

# Roanoke Valley – Alleghany Regional CEDS

RVARC

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# Update on Designation as Economic Development District

# EDD Designation Update

- Currently working with EDA representative
- EDA is looking at board structure to ensure that it meets all necessary requirements
- Outcome expected by summer 2011



# Approved Prioritization Criteria

# 2011 Prioritization Criteria

## Subcommittee members

Name	Organization	Role
Ken Lanford	Lanford Bros Co.	Committee Member
Lindsay Hurt	City of Roanoke, Economic Development	CEDS Stakeholder
Darlene Burcham	Town of Clifron Forge, Town Manager	CEDS Stakeholder
Mark Stockwell	Mead Westvaco Corporation	Committee Member

# 2011 Prioritization Criteria

- 10 criteria instead of 12
- 100 points possible instead of 70
- Criteria 10 and 3 were combined
  - 3: Already incorporated into another plan or strategy
  - 10: Degree of projects integration into the Strategic Plan
  - New criterion 3: Already incorporated and/or integrated into another plan or strategy
- Criterion 12 (degree of regional significance) was deleted

# 2011 Prioritization Criteria

Criteria	2010 Criteria		2011 Criteria			
	points	% of total	points added	Max score	% of total	% change
1) Project Eligible	8	13%	6	14	14%	1%
2) Locality Eligible	8	13%	6	14	14%	1%
3) Incorporated into another plan or strategy	4	7%	4	8	8%	1%
4) Consist. with CEDS goals and objectives	6	10%	2	8	8%	-2%
5) Grows tax revenue	4	7%	6	10	10%	3%
6) Develops infrastructure	4	7%	4	8	8%	1%
7) Educates workforce	4	7%	2	6	6%	-1%
8) Project status	8	13%	4	12	12%	-1%
9) Site control	6	10%	2	8	8%	-2%
10) Jobs created and/or retained	8	13%	4	12	12%	-1%
Total	60	100%	40	100	100%	0%



# Project Ranking Process

# 2010 Ranking Process

- Prioritization/Ranking Subcommittee ranked each project using the approved prioritization criteria.
- All projects were included in the Annual Report in descending order (largest to smallest)
- A top ten list of priority projects was developed according to the priority score they received
- The RVARC and the CEDS committee focused primarily on the implementation of the top ten list of projects

# 2011 Ranking Process

- Projects are disaggregated into three Tiers:

Projects		
Tier	Project Eligible	Locality Eligible
1	✓	✓
2	✓	X
3	X	✓

- Tier 3 also includes projects that lack necessary details and/or are not scheduled to begin within the next five years
- Tier 1 and 2 project are prioritized/ranked independently using the approved criteria
- Tier 3 projects are not ranked and become part of a vision list



# Consideration of 2011 Project Package

# 2011 Project Package

Goal and Objective	Description	Score	2011 Priority Rank
<b>Tier 1: Project and Locality Eligible</b>			
3.3	Alleghany Highlands Regional Commerce Center Improvements	92	1
3.3	Clifton Forge Railyard Redevelopment	88	2
3.3	Clifton Forge Industrial Park access road	82	3
3.3	Railroad Infrastructure Buckingham Branch (Potts Creek Branch to AET)	80	4
3.1, 6.4	AET Site Redevelopment	74	5
3.1	Alleghany Highlands Regional Research Center	70	6
1.2	Alleghany Highlands Regional Business Resource Center	70	7
3.2, 3.3	Alleghany Highlands Telecommunications Infrastructure (Crows - Hematite)	68	8
1.2	Craig County New Business Incubator	66	9
<b>Tier 2: Project Eligible and Locality Ineligible</b>			
1.1, 3.1, 3.3	Roanoke Center for Industry and Technology - Blue Hills Dr. Extension	80	1
3.1, 3.3	Greenfield- Vista Park Water Systems Connection	70	2
3.3	Tinker Creek Interceptor Improvements - Phase 1	66	3
6	Mountain View/Norwich Brownfield Redevelopment	66	4
3.1, 3.3	Greenfield- East Park Water Systems Connection	64	5
3.1, 3.3	Greenfield Treatment/Additional Source Development	64	6
1.1, 3.1, 3.3	Apperson Drive Storm Sewer	56	7
3.3	Roanoke Valley Stormwater Improvements	46	8
3.2	Vinton Downtown Broadband Infrastructure Strategy	44	9
1.2	Town of Vinton Small Business Incubator	40	10



# 2011 Data Update

# Population

## Population Overview

Locality		Population
County	Alleghany	16,397
	Botetourt	32,231
	Craig	5,055
	Roanoke	89,905
City	Covington	6,171
	Roanoke	93,271
	Salem	25,139
Virginia		7,721,730

Source: U.S. Census Bureau, 2005-2009  
American Community Survey

# Population

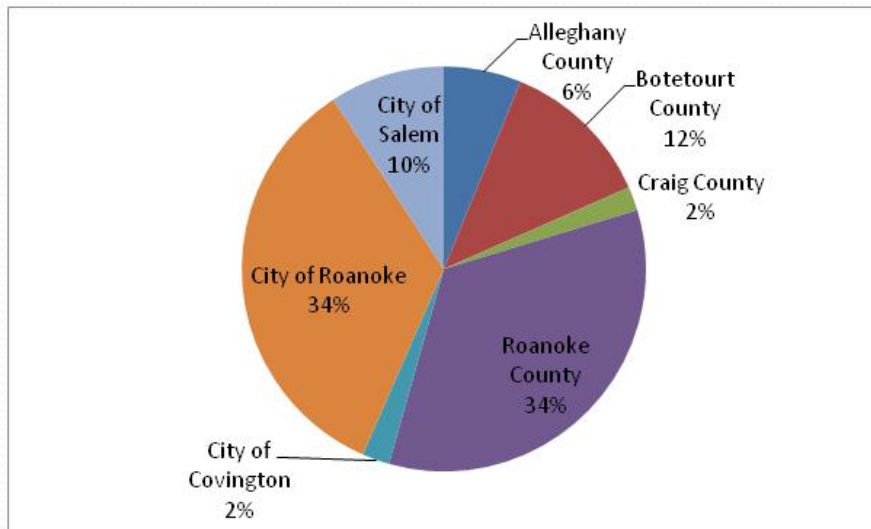
## Population by Age Cohort

Locality		under 5 %	5 to 19	20 to 39	40 to 59	60 to 64	65 and older
County	Alleghany	6%	18%	20%	31%	7%	19%
	Botetourt	5%	19%	20%	33%	8%	15%
	Craig	6%	15%	25%	32%	7%	16%
	Roanoke	6%	20%	22%	31%	6%	15%
City	Covington	3%	20%	24%	27%	5%	21%
	Roanoke	6%	17%	28%	27%	5%	17%
	Salem	5%	20%	25%	27%	6%	17%
Virginia		7%	20%	28%	29%	5%	12%

Source: U.S. Census Bureau, 2005-2009, American Community Survey

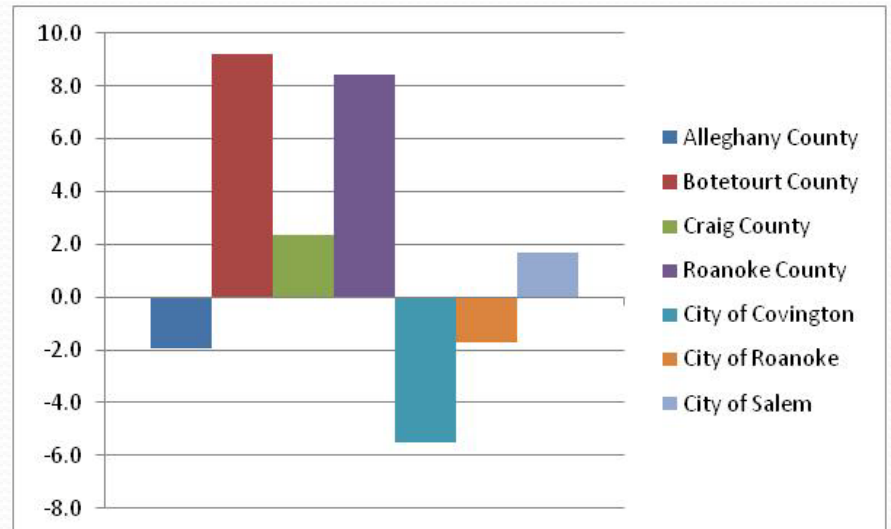
# Population

Localities Share of Total RVAR CEDS Regional Population



Source: Weldon Cooper Center for Public Service, 2010

Population Change: 2000-2009



Source: Weldon Cooper Center for Public Service, 2010

# Median Household Income

- Median household income is the amount which divides the income distribution into two equal groups, half having income above that amount, and half having income below that amount.
- Considered by many to be a better indicator because it is not affected as much by unusually high/low values

# Median Household Income

Historical Median Household Income

Locality		2003	2004	2005	2006	2007	2008	2009	% Change (2003-2009)
County	Alleghany	43,703	43,869	43,129	43,447	43,133	42,341	42,005	-4.0
	Botetourt	60,956	60,648	58,432	62,456	61,012	61,778	59,823	-1.9
	Craig	45,482	45,393	45,043	46,670	50184	45,703	48,845	6.9
	Roanoke	58,917	59,926	58,681	57,503	61340	60,032	57,800	-1.9
City	Covington	37,079	37,182	38,985	37,114	36,255	35,762	35,758	-3.7
	Roanoke	36,886	37,393	36,932	37,732	38,535	37,029	35,811	-3.0
	Salem	47,319	47,320	46,501	47,665	48,701	45,690	47,746	0.9
Virginia		58,539	58,246	59,759	60,124	61,875	61,210	60,316	2.9

Source: U.S. Census Bureau, 2005-2009, American Community Survey

# Per Capita Income

- Per capita income is total income divided by population
- Not as good of an indicator because small wealthy populations can increase per capita income far above that of the majority of residents.
- It does not measure personal income or wealth

# Per Capita Income

American Community Survey Per Capita Income (PCI): 2009

		PCI	% of US	Margin of Error (+/-)	High (+)	Low (-)	Range
County	Alleghany	21,936	81%	1,051	85%	77%	77% - 85%
	Botetourt	28,717	106%	1,332	111%	101%	101% - 111%
	Craig	22,642	84%	2,765	94%	74%	74% - 94%
	Roanoke	30,338	112%	691	115%	110%	110% - 115%
City	Covington	19,228	71%	1,810	78%	64%	64% - 78%
	Roanoke	22,883	85%	726	87%	82%	82% - 87%
	Salem	26,182	97%	1,499	102%	91%	91% - 102%
United States		27,041	100%	67	100%	100%	

Source: U.S. Census Bureau, 2005-2009, American Community Survey

Bureau of Economic Analysis Per Capita Income (PCI): 2005-2008

Locality	2005	2006	2007	2008	% Change	% of US (2008)
Botetourt	35,823	38,355	40,831	41,968	14.6	104%
Craig	27,637	28,955	28,742	30,000	7.9	75%
Alleghany and Covington	27,356	28,558	29,235	30,356	9.9	76%
Roanoke and Salem	36,714	38,338	40,095	41,019	10.5	102%
City of Roanoke	32,167	33,681	36,840	38,169	15.7	95%
Roanoke MSA	33,692	35,398	37,667	38,727	13.0	96%
Virginia State Total	38,892	41,267	43,158	44,075	11.8	110%
Virginia Metropolitan Portion	41,003	43,531	45,528	46,410	11.7	116%
Virginia Nonmetropolitan Portion	26,350	27,776	28,987	30,024	12.2	75%
United States	35,424	37,698	39,392	40,166	11.8	100%

Source: Bureau of Economic Analysis, 2010

# Employment Data

## Labor Force, Employment, and Unemployment Overview

Jurisdiction		Period	Labor Force	% Labor Force	Employed	Unemp.	Unemp. rate (%)
County	Allegany	Nov-10	6,837	5%	6,194	643	9.4%
	Botetourt	Nov-10	17,525	13%	16,530	995	5.7%
	Craig	Nov-10	2,528	2%	2,357	171	6.8%
	Roanoke	Nov-10	49,372	35%	46,383	2,989	6.1%
City	Covington	Nov-10	2,698	2%	2,372	326	12.1%
	Roanoke	Nov-10	47,223	34%	43,236	3,987	8.4%
	Salem	Nov-10	13,584	10%	12,654	930	6.8%
Total/Average		Nov-10	139,767	100%	129,726	10,041	7.2%

Source: Bureau of Labor Statistics, 2010

# Employment Data

Unemployment Rate: Dec 2008 - Nov 2010 (24 month average)

Locality		Dec-08	Dec-09	Nov-10	24 month avg
County	Alleghany	7.1	9.6	9.4	9.4
	Botetourt	4.3	5.9	5.7	6.3
	Craig	4.1	6.5	6.8	7.4
	Roanoke	3.9	6.0	6.1	6.0
City	Covington	8.7	10.6	12.1	10.6
	Roanoke	5.5	8.8	8.4	8.6
	Salem	4.3	6.3	6.8	6.6
United States		7.4	10.0	9.8	9.4
Virginia		5.2	6.8	6.8	6.7

Source: Bureau of Labor Statistics

# Employment Data

## Historical Unemployment Rates

Locality		2005	2006	2007	2008	2009	2010
County	Alleghany	4.7	4.7	4.3	5.4	9.4	9.6
	Botetourt	3.0	2.5	2.6	3.2	6.3	6.5
	Craig	3.9	3.4	3.7	4.0	7.2	7.9
	Roanoke County	3.0	2.5	2.5	3.2	5.8	6.3
City	Covington	5.6	7.0	5.8	6.8	10.3	11.1
	Roanoke	4.2	3.7	3.7	4.5	8.6	9.0
	Salem	3.2	2.9	2.9	3.6	6.3	7.0
Other	United States	5.1	4.6	4.6	5.8	9.3	9.7
	Virginia	3.2	2.9	3.2	5.2	6.8	7.0
	Roanoke MSA	3.5	3.0	3.1	3.9	7.2	7.5

Source: Bureau of Labor Statistics

Note: 2010 Average doesn't include December

# Employment Data

## Historical Labor Force

Locality		2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	% change
County	Alleghany	7,684	7,764	8,064	8,087	7,578	7,512	7,381	7,027	6,876	6,966	6,837	-12.4
	Botetourt	16,374	16,618	17,202	17,008	16,933	17,126	17,534	17,544	17,747	17,749	17,525	6.6
	Craig	2,488	2,496	2,545	2,520	2,511	2,516	2,571	2,578	2,550	2,556	2,528	1.6
	Roanoke County	45,736	46,312	47,358	46,745	46,462	46,937	49,045	49,324	49,762	49,567	49,372	7.4
City	Covington	2,882	2,969	3,080	3,105	2,910	2,854	2,803	2,722	2,673	2,694	2,698	-6.8
	Roanoke	46,423	46,933	47,343	46,212	45,404	45,508	45,742	46,607	47,039	47,603	47,223	1.7
	Salem	12,897	12,953	13,299	12,949	12,687	12,803	13,151	13,465	13,640	13,595	13,584	5.1

Source: Bureau of Labor Statistics

# Housing Overview

## Housing Overview

Locality		Total units	Occupied Units	Owner occupied	Renter Occupied	Vacant Units
County	Alleghany	8,062	89%	82%	18%	11%
	Botetourt	14,129	90%	87%	13%	10%
	Craig	2582	84%	83%	17%	16%
	Roanoke	39,410	95%	77%	23%	5%
City	Covington	3,227	85%	68%	32%	15%
	Roanoke	46,319	91%	58%	42%	9%
	Salem	10,717	92%	70%	30%	8%
Virginia		3,264,058	90%	69%	31%	10%

Source: U.S. Census Bureau, 2005-2009, American Community Survey

# Housing Overview

## Roanoke Valley Housing Sales Overview

	2008	2009	2010
Units Sold	3,962	3,707	3,032
Volume Sold	\$792,147,173	\$704,274,576	\$587,307,755
Average Home Price	\$197,889	\$188,855	\$193,794

Source: Roanoke Valley Association of Realtors

Notes: 2010 statistics do not include December

# Business Establishments

Business Establishments: 2003 - 2008

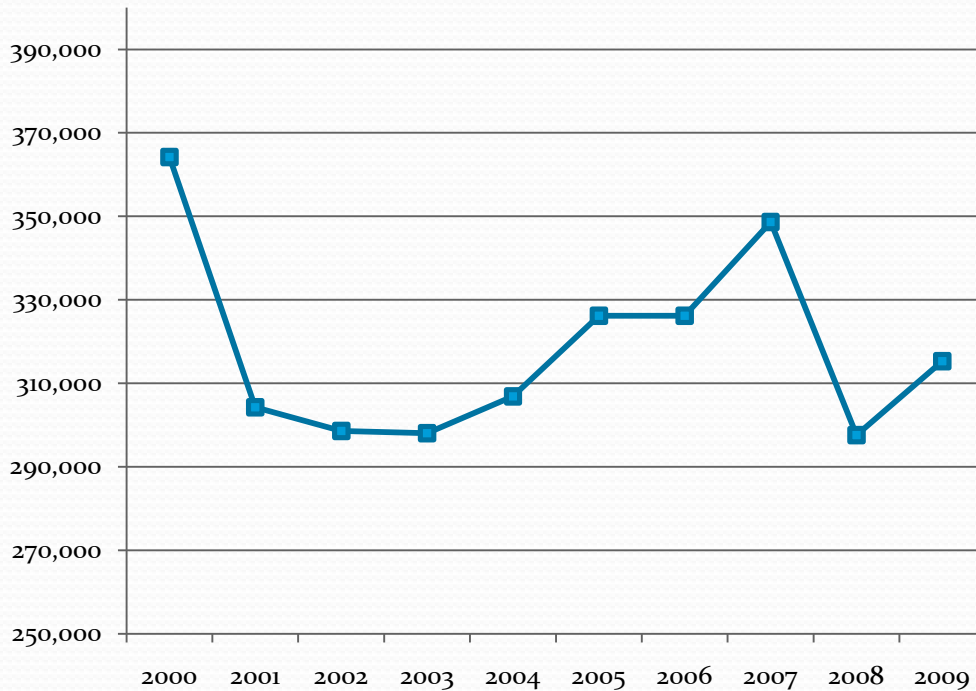
Locality		2003	2004	2005	2006	2007	2008	% Change 2003-2008
County	Alleghany	307	312	309	306	308	318	3.5
	Botetourt	688	707	732	743	763	775	11.2
	Craig	73	75	78	74	77	87	16.1
	Roanoke	1,655	2,008	2,063	2,069	2,112	2,179	24.0
City	Covington	269	266	274	284	282	278	3.2
	Roanoke	3,441	3,406	3,367	3,338	3,304	3,338	-3.1
	Salem	960	972	993	1,008	1,011	1,040	7.7
RVAR CEDS Total		7,393	7,746	7,816	7,822	7,857	8,015	7.8
Virginia		198,362	201,875	209,455	215,046	221,599	226,958	12.6

Source: Virginia Employment Commission, 2010

# Enplanements: Roanoke Regional Airport

- Count of passengers boarding commercial carriers.
- Used to provide insight into short run changes in economic activity.
- The data should be viewed with caution since airline scheduling and ticket prices obviously impact enplanements
- Approximately 50% of those travelling by air are doing so for leisure and 50% for business purposes
- Air travel is considered to be highly elastic – slight changes in price leads to sharp changes in quantity demanded

# Enplanements: Roanoke Regional Airport



Source: Federal Aviation Administration

Roanoke Regional Airport

Year	Enplanements	% Change
2000	364,202	
2001	304,265	-19.70
2002	298,606	-1.90
2003	298,055	-0.18
2004	306,896	2.88
2005	326,202	5.92
2006	326,214	0.00
2007	348,634	6.43
2008	297,588	-17.15
2009	315,293	5.62

Source: Federal Aviation Administration



# Upcoming Schedule

# CEDS Schedule

- December – project ranking subcommittee met to rank nominated/updated projects according to the criteria.
- January – review/consider 2011 prioritization criteria and ranking process, adoption of 2011 project package, review changing economic data/trends
- April – consideration of FY 2011 Annual Report
- May - Commission considers FY 2011 Annual Report
- June – Public meeting, CEDS Annual Report submitted to EDA



Questions/Comments



**Thank You!**