REGION FORWARD & ECONOMIC COMPETITIVENESS INDICATORS

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MANY REGIONAL COUNCILS ARE WADING INTO E.C. AND PERFORMANCE

- A few examples from across the country …
  - Seattle: Puget Sound Regional Council
  - San Diego: SANDAG
  - Pittsburg: Southwest Pennsylvania Commission
  - Kansas City: MidAmerica Regional Council
  - Phoenix: Maricopa Regional Council
  - And the list is growing ….

Driven by …
- Economic Globalization (& Recession)
- Disruptive Technologies
- Demographic Revolution

FOUR PILLARS OF COMPETITIVENESS

Built Infrastructure

Accessibility

Quality of Life

Livability and Sustainability

Human Infrastructure

Livability

Economic Climate

Prosperity

FOUNDATIONAL METRICS

- Built Infrastructure (Accessibility): H+T costs, condition and extent of transportation network, broadband, water and sewer
- Quality of Life (Livability & Sustainability): housing affordability, parks and open space, arts and culture, public health, poverty rate
- Human Infrastructure: Workforce development, educational attainment, demographics and migration, poverty levels, millennials/capita, Creative Class, skilled labor
- Economic Climate (Prosperity): Starts-ups, patent grants, jobs per capita, foreign and domestic trade/GDP, growth per key industry sectors, economic output per input, growth in jobs & wages, office vacancy rates

MEASURING PERFORMANCE

- Indicators typically tied to
  - Comprehensive Economic Strategic Plan (CEDS)
  - Key Industry Clusters
  - **Regional Economic Goals and Objectives**
  - **Long Range Regional Plan and Vision**

- Who you measure against
  - Yourself (longitudinal)
  - Industry Competitors
    - Global & National
  - Peer Regions
    - Geographically, Demographically, &/or Economically
      - World capital cities
      - Knowledge/HiTech centers
      - Tourism

BUILDING UPON REGION FORWARD AND OTHER COG REPORTS

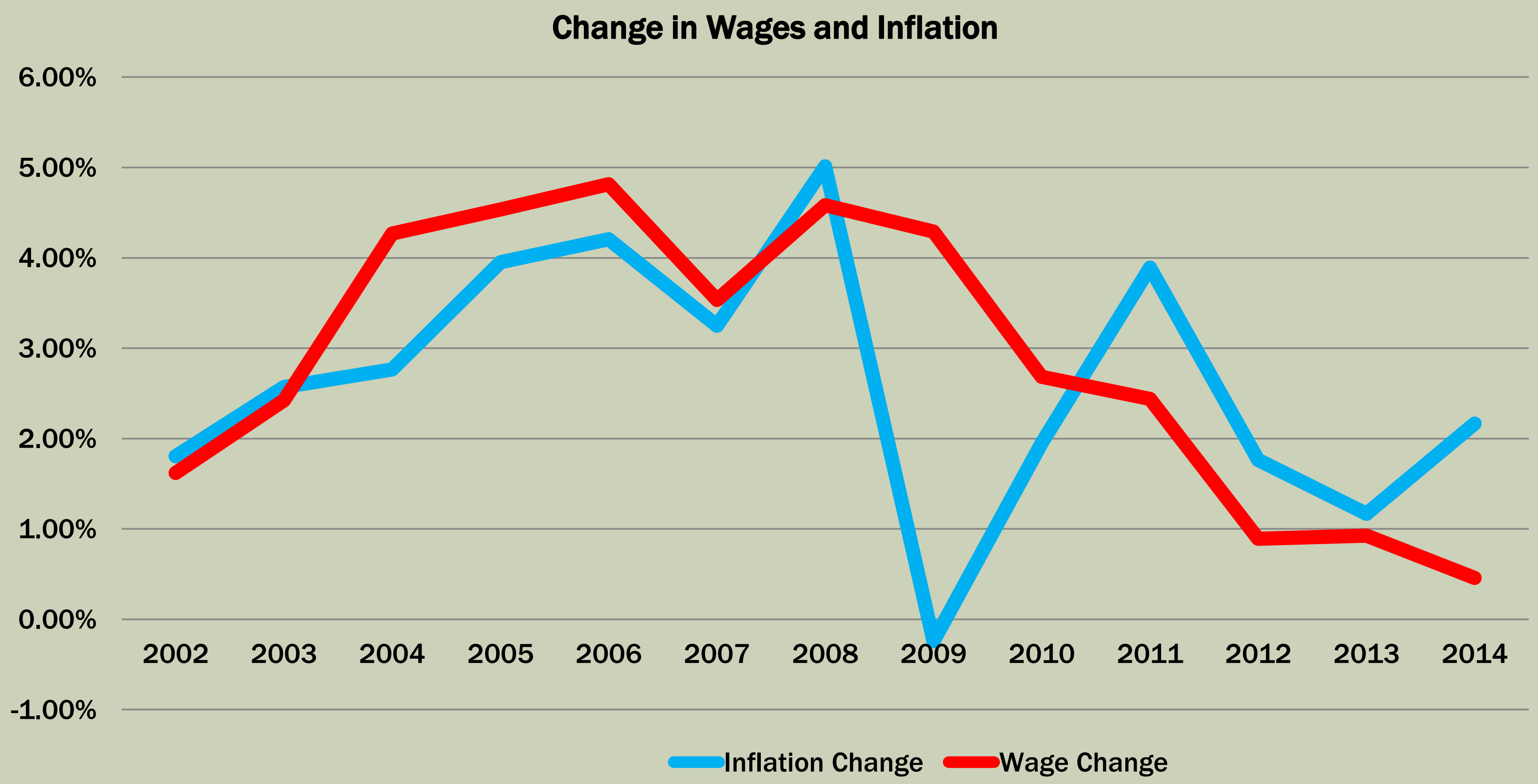
- Region Forward 2.0
  - Relevant Substance
  - Interactive
  - Direction Setting

- Housing Security Study
- Economy Forward
- 2015 Infrastructure Report

WORKING GROUP GOAL

- 10 indicators related to “Economic Competitiveness”
  - *3 Accessibility Indicators*
  - *5 Prosperity Indicators*
  - *2 Livability Indicators*
- Current data collected for 4 indicators and shown in this presentation
- Data available but yet to be collected for 3 indicators
- Remaining 3 indicators need new data to be both identified and collected

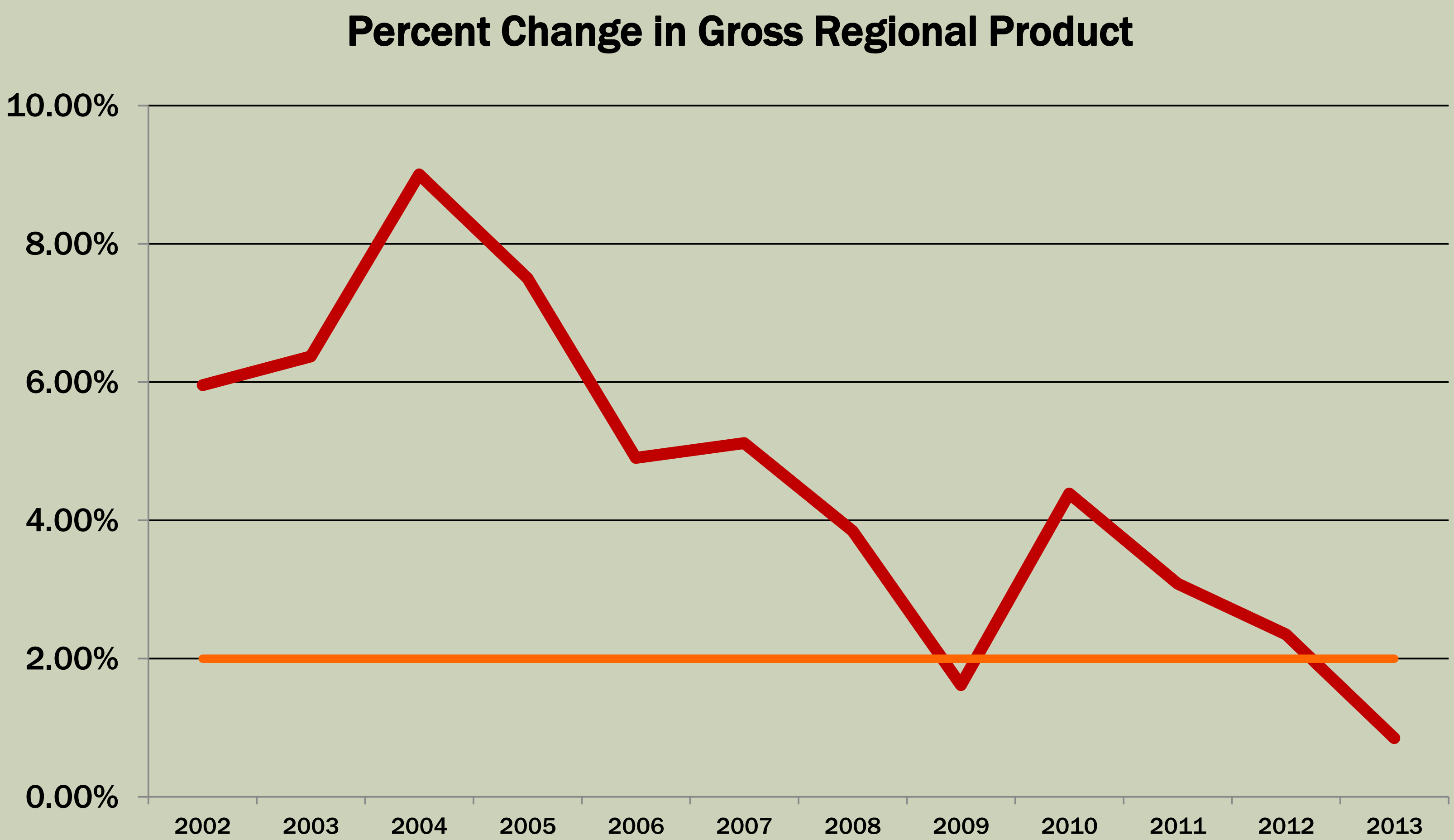
ANNUAL RATE OF GROWTH IN MEDIAN WAGES WILL EXCEED THE RATE OF INFLATION



SUSTAIN AN ANNUAL 1 TO 3% INCREASE IN THE NUMBER OF NEW JOBS

Source: MWCOG and BLS

SUSTAIN AN ANNUAL 2 TO 4% GROWTH IN GROSS REGIONAL PRODUCT



Source: BEA

BEGINNING IN 2012, CAPTURE 75% OF THE SQUARE FOOTAGE OF NEW COMMERCIAL CONSTRUCTION AND 50% OF NEW HOUSEHOLDS IN ACTIVITY CENTERS

- **New Commercial Construction**
  - Annual data from COG's Commercial Real Estate Database (CoStar)
  - 2010 & 2015 Employment from Round 8.3 Cooperative Forecast

- **New Household Data**
  - 2010 & 2015 household data from Round 8.3 Cooperative Forecast
  - *Estimates from American Community Survey Annual household data are unlikely to be useful*
    - *Not available for 2014 or 2015*
    - *Not available for blocks or block groups*
    - *Data is based on 5 year estimates*

INCREASE THE RATE OF STUDENTS GRADUATING FROM HIGH SCHOOL TO 90%

- **Method from Baseline Progress Report may need to be revised**

- US Department of Education data available 2012 /2013
  - Rate expected to drop because Department of Education will use a more stringent standard than used in the Baseline Progress Report

- More recent graduation data available from local school districts and/or from State Departments of Education

BY 2020, PERCENT OF POPULATION OVER 25 WITH A BACHELOR'S DEGREE IS 45% OR HIGHER, AND PERCENT WITH A PROFESSIONAL OR ADVANCE DEGREE IS 20% OR HIGHER

Educational Attainment for the Population 25 Years and Over, 2013										
	Total Population 25 Years and Over	No Schooling Completed		High School Diploma, GED, or Equivalent		Bachelor's Degree		Master's, Professional, or Doctorate Degree		
		Total	Percentage	Total	Percentage	Total	Percentage	Total	Percentage	
City of Alexandria	113,837	1,269	1.11%	12,167	10.69%	36,338	31.92%	34,523	30.33%	
City of Bowie										
City of College Park										
City of Fairfax										
City of Falls Church										
City of Frederick										
City of Gaithersburg										
City of Greenbelt										
City of Manassas										
City of Manassas Park										
City of Rockville										
City of Takoma Park										
District of Columbia	453,014	3,651	0.81%	84,220	18.59%	102,958	22.73%	146,648	32.37%	
Arlington County	169,610	1,444	0.85%	14,102	8.31%	59,689	35.19%	66,333	39.11%	
Charles County	100,226	898	0.90%	32,486	32.41%	17,695	17.66%	9,842	9.82%	
Fairfax County	767,670	8,930	1.16%	99,863	13.01%	241,255	31.43%	219,581	28.60%	
Frederick County	160,721	1,075	0.67%	40,008	24.89%	41,543	25.85%	24,645	15.33%	
Loudoun County	221,729	2,354	1.06%	29,442	13.28%	80,007	36.08%	45,722	20.62%	
Montgomery County	699,058	11,912	1.70%	106,506	15.24%	178,529	25.54%	216,072	30.91%	
Prince George's County	590,099	9,636	1.63%	155,747	26.39%	103,488	17.54%	75,040	12.72%	
Prince William County	274,626	3,765	1.37%	56,690	20.64%	65,025	23.68%	41,072	14.96%	
Town of Bladensburg										
Washington-Arlington-Alexandria, DC-VA-MD-WV Metro Area	**4,014,008**	**48,866**	**1.22%**	**765,806**	**19.08%**	**1,016,779**	**25.33%**	**936,118**	**23.32%**	

Source: Table B15003: Educational Attainment for the Population 25 Years and Over, American Community Survey, 2013

BEGINNING IN 2012, THE REGION WILL MAINTAIN A MINIMUM OF 10% OF HOUSING STOCK AFFORDABLE TO HOUSEHOLDS EARNING LESS THAN 80% OF THE REGIONAL MEDIAN INCOME

- Baseline Progress Report only measured subsidized affordable, not market-rate affordable units
- At least 6.5% total housing units and 17% total rental units are subsidized affordable – not including larger number of market-rate affordable units
- Despite subsidized and market rate affordable units, widespread recognition of affordable housing crisis
- 32% of region's households are low, very low, or extremely low income

BEGINNING IN 2012, THE REGION WILL MAINTAIN A MINIMUM OF 10% OF HOUSING STOCK AFFORDABLE TO HOUSEHOLDS EARNING LESS THAN 80% OF THE REGIONAL MEDIAN INCOME

Proposed changes:

- Increase target percentage to **30%** to reflect proportion of low-income households

- Add sub-targets for housing affordable to very low and extremely low income

- Source: Use Housing Security Study and additional ACS data; include subsidized and market-rate affordable units

BY 2020, THE HOUSING AND TRANSPORTATION COSTS IN REGIONAL ACTIVITY CENTERS WILL NOT EXCEED 45% OF AREA MEDIAN INCOME

- Center for Neighborhood Technology's Housing + Transportation Index used in Baseline Progress Report
- Data available for update
- Propose adding comparison target calculating H+T for entire region to provide context

BEGINNING IN 2012, AT LEAST 80% OF NEW OR PRESERVED AFFORDABLE UNITS WILL BE LOCATED IN REGIONAL ACTIVITY CENTERS

- Difficult to measure proportion of new units that are affordable; difficult to measure market-rate affordable units at Activity Center geographic level

- Baseline Progress Report reported percent of existing subsidized affordable housing in Activity Centers, not new affordable units

- Proposed change: At least 30% of the region’s subsidized affordable units will be located in Activity Centers

- Sources: Combination of subsidized housing databases

THE MAJORITY OF THE HEALTHY PEOPLE GOALS ARE MET BY GREATER THAN HALF OF THE REGION'S POPULATION

- Baseline Progress Report did not have data for this indicator
- **COG Health Programs Staff and the Health Officers Committee (HOC) are updating this this indicator**

OTHER POTENTIAL INDICATORS RELATED TO ECONOMIC COMPETITIVENESS

- Poverty level and Concentrated poverty
- Housing-burdened renter and owner households
- Long-term Unemployment Rate
- Number of Patents Issued
- Labor Force Participation Rates
- Infrastructure
- “Gazelle” Companies
- Base employment growth (regional exporters)

NEXT STEPS

- July 22 Work Group Meeting
- Final Updates to indicators for October 23 Region Forward Coalition Meeting (Tysons)
- Data integrated into COG Board “Regional Economic Competitiveness” report later this Fall