

STAR: Sustainable Transformation of the Appalachian Region

Presentation to the Maryland Sustainable Growth Commission

Jason Sartori
National Center for Smart Growth

May 13, 2013



- STAR Sponsor:
 - Appalachian Regional Commission

- STAR Partners:
 - The Greater Cumberland Committee
 - University of Maryland Extension
 - National Center for Smart Growth



STAR Purpose



- Identify the economic goals and aspirations of Western Maryland residents
- Ensure that PlanMaryland serves to promote these goals and aspirations as effectively as possible
- Provide the State with information on current economic conditions, trends, opportunities, and goals specific to Western Maryland



Four Primary Tasks

- Task 1** Identify Western Maryland's existing economic development plans and strategies and take an inventory of the goals contained therein;
- Task 2** Document the region's population and demographic, transportation and infrastructure, land use and natural resources, and employment and income trends;
- Task 3** Meet with Western Maryland residents to ascertain the region's current economic development priorities; and,
- Task 4** Report the project's findings to the Maryland Sustainable Growth Commission.

Western Maryland Region



Definition of Western Maryland



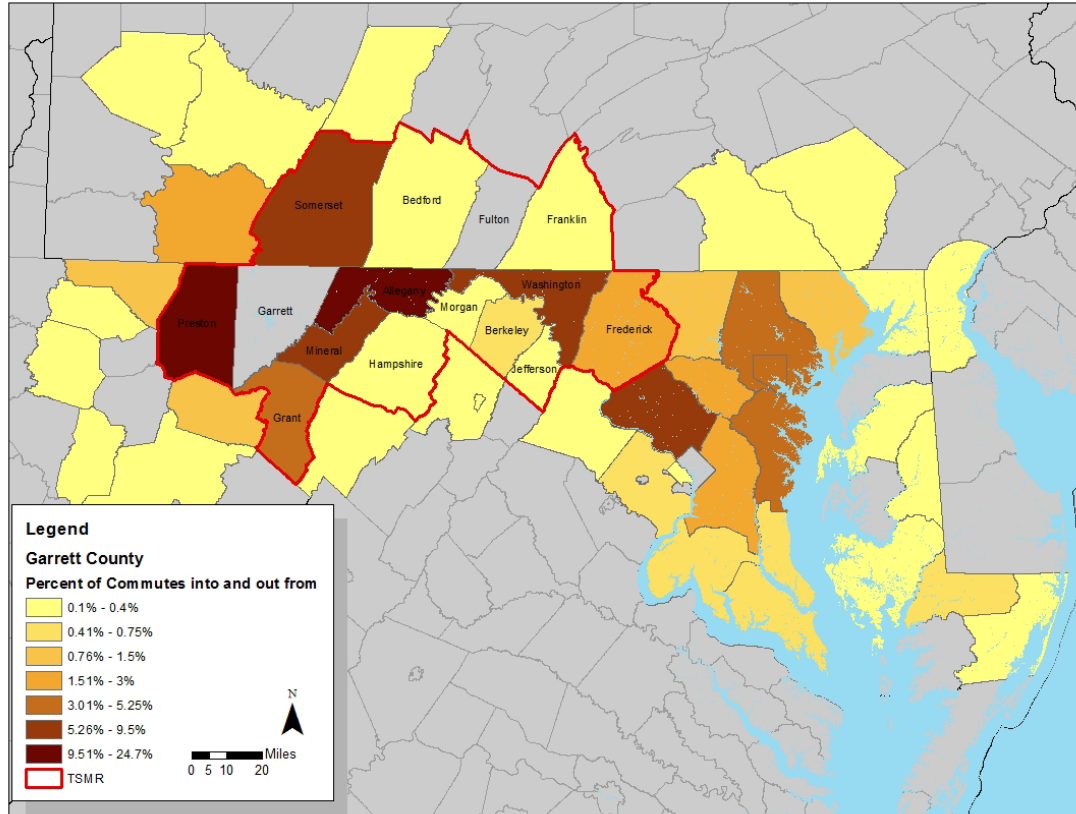
- Participants objected to the convention of grouping the three counties together:
 - distinct differences in topography, relative population levels, and economies

County Comparisons

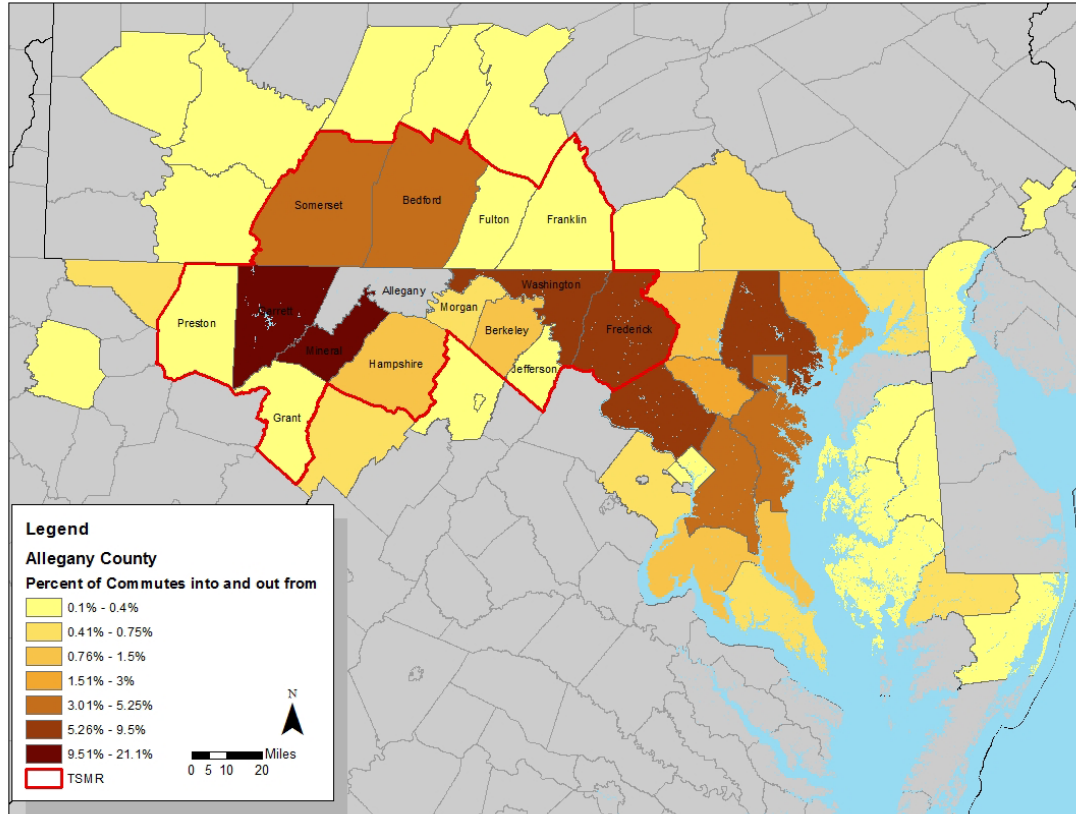


	Allegany and Garrett	Washington
Economic Connections	More north-south, with PA and WV	More connected to rest of state

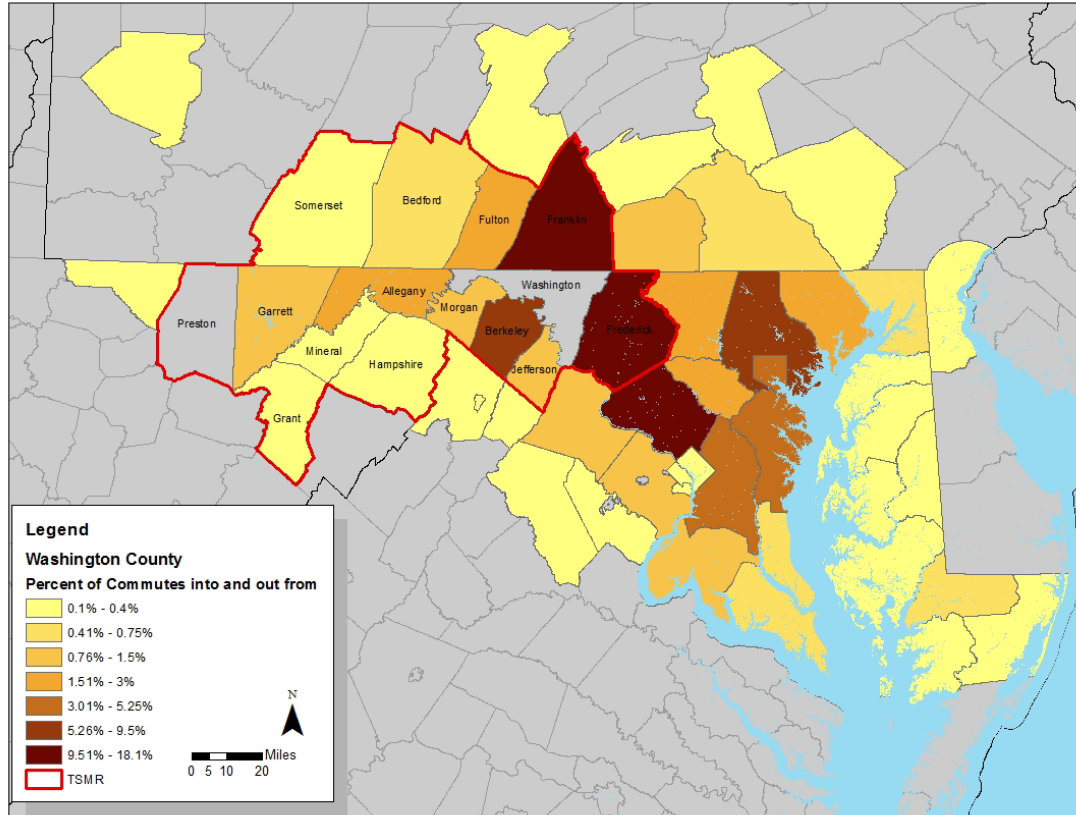
Employment Connections



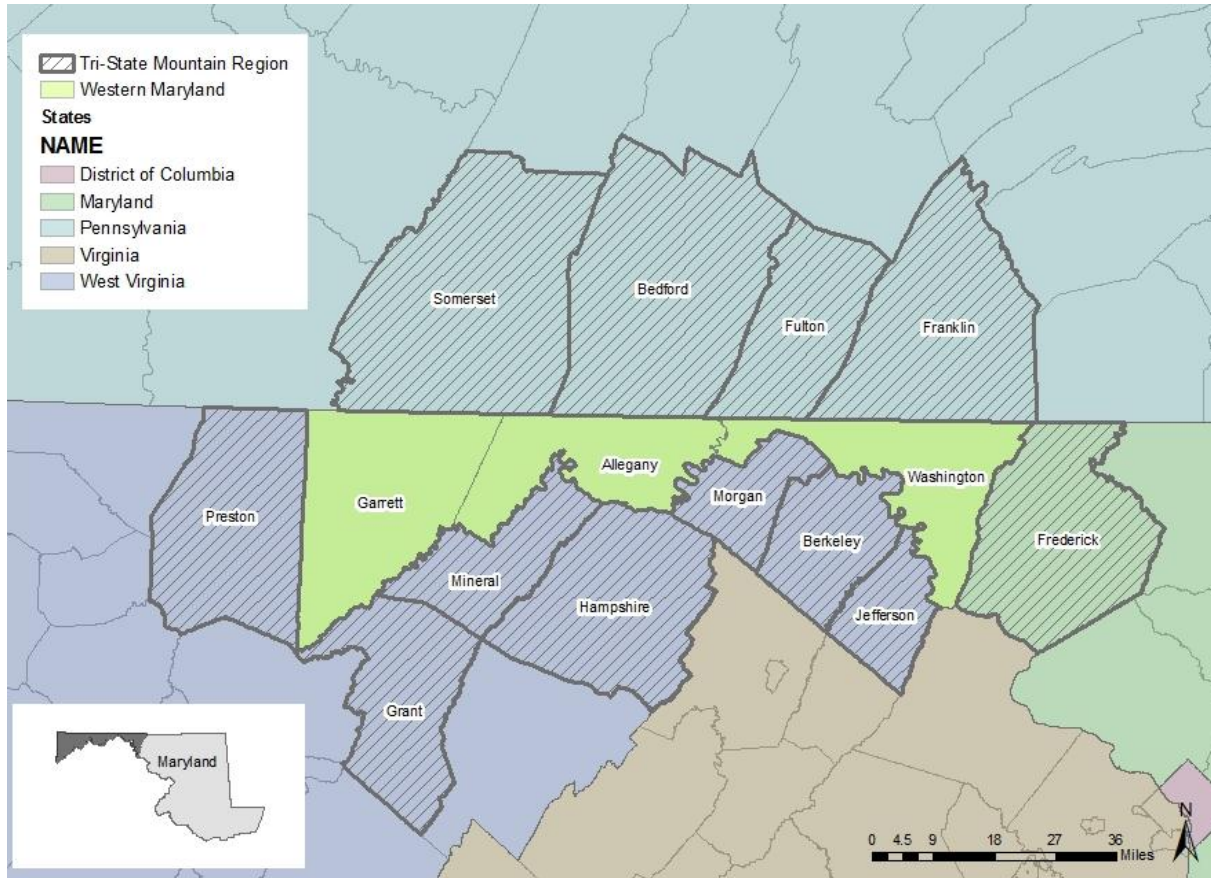
Employment Connections



Employment Connections



Tri-State Mountain Region

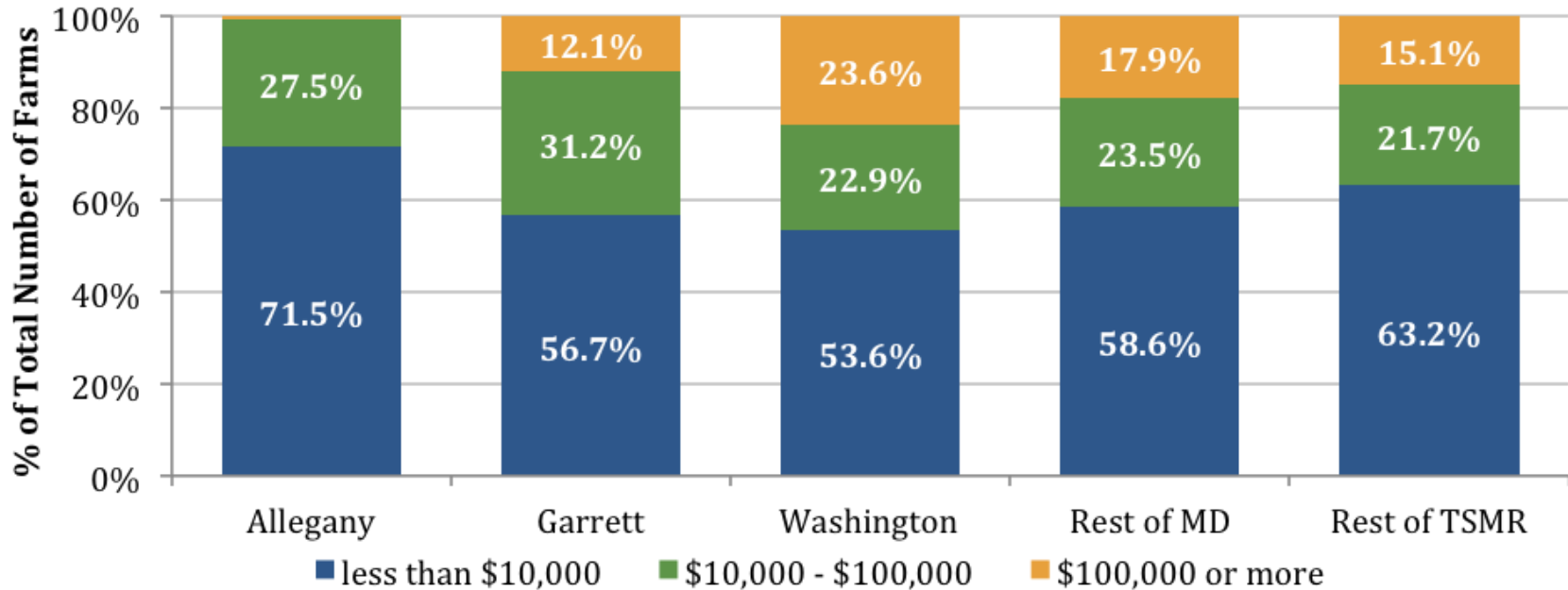


County Comparisons



	Allegany and Garrett	Washington
Economic Connections	More north-south, with PA and WV	More connected to rest of state
Natural Gas Drilling	Economic priority	Not as relevant
Topography	Mountainous topography creates unique development challenges	Not as relevant
Agriculture	Not seen as viable	More of a priority

Annual Farm Sales Volume

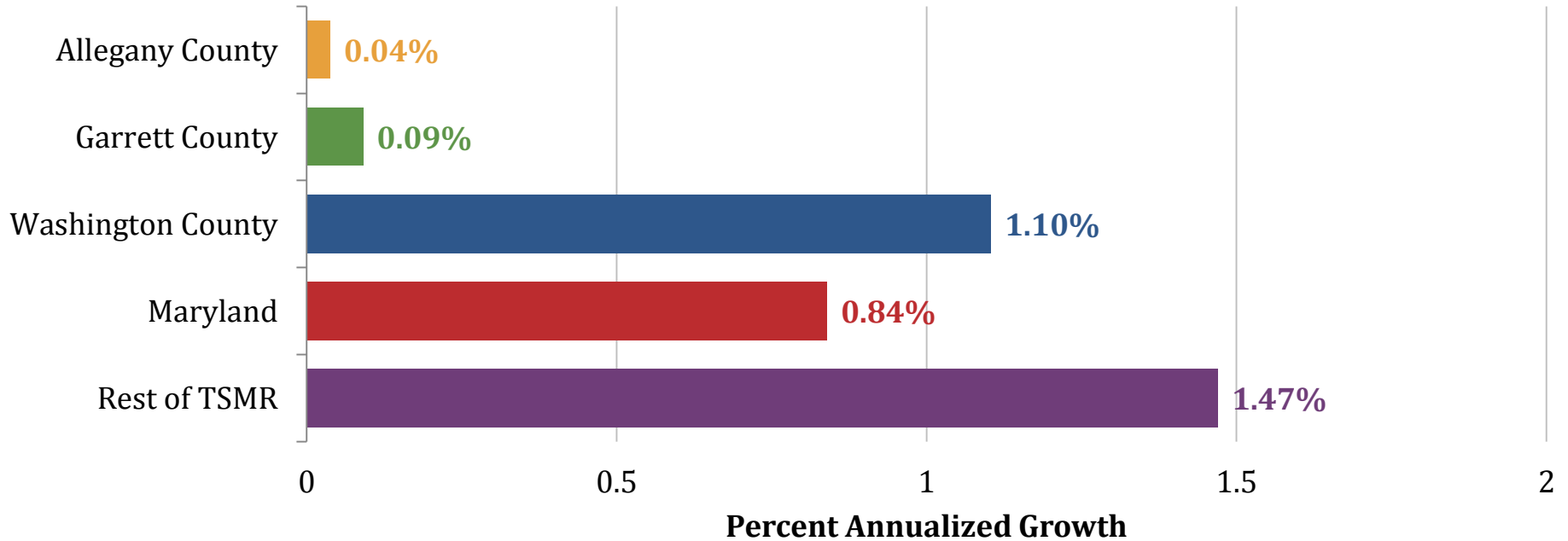


County Comparisons

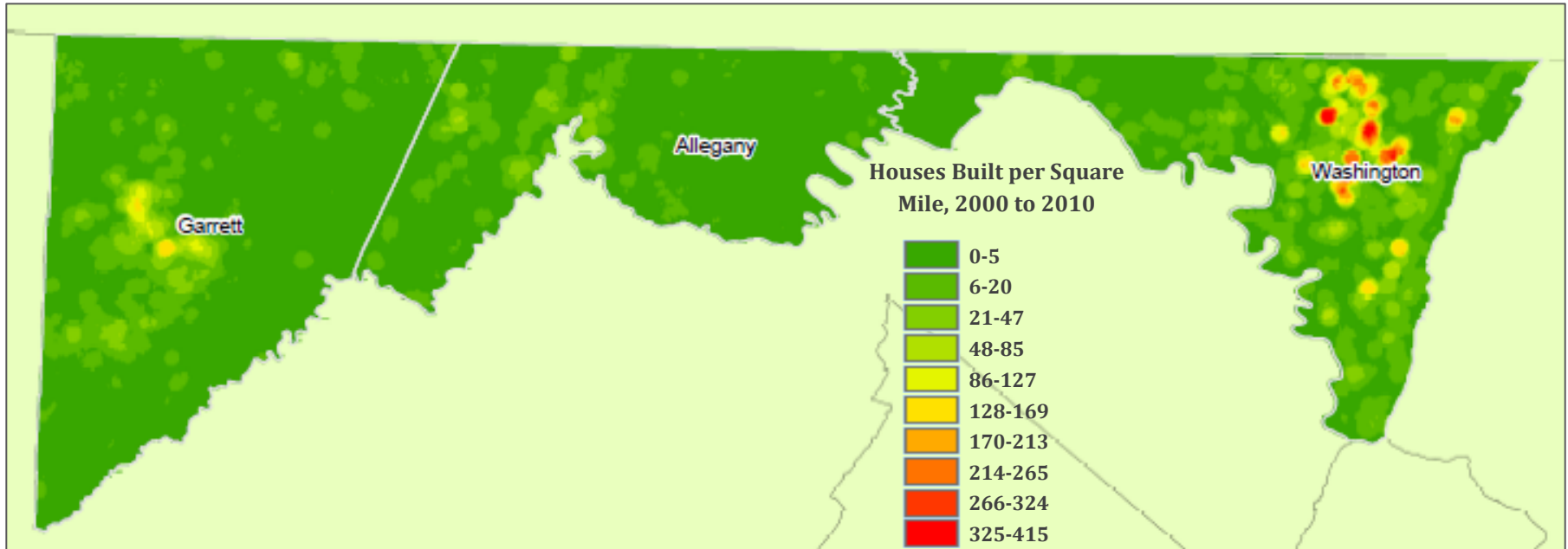


	Allegany and Garrett	Washington
Economic Connections	More north-south, with PA and WV	More connected to rest of state
Natural Gas Drilling	Economic priority	Not as relevant
Topography	Mountainous topography creates unique development challenges	Not as relevant
Agriculture	Not seen as viable	More of a priority
Population	Slow growing, if at all	Outpacing state's growth; nearly 2x Allegany and 5x Garrett

Annualized Population Growth Rates, 2000-2010



Housing Construction, 2000-2010



Western Maryland and the State of Maryland



- **Communication with counties re: PlanMaryland**
 - Understand the intent of PlanMaryland, but had not been well-explained in terms of how it would benefit rural communities
- **Economic competitiveness**
 - It's not about Northern Virginia – it's Pennsylvania and West Virginia
- **PFA criteria too restrictive**
 - Criteria are too constraining, particularly the prescribed density levels, which exceed the residential expectations of a rural population
 - In Garrett County, growth areas do not qualify as PFAs



PlanMaryland Suggestions

- **Increase Flexibility**

- Consider local and regional “variables, accomplishments, and efforts”

- **More Local Input**

- **Incorporate Economic Concerns**

- Augment PlanMaryland with coordinated policies to support business and economic development

Industry Sector Priorities



Agriculture



- Washington County:
 - most difficult challenge is the aging farmers
- Allegany and Garrett Counties:
 - not economically viable as a single source of income

Healthcare



- Major source of jobs and income for Allegany and Washington Counties
- Participants:
 - Continue to **target and expand employment** in the healthcare sector
 - Leverage the advanced skills of the existing workforce to **expand into related specialties** such as R&D and biotechnology (through partnerships with local colleges)

Healthcare



- Participants: Major challenge to recruit doctors (primarily primary care physicians) and healthcare professionals to the region:
 - Competing with more densely populated areas where physicians can see more patients on a daily basis)
 - Lack of jobs for the spouses of healthcare professionals

Manufacturing



- Allegany County:
 - 6.8% of all jobs
 - 9.8% of all income
- Washington County:
 - 8.7% of all jobs
 - 14.2% of all income
- Participants:
 - need to target and train for advanced manufacturing
 - should do more to reclaim old manufacturing sites and buildings to return them to productive use

- Mining in Garrett County:
 - 2.0% of jobs (MD = 0.1%)
 - 4.0% of income (MD = 0.1%)
- Marcellus shale:
 - Natural gas extraction a priority in Garrett and Allegany Counties
 - Participants: Maryland is “missing the boat”



Tourism and Recreation

- Priority in all three counties
 - Washington County: agritourism
 - Allegany and Garrett Counties: recreation and ecotourism
- Participants:
 - Need additional and/or improved passenger rail **connections** to major metropolitan centers
 - Need minimal impact infrastructure appropriate for the development of ecotourism

“Outdoor recreation is awesome here; we need to promote it.”

- Allegany County STAR Workshop participant

Labor Force

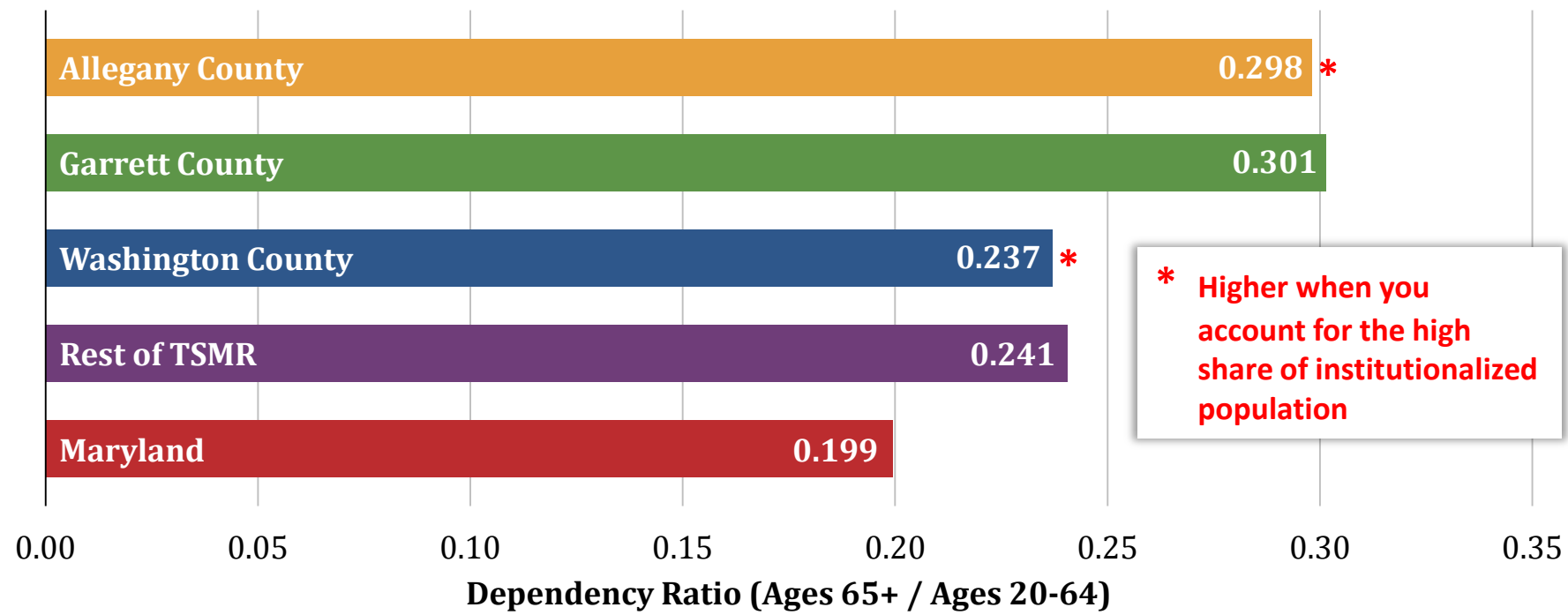


Brain Drain: Loss of Young Adults



- Exodus is a consequence of the long-term high unemployment rates experienced in Western Maryland
- Participants: survey shows college students want to stay after graduation, but most cannot find a job in the region that matches their skills
- Frustrating dilemma:
 - Not beneficial to educate residents for jobs that are not prevalent in the region
 - But want to build skills in order to attract future employers

Retirement Dependency Ratios, 2010



Infrastructure

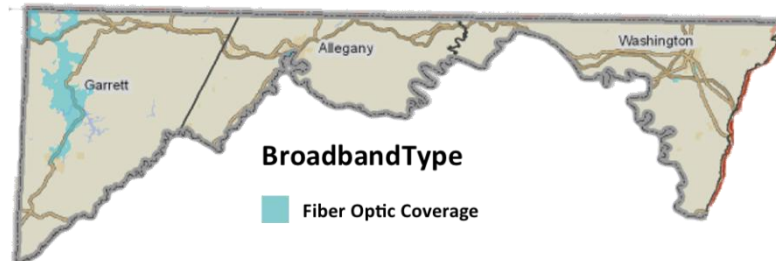
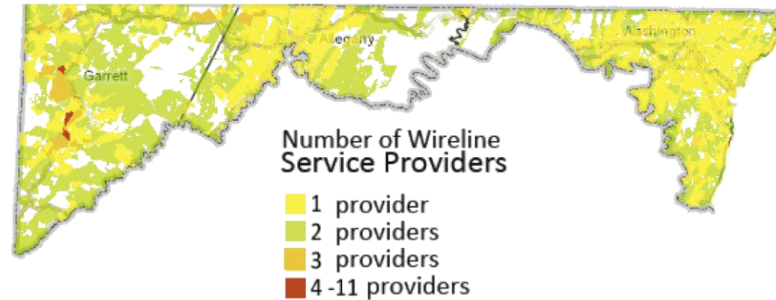
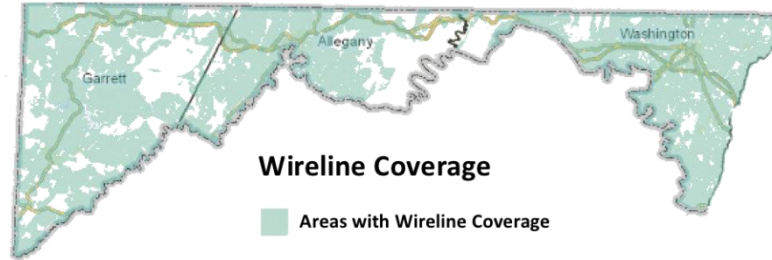


Broadband



- Frequently mentioned as a priority in previous plans and reports
- Identified as a priority by STAR participants in all three counties
 - Need to increase the quality and affordability of broadband internet access in the region
 - Partner with neighboring counties on wireless broadband towers
 - Tap into “dark fiber” that runs along I-68

Broadband Coverage





Transportation

- Isolation from passenger air travel is a significant constraint to economic development
- Increasing the region's north-south highway capacity a priority (US 220, US 219, I-81)
- Need to upgrade the region's rail infrastructure (freight and passenger)
- Vision for rural TOD

Conclusion



Conclusion



- The state development plan needs to comprehensively consider how best to develop the region
 - Economic priorities have an impact on land use
 - But it's not just about land use

Thank you!

<http://smartgrowth.umd.edu/starproject.html>

Jason Sartori

jason@ipcllc.net

240-305-9402

Gerrit Knaap

gknaap@umd.edu

301-405-6083





NCSG Planning Webinar Series

The University of Maryland School of Architecture, Planning and Preservation and the National Center for Smart Growth's Brown Bag Webinar Series continues with

SHOULD MARYLAND ADOPT A CALIFORNIA-STYLE SB375 SYSTEM?

Presentation by

William Fulton

Smart Growth America

Thursday, May 16, 2013

3:30 - 4:30 PM

Preinkert Field House Conference Room 1112V
University of Maryland, College Park

Access the Webinar: <http://smartgrowth.umd.edu/webseries13>