

DECEMBER 6, 2018

NEW RIVER/MOUNT ROGERS JOB PLACEMENT AND CAREER TRAINING SERVICES

REGIONAL ECONOMIC AND FISCAL CONTRIUBUTION
IN PY 2017-18



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ECONOMIC IMPACT ASSESSMENTS AND RETURN ON INVESTMENT ANALYSES

Measure the economic contribution that business, education, or other enterprises make to their localities.

WORKFORCE INFORMATION

Project the demand for, and supply of, qualified workers.

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Use occupation and industry clusters to illuminate regional workforce and industry strengths and identify connections between the two.

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Assess the economic, demographic, and other factors likely to affect your enterprise in the future.

The Project Team

A. Fletcher Mangum, Ph.D.
Founder and CEO



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Executive Summary

The New River/Mount Rogers Workforce Development Board (WDB) provides workforce services to the counties of Bland, Carroll, Floyd, Giles, Grayson, Montgomery, Pulaski, Smyth, Washington, and Wythe, and the cities of Bristol, Galax, and Radford. This report assesses the economic and fiscal impact that the job placement and career training services the New River/Mount Rogers WDB provided in program year 2017-2018 (PY 2017) had on those communities.

The principle findings from that assessment are as follows:

1. Recently, total employment growth in the New River/Mount Rogers Workforce Development Area (WDA) has under-performed the statewide trend:

- Over the five year period from the 2nd quarter of 2013 to the 2nd quarter of 2018 regional employment in the New River/Mount Rogers WDA increased by 3,331 jobs or 2.4 percent. By way of comparison, statewide in Virginia total employment increased by 6.8 percent over the same period.
- Between the 2nd quarter of 2017 and the 2nd quarter of 2018, the largest private sector employment gains in the New River/Mount Rogers WDA occurred in Transportation and Warehousing (up 249 jobs), Other Services (up 244 jobs), and Health Care and Social Assistance (up 231 jobs). At the other end of the spectrum, the largest private sector employment losses over the period occurred in Administrative and Support and Waste Management Services (down 373 jobs), Retail Trade (down 284 jobs), and Real Estate and Rental and Leasing (down 155 jobs).
- These economic trends underscore the New River/Mount Rogers WDB's need to maintain a flexible and responsive labor market in response to changing economic conditions, and further emphasize the importance of the workforce services that the New River/Mount Rogers WDB provides.

2. The job placement and career training services provided by the New River/Mount Rogers WDB have a large economic and fiscal impact on its service area:

- In PY 2017, the New River/Mount Rogers WDB was instrumental in transitioning 401 individuals into employment through its Workforce Innovation and Opportunity Act (WIOA) Enhanced Career Services and other grant programs. The average annual salaries associated with those 401 placements ranged from \$22,027 to \$46,488. In combination these placements generated approximately \$13.1 million in additional household income in the region.
- Our analysis indicates that the total regional economic and fiscal impact associated with that \$13.1 million increase in household income was approximately 485 full time equivalent jobs, \$15.9 million in additional regional labor income, \$9.5 million in additional regional economic output, and \$1.3 million in state, local, and federal tax revenue.

3. Comparing the costs attributable to these programs to their economic benefits shows that benefits far exceed costs.

- In PY 2017, The New River/Mount Rogers WDB's cost of providing the WIOA Enhanced Career Services and other grant programs included in this economic and fiscal impact assessment was approximately \$2.3 million.
- Comparing that cost to the \$15.9 million in total additional regional labor income attributable to job placements from the WIOA Enhanced Career Services and other grant programs shows that the benefit/cost ratio is 7.0, indicating that the benefits derived from these programs were seven times the costs required to generate those benefits.

4. In PY 2017 The New River/Mount Rogers WDB made a significant contribution to the economy of its service area.

Introduction

This report assesses the economic and fiscal contribution that the New River/Mount Rogers Workforce Development Board's (WDB's) program year 2017-2018 (PY 2017)¹ career training and job placement services made to its service area. This report was prepared by Mangum Economics through a contract with the New River/Mount Rogers WDB.

Background

New River/Mount Rogers WDB

The New River/Mount Rogers WDB administers federally funded workforce development programs.² These programs aid businesses in finding qualified workers, assist jobseekers by providing access to workforce training and job placement services, and generally boost economic growth and competitiveness by strategically enhancing the region's available pool of human capital. The New River/Mount Rogers WDB's service area includes the counties of Bland, Carroll, Floyd, Giles, Grayson, Montgomery, Pulaski, Smyth, Washington, and Wythe, and the cities of Bristol, Galax, and Radford. In 2017, these localities had a combined population of almost 372,545, accounting for about one out of every twenty-three people in the state of Virginia as a whole.³

The mission of the New River/Mount Rogers WDB is to "support the region's economy through a collaborative approach to meeting needs of businesses and job seekers that is flexible and adaptable to the changing economic ecosystem." More specifically, the New River/Mount Rogers WDB accomplishes that mission through:

1. [Strategic Workforce Development](#)

- Coordinate workforce development partners to align their services with the needs of the economic development and business community.
- Convening sector partnerships to bring representatives from specific industries together with regional education, workforce development, economic development and community organizations to address workforce issues.
- Serve as the region's workforce analyst.
- Advocate for workforce programs and initiatives.
- Build capacity for system performance.

¹ July 1, 2017 through June 30, 2018.

² In program year 2016, funding was through the Workforce Investment and Opportunity Act.

³ Data Source: U.S. Census Bureau.

2. [Business Services](#)

- Job posting, job matching, and applicant screening.
- Job fairs and customized recruitment events
- Skills assessments, customized job profiling, and customized training.

3. [Jobseeker Services](#)

- Providing information on in-demand jobs, training, job search assistance, help with resume writing, computer skills training, and veterans' services.

4. [Youth Services](#)

- Providing career exploration, high school completion and post-secondary education transition services for youth.

Services Provided in PY 2017

In PY 2017, The New River/Mount Rogers WDB provided career training and job placement services through four separate workforce programs:

- [Workforce Innovation and Opportunity Act \(WIOA\) Adult Program](#) – provides employment and training services to assist eligible adults (individuals 18 years of age and older) in finding meaningful employment.
- [WIOA Dislocated Worker Program](#) – provides employment and training services to dislocated workers (an individual who has been terminated or laid off, or has received notice that they will be terminated or laid off) in finding meaningful employment.
- [WIOA Youth Program](#) – provides summer and year-round development programs to at risk youth (e.g., dropouts, foster children, juvenile offenders, children of incarcerated parents, and migrant children).
- [Pathways to the American Dream](#) – is a regional collaboration that that uses data and technology to enhance communication as well as develop and expand partnerships between regional workforce service providers.

As shown in Table 1, in PY 2017 these programs were instrumental in transitioning 401 individuals into well-paying jobs (average annual salaries ranged from \$22,027 to \$46,488).

Table 1: New River/Mount Rogers WDB Job Placements in PY 2017

Economic Impact	Employment	Average Salary
WIOA – Adult	86	\$25,085
WIOA – Dislocated Worker	118	\$32,365
WIOA – Youth	85	\$22,027
Pathways to the American Dream	112	\$46,488
WIOA Enhanced Services and Other Grant Programs Total	401	\$32,557

Regional Economic Trends

Figure 1 depicts changes in total employment in the New River/Mount Rogers Workforce Development Area (WDA) for the five-year period from the 2nd quarter of 2013 through the 2nd quarter of 2018 (the most recent quarter for which data are available).⁴ What these data show is that regional employment growth increased sharply in 2015, but generally decelerated in subsequent years. Over the period as a whole, total employment in the New River/Mount Rogers Workforce Development Area increased by 3,333 jobs or 2.4 percent. By way of comparison, statewide in Virginia total employment increased by 6.8 percent over the same period.

Figure 2 puts these numbers in perspective by comparing year-over-year changes in total employment in the New River/Mount Rogers WDA to that of the state as a whole. Any observation above the horizontal zero line in this graph reflects an increase in employment from the prior year, while any observation below the zero line reflects a decrease in employment from the prior year. As these data indicate, year-over-year changes in total employment in the New River/Mount Rogers WDA generally tracked the increasing statewide trend through 2015, but subsequently decelerated and dropped below the statewide norm.

⁴ In this graph and those that follow in this section, the New River/Mount Rogers Workforce Development Area is defined to include the counties of Bland, Carroll, Floyd, Giles, Grayson, Montgomery, Pulaski, Smyth, Washington, and Wythe, and the cities of Bristol, Galax, and Radford.

Figure 1: Total Employment in the New River/Mount Rogers WDA – 2nd Quarter 2013 to 2nd Quarter 2018⁵

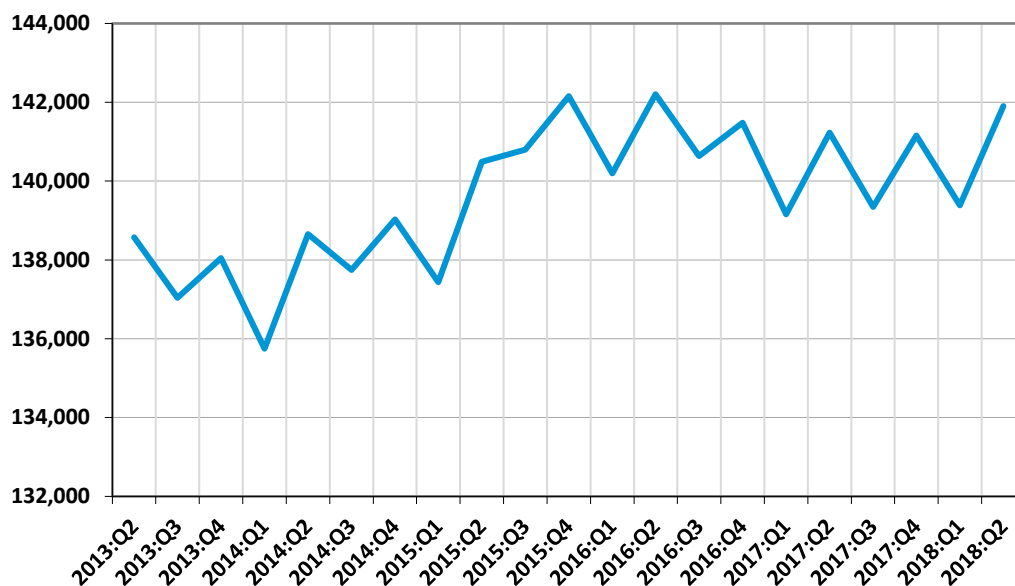
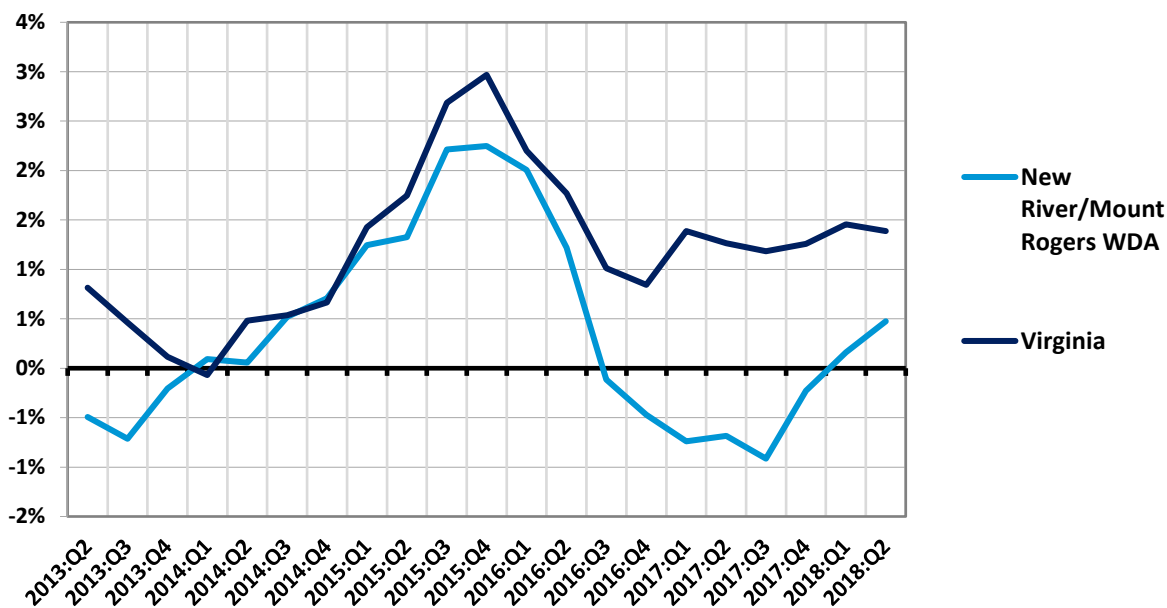


Figure 2: Year-Over-Year Change in Total Employment – 2nd Quarter 2013 to 2nd Quarter 2018⁶



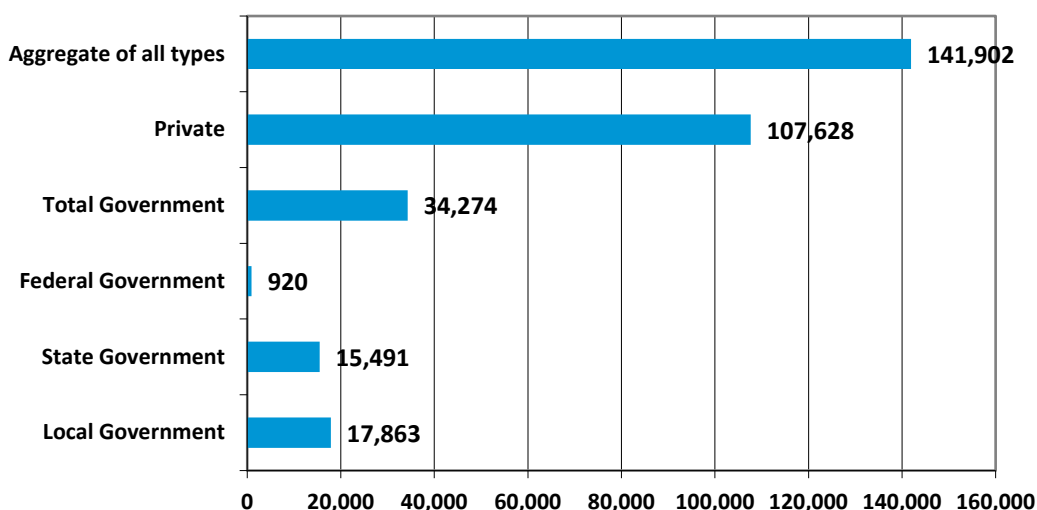
⁵ Data Source: Virginia Employment Commission and U.S. Bureau of Labor Statistics.

⁶ Data Source: Virginia Employment Commission and U.S. Bureau of Labor Statistics.

Figures 3 through 5 provide a break-down of total employment in the New River/Mount Rogers WDA in the 2nd quarter of 2018 by ownership category. As the data depicted in Figure 3 show, the private sector accounted for 107,628 jobs (or 76 percent) of the region's 141,902 total employment that quarter, while the government sector accounted for 34,274 jobs (or 24 percent). As depicted in Figure 4, average wages in the 2nd quarter of 2018 were \$721 per week overall in the region, \$696 per week in the private sector, and \$799 per week in the government sector.

Figure 5 depicts the change in employment in the New River/Mount Rogers WDA between the 2nd quarter of 2017 and the 2nd quarter of 2018 by ownership category. As these data indicate, total employment in the New River/Mount Rogers WDA increased by 670 jobs over the period, with the private sector experiencing a net gain of 693 jobs, and the government sector experiencing a net loss of 23 jobs.

Figure 3: New River/Mount Rogers WDA Employment by Ownership Category in the 2nd Quarter 2018⁷



⁷ Data Source: Virginia Employment Commission and U.S. Bureau of Labor Statistics.

Figure 4: New River/Mount Rogers WDA Average Weekly Wages by Ownership Category in the 2nd Quarter 2018⁸

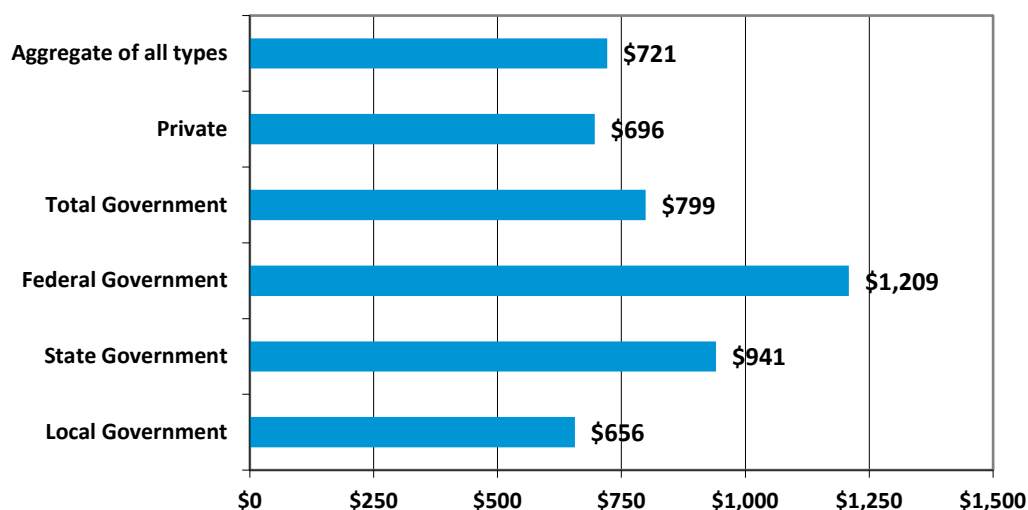
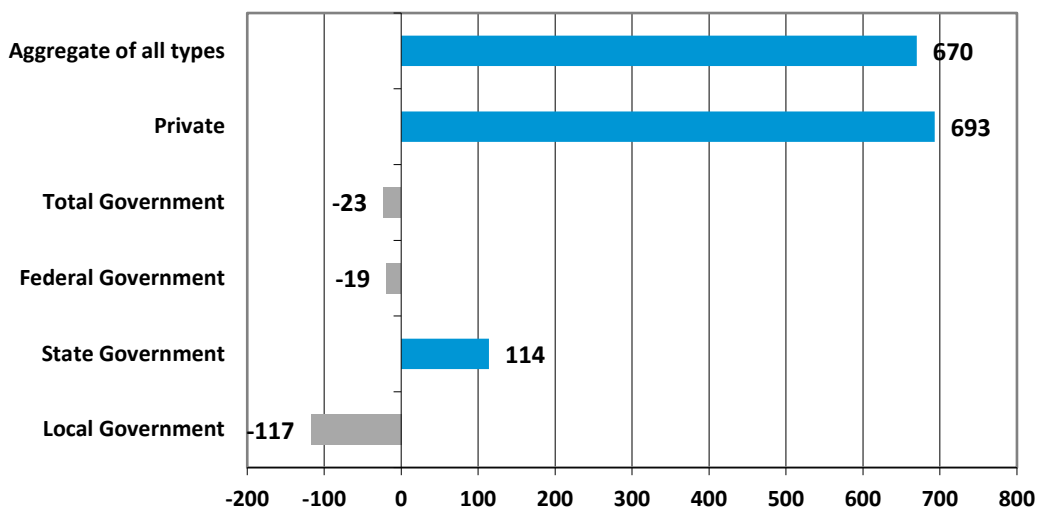


Figure 5: New River/Mount Rogers WDA Change in Employment by Ownership Category – 2nd Quarter 2017 to 2nd Quarter 2018⁹



⁸ Data Source: Virginia Employment Commission and U.S. Bureau of Labor Statistics.

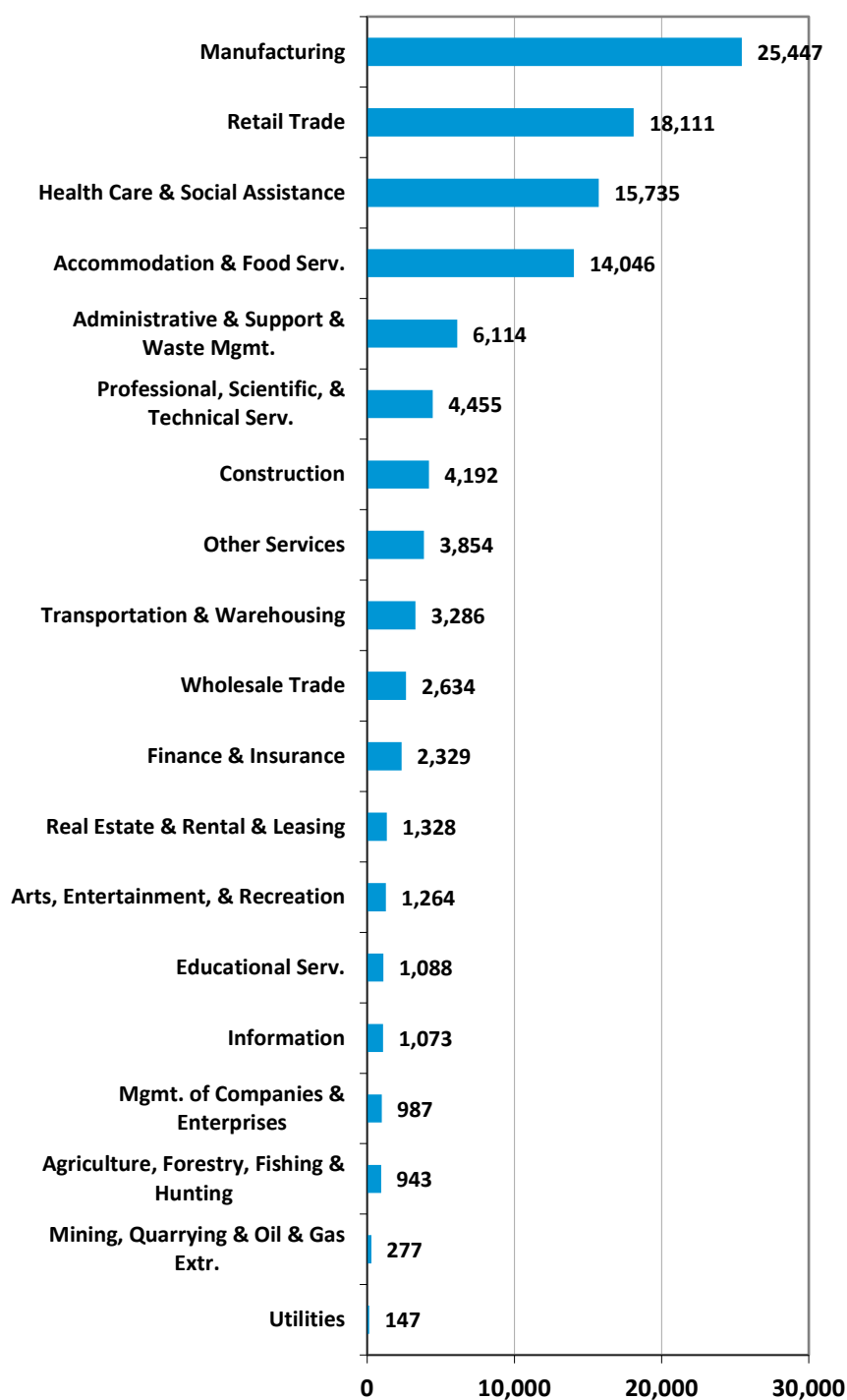
⁹ Data Source: Virginia Employment Commission and U.S. Bureau of Labor Statistics.

Figures 6 through 8 provide a more detailed picture of private sector employment in the New River/Mount Rogers WDA. Figure 6 depicts employment by major industry category in the 2nd quarter of 2018. As these data indicate, Manufacturing was the largest private sector employer in the New River/Mount Rogers WDA that quarter, accounting for 25,447 jobs or 24 percent of total private sector employment. Retail Trade ranked 2nd with 18,111 jobs (17 percent), Health Care and Social Assistance 3rd with 15,735 jobs (15 percent), Accommodation and Food Services 4th with 14,046 jobs (13 percent), and Administrative and Support and Waste Management Services 5th with 6,114 jobs (6 percent).

Figure 7 provides similar information for average weekly wages by major industry category. As these data show, Utilities was the highest paying private sector employer in the New River/Mount Rogers WDA in the 2nd quarter of 2018, with average weekly wages of \$1,385. Management of Companies and Enterprises ranked 2nd with average weekly wages of \$1,216, Professional, Scientific, and Technical Services ranked 3rd with average weekly wages of \$1,127, Mining, Quarrying, and Oil and Gas Extraction ranked 4th with average weekly wages of \$960, and Manufacturing ranked 5th with average weekly wages of \$950. To put these numbers in perspective, recall from Figure 4 that the average weekly wage across all private sector industries in the New River/Mount Rogers Workforce Development Area was \$696 in the 2nd quarter of 2018.

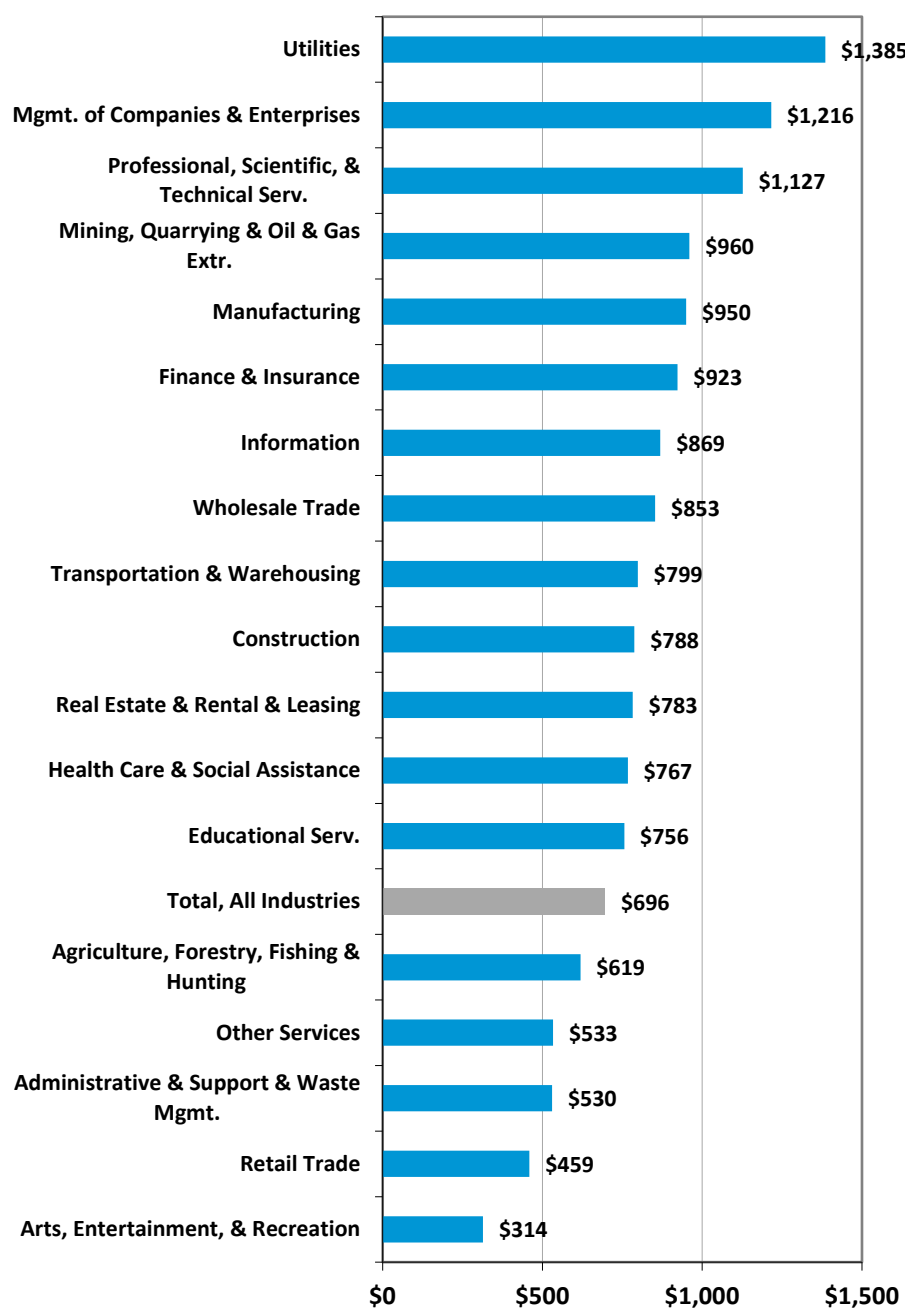
Figure 8 depicts the change in private sector employment in the New River/Mount Rogers WDA between the 2nd quarter of 2017 and the 2nd quarter of 2018. As these data indicate, the largest private sector employment gains over the period occurred in Transportation and Warehousing (up 249 jobs), Other Services (up 244 jobs), and Health Care and Social Assistance (up 231 jobs). At the other end of the spectrum, the largest private sector employment losses over the period occurred in Administrative and Support and Waste Management Services (down 373 jobs), Retail Trade (down 284 jobs), and Real Estate and Rental and Leasing (down 155 jobs).

Figure 6: Private Sector Employment by Major Industry in the New River/Mount Rogers WDA in the 2nd Quarter 2018¹⁰



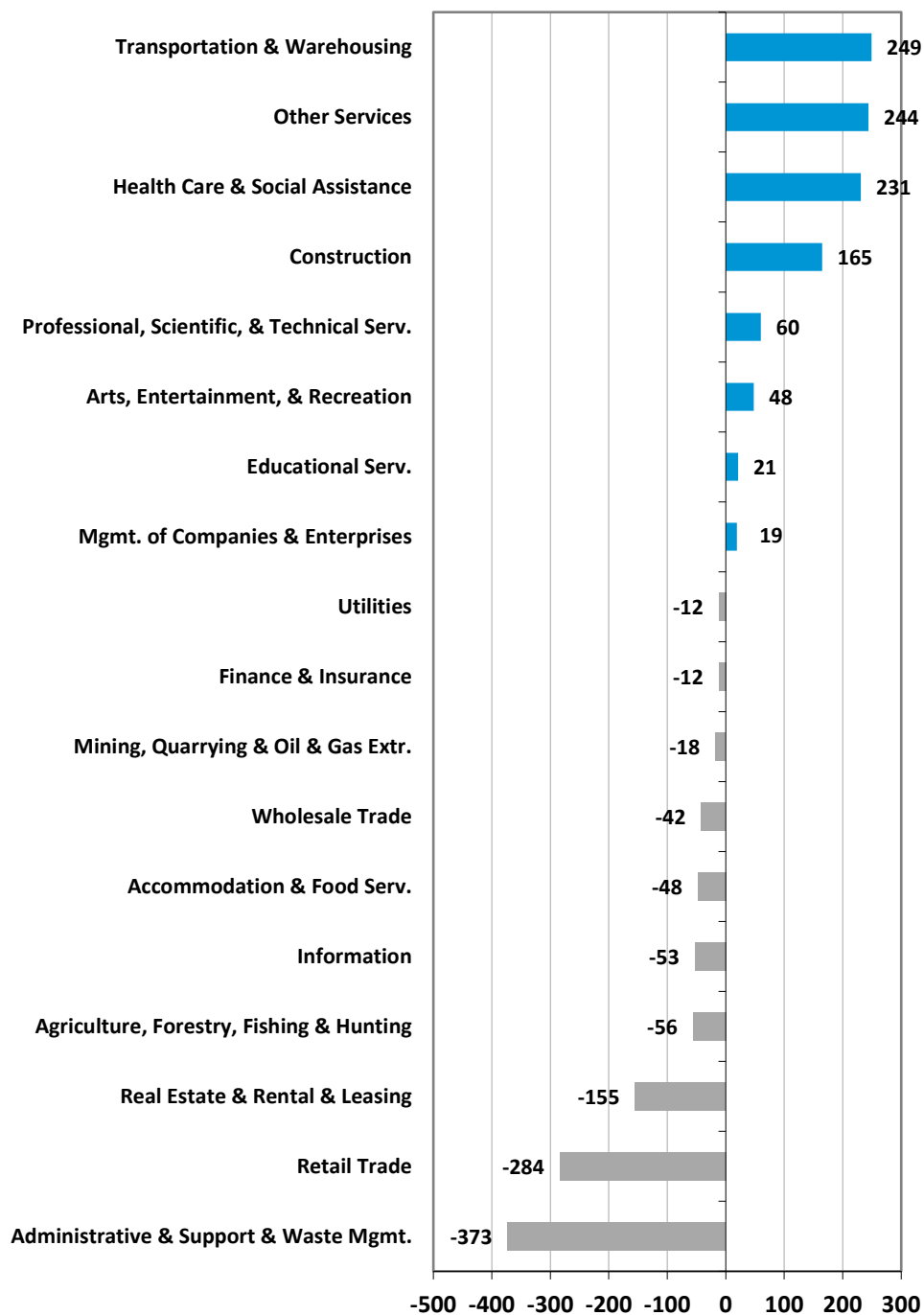
¹⁰ Data Source: Virginia Employment Commission and U.S. Bureau of Labor Statistics.

Figure 7: Private Sector Average Weekly Wages by Major Industry in the New River/Mount Rogers WDA in the 2nd Quarter 2018¹¹



¹¹ Data Source: Virginia Employment Commission and U.S. Bureau of Labor Statistics.

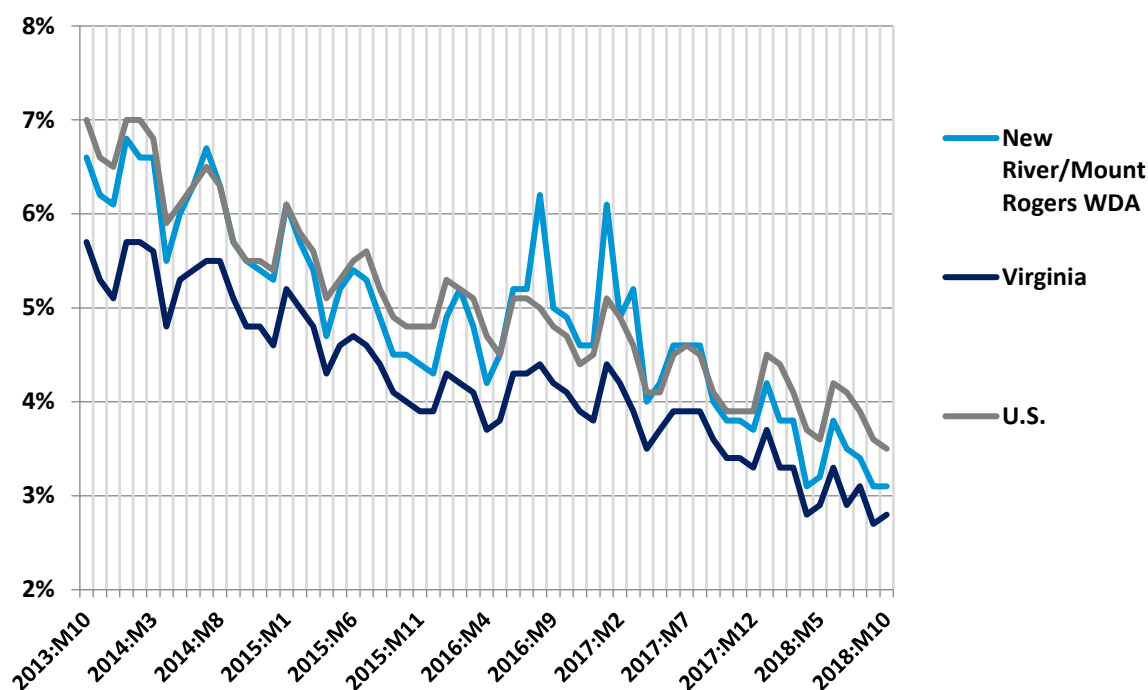
Figure 8: Change in Private Sector Employment by Major Industry in the New River/Mount Rogers WDA – 2nd Quarter 2017 to 2nd Quarter 2018¹²



¹² Data Source: Virginia Employment Commission and U.S. Bureau of Labor Statistics.

Finally, Figure 9 compares recent unemployment trends in the New River/Mount Rogers WDA to those at the state and national level. These data are monthly and cover the five-year period from October of 2013 through October of 2018 (the most recent month for which data are available). As these data show, unemployment steadily declined in all three jurisdictions throughout the period. As of October 2018, unemployment stood at 3.1 percent in the New River/Mount Rogers WDA, 2.8 percent statewide, and 3.5 percent nationally.

Figure 9: Unemployment Rate – October 2013 to October 2018¹³



Economic and Fiscal Impact – PY 2017

In this section, we assess the economic and fiscal impact that the career training, job placement, and other workforce services provided by the New River/Mount Rogers WDB in PY 2016 had on the economy of the New River/Mount Rogers WDA. The primary nature of that impact had to do with the new income earned by the previously unemployed individuals that the New River/Mount Rogers WDB was instrumental in transitioning into meaningful employment and for whom data on salary at placement were available.¹⁴ As shown in Table 2, the total additional household income generated through those placements is estimated to be \$13.1 million.

¹³ Data Source: Virginia Employment Commission and U.S. Bureau of Labor Statistics.

¹⁴ It is important to note that whereas the wages earned by these previously unemployed individuals constitute the primary economic impact of the career training, job placement, and other workforce services provided by the New River/Mount Rogers WDB in PY 2016, they are by no means the only economic impact. Although it is beyond

Table 2: Total Additional Household Income Attributable to PY 2017 Job Placements

Economic Impact	Employment	Average Salary	Total Household Income
WIOA – Adult	86	\$25,085	\$2,157,293
WIOA – Dislocated Worker	118	\$32,365	\$3,819,046
WIOA – Youth	85	\$22,027	\$1,872,312
Pathways to the American Dream	112	\$46,488	\$5,206,656
WIOA Enhanced Services and Other Grant Programs TOTAL	401	\$32,557	\$13,055,307

To quantify the regional economic and fiscal impact attributable to this increase in household income, we employ a commonly used impact simulation model called IMPLAN.¹⁵ The IMPLAN model uses regional and national data on production and trade flows to construct region-specific economic multipliers and uses these multipliers to quantify economic impact. Economic multipliers measure the second round, or ripple, effects that an expenditure has as it makes its way through the economy. For example, as when individuals that the New River/Mount Rogers WDB transitioned into employment spend their newly acquired salaries and wages on housing, groceries, and transportation, thereby generating income for someone else, which is in turn spent, thereby becoming income for yet someone else, and so on, and so on.

Through this process, one dollar in expenditures generates multiple dollars of income. The mathematical relationship between the initial expenditure and the total income generated is the economic multiplier. The cumulative result of these second round effects is called indirect impact when it refers to business to business transactions, and induced impact when, as in the current case, it refers to household (employee) to business transactions.

In the analysis that follows, we also provide estimates for four categories of impact. The first is employment, or the total number of full time equivalent jobs that are created in the regional economy through first round direct effects (*i.e.*, the jobs that are filled by individuals transitioned into employment through services provided by the New River/Mount Rogers WDB) and as a result of second round transactions. The second is labor income, or the salaries and wages that are associated with that total employment. The third is economic output, or the total amount of regional economic activity that is generated through second round effects. The fourth is fiscal impact, or the state and local tax revenues generated as a result of this economic activity.

the scope of the analysis presented here, a more inclusive definition of economic impact would also include, among other things, the cost of any social assistance that these individuals were receiving while unemployed (e.g., unemployment assistance, food stamps, etc.) and that they no longer required after they became employed.

¹⁵ IMPLAN v.3 is produced by Minnesota IMPLAN Group, Inc.

WIOA Enhanced Career Services and Other Grant Programs

In assessing the likely economic and fiscal impact attributable to the New River/Mount Rogers WDB's WIOA Enhanced Career Services and Other Grant Programs in PY 2017 – those programs where the New River/Mount Rogers WDB directly provided career training and job placement services that enabled an individual to transition from unemployment into a well-paying job – we employ the following assumptions:

- A total of 401 individuals exited from these programs and were placed into jobs in PY 2017.
- The average salary and total pre-tax income associated with these programs are as detailed in Table 2.
- All consumption expenditures were made within the New River/Mount Rogers WDA.
- Economic and fiscal impact are based on a “representative year” and no attempt is made to phase placements in based on actual job start data from PY 2017.

By feeding this assumption into the IMPLAN model, we obtain the estimates of annual regional economic impact shown in Table 3:

- **Regional Employment:** In addition to the 401 full time equivalent jobs filled by individuals transitioned into employment through the New River/Mount Rogers WDB programs included in this analysis, the household expenditures made by these individuals were responsible for supporting approximately 84 full time equivalent jobs through second round effects, for a total regional employment impact of approximately 485 full time equivalent jobs.
- **Regional Labor Income:** In addition to the \$13.1 million in labor income paid to individuals transitioned into employment through the New River/Mount Rogers WDB programs included in this analysis, the household expenditures made by these individuals were also responsible for creating approximately \$2.9 million in additional regional labor income through second round effects, for a total regional labor income impact of approximately \$15.9 million (does not sum due to rounding).
- **Regional Economic Output:** Second round effects from the \$13.1 million in labor income paid to individuals transitioned into employment through the New River/Mount Rogers WDB programs included in this analysis were also responsible for generating approximately \$9.5 million in additional economic output in the region.
- **Fiscal Impact:** The \$13.1 million in labor income paid to individuals transitioned into employment through the New River/Mount Rogers WDB programs included in this analysis were responsible for generating approximately \$561,394 in additional state and local tax revenue, and approximately \$734,374 in additional federal tax revenue, for a total fiscal impact of approximately \$1.3 million.

Table 3: Estimated Economic and Fiscal Impact of the New River/Mount Rogers WDB's WIOA Enhanced Career Services and Other Grant Programs in PY 2017

Economic Impact	Employment	Labor Income	Output
1st Round Direct Economic Activity	401	\$13,055,307	\$0
2nd Round Indirect and Induced Economic Activity	84	\$2,853,449	\$9,536,317
Total Economic Activity	485	\$15,908,756	\$9,536,317
Fiscal Impact	State and Local	Federal	Total
Tax Revenue	\$561,394	\$734,374	\$1,295,768

Benefit/Cost Ratio

In PY 2017, the cost associated with the WIOA Enhanced Career Services and Grant Programs provided by The New River/Mount Rogers WDB that are included in the economic impact analysis above was approximately \$2.3 million.¹⁶ Comparing that cost to the \$15.9 million in total additional regional labor income attributable to job placements from the WIOA Enhanced Career Services and other grant programs shows that the benefit/cost ratio is 7.0, indicating that the benefits derived from these programs were seven times the costs required to generate those benefits.

Conclusion

The New River/Mount Rogers WDB provides workforce services to the counties of Bland, Carroll, Floyd, Giles, Grayson, Montgomery, Pulaski, Smyth, Washington, and Wythe, and the cities of Bristol, Galax, and Radford. In program year 2017-2018 (PY 2017), these localities had a combined population of almost 372,545, accounting for about one out of every twenty-three people in the state of Virginia as a whole.

Our analysis has shown that, over the five year period from the 2nd quarter of 2013 to the 2nd quarter of 2018 regional employment in the New River/Mount Rogers WDA increased by 3,331 jobs or 2.4 percent. By way of comparison, statewide in Virginia total employment increased by 6.8 percent over the same period. Year-over-year changes in total employment in the New River/Mount Rogers WDA generally tracked the increasing statewide trend through 2015, but subsequently decelerated and dropped below the statewide norm.

Between the 2nd quarter of 2017 and the 2nd quarter of 2018, the largest private sector employment gains in the New River/Mount Rogers WDA occurred in Transportation and Warehousing (up 249 jobs), Other Services (up 244 jobs), and Health Care and Social Assistance (up 231 jobs). At the other end of the spectrum, the largest private sector employment losses over the period occurred in Administrative

¹⁶ Data Source: New River/Mount Rogers WDB.

and Support and Waste Management Services (down 373 jobs), Retail Trade (down 284 jobs), and Real Estate and Rental and Leasing (down 155 jobs). These economic trends underscore the New River/Mount Rogers WDB's need to maintain a flexible and responsive labor market in response to changing economic conditions, and further emphasize the importance of the workforce services that the New River/Mount Rogers WDB provides.

This report has shown that the most significant economic and fiscal contribution that the New River/Mount Rogers WDB made to its service area in PY 2017 has to do with the 401 individuals that it was instrumental in transitioning into well-paying jobs through its WIOA Enhanced Career Services programs (adult, dislocated worker, and youth) and other grant programs (Pathways to the American Dream). The average annual salaries associated with those 401 placements ranged from \$22,027 to \$46,488, and in combination those placements generated approximately \$13.1 million in additional household income in the region.

Taking into account the economic ripple effects from that increase in household income, we estimate the total impact from those placements to be 485 full time equivalent jobs, \$15.9 million in additional regional labor income, \$9.5 million in additional regional economic output, and \$1.3 million in state, local, and federal tax revenue. Comparing that estimated benefit – specifically in terms of the total \$15.9 million increase household (or labor) income – to the \$2.3 million in costs associated with providing these programs allows us to calculate a benefit/cost ratio. That benefit/cost ratio is 7.0, indicating that the benefits derived from the programs were seven times the costs required to generate those benefits.

In conclusion, in PY 2017 The New River/Mount Rogers WDB made a significant contribution to the economy of its service area.

New River/Mount Rogers Workforce Development Board

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