



**ECONOMIC OPPORTUNITY AND  
PROSPERITY TASK FORCE  
PRESENTATION, 2019**

Howard County, Maryland



# TASK FORCE LEARNINGS



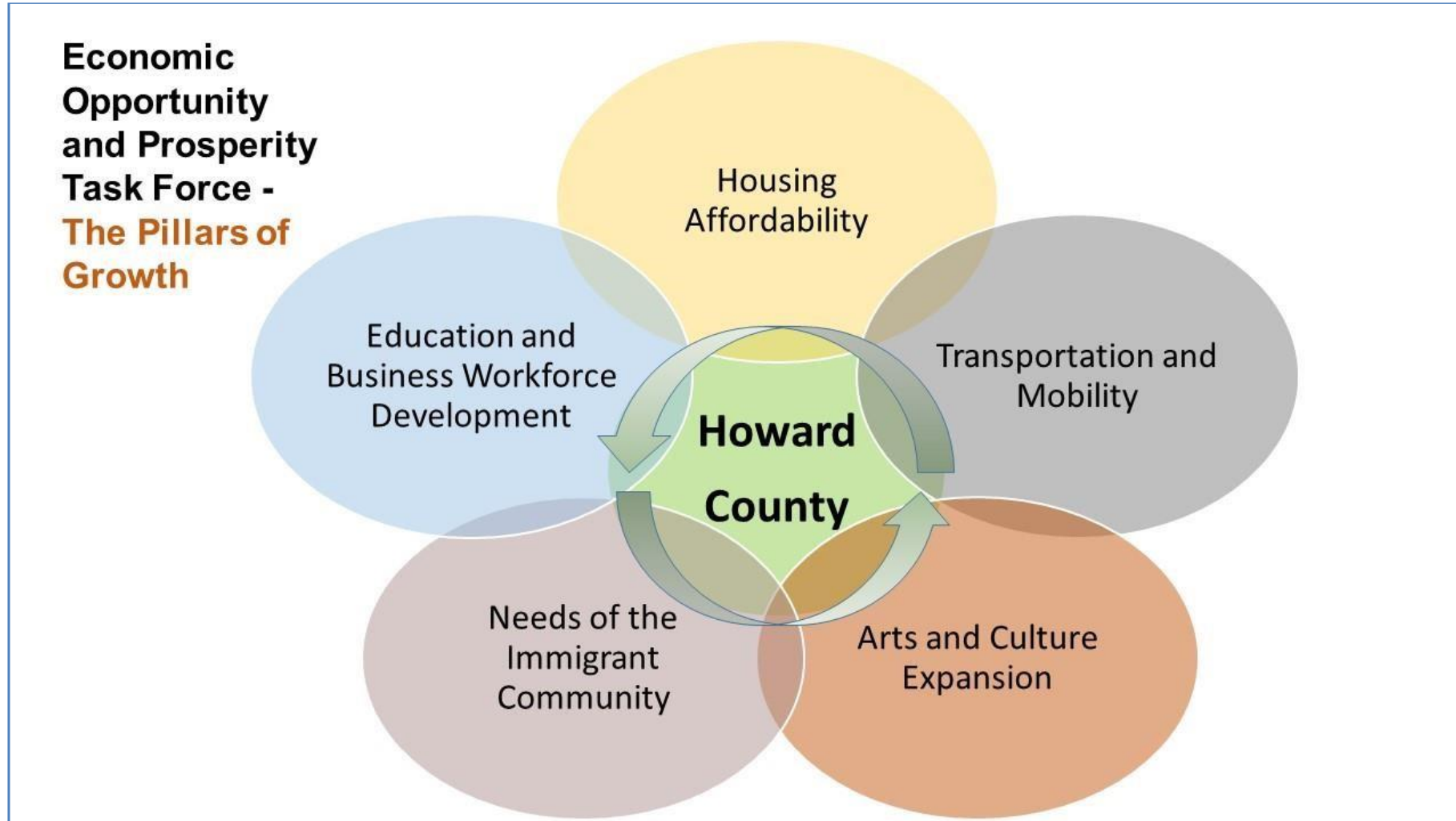
# Focus on Underemployed and Unemployed Groups

- **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 Indicators)*
- **Unemployed, or facing multiple barriers** to employment such as
  - *Persons with disabilities*
  - *Veterans*
  - *Older adults wishing to enter the workforce*
  - *Ex-offenders*
  - *Immigrants*

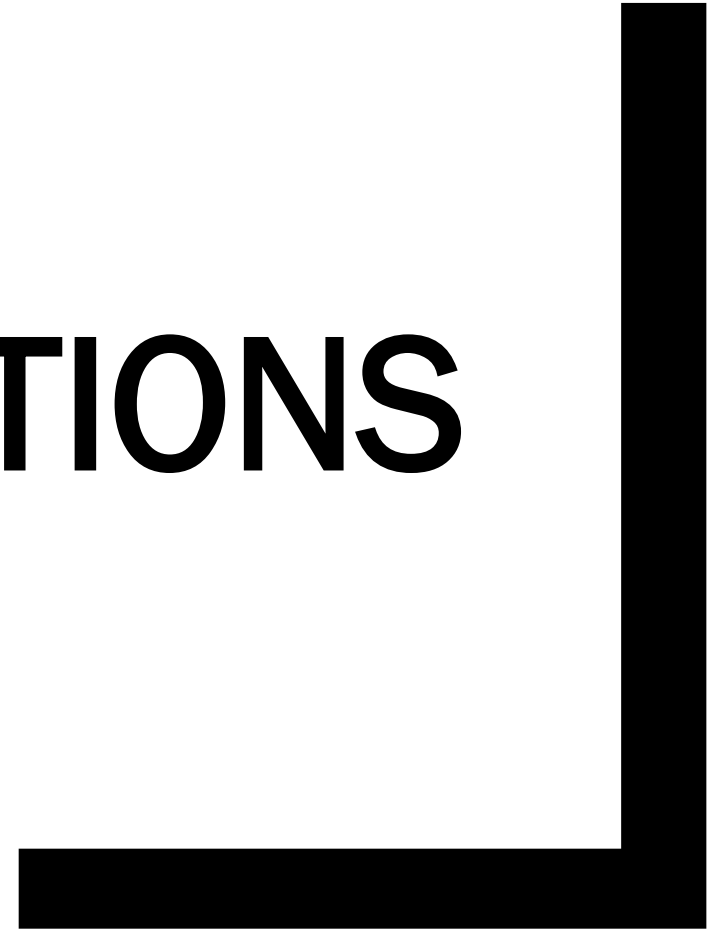
# Focus on Business Sector Opportunities

- Continue broad, horizontal approach to entrepreneurship, business growth and workforce development
- Current 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

# Pillars of Growth in Howard County - Seeing the Linkages



# RECOMMENDATIONS



# Recommendation 1 - 3

## (Housing and Community Development)

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.
2. Recognizing the increased demand for services to immigrant populations and the employment resource represented by these residents, County government 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.
3. Develop a new master plan for arts and culture to address the interests of a growing and diverse population, including the needs for adequate dedicated spaces for the performing arts and visual arts and guidelines for a formal public art program. (Existing plan developed by Howard County Arts Council, published by County Government in 1991.)

# Recommendation 4 - 7

## (Economic Development)

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.
5. Conduct a master plan for the Gateway Business Park in 2019 and expedite the approval and redevelopment of Gateway.
6. Howard County Administration should budget, and the County Council should support, full annual funding for its portion of the Central Maryland Transit Plan (CMTP) adopted by the County in May 2018.
7. Develop two Resident focused websites to provide better access to the range of available services.



# **Recommendation 8 - 10**

## **(Education and Business Workforce Development)**

- 8. Reduce barriers facing the underemployed population in Howard County and increase the coordination of workforce development resources.**
- 9. Intentionally include the seven soft skills required for long term success in the workplace in all skill development programs.**
- 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**

# Thank You

## For more information, contact...

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- Find final report and all EOPTF documents, speakers, meetings, and resources at <https://cc.howardcountymd.gov/EOPTaskForce>