

Social and Economic Impacts of Plainridge Park Casino

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2011 Expanded Gaming Act

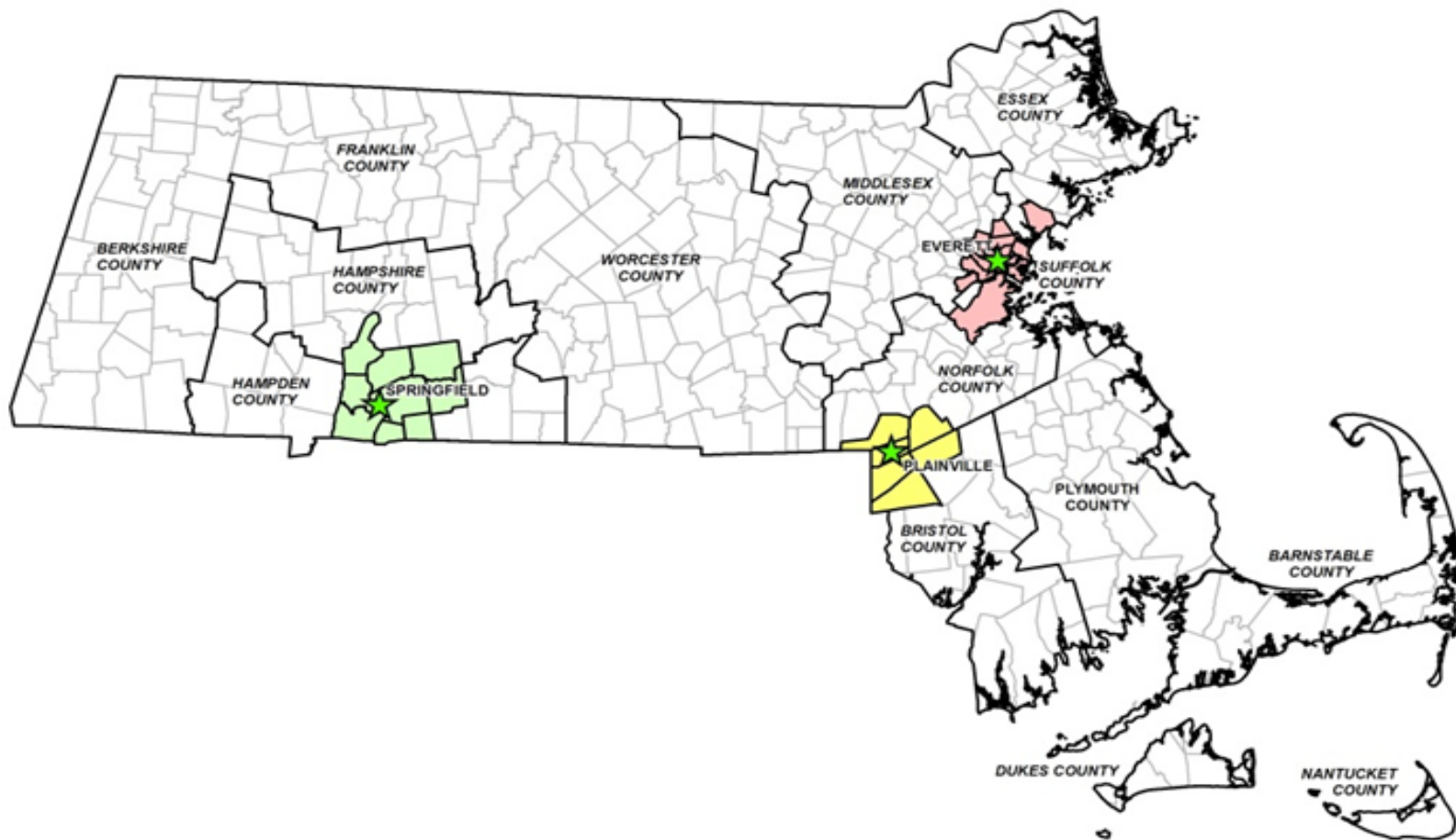
- Allows for resort style casinos in three geographically diverse regions
- No more than one casino in each region
- Allows for one slot parlor statewide (not geographically restricted)



Legislative Mandate

- Section 71 of Expanded Gaming Act requires MGC to establish an “annual research agenda” to assist in understanding the social and economic effects of casino gambling in MA & in making annual scientifically-based recommendations to the Legislature
- Essential elements of the research agenda:
 - Understand the social & economic effects of expanded gambling
 - Baseline study of problem gambling and existing prevention & treatment programs
 - Facilitate independent studies to obtain scientific information relevant to enhancing responsible gambling and minimizing harmful effects

Host & Surrounding Communities (H&SC)



Plainridge Park Casino (PPC)

Venue	Host Community	Surrounding Communities	Opening Date	Current Gambling Availability	Notes
Slot Parlor	Plainville	Attleborough Foxborough Mansfield North Attleborough Wrentham	June 24, 2015	<ul style="list-style-type: none"> • 1,249 slots + electronic table games • live harness racing track + simulcast betting • several instant ticket and lottery ticket terminals 	<ul style="list-style-type: none"> • Harness racing since 1999 • Casino expansion cost \$150.2M • 196,000 sq ft for casino operations • several restaurants & bars • Owned by Penn National



2011

THE SOCIAL AND ECONOMIC IMPACTS OF GAMBLING

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FINAL REPORT PREPARED FOR THE CANADIAN
CONSORTIUM FOR GAMBLING RESEARCH

3/11/2011



284 page report

492 theoretical and empirical
studies reviewed

Documented findings of all the
empirical (200+) studies (only 7
deemed to have used 'excellent'
methodology)

Proposed methodological
approach that made theoretical
sense, enshrined economic
principles and social impact
considerations, and was simple to
use

SEIGMA Methodological Principles

- Measure 'Impacts' rather than 'Costs & Benefits'
- Avoid applying arbitrary monetary values to impacts that are clearly non-monetary in nature
- Create a profile of the impacts rather than trying to combine them into a singular aggregate value

SEIGMA Methodological Principles

- Identify how much money is involved, where it is coming from, and where it is going
- Assess impacts for years before and for years after the introduction of new gambling venues
- Comprehensively assess all potential economic and social impacts and utilize multiple sources of info for triangulation
- Compare changes to those observed in Matched Control Communities

SEIGMA Study Design

	Baseline			Operational: Construction			Operational: Post-Opening		
Focus Groups									
Key Informant Interviews									
Patron & License Plate Survey									
Casino Employee Survey									
Gambling Venue & Gov't Data									
Targeted Surveys									
Population Surveys									
Treatment & Prevention									
Secondary Data Collection & Analysis									
	Prior to 2013	2013	2014	2015	2016	2017	2018	2019	2020

This presentation is top-level summary of a much more detailed 80+ page report

www.umass.edu/seigma/reports

SEIGMA  SOCIAL AND ECONOMIC IMPACTS
OF GAMBLING IN MASSACHUSETTS

UNIVERSITY OF MASSACHUSETTS SCHOOL OF PUBLIC HEALTH AND HEALTH SCIENCES

Social and Economic Impacts of Plainridge Park Casino: 2018

Report to the Massachusetts Gaming
Commission & the Massachusetts Department
of Public Health

June 13, 2019

SOCIAL & HEALTH IMPACTS

PROBLEM GAMBLING (PG) AND RELATED INDICES	Prevalence and Incidence
	Treatment Seeking
	Personal Bankruptcy
	Divorce, Separation, Domestic Violence, Child Abuse/Neglect
	Suicide
CRIME	Overall Crime Rates
	Illegal Gambling
ATTITUDES	Attitudes toward Gambling
POPULATION HEALTH	Physical and Psychological Health
	Substance Use and Addictions
	Leisure Activity
DEMOGRAPHICS	Demographic Changes
ENVIRONMENT	Traffic (Volume, Accidents)
	Noise

Problem Gambling & Related Indices

- **Plainville and Surrounding Communities:**
 - No significant changes in problem gambling or related indices have likely occurred
 - No significant change in PG or At-Risk Gambling in Baseline Targeted Population Survey (BTPS) of Plainville in 2014 to Follow-Up (FTPS) in 2016
 - No significant change from BTPS-Plainville to FTPS-Plainville in % of PG wanting help or seeking help

Problem Gambling & Related Indices

- **Plainville and Surrounding Communities:**
 - No significant changes in problem gambling or related indices have likely occurred
 - No significant change from BTPS-Plainville to FTPS-Plainville in % of regular gamblers reporting negative impacts due to gambling
 - No change in personal bankruptcy filings in Norfolk County, where Plainville is situated
 - No changes in divorce filings, restraining orders, and cases of child welfare involvement in Norfolk County

Problem Gambling & Related Indices

Plainville Key Informants:

“I don’t really see any impact on the health and well-being of the people of Plainville. Conditions now seem to be as they were prior to the opening of the casino.”

Lou LeBlanc, Chairman of the Board of Health, Plainville, MA, Mar 1, 2018

“...residents have not come to us with concerns that there has been an increase in problem gambling.”

Jennifer Thompson, Town Administrator, Plainville, MA, Jan 25, 2018.

Attitudes

- **Plainville and Surrounding Communities:**
 - Evidence of a significant change of attitudes toward gambling in the Baseline Targeted Population Survey (BTPS) of Plainville in 2014 to Follow-Up (FTPS) in 2016
 - Availability: decrease in the percentage of people who indicated that gambling is not available enough and a corresponding increase in the percentage of people who believed the current availability of gambling is fine

Attitudes

- **Plainville and Surrounding Communities:**
 - Evidence of a significant change of attitudes toward gambling in the Baseline Targeted Population Survey (BTPS) of Plainville in 2014 to Follow-Up (FTPS) in 2016
 - State impact: decrease in the percentage of people who believe that casinos will be beneficial to Massachusetts and a corresponding increase in the percentage of people who believe they will be neither beneficial or harmful
 - Community impact: increase in the percentage of people who believe the new casino in their community will be neither beneficial nor harmful to their community rather than beneficial

Population Health

- **Plainville and Surrounding Communities:**

- No evidence of any change in population health

- No significant change from BTPS-Plainville to FTPS-Plainville in health, happiness, or stress
- No significant change from BTPS-Plainville to FTPS-Plainville in % of people who reported seeking help for their use of alcohol or drugs or who reported having a behavioral addiction

ECONOMIC & FISCAL IMPACTS

Economic & Fiscal Impacts of Plainridge Park Casino

Dr. Mark Melnik

Economic & Public Policy Research

UMass Donahue Institute

Analytical Framework

Economic and Fiscal Research



Employment

- **Plainville and Surrounding Communities:**
 - Evidence of an increase in employment numbers in the town of Plainville
 - Plainville's 372 businesses employed 4,614 people in 2016, an increase of 17.3% since 2014. This compares to 4.0% state growth and 3.2% in Norfolk and Bristol counties.

Employment

Plainville Key Informants:

“One of the things that [the casino] promised to do was to reach out to Plainville folks first in terms of employment which they did. They kept their word. [...] They are our largest employer in Plainville. It has certainly had an impact.”

Jennifer Thompson, Town Administrator, Plainville, MA, Jan 25, 2018.

“As far as employment goes, it has definitely been a positive impact.”

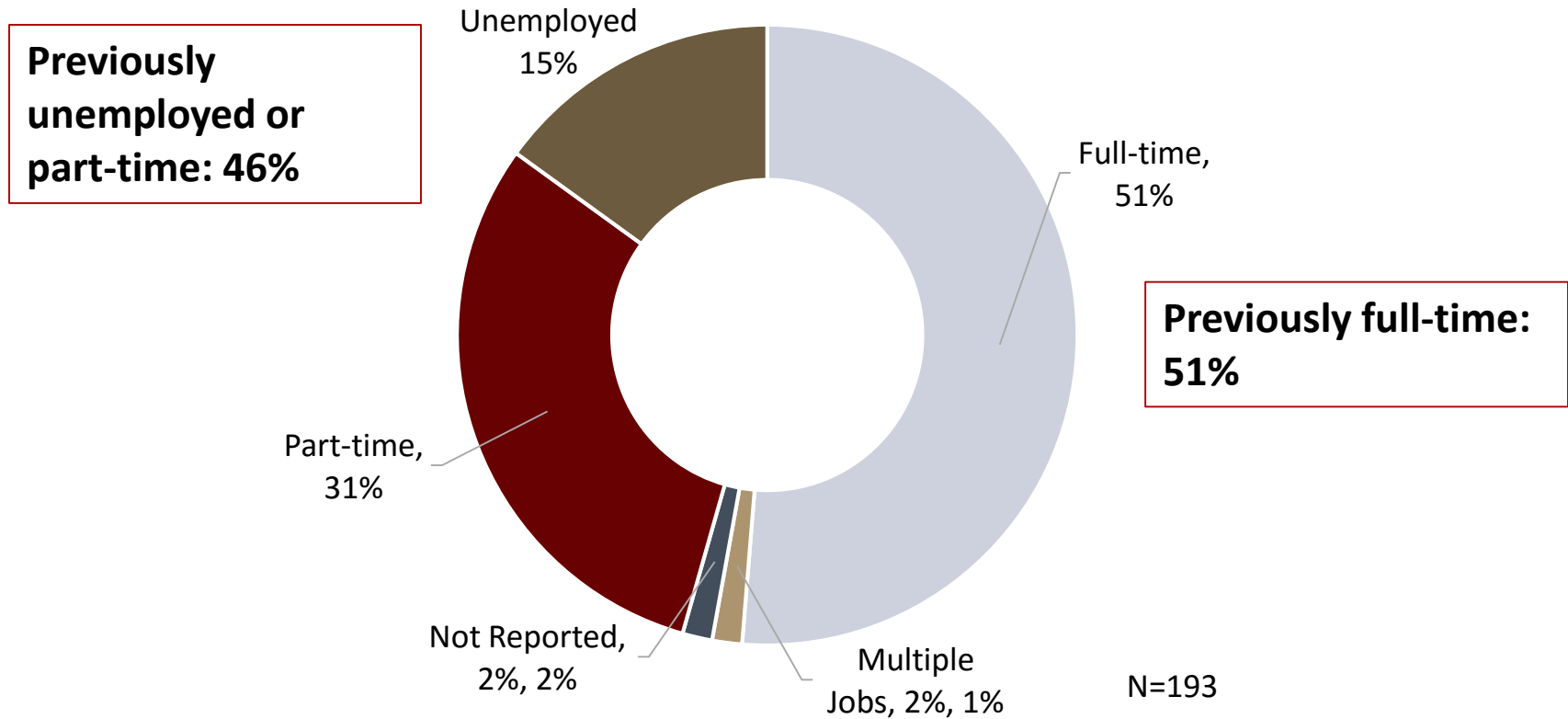
Lou LeBlanc, Chairman of the Board of Health, Plainville, MA, Mar 1, 2018.

New Employee Survey

- **Who are the employees?**
 - Previous employment status
 - Previous industry
 - Residence
 - Educational attainment
 - Reasons for seeking jobs at PPC
- **Areas of growth**
 - Survey findings

Casino employment is creating opportunities for people previously underemployed

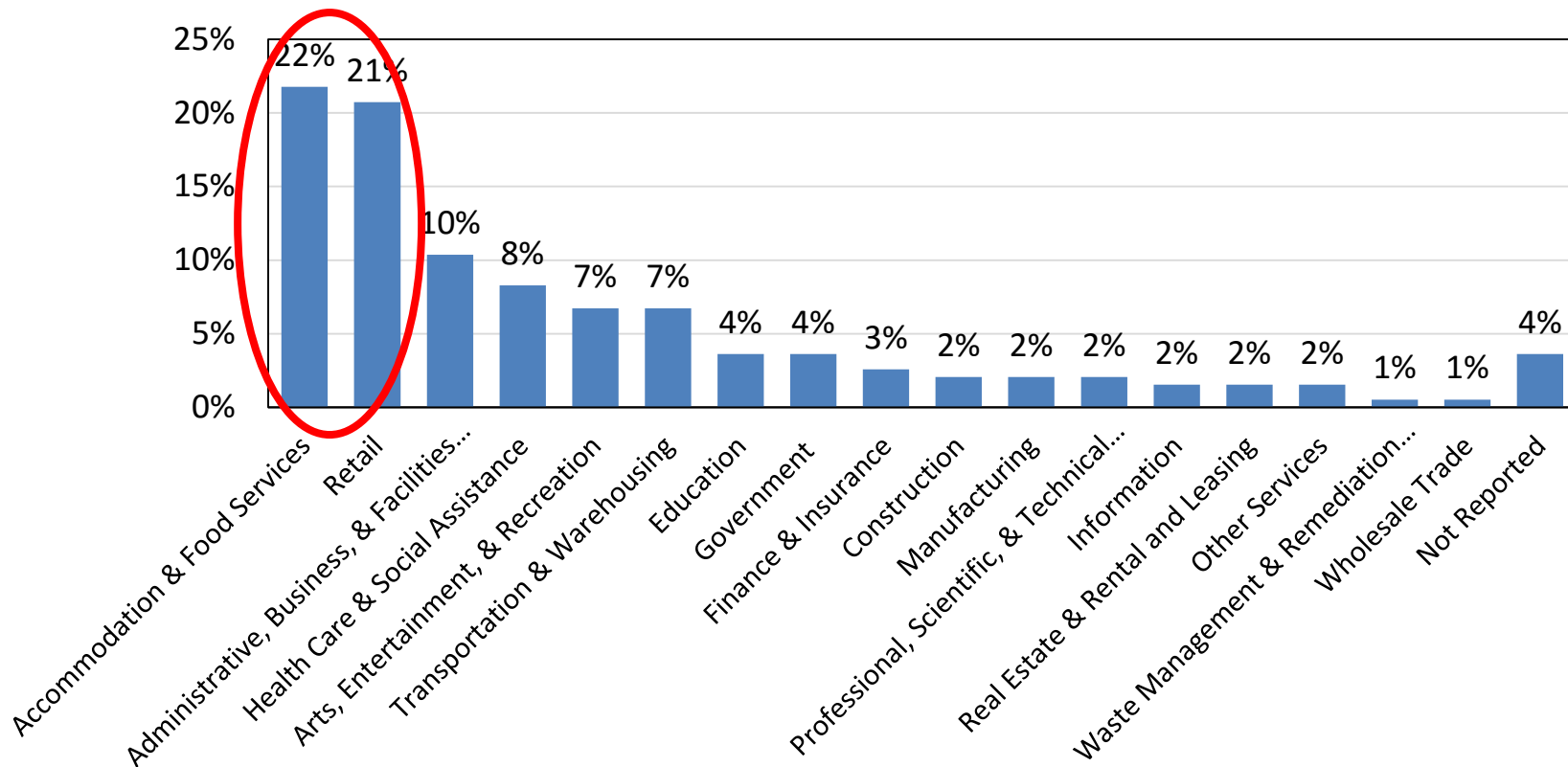
Previous Employment Status, FY2018



Source: UMDI analysis of MGC New Employee Survey. Percentages may not sum to 100 percent due to rounding.

Most new hires came from Accommodation & Food Services or Retail industries

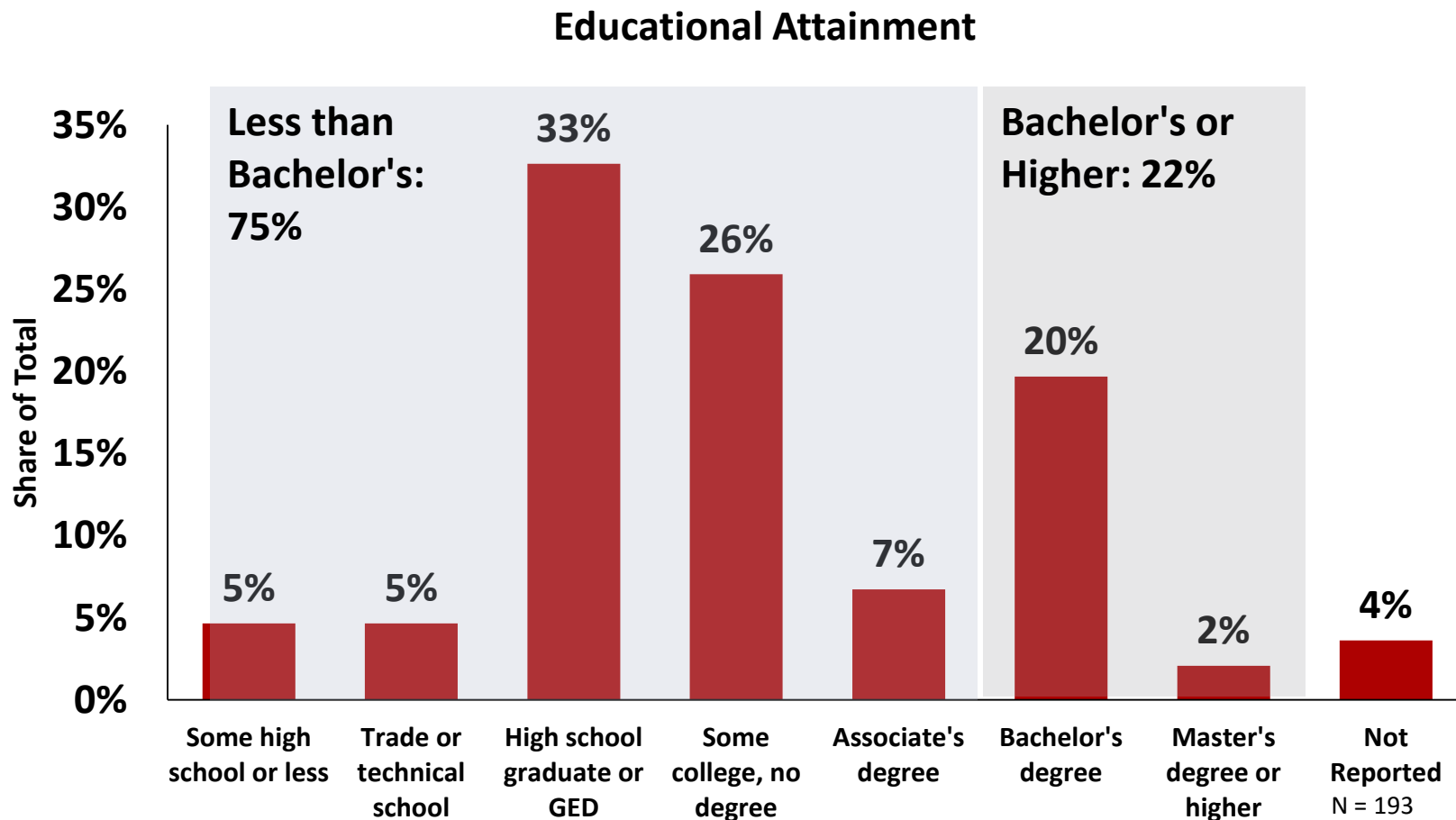
Previous Occupation by Industry



N = 193

Source: UMDI analysis of MGC New Employee Survey. Percentages may not sum to 100 percent due to rounding.

Casino employment is creating opportunities for people with lower levels of formal education



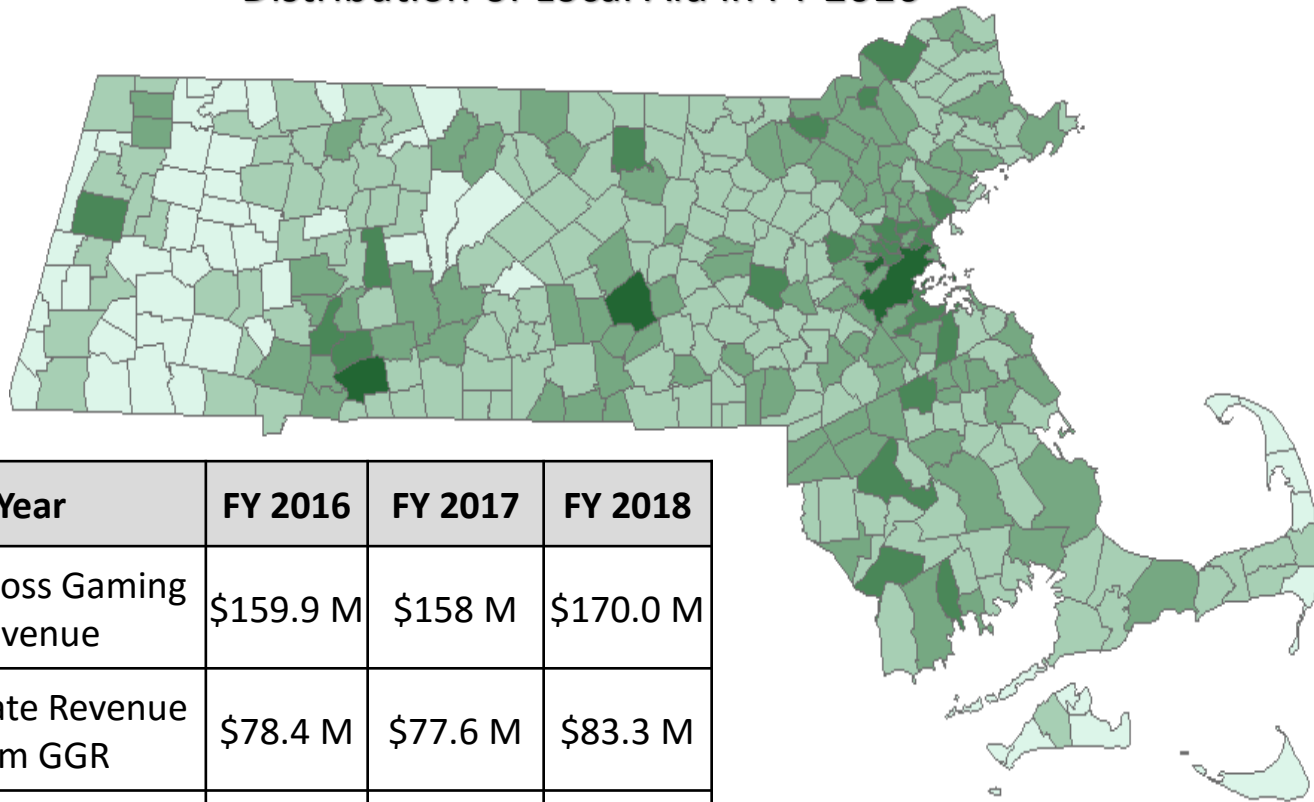
Source: UMDI analysis of MGC New Employee Survey. Percentages may not sum to 100 percent due to rounding.

Government and Fiscal

- **Plainville and Surrounding Communities:**
 - Some increased costs
 - Revenue from local aid and host and surrounding community agreements

Government and Fiscal

Distribution of Local Aid in FY 2016



Year	FY 2016	FY 2017	FY 2018
Total Gross Gaming Revenue	\$159.9 M	\$158 M	\$170.0 M
New State Revenue from GGR	\$78.4 M	\$77.6 M	\$83.3 M
New Local Aid to MA Cities and Towns	\$64.0 M	\$63.3 M	\$68.0 M

Government and Fiscal

Plainville's Host Community Agreement:

- \$1.5M property taxes (+2.5% each year), annually
- \$100,000 Community Impact Fee, annually
- \$2.7M annually (first 5 years)
 - 1.5% PPC GGR, 6th-10th years
 - 2.0% PPC GGR, 11th+ years
- \$816,000 building permit fees

Government and Fiscal

“It is the only town hall and public safety building in Massachusetts where not a penny of tax dollars had to be used, which is amazing. The residents were thrilled. [...] The host community agreement, we have only used for capital projects. We used it twice. Once to buy an open space parcel. So it has preserved 103 acres of open space in Plainville and the second one is the town hall and the public safety building.”

**Jennifer Thompson, Town Administrator, Plainville, MA,
January 25, 2018, 10am-11am, phone interview.**

Summary of Impacts

SOCIAL and HEALTH IMPACTS		Change from baseline to follow up
Problem Gambling and Related Indices	Prevalence and Incidence of Problem Gambling; Treatment Seeking for Problem Gambling	↔
	Financial Problems, Bankruptcy, Employment Problems	↔
	Divorce, Separation, Domestic Violence, Child Abuse and Neglect; Suicide	↔
Crime	Overall Crime Rates; Illegal Gambling	↔
Attitudes	Attitudes Towards Gambling	↓ ↑
Population Health & Leisure	Physical and Psychological Health; Substance Use and Addictions; Leisure Activity	↔
Demographics	Population; Educational System	↔
Environment	Traffic (accidents, volume); Noise	↑

Summary of Impacts

ECONOMIC AND FISCAL IMPACTS		Change from baseline to follow up
Direct Casino Expenditure and Revenue	Plainridge Park Casino	↑
Business Establishments	Number of Business Establishments; Impacts on Other Types of Gambling	↑
Employment	Employment Levels, Labor Force Participation	↑
Personal Income	Wages	↑
	Poverty Rate	↓
	Gambling Participation in Relation to Income	TBD
Real Estate and Housing	Property Values; Residential Building Permits; Rental Costs	↔
Government and Fiscal	Expenditure	↑
	Revenue	↑

Social and Health Impacts of Plainridge Park Casino (PPC) in Plainville

One year prior to PPC opening (2014), the SEIGMA team conducted a survey to understand gambling participation and attitudes toward gambling in the casino host community of Plainville and the surrounding communities of Attleborough, Foxborough, Mansfield, North Attleborough, and Wrentham. A second survey was conducted in 2016-2017 after the casino had been open for one year. This fact sheet summarizes the responses from these two surveys. For additional information, see the *Social and Economic Impacts of Plainridge Park Casino: 2018* report.

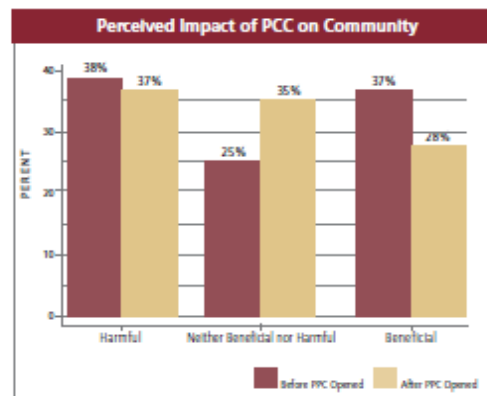
There were few changes in Plainville and surrounding communities from before the opening of PPC to one year after. There has been **no change** in:

- Rate of problem gambling or related indices (bankruptcy, divorce/separation, domestic violence, suicide, etc.)
 - Likely a result of people already gambling in casinos due to the close proximity of Rhode Island and Connecticut casinos
- Overall gambling participation or the percentage of people who consider gambling to be an important leisure activity
- Broader population characteristics or population health (health, happiness, stress, substance use, addiction)

Social & Health Impacts		Change from before PPC opened to after
Problem Gambling & Related Indices	Rate of Problem Gambling	↔
	Financial Problems or Employment Problems	↔
	Divorce; Separation; Domestic Violence; Child Abuse and Neglect; Suicide	↔
Attitudes	Attitudes Toward Gambling	↓ ↑
Population Health & Leisure	Physical and Psychological Health; Substance Use and Addictions; Leisure Activity	↔
Demographics	Population	↔

Residents of Plainville and the surrounding communities **did change their attitudes** toward gambling:

- Three-quarters of people (74%) reported being satisfied with the opportunities of gambling in 2016 compared to 2014 (61%)
- Only half as many people (12%) felt that gambling was not available enough compared to before the casino opened (25%)
- Half as many people (4%) believed casinos would be very beneficial to MA compared to before the casino opened (8%)
- Over one third of people (35%) had neutral opinions about the perceived impact of PPC to their own community (i.e., believing it will be neither beneficial or harmful) compared to before the casino opened (25%)



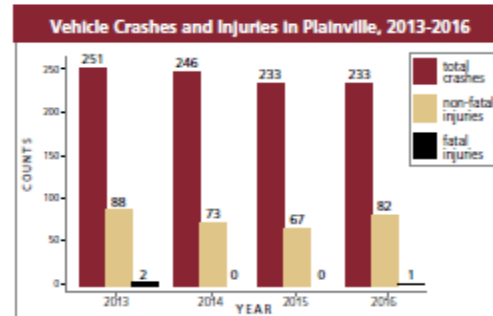
SEIGMA PROJECT OVERVIEW

SEIGMA is a project that uses experts from several disciplines to carry out the different parts of the Massachusetts Gaming Commission's research effort. The project team is dedicated to working closely with many other groups throughout the Commonwealth. The study uses a state-of-the-art design, rigorous data collection and research methods, and a careful analytic approach to establish the effects of casino gambling at state, regional, and local levels. The SEIGMA team collects its own data as well as using data gathered by other organizations. The SEIGMA study is funded by the Massachusetts Gaming Commission.

Impact of Plainridge Park Casino (PPC) on Traffic Issues in Plainville

This fact sheet provides an overview of the traffic conditions before and after the construction (beginning in April 2014) and opening (June 2015) of PPC. Traffic volumes, crashes, and complaints were studied in Plainville and the surrounding communities of Attleborough, Foxborough, Mansfield, North Attleborough, and Wrentham. For more information see the [Social and Economic Impacts of Plainridge Park Casino: 2018](#) report.

There was no change in the number of crashes or injuries in Plainville from before, during, or after the construction of PPC.



Source: [MA Department of Transportation](#)

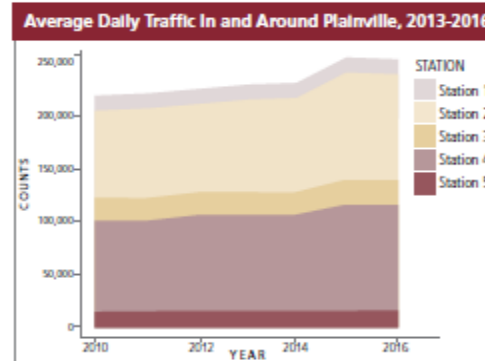
The average number of recorded traffic collisions and complaints did increase in the two years after PPC's opening compared to the five years prior. This was likely due to an increased number of visitors to the area.

Traffic Collisions and Complaints in Plainville and the PPC H&S/C Recorded by Plainville Police

	2010-2015 Average	2016-2017 Average	% Change
Plainville			
Traffic Collisions	312.0	329.0	5.4% increase
Traffic Complaints	234.8	329.5	40.3% increase
Plainridge Park Casino H&S/C			
Traffic Collisions	4,583.2	4,975.0	8.5% increase
Traffic Complaints	1,692.4	1,946.5	15.0% increase

Source: [Analysis of changes in police data after two years of operation at Plainridge Park Casino \(Bruce, 2018\)](#)

Plainville did experience a 9% increase in traffic volume between 2014 and 2016 compared with earlier years.



Source: [MA Department of Transportation](#)

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Thank you!

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