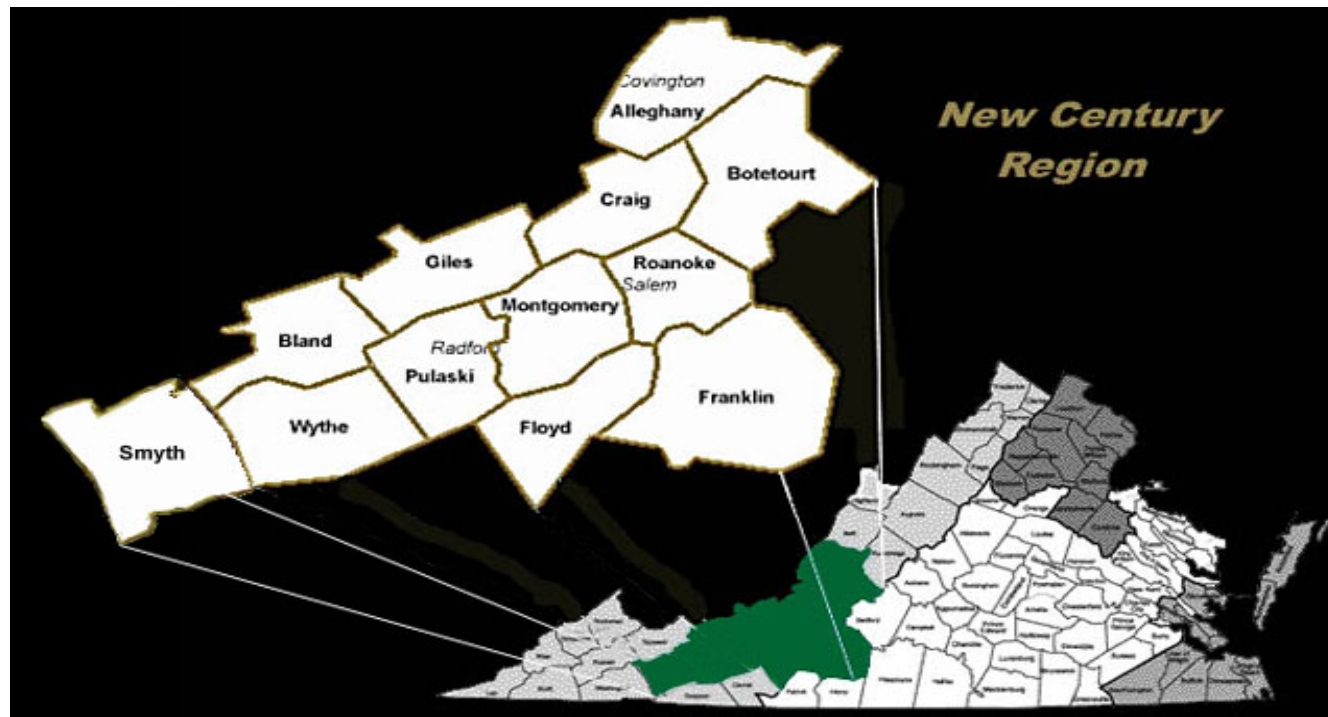


Benchmark Analysis for the New Century Region: Findings and Future Research



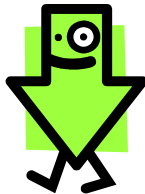
November 3, 2004

Summary of Presentation

- ☐ Purpose of the Research
- ☐ Focus of the Research
- ☐ Comparison to Chmura Report
- ☐ Benchmark Regions
- ☐ Indicators to Compare Regions
- ☐ Major Findings
- ☐ Lessons and Future Research

Purpose of the Research

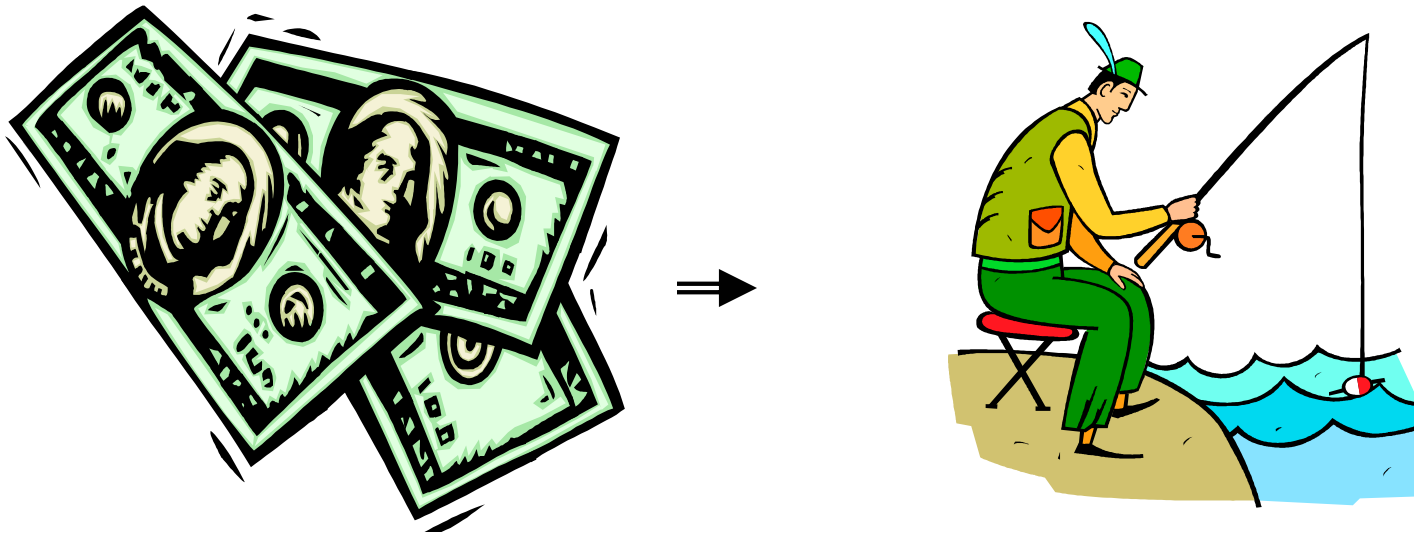
- Identify regions that can serve as benchmark regions for the NCR
- Determine differences between the NCR and benchmark regions
- Research on the factors that made the differences



- Identify our region's strengths and weaknesses
- Develop strategic plans to cope with weaknesses

Focus of the Research

- Unlike previous studies such as the Chmura Report, this research focuses not just on economic aspects of the New Century Region, but on the *holistic* aspects of regional life using 30 Quality of Life Indicators



Datasets Used

- Chmura Report used three different datasets
 - ✓ Individual City Data
 - ✓ Metropolitan Statistical Area Data (MSA data)
 - ✓ Regional Economic Information System Data (REIS data)
- MSA & REIS are either too small or too large for the NCR

Roanoke MSA	New Century Region	Roanoke BEA (REIS)
Roanoke (City) Salem (City) Roanoke Botetourt Craig Franklin	Roanoke (City) Salem (City) Radford (City) Covington (City) Alleghany Bland Botetourt Craig Floyd Franklin Giles Montgomery Pulaski Roanoke Smyth Wythe	Amherst Appomattox Botetourt Craig Floyd Franklin Giles Grayson Halifax Pulaski Wythe Bedford + Bedford City Campbell + Lynchburg Carroll + Galax Montgomery + Radford Roanoke + Salem Monroe(WV) Alleghany(NC)

ZCTA Dataset

- Zip Code Tabulation Area (ZCTA) is a relatively new method used by the U.S. Census Bureau
 - A group of zip codes sharing the same first three digits (e.g., 240 Area)
 - Larger than a Metropolitan Statistical Area, but smaller than a state
-
- ✓ First, regions with 1990 population between 300,000 and 400,000 were selected
 - ✓ This range is based on the 1990 ZCTA population of 306,420 for the 240 ZCTA, which represents a broad sampling of the NCR
 - ✓ Then, among the selected, regions with higher population growth rate as well as higher per capita income growth rate than those of the NCR were identified

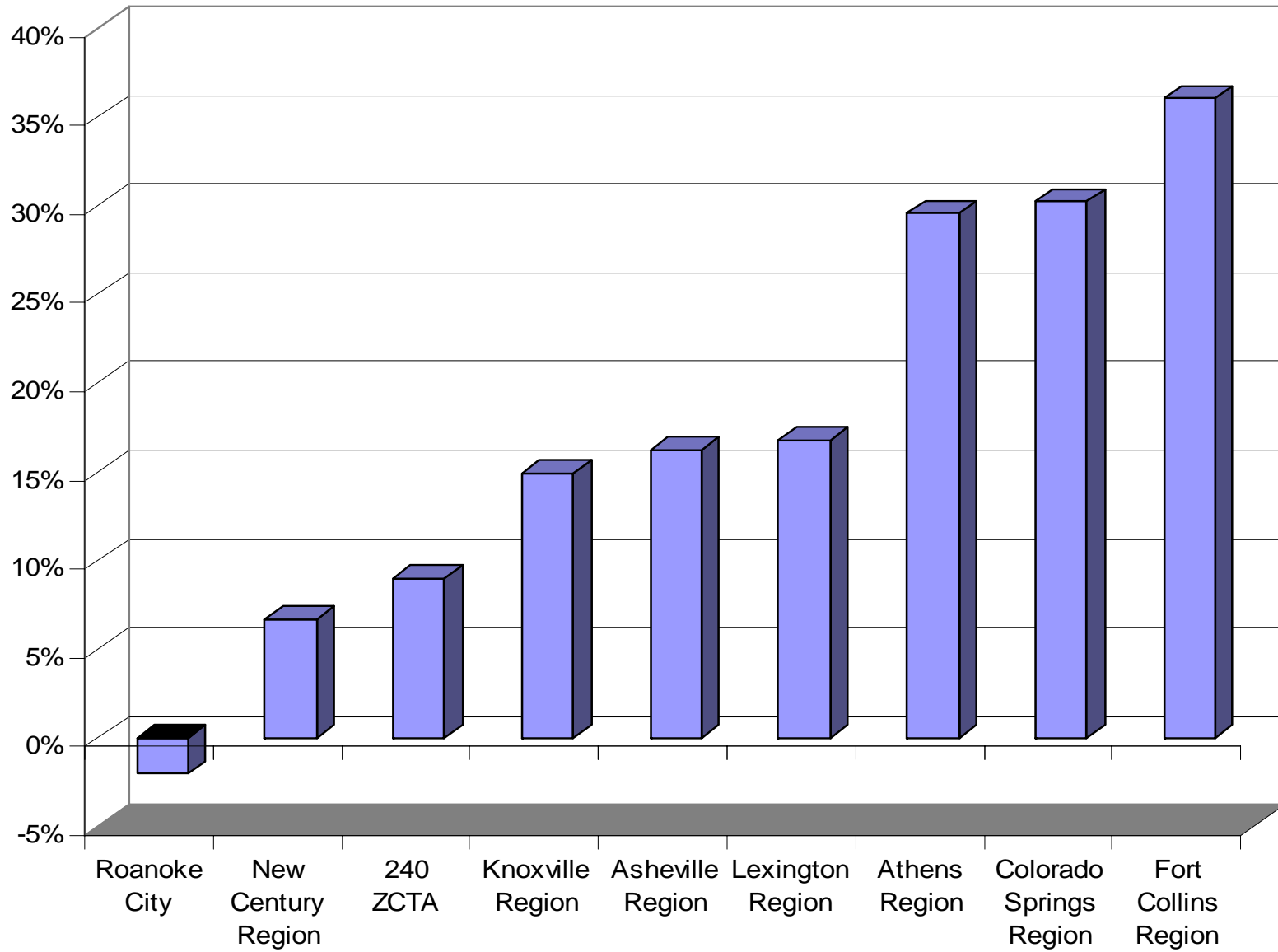
Comparison to Chmura Report

	Chmura Report	This Research
Purpose	Identifying <i>Peer</i> Regions -Similar Populations Size & Growth -Similar Income Level & Growth	Identifying <i>Benchmark</i> Regions -Similar Populations & Income in 1990 -Faster Growth in Pop & Income by 2000
Focus	Economic Development	Holistic Aspects of Regional Life -Quality of Life Indicators -11 categories & 33 indicators
Dataset	-Individual City Data -MSA Data -REIS Data	-Individual City Data -ZCTA Data -Aggregated County Data
Regions Selected	<i>Akron, OH Allentown, PA Gary, IN Toledo, OH Saginaw—Bay City—Midland, MI Chattanooga, TN Youngstown—Warren, OH</i>	<i>Fort Collins, Co Athens, GA Colorado Springs, CO Asheville, NC Knoxville, TN Lexington, KY</i>

Seven Benchmark Regions

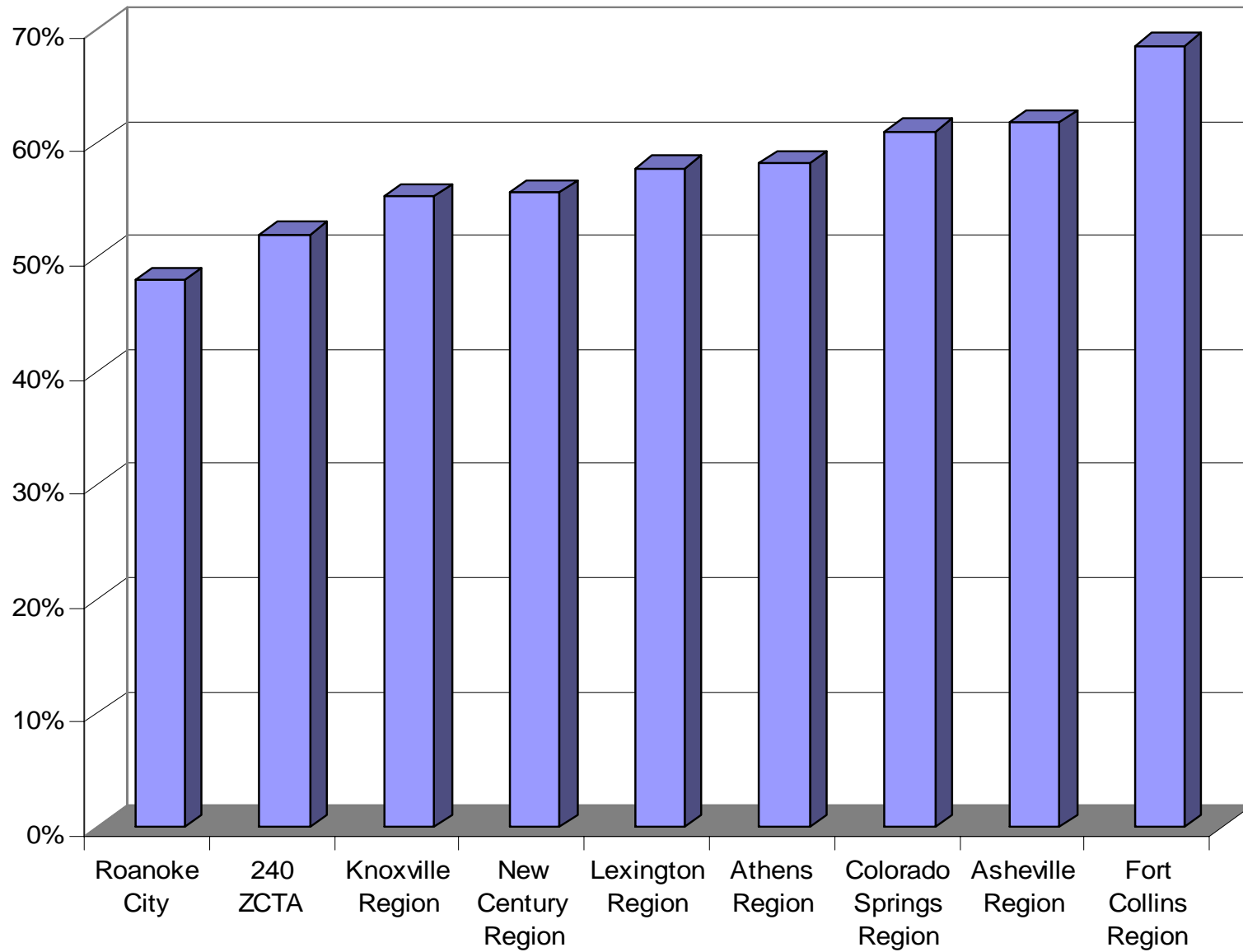


Population Growth Rate 1990-2000



Source: 1990 and 2000 Decennial Census

Per Capita Income Growth Rate 1990-2000



Source: 1990 and 2000 Decennial Census

Indicators Used to Compare Regions

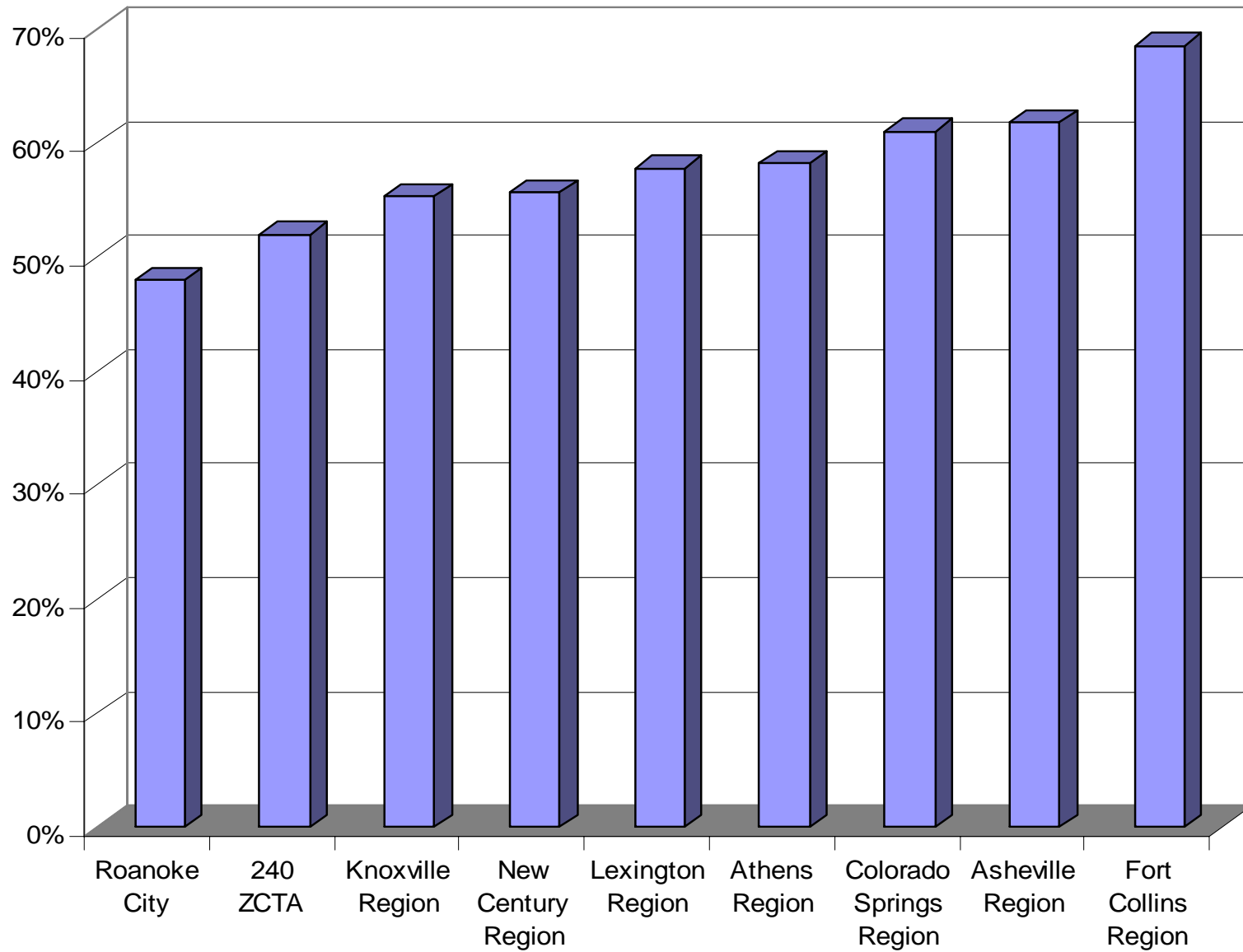
Categories	Indicators
1. Income	1) Median Household Income 2) Mean Earnings 3) Per Capita Income 4) Poverty Rate
2. Employment	5) Unemployment Rate 6) Total Employment (Civilian 16+) 7) Employment by Industry
3. Housing	8) Home Ownership Rate 9) Median Rent
4. Education	10) Expenditure per Student 2001-02 11) Number of Population >25 with less than HS diploma 12) Percent Bachelor's degree or higher
5. Health	13) Infant Mortality Rate 14) Life Expectancy 15) Number of Physicians per Capita

Indicators to Compare Regions

Categories	Indicators
6. Environment	16) Air Quality Index 17) Water Quality Index
7. Public Safety	18) Number of Violent Crimes 19) Number of Fatalities from Traffic Accidents
8. Culture/Art/ Recreation	20) Number of Arts and Cultural Organizations 21) Total Art Organization Revenue
9. Infrastructure	22) Mean Travel Time to Work (minutes)
10. Social Capital	23) Percentage of Registered Voters 24) Voter Turn-out at the last presidential election 25) Racial Diversity
General Information	26) Total Population 1990 and 2000 27) Population by Age Group 28) Persons per Square Mile 29) Urban/Rural Ratio 30) Four Year College

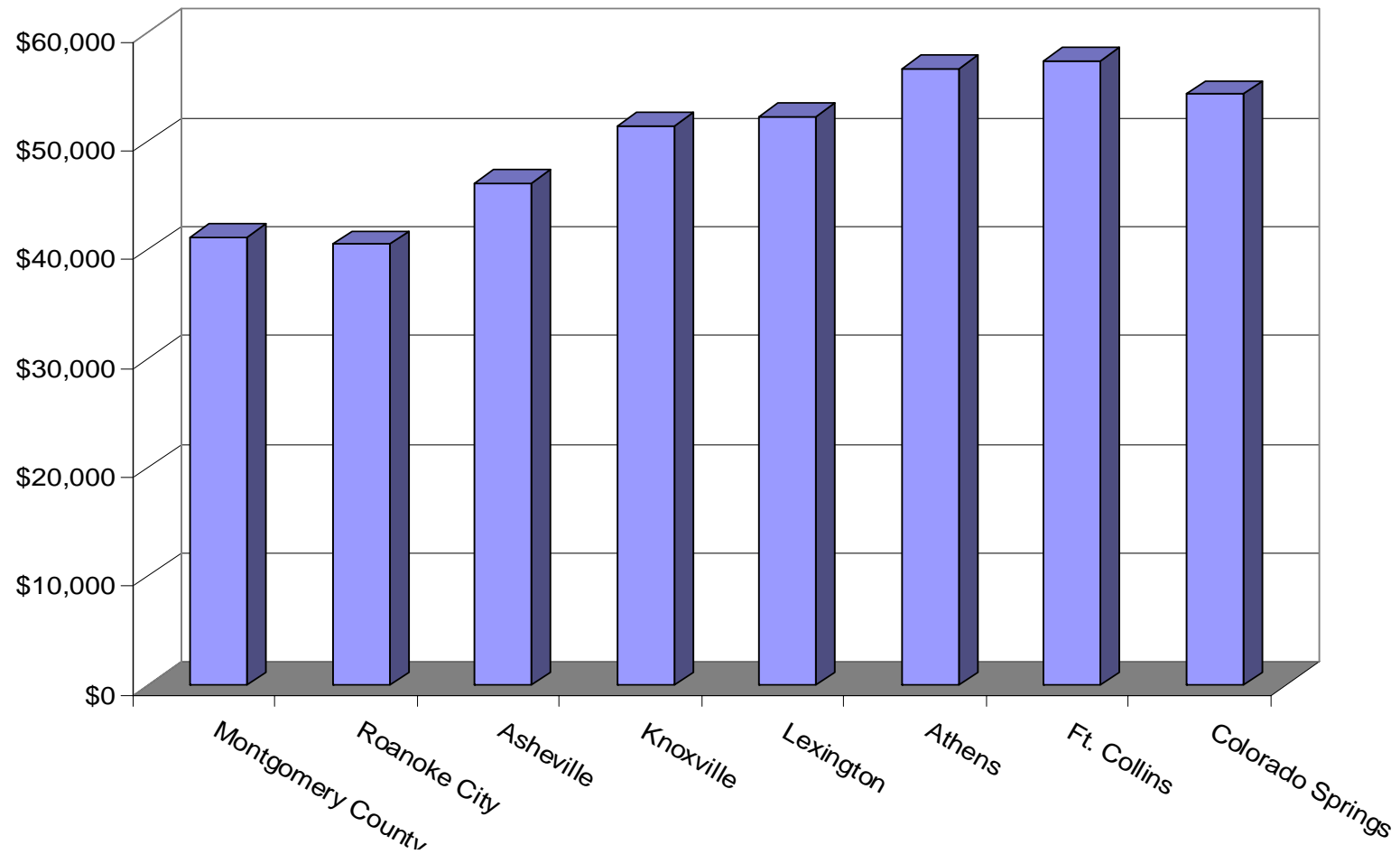
Research Findings

Per Capita Income Growth Rate 1990-2000



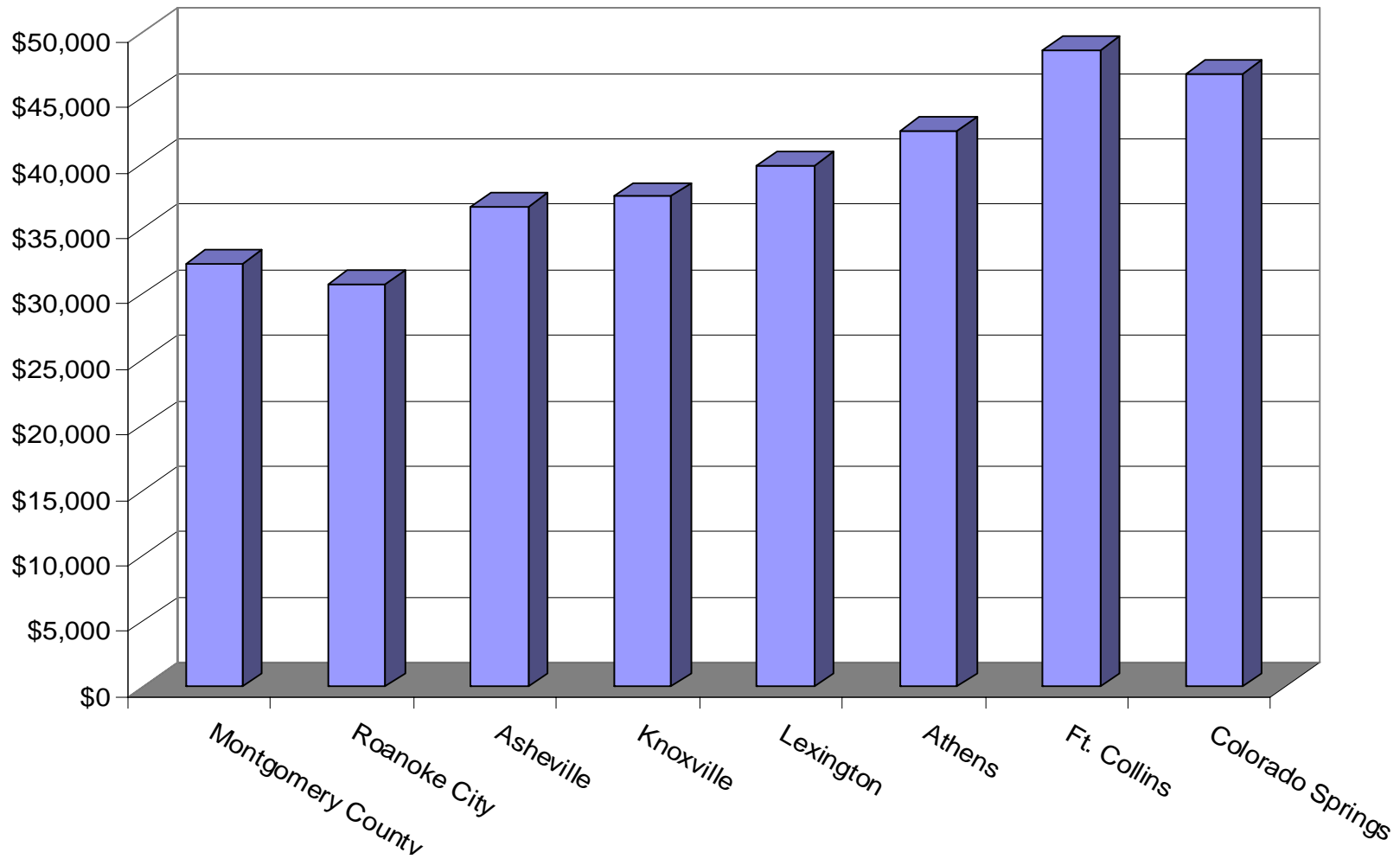
Source: 1990 and 2000 Decennial Census

Mean Annual Earnings



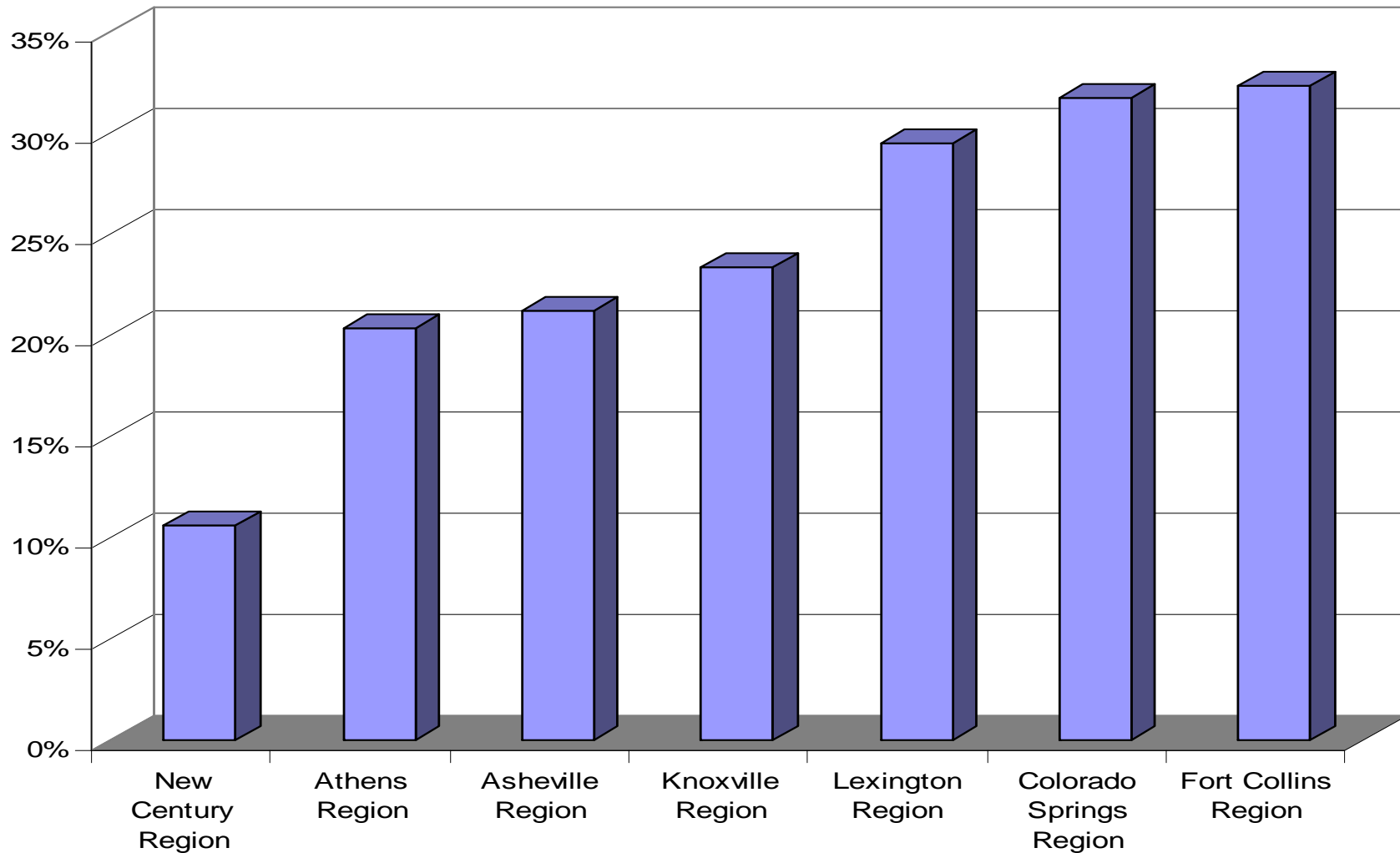
Source: 2000 Decennial Census

Median Annual Household Income



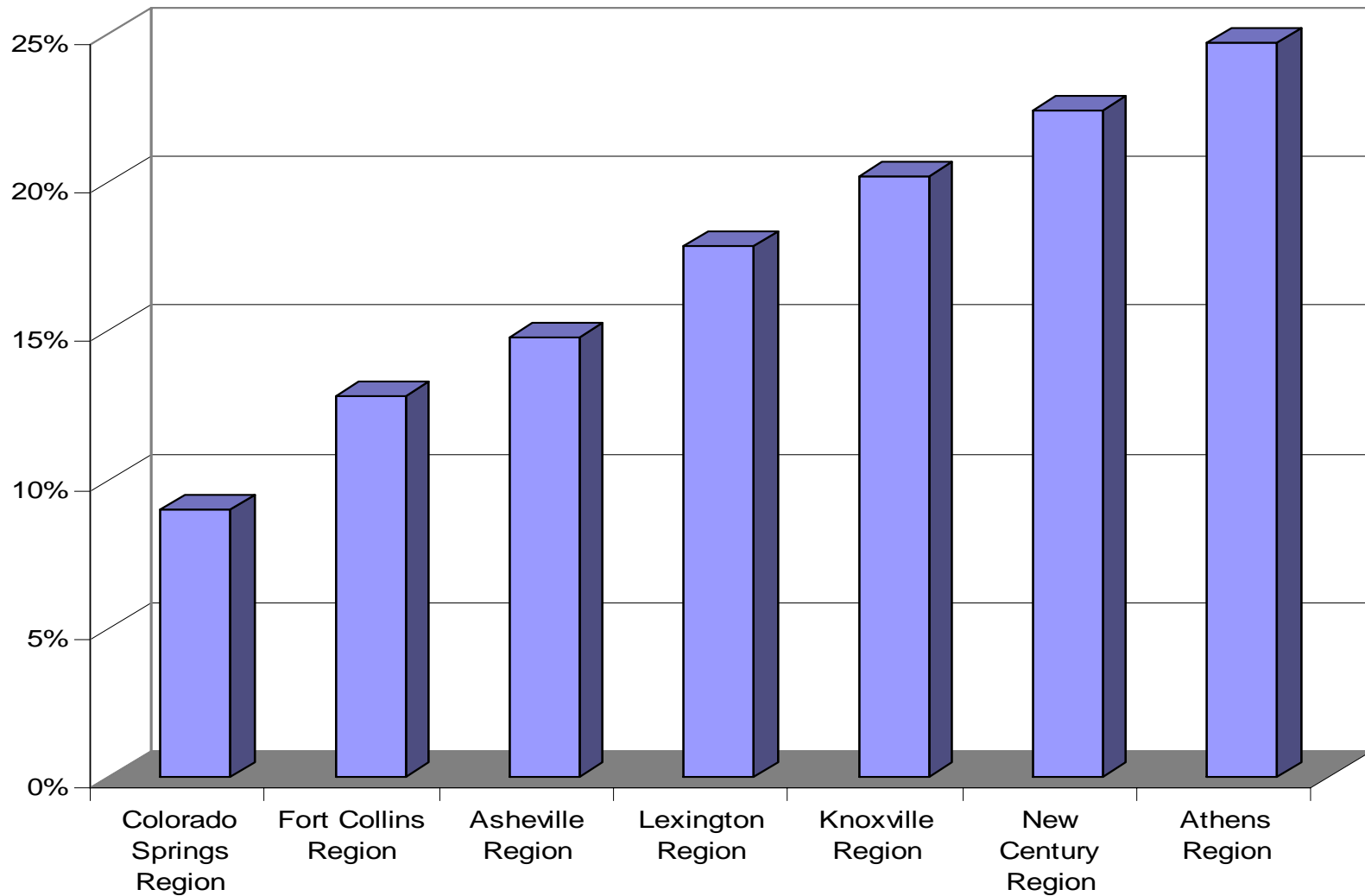
Source: 2000 Decennial Census

Percentage of Population Over 25 with Bachelor's Degree or Higher



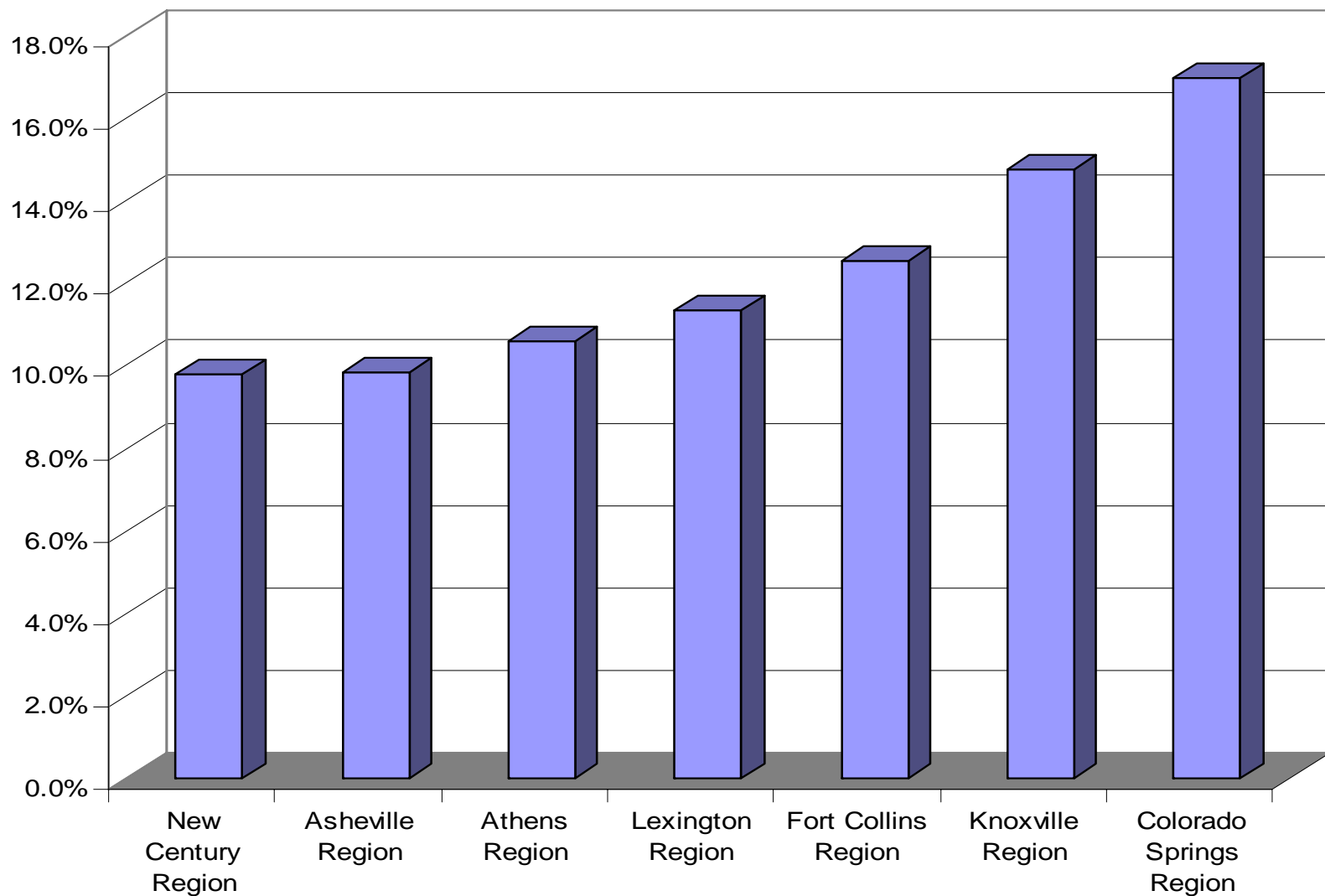
Source: 2000 Decennial Census

Percentage of Population Over 25 with Less Than a High School Diploma



Source: 2000 Decennial Census

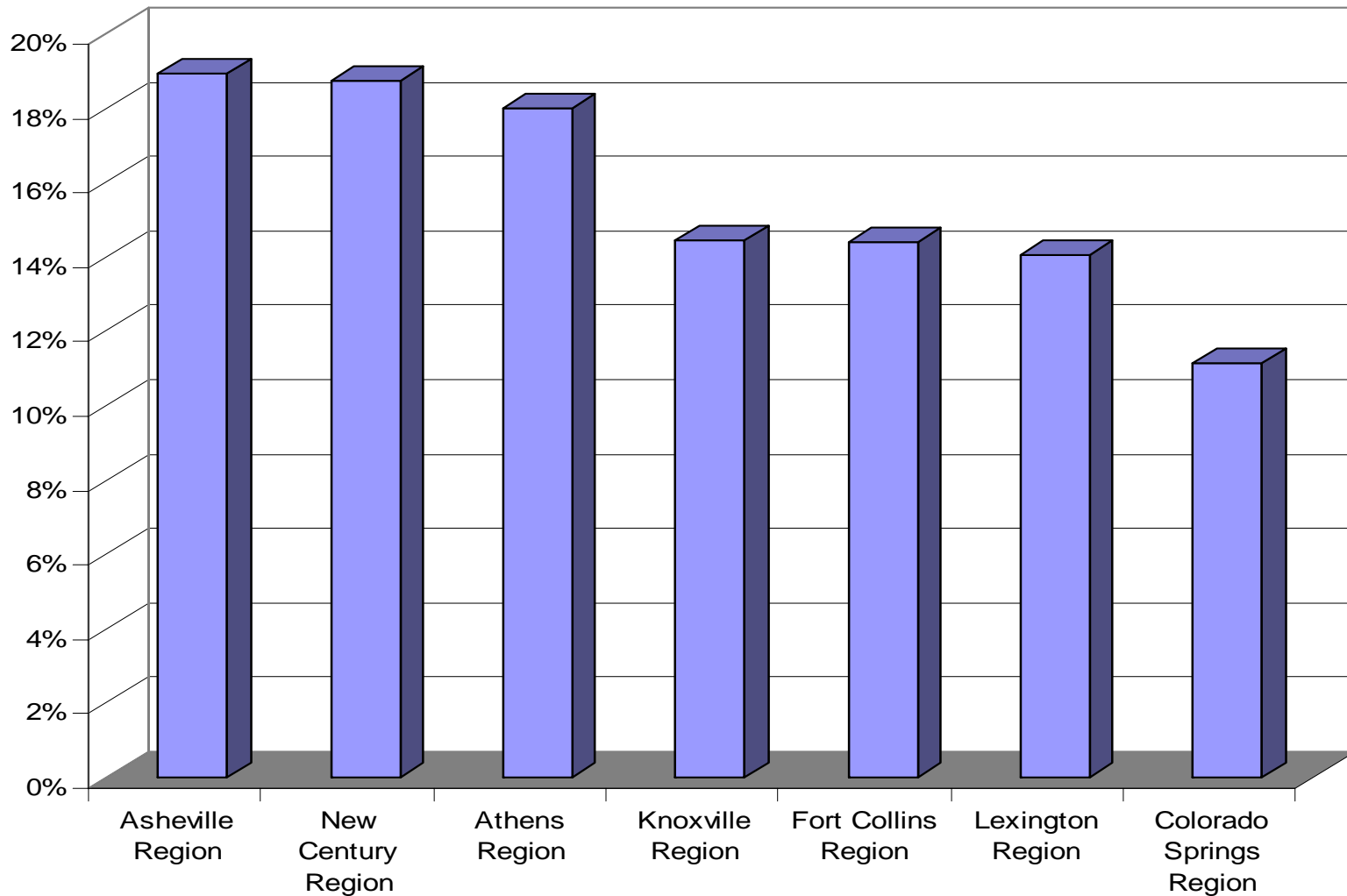
Knowledge-based Jobs* as a Percentage of Total Employment



Source: 2000 Decennial Census

*Knowledge-based jobs includes the following industry sectors: Professional, scientific, management, administrative, and waste management services, and public administration.

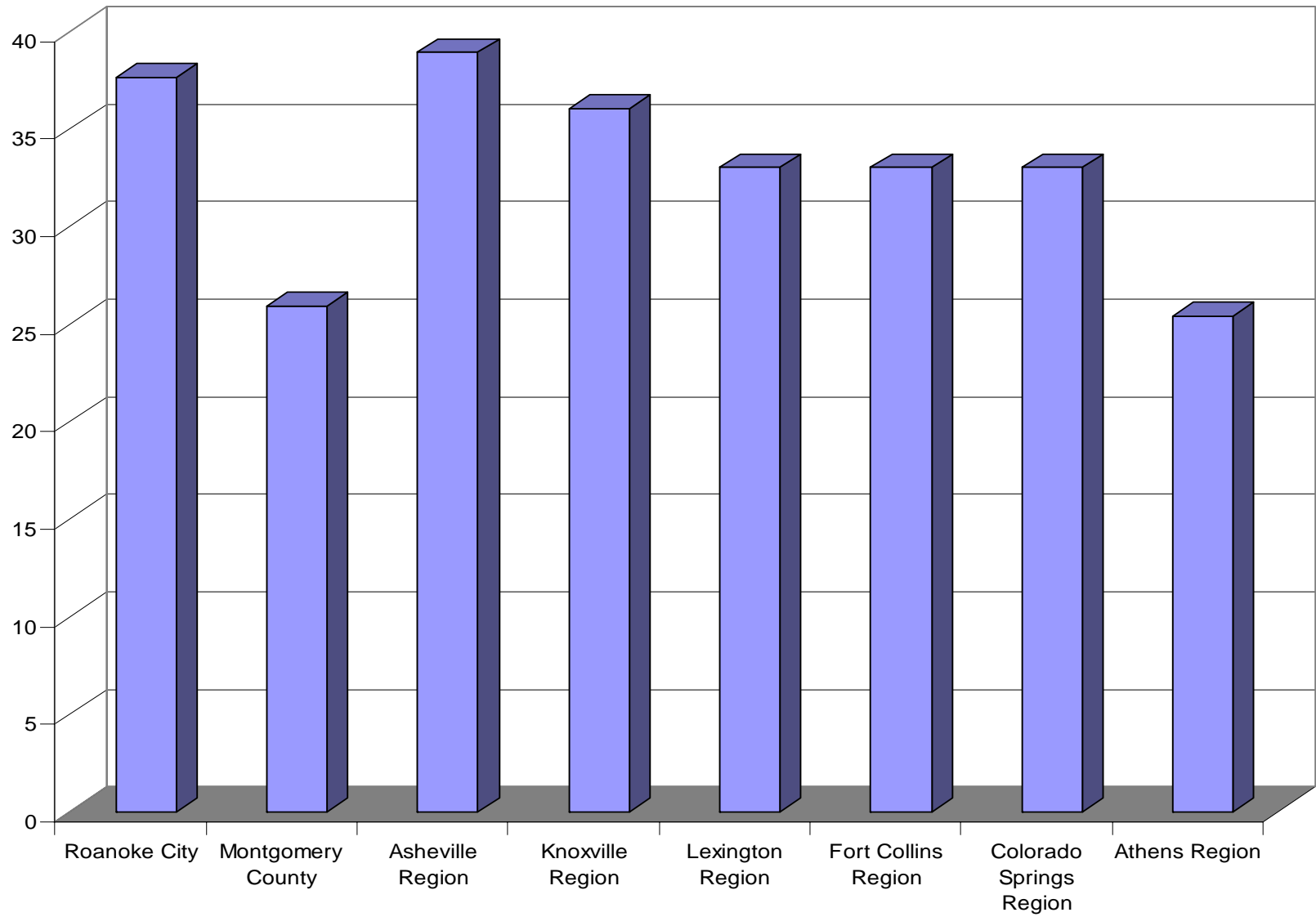
Manufacturing Jobs* as a Percentage of Total Employment



Source: 2000 Decennial Census

*includes jobs in manufacturing industry sector.

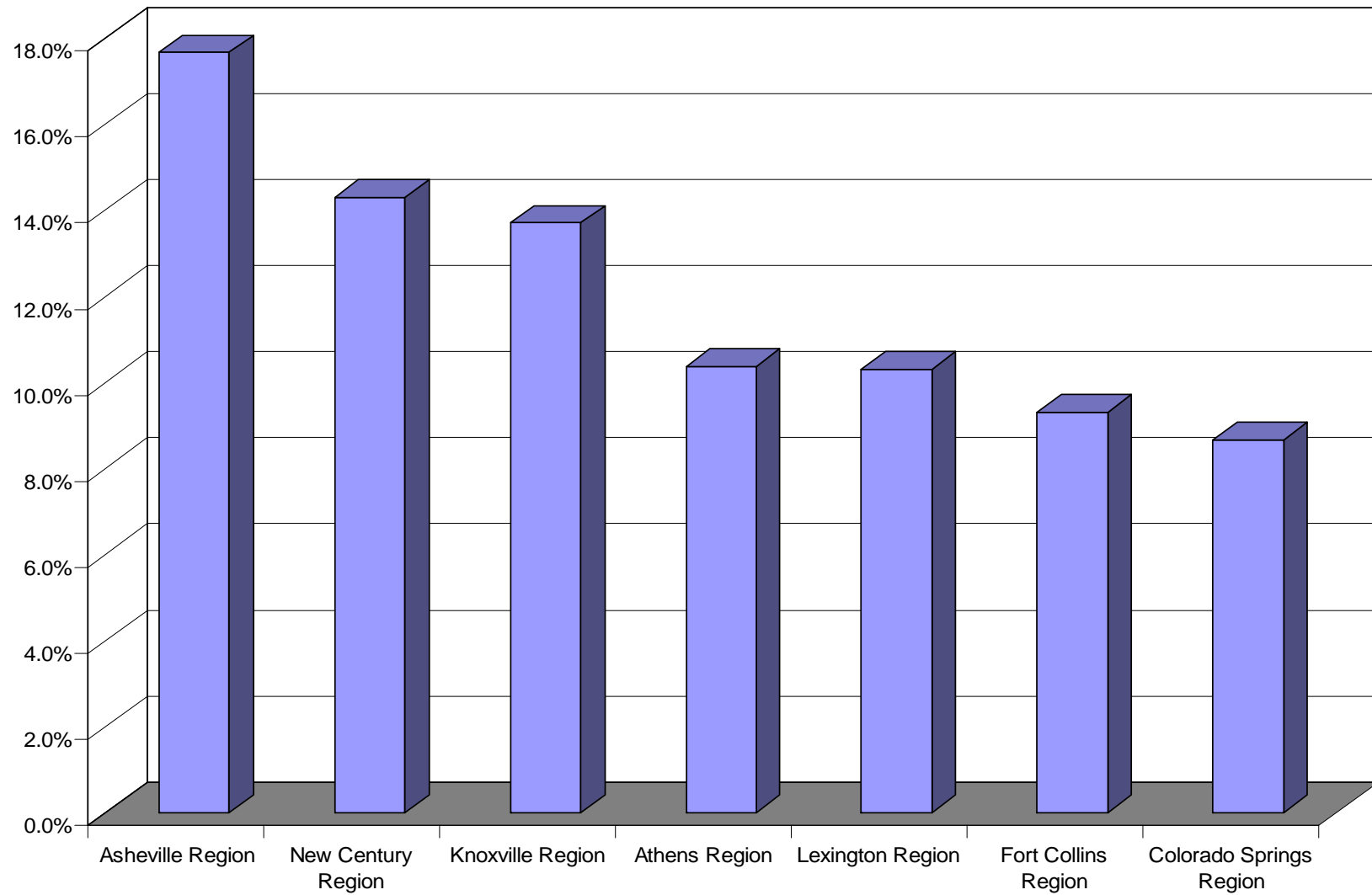
Median Age



Source: 2000 Decennial Census

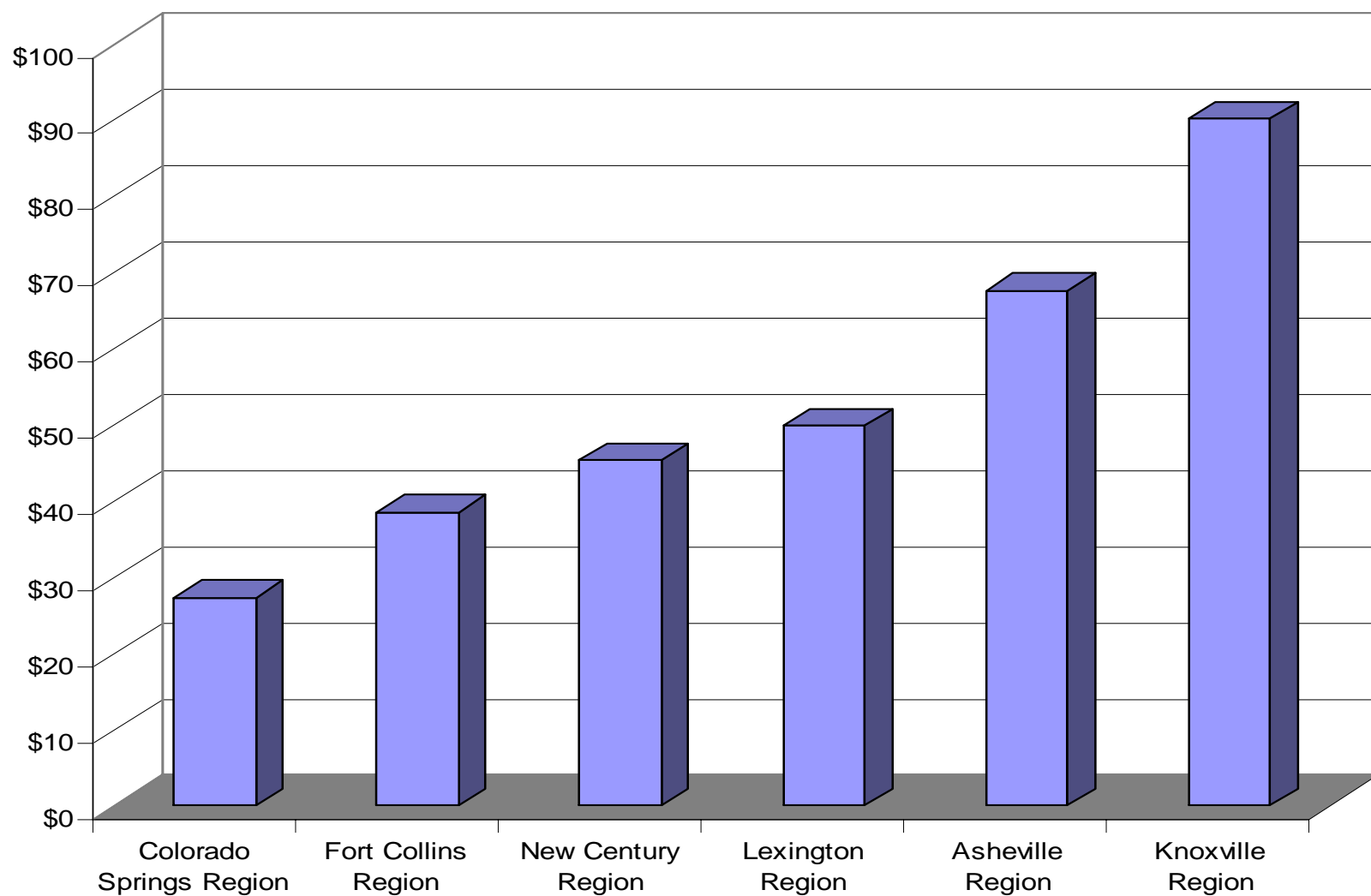
Data for each region based on using central county data as proxy

Percentage of Population 65 Years and Older



Source: 2000 Decennial Census

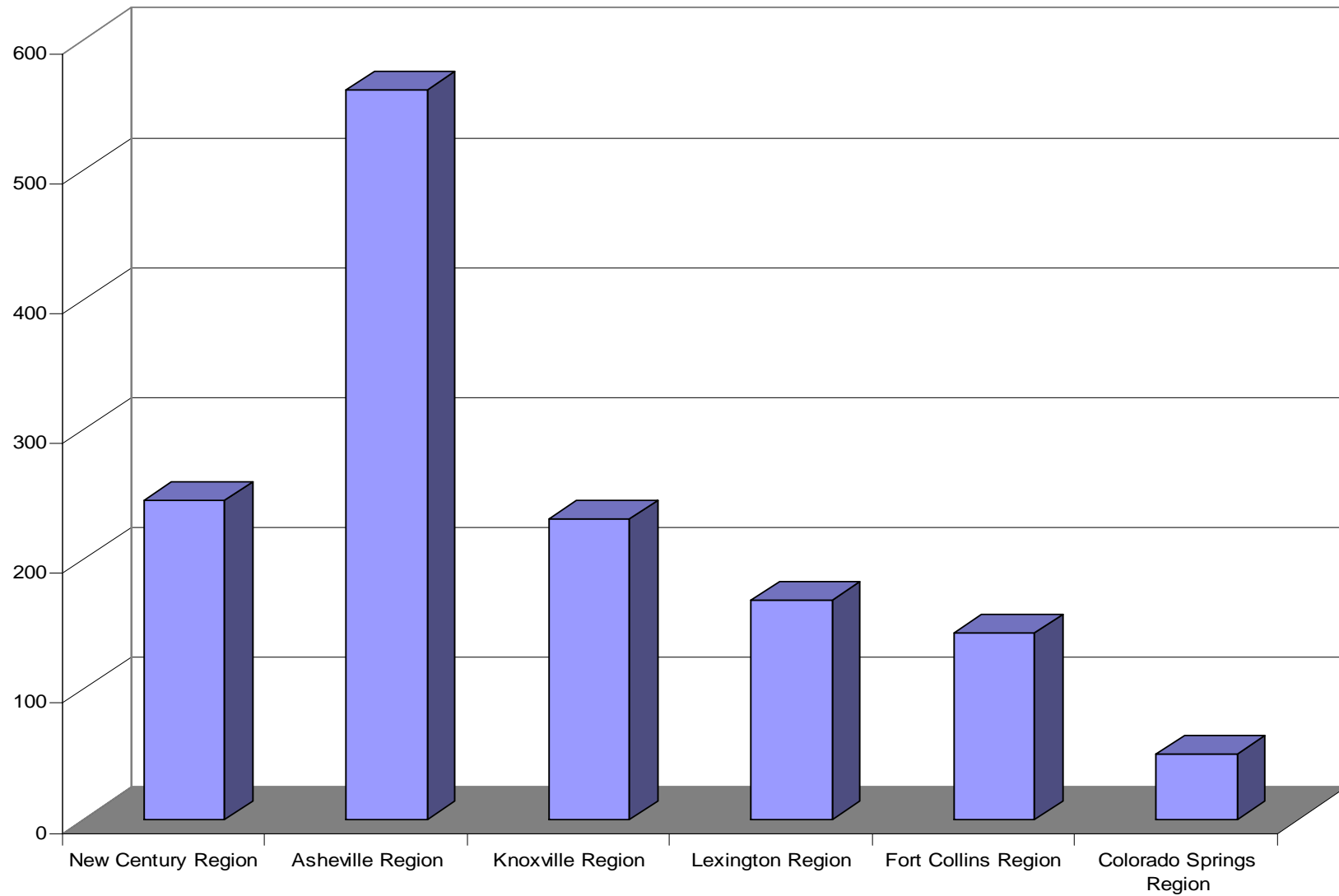
Arts and Humanities Organizations Revenue Per Capita*



Source: National Center for Charitable Statistics, 2001 data

*incomplete Athens data not included

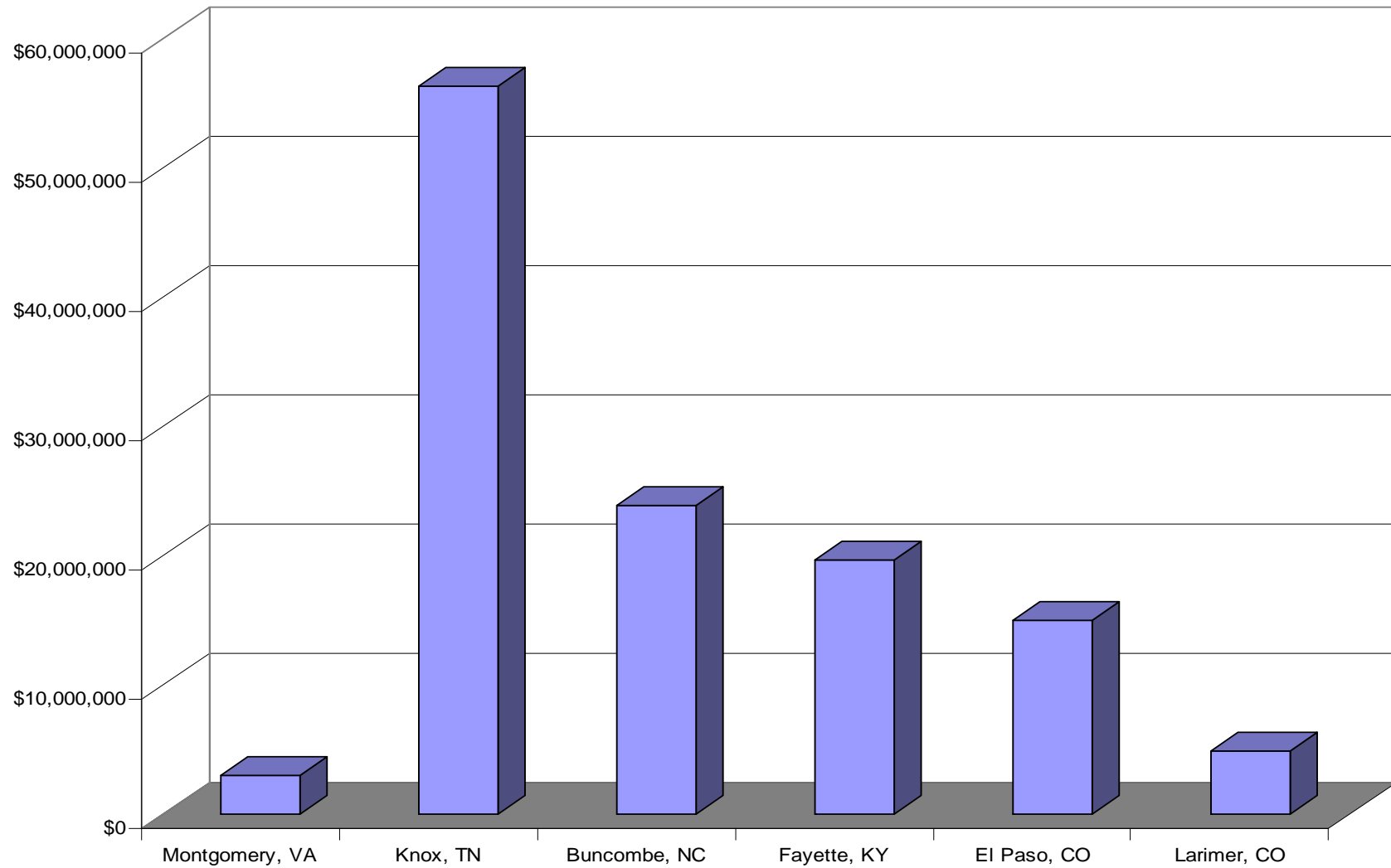
Number of Arts and Humanities Organizations*



Source: National Center for Charitable Statistics, 2001 data

*incomplete Athens data not included

Annual Arts and Humanities Organization Revenue by County*



Source: National Center for Charitable Statistics, 2001 data

*incomplete Athens data not included

Summary of Findings from the Benchmark Analysis

1. Gap between Income and Earnings

- Income is 11% less than that of Fort Collins, CO
- Earnings are 28% less than that of Fort Collins, CO

2. Industrial Structure

- NCR has the lowest percentage of knowledge-based jobs
- NCR has the second highest percentage of manufacturing jobs

3. Educational Attainment

- NCR has the lowest percentage of high school diplomas
- NCR has the lowest percentage of bachelor's degrees

Findings -- Continued

4. Retention of College Graduates

- NCR is losing most of its graduates to other regions

5. Role of University

- All the benchmark regions have four-year state universities
- Universities might play an important role in the development of the regions

6. Arts and Cultural Activities

- Montgomery County has the smallest number and revenue of art and culture organizations among the benchmark university towns

7. Older population

- NCR has a larger elderly population than the other benchmark regions

Future Research Plan

1. Issue Analysis

- The Elderly
- Retention of College Graduates in the Region
- K-12 Quality
- Regional Leadership Network Formation
- Non-Resident Alien Graduate Students and Regional Leadership
- Art, Culture, and Entertainment
- Universities a Driver for Regional Development
- Target or Cluster Growth Centers

2. Case Studies of Benchmark Regions

Q & A