

FREQUENTLY ASKED QUESTIONS (FAQ)

1. What is IRID?

The Integrated Regional Intelligence Dataset (IRID) is a decision-making tool built to gather, analyze, and provide information about what companies would be great fits based on the Greater Phoenix region's economy and companies' previous site sections.

2. Who are IRID users?

City and regional economic development professional.

3. How can IRID be accessed?

Registered users can access IRID online at www.gpec.org

4. What is the cost of accessing IRID?

Access to IRID is included as a benefit to the GPEC membership.

5. Who maintains the data available on IRID?

GPEC's research and analytics team will maintain and curate the data displayed on the IRID platform.

6. How often is the data updated?

Data will be updated at varying intervals, depending on the data source update schedule that will be outside of GPEC's control.

7. What information can be found on IRID?

- US, AZ, Greater Phoenix level industry economic data
- Employment Data by Industry: jobs, growth, wages, % change, LQ
- Workforce/ Talent Data (supply/demand)
- Education Data
- Firm level information on regional company detail such as employment data
- GPEC Market Intelligence Insights
- Industry News

8. What industries are included in IRID?

The initial version of IRID will focus on the following key industries:

- Aerospace
- Finance
- Health Care
- Information Technology
- Manufacturing
- Warehouse and Distribution

Over time the platform will be expanded to include the following industries:

- Business Services

- Construction
- Consumer Goods Manufacturing
- Consumer Services
- Education
- Finance, Insurance & Real Estate
- Government, Social & Advocacy Services
- Health Care
- High Tech Manufacturing & Development
- Hospitality, Tourism & Recreation
- Media, Publishing & Entertainment
- Metal Inputs & Transportation-Related Manufacturing
- Non-Metallic Manufacturing
- Resource Dependent Activities
- Telecommunications
- Transportation & Distribution

9. What are IRID functionalities?

IRID will allow users to explore industry information on a single dashboard. The user will be able to conduct queries and to export graphs and information in pdf format. The user will be also able to submit by a form industry specific market insight of regional importance. Users will be able to engage each other's in the EDDT Forum, a moderated forum set up to encourage discussion on market intelligence topics.

10. Can a user add data to IRID?

Yes. User are encouraged to upload market insights. The information will then be included in the appropriate industry page. Users are also encouraged to recommend new data source for inclusion in the platform.

11. Can IRIS be used as an inter-city information sharing platform?

Yes. The Market Insights forms and EDDT Forum are designed to encourage inter-city information sharing. Topics of high interest will then be brought up at the normal monthly EDDT meetings.

12. How does IRID help cities make better decisions?

The platform is designed to facilitate better data gathering and a better way to present a unified view of the health of the regional economy, industry, and value proposition and fit. This will allow the city to gain efficiencies but also to focus on high-value efforts.

13. How does IRID compare to other BI tools on the market?

This tool is a unique tool that addresses specific economic development needs at the local level. This tool is unlike any other BI tools because it gathers market, industry and company insights to advance economic development for business professionals rather than selling data for a product or solution to prospective vendors.

14. What are the data elements that constitute a “right fit” for Greater Phoenix?

The fit will vary based on industry and type of operation. Elements will include:

- Workforce/Talent Pipeline
- University Research Alignment
- Industry Cluster
- Local innovation
- Labor Costs
- Infrastructure
- Tax burden

15. How does IRID protect confidential data from cities, companies, etc.?

IRID will abide by the confidentiality standard set in the GPEC Regional Cooperation Protocol Policy.

16. Is there a way to coordinate IRID use and ensure that users do not interfere with opportunities?

IRID users will abide by the communication and operating standards set forth in the GPEC Regional Cooperation Protocol Policy.

17. How will any algorithms be weighted to ensure balanced outcomes to cities, industries, job classifications, etc?

IRID algorithms and weights will be set and tested to ensure that it properly serves the needs of the entire region.

18. How will the GPEC protocol around conduct and rules of engagement be applied to the use of IRID?

IRID will abide by the standard rule of conduct and engagement set forth in the GPEC Regional Cooperation Protocol Policy.