

MEMORANDUM

TO: City Council

FROM: Alfred D. Lott, ICMA-CM, CPM
City Manager

SUBJECT: ***Status Report***

DATE: November 15, 2018

Status Report

1. Bowie Forest Stormwater Pond Maintenance

Public Works hosted a stakeholders meeting on Thursday, November 8 to educate area residents about upcoming maintenance work to be done in the Bowie Forest stormwater pond. Attendees received information about the project and the impact to some visitor parking spaces during the work. The work involves removing sediment and re-grading the pond. The work is anticipated to start on December 10, 2018 and last 49 calendar days.

2. Economic Development Committee (EDC)

The Bowie EDC held their regular meeting on Wednesday and received a briefing from Employ Prince George's, the county's workforce services entity. That briefing looked at County employment then focused down to Bowie employment. The EDC will use the information to help them refine their thoughts and thinking about recommendations they are considering for a future letter to the City Council. Copies of the presentation materials are attached.

The next meeting of the EDC will be Wednesday December 12, 2018 and will be held at Bowie State University.

3. Purchase of Road Deicing Salt

The Public Works Department has located a Contract for the purchase of road deicing salt with Montgomery County (IFB# 1088536) through Eastern Salt Company, Inc., upon which we will be able to piggyback.

The current price for salt with Eastern Salt Co., Inc. is \$57.90/ton. We will sign a Contract and issue a Purchase Order to Eastern Salt Co., Inc. in the amount of \$99,588. This is within the amount budgeted for FY19 in the Public Works Streets Operating Supplies Account.

As provided in Section 62 of the City Charter, this will serve as the required seven (7) day notice of intent to purchase.

4. Green Bowie Veterans Day 5k

The first annual Green Bowie Veterans Day 5k was held this past Saturday, November 10, 2018. We had over 500 registered participants, 6 vendors, many community members, staff and veterans present. Senator Doug Peters came out and supported the event as well. It was a very successful inaugural event, and planning for next year will soon be underway. The 5k team would like to thank everyone who made the event possible and participated! A link to a short video produced by the City's Communications team can be found at: <https://www.youtube.com/watch?v=PYhP7GAy5vo> .

ADL/lfr
Attachments



Employ Prince George's, Inc.

Economic Overview - Bowie, Maryland



1801 McCormick Drive, Suite 400
Largo, Maryland 20774
(301) 618-8400
www.EmployPG.org

Contents

Economy Overview	1
Historic & Projected Trends	3
Population Characteristics	5
Industry Characteristics	7
Business Characteristics	13
Workforce Characteristics	14
Educational Pipeline	20

Economy Overview

99,553

Population (2018)

Population **grew by 1,307** over the last 5 years but is projected to **decrease by 15** over the next 5 years.

34,836

Jobs (2018)

Jobs **grew by 1,666** over the last 5 years and are projected to **grow by 1,435** over the next 5 years.

\$65.3K

Avg. Earnings Per Job (2018)

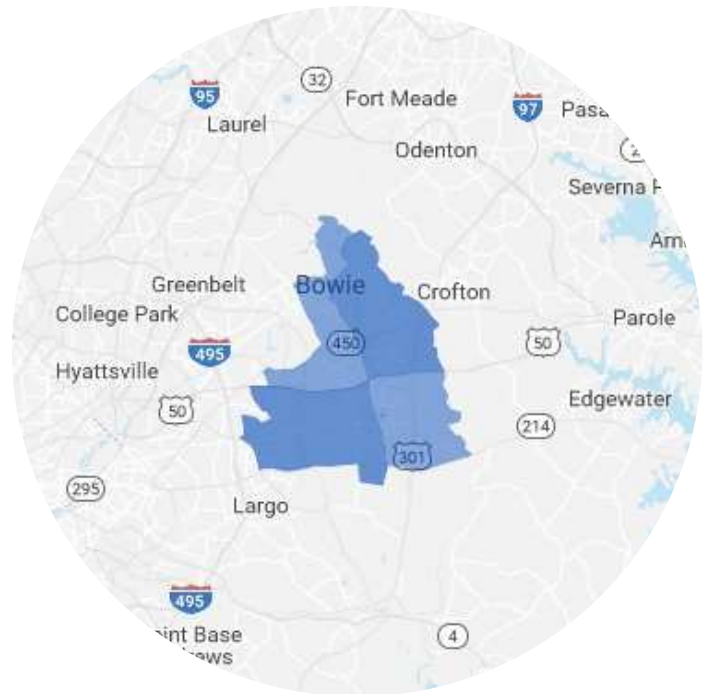
Regional average earnings per job are **\$597 above** the national average earnings of \$64.7K per job.

As of 2018 the region's population **increased by 1.3%** since 2013, growing by 1,307. Population is expected to **decrease by 0.0%** between 2018 and 2023, losing 15.

From 2013 to 2018, jobs **increased by 5.0%** in 7 Maryland ZIPs from 33,170 to **34,836**. This change fell **short of the national growth rate of 7.4% by 2.4%**. Labor force data is not available for 7 Maryland ZIPs.

There is no education attainment data for 7 Maryland ZIPs.

The top three industries in 2018 are Federal Government, Civilian, Restaurants and Other Eating Places, and Local Government, Excluding Education and Hospitals.



	Population (2018)	Labor Force (2018)	Jobs (2018)	Cost of Living	GRP	Imports	Exports
Region	99,553	N/A	34,836	127.2	\$3.98B	\$9.86B	\$11.30B
State	6,087,001	3,284,998	2,999,699	128.9	\$386.29B	\$408.34B	\$568.11B
Washington-Arlington-Alexandria, DC-VA-MD-WV	6,286,322	3,479,908	3,482,846	118.6	\$513.40B	\$621.47B	\$1.04T
Prince George's County, MD	919,849	517,933	365,428	127.2	\$43.73B	\$70.51B	\$78.44B

Economy Overview - Cont.

2018 Labor Force Breakdown

Population breakdown data is not available at the ZIP level. Please choose a different region to see this data.

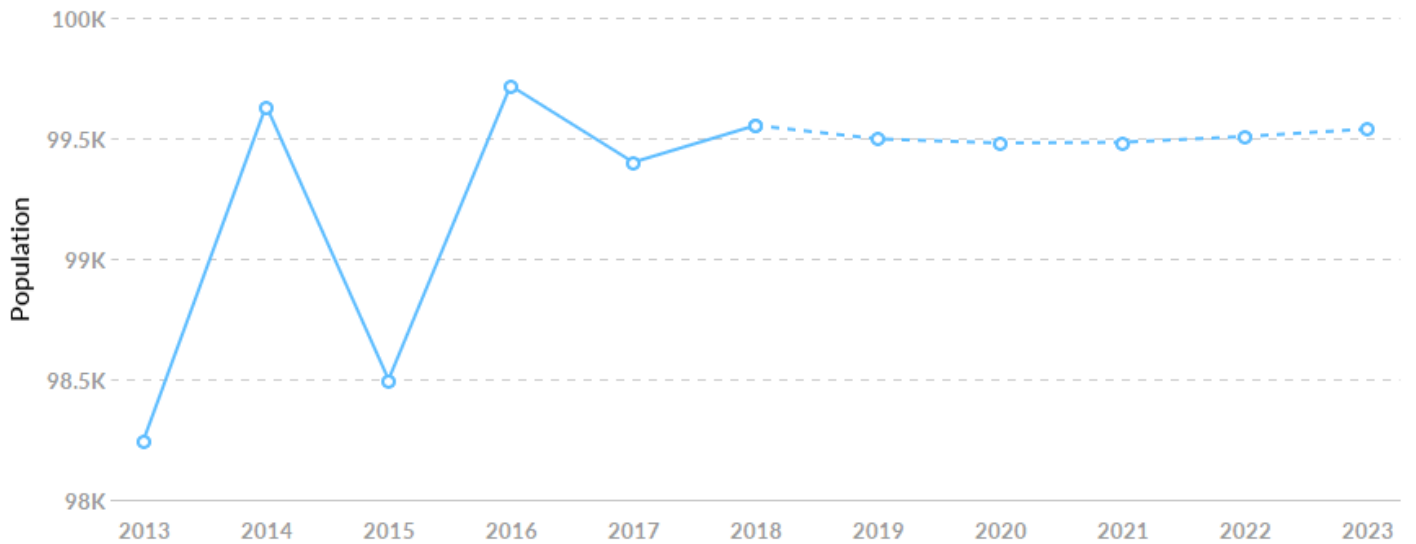
Educational Attainment

Educational attainment data is not available at the ZIP level. Please choose a different region to see this data.

Historic & Projected Trends

Population Trends

As of 2018 the region's population **increased by 1.3%** since 2013, growing by 1,307. Population is expected to **decrease by 0.0%** between 2018 and 2023, losing 15.

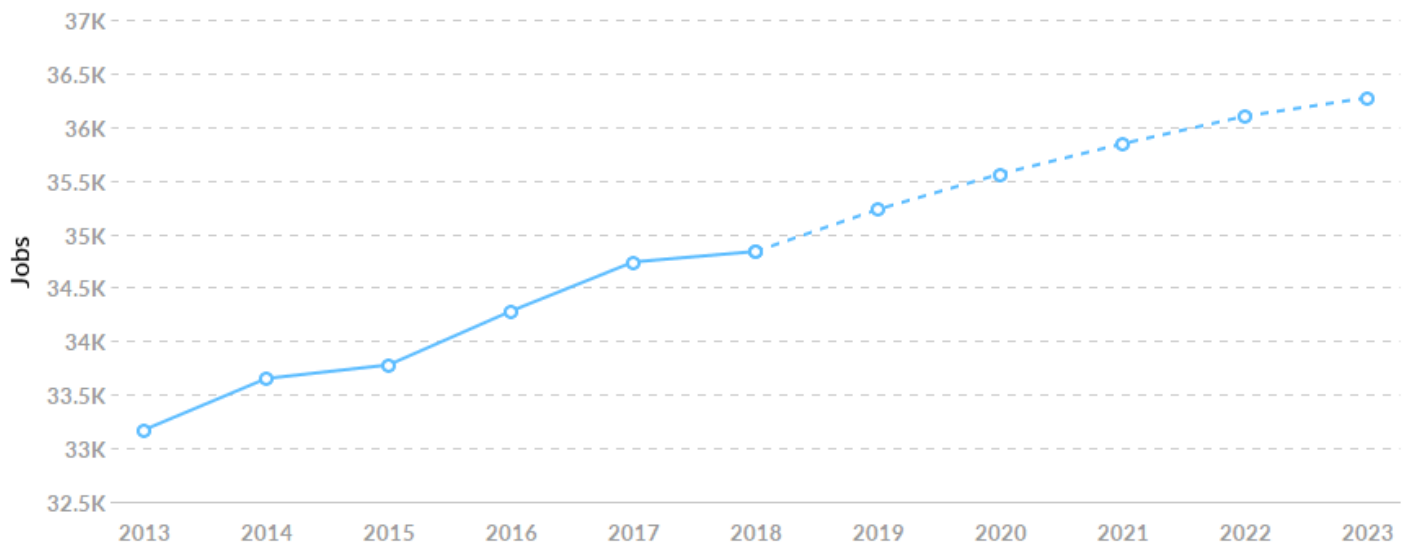


Timeframe	Population
2013	98,246
2014	99,630
2015	98,494
2016	99,717
2017	99,400
2018	99,553
2019	99,497
2020	99,480
2021	99,483
2022	99,507
2023	99,538

Historic & Projected Trends - Cont.

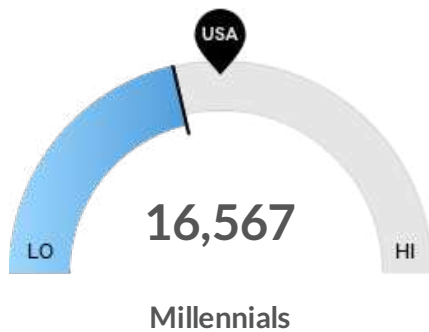
Job Trends

From 2013 to 2018, jobs increased by 5.0% in 7 Maryland ZIPs from 33,170 to 34,836. This change fell short of the national growth rate of 7.4% by 2.4%.



Timeframe	Jobs
2013	33,170
2014	33,650
2015	33,777
2016	34,279
2017	34,738
2018	34,836
2019	35,229
2020	35,560
2021	35,842
2022	36,099
2023	36,271

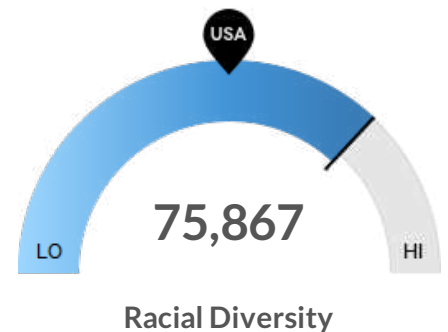
Population Characteristics



Your area has 16,567 millennials (ages 20-34). The national average for an area this size is 20,587.



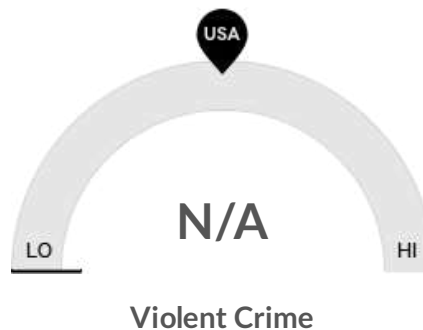
Retirement risk is about average in your area. The national average for an area this size is 28,336 people 55 or older, while there are 28,869 here.



Racial diversity is high in your area. The national average for an area this size is 39,036 racially diverse people, while there are 75,867 here.



Veterans data is not available at the ZIP level. Please choose a different region level to see this data.



Crime data is not available at the ZIP level. Please choose a different region level to see this data.

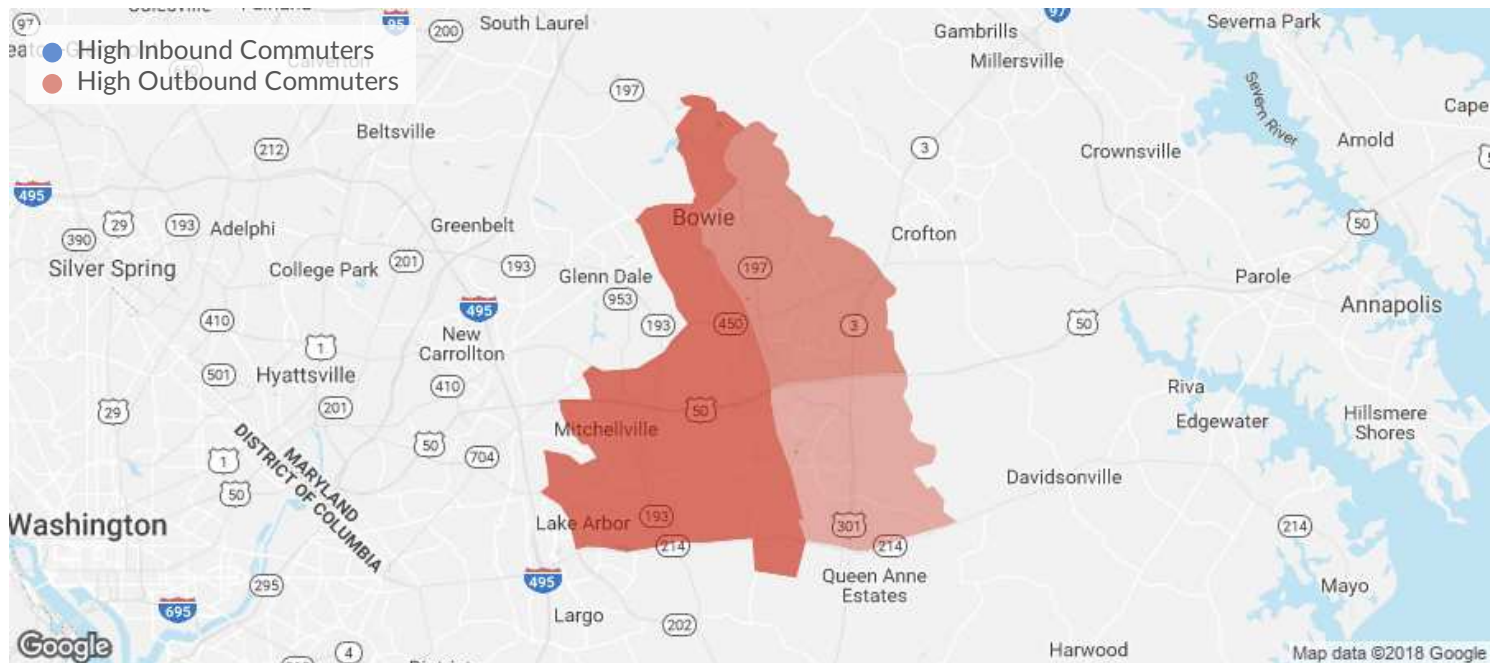


Crime data is not available at the ZIP level. Please choose a different region level to see this data.

Population Characteristics - Cont.

Place of Work vs Place of Residence

Understanding where talent in the region currently works compared to where talent lives can help you optimize site decisions. For example, the #1 ranked ZIP for employment ranks #3 for resident workers. The top ZIP for resident workers is 20715.



Where Talent Works

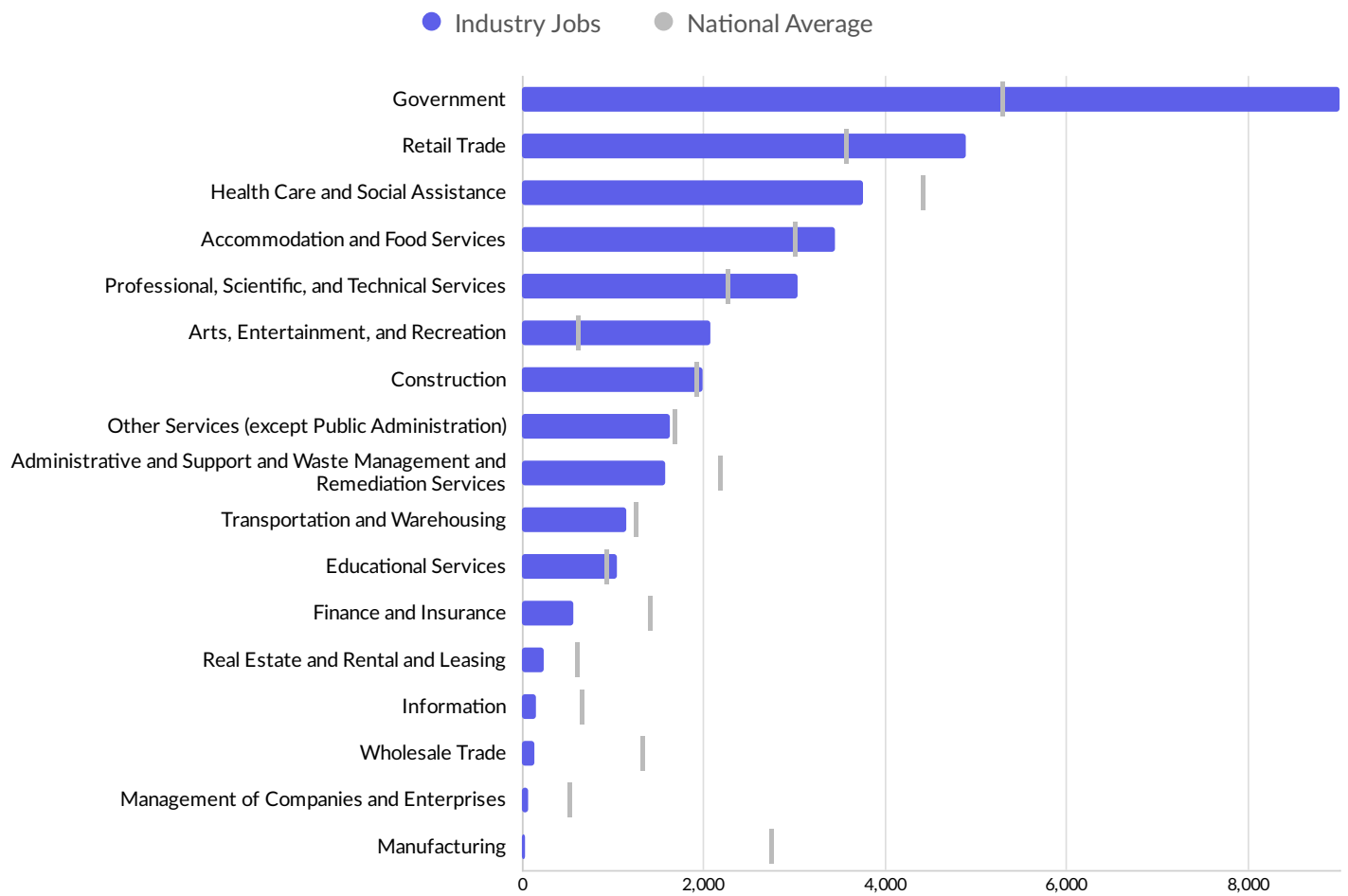
ZIP	Name	2018 Employment
20716	Bowie, MD (in Prince G...	11,702
20715	Bowie, MD (in Prince G...	11,046
20721	Bowie, MD (in Prince G...	6,486
20720	Bowie, MD (in Prince G...	5,390
20718	Bowie, MD (in Prince G...	128

Where Talent Lives

ZIP	Name	2018 Workers
20715	Bowie, MD (in Prince G...	16,156
20721	Bowie, MD (in Prince G...	16,087
20716	Bowie, MD (in Prince G...	14,520
20720	Bowie, MD (in Prince G...	13,019
20718	Bowie, MD (in Prince G...	907

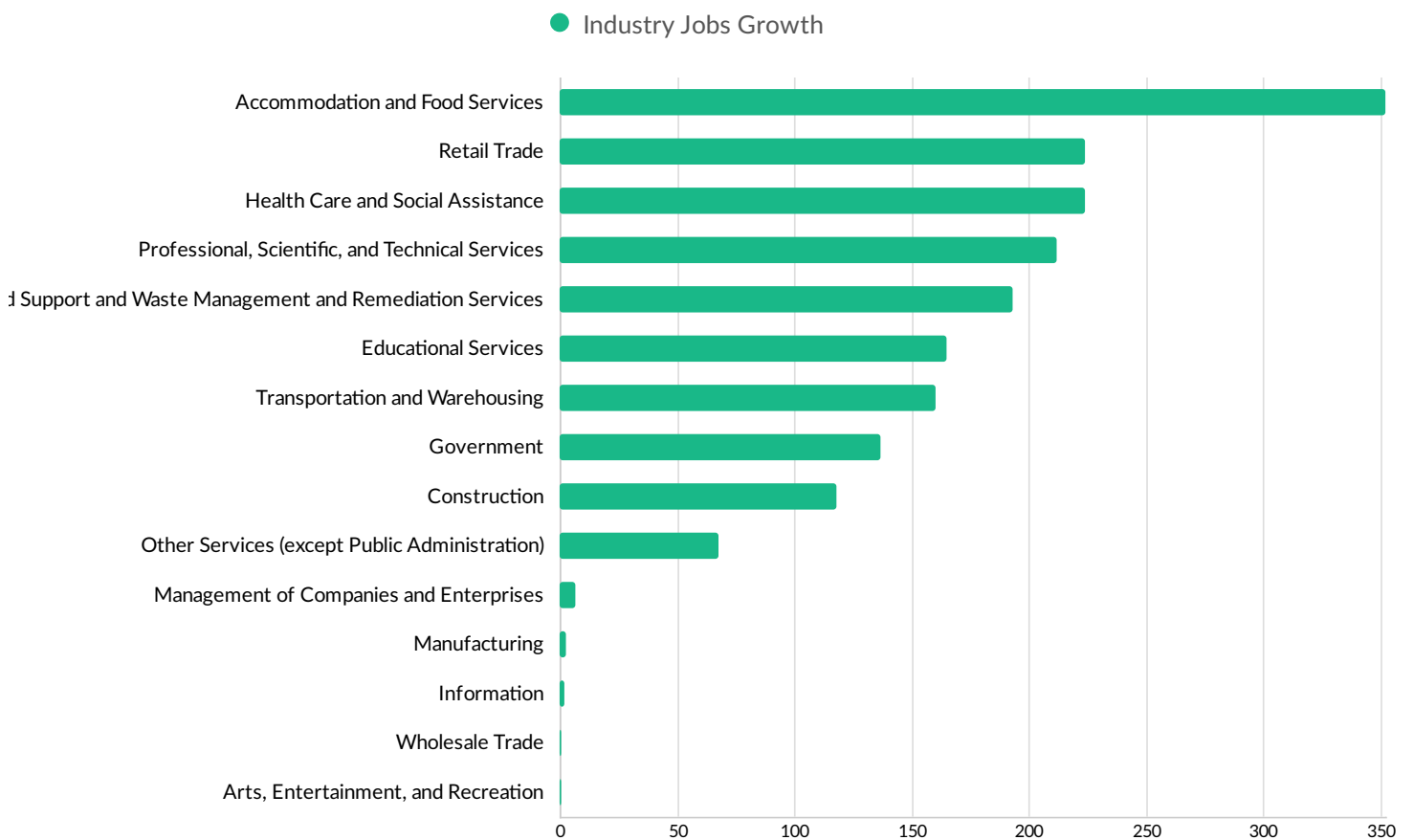
Industry Characteristics

Largest Industries



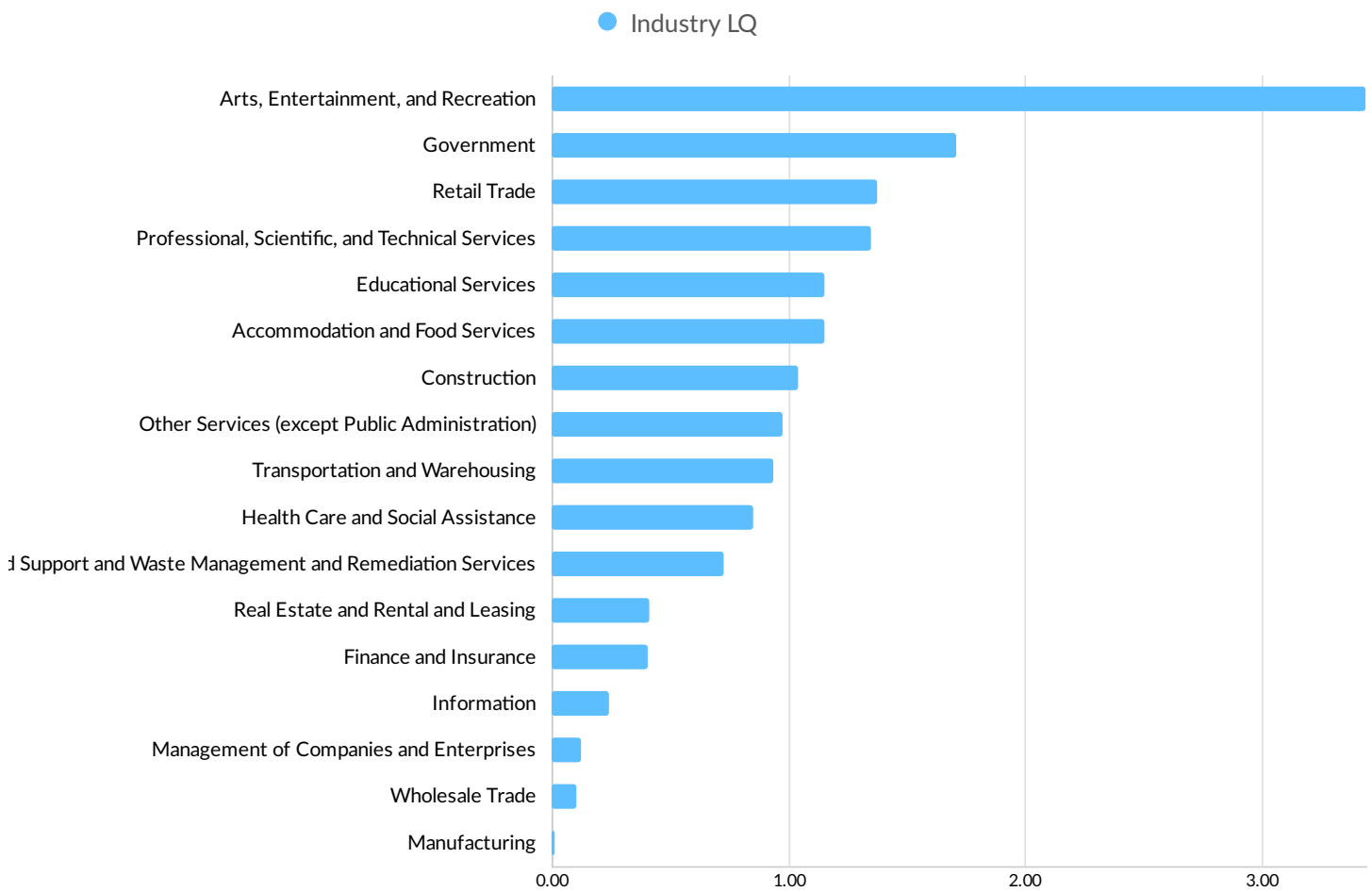
Industry Characteristics - Cont.

Top Growing Industries



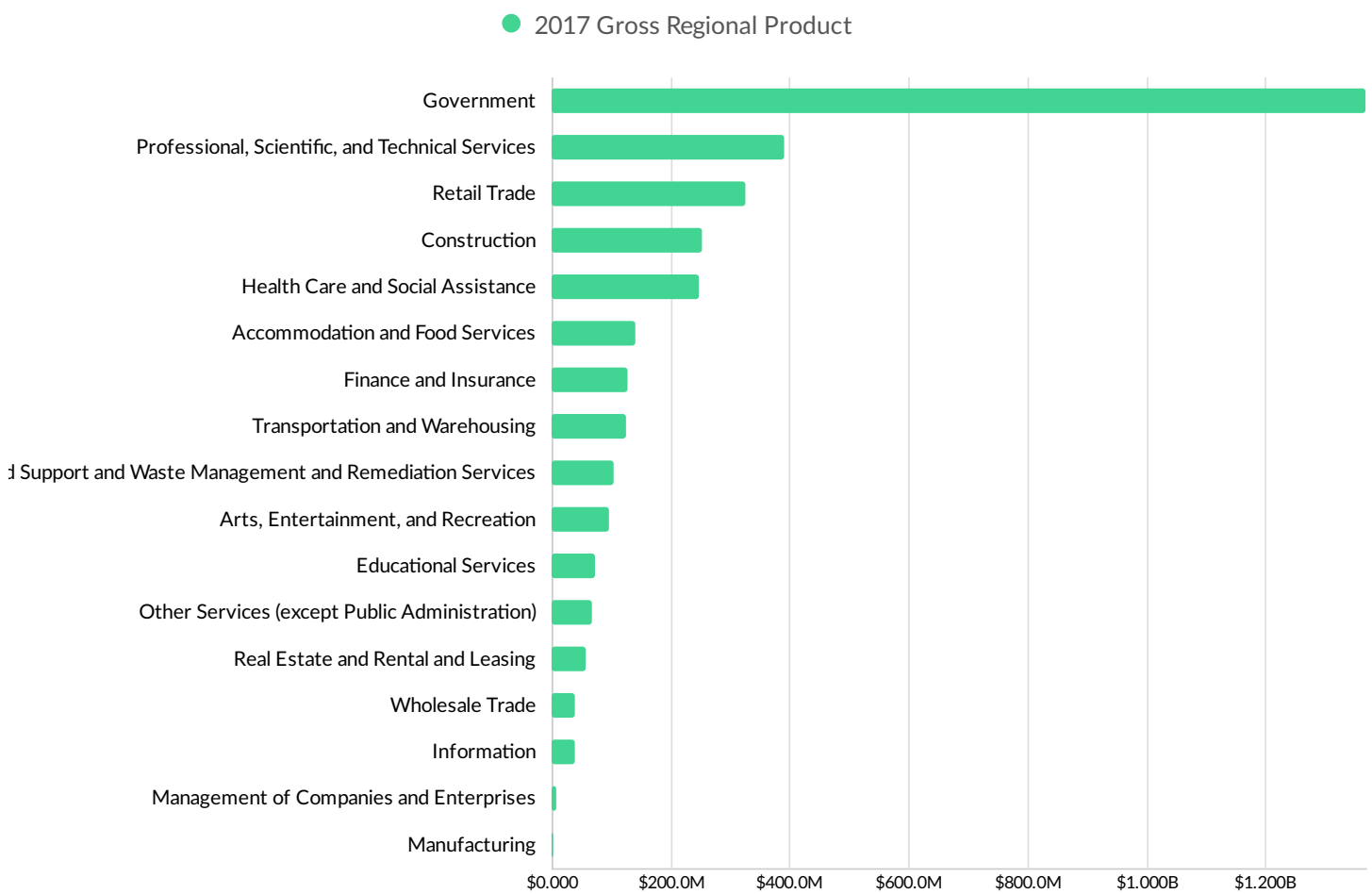
Industry Characteristics - Cont.

Top Industry LQ



Industry Characteristics - Cont.

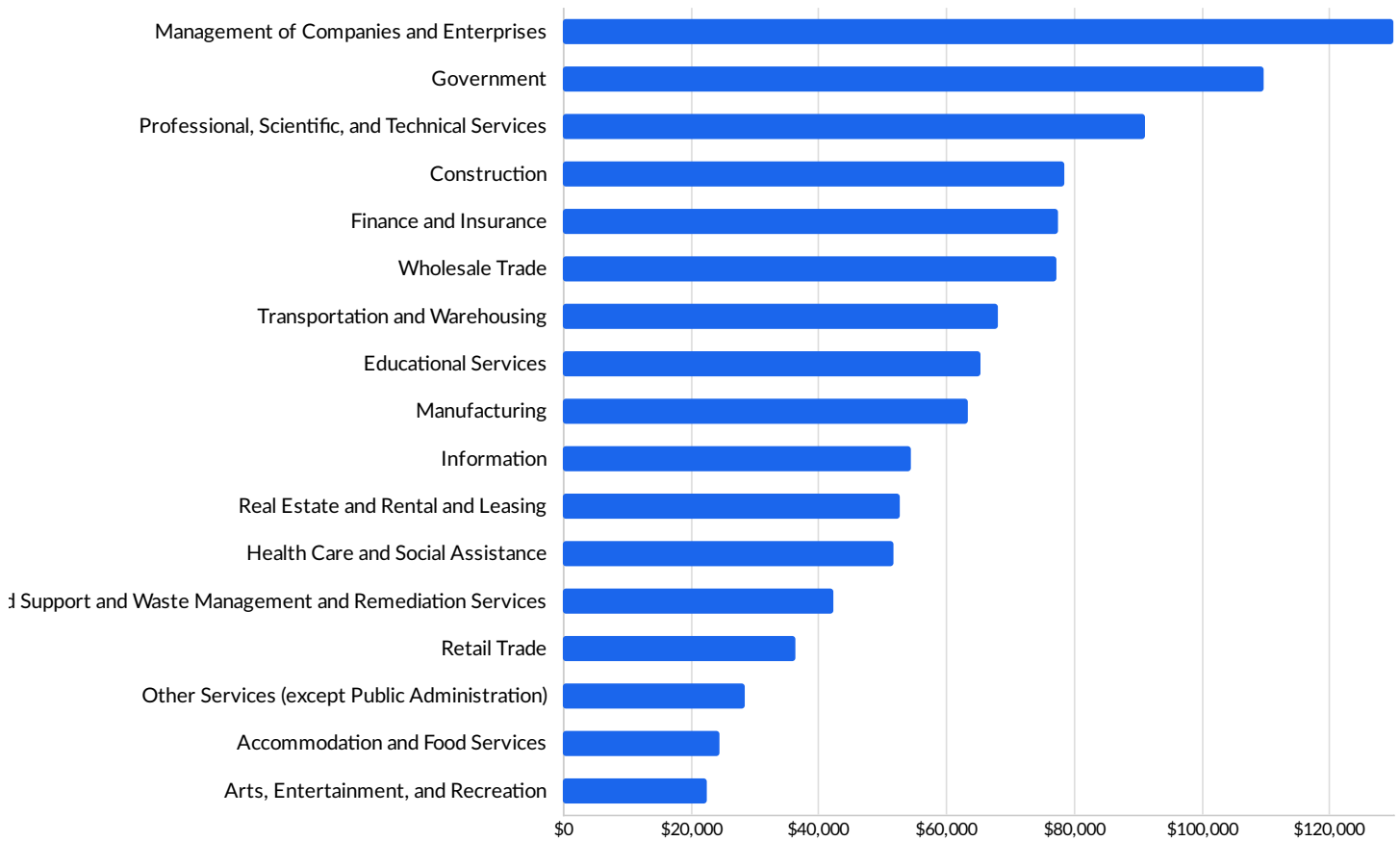
Top Industry GRP



Industry Characteristics - Cont.

Top Industry Earnings

● 2018 Earnings Per Worker

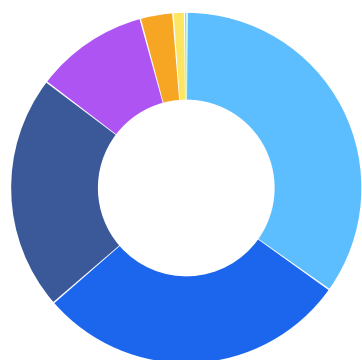


Industry Characteristics - Cont.

Industry	2013 Jobs	2018 Jobs	Change in Jobs	% Change in Jobs	2018 LQ	2018 Earnings Per Worker	2017 GRP
Government	8,879	9,016	137	+2%	1.71	\$109,829	\$1.37B
Retail Trade	4,674	4,898	224	+5%	1.38	\$36,526	\$324.81M
Health Care and Social Assistance	3,531	3,755	224	+6%	0.85	\$51,855	\$247.13M
Accommodation and Food Services	3,094	3,446	352	+11%	1.15	\$24,525	\$139.94M
Professional, Scientific, and Technical Services	2,835	3,047	212	+7%	1.35	\$91,256	\$391.32M
Arts, Entertainment, and Recreation	2,070	2,071	1	+0%	3.44	\$22,592	\$97.37M
Construction	1,871	1,989	118	+6%	1.04	\$78,532	\$252.54M
Other Services (except Public Administration)	1,566	1,634	68	+4%	0.98	\$28,580	\$68.93M
Administrative and Support and Waste Management and Remediation Services	1,384	1,577	193	+14%	0.73	\$42,486	\$105.01M
Transportation and Warehousing	992	1,152	160	+16%	0.94	\$68,257	\$124.06M
Educational Services	879	1,044	165	+19%	1.15	\$65,286	\$72.72M
Finance and Insurance	772	567	-205	-27%	0.41	\$77,475	\$126.66M
Real Estate and Rental and Leasing	245	244	-1	0%	0.42	\$52,692	\$56.77M
Information	155	157	2	+1%	0.25	\$54,608	\$38.22M
Wholesale Trade	136	137	1	+1%	0.11	\$77,180	\$38.43M
Management of Companies and Enterprises	53	60	7	+13%	0.12	\$130,076	\$8.86M
Manufacturing	35	38	3	+9%	0.01	\$63,401	\$3.29M

Business Characteristics

Business Size

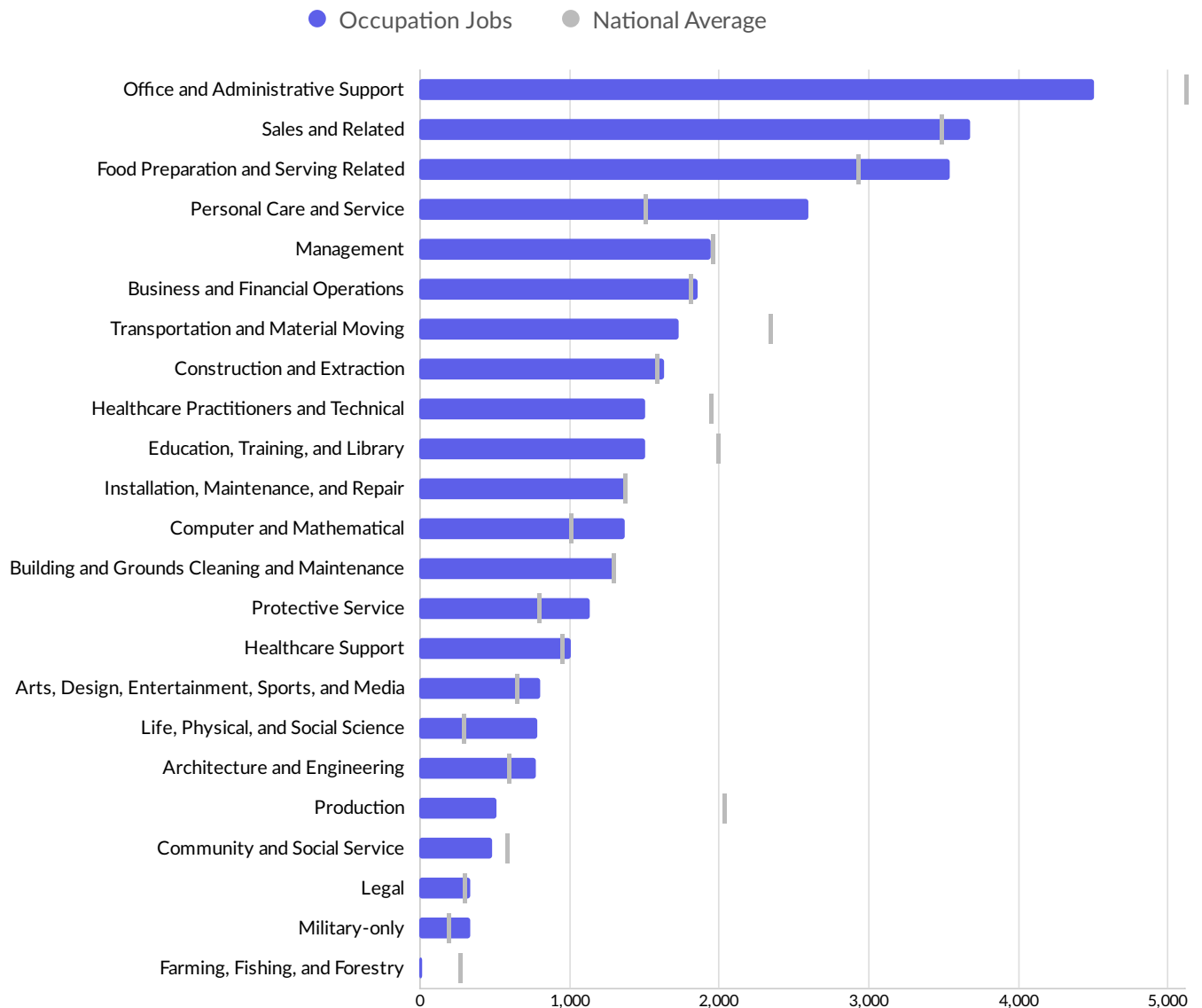


	Percentage	Business Count
1 to 4 employees	34.8%	946
5 to 9 employees	28.8%	784
10 to 19 employees	21.7%	590
20 to 49 employees	10.4%	284
50 to 99 employees	3.0%	82
100 to 249 employees	1.1%	29
250 to 499 employees	0.2%	6

**Business Data by DatabaseUSA.com is third-party data provided by Emsi to its customers as a convenience, and Emsi does not endorse or warrant its accuracy or consistency with other published Emsi data. In most cases, the Business Count will not match total companies with profiles on the summary tab.*

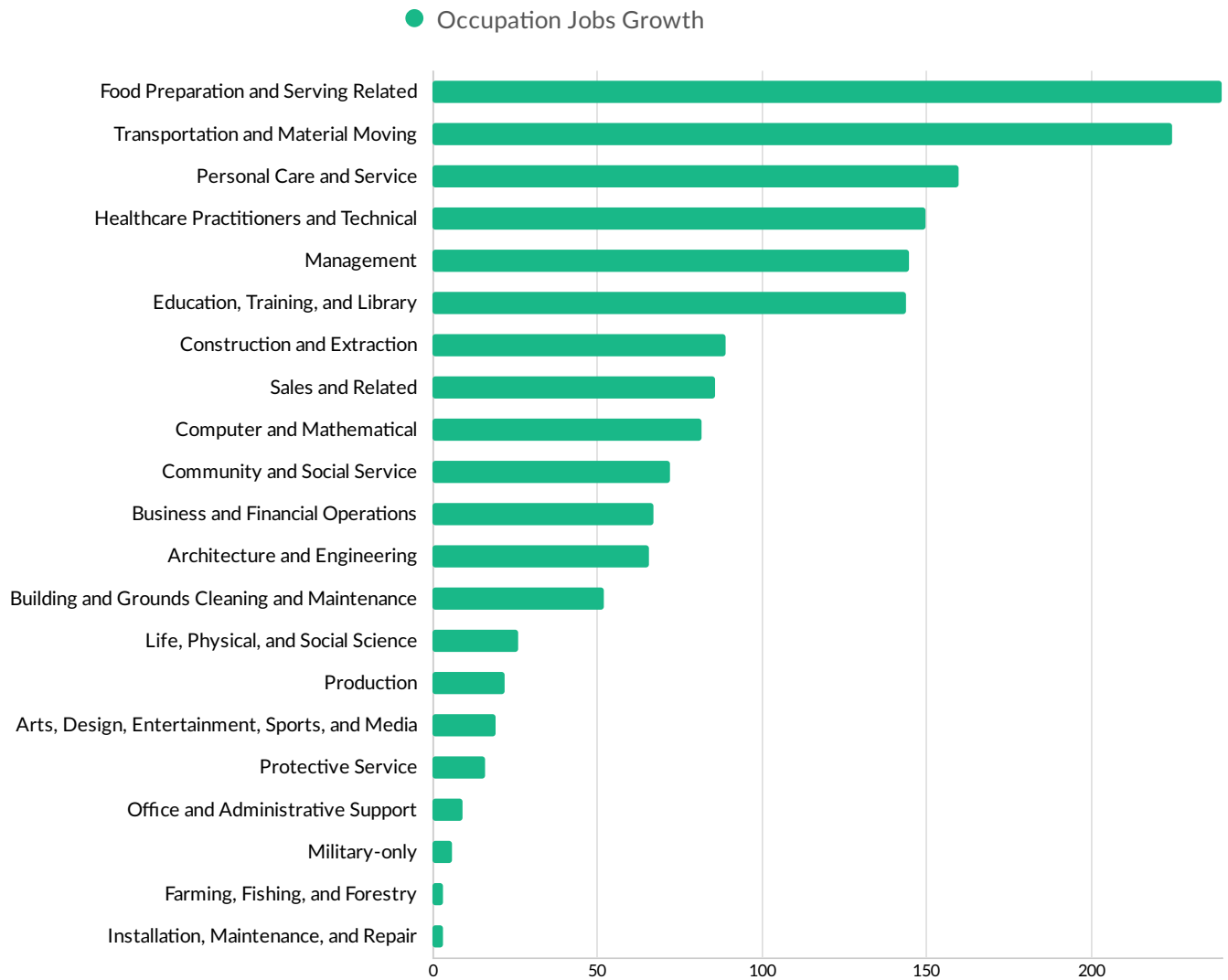
Workforce Characteristics

Largest Occupations



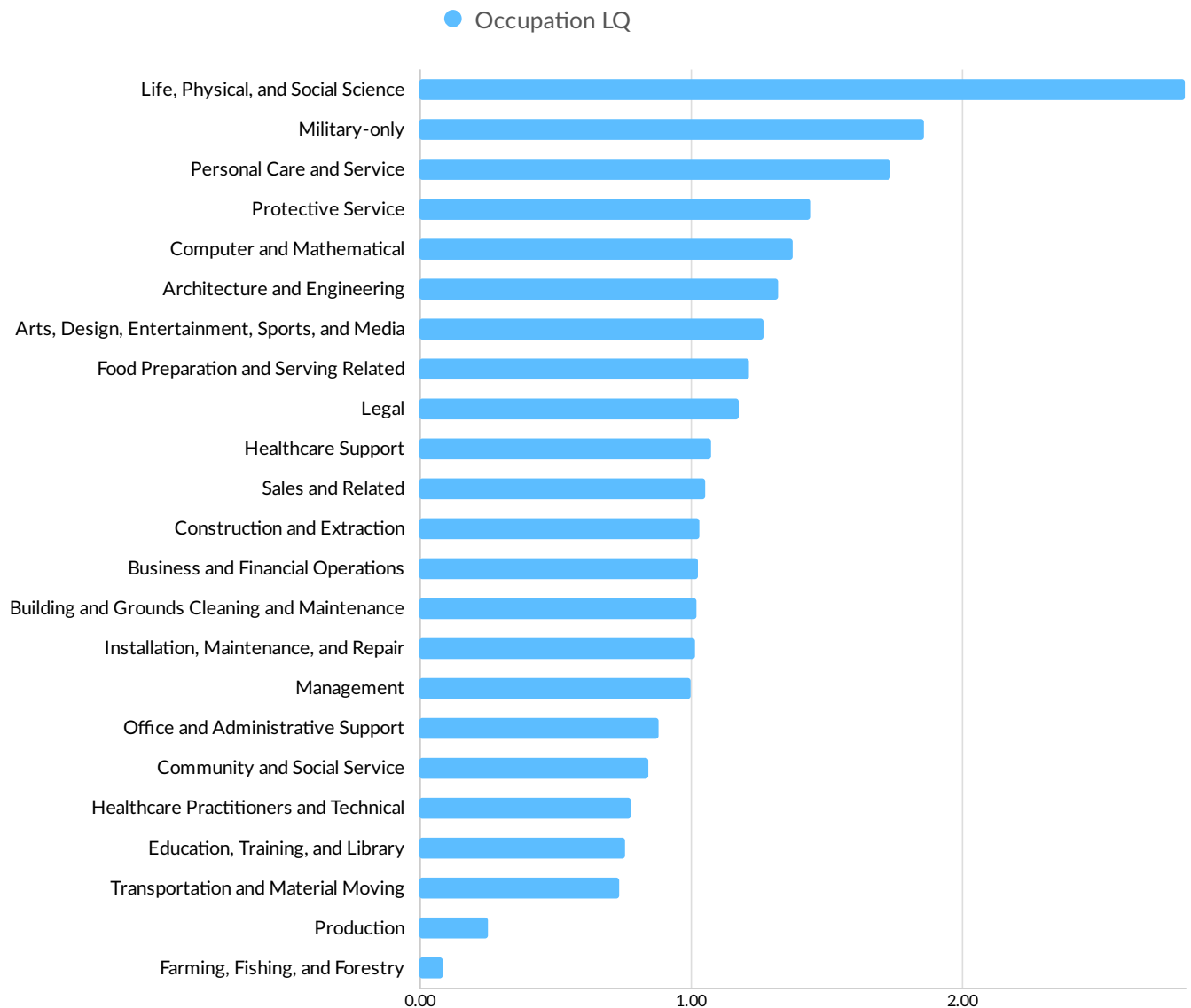
Workforce Characteristics - Cont.

Top Growing Occupations



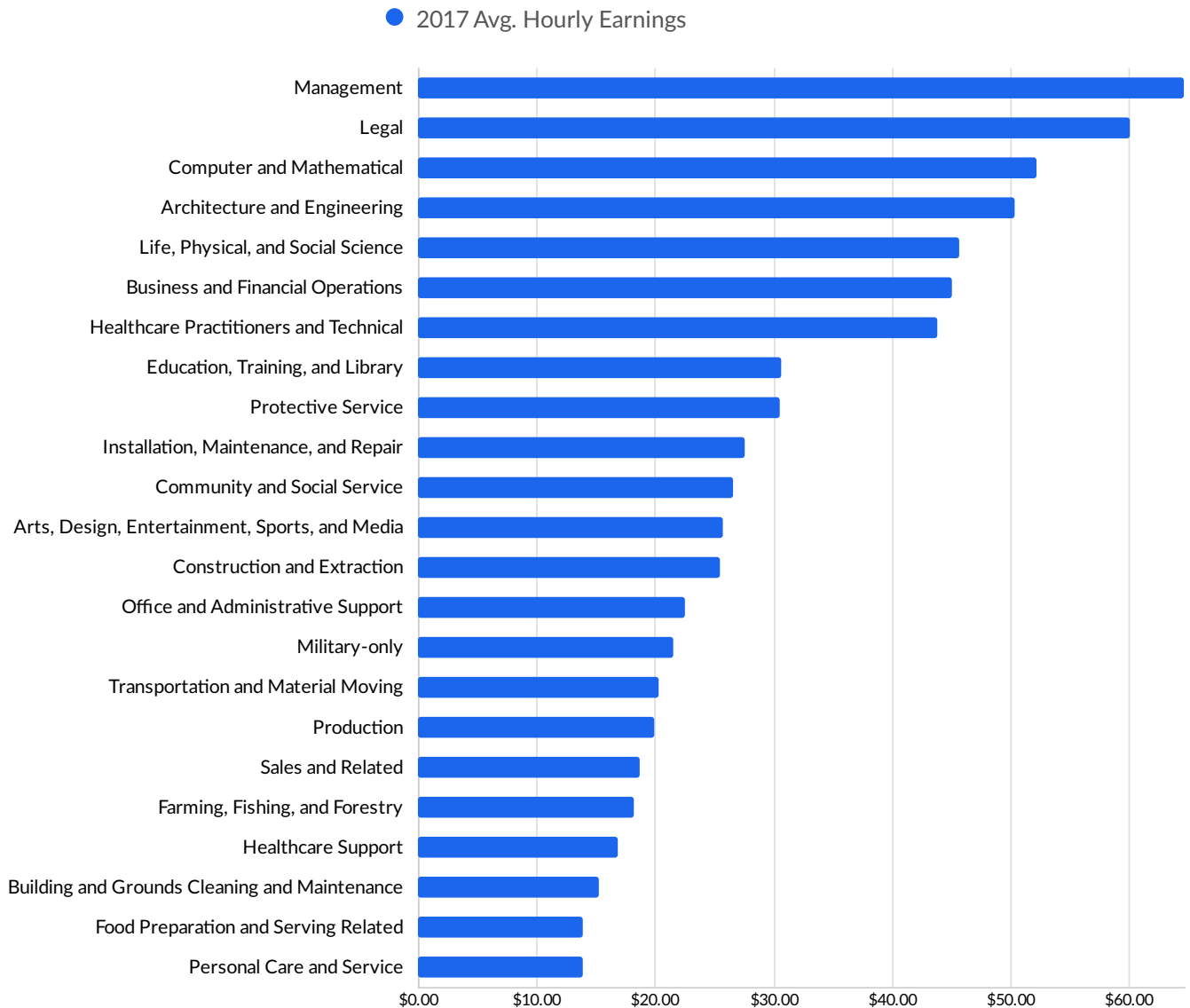
Workforce Characteristics - Cont.

Top Occupation LQ



Workforce Characteristics - Cont.

Top Occupation Earnings



Postings data is not available for the currently selected region.

Workforce Characteristics - Cont.

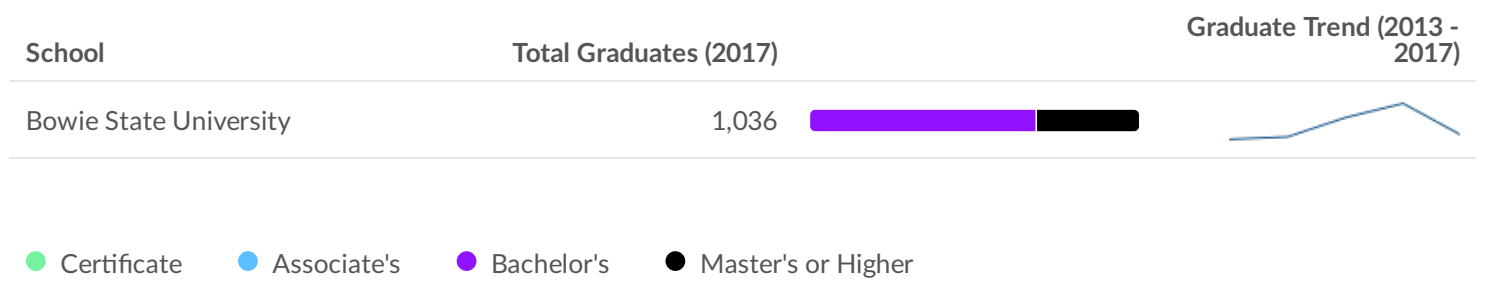
Occupation	2013 Jobs	2018 Jobs	Change in Jobs	% Change in Jobs	2018 LQ	2017 Avg. Hourly Earnings	Nov 2017 - Oct 2018 Unique Average Monthly Postings
Office and Administrative Support	4,498	4,507	9	+0%	0.88	\$22.48	0
Sales and Related	3,592	3,678	86	+2%	1.06	\$18.75	0
Food Preparation and Serving Related	3,310	3,550	240	+7%	1.22	\$13.88	0
Personal Care and Service	2,439	2,599	160	+7%	1.74	\$13.88	0
Management	1,804	1,949	145	+8%	1.00	\$64.62	0
Business and Financial Operations	1,789	1,856	67	+4%	1.03	\$45.10	0
Transportation and Material Moving	1,504	1,729	225	+15%	0.74	\$20.30	0
Construction and Extraction	1,546	1,635	89	+6%	1.03	\$25.45	0
Healthcare Practitioners and Technical	1,362	1,512	150	+11%	0.78	\$43.84	0
Education, Training, and Library	1,365	1,509	144	+11%	0.76	\$30.68	0
Installation, Maintenance, and Repair	1,384	1,387	3	+0%	1.01	\$27.61	0
Computer and Mathematical	1,295	1,377	82	+6%	1.38	\$52.22	0
Building and Grounds Cleaning and Maintenance	1,260	1,312	52	+4%	1.02	\$15.21	0
Protective Service	1,119	1,135	16	+1%	1.44	\$30.55	0
Healthcare Support	1,020	1,017	-3	0%	1.07	\$16.88	0
Arts, Design, Entertainment, Sports, and Media	793	812	19	+2%	1.27	\$25.75	0

Workforce Characteristics - Cont.

Occupation	2013 Jobs	2018 Jobs	Change in Jobs	% Change in Jobs	2018 LQ	2017 Avg. Hourly Earnings	Nov 2017 - Oct 2018 Unique Average Monthly Postings
Life, Physical, and Social Science	765	791	26	+3%	2.82	\$45.64	0
Architecture and Engineering	710	776	66	+9%	1.32	\$50.38	0
Production	492	514	22	+4%	0.25	\$19.93	0
Community and Social Service	416	488	72	+17%	0.85	\$26.56	0
Legal	354	341	-13	-4%	1.18	\$60.05	0
Military-only	333	339	6	+2%	1.86	\$21.52	0
Farming, Fishing, and Forestry	20	23	3	+15%	0.09	\$18.16	0

Educational Pipeline

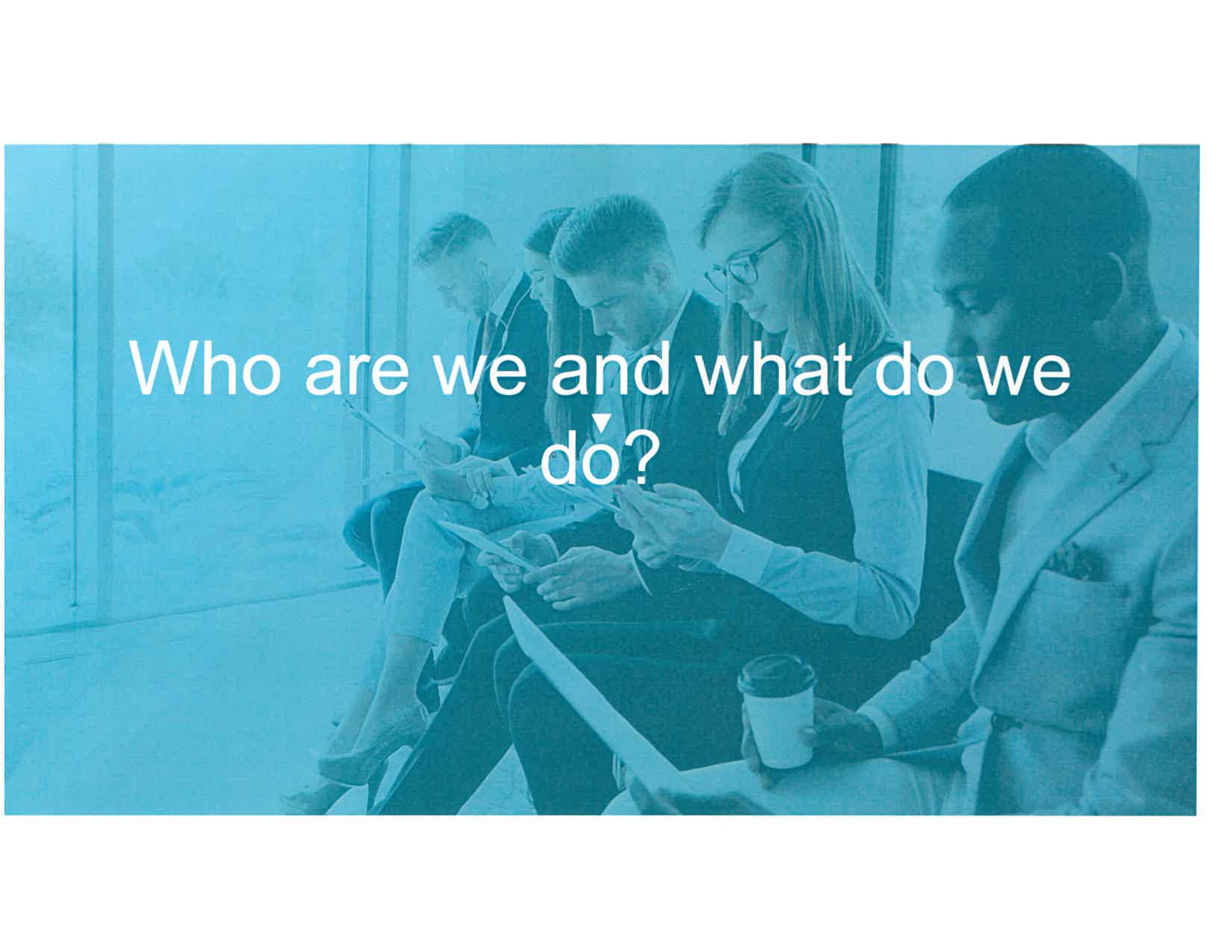
In 2017, there were 1,036 graduates in 7 Maryland ZIPs. This pipeline has grown by 2% over the last 5 years. The highest share of these graduates come from "Business Administration and Management, General", Radio and Television Broadcasting Technology/Technician, and Registered Nursing/Registered Nurse.





EMPLOY

— PRINCE GEORGE'S —

A photograph of a diverse group of business professionals in a modern office setting, all focused on their work. The image is overlaid with a semi-transparent teal filter. The text "Who are we and what do we do?" is centered in white. The group includes a man in a suit holding a coffee cup, a woman with glasses working on a tablet, and several other individuals in business attire looking at documents or devices.

Who are we and what do we
do?

OUR MISSION

“EMPLOY Prince George’s is responsible for policy development and workforce activities related to administering services and programs funded by the Workforce Innovation & Opportunity Act (WIOA), signed into law July 22, 2014. We are the link between job seekers looking to begin or change careers, and businesses looking for skilled workers to maintain competitiveness in a changing labor market.”



We have developed
a demand driven
system that
delivers qualified
workers to
business and
provides job
seekers with
opportunities for
careers in high
demand/high
growth industries.

County Workforce System

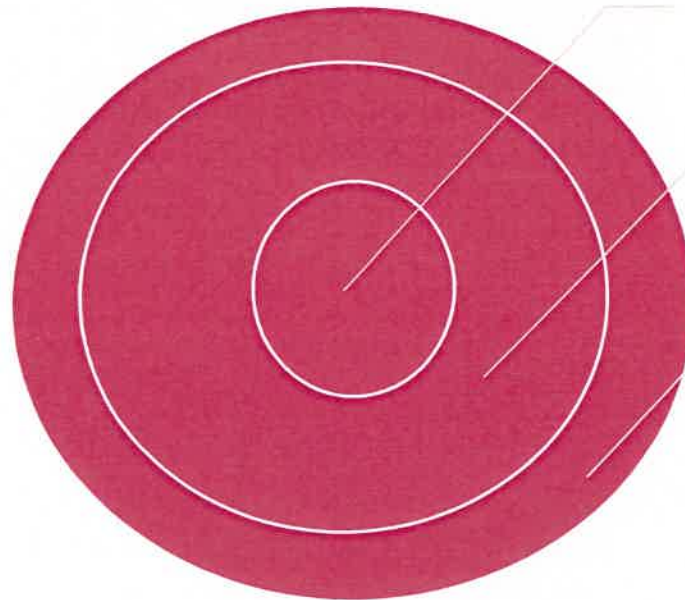


**Governors Workforce
Development Board**

**Maryland
Department of
Labor, Licensing
& Regulations**

**Prince George's
County Local
Workforce
Development
Board**

**AJC
Community
Network**



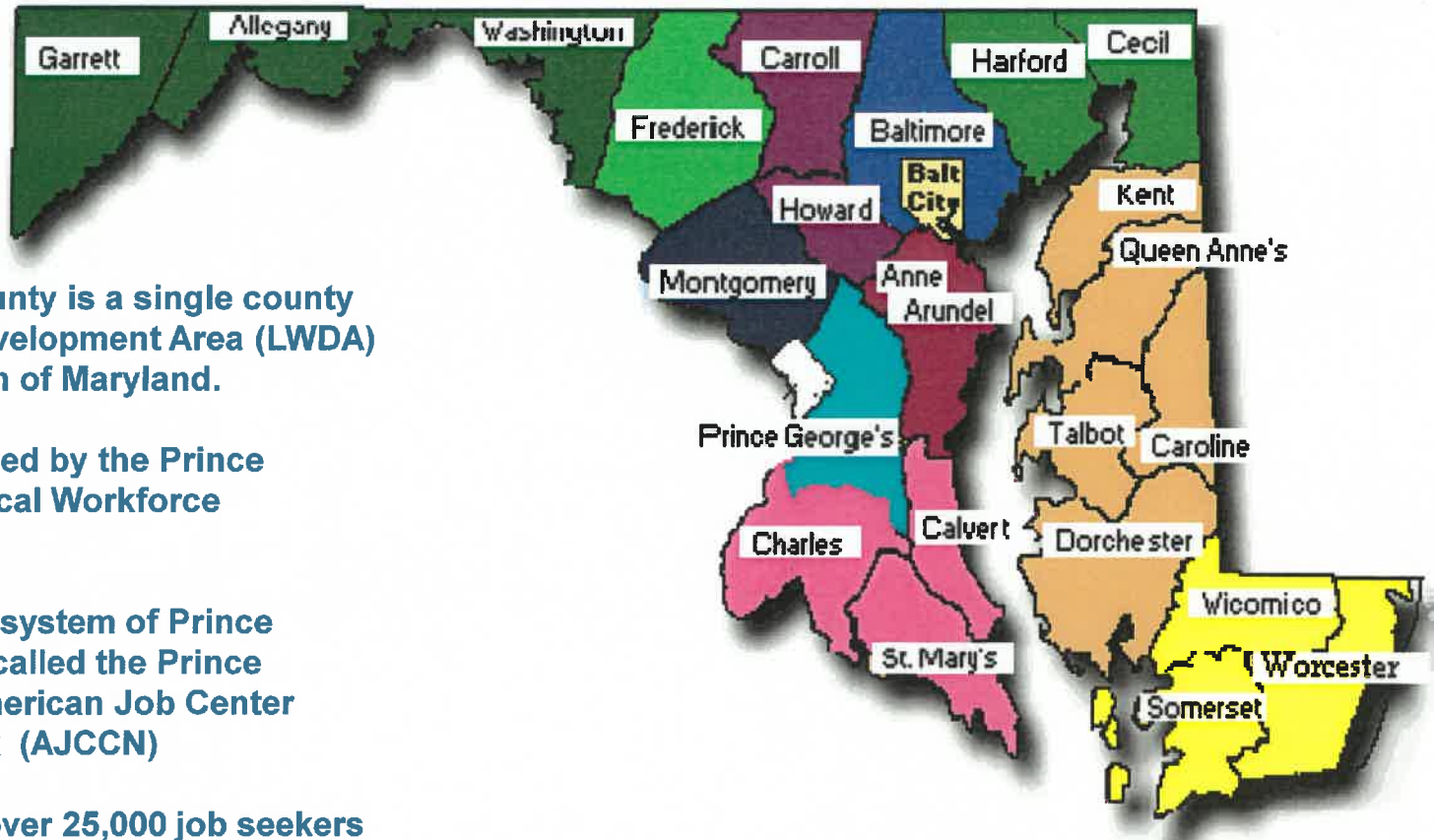
**Service Providers,
Government Agencies &
Community Orgs**

**American Job Center(s),
Satellite Centers & Access
Points**

**AJC Community
Network**

(Employ Prince George's – Admin)

Maryland Workforce Development Areas



- Prince George's County is a single county Local Workforce Development Area (LWDA) in the Capital Region of Maryland.
- The LWDA is governed by the Prince George's County Local Workforce Development Board.
- The local workforce system of Prince George's County is called the Prince George's County American Job Center Community Network (AJCCN)
- The AJCCN serves over 25,000 job seekers and 1,000 businesses with over 40 partners

Prince George's County Labor Outlook



Prince George's County	March 2018	July 2018	Sept 2018	Change	% Change
Unemployment Rate	4.6%	4.6%	4.1%	-0.5	0%
Unemployment	23,406	23,827	21,007	-2820	12.6%
Employment	486,773	494,106	485,625	-8481	1.7%
Labor Force	510,179	517,933	506,632	-11,301	2.2%

Source: LAUS Unit and Bureau of Labor Statistics

TRUE Unemployment Data



- U1/U2 – Extremely Narrow Selection
- U3 – Official Unemployment Rate***
- U4 – Includes Discouraged Workers
- U5 – Includes Discouraged Workers & Inactive for 30 Days
- U6 – Includes Part-Time Workers/Underemployed Workers

**Estimated Prince George's County
“True” Unemployment
47,654**

Prince George's County Labor Outlook



- Prince George's County has over 10,000-11,000 jobs posted daily
- Job seekers in Prince George's County have a higher average educational attainment than the jobs posted.
- Job seekers in Prince George's County have a higher average work experience than the jobs posted.

QUESTION

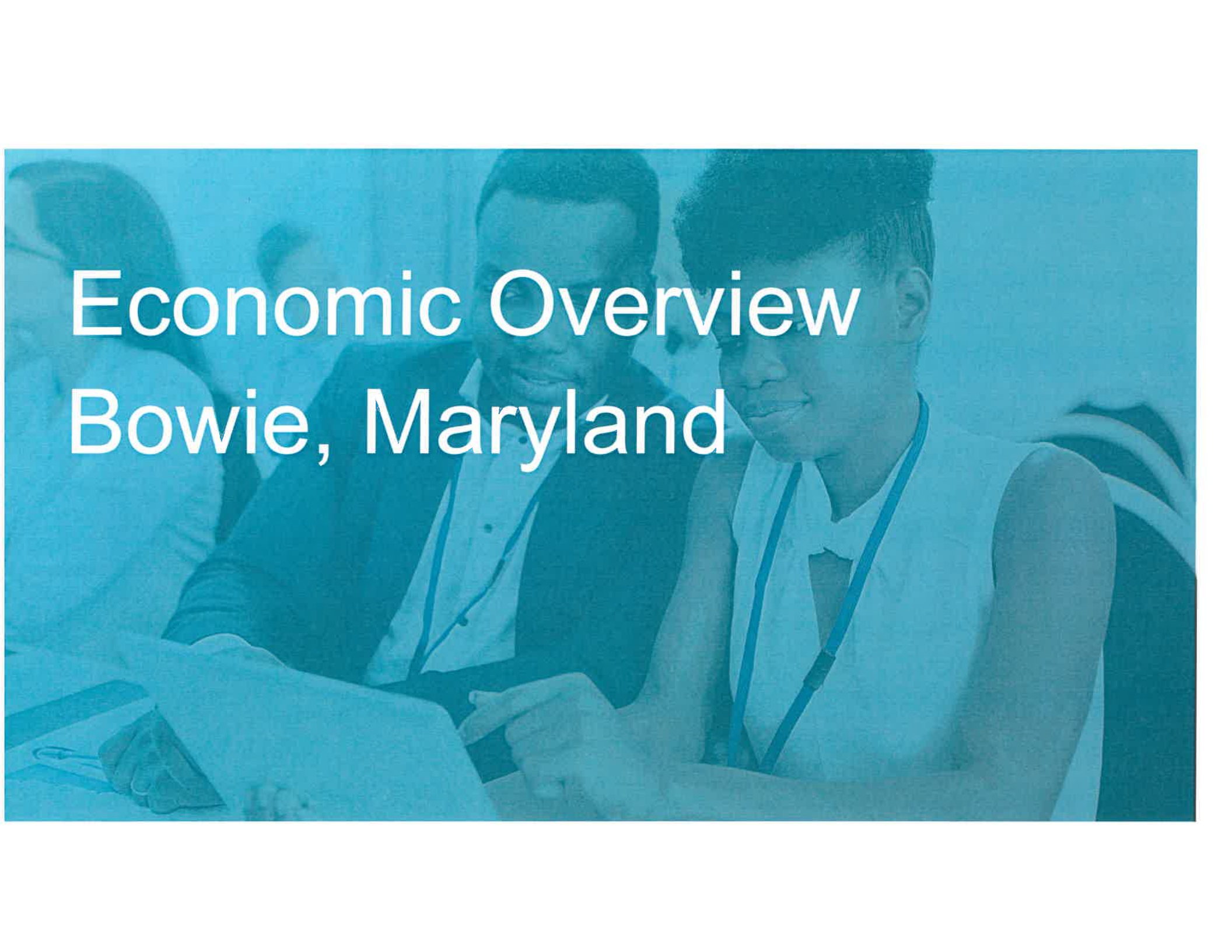
- What can we do to assist employers struggling with entry and middle skill employment vacancies?

ANSWER

- Assist existing entry level staff with the skills necessary for career advancement.
- Collectively work together to develop a pipeline to fill entry level opportunities.
- Align the County's educational offerings to create stackable credentials for the long term growth and Career Pathway progression of residents.

MOST JOB OPENINGS	HIGHEST DESIRED CERTS
Registered Nurses	Basic Life Support
IT Occupations	ITIL
Operations Managers	CPR
Heavy Equipment Drivers	ACLS
Retail Supervisors	CISSP
Food/Beverage Supervisors	GIAC IT Security
Transportation Drivers	CDL
Front Line Sales	PALS
Retail Workers	Red Hat
Food/Beverage Workers	CCNA

Source: MWE – Online Advertised Jobs



Economic Overview Bowie, Maryland

99,553

Population (2018)

Population grew by 1,307 over the last 5 years but is projected to decrease by 15 over the next 5 years.

34,836

Jobs (2018)

Jobs grew by 1,666 over the last 5 years and are projected to grow by 1,435 over the next 5 years.

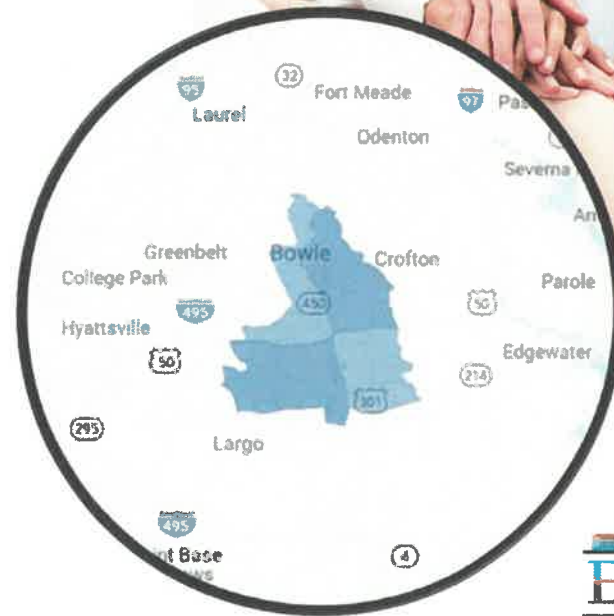
\$65.3K

Avg. Earnings Per Job (2018)

Regional average earnings per job are \$597 above the national average earnings of \$64.7K per job.

As of 2018 the region's population increased by 1.3% since 2013, growing by 1,307. Population is expected to decrease by 0.0% between 2018 and 2023, losing 15.

From 2013 to 2018, jobs increased by 5.0% in 7 Maryland ZIPs from 33,170 to 34,836. This change fell short of the national growth rate of 7.4% by 2.4%. Labor force data is not available for 7 Maryland ZIPs.





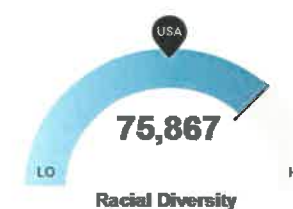
Population Characteristics



Your area has **16,567 millennials** (ages 20-34). The national average for an area this size is **20,567**.



Retirement risk is about average in your area. The national average for an area this size is **28,336** people 55 or older, while there are **28,869** here.



Racial diversity is high in your area. The national average for an area this size is **39,036** racially diverse people, while there are **75,867** here.



Veterans data is not available at the ZIP level. Please choose a different region level to see this data.



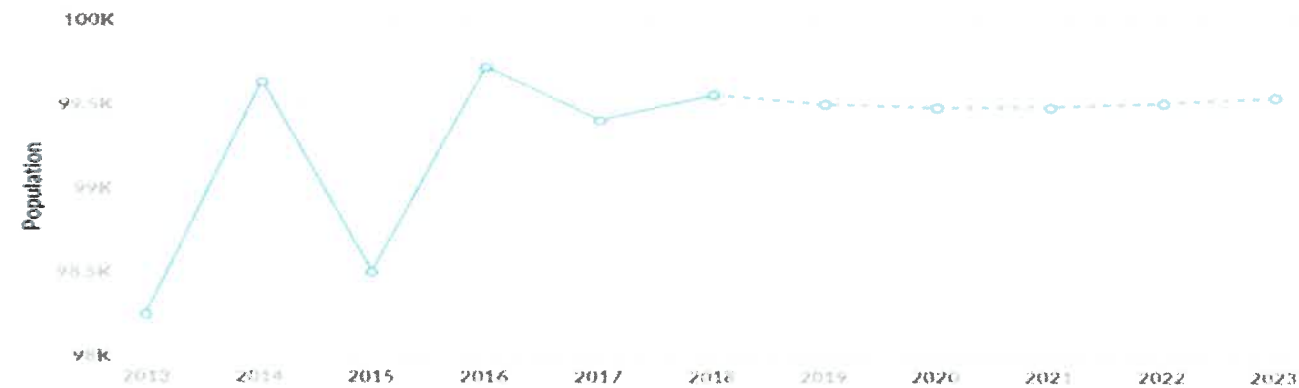
Crime data is not available at the ZIP level. Please choose a different region level to see this data.



Crime data is not available at the ZIP level. Please choose a different region level to see this data.

Population Trends

As of 2018 the region's population increased by 1.3% since 2013, growing by 1,307. Population is expected to decrease by 0.0% between 2018 and 2023, losing 15.



Timeframe

2013
2014
2015
2016
2017
2018
2019
2020
2021
2022
2023

Population

98,246
99,630
98,494
99,717
99,400
99,553
99,497
99,480
99,483
99,507
99,538

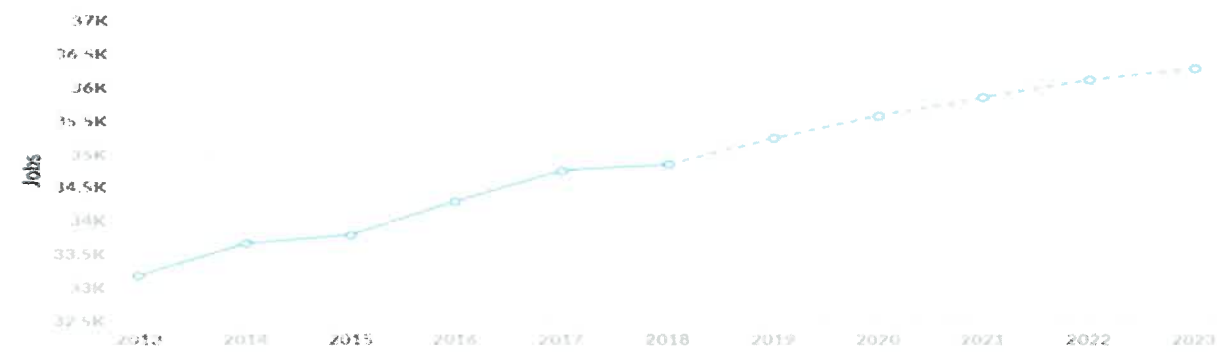


Historic & Projected Trends - Cont.

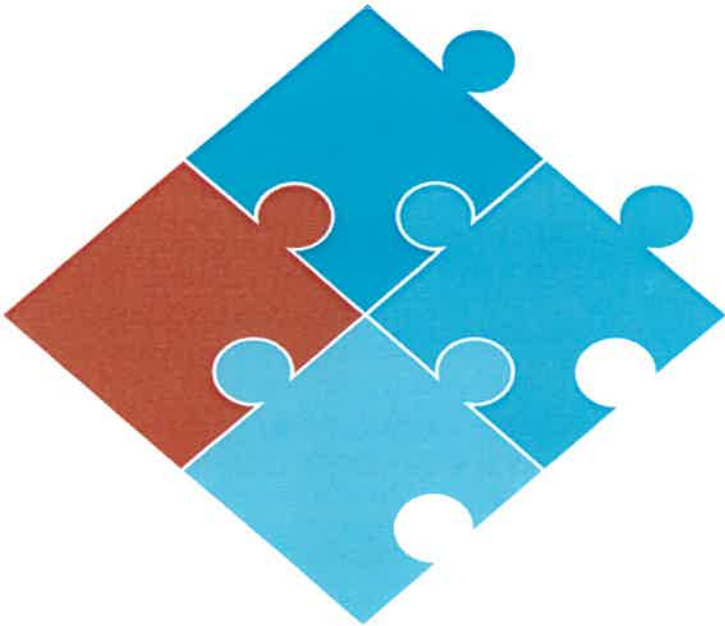
Job Trends



From 2013 to 2018, jobs increased by 5.0% in Bowie, Maryland from 33,170 to 34,836. This change fell short of the national growth rate of 7.4% by 2.4%.

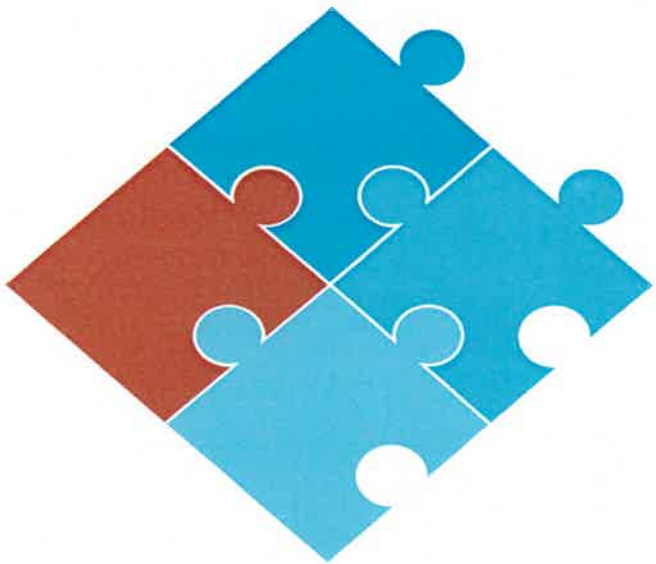
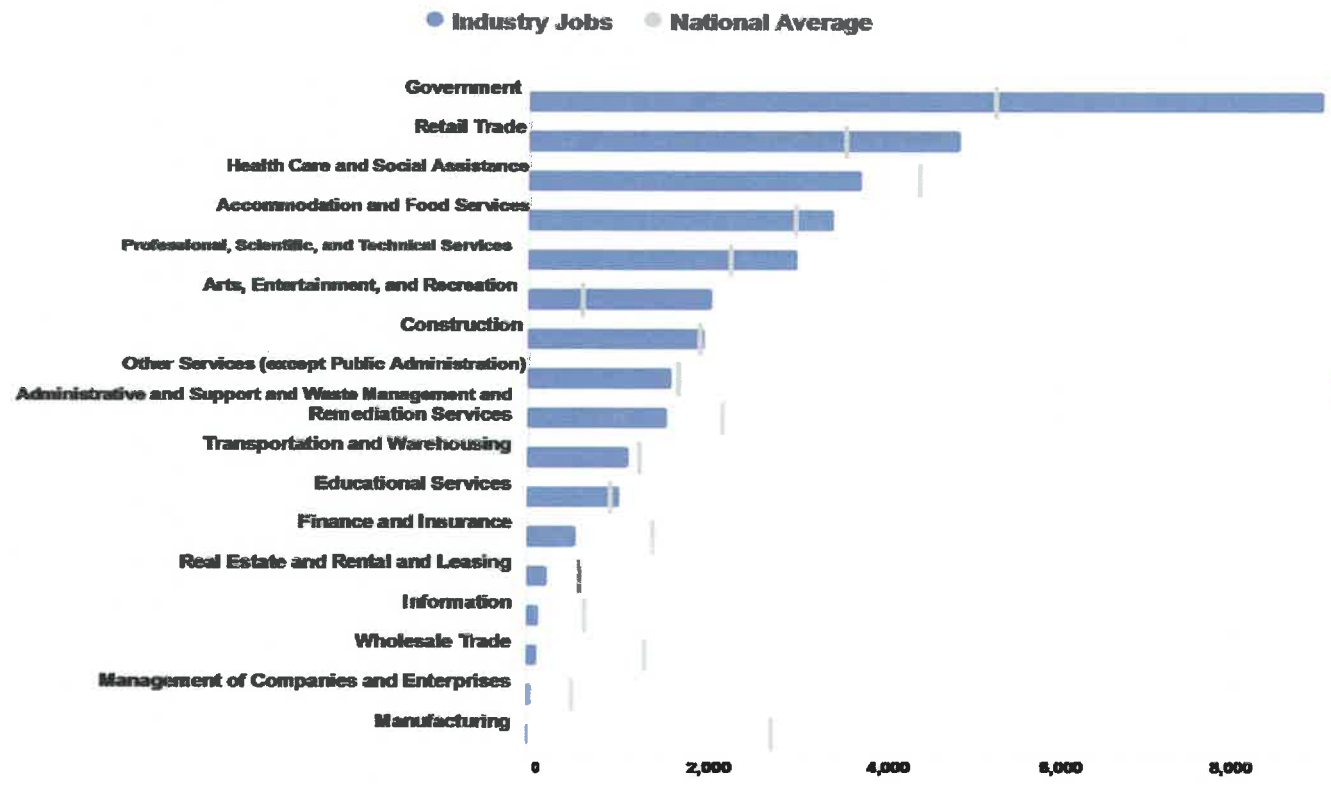


Timeframe	Jobs
2013	33,170
2014	33,650
2015	33,777
2016	34,279
2017	34,738
2018	34,836
2019	35,229
2020	35,560
2021	35,842
2022	36,099
2023	36,271



Industry Characteristics

Largest Industries

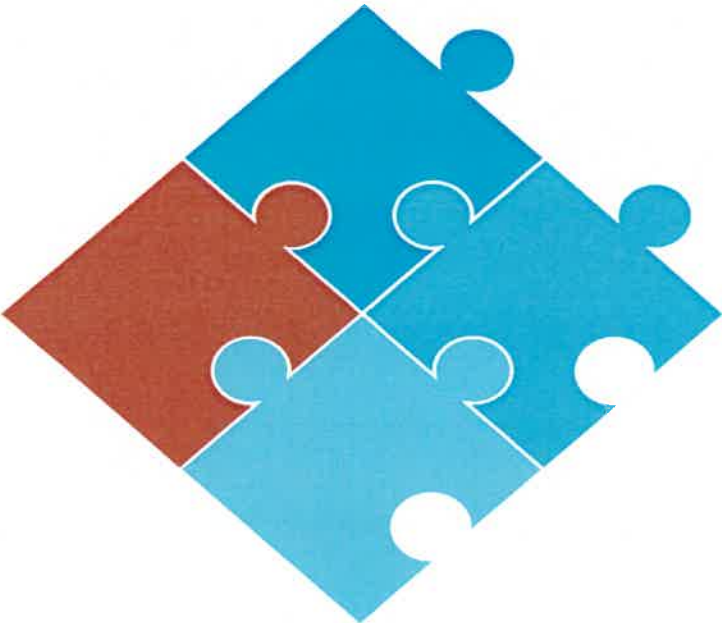
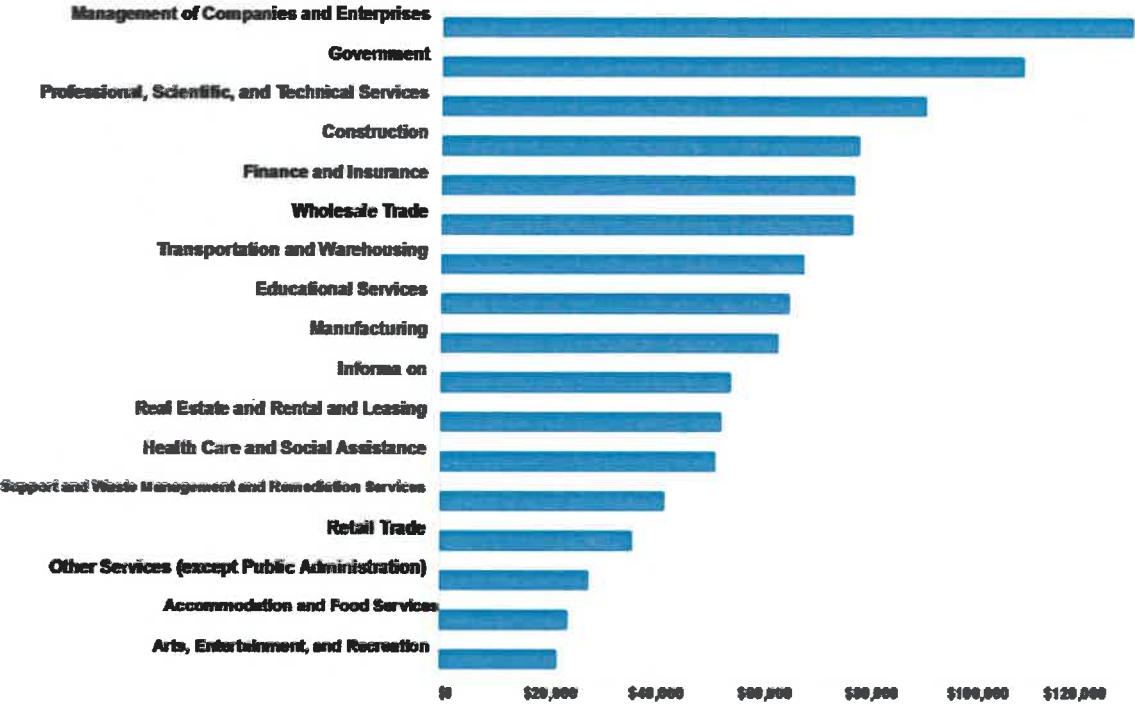


Industry Characteristics - Cont.

Top Industry Earnings



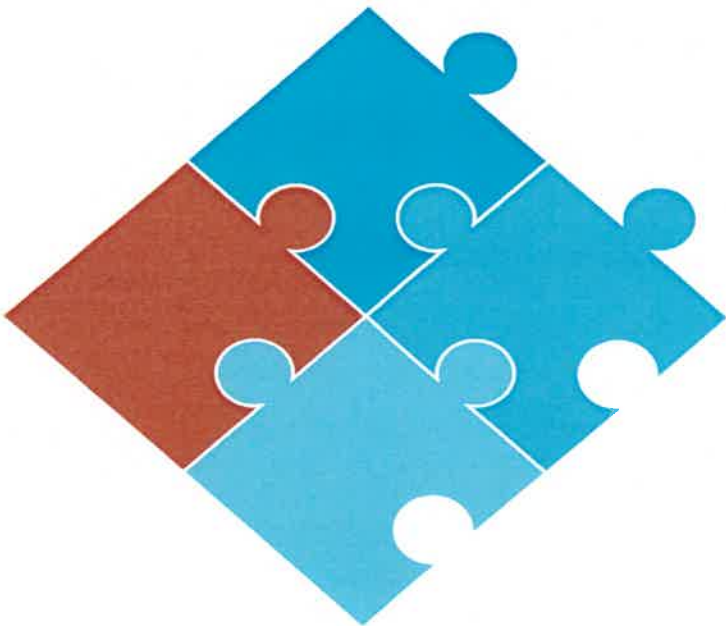
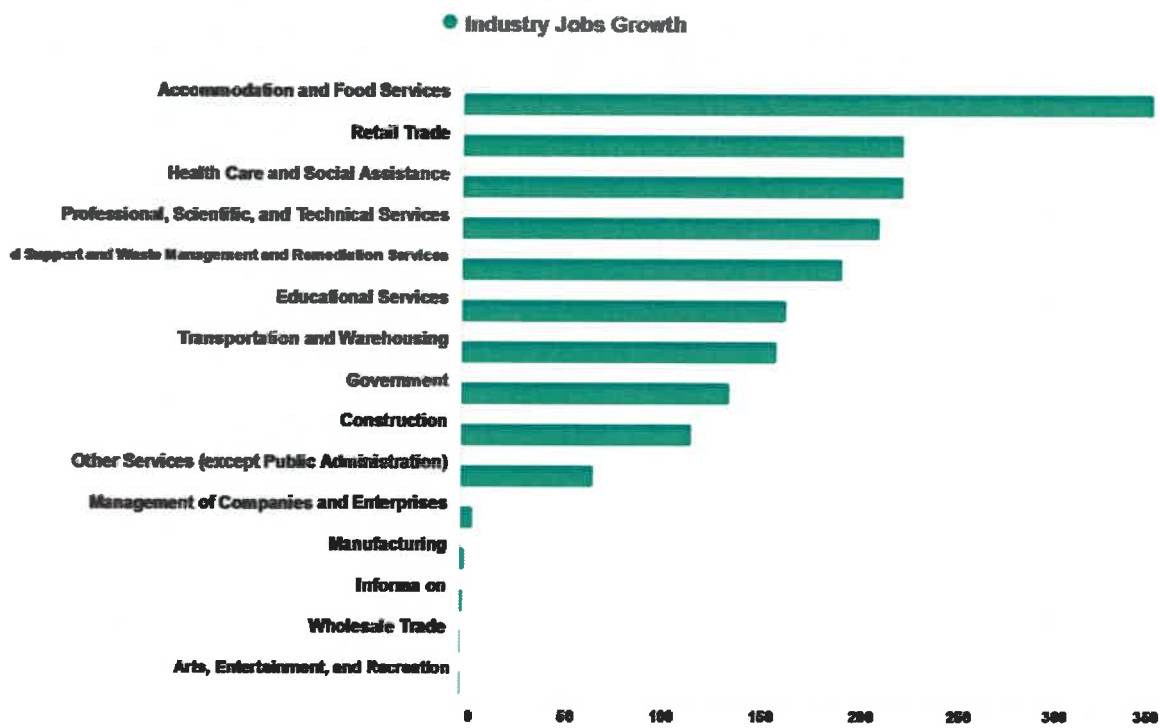
● 2018 Earnings Per Worker



Industry Characteristics - Cont.

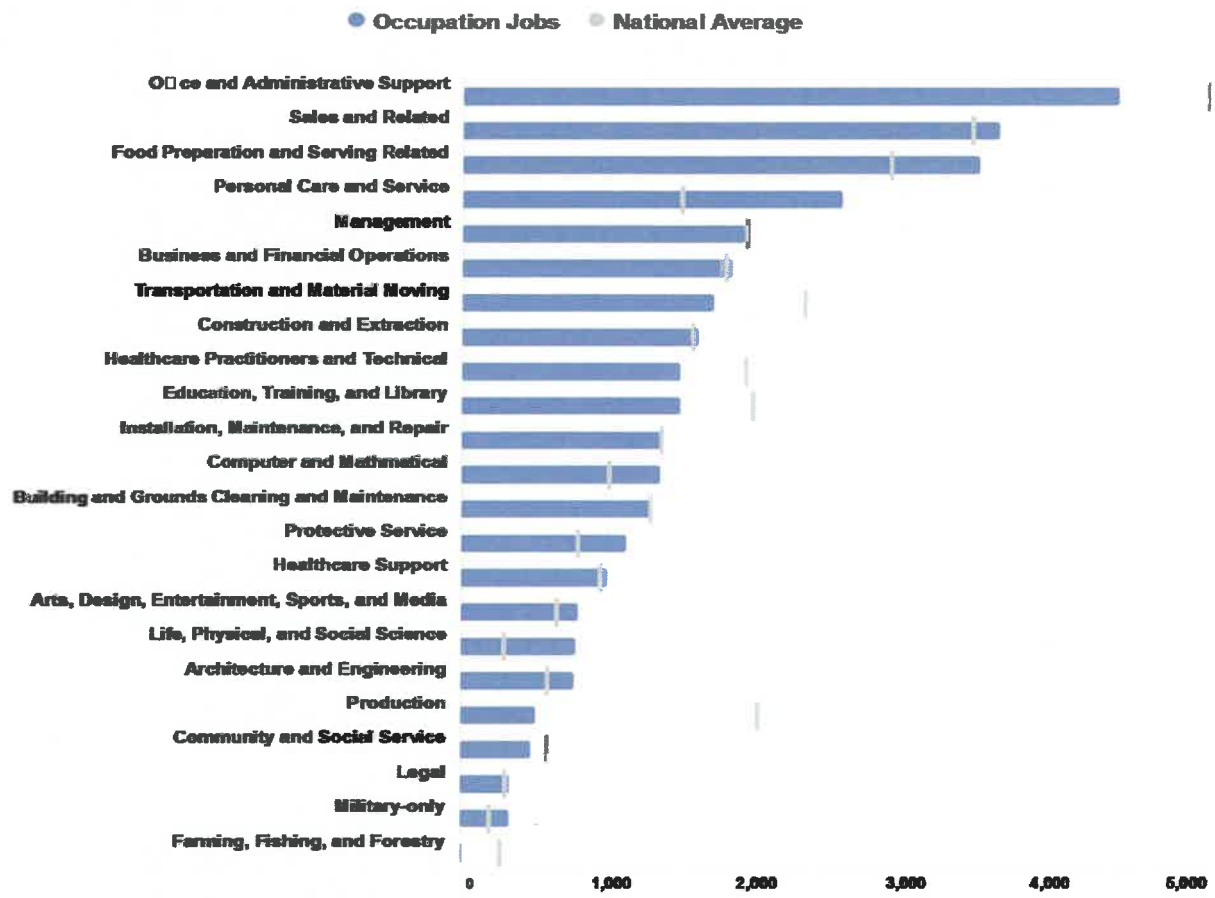


Top Growing Industries



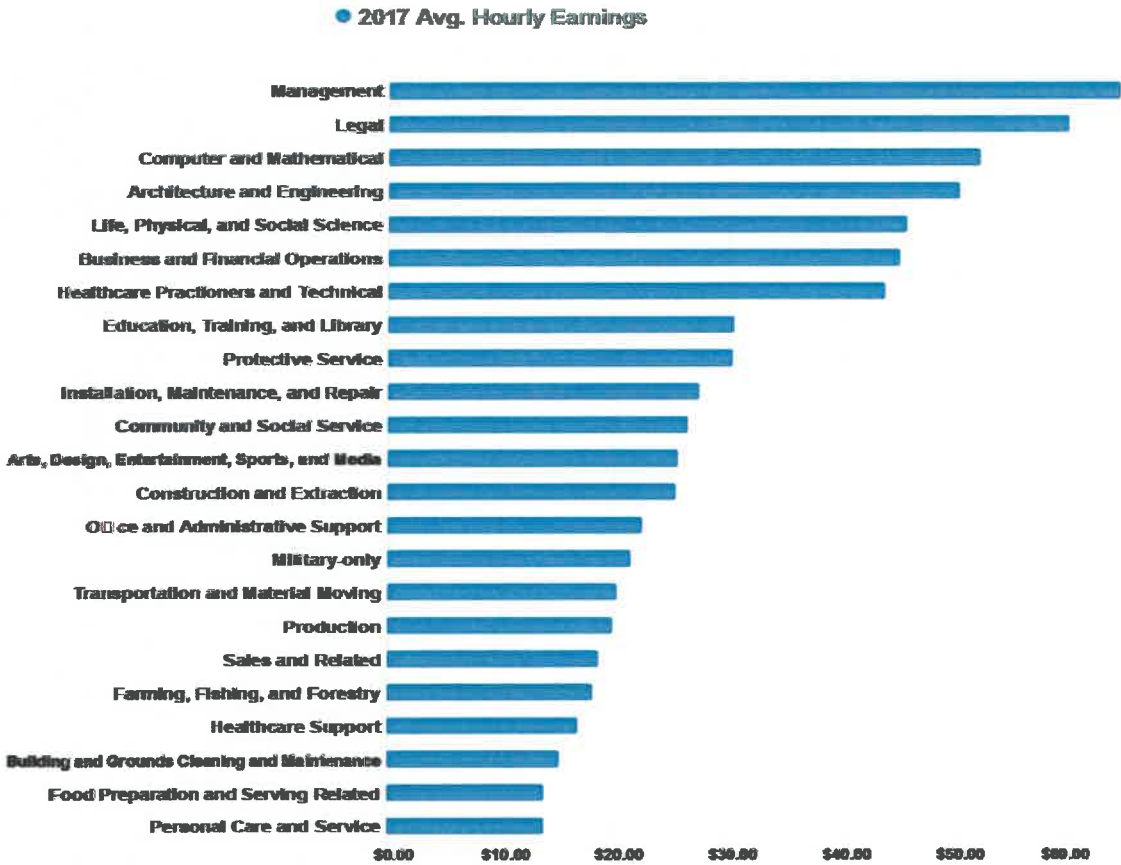
Workforce Characteristics

Largest Occupations



Workforce Characteristics - Cont.

Top Occupation Earnings

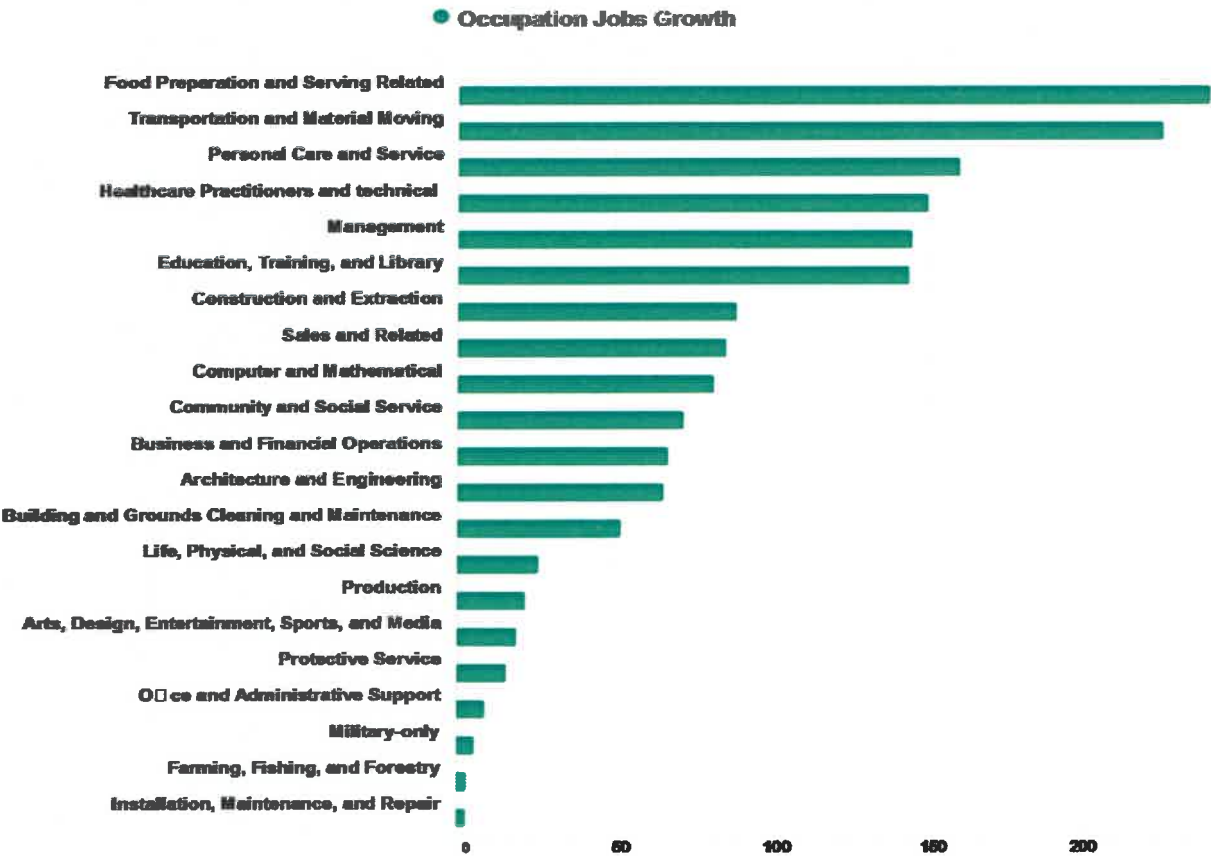


Postings data is not available for the currently selected region.
Light Blue Presentation

Workforce Characteristics - Cont.



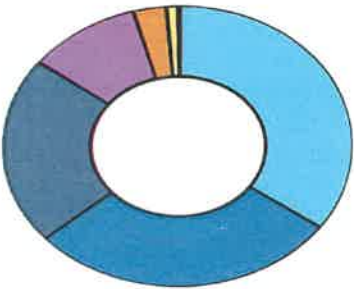
Top Growing Occupations



Business Characteristics



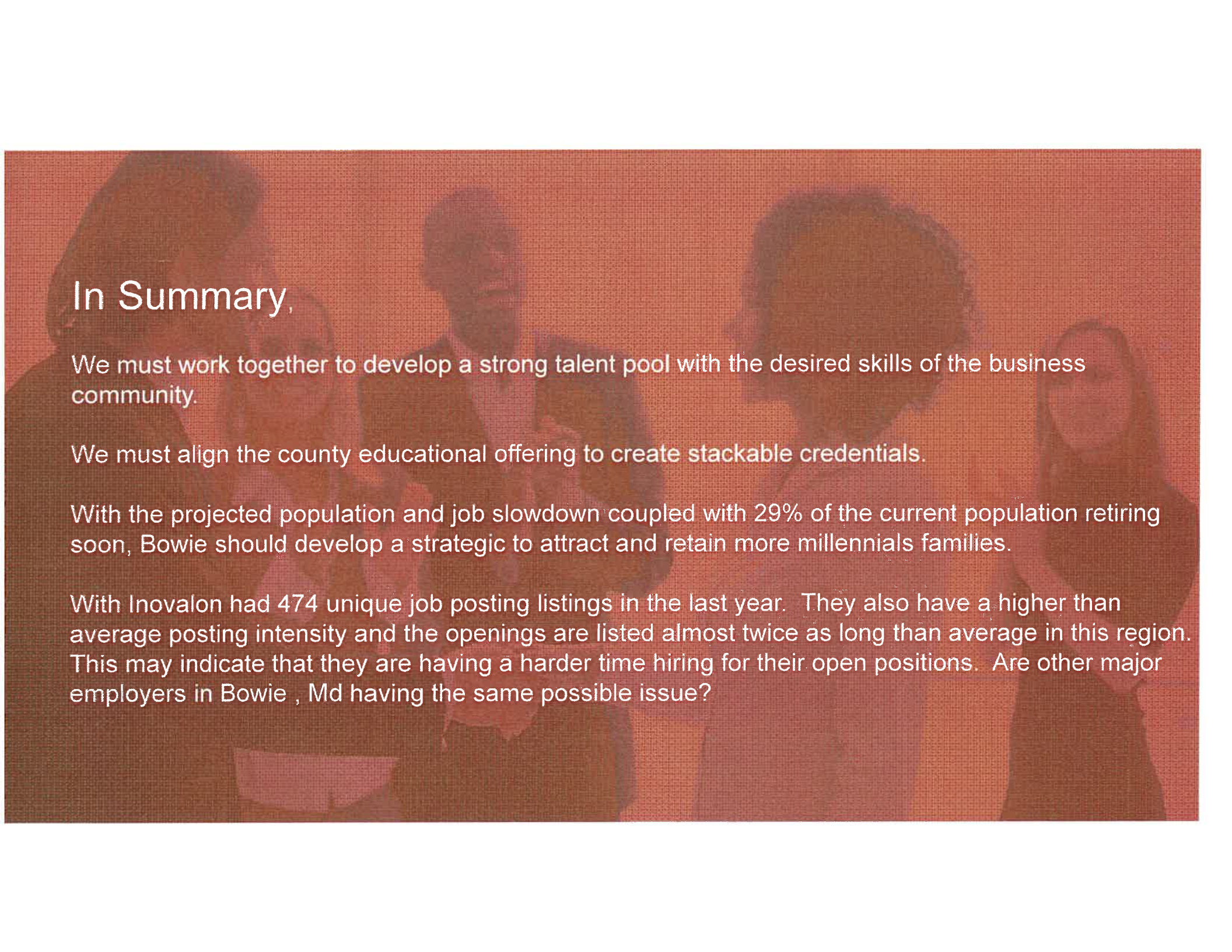
Business Size



	Percentage	Business Count
1 to 4 employees	34.8%	946
5 to 9 employees	28.8%	784
10 to 19 employees	21.7%	590
20 to 49 employees	10.4%	284
50 to 99 employees	3.0%	82
100 to 249 employees	1.1%	29
250 to 499 employees	0.2%	6

**Business Data by DatabaseUSA.com is third-party data provided by Ensi to its customers as a convenience, and Ensi does not endorse or warrant its accuracy or consistency with other published Ensi data. In most cases, the Business Count will not match total companies with profiles on the summary tab.*





In Summary,

We must work together to develop a strong talent pool with the desired skills of the business community.

We must align the county educational offering to create **stackable credentials**.

With the projected population and job slowdown coupled with 29% of the current population retiring soon, Bowie should develop a strategic to attract and retain more millennials families.

With Inovalon had 474 unique job posting listings in the last year. They also have a higher than average posting intensity and the openings are listed almost twice as long than average in this region. This may indicate that they are having a harder time hiring for their open positions. Are other major employers in Bowie , Md having the same possible issue?



EMPLOY

— PRINCE GEORGE'S —