

White Paper

Maximizing Policy Advocacy Results: How Showing Your Value at the Congressional District Level Drives Favorable Outcomes



Table of Contents

01 The Power of Congress

01 Making the Right Point to the Right People

02 Showing Your Worth in Your Congressional District

03 Economic Impact Analysis in Action

06 Your Turn

07 Sources

The Power of Congress

Article I of the Constitution outlines the United States Congress. Their main task is enacting legislation, along with other things like declaring war and impeaching federal officials¹. As that “sad little scrap of paper” Bill taught us, it is Congress that creates law².

Congress also has a large influence on every American as they pass or reject the annual budget. The budget contains everything the federal government supports from food security to Medicare to innovations in manufacturing. Therefore, the consequences of their actions have significance across the entirety of the economy.

Making the Right Point to the Right People

We the people have the power to influence decisions that are made every day. Congress is elected by the people; two senators per state and a number of house members based on population. They represent their constituents and therefore it is important for them to know what concerns, issues, and policies are most important.

With immense responsibilities, members of Congress do not have time to research the ins and outs of each proposed policy, law, or budget line item. One of the most poignant ways to persuade members of Congress advocating for your interests and desired outcomes is by presenting data-driven results. Accurate information arms them with facts so they can support and promote policies and industries that are important to their constituents at home.

Showing Your Worth in Your Congressional District

IMPLAN is a solution that gives you results. IMPLAN is a regional economic analysis software and data application designed to estimate the impact, or ripple effect, of a given economic activity or the contribution of some existing activity within a specific geographic area. IMPLAN serves the economic data needs of researchers, policy makers, decision makers, advocates, business leaders, governments, and academics.

IMPLAN allows you to dig into regional details and analyze the economic impact at the national, state, county, zip code, and congressional district levels. With a few clicks, you can see information including employment, labor income, gross domestic product (GDP), output, and taxes in each of 546 different industries!

IMPLAN's occupation data allows you to see, again by industry, what types of jobs and associated incomes exist in your region. Perhaps you want to share the number of construction trade workers in the new single-family residential construction industry that only require a high school diploma or GED to share with your representative advocating for funding a program in the school district. You may want to show how educated the local workforce is by pointing out the number of residents that have a masters degree or higher when working to attract an investment banking firm.

Meanwhile, IMPLAN's environmental data can show you the summary of eight different pollutant categories. This is helpful to show how industries are already polluting the air with extensive greenhouse gas emissions when you are advocating for green alternatives. The water use by industry is helpful when examining the levels of important water sources relied on not only by industries, but the entirety of the regional population as well.

Believe it or not, all of these data are just the building blocks for the best part. IMPLAN uses a technique called input-output analysis. Input-output analysis is a type of applied analysis that tracks how a change in the economy, like a new business or a change in spending, ripples to other industries in the region. Just like all of the data inside IMPLAN, the economic impacts can be run at the national, state, county, zip code, and congressional district levels.

Presenting data and analyzing an economic impact on a specific congressional district gives you the talking points most important to members of Congress. Industry associations can share their contribution broken out by congressional districts so that each representative can see the size and importance of that industry in their district. Job opportunities by education level can be highlighted when discussions focus on investments in early childhood education. Showing the economic contribution of a change in policy like shifting energy production from fossil fuels to solar will show great outcomes for the environment.

IMPLAN is the only input-output application that can arm you with the data points at the congressional district level that really make an impact.

Economic Impact Analysis in Action

Forestry is big business in America, with the logging industry employing 69,815 people with a total output of \$13 billion dollars in 2021³. In the state of North Carolina, 5,705 people worked in this industry and there was \$479 million in output. With such a small piece of the industry in North Carolina, should the members of Congress support the annual appropriations for the Forest Service that for FY2022 topped \$8 billion⁴? A simple analysis in IMPLAN can show the importance of forestry and logging supported by Forest Service programs, grants, and agreements to the state.

Running an industry contribution analysis in IMPLAN using the NAICS scheme will show their significance. After selecting the 13 North Carolina congressional districts as regions, simply name the event, choose industry contribution analysis, select “forestry and logging,” and set the value to 100%.

IMPLAN

NC CD 3 Digit 2021 - new

REGIONS

IN

Events 1

+ ADD NEW EVENT

FILTER TAGS

0 / 1

SAVE

☐	Title	Type	Specification	Value	
☐	Forestry & Logging	Industry Contribution ...	3 - 113 - Forestry ...	NAICS 100%	\$ %

RESULTS

Candi Clouse

Groups 13

+ Add New Group

☒ MRIO

Title

NC-01 (North Caroli

CA

1

Dollar Y...

2...

Data Ye...

2...

Scale

1

Region

NC-01 (North Carolina ...

Next, drag that event into each of the regions and click the MRIO button. This button will tell IMPLAN to link all of the congressional districts in the state to each other through “Multi-Regional Input-Output” or MRIO. This traces the spending of the forestry and logging industry in each region to all the other regions. And that spending will bounce around the state until spending on each individual commodity reaches a spending of only \$100.

Now that it’s all set up, simply click “run” and IMPLAN will do the math for you.

IMPLAN will generate a flood of information on the results page. The first table is the overview. What we see here is the 5,705 employees and \$479 million in output that we found in the data; this is the direct effect. The indirect effect shows the business-to-business or supply chain spending of the forestry and logging industry. The induced effect represents the spending of all the households that are employed in the forestry and logging industry as well as their supply chain businesses.

Add all three of these together and we see the total effect of the industry on the state of North Carolina. The forestry and logging industry supported 7,361 total jobs with an associated labor income of \$334 million, \$389 million in contribution to GDP (value added), and \$666 million in output in 2021.

Economic Indicators by Impact

Impact	Employment	Labor Income	Value Added	Output
1- Direct	5,705	\$258,800,793	\$276,526,509	\$479,325,038
2- Indirect	908	\$40,081,495	\$49,037,747	\$72,446,882
3- Induced	748	\$35,303,705	\$63,455,057	\$113,903,968
Totals	7,361	\$334,185,993	\$389,019,313	\$665,675,888

The next table shows the tax results. Again, these are presented in terms of direct, indirect, induced, and total effects. Taxes are broken out into sub county general (city/township), sub county special district (police/fire), county, state, and federal. The state of North Carolina is supported with \$16 million in total taxes from contribution of the forestry and logging industry!

Tax Results

Impact	Sub Country General	Sub Country Special Districts	County	State	Federal	Total
1- Direct	\$1,528,553	\$26,919	\$4,227,123	\$10,643,724	\$42,376,694	\$58,803,012
2- Indirect	\$395,774	\$5,957	\$1,129,742	\$2,365,951	\$6,565,195	\$10,462,618
3- Induced	\$661,595	\$13,914	\$1,832,949	\$3,424,252	\$5,969,850	\$11,902,560
Totals	\$2,585,922	\$46,789	\$7,189,814	\$16,433,927	\$54,911,738	\$81,168,190

Not everyone working in forestry and logging is a flannel-wearing lumberjack. Popping over to the occupation results, we can see a wide array of occupations working in this industry including life science technicians, financial clerks, and computer occupations.

The environmental results show that there is a pretty expansive impact on land use and greenhouse gases directly from forestry and logging, while there is no direct effect in toxic chemical releases. Even though this industry doesn't have any toxic chemical releases, the indirect (supply chain) and induced (household) spending with other industries shows this effect.

We can also look at how these effects are spread across the state by congressional district. By simply clicking on a filter, we can choose NC-03 as our region and see that the Greenville area has the largest economic impact from forestry and logging.

Impact Results Overview

Dollar Year *

2023 ▼

Region 

is NC-03 (North Carolina Third Congressio...

Even districts like Charlotte (NC-12) feel the contribution of forestry and logging. In Charlotte, forestry and logging employs nearly a hundred workers, generates \$13 million in total output, and creates almost \$200,000 in local taxes. Sharing these simple numbers with the representatives across the state can shed light on the importance of the industry to their citizens and the entire state.

Your Turn

It's easy to find data points and run an economic impact analysis in IMPLAN. Reporting a few key statistics about the importance of your industry or proposed policy can quickly show members of Congress what the effect on their constituents is. For more information about how you can use IMPLAN to influence Congress or to inquire about IMPLAN's host of exciting products, visit www.implan.com. Then maybe we will hear "He signed you, Bill; Now you're a law!"⁵

Sources

1 <https://www.whitehouse.gov/about-the-white-house/our-government/the-legislative-branch/>

2 <https://www.youtube.com/watch?v=SZ8psP4S6BQ>

3 IMPLAN® model, 2021 Data Year, www.IMPLAN.com

4 <https://crsreports.congress.gov/product/pdf/IF/IF11974/4>

5 <https://www.youtube.com/watch?v=SZ8psP4S6BQ>

IMPLAN has been redefining the field of economics for over 40 years. Created by academics to serve the needs of the United States Forest Service, it has been transformed today to serve as a solution-provider for anyone interested in understanding their economy.

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