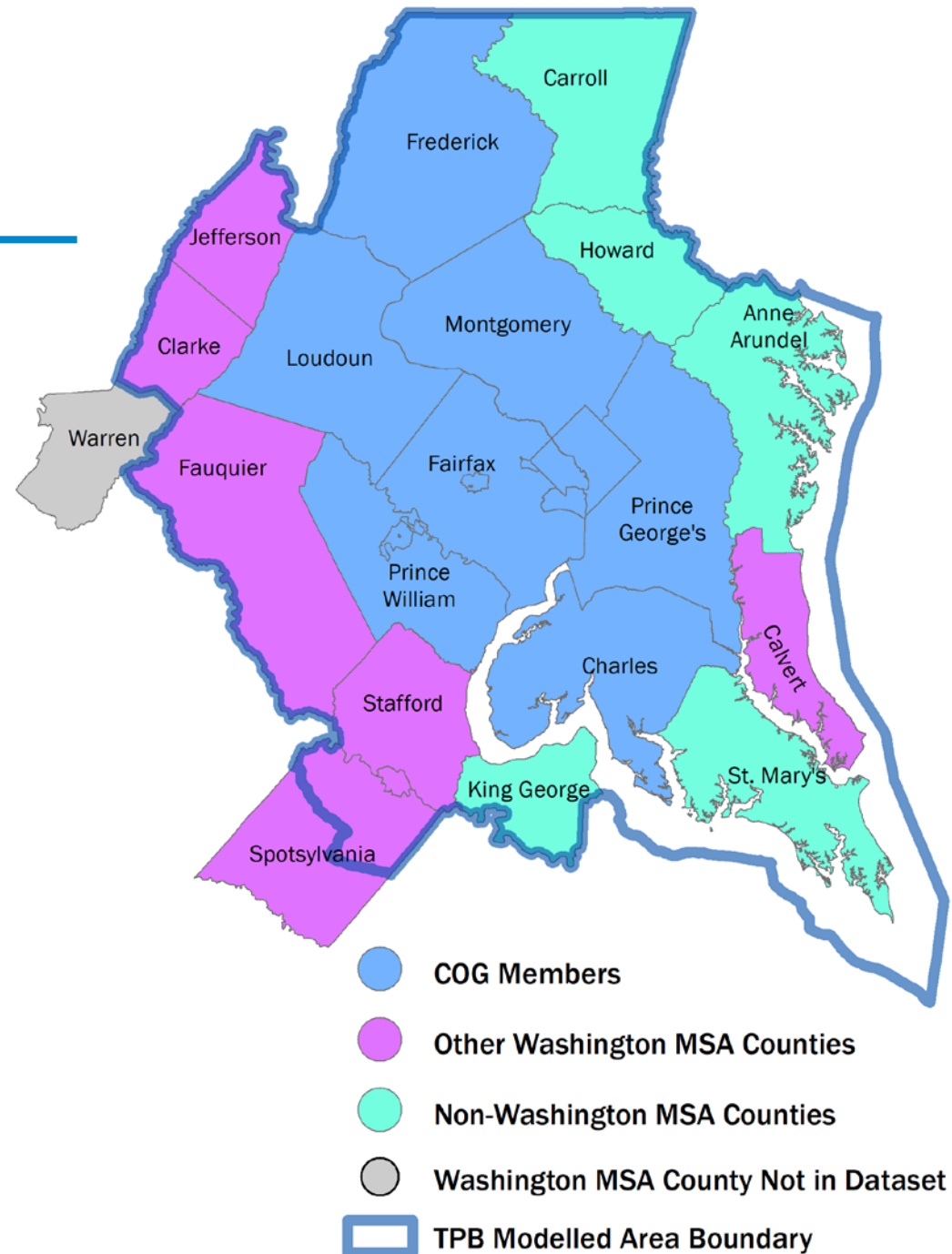
- Data Axle is a business and marketing data provider



- COG has previously made purchases in 2010, 2015 and 2018
- March 11, 2020 Data Axle .csv file for the 26 counties in TPB's Modelled Area
 - 295,282 records
 - 129 attributes for each record
 - Business name
 - Premise address
 - Parent company
 - Building ID
 - Employee count
 - NAICS code

March 2020 Data Axle Purchase

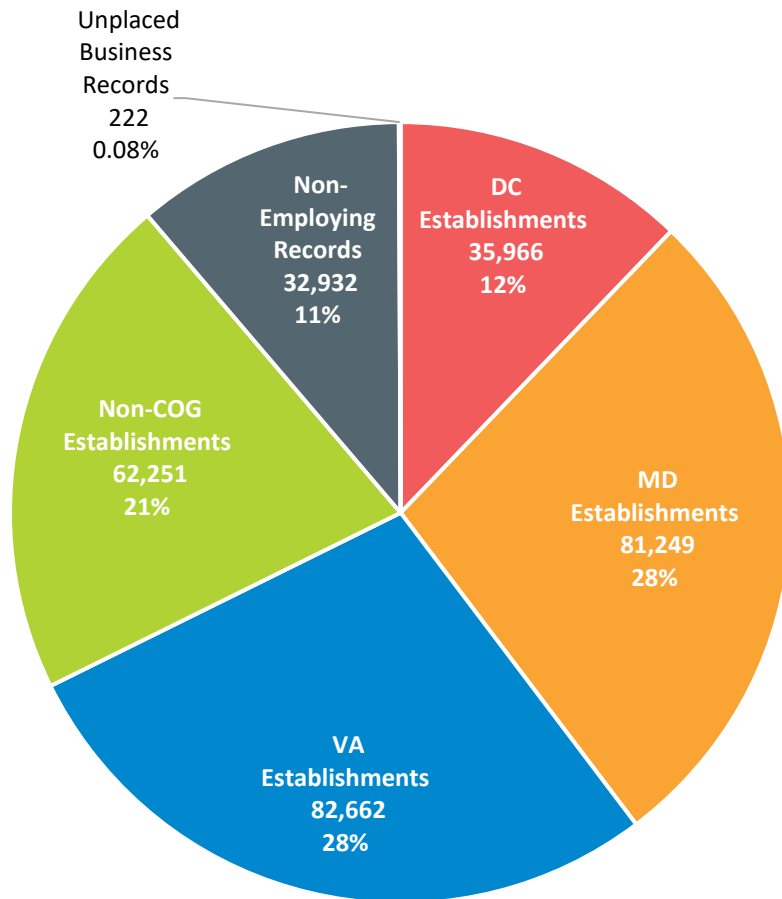
- All 14 independent jurisdictions in COG plus the 12 additional jurisdictions that combine to form the TPB Modelled Area
- Includes all jurisdictions in the Washington-Arlington-Alexandria MSA, except Warren County
- Also includes 5 counties from outside the Washington-Arlington-Alexandria MSA



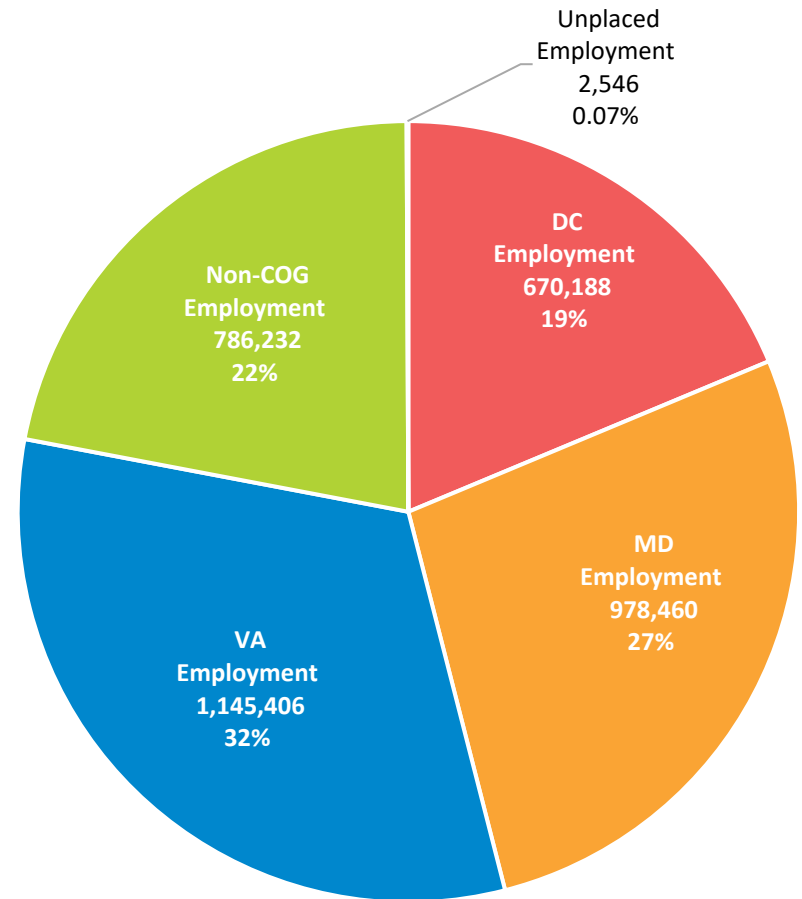
Geocoding Data Axle Records

- Data Axle geocodes each premise address to provide Lat/Long coordinates
- COG staff also geocoded addresses using the ESRI and Google geocoder
 - Aiming for a parcel or address match with highest confidence
- Businesses were placed in COG jurisdictions and TAZs
 - 222 records (0.08%) could not find reliable match
- The unselected coordinates are still preserved in the final attribute table

Distribution of Records Within March 2020 Data Axle Dataset



Data Axle Records by Geography

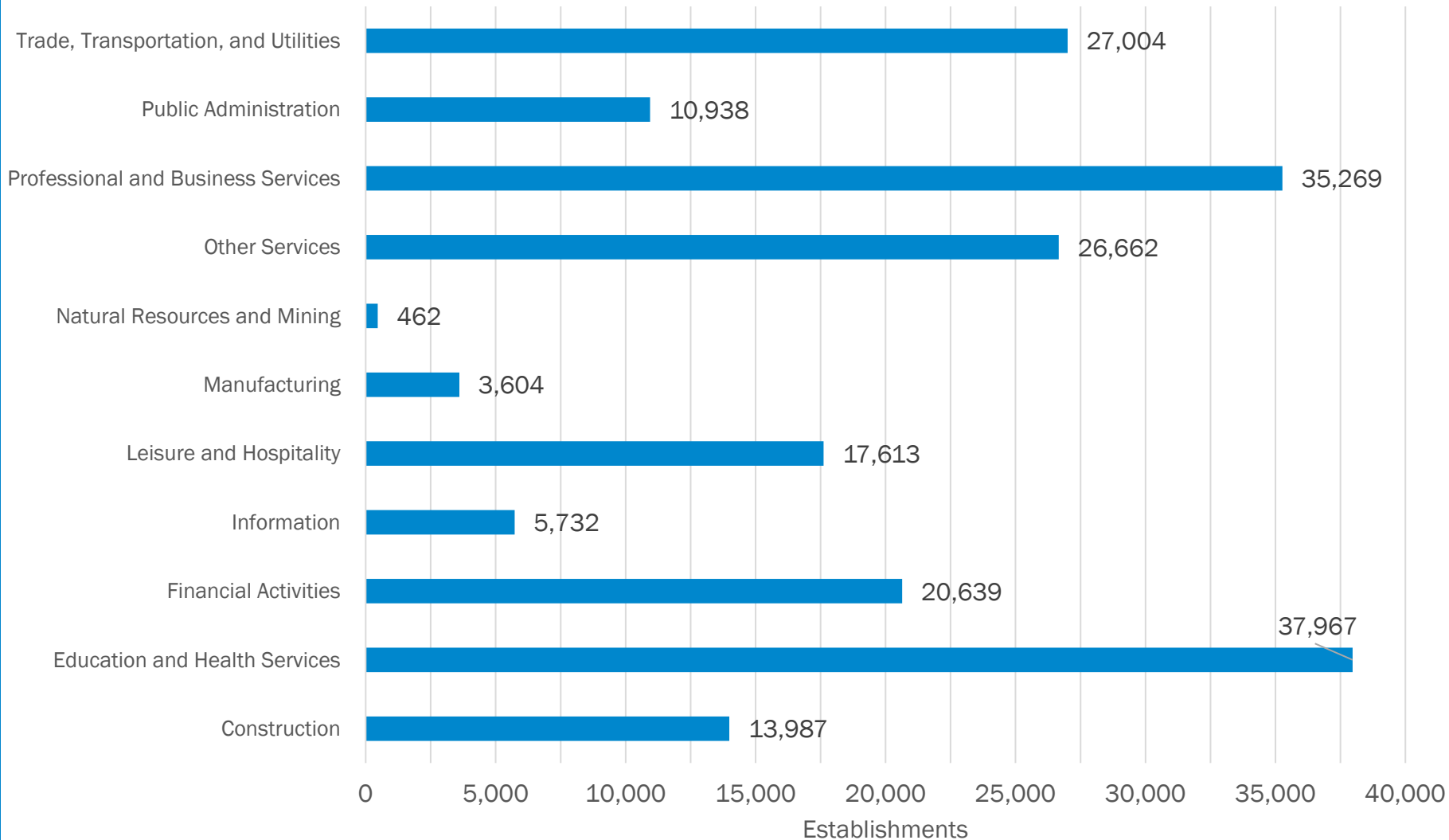


Employment by Geography



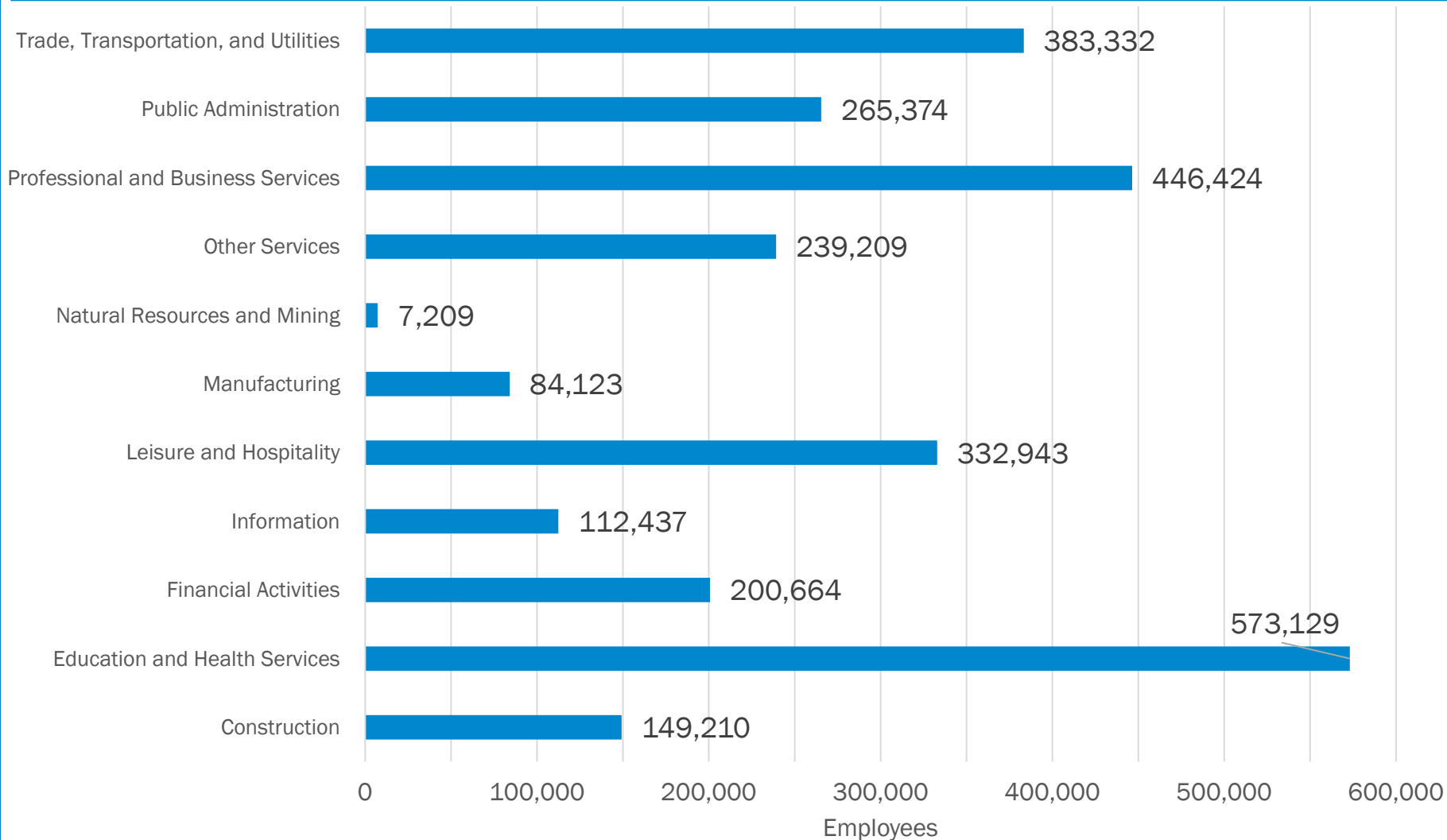
Business Establishments in COG Region by NAICS Supersector

Source: March 2020 Data Axle



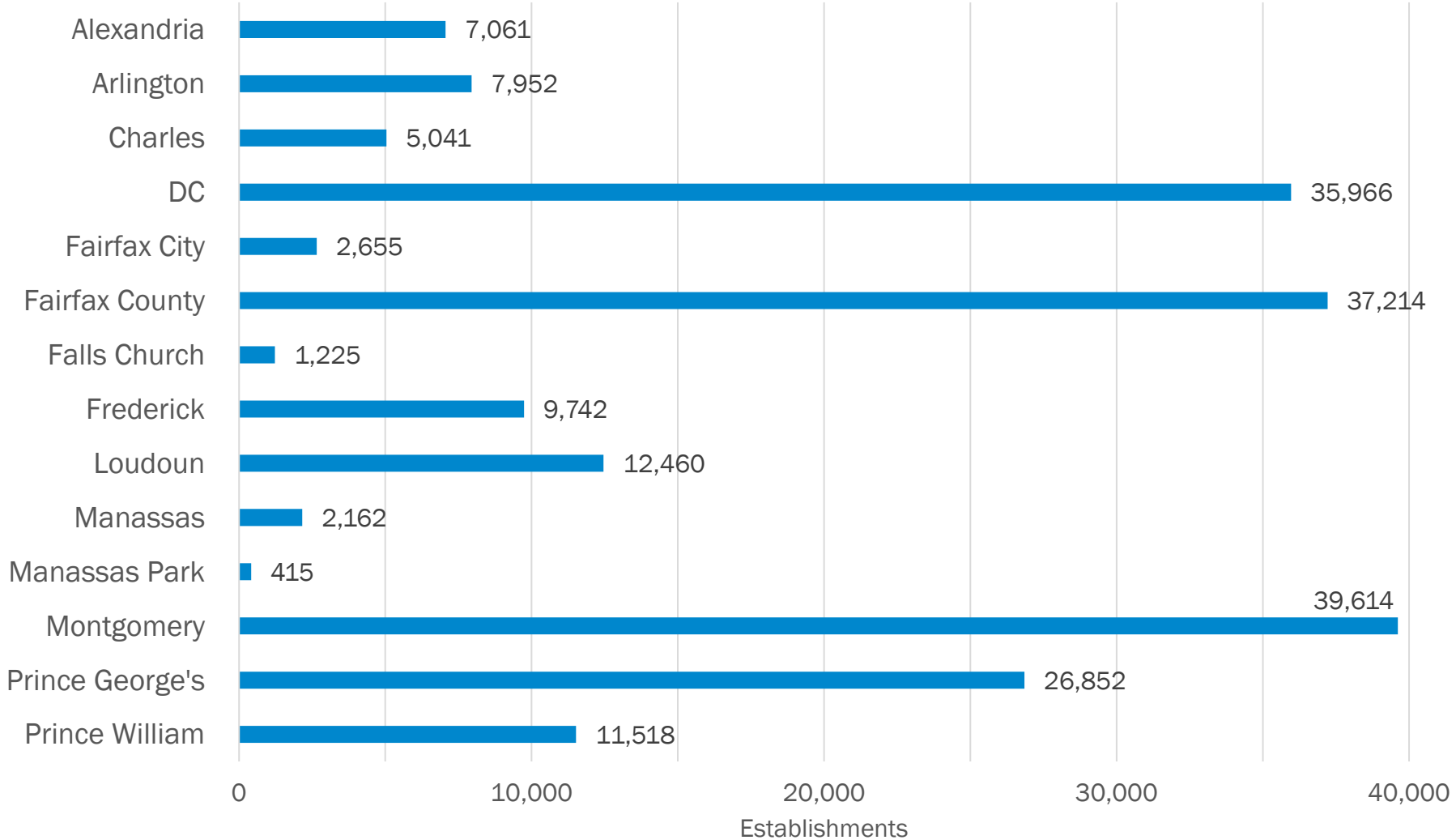
COG Employment by NAICS Supersector

Source: March 2020 Data Axle



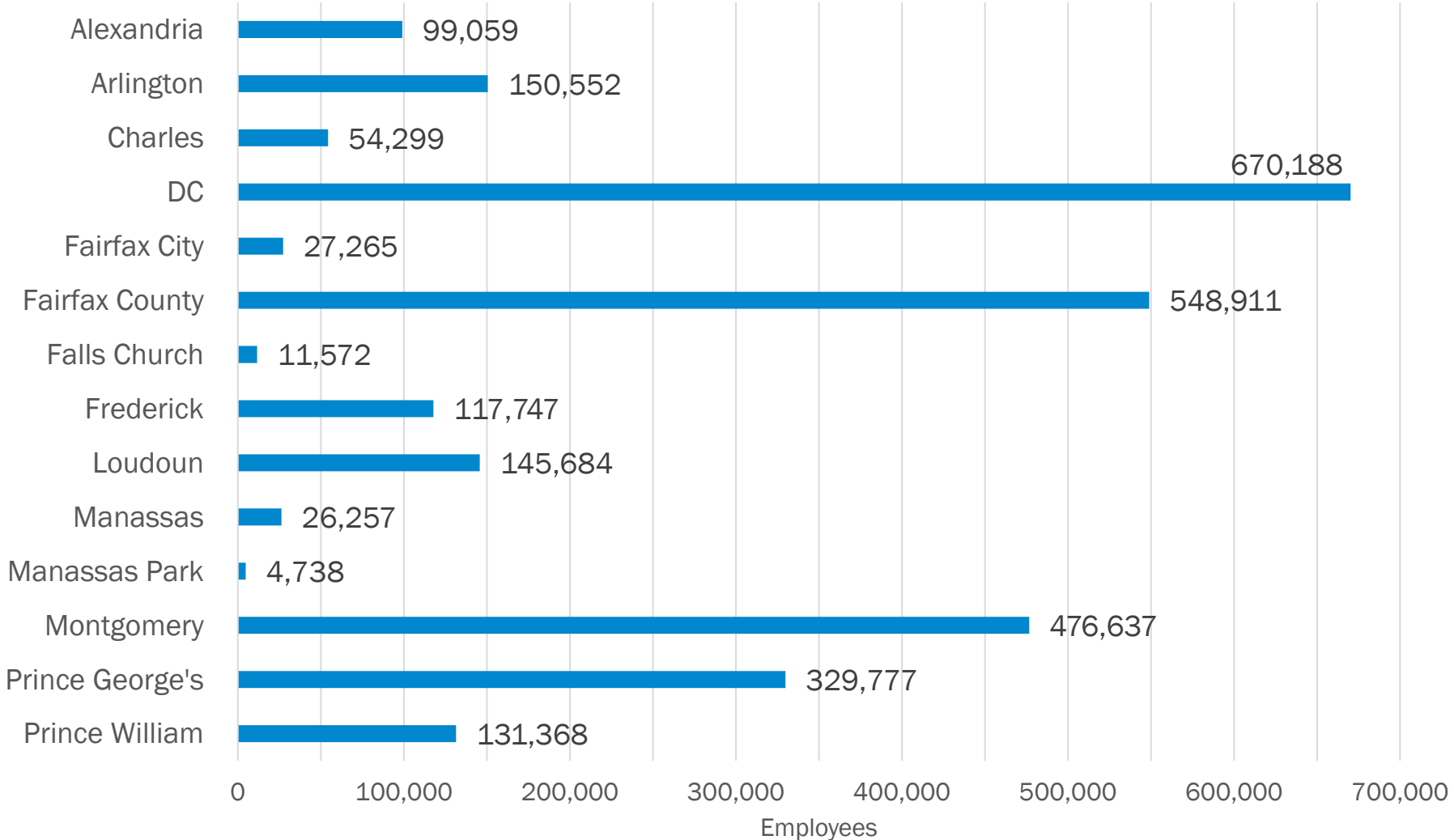
Business Establishments in COG Region by Jurisdiction

Source: March 2020 Data Axle



COG Employment by Jurisdiction

Source: March 2020 Data Axle



Next Steps

- COG has purchased, geocoded and tabulated the March 2020 Data Axle file for businesses in the TPB Modelled Area.
- Staff will also review the September 2020 Data Axle file
- Further work will explore the impact of the coronavirus on employment counts and the dataset's relevance for future Round's base year allocation of employment to TAZs

Questions?

John Kent

Regional Planner
(202) 962-3215
jkent@mwkog.org

mwkog.org

777 North Capitol Street NE, Suite 300
Washington, DC 20002

