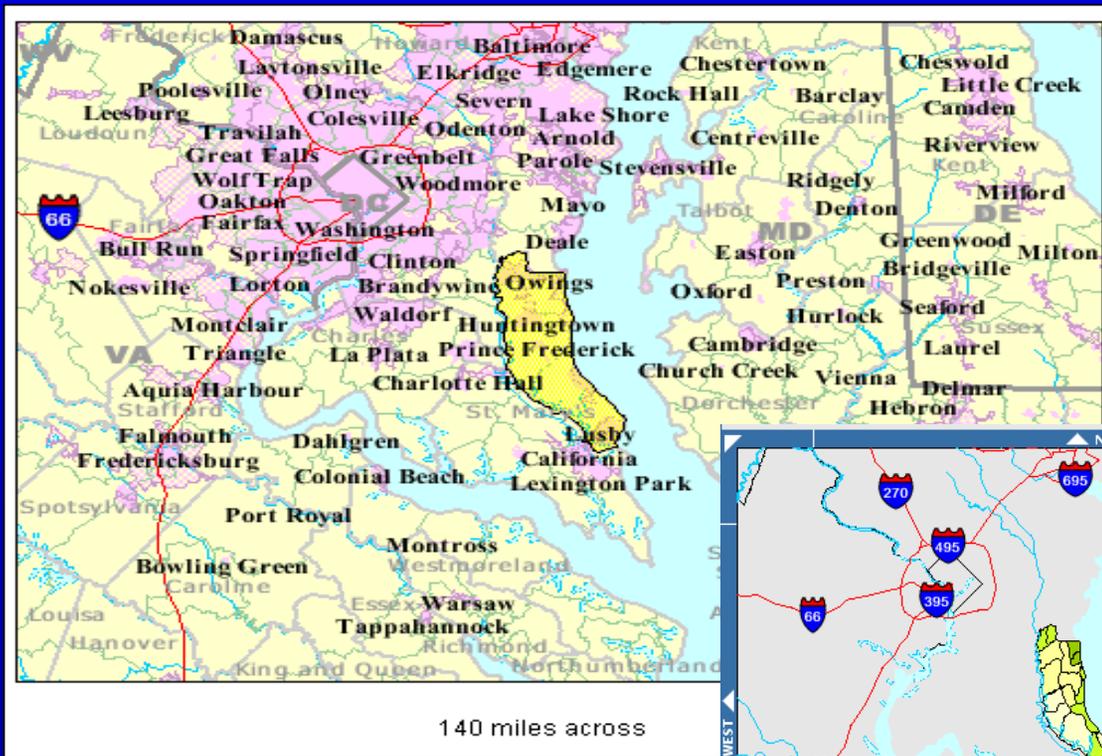


**Case Study:  
Using Census Bureau Data  
to Encourage Economic  
Development in  
Calvert County, Maryland**

Developed by  
*Corporation for Skilled Workforce*  
for the *U.S. Census Bureau*  
*Local Employment Dynamics*

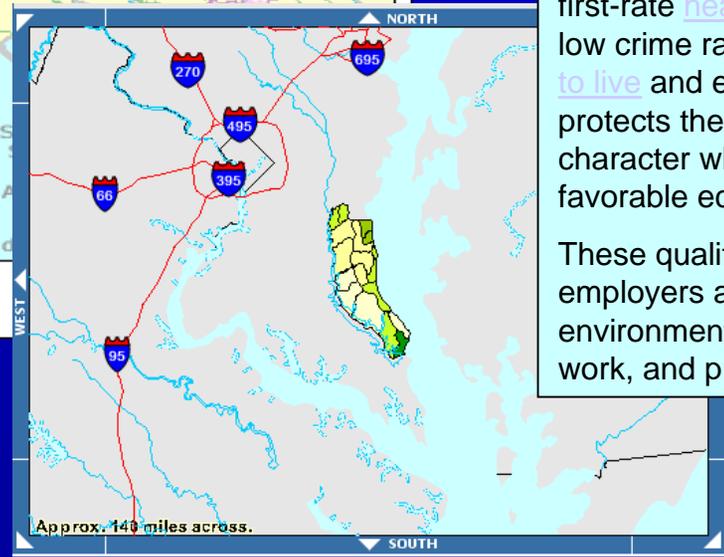
# Calvert County: 45 Minutes from DC, Population 85K



“Calvert County's cost of living continues to be one of the lowest in the metropolitan Washington, DC area. Calvert's metropolitan location provides unlimited access to a variety of [cultural and recreational activities](#) including museums, theater, professional sports, symphony orchestras, and natural attractions.

Calvert also boasts an excellent [public school system](#) and first-rate [health care services](#). A low crime rate creates [a safe place to live](#) and economic planning protects the County's rural character while allowing for favorable economic growth.

These quality factors provide employers and families an environment where they can live, work, and prosper.”



# Background

- Calvert County is one of DC metro area's most populated counties
- Traditionally perceived as a small, rural county
- Now a bedroom community to DC
- Census Tools used:
  - Thematic Mapping, Census 2000, using American FactFinder
  - American Community Survey (ACS)
  - Local Employment Dynamics (LED)

# Attracting Businesses

Economic development leaders are seeking to attract businesses for a 60-acre business park offering more than 750,000 sq ft



# American Community Survey (ACS)

- Objective: to highlight socio-demographic indicators that will allow local economic development officials to promote Calvert county to prospective clients of the business park
  - Labor force and work force balance
  - Educational attainment
  - Occupations of residents
  - Housing costs and income levels
  - Commuting times

# The ACS in Calvert County, MD

- Calvert County was an ACS test site from 1999 to 2004
  - Annual data for the county, 1999 to 2004
  - 3-year average data for the county and census tracts, 1999-2001
  - Trend data for the county, 2000 to 2004

# The ACS in Calvert County, MD, continued

- Calvert County and all other U.S. counties are part of the ACS now
  - About 50 different Calvert County addresses receive the ACS questionnaire every month
  - 2005 ACS data released for Calvert County and other Maryland counties in August 2006

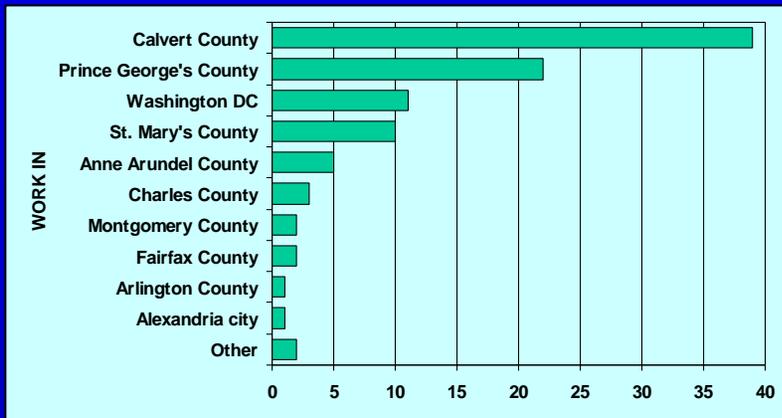
# Residents are Here for the Hiring; Area Residents Among the Most Highly Educated in the Nation

- 75% of workforce lives in the county
  - 90% have high school diploma or higher degree; above the Maryland and U.S. averages
- 25% of workforce commutes from outside the county
  - DC Metro area ranks first or second in various measures of educational attainment

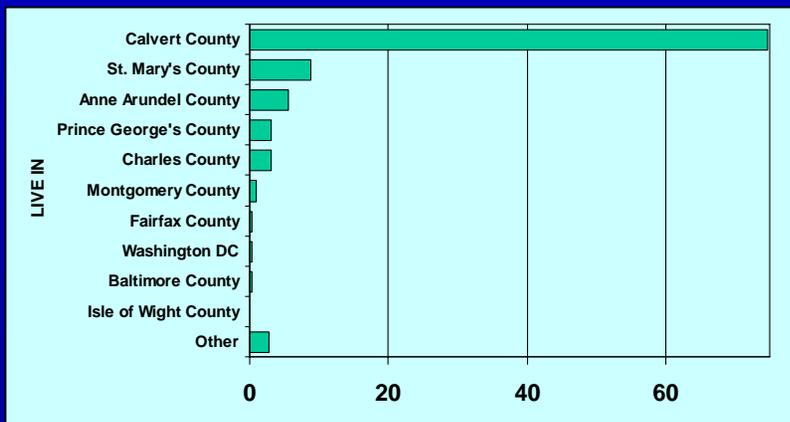
*Implication: Supplement the County labor force with DC metro residents who are among the most educated in the nation*

Source: ACS

# 3 of 5 Residents Work in the County; 3 of 4 Jobs in County Held by Residents

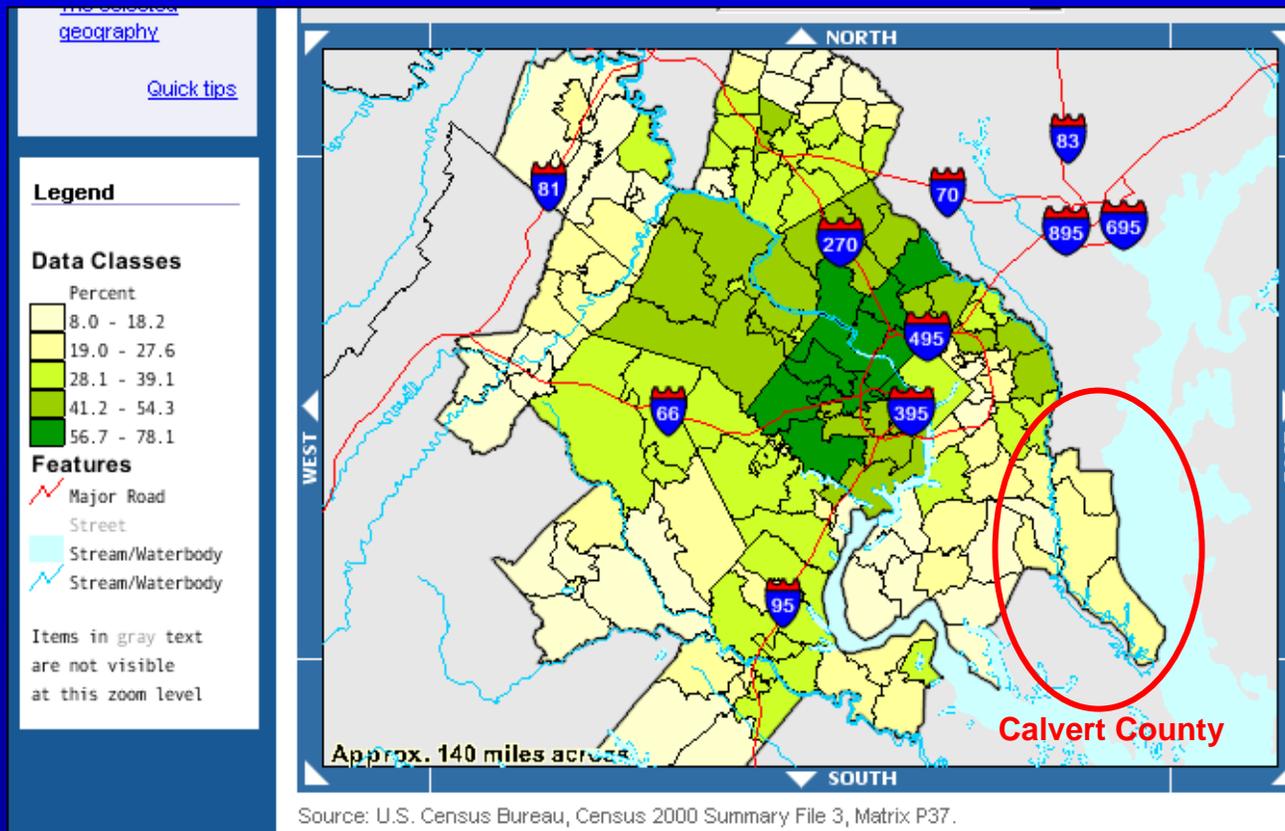


60% of residents have a job outside the county



75% of the workforce also lives in Calvert County

# People with Bachelor's Degree or Higher in DC Metro Area: 50%+ in Western 'Burbs; 19-28% in Calvert



# Calvert Co. Housing Market Good; Prices Affordable Compared to DC Metro Area

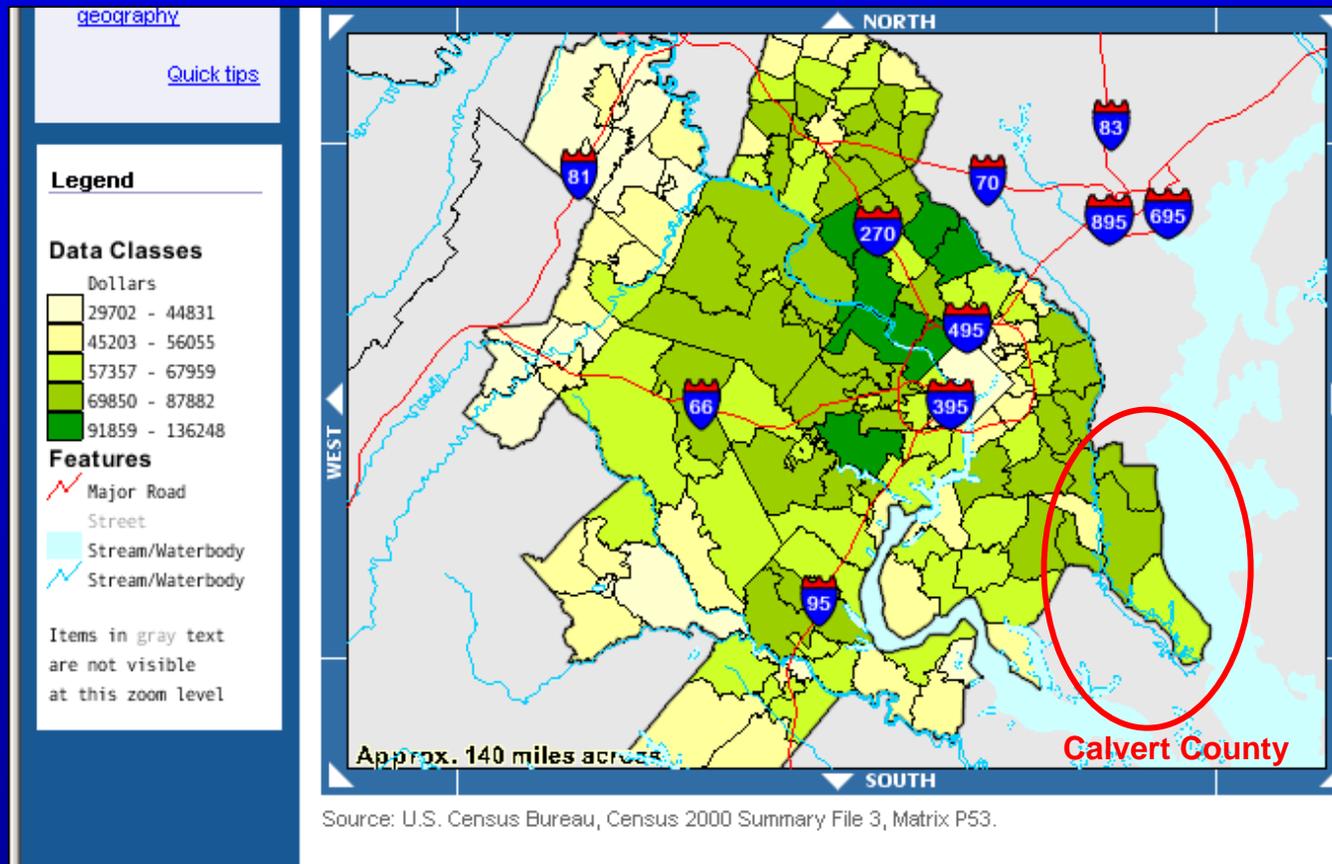
- 5 of 6 homes owner-occupied; 90% single-detached
- From 2000 to 2003, home values increased \$50,000

*Implication: Compared to other parts of the DC metro area, homes in Calvert County are still relatively affordable*

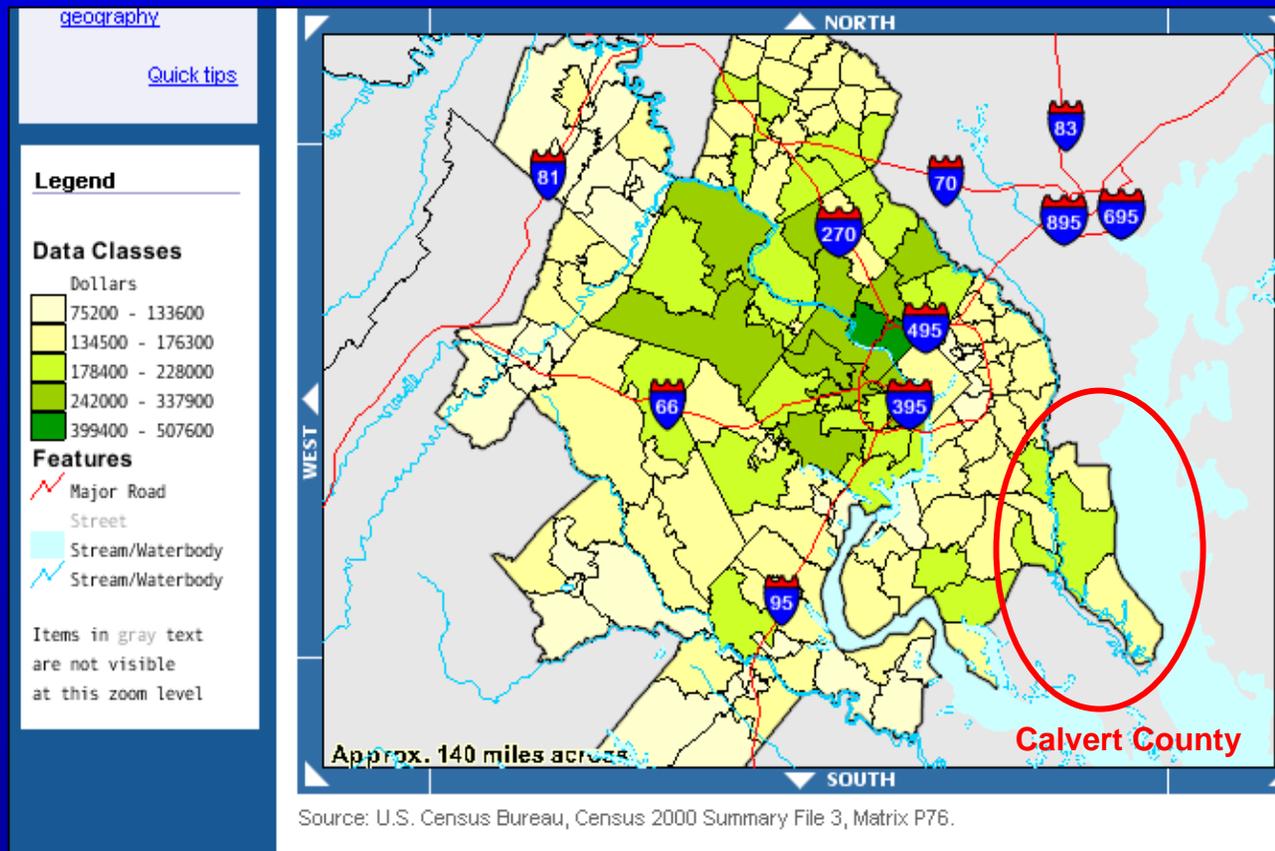
**MESSAGE: YOUR EXECUTIVES AND EXISTING WORKFORCE CAN FIND GOOD, AFFORDABLE HOMES IN OUR COUNTY!!!**

Source: ACS

# Median Household Income in DC Metro Area: NW & Western 'Burbs > \$90K; Calvert County = \$75K



# Median Value of Single-Family Homes in DC Metro Area: Calvert Co. = \$225K



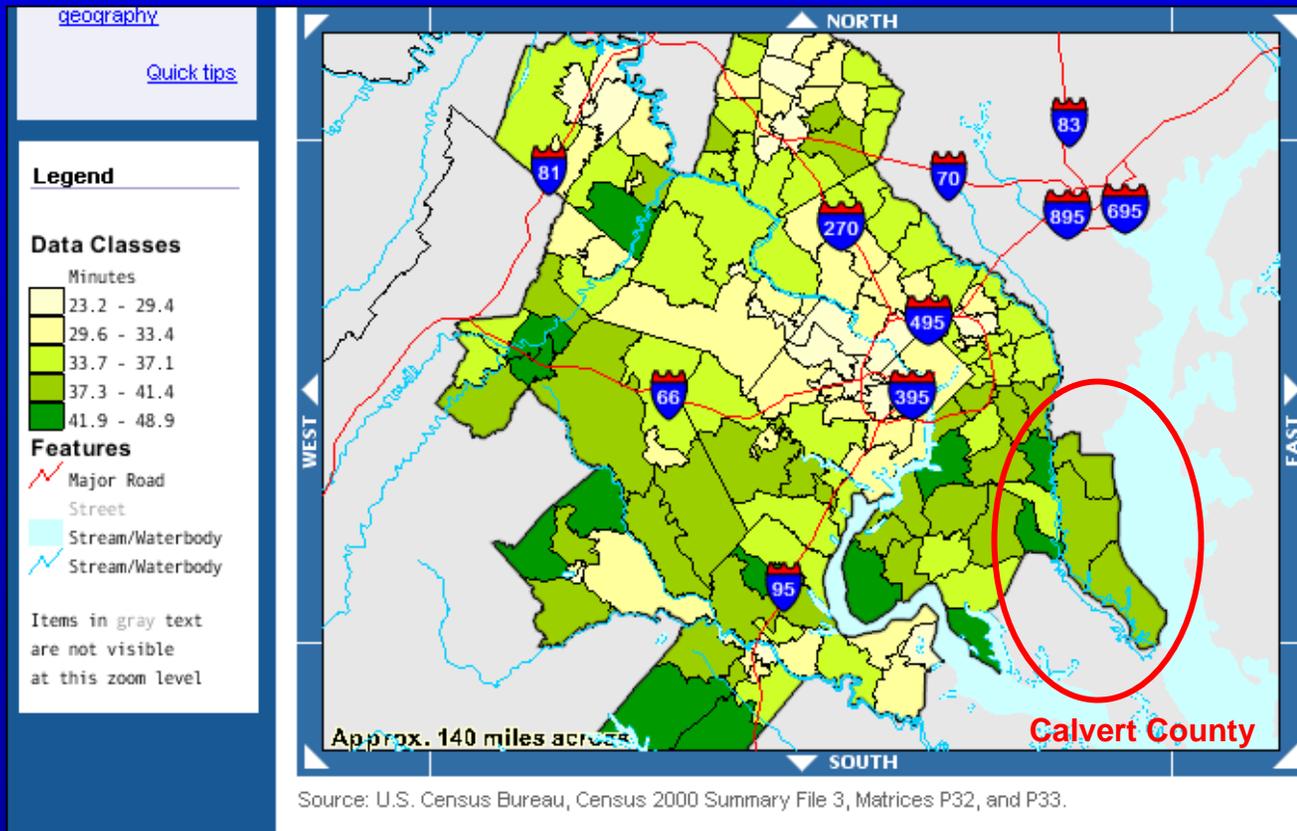
# If You Locate Here, They Will Come

- Calvert County residents have an average commute to work of nearly 40 minutes
  - Almost nobody takes public transportation and only 10-15% carpool

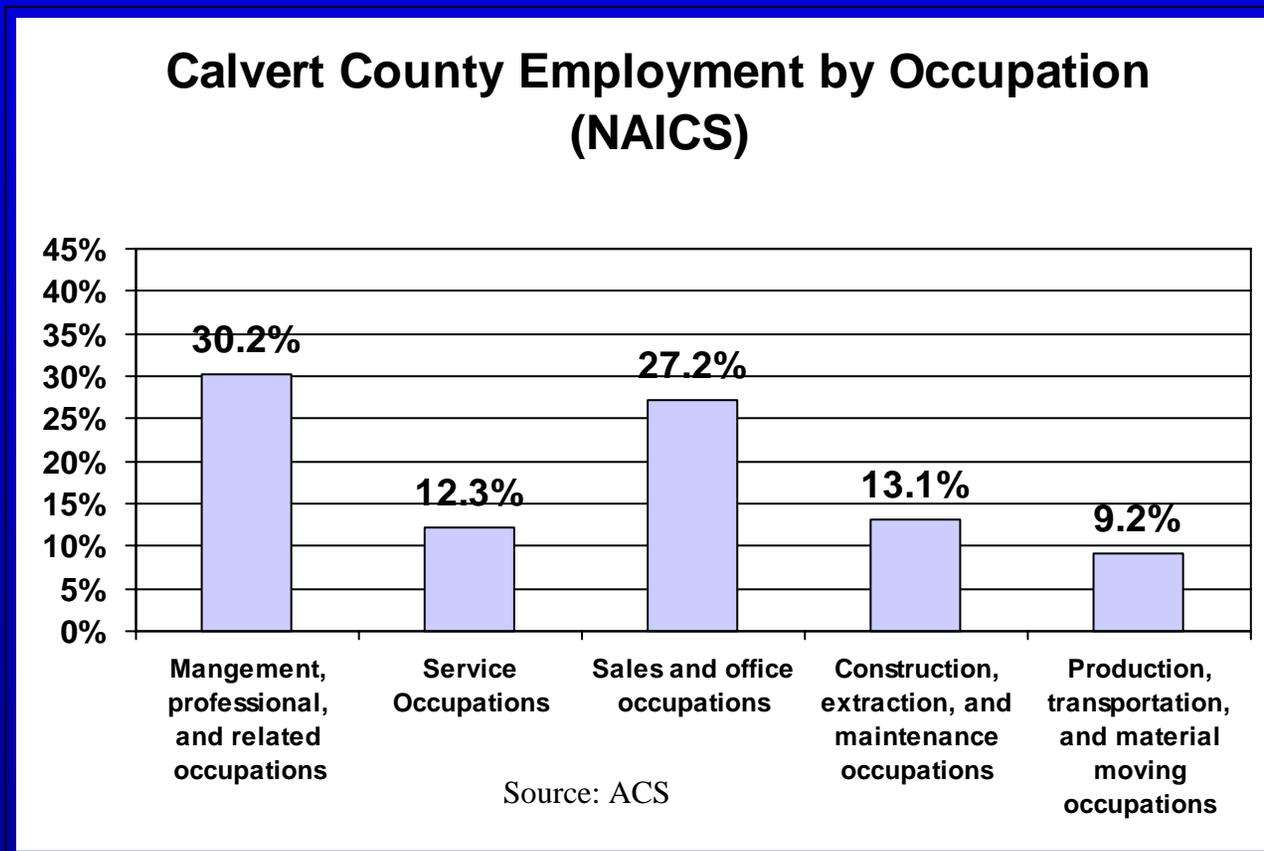
*Implication: If the county develops more business opportunities, workers will stay in the county to work (as 60% already do)*

Source: ACS

# Commute Times of Workers in DC Metro Area: Calvert Co. > 37 Minutes

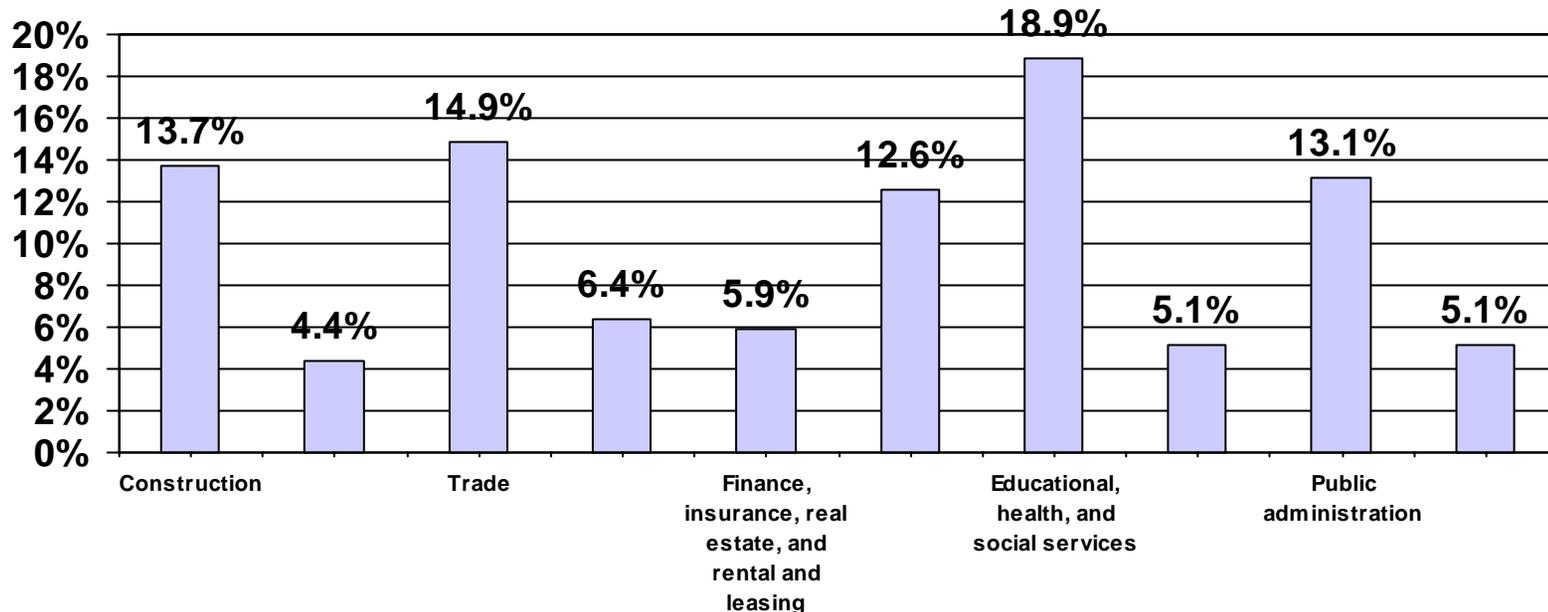


# Message: We have the Professional and Technical Labor Force for You



# More than ¼ of Calvert County Residents Work for Government

## Calvert County Employment by Sector (NAICS)



Source: ACS

27% government workers;  
5% self-employed

# Relevant ACS Findings

- Ready made resident labor force who work in Calvert County
- Highly skilled labor force based on job mix
- Very educated adult population in greater DC Metro Area to pull from
- Good, affordable housing, compared to other parts of greater DC Metro region

# Local Employment Dynamics (LED)

- Objective: To provide a “dashboard” of key economic indicators for the county and also identify industries with “competitive employment advantage”
  - Quarterly Workforce Indicators (QWI Online)
  - Industry Focus, including Workforce Characteristics
  - On the Map

# What is LED?

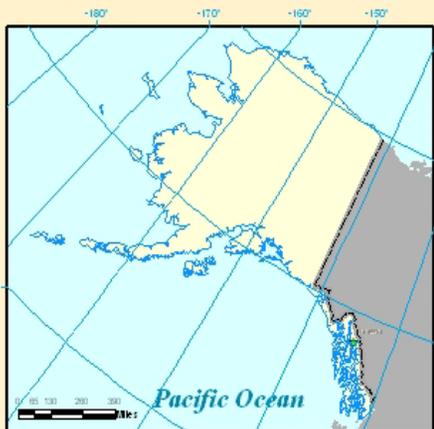
- **L**ocal:
  - State, County, sub-County, Metro Area, Workforce Investment Area
- **E**mployment:
  - Demographics (age, gender)
  - Industry (NAICS, SIC)
  - Earnings
- **D**ynamics:
  - Timing (quarterly, historical back to 1990)
  - Worker employment change (new hires, separations, turnover rates)
  - Firm employment change (firm job gains and losses)

LED links workforce supply and demand data together in a systematic way for the first time ever, providing unique and innovative economic measures along the way

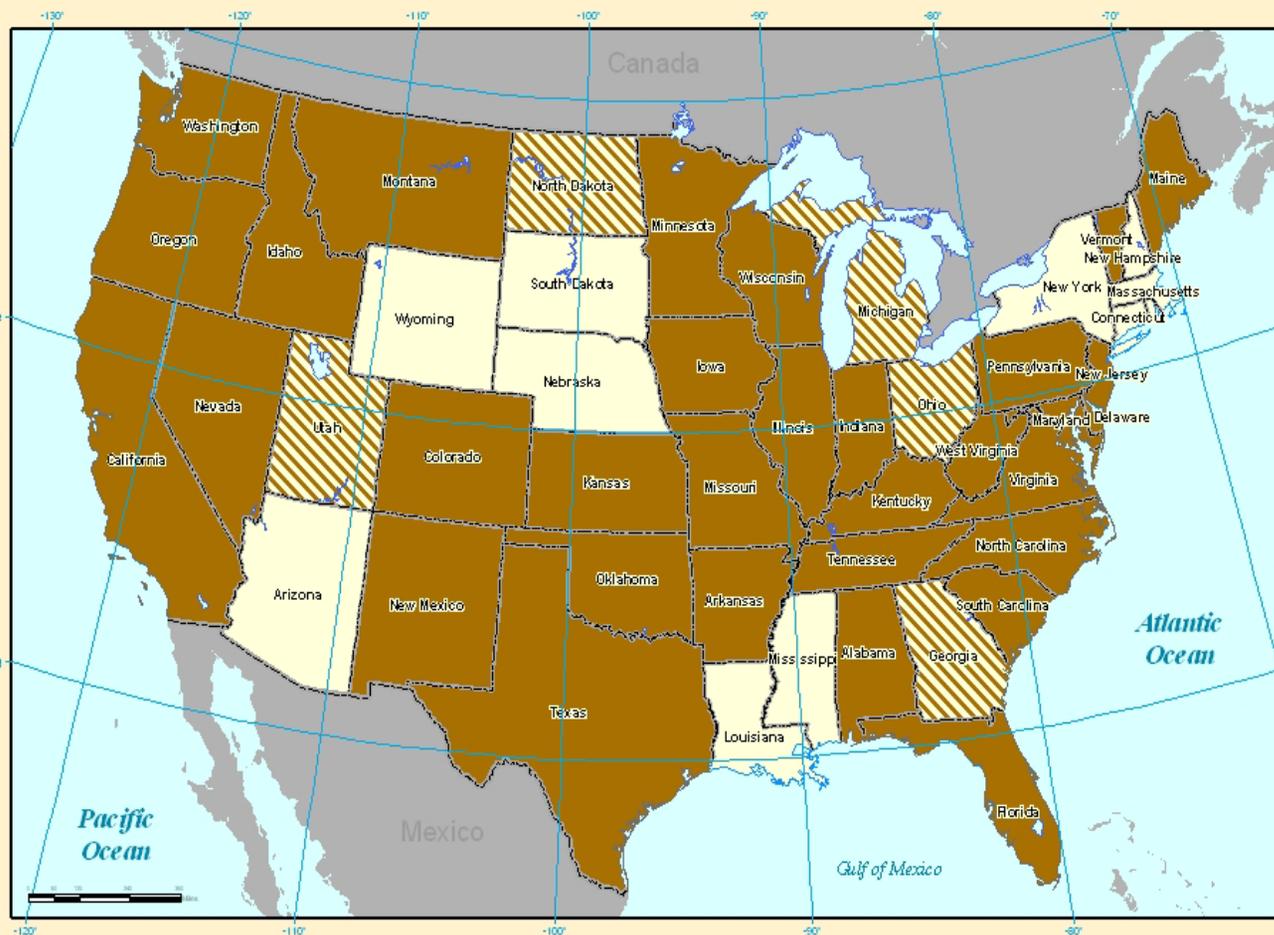
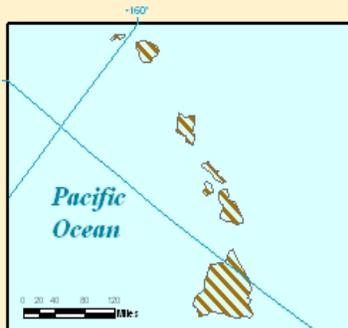
# What LED is Not...

- ... a picture of “today” but rather about 9 months rear view image
- ... occupation-specific but rather industry-based
- ...distinguishable by race or other demographic characteristics other than age and gender
- ... a static program or web site (new web screens, new nomenclature, new tools, new state partners, etc.)
- ... yet national in coverage (39 state partners, 28 producing data)

### Alaska



### Hawaii



**LED Partner States**



States in Production



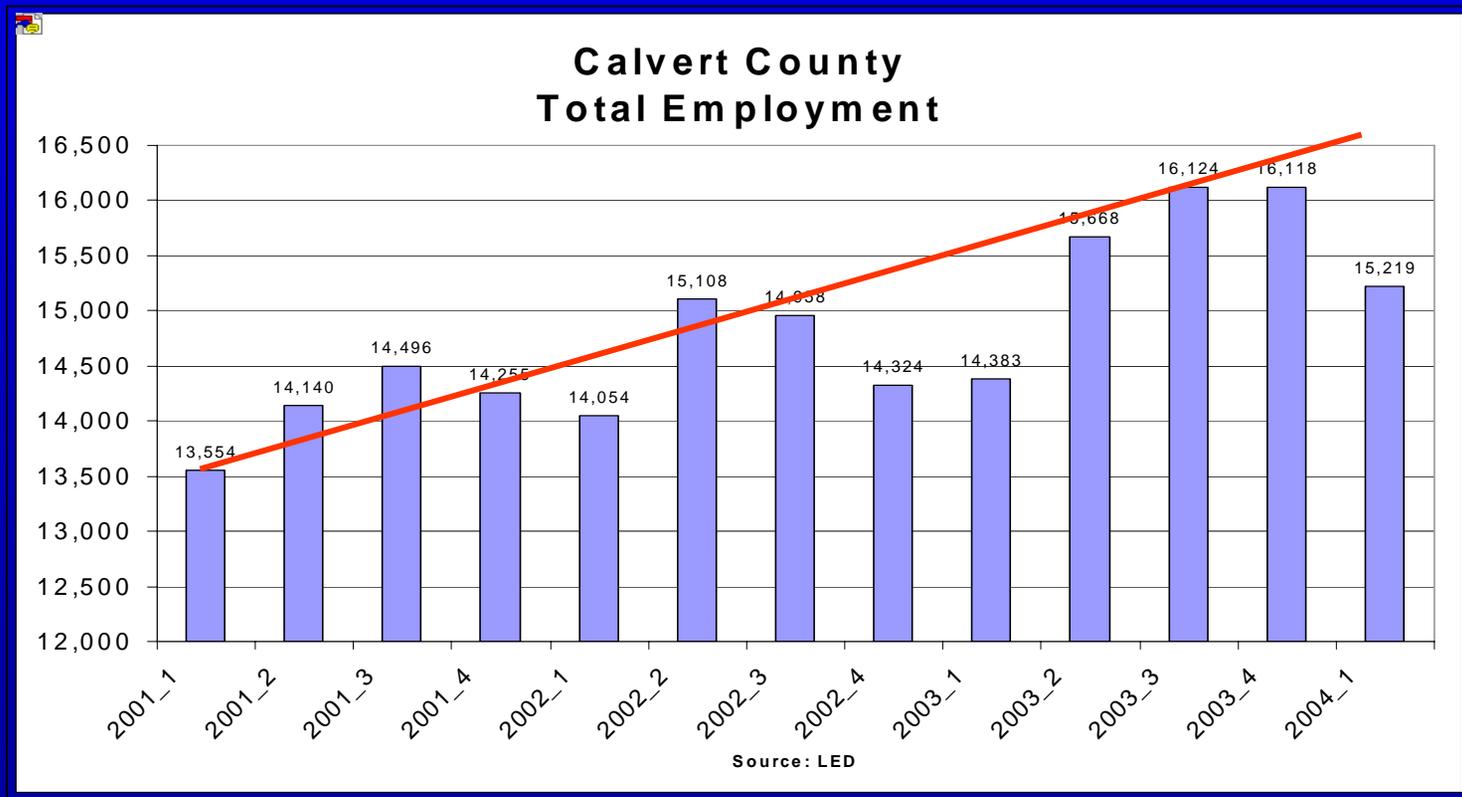
States Pending Production

# Quarterly Workforce Indicators: QWI Online

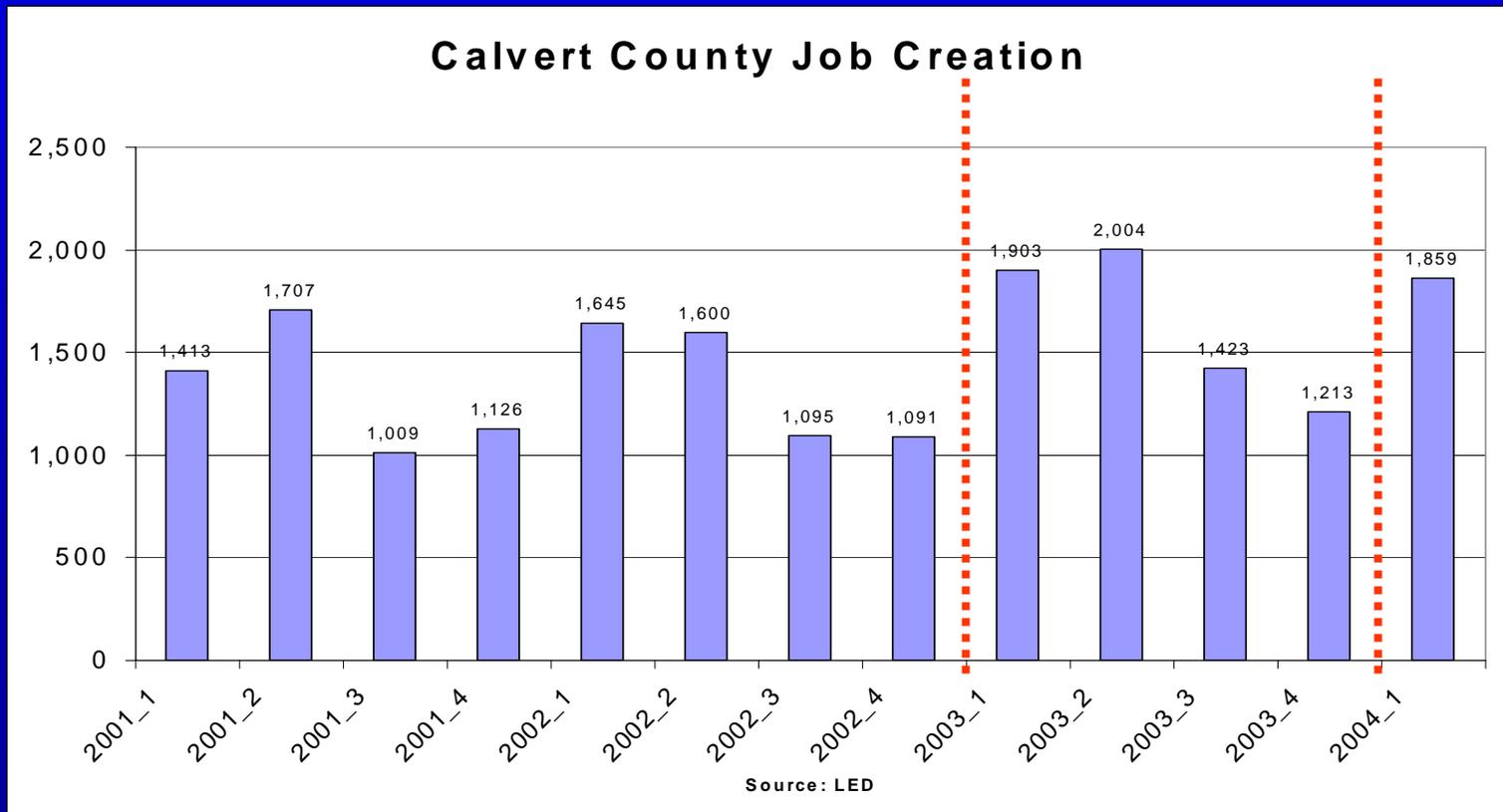
- Total Employment
- Net Job Flows
- Job Creation
- New Hires
- Separations
- Turnover
- Average Monthly Earnings
- Average New Hire Earnings

**Quarterly  
Workforce  
Indicators at 3-  
and 4-digit  
industry level**

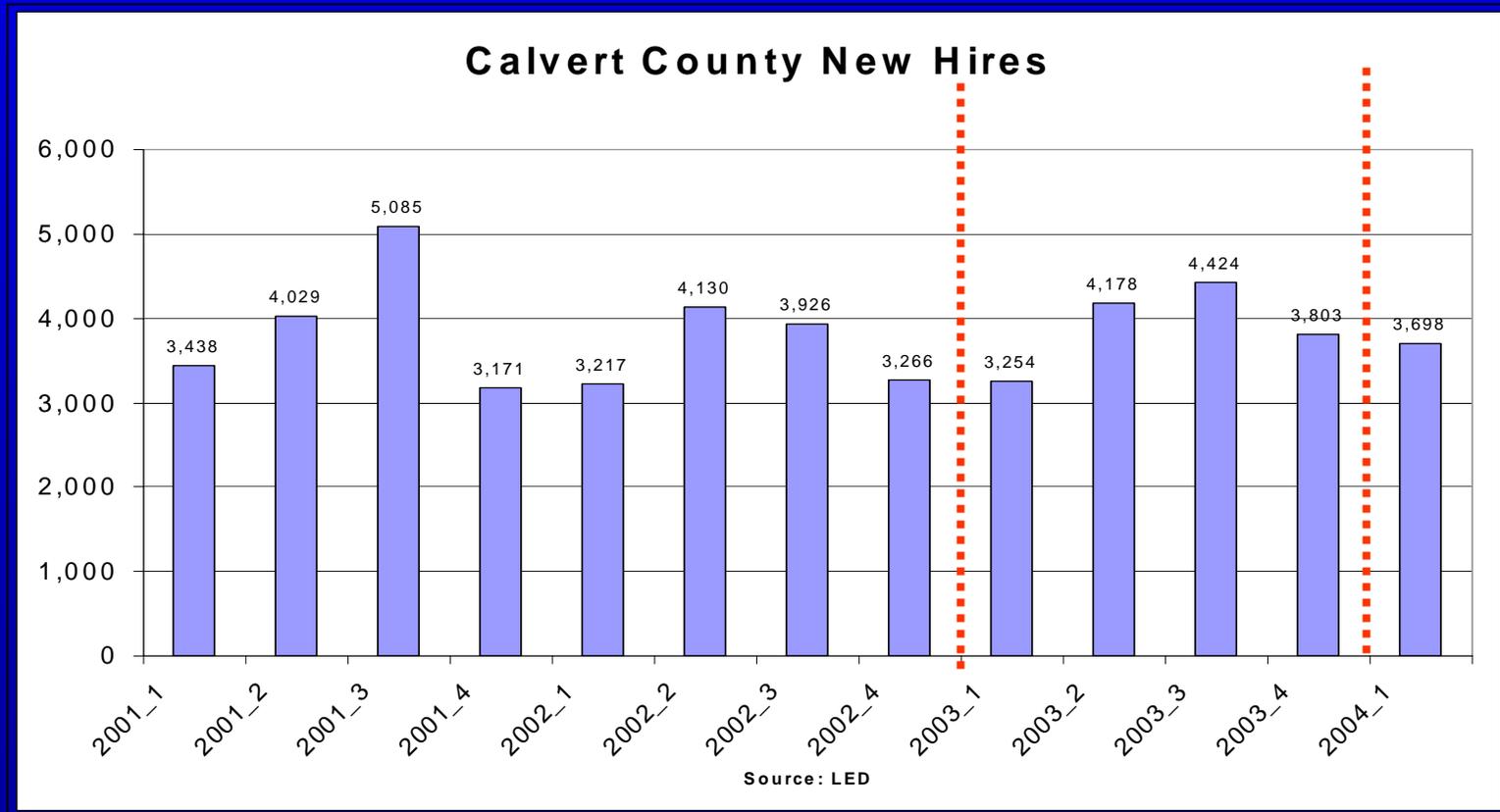
# Employment Opportunities in Calvert County Increasing



# More Jobs Now Being Created in Calvert County (Over 6,500 in 2003)

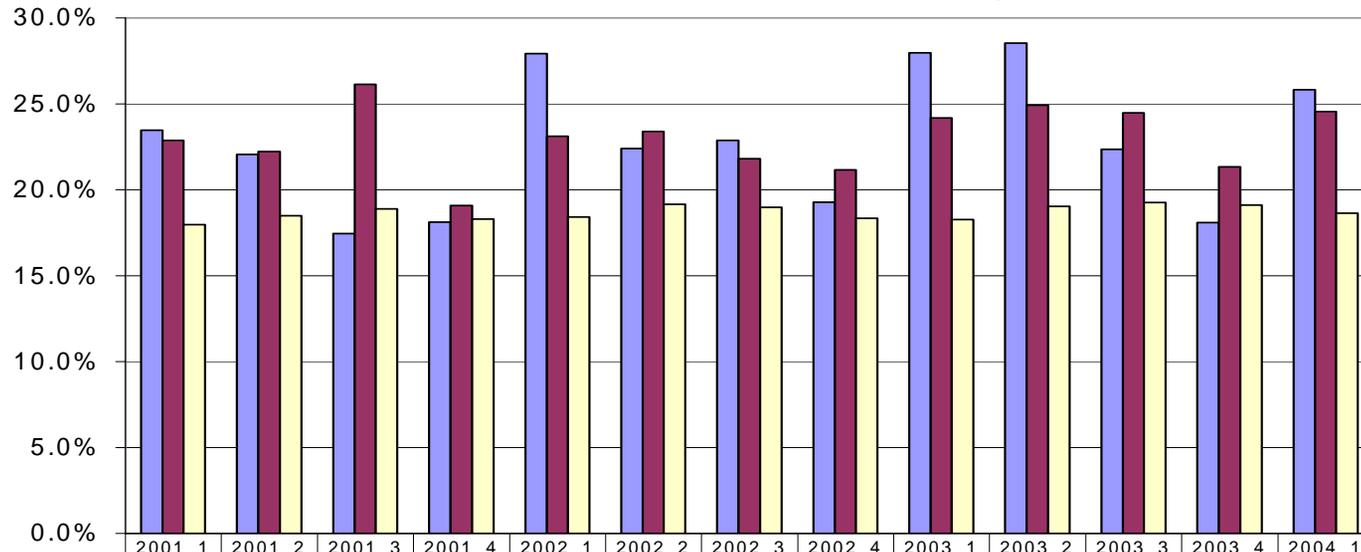


# Over 15,000 New Hires in Calvert County in 2003



# Calvert County Helping to Drive Southern Maryland's Economy

Calvert County as a Rate of Southern MD Economic Activity

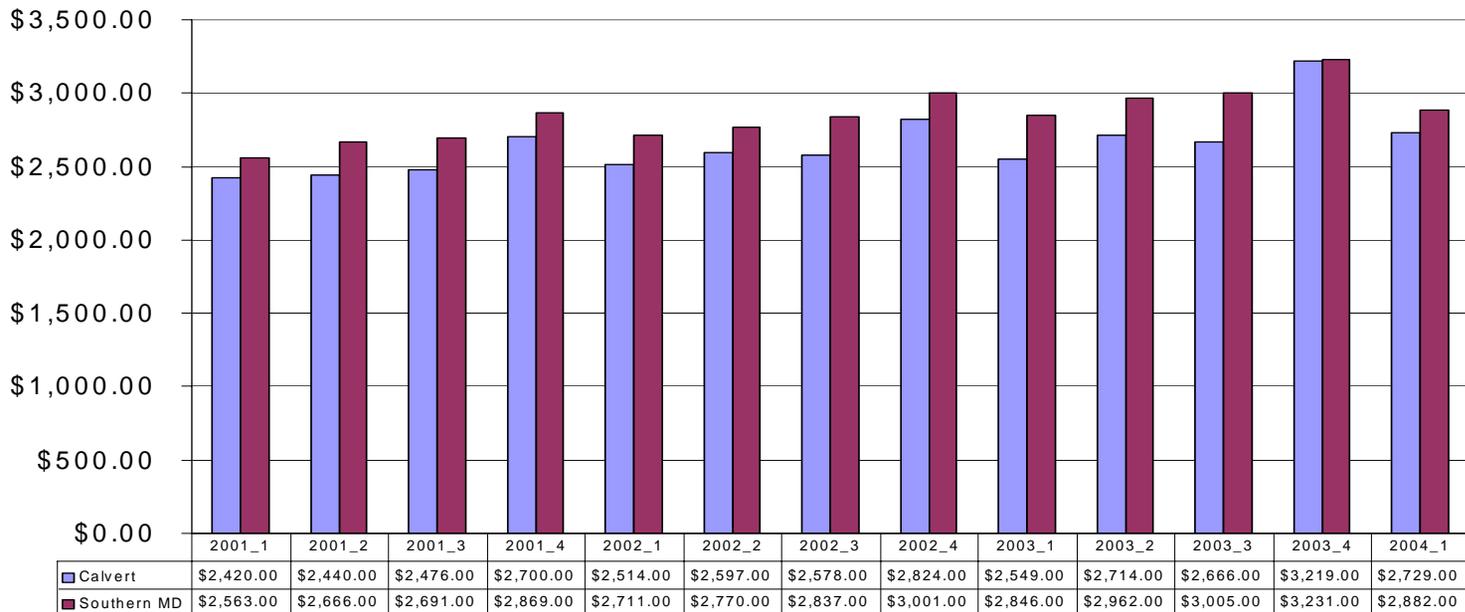


	2001_1	2001_2	2001_3	2001_4	2002_1	2002_2	2002_3	2002_4	2003_1	2003_2	2003_3	2003_4	2004_1
Job Creation	23.5%	22.1%	17.4%	18.1%	27.9%	22.4%	22.9%	19.3%	28.0%	28.5%	22.4%	18.1%	25.8%
New Hires	22.9%	22.2%	26.2%	19.1%	23.1%	23.4%	21.8%	21.2%	24.2%	24.9%	24.5%	21.3%	24.6%
Total Employment	18.0%	18.5%	18.9%	18.3%	18.4%	19.2%	19.0%	18.3%	18.3%	19.0%	19.3%	19.1%	18.6%

Source: LED

# Calvert County Earnings in Line or Less than in Southern Maryland Region

Calvert County Average Monthly Earnings



Source: LED

# Key to Success: Specialty Trade Contractors

## Using Modeling, Calvert County's Top Industries:

- Specialty Trade Contractors
- Support Activities for Transportation\*
- Credit Intermediation and Related
- Ambulatory Health Care
- Motor Vehicle and Parts Dealers

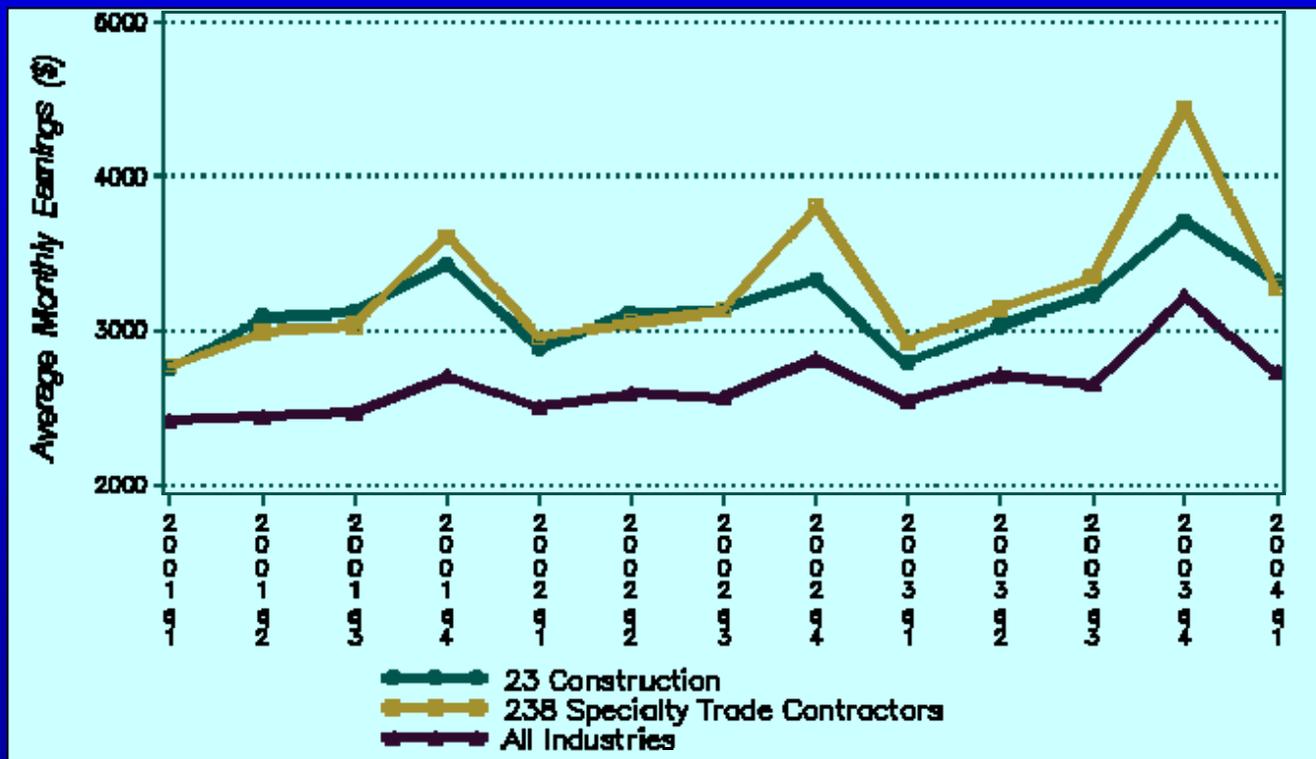
## Why Specialty Trade:

- 2<sup>nd</sup> in Employment
- 8<sup>th</sup> in Employment Growth
- 1<sup>st</sup> in Hiring Growth, Total
- 2<sup>nd</sup> in New Hires
- 1<sup>st</sup> in Job Creation
- 1<sup>st</sup> in Earnings Growth

\*Support Activities for Transportation includes: air traffic control services, marine cargo handling, motor vehicle towing railroad switching and terminal establishments, ship repair and maintenance not done in a shipyard, and other

# Earnings for Specialty Trade Contractors Greater than All Jobs

Average Monthly Earnings, Calvert County

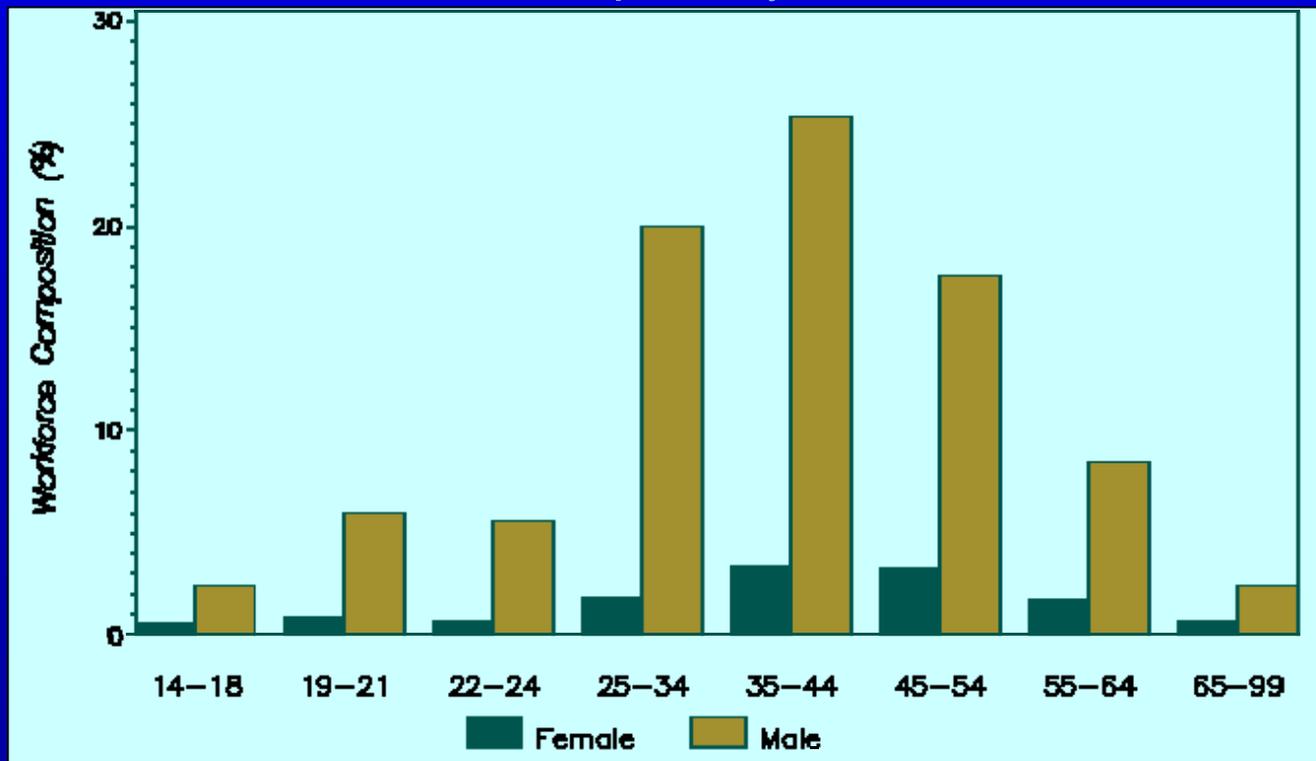


Source: LED, Industry Focus

USCENSUSBUREAU

# Calvert County Recruitment Strategies: Target Males Aged 25-54

Age and Sex Distribution for Specialty Trade Contractors

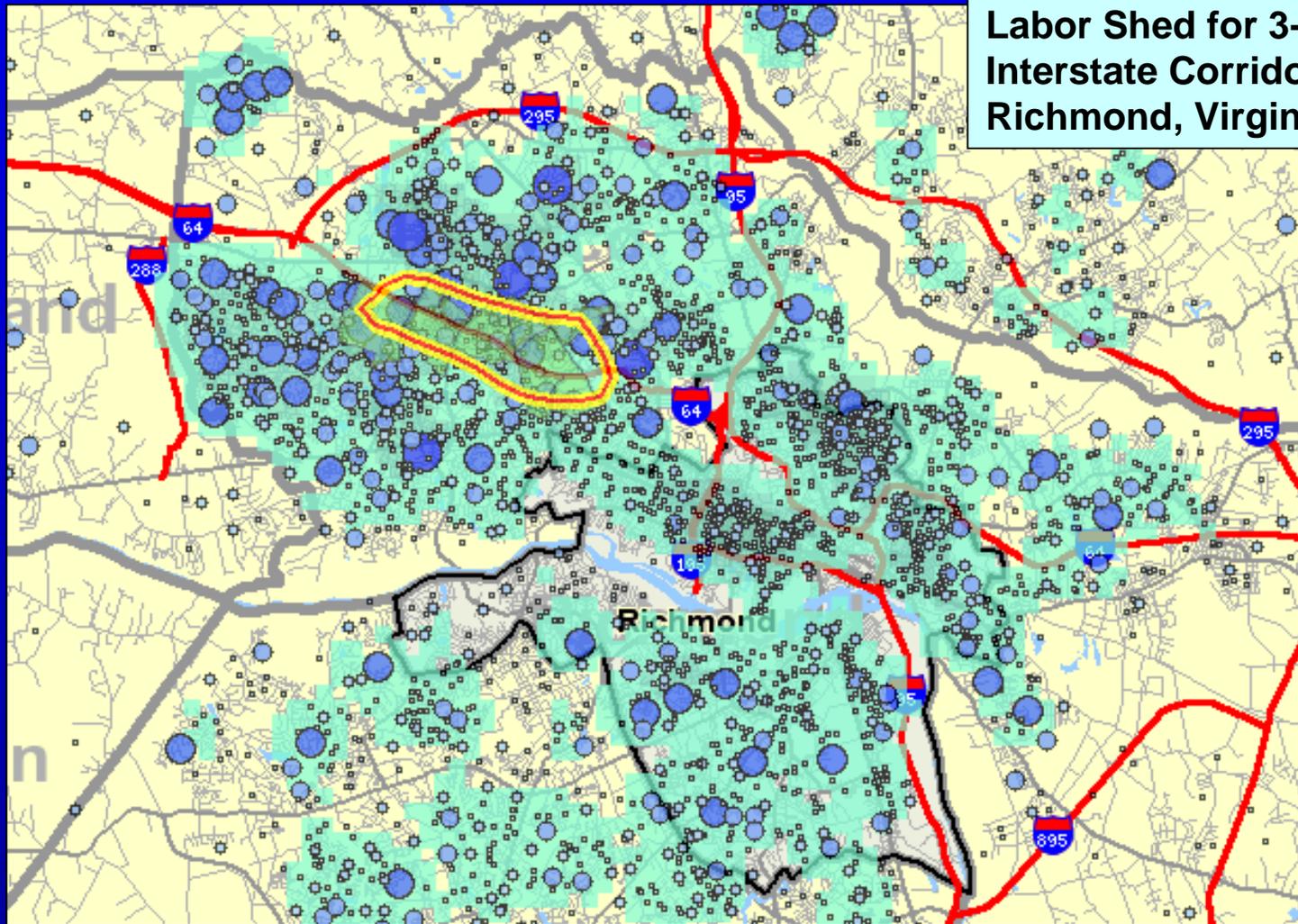


Source: LED, Industry Focus

# On The Map – One of LED's Analytic Tools

- Shows spatial relationships between jobs and workers (commute and labor sheds)
- Not possible for specific occupational analysis
- Helpful for identifying low-wage and high-wage workers
- Helpful for identifying potential one-stop locations, transportation routes, etc.!
- Maryland not a partner in On the Map pilot project (competitive disadvantage)
- BRAC – added layer to show military installations

# Where do Workers Live?



Labor Shed for 3-mile Interstate Corridor in Richmond, Virginia

**LABOR SHED PROFILE REPORT – Richmond Corridor Area Example**  
**Selected Area Characteristics – In-Area Employment**

	<b>2002</b>	
	<b><u>Count</u></b>	<b><u>Share</u></b>
<b>Number of Employers</b>	621	
<b>Workers</b> (Based on Location of Primary Job)	12,878	100%
<b>Workers by Age</b>		
* Under age 30	4,505	35%
* Age 30 to 54	6,796	53%
* Age 55 or older	1,577	12%
<b>Workers by Earnings Paid</b>		
* Under \$15K	5,752	45%
* \$15K to \$39K	4,166	32%
* \$40K or more	2,960	23%
<b>Workers by Primary Industry</b> (2-digit NAICS – Top 10)		
* Admin. & Support, Waste Mgmt and Remediation	2,077	16%
* Accommodation and Food Services	1,709	13%
* Retail Trade	1,617	13%
* Health Care and Social Assistance	1,592	12%
* Professional, Scientific, and Technical Services	1,521	12%
* Finance and Insurance	908	7%
* Construction	856	7%
* Mgmt of Companies and Enterprises	803	6%
* Wholesale Trade	721	6%
* Real Estate and Rental and Leasing	344	3%
* All other industries	730	6%

# Relevant LED Findings

- Increasing employment opportunities
- Higher job creation than in previous years
- 15,000 new hires added to payrolls
- The top industry (Special Trade) points to housing and population boom
- Employee earnings in line or less than other parts of Southern Maryland Region