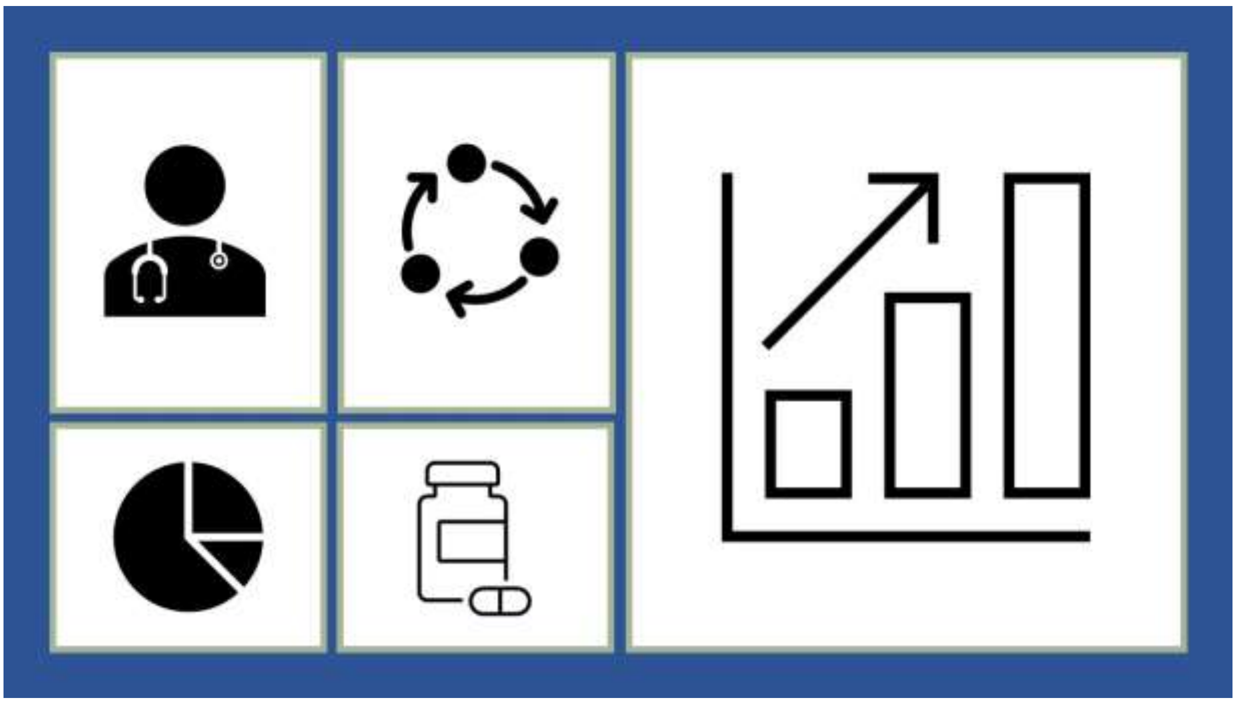
SOUTH CENTRAL CONNECTICUT ECONOMIC DEVELOPMENT UPDATE

2020 REGIONAL ANALYSIS



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REGIONAL ANALYSIS

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REGIONAL ANALYSIS

THE REGION DEFINED

The region used in this analysis includes 15 municipalities in South Central Connecticut: Bethany, Branford, East Haven, Guilford, Hamden, Madison, Meriden, Milford, New Haven, North Branford, North Haven, Orange, Wallingford, West Haven and Woodbridge.

Unless noted, we are reporting on the region. However, some data will be identified as New Haven County or the New Haven Labor Market Area.

New Haven County: Ansonia, Beacon Falls, Bethany, Branford, Cheshire, Derby, East Haven, Guilford, Hamden, Madison, Meriden, Middlebury, Milford, Naugatuck, New Haven, North Branford, North Haven, Orange, Oxford, Prospect, Seymour, Southbury, Wallingford, Waterbury, West Haven, Wolcott and Woodbridge.

New Haven Labor Market Area: Bethany, Branford, Cheshire, Chester, Clinton, Deep River, East Haven, Essex, Guilford, Hamden, Killingworth, Madison, Meriden, New Haven, North Branford, North Haven, Orange, Wallingford, West Haven, Westbrook and Orange.

NOTE: Unless otherwise specified, the data collected for this analysis ends at February 29, 2020 and does not reflect the impact of the COVID-19 pandemic on the regional economy.

DEMOGRAPHICS

Percent of Population 25+ Years with a Bachelor's Degree or Higher

37.32%

Between 2010 and 2017, the region's population has been essentially flat. Both the region and New Haven county has seen a slight decrease in the number of households.

REGIONAL ANALYSIS

The per capita income increased 10.34% in the region and 9.59% in the county between 2010 to 2017. The median age has been steadily increasing in all three geographies since 2000. From 2010 to 2017, the median household income increased by 6.59% in the South Central Region, with slightly less growth happening in New Haven County.[1][2]

Additional demographic information can be found in the 2019 SCRCOG Demographic and Socioeconomic Trends report.

	SOUTH CENTRAL REGION		NEW HAVEN COUNTY	
	2010	2017	2010	2017
Population	570,001	570,865	862,477	862,127
Households	222,620	221,157	334,502	327,402
Per Capita Income	$32,849	$36,639	$31,720	$35,085
Median Household Income	$64,653	$69,217	$61,114	$64,872
Median Age	39	40.3	39.3	40.1

[1] U.S. Census Bureau, Census 2000 (Tables DP - 1 & DP - 2), 2010 U.S. Census Demographic Profile Data (Table DP -1), 2006 – 2010 American Community Survey 5 -Year Estimates (Tables B19013 & B19301)

[2] 2013-2017 American Community Survey 5-Year Estimates (Tables B01003, DP02, DP05, B19013, B19301)

REGIONAL ANALYSIS

POPULATION BY TOWN 1990-2017

The figure below shows the population in the region's municipalities between 2010 and 2017 was essentially unchanged.[3]

	1990	2000	2010	2017
Bethany	4,608	5,040	5,563	5,526
Branford	27,603	28,683	28,026	28,149
East Haven	26,144	28,189	29,257	29,006
Guilford	19,848	21,398	22,375	22,377
Hamden	52,434	56,913	60,960	61,493
Madison	15,485	17,858	18,269	18,247
Meriden	59,479	58,244	60,868	60,241
Milford	49,938	52,305	52,759	53,867
New Haven	130,474	123,626	129,779	130,884
North Branford	12,996	13,906	14,407	14,275
North Haven	22,247	23,035	24,093	23,877
Orange	12,830	13,233	13,956	13,981
Wallingford	40,822	43,026	45,135	44,991
West Haven	54,021	52,360	55,564	55,044
Woodbridge	7,924	8,983	8,990	8,907
Total	536,853	546,799	570,001	570,895

[3] U.S. Census Bureau, 1990 Census Data Profile 1, Census 2000 Data Profile 1,2010 U.S. Census Demographic Profile Data (Table DP-1), 2013-2017American Community Survey 5-Year Estimates (Table B01003)

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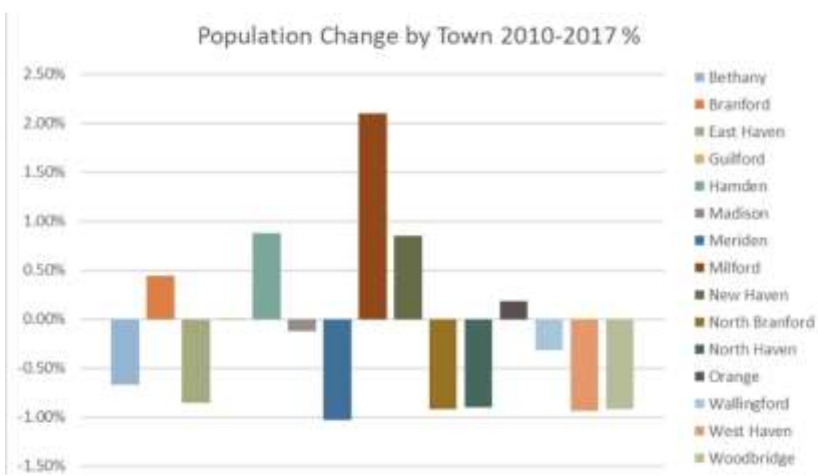
POPULATION CHANGE BY TOWN 2010-2017

The figure below shows the population change in the region's municipalities between 2010 and 2017. Overall, the region's population increased by 0.15%. [4]

Town	2010	2017	Number of People	% Change 2010-2017
Bethany	5,563	5,526	-37	-0.67%
Branford	28,026	28,149	123	0.44%
East Haven	29,257	29,006	-251	-0.86%
Guilford	22,375	22,377	2	0.01%
Hamden	60,960	61,493	533	0.87%
Madison	18,269	18,247	-22	-0.12%
Meriden	60,868	60,241	-627	-1.03%
Milford	52,759	53,867	1,108	2.10%
New Haven	129,779	130,884	1,105	0.85%
North Branford	14,407	14,275	-132	-0.92%
North Haven	24,093	23,877	-216	-0.90%
Orange	13,956	13,981	25	0.18%
Wallingford	45,135	44,991	-144	-0.32%
West Haven	55,564	55,044	-520	-0.94%
Woodbridge	8,990	8,907	-83	-0.92%

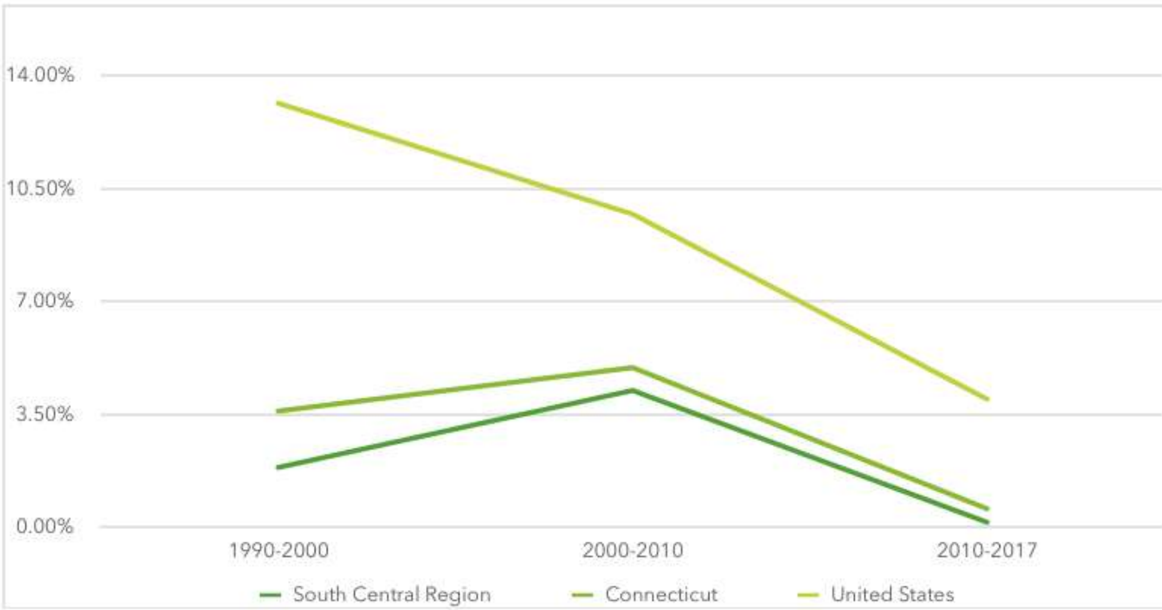


CHANGE IN POPULATION: REGION, CONNECTICUT, U.S.

As seen in the graph below, the decline in population growth for the region closely follows the trend for the state and the country. However, both Connecticut and Greater New Haven are experiencing a

[4] U.S. Census Bureau, 1990 Census Data Profile 1, Census 2000 Data Profile 1, 2010 U.S. Census Demographic Profile Data (Table DP-1), 2013-2017 American Community Survey 5-Year Estimates (Table B01003)

slower growth in population relative to the rest of the United States. In Connecticut, there is concern that the aging population will elect to retire out-of-state and possibly result in a decline in population.[5,6]

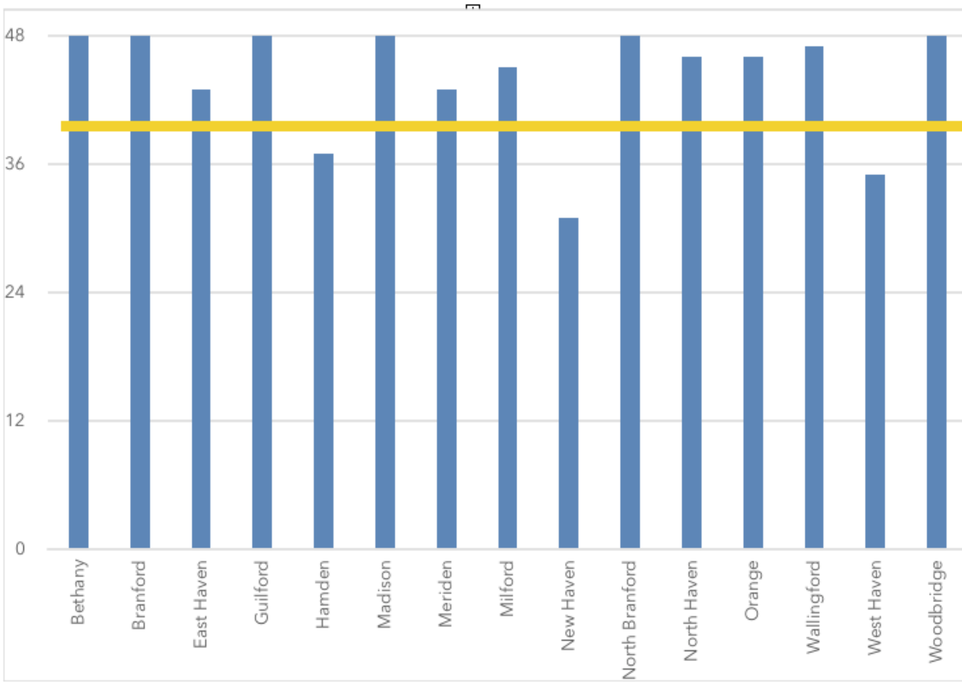


[5] U.S. Census Bureau, 1990 Census Data Profile 1, Census 2000 Data Profile 1, 2010 U.S. Census Demographic Profile Data (Table DP-1)

[6] 2013-2017 American Community Survey 5-Year Estimates (Table B01003)

POPULATION: MEDIAN AGE BY TOWN

As of 2017 only Hamden, New Haven and West Haven's median age are below the national average of 38 (noted by the horizontal line). One of the objectives set forth in the CEDS Action Plan is to develop housing and amenities that will allow younger people to remain in, or relocate to, the region.[7,8]



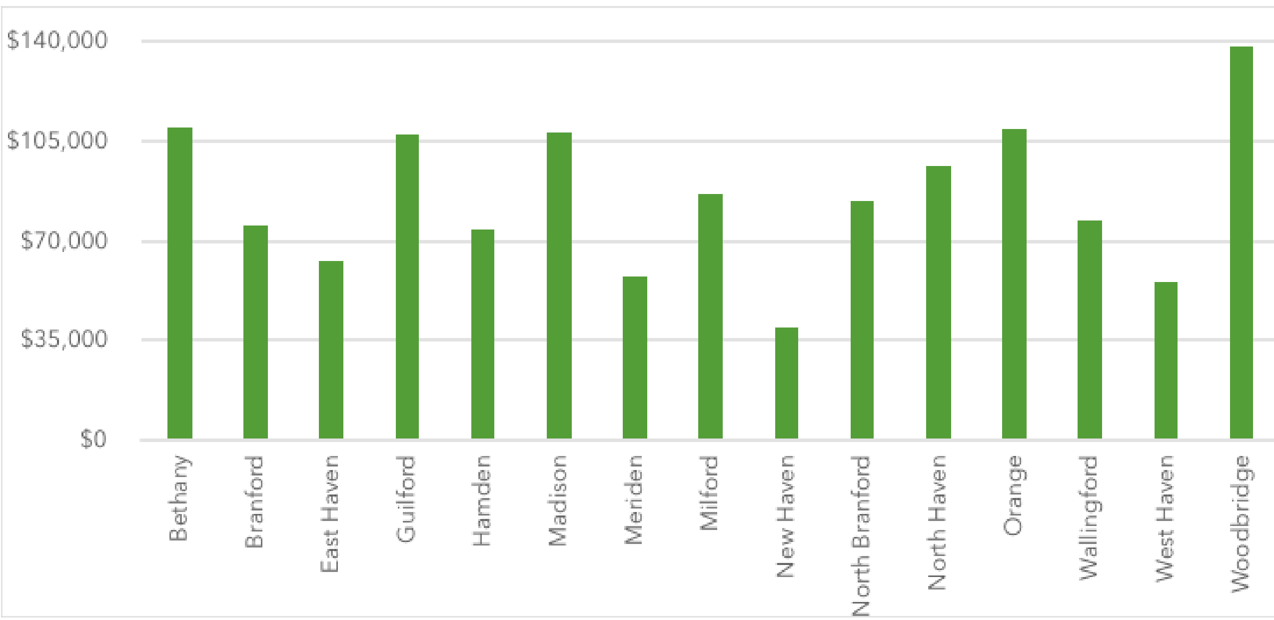
[7] U.S. Census Bureau, 1990 Census Data Profile 1, Census 2000 Data Profile 1, 2010 U.S. Census Demographic Profile Data (Table DP-1)

[8] 2013-2017 American Community Survey 5-Year Estimates (Table B01003)

REGIONAL ANALYSIS

WEALTH: MEDIAN HOUSEHOLD INCOME BY TOWN

The disparities are dramatic in wealth between urban and suburban towns within the South Central Connecticut region. Woodbridge led the region with a median household income of approximately $138,000, while New Haven's median household income was about $39,000 according to 2017 data. All towns experienced an increase in median household income since 2010.[9]



[9] CT Data Collaborative 2019 Town Profiles

WEALTH: POVERTY

With respect to individuals living below the federally-defined poverty level, four communities saw a decrease between 2010 and 2017 (Branford, North Haven, Meriden and Wallingford). Poverty continues to be a problem in the some of the larger communities (New Haven, West Haven and Meriden) where more than 10% of the population lives below the poverty line. While Meriden has more than 10% of the population living below the poverty line, poverty has dropped from 12.5% in 2015 to 10.8% in 2017. Woodbridge and Madison, in the top five for both age and median household income saw dramatic increases in poverty between 2010. This is consistent with the data we saw in the 2010-2016 comparison.[10]

	2000	2010	2017	% change 2010-2017
New Haven	24.4%	25.2%	25.6%	1.6%
West Haven	8.8%	10.1%	13.2%	30.7%
Meriden	11.0%	13.8%	10.8%	-21.7%
East Haven	5.2%	8.3%	8.7%	4.8%
Hamden	7.8%	6.8%	8.0%	17.6%
Milford	3.7%	3.9%	6.1%	56.4%
Branford	4.1%	5.8%	5.5%	-5.2%
Woodbridge	2.3%	1.7%	4.9%	188.2%
Wallingford	3.6%	6.8%	4.2%	-38.2%
Guilford	3.1%	2.8%	3.7%	32.1%
North Haven	3.5%	3.9%	3.6%	-7.7%
Orange	2.5%	2.1%	3.3%	57.1%
Bethany	2.6%	2.1%	3.0%	42.9%
Madison	1.3%	0.7%	2.9%	314.3%
North Branford	1.6%	0.7%	2.4%	242.9%

[10] 2000 U.S. Census & ACS 2010, 2013-2017 5 Year Estimates

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WEALTH: ECONOMICALLY DISTRESSED TOWNS

The Connecticut Department of Economic and Community Development ranks all 169 municipalities in the state according to their level of distress with the top 25 being labeled distressed at the state level. The factors used to calculate this ranking include high unemployment and poverty, aging housing stock and low or declining rates of growth in job creation, population, per capita income, percentage of population with high school diploma or higher, and per capita adjusted equalized net grand list. Taken together, these metrics give an overall picture of the economic well-being a community. Four municipalities are identified as distressed in our region in 2019.[11]

#16: New Haven
#19: East Haven
#22: Meriden
#23 West Haven

HOUSING: CHANGE IN MEDIAN SALE PRICE FOR HOMES

Since 2018, median sales prices for homes in New Haven County have increased by 1.16% from $215,000 to $217,500.[12]

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[11] CT DOL, DOE compiled by DECD Research, June 2019
[12] Berkshire Hathaway Quarterly Market Report, Q4 2019

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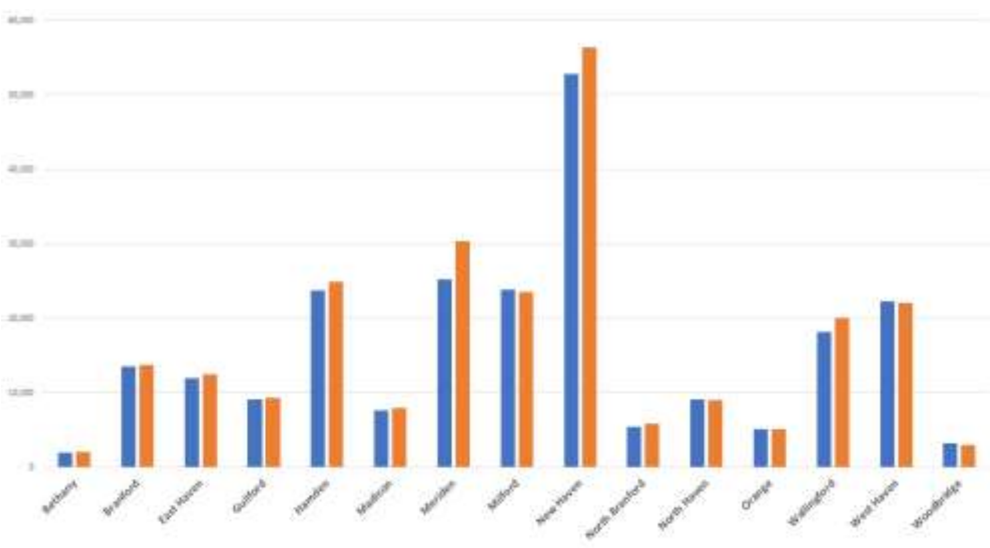
HOUSING: HOUSING STOCK

From 2008 to 2017, the housing stock in the region grew by 5.4% driven by residential investment in Meriden and New Haven. However, there is insufficient affordable development to support the goals and objectives of the Workforce and Housing section of the CEDS.

GRAPH	2008	2017	Change	% Change
Bethany	1,979	2,065	86	4.35%
Branford	13,590	13,773	183	1.35%
East Haven	11,976	12,553	577	4.82%
Guilford	9,121	9,324	203	2.23%
Hamden	23,808	24,907	1,099	4.62%
Madison	7,661	7,989	328	4.28%
Meriden	25,249	30,411	5,162	20.44%
Milford	23,858	23,571	-287	-1.20%
New Haven	52,812	56,423	3,611	6.84%
North Branford	5,457	5,892	435	7.97%
North Haven	9,171	8,998	-173	-1.89%
Orange	5,156	5,106	-50	-0.97%
Wallingford	18,201	20,109	1,908	10.48%
West Haven	22,305	22,040	-265	-1.19%
Woodbridge	3,294	3,096	-198	-6.01%
Total	233,638	246,257	12,619	5.40%



HOUSING: NUMBER OF AFFORDABLE UNITS

As noted in the 2018 Comprehensive Economic Development Strategy, the availability of housing options for low wage workers and their families is scarce. A single parent with two children must earn over $24.96 per hour for housing costs to be below 30% of total income in New Haven County.[13] Currently, the minimum wage in Connecticut is $11.00 which went into effect October 1, 2019 (previously $10.10). Minimum wage will increase over the next 4 years:

September 2020:	$12.00
August 2021:	$13.00
July 2022:	$14.00
June 2023:	$15.00

Subsequent increases will be based on federal economic indicators.[14]

Suburban towns have extremely limited inventory of affordable units.[15] To address this issue, the South Central Regional Council of Governments has established a Housing Group with representatives of each town in the region. Thus far, the committee has focused on learning best practices and avoiding potential pitfalls in pursuing increased affordable housing in each town. The goal is to have each town define an appropriate spectrum of housing options for its current and future residents. Issues to be addressed include antiquated planning and zoning regulations, limited public transportation, public opposition and coordinated development based on each community's preferences. This process (which has been extended into a second year) is not an attempt to force a common plan for each town. Rather it is designed to showcase a number of options so planners can propose the best solutions for their towns. Ideally, with pre-approved zoning regulations, developers will be able to present attractively designed projects with fewer units in response to the decreased costs of implementing the projects.

Partnership for Strong Communities and DOH have not posted 2019 data

[13] National Low Income Housing Coalition, Out of Reach 2018

[14] Press Release: Governor Lamont Signs Minimum Wage Increase, May 28, 2019

[15] CT Data Collaborative 2019 Town Profile

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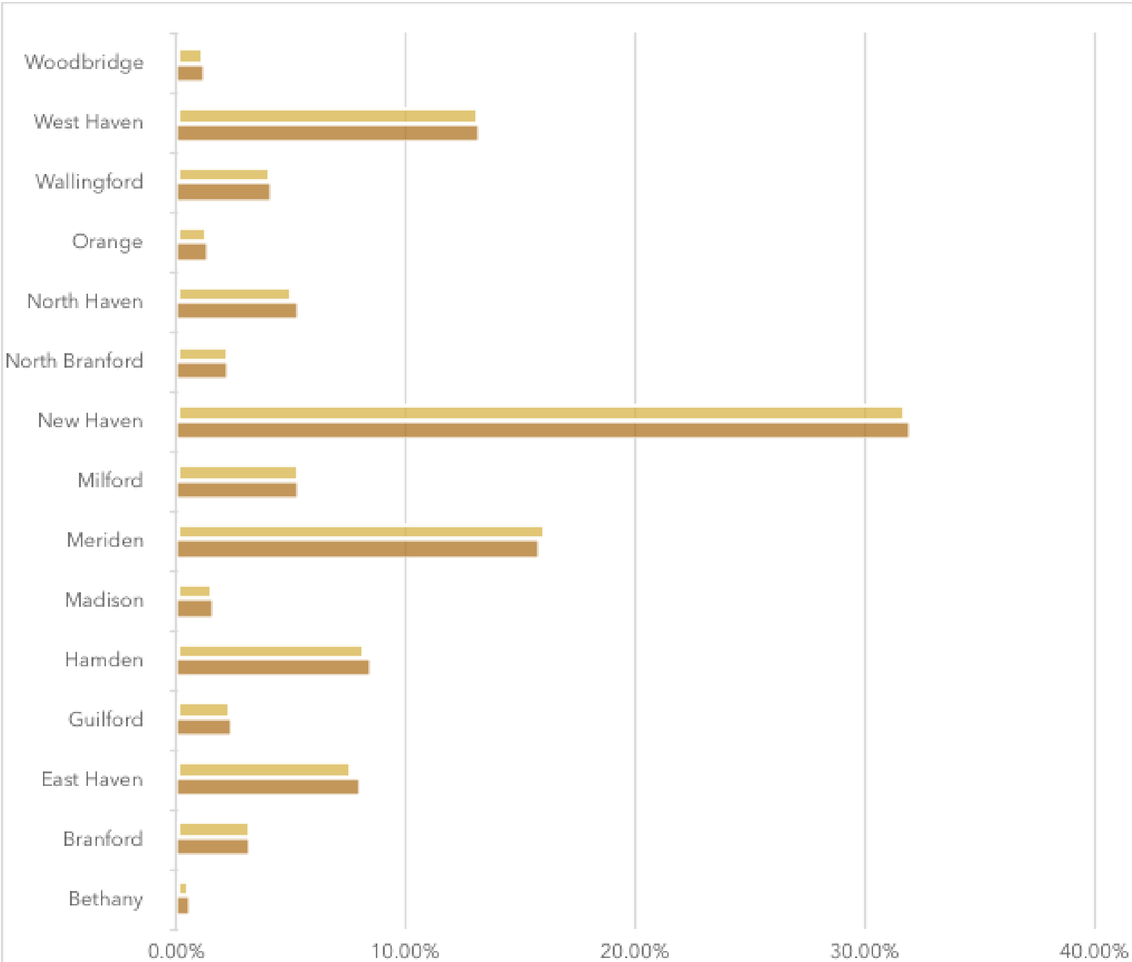

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HOUSING: NET MIGRATION BETWEEN NEW HAVEN AND SELECTED COUNTIES

There is a positive net migration between the 5 largest incoming residents and the 5 largest outgoing residents by county. Overall, there is a net loss of 576 in New Haven County.[16]

State	County	Largest Net Inflow	State	County	Largest Net Outflow
CT	Fairfield County	3334	CT	Tolland County	-913
PR	Puerto Rico	293	CT	New London County	-618
NY	Bronx County	216	NJ	Essex County	-369
NY	Nassau Count	242	DC	Washington, DC	-341
NY	Kings County	328	MA	Suffolk County	-301

[16] US Census County-to-County Migration Flows: 2013-2017 ACS

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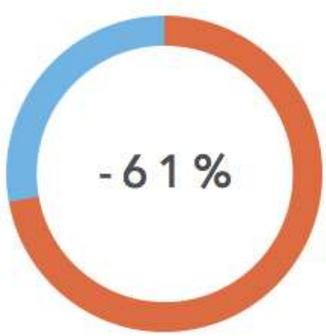
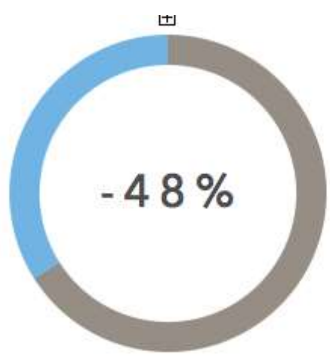
HOUSING: COMPARATIVE RENTAL RATES

As the cost of renting an apartment continues to be out-of-reach in the major metro areas of New York, Boston and Washington D.C., Greater New Haven is looking to maximize the appeal of our region to Millennials. With our vibrant quality of life, there is a concerted effort among the fifteen towns to retain and attract younger people. Below is a cost of residential rent comparison between the three metro areas and New Haven. [17]

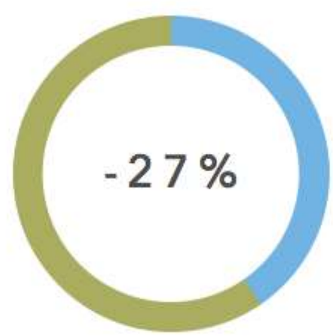
Location	Overall Average Rent	Average Apartment Size
New Haven	$1,689	773 sq. ft.
New York	$4,211	703 sq. ft.
Boston	$3,438	811 sq. ft.



61% less than NY



48% less than Boston



27% less than Washington, D.C

[17] Rent Café, rentcafe.com, December 2019

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WORKFORCE: UNEMPLOYMENT

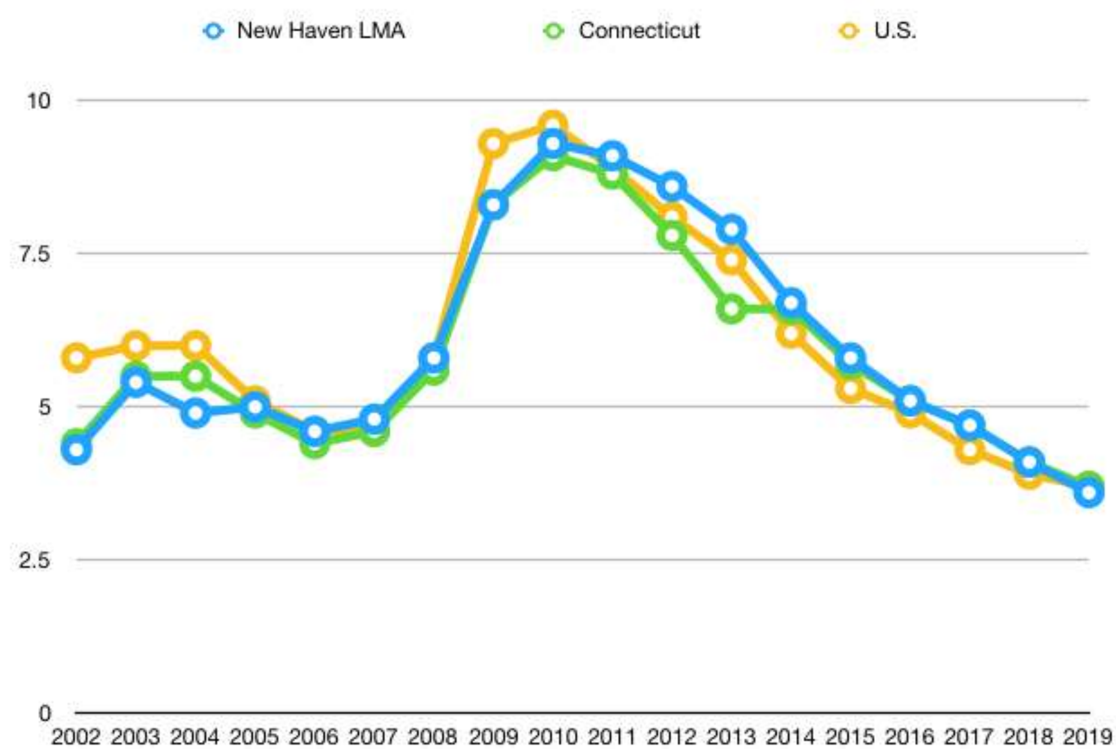
Unemployment in the New Haven Labor Market Area (LMA)* has trended consistently with the unemployment of Connecticut and U.S. overall. In the LMA, unemployment has declined every year since 2010.[18]

2019 Annual Unemployment

New Haven LMA: 3.6%

Connecticut: 3.7%

U.S.: 3.7%



[18] Connecticut Department of Labor, ctdol.state.ct.us/lmi/laus/lauslma.asp

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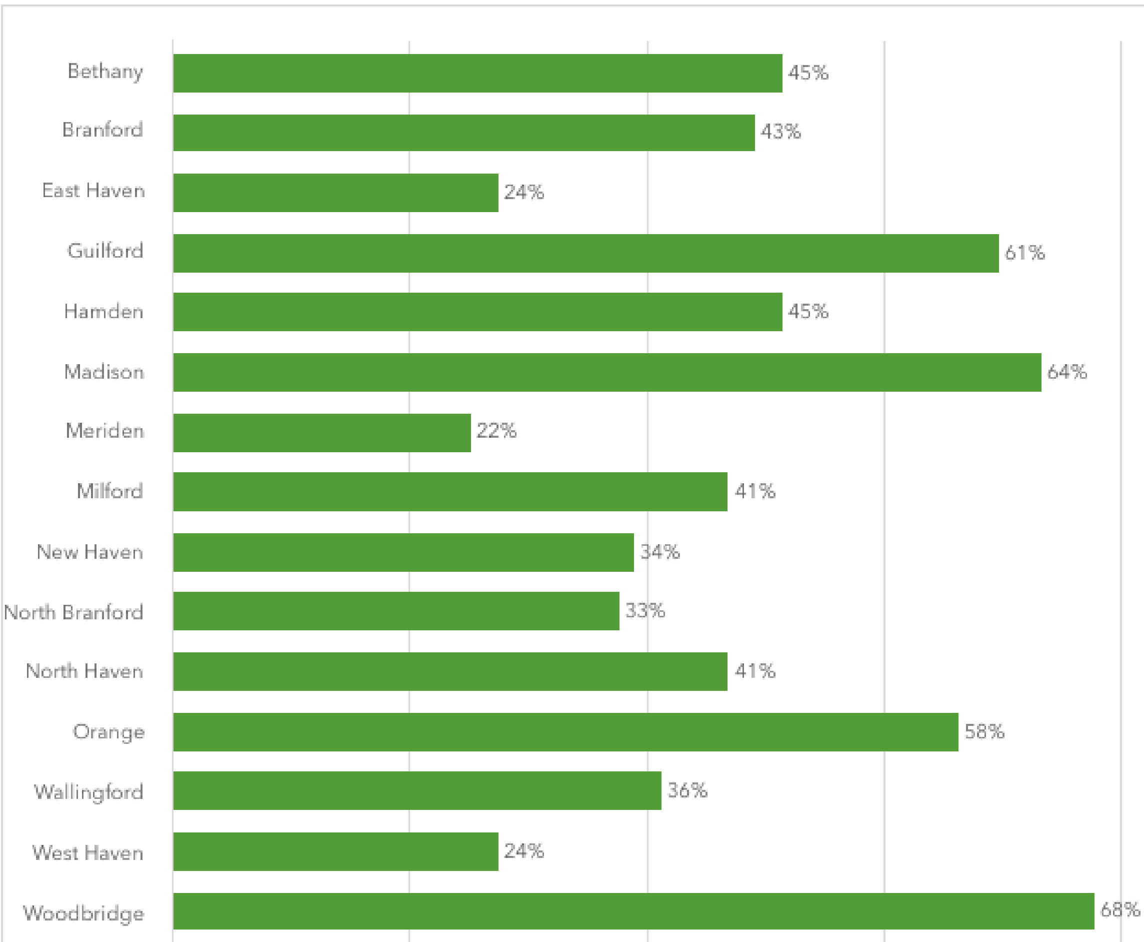
WORKFORCE: EDUCATIONAL ATTAINMENT BY TOWN

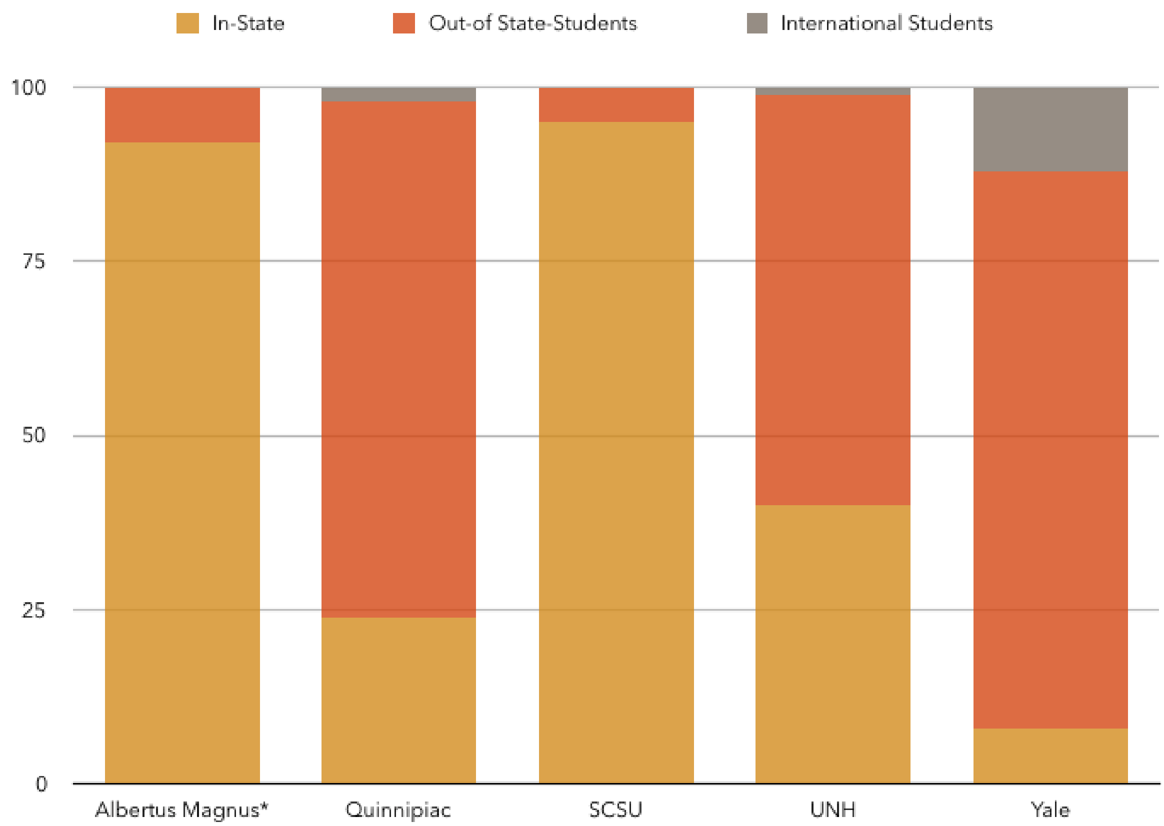
The chart below shows the Percentage of Population 25+ years with Bachelor's Degree or More. Not surprisingly, the level of education closely aligns with median household income. East Haven, West Haven and Meriden have the lowest levels of educational attainment, with Guilford, Madison, Orange and Woodbridge having more than one-half of their population with a Bachelor's degree or more.



WORKFORCE: STUDENT DEMOGRAPHICS

Students play a significant role in the region's economic vitality. The eight colleges and universities in Greater New Haven have a combined student population of over 50,000. Through collaboration between colleges and the business sector, we are making strides to create a potential source of appropriately skilled worker for our employment needs.

The world renown Yale University serves as a magnet of top talent from around the globe.[19]



EMPLOYERS: LEADING EMPLOYERS IN REGION

Many of the region's leading employers can be found in Healthcare, Biomedical/Life Sciences, Higher Education, and Advanced Materials and Manufacturing sectors.[20]

Company Name	Town	Industry/Business Description	Size/Range
Yale New Haven Health	New Haven	Hospitals/Clinics	10,000+
Yale University	New Haven	Schools-Universities & Colleges Academic	10,000+

[19] collegesimply.com

[20] Connecticut Department of Labor

Avangrid (United Illuminating and Southern Connecticut Gas)	Orange	Utilities	1,000-4,999
Laticrete International, Inc.	Bethany	Adhesives & Glues (Whls)	1,000-4,999
Life Insurance – Family First	Wallingford	Insurance	1,000-4,999
Masonicare	Wallingford	Hospitals	1,000-4,999
Medtronic	North Haven	Surgical Appliances-Manufacturers	1,000-4,999
Southern Connecticut State University	New Haven	Schools-Universities & Colleges Academic	1,000-4,999
Veterans Affairs Connecticut Healthcare System	West Haven	Hospitals	1,000-4,999
Amazon	Wallingford/North Haven	Internet & Catalog Shopping/Fulfillment Center	1,000-4,999
Assa Abloy Door Security Solutions	New Haven	Security Systems	500-999
Edgewell Personal Care	Milford	Home & Personal Care Products	500-999
Honeywell	North Branford	Safety Equipment & Clothing-Mfrs	500-999
Knights of Columbus Insurance	New Haven	Insurance	500-999
MidState Medical Center	Meriden	Hospitals	500-999
Milford Hospital	Milford	Hospitals	500-999
Quest Diagnostics	Wallingford	Laboratories	500-999
Quinnipiac University	Hamden	Schools-Universities & Colleges Academic	500-999
SUBWAY World Headquarters	Milford	Restaurant Management	500-999

REGIONAL ANALYSIS

EMPLOYERS: SIZE OF ESTABLISHMENTS

The vast majority of businesses in New Haven County employ less than 100 employees and account for more than 58% of total employment.[21]

Size	Number of	Worksites		Employment	
Class	Employees	Number	% of Total	Number	% of Total
1	0 - 4	14,498	59.5	22,504	6.9
2	5 - 9	3,890	16.0	25,949	8.0
3	10 - 19	2,922	12.0	39,443	12.1
4	20 - 49	1,931	7.9	58,650	18.0
5	50 - 99	655	2.7	44,796	13.7
6	100 - 249	384	1.6	57,740	17.7
7	250 - 499	51	0.2	17,206	5.3
8	500 - 999	17	0.1	11,353	3.5
9	1000 & over	16	0.1	48,727	14.9
Total		**24,364**	**100**	**326,368**	**100**

[21] CT Department of Labor, ctdol.state.ct.us/lmi/EmpSearchGeo.asp, 4th Quarter, 2018

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ACADEMIC R&D

Academic Research and Development is a powerful economic driver in the region. Beyond the medical and technological gains created by this research, spinoff companies are created in the private sector, with the associated economic impact of hiring employees, utilizing local goods and services, and serving as resources for the entrepreneurs and startups that are affiliated with a college or university.

According to the Rankings by Total Academic R&D Expenditures published by the National Science Foundation, Greater New Haven colleges and universities have invested almost $5 billion in R&D between 2012 and 2017. Still looking for 2018 information – it's not where it used to be.

SOUTH CENTRAL CONNECTICUT COLLEGES AND UNIVERSITIES HAVE INVESTED ALMOST

$5 BILLION

IN ACADEMIC R&D BETWEEN 2012-2017

in thousands						
YEAR	**2012**	**2013**	**2014**	**2015**	**2016**	**2017**
Yale University	$656,555	788,784	772,840	803,004	881,765	951,084
University of New Haven	$2,723	1,400	1,616	1,832	3,822	5,005
Southern Connecticut State University	3,256	2,012	5,465	5,482	3,243	2,493
Quinnipiac University	1,000	1,022	1,002	967	1,022	1,036
TOTAL BY YEAR	663,804	793,218	780,923	811,285	889,852	959,618

REGIONAL ANALYSIS

Acknowledgements

Our work would not be possible without the generous support of our sponsors. We would like to thank all of the individuals, corporations, organizations, and foundations that have supported us in the past and will continue to support us in the future.

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