



WORLD  
CLASS  
GREATER  
**PHIL  
ADEL  
PHIA**



ECONOMY LEAGUE  
GREATER PHILADELPHIA



2014 WORLD CLASS  
**INDEX**

# About the Economy League



**ECONOMY LEAGUE**  
GREATER PHILADELPHIA



**WORLD  
CLASS  
GREATER  
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ADEL  
PHIA**

AN **ECONOMY LEAGUE** INITIATIVE

# The World Class Agenda



## Education & Talent Development



ECONOMY LEAGUE  
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United Way  
of Greater Philadelphia  
and Southern New Jersey



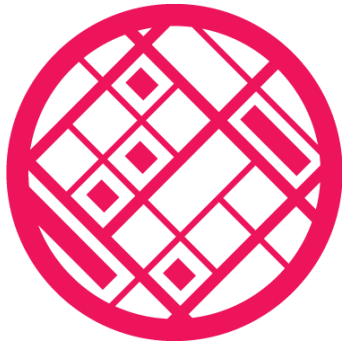
## Business Growth



ECONOMY LEAGUE  
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**CEO** COUNCIL FOR  
GROWTH



## Infrastructure




ECONOMY LEAGUE  
GREATER PHILADELPHIA



Urban Land  
Institute  
Philadelphia

# Global Positioning Strategies





MARCH 2013

WORLD CLASS GREATER PHILADELPHIA

EDUCATION & TALENT DEVELOPMENT **GPS**

STRATEGIES FOR A WORLD CLASS GREATER PHILADELPHIA





MARCH 2013

WORLD CLASS GREATER PHILADELPHIA

BUSINESS GROWTH **GPS**

STRATEGIES FOR A WORLD CLASS GREATER PHILADELPHIA




JULY 2013

WORLD CLASS GREATER PHILADELPHIA

INFRASTRUCTURE **GPS**

STRATEGIES FOR A WORLD CLASS GREATER PHILADELPHIA



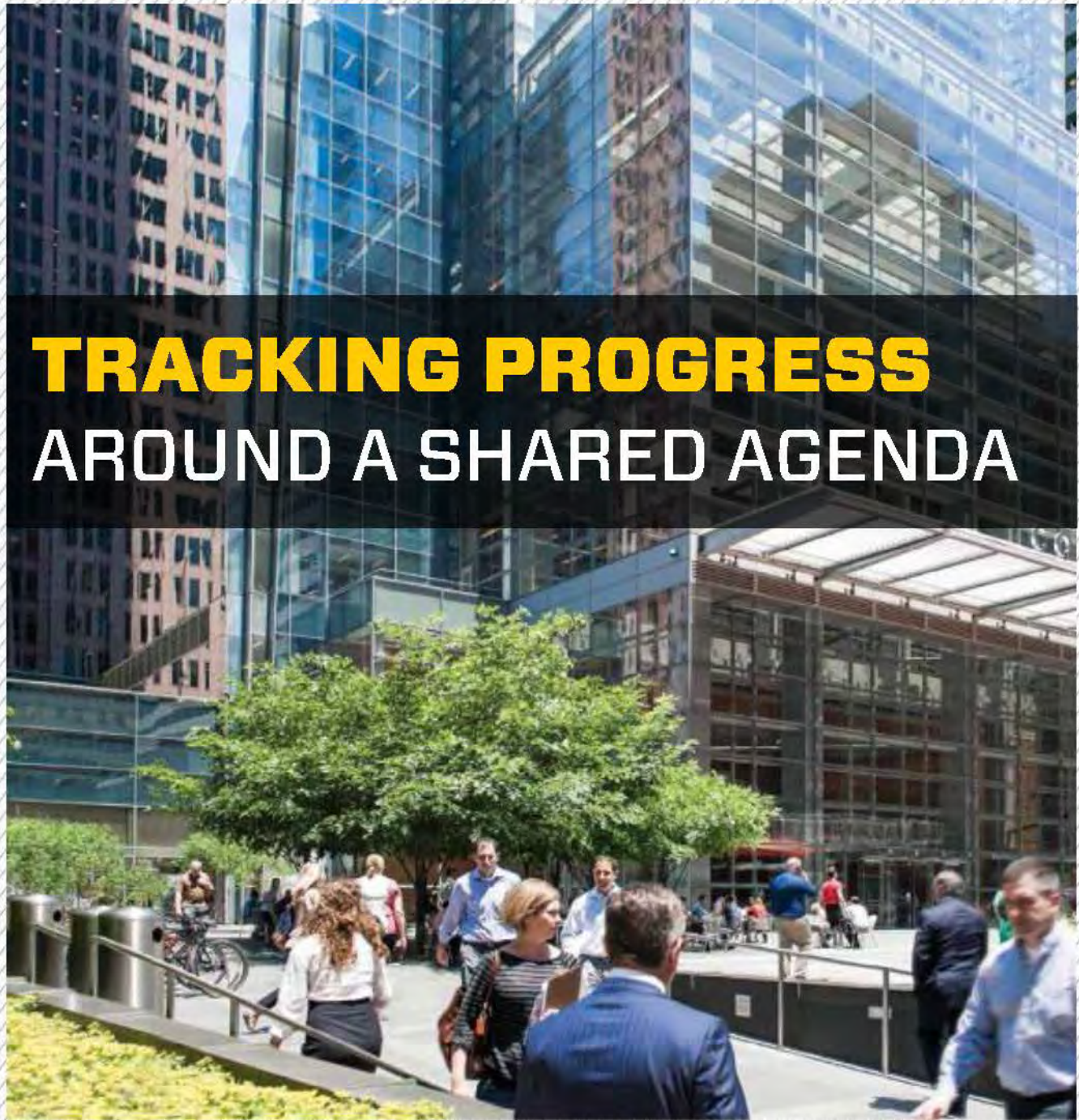
[worldclassgreaterphila.org](http://worldclassgreaterphila.org)



WORLD  
CLASS  
GREATER  
**PHIL  
ADEL  
PHIA**

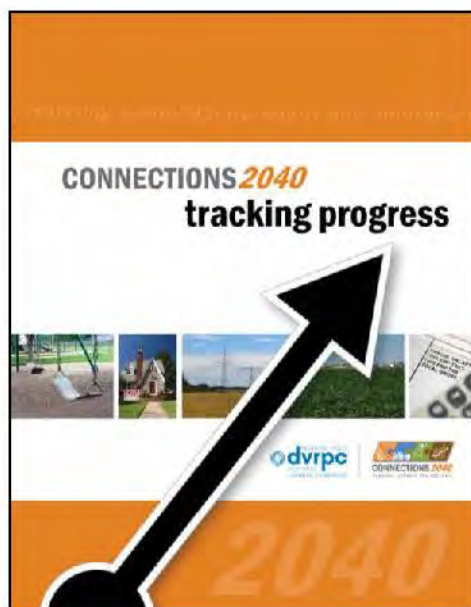


ECONOMY LEAGUE  
GREATER PHILADELPHIA



**TRACKING PROGRESS**  
AROUND A SHARED AGENDA

# Developing the World Class Index



## COUNCIL CAMPAIGN MEASURES

To be measured and reported each November	2009 Actual	2010 Actual	2011 Actual	2014 Target
<b>High School Graduation Indicators</b>				
The % of first-time 9 <sup>th</sup> graders on track to on-time graduation*	62%	60%	66%	<b>79%</b>
4-year cohort graduation rate*	56% (1 <sup>st</sup> time 9 <sup>th</sup> graders of 05-06)	58% (1 <sup>st</sup> time 9 <sup>th</sup> graders of 06-07)	61% (1 <sup>st</sup> time 9 <sup>th</sup> graders of 07-08)	<b>75%</b>
6-year cohort graduation rate*	60% (1 <sup>st</sup> time 9 <sup>th</sup> graders of 03-04)	63% (1 <sup>st</sup> time 9 <sup>th</sup> graders of 04-05)	61% (1 <sup>st</sup> time 9 <sup>th</sup> graders of 05-06)	<b>80%</b>

## Goals, Strategies and Metrics

Guided by the five conditions of collective impact and the scale of poverty in Philadelphia, CEO will work with partners to pursue five goals:



Focus workforce development and job creation efforts on adults with the greatest barriers to employment



Expand access to public benefits and essential services



Ensure children enter school prepared to learn and expand opportunities for year-round learning



Increase housing security and affordability



Strengthen economic security and asset-building

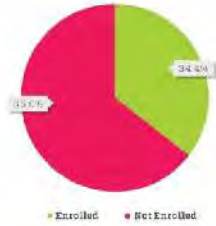
# Indicator Selection Criteria

- Easily understandable
- Similar across states and school districts
- Produced by a trusted source
- Affordable to gather
- Consistent over time
- Population based
- Timely
- Accurate measure

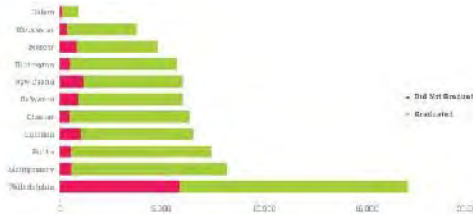


# 2014 World Class Index At A Glance

## Pre-K Access



## On Time Graduation



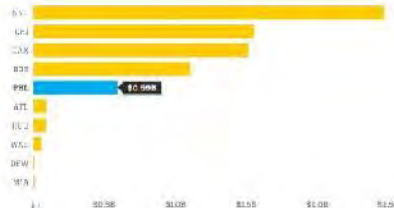
## Educational Attainment



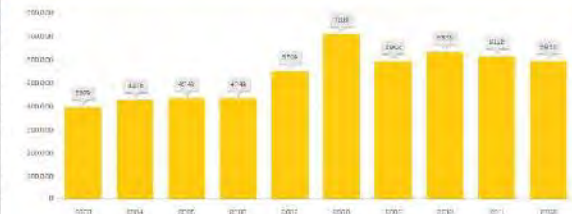
## Small Business Employment



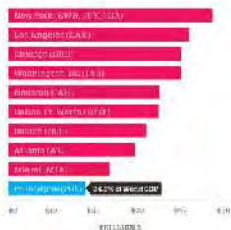
## Technology Transfer



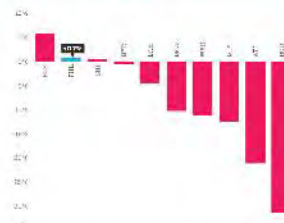
## International Visitors



## Passenger Air Connections



## Transit Ridership



## Transportation State of Good Repair

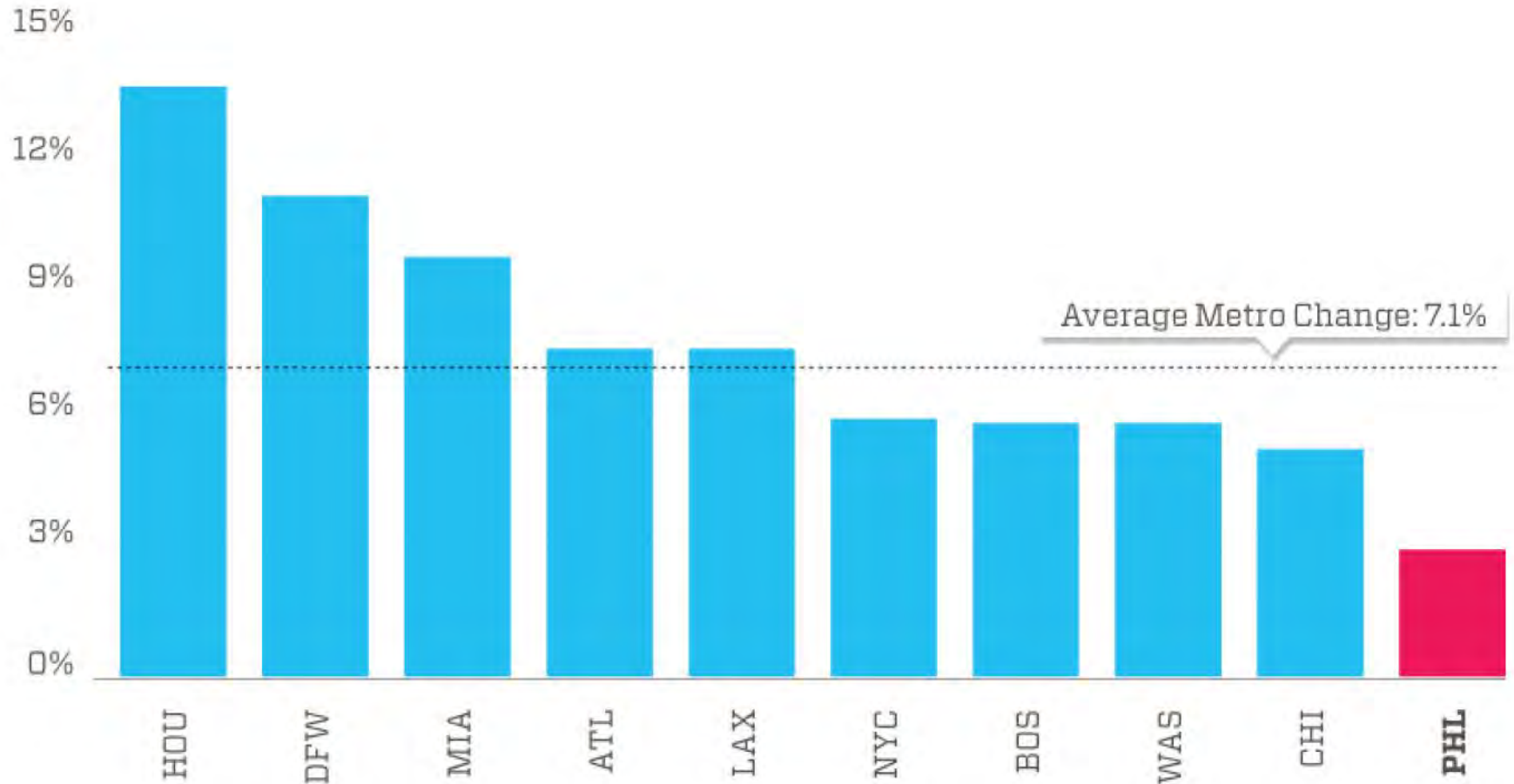




# Slowest Job Growth Among Top 10

## EMPLOYMENT GROWTH

BY METRO AREA (2010-2014)

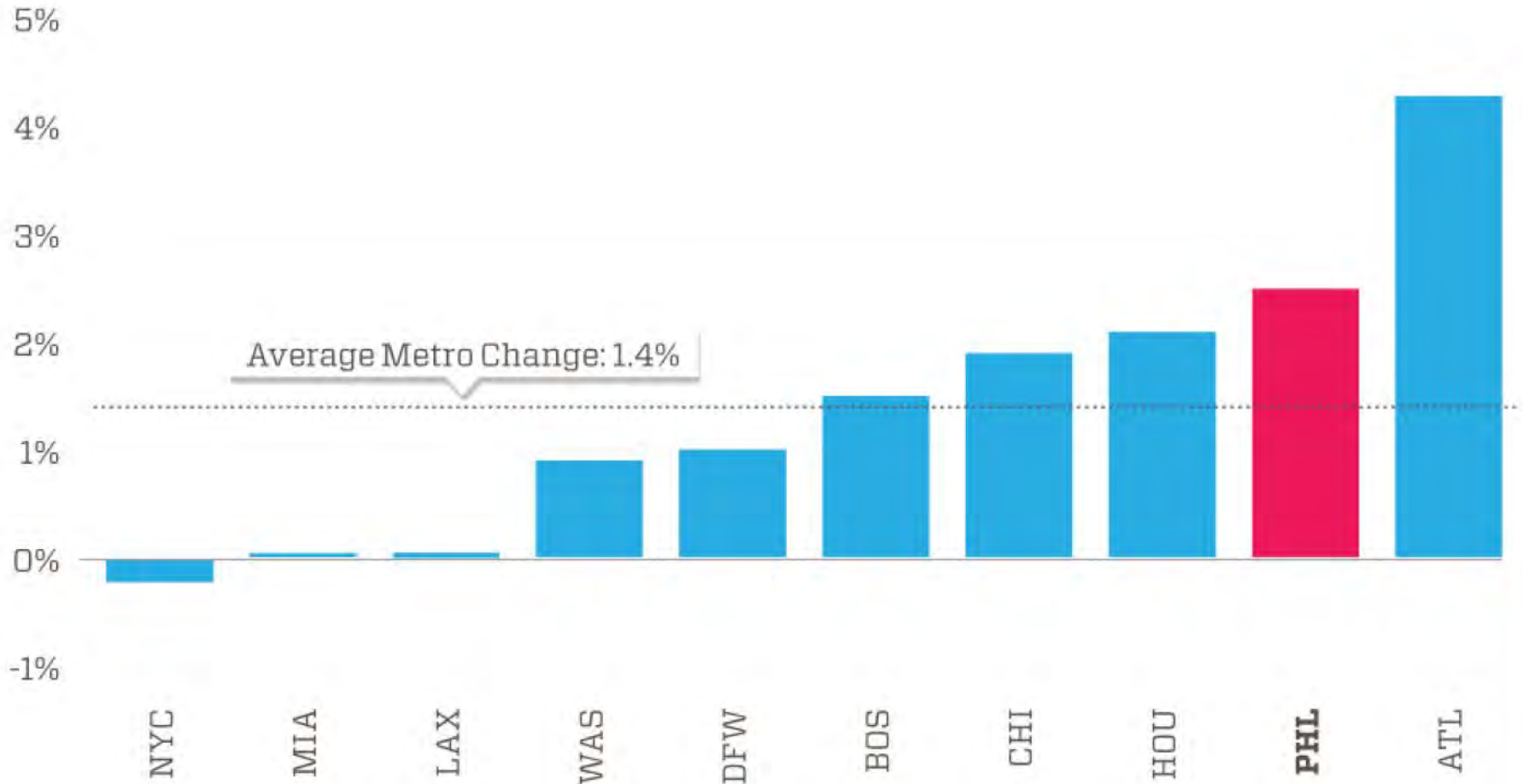


Source: Bureau of Labor Statistics

# Growing Income Inequality

## CHANGE IN INCOME INEQUALITY

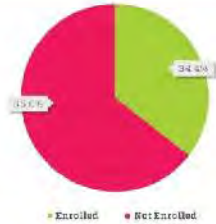
BY METRO AREA (2008-2012)



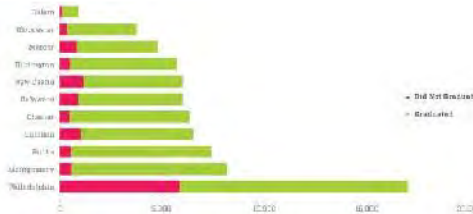
Source: American Community Survey

# 2014 World Class Index At A Glance

## Pre-K Access



## On Time Graduation



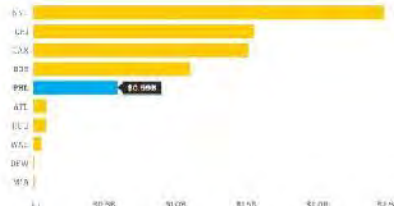
## Educational Attainment



## Small Business Employment



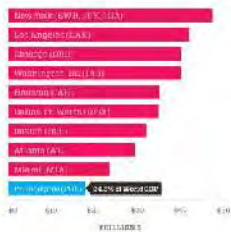
## Technology Transfer



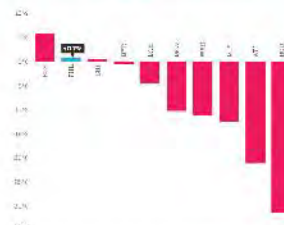
## International Visitors



## Passenger Air Connections



## Transit Ridership



## Transportation State of Good Repair



# Education & Talent Development



## VISION

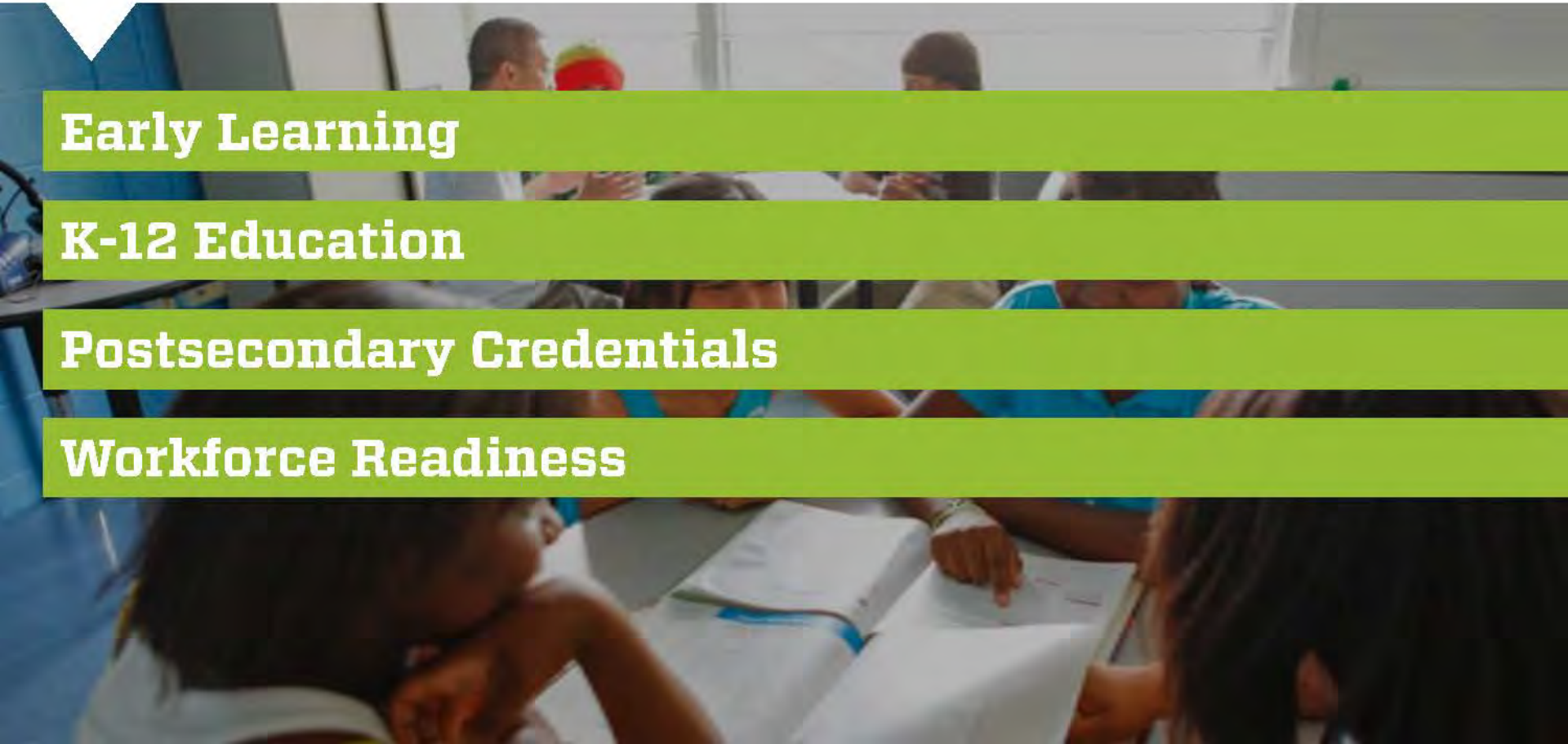
*Greater Philadelphia has a talented workforce where every resident has the skills needed to compete in the global economy.*

**Early Learning**

**K-12 Education**

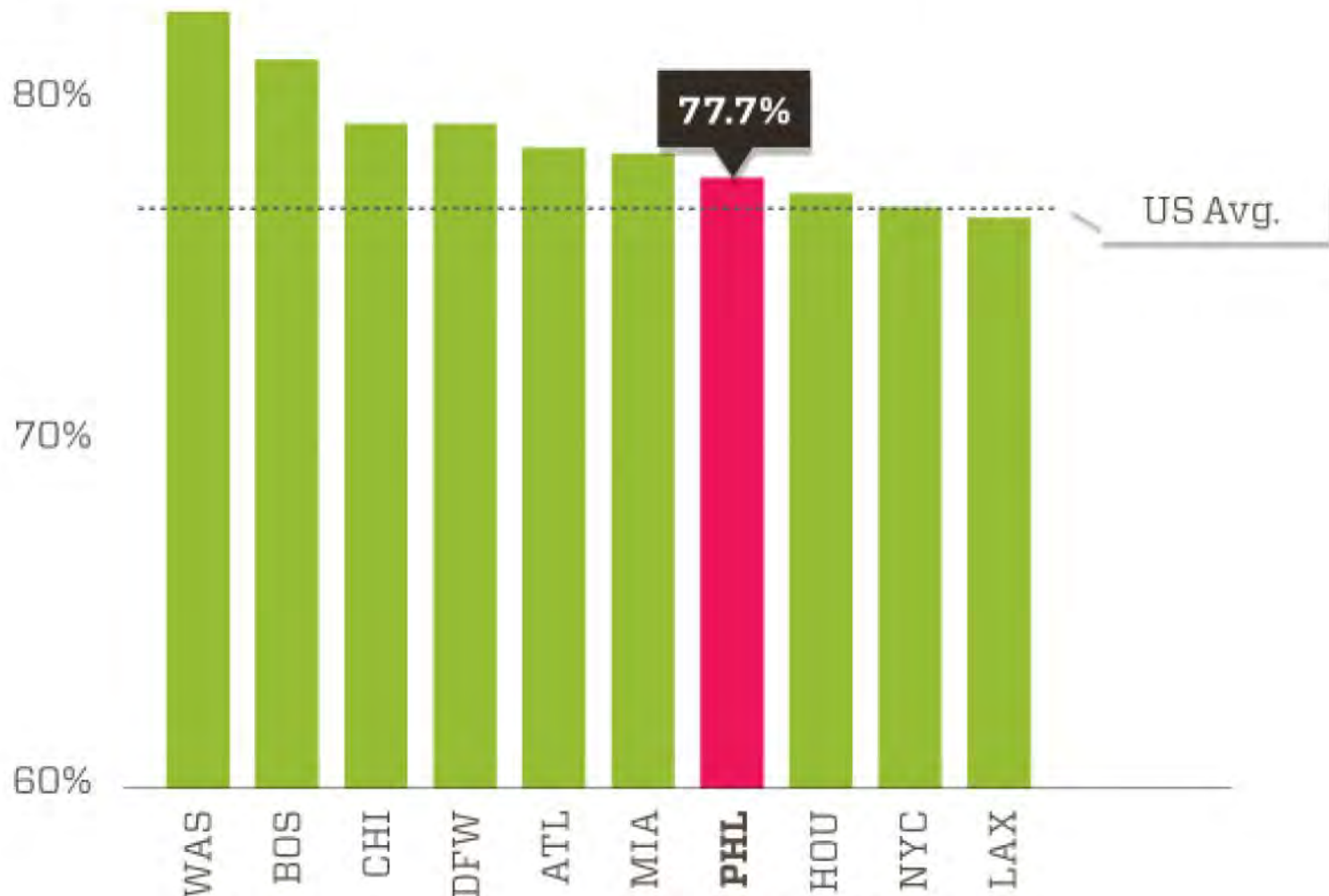
**Postsecondary Credentials**

**Workforce Readiness**



# Average Labor Force Participation

**LABOR FORCE PARTICIPATION RATE FOR WORKING-AGE POPULATION**  
BY METRO AREA (2012)

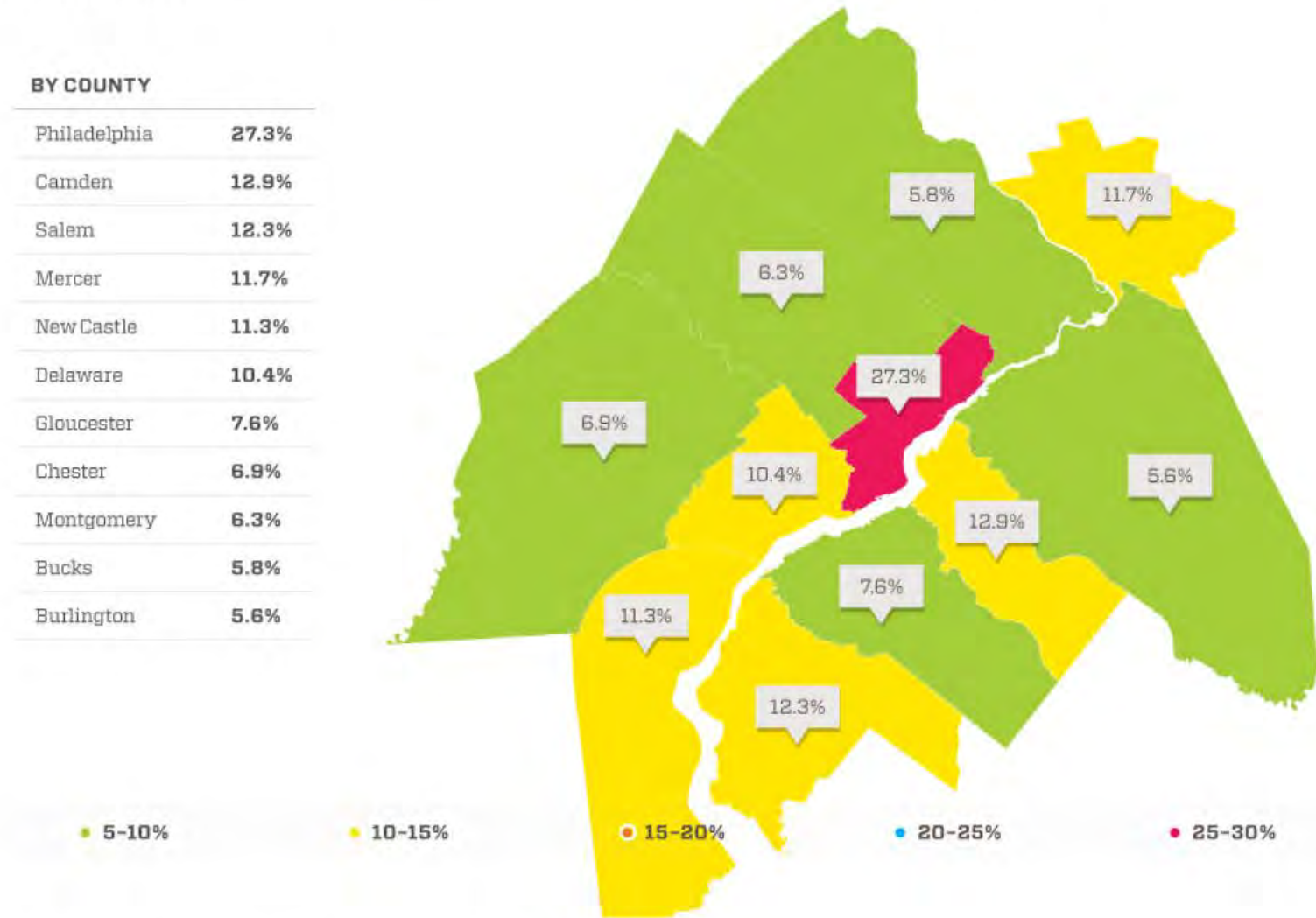


Source: American Community Survey, 3-Year Estimates

\* Non-institutionalized population ages 18-64

# Vast Disparities in Poverty

## PERCENTAGE OF INDIVIDUALS LIVING IN POVERTY BY COUNTY (2012)



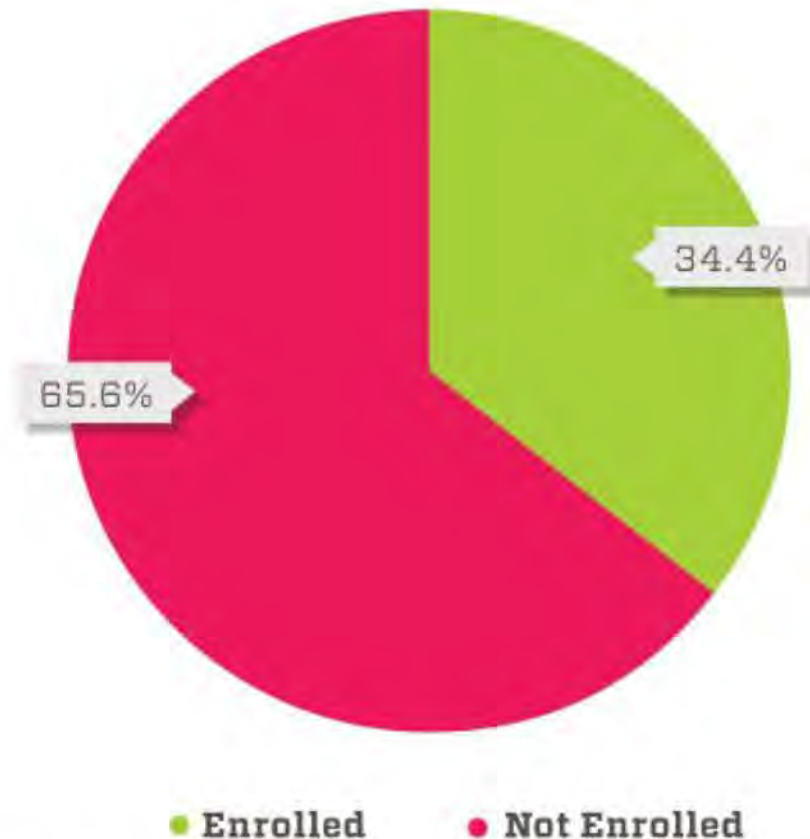
Source: American Community Survey, 3-Year Estimates

# Pre-K Access



# Quality Pre-K Out of Reach for Many

**PERCENTAGE OF 3- AND 4-YEAR-OLDS BELOW 300% OF POVERTY ENROLLED IN PUBLICLY FUNDED PRE-K**



Source: American Community Survey, 5-Year Estimates;  
DE Department of Education, Head Start;  
NJ Department of Education, Head Start;  
PA Pennsylvania Partnerships for Children

\*Data presented for most recent year available: NJ, 2012; PA and DE, 2013



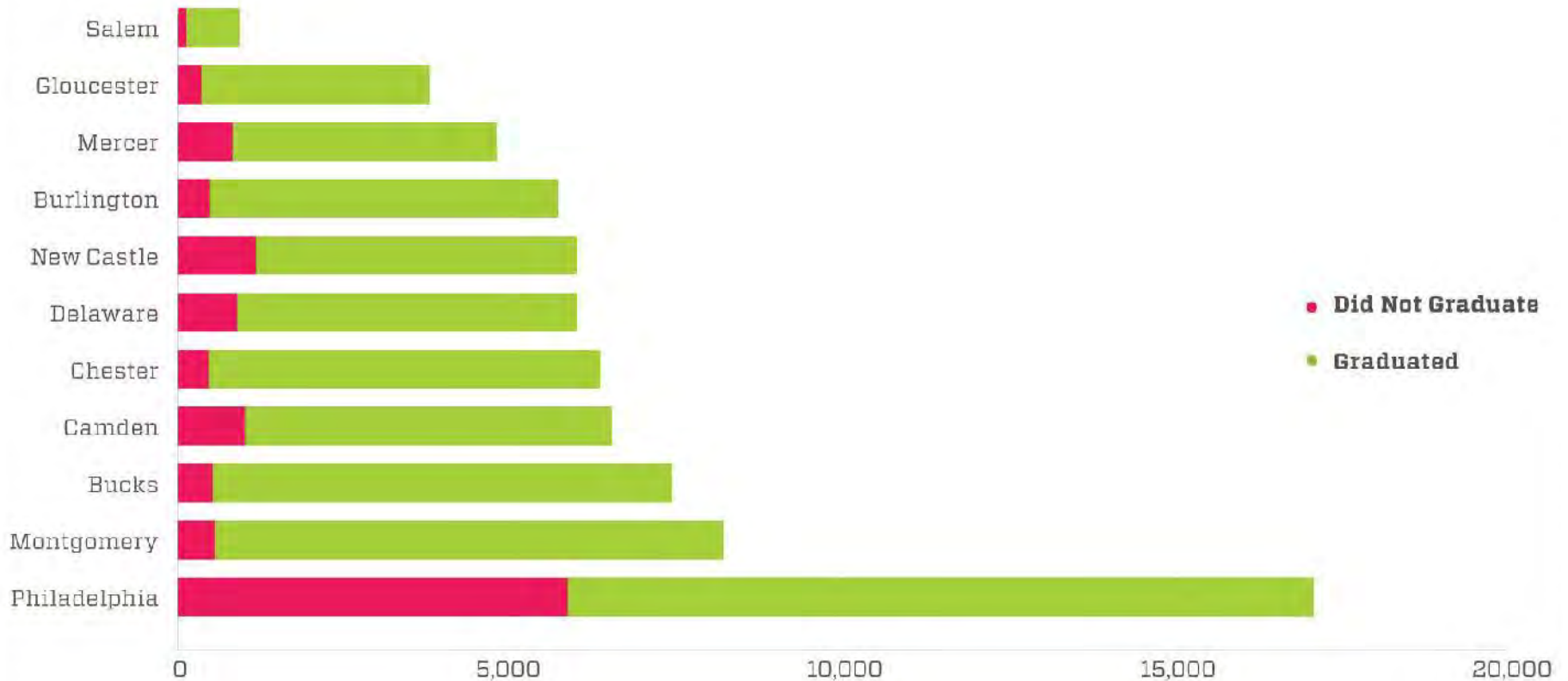
# On-Time Graduation



# Variation in On-Time Graduation

## STUDENTS GRADUATING IN FOUR YEARS

BY COUNTY

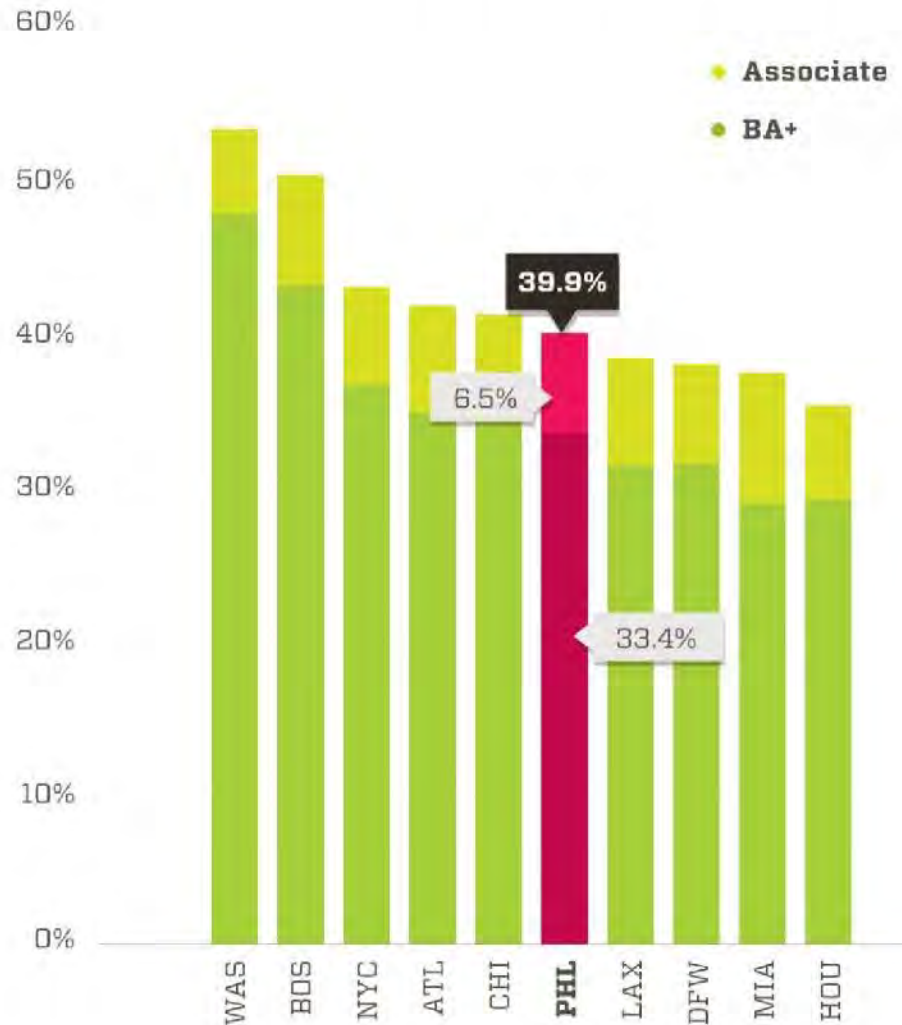


Source: NJ, PA, and DE Departments of Education

\*Data presented for most recent year available:  
PA, 2010-2011; DE, 2011-2012; NJ, 2012-2013

# Growth in Educational Attainment

## ADULT POPULATION WITH AN ASSOCIATE DEGREE OR HIGHER BY METRO AREA (2012)



Source: American Community Survey, 3-Year Estimates

# Business Growth

## VISION

*New and growing businesses fuel a dynamic regional economy that builds on Greater Philadelphia's industry and research strengths and connects to global opportunities.*



**Starting & Growing Businesses**

**Innovation**

**Selling to the World**



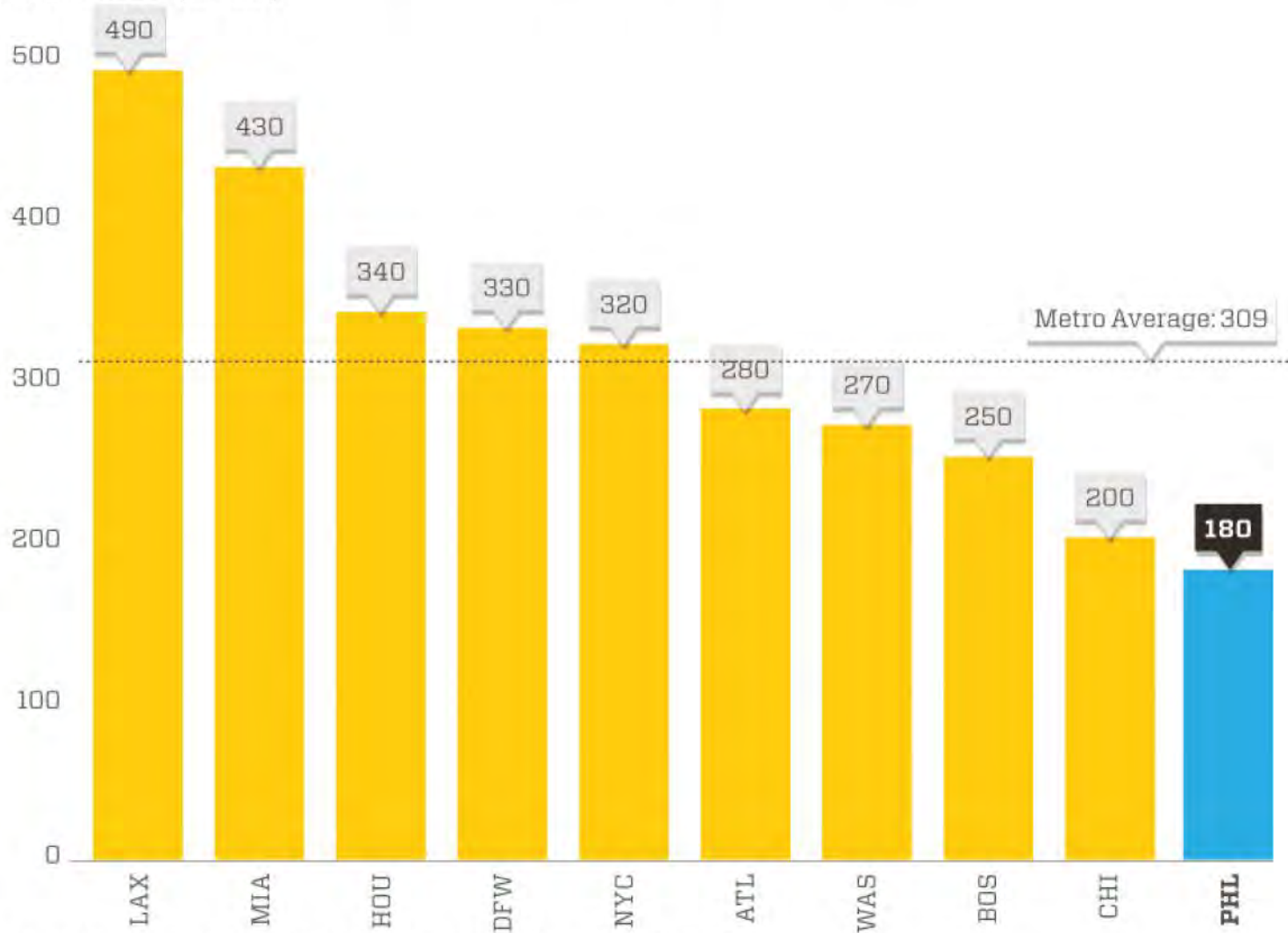
# Entrepreneurship



# Still Lag in Entrepreneurs per Capita

## ENTREPRENEURS PER 100,000 RESIDENTS

BY METRO AREA (2013)

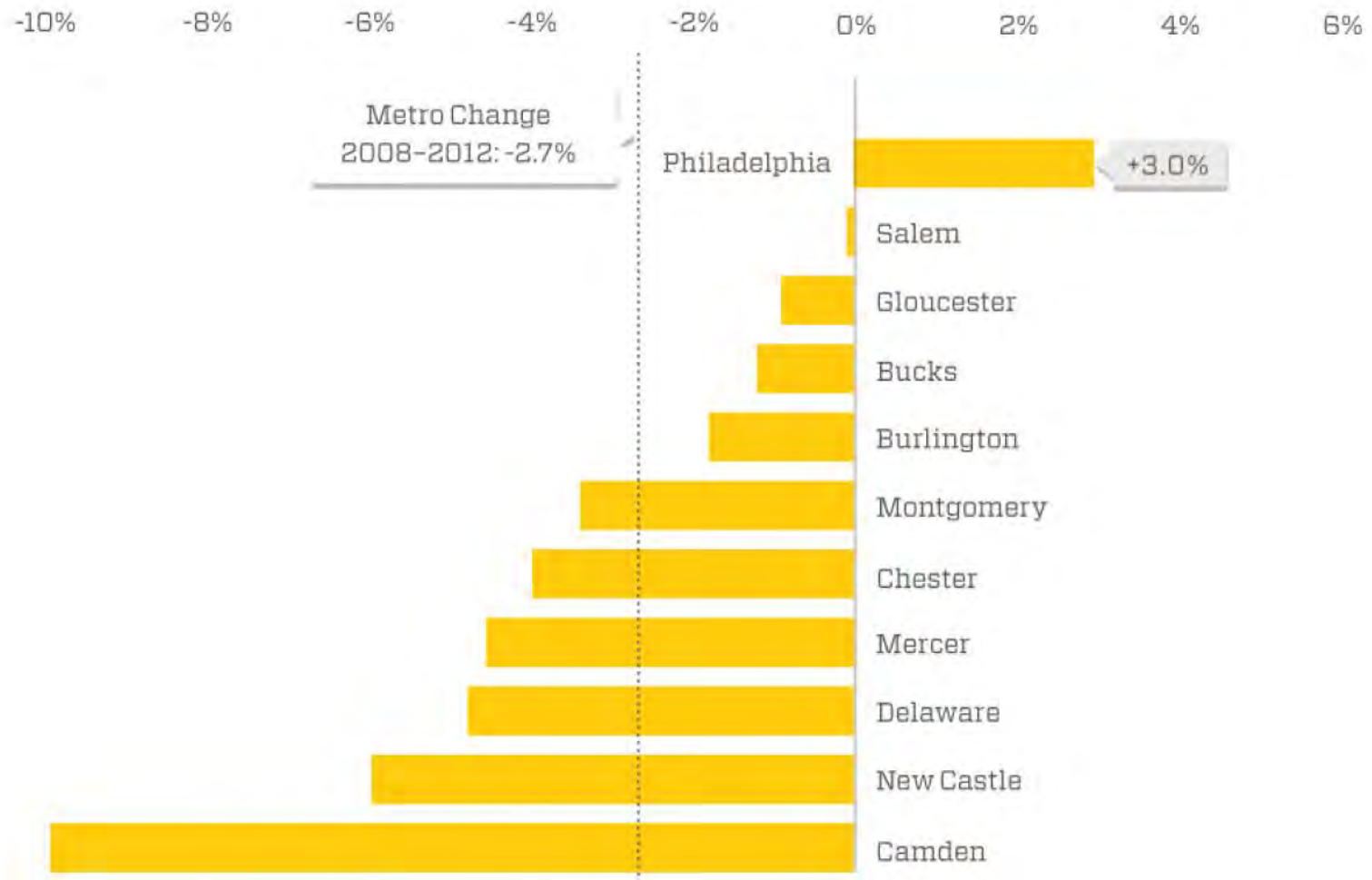


Source: Kauffman Index of Entrepreneurial Activity 2014

# Philly Leads on Small Biz Job Growth

## ANNUAL GROWTH IN SMALL BUSINESS EMPLOYMENT

BY COUNTY (2008-2012)



Source: US Census, Longitudinal Employer-Household Dynamics Quarterly Workforce Indicators

# Higher Education & Research Strengths

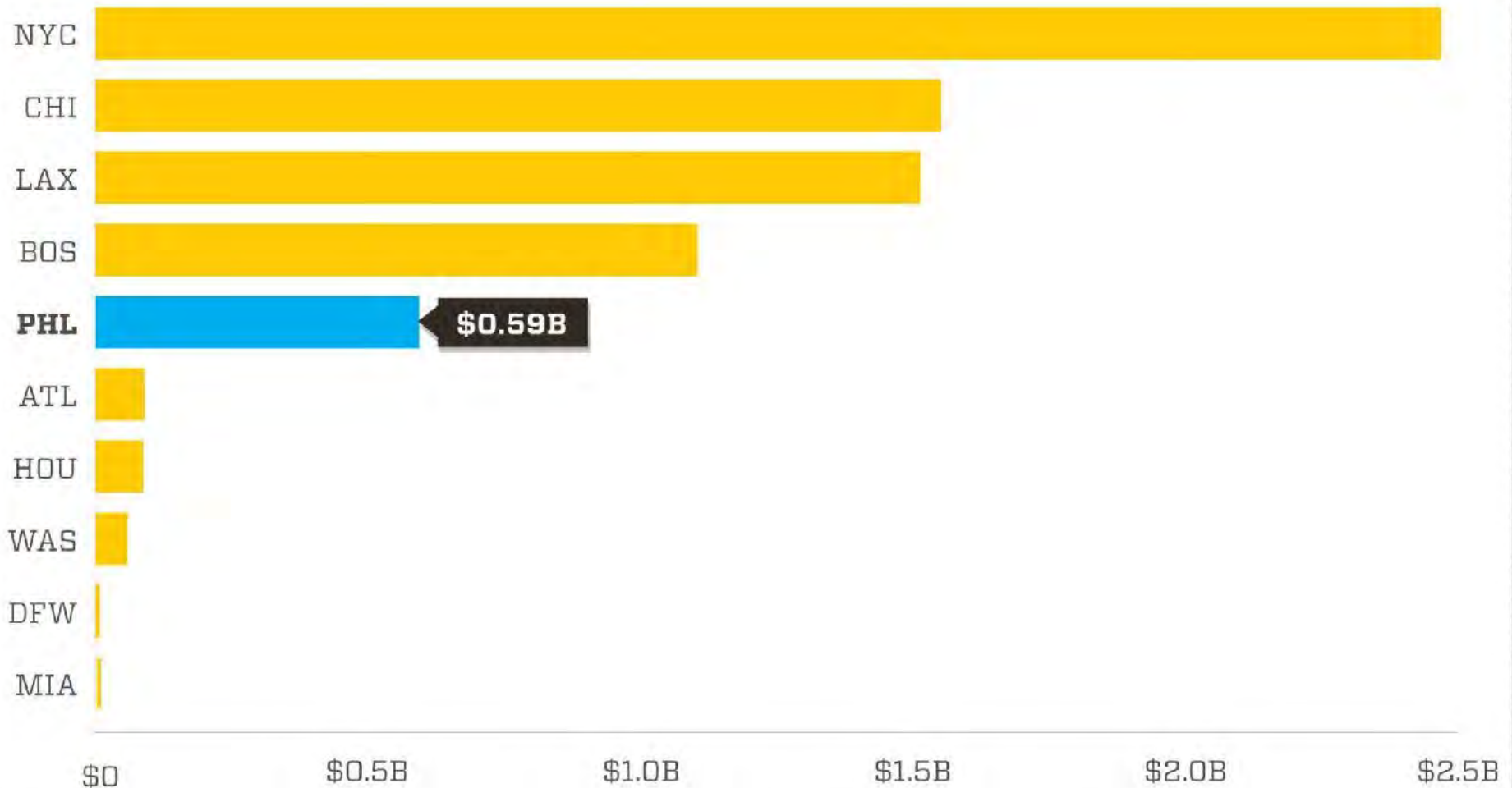




# Holding Our Own with Technology Transfer

## TECHNOLOGY TRANSFER LICENSING REVENUES

BY METRO AREA (2008-2012)



Source: Association of University Technology Managers, US Licensing Activity Survey

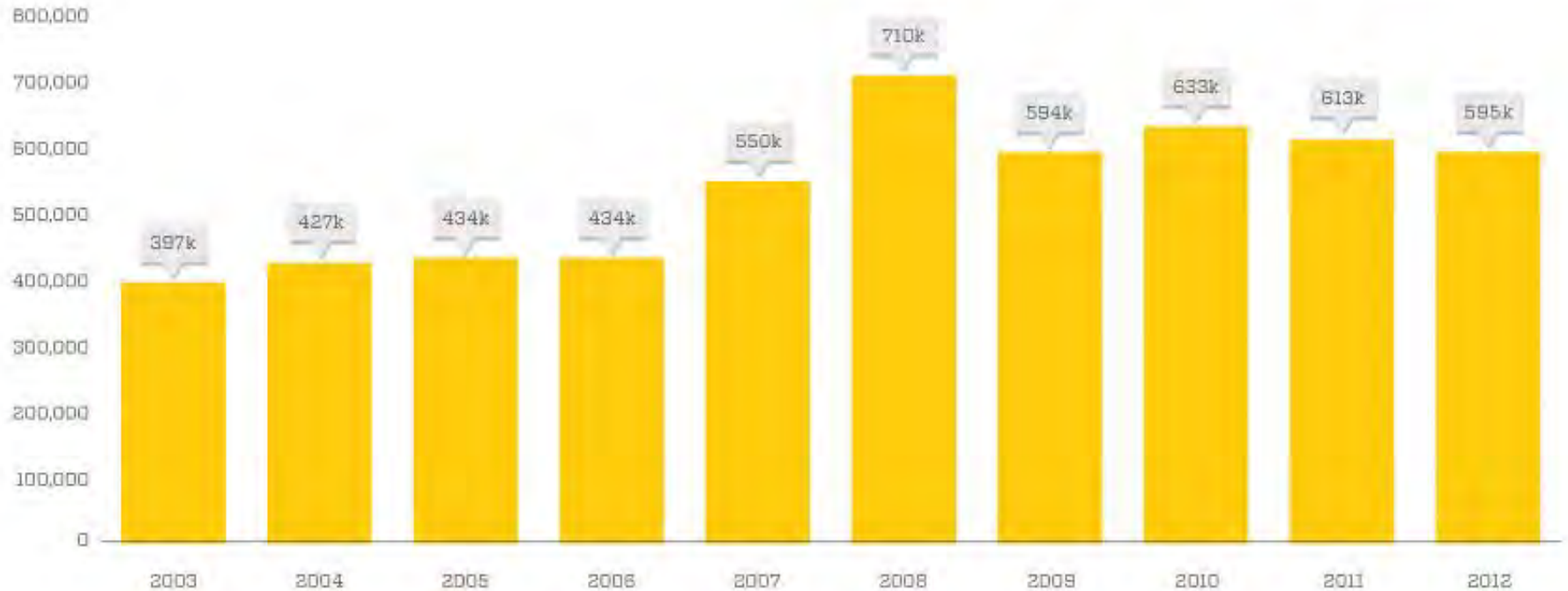
# 9% of PHL Economic Output is Exports



# Overseas Visitors Up After Slight Decline

## INTERNATIONAL VISITATION TO GREATER PHILADELPHIA

(2003-2012)\*



Source: US Office of Travel and Tourism Industries

\*Does not include visitors from Canada or Mexico

# Infrastructure

## VISION

*Greater Philadelphia has convenient connections to regional, national, and global destinations and efficiently provides the key infrastructure necessary for business success and high quality of life.*



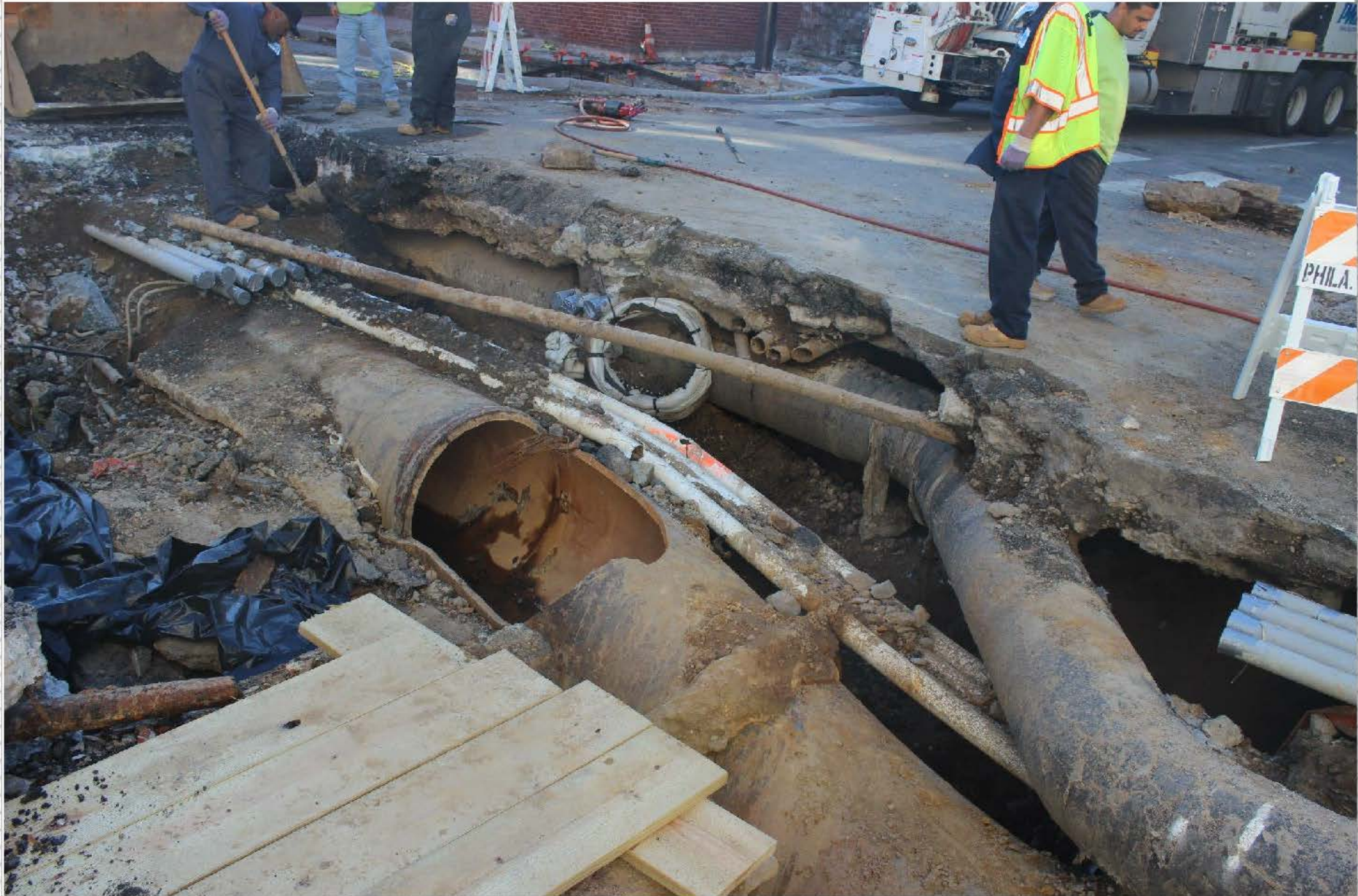
**Global & National Connections**

**Regional Mobility**

**Sustainable Systems**



# Aging Infrastructure



# State of Good Repair Backlog

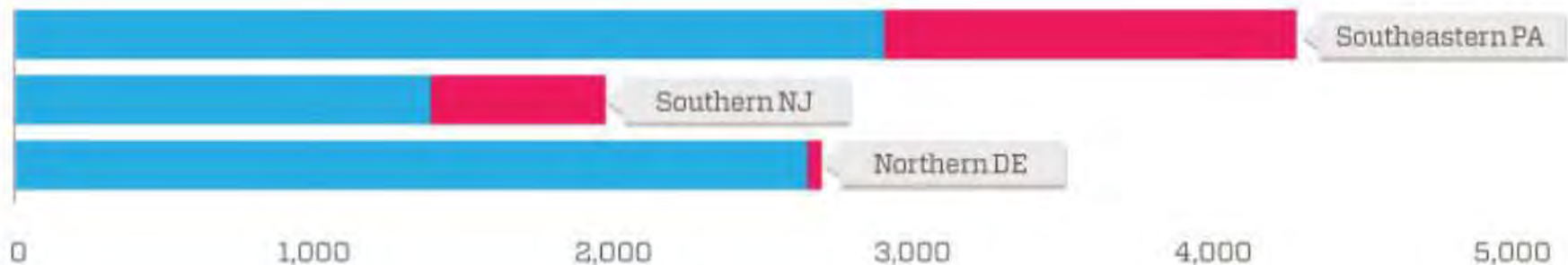
## BRIDGE CONDITIONS IN GREATER PHILADELPHIA

• Bridges in Fair or Good Condition • Structurally Deficient Bridges



## PAVEMENT CONDITIONS OF STATE-MAINTAINED ROADS

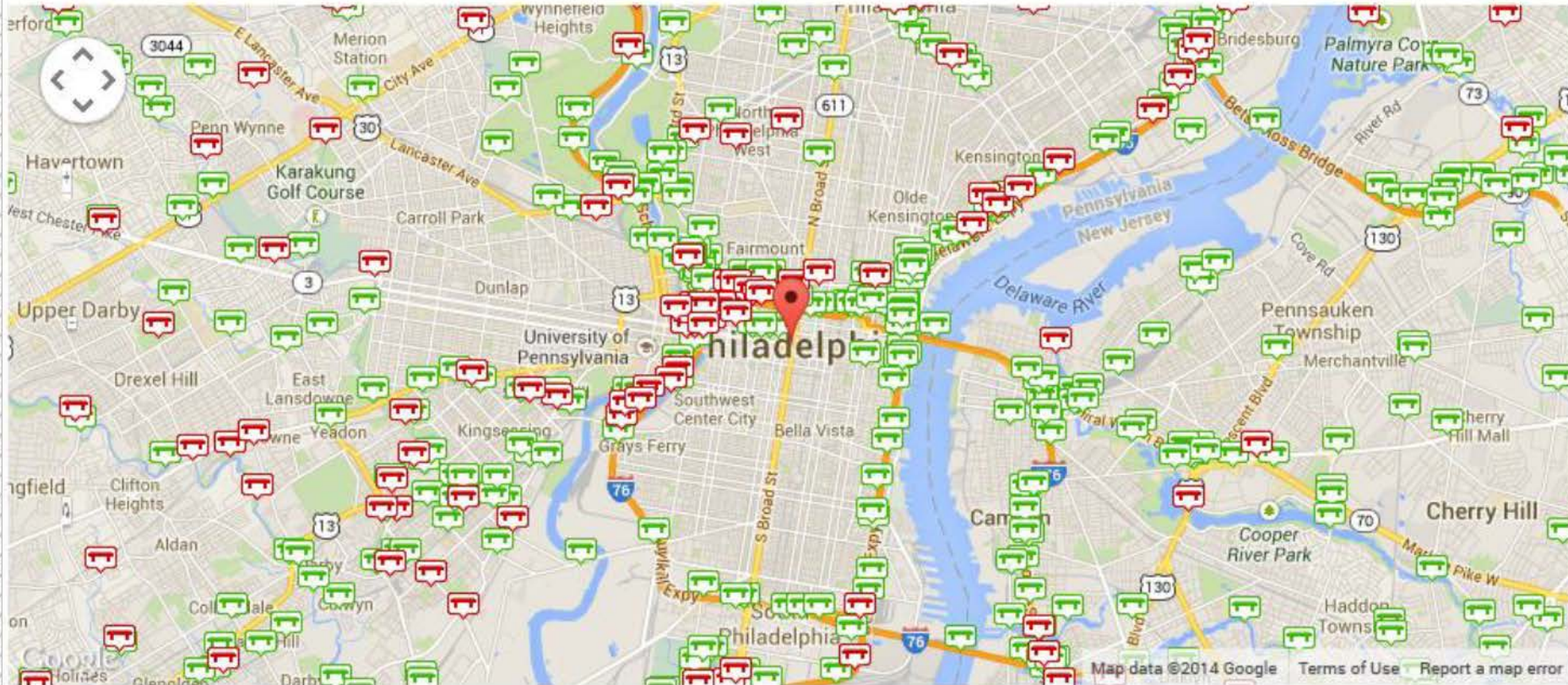
• Lane Miles of Pavement in Fair or Better Condition • Lane Miles of Pavement in Poor Condition



Source: DVRPC, DE DOT

\*Data presented for most recent year available:  
NJ, 2012; DE and PA, 2013

# State of Good Repair Backlog



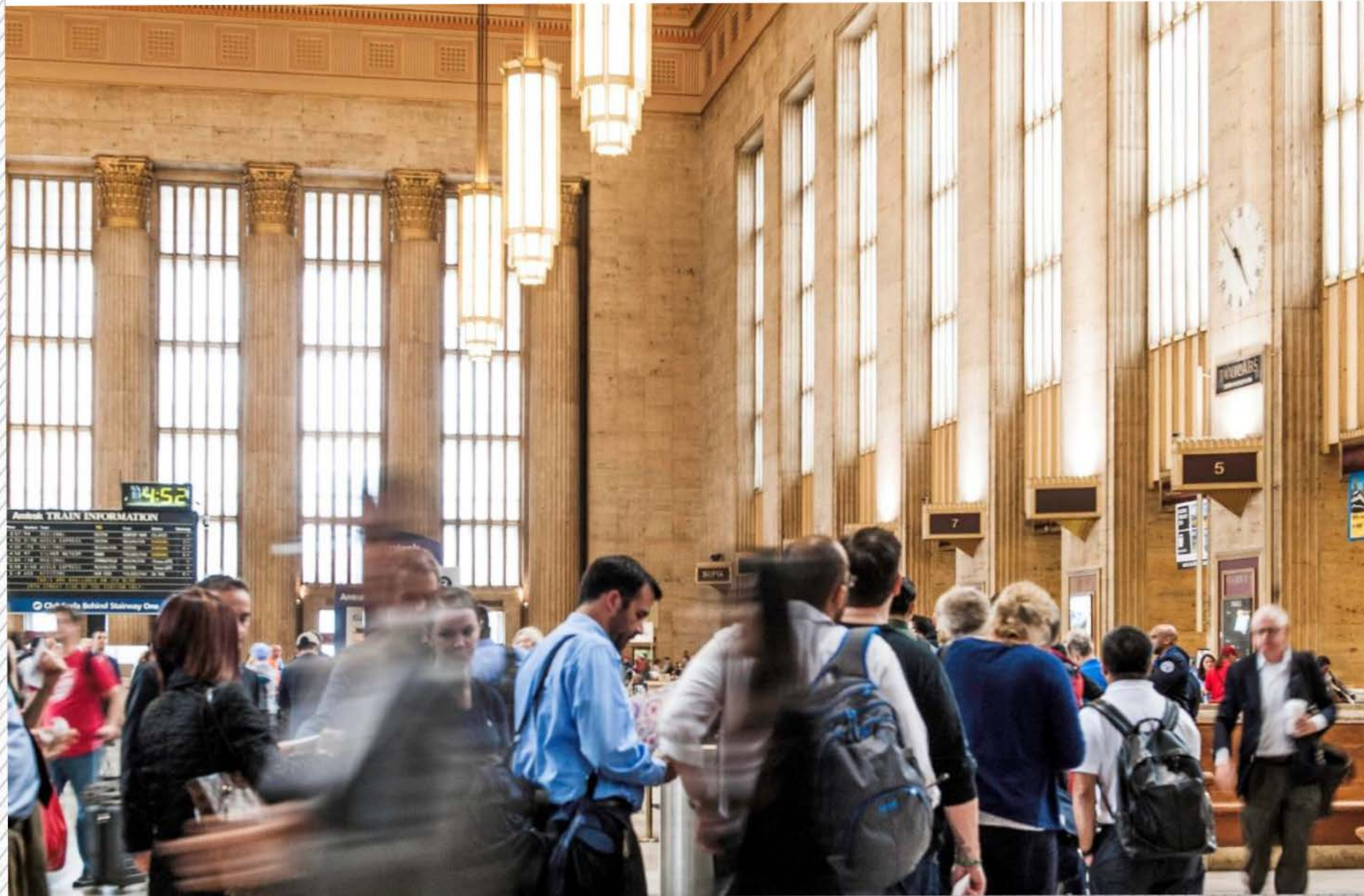
 Structurally deficient

# Transit Ridership



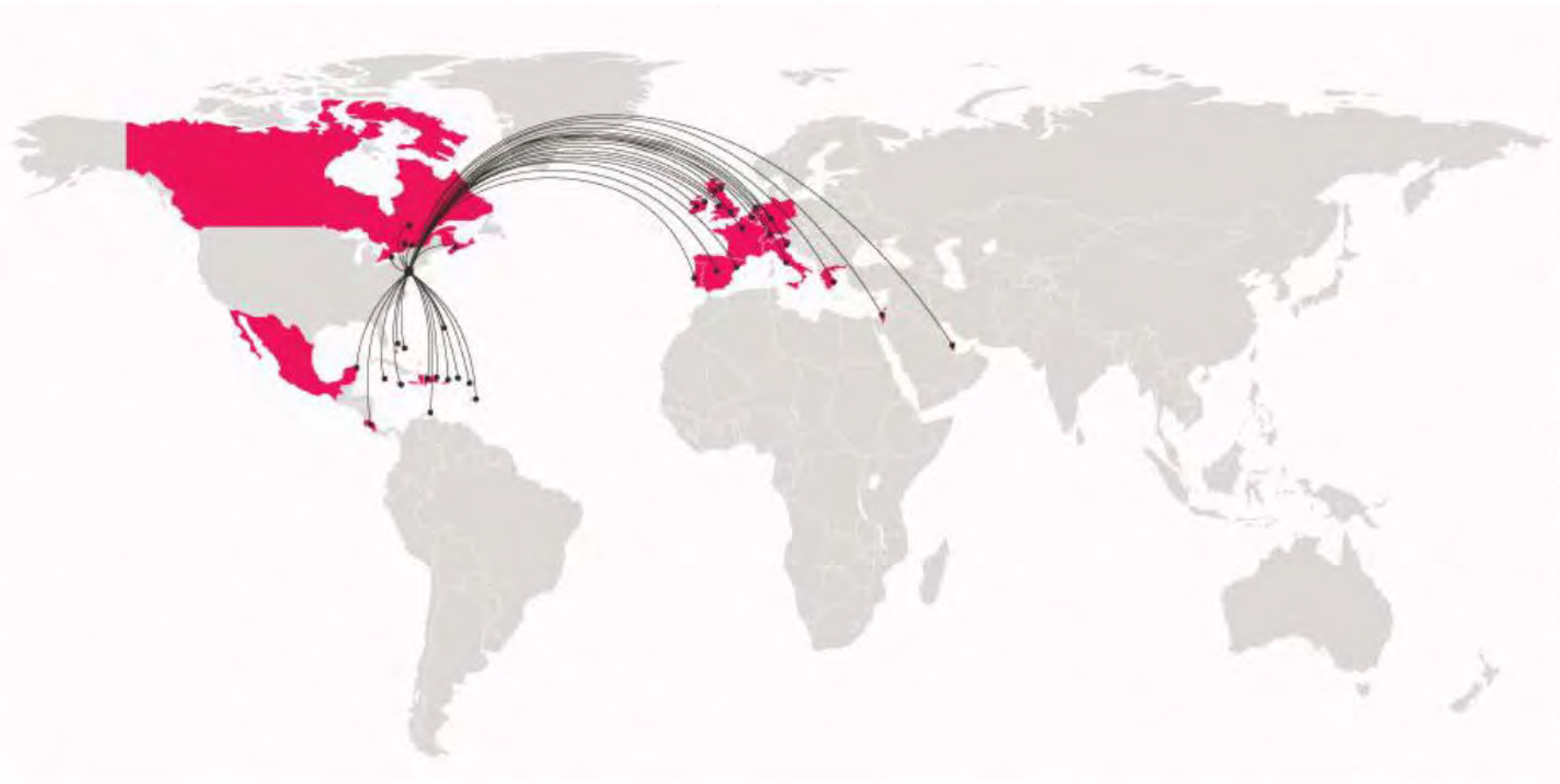


# PHL 2<sup>nd</sup> in Amtrak Ridership Growth



# Direct Connections to 25 Countries

## NONSTOP INTERNATIONAL DESTINATIONS FROM PHL



Source: Official Airline Guide, World Bank World Development Indicators

# Direct Connections to 25% of Global GDP

## COMBINED GDP OF COUNTRIES SERVED BY NONSTOP PASSENGER AIR SERVICE

BY METRO AREA (2014)



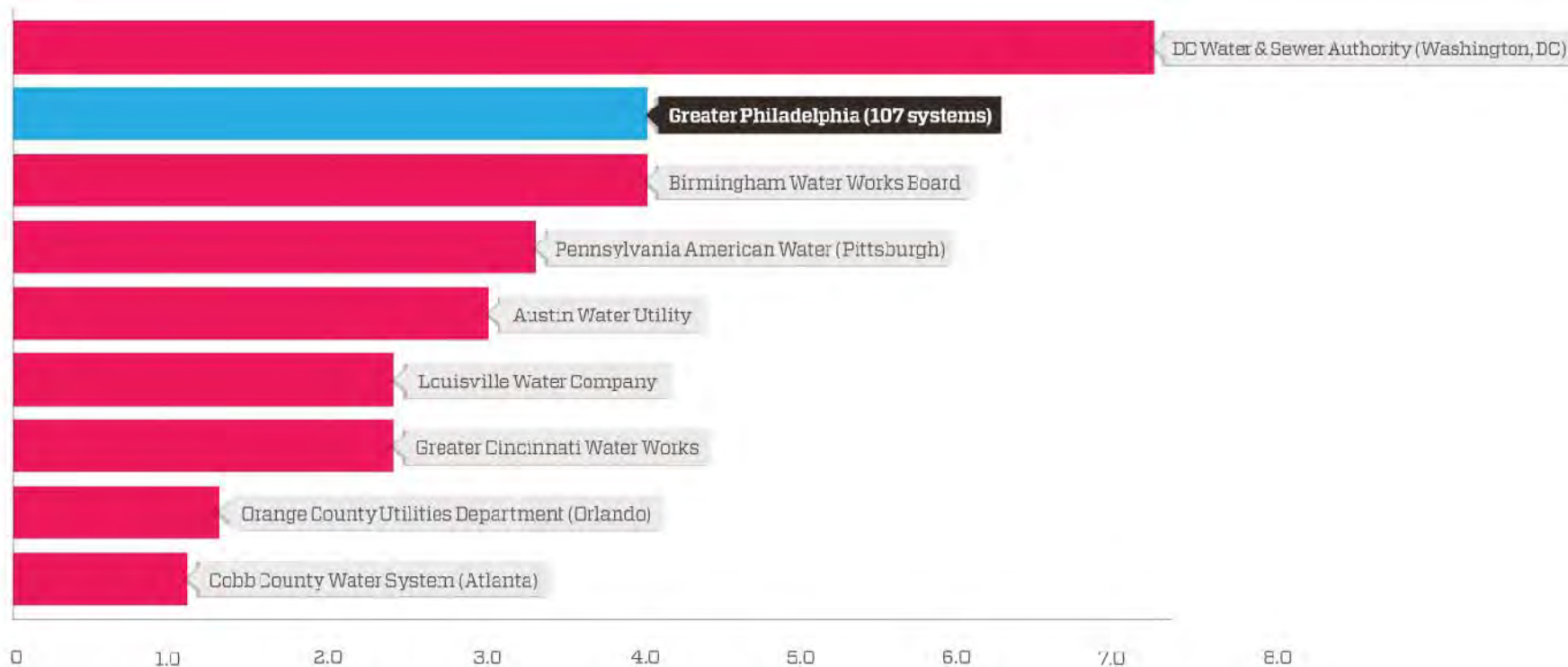
Source: Official Airline Guide, World Bank World Development Indicators

# Upgrading Aging Water Systems



# Water Leakage in Line with Other Metros

## DRINKING WATER SYSTEM INFRASTRUCTURE LEAKAGE INDEX (2012)



Source: Greater Philadelphia: special analysis by the Delaware River Basin Commission; other systems: American Water Works Association's Water Loss Control Committee

\* The Infrastructure Leakage Index increases as more water is lost within a system

# Expanded Index Content Online

## THE WORLD CLASS INDICATORS

### Education & Talent

School Readiness

Pre-K Access

Early Literacy

College & Career Readiness

On-Time Graduation

### Disconnected Youth

Degrees & Certificates Awarded

Educational Attainment

Poverty Rate

Labor Force Participation

Median Income

### Business Growth

### Infrastructure

Youth disconnection is an important measure of how many young people are slipping through the cracks in our region. Sixteen to twenty-four year-olds who aren't enrolled in school or engaged in the labor market during this critical stage of development are much more likely to be involved in the juvenile and criminal justice systems and to earn significantly less over the course of their lives.

### PERCENTAGE OF YOUTH NOT ENROLLED IN SCHOOL AND NOT WORKING, AGES 16-24, BY METRO AREA (2010)



Atlanta's Disconnected Youth

[www.worldclassgreaterphila.org](http://www.worldclassgreaterphila.org)

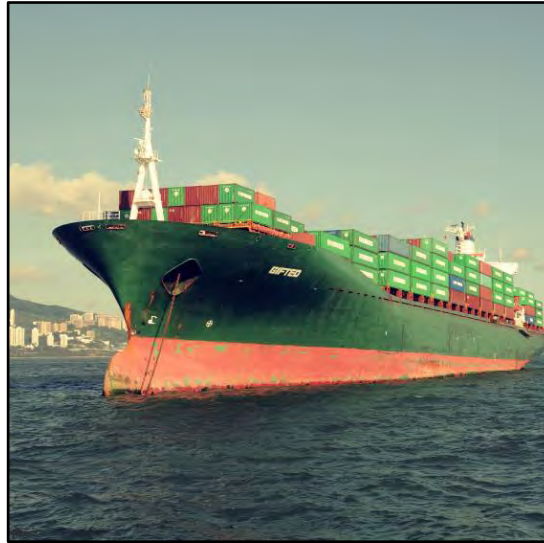
# Advancing the World Class Agenda

## Education & Talent Development



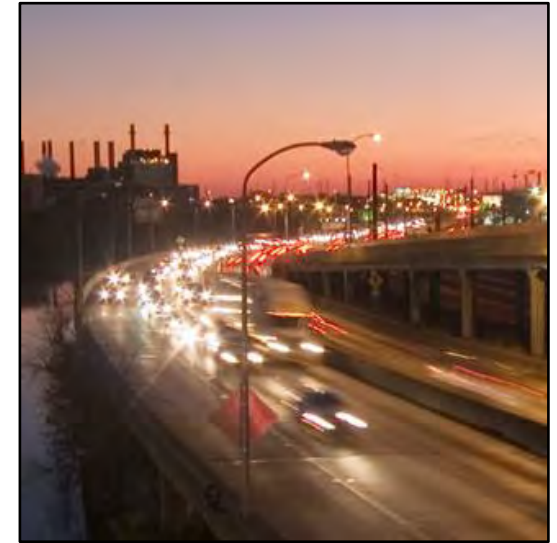
Pre-K  
for PA

## Business Growth



Regional  
Exports

## Infrastructure



Transportation  
Funding



## Spurring Regional Export Growth



November 18  
6:00 - 8:00pm  
Urban Outfitters  
The Navy Yard

[worldclassgreaterphila.org/events](http://worldclassgreaterphila.org/events)



# Explore and Share the Index



## At A Glance



Education  
& Talent  
Development

[SEE DASHBOARD](#)

PRE-K ACCESS



ON-TIME GRADUATION



EDUCATIONAL ATTAINMENT



Business  
Growth

[SEE DASHBOARD](#)

TECHNOLOGY TRANSFER



SMALL BUSINESS  
EMPLOYMENT



EXPORTS



Infrastructure

[SEE DASHBOARD](#)

PASSENGER AIR  
CONNECTIONS



INTERCITY RAIL RIDERSHIP



STATE OF GOOD REPAIR





# CITIZENS' BUSINESS

The monthly newsletter of the Economy  
League of Greater Philadelphia

[worldclassgreaterphila.org](http://worldclassgreaterphila.org)



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