

GOVERNING
I N S T I T U T E

SURVEY RESEARCH

Next-Gen Economic Development

PREPARED FOR

 **Accela**

Report Background

Purpose

The Governing Institute was commissioned by Accela to field a survey to 100 state and local government officials on the topic of economic development in a next-gen environment.

The purpose of this project was to provide insights into current approaches to enhance economic development, potential gaps between economic development goals and current technology use, and priorities related to managing changes brought by the next-gen economy.

Methodology

The Governing Institute fielded a survey to state and local officials in economic development and elected officials.

The 16 survey questions were designed in partnership with Accela and yielded 116 qualified respondents.

Responses were gathered in September and October 2018.

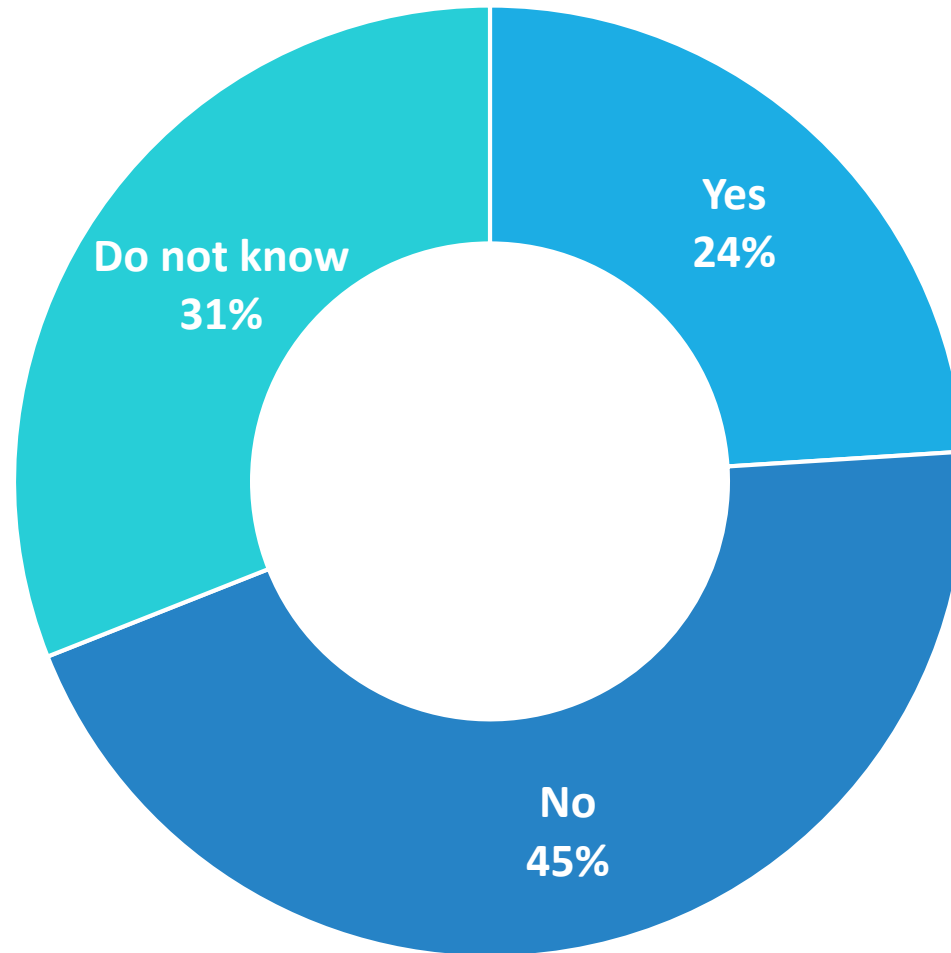
The Next-Gen Economy

How prepared do governments feel?

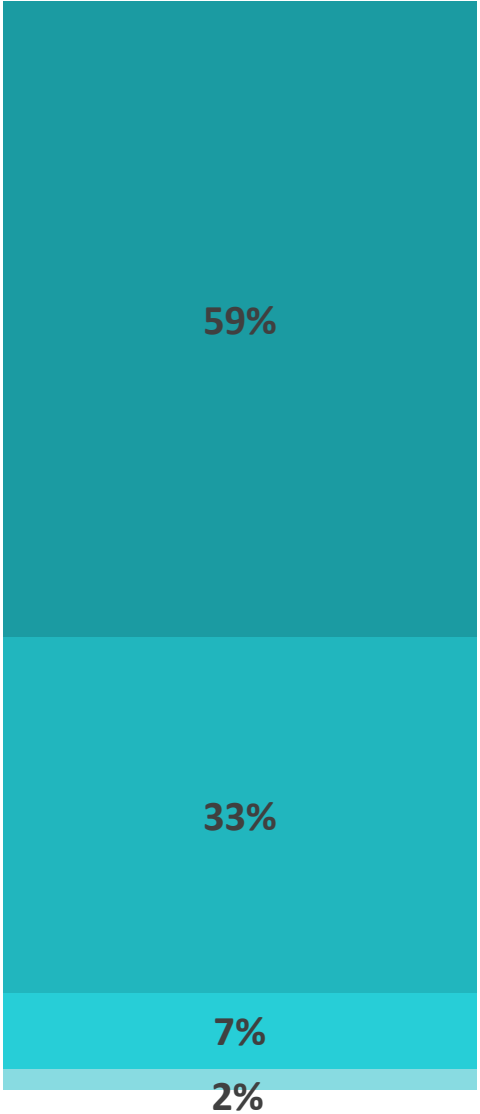
Key Findings

- ✓ Many jurisdictions do not feel well-prepared for the next-gen economy
- ✓ Nearly all respondents see the value of technology in helping their jurisdiction advance towards success in next-gen economic development
- ✓ Staffing shortages are anticipated to be a key challenge
- ✓ Multiple stakeholder groups will need to work together

Within your current economic development efforts, do you believe your jurisdiction has the tools it needs to benefit and drive today's new markets and industries in the next-gen economy?

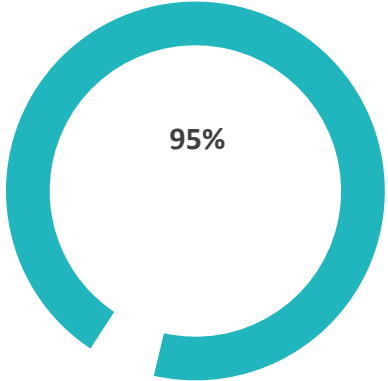


Overall, how important are technology solutions for improving the advancement of next-gen economic development in your jurisdiction?



- Very important
- Somewhat important
- Neither important nor unimportant
- Somewhat unimportant
- Very unimportant

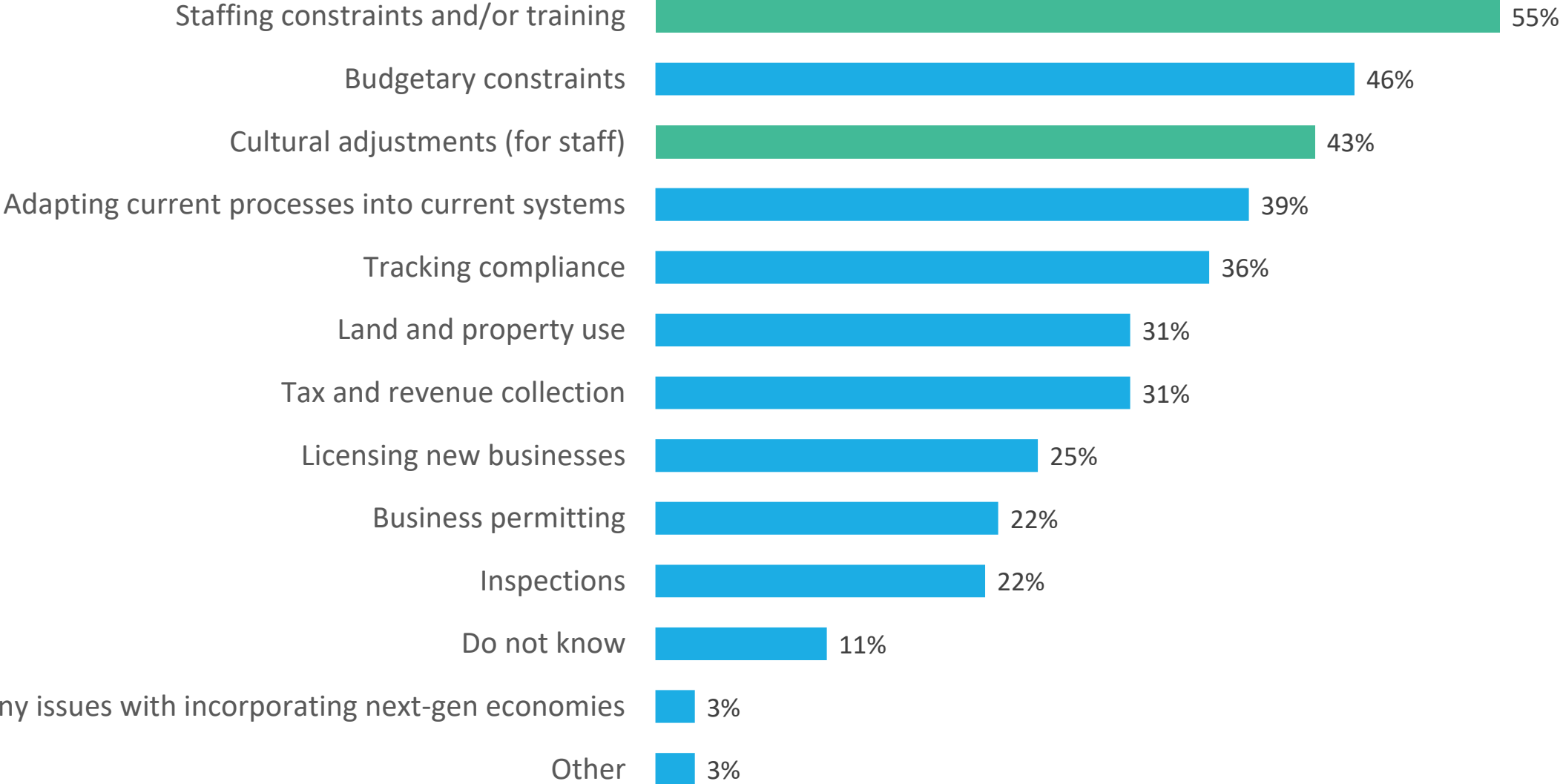
Municipalities and counties



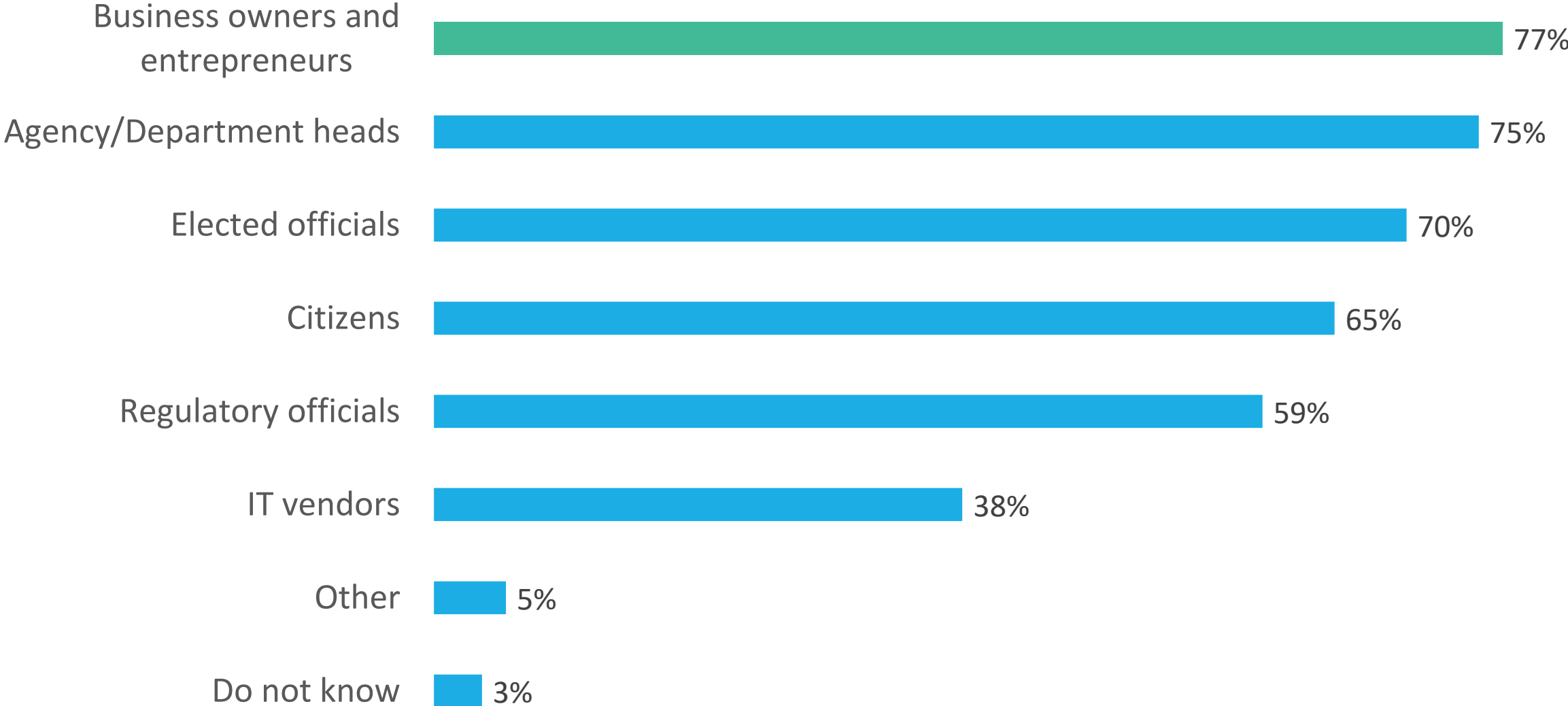
States



In what areas do you anticipate facing issues when incorporating next-gen economies, such as sharing economies?



Which stakeholders do you believe will be important drivers of next-gen economic growth?



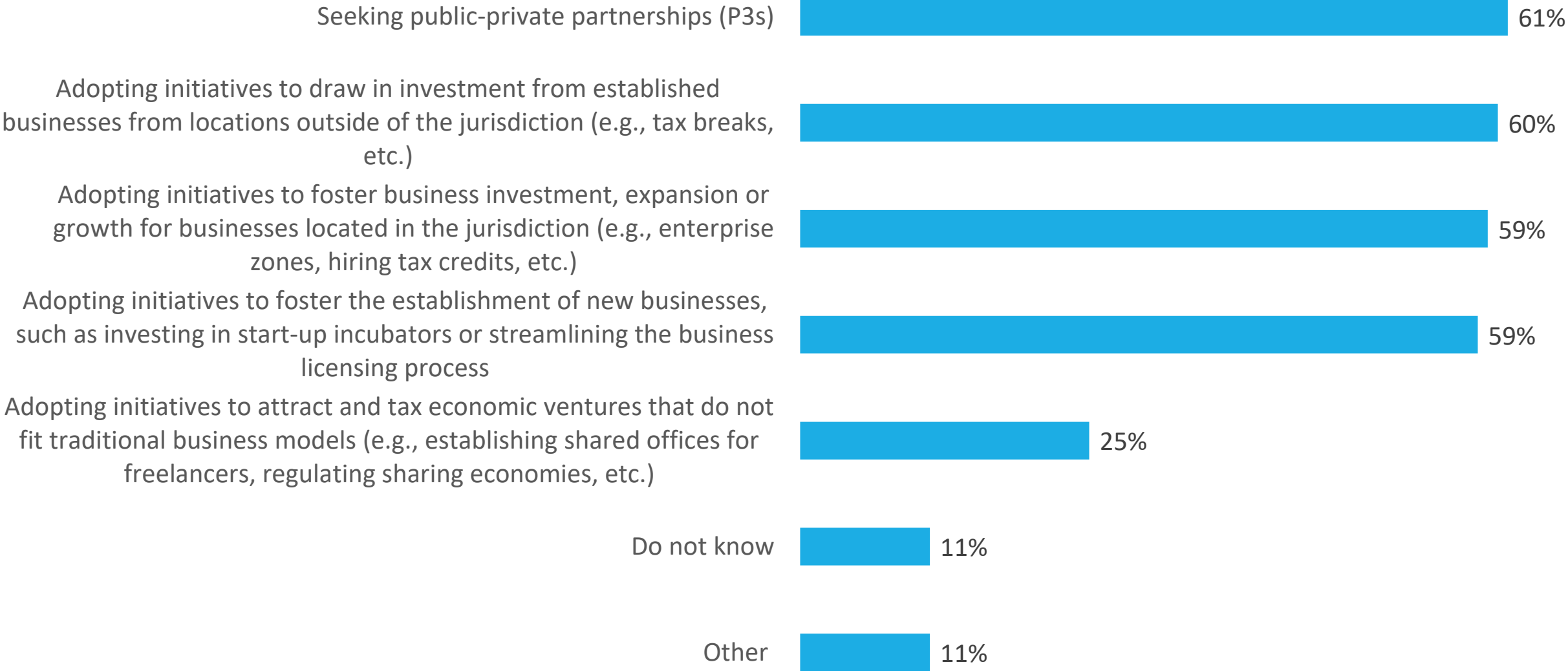
Spurring Economic Development

What do local businesses and economies need in order to develop?

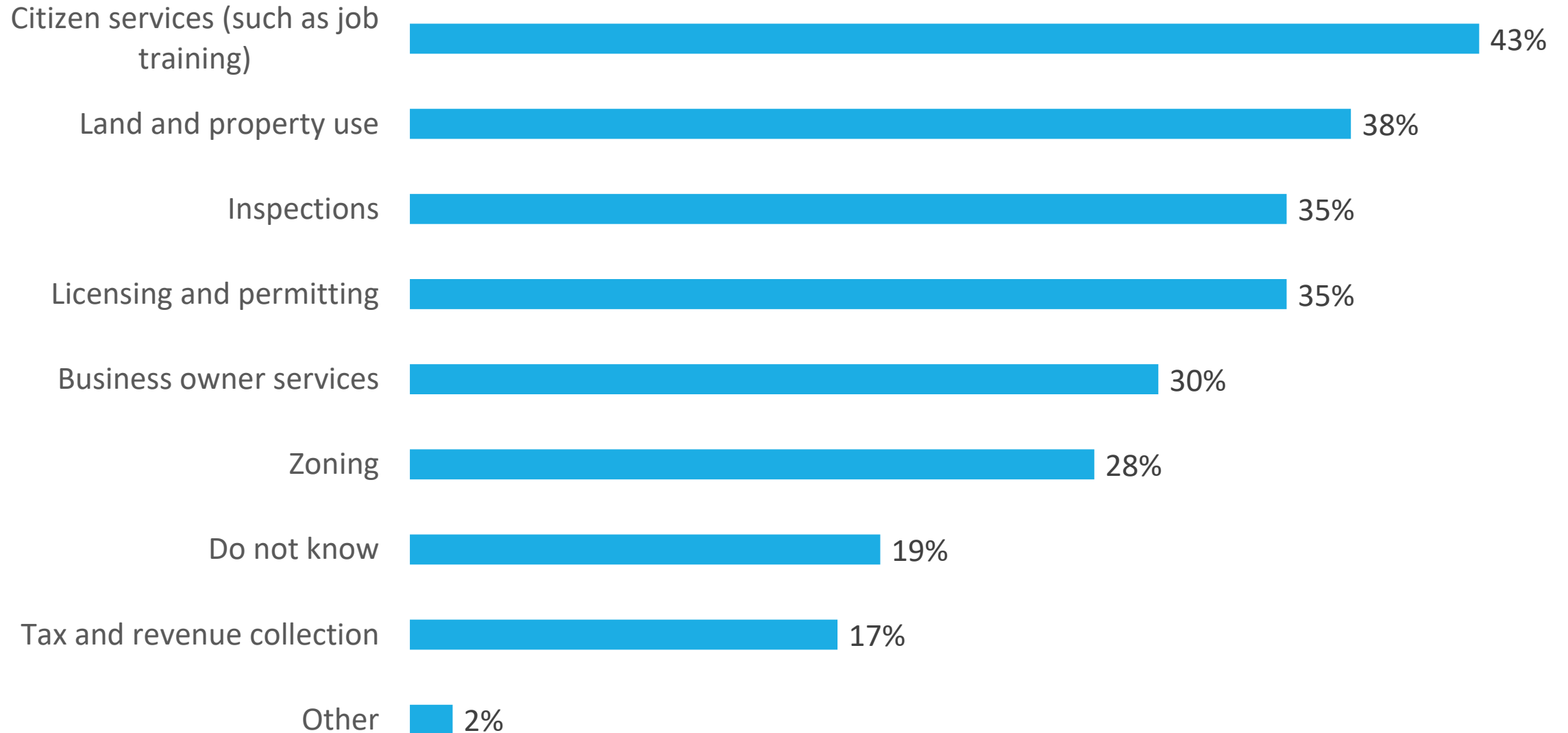
Key Findings

- ✓ Jurisdictions are trying a variety of different ways to enhance overall economic development
- ✓ Citizen services is the most commonly cited area that technology is not sufficiently addressing
 - ✓ Especially in the smaller jurisdictions, with smaller jurisdictions citing most needs higher than the larger ones
- ✓ Digitization of paperwork is the most commonly cited way to help new businesses establish
- ✓ Improved government communication is the most commonly cited way to help existing businesses grow

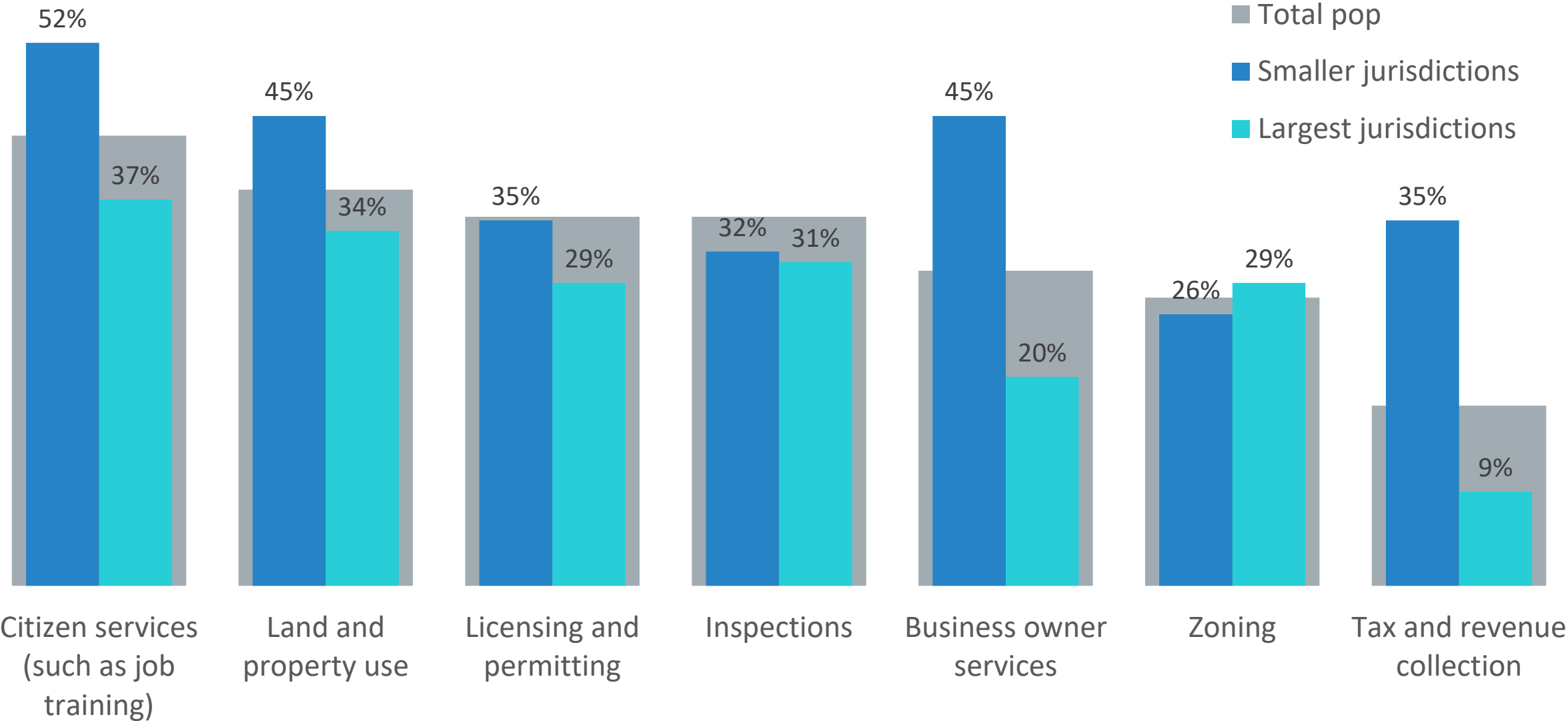
Which approaches has your jurisdiction adopted to enhance economic development?



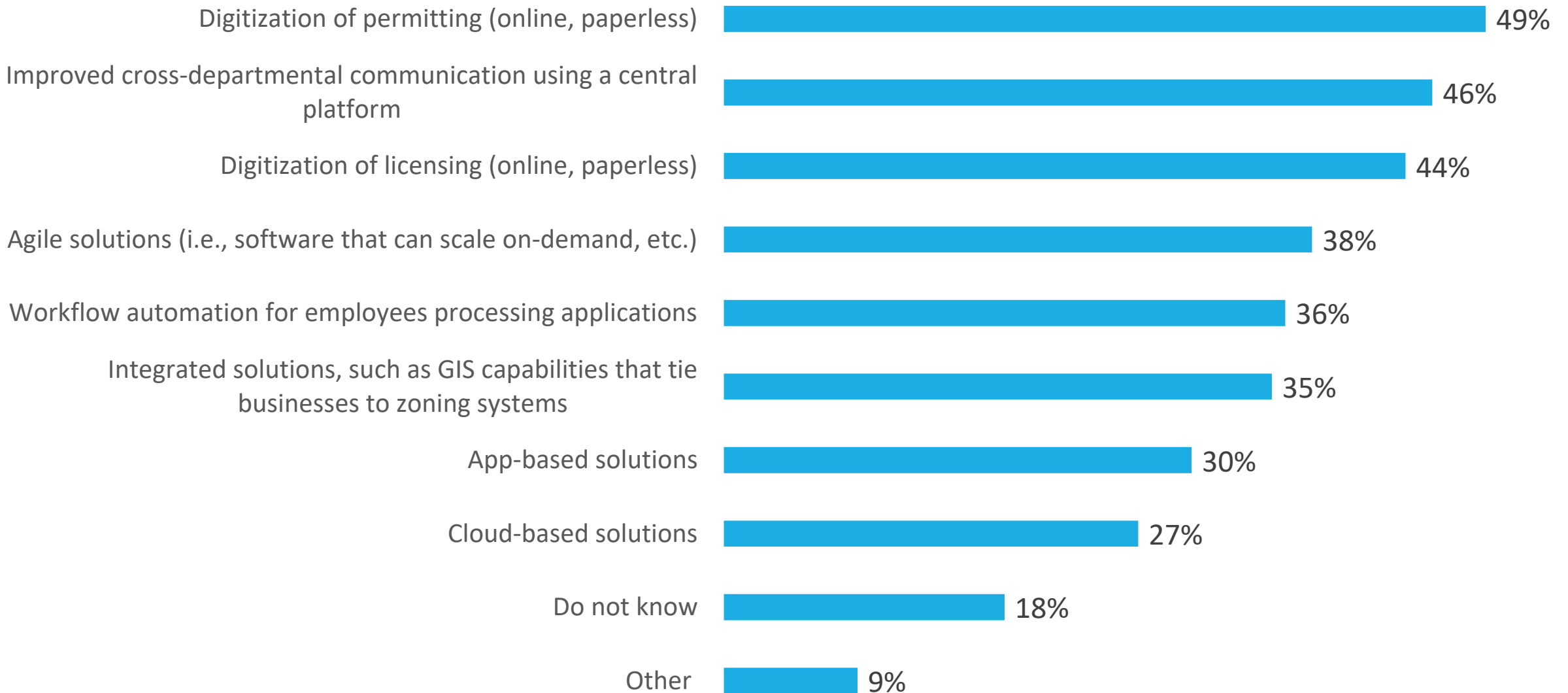
What service areas of economic development are not well addressed by current technology solutions?



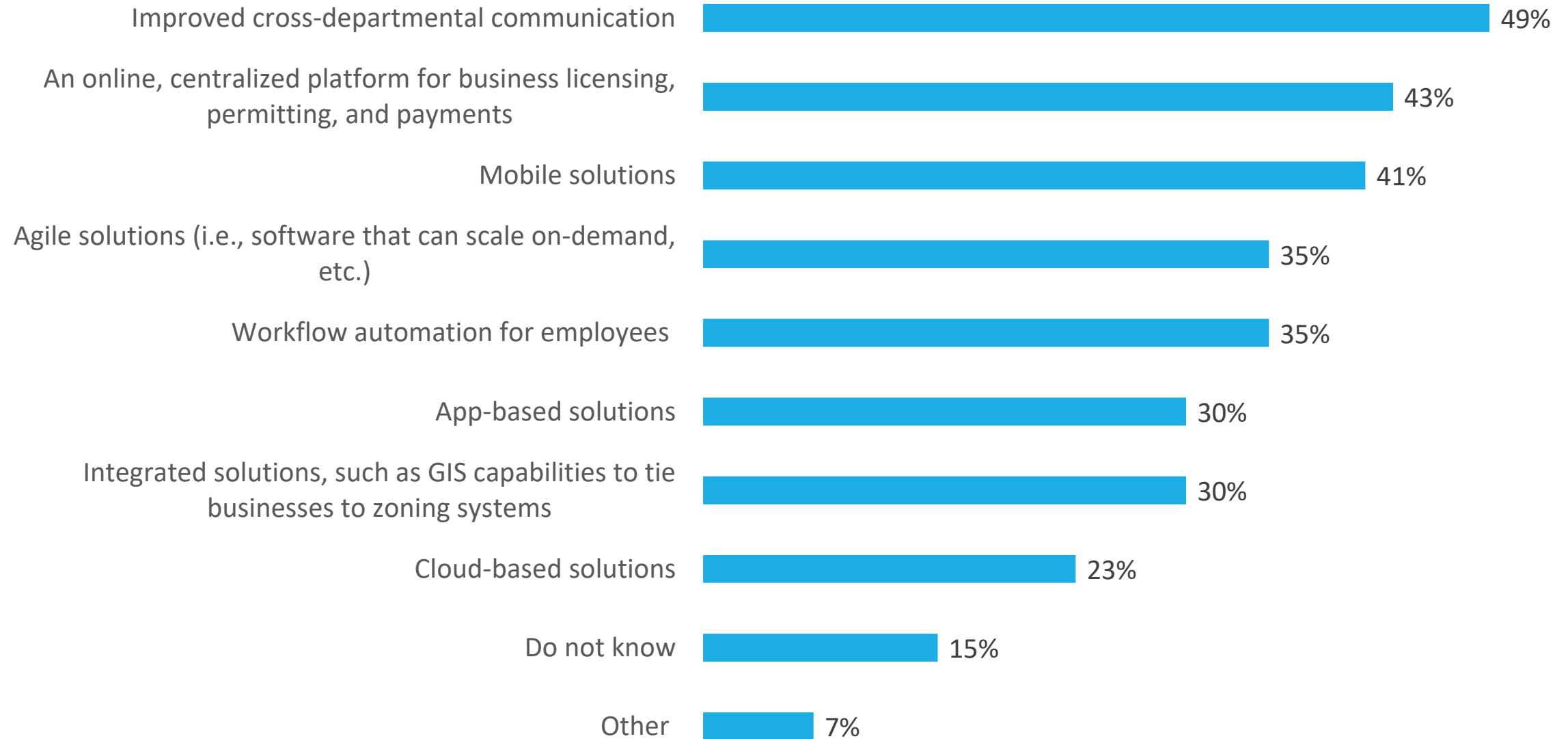
Based on your agency's size, what service areas of economic development are not well addressed by current technology solutions?



Which economic development technologies would most help your jurisdiction improve business creation?



Which technologies would most help your jurisdiction foster local economic growth?



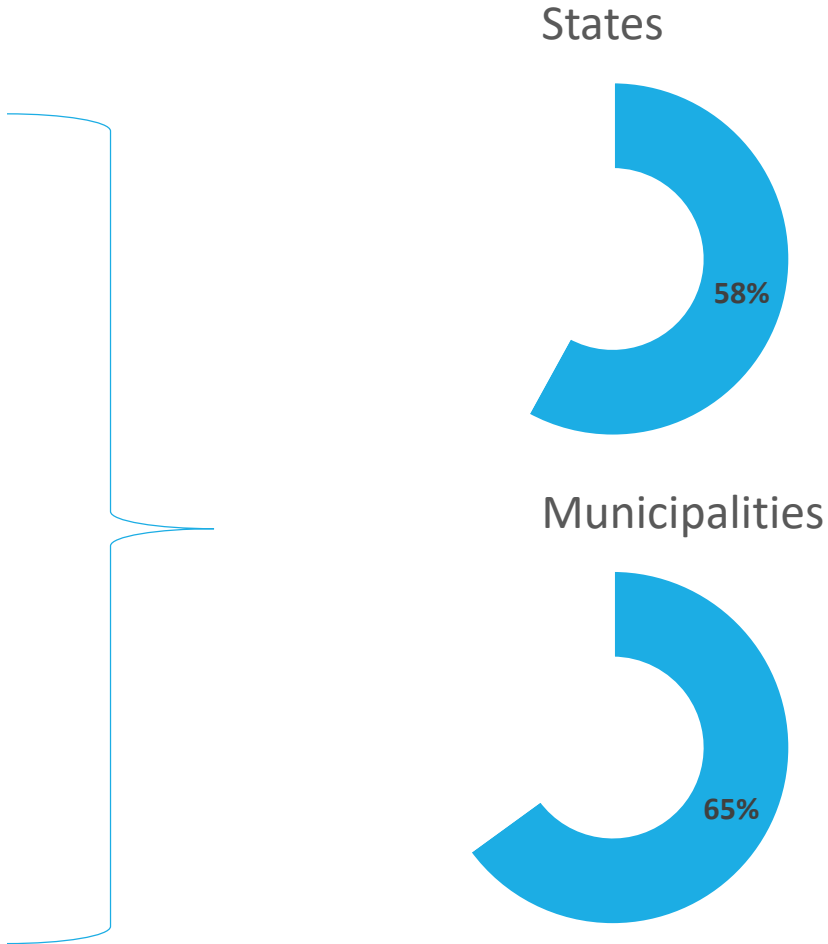
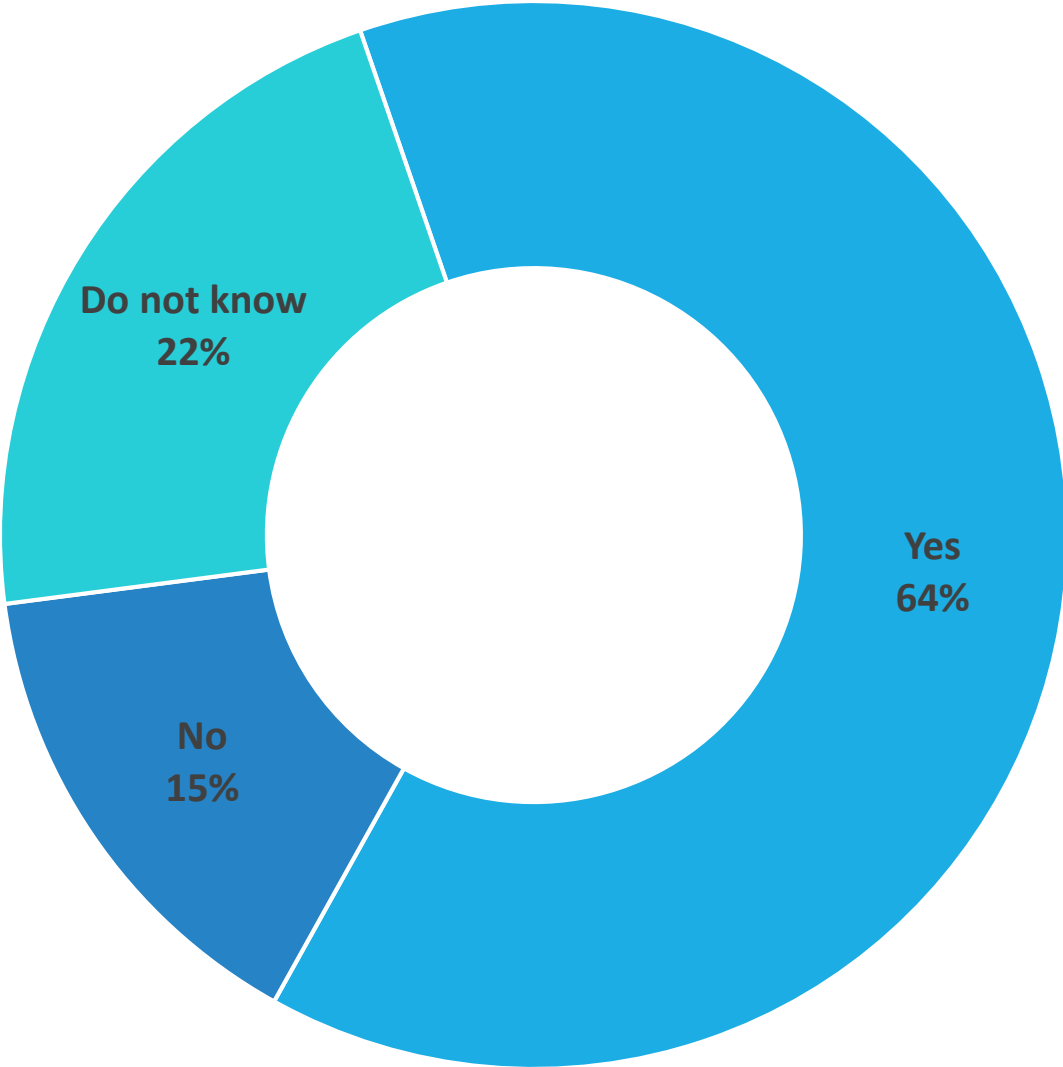
Technology Tools for Development

What do respondents want technology to do to meet economic challenges?

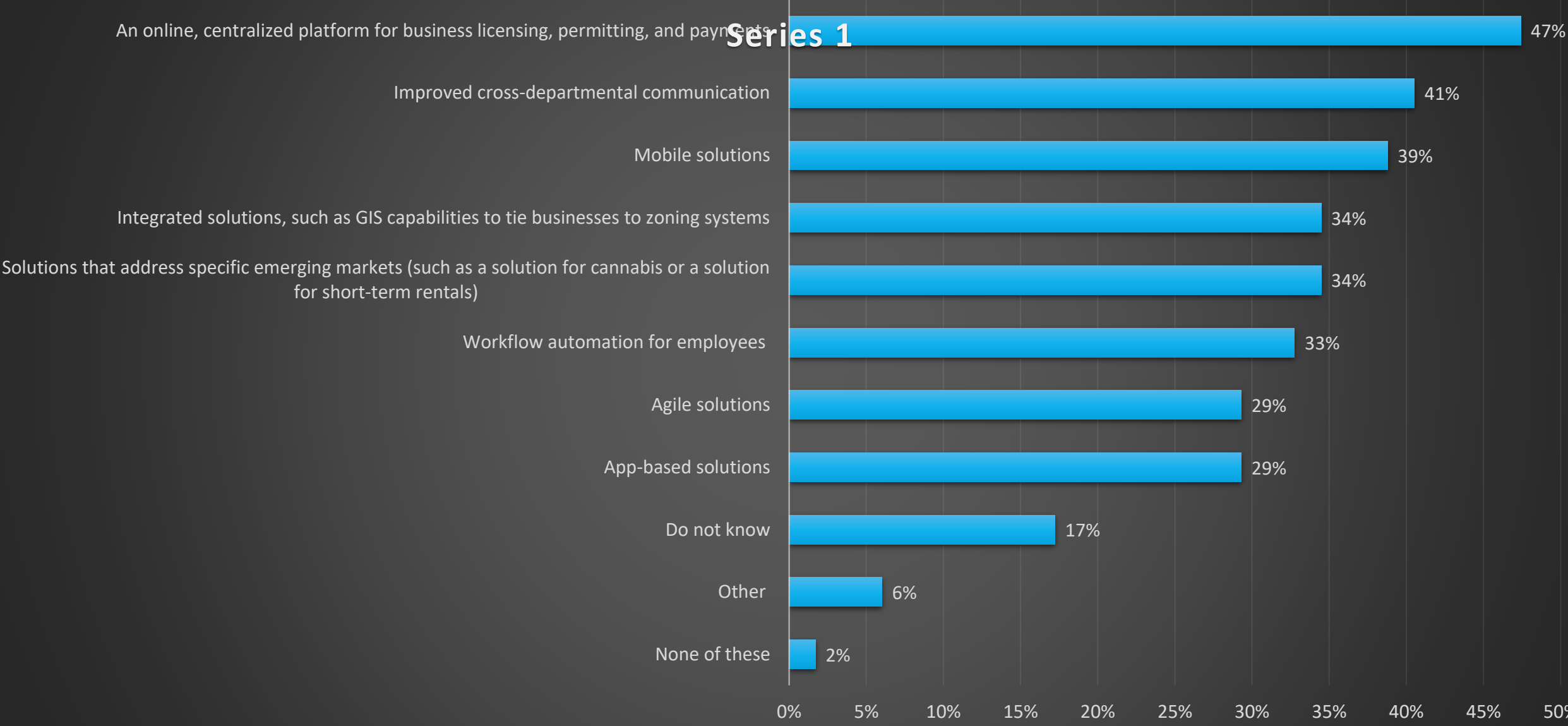
Key Findings

- ✓ Technology solutions are widely seen as critical to helping a jurisdiction spur economic development – especially by municipalities
- ✓ An online, centralized platform is most desired for jurisdictions to incorporate next-gen economies into development efforts
 - ✓ Respondents who report their jurisdiction is not prepared for the next-gen economy have an even clearer idea of what their jurisdictions need
- ✓ Many respondents do not see technology helping address key economic needs, such as attracting and taxing next-gen economies

Are technology solutions an integral part of your jurisdiction's effort to spur economic development?



What technologies would most help your jurisdiction incorporate next-gen economic strategies into your current economic development efforts?



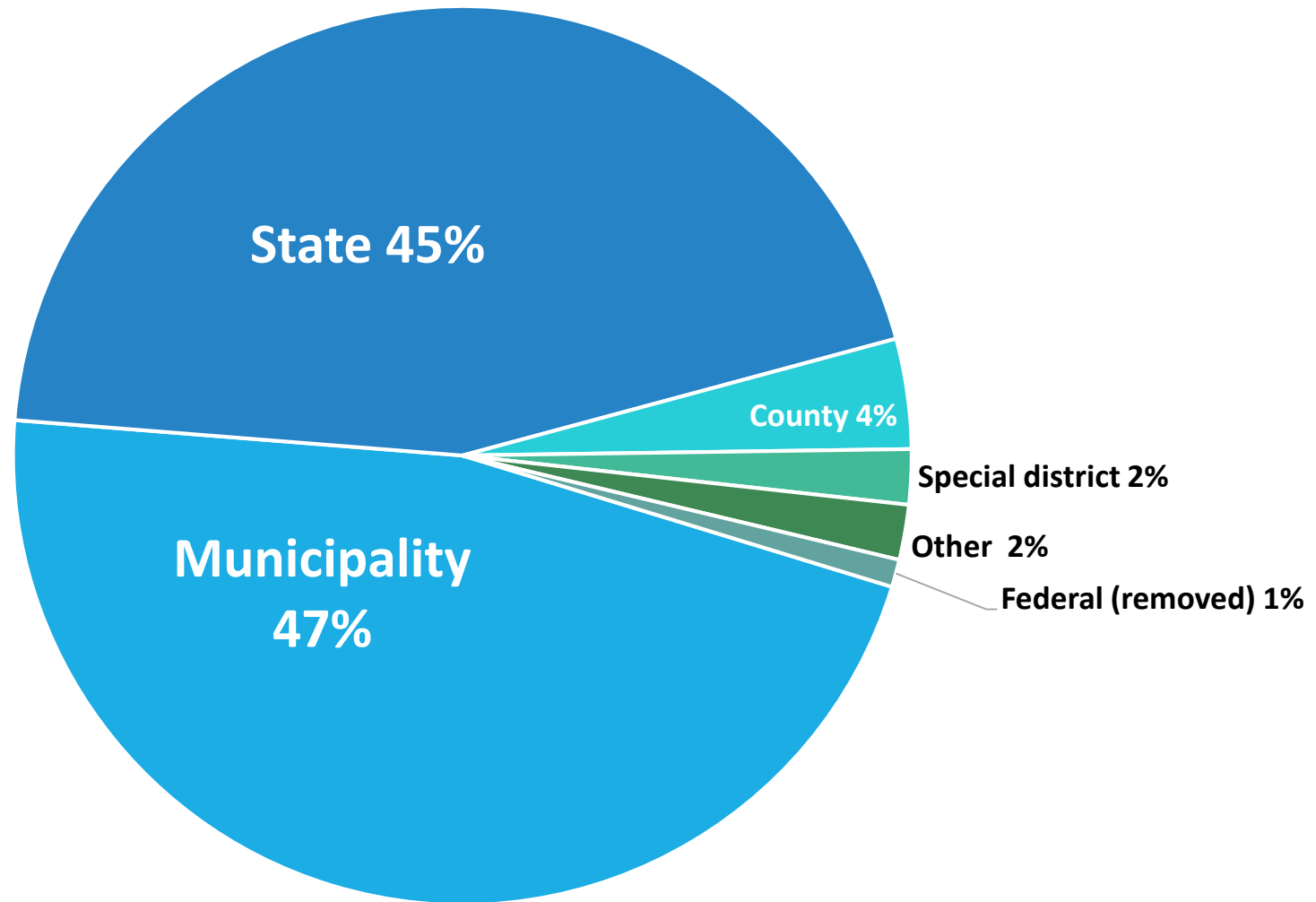
Overall Key Findings

- ✓ Respondents see key areas of need as they work towards improving both the way they approach next-gen economic development, and economic development overall
- ✓ Technology is viewed as an important tool to improve these approaches
 - ✓ Longstanding staffing and budget challenges remain
 - ✓ Respondents want increased functionality specific to these economic development challenges

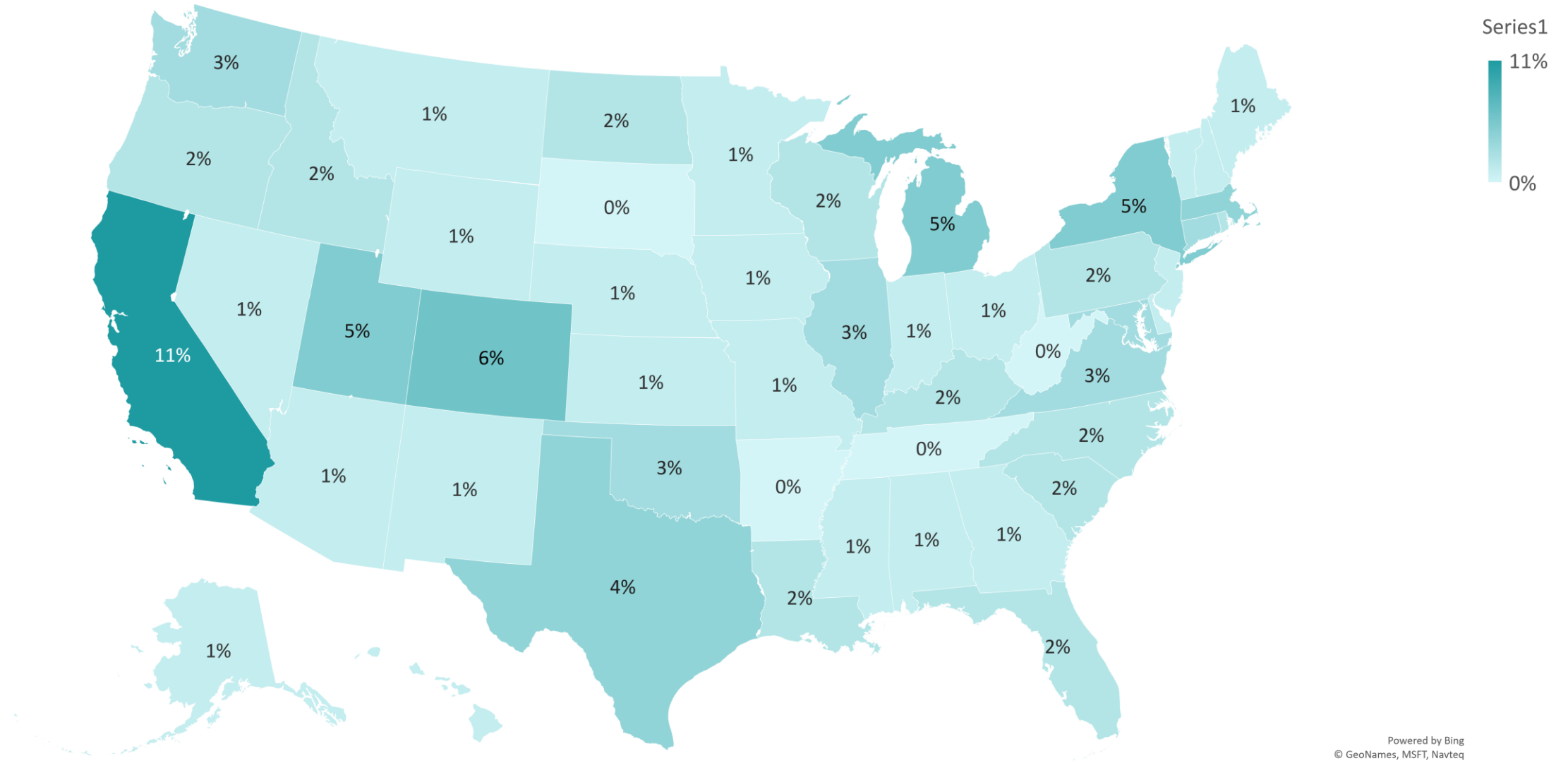
Appendix

Survey demographic information

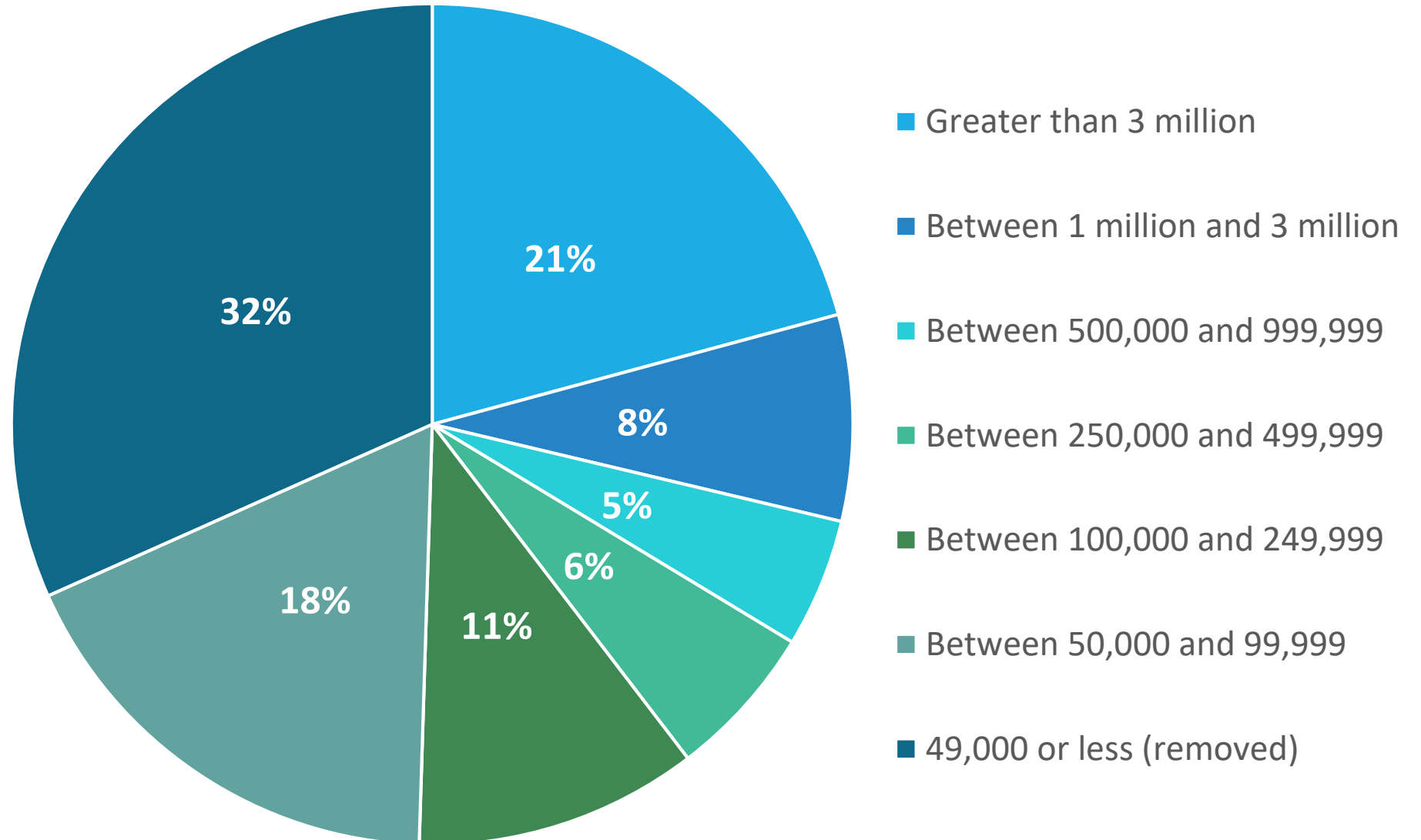
Respondent Jurisdiction Types



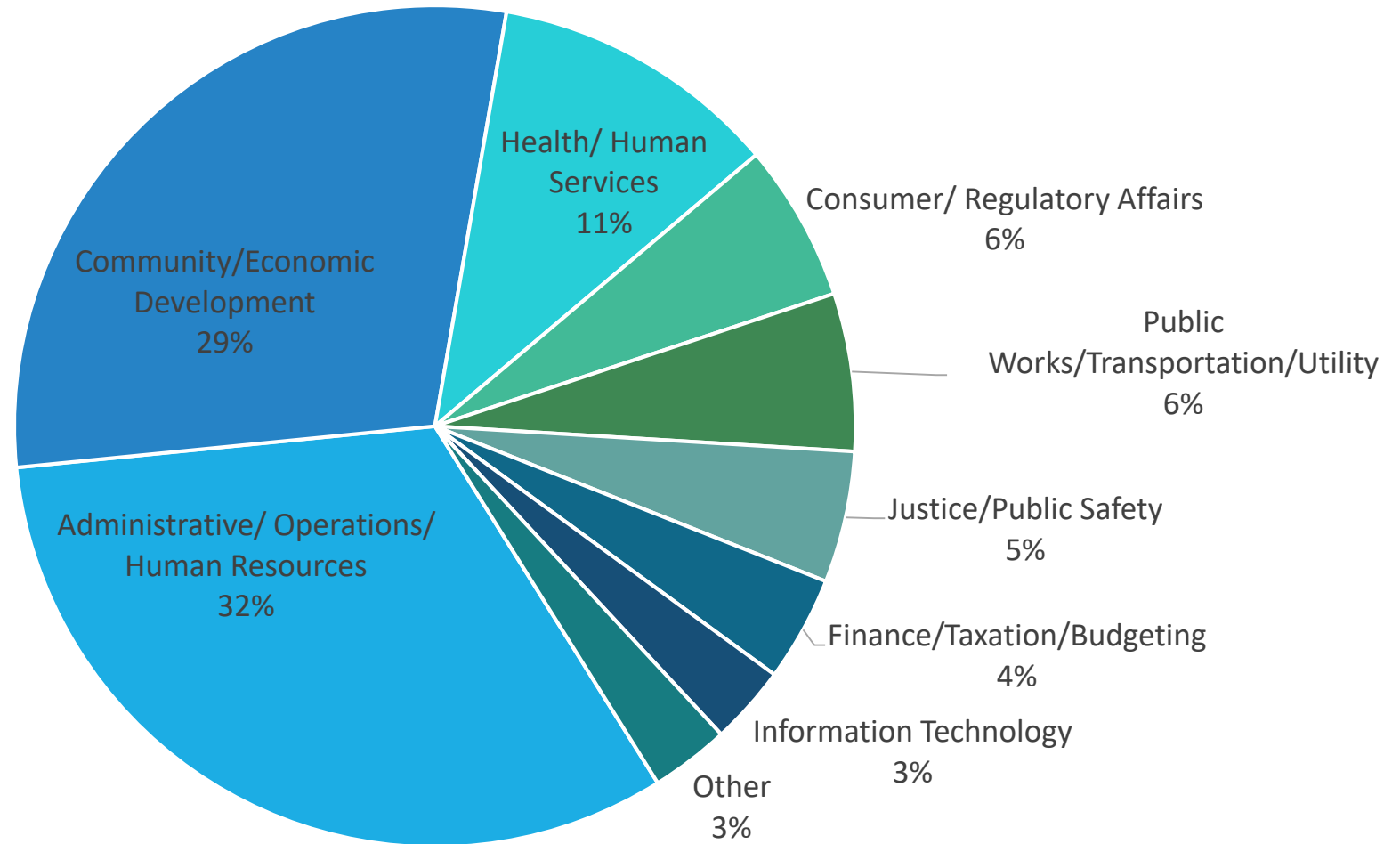
Respondent State of Residency



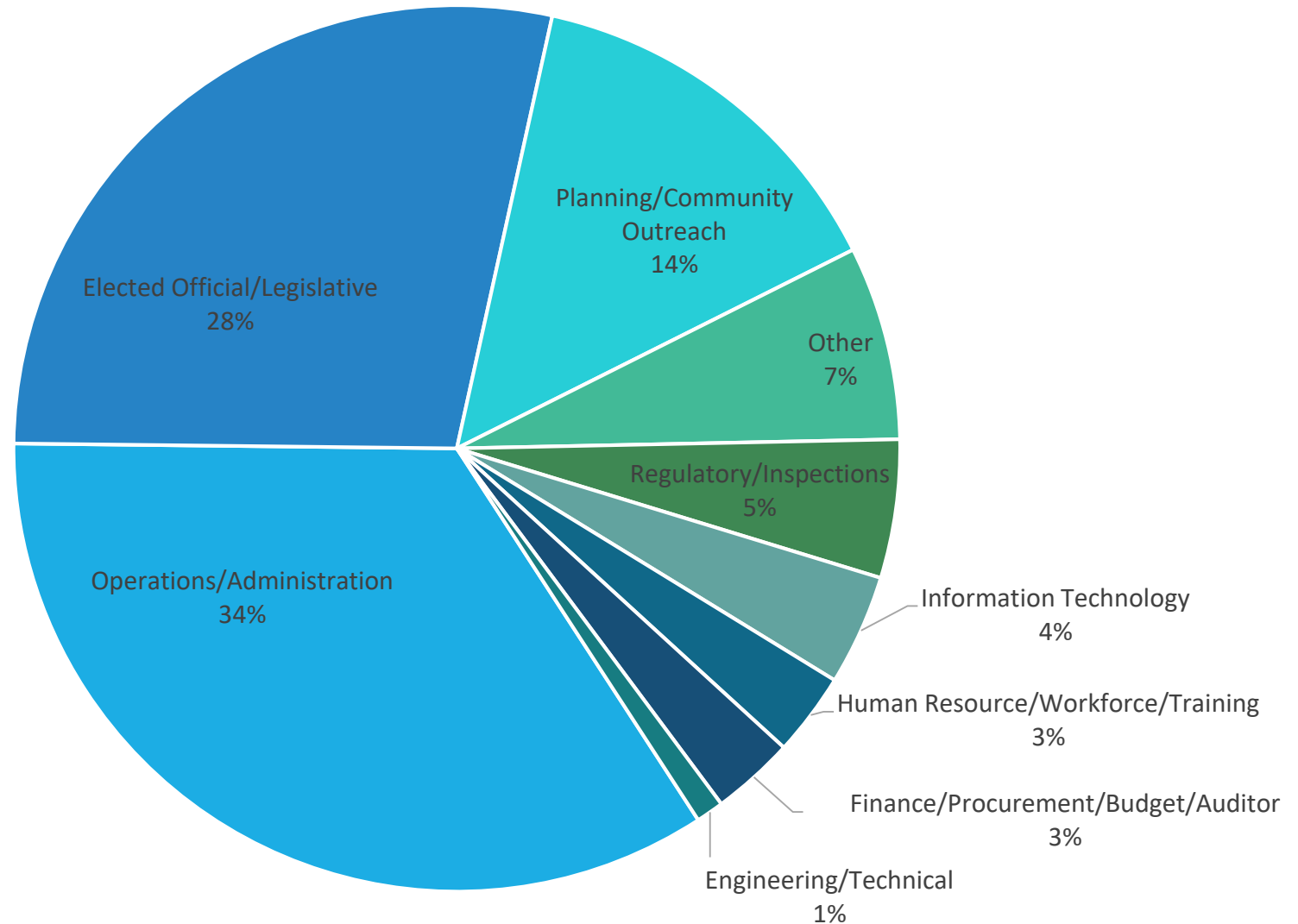
Respondent Jurisdiction Populations



Respondent Agency Functions



Respondent Job Roles



GOVERNING

I N S T I T U T E

The Center for Digital Government is a division of e.Republic, the nation's only media and research company focused exclusively on state and local government and education. www.erepublic.com / www.centerdigitalgov.com

