



Rushern L. Baker, III
County Executive

Prince George's County

Department of Housing and Community Development



Eric C. Brown
Director

Consolidated Plan: 2016 - 2020 Needs Assessment Focus Group Session: Economic Development

Eric C. Brown, Director

January 7, 2015, 2:00 pm to 4:30 pm
1801 McCormick Drive
Largo, MD 20744

Prince George's County Consolidated Plan: 2016-2020 Agenda

1. Introduction & Purpose
2. Overview of Consolidated Plan Process
3. Overview of Baseline Data Set
 - 3.1 – Housing Analysis – January 7, 2015, 10 am to 12:30 pm
 - 3.2 – Economic Development – January 7, 2015, 2 pm to 4:30 pm
 - 3.3 – Quality of Life – January 8, 2015, 10 am to 12:30 pm
4. Work Group Discussion
5. Work Group Recommendations

Prince George's County Consolidated Plan: 2016-2020

What is a Consolidated Plan?

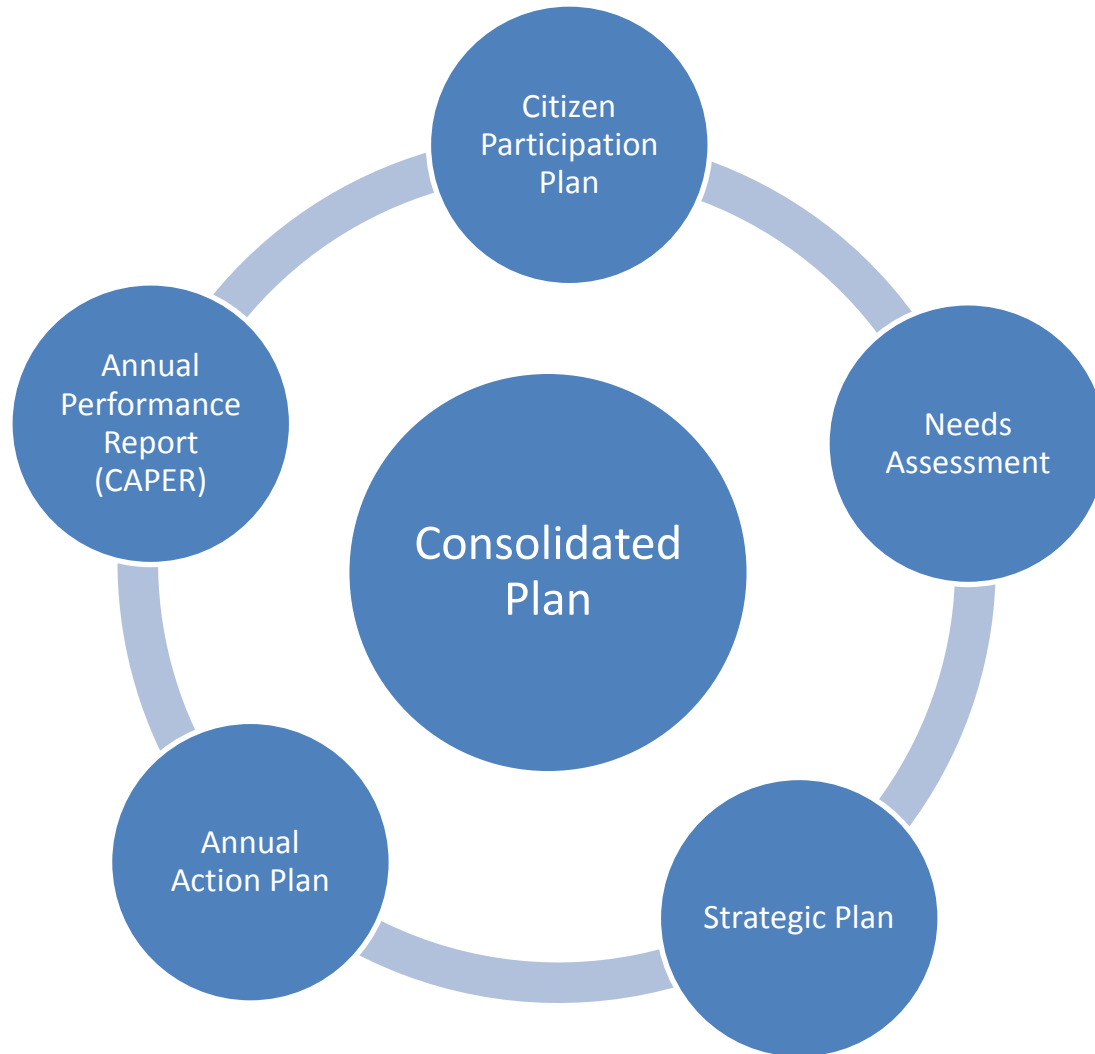
- Required every five years by HUD to be eligible for federal funds;
- Assessment of needs in the community;
- Strategic Plan to meet the needs;
- Opportunity for the community to provide input and spending priorities for the next five years; and a
- Guiding document for allocating federal funds.

Purpose of the Consolidated Plan

- Plan and process that establishes a unitary vision for housing and community development activities
- Strategy for realizing HUD Program goals
- Application for federal funds
- Basis for assessing performance

Prince George's County Consolidated Plan: 2016-2020

Consolidated Plan Process



Prince George's County Consolidated Plan: 2016-2020

Goals of the Consolidated Plan

- Extend and strengthen partnerships among:
 - All levels of government
 - The private sector
 - Nonprofit organizations
- Quality of Life for low-income residents; and
- Promote market-driven, leveraged, housing and community development planning

Prince George's County Consolidated Plan: 2016-2020

Anatomy of the ConPlan

■ **Needs Assessment**

- Housing Needs
- Homeless Needs Assessment
- Non-Homeless Special Needs
- Non-Housing Community Development Needs

■ **Housing Market Analysis**

- Housing Cost and Condition
- Public & Assisted Housing
- Homeless Facilities
- Special Needs Facilities and Services
- Barriers to Affordable Housing
- Non-Housing Community Development Assets
- Need and Market Analysis Discussion

■ **Strategic Plan**

- Geographic Priorities
- Priority Needs
- Affordable Housing
- Homelessness
- Other Special Needs
- Non-housing community development plan
- Barriers to Affordable Housing
- Lead-based paint hazards
- Anti-poverty strategy
- Public Housing Resident Initiatives

Prince George's County Consolidated Plan: 2016-2020

Anatomy of the ConPlan

- Annual Action Plan
 - Resources
 - Activities to be undertaken
 - Geographic distribution
 - Homeless & other special needs activities
 - Other actions
 - Program-specific requirements

- Certifications
 - Affirmatively Furthering Fair Housing

- Monitoring
 - Performance

Prince George's County Consolidated Plan: 2016-2020 ConPlan Thresholds

- Citizen Participation
 - Citizen Participation Plan
- Consultation & Coordination
- Performance Measurement
- Coordination and Collaboration with other Planning Processes
- Timing

Prince George's County Consolidated Plan: 2016-2020

Demographics Baseline Data Analysis

- General Population
- Senior Population
- Poverty and Disability
- Ethnicity
- Median Household Income
- Poverty Rate
- Educational Attainment
 - 18 to 24 Years
 - 25 and Over

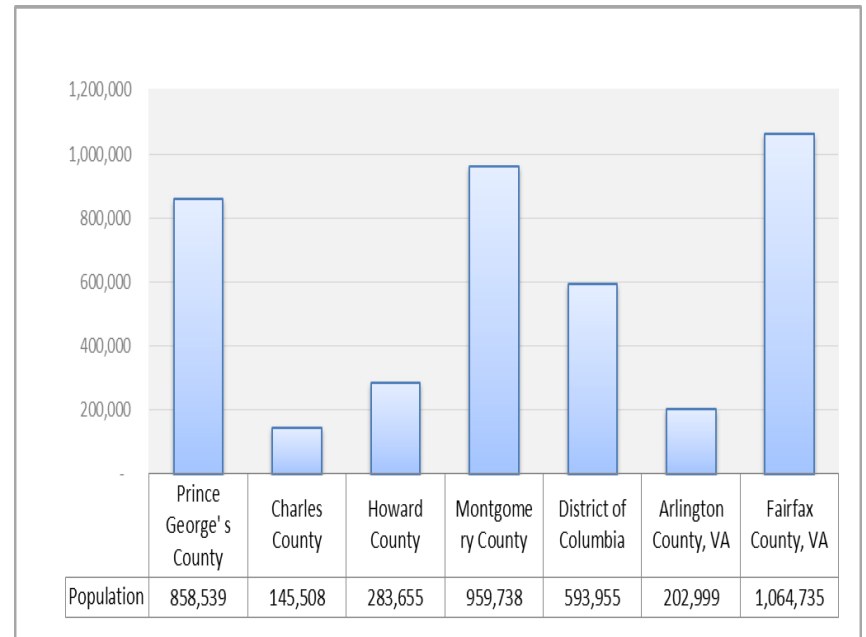
Prince George's County Consolidated Plan: 2016-2020

Comparison: Population

- Prince George's County is the third most populous jurisdiction in the Washington Metro Region

	Prince George's County	Washington-Arlington-Alexandria, DC-VA-MD-WV Metro Area	Charles County	Howard County	Montgomery County	District of Columbia, District of Columbia	Arlington County, Virginia	Fairfax County, Virginia
Total Population	858,539	5,503,801	145,508	283,655	959,738	593,955	202,999	1,064,735

- With a population of 858,539, only Fairfax and Montgomery Counties have larger populations.

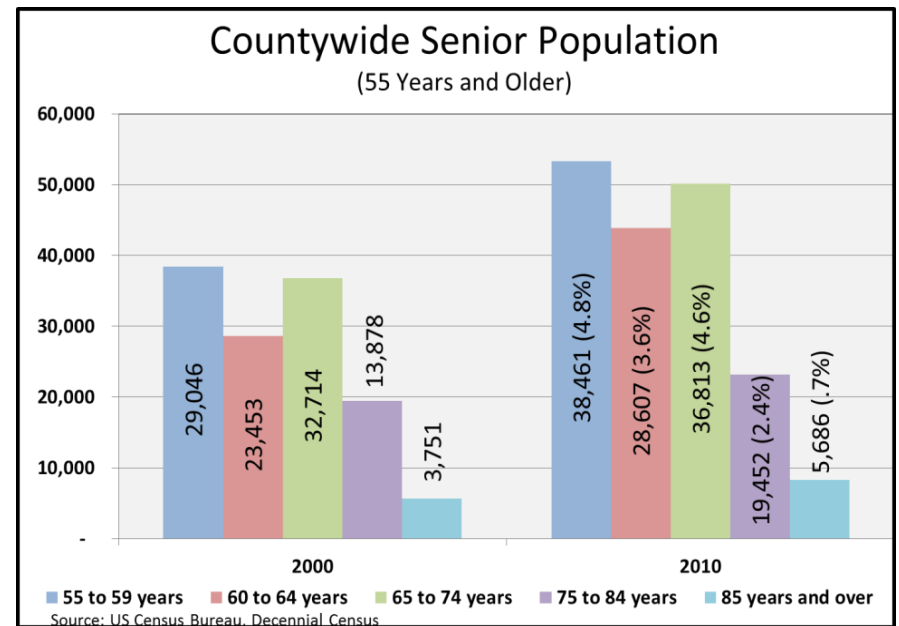


Prince George's County Consolidated Plan: 2016-2020

Countywide Senior Population

(55 Years and older)

- Between 2000 and 2010 the population between 55 and 85 years plus grew by more than 20%.
- The 55 to 59 year old group grew by 4.8% between 2000 and 2010.
- The 65-74 year old group grew by 4.6% between 2000 and 2010.
- The group that experienced the most growth was the 85 and over age group which grew by 7% between 2000 and 2010.



Prince George's County Consolidated Plan: 2016-2020

Prince George's County: Poverty and Disability Among Veterans 18 Years and over

- Approximately 33% of the 18 and over population is between the ages of 18 and 34.
- Approximately 3.8% of the 18-34 group had income below the poverty level in the past 12 months.
- Approximately 39% of the 18 and over population is between the ages of 35 and 54.
- Approximately 2.7% of the 35 to 54 age group had income below the poverty level in the past 12 months.
- Approximately 15% of the 18 and over population fell between the ages of 55 and 64.
- Approximately 4.8% of the 55 to 64 age group had income below the poverty level in the prior 12 months.
- Approximately 12.6% of the 18 and over population is 65 and over.
- Approximately 3.6% of the over 65 had income below the poverty level in the prior 12 months.

	Estimate	Percentage
Total Population 18 Years and Older:	636,861	100
18 to 34 years:	210,201	33.0
Veteran:	5,216	2.5
Income in the past 12 months below poverty level:	199	3.8
With a disability	111	55.8
35 to 54 years:	249,245	39.1
Veteran:	22,762	9.1
Income in the past 12 months below poverty level:	617	2.7
With a disability	108	17.5
55 to 64 years:	97,301	15.3
Veteran:	14,864	15.3
Income in the past 12 months below poverty level:	712	4.8
With a disability	277	38.9
65 years and over:	80,114	12.6
Veteran:	17,728	22.1
Income in the past 12 months below poverty level:	640	3.6
With a disability	330	51.6

Prince George's County Consolidated Plan: 2016-2020

Comparison: Ethnicity

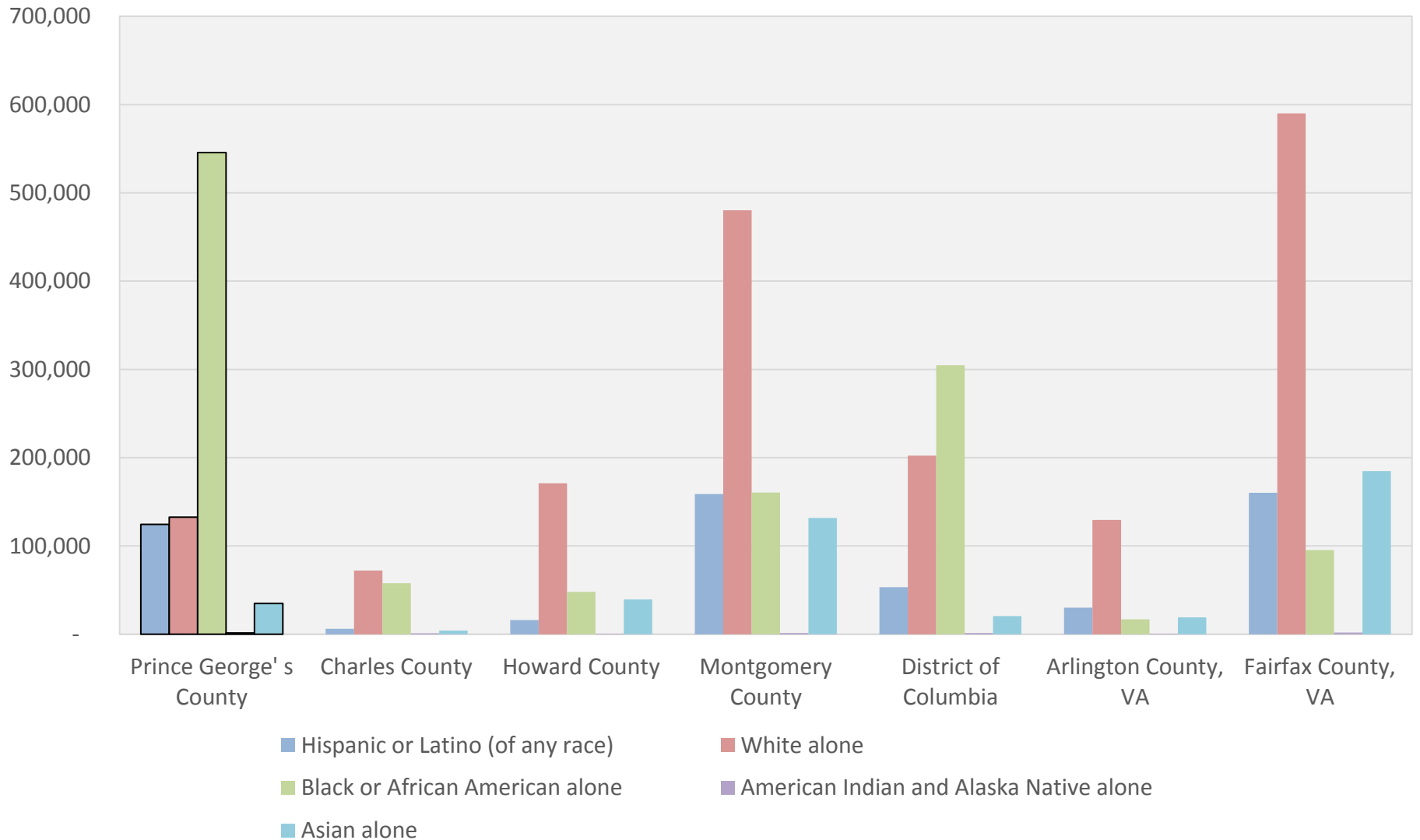
- Prince George's County is the third most populous jurisdiction in the region.
- With a Latino/Hispanic population that comprises 14.5% of the total population, the County has the second largest Latino/Hispanic population in the region— only Montgomery County has a larger Latino/Hispanic population.
- Prince George's County has the largest African American population in the region.

	Prince George's County		District of Columbia, District of Columbia		Arlington County, Virginia		Fairfax County, Virginia	
ETHNICITY								
Total population	858,539	100%	593,955	100%	202,999	100%	1,064,735	100%
Hispanic or Latino (of any race)	124,454	14.5%	53,372	9.0%	30,256	14.9%	160,366	15.1%
White alone	132,621	15.4%	202,229	34.0%	129,496	63.8%	589,960	55.4%
Black or African American alone	545,650	63.6%	304,769	51.3%	16,808	8.3%	95,279	8.9%
American Indian and Alaska Native alone	1,405	0.2%	1,354	0.2%	515	0.3%	1,883	0.2%
Asian alone	34,854	4.1%	20,645	3.5%	19,107	9.4%	184,783	17.4%

	Prince George's County		Washington-Arlington-Alexandria, DC-VA-MD-WV Metro Area		Charles County		Howard County		Montgomery County	
ETHNICITY										
Total population	858,539	100%	5,503,801	100%	145,508	100%	283,655	100%	959,738	100%
Hispanic or Latino (of any race)	124,454	14.5%	740,899	13.5%	6,225	4.3%	16,144	5.7%	158,814	16.5%
White alone	132,621	15.4%	2,696,319	49.0%	72,172	49.6%	170,882	60.2%	480,156	50.0%
Black or African American alone	545,650	63.6%	1,402,336	25.5%	57,683	39.6%	48,026	16.9%	160,575	16.7%
American Indian and Alaska Native alone	1,405	0.2%	11,494	0.2%	1,058	0.7%	463	0.2%	1,383	0.1%
Asian alone	34,854	4.1%	501,686	9.1%	4,301	3.0%	39,445	13.9%	131,693	13.7%

Prince George's County Consolidated Plan: 2016-2020

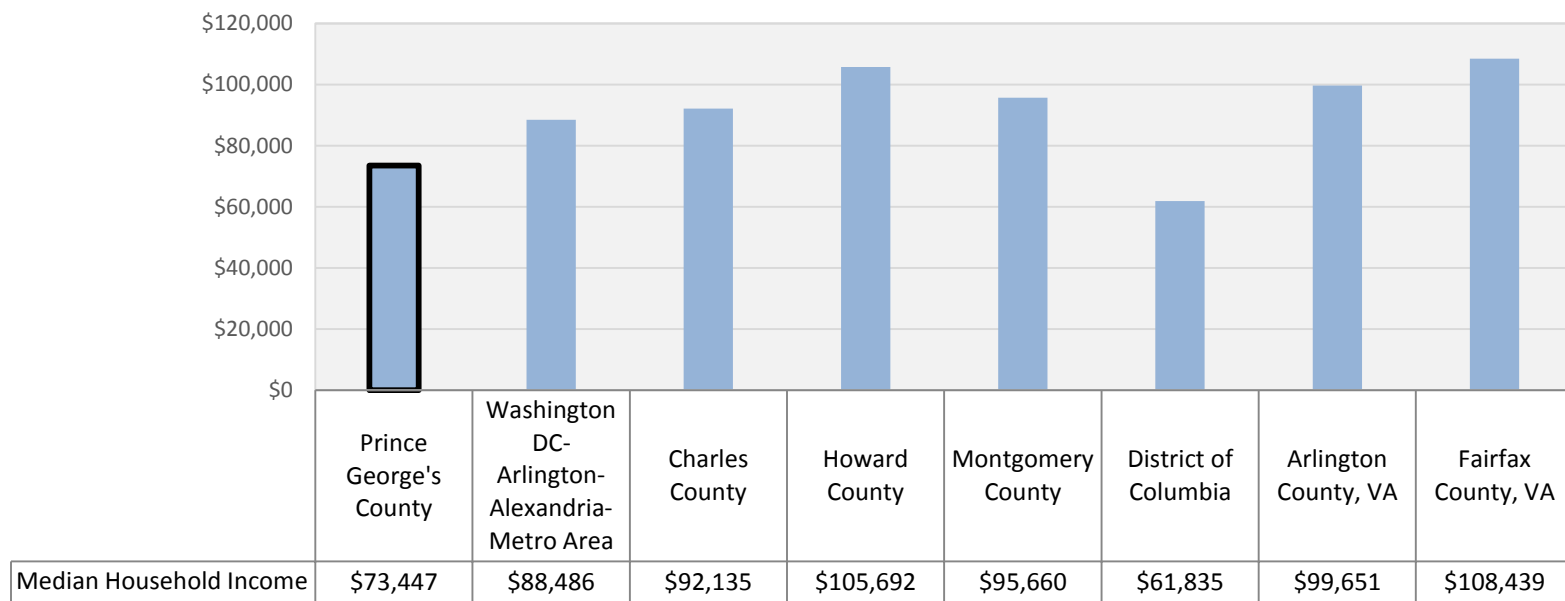
Comparison: Ethnicity



Prince George's County Consolidated Plan: 2016-2020

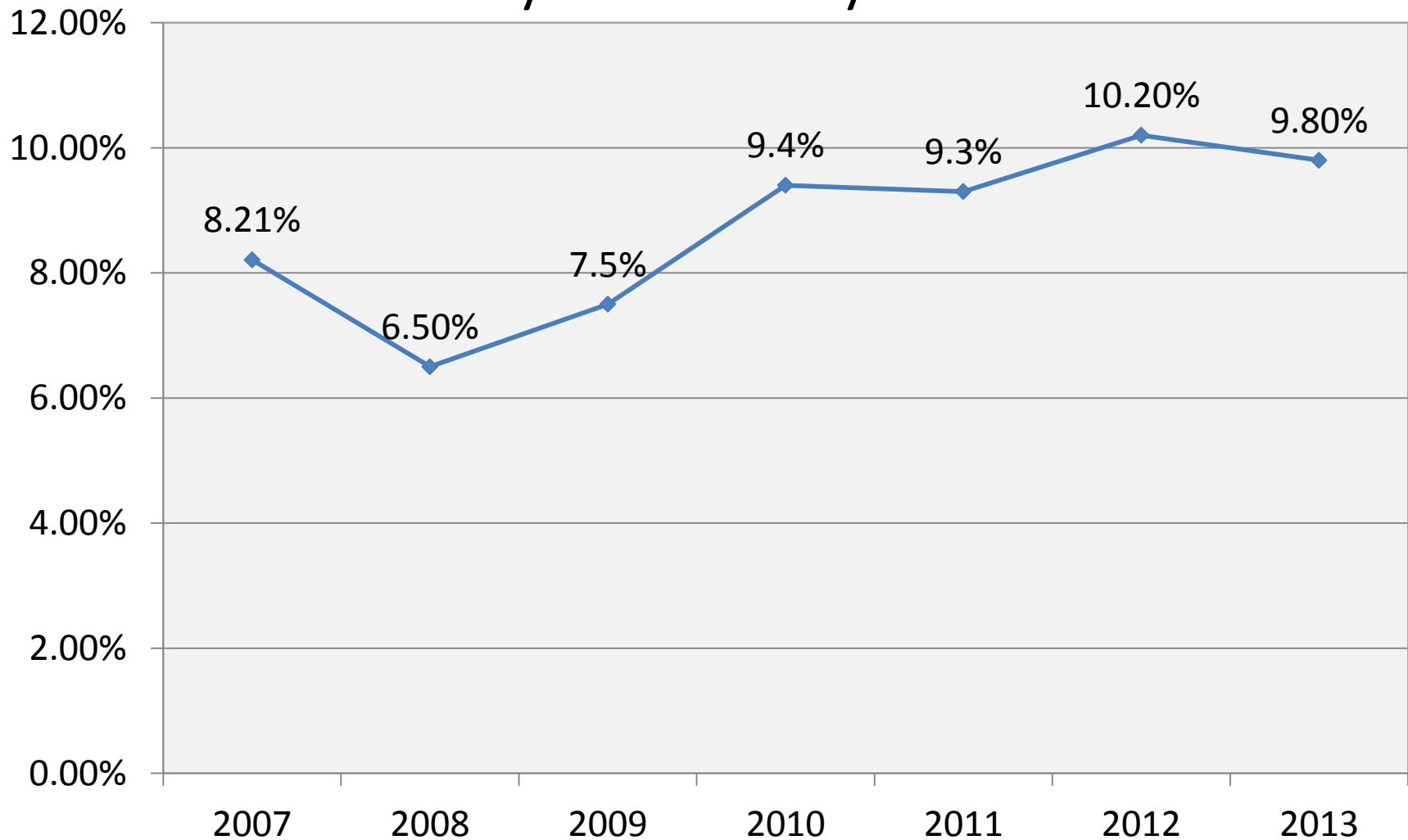
Comparison: Median Household Income

	Prince George's County	Washington-Arlington-Alexandria, DC-VA-MD-WV Metro Area	Charles County	Howard County	Montgomery County	District of Columbia, District of Columbia	Arlington County, Virginia	Fairfax County, Virginia
HOUSEHOLD INCOME								
Median Household Income	\$73,447	\$88,486	\$92,135	\$105,692	\$95,660	\$61,835	\$99,651	\$108,439



Prince George's County Consolidated Plan: 2016-2020

Countywide Poverty Trends

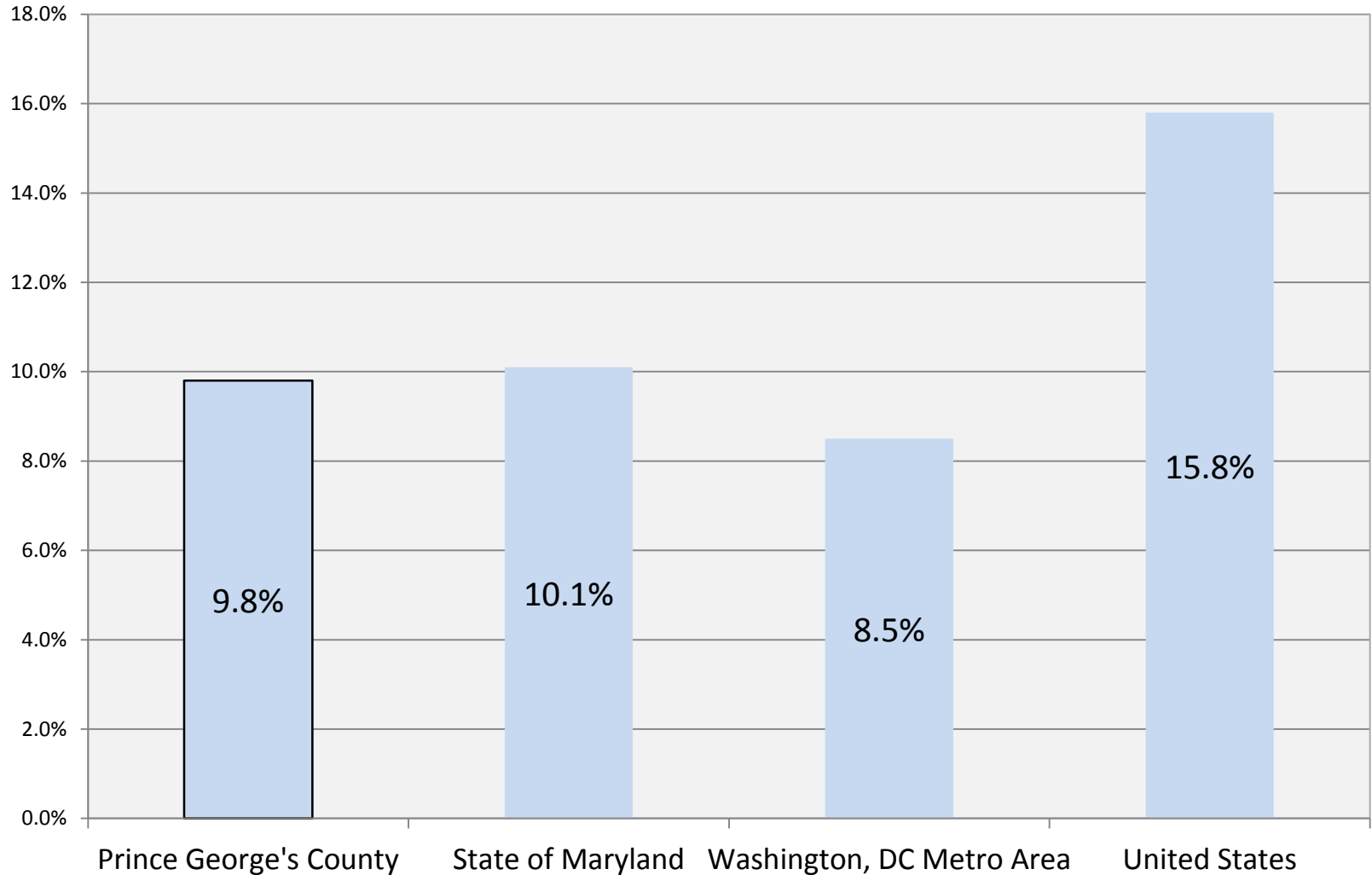


Source: US Census Bureau, American Community Survey

US Census Poverty Definition: Poverty level is calculated given household size, number of adults, elderly, and year. If a family's total income is less than the family's threshold, then that family and every individual in it is considered in poverty.

Prince George's County Consolidated Plan: 2016-2020

Comparison: Poverty Level



Prince George's County Consolidated Plan: 2016-2020

Comparison: Educational Attainment for Population 18 to 24 Years

	Prince George's County		Washington-Arlington-Alexandria, DC-VA-MD-WV Metro Area		Charles County		Howard County		Montgomery County	
EDUCATIONAL ATTAINMENT										
Population 18 to 24 years	98,340	100	509,236	509,236	12,650	100	20,783	100	73,327	100
Less than high school graduate	14,849	15.1%	72,312	14.2%	1,404	11.1%	1,767	8.5%	11,146	15.2%
High school graduate (includes equivalency)	28,519	29.0%	134,948	26.5%	4,326	34.2%	6,069	29.2%	18,552	25.3%
Some college or associate's degree	45,335	46.1%	207,768	40.8%	5,743	45.4%	8,874	42.7%	27,938	38.1%
Bachelor's degree or higher	9,637	9.8%	93,699	18.4%	1,189	9.4%	4,073	19.6%	15,692	21.4%

Source: US Census Bureau, 2007 - 2011 American Community Survey

Prince George's County Consolidated Plan: 2016-2020

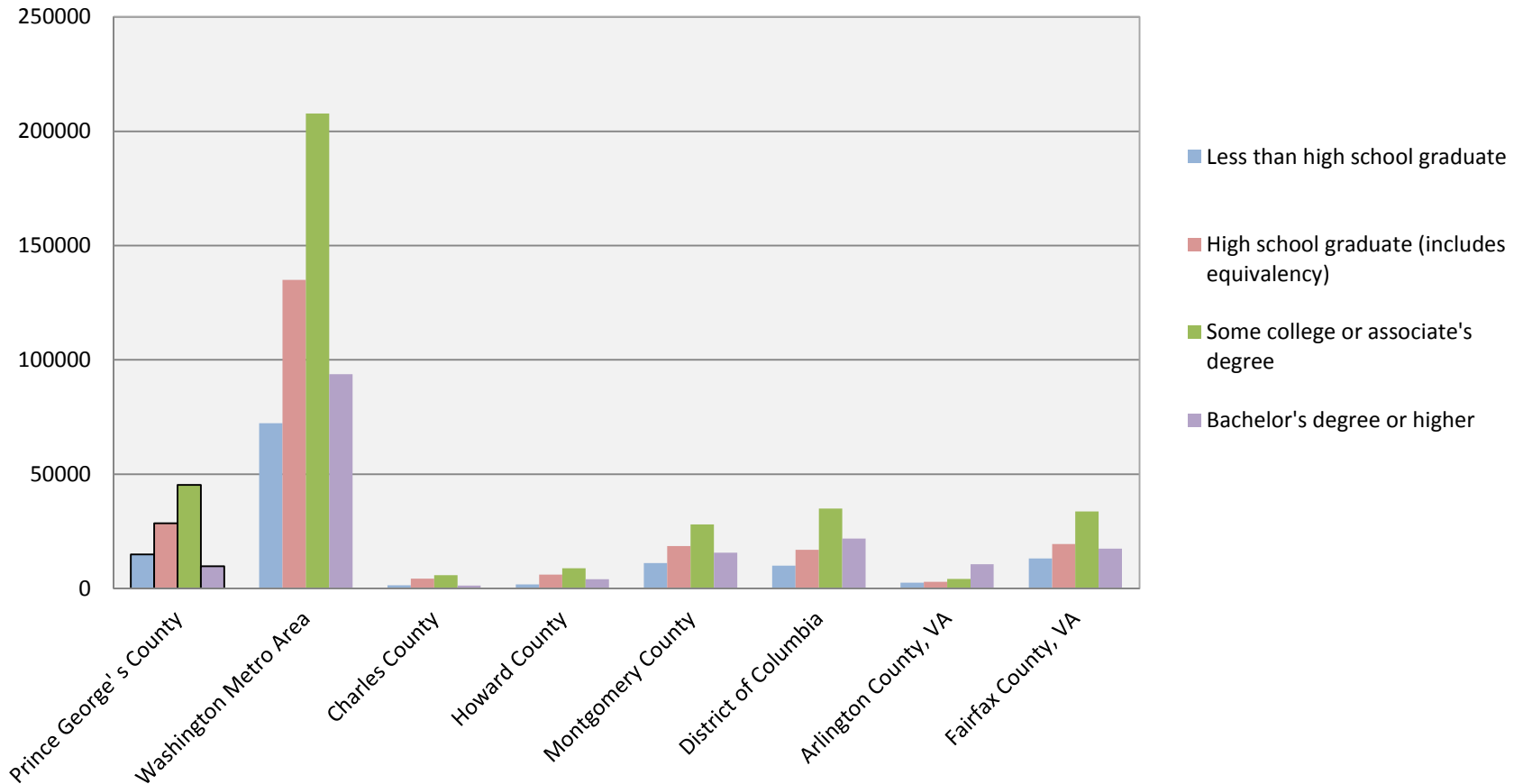
Comparison: Educational Attainment for Population 18 to 24 Years

	Prince George's County		District of Columbia, District of Columbia		Arlington County, Virginia		Fairfax County, Virginia	
EDUCATIONAL ATTAINMENT								
Population 18 to 24 years	98,340	100%	83,356	83,357	20,031	20,031	83,580	83,580
Less than high school graduate	14,849	15.1%	9,919	11.9%	2,484	12.4%	13,122	15.7%
High school graduate (includes equivalency)	28,519	29.0%	16,838	20.2%	2,904	14.5%	19,391	23.2%
Some college or associate's degree	45,335	46.1%	34,927	41.9%	4,086	20.4%	33,683	40.3%
Bachelor's degree or higher	9,637	9.8%	21,756	26.1%	10,556	52.7%	17,385	20.8%

Source: US Census Bureau, 2007 - 2011 American Community Survey

Prince George's County Consolidated Plan: 2016-2020

Comparison: Educational Attainment for Population 18 to 24 Years



Source: US Census Bureau, 2007 - 2011 American Community Survey

Prince George's County Consolidated Plan: 2016-2020

Comparison: Educational Attainment for Population 25 Years and Over

EDUCATIONAL ATTAINMENT	Prince George's County		Washington-Arlington-Alexandria, DC-VA-MD-WV Metro Area		Charles County		Howard County		Montgomery County	
	Population	%	Population	%	Population	%	Population	%	Population	%
Population 25 years and over	552,093	100%	3,672,340	100%	94,004	100%	188,801	100%	655,343	100%
Less than 9th grade	38,647	7.0%	172,600	4.7%	2,726	2.9%	4,909	2.6%	31,456	4.8%
9th to 12th grade, no diploma	39,751	7.2%	198,306	5.4%	6,110	6.5%	4,909	2.6%	27,524	4.2%
High school graduate (includes equivalency)	152,930	27.7%	716,106	19.5%	28,765	30.6%	28,509	15.1%	93,059	14.2%
Some college, no degree	122,565	22.2%	635,315	17.3%	24,159	25.7%	29,075	15.4%	97,646	14.9%
Associate's degree	34,230	6.2%	201,979	5.5%	7,520	8.0%	10,762	5.7%	34,078	5.2%
Bachelor's degree	96,616	17.5%	918,085	25.0%	15,417	16.4%	58,528	31.0%	175,632	26.8%
Graduate or professional degree	67,355	12.2%	826,277	22.5%	9,400	10.0%	52,298	27.7%	196,603	30.0%

Source: US Census Bureau, 2007 - 2011 American Community Survey

Prince George's County Consolidated Plan: 2016-2020

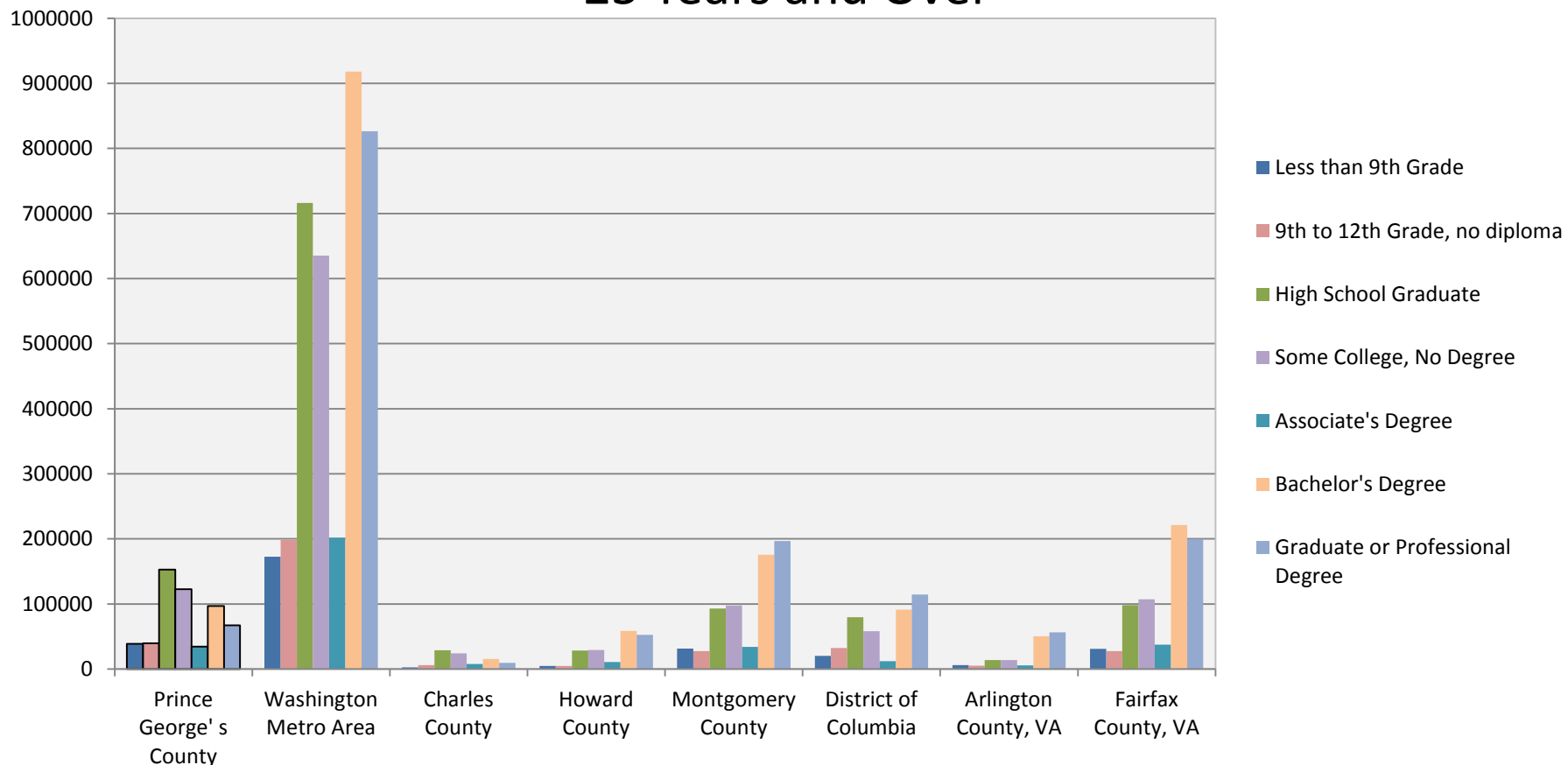
Prince George's County: Educational Attainment for Population 25 Years and Over

EDUCATIONAL ATTAINMENT	Prince George's County		District of Columbia, District of Columbia		Arlington County, Virginia		Fairfax County, Virginia	
	Population	Percentage	Population	Percentage	Population	Percentage	Population	Percentage
Population 25 years and over	552,093	100%	407,576	407,576	151,149	151,149	722,829	722,829
Less than 9th grade	38,647	7.0%	20,379	5.0%	6,197	4.1%	31,082	4.3%
9th to 12th grade, no diploma	39,751	7.2%	32,199	7.9%	4,988	3.3%	27,468	3.8%
High school graduate (includes equivalency)	152,930	27.7%	79,477	19.5%	13,755	9.1%	98,305	13.6%
Some college, no degree	122,565	22.2%	57,876	14.2%	13,603	9.0%	106,979	14.8%
Associate's degree	34,230	6.2%	11,820	2.9%	5,744	3.8%	37,587	5.2%
Bachelor's degree	96,616	17.5%	91,297	22.4%	50,333	33.3%	221,186	30.6%
Graduate or professional degree	67,355	12.2%	114,529	28.1%	56,530	37.4%	199,501	27.6%

Source: US Census Bureau, 2007 - 2011 American Community Survey

Prince George's County Consolidated Plan: 2016-2020

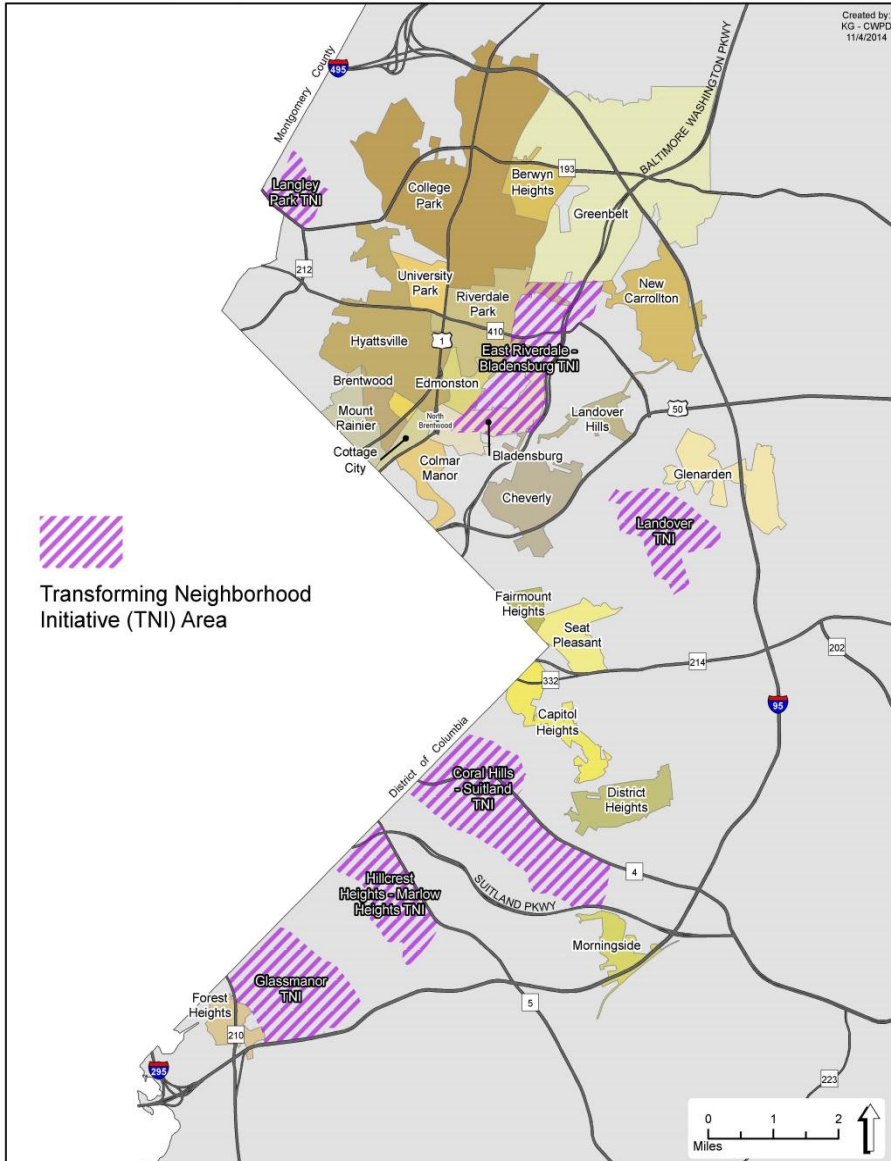
Comparison: Educational Attainment for Population 25 Years and Over



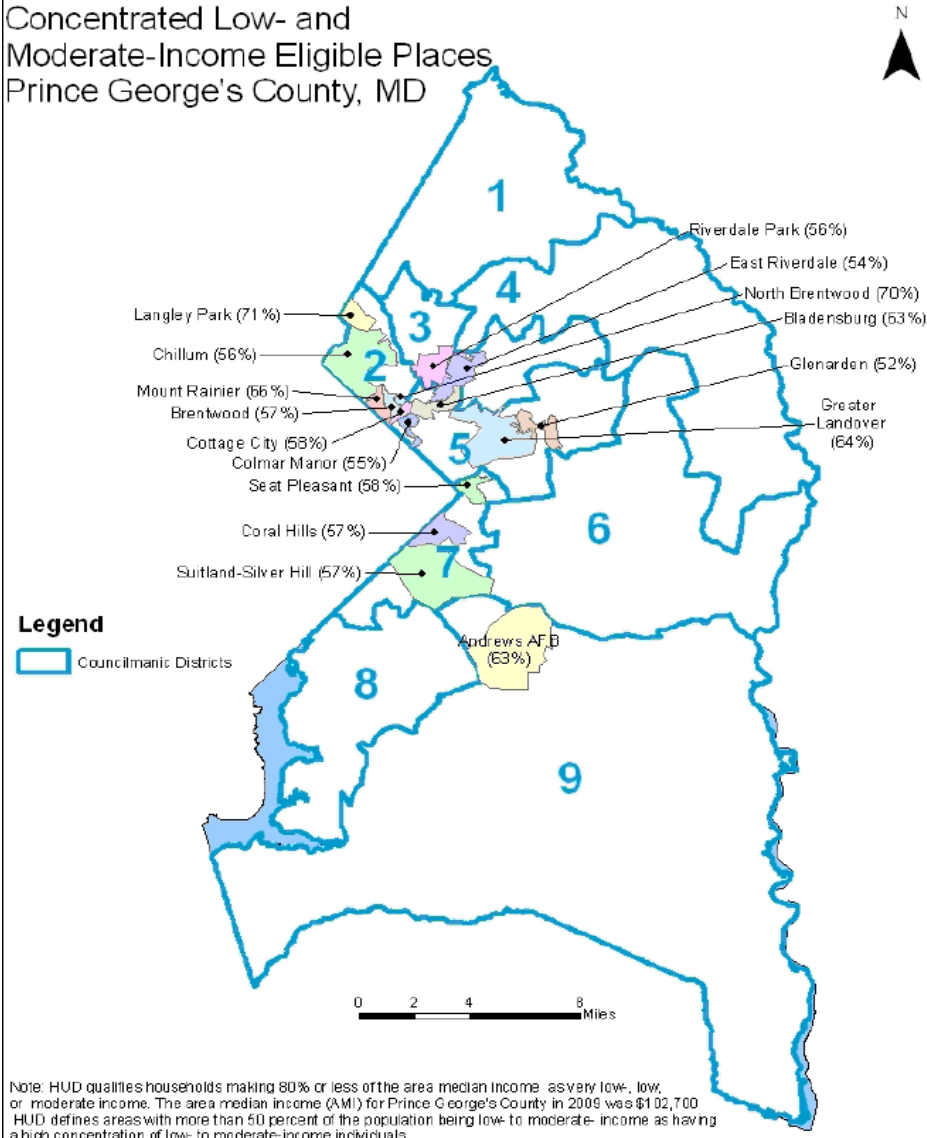
Source: US Census Bureau, 2007 - 2011 American Community Survey

Prince George's County Consolidated Plan: 2016-2020

Transforming Neighborhood Initiative Areas and Nearby Municipalities



Concentrated Low- and Moderate-Income Eligible Places Prince George's County, MD



Source: HUD Low to Moderate Income Estimates, FY 2009

Prepared by: M-NCPPC

Prince George's County Consolidated Plan: 2016-2020

FY 2011 – 2015 Annual Performance Report

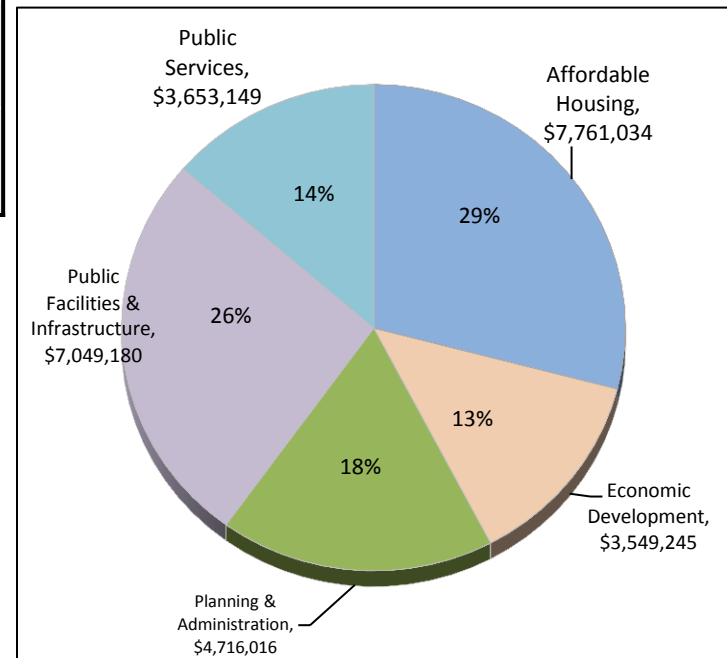
- Community Development Block Grant Allocation for FY 2011-2015
- Awarded Amount vs. Expenditure Amount for Economic Development Activities
- Community Development Block Grant Program
- Eligible Use of Funds for Economic Development
- Economic Development Past Performance for FY 2011-2015

Prince George's County Consolidated Plan: 2016-2020

Entitlement Funding History – FY 2011- 2015

Source of Funds	FY 2011	FY 2012	FY 2013	FY 2014	FY 2015	Total
CDBG	\$ 6,525,969	\$ 5,456,996	\$ 4,225,520	\$ 3,779,730	\$ 4,366,283	\$ 24,354,498
HOME	\$ 3,104,366	\$ 2,755,567	\$ 1,499,086	\$ 1,492,847	\$ 1,548,915	\$ 10,400,781
ESG	\$ 266,306	\$ 413,117	\$ 472,562	\$ 308,264	\$ 363,115	\$ 1,823,364
HOPWA	\$ 2,400,000	\$ 2,702,490	\$ 2,461,538	\$ 2,645,986	\$ 2,601,924	\$ 12,811,938
Total	\$ 12,296,641	\$ 11,328,170	\$ 8,658,706	\$ 8,226,827	\$ 8,880,237	\$ 49,390,581

CDBG Allocations for FY 2011 - 2015



Total CDBG Allocation: \$24,354,498

Prince George's County Consolidated Plan: 2016-2020

Statutory Goals of the Consolidated Plan

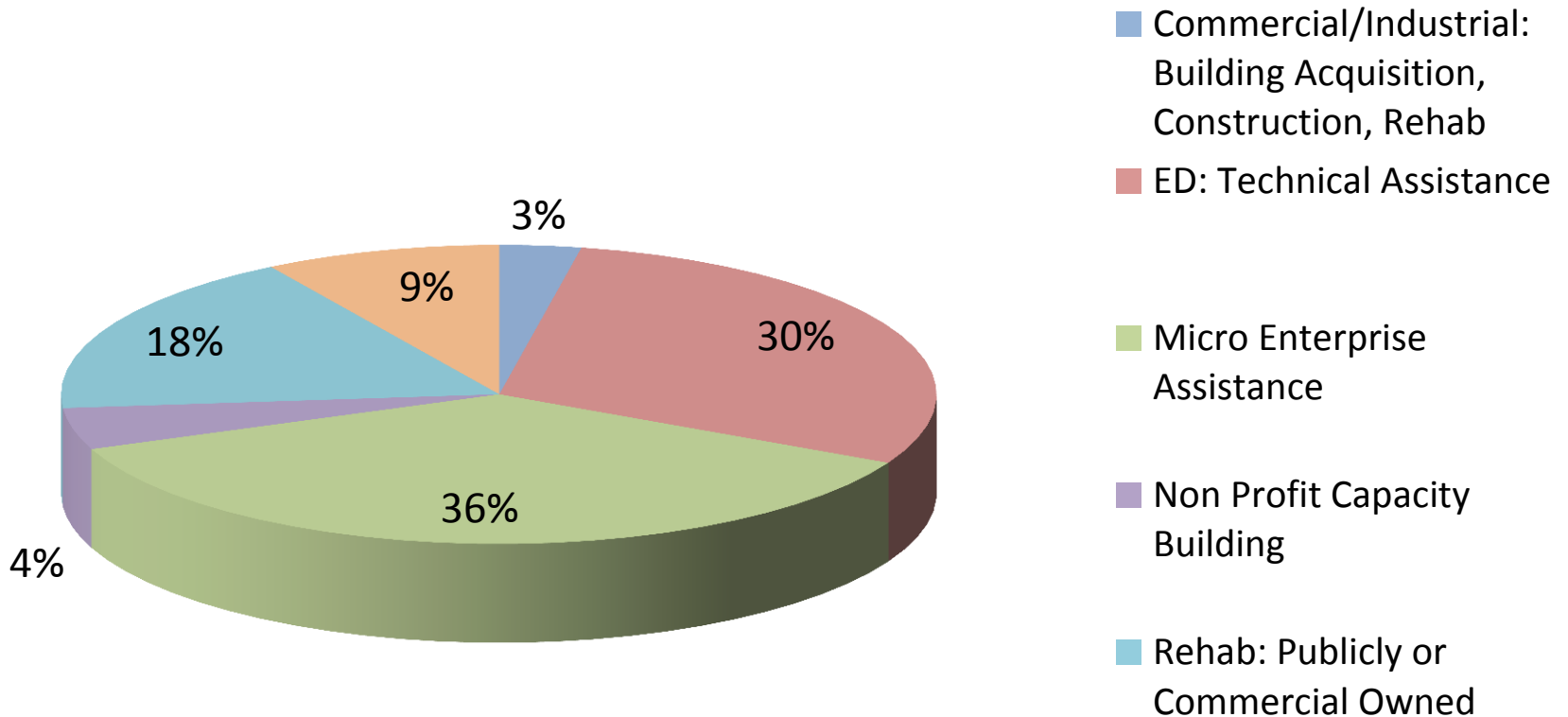
- Expanded Economic Opportunities
 - Job creation and retention; establishment, stabilization and expansion of small businesses(including microbusiness)
 - The provision of public services concerned with employment
 - The provision of jobs to low-income persons living in areas affected by those programs and activities, or jobs resulting from carrying out activities under programs covered by the plan
 - Availability of mortgage financing for low-income persons at reasonable rates using non-discriminatory lending practices
 - Access to capital and credit for development activities that promote the long term economic and social viability of the community, and
 - Empowerment and self-sufficiency for low-income persons to reduce generational poverty in federally assisted housing and public housing

Prince George's County Consolidated Plan: 2016-2020 Community Development Block Grant Program

- Develop viable urban communities through
 - Decent housing;
 - Suitable living environment; and
 - **Economic opportunities.**
- Eligible Economic Development Activities
 - Job creation and job retention
 - Technical Assistance
 - Assistance to Microenterprises
 - Rehabilitation of commercial property (façade improvement)
- Activities funded for FY 2011 – 2015
 - Façade improvement programs
 - Technical assistance
 - Capacity building
 - Job creation and retention for low and moderate income residents

Prince George's County Consolidated Plan: 2016-2020

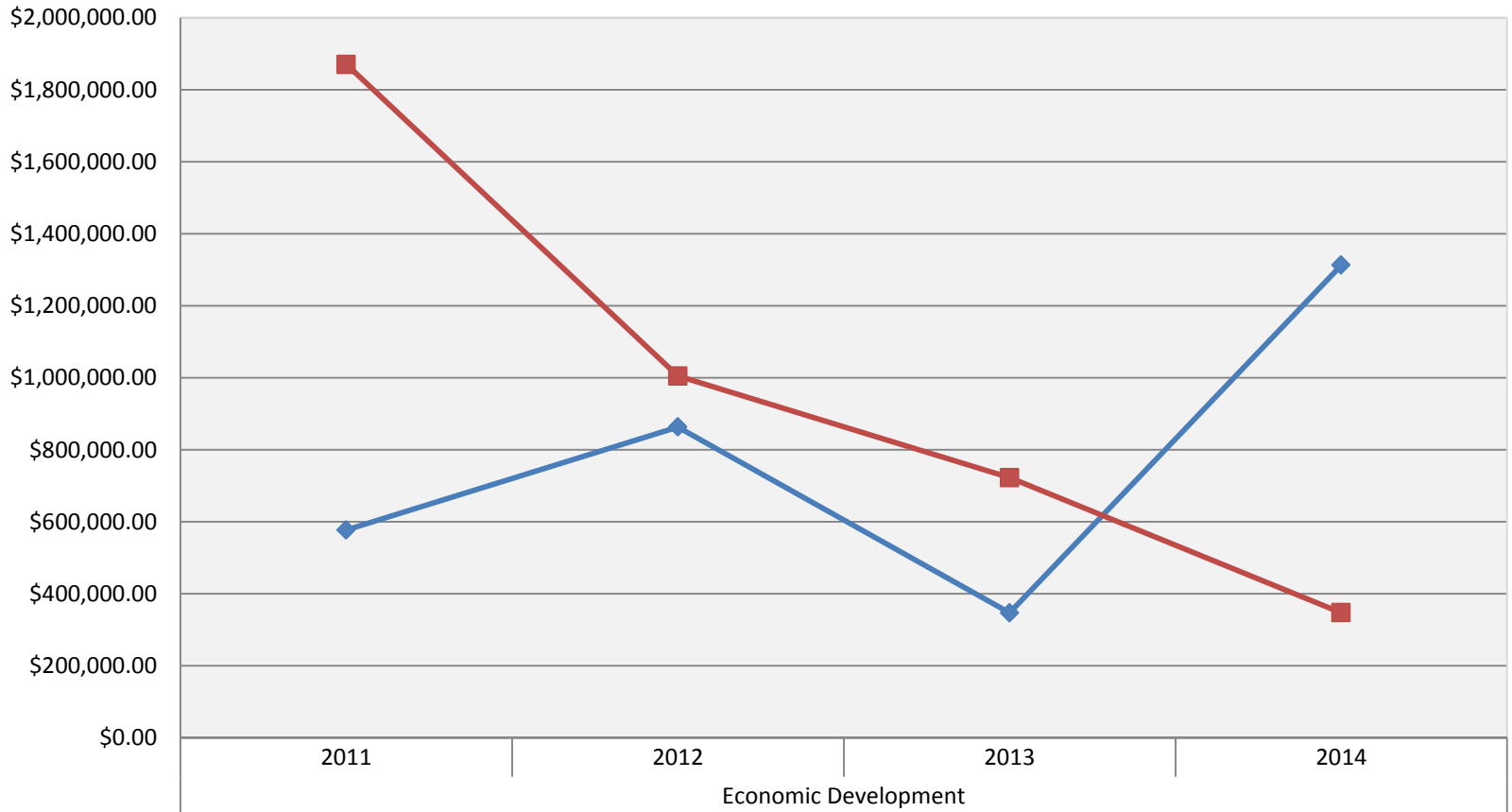
FY2011-2014 Economic Development Activities



Total Expenditures: \$3,549,245

Prince George's County Consolidated Plan: 2016-2020

FY 2011 – 2014 Economic Development



Sum of Drawn Amount	\$577,160.13	\$863,281.97	\$346,843.10	\$1,312,682.78
Sum of Awarded Amount	\$1,870,191.00	\$1,004,670.00	\$722,545.00	\$347,609.00

Prince George's County Consolidated Plan: 2016-2020 Economic Development Past Performance

Availability/Accessibility of Economic Opportunity (EO-1)							
Specific Objective		Source of Funds	Year	Performance Indicators	Expected Number	Actual Number	Percent Completed
EO1.1	Expand access to employment opportunities for low and moderate-income residents	CDBG	2011	Jobs Created or	46	85	37 %
			2012	Retained:	46	291	126%
			2013	Employer-	46	1	0%
			2014	sponsored health	46	250	109%
			2015	care	46		%
				Type of jobs created Employment status before taking the job created			
			MULTI-YEAR GOAL		230	627	272%

Prince George's County Consolidated Plan: 2016-2020 Economic Development Past Performance

Affordability of Economic Opportunity (EO-2)							
Specific Objective		Source of Funds	Year	Performance Indicators	Expected Number	Actual Number	Percent Completed
EO2.1	Increase affordable options for new and existing businesses	CDBG	2011	Businesses assisted	163	43	13 %
			2012	New and existing	45	29	8%
			2013	businesses assisted	45	1	0%
			2014	DUNS number(s) of	45	104	30%
			2015	businesses assisted	45		%
			MULTI-YEAR GOAL				343

Sustainability of Economic Opportunity (EO-3)							
Specific Objective		Source of Funds	Year	Performance Indicators	Expected Number	Actual Number	Percent Completed
EO3.1	Support community revitalization strategies that will stabilize and expand small businesses (including micro-businesses).	CDBG	2011	Businesses assisted	142	139	21 %
			2012	New and existing	132	9	1%
			2013	businesses assisted	132	0	0%
			2014	DUNS number(s) of	132	194	290%
			2015	businesses assisted	132		%
			MULTI-YEAR GOAL				670

Prince George's County Consolidated Plan: 2016-2020 Economic Development Data

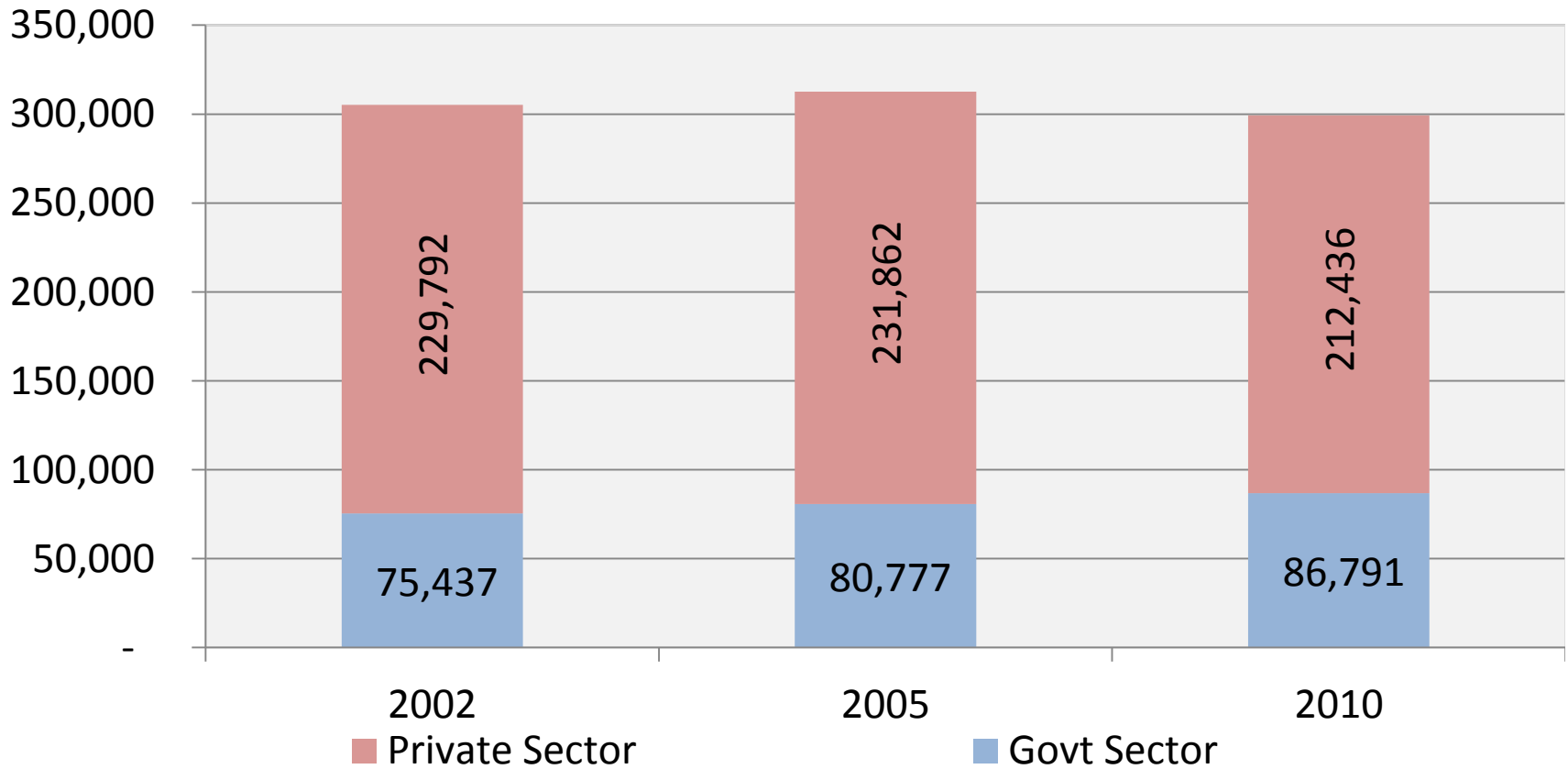
- Prince George's Community College, FY2014 Noncredit Enrollments
- Government and Private Sector
- Employers by Industry
- Average Weekly Wage
- Low to Moderate Income Limits
- Unemployment Rate
- Commuting to Work

Prince George's Community College, FY 2014 Noncredit Enrollments

BY PROGRAM	Enrll	Sects				
Agriculture	225	21				
Aquatics	1038	133				
Art & Design	407	50				
Business	1899	186				
Children's Devlp Clinic	1412	53				
Communication Skills	444	127				
Computers & IT	1476	420				
Construction & Trades	1857	227				
Cosmetology & Beauty	179	34				
Developmental Learning	754	45				
Education & Child Care	1685	124				
Enrichment & Growth	241	68				
ESOL & Adult Education	5844	363				
Finance	121	43				
Fitness & Health	118	21				
Foreign Languages	367	38				
General Ed Diploma	2688	165				
Health Services	2951	240				
Hospitality	126	35				
Human Resources & Payroll	229	37				
Human Services	3955	381				
InStep Grant	0	0				
Management & Supervision	243	70				
Next Step Grant	880	38				
Public Safety & Security	836	79				
Real Estate	67	9				
SAGE	21737	826				
Team Builders	733	63				
Transportation	1335	189				
Upward Bound Vets	216	18				
Youth Programs	372	30				
	54435	4133				

Prince George's County Consolidated Plan: 2016-2020

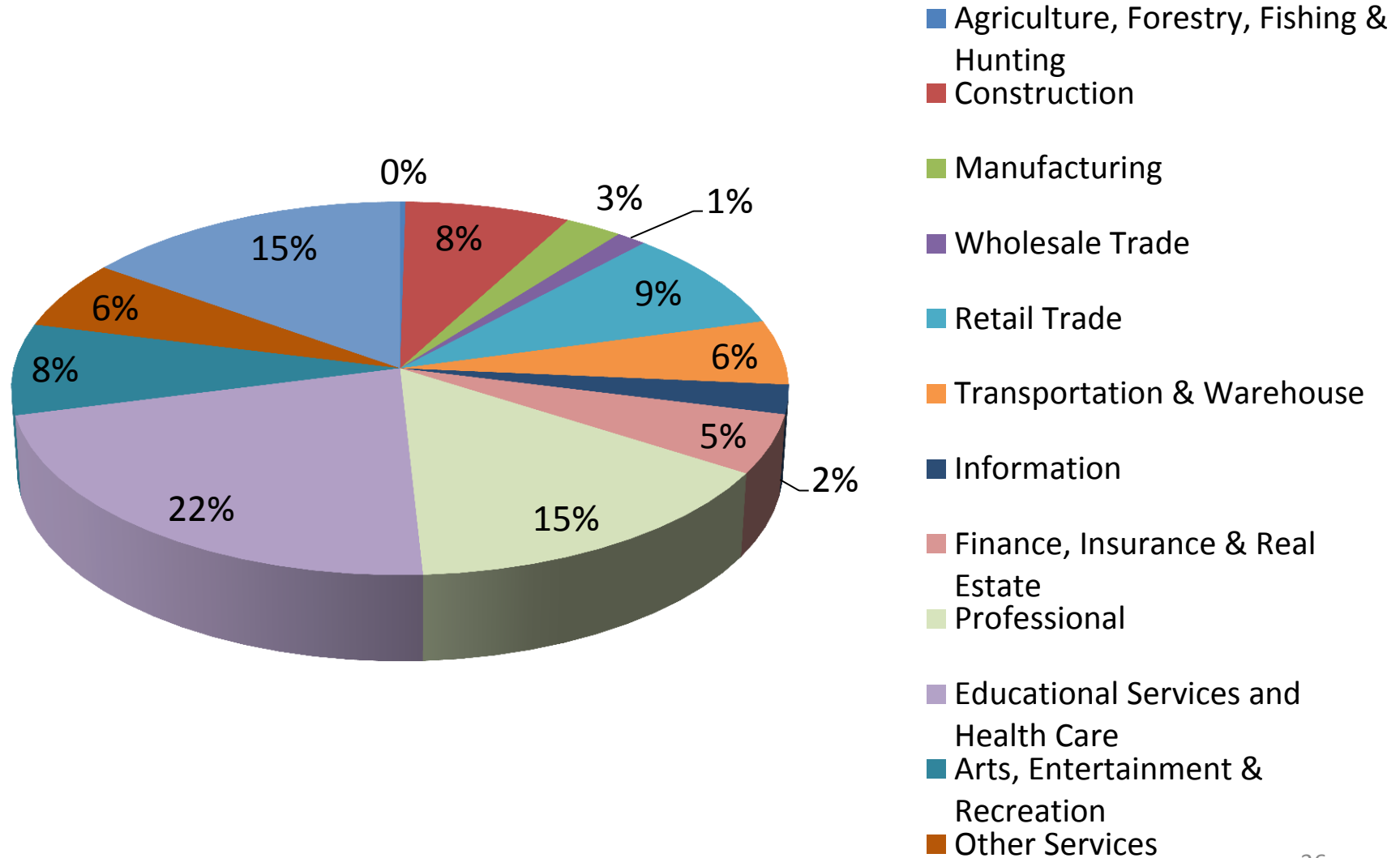
Comparison: Government* and Private Sectors



* Includes Federal, State, and Local Governments

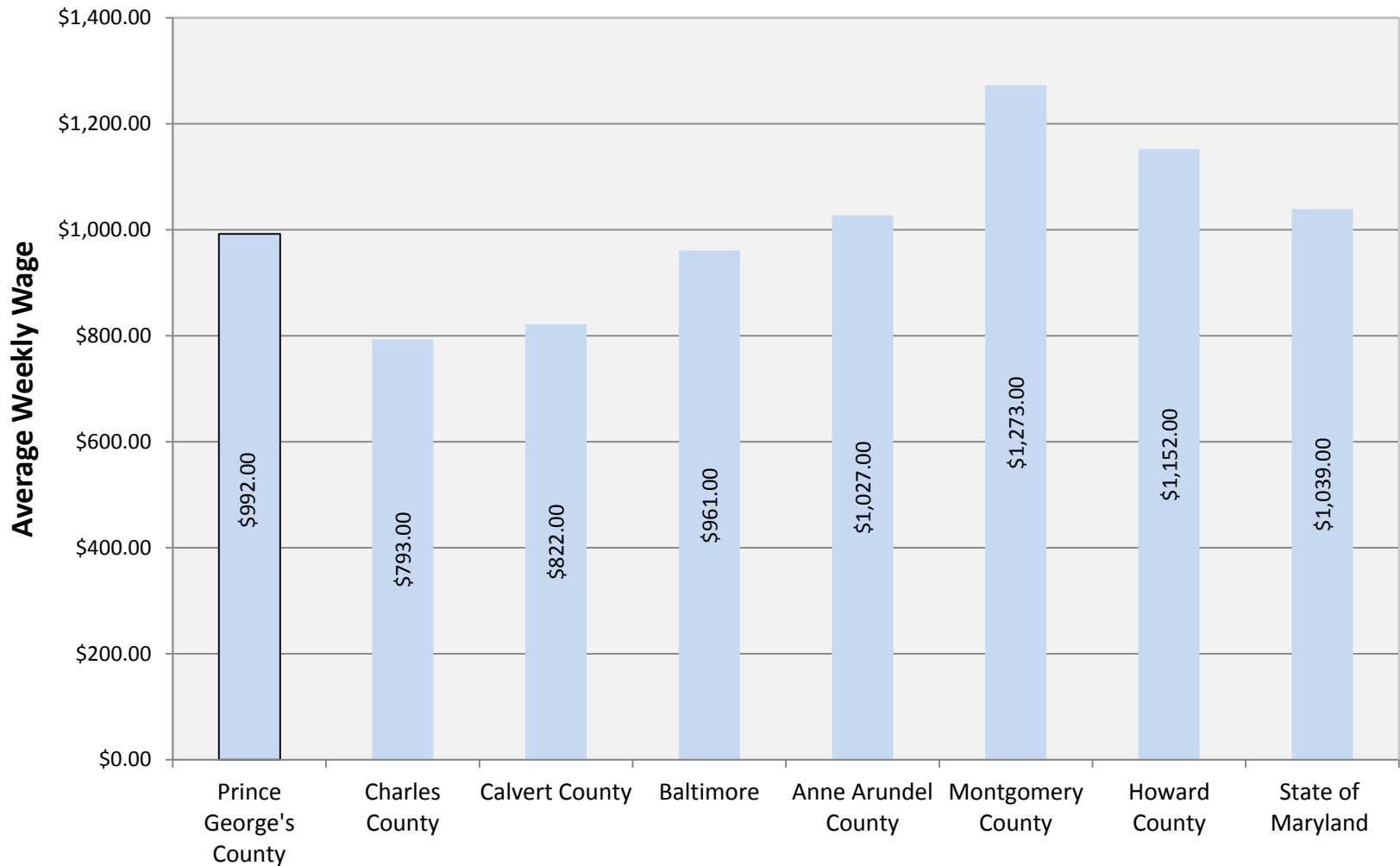
Prince George's County Consolidated Plan: 2016-2020

Prince George's County Employers by Industry



Prince George's County Consolidated Plan: 2016-2020

Comparison: Average Weekly Wage



Source: US, Bureau of Labor Statistics, Accessed, January 6, 2015

Prince George's County Consolidated Plan: 2016-2020

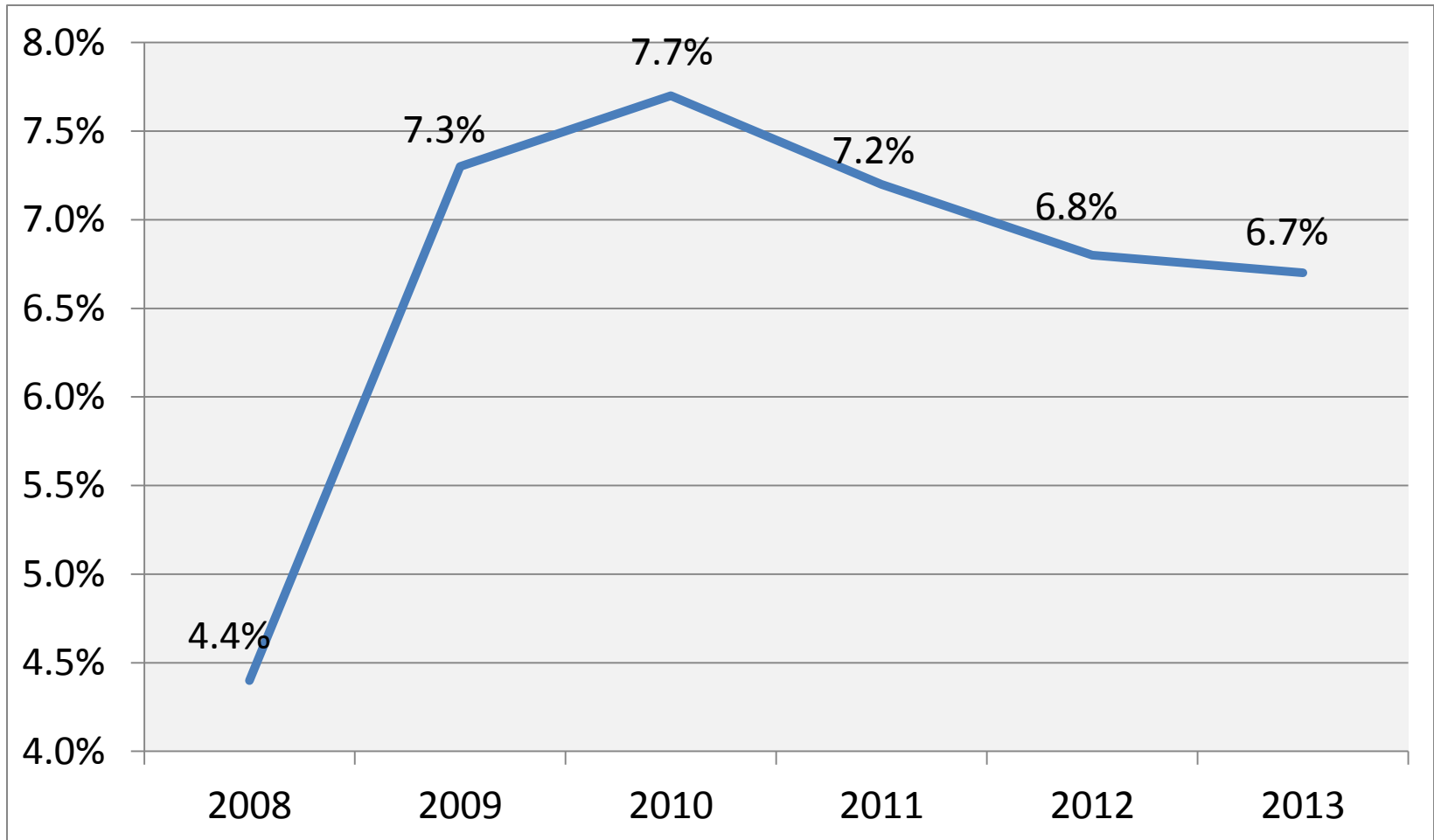
Low to Moderate Income Limits

Household Size	30% of Area Median Income	50% of Area Median Income	80% of Area Median Income
	Very Low	Low	Moderate
1	\$22,500	\$37,450	\$47,950
2	\$25,700	\$42,800	\$54,800
3	\$28,900	\$48,150	\$61,650
4	\$32,100	\$53,500	\$68,500
5	\$34,700	\$57,800	\$74,000

Source: US Department of Housing and Urban Development, FY 2014

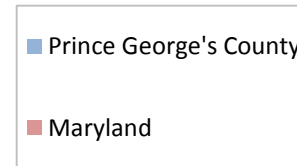
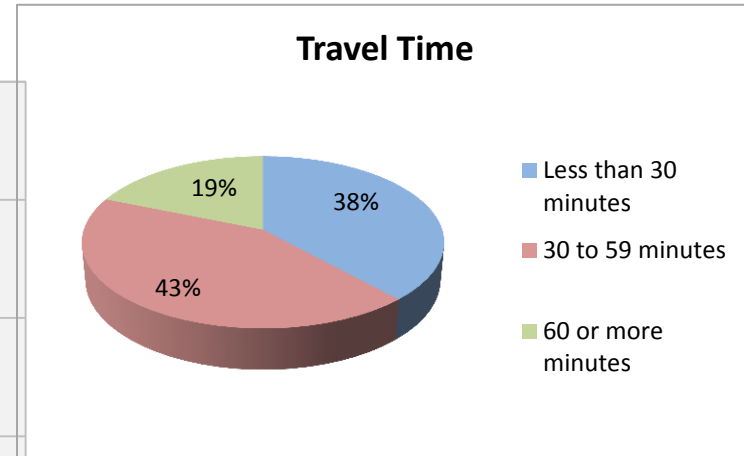
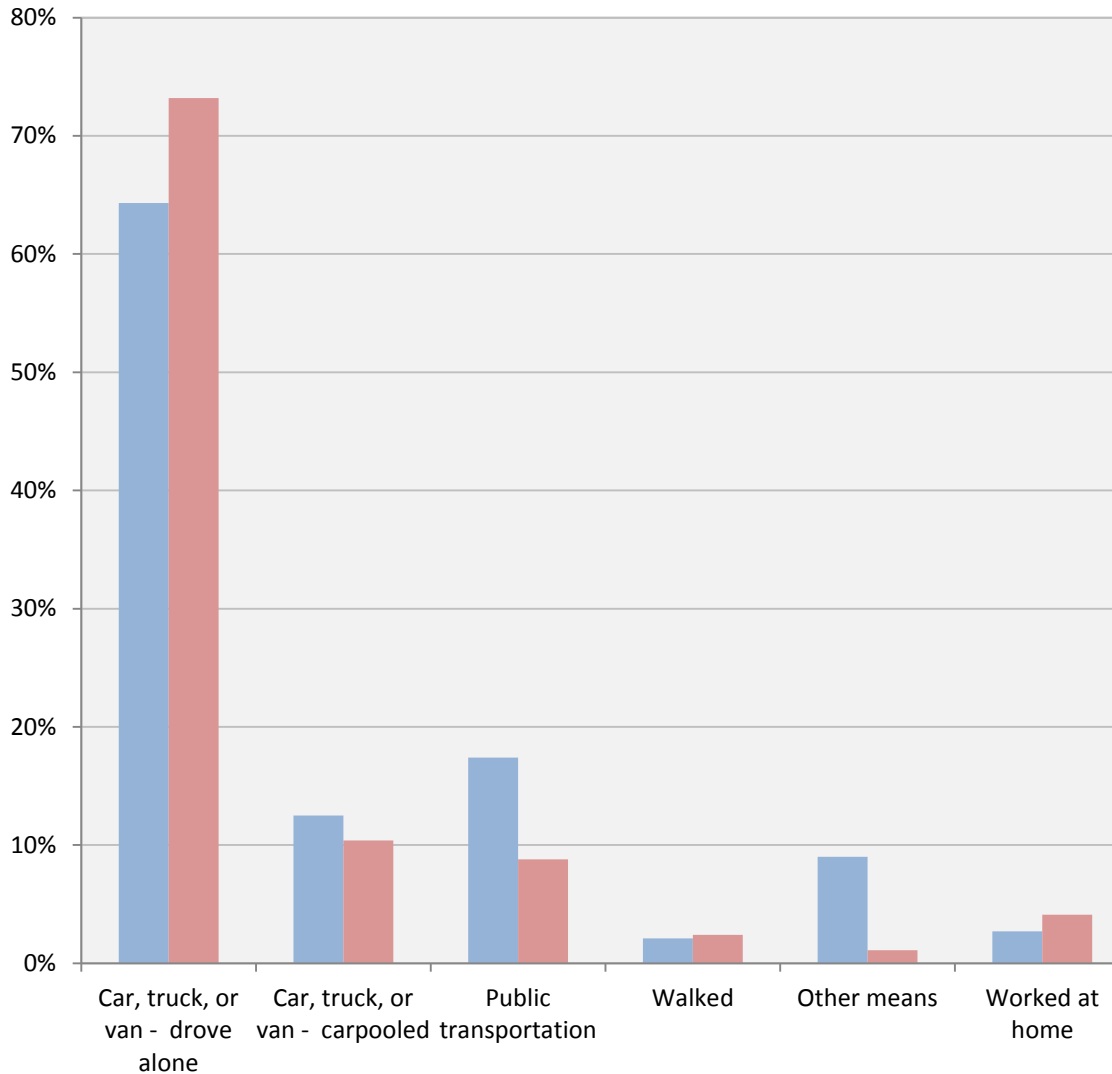
Prince George's County Consolidated Plan: 2016-2020

Countywide Trends & Unemployment Rate



Prince George's County Consolidated Plan: 2016-2020

Commuting to Work



Prince George's County Consolidated Plan: 2016-2020

Discussion Topics

- What are impediments to employment and higher paying jobs
 - Limited education
 - Limited job skills
 - Child care issue
 - Dependency on public transportation
 - Limited Private Sector opportunities

- Who are the major employers in the County?

- What employment opportunities are trending?

- What are the workforce needs of the business community?

- How does the skills and education of the workforce correspond to the employment opportunity in the County?

- What are the major economic drivers that will impact economic development in the next five years?

- What are strategies to address the impediments? Furthermore, how would you prioritize the strategies?

- As an Organization, what eligible CDBG activities do you recommend for funding to address impediments to employment and higher paying jobs?

Prince George's County Consolidated Plan: 2016-2020

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Thank You