

COOPERATIVE FORECASTING PROGRAM – EMPLOYMENT

Opportunities to Work Together

Greg Goodwin and John Kent
COG Community Planning and Services

Cooperative Forecasting and Data Subcommittee
July 10, 2018

Employment Forecasting Topics of Interest

- Using NAICS employment data to allocate base year employment (“NAICS Conversion”)
- Forecasting employment by building/parcel type and size (“Employment Density”)
- Future of retail employment
- Coordination between large counties and smaller jurisdictions
- State of the practice from around the country

Guidance on Base Year Employment Development

- COG staff will continue to update the “Suggested Approach for Preparing Baseline Employment Estimates” memo
- Staff can provide an additional memo outlining jurisdictional and extra-regional examples of NAICS and percentage of employment by land use category (industrial, retail, office, and other)
- COG will invest in future updates of InfoGroup and QCEW data for base year development

Developing Methods for Employment Forecasts in Five-Year Increments

- Identify regional “best practices” in small area forecasting and have local governments present at meetings
- Encourage local government interpretation of Comprehensive Plans and other land use related documents
- Compile employment ratios and space utilization rates used in estimating employment in the forecasting process
- Identify atypical land uses and how to treat them
 - Ex. Hotels, Daycare Centers, Convention Centers, and Data Centers

An Understanding About the Retail Trade Sector and the Impact of E-commerce

- COG will invite employment sector and labor force experts such as Bureau of Labor Statistics to discuss at future meetings
 - Tentatively scheduled for September meeting

Greater Cooperative Forecasting Coordination Between Counties and Smaller Municipalities

- COG will help convene smaller meetings between jurisdictions to foster cooperation in Cooperative Forecasting

Understanding the State-of-Practice Outside the Washington Region

- COG Staff is interviewing counterparts from the Atlanta, Baltimore, Dallas, Philadelphia, San Diego and Seattle MPOs
- COG will report back to the committee what are some of the practices that other MPOs follow

Greg Goodwin

Regional Planner

(202) 962-3274

ggoodwin@mwcog.org

John Kent

Regional Planner

(202) 962-3215

jkent@mwcog.org

mwcog.org

777 North Capitol Street NE, Suite 300

Washington, DC 20002



Metropolitan Washington
Council of Governments