

*City of Utica*

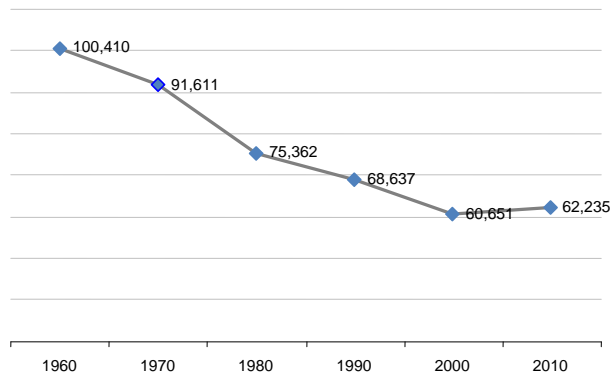
*Central Industrial Corridor ReVITALization Plan*

*Appendix A. Socio-Economic Profile*

## Population

Since the 1960s, the population of Utica has progressively decreased. A major factor in this decline can be attributed to continued technological changes and the downsizing/restructuring of major employers such as Lockheed Martin and Griffiss Air Force Base. According to US Census Data, Utica lost 40 percent of its population between 1960 and 2000, while experiencing a slight resurgence (2.6%) during the last decade as indicated in Graphic 1 – City of Utica Population Change: 1960 – 2010.

**Graphic 1 – City of Utica Population Change: 1960 - 2010**



In addition to the relocation of manufacturing jobs to other areas of the United States, the immediate postwar era saw a rise in automobile ownership, which enabled many employers and urban residents to relocate to suburban areas, such as New Hartford and Marcy. Utica’s “livability,” a factor crucial to its original growth, may have proved increasingly inadequate in comparison to the lifestyle afforded by the suburbs.

Based upon 2010 Census data at the Census Tract level, the CIC BOA has a population of approximately 9,693. As stated above, the tracts include lands outside of the CIC BOA. Specifically, tracts 208.02 and 208.3 at Broad Street includes lands south the Sub-Area and therefore impacts the overall figures. Census Tract 214.02 at the western tip of Oriskany Street includes several residential neighborhoods to the south and is not an accurate representation of the population in the CIC BOA. Despite these inaccuracies, it is evident that the CIC BOA is not heavily populated with only approximately 16% of the City’s total population. This finding is consistent with *Figure 2 – Existing Land Use Map* and supporting data discussed in more detail in Section 2.1 of this Report.

## Age Profile

Understanding the age profile helps guide community planning and investment decisions for housing, recreation, infrastructure, economic development and overall revitalization efforts. Population is also the single largest determining factor in the size and composition of the labor force (which generally includes people who are either working or looking for work).

According to the 2010 US Census, the City of Utica has a relatively young population when compared to Oneida County. On the whole, the population within the City is roughly six years younger than that of the County, and three years younger than that of the State. The City has a larger percentage of pre-school and school-aged children when compared to both Oneida County and the

State. There are also more college-aged persons residing in the City, which can be attributed to the presence of local colleges and universities.

<b>Table 2: Age Cohort Profile 2010</b>			
<b>(Source: U.S. Census, 2010 Summary File 1)</b>			
	<b>City of Utica</b>	<b>Oneida County</b>	<b>New York State</b>
Pre – School (< 5 yrs)	7.5%	5.6%	5.9%
School Age (5-18 yrs)	17.2%	16.2%	16.3%
College Age (18 – 24 yrs)	12.4%	9.9%	10.2%
Working Adults (25-54 yrs)	37.3%	39.1%	42.0%
Empty Nesters (55 – 64 yrs)	10.6%	12.8%	11.9%
Seniors (65+)	14.8%	15.4%	13.5%
Median Age	34.8 years	40.8 years	38.0 years

Specifically, the following three age groups: “Under 5,” “15-18” and the “28-24” exceed the corresponding groups of Oneida County and New York State. Children under 5 years of age represent 7.5% of the City’s total population, which is just shy of 2 full percentage points higher than the County and 1.5% higher than the State figure. By now, this cohort has begun moving well into elementary school and is therefore increasing the total number of students being served by the public and private educational institutions.

Evaluating these three groups together indicates a high demand for educational services at all levels within the City and a potential strain being placed on these resources. At the current rate, demand on the educational system will increase for the foreseeable future. In addition to educational resources, residents between ages 15 and 24 are also creating a large demand for recreational, entertainment and other resources and amenities geared towards this age population.

The age group between 25 and 54 represent the primary labor force age. For Utica, this cohort represents 37.3% of the City’s population compared to 39.1% and 42% for Oneida County and New York State respectively. These data may indicate that upon graduation people leave the area in search of jobs and perhaps a different quality of life. The relatively low number of working age adults indicates that Utica may not be attractive for younger persons. This demonstrates a possible need for enhanced cultural and recreational opportunities, entertainment, and employment opportunities that target this younger generation.

While the current primary labor force lags in comparison to the region, the size of the 15-24 year old group indicates that the labor force has the potential to rise significantly. If a majority of this age group remains in the City, it will present both challenges and opportunities. To help retain this population and stem continued population loss of the work force; the City will need to consider strategies for encouraging job growth and improved quality of life. Reinvestment and revitalization strategies in the CIC can play a significant role in retaining and attracting a vibrant workforce.

The City’s population of 55 years and older is fairly consistent with the State and County levels. Despite this, with over 25% of the City’s total population 55 years and older, there will continue to be increased demands for basic senior services, medical care and affordable senior housing. This age group can also serve as a lucrative market for many communities by targeting health care industries, commercial services and different levels of housing, all of which generate jobs and tax revenue.

***Educational Attainment***

Education levels have a strong correlation to economic success of the community. It is not uncommon for individuals in industry-based communities to begin working in the manufacturing and trade industries directly out of high school. Communities that have and continue to be negatively impacted by shifting manufacturing trends have found themselves at a major disadvantage when the local population attempts to seek employment requiring different skill sets.

As the economy continues to shift away from traditional manufacturing jobs and towards higher-skilled jobs, prospective employees will require education levels beyond a high school diploma or equivalent in order to be eligible and competitive.

As depicted in *Table 3 – Educational Attainment, 2010*, approximately 20 percent of the City’s residents are without a high school diploma, a rate significantly higher than Oneida County and the State. Currently, information industries – which many communities are seizing upon as a way in which to revitalize their economy – require workers with specific skill sets.

The educational level of Utica’s workforce will play a critical role in the extent to which the City will be able to participate in an economy driven by knowledge-intensive industries. As the recently adopted Master Plan states, “Economic development is a cornerstone of growth. Today’s new and growing businesses are built on the creativity and innovation of entrepreneurs, business people, and skilled workers. These people can chose to live anywhere in the world. Utica must seek ways to attract them to this city – to set up enterprises and put down roots.”

The current level of educational attainment will put Utica at a disadvantage. Therefore, there must to be a focus on attracting new residents with higher levels of education while encouraging current residents to pursue continuing education.

<b>Table 3: Educational Attainment, 2010</b>			
<small>(Source: U.S. Census Bureau; 2008-2010 American Community Survey 3-Year Estimates)</small>			
<b>Level of Attainment (Ages 25+)</b>	<b>City of Utica</b>	<b>Oneida County</b>	<b>New York State</b>
Less than 9 <sup>th</sup> grade	8.8%	5.3%	7.1%
9 <sup>th</sup> – 12 <sup>th</sup> grade, no diploma	11.2%	8.5%	8.4%
Percent without high school diploma	20.0%	13.8%	15.4%
High school graduate (includes equivalency)	31.9%	33.4%	27.6%
Some college, no degree	21.6%	20.2%	16.4%
Associates degree	11.6%	11.4%	8.2%
Bachelor’s degree	9.2%	12.8%	18.4%
Graduate degree	5.8%	8.5%	13.9%
Percent bachelor’s degree or higher	15.0%	21.3%	32.3%

### ***Housing Characteristics***

An analysis of the housing characteristics in the region and study area, including housing stock, owner occupancy, and housing values, contributes to a better understanding of social and economic conditions in the CIC BOA. According to the 2010 Census, there are 28,166 housing units in the City of which 3,261 of those units were vacant, a 11.5% vacancy rate. At the Census Tract level, there is less than 4,562 housing units in the CIC Study Area, with 755 of those vacant, a 16.5% vacancy rate. The vacancy rate for the CIC BOA is supported by the results of the existing land use analysis and demonstrates a need to evaluate revitalization opportunities.

According to the American Community Survey 5-Year Estimates between 2006 and 2010, the City of Utica had a median housing value of \$85,300. Within the CIC BOA, Census Tract 201.02 which covers Bagg's Square and eastern Oriskany Street had a median housing value of \$40,500, followed by \$53,800 for tract 208.3 (western Broad Street), \$65,000 for tract 214.02 (western tip of Oriskany Street) and \$77,000 for tract 208.02 (eastern portion of Broad Street). There was no data for tract 9800.002 (Harbor District) which had only 3 housing units according to the 2010 Census. Overall, housing values within the CIC BOA are lower than the City as a whole and may be attributable to each neighborhood's close proximity to vacant and underutilized property as well as known and potential brownfields. Improvements to these areas may result in improved housing values and related neighborhood enhancements and overall quality of life.

### ***Income Characteristics***

Understanding a community's income characteristics is also an important indicator for determining a community's economic well-being. The Utica median household income reflects many factors, including the transition from a goods producing (manufacturing) employment based economy to a service sector based economy; the educational attainment of its residents, and the age of the population. According to the 2008-2010 American Community Survey, the City of Utica had a median household income of \$32,140 in 2010, up 29 % from 1999 (measured in current dollars). This figure is significantly lower than that of the Oneida County (\$47,257) and of New York State (\$55,217).

<b>Table 4: Income 2010*</b>			
<small>(Source: U.S. Census Bureau; 2008-2010 American Community Survey 3-Year Estimates)</small>			
	<b>City of Utica</b>	<b>Oneida County</b>	<b>New York State</b>
Median Household Income	\$32,140	\$47,257	\$55,217
Median Family Income	\$40,083	\$59,1688	\$67,059
Per Capita Income	\$17,073	\$23,214	\$30,791

\*(in 2010 inflation-adjusted dollars)

### ***Income by Census Tract***

According to Table 5 – Median Household Income by Census Tract, the households within the CIC BOA generally have incomes below the City's median value. The few exceptions are the tracts 208.02 and 214.02. These areas include lands outside the CIC BOA and are not reflective of the overall conditions. Tract 201.02, which includes Bagg's is likely the more representative of the CIC BOA.

With the exception of homes within or near the Broad Street Sub-Area, the median household income for the rest of the CIC BOA are significantly below the City’s figure. This finding may be reflective of the housing conditions and how their close proximity to existing, vacant and underutilized industrial property may negatively impact the quality of the neighborhoods.

<b>Table 5 Median Household Income by Census Tract</b>				
<i>(Source 2006-2010 American Community Survey – 5-Year Estimates – in 2010 Inflation Adjusted Dollars)</i>				
	Census Tract 201.02 (Bagg’s Square, eastern Oriskany St.)	Census Tract 208.02 (Eastern Broad Street)	Census Tract 208.03 (Western Broad Street)	Census Tract 214.02 (Western tip of Oriskany St.)
<b>Median Household Income</b>	\$26,083	35,583	\$21,863	\$46,667

***Economic Composition***

Utica and the surrounding region, whose employment history has been based on a manufacturing economy for decades, has suffered greatly as its largest employers downsized, realigned, or closed, including Lockheed-Martin and Griffis Air Force Base in the 1990s. Manufacturing jobs gave way to lower-paid service sector jobs, which partially accounts for Utica’s low household income. Utica is a dramatic example of a community that has been affected by the transition from a manufacturing-based economy to a service-based economy, and must develop strategies to address this in order to facilitate revitalization of the area.

A more detailed analysis of the demographic trends as well as a targeted market analysis will be prepared as part of next phase of the BOA process – Step 2: Nomination Study.

***Employment Indicators***

The social and economic condition of a community is reliant, at least partially, on its residents’ ability to succeed in the labor force. In the knowledge-based economy, good jobs require higher levels of skill and knowledge than ever before. Many jobs that were considered non-college level by employers are now classified as college level. Education upgrading has occurred in many occupations due to changes in job duties, business practices, or technology.

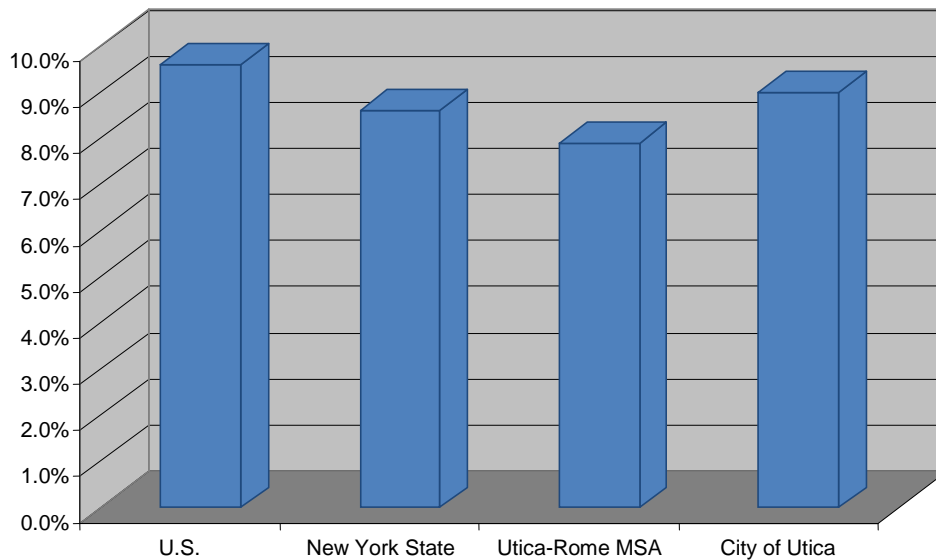
It is important to understand labor trends in Utica as the City develops strategies to connect its residents with the labor market, and as the City identifies its approaches to develop programs that benefit people in need.

Table 6 – Labor Force Participation Rate, illustrates that the share of Utica adults in the labor force is similar to the County, but slightly lower than New York State.

<b>Table 6: Labor Force Participation Rate, 2010</b>			
<small>(Source: U.S. Census Bureau; 2008-2010 American Community Survey 3-Year Estimates)</small>			
	<b>Population 16 and Over</b>	<b>In Labor Force</b>	<b>Labor Force Participation Rate</b>
City of Utica	47,572	28,544	60.0%
Oneida County	189,524	112,893	59.6%
New York State	15,503,530	9,926,359	64.0%

The New York State Department of Labor tracks unemployment data down to the city level. Clearly, the past few years have been one of the most volatile periods for employment and the economy in decades, and this is reflected in the unemployment rate for all geographies. As illustrated by *Graphic 2 – Unemployment Rates – 2010*, the City of Utica is currently experiencing a relatively higher unemployment rate compared to the region and state levels.

**Graphic 2 – Unemployment Rates, 2010**



Source: Bureau of Labor Statistics

As illustrated in *Table 7 – Share of Workers by Major Industries*, the majority of workers in the City of Utica are employed in the Educational, Health and Social Services; Retail Trade; Arts Entertainment, Accommodation and Food Services; and Manufacturing Industries. These trends mirror both Oneida County and the State.

<b>Table 7: Share of Workers by Major Industries, 2010</b> (Source: U.S. Census Bureau; 2008-2010 American Community Survey 3-Year Estimates)			
<b>Industry (Pop 16+)</b>	<b>City of Utica</b>	<b>Oneida County</b>	<b>New York State</b>
Agriculture, Forestry, Fishing, Hunting, Mining	0.2%	1.0%	0.6%
Construction	4.4%	5.4%	5.8%
Manufacturing	9.4%	10.6%	7.0%
Wholesale Trade	1.8%	2.3%	2.7%
Retail Trade	15.9%	12.2%	10.7%
Transportation and Utilities	3.2%	3.8%	5.2%
Information	2.0%	1.7%	3.0%
Finance, Insurance, Real Estate	7.0%	7.5%	8.4%
Professional, Scientific, Management, Admin	6.3%	7.3%	10.9%
Educational, Health and Social Services	28.3%	28.4%	27.1%
Arts, Entertainment, Accommodation, and Food Svc	11.2%	8.5%	8.6%
Other Services	4.3%	4.1%	5.1%
Public Administration	6.1%	7.3%	4.9%

As of 2010, and indicated in Table 8 - NAICS Industry Employment and Wages, the leading industry in terms of the number of establishments is Retail Trade. NAICS stands for the North American Industry Classification System, the standard used by Federal statistical agencies in classifying business establishments. Approximately 14,584 employees, in 1,058 establishments work within the Retail Trade industry in the Utica – Rome, NY MSA. The leading industry in terms of the number of employees is Health Care and Social Assistance. Almost 20,000 employees work among 676 establishments in the region.

The presence of the medical manufacturing giant, CONMED, is a major factor in the City of Utica’s strong position as a producer of medical equipment and supplies. Direct access to the facility from the New York State Thruway is available using the North South Arterial Highway (also known as Routes 8, 12 and 5).



**Table 8: NAICS Industry Employment and Wages,  
Utica – Rome, NY, Metropolitan Statistical Area (MSA): 2010**

(Source: New York State Department of Labor)

Industry	Number of Establishments	Average Annual Employment	Employment as a % of Total	Total Annual Wages	Average Annual Wages
Agriculture, Forestry, Fishing and Hunting	15	309	0.25%	\$6,509,278	\$21,066
Mining	14	182	0.15%	\$7,916,999	\$43,500
Utilities	10	296	0.24%	26,021,115	\$87,909
Construction	647	3,018	2.4%	\$133,176,307	\$44,127
Manufacturing	310	11,175	9.0%	\$495,283,385	\$44,321
Wholesale Trade	237	3,079	2.5%	\$131,731,837	\$42,784
Retail Trade	1,040	13,675	11.1%	\$309,312,082	\$22,619
Transportation and Warehousing	131	4,076	3.3%	\$150,308,802	\$36,877
Information	116	2,040	1.6%	\$81,348,633	\$39,877
Finance and Insurance	323	6,120	4.9%	\$303,860,196	\$49,650
Real Estate and Rental and Leasing	221	818	0.66%	\$22,585,407	\$27,611
Professional and Technical Services	464	3,947	3.2%	\$196,870,525	\$49,879
Management of Companies and Enterprises	30	679	0.55%	\$45,600,646	\$67,159
Administrative and Waste Services	218	3,695	3.0%	\$95,792,781	\$25,925
Educational Services	39	2,465	2.0%	\$91,593,719	\$37,158
Health Care and Social Assistance	721	22,250	18.0%	\$768,184,110	\$34,525
Arts, Entertainment and Recreation	132	1,606	1.3%	\$29,829,404	\$18,574
Accommodation and Food Services	683	8,419	6.8%	\$109,229,337	\$12,974
Industry	Number of Establishments	Average Annual Employment	Employment as a % of Total	Total Annual Wages	Average Annual Wages
Other Services	717	3,302	2.7%	\$67,778,317	\$20,526
Unclassified	7	82	.007%	\$1,929,587	\$23,532
<b>Total, All Industries</b>	<b>6,075</b>	<b>123,600</b>	<b>100.0%</b>	<b>\$4,486,186,906</b>	<b>\$36,296</b>

According to the US Department of Labor and the US Bureau of Labor Statistics Winter 2011-2012 Occupational Outlook Quarterly, nationally, employment is projected to increase by more than 5.6 million in the Health Care and Social Assistance sector between 2010 and 2020. Home health care

services and individual and family services are expected to lead growth in this sector. Growth in professional and business services is expected to be led by providers of management, scientific, and technical consulting services. Both the health care and social assistance sector and the construction sector are projected to grow by more than twice as fast as the average for all industries between 2010 and 2020. Growth in health care and social assistance is expected to be driven by increased demand from an aging population. In construction, projected rapid employment growth represents a partial recovery of significant job losses that occurred between 2007 and 2009.

*Note: Employment trends and projections will be studied in greater detail during the second step of the BOA process utilizing data from the 2010 US Census yet to be released, as well as information from the New York State Department of Labor and the Bureau of Economic Analysis.*

In order to diversify the city's economy and attract and retain young, educated professionals to the City of Utica, focus must be paid to developing strategies that will create additional high paying jobs in the Professional and Technical Services and Health Care and Social Assistance Industries.