

Employment and Economic Development in Southern Nevada

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Abstract

Wealth influences a person's health. People who are higher on the socioeconomic scale tend to have better health outcomes. To improve the health of a community, it is important to understand the employment opportunities of the people living in the community.

Southern Nevada's economy was hit hard between 2008 and 2012. Unemployment rates in the region exceeded national and peer regions between during this time period. Construction; leisure and hospitality; trade, transportation and utilities; and professional and business service sectors experienced the greatest job loss during the recession. The Education and Health Services sectors did not experience a decrease in the number of employees during the recession. With the economic recession, Clark County experienced a decrease in tourism; however, activity in this sector increased in 2011 compared to 2010. All occupational categories are projected to have positive growth between 2010 and 2020 with a combined growth projection of 11.4% during the decade.

The region's working age population has a lower level of educational attainment compared to peer regions. This might be because 38.2% of occupations require less than a high school diploma and 43.1% require a high school diploma or equivalent in the region. The Education and Health Services industry sector did not experience a decrease in the number of employees during the recession and healthcare is one of the segments projected to have significant growth in the next decade.

Introduction

Socioeconomic status (SES) is a better indicator of health than genetics (Robert Woods Johnson Foundation, 2009). Employment can be used to predict a person's health. Marmot and Wilkinson (2006) found that health improves as a person ascends the SES ladder. The better job a person has, the better his/her health. Several factors may influence this relationship. Better jobs often equal better pay, more control over one's life and autonomy (Marmot & Wilkinson, 2006). When people have better pay, they are more able to pay for healthy food and preventive medical care; they are also more likely to live in neighborhoods where it is safe to be physically active. Control over one's life and autonomy can lead to lower levels of stress and stress related chronic diseases (Sapolsky, 2005). Better jobs equal better health outcomes.

People who are unemployed tend to have higher levels of impaired mental health including depression, anxiety, and stress as well as higher levels of mental health hospital admissions, chronic disease (cardiovascular disease, hypertension, musculoskeletal disorders) and premature mortality (Marmot & Wilkinson, 2006). Additionally, unemployment is associated with unhealthy behaviors such as increased alcohol and tobacco consumption and decreased physical activity. Gainful employment provides the opportunity for income, access to health care and a higher SES. Nevadan's who are employed are four times more likely to have access to health insurance and two times less likely to delay seeking medical treatment due to cost (Pharr et al., 2012).

The purpose of the manuscript is to describe the available data related to employment and economic development in Southern Nevada and suggest how improving these areas also contribute to health improvements for the region. Data on such existing conditions was used by members of the Southern Nevada Strong team to set goals and priorities for future development of the region. The overall goal of the Southern Nevada Strong project was to develop the *Southern Nevada Regional Plan for Sustainable Development* (SNvRPSD); a single, integrated and consolidated plan that will promote and guide sustainable regional development in

Southern Nevada over the next 20 years. Goals and strategies formulated to address economic development and access to education in Southern Nevada are presented in the discussion.

Methods

Regional, state, and national data sources were utilized to describe the current employment and economic conditions in Southern Nevada and project future trends. Data sources for employment and economic development included: US Bureau of Economic, US Bureau of Labor Statistics, Department of Employment Training and Rehabilitation, US Census. Local Employment Dynamics, Las Vegas Convention and Visitors Authority. Brookings Mountain West, U.S. Census, American Community Survey (ACS) 3-Year Estimate 2008-2010, U.S. Census, ACS 5 Year Estimate 2006-2010, and the Center for Business & Economic Research (CBER) at the University of Nevada. Throughout, the Mountain West Metropolitan Areas of Albuquerque, NM; Boise, IA; Colorado Springs, CO; Denver, CO; Ogden, UT;

Phoenix, AZ; Provo-Orem, UT; Salt Lake City, UT and Tucson, AZ were used for comparisons. Because Clark County, Las Vegas Metropolitan Area and Southern Nevada are the same geographic area, they are used interchangeably throughout the manuscript and are referred to as ‘the region’.

Results

Economic Performance

Southern Nevada experienced economic losses during the recent recession. In 2010, the gross domestic product (GDP) of Las Vegas MSA was \$89.8 billion, making it the 33rd –largest US metropolitan area in terms of total economic output. Like the rest of the nation, the regional economy has begun to grow again, but growth rates have not yet recovered to their 2007 level (in constant dollars) (Figure 1). In the second quarter of 2012, Las Vegas MSA gross product is 11.0 percent less than the peak in 2007 (Brookings Mountain West, 2012). For comparison, in this same quarter, Salt Lake City is 6.7 percent and Denver is 2.2 percent above their peaks and Phoenix is 5.8 percent below its peak.

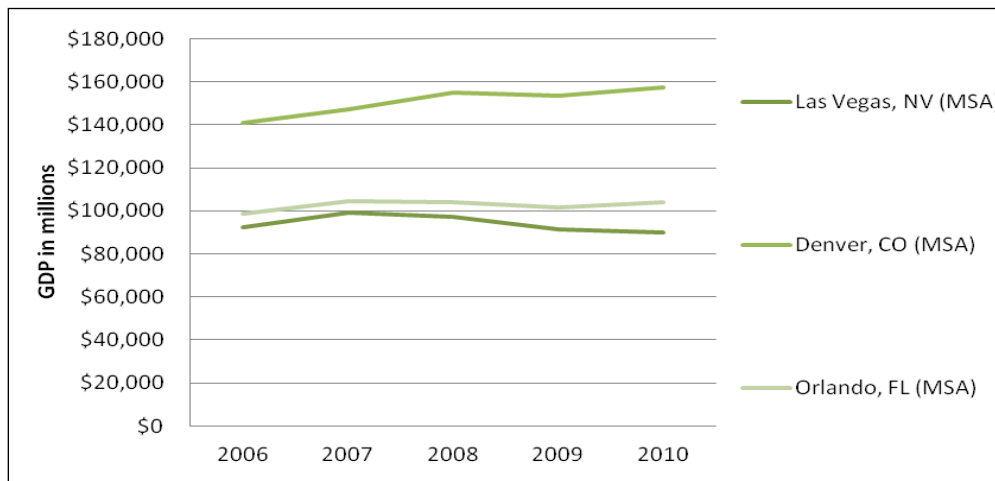


Figure 1: GDP by Metro Area, 2006-2010 (US Bureau of Economic Analysis, 2012)

When compared to other metropolitan areas (Figure 2), the regional economy does not perform as well. In 2010, per capita GDP was 10 percent below the

national average for metropolitan areas and below all four peer regions.

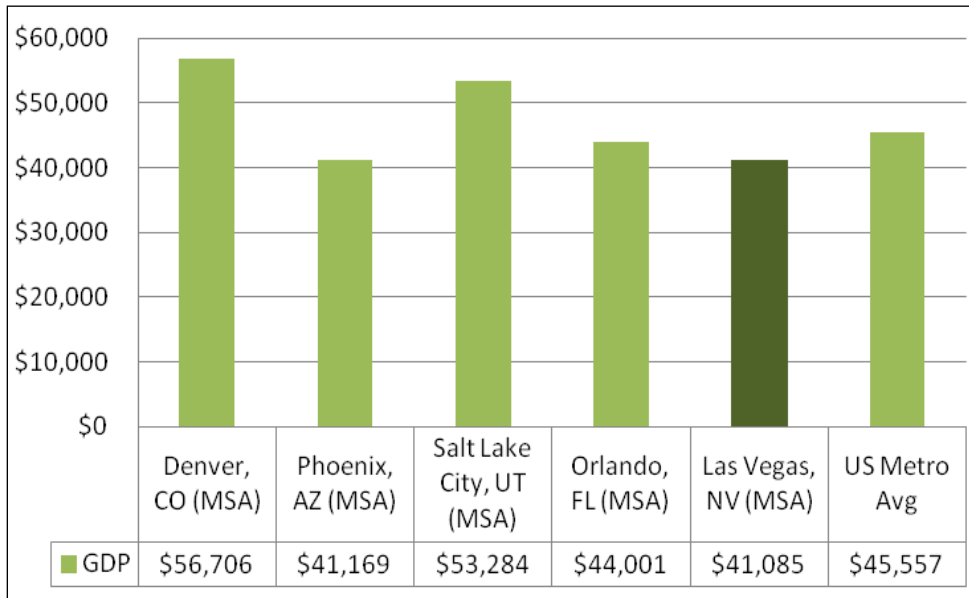


Figure 2: 2010 Per Capita GDP by Metro Area (US Bureau of Economic Analysis, 2010)

Unemployment rates in the region exceeded national and peer region unemployment rates between 2008 and 2012. Southern Nevada was hit hard during the economic recession that started in 2008. Nevada had the highest unemployment rates of any state between 2008 and 1st quarter 2012 (US Bureau of Labor Statistics, 2012) (Figure 3). High unemployment

rates and slow economic recovery can be linked to the region's heavy reliance on consumption-based industry sectors (construction, tourism and gaming, retail) which are disproportionately impacted by swings in the economy (The Brookings Institute, 2011).

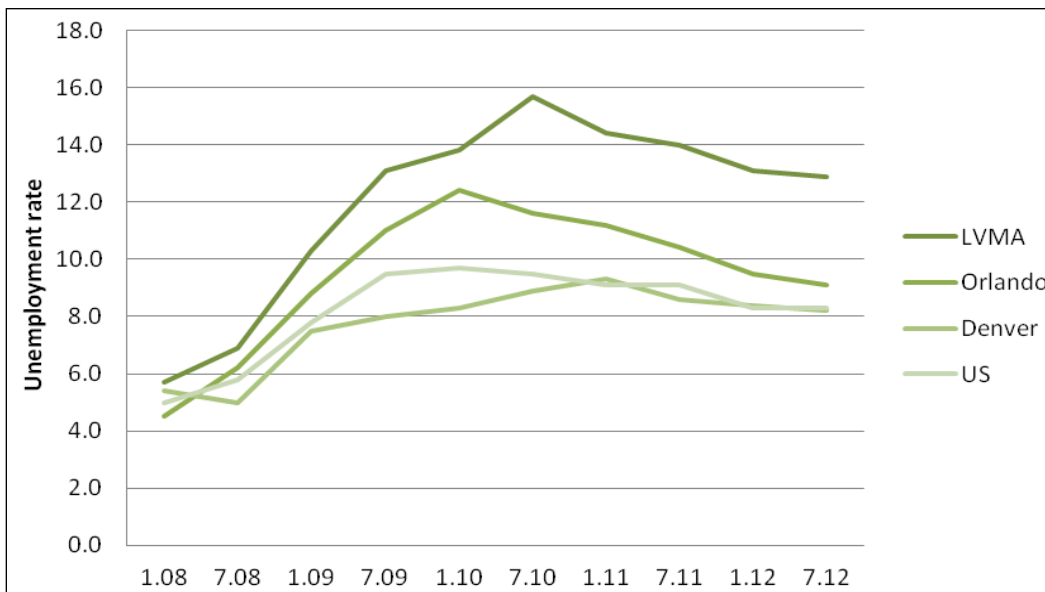


Figure 3: Unemployment Rates, January 2008 – July 2012 (US Bureau of Labor Statistics, 2011)

Workers with lower levels of education experienced higher levels of unemployment. Between 2008 and 2010, people with less than a high school degree experienced an unemployment rate of 14.1 percent in Southern Nevada while people with a

Bachelor's degree or higher had an unemployment rate of 5.7 percent (Figure 4). This was consistent with unemployment rates by educational attainment in Orlando, Denver and the US (American Community Survey 3-Year Estimate 2008-2010).

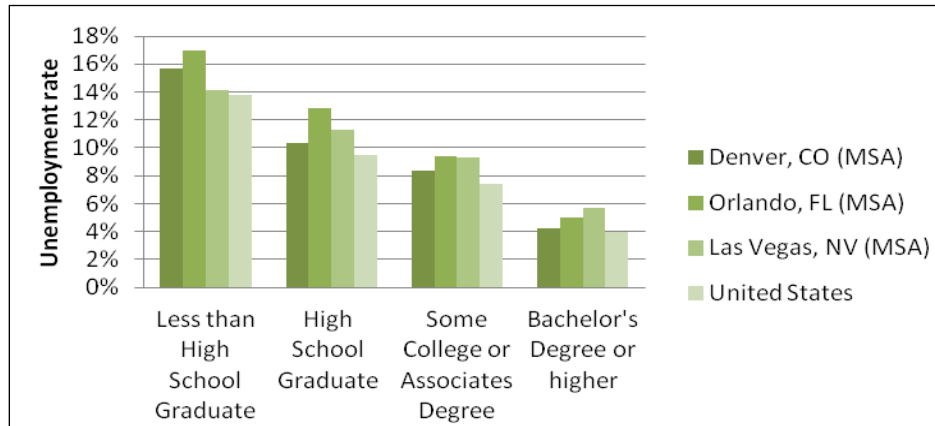


Figure 4: Unemployment by Educational Attainment, 2008-2010 (US Census Bureau, American Community Survey (ACS), 2008-2010)

Worker Characteristics

The total number of people in the labor force in the region was larger in 2010 compared to 2000, with a peak in the labor force in 2007 and a decline in 2008-2010. The total number of people in the labor force in Southern Nevada grew substantially between

2000 and 2007 to a height of 928,000 people in 2007. In 2009 and 2010, the labor force declined to 826,900 and 803,600, in 2009 and 2010 respectively, concurrent with the economic recession in the US. However, compared to 2000, there were over 100,000 more people in the labor force in 2010 (Figure 5).

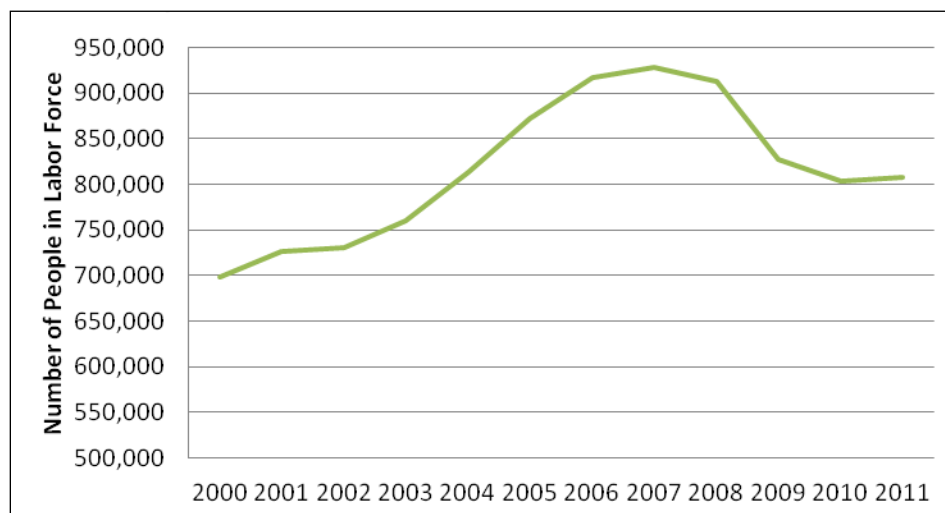


Figure 5: Labor Force for All Industries in Southern Nevada (Department of Employment Training and Rehabilitation, 2012)

Southern Nevada’s working age population is slightly older than peer regions but not the nation. People in the 55 to 64 age group are expected to retire over the next decade. The percentage of people

in this age group is higher (16.3 percent) than in peer regions; however lower than in the nation (18.4 percent) (American Community Survey 3-Year Estimate 2008-2010) (Table 1).

Table 1.

Comparison of Working Age Population in Las Vegas, Denver and Orlando (US Census Bureau, ACS, 2008-2010)

Age Ranges	Las Vegas	Denver	Orlando
16 to 19 years	8.1%	6.4%	9.2%
20 to 24 years	9.9%	11.4%	13.2%
25-44 years	45.4%	50.3%	43.4%
45 to 54 years	20.3%	17.5%	20.2%
55 to 64 years	16.3%	14.5%	13.9%

Working age people in Las Vegas (people between 16 and 65) have lower levels of educational attainment compared to peer regions. The region has a higher number of working age people with a high

school degree or less. In addition, the region has fewer working age people with a Bachelor’s degree or graduate/professional degree compared to peer regions (Table 2).

Table 2.

Comparison of Educational Attainment of Working Age People Between Mountain West Cities, 2008-2010 (US Census Bureau, ACS, 2008-2010)

	Denver, CO (MSA)	Las Vegas, NV (MSA)	Phoenix, AZ (MSA)	Salt Lake City, UT (MSA)	Tucson, AZ (MSA)	Orlando, FL (MSA)
Less than high school grad	11%	16.5%	14.5%	10.8%	13.2%	13%
High school graduate	22.3%	29.9%	24.3%	24.6%	23.6%	29.5%
Some college, no degree	21.7%	24.8%	25.0%	25.8%	25.6%	20.6%
Associate's degree	7.3%	7.2%	8.1%	8.6%	8.0%	9.6%
Bachelor's degree	24.5%	14.5%	18.2%	19.9%	17.6%	18.7%
Graduate or professional	13.1%	7.2%	9.9%	10.4%	12.0%	8.6%

Industry Structure

The majority of the region’s businesses are small with less than 10 employees. According to

salesgenie.com, 82 percent of the businesses in the region have 10 employees or less. In addition, 98 percent of the businesses in the region have fewer than 100 employees (Table 3).

Table 3.

Size of Businesses in Southern Nevada, 2012 (Salesgenie.com, 2012)

Size of Company (# of Employees)	# of Companies	Percent
1-4	52,637	62.55%
5-9	16,430	19.53%
10-19	7,490	8.90%
20-49	4,673	5.55%
50-99	1,603	1.90%
100-249	875	1.04%
250-499	241	0.29%
500-999	80	0.10%
1000-4999	102	0.12%
5000-9999	14	0.02%
10000+	2	0.00%

Ten of the fifteen largest employers in Clark County are privately owned casinos. The remaining top five large employers are either local or state government and include: Clark County School District, Clark

County, University of Nevada Las Vegas, Las Vegas Metropolitan Policy and University Medical Center (Department of Employment Training and Rehabilitation, 2012) (Table 4).

Table 4

Top 15 Largest Employers in Clark County, 2012 (Department of Employment Training and Rehabilitation, 2012)

Company	Employment	Activity	Ownership
Clark County School District	30,000 to 39,999 employees	Elementary and Secondary	Local Government
Clark County	7,500 to 7,999 employees	Executive and Legislative	Local Government
Wynn Las Vegas	7,500 to 7,999 employees	Casino/Hotel	Private
Bellagio	7,500 to 7,999 employees	Casino/Hotel	Private
MGM Grand	7,500 to 7,999 employees	Casino/Hotel	Private
Aria Resort & Casino	6,500 to 6,999 employees	Casino/Hotel	Private
Mandalay Bay Resort and Casino	6,500 to 6,999 employees	Casino/Hotel	Private
University of Nevada, Las Vegas	5,500 to 5,999 employees	Colleges and Universities	Public
Las Vegas Metropolitan Police	5,000 to 5,499 employees	Police Protection	Public
Caesar's Palace	5,000 to 5,499 employees	Casino/Hotel	Private
The Venetian Casino Resort	4,000 to 4,499 employees	Casino/Hotel	Private
Mirage Casino-Hotel	4,000 to 4,499 employees	Casino/Hotel	Private
University Medical Center	3,500-3,999 employees	Hospital	Non Profit
Cosmopolitan of Las Vegas	3,500-3,999 employees	Casino/Hotel	Private
Palazzo Casino Resort	3,500-3,999 employees	Casino/Hotel	Private

Construction; leisure and hospitality; trade, transportation and utilities; and professional and business service sectors experienced the greatest job loss during the recession. As shown in Figure 6, each of the sectors with the exception of construction has

experienced a leveling off or slight recovery in 2010-2011. The greatest recovery is seen in the leisure and hospitality sector. The construction sector continued to lose employees in 2010-2011.

The Education and Health Services Sector did not experience a decrease in the number of employees during the recession. The Education and Health Services Sector added 8400 jobs between

2007 and 2011 and grew steadily throughout the recession (Department of Employment Training and Rehabilitation, 2012).

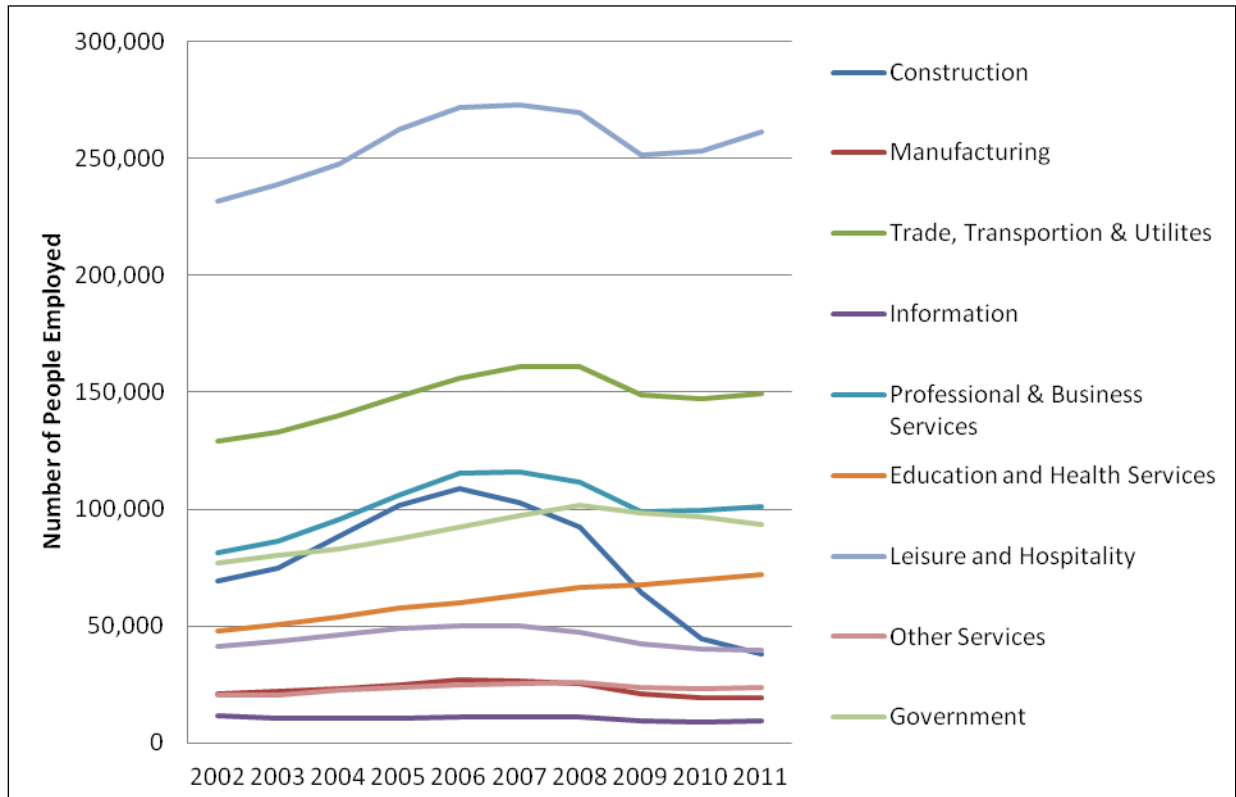


Figure 6: Employment Trends, 2002-2011 (Department of Employment Training and Rehabilitation, 2012)

Table 5 shows employment trends by North American Industry Classification System (NAICS) codes in Southern Nevada from 2010 to 2011 (US Census. Local Employment Dynamics, 2012). Employment sectors with the largest growth during this year (2010-2011) were: Amusement, Gambling, and Recreation Industries (41 percent), Accommodation (24 percent), Hospitals (25 percent), Transit and Ground Passenger Transportation (23

percent), and Personal and Laundry Services (16 percent). Employment sectors with the largest decline during this period included: Specialty Trade Contractors (-26 percent), Ambulatory Health Care Services (-7 percent), Merchant Wholesalers, Nondurable Goods (-6 percent), General Merchandise Stores (-6 percent), Motor Vehicle and Parts Dealers (-6 percent) and Social Assistance (-5 percent).

Table 5.

Employment Trends by NAICS Codes in Southern Nevada, 2010 to 2011 (US Census. Local Employment Dynamics, 2012)

		Average Quarterly Employment (2010Q4 - 2011Q3)	Hiring Growth - # of new employees (2010Q3 - 2011Q3)	Hiring Growth (%) (2010Q3 - 2011Q3)
	All NAICS subsectors	709,582	2,514	4.48
1	721 Accommodation	166,019	2,070	24.36
2	722 Food Services and Drinking Places	73,788	584	7.07
3	561 Administrative and Support Services	52,858	332	5.66
4	541 Professional, Scientific, and Technical Services	34,622	-10	-0.39
5	621 Ambulatory Health Care Services	31,014	-171	-7.08
6	238 Specialty Trade Contractors	25,575	-629	-25.90
7	452 General Merchandise Stores	18,825	-87	-5.84
8	448 Clothing and Clothing Accessories Stores	17,122	-30	-1.40
9	622 Hospitals	15,748	175	25.42
10	551 Management of Companies and Enterprises	15,221	-87	-8.08
11	445 Food and Beverage Stores	14,256	-19	-1.83
12	522 Credit Intermediation and Related Activities	13,743	80	9.10
13	485 Transit and Ground Passenger Transportation	12,558	245	23.04
14	531 Real Estate	12,479	50	4.43
15	624 Social Assistance	11,500	-60	-5.47
16	713 Amusement, Gambling, and Recreation Industries	11,292	445	41.80
17	812 Personal and Laundry Services	9,594	183	16.22
18	423 Merchant Wholesalers, Durable Goods	9,413	-8	-1.27
19	441 Motor Vehicle and Parts Dealers	8,917	-42	-5.63
20	424 Merchant Wholesalers, Nondurable Goods	7,212	-26	-6.00

In Nevada, Tourism, Gaming and Entertainment accounts for more than 350,000 jobs and 24 percent of state employment (Brookings, 2011). With the economic recession, Clark County experienced a decrease in the Tourism Index (activity in the tourism sector) as measured by CBER and shown in Figure 7 (Kennelly, 2012).

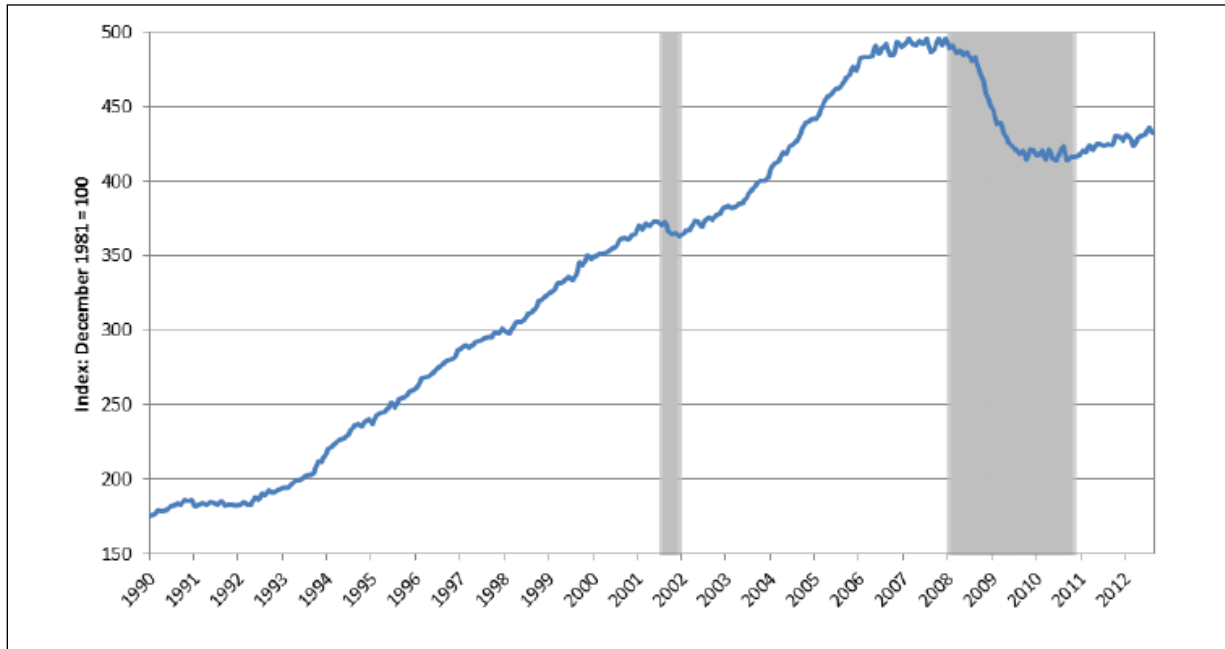


Figure 7: Tourism Index, 1990 – 2012 CBER, Kennelly (2012). Gray indicates recession.

The Tourism, Gaming and Entertainment Sector probably will not see a boom similar to the 2001-2007 cycle (Brookings, 2011); however, activity in

this area increased in 2011 compared to 2010 (Table 6) (Las Vegas Convention and Visitors Authority, 2012).

Table 6.

Visitor Statistics of Clark County, 2011 (Las Vegas Convention and Visitors Authority, 2012)

Visitor Statistics	2011	% Change from 2010 to 2011
Visitor Volume	38,928,708	4.30%
Occupancy Rate	84%	3.40%
Average Daily Room Rate	105	10.70%
Total Room Nights	45,654,165	5.30%
Total En/Deplaned Passengers	41,479,814	4.30%
Gaming Revenue	9,222,906,000	3.50%
Room Tax / LVCVA's Portion	194,329,584	18.60%

Research and Development

Nevada and Clark County lag behind other states and the nation regarding innovation and research and development (R&D) activity (Brookings, 2011). Per capita, “federal R&D spending in Nevada is less than one-third the national average and stands at \$115 per person, but the state receives higher than average R&D funding from the

Department of Energy and Environmental Protection Agency” (Brookings, 2011). Compared to other universities and colleges, the University of Nevada, Reno ranks 126th and the University of Nevada, Las Vegas (UNLV) ranks 191st in terms of R&D expenditures (Table 7). Between 2008 and 2009, UNLV experienced a decline in R&D expenditures of 22.9 percent (National Science Foundation, 2010).

Table 7.

Research and Development Expenditures at University of Nevada, 2010 (National Science Foundation, 2010)

Rank	Institution	2004	2005	2006	2007	2008	2009	% Change FY08-FY09**	Avg. Annual % Change FY02-FY09^
126	U. NV, Reno	83,552	95,579	98,917	95,809	102,073	106,378	4.22%	8.49%
191	U. NV, Las Vegas	45,429	48,343	57,031	56,034	50,775	39,148	-22.90%	4.03%

Industry Clusters & Economic Development Potential

Nevada is dominated by service based sectors which provided slow to no growth during the recession and typically pay relatively low wages. These sectors include tourism and gaming,

construction and real estate and retail trade. Sectors which have the strongest growth potential and pay higher wages are in knowledge and technology sectors and include financial services, life sciences and medicine, aerospace and defense, IT services, and energy and environment (Brookings, 2011).

Occupational Growth & Skill Requirements

In Southern Nevada, 38.2 percent of occupations require less than a high school diploma

and 43.1 percent require a high school diploma or equivalent (Table 8). Less than nineteen percent (18.6%) of occupational employment requires some college to a doctoral/professional degree.

Table 8.

Educational Requirements of Occupations in Southern Nevada 2012 (Department of Employment Training and Rehabilitation, 2012)

Educational Requirement	Number of Employment Opportunities	%
Less than high school	306,733	38.2%
High school diploma or equivalent	346,366	43.1%
Postsecondary non-degree award		
Some college, no degree	26,887	3.3%
Associate's degree	35,450	4.4%
Bachelor's degree	68,720	8.6%
Master's degree	5,161	0.6%
Doctoral or professional degree	13,760	1.7%

All broad category occupational categories are projected to have positive growth between 2010 and 2020 with a combined growth projection of 11.4 percent during the decade. Table 9 shows projected job growth in Southern Nevada from 2010 to 2020 (Department of Employment Training and

In addition to broad category projections, DETR also provides detailed category (North American Industry Classification System) NAICS occupation projections for 2012 through 2020. Table 10 shows the top 20 fastest growing occupations, those with the greatest change in the number of employees in 2020

Rehabilitation, 2012). All broad category occupations combined are projected to have an 11.4 percent growth during this decade; however several sectors are anticipated to continue to decline.

compared to 2012. With the exception of registered nurse, all other occupations typically require less than a high school diploma or a high school diploma (or equivalent). This indicates that based on the current economic make-up and growth projections, the region's economy and labor force will look the same in 2020 as it does today.

Table 9.

Employment Projections by Broad Category Occupational Category in Southern Nevada, 2010-2020 (Department of Employment Training and Rehabilitation, 2012)

Occupation/Title	2010 Employment	Percent of All Occupations-Year 2010	2020 Employment	Percent of All Occupations-Year 2020	2010-2020 Percent Change	Average Annual Growth Rate	Annual Cumulative Growth Rate
Management	38,844	4.6%	41,471	4.4%	6.8%	0.7%	0.7%
Business and Financial Operations	26,723	3.2%	30,838	3.3%	15.4%	1.5%	1.4%
Computer and Mathematical	10,115	1.2%	11,620	1.2%	14.9%	1.5%	1.4%
Architecture and Engineering	8,582	1.0%	9,369	1.0%	9.2%	0.9%	0.9%
Life, Physical, and Social Science	2,940	0.3%	3,271	0.3%	11.3%	1.1%	1.1%
Community and Social Services	8,470	1.0%	9,226	1.0%	8.9%	0.9%	0.9%
Legal	6,202	0.7%	6,608	0.7%	6.5%	0.7%	0.6%
Education, Training, and Library	31,753	3.8%	34,079	3.6%	7.3%	0.7%	0.7%
Arts, Design, Entertainment, Sports, and Media	15,265	1.8%	16,882	1.8%	10.6%	1.1%	1.0%
Healthcare Practitioners and Technical	33,459	4.0%	38,927	4.1%	16.3%	1.6%	1.5%
Healthcare Support	17,333	2.1%	20,410	2.2%	17.8%	1.8%	1.6%
Food Preparation and Serving Related	127,013	15.1%	142,995	15.2%	12.6%	1.3%	1.2%
Building and Grounds Cleaning and Maintenance	56,282	6.7%	61,501	6.6%	9.3%	0.9%	0.9%
Personal Care and Service	58,224	6.9%	66,895	7.1%	14.9%	1.5%	1.4%
Sales and Related	91,333	10.8%	98,776	10.5%	8.1%	0.8%	0.8%
Farming, Fishing, and Forestry	329	0.0%	349	0.0%	6.1%	0.6%	0.6%
Construction and Extraction	43,182	5.1%	54,438	5.8%	26.1%	2.6%	2.3%
Installation, Maintenance, and Repair	28,886	3.4%	32,997	3.5%	14.2%	1.4%	1.3%
Production	21,680	2.6%	23,943	2.6%	10.4%	1.0%	1.0%
Transportation and Material Moving	55,753	6.6%	62,411	6.7%	11.9%	1.2%	1.1%
Total All Occupations	842,544	100.0%	938,273	100.0%	11.4%	1.1%	1.1%

Table 10.

Projected Fastest-Growing Occupation Changes in Southern Nevada, 2012-2020 (Department of Employment Training and Rehabilitation, 2012)

NAICS Code	Occupation Title	Change in Employment 2012-2020	2010-2020 Percent Change	Average Annual Growth Rate	Typical Education Needed for Entry
353021	Combined Food Preparation and Serving Workers, Including Fas	3,462	19.2%	1.9%	Less than high school
353031	Waiters and Waitresses	2,735	11.1%	1.1%	Less than high school
393011	Gaming Dealers	2,490	16.5%	1.6%	High school diploma or equivalent
412031	Retail Salespersons	2,276	9.0%	0.9%	Less than high school
372012	Maids and Housekeeping Cleaners	2,031	12.5%	1.3%	Less than high school
352014	Cooks, Restaurant	1,968	18.9%	1.9%	Less than high school
291111	Registered Nurses	1,706	17.3%	1.7%	Associate's degree
439061	Office Clerks, General	1,595	10.3%	1.0%	High school diploma or equivalent
434051	Customer Service Representatives	1,516	17.8%	1.8%	High school diploma or equivalent
339032	Security Guards	1,483	11.3%	1.1%	High school diploma or equivalent
537062	Laborers and Freight, Stock, and Material Movers, Hand	1,394	14.6%	1.5%	Less than high school
399021	Personal and Home Care Aides	1,342	38.9%	3.9%	Less than high school
472031	Carpenters	1,174	19.2%	1.9%	High school diploma or equivalent
372011	Janitors and Cleaners, Except Maids and Housekeeping Cleaner	1,167	6.1%	0.6%	Less than high school
533041	Taxi Drivers and Chauffeurs	1,162	12.6%	1.3%	Less than high school
353011	Bartenders	1,103	13.2%	1.3%	Less than high school
412011	Cashiers	997	6.2%	0.6%	Less than high school
472061	Construction Laborers	944	25.1%	2.5%	Less than high school
433031	Bookkeeping, Accounting, and Auditing Clerks	914	11.1%	1.1%	High school diploma or equivalent
414012	Sales Representatives, Wholesale and Manufacturing, Except T	902	18.6%	1.9%	High school diploma or equivalent

Table 11 shows the detailed category NAICS occupation projections for 2012 through 2020 for the top 20 occupations with the greatest projected decrease in the number of employees in 2020 compared to 2012 (Department of Employment

Training and Rehabilitation, 2012). The majority of these occupations typically require a high school diploma (or equivalent) with the exception of Architectural and Civil Drafters, which requires an Associate's degree.

Table 11. Projected Fastest-Declining Occupation Changes in Southern Nevada, 2012-2020 (Department of Employment Training and Rehabilitation, 2012)

NAICS Code	Occupation Title	Projected Change in Employment 2012-2020	Projected 2010-2020 Percent Change	Projected Average Annual Growth Rate	Typical Education Needed for Entry
536021	Parking Lot Attendants	-566	-22.6%	-2.3%	Short-term on-the-job training
432011	Switchboard Operators, Including Answering Service	-369	-26.1%	-2.6%	HS diploma or equivalent
433041	Gaming Cage Workers	-260	-14.3%	-1.4%	HS diploma or equivalent
412012	Gaming Change Persons and Booth Cashiers	-247	-13.7%	-1.4%	HS diploma or equivalent
435053	Postal Service Mail Sorters, Processors, and Processing Mach	-198	-40.3%	-4.0%	HS diploma or equivalent
434071	File Clerks	-101	-13.2%	-1.3%	HS diploma or equivalent
533022	Bus Drivers, School	-96	-8.9%	-0.9%	HS diploma or equivalent
419099	All Other Sales And Related Workers	-88	-7.6%	-0.8%	HS diploma or equivalent
339091	Crossing Guards	-81	-12.6%	-1.3%	HS diploma or equivalent
435051	Postal Service Clerks	-78	-39.9%	-4.0%	HS diploma or equivalent
433071	Tellers	-69	-2.2%	-0.2%	HS diploma or equivalent
391012	Slot Key Persons	-51	-10.4%	-1.0%	HS diploma or equivalent
434131	Loan Interviewers and Clerks	-43	-7.2%	-0.7%	HS diploma or equivalent
119051	Food Service Managers	-42	-2.0%	-0.2%	HS diploma or equivalent
371011	First-Line Supervisors/Managers of Housekeeping and Janitor	-39	-1.7%	-0.2%	HS diploma or equivalent
359099	Food Preparation and Serving Related Workers, All Other	-31	-1.6%	-0.2%	Less than high school
439011	Computer Operators	-26	-12.0%	-1.2%	HS diploma or equivalent
519151	Photographic Process Workers and Processing Machine Operators	-22	-10.3%	-1.0%	High school diploma or equivalent
173011	Architectural and Civil Drafters	-19	-5.5%	-0.6%	Associate's degree
439022	Word Processors and Typists	-17	-13.2%	-1.3%	High school diploma or equivalent

DISCUSSION

Since jobs, income and health are so closely connected it is imperative that we improve our performance on many of the aforementioned metrics. The region has a higher number of working age people with a high school degree or less and few working age people with a Bachelor's degree or graduate/professional degree compared to peer regions. This could be due to the low education requirements of many of the major occupations in the region's primary industry, gaming & hospitality. In Southern Nevada, health and health care support were the most stable industry segment and are on pace to have the fastest growing (based on projections). As the Patient Protection and Affordable Care Act's requirement that everyone have health insurance is implemented in 2014, this segment may have even greater potential for growth as Nevada had one of the highest rates of uninsured in the Nation in 2013 (Department of Health and Human Services, 2014). Because increasing jobs and increasing health go hand in hand, it is important for policy makers in the region to focus on economic diversification and lowering rates of unemployment. How this can be accomplished is addressed by the goals and strategies formulated below.

As part of Southern Nevada Strong Sustainable Communities Planning Grant project, six task groups made up of subject matter experts were formed. Subject matter experts came from the public, non-profit and private sectors from across the valley. The task groups included: Healthy Communities, Economic Development and Education, Transportation, Housing, the Environment and Public Engagement and Equity. The objective of each task group was to develop goals and strategies based on the findings from the *Southern Nevada Existing Conditions Report* to inform the regional plan. Goals and strategies formulated to address access to economic development and education in Southern Nevada included:

Goal 1. Match land use and transportation plans with regional economic development plans.

Objective 1.1. *Invest in and maintain infrastructure that meets the needs of a diversified economy.*

- In coordination with organizations such as the Las Vegas Global Economic Alliance
- (LVGEA), develop a regional approach to 1) assess the need for and implement infrastructure that can support a diversified economy and 2) recommend updates to land use plans to match land use and transportation plans and policies.
- Provide tools such as scenario planning analyses to local governments and the Regional Transportation Commission to develop land use strategies that implement the Plan at the local level.
- Coordinate the RTC's Regional Transportation Plan and local government master plan updates with the Comprehensive Economic Development Strategy

Objective 1.2. *Determine future needs for employment lands.*

- Conduct and publicize a regional inventory of available commercial and industrial land and facilities.
- Work with local governments to bolster longer-term economic growth and development by designating employment lands for future industries while mitigating the pressure to respond to short-term development demand for residential development.

Objective 1.3. *Foster the development of the healthcare and education sectors, locally serving sectors that would enhance quality of life for residents, to better integrate with existing land uses and create a better environment to attract new workers*

- Support community stakeholders to plan for regional educational and medical assets that support economic growth and diversification, such as a UNLV medical school.
- Encourage quality housing and transit near existing medical facilities, schools, and

training programs to increase access to local medical providers and provide opportunities for residency programs in order to get doctors to stay in the region.

- Identify how and where medical and educational institutions can be integrated into mixed use developments in economically disadvantaged neighborhoods to stimulate economic vitality while offering needed services.
- Provide housing options for healthcare workers near their place of employment that integrate parks, trails, and active transportation infrastructure.

Goal 2. Ensure that Southern Nevada offers a range of place types to attract and retain future workers, visitors, businesses, and entrepreneurs.

Objective 2.1. *Develop strategies and make targeted investments to encourage infill redevelopment and property rehabilitation.*

- Create and encourage the use of an infill and revitalization action plan for opportunity areas toolkit that identifies barriers to mixed-use development and suggests tools to overcome them.
- Create a set of sample revitalization and renovation plans for existing buildings, which could be approved through a streamlined permitting process and implemented via low cost loans, modest rehabilitation subsidies, or CDBG dollars, etc.
- Make targeted enhancements in key infill areas to enhance walkability and connectivity to existing and new recreational, commercial, and transportation options.
- Preserve and enhance historic neighborhoods and allow appropriate infill and enhancements that can support the neighborhood's economic development.

- Develop and build upon existing programs to promote reinvestment in business districts through sweat equity and volunteerism to create gathering spaces, improve safety, and stabilize neighborhoods.
- Study market readiness and redevelopment potential for deteriorated commercial areas and underutilized strip retail developments.

Objective 2.2. *Develop and expand community-based economic development and reinvestment to support vibrant, transit-supported mixed-use districts throughout the region.*

- Identify place making improvements, regulatory changes, and design standards to increase customer draw in areas with a unique flair (arts, antiques, international appeal, family oriented, etc.).
- Develop strategies to better connect residential demand with local commercial services and products to reduce retail leakage.
- Identify, adopt and support programs that aid in the revitalization of local business districts, such as Main Street and Business Associations.

Goal 3. Enhance the role of small businesses and entrepreneurs as leaders in economic diversification and revitalization.

Objective 3.1. *Determine the building and space needs of entrepreneurs and startups to embolden existing small businesses to participate in revitalization.*

- Identify neighborhoods that are well positioned to attract businesses from specific sectors and develop place-based strategies, cluster training, and workforce outreach efforts around those areas to reduce commute times and connect local residents to job opportunities.
- Identify target industry locational needs, determine which industries are most likely to be successful in infill development, and

develop a strategy to promote new development that accommodates them.

- Assess potential and support for locally-owned businesses preferences, including co-working spaces.
- Expand and pursue public market concepts that allow flexibility for a diverse range of businesses including micro-business, farmers market, or public market through a public-private partnership.
- Provide tools and technical assistance to business districts to help increase their market draw.
- Encourage the development of “third places,” locations outside of work and home for people to meet and exchange ideas could help foster entrepreneurs and small business owners.

Goal 4. Increase collaboration between the state government, local governments and the region’s higher education institutions to align economic development and education efforts.

Objective 4.1. *Partner with higher education institutions to support economic development through land use investments.*

- Collaborate with local higher-education institutions to develop local revitalization and improvement efforts.
- Align complementary plans, special area plans and incentives to align with regional target sector industries, such as medical districts.
- Consider public investment in a center for research and development, in partnership with area universities, hospitals, the LVGEA, and businesses that can be leveraged to promote investment and stimulate more collaboration.

These goals and strategies will be included in the Regional Plan which is the final deliverable to HUD for the planning grant. The next step after completing the planning grant will be to apply for the HUD Sustainable Community Implementation Grant to implement the goal and strategies outlined above. Only entities that received the planning grant can apply for the implementation grant and the awarded amounts are projected to be fifty to one-hundred million dollars.

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