



MAP Talk: Moving Tucson Forward What the Data Tells Us



January 28th
9:00 - 10:30am MST



Moving Tucson Forward: What the Data Tells Us About Congestion and Transportation Choices

- Jamie Brown, Director of Strategic Planning, Policy, and Programming, Pima Association of Governments
- Melanie Lawson, Public Outreach Director, Pima Association of Governments
- Hyunsoo Noh, Ph.D., Data Science Administrator, Pima Association of Governments
- Michael J. Ortega, P.E., Executive Director, Pima Association of Governments
- Jennifer Pullen, Executive Director, Economic and Business Research Center, Eller College of Management, University of Arizona
- Cristie Street, Senior Vice President & COO, Southern Arizona Leadership Council



Meeting Details



- ▶ **MAP Talks will be recorded**
 - ▶ See the MAP Dashboard website for recordings
- ▶ **Conference mode**
 - ▶ Everyone muted except presenters
- ▶ **How to ask a question**
 - ▶ Enter question into Q&A
 - ▶ Email anytime to jkanipe@arizona.edu



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Arizona Daily Star

Tucson economy: MAP Dashboard

Monthly stats	Change year/Year
Non-farm jobs 401,100 (April 2025)	0.1% ▲
Unemployment Rate 3.5% (April 2025)	0.6% pts. ▲
Median home price \$368,000 (April 2025)	1.6% ▼
Housing permits 340* (April 2025)	13.3% ▼

*single family permits

Housing affordability

The MAP Dashboard recently added new data from the Federal Reserve Bank of Atlanta on the median-income household's ability to afford a median-priced home. In 2024, a household earning the local median income in the Tucson MSA would need to spend 45.3% of its annual income to afford the median-priced home. Tucson ranked well relative to peer western MSAs with the third-lowest share of income required. However, the housing affordability cut-off is 30%. Historically, when housing expenditures exceed 30% of a household's income, they are cost-burdened and often struggle to pay for other basic needs such as healthcare, childcare, transportation, and even food.

Housing Affordability (2024)

Share of household median income needed to afford median priced home



Tucson health: MAP Dashboard

The MAP Dashboard's Health & Social Well-Being category explores key measures for the Tucson Metropolitan Statistical Area (MSA). The scorecard represents how Tucson ranks across these measures. Compared to peer metropolitan areas around the western U.S., Tucson has room to improve its performance. Tucson ranked in the middle of 12 western metropolitan areas in behavioral health, health insurance coverage, physical well-being, and teen birth rate. Tucson had a relatively high poverty rate at 14.4%. In contrast, 31.8% of Tucson households paid 30% or more of their income for housing, which was relatively low. The information on the MAP provides residents and policymakers with trends crucial to gauging the overall well-being of a region. The MAP is constantly evolving and adding new information. To learn more, visit the MAP Dashboard (www.mapazdashboard.arizona.edu).

Tucson Metropolitan Statistical Area Health & Social Well-Being Scorecard

INDICATOR	HOW ARE WE DOING?	HOW DO WE COMPARE?	RECENT CHANGE
BEHAVIORAL HEALTH	52	POOR MENTAL HEALTH DAYS	▲
HEALTH INSURANCE COVERAGE	91.1%	OF HOUSEHOLDS	▲
HOUSING COST BURDEN	31.8%	GOOD OR EXCELLENT HEALTH	▼
PHYSICAL WELL-BEING	83.4%	PER 1,000 FEMALES	▼
POVERTY RATE	14.4%		▼
TEEN BIRTH RATE	16.6		▼

Ranked in Top 1/3
Ranked in Middle 1/3
Ranked in Bottom 1/3
Ranked Last

MAP MAKING ACTION POSSIBLE

A project of the Economic and Business Research Center at the University of Arizona Eller College of Management

About the MAP Dashboard

The MAP (Making Action Possible for Southern Arizona) Dashboard is produced by the UA Economic and Business Research Center in partnership with the Community Foundation for Southern Arizona, the Pima Association of Governments, the Southern Arizona Leadership Council, and Sun Corridor Inc. A portion is published monthly in the Arizona Daily Star. To view more data, go to mapazdashboard.arizona.edu

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Tucson Over the Past Decade

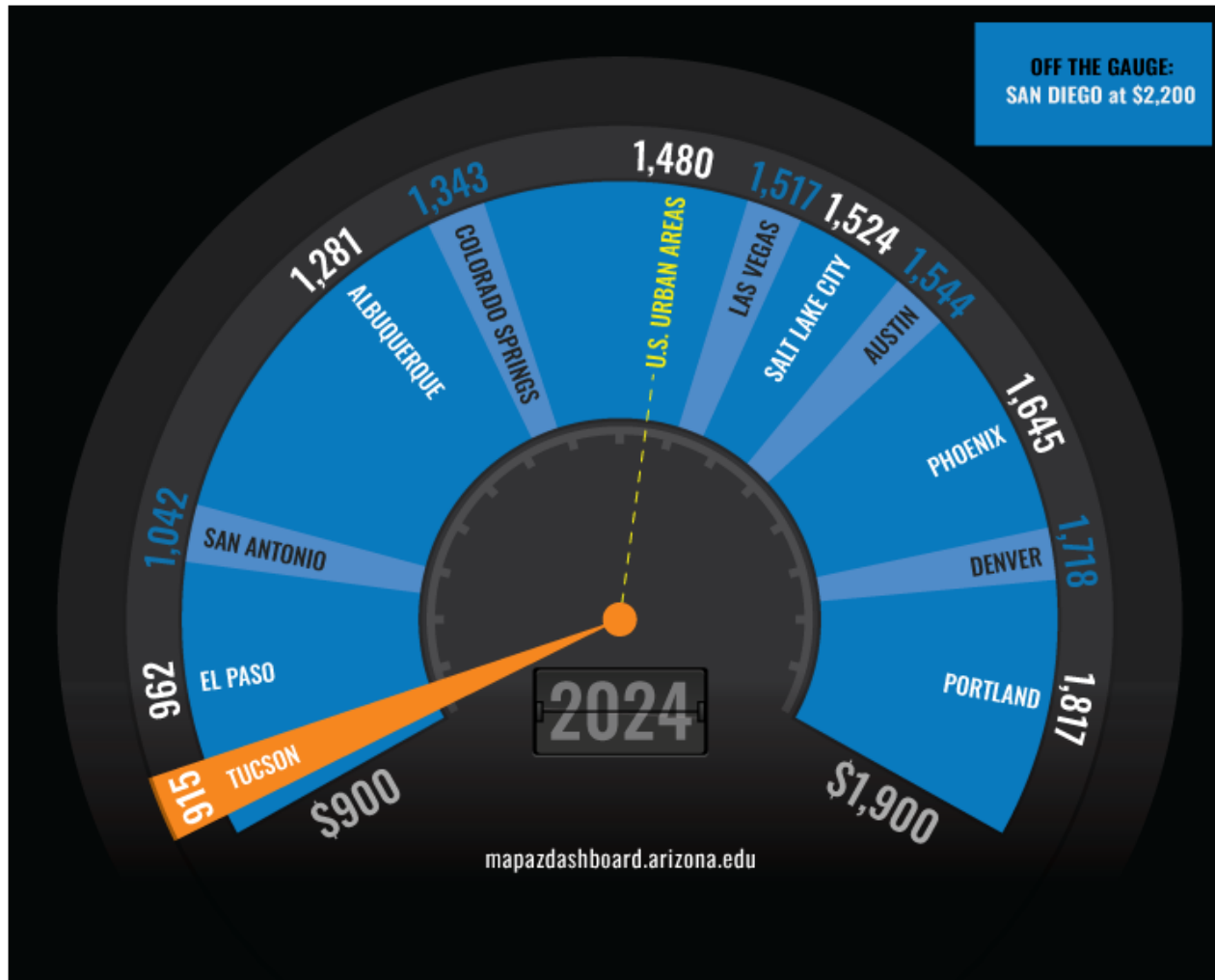


Tucson's Strengths

INDICATORS	10 YEAR CHANGE	INDICATORS	10 YEAR CHANGE
AIR TRAVEL	<ul style="list-style-type: none"> PASSENGERS INCREASED BY 19.9% (2014-2024) #1 IN DEPARTURE GROWTH (2024) 	INTERNET ACCESS	<ul style="list-style-type: none"> HOUSEHOLDS WITH BROADBAND UP 6.3% PTS. (2018 - 2023) 3RD HIGHEST COVERAGE AT 250/25 MBPS (2023)
COLLEGE MAJOR	<ul style="list-style-type: none"> STEM RELATED INCREASE (2013-2023) #4 IN STEM RELATED (2023) 	PATENTS	<ul style="list-style-type: none"> SLOW GROWTH OVER THE DECADE TUCSON RANKED 4TH AMONG PEERS
CONGESTION COSTS ★	<ul style="list-style-type: none"> COSTS DECLINED BY 17.4% (2012-2022). 1ST AMONG PEERS ONLY URBAN AREA TO IMPROVE 	TEEN BIRTH RATES ★	<ul style="list-style-type: none"> DECLINE OF 61.2% (2013-2023) DROPPED BELOW THE NATION
COST OF LIVING	<ul style="list-style-type: none"> TUCSON'S COST OF LIVING IMPROVED (2013-2023) IMPROVED RANK FROM 5TH TO 4TH 	TRANSPORTATION TO WORK	<ul style="list-style-type: none"> DRIVING ALONE FELL 5.8% PTS. (2013-2023) 2ND IN BIKING TO WORK (2023)
EMPLOYMENT SHARE	<ul style="list-style-type: none"> SIMILAR MIX AS NATION RANKED SECOND AMONG PEERS (2024) 	VOTER TURNOUT	<ul style="list-style-type: none"> ARIZONA: 2ND LARGEST INCREASE TUCSON'S TURNOUT INCREASED BY 8.7% PTS. OVER TWO DECADES
HOUSING COST BURDEN	<ul style="list-style-type: none"> 3RD LARGEST DECLINE AMONG PEERS (2013-2023) IMPROVED RANK FROM 8TH TO 4TH 	WAGE DISTRIBUTION	<ul style="list-style-type: none"> WAGE INEQUALITY IMPROVED BETWEEN 2014-2024 TUCSON TIED FOR 1ST (2024)

*All indicators reported in this infographic are for the Tucson Metropolitan Statistical Area (MSA), except Air Travel is reported for the Tucson International Airport, Congestion Costs are for Urban Areas, and Voter Turnout is reported for the state of Arizona.

Annual Congestion Costs per Auto Commuter (2024)

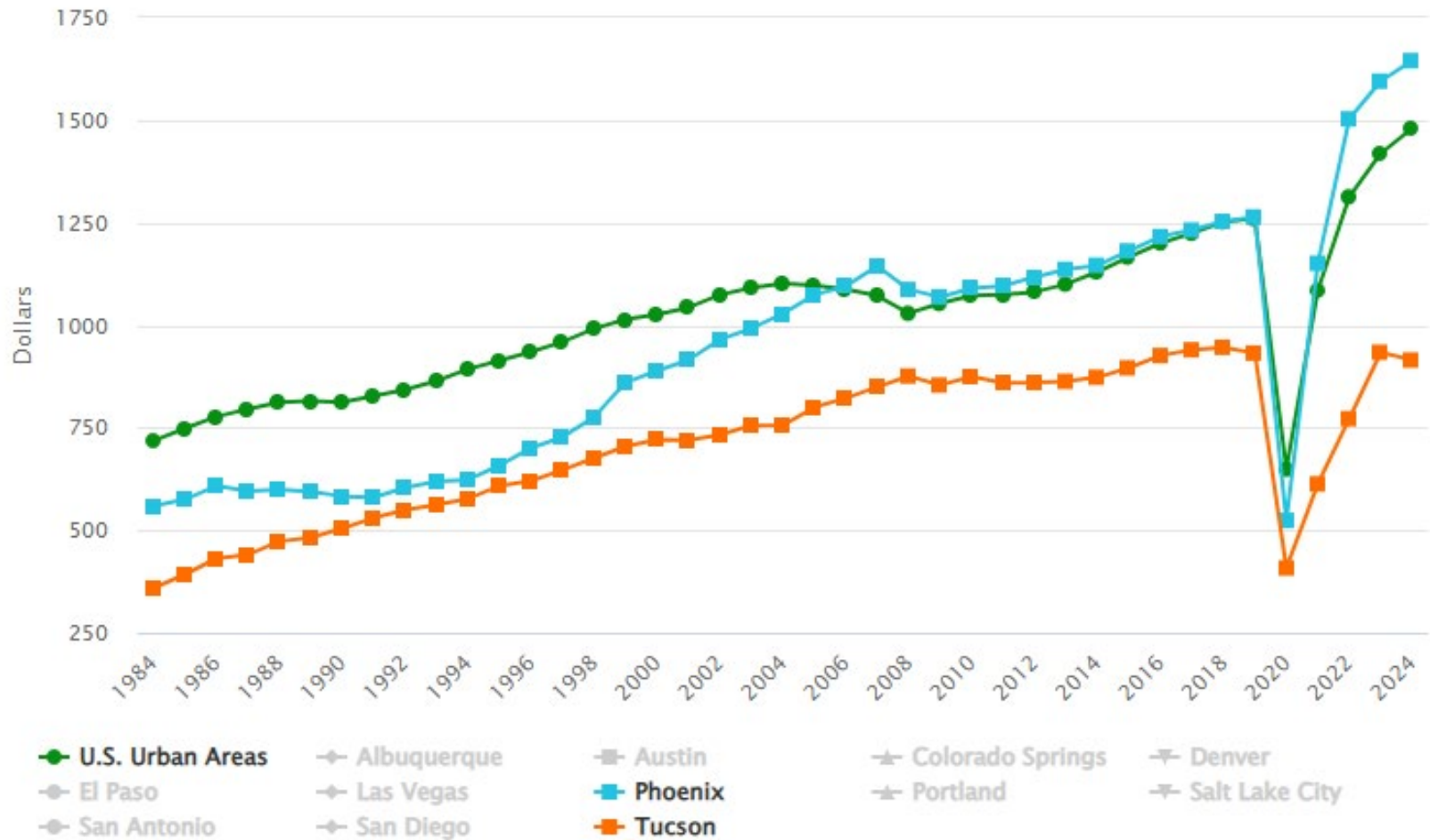


- Congestion Costs:
- Value of extra travel time (delay)
 - Excess fuel consumed

Annual Congestion Costs per Auto Commuter (2019 vs 2024)

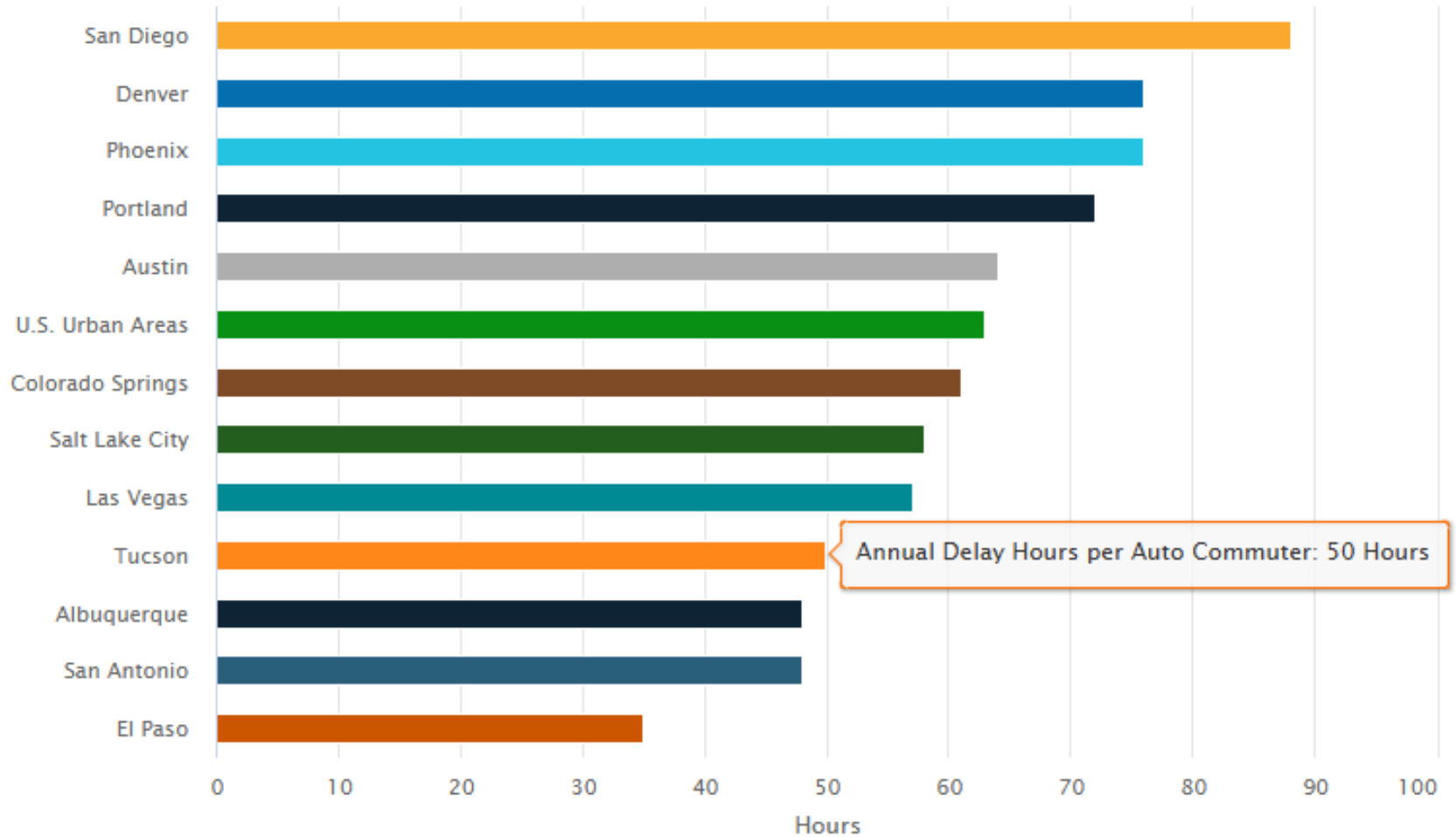
Geography	2019	2024	% Change
San Antonio	\$1,146	\$1,042	-9.1%
El Paso	\$1,034	\$962	-7.0%
Austin	\$1,620	\$1,544	-5.2%
Tucson	\$932	\$915	-1.8%
Albuquerque	1,129	\$1,281	13.5%
U.S. Urban Areas	\$1,260	\$1,480	17.5%
Portland	\$1,527	\$1,817	19.0%
San Diego	\$1,802	\$2,200	22.1%
Denver	\$1,354	\$1,718	26.9%
Phoenix	\$1,264	\$1,645	30.1%
Colorado Springs	\$1,003	\$1,343	33.9%
Las Vegas	\$1,069	\$1,517	41.9%
Salt Lake City	\$968	\$1,524	57.4%

Annual Congestion Costs per Auto Commuter



Urban Mobility Report via MAP (mapazdashboard.arizona.edu)

Annual Delay Hours per Auto Commuter (2024)

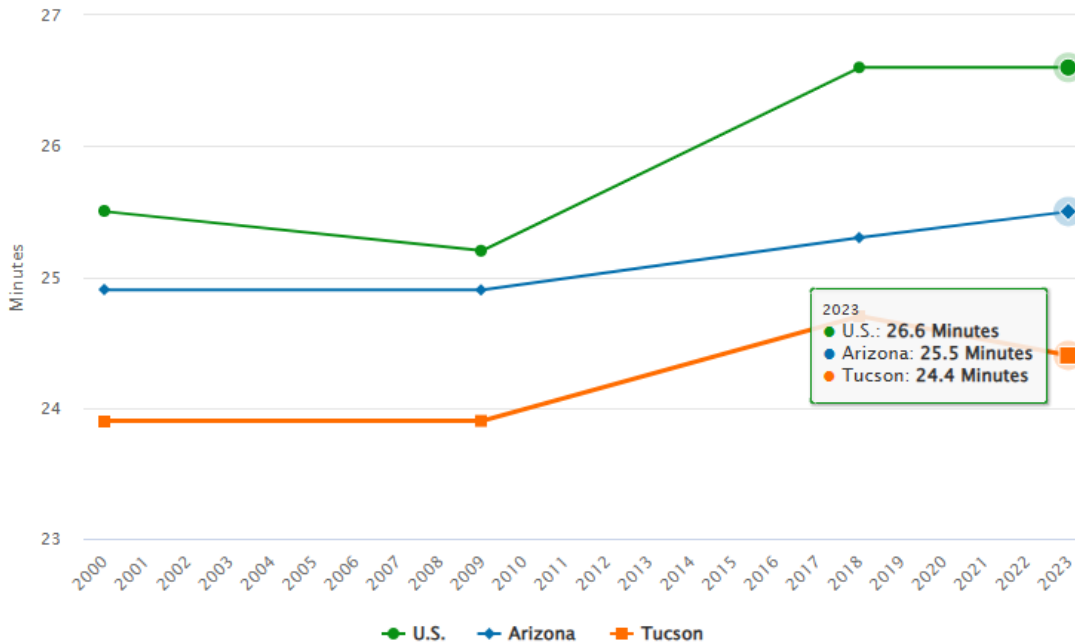


Urban Mobility Report via MAP via MAP (mapazdashboard.arizona.edu)

Annual Delay Hours per Auto Commuter (2019 vs 2024)

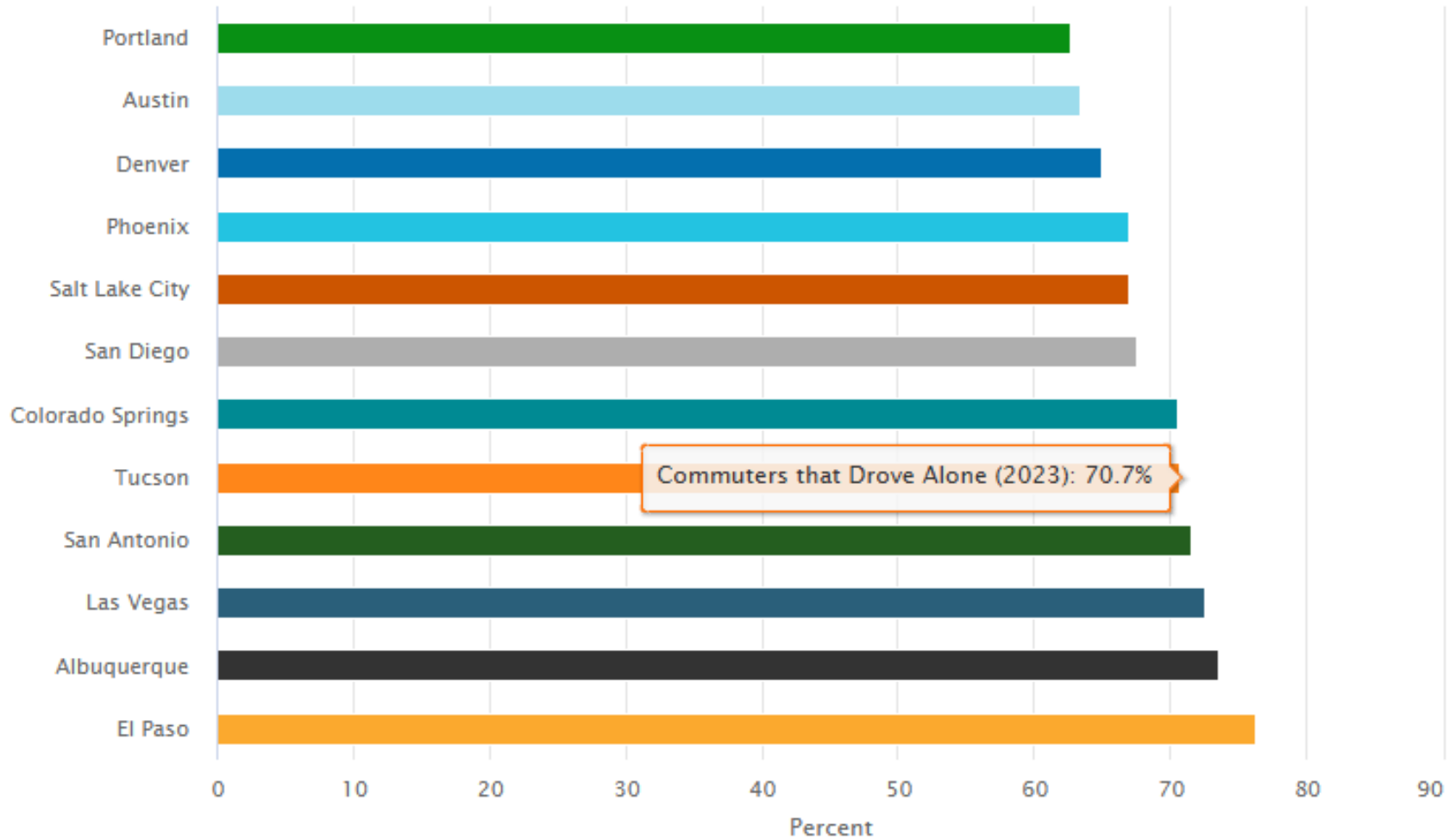
Geography	2019	2024	Change in Hours
El Paso	45	35	-10 hours
Austin	68	64	-4 hours
San Antonio	52	48	-4 hours
Tucson	50	50	0 hours
Albuquerque	47	48	1 hour
Portland	68	72	4 hours
Las Vegas	50	57	7 hours
U.S. Urban Areas	54	63	9 hours
Salt Lake City	46	58	12 hours
Colorado Springs	48	61	13 hours
Denver	62	76	14 hours
Phoenix	61	76	15 hours
San Diego	64	88	24 hours

Commute Time (2023)



Geography	Minutes
Salt Lake City	22.9
Colorado Springs	23.8
El Paso	24.2
Tucson	24.4
Albuquerque	24.6
Las Vegas	25.2
Portland	25.4
San Diego	25.9
Phoenix	26.5
United States	26.6
San Antonio	26.8
Austin	27.3
Denver	27.3

Commuters that Drove Alone (2023)



U.S. Census Bureau via MAP (mapazdashboard.arizona.edu)

Mode of Transportation (2023)

