

SeVEDS, CEDS and “Vital Projects”

What are they?

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Pat Moulton Powden

SeVEDS

Started in 2007 as a small group looking to improve broadband and cell service

After many meetings it became painfully clear that the region's problem wasn't lack of broadband, it was lack of economic development

Assistance was offered by Fairpoint Communication and their contractor Vital Economies

Over the past 2 ½ years the SeVEDS organization has solidified with a Board of Directors, and contracted staff

Stephan Morse	Retired	2016
Bill Colvin	Bennington County Regional Commission	2016
Colby Dix	Vermont Geeks	2016
Ann Andresatos	New Chapter	2016
Patrick Moreland	Town of Brattleboro	2016
Jenna Pugliese	Stratton Mountain Resort	2015
Susan McMahon	Windham Regional Commission	2015
Jill James	Chroma Technology	2015
Cynthia Stoddard	Town of Putney	2015
Drew Richards	Richards Insurance	2015
Lisa Sullivan	Bartleby's Books	2015
Martin Langeveld	Strolling of the Heifers	2014
Jeff Lewis	Brattleboro Development and Credit Corp	2014
Bob Stevens	Stevens and Associates	2014
Ariel Brooks	Marlboro College	2014
Konstantin von Krusenstiern	Brattleboro Retreat	2014
Adam Grinold	Mount Snow Valley Chamber of Commerce	2014
Dutch Walsh	Town of Rockingham Village of Bellows Falls	2014

SeVEDS Mission and Vision

Mission:

SeVEDS exists to reverse the economic decline of our region.

Vision:

Southeastern Vermont will have an economy that generates long-term growth and prosperity and that improves our quality of life and sustains our quality of place.

SeVEDS Regional Data

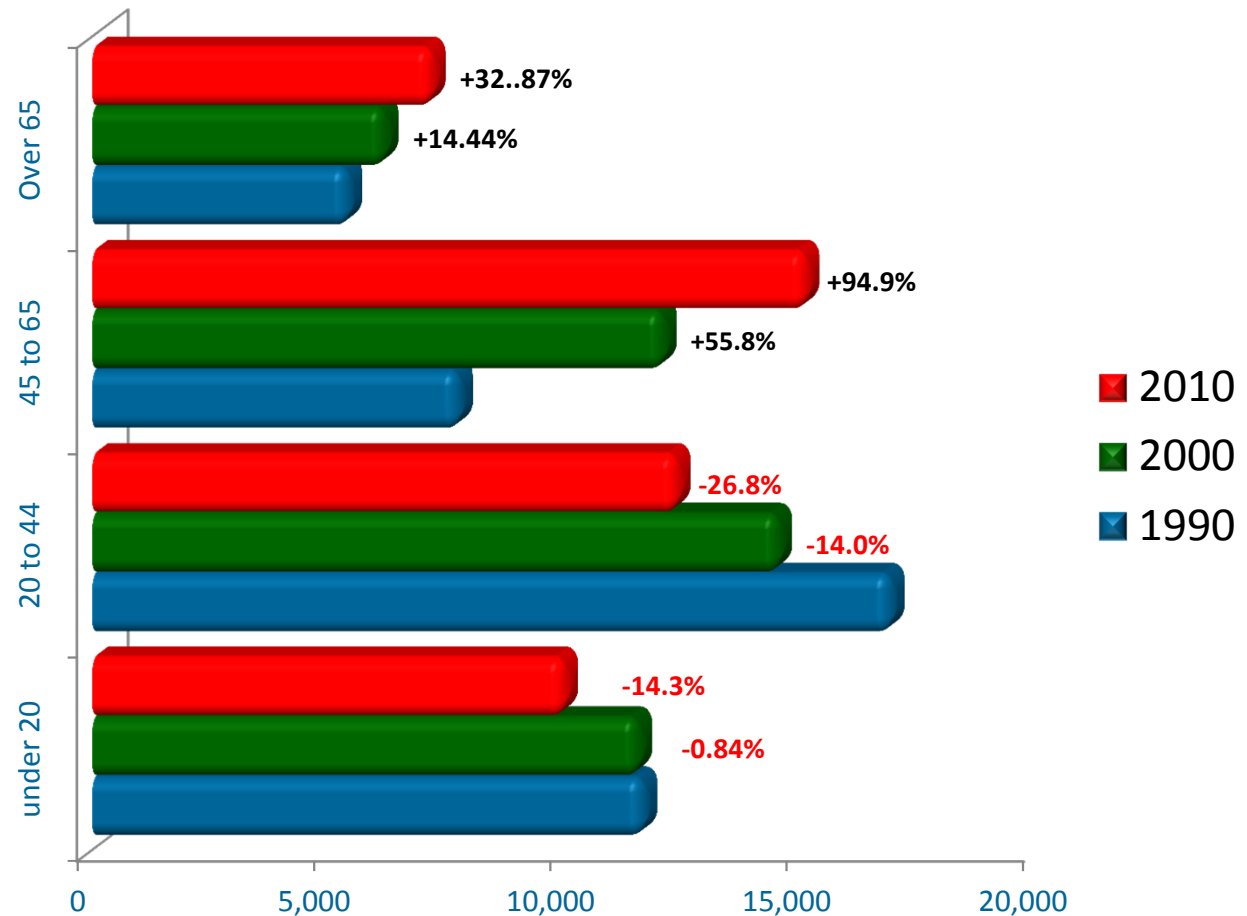
Developed over the last 5 years

Driving our strategy development
and decision making

SeVEDS Regional Data – Population

- In the 2010 Census, Maine and Vermont ranked #1 and #2 as the oldest states. and Windham County is aging faster than Maine and Vermont.
- Significant increase in the population of those people approaching retirement age
- Age groups entering the working population (late teens and early twenties) are small
- Significant decrease in prime workforce and childbearing ages
- Continual decline in the number of school-aged children since 1990's

Windham County Changing Demographics
 (% Change 1990-2000 and % Change 200-2010)



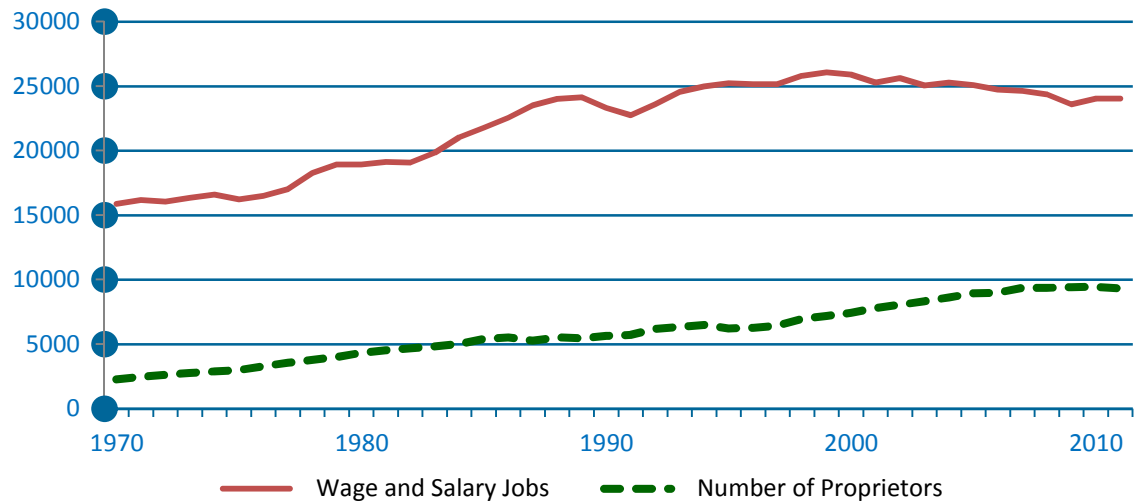
SeVEDS Regional Data – Job Stagnation

Components of Windham County Employment Change, 1970 - 2011

	1970	1980	1990	2000	2010	2011
Total Employment	18,144	23,256	28,951	33,306	33,474	33,337
Wage and Salary Jobs	15,876	18,929	23,316	25,890	24,040	24,036
Number of Proprietors	2,268	4,327	5,635	7,416	9,434	9,301
Percent of Total						
Wage and Salary Jobs	87.5%	81.4%	80.5%	77.7%	71.8%	72.1%
Number of Proprietors	12.5%	18.6%	19.5%	22.3%	28.2%	27.9%

- Between 1995 to 2011 wage and salary employment has been stagnant, after increasing during the twenty years from 1970 to 1990.
- Self-employment has shown steady increases over the last forty years.

Employment and Self-Employment Windham County

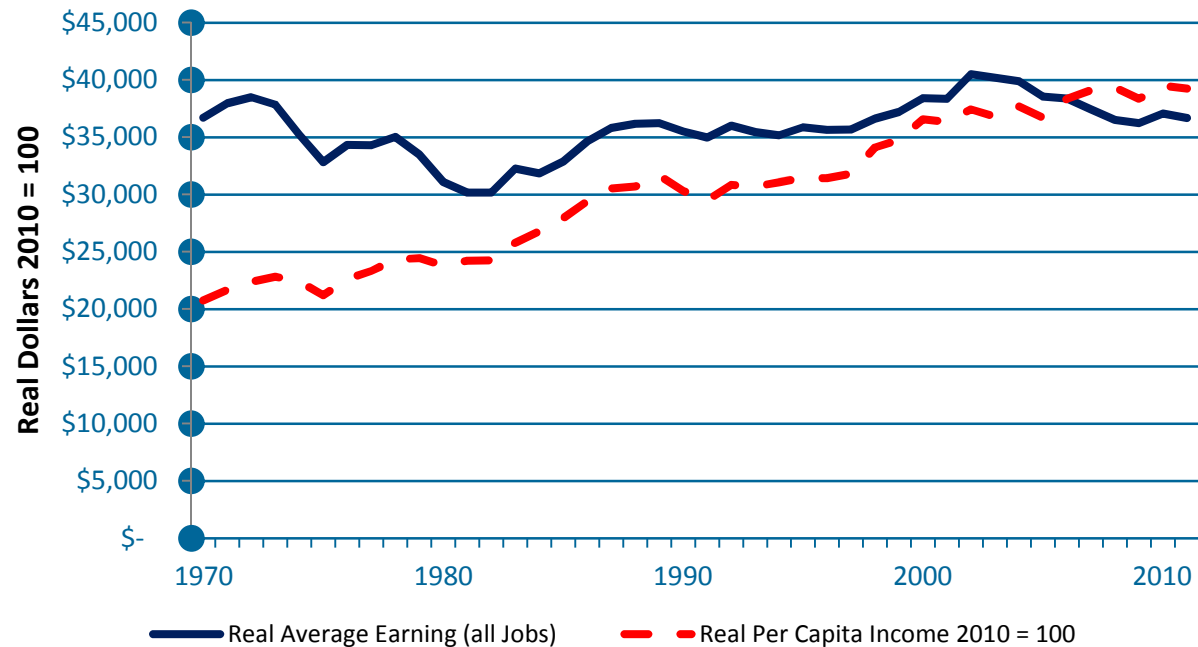


SeVEDS Regional Data – Wage Stagnation

Real Dollars 2010 = 100	1970	1980	1990	2000	2010	2011
Real Average Earnings Per Job	\$ 36,682	\$ 31,084	\$ 35,481	\$ 38,386	\$ 37,061	\$ 36,657
Real Per Capital Income	\$ 20,755	\$ 23,822	\$ 30,286	\$ 36,543	\$ 39,475	\$ 39,232

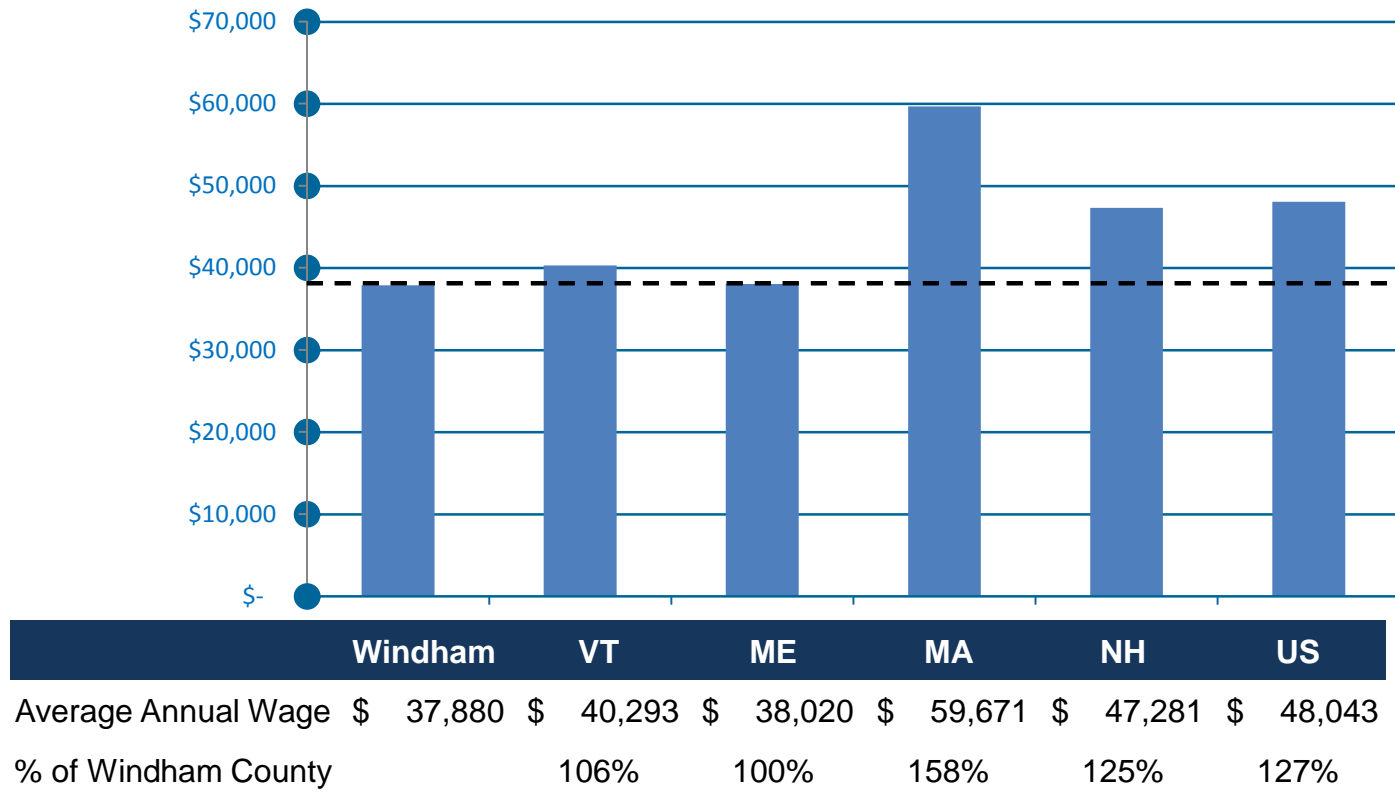
Windham County Average Earnings Per Job & Per Capita Incomes 1970 - 2011

- From 1970 to 2011, Average Earning per Job fell from \$36,682 to \$36,657, in real terms, a drop of \$25
- From 1970 to 2011, Per Capita Income grew from \$20,755 to \$39,232, in real terms, an 89% increase

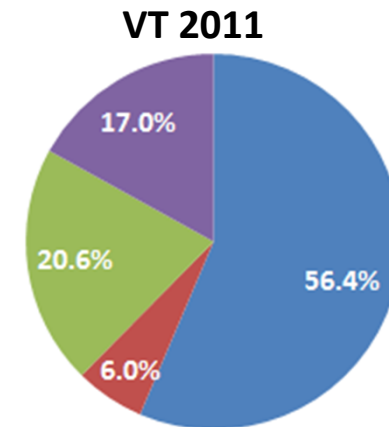
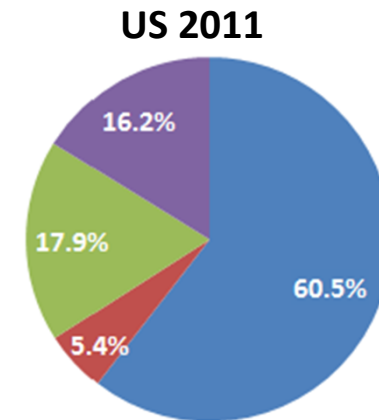
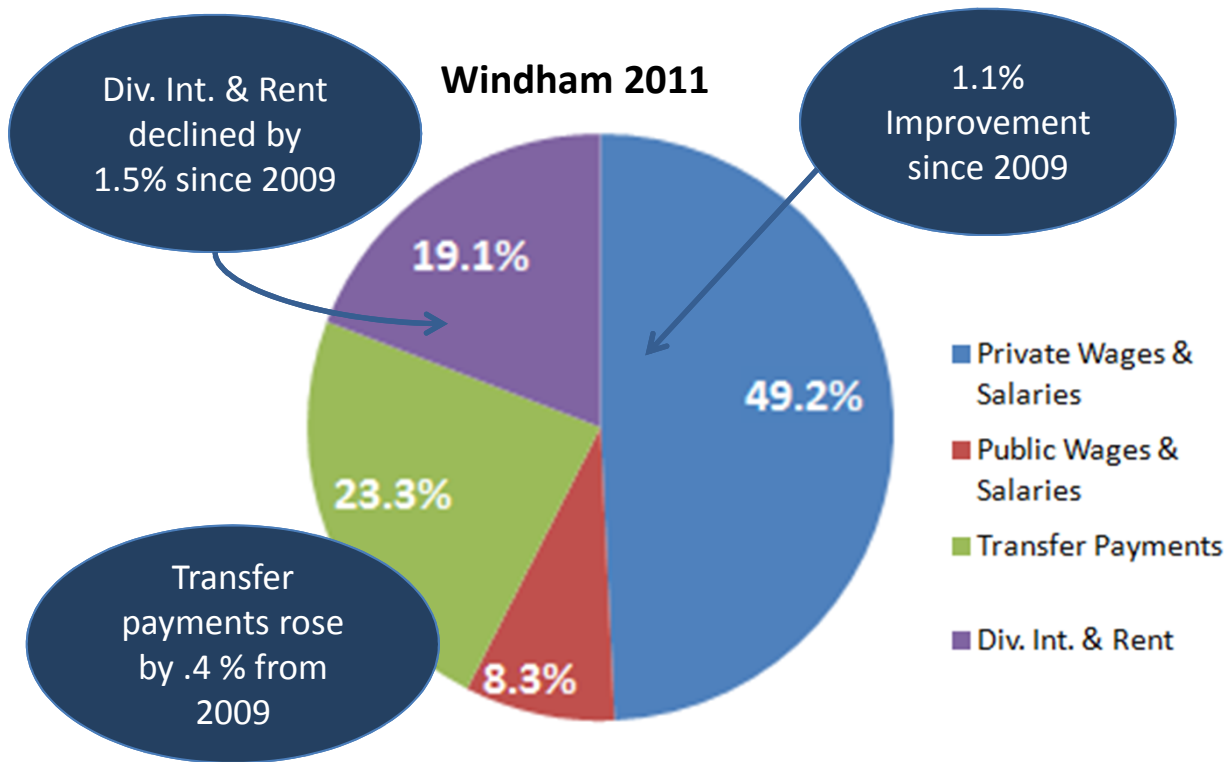


Average Wage Comparisons (2011)

2011 Average Annual Wages



Wages and Salaries are a function of skills, productivity, and supply/demand forces as well as the structural make-up of the regional economy. SE Vermont average wage comparison with neighboring States reveals that the region is at a significant disadvantage in attracting and retaining a skilled workforce due its lower average wage.



Windham County still lags behind the US and Vermont in percentage of Private Sector Earned Income.

- Significantly higher proportion of income from Transfer Payments
- Significantly higher share of income received from Dividends, Interest & Rents

Sources of Personal Income (2011)

SeVEDS Goals

1. Reversing population decline

- Increase Population from 2011 baseline of 44,266 (estimated) to 46,266 by 2019

2. Increasing the number of good paying jobs

- 1,054 new jobs @\$ 46,340 and 702 new jobs @\$42,130 (new regional average wage goal)
- Improvement of 4,650 jobs by \$5,000/yr.

3. Improving the quality of the workforce

- Increase Median Annual Income for Associates/Some College from \$27,869 to \$32,328
- Increase Median Annual Income for Bachelor's Degree from \$34,155 to \$40,597

4. Raising household income relative to surrounding areas

- \$174M in new wages and \$470M in new GDP
- Reach Regional GDP of \$3.07B
- Improve the Ratio of Net Earned Income to Total Income from .566 to .65

Projected SeVEDS Region 2017 Goals and Outcomes as of 2010

Note: Baseline and Goals based on 2009 U.S. BEA Data & Estimates

Base SeVEDS Region Metrics	Baseline*	2017 Goal	%Change	Total Change
Population	42,605	42,605	0%	-
Employable Population (16 and older)	35,520*	36,171	+1.8%	+651
Labor Participation Rate	65%*	68.8%	+5.8%	-
Total Employed	23,089*	24,894	+7.8%	+1,805
Average Wage	\$38,820	\$39,848	+2.6%	+\$1,028/yr
Total Region Wages	\$896M	\$992M	+10.7%	\$96M
Regional GDP	\$2.37B	\$2.8B	+18.1%	\$430M
Regional Strategic Metrics	Baseline	2017 Goal	Change	
Ratio Net Earned Income/Total Income	.566	.650	+14.1%	-
Increase Median Annual Income for Associates/Some College workforce	\$26,855	\$32,000	+19.1%	+\$5.145/yr (\$2.47/hr)
Increase Median Annual Income for Bachelors Degree workforce	\$32,518	\$39,000	+19.9%	+\$6,482/yr (\$3.12/hr)
Increase 20-44 employment by 20% in five years (2009 data)	10,691	12,829	20%	+2,138
Increase Associates Degrees/Some College and Technical Certificates among 18-24 age bracket	38% (1,495)	47% (1,884)	+23.6%	+389
Increase the 25-44 age population by 20% in five years	9,533	11,439	20%	+1,906

*Base Line data is as of Spring 2010

What has SeVEDS Done so far?

- Engaged the public and private sector
- Post VY Task Force
- Workforce Development Coordinator
- CEDS Development
- Vital Projects

SeVEDS Regional Public Engagement

- 9 Public Input Sessions
- 16 Focus Group Sessions
- Young Professionals Survey
- 18 Municipal updates

SeVEDS Board and Committee Engagement since 2011

- 50+ SeVEDS Regional Board meetings
- 8 Post VY Task Force meetings
- 20 Workforce Committee meetings
- 10 CEDS Committee meetings
- 10 Innovation Ecosystem meetings
- 4 Green/Sustainable Building Cluster meetings

SeVEDS Post VY Task Force

- Stephan Morse - Chair
- Produced *“Windham County Post VY Economic Mitigation and Growth Report”* in 2012

SeVEDS Workforce Development

- Director of Workforce Development Pat Moulton Powden
- Public and Private Sector WF Development Committee
- Hiring projections, WHEC, Internship Coordinator, VY workforce

CEDS Development

A CEDS is a federally recognized **Comprehensive Economic Development Strategy** for growing a regional economy – a plan if you will

Our CEDS will be finished and presented for public comment on December 5th

CEDS Development

- Eligibility for economic development assistance funding from EDA
- EDA can help fund local infrastructure projects, technology-led economic development projects and strategies that respond to sudden and severe economic dislocations from major lay-offs or plant closings.
- One regional CEDS serves the needs of local governments so that they do not individually need to qualify to receive EDA funds
- Numerous federal agencies now use the CEDS as a bonus qualifier for prioritization of grant applications. Federal agencies (i.e. USDA, HUD, DOE, DOC, DOL, etc.) are teaming their resources for larger competitive grants. CEDS applicants receive bonus points.
- Connects local planning efforts to regional strategies

What are the requirements of a CEDS ?

- 1) Background - The CEDS must contain a background of the economic development situation of the region that paints a realistic picture of the current condition of the region. This background must include a discussion of the economy, population, geography, workforce development and use, transportation access, resources, environment, and other pertinent information.
- 2) Analysis of Economic Development Problems and Opportunities: The CEDS must include an in-depth analysis of the economic development problems and opportunities that identifies strengths and weaknesses in the regional makeup of human and economic assets, and problems and opportunities posed by external and internal forces affecting the regional economy.
- 3) CEDS Goals and Objectives -- Defining Regional Expectations; The CEDS must contain a section setting forth goals and objectives necessary to solve the economic problems, or capitalize on the resources, of the region. *Any* strategic project, program, or activity identified in the CEDS should work to fulfill these goals and objectives.

What are the requirements of a CEDS ?

- 4) Community and Private Sector Participation - The CEDS must include a section discussing the relationship between the community in general and the private sector in the development and implementation of the CEDS. Public and private sector partnerships are critical to the implementation of the CEDS.

- 5) Strategic Projects, Programs and Activities - The CEDS must contain a section which identifies regional projects, programs and activities designed to implement the Goals and Objectives of the CEDS. This section should identify and describe:
 - a. Suggested Projects - All suggested projects, programs and activities and the projected number of jobs to be created as a result. Lead organizations responsibilities for execution of the projects.

 - a. Vital Projects - A prioritization of vital projects, programs, and activities that address the region's greatest needs or that will best enhance the region's competitiveness, including sources of funding for past and potential future investments.

What are the requirements of a CEDS ?

- 6) CEDS Plan of Action: The plan of action, as described in the CEDS, implements the goals and objectives of the CEDS in a manner that...
 - a. Promotes economic development and opportunity;
 - b. Fosters effective transportation access;
 - c. Enhances and protects the environment;
 - d. Maximizes effective development and use of the workforce consistent with any applicable State or local workforce investment strategy;
 - e. Promotes the use of technology in economic development, including access to high-speed telecommunications;
 - f. Balances resources through sound management of physical development;
 - g. And, Obtains and utilizes adequate funds and other resources.

- 7) Performance Measures: The CEDS must contain a section that lists the performance measures used to evaluate the Planning Organization's successful development and implementation of the CEDS, including but not limited to the:
 - a. Number of jobs created after implementation of the CEDS;
 - b. Number and types of investments undertaken in the region;
 - c. Number of jobs retained In the region;
 - d. Amount of private sector investment;
 - e. Changes in the economic environment of the region.

CEDS Projects

- 52 projects were submitted throughout the region from public, private and non-profit entities
- The CEDS selection committee reviewed and assessed projects by the SeVEDS goals and strategies
 - All projects will be included in the CEDS
 - 12 projects were selected as Vital Projects

CEDS Vital Projects

1. Job Board for employers in Windham and Bennington Counties (connects to SVSMP) - **SeVEDS WF**
2. Assess existing key elements of innovation ecosystem, determine missing elements, research models for missing elements and development of metrics for evaluating success - **BDCC**
3. Build a more sustainable childcare system through innovative shared practices to increase overall program quality and earnings, workforce development for childcare workers - **Windham Child Care Association**
4. Build a rapid prototyping facility at existing shop for prefab high performance building envelopes and resilient mechanical systems - **Ironwood Brand, PreCraft, STIX**

CEDS Vital Projects

7. Extend electric water and sewer to new industrial sites Exit 1 - **BDCC**
8. Scope and Sequence Project - builds pathways - **SeVEDS WF**
9. Southern Vermont Sustainable Marketing Project for employers and tourism entities - **BDCC**
10. Legal creation of Wilmington Downtown Commercial Redevelopment Project whose purpose is to purchase 10 vacant buildings in downtown and renovate - **Wilmington Works**
11. Define regional organization structure, conduct market study, conduct regional inventory of vacant commercial and industrial sites - **Windham County Redevelopment Group**
12. Leveraging broadband inc demand for last mile investments - increase utilization, market high capacity - **BDCC**
13. SE Vermont Machine apprenticeship program - **SeVEDS WF**
14. Windham Region Village Water and Wastewater Need Assessment and Feasibility Plan - **Windham Regional Commission**