

ECONOMIC OPPORTUNITY AND PROSPERITY TASK FORCE REPORT 2018

Howard County, Maryland
Association of Community Services Presentation
January 16, 2019

Howard County Council Resolution 119-2017

Purpose of EOP Task Force

1. Review and analyze policies, programs, laws, and incentives related to expanding and supporting employment and economic growth in Howard County
 2. Recommend changes to those policies, programs, laws, and incentives
 3. Recommending any new policies, programs, and incentives to further foster employment and economic growth in Howard County.
- Establish resident led Task Force to accomplish this study and produce recommendations, adding subject matter experts as needed
 - Deliver final report to County Council and County Administration by December, 2018ing

EOPTF Process

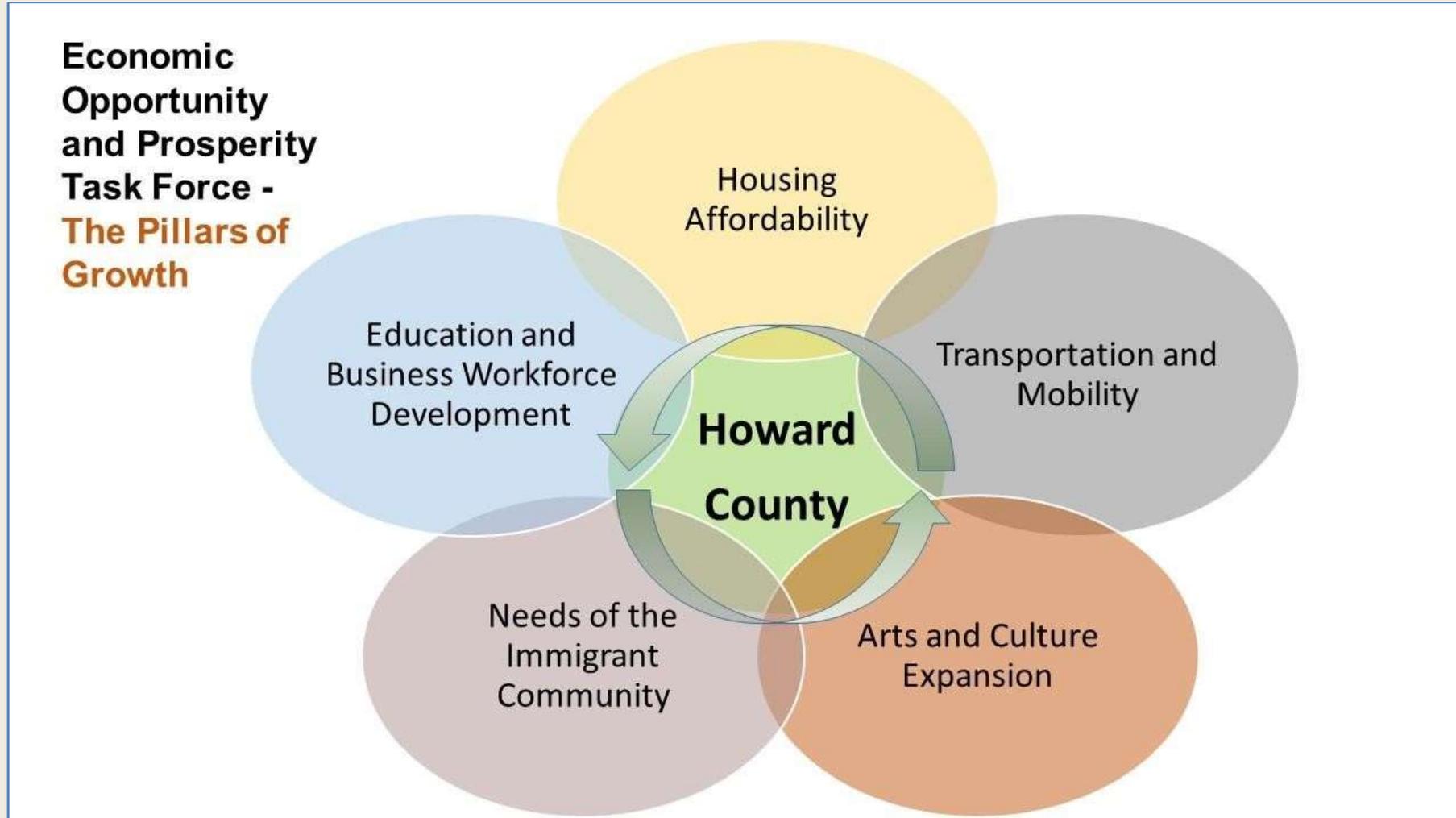
October, 2017 – March, 2019

- Consultation and presentations with 33 subject matter experts
- Review of 70+ reports and documents (see Howard County Council/EOPTF web site <https://cc.howardcountymd.gov/EOPTaskForce>)
- 43 public meetings between October 30, 2017, and December 10, 2018.
- 85 – 100 hours of meetings open to the public,
 - *not including hours spent outside of public meetings reviewing reports and consulting with subject matter experts.*
- 14 full Task Force meetings
- 3 public hearings
- 24 subcommittee meetings

RECOMMENDATIONS



Strategic Finding: Pillars of Growth in Howard County



Underemployed and Unemployed Groups of Focus

- Employed but not earning enough to afford bare bones household necessities of housing, child care, food, transportation and health care
 - *Asset Limited, Income Constrained, Employed (ALICE) as described by United Way*
 - *Persons eligible for and using public services in Howard County (ACS Self Sufficiency Index)*
- Unemployed, not consistently employed, or facing multiple barriers to employment
 - *Persons with disabilities*
 - *Older adults wishing to enter the workforce,*
 - *Ex-offenders*

Business Sector Opportunities for Growth and Employment in Howard County

- County should continue broad, horizontal approach to entrepreneurship, business growth and workforce development
- Priority areas of growth and employment
 - *Professional and business services*
 - *Information technology/cybersecurity*
 - *Transportation and logistics*
 - *Manufacturing, especially advanced*
 - *Health care*
 - Service delivery personnel
 - Health IT/software development, medical devices, biotechnology, and other research & development

Housing and Community Development

Recommendation 1

- Develop a master plan for identifying the housing affordability needs of the broad spectrum of vulnerable populations, establish goals for addressing the needs, including sources of adequate sustained funding, and providing metrics for regularly evaluating progress toward achieving the goals.

Housing affordability

- *Key indicator in public health, community well-being, family stability, and student performance.*
- *Housing programs provide access to affordable housing, transportation, and food security*
- *Positive impact on public health and welfare, as well as economic development and prosperity.*

Housing and Community Development

Recommendation 2

- Recognizing the increased demand for services to immigrant populations and the employment resource represented by these residents, the County should provide additional resources for immigrant service providers. This includes services that would assist immigrants in fully utilizing their talents in the community and obtaining recognition for foreign credentials and education.
 - *A diverse community is healthier and more productive.*
 - *Outcome is community integration*
 - *Training, education, and skills reduces underemployment*
 - *Health and social services improves health and educational outcomes.*

Housing and Community Development

Recommendation 3

- Develop a new master plan for arts and culture to address the interests of a growing and diverse population County-wide including addressing the needs for adequate dedicated spaces for the performing arts and visual arts and guidelines for a formal public art program.

Section 12.804(a) County Code designated Howard County Arts Council as permanent non profit to serve the public and foster the arts.

- *Civic Engagement, Cultural Preservation and Understanding*
- *Education*
- *Community Health & Wellness*
- *Workforce Development*
- *Economic Development*

Economic Development Recommendation 4

- Provide County based local businesses preferential weighting, all things being otherwise equal, when awarding procurement contracts, a practice followed by other Maryland counties. Reward large prime contractors preferential weighting on County procurement contracts for utilizing local Howard County owned businesses as subcontractors.
- Desired outcome:
 - *Improve the percentage of contracts awarded to County-based businesses, especially those that are owned by minorities, women, veterans, and the disabled.*
 - *Provide greater opportunity to intensely engage local businesses and strengthen the broader economic community. Increased participation of local businesses is expected to have positive spillover effects in terms of job creation, economic growth, and resulting increases in tax revenue, which will benefit Howard County's economy and quality of life.*

Economic Development Recommendation 5

- Conduct a master plan for the Gateway Business Park in 2019 and expedite the approval and redevelopment of Gateway.
- Desired outcome:
 - *Columbia Gateway Business Park development - critical for private investment for growing industries, economic growth and job creation, particularly in industries such as cybersecurity, biotechnology, and international business.*
 - *Businesses needs land and space - Gateway development addresses this and allows for a sub-set of more innovative, job-creating businesses to find office space.*

Economic Development Recommendation 6

- The Howard County Administration should budget, and the County Council should support, full annual funding for its portion of the Central Maryland Transit Plan adopted by the County in May 2018.
- Desired outcomes:
 - *improve resiliency and scheduling of transportation infrastructure*
 - *Improve resident connection to job opportunities, retail, and cultural events. Particularly important for persons without vehicles, including ALICE residents, persons not employed, and recent immigrants.*

Economic Development Recommendation 7

- Develop two Resident focused websites to provide better access to the range of available services. One site should relate to entrepreneurship, business growth, workforce development, job placement, and community offerings. The second should include services useful to persons seeking resources to improve their lives, including employees.
- Desired outcome: Residents, entrepreneurs, and businesses can find and learn about the organizations, information, and support services available to them for specific needs
 - *Small business needs such as legal services and accounting services, business plan preparation, financial management systems, and estimates.*
 - *Expand the information available on the Howard County Services web page to include Community Service Partners and County non-profit organizations by their service mission.*

Education and Business Workforce Development

Recommendation 8

- Reduce barriers facing the underemployed population in Howard County and increase the coordination of workforce development resources.
 - *Implement community strategies for early childhood education*
 - Allow families access to affordable child care and children the opportunity to develop tools for future learning.
 - *Create closer, action-oriented relationships between regional employers, County educational institutions, and relevant parts of Howard County government.*
 - *Promote programming to increase apprenticeships, internships, and other skills training*
 - *Incorporate the need affordable health care and child care.*
 - *Use public/private partnerships to increase the number of registered apprenticeships, internships, and skills training to ncreasing levels of employment opportunity.*

Education and Business Workforce Development

Recommendation 9

- Intentionally include the seven soft skills required for long term success in the workplace in all skill development programs.
- **Soft skills:** Ability to communicate in an effective and meaningful way, to demonstrate enthusiasm and a positive attitude, to work as part of a team, to understand the value of networking, to be an effective critical thinker, and to demonstrate the qualities of professionalism.
- Employers retain employees who are more skilled in this area and research indicates an improvement in business results. Soft skills training includes cultural proficiency, of importance to the diverse Howard County and the growing global market.

Education and Business Workforce Development

Recommendation 10

- Implement activities and programming that acknowledges the prominence of the Encore (elder) population in Howard County. Such programming should include the support of youth and opportunities for retirees and job changers.
- Desired outcomes and actionable items:
 - *Work with the Howard County Office of Workforce Development and others to assess the baseline needs of our 55+ population to re-enter the workforce.*
 - *Increase the involvement of and leverage the County's Encore demographic to support youth.*

TASK FORCE MEMBERS AND STAFF SUPPORT



EOPTF Leadership

Full Task Force Co-Chairs:

*Phyllis Madachy, former Administrator Office on Aging, Deputy Chief Administrative Officer, and Director, Department of Community Resources and Services **

*Leonardo Vandaral McClarty, President/CEO, Howard County Chamber of Commerce **

Economic Development Committee

(* Council appointed)

- Economic Development committee Ali M. Abidi, (Co-chair) President, Howard County Muslim Council,*
- Peter O'Neil, (Co-chair) Organization Consultant, Member Howard Tech Council
- Jaykant D Parekh, President, KloudData, Inc.,*
- Gopi Suri, member, Maryland Tech Council and Technology Development Corporation,*
- Lawrence F. Twele, CEO, Howard County Economic Development Authority,*
- Melissa Rekas Metz, Development Economist, International organization
- Bitia Dayhoff, President, Community Action Council of Howard County
- Roger Barnes Chairman of Economic Development for African American Community Roundtable, Commissioner of Equal Business Opportunity Commission (EBOC), Columbia Downtown Redevelopment Diversity & Inclusion Committee

Housing and Community Development Committee

- Paul K. Casey, (Co-chair) President, Columbia Downtown Housing Corporation*
- Kimberly Amprey Flowers, (Co-chair) President & CEO, Flowers Public Engagement & Consulting, LLC,*
- Anne Irene Brinker, Vice President, Community Action Council of Howard County,*
- Ana M. Cisneros, Information and Referral Outreach Coordinator, FIRN,*
- Elizabeth Kromm, VP of Population Health and Advancement, Howard County General Hospital
- Becca Niburg, Immigration attorney and advocate
- Cindy Parr, Executive Director of The Arc of Howard County
- Bruce Rothschild, Senior Vice President & General Counsel, Enterprise Community Investment, Inc.
- Coleen West, Executive Director, Howard County Arts Council

Education and Business Workforce Development Committee (* Council appointed)

- Elizabeth M. Noble, (Co-chair) Associate Dean, Howard Community College,*
- Maddy Halbach, PhD, NBCT, (Cochair) Academy of Finance instructor for the Howard County Public School System,*
- Marianne Hyang Brackney, President, Korean American Women's Society,*
- Jamie Brown, Howard County (Global) Farmers Market, Inc,*
- Jason Shor Jannati, Chief Development Officer, Power 52,*
- Linda Gilmore, Manager, Office of Workforce Development, Business Solutions Unit
Division of Workforce Development and Adult Learning Maryland Department of Labor,
Licensing & Regulation
- Hina Naseem, Regional Director, Junior Achievement of Central Maryland
- Kathy Norton, Career Consultant, Student Success Coach, Howard Community College
- Mary Thompson, Financial Planner & Co-Founder Howard County Encore Network

County Support Staff to EOPTF

- Jeff Meyers, Legislative Analyst,
- County Council Jessie Keller, District Aide to Councilman Jon Weinstein, Council District 1
- Eric Solomon, Public Information Officer, County Council
- Jim Meyd, Auditor, County Auditor's Staff
- John Gwynn, Senior Attorney, County Office of Law

Thank You

For more information, contact...

- Phyllis Madachy pmadachy@Verizon.net
- Leonardo V. McClarty lmclarty@howardcountychamber.com
- See listing of all EOPTF documents, speakers, meetings, and resources at <https://cc.howardcountymd.gov/EOPTaskForce>