

# Incentive targeting—who benefits?

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# Recommendations for improving the targeting of place-based programs

- Target programs using quantitative measures
- Systematically assess geographic targeting
- Regularly update the set of eligible locations
- Tailor economic development strategies to local needs
- Create job opportunities for low-income residents

# Challenges ensuring place-based programs benefit intended populations

- Helping a place does not guarantee residents will be better off
- Incentives may be insufficient to encourage hiring of target populations
- People-focused goals are often poorly defined
- Data and benchmarks are lacking

# Promising strategies to create job opportunities for low-income residents

- Direct incentives to industries that are likely to offer good jobs to target populations
- Match workers with prospective employers, through strategies such as “first-source” hiring requirements