



VIRGINIA INITIATIVE FOR  
**GROWTH &  
OPPORTUNITY**  
IN EACH REGION

# Roanoke valley – Alleghany Regional Overview

**Beth Doughty**, Roanoke Regional Partnership

**Wayne Strickland**, Roanoke-Valley Alleghany Regional Commission

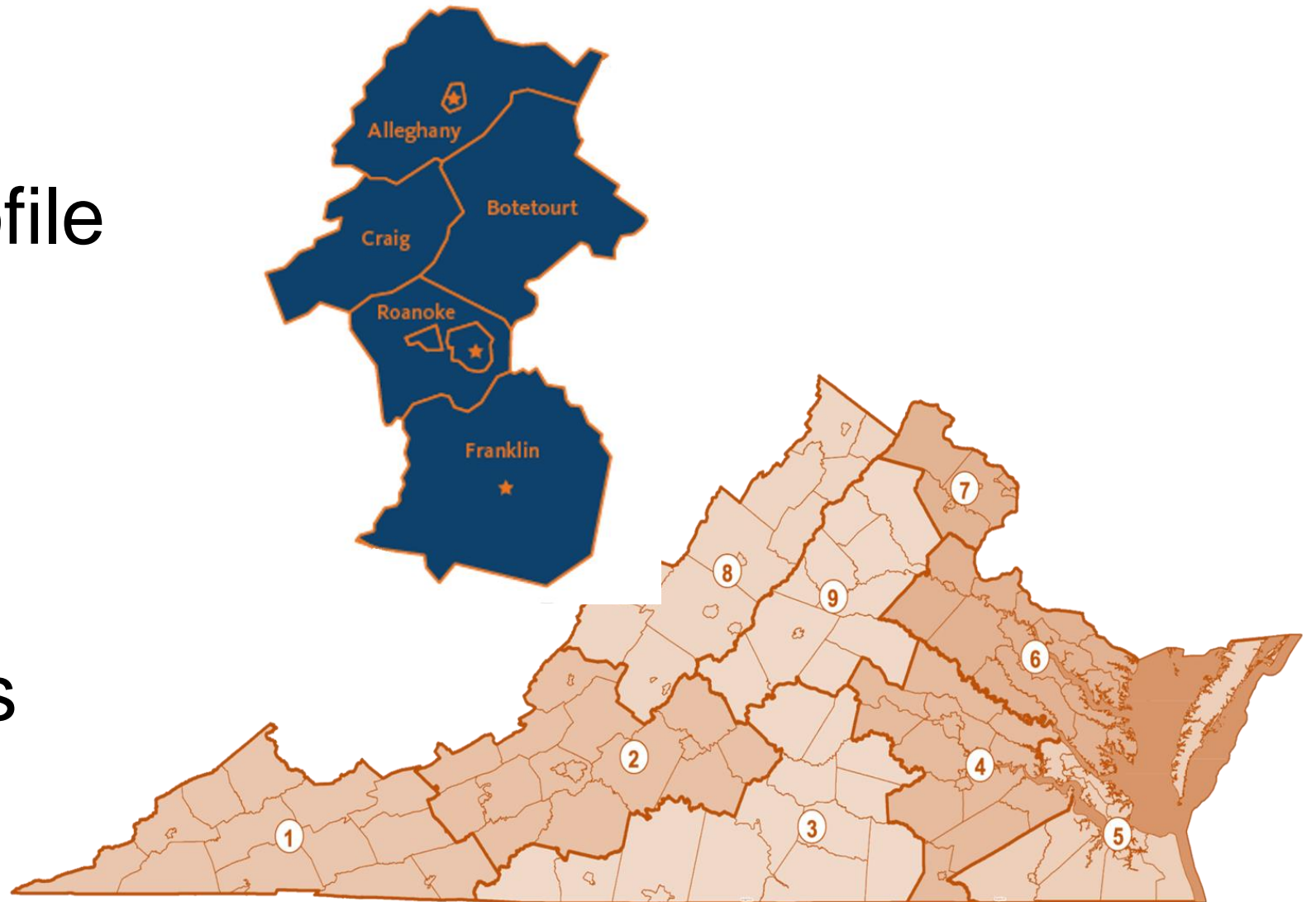
**Jake Gilmer**, Virginia's Blue Ridge Works

**July 25, 2017**



# Today's Program

- Regional Profile
- Workforce
- Innovation
- Strengths
- Weaknesses
- Opportunities

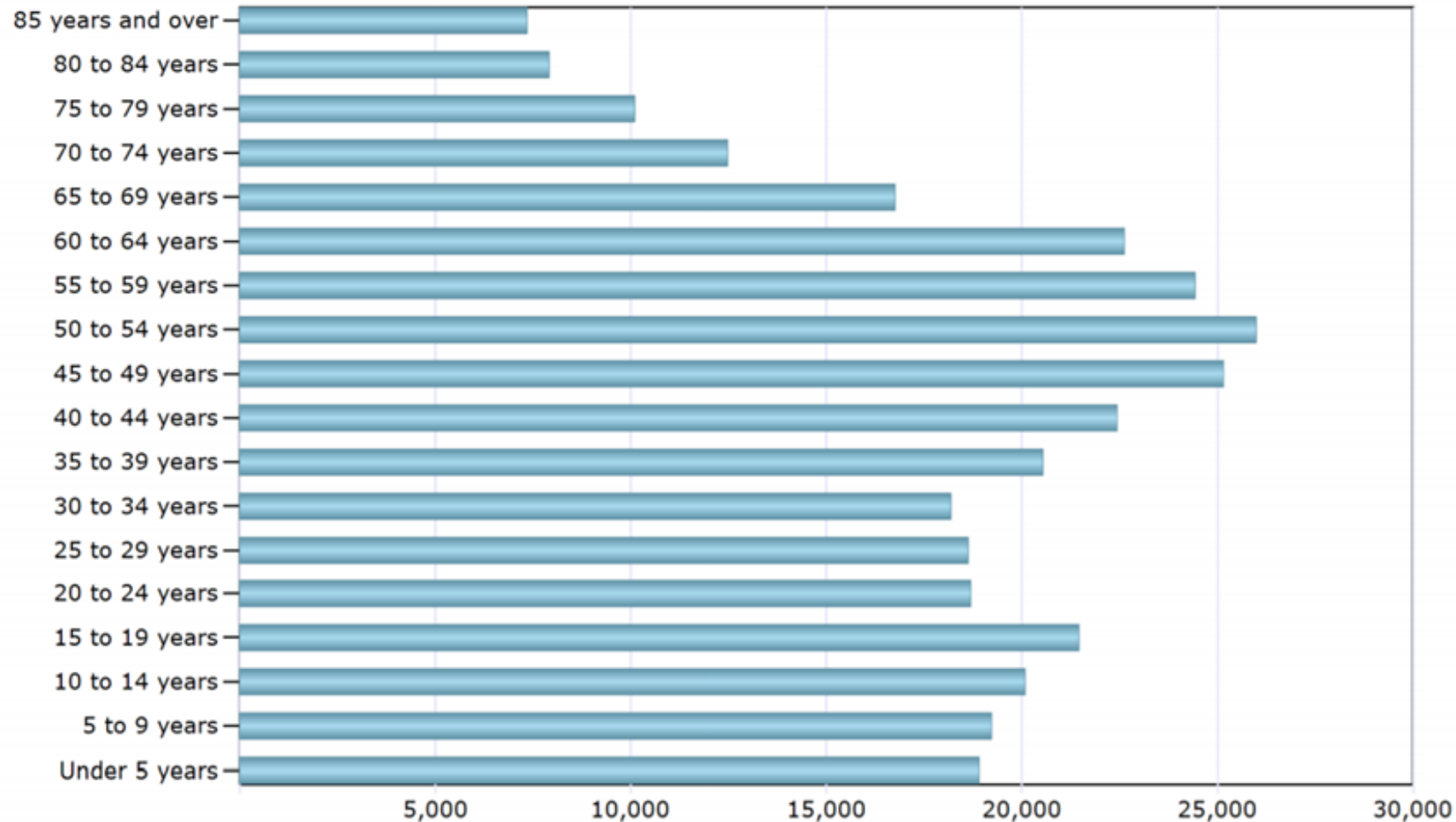




# Regional Profile

**Wayne Strickland**, Roanoke Valley-Alleghany Regional Commission

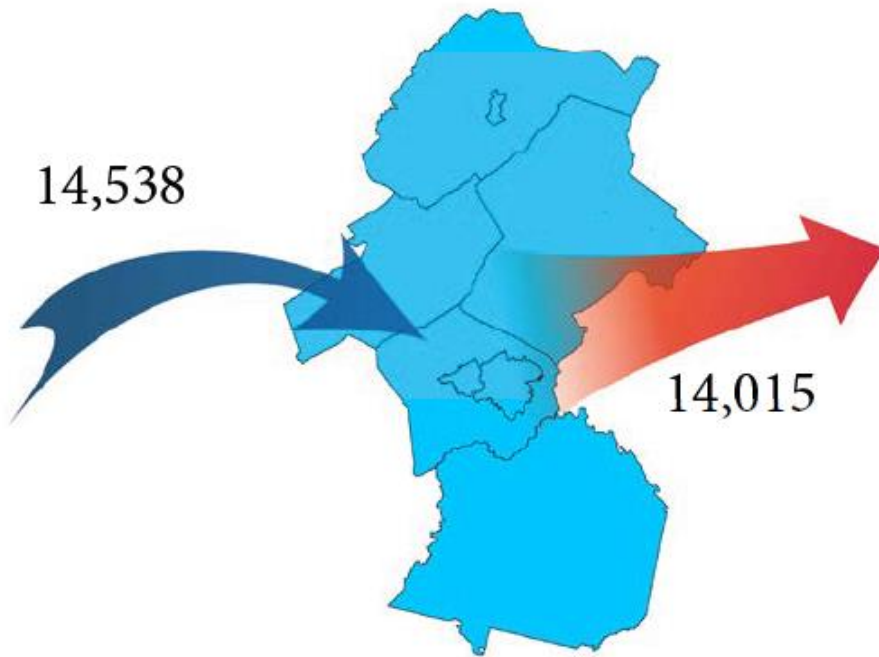
# Population By Age (2016 population estimate for the region is 335,167)



Source: 2010 U.S. Census Bureau

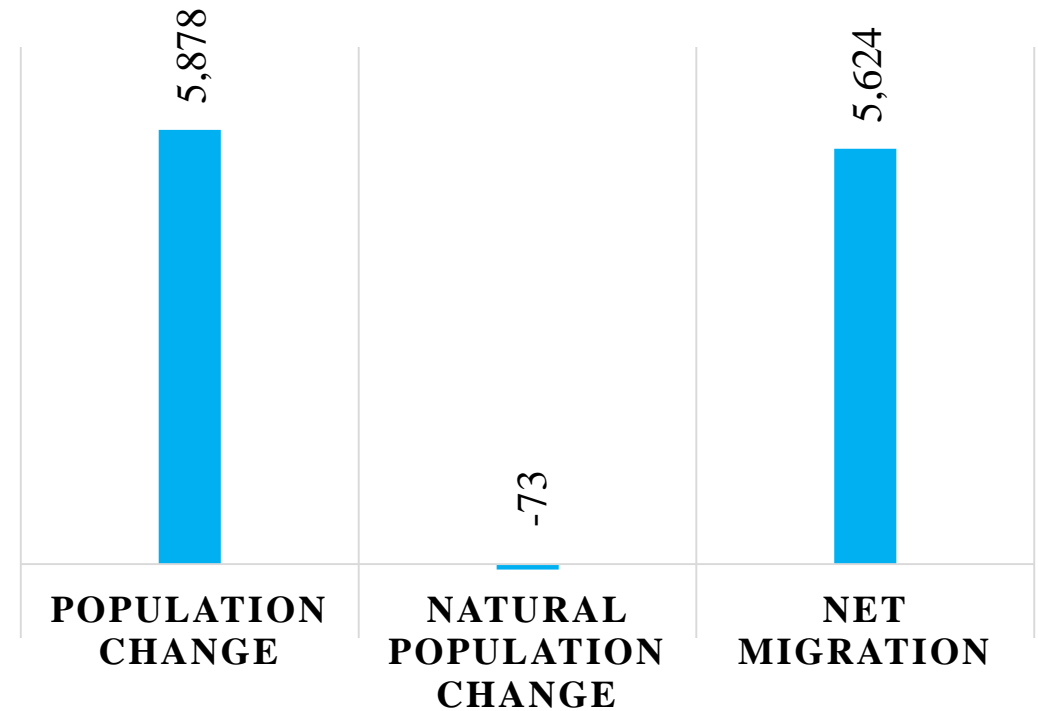
# Migration Patterns

Migration Patterns (2009-2013)



Source: OnTheMap.ces.census.gov

Population Change (2010-2015)



Source: MSA Only;  
2015 Population Estimates, Census.gov

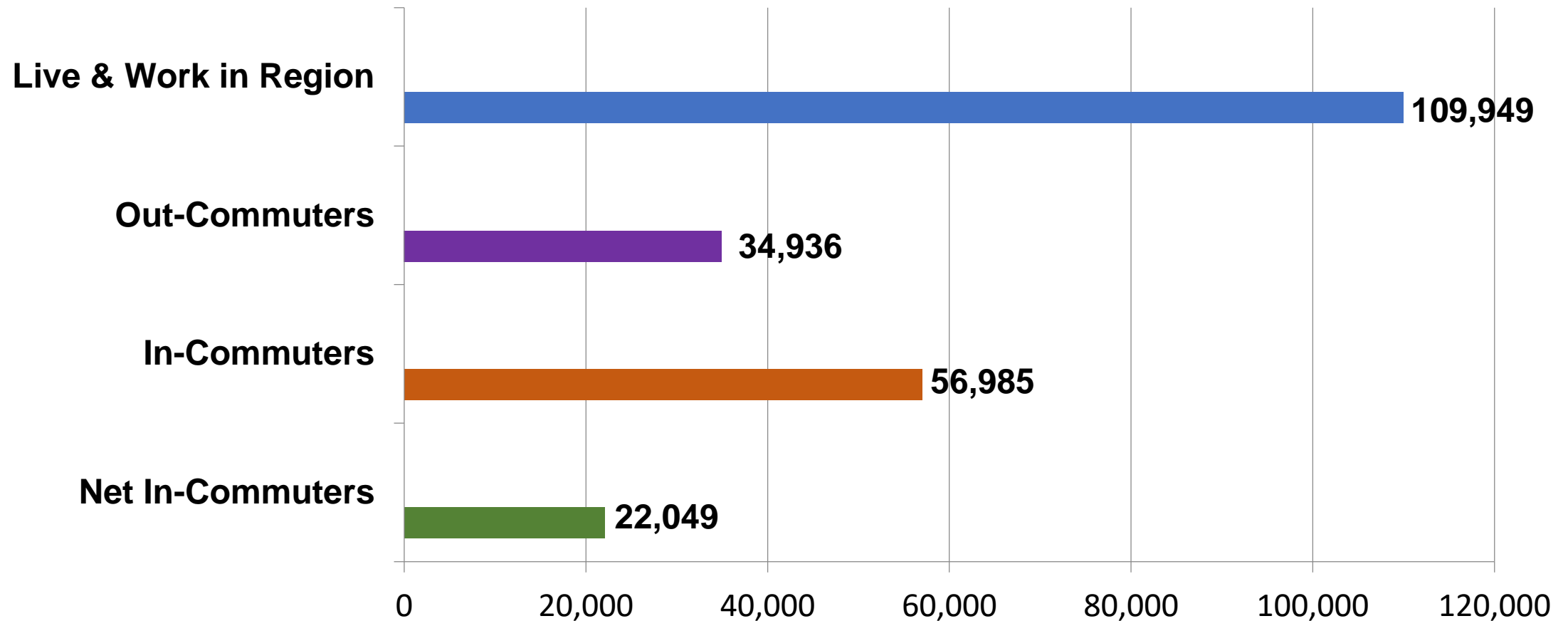


# Population Projections

Geography Name	Total Population			Projected Change 2025-2045
	2025	2035	2045	
Virginia, Statewide	9,145,616	9,874,244	10,528,817	15%
Alleghany County	14,237	12,927	11,535	-19%
Botetourt County	34,604	36,086	37,306	8%
Craig County	5,200	5,194	5,152	-1%
Franklin County	59,274	64,410	69,061	17%
Roanoke County	97,199	101,099	104,266	7%
Covington city	6,352	6,195	5,997	-6%
Roanoke city	103,175	104,878	105,836	3%
Salem city	26,117	26,210	26,119	0%
RVARC REGION	346,157	357,000	365,274	6%

Source: U.S. Census Bureau & Weldon Cooper Center

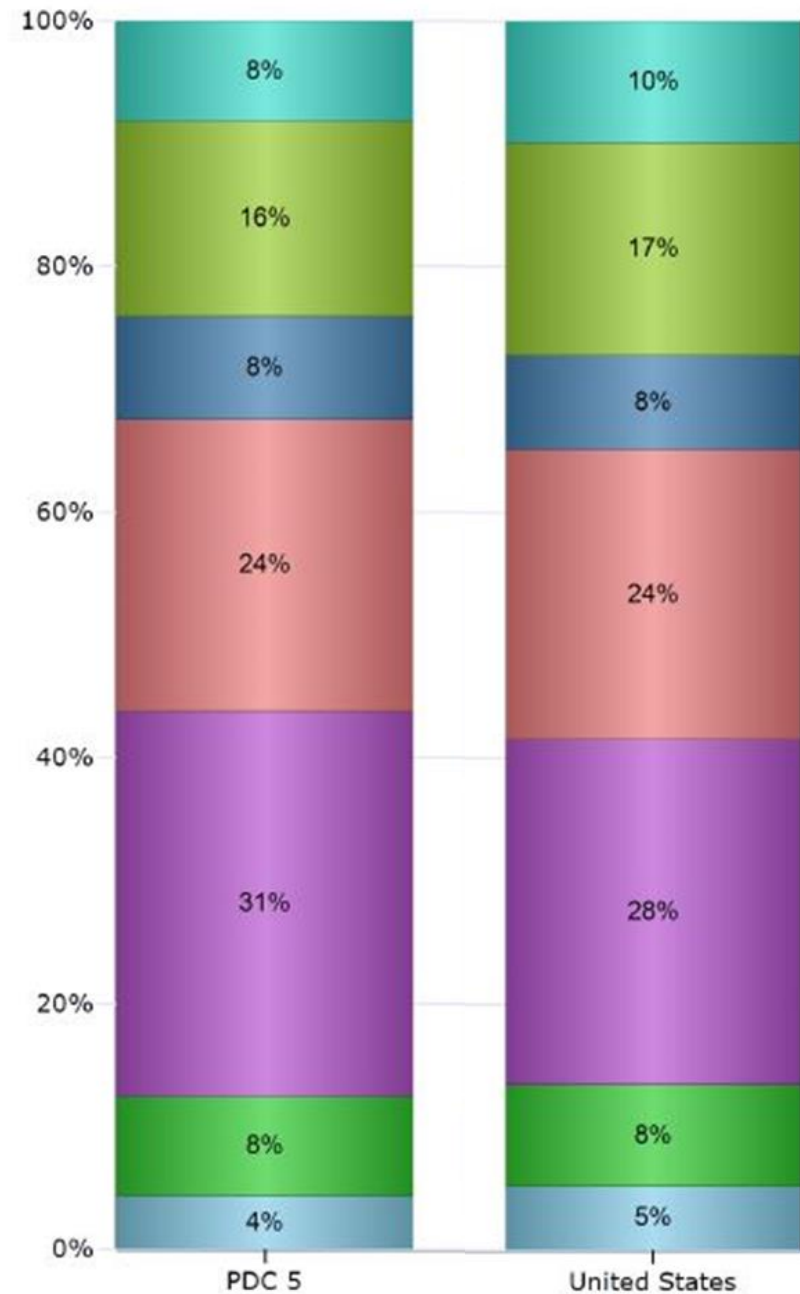
# Commuting Patterns



Source: US Census Bureau, On the Map Application, LEHD Origin-Destination Employment Statistics 2014

# Educational Attainment

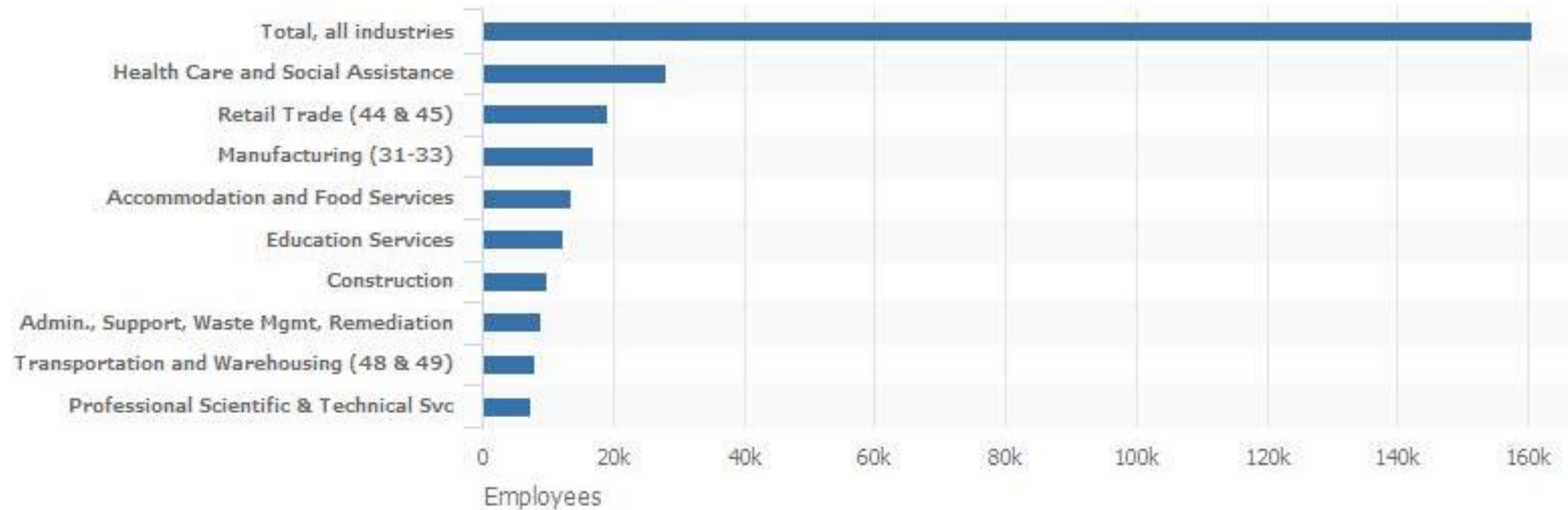
18 & older



Source: U.S. Census Bureau, 2015 American Community Survey



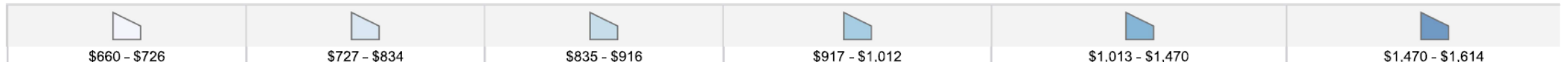
# Employment By Industry Sector



Source: Virginia Employment Commission, July 2017

## A map of Virginia showing its county boundaries. Major cities are labeled: Charleston, West Virginia, Harrisonburg, Staunton, Lynchburg, Roanoke, Blacksburg, Richmond, Norfolk, Virginia Beach, Baltimore, Annapolis, Dover, and Maryland. The map uses a light blue color for the state and a darker blue for the counties.

### Average Weekly Wage

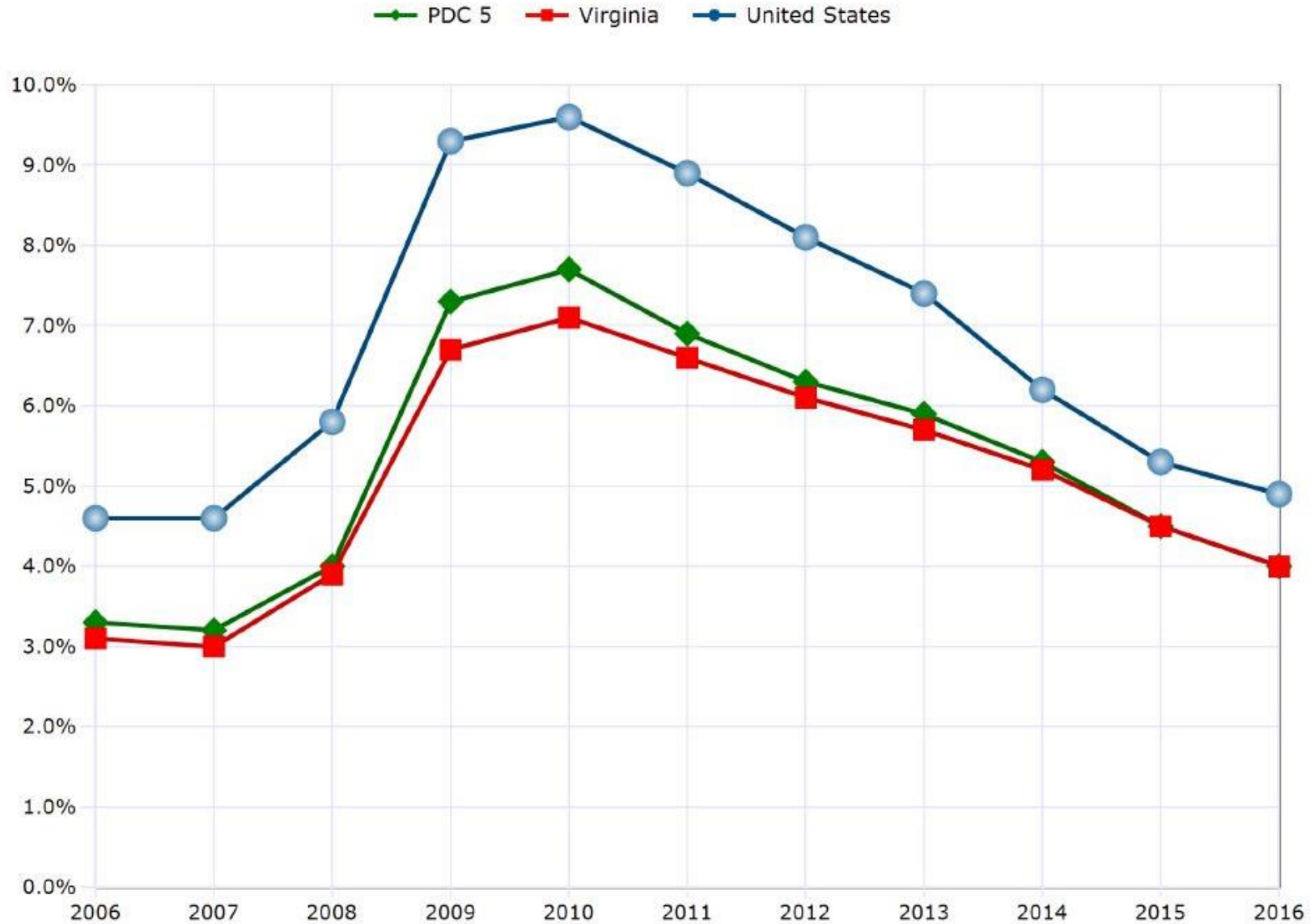




# **Workforce**

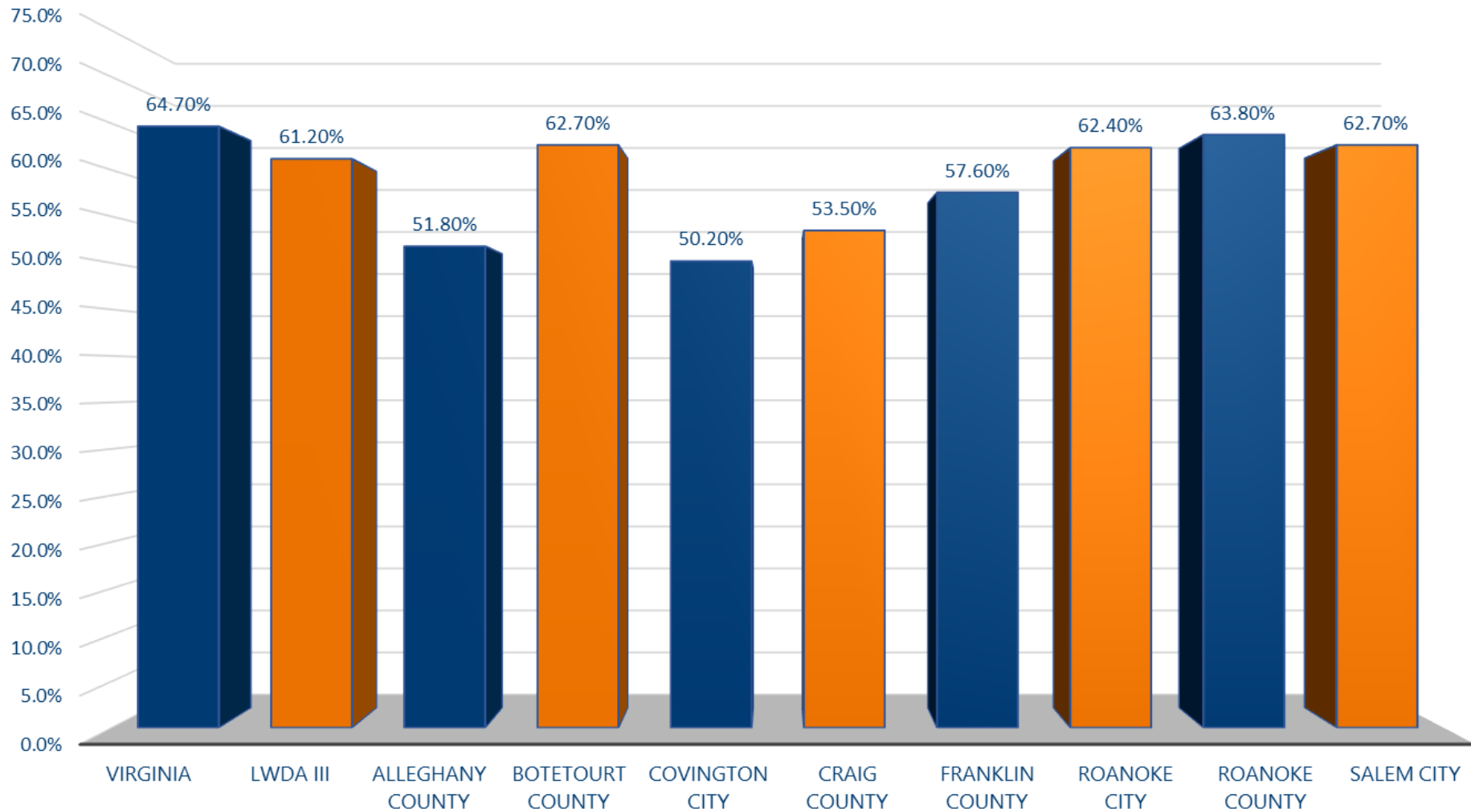
**Jake Gilmer, Virginia's Blue Ridge Works**

# Unemployment Trends

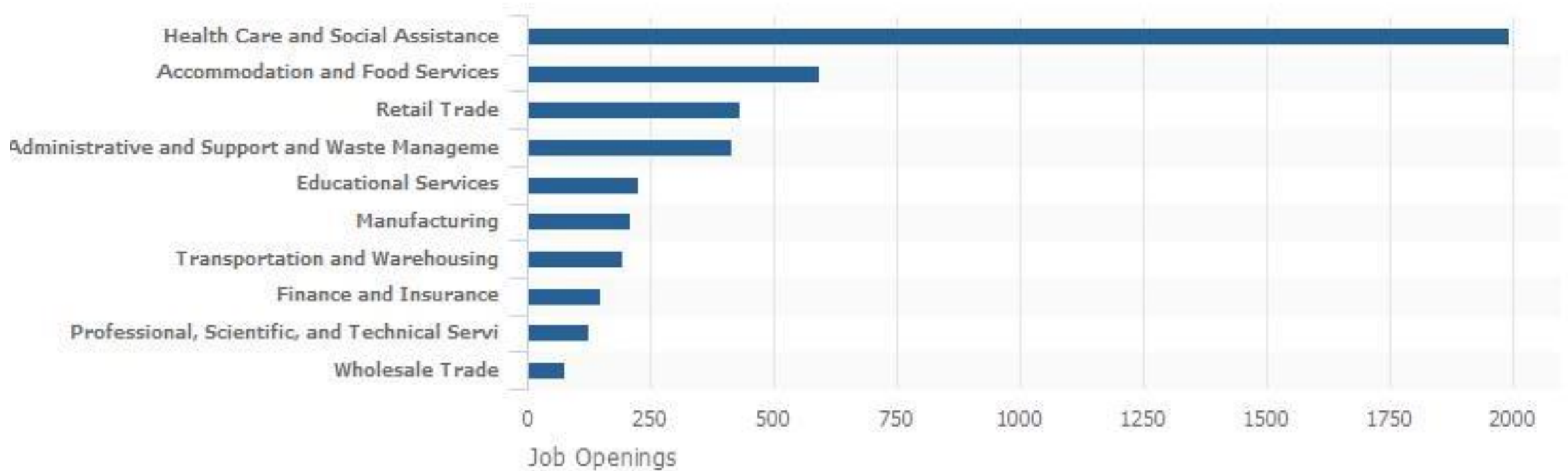


Source: Virginia Employment Commission

# Labor Force Participation Rate



# Advertised Jobs by Industry Sector



Source: Virginia Employment Commission, July 2017



# Workforce Training Target Industry Sectors

INDUSTRY CLUSTER	TOTAL JOBS (2016)	PROJECTED JOBS CHANGE (2016-2021)	PROJECTED JOB GROWTH (2016-2021)
Existing Target Industries			
Healthcare	21,364	2,280	11%
Manufacturing	17,960	(720)	(4%)
Construction	11,933	343	3%
Transportation and Warehousing	7,261	296	4%
Financial Services	717	720	0%
Emerging Target Industries			
Food and Beverage Manuf.	1,214	37	3%
Life Sciences	17,968	1,875	10%
IT	4,424	268	6%

# In-Demand Health Care Occupations and Skills

Description	2016 Jobs	2016 - 2021 Change	Avg. Hourly Earnings
Personal Care Aides	1,917	365	\$10.86
Registered Nurses	4,316	359	\$29.20
Home Health Aides	870	217	\$10.64
Nursing Assistants	2,724	147	\$12.39
Massage Therapists	383	87	\$14.35
Licensed Practical and Licensed Vocational Nurses	1,412	58	\$19.29
Physical Therapists	294	51	\$40.52
Mental Health and Substance Abuse Social Workers	449	46	\$19.35
Medical Secretaries	246	41	\$16.52
Medical Assistants	520	40	\$14.78



# In-Demand Manufacturing Occupations and Skills

Description	2016 Jobs	2016 - 2021 Change	Avg. Hourly Earnings
Managers, All Other	1,384	66	\$19.46
Industrial Machinery Mechanics	542	44	\$21.02
Computer-Controlled Machine Tool Operators, Metal and Plastic	145	10	\$18.03
Bakers	141	14	\$11.84
Welders, Cutters, Solderers & Brazers	566	13	\$18.16
Chief Executives	465	43	\$47.40
Machinists	532	12	\$20.31
Structural Metal Fabricators and Fitters	154	6	\$19.59
Cabinetmakers and Bench Carpenters	256	4	\$16.71
Woodworkers, Other	41	3	\$14.81

# Workforce Initiatives in the Region


## Rebranding & Focus on Businesses







### Businesses

Welcome to Virginia's Blue Ridge Works, your comprehensive source for workforce resources in the Roanoke Valley and Alleghany Highlands. On this site you will find online resources to help your company recruit, train, and retain the ideal workforce. You will also find a description of services that are available to you at one of our Virginia's Blue Ridge Works Centers.

**Find a Candidate -**  
I want to find dependable, qualified employees.

**Training Incentives -**  
I want incentives to train existing, new and/or potential employees.

**Hiring incentives -**  
I want incentives or tax credits for hiring new employees.



We prepare job seekers for in-demand occupations to help our region's businesses succeed

Learn More | Donate

**Job Seekers**  
Learn More

**Businesses**  
Learn More

**Partners**  
Learn More

# Workforce Initiatives in the Region

New Roanoke Comprehensive Workforce Center







# Innovation

**Beth Doughty, Roanoke Regional Partnership**



# Innovation Initiatives in the Region



## Roanoke Innovation Corridor



**Alleghany Highlands  
Drone Zone**

# Successful Start-Up Companies

- Luna Innovations
- ADMMicro → GridPoint
- Meridium → GE Digital



- Optical Cable
- Synchrony → Dresser Rand
- Interactive Achievement → PowerSchool

# STEM-H Outcomes

	Postsecondary Awards in STEM-H
Virginia	32.7%
Roanoke/ Alleghany Region	35.9%

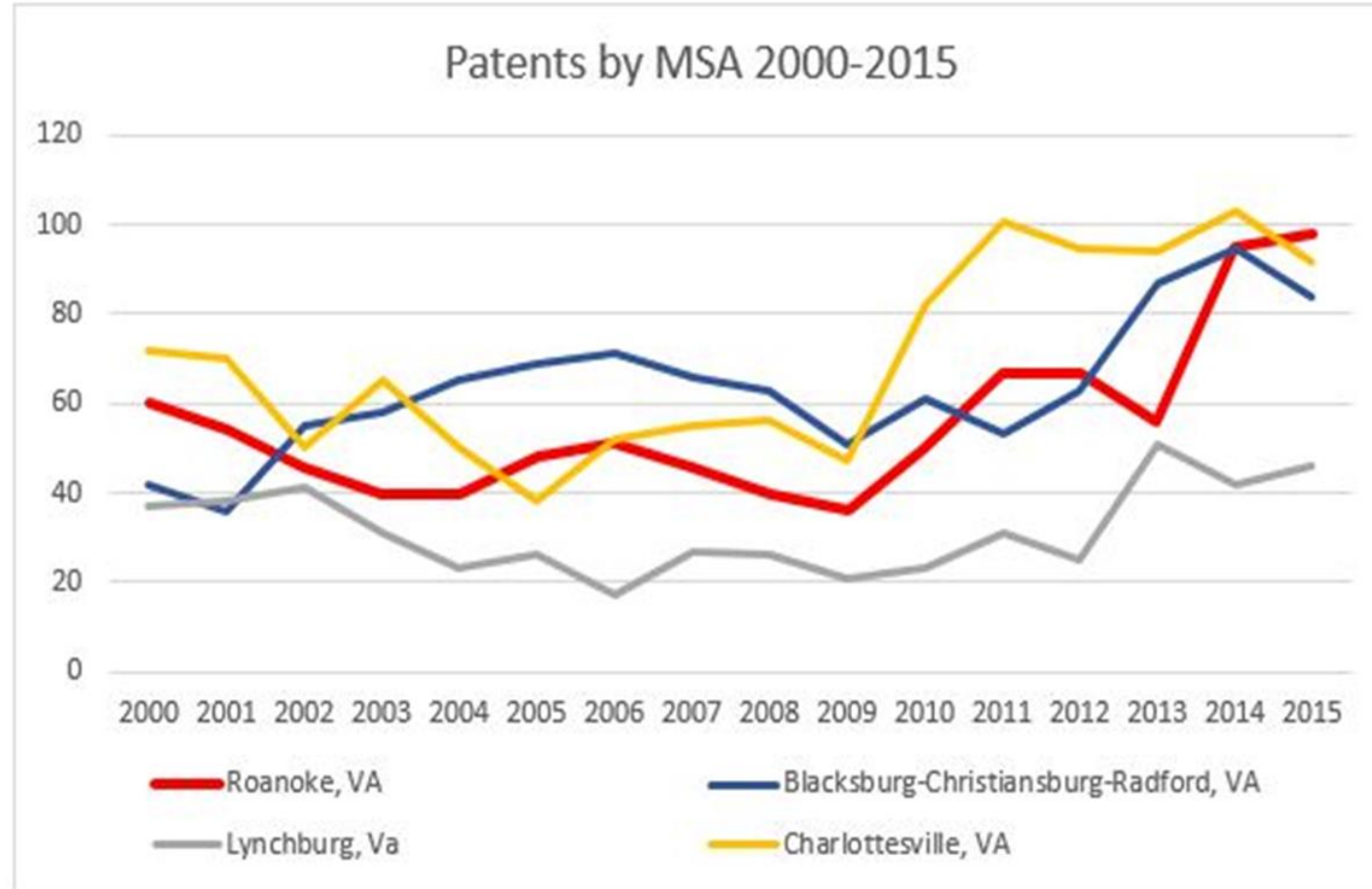
# Knowledge Workers Concentration

**.95**

# Growth in Knowledge Workers

**.73**

# Patents Awarded 2000-2015



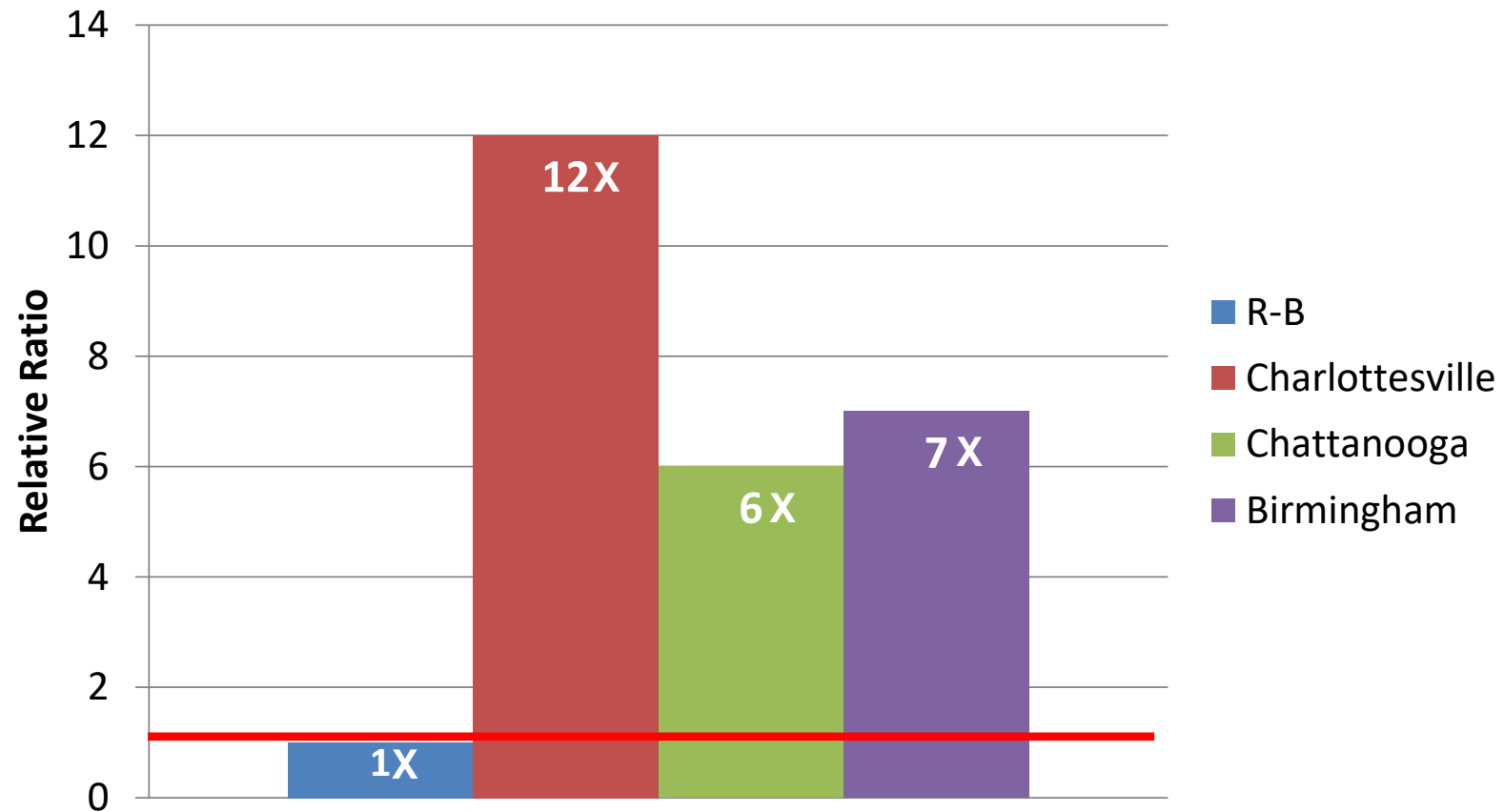
Source: US Patent and Trademark Office, 2017



# **Growth in Per Capita Patents Filed**

**3.55**

# Relative Amount of VC Investment (5 years)



# Venture Capital Per Capita

.28



# Strengths, Challenges & Opportunities

Beth Doughty, Roanoke Regional Partnership

# **Strengths**

**The work of the Roanoke Regional Partnership over the past 8 years has directed a new community narrative on livability and the outdoors.**





[www.roanokeoutside.com](http://www.roanokeoutside.com)

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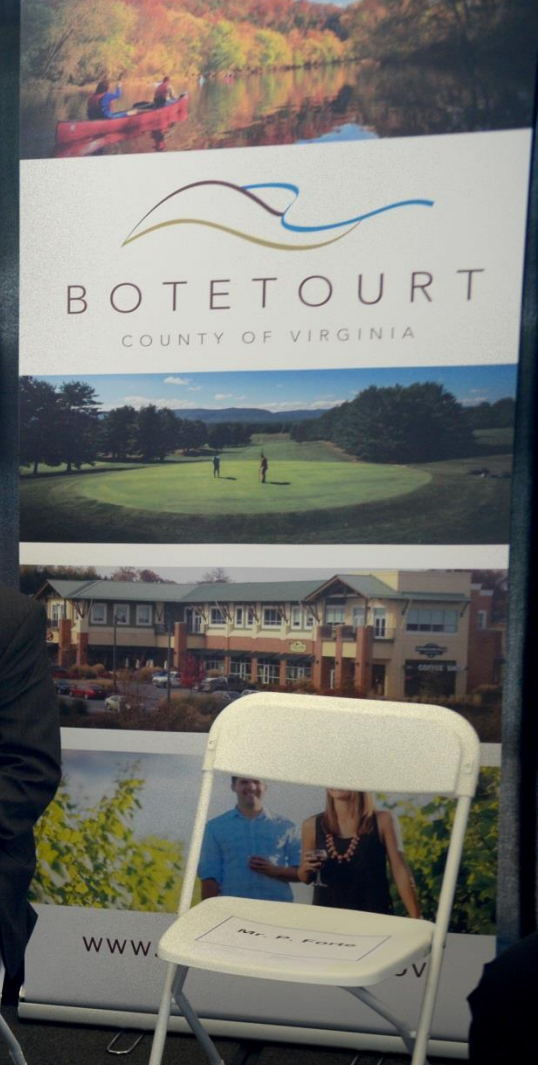
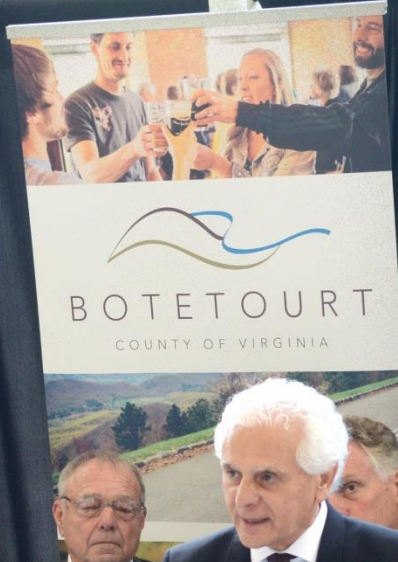


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The Western Virginia Regional Industrial Facility Authority's identification of sites for future business attraction is a step in the right direction to address industrial real estate challenges.

**The Virginia Tech Carilion School of Medicine and Research Institute is becoming a strong innovation asset for the region.**







# **Weaknesses & Threats**

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**Employers across industries cite difficulty filling positions that require technical skills. Limited communication between employers, educators, and workforce developers has also been cited as a challenge.**

# Weaknesses & Threats

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**Topography limits developable land. Specialty real estate isn't mature. Strength of commercial real estate impacts growth on many levels.**

# **Opportunities**

**Workforce Needs**

**Population Growth**

**Real Estate**

# Workforce Opportunities





# Workforce Opportunities





# Talent Attraction





# Real Estate







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