

Ashtabula County Economic & Community Dashboard

By
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Ashtabula County Economic and Community Dashboard

Start Here: Putting the Numbers in an Action Context



GP Actions Addressing Key Challenges
Dashboard Summit on December 15 @ SPIRE

Economy

Workforce/Education

People/Housing

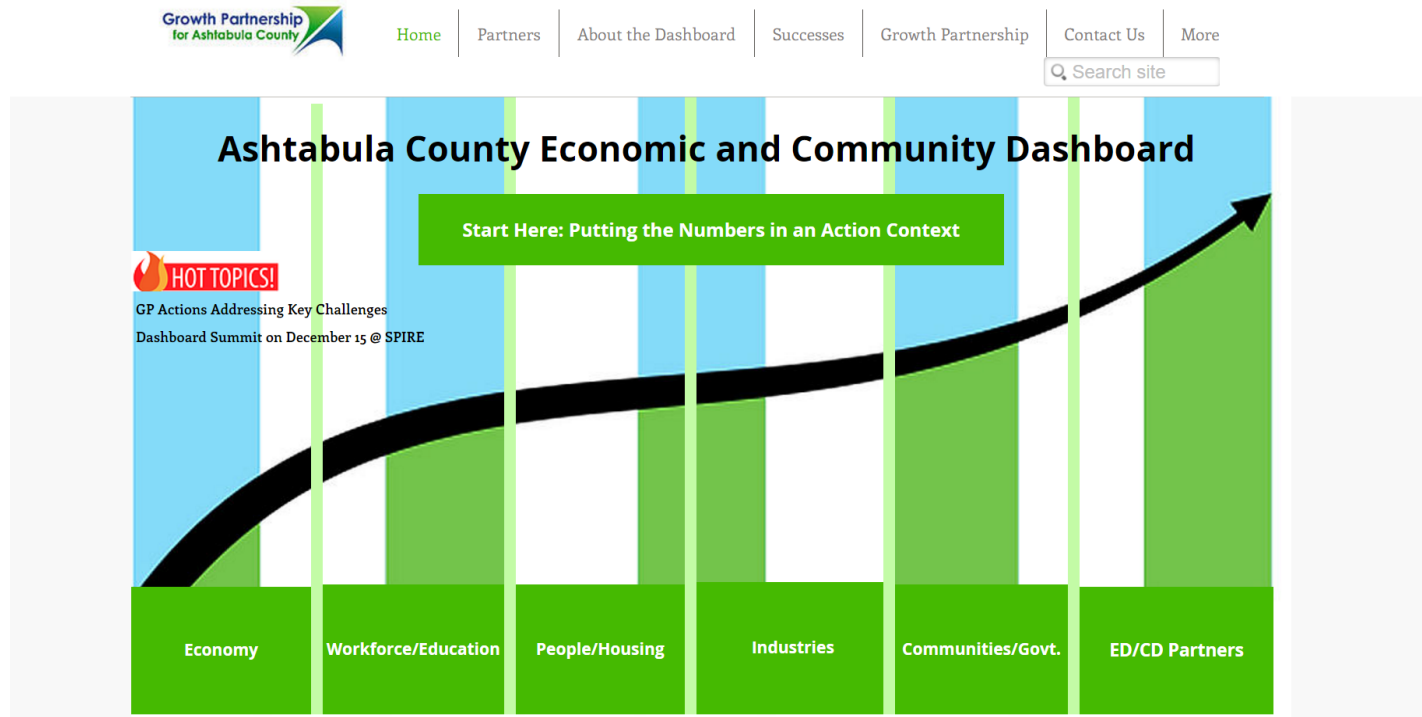
Industries

Communities/Govt.

ED/CD Partners

Ashtabula County Dashboard Concept

1. Bring together the most important information about economic and community development in an organized, visually appealing, interactive format.
2. Monitor key measures together and communicate progress on important issues.



Why Create a Dashboard?

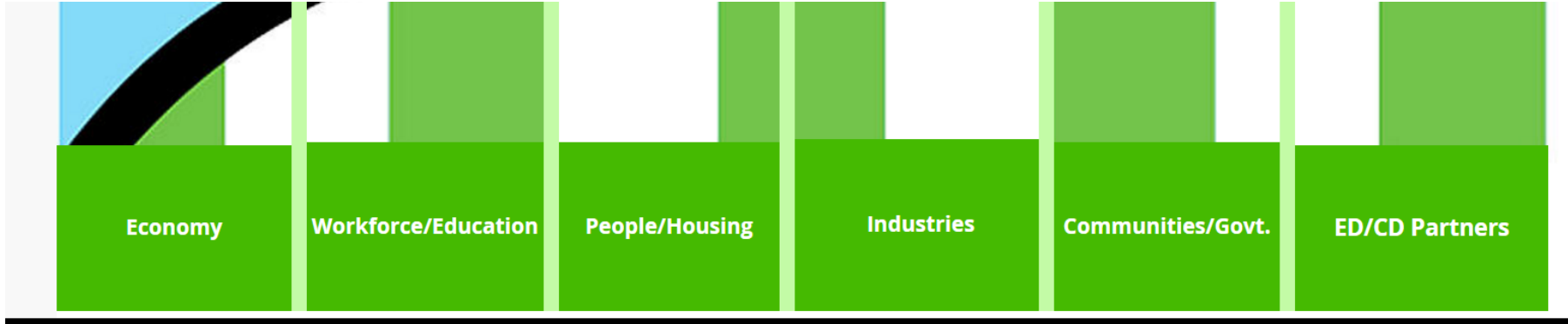
- Visual data display promotes engagement & shared understanding among non-technical audiences;
- Larger audiences can see the relevance and importance of data;
- Improved data availability supports knowledge-based decision-making & encourages regional comparisons;
- Interactivity allows users to adapt data to personal interests and encourages more policy usage;
- Professional data display strengthens credibility of advocacy presentations.

Dashboard Has Two Types of Information About Ashtabula County

- Economic & community information
 - Government, business and private sources.
 - Selected regional comparisons, mostly Ohio.
 - Short print reports and data visualizations.
- Current activities & performance metrics for economic and community development organizations.

6 Topical Areas of Information

- Economy
- Workforce and Education
- People and Housing
- Industries
- Community and Government Profiles
- Economic & Community Development Organizations



What Research Output is Available? Printed PDF's & Data Visualizations

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Economy

Employment, Establishments and Wages

In 2014, 30,000 local employees were estimated to earn over \$1 billion in wages, working in over 2,000 Ashtabula County businesses. However, both employment and establishment growth in Ashtabula County has been below a healthy level. Click EMPL/BIZ/\$ and the EMP/ESTAB/\$ VIZ to find out more...

[Empl/Biz/\\$](#)[Emp/Estab/\\$ Viz](#)

Establishment Size and Industry Profile

Ashtabula County had over 1,900 business establishment in 2013, 300 fewer than in 2003. About 54% of Ashtabula County establishments had 1-4 employees, compared to 49% for Ohio. Most Ashtabula County industry groups contributed to the loss of establishments. Ohio also suffered establishment losses in most industry groups, although the losses were not as severe as Ashtabula County. Click BIZ SIZE to find out more..

[Biz Size](#)

Business Starts

Based on Ohio Bureau of Workers' Compensation data, Ashtabula County had only 105 business starts in 2014, the lowest level in over a decade. Click BIZ STARTS and the STARTS VIZ to find out more...

[Biz Starts](#)[Starts Viz](#)

Personal Income

Ashtabula County's Per Capita Personal Income (PCPI) was \$32,736 in 2014, about \$8,300 less than Ohio. Over the past decade, the county's PCPI has been about 80% of Ohio's. Click INCOME and the INCOME VIZ for more...

[Income](#)[Income Viz](#)

Major Employers

Click on EMPL'R MAP VIZ to see locations of larger businesses in Ashtabula County.

[Empl'r Map Viz](#)


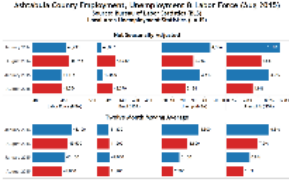









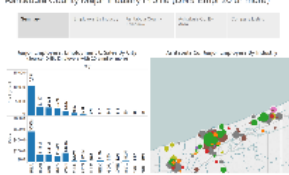
Location Quotient Analysis

The location quotients of the four largest manufacturing industries increased from 2001 to 2014, indicating that concentration of these industries in Ashtabula County increased slightly. Click LQ ANALYSIS for more...

[LQ Analysis](#)[LQ Viz](#)

Data Visualization:

<http://www.ashtabulacountydb.com/>

<p>Workforce Travel</p> <p>Source: USCB, OnTheMap Application Data</p> 	<p>Ashtabula County Employment, Unemployment & Labor Force (Jul 2015)</p> <p>Source: Bureau of Economic Analysis (BEA)</p> 	<p>Ashtabula County Industry Location Quotients</p> <p>Source: U.S. Quarterly Census of Employment & Wages (QCEW)</p> 	<p>Ashtabula County Employment, Establishments & Wages</p> <p>Source: Bureau of Labor Statistics (BLS), County's Bureau of Employment & Wages (CBEW)</p> 
<p>AGP Workforce Travel2</p> <p>9 views</p>	<p>Ashtabula Co-Empl-Unempl-LF-LAUS-2015-08</p> <p>81 views</p>	<p>Ashtabula-LocationQuotient1</p> <p>90 views</p>	<p>Ashtabula-Empl-Estab-Wages-1008</p> <p>97 views</p>
<p>Ashtabula County Building Permits & Construction Value</p> <p>Source: Building Permits Bureau, Annual Building Permits Survey</p> 	<p>Ashtabula County Local Schools</p> <p>Source: Ohio State of Education, School Report Cards</p> 	<p>Ashtabula County Business Starts & Active Businesses</p> <p>Source: Ohio Bureau of Workers' Compensation, 124 and 125 File, Council of Economic Development Services Agency Office of Research</p> 	<p>Ashtabula County Personal Income</p> <p>Source: Bureau of Economic Analysis (BEA), Local Area Personal Income</p> 
<p>Ashtabula-BldgPermitsAndConstruction-1008</p> <p>61 views</p>	<p>Ashtabula_County-Education-1008</p> <p>64 views</p>	<p>Ashtabula Co. Business Starts-1004</p> <p>59 views</p>	<p>Ashtabula Co.-Personal_Income-1004</p> <p>30 views</p>
<p>Ashtabula County Workforce</p> <p>Source: US Census Bureau, 2009-2013 American Community Survey</p> 	<p>Ashtabula County Ports: Ashtabula & Connecticut</p> <p>Source: Ohio State of Education, Ohio's Statewide System of the US (2013)</p> 	<p>Ashtabula County Housing Profile</p> <p>Source: US Census Bureau, 2009-13 American Community Survey</p> 	<p>Ashtabula County Major Industry Profile (DHS Final 2010 or more)</p> 
<p>Ashtabula County-Workforce-1004</p> <p>56 views</p>	<p>Ashtabula County-Ports-1004</p> <p>38 views</p>	<p>AGP-Housing-1004</p> <p>34 views</p>	<p>Ashtabula County-Major Employers-0913</p> <p>38 views</p>

Observations on Ashtabula County Economy

- Theme: Weakness in business formation (key wealth driver).
- Employment & Establishments (Viz4)
 - QCEW- Data by Place of Work, excellent (but lagging) source
 - Below average or negative growth in employment & establishments.
 - Down 10% since 2001.
 - Suggest target of 1%- historical growth rate of mature economy (Ohio 1964-2014)
 - Employment 30,000. 1% > 300
 - Establishment 2,100. 1% > 20
 - Average 15 persons/business
 - Manufacturing Empl most important sector
- Employment Concentrations – northern corridor along I90 (Viz12)
- Business Starts (Ohio Bureau of Workers' Comp) (Viz7)
 - 105 starts in 2014 (6% of active); down from average 140 from 2004-14
 - 7.6% from 2004-14 vs. 10.4% in Ohio

Observations on Industries

- Manufacturing big part of Ashtabula's economic base. (Viz3)
 - Location quotients- (%County/%US)- Shows concentration
 - Plastics & rubber LQ 11.7, 7% of total employment.
 - Chemicals, machinery & fabricated metals.
 - Mfg empl & establishments declined by 25% since 2001. (Part of national trend)
 - Mfg LQ increased slightly since 2001, despite loss of employment.
- Ports traffic declined from 2001 to 2009 then flat. (Viz10)
 - Ashtabula Port has variety of commodities, Conneaut mostly iron ore.
- Agriculture: 1,100 farms.
 - Important in land use, not in employment
 - 5% of Ohio's fruit/nut farms.
 - 12% of total state acreage in fruits/nuts

Observations on Workforce

Workforce erosion is result of lack of employment opportunities.

- Workforce (BLS), Monthly Empl/Unempl based on residents. (Viz2)
 - Not seasonally adjusted. Variation of about 2,000. More variation than Ohio.
 - NSA makes comparison difficult. Use moving annual averages.
 - Employment averaged about 42,000 with little employment growth since 2010.
 - Main thing: labor force contracted from 50,000 to 45,000, -10% in past 10 years.
 - Unemployment has gone down, not from empl growth but from labor force contracting.
- Resident Workforce of 39,200- half work inside, half work outside. (Viz1)
 - 1/3 of persons working in Ashtabula Co. come from outside.
 - Residents working inside slightly older with moderate earning
 - Residents traveling outside aged 30 to 54 in services, above average incomes
 - Lost 3,500 resident workers since 2002, mostly in younger age groups.

Observations on Workforce & Education

- Workforce Profile (Viz9)
 - Working age population of 80,000 & labor force of 46,500
 - Labor force participation of 58%, vs. Ohio 63%
 - Less affluent
 - Less educated: 13% with college degree, compared to 26% for Ohio.
- Education- 7 public school districts with 14,000 students & 800 teachers (Viz6)
 - Average teacher pay of \$53,000 (vs. Ohio \$53,800)
 - About state level performance, except Ashtabula & Conneaut cities.

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