



MWCOG Cooperative Forecasting Subcommittee

PRINCE GEORGE'S COUNTY, MARYLAND POPULATION AND EMPLOYMENT FORECAST METHODOLOGY

by

**PRINCE GEORGE'S COUNTY PLANNING
DEPARTMENT, COUNTYWIDE PLANNING**

November 13, 2018

COUNTY CONTEXT 2018

- ❖ Total land area of 495 square miles
- ❖ Population of 916,233, Households 322,248, and 351,672 Dwelling Units
- ❖ Approximately 17,000 residential units in the pipeline
- ❖ Additional capacity for approximately 86,000 more residential units under current zoning applying historic yields (March 2016 estimate)
- ❖ 352,364 Employees, jobs to population ratio of .38

POPULATION FORECAST METHODOLOGY

- Develop current year dwelling unit base using state's tax accessor data assigned to an address based point layer in GIS. Existing dwelling units are allocated to each COG TAZ.
- Average household size and vacancy rates for each COG TAZ are developed through Nuestar, ESRI, or Nielsen data and are used to distribute population.
- Update group quarters database by directly contacting facilities, reviewing building permits, and checking other sources including county and state agencies. Base group quarter population is then quality checked through comparison to Nuestar, ESRI, or Nielsen data.
- Development potential consists of platted and recorded lots, approved site plans, phased development plans, comprehensive design plans, master plans, sector plans, small area plans, zoning ordinance/historic yields, and Plan 2035 Prince George's Approved General Plan.

POPULATION FORECAST CONTINUED

- Historic absorption rates are calculated for dwelling units. CommunityViz is used to develop low, medium, and high forecast scenarios. Different conditions are also developed such as business as usual, partial Plan 2035, and full Plan 2035.
- Through CommunityViz the county's existing pipeline is consumed first and additional development takes place based on other variables such as proximity to recent development, transportation, water and sewer, schools, and programmed capital improvements.
- The forecast scenario is selected and the dwelling units are distributed. Average household size and vacancy rates are then applied to generated households and population. Average household size and vacancy rates reflect historic trends and are normalized over the forecast period when necessary.
- Group quarters population forecasts are based on existing capacity and future development proposals.

EMPLOYMENT FORECAST METHODOLOGY

- Develop current year employment base using ES 202, USA Info, and Neustar Business NAICS Summary data.
- Control total for employment is developed by combining MD Department of Labor, Licensing and Regulation (ES 202) data, military, and self employment.
- Geo coded USA Info and military employment is distributed to the COG TAZs. Neustar is used on a percentage basis to distribute self employed persons and to develop percentage breakouts for office, retail, industrial, and other (ORIO) classifications.
- The forecast normalizes vacancy rates over time (primarily office space and flex space), and uses absorption rates for new retail and industrial space. Employee per square foot conversion factors are used to generate new employees.

EXAMPLE OF ORIO BREAKOUT

neustar // ElementOne.

Business NAICS Summary

COG TAZ 1004

NAICS Code	Label	Business		Employees	
		Count	Pct	Count	Pct
44-45	Retail Trade	14	21.88%	72	11.78%
4461	Health and Personal Care Stores	4	6.25%	27	4.42%
4471	Gasoline Stations	3	4.69%	16	2.62%
4483	Jewelry, Luggage, and Leather Goods Stores	2	3.13%	12	1.96%
4421	Furniture Stores	2	3.13%	8	1.31%
4452	Specialty Food Stores	1	1.56%	4	0.65%
4441	Building Material and Supplies Dealers	1	1.56%	3	0.49%
4481	Clothing Stores	1	1.56%	2	0.33%
81	Other Services (except Public Administration)	11	17.19%	43	7.04%
8121	Personal Care Services	4	6.25%	10	1.64%
8123	Drycleaning and Laundry Services	2	3.13%	8	1.31%
8131	Religious Organizations	2	3.13%	4	0.65%
8111	Automotive Repair and Maintenance	1	1.56%	5	0.82%
8114	Personal and Household Goods Repair and	1	1.56%	11	1.80%
8134	Civic and Social Organizations	1	1.56%	5	0.82%



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THIS CONCLUDES STAFF PRESENTATION

QUESTIONS/CLARIFICATIONS?