

**Metrics Appendix Developed for the
Capital Region Economic Development Council
2013 Strategic Plan Update**

Prepared by the Capital District Regional Planning Commission

September 2013

Introduction

Dashboard and appendix metrics were chosen to measure success toward the Council's vision for a better tomorrow in the Capital Region and to ensure that our collective efforts result in positive changes as outlined in the Plan's goals and strategies. The metrics are designed to provide an on-going analysis of the Region by focusing attention on critical needs; encouraging discussion of solutions; and keeping track of progress toward achieving economic, environmental, and social sustainability. They will assist the Council in assessing the success of the Plan and strategies.

The Metrics and Monitoring Workgroup identified an initial set of indicators based on each of the goals and strategies outlined in the Strategic Plan. There was a careful review of existing models and available data. The selection process was interactive, with ongoing input and feedback solicited from CRED Council members, community stakeholders, and relevant state agencies including the Department of State, Department of Labor, and Empire State Development. The indicator selection process is not being considered a one-time proposition resulting in a static document. Rather, input will continue to be sought on an on-going basis and the measurements will be treated as a living report card that will be adjusted over time as the Region evolves.

The metrics appendix provides a definition, the data source and a statement about the significance of each metric. Also, relevant observations about each of the data sets are noted. Unless otherwise indicated, the baseline year is 2010, with subsequent annual data provided when available.

General Metrics:

The following metrics were chosen to present a snapshot of the Capital Region on an annual basis. They are not linked directly with any of the CREDC strategies, but represent important points of information.

Metrics:

Population (total)	Percent of population 18-24 & 25-34
Poverty rate (children, elderly, and overall)	Labor force participation
Monthly unemployment rate	Patents

Data Highlights:

- The four counties of Albany, Rensselaer, Saratoga, and Schenectady make up 77.6% of the Region's population; the two most populous counties, Albany and Saratoga, make up nearly 50% of the Region's population.
- Between 2010 and 2012, the population in the Region increased 0.3%, compared to a 1.0% increase in New York State's population.
- Saratoga County experienced the largest net increase (2526) and percentage increase (1.2%) in population between 2010 and 2012.
- Albany, Rensselaer, Saratoga, and Schenectady counties all increased in population, while Columbia, Greene, Warren, and Washington counties declined.
- There was an increase in the share of the population aged 18-24, from 10.2% in 2010 to 10.6% in 2012.
- The share of the population aged 25-34 increased a full percentage point between 2010 and 2012 to 12.8%.
- Between 2010 and 2012, the population ages 18-24 showed a greater net increase than the total population and the population ages 25-34.
- The overall poverty rate in the Capital Region is 10.9%, versus 14.3% for the nation.
- Across the Capital District, the poverty rate for minors and children is 4 percentage points higher than the overall poverty rate.
- The lowest poverty rates are in the 65+ age group.
- Labor force participation was slightly higher in 2010 (63.2%) than in 2011 and 2012 (62.0%)
- In 2013, for the first time in four years, the unemployment rate for the month of July was below 7%.
- Overall, there was a slight decrease in patents issues in 2011 versus 2010 in the Region.
- Albany, Saratoga, and Schenectady counties produced 91.5% of all patents in the Capital Region in 2010 and 2011.

General Metric**Metric:** Population (total)**Source:** 2010 Census and 2012 Population Estimates, US Census Bureau**Definition:** Total population of the Capital Region as of the 2010 Census.**Significance:** The relationship between population and development is ever-changing, but generally, a growing population indicates a strong economy.**Data:****Total Population**

	2010 Actual	2010 Distribution	2012 Estimates	2012 Distribution	Net Change, 2010-12	Percent Change, 2010-12
Capital Region	1,079,207	100.00%	1,082,191	100.00%	2,984	0.3%
Albany	304,204	28.19%	305,455	28.23%	1,251	0.4%
Columbia	63,096	5.85%	62,499	5.78%	-597	-0.9%
Greene	49,221	4.56%	48,673	4.50%	-548	-1.1%
Rensselaer	159,429	14.77%	159,835	14.77%	406	0.3%
Saratoga	219,607	20.35%	222,133	20.53%	2,526	1.2%
Schenectady	154,727	14.34%	155,124	14.33%	397	0.3%
Warren	65,707	6.09%	65,538	6.06%	-169	-0.3%
Washington	63,216	5.86%	62,934	5.82%	-282	-0.4%

- The four counties of Albany, Rensselaer, Saratoga, and Schenectady make up 77.6% of the Region's population; the two most populous counties, Albany and Saratoga, make up nearly 50% of the Region's population.
- Between 2010 and 2012, the population in the Region increased 0.3%, compared to a 1.0% increase in New York State's population.
- Saratoga County experienced the largest net increase (2526) and percentage increase (1.2%) in population between 2010 and 2012.
- Albany, Rensselaer, Saratoga, and Schenectady counties all increased in population, while Columbia, Greene, Warren, and Washington counties declined.

General Metric**Metric:** Percent of population 18-24 & 25-34.**Source:** Census Bureau, 2010 Census, 2012 Population Estimates**Definition:** Population between the ages of 18-24 and 25-34 in the Capital Region.**Significance:** Ages 18-24 are the generally accepted definition of the college-age population, and ages 25-34 represent an age range with significant career growth.**Data:****Percent of Population 18-24 & 25-34**

	2010	2012 (est)	Net Change, 2010-12	% Change, 2010-12
Total	1,079,207	1,082,191	2,984	0.3%
Population 18-24	110,132	114,751	4,619	4.2%
% 18-24	10.2%	10.6%		
Population 25-34	127,301	130,715	3,414	2.7%
% 25-34	11.8%	12.8%		

- There was an increase in the share of the population aged 18-24, from 10.2% in 2010 to 10.6% in 2012.
- The share of the population aged 25-34 increased a full percentage point between 2010 and 2012 to 12.8%.
- Between 2010 and 2012 the population ages 18-24 showed a greater net increase than the total population and the population aged 25-34.

General Metric**Metric:** Poverty rate (children, elderly, and overall)**Source:** 2007-2011 American Community Survey**Definition:** Population for whom poverty is determined across the eight counties.**Significance:** The poverty rate measures the percentage of the population considered to have too little income to meet basic needs. Poverty has a significant impact on the quality of life of those affected by it.**Data:****Poverty Rates**

	Total	Below Poverty Level	% Below Poverty Level
Total Population	1,035,178	113,209	10.9%
Under 18 years	226,016	33,727	14.9%
18 to 64 years	660,126	68,988	10.5%
65+ years	149,036	10,494	7.0%

- The overall poverty rate in the Capital Region is 10.9%, versus 14.3% for the nation.
- Across the Capital District, the poverty rate for minors and children is 4 percentage points higher than the overall poverty rate.
- The lowest poverty rates are in the 65+ age group.

General Metric**Metric:** Labor Force Participation**Source:** New York State Department of Labor, Local Area Unemployment Statistics Program; US Census Bureau**Definition:** Population age 16 and over that is available for work.**Significance:** Labor force participation can affect unemployment rates; when labor force participation drops (for example, people remove themselves from the labor force after extended unemployment), the unemployment rate can also drop.**Data:****Labor Force Participation**

	Population 16 years and over	In labor force	Percent in labor force	Unemployment Rate
2012	889,294	551,700	62.0%	7.6%
2011	884,822	548,300	62.0%	7.4%
2010	879,578	556,200	63.2%	7.5%

- Labor force participation was slightly higher in 2010 (63.2%) than in 2011 and 2012 (62.0%)

General Metric**Metric:** Monthly Unemployment Rate**Source:** New York State Department of Labor, Local Area Unemployment Statistics Program**Definition:** Monthly unemployment rate for the month of July.**Significance:** Unemployment rates function as a rough measure of local economic conditions.**Data:****Monthly Unemployment Rate**

	Unemployment Rate
July 2013	6.4%
July 2012	7.8%
July 2011	7.3%
July 2010	7.4%

- In 2013, for the first time in four years, the unemployment rate for the month of July was below 7%.

General Metric**Metric:** Patents**Source:** US Patent & Trademark Office**Definition:** Number of patent grants by calendar year of grant, including patents out of GE.**Significance:** Patent grants in a region can be an indicator of innovation.**Data:****Patents**

Regional Area Component	2010	2011
Albany County	186	195
Columbia County	13	15
Greene County	2	4
Rensselaer County	38	30
Saratoga County	246	223
Schenectady County	258	262
Warren County	8	9
Washington County	3	5
Capital Region	754	743

- Overall, there was a slight decrease in patents issued in 2011 versus 2010 in the Region.
- Albany, Saratoga, and Schenectady Counties produced 91.5% of all patents in the Capital Region in 2010 & 2011.

GOAL 1: LEVERAGE & COLLABORATE

Leverage existing partnerships while building new collaborations across the three pillars of the ecosystem: academia, the private sector, and the public sector.

Metrics:

CFAs submitted/awarded featuring organizational or regional collaboration	Start up and growth of MWBE Business-academic educational collaborations
Leveraged funding	Business/academic collaborations

Data Highlights:

- CFA awards in the Region have consistently leveraged public and private monies at a ratio of 6:1.
- The number of collaborative CFAs remained relatively constant from 2011 to 2012.
- Over 600 businesses are certified with NYSESD Division of Minority and Women’s Business Development.
- 53 businesses are certified as both minority- and woman-owned.
- For the 2009-10 reporting year, a total of 46 new jobs were created as a result of NYSTAR programs in nanomaterials & nanoelectronics and automation. Total non-job impacts are estimated at \$14,453,000.

Goal 1: Leverage & Collaborate**Metric:** Leveraged investment as a result of CFA funding**Source:** NYS Empire State Development**Definition:** Public and private monies leveraged to complete projects that received CFA funding.**Significance:** Leveraging public and private monies in the Region is one of the goals of the Strategic Plan.**Data:****Leveraged Investments as Result of CFA Funding**

	CFA Awards	Project Costs	Leveraged Funds
2011	\$48,254,846	\$337,416,872	\$289,162,027
2012	\$48,949,976	\$324,758,811	\$275,808,835
Total	\$97,204,822	\$662,175,683	\$564,970,862

- CFA awards in the Region have consistently leveraged public and private monies at a ratio of 6:1.

Goal 1: Leverage & Collaborate**Metric:** CFAs submitted/awarded featuring organizational or regional collaboration**Source:** NYS Empire State Development**Definition:** CFAs awarded funding in 2011 and 2012 that featured organizational or regional collaboration (multi-organization, multi-county, or multi-Economic Development Council region).**Significance:** Increasing collaboration in the Region is one of the goals of the Strategic Plan.**Data:****2011 CFA Awards**

Project Title	Type of Collaboration	County(ies)/EDC Regions
Regional Center to Encourage Foreign Direct Investment	Regional	Albany, Columbia, Green, Saratoga, Schenectady, Warren, Washington
NYCAP Research Alliance	Organizational/Regional	Albany and Rensselaer
Dix Bridge Rehabilitation	Organizational/Regional	Saratoga, Washington
Regional Visitor Center	Organizational	Saratoga
Warren County EDC Capital	Organizational	Warren

2012 CFA Awards

Project Title	Type of Collaboration	County(ies)/EDC Regions
Hudson River Greenway Water Trail Marketing Materials	Regional	Capital District, Mid-Hudson
Hudson Rising Tall Ship Green Expo	Regional	Capital Region, Mid-Hudson, New York City
WWARC Community Kitchen Capital	Regional	Warren, Washington
Lake Champlain Nonpoint Source Pollution Subwatershed Assessment and Management Plan	Organizational/Regional	Capital District, North Country
Lake George Water Quality Assessment and Management	Organizational/Regional	Capital District, North Country
Mainly Greene: Cultural Tourism Corridor	Organizational	Greene

Collaborative CFA Awards

2011	5
2012	6

- The number of collaborative CFAs remained relatively constant in 2011 and 2012.

Goal 1: Leverage & Collaborate

Metric: Growth of Minority and Women Business Enterprises (MWBE)

Source: New York State Empire State Development, Division of Minority and Women’s Business Development

Definition: Number of MWBE-registered with Empire State Development as of July 2013. Historical data are not available.

Significance: MWBE support is a focus of the current Administration.

Data:

MWBE Growth

	As of July 2013
Minority-Owned Business	146
Woman-Owned Business	444
Minority/Woman-Owned Business (Dual)	53

The number of businesses dual-certified as minority- and women-owned is not included in the number of individually-certified businesses; the three categories are mutually exclusive.

- Over 600 businesses are certified with NYSESD Division of Minority and Women’s Business Development.
- 53 businesses are certified as both minority- and woman-owned.

Goal 1: Leverage and Collaborate

Metric: Science/Health collaboration

Source: NYS Empire State Development – Division of Science, Technology, and Innovation

Definition: Number of new jobs and total non-job impacts as a result of NYSTAR programs in CATS Nanomaterials & Nanoelectronics and RPI CATS Automation

Significance: NYSTAR programs help strengthen the research and technology capabilities of colleges and universities to help create the intellectual capacity which drives high tech growth. NYSTAR's programs emphasize the importance of working with industry to leverage our technology strengths to produce new products and, therein, new and expanded jobs in the state.

Data:

- For the 2009-10 reporting year, a total of 46 new jobs were created as a result of NYSTAR programs in nanomaterials & nanoelectronics and automation. Total non-job impacts are estimated at \$14,453,000.

GOAL 2: OPEN NEW DOORS

Open new doors by creating ready access to capital by facilitating identification of existing sources and creating new, collaborative sources of funding to stimulate economic expansion.

Metrics:

Venture capital awarded	Shovel-ready, non-residential, pre-permitted
Job creation as a result of efforts	acreage
Business incubator usage	Linked deposit program data
SEED Program data	Export data

Data Highlights:

- \$48 million in venture capital funds was invested in Upstate New York in 2012, a 57% decrease over 2011 investments.
- During the last three years, there have been significant fluctuations in venture capital awards in Upstate New York.
- A total of 3,553 jobs have been retained as a result of CFA awards in Rounds 1 and 2.
- Close to 2,000 jobs were created as a result of Rounds 1 and 2 CFA awards.
- Since 2010, the number of loans in the Linked Deposit Program has declined each year, though the total amount loaned increased slightly between 2011 and 2012.
- Combined, the Glens Falls and Albany-Schenectady-Troy MSAs had over \$3.8 billion in exports in 2011, an increase of nearly \$110 million since 2010.
- The net change in export activity in the Region significantly lagged behind that of New York State.
- SEED project participants accessed an additional \$8.3 per every \$1 in State investment in the first year of the program. In the second year, \$9.1 are projected to be accessed per \$1 in State investment.
- Of the 15 commercial and industrial sites listed for the Capital Region in the Build Now NY program, 7 are Shovel-Ready Certified.

Goal 2: Open New Doors**Metric:** Venture capital awarded**Source:** PricewaterhouseCoopers: MoneyTree Report**Definition:** Venture capital funds invested in all of Upstate New York (defined as New York State excluding the New York City metro area). At this time, data specific to the Capital Region is unavailable for this metric.**Significance:** Indicates presence of fundable new enterprises in Region.**Data:****Venture Capital Funds**

	2010	2011	2012
Awarded (millions)	\$45	\$112	\$48
Awards		22	24

- \$48 million in venture capital funds was invested in Upstate New York in 2012, a 57% decrease over 2011 investments.
- During the last three years, there have been significant fluctuations in venture capital awards in Upstate New York.

Goal 2: Open New Doors**Metric:** Job creation and retention as a result of CFA funding**Source:** NYS Empire State Development**Definition:** Jobs projected by CFA grantees as a result of the CFA project**Significance:** Increasing the number of jobs in the region is a key component of the Strategic Plan.**Data:****Job Creation and Retention**

	Jobs Created	Jobs Retained
2011 (Round 1)	410	232
2012 (Round 2)	1,682	3,321
Total	2,092	3,553

Note: the data are not exhaustive, as some funding agencies did not require inclusion of jobs figures in status updates. Additionally, reporting requirements changed for Round 2, leading to seemingly-higher figures.

- A total of 3,553 jobs have been retained as a result of CFA awards in Rounds 1 and 2.
- Close to 2,000 jobs were created as a result of Rounds 1 and 2 CFA awards.

Metric: Business incubator usage

Source: New York State Empire State Development, Division of Science, Technology, and Innovation

Definition: Number of new firms using local business incubators, and number that have graduated.

Significance: Business incubator usage is a measure of the Region's attractiveness to new businesses, the level of entrepreneurship in the Region, and the economic success of new firms.

Data:

NYSTAR is currently developing a master list of incubator tenants in conjunction with the Innovation Hot Spot program, but it will not be available prior to publication of the CREDC 2013 Strategic Plan Update.

Goal 2: Open New Doors

Metric: Small Enterprise Economic Development (SEED) Program data

Source: Albany Regional Small Business Development Center

Definition: Application and funding data for SEED, a public-private partnership micro-lending program that combines the resources of the Empire State Development (ESD), University at Albany's Schools of Social Welfare and Business, the Albany Regional Small Business Development Center ("SBDC") and the State Employees Federal Credit Union ("SEFCU") to address specific needs of underserved entrepreneurs.

Significance: The SEED Program is a component of a CREDC Transformative project and is a priority in the Strategic Plan.

Data:

SEED Program Data

	2011/2012 Grant Results	2012/2013 Grants Projections*
Applications Received	150	160
Accepted Applicants	35	36
Participants Completed Training	31	30*
Applicants Funded	22	26*
% of Applicants Funded	71%	86.6%
Total Capital Accessed	\$770,000	\$880,000
Jobs Saved/Created	84	60*
Funding Leverage Ratio	8.3 to 1	9.1 to 1*

*Session is still in progress; projected results are included in totals.

- SEED project participants accessed an additional \$8.3 per every \$1 in State investment in the first year of the program. In the second year, \$9.1 are projected to be accessed per \$1 in State investment.

Goal 2: Open New Doors**Metric:** Linked Deposit Program**Source:** New York State Empire State Development**Definition:** Loans administered for eligible companies in the region through the Linked Deposit Program**Significance:** The Linked Deposit Program is an interest rate subsidy program developed in 1993 to encourage/assist eligible businesses within the state to make investments and undertake projects that will contribute to improving performance and competitiveness.**Data:**

Year	# of Loans	Total Loan Amount
2010	35	\$8,344,140
2011	25	\$7,406,805
2012	16	\$7,674,000
Through 7/2013	5	\$3,133,000

- Since 2010, the number of loans in the Linked Deposit Program has declined each year, though the total amount loaned increased slightly between 2011 and 2012.

Goal 2: Open New Doors**Metric:** Export data**Source:** International Trade Administration, U.S. Department of Commerce**Definition:** Dollar value of exported merchandise by Metropolitan Statistical Area (MSA). Note: these data do not include exports to Canada or service exports.**Significance:** Exported merchandise can be a good measure of how well the manufacturing sector is doing.**Data:****Total Exports** (in 2011 constant dollars)

	2010	2011	Net Change	% Change
Alb/Schen/Troy MSA	\$3,467,764,596	\$3,525,061,256	\$57,296,660	1.60%
Glens Falls MSA	\$239,054,444	\$291,730,761	\$52,676,316	22.20%
Region	\$3,706,819,041	\$3,816,792,017	\$109,972,976	3.00%
New York State	\$71,857,663,915	\$84,793,000,000	\$15,108,000,000	21.70%

- Combined, the Glens Falls and Albany-Schenectady-Troy MSAs had over \$3.8 billion in exports in 2011, an increase of nearly \$110 million from 2010.
- The net change in export activity in the Region significantly lagged behind that of New York State.

Goal 2: Open New Doors**Metric:** Shovel-ready commercial and industrial pre-permitted locations**Source:** ESD – Build Now-NY program**Definition:** Commercial and industrial locations certified by Empire State Development’s Build Now-NY program.**Significance:** Availability of shovel ready acreage can make establishing a new firm or expanding an existing firm much easier.**Data:****Shovel-Ready Certified Sites, 2013**

Site	County	Shovel-Ready Certified
Scotia Glenville Industrial Park	Schenectady	
Greene Business and Technology Park	Greene	X
Harriman Research and Technology Park	Albany	X
Kalkberg Commerce Park	Greene	X
Saratoga Technology + Energy Park	Saratoga	X
Bethlehem Technology Park	Albany	
Piotrowski Farm	Schenectady	
Hudson Valley Commercial park	Greene	
Quaker Ridge Technology Park	Warren	
Wilton Global Development Campus	Saratoga	
Vista Technology Center	Albany	
Queensbury Industrial Park	Warren	X
Tech Meadows at Glens Falls	Warren	X
Airport Industrial Park - Phase 11B	Washington	
Global Business Park	Saratoga	X

- Of the 15 commercial and industrial sites listed for the Capital Region in the Build Now NY program, 7 are Shovel-Ready Certified.

GOAL 3: PREPARE FOR A BETTER TOMORROW

Create the best-educated workforce across the economic spectrum, and close existing gaps. Leverage the strength of the education system, from K to Post-Graduate, while collaborating with the public and private sectors to give employers what they need, and students what they deserve.

Metrics:

Employment by sector	Training program usage
Wage data by sector	High school graduation
Educational attainment	# of STEM degrees
Income by educational attainment	College preparedness

Data Highlights:

- A 5.1% decrease in government employment was offset by a 3.3% increase in private employment, resulting in a 1.3% increase overall between 2010 and 2012.
- Three manufacturing sub-sectors, Computer and Electronic Product Manufacturing, Electrical Equipment and Appliance Manufacturing, and Transportation Equipment, showed large increases from 2010 to 2012.
- Employment in the Computer & Electronic Products Manufacturing sector doubled between 2010 and 2012.
- Overall, average wages decreased 1.3% (\$607) from 2010 to 2012.
- Government sector wages decreased 3.12% while private sector wages decreased 0.26%.
- The large increase in average wages occurred in the manufacturing sector: 4.62%. Computer & Electronic Product Manufacturing had the largest increase within the manufacturing sector: 15.27%.
- 89.1% of the Capital Region's population 25 years and older has a high school degree or greater. 27.6% of the population 25 years and older in the Region has a bachelor's degree or greater, compared to 32.5% for New York State
- Albany County has the highest percentage of college degrees, with 37.8% of the population holding a bachelor's degree or higher. Saratoga is the only other county with a total percentage of college graduates higher than 30%, at 35.4%
- Two counties fall below 20% with a bachelor's degree or higher: Greene and Washington.
- Regionwide, the number of participants in grant-funded training programs has declined steadily since 2010. However, the number of participants in Saratoga/Warren/Washington counties has risen 41% since 2010.
- Averaged throughout the Capital Region, people with a bachelor's degree make 63% more than those with a high school diploma or equivalency alone, and 34% more than those with some college or an associate's degree.
- Averaged throughout the Capital Region, people with a graduate or professional degree make 65% more than those with some college or an associate's degree, and 24% more than those with a bachelor's degree.
- Overall there is an \$11,032 difference between the average wage of those with a bachelor's degree and the average wage of the total population 25 years and over with earnings. The difference is lowest in Washington County (\$5,921) and highest in Greene County (\$15,239).
- The regional average high school graduation rate did not increase significantly from the 2010-11 school year to the 2011-12 year, changing only .1%.
- The average city school district graduation rate rose by nearly 6%, to 76%, while the average in other districts declined by 2.2% to 85.3%.
- Nearly one-quarter of all undergraduate degrees in 2011-12 were in STEM fields.

Goal 3: Prepare for a Better Tomorrow

Metric: Employment by Sector

Source: New York State Department of Labor, Quarterly Census of Employment and Wages

Definition: Average annual employment by 2- and selected 3-digit NAICS code.

Significance: One of the primary goals of the strategic plan is increased employment in the Region.

Data:

Employment Data by Sector

Industry Title	2010	2011	2012	Net Change, 2010-12	% Change, 2010-12
Total, All Industries	492,397	493,248	498,835	6,438	1.3%
Total, All Private	374,870	380,100	387,289	12,419	3.3%
Agriculture, Forestry, Fishing Hunting	2,243	2,180	2,217	-26	-1.2%
Mining	642	668	702	60	9.4%
Utilities	1,722	1,780	1,821	99	5.7%
Construction	18,956	19,101	19,411	455	2.4%
Manufacturing	28,303	29,557	30,809	2,506	8.8%
Chemical Manufacturing	3,407	3,579	3,663	256	7.5%
Plastics Rubber Products Manufacturing	1,173	1,189	1,206	33	2.8%
Nonmetallic Mineral Product Mfg	1,908	1,892	1,861	-47	-2.5%
Computer and Electronic Product Mfg	1,430	2,091	2,904	1,474	103.1%
Electrical Equipment and Appliances	242	289	329	87	35.9%
Transportation Equipment Manufacturing	454	492	605	151	33.3%
Miscellaneous Manufacturing	2,961	2,954	2,885	-76	-2.6%
Wholesale Trade	14,019	14,608	14,610	591	4.2%
Retail Trade	57,089	57,141	58,346	1,257	2.2%
Transportation and Warehousing	11,034	11,033	11,055	21	0.2%
Information	9,953	9,758	9,585	-368	-3.7%
Finance and Insurance	21,303	21,364	21,546	243	1.1%
Real Estate and Rental and Leasing	5,195	5,267	5,290	95	1.8%
Professional and Technical Services	30,051	30,686	31,110	1,059	3.5%
Management of Companies and Enterprises	7,089	7,356	7,430	341	4.8%
Administrative and Waste Services	17,778	17,540	18,166	388	2.2%
Educational Services	16,484	17,114	17,347	863	5.2%
Health Care and Social Assistance	70,899	71,759	72,965	2,066	2.9%
Arts, Entertainment, and Recreation	7,610	7,556	7,719	109	1.4%
Accommodation and Food Services	36,282	37,188	38,556	2,274	6.3%
Other Services	17,711	17,882	17,888	177	1.0%
Total, All Government	117,527	113,148	111,546	-5,981	-5.1%
Federal Government	7,901	7,349	7,125	-776	-9.8%
State Government	51,411	49,145	48,830	-2,581	-5.0%
Local Government	58,215	56,654	55,591	-2,624	-4.5%
Unclassified	507	562	717	210	41.4%

- A 5.1% decrease in government employment was offset by a 3.3% increase in private employment, resulting in a 1.3% increase overall between 2010 and 2012.
- Three manufacturing sub-sectors, Computer and Electronic Product Manufacturing, Electrical Equipment and Appliance Manufacturing, and Transportation Equipment, showed large increases from 2010 to 2012.
- Employment in the Computer & Electronic Products Manufacturing sector doubled between 2010 and 2012.

Goal 3: Prepare for a Better Tomorrow

Metric: Wage Data by Sector

Source: New York State Department of Labor, Quarterly Census of Employment and Wages

Definition: Average annual salary by 2- and selected 3-digit NAICS code.

Significance: An increase in average annual salary can be a measure of a region's economic health.

Data:

Wage Data by Sector (in 2012 constant dollars)

Industry Title	2010	2011	2012	Net Change 2010-2012	% Change 2010-2012
Total, All Industries	\$46,785.34	\$47,763.07	\$46,178	-\$607.34	-1.30%
Total, All Private	\$44,543.03	\$45,473.90	\$44,428	-\$115.03	-0.26%
Agriculture, Forestry, Fishing Hunting	\$32,444.03	\$33,122.05	\$31,240	-\$1,204.03	-3.71%
Mining	\$46,662.17	\$47,637.33	\$47,552	\$889.83	1.91%
Utilities	\$102,953.65	\$105,105.19	\$102,167	-\$786.65	-0.76%
Construction	\$55,759.85	\$56,925.13	\$54,236	-\$1,523.85	-2.73%
Manufacturing	\$64,749.09	\$66,102.23	\$67,738	\$2,988.91	4.62%
Chemical Manufacturing	\$91,541.03	\$93,454.07	\$97,578	\$6,036.97	6.59%
Plastics Rubber Products Manufacturing	\$50,634.12	\$51,692.28	\$50,117	-\$517.12	-1.02%
Nonmetallic Mineral Product Mfg	\$64,901.74	\$66,258.07	\$65,119	\$217.26	0.33%
Computer and Electronic Product Mfg	\$81,636.96	\$83,343.02	\$94,101	\$12,464.04	15.27%
Electrical Equipment and Appliances	\$52,841.69	\$53,945.98	\$51,358	-\$1,483.69	-2.81%
Transportation Equipment Manufacturing	\$81,962.25	\$83,675.11	\$68,922	-\$13,040.25	-15.91%
Miscellaneous Manufacturing	\$47,971.77	\$48,974.29	\$49,602	\$1,630.23	3.40%
Wholesale Trade	\$63,446.87	\$64,772.79	\$64,056	\$609.13	0.96%
Retail Trade	\$28,055.20	\$28,641.51	\$27,320	-\$735.20	-2.62%
Transportation and Warehousing	\$40,614.25	\$41,463.01	\$38,606	-\$2,008.25	-4.94%
Information	\$61,451.95	\$62,736.18	\$60,566	-\$885.95	-1.44%
Finance and Insurance	\$68,110.46	\$69,533.84	\$69,594	\$1,483.54	2.18%
Real Estate and Rental and Leasing	\$37,565.55	\$38,350.60	\$38,260	\$694.45	1.85%
Professional and Technical Services	\$74,051.00	\$75,598.53	\$74,440	\$389.00	0.53%
Management of Companies and Enterprises	\$67,785.16	\$69,201.75	\$67,198	-\$587.16	-0.87%
Administrative and Waste Services	\$33,298.84	\$33,994.73	\$32,697	-\$601.84	-1.81%
Educational Services	\$45,709.45	\$46,664.70	\$44,933	-\$776.45	-1.70%
Health Care and Social Assistance	\$41,351.16	\$42,215.32	\$40,395	-\$956.16	-2.31%
Arts, Entertainment, and Recreation	\$21,411.44	\$21,858.90	\$22,031	\$619.56	2.89%
Accommodation and Food Services	\$17,237.37	\$17,597.60	\$17,184	-\$53.37	-0.31%
Other Services	\$30,737.56	\$31,379.91	\$30,699	-\$38.56	-0.13%
Total, All Government	\$53,937.58	\$55,064.77	\$52,255	-\$1,682.58	-3.12%
Federal Government	\$66,756.65	\$68,151.74	\$66,824	\$67.35	0.10%
State Government	\$61,954.10	\$63,248.83	\$59,791	-\$2,163.10	-3.49%
Local Government	\$45,118.87	\$46,061.78	\$43,769	-\$1,349.87	-2.99%
Unclassified	\$30,577.54	\$31,216.56	\$29,541	-\$1,036.54	-3.39%

- Overall, average wages decreased 1.3% (\$607) from 2010 to 2012.
- Government sector wages decreased 3.12% while private sector wages decreased 0.26%.
- The large increase in average wages occurred in the manufacturing sector: 4.62%. Computer & Electronic Product Manufacturing had the largest increase within the manufacturing sector: 15.27%.

Goal 3: Prepare for Tomorrow**Metric:** Educational Attainment**Source:** 2007-2011 American Community Survey**Definition:** Percent of population 25 years and older with at least a high school degree, and the percent with at least a bachelor's degree**Significance:** Higher levels of education are linked to higher wages across all industries.**Data:****Educational Attainment**

	Pop. 25+	% HS or higher	% bachelor's or higher
Total	735,438	89.1%	27.6%
Albany	201,686	91.1%	37.8%
Columbia	45,218	87.5%	28.4%
Greene	34,976	84.8%	18.6%
Rensselaer	106,702	89.4%	27.4%
Saratoga	151,097	92.6%	35.4%
Schenectady	104,305	90.1%	28.8%
Warren	46,968	90.6%	27.8%
Washington	44,486	86.3%	16.9%

- 89.1% of the Capital Region's population 25 years and older has a high school degree or greater. 27.6% of the population 25 years and older in the Region has a bachelor's degree or greater, compared to 32.5% for New York State
- Albany County has the highest percentage of college degrees, with 37.8% of the population holding a bachelor's degree or higher. Saratoga is the only other county with a total percentage of college graduates higher than 30%, at 35.4%
- Two counties fall below 20% with a bachelor's degree or higher: Greene and Washington.

Goal 3: Prepare for Tomorrow**Metric:** Number of participants in training programs**Source:** New York State Department of Labor – Workforce Investment Boards**Definition:** Number of participants in active training services (grant-funded training). Program years (PY) are from July 1 – June 30.**Significance:** Training programs can assist the workforce in gaining the skills required for employment in today's high tech society.**Data:****Number of Participants in Training Programs**

Local Workforce Investment Area	PY 2010	PY 2011	PY 2012	PY 2013
Albany/Rensselaer/Schenectady	1,215	1,089	891	803
Columbia/Greene	320	312	267	233
Saratoga/Warren/Washington	245	225	271	347
Capital Region	1,780	1,626	1,429	1,383

- Regionwide, the number of participants in grant-funded training programs has declined steadily since 2010. However, the number of participants in Saratoga/Warren/Washington counties has risen 41% since 2010.

Goal 3: Prepare for a Better Tomorrow**Metric:** Income by educational attainment**Source:** 2007-2011 American Community Survey**Definition:** Average wages, in 2011 constant dollars, by education level across the eight counties.**Significance:** Higher education is strongly correlated with higher wages.**Data:****Income by Educational Attainment**

	Region	Albany	Columbia	Greene	Rensselaer	Saratoga	Schenectady	Warren	Washington
Population 25 years and over with earnings	\$36,541	\$41,565	\$35,454	\$31,924	\$38,431	\$42,878	\$37,490	\$33,323	\$31,262
Less than high school graduate	\$20,264	\$20,156	\$23,834	\$16,509	\$18,513	\$22,364	\$20,301	\$18,701	\$21,735
High school graduate (includes equivalency)	\$29,261	\$30,492	\$26,311	\$29,447	\$30,213	\$32,898	\$28,669	\$27,337	\$28,718
Some college or associate's degree	\$35,586	\$38,202	\$34,608	\$33,970	\$38,329	\$38,541	\$35,507	\$33,609	\$31,924
Bachelor's degree	\$47,573	\$51,886	\$48,137	\$47,163	\$49,453	\$55,484	\$46,618	\$44,661	\$37,183
Graduate or professional degree	\$58,879	\$64,154	\$61,266	\$52,384	\$58,558	\$63,561	\$66,014	\$56,787	\$48,310

- Averaged throughout the Capital Region, people with a bachelor's degree make 63% more than those with a high school diploma or equivalency alone, and 34% more than those with some college or an associate's degree.
- Averaged throughout the Capital Region, people with a graduate or professional degree make 65% more than those with some college or an associate's degree, and 24% more than those with a bachelor's degree.
- Overall there is an \$11,032 difference between the average wage of those with a bachelor's degree and the average wage of the total population 25 years and over with earnings. The difference is lowest in Washington County (\$5,921) and highest in Greene County (\$15,239).

Goal 3: Prepare for a Better Tomorrow**Metric:** High school graduation**Source:** New York State Education Department, 2011-12 District Report Cards**Definition:** Regional and city school district average graduation rates. Note: these data only include public schools; private and charter schools are excluded.**Significance:** Graduation rates are an important indicator of school performance.**Data:****Graduation Rates**

	Regional Average	City District Average	Other District Average
2010-11	83.2%	70.1%	87.5%
2011-12	83.1%	76.0%	85.3%

- The regional average high school graduation rate did not increase significantly from the 2010-11 school year to the 2011-12 year, changing only .1%.
- The average city school district graduation rate rose by nearly 6%, to 76%, while the average in other districts declined by 2.2% to 85.3%.

Metric: # of STEM degrees conferred**Source:** National Center for Education Statistics**Definition:** The number of science, technology, engineering, and/or mathematics (STEM) degrees conferred at the undergraduate level, as well as certifications conferred, at colleges and universities within the eight counties. Note that degrees in health, including physical/occupational therapy, nursing, and pre-medicine are not counted as STEM degrees, but pharmaceutical science is.**Significance:** The Region's move toward high-tech industry will require a workforce with more STEM education.**Data:****2011-12 STEM Degrees & Certificates**

	Certificates	Associates	Bachelors	Post-Graduate
Total Degrees/Certificates	582	4,433	9,234	656
STEM Degrees/Certificates	139	517	2,224	2
% STEM Degrees/Certificates	23.9%	11.7%	24.1%	0.3%

- Nearly one-quarter of all undergraduate degrees in 2011-12 were in STEM fields.

Goal 3: Prepare for a Better Tomorrow**Metric:** College preparedness**Source:** NYSED – Report Cards**Definition:** The New York State Testing Program results group students into four levels: level 1, below standard; level 2, meets basic standard; level 3, meets proficiency standard; level 4, exceeds proficiency standard. A secondary-level cohort consists of all students who first entered grade 9 anywhere in that school year (2007 cohort entered grade nine between July 1, 2007 and June 30, 2008).**Significance:** Students entering college are expected to have gained proficiency in basic subjects such as English Language Arts (ELA) and Math.**Data:****English Language Arts Scores after 4 Years of Instruction**

Geography	2007 Cohort				2008 Cohort			
	Level 2	Levels 2-4	Levels 3-4	Level 4	Level 2	Levels 2-4	Levels 3-4	Level 4
Region	2.6%	84.4%	81.8%	37.7%	2.4%	85.7%	83.3%	43.2%
City School Districts	2.9%	83.7%	80.9%	31.4%	2.6%	87.5%	84.9%	40.3%
Remaining School Districts	2.5%	84.5%	82.0%	38.7%	2.4%	85.4%	83.0%	43.7%

Math Scores after 4 Years of Instruction

Geography	2007 Cohort				2008 Cohort			
	Level 2	Levels 2-4	Levels 3-4	Level 4	Level 2	Levels 2-4	Levels 3-4	Level 4
Region	4.3%	87.0%	82.7%	27.4%	3.4%	88.5%	85.2%	26.9%
City School Districts	3.5%	88.5%	85.0%	25.5%	3.2%	90.0%	86.7%	23.2%
Remaining School Districts	4.4%	86.7%	82.3%	27.7%	3.4%	88.3%	84.9%	27.5%

- The percent of students who at a minimum met the basic standard for both ELA and math after 4 years of instruction was greater in the 2008 cohort than in the 2007 cohort.
- For both cohorts, a higher percentage of students met or exceeded basic standards in math than in ELA.
- The difference between the city school districts and the Region as a whole is minimal until Level 4 (exceeds proficiency standard).

GOAL 4: BUILD A SUPERHIGHWAY

Create the best-educated workforce across the economic spectrum, and close existing gaps. Leverage the strength of the education system, from K to Post-Graduate, while collaborating with the public and private sectors to give employers what they need, and students what they deserve.

Metrics:

Greenhouse gas emission reduction	Infrastructure reliability: pavement conditions
Renewable energy	Cargo tonnage at Port of Albany
Public transit ridership	Enplanements at Albany International Airport
Broadband availability/investment	Miles of critical congestion

Data Highlights:

- Overall, Warren County had the highest and Schenectady County had the lowest emissions per capita.
- The eight counties were all fairly comparable in terms of residential/commercial emissions per capita. Rensselaer County was lowest, at 4.1 MTCDE/person, while Warren County was highest, at 5.8.
- Warren County is highest in emissions per capita in both residential/commercial and industrial categories, and trails Greene County in transport emissions by only .4 MTCDE/person.
- Currently, 0.84% of the consumed electricity in the Region could potentially be generated from renewable resources, up .74% from 2011.
- There was a significant increase in renewable energy capacity from 2011 to 2012.
- Between 2010 and 2011, electricity prices in all sectors and across all utility companies declined slightly.
- Since 2010, ridership has risen by nearly 16% across the Region's three mass transit transportation services.
- Since 2010, Greene County Transit has seen the greatest rise in ridership, with a total rise of nearly 53%.
- CDTA, the largest local public transportation service in the Capital Region, has seen a 16% rise in ridership since 2010.
- In 2013, \$3,813,707 was granted to the Capital Region by the Connect NY program to fund broadband improvement projects.
- Approximately 15% of the Region's population does not have access to broadband internet.
- As of March 28th, 2013, a total of 242 highway bridges were rated "structurally deficient" in the Capital Region.
- 364 bridges were rated "functionally obsolete", 115 of which were within Albany County.
- Greene County had the lowest average pavement conditions (6.29) while Schenectady had the highest (7.17) on a scale of 1-10, with 10 being the highest.
- Total cargo at the Port of Albany, inbound and outbound, declined by 13.4% from 2010 to 2012.
- There were 1,216,626 enplanements at Albany International Airport in 2011, down 2.7% from 2010.
- CDTC critical congestion miles increased between year 2000 and 2007, but decreased between 2007 and 2012 because of several important projects that addressed congestion.

Goal 4: Build a Superhighway

Metric: Greenhouse gas emission reduction

Source: Capital District Climate Smart Communities, Capital District 2010 Regional GHG Inventory

Definition: Reductions in greenhouse gas emissions (Metric tons of carbon dioxide equivalent, MTCDE)

Significance: Greenhouse gases negatively impact the environment and local air quality.

Data:

Per Capita GHG Emissions by County

County	Emissions	Emissions per Capita (MTCDE/person)			
	(MTCDE)	Total	Res/Com	Industrial	Transport
Albany	5,146,057	16.9	4.8	5.5	6.1
Saratoga	3,035,995	13.8	4.3	2.4	6.5
Rensselaer	1,687,291	10.6	4.1	1	4.9
Warren	1,558,953	23.7	5.8	10	7.5
Schenectady	1,523,806	9.8	4.2	1.5	3.9
Greene	1,074,747	21.8	5.7	7.6	7.9
Washington	917,143	14.5	4.4	2.4	4.9
Columbia	887,247	14.1	5.3	1.2	6.2
REDC	15,831,238	14.7	4.6	3.6	5.8

- Overall, Warren County had the highest and Schenectady County had the lowest emissions per capita.
- The eight counties were all fairly comparable in terms of residential/commercial emissions per capita. Rensselaer County was lowest, at 4.1 MTCDE/person, while Warren County was highest, at 5.8.
- Warren County is highest in emissions per capita in both residential/commercial and industrial categories, and trails Greene County in transport emissions by only .4 MTCDE/person

Goal 4: Build a Superhighway**Metric:** Renewable energy**Source:** NYSERDA - 2012 New York Independent System Operators (NYISO) Gold Book, 2012 Renewable Portfolio Standard (RPS) Annual Report**Definition:** Percent of energy capacity derived from renewable resources. Zone F consists of Fulton, Montgomery, Rensselaer, Saratoga, Schenectady, Warren, and Washington counties; most of Albany, Columbia, Essex, Hamilton, and Schoharie counties; but does not include Greene County. Total load represents the electricity consumed (total load on the grid). Renewable capacity represents the total amount of electricity that could be generated by renewable resources.**Significance:** Using renewable resources to create electricity benefits the environment, locally and globally.**Data:****Renewable Energy**

	2011 (kW)	2012 (kW)
Capital District Zone F Total Load	5,378,850	5,381,250
RPS Supported Renewable Capacity	7,566	45,100
RPS Renewable Capacity % of Zone F Load	0.10%	0.84%

- Currently, 0.84% of the consumed electricity in the Region could potentially be generated from renewable resources, up .74% from 2011.
- There was a significant increase in renewable energy capacity from 2011 to 2012.

Goal 4: Build a Superhighway**Metric:** Energy costs**Source:** NYSERDA – 2012 NYSIO Gold Book**Definition:** Average electricity costs for the Capital Region; the Region is served by three utility companies: National Grid, NYSEG, and Central Hudson.**Significance:** Energy costs can impact a business' ability to operate efficiently, or decision to locate in the region.**Data:****Energy Costs**

	2010 Residential Sector Prices (cents/kWh)	2011 Residential Sector Prices (cents/kWh)	2010 All Sector Prices (cents/kWh)	2011 All Sector Prices (cents/kWh)
NiMo/National Grid	15.57	15.16	15.02	14.69
NYSEG	11.14	10.83	10.51	10.2
Central Hudson	16.51	15.96	14.94	14.48

- Between 2010 and 2011, electricity prices in all sectors and across all utility companies declined slightly.

Goal 4: Build a Superhighway**Metric:** Public transit ridership**Source:** Capital District Transportation Authority, Greater Glens Falls Transit, Greene County Transit**Definition:** Total ridership on public transit services.**Significance:** Public transportation supports environmentally sustainable and safe communities; allows reduced travel times and road congestion; and provides broader transportation choices.**Data:****Public Transit Ridership**

Service	2010	2011	2012	Net Change 2010-12	Percent Change 2010-12
Capital District Transportation Authority	13,500,000	14,600,000	15,675,000	2,175,000	16.1%
Greater Glens Falls Transit	325,120	341,031	341,930	16,810	5.2%
Greene County Transit	3,448	4,568	5,272	1,824	52.9%
Total	13,828,568	14,945,599	16,022,202	2,193,634	15.9%

- Since 2010, ridership has risen by nearly 16% across the Region's three transportation services.
- Since 2010, Greene County Transit has seen the greatest rise in ridership, with a total rise of nearly 53%.
- CDTA, the largest local public transportation service in the Capital Region, has seen a 16% rise in ridership since 2010.

Goal 4: Build a Superhighway**Metric:** Broadband availability/investment**Source:** New York State Broadband Program Office 2012-2013 Annual Report**Definition:** Availability of wireline broadband speeds \geq 6 Mbps download/ \geq 1.5mbps upload.

Broadband data is from 2012 but uses 2010 Census population data. Note that there was a broadband annual report in 2011; however the definition of sufficient speed changed between 2011 and 2012, and the data are no longer comparable.

Significance: Broadband access is critical in commercial and residential locations in today's digital society.**Data:****Broadband Availability**

	Population 2010	Est. Population Without Access to Speeds \geq 6 mbps download, $>$ 1.5 upload	% Est. Population without access to $>$ 6mbps download, $>$ 1.5 upload
Capital Region	1,079,207	161,000	15%

- In 2013, \$3,813,707 was granted to the Capital Region by the Connect NY program to fund broadband improvement projects.
- Approximately 15% of the Region's population does not have access to broadband internet.

Goal 4: Build a Superhighway**Metric:** Infrastructure reliability: bridges**Source:** New York State Department of Transportation**Definition:** Number of deficient highway and interstate bridges. “Functionally obsolete” refers to a bridge’s inability to meet current standards for managing the volume of traffic it carries, not its structural integrity. For example, a bridge may be functionally obsolete if it has narrow lanes, no shoulders, or low clearances. A "structurally deficient" bridge, when left open to traffic, typically requires significant maintenance and repair to remain in service and eventual rehabilitation or replacement to address deficiencies. In order to remain in service, structurally deficient bridges are often posted with weight limits.**Significance:** Unreliable infrastructure negatively impacts transportation.**Data:**

- As of March 28th, 2013, a total of 242 highway bridges were rated “structurally deficient” in the Capital Region.
- 364 bridges were rated “functionally obsolete”, 115 of which were within Albany County.

Goal 4: Build a Superhighway**Metric:** Infrastructure reliability: pavement conditions**Source:** New York State Department of Transportation**Definition:** Average condition score. Counties are given a statewide rank with 1 representing the county with the best average road condition and 62 representing the county with the worst.**Significance:** Unreliable infrastructure negatively impacts transportation.**Data:****Pavement Conditions - 2012**

County	Average Condition	Statewide Rank
Albany	6.74	43
Columbia	6.92	30
Greene	6.29	61
Rensselaer	6.89	33
Saratoga	6.55	52
Schenectady	7.17	18
Warren	6.99	25
Washington	6.88	34
Columbia	6.92	30

- Greene County had the lowest average pavement conditions (6.29) while Schenectady had the highest (7.17) on a scale of 1-10, with 10 being the highest.

Goal 4: Build a Superhighway**Metric:** Cargo tonnage at Port of Albany**Source:** Port of Albany**Definition:** Total cargo, in tons, registered at the Port of Albany.**Significance:** The Port of Albany is a year-round, deep-water inland port that is situated at a crossroads of highway, rail, and canal systems, providing a connection between Canada, Northeastern and Midwestern states, and the Atlantic Ocean.**Data:****Port of Albany Cargo in Tons**

2010	2011	2012	2010-12 Change	2010-2012 % Change
451,918	305,278	391,470	-60,448	-13.4%

- Total cargo at the Port of Albany, inbound and outbound, declined by 13.4% from 2010 to 2012.

Goal 4: Build a Superhighway**Metric:** Enplanements at Albany International Airport**Source:** Federal Aviation Administration. Data from 2012 is not available as of this writing.**Definition:** An enplanement is a revenue passenger boarding a flight, whether an origin flight, stopover, or connecting flight.**Significance:** An active airport provides easy movement into and out of a region. It also facilitates commerce and makes a region a more attractive business location.**Data:****Albany International Airport Enplanements**

	2010	2011	Net Change	% Change
Enplanements	1,250,282	1,216,626	-33,656	-2.7%

- There were 1,216,626 enplanements at Albany International Airport in 2011, down 2.7% from 2010.

Goal 4: Build a Superhighway**Metric:** Miles of critical congestion**Source:** Capital District Transportation Committee (CDTC), Adirondack/Glens Falls Transportation Council (A/GFTC)**Definition:** Ratio of travel delay to vehicle miles of travel. Note that this data is available only from the Metropolitan Planning Organizations serving the Region; Columbia and Greene counties are not covered by an MPO.**Significance:** Traffic congestion has a number of negative effects; CDTC has developed a Congestion Management Process (CMP) to address congestion problems in the Capital District. As an MPO of under 200,000, A/GFTC is not required to have a CMP.**Data:****Miles of Critical Congestion**

Year	CDTC Critical Congestion Miles	A/GFTC Critical Congestion Miles	Total
2000	101	N/A	N/A
2007	118	N/A	N/A
2012	110	5.5	115.5

- CDTC critical congestion miles increased between year 2000 and 2007, but decreased between 2007 and 2012 because of several important projects that addressed congestion.

GOAL 5: BRING CITIES TO LIFE

Bring cities to life by capitalizing on our history and culture, revitalizing our neighborhoods and returning them to centers of influence that are alive with business, residential, and cultural programs.

Metrics:

BID data	Residential tenure
City property values	Owner vs. renter occupied
Housing sales: units and median value	Farmers' markets in cities
Downtown residential housing units	

Data Highlights:

- Over 2,000 businesses are located within local Business Improvement District boundaries.
- The median value of owner-occupied housing units in the Capital Region was estimated at \$186,020 in 2006-10; the median housing value for the 10 cities in the region was estimated at \$147,457 in the same period.
- The total housing units sold in the 8-county Capital Region increased 18.7% between 2010 and 2012.
- The median housing sales price decreased from 2010 to 2012 in each of the four core counties of the Capital Region. The largest decrease was \$8,890 or 5% in Rensselaer County, and the lowest was \$1,986 or 1.2% in Schenectady County.
- A total of 31,643 housing units are located with the Region's downtown areas. 15.9% of these units are vacant.
- 65.7% of occupied housing units in the Region are owner-occupied, compared with 41.4% in the combined 10 cities.
- With the exception of Saratoga Springs, all the cities had owner-occupancy rates of between 35 and 50%.
- Among the cities, Hudson had the lowest rate of owner-occupancy, followed by Albany and Mechanicville.
- Housing vacancy rates in the cities are less than the Region; 11.3% compared to 13.0%.
- There is a significant range in vacancy rates in the cities, from a low of 6.8% in Rensselaer to a high of 16.6% in Hudson.

Goal 5: Bring Cities to Life

Metric: Business Improvement District growth

Source: Local Business Improvement Districts; 2007 Economic Census

Definition: Number of businesses located within Business Improvement District boundaries.

Significance: Business improvement districts are special taxation districts that aim to revitalize neighborhoods and encourage economic development within their boundaries.

Data:

BID Growth

BID	# of Businesses
Downtown Albany*	610
Central Avenue*	360
Lark Street	100
Troy	600
Glens Falls	149
Schenectady*	285
Scotia	86
Upper Union	84
Total	2,274

*Note: not all the BIDs undertake a census of their respective areas; data for these three BIDS is derived from the 2007 Economic Census, the latest available.

- Over 2,000 businesses are located within local Business Improvement District boundaries.

Goal 5: Bring Cities to Life

Metric: City property values

Source: 2006-10 American Community Survey

Definition: Median Value of Owner-Occupied Housing Units in the Region and in the cities

Significance: Increasing property values in the urban areas can indicate an urban renaissance.

Data:

City Property Values

	2006-10
Capital Region Median Value	\$186,020
Median Value in Cities	\$147,457

- The median value of owner-occupied housing units in the Capital Region was estimated at \$186,020 in 2006-10; the median value for the 10 cities in the region was estimated at \$147,457 in the same period.

Goal 5: Bring Cities to Life**Metric:** Housing sales: units & median value**Source:** Greater Capital Association of Realtors**Definition:** Median housing costs and total unit sales for existing single-family homes.**Significance:** The strength of the housing market can have a major impact on the regional economy.**Data:****Greater Capital Region Housing Sales**

	2010	2011	2012	Net Change 2010-12	Percent Change 2010-12
Total Unit Sales	7,540	7,236	8,951	1,411	18.7%

- The total housing units sold in the 8-county Capital Region increased 18.7% between 2010 and 2012.

Core Counties Median Housing Sales Price (in 2012 constant dollars)

	2010	2011	2012	Net Change 2010-12	Percent Change 2010-12
Albany	\$211,636	\$199,035	\$202,500	-\$9,136	-4.3%
Rensselaer	\$178,890	\$168,210	\$170,000	-\$8,890	-5.0%
Saratoga	\$263,229	\$257,725	\$258,000	-\$5,229	-2.0%
Schenectady	\$164,886	\$161,780	\$162,900	-\$1,986	-1.2%

- The median housing sales price decreased from 2010 to 2012 in each of the four core counties of the Capital Region. The largest decrease was \$8,890 or 5% in Rensselaer County, and the lowest was \$1,986 or 1.2% in Schenectady County.

Goal 5: Bring Cities to Life**Metric:** Downtown residential units - cities**Source:** Census 2010**Definition:** Number of housing units, both occupied and vacant, within the downtown areas of the Region's 10 cities.**Significance:** An increase in the number of occupied housing units within the downtown areas can signal a revitalization of the city.**Data:****Downtown Housing Units**

	Total	Occupied	Vacant
Albany	12,325	83.9%	16.1%
Cohoes	2,094	83.8%	16.2%
Glens Falls	779	85.0%	15.0%
Hudson	2,177	84.2%	15.8%
Mechanicville	447	93.1%	6.9%
Rensselaer	82	84.1%	15.9%
Saratoga Springs	2,858	84.6%	15.4%
Schenectady	2,030	84.8%	15.2%
Troy	6,685	81.7%	18.3%
Watervliet	2,166	89.8%	10.2%
10 Cities	31,643	84.4%	15.9%

- A total of 31,643 housing units are located with the Region's downtown areas. 15.9% of these units are vacant.

Goal 5: Bring Cities to Life**Metric:** Residential Tenure**Source:** 2010 Census**Definition:** Percent of homeowners vs. renters in the Region and 10 cities**Significance:** Increasing homeownership in the cities is a way to increase private investment, both financial and civic.**Data:****Residential Tenure**

	Occupied Housing Units		Vacant Housing Units*
	Owner-occupied	Renter-occupied	
Region	65.7%	34.3%	13.0%
All Cities	41.4%	58.6%	11.3%
Albany	36.6%	63.4%	11.2%
Cohoes	43.3%	56.7%	11.0%
Glens Falls	49.5%	50.5%	7.9%
Hudson	35.5%	64.5%	16.6%
Mechanicville	37.2%	62.8%	7.6%
Rensselaer	43.0%	57.0%	6.8%
Saratoga Springs	56.9%	43.1%	12.6%
Schenectady	43.8%	56.2%	11.5%
Troy	38.1%	61.9%	12.6%
Watervliet	37.8%	62.2%	9.0%

*Note: Vacant housing units include seasonal housing.

- 65.7% of occupied housing units in the Region are owner-occupied, compared with 41.4% in the combined 10 cities.
- With the exception of Saratoga Springs, all the cities had owner-occupancy rates of between 35 and 50%.
- Among the cities, Hudson had the lowest rate of owner-occupancy, followed by Albany and Mechanicville.
- Housing vacancy rates in the cities are less than the Region, 11.3% compared to 13.0%.
- There is a significant range in vacancy rates in the cities, from a low of 6.8% in Rensselaer to a high of 16.6% in Hudson.

Goal 5: Bring Cities to Life**Metric:** Farmers' Markets**Source:** Localharvest.org**Definition:** Number of farmers' markets within the Capital Region's cities.**Significance:** Farmers' markets provide benefits to both farmers and consumers, reducing barriers to accessing locally produced foods.**Data:**

According to a search of Localharvest.org, as of June 2013 there are 19 farmers' markets within the Capital Region's 10 cities (Albany, Cohoes, Glens Falls, Hudson, Mechanicville, Rensselaer, Saratoga Springs, Schenectady, Troy, and Watervliet). Localharvest.org is not an all-inclusive listing, as it is self-reported.

GOAL 6: SUSTAIN & OPTIMIZE OUR SURROUNDINGS

Celebrate and optimize our surroundings to attract visitors, new residents, and businesses by sustaining and optimizing our rural assets and working landscapes that provide a backdrop for the Region.

Metrics:

Protected agricultural lands (conservancies, easements, P/TDRs)	Farm income
Community supported agriculture (CSA)	Employment, output and value added of agricultural and food system industry
State and local farmland protection funding	Employment multipliers of agricultural industries
Farm acreage	Output multipliers of agricultural industries
Market value of agricultural products	

Data Highlights:

- In total, 23,274 agricultural acres in the Capital Region are protected by easements held by land conservancies or similar organizations.
- Just over 200 agricultural acres are owned outright by conservancies and similar organizations.
- According to a search of Localharvest.org, as of June 2013 there are 144 farms with CSA programs within the Capital Region. Localharvest.org is not an all-inclusive listing, as it is self-reported.
- The state farmland protection program is currently working on clearing a backlog of funding applicants, and is not accepting new applications.
- In the 2012 fiscal year, \$357,378 was granted by the state farmland protection program within the eight county Region, an amount much less than the \$2,279,912 in awards made in 2011.
- In 2011, a total of \$2,279,912 was granted by the state farmland protection program. An additional \$176,000 was granted by Saratoga County, which has its own farmland protection program.
- A total of 603,187 acres were in agricultural use in 2007, over 1/3 of which was located in Washington County.
- Washington and Columbia Counties had the most agricultural acreage, with 202,877 and 106,574 acres respectively.
- In 2010 and 2011, cash receipts for livestock and products were more than double that of crops in the Capital Region.
- Total cash receipts from marketings went up by 17% between 2010 and 2011.
- Total net income (including corporate farms) increased by nearly 140% from 2010 to 2011.
- Taking all agricultural and food system industry sectors into account, 57,852 people are employed in the cluster.
- The agriculture and food system cluster accounts for \$4,816,900,000 in sales (output).
- The income related to the agriculture and food system cluster is \$2,197,000,000.
- Crop farming tends to have larger employment multipliers than livestock production/farming.
- "All other crop farming" had the largest employment multiplier (2.1), while Other Animal Production had the smallest (1.1).
- Crop farming tends to have larger output multipliers than livestock production/farming.
- Dairy cattle and milk production has by far the largest output of all the agricultural production industries.

Goal 6: Sustain & Optimize Our Surroundings

Metric: Protected agricultural lands (conservancies, easements, P/TDRs)

Source: American Farmland Trust

Definition: Agricultural acres owned in fee indicates acreage that is owned outright by a land conservancy or similar organization. Acres under easement indicated a regulatory restriction is in place, but the ownership is retained by the land owner.

Significance: Protection of the Region's agricultural land is an important component of the Strategic Plan.

Data:

Protected Agricultural Lands

Entity Name	County of Operation	Agricultural Acres Owned in Fee	Agricultural Acres Under Easement
Mohawk Hudson Land Conservancy	Albany	0	317
Rensselaer Land Trust, Inc.	Rensselaer	33	192
Saratoga P.L.A.N.	Saratoga	0	498
Agricultural Stewardship Association	Washington	170	14,165
Columbia Land Conservancy	Columbia	0	8,102
Total		203	23,274

- In total, 23,274 agricultural acres in the Capital Region are protected by easements held by land conservancies or similar organizations.
- Just over 200 agricultural acres are owned outright by conservancies and similar organizations.

Goal 6: Sustain & Optimize Our Surroundings

Metric: Community Supported Agriculture (CSAs)

Source: Localharvest.org

Definition: Number of CSA farms within the eight-county Region. A CSA program is a locally-based alternative to traditional agriculture and food distribution models in which consumers pay at the beginning of the season for a share of anticipated harvest. Consumers receive weekly shares of product once harvesting begins.

Significance: Like farmers' markets, CSAs provide benefits to both farmers and consumers, reducing barriers to accessing locally produced foods.

Data:

- According to a search of Localharvest.org, as of June 2013 there are 144 farms with CSA programs within the Capital Region. Localharvest.org is not an all-inclusive listing, as it is self-reported.

Goal 6: Sustain and Optimize Our Surroundings**Metric:** State and Local Farmland Protection Funding**Source:** American Farmland Trust – New York Office; New York State Department of Agriculture and Markets**Definition:** Amount of funding granted for farmland protection (typically, State-purchased conservation easements). Applications are submitted by the Town or County in which the farm is located.**Significance:** Farmland preservation supports agricultural businesses, builds farm-friendly communities, and grows local food economies.**Data:****State and Local Farmland Protection Funding Awards**

	2011	2012
State	\$2,279,912	\$357,378
Saratoga County	\$176,000	\$0

- The state farmland protection program is currently working on clearing a backlog of funding applicants, and is not accepting new applications.
- In the 2012 fiscal year, \$357,378 was granted by the state farmland protection program within the eight county Region, an amount much less than the \$2,279,912 in awards made in 2011.
- In 2011, a total of \$2,279,912 was granted by the state farmland protection program. An additional \$176,000 was granted by Saratoga County, which has its own farmland protection program.

Goal 6: Sustain and Optimize Our Surroundings**Metric:** Farm acreage**Source:** U.S. Census of Agriculture - 2007**Definition:** Land in farms, in acres. The U.S. Census of Agriculture occurs every decade, with the next one occurring in 2017.**Significance:** Preserving farm acreage is a positive strategy in optimizing our rural and agricultural surroundings.**Data:****Farm Acreage**

	2007
Albany	61,030
Columbia	106,574
Greene	44,328
Rensselaer	85,034
Saratoga	75,660
Schenectady	19,129
Warren	8,555
Washington	202,877
Region	603,187

- A total of 603,187 acres were in agricultural use in 2007, over 1/3 of which was located in Washington County.
- Washington and Columbia Counties had the most agricultural acreage, with 202,877 and 106,574 acres respectively.

Goal 6: Sustain and Optimize Our Surroundings**Metric:** Market value of agricultural products**Source:** Bureau of Economic Analysis, CA45 Farm Income and Expenses**Definition:** Cash receipts from marketings.**Significance:** A thriving agriculture industry is beneficial to the food industry, the economy, local communities, and consumers.**Data:****Market Value of Agricultural Products (in constant \$)**

	2010	2011	Net Change, 2010-11	Percent Change, 2010-11
Cash receipts: livestock and products	\$221,271,000	\$265,679,000	\$44,408,000	20.1%
Cash receipts: crops	\$105,296,000	\$114,946,000	\$9,650,000	9.2%
Total cash receipts from marketings	\$326,567,000	\$381,425,000	\$54,858,000	16.8%

- In 2010 and 2011, cash receipts for livestock and products were more than double that of crops in the Capital Region.
- Total cash receipts from marketings went up by 17% between 2010 and 2011.

Goal 6: Sustain and Optimize Our Surroundings**Metric:** Farm income**Source:** Bureau of Economic Analysis, CA45 Farm Income and Expenses**Definition:** Total and net income of farms, including corporate farms.**Significance:** A thriving agriculture industry is beneficial to the food industry, the economy, local communities, and consumers.**Data:****Total and Net Income of Farms (in constant \$)**

	2010	2011	Net Change, 2010-11	Percent Change, 2010-11
Total cash receipts and other income	\$375,552,065	\$411,936,000	\$36,383,935	10.0%
Less: Total production expenses	\$351,258,534	\$353,317,000	\$2,058,466	0.6%
Realized net income	\$24,293,531	\$57,819,000	33,525,469	138.0%
Plus: Value of inventory change	-\$803,288*	-\$1,499,000*	n/a	n/a
Total net income including corporate farms	\$23,498,492	\$56,340,000	\$32,841,508	139.8%

*Data for Schenectady and Warren counties was undisclosed and less than \$50,000, but was included in total net income.

- Total net income (including corporate farms) increased by nearly 140% from 2010 to 2011.

Goal 6: Sustain & Optimize Our Surroundings

Metric: Agriculture & Food System Employment, Output and Value Added

Source: Cornell University: Agriculture-Based Economic Development in NYS: Trends and Prospects, September 2012

Definition: The agriculture and food system ranges from behind-the-farm gate activities to final consumption; all steps in-between are taken under consideration. Boundaries between farm and food business are often blurred when farms begin to diversify. Output represents the value of industry production in producer prices; essentially, sales. Value added represents the remaining component of total output after cash business expenses have been accounted for. It consists of employee compensation, proprietor income, indirect business taxes, and other property-type income.

Significance: Agriculture-based economic development is a key component of the CREDC plan.

Data:

Capital Region Ag and Food System Cluster Data, 2010

Industry	Employment	Output (millions)	Value Added (millions)
Agricultural Production	4,405	\$ 343.2	\$142.4
Support Activities for Ag. And Forestry	739	\$16.3	\$13.9
Food and Beverage Manufacturing	2,694	\$1,193.0	\$214.5
Ag Chemical and Equipment Manufacturing	95	\$57.6	\$7.6
Food and Beverage Wholesale Trade	2,727	\$509.6	\$333.0
Ag Equipment, supplies, nursery wholesale trade	771	\$144.1	\$94.1
Retail Stores - Food and Beverage	13,520	\$717.2	\$483.2
Food Services and Drinking Places	32,899	\$1,835.9	\$908.2
Total Ag and Food System Cluster	57,852	\$4,816.9	\$2,197.0

- Taking all agricultural and food system industry sectors into account, 57,852 people are employed in the cluster.
- The agriculture and food system cluster accounts for \$4,816,900,000 in sales (output).
- The income related to the agriculture and food system cluster is \$2,197,000,000.

Goal 6: Sustain & Optimize Our Surroundings**Metric:** Agricultural Production Employment Multipliers**Source:** Cornell University: Agriculture-Based Economic Development in NYS: Trends and Prospects, September 2012**Definition:** Total base industry employment and total employment generated by the industry.**Significance:** Agriculture-based economic development is a key component of the CREDC plan.**Data:****Capital Region Ag Industries Employment Impact on the Region, 2010**

	Base Industry Employment	Employment Multiplier	Generated Employment	Total Employment
Ag production				
Oilseed farming	38	1.3	11.4	49.4
Grain farming	331	1.3	86.1	417.1
Vegetable and melon farming	259	2.0	269.4	528.4
Fruit and tree nut farming	332	2.0	315.4	647.4
Greenhouse, nursery, and floriculture	386	1.6	243.2	629.2
All other crop farming	255	2.1	278.0	533.0
Cattle ranching and farming	115	1.5	55.2	170.2
Dairy cattle and milk production	2168	1.4	867.2	3035.2
Poultry and egg production	57	2.4	82.1	139.1
Other animal production	463	1.1	60.2	523.2

- Crop farming tends to have larger employment multipliers than livestock production/farming.
- "All other crop farming" had the largest employment multiplier, 2.1, while Other Animal Production had the smallest, 1.1.

Goal 6: Sustain & Optimize Our Surroundings**Metric:** Agricultural Production Output Multipliers**Source:** Cornell University: Agriculture-Based Economic Development in NYS: Trends and Prospects, September 2012**Definition:** Total base industry output to final demand and total economic impact (base industry output and generated output to final demand).**Significance:** Agriculture-based economic development is a key component of the CREDC plan.**Data:****Capital Region Agricultural Industries' Economic Impact on the Region, 2010**

	Base Industry Output	Output Multiplier	Generated Output	Total Output
Agricultural production	\$ millions			
Oilseed farming	1.8	1.7	1.3	3.1
Grain farming	11.4	2.0	11.3	22.7
Vegetable and melon farming	27.6	2.0	26.2	53.8
Fruit and tree nut farming	20.7	2.0	19.9	40.6
Greenhouse, nursery, and floriculture	29.6	1.9	26.9	56.5
All other crop farming	30.3	2.0	29.4	59.7
Cattle ranching and farming	8.8	1.7	6.5	15.3
Dairy cattle and milk production	181.0	1.7	121.3	302.3
Poultry and egg production	18.2	1.7	12.9	31.1
Other animal production	13.8	1.6	8.4	22.2

- Crop farming tends to have larger output multipliers than livestock production/farming.
- Dairy cattle and milk production has by far the largest output of all the agricultural production industries.

GOAL 7: SHOWCASE OUR BEAUTY

Celebrate and optimize our surroundings to attract visitors, new residents, and businesses by sustaining and optimizing our rural assets and working landscapes that provide a backdrop for the Region.

Metrics:

Financial support of non-profit organizations	Attendance numbers for Path through History weekend events
Number of cultural enhancements funded by CFAs	Revenue sources of selected arts & cultural organizations
Tourism employment	
Tourism spending by category	

Data Highlights:

- From 2010 to 2011, government funding of selected non-profit organizations dropped by \$578,558, or 40%, from \$1,441,457 to \$862,899. Non-government support (program revenues, fundraisers, and donations) increased \$144,123, or 0.8%.
- Total funding for the selected organizations decreased \$434,135, or 2.3%
- In 2011, 11 projects were awarded CFA funding for cultural enhancements for a total of \$3,272,860 in awards and \$6,035,985 in leveraged funds.
- In 2012, 20 projects were awarded funding for cultural enhancements, for a total of \$5,675,336 in awards and \$17,678,375 in leveraged funding. A majority of the CFAs were awarded to outdoor recreation projects.
- Both tourism employment and the average wages in tourism industries have increased from 2010 to 2012.
- Between 2010 and 2012, tourism employment increased by 2,383 (5.4%) and average wages increased by \$32 or 0.2%. However, between 2011 and 2012 there was a slight decrease in average wages in tourism industries.
- Total visitor spending increased over one million dollars between 2010 and 2012.
- Tourism spending on lodging, transportation, food & beverage, retail & service, and recreation all increased between 2010 and 2012.
- Though the number of Path Through History Heritage Weekend events went down by 7, attendance more than doubled from 2011 to 2012.

Goal 7: Showcase Our Beauty**Metric:** Financial support of non-profit organizations**Source:** Guidestar.org**Definition:** Funds gained through program revenues, public support (donations and fundraising efforts), and government support for the following selected organizations: Saratoga County Arts Council; Arts Center of the Capital Region; USS Slater; Old Songs, Inc; Rensselaer County Historical Society; Albany Institute of History and Art; Children’s Museum at Saratoga; Children’s Museum of Science and Technology; National Museum of Dance and Hall of Fame; National Museum of Racing and Hall of Fame; New York State Museum; Saratoga Auto Museum; Schenectady Museum Association; Albany Symphony Orchestra; Capital Repertory Theatre; SPAC; Troy Savings Bank Music Hall; Saratoga Springs Preservation Foundation.**Significance:** Donations to non-profit organizations indicate a community’s support of the arts, social services, and other programs.**Data:**

	2010	2011	Net Change 2010-11	Percent Change 2010- 11
Government Support	\$1,441,157	\$862,899	-\$578,258	-40.1%
Non-Government Support	\$17,256,707	\$17,400,830	\$144,123	0.8%
Total	\$18,697,864	\$18,263,729	-\$434,135	-2.3%

- From 2010 to 2011, government funding of selected non-profit organizations dropped by \$578,558, or 40%, from \$1,441,457 to \$862,899. Non-government support (program revenues, fundraisers, and donations) increased \$144,123, or 0.8%.
- Total funding for the selected organizations decreased \$434,135, or 2.3%

Goal 7: Showcase Our Beauty**Metric:** Number of cultural enhancements funded by CFAs**Source:** Empire State Development**Definition:** Projects awarded CFA funding for cultural enhancements, including the arts, historic preservation, tourism, and other cultural plans**Significance:** Enhancing the arts and cultural resources in the Region is a key element of the Strategic Plan.**Data:****2011 CFAs for cultural enhancements**

Olana Landscape Restoration
Hudson Opera House First Floor Restoration
Rogers Island Acquisition
Dix Bridge Rehabilitation
Proctors Historic Restoration and Heritage Area
Sustainable Advancement of the Lake George Environmental Park
Regional Visitor Center (Saratoga-Washington on the Hudson Partnership)
ALCO Mohawk River Multi-Use Trail
NYS Underwater Blueway Trail Web Services
Phase II Restoration Dr Oliver Bronson House
Matton's Shipyard

2012 CFAs for cultural enhancements

Harlem Valley Rail Trail Planning, Chatham to Philmont
Mount Lebanon North Pastures Acquisition
Kate Mullany National Historic Site Restoration
Prattsville Park Improvements
Olana Showcase Our Beauty 2012
Albany County Rail Trail Development Project
City of Saratoga Springs Waterfront Park
Warren County First Wilderness Heritage Corridor Implementation
Lake George Environmental Park/Charles R. Wood Park
Public Access Improvements at Riverfront Park and Troy City Center
ALCO Mohawk River Multi-Use Trail
Schenectady County Multi-Use Trail
Town of Clifton Park Mohawk River Overlook
Redevelop Canal Building as Canal Street Farmers Marketplace
Town of Halfmoon Multi-Use Trail
Design and Construct Historic Catskill Downtown and Waterfront Enhancements
Modern Nature Georgia O'Keeffe Lake George Exhibition Catalogue and Program Season
American Music Festival: Christopher Rouse and His American Legacy
Hudson River School Art Trail
Albany Waterfront and Livingston Landing Capital

- In 2011, 11 projects were awarded CFA funding for cultural enhancements, for a total of \$3,272,860 in awards and \$6,035,985 in leveraged funds.
- In 2012, 20 projects were awarded funding for cultural enhancements, for a total of \$5,675,336 in awards and \$17,678,375 in leveraged funding. A majority of the CFAs were awarded to outdoor recreation projects.

Goal 7: Showcase Our Beauty

Metric: Tourism employment and wages

Source: New York State Department of Labor, Quarterly Census of Employment and Wages

Definition: The number of tourism-related establishments and employment in tourism-related industries.

Significance: Tourism plays an important role in the economies of the Region's communities, both rural and urban.

Data:

Tourism Industry Employment

Industry Title	2010	2011	2012	Net Change 2010-12	% Change 2010-12
Arts, Entertainment, and Recreation	7,610	7,556	7,719	109	1.4%
Performing Arts and Spectator Sports	1,433	1,396	1,454	21	1.5%
Museums, Parks and Historical Sites	317	317	323	6	1.9%
Amusement, Gambling Recreation Ind	5,860	5,843	5,942	82	1.4%
Accommodation and Food Services	36,282	37,188	38,556	2,274	6.3%
Accommodation	5,747	5,995	6,006	259	4.5%
Food Services and Drinking Places	30,535	31,193	32,550	2,015	6.6%
Total	43,892	44,744	46,275	2,383	5.4%

Tourism Industry Wages (in 2012 constant dollars)

Industry Title	2010	2011	2012	Net Change 2010-12	% Change 2010-12
Arts, Entertainment, and Recreation	\$21,411	\$21,577	\$22,031	1,692	8.3%
Performing Arts and Spectator Sports	\$33,056	\$33,099	\$36,471	5,071	16.1%
Museums, Parks and Historical Sites	\$26,181	\$27,476	\$25,649	779	3.1%
Amusement, Gambling Recreation Ind	\$18,306	\$18,504	\$18,301	912	5.2%
Accommodation and Food Services	\$17,237	\$17,304	\$17,184	810	4.9%
Accommodation	\$22,626	\$22,467	\$22,375	882	4.1%
Food Services and Drinking Places	\$16,223	\$16,311	\$16,227	817	5.3%
Total	\$17,961	\$18,025	\$17,993	\$32	0.2%

- Both tourism employment and the average wages in tourism industries have increased from 2010 to 2012.
- Between 2010 and 2012, tourism employment increased by 2,383 (5.4%) and average wages increased by \$32 or 0.2%. However, between 2011 and 2012 there was a slight decrease in average wages in tourism industries.

Goal 7: Showcase Our Beauty**Metric:** Economic impact of arts/tourism**Source:** NYS Tourism Promotion Agency and Oxford Economics Annual Reports**Definition:** Tourism spending by type and by year, in 2012 constant dollars, across the Capital Region.**Significance:** Tourism spending can be an indicator of the Region’s desirability as a travel destination.**Data:****Visitor Spending by Category** (in millions of 2012 constant dollars)

	Lodging	Transportation	Food & Beverage	Retail & Service	Recreation	2nd Homes	Total Visitor Spending
2010	\$558.09	\$415.78	\$608.02	\$428.36	\$95.78	\$215.04	\$2,321.07
2011	\$580.65	\$439.31	\$613.50	\$468.72	\$95.59	\$213.73	\$2,411.50
2012	\$592.03	\$431.44	\$616.28	\$475.54	\$99.54	\$213.00	\$2,421.82

- Total visitor spending increased over one million dollars between 2010 and 2012.
- Tourism spending on lodging, transportation, food & beverage, retail & service, and recreation all increased between 2010 and 2012.

Goal 7: Showcase Our Beauty**Metric:** Event/festival visitors**Source:** Heritage Weekend Statistics**Definition:** Number of visitors registered for Path Through History Heritage Weekend events, and estimated total event attendance.**Significance:** The Path Through History is an initiative intended to showcase heritage sites and organizations, including museums and historic locations, and strengthen their connection with New York’s overall tourism industry. Heritage Weekends occur for two consecutive weekends in the summer, and feature dozens of events, including tours, performances, and gallery shows.**Data:****Heritage Weekend Events and Attendance**

	2011	2012
# of Events	167	205
Events Reporting	50	43
Reported Attendance	5,424	7,389
Total Estimated Attendance	18,080	36,945

- Though the number of Path Through History Heritage Weekend events went down by 7, attendance more than doubled from 2011 to 2012.

GOAL 8: SPOTLIGHT OUR STRENGTHS

Celebrate and optimize our surroundings to attract visitors, new residents, and businesses by sustaining and optimizing our rural assets and working landscapes that provide a backdrop for the Region.

Metrics:

Consumer confidence in Capital Region Rankings synopsis	Cost of living index Public engagement workgroup activities
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Data Highlights:

- Consumer confidence was up in all quarters in 2012 from 2011. The year’s average was up just over 20% from 2011 to 2012.
- In the first two quarters of 2013, consumer confidence has risen 5.1 points.
- The cost of living in the Albany-Schenectady-Troy MSA decreased slightly in relation to other participating areas from 2011 to 2012. The Glens Falls MSA does not participate in the ACCRA Cost of Living Index.
- From May 1 to August 12th, 2013, the CREDC website received 33,704 unique visitors.
- Though the number of attendees at CFA workshops declined in 2013 from the previous year, there were a number of new initiatives created to enhance outreach efforts, including email blasts and a newsletter with distribution to over 9,000 emails.

Goal 8: Spotlight Our Strengths

Metric: Consumer confidence in Capital Region

Source: Siena College

Definition: The intent of the Index of Consumer Sentiment is to measure peoples' willingness to spend, as opposed to their ability to spend.

Significance: Consumer confidence typically increases as the economy expands, and decreases as the economy contracts.

Data:

Consumer Confidence

	2011	2012	2013
1st Quarter	63.4	75.3	71.7
2nd Quarter	62.1	78.7	76.8
3rd Quarter	65.1	73.6	
4th Quarter	62.7	76.8	
Total	63.3	76.1	

- Consumer confidence was up in all quarters in 2012 from 2011. The year's average was up just over 20% from 2011 to 2012.
- In the first two quarters of 2013, consumer confidence has risen 5.1 points.

Goal 8: Spotlight Our Strengths

Metric: Cost of Living Index

Source: ACCRA Cost of Living Index, from Council for Community and Economic Research (C2ER)

Definition: The Index measures relative price levels for consumer goods and services in participating areas. It reflects cost differentials for professional and executive households. The average for all participating places equals 100, and the participant's index is read as a percentage of the average for all places. CDRPC, in conjunction with CEG, the Albany-Colonie Chamber of Commerce, and the Schenectady Chamber of Commerce, provide financial support for participation, with the University at Albany collecting the data used in the ACCRA Cost of Living Index.

Significance: A relatively low cost of living can be used as a marketing tool to attract new enterprises and residents.

Data:

Albany-Schenectady-Troy MSA Cost of Living

	Composite	Grocery Items	Housing	Utilities	Transportation	Health Care	Misc. Goods and Services
2011 Annual	111.3	106.3	117.2	105.2	103	106.1	113.4
2012 Annual	109.3	105.1	116.5	92.9	110.6	97.9	111.3
2013 2 nd Quarter	109.0	99.1	118.1	889.4	109.8	96.6	113.3

- The cost of living in the Albany-Schenectady-Troy MSA decreased slightly in relation to other participating areas from 2011 to 2012. The Glens Falls MSA does not participate in the ACCRA Cost of Living Index.

Goal 8: Spotlight Our Strengths

Metric: Rankings synopsis

Source: CEG's Tech Valley Info and Ratings, September 2012

Definition: Capital Region rankings

Significance: Rankings can be used as a positive marketing tool in attracting new businesses and residents.

Data:

2012 Rankings

- Albany Metro ranks #4 of the top 100 metropolitan areas for jobs – Forbes, 2012
- Albany Metro ranks #9 on the list of the nation's "Smartest Cities" – Lumina Foundation, 2012
- New York ranks second for commercial real estate development – NAIOP Research Foundation, 2012
- Albany's small business sector ranks fifth in the Eastern US – On Numbers, 2012
- Eighteen Capital Region firms on *Inc.* list of America's 5000 Fastest-Growing Private Companies – *Inc.* Magazine, 2012

2011 Rankings

- Albany Metro ranks #1 in High Tech Hubs and #5 in Economic Growth Potential – Business Facilities, 2011
- New York ranked No. 1 for entrepreneurial activity – State Entrepreneurial Index, 2011
- Albany ranks 28th in concentration of young brainpower – Area Development, 2011
- New York ranks 4th for LEED certified commercial spaces – Memphis Business Journal, 2011
- Albany ranks 14th in Brookings national clean economy study – Brookings, 2011
- University at Albany-SUNY Nanotechnology undergraduate program identified as top-notch in "cool and practical" fields – Mother Jones, September 2011

2010 Rankings

- Albany is one of America's most innovative cities – Forbes, 2010
- Good Fortune: New York home to 56 Fortune 500 firms – Fortune, 2010
- Region Among Best Areas for Families – Forbes, 2010
- Capital Region Among Best Places for Relocating Families – Primary Relocation
- Capital Region Receives 5 Stars for Quality of Life – Expansion Management
- Albany Among Top U.S. Metros for Young Adults – American City Business Journals
- Albany Among Top Cities for College Grads – TheDailyBeast.com – 2010
- Albany ranked a 'fun city'

Goal 8: Spotlight Our Strengths**Metric:** Public engagement workgroup activities**Source:** Public engagement workgroup, Empire State Development**Definition:** The number of electronic contacts and attendance at Council-sponsored workshops.**Significance:** The public engagement workgroup was created in 2013 to identify and engage in a range of outreach efforts to enhance public participation in Capital Region Economic Development Council activities.**Data:****Historical:**

CFA Workshop Attendance	
2011	405
2012	523
2013	418

2013:

11 E-mail blasts, 61 workforce development and education workshop attendees, and 74 arts/culture/tourism workshop attendees.

Newsletters (e-mail distrib.)	
July	9,135
June	9,029

- From May 1 to August 12th, 2013, the CREDC website received 33,704 unique visitors.
- Though the number of attendees at CFA workshops declined in 2013 from the previous year, there were a number of new initiatives created to enhance outreach efforts, including email blasts and a newsletter with distribution to over 9,000 emails.