



CITY OF MUSCATINE
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GMCCI TEAMING WITH IOWA WORKFORCE ON LABORSHED STUDY

Commuting patterns of workforce in Muscatine is part of employment study

MUSCATINE, Iowa – The Greater Muscatine Chamber of Commerce and Industry (GMCCI) is partnering with Iowa Workforce Development and the Iowa Economic Development Authority to complete a Laborshed employment study for the Muscatine area. This study will geographically define which communities contribute to Muscatine’s workforce regardless of political boundaries.

This defined area is called a Laborshed area and is based upon commuting patterns.

For the success of this study, GMCCI will be sending letters to employers in Muscatine asking them to provide Iowa Workforce Development with aggregate counts of their employees’



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residential zip codes. This information will help determine the scope and scale of Muscatine's Laborshed area and to create a better understanding of where Muscatine's workforce resides.

Once that Laborshed area is determined, a confidential residential telephone survey will be conducted to collect workforce characteristic information specific to the area. The survey call originates out of Cedar Rapids, Iowa; therefore, the incoming number will have the 319 area code. It is possible that you may receive a text message from their 888 number alerting you to expect a call from them to take the survey.

Survey questions will cover topics such as employment status, current and desired wages, current and desired benefits, education level, and type of occupation among other things. However, Iowa Workforce Development will not be asking identifiable information such as name, social security number, or date of birth.

Your participation in this study will help economic development efforts and support both current and potential employers in your area.

Every year Iowa Workforce Development conducts Laborshed studies across the State. The results of each analysis are publicly available online at www.iowalmi.gov/laborshed.

If you have any questions about the Laborshed project, please contact Katie Lippold, project manager with Iowa Workforce Development, at 515-281-3035 or Adam Thompson, GMCCI Director of Economic Development, at 563-263-8895.