

# Pinelands Long-Term Economic Monitoring Program

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Policy and Implementation Committee  
May 18, 2018



# Agenda

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- LTEM Program overview
- Identified challenges
- Reexamination process
- Process outcomes
- Next steps



**LTEM Program Overview**

# LTEM Program Background

- Origins date back to 2<sup>nd</sup> Plan Review
- Funded by the National Park Service since 1996
- Program Goal: to continually evaluate the economic health of the Pinelands in an objective and reliable manner.



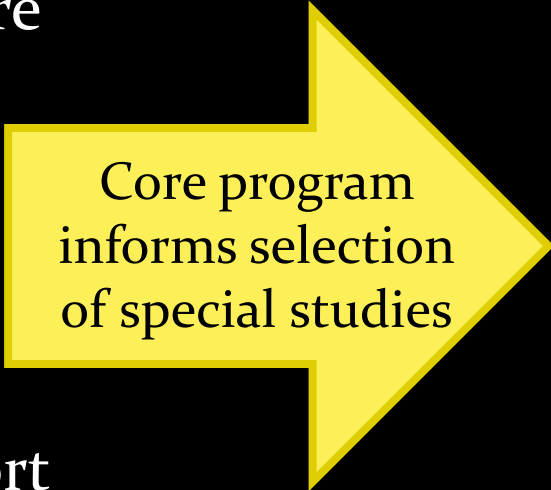
**Pinelands**  
National Reserve

# LTEM Program Structure

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## Core Program

- Analysis of core indicators
- Ongoing
- Products:
  - Annual report
  - Data repository



Core program informs selection of special studies

## Special Studies

- Periodic studies on select topics
- 1 year per study
- Products:
  - Special report
  - Data package

# LTEM Core Program

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## General Areas of Economic Monitoring

(23 indicators total)

- Population
- Real Estate
- Economy
  - Employment
  - Income
  - Establishments
  - Agriculture
- Municipal Finance

# LTEM Core Program

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## Report Format: Statistical Compendium

- Each indicator reported on
  - Tables, graphs, text descriptions
- County/Municipal Fact Book

## Primary Methods: Comparative Evaluation

- Aggregation of data into comparison groups
  1. Pinelands Municipalities
  2. Other S. Jersey Municipalities
  3. State of New Jersey



# Identified Challenges



# LTEM Program Challenges

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## **Methodological Considerations**

- Determining economic segments to monitor
- Geography and data availability
- Evaluation methods

## **Programmatic Considerations**

- Who is the target audience? What are their informational needs?
- Economic monitoring vs. economic development
- Selection of special studies
- Cost-effectiveness



**Reexamination Process**

# Reexamination Process

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## Public Users Meeting

- August 9, 2017
- 20 participants
  
- Participants selected from various government and non-governmental organizations involved in economic development and planning

## Expert Panel Meeting

- October 27, 2017
- 10 participants
  
- Participants selected from various government organizations that have special expertise or familiarity with LTEM data sources and subject matter

# Reexamination Process

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## Rutgers Expert Support and Review

1. Participate in both meetings
2. Produce review report
  - Review Core Program's economic indicators
    - Selection
    - Evaluation
    - Reporting
  - Recommended special studies



# Process Outcomes

# Outcomes: Users Meeting

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## Feedback on LTEM Annual Report:

- Source of useful information
- Unknown to many prior to invitation
- Well-designed
- Municipal Fact Book of particular usefulness
- Online availability of data would be useful
- Preference to maintain hard-copy of report

# Outcomes: Users Meeting

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- Approximately 20 suggested indicators/topics
- Suggested special studies topics
  - Quality of life
  - Community services
  - Tourism and hospitality industry
  - Cost of “development”
  - Feasibility of rail-based transit-oriented development
- Suggestion that Commission partner with other organizations when doing special studies

# Outcomes: Users Meeting

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- Household demographics
- More age distribution data (dependency ranges of 0-14 and 65+)
- Educational attainment
- Workforce information
- Occupational data
- Commuter data
- Public transportation
- Quarterly Census of Employment and Wages (QCEW)
- Types of jobs as well as quantities
- Tourism, medical, financial, retail, industrial centers
- Tourism and hospitality
- Quantity of new businesses formed
- Municipal services provided
- Land value, and improvement value
- Commercial ratables (non-residential square footage)
- Bank foreclosures and tax sales
- School district data (teacher-student ratio; high school graduation rates)
- Pinelands Development Credit data
- More data on economies of Regional Growth Areas
- Off-base housing location



# Outcomes: Expert Panel

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- Greater awareness of data sources and availability
  - Public and commercial data sources
  - Special data requests
- Contacts within state and federal agencies for acquiring data
- Further discussion on recommended indicators and special studies

# Outcomes: Rutgers Report

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- Under review by staff
- 36 indicators recommended for future reports
  - 10 focal indicators
    - Average home price
    - Volume of real estate transactions
    - Effective property tax
    - Per capita spending by municipality
    - Residential housing permits
    - Certificates of Occupancy
    - Ratio of land to improvement value
    - Permits issued for alterations/additions
    - Equalized property value per acre
    - Value of construction permitted

Not currently  
monitored

# Outcomes: Rutgers Report

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## Special studies recommended for consideration

- Tourism (ecotourism/agrotourism)
- Spending patterns in the Pinelands
- Relative costs of doing business
- Natural capital
- Value/feasibility of fast passenger rail service
- Municipal fiscal stress index & public services
- Quality of life comparative study

# Outcomes: Website Options

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## Exploration of options for enhanced web presence

- Reporting
- Interactive data explorer
- Data downloads



# Next Steps

# Next Steps

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## Staff Actions

- Review/finalize Rutgers Report
- Augment format of LTEM Program reporting
- Continue to develop plan for enhanced LTEM Program website

## Recommendations Forthcoming to Committee

- Additional indicators to add/drop from core program
- Special study selection for FY'19

A photograph of a street scene with a light green banner overlaid in the center containing the text "Questions?". The background shows a street with utility poles, buildings, and American flags. A sign for "Homestead" is visible on one of the buildings. The banner is semi-transparent and has a thin yellow border.

**Questions?**