

# OSWEGO CANAL CORRIDOR BOA

## APPENDIX D: MARKET ANALYSIS

NOVEMBER 2019

# Oswego Canal Corridor

## Brownfield Opportunity Area:

# Market Analysis

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Prepared for:

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## About Camoin Associates

Camoin Associates has provided economic development consulting services to municipalities, economic development agencies, and private enterprises since 1999. Through the services offered, Camoin Associates has had the opportunity to serve EDOs and local and state governments from Maine to California; corporations and organizations that include Lowes Home Improvement, FedEx, Volvo (Nova Bus) and the New York Islanders; as well as private developers proposing projects in excess of \$600 million. Our reputation for detailed, place-specific, and accurate analysis has led to projects in 28 states and garnered attention from national media outlets including *Marketplace* (NPR), *Forbes* magazine, and *The Wall Street Journal*. Additionally, our marketing strategies have helped our clients gain both national and local media coverage for their projects in order to build public support and leverage additional funding. The firm currently has offices in Saratoga Springs, NY; Portland, ME; and Brattleboro, VT. To learn more about our experience and projects in all of our service lines, please visit our website at [www.camoinassociates.com](http://www.camoinassociates.com). You can also find us on Twitter [@camoinassociate](https://twitter.com/camoinassociate) and on [Facebook](https://www.facebook.com/camoinassociate).

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## Executive Summary

This analysis provides context and support for the development of plans for specific sites within the Oswego Canal Corridor, and for the Real Estate Market Condition Update and Targeted Industries Deep Dive. Updated demographic information, an overview of housing trends, and the general economic outlook suggest the following perspectives on elements of the City of Oswego's understanding and goals for the BOA area:

- Economically, the City of Oswego has strengths relative to Oswego County and the Economic Region that, with efforts stemming from the Downtown Revitalization Initiative as well as the BOA, can be capitalized upon for future growth:
  - The city's population is younger, by nearly 5 years, which can contribute to labor force stability in a region that has stagnant population and labor force declines.
  - Job growth of 5% lags the state and the nation but is notably higher than the county's 0% growth and the Economic Region's 1% loss of jobs.
  - In a region where manufacturing jobs have been lost and replaced by jobs in lower-wage industries, manufacturing in the city has a stable aluminum industry, highlighted by the recent expansion of automotive aluminum manufacturer Novelis, that is expected to grow.
  - Oswego's local economy is becoming more diverse and less dependent on utilities and manufacturing, with growth in industries that pay relatively well such as professional services, notably architecture and design, transportation and warehousing, and wholesale. Among 21 industries tracked, 15 added jobs from 2010 – 2016.

- The city shares some but not all of its job trends with the county and region, and this can be a strength. Healthcare and Social Assistance is expected to be an important source of new jobs in the city, with 316 new jobs, a 10% increase, projected by 2025. A 13% increase is projected for both the county and the Economic Region. This is a national as well as a regional trend, in part driven by an aging population.

Transportation and warehousing, on the other hand, is also an industry that is adding jobs. The city's port represents a resource that isn't readily copied, and can't relocate. Jobs in this industry increased by 52%, or 88 new positions, between 2010 and 2016, and another 64 positions, or 25%, are projected by 2025. All of the job growth in this industry in Oswego County actually occurred in the city, and regionally the industry is flat to declining, creating the potential for a resource-based cluster in the city.

- Moderate- and Middle-income households are decreasing in the city and the county. Moderate-income households earning between \$35,000 and \$49,000 annually are expected to decrease by 3.7%, in the city and 5.9%, in the county. Households earning between \$50,000 and \$74,999 are expected to decrease by 2.1%, in the city and 3.3%, in the county. In contrast, both income cohorts are increasing in the Economic Region. Jobs at these wage levels should be a focus for future development efforts. Industries in this group that have been growing include Wholesale Trade, Professional and Scientific, Healthcare, Transportation, and Real Estate. While growth is expected to slow in the city for all of these by 2025, most are projected to grow faster in the county, and these industries may be suitable targets to be encouraged to locate in the city.
- There are economic risks stemming from external forces and broad regional and national trends, that the city may have little ability to influence. Understanding these risks may not alter their outcome, but can help the city develop strategies to support continued diversification of the local economy, and to focus on retaining the industries that are most likely to respond positively to city efforts:
  - There is continuing vocal opposition to the costs of Governor Cuomo's plan to keep nuclear power facilities along Lake Ontario operational. While there may be little near-term impact on jobs, since

the plants have already been reducing their workforce, it may slow reinvestment in the facilities and create uncertainty about general economic conditions in the county and surrounding areas.

- Heavy manufacturing, including metals such as aluminum, is a smaller component of manufacturing regionally and nationally. The recent expansion of rolled aluminum manufacturer Novelis in the city is a source of strength, but other new heavy manufacturers are not expected to be drawn to the city and county. Paper and pulp manufacturing continues to decline. Replacement manufacturing jobs in food processing are growing in the county and region but not yet in the city, and these do not offer wages at the scale of previous industries.
- Median Household Income decreases are occurring in most cities but not the wider Economic Region. MHI for benchmark cities in the region is projected to decline by between 4.0% and 8.7% by 2021, and only the City of Auburn's median income projected to increase. There is a trend across the region's cities for a widening income gap and fewer "middle income" households with incomes between \$50,000 and \$74,000 annually, and a growth in households with lower incomes.
- The City of Oswego may have a mismatch between current demand for housing and the types of units available, resulting in fewer people both living and working in the city. Strategies to increase jobs in the city should be complemented with strategies to meet new demand for housing, including expanding the choices available. The city's affordability, smaller scale, and proactive approach to neighborhood revitalization can make it well positioned to address these challenges, which include:
  - Fewer people who work in the city choosing to live in the city, with only 26.4% of workers doing so in 2014 compared with 28.2% in 2010. While many factors influence a worker's choice of community, this can be a sign of a mismatch between available housing and housing desired by these workers.
  - Little new housing has been built over the past few years, with essentially no growth in the city compared with a 7% increase in housing in the other geographies. With 50% of housing units already built before 1939, existing units may not have the layout and amenities that current residents want, including both homeowners and renters. In the city, 63% of housing units are single-family homes which may no longer suit a younger population with a median age of 34.6 years and 70% of households consisting of one or two people. These demographics may demand not square footage and privacy, but style, proximity to jobs or attractions, and convenience.

## Introduction

As a sub consultant to Bergmann Associates, Camoin Associates was asked to complete a market analysis for the Oswego Canal Corridor Brownfield Opportunity Area, to include a comparison with Oswego County and a 7-County Economic Region. This analysis will support development of plans for future land uses, strategic sites, and industries to target for expansion or location. It will also provide context for a real estate market update.

The market analysis consists of three interrelated studies:

- Demographic and Socioeconomic Analysis
- Household Composition, Housing Tenure, and Housing Costs
- General Economic Outlook

Each section is introduced with key findings. More detailed analysis and observations follow, integrated with tables and charts presenting the supporting data.

## Data Sources

Much of the data in this report were purchased from ESRI Business Analyst Online (ESRI) and Economic Modeling Specialists, Inc. (EMSI).



Economic Modeling Specialists Intl. (EMSI) turns labor market data into useful information that helps organizations understand the connections between economies, people, and work, enabling them to improve economic conditions in their regions. EMSI data are compiled from several sources, including the U.S. Census Bureau and the U.S. Departments of Health and Labor using specialized proprietary processes and models to estimate current statistics and predict future trends. *More at:* [www.economicmodeling.com](http://www.economicmodeling.com)



ESRI BAO, a web-based solution that combines GIS technology with extensive demographic, consumer spending, housing and business data for the entire United States. The base of ESRI's data is the 2010 Census and the annual American Community Survey. It uses proprietary statistical models and updated data from the U.S. Census Bureau, the U.S. Postal Service, and various other sources to project current statistics and future trends. ESRI data are often used for economic development, marketing, site selection, and strategic decision making. *More at:* [www.esri.com/software/businessanalyst](http://www.esri.com/software/businessanalyst)

## Prior Reports

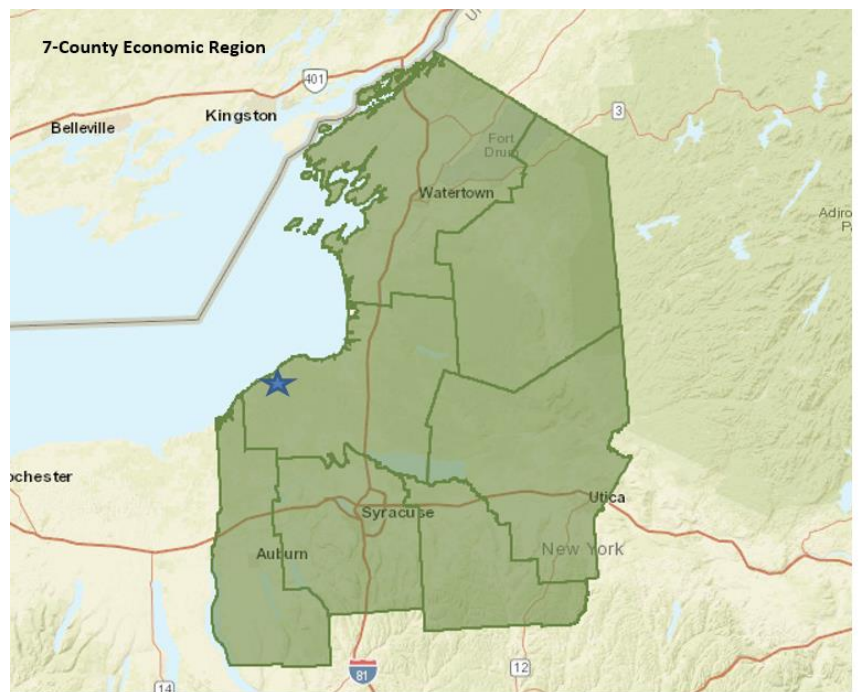
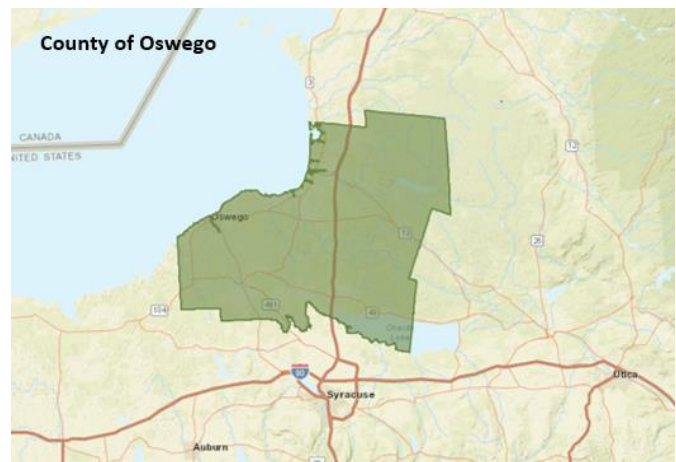
- Oswego Canal Corridor Brownfield Opportunity Area Nomination Study, May 2013
- City of Oswego Downtown Revitalization Initiative, application May 31, 2016

## Geographies Studied

Looking at the data at different geographic scales facilitates an analysis of regional characteristics. Demographic and economic data were examined to illustrate how these factors may affect the local and regional economy and potential development opportunities. The following maps depict the City of Oswego, the County of Oswego, and a 7-County Economic Region.

Data for the market analysis were analyzed for the following geographies:

- **City of Oswego.** While the market analysis shows the role of the City of Oswego within a larger economic region, information was gathered to identify assets and characteristics that are within the city boundaries, including demographics, industries, and housing availability, to identify characteristics that mirror or differ from the county and region.
- **Oswego County.** In order to identify important issues and opportunities that may affect development in the BOA, employment and industry trends in Oswego County were examined. This provided continuity with and updated the economic analysis performed for the Nomination Study.
- **7-County Economic Region:** The City of Oswego's role within a larger economic region was examined through analysis of a 7-county region that includes additional population centers, industry, and economic activity. This wide definition of an economic study area can also identify activity that is missing from the region, which can facilitate prospective industry analyses that include supply chain needs. The Counties of Oswego, Jefferson, Lewis, Oneida, Madison, Onondaga, and Cayuga were selected because each shares a portion of Oswego County's border. The region encompasses major transportation corridors, large and small cities, and rural and agricultural areas.



Select socioeconomic data were also included for the State of New York for comparison purposes.



## Demographic and Socioeconomic Analysis

In order to develop an understanding of past trends and existing conditions, and to estimate future developments, demographic and socioeconomic indicators for the City of Oswego ("the city" or "Oswego,") Oswego County (the "County,") and the 7-County Economic Region (the "Economic Region,") were collected. For further benchmarking we have also summarized data for four cities in the region including Syracuse, which is a regional hub, and the smaller cities of Auburn, Rome, and Watertown.

### Key Findings

- *The City of Oswego is Younger* – In a county and region where the median age for 2016 was 39.5 years, the median age for residents of the city was 34.6 years, making residents younger than all of the benchmark cities except Syracuse. City residents are also less likely to live in family households. Housing, amenities, and activities that appeal to a younger, non-family demographic are likely to be well received.
- *The Population is Not Growing* – There is little population growth regionally or in the benchmark cities. The cities of Oswego and Auburn led with growth of 2.2% and 1.9%, respectively. Population growth is projected to slow, with all communities below 1.0%. Along with this, the percentage of family households is expected to decline slightly.
- *People Working in the City Are Less Likely to Live There* - In Oswego, 2,731 persons whose primary jobs were located in the city both lived and worked there, or 28.2% of workers in the city. By 2014, the number of people living and working in the city had declined by 277 residents, and only 26.4% of people who worked in the city in 2014 chose to live there. This downward trend is slowing, however, and efforts to reverse it and attract workers to live in the city may benefit from the younger age of residents compared with the county and region.
- *Middle-Income Group is Shrinking* – Across all of the geographies, households in the \$50,000 to \$74,999 range are declining, while households with both lower and higher incomes are growing as a percent of total households. In addition, the percentage of families with an income below the poverty level is the highest in the City of Oswego, at over 9%, closely followed by 8.6% in Oswego County, and 6.8% in the Economic Region.
- *Income Grows with Age* - Income grows with age in both the city and the county through the adult working years, from 25 to 64. Young people early in their careers, and seniors, are the cohorts with the lowest incomes. This is a normal pattern of income distribution. Coupled with the highest job growth (+5%) among the geographies, this suggests that city residents have employment and growth opportunities.

### Population Characteristics

The number of residents in a community, their age, the number and type of people in a household, measures of annual income, and employment status and commuting patterns comprise this basic demographic analysis and provides a sense of who is living in each community.

#### Demographic Characteristics

Oswego is an urban center in a largely suburban and rural region of the state. The next nearest cities are Auburn (39 miles southwest) and Syracuse (40 miles southeast.) Basic data for these two cities are shown along with Oswego's to give a sense of other urban communities. The cities of Rome (60 miles southeast) and Watertown (56 miles northeast) complete a regional perspective. Oswego is the smallest of the urban centers in terms of population, but

with the only university in a city other than Syracuse, as well as an international port, it “punches above weight” in regional importance.

Oswego’s population characteristics are presented in a series of summary tables comparing the city to the benchmark cities to analyze how the urban communities compare with each other. The same data are then shown for the county and the Economic Region. Household income and income distribution, including populations in poverty, will be studied in greater detail below.

- *The Population is Not Growing* – There is little population growth regionally or in the benchmark cities. The cities of Oswego and Auburn led with growth of 2.2% and 1.9%, respectively. Population growth is projected to slow between 2016 and 2021, with all communities gaining population at rates of 1.0% or lower.
- *Median Household Income* – Watertown and Oswego County experienced the highest rate of household income growth between 2010 and 2016, while Auburn and Syracuse households lost income. The City of Oswego had the highest growth among the cities. Looking forward, households in most cities are expected to lose income, led by the City of Oswego (-8.7%)<sup>1</sup> which is expected to have 324 more households earning below \$35,000 and 253 fewer households earning above \$35,000. The larger areas of Oswego County and the Economic Region, which include suburban and rural communities, are projected to experience income growth, with the greatest increase at the regional level, 5.2%. Decreases in median income in the city, where jobs are growing, if modestly, likely results from a shift from higher-wage jobs in utilities and manufacturing to lower-wage work in food service and retail; this is discussed in the section on General Economic Outlook.
- *Median Age* – The City of Syracuse has the youngest population, with a median age of 30.5 years, not unexpected given its large student population. The cities of Oswego and Watertown are the next youngest, by a substantial five years of age. Watertown includes residents associated with the U.S. Army base at Fort Drum, which likely lowers the median age, but with so many SUNY Oswego students living on campus and not in the city, reasons for Oswego’s younger median age are not as clear but may relate to the city’s relatively low unemployment rate’s attracting young people from the region and encouraging students to remain in the area and live in the city after graduation.

The population of each geography, including the region, is expected to age, in keeping with state and national trends.

- *Percent of Family Households* – Family households decreased on average by 1.5%. Among the cities, Syracuse decreased the most, again likely related to the large student population. By 2021 family households will again diminish, though at a slower pace with only Syracuse exceeding a 1% contraction.
- *Race and Ethnicity* – Race and Ethnicity data provided by ESRI is collected from the U.S. Census, for which survey respondents self-identify by race. The Economic Region as of 2016 was 86.6% White Alone. Only 7.4% of residents identify as Black Alone and a smaller 6.0% as any other race, including ethnicities originally from Asia, the Indian Subcontinent, and the Pacific Islands, among others. 5.1% of residents identify as Hispanic, and they would also choose one or more other ethnicities, including White Alone, Black Alone, etc.

Among the communities, the City of Oswego and Oswego County have the fewest ethnic minority residents. Syracuse, the largest city, has the most, with 30.7% of residents identifying as Black Alone.

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<sup>1</sup> Note for Draft report: Insight from the city on this point would be welcome. Does the decline in income seem accurate and if so, what might be the factors? This median income projection is used throughout the report.

Population Changes, 2010 - 2021					
City	2010	2016	% Change 2010 - 2016	2021	% Change 2016 - 2021
Oswego	18,142	18,546	2.2%	18,708	0.9%
Auburn	27,687	28,204	1.9%	28,366	0.6%
Syracuse	145,170	146,966	1.2%	148,299	0.9%
Rome	33,725	33,470	(0.8%)	33,333	(0.4%)
Watertown	27,023	27,199	0.7%	27,299	0.4%
Oswego County	122,109	123,565	1.2%	124,006	0.4%
7-County Economic Region	1,120,797	1,141,255	1.8%	1,152,885	1.0%

Source: ESRI

Median Household Income Changes, 2010 - 2021					
City	2010	2016	% Change 2010 - 2016	2021	% Change 2016 - 2021
Oswego	\$37,070	\$37,839	2.1%	\$34,561	(8.7%)
Auburn	\$36,846	\$36,647	(0.5%)	\$40,021	9.2%
Syracuse	\$30,891	\$30,532	(1.2%)	\$29,098	(4.7%)
Rome	\$42,779	\$42,841	0.1%	\$41,107	(4.0%)
Watertown	\$36,998	\$38,675	4.5%	\$37,062	(4.2%)
Oswego County	\$45,333	\$47,256	4.2%	\$48,067	1.7%
7-County Economic Region	<i>not available</i>	\$50,525	<i>not available</i>	\$53,142	5.2%

Source: ESRI

Median Age Changes, 2010 - 2021					
City	2010	2016	% Change 2010 - 2016	2021	% Change 2016 - 2021
Oswego	34.0	34.6	1.8%	35.2	1.7%
Auburn	39.0	39.6	1.5%	40.0	1.0%
Syracuse	29.7	30.5	2.7%	31.3	2.6%
Rome	40.2	40.7	1.2%	41.0	0.7%
Watertown	32.4	33.6	3.7%	34.6	3.0%
Oswego County	38.3	39.5	3.1%	40.7	3.0%
7-County Economic Region	38.6	39.5	2.3%	40.2	1.8%

Source: ESRI

Family Households as a Percent of Households, 2010 - 2021					
City	2010	2016	% Change 2010 - 2016	2021	% Change 2016 - 2021
Oswego	52.0%	51.3%	(0.7%)	50.9%	(0.4%)
Auburn	52.6%	51.9%	(0.7%)	51.5%	(0.3%)
Syracuse	49.6%	48.5%	(1.1%)	48.0%	(0.5%)
Rome	58.6%	57.8%	(0.8%)	57.4%	(0.4%)
Watertown	56.5%	55.5%	(1.0%)	55.0%	(0.5%)
Oswego County	66.9%	66.2%	(0.6%)	65.9%	(0.3%)
7-County Economic Region	63.7%	63.0%	(0.6%)	62.7%	(0.3%)

Source: ESRI

Race and Ethnicity Snapshot, 2016				
City	White Alone	Black Alone	Other Non-White	Hispanic*
Oswego	94.7%	1.6%	3.7%	5.5%
Auburn	84.9%	8.8%	6.3%	4.5%
Syracuse	52.5%	30.7%	16.8%	9.8%
Rome	84.9%	7.8%	7.4%	6.9%
Watertown	81.5%	6.9%	11.7%	8.9%
Oswego County	96.3%	1.0%	2.7%	2.6%
7-County Economic Region	86.6%	7.4%	6.0%	5.1%

\* Census respondents can identify as Hispanic plus any other race

Source: ESRI

## Household Income and Economic Status

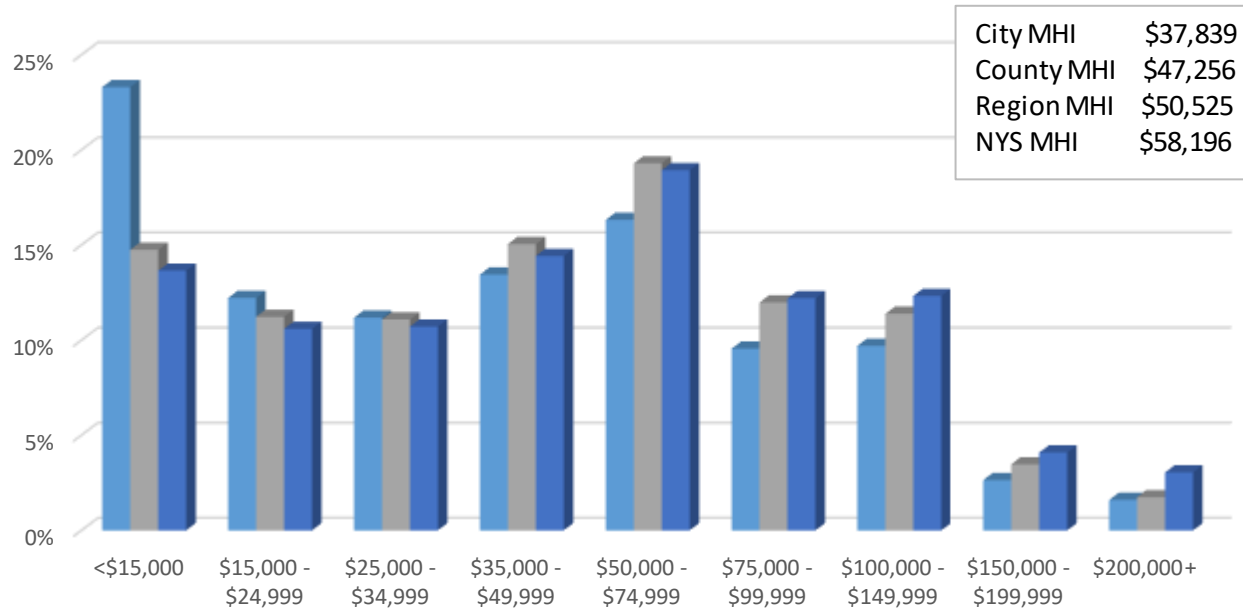
The section analyzes household income and economic status for the three geographies in more detail.

### Household Income Distribution

The section begins with a graph of comparative household income distribution, which shows that while there is a cluster of households in the \$35,000 - \$49,999 and \$50,000 - \$74,999 categories in all geographies, poorer residents are more concentrated in the city, while wealthier households are most common in the Economic Region, placing them outside of both the city and county.

The graph is followed by tables with supporting detail and notable trends for each of the geographies.

## Household Income Distribution, 2016



Source: ESRI

■ City of Oswego ■ Oswego County ■ 7-County Region

### City of Oswego

- 2016 Median Household Income (MHI) was \$37,839.
- 2021 MHI is expected to drop to \$34,561. Households earning under \$15,000 and between \$25,000 and \$34,999 are expected to increase by 206 and 262, respectively. There are expected to be 253 *fewer* households earning \$35,000 or more. Greater numbers of households in the lower income cohorts decrease the median income.
- 39.8% of households earn over \$50,000.
- A growing cohort of households earns less than \$15,000.
- The \$50,000 - \$74,999 "middle income" group is declining.

City of Oswego				
Households by Income	2016		2021	
	Number	Percent	Number	Percent
<\$15,000	1,785	23.3%	1,991	25.8%
\$15,000 - \$24,999	936	12.2%	792	10.2%
\$25,000 - \$34,999	857	11.2%	1,119	14.5%
\$35,000 - \$49,999	1,030	13.4%	756	9.8%
\$50,000 - \$74,999	1,250	16.3%	1,097	14.2%
\$75,000 - \$99,999	732	9.6%	826	10.7%
\$100,000 - \$149,999	743	9.7%	761	9.8%
\$150,000 - \$199,999	203	2.7%	255	3.3%
\$200,000+	123	1.6%	133	1.7%

Source: ESRI

### Oswego County

- The county is wealthier than the city.
- 2016 MHI was \$47,256.
- 2021 MHI is expected to grow to \$48,067.
- 47.9% of households earn over \$50,000.
- A growing cohort of households earns \$15,000 or less.
- The \$50,000 - \$74,999 income group is declining.
- Income groups above \$75,000 are growing.
- A wider income gap is developing.

Oswego County				
	2016		2021	
Households by Income	Number	Percent	Number	Percent
<\$15,000	6,931	14.8%	7,513	15.9%
\$15,000 - \$24,999	5,276	11.2%	4,781	10.1%
\$25,000 - \$34,999	5,210	11.1%	7,411	15.7%
\$35,000 - \$49,999	7,072	15.1%	4,324	9.2%
\$50,000 - \$74,999	9,067	19.3%	7,560	16.0%
\$75,000 - \$99,999	5,629	12.0%	6,665	14.1%
\$100,000 - \$149,999	5,351	11.4%	6,015	12.8%
\$150,000 - \$199,999	1,633	3.5%	1,951	4.1%
\$200,000+	820	1.7%	953	2.0%

Source: ESRI

### Economic Region

- Highest 2016 MHI among comparison geographies: \$50,525, growing to \$53,142 by 2021.
- 50.6% of households earn over \$50,000.
- Slower growth of households at \$15,000 or lower MHI, but still a notable trend.
- Income groups above \$75,000 growing.
- Largest increase expected in MHI.
- Most even income distribution, which may indicate opportunity to improve economic status.

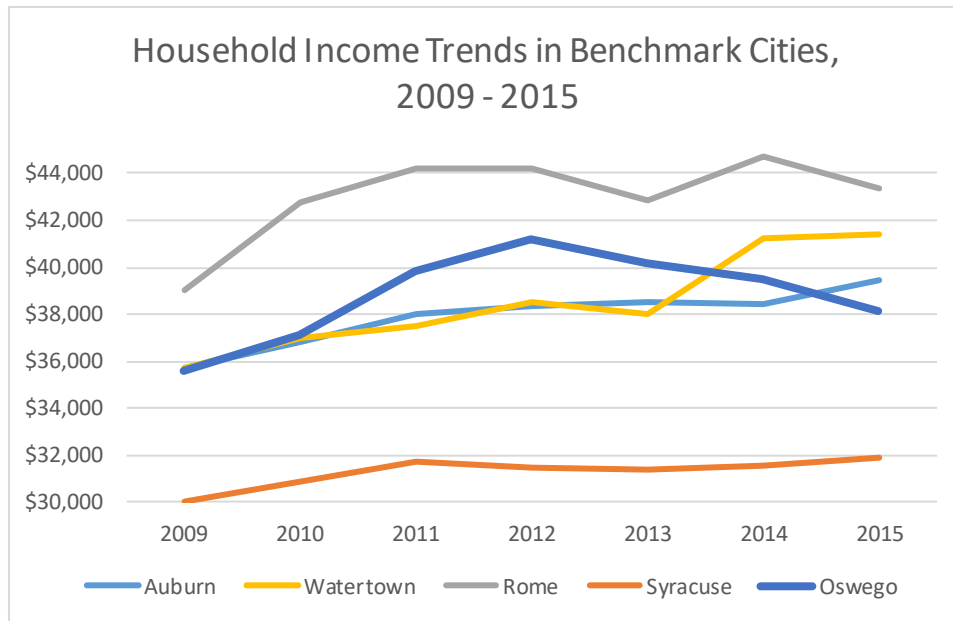
7-County Region				
	2016		2021	
Households by Income	Number	Percent	Number	Percent
<\$15,000	61,505	13.7%	66,023	14.5%
\$15,000 - \$24,999	47,717	10.6%	44,088	9.7%
\$25,000 - \$34,999	48,270	10.7%	63,164	13.9%
\$35,000 - \$49,999	64,974	14.4%	41,422	9.1%
\$50,000 - \$74,999	85,275	18.9%	75,553	16.6%
\$75,000 - \$99,999	54,977	12.2%	64,032	14.0%
\$100,000 - \$149,999	55,502	12.3%	63,657	14.0%
\$150,000 - \$199,999	18,443	4.1%	22,346	4.9%
\$200,000+	13,735	3.0%	15,601	3.4%

Source: ESRI

### Benchmark Cities Analysis

Median Household Income (MHI) for each of the benchmark cities was presented above in the summary tables of population characteristics. Here it is presented as a graphical comparison where the different trends are visible. Tables detailing MHI for each of the years 2009 through 2015 follow.

- MHI in all of the benchmark cities rose from 2009 – 2011, when Syracuse's MHI began to decline.
- Income in Oswego peaked in 2012 at \$40,140 but has been declining and is expected to continue to decrease.
- Watertown and Rome experienced the greatest percent increases, shown in the rising chart lines.



Median Household Income, Benchmark Cities					
Year	Oswego	Auburn	Watertown	Rome	Syracuse
2009	\$35,607	\$35,706	\$35,713	\$39,007	\$30,031
2010	\$37,070	\$36,846	\$36,998	\$42,779	\$30,891
2011	\$39,867	\$37,973	\$37,514	\$44,209	\$31,689
2012	\$41,225	\$38,321	\$38,511	\$44,220	\$31,459
2013	\$40,140	\$38,527	\$38,004	\$42,832	\$31,365
2014	\$39,466	\$38,399	\$41,197	\$44,694	\$31,566
2015	\$38,113	\$39,438	\$41,414	\$43,323	\$31,881
% Change 2009 - 2015	7.04%	10.45%	15.96%	11.06%	6.16%

Source: NYS Open Data

### *Household Poverty and Disability Status*

Household income is an important measure of economic status, but it does not take into consideration other key demographic factors for identifying low income households, such as the size of the household, the presence of children, or whether non-earned income, for example from a retirement account, supports quality of life for a retiree. The second set of economic status statistics therefore presents the number and percent of households in each geography that are designated by the federal government as below the poverty level. Households receiving cash public assistance and food stamps/nutrition support are also shown, although it is important to remember that these assistance programs are voluntary and, particularly in rural areas, eligible households may decline to participate. Households eligible for and receiving cash public assistance may represent the most financially challenged residents; households receiving food stamps are most often families with children, and this statistic can shed light on other services the residents may need such as housing support, childcare, or early childhood services.

Disability status is also shown, not because there is necessarily a correlation with poverty, but because communities often provide services to disabled residents.

None of the designations in the table below are mutually exclusive, except that households are either family or non-family. For example, a family may be below poverty level and also receive food stamps, or a household may include a disabled member but be neither below poverty level nor receive public assistance. Therefore, the totals for the different designations will not sum to the total households in each geography, which is the last line of the table. All of the percent calculations, however, are a percent of the *total* households of that geography, such as the 9.1% of city families designated as below poverty level.

- The percentage of families with an income below the poverty level is the highest in the City of Oswego, at over 9%, closely followed by 8.6% in Oswego County, and 6.8% in the Economic Region. This is consistent with the lower MHI in the city, and in most of the cities regionally when compared with the region overall, which includes suburban and rural areas.
- The number of non-family residents with income below the poverty level follows the same trend with the City of Oswego having the highest percentage of the population at nearly 16%. Oswego County and the Economic Region have approximately half that rate, at 8.1% and 7.5%, respectively.
- Receipt of cash public assistance or food stamps is consistent with the city and county poverty statistics.
- Households with a disabled resident are much more consistent across geographies, with the highest concentration in Oswego County. This suggests that more suburban and rural residents have a disability, which for many residents may be associated with aging, since county and Economic Region residents tend to be older than those of the city.

Households Potentially Requiring Services - Poverty and Disability Status						
	City of Oswego		Oswego County		7-County Region	
Indicator	Households	% of Households	Households	% of Households	Households	% of Households
Family with Income Below Poverty Level	701	9.1%	3,893	8.6%	29,481	6.8%
Non Family with Income Below Poverty Level	1,203	15.7%	3,668	8.1%	32,577	7.5%
All Households Below Poverty Level	1,904	24.8%	7,561	17%	62,058	14.3%
Households Receiving Cash Public Assistance	434	5.7%	1,756	3.9%	14,808	3.4%
Households Receiving Food Stamps	1,381	18.0%	7,435	16.4%	65,097	15.0%
All Households Receiving Assistance	1,815	23.7%	9,191	20%	79,905	18.4%
Households with 1 or More Persons with a Disability	1,733	22.6%	12,583	27.8%	111,373	25.7%
Total Households	7,669		45,300		434,072	

Note: Totals will not add. Households may include residents fitting more than one category.

Source: ESRI

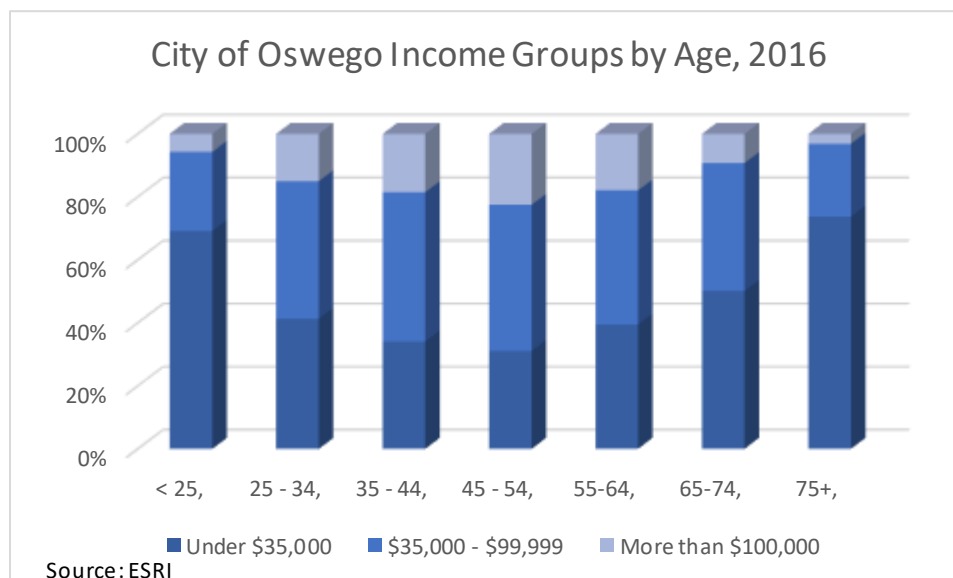
### *Income Distribution by Age*

Income distribution by age contributes to the estimate of the types of services that might be required, for example support for families, seniors, or low income households. It can also show whether residents successfully increase income by age cohort, with mid-career workers (ages 35 – 44, 45 – 54) typically seeing increases in income relative to younger cohorts in the same region. Household income generally declines for the older cohorts, as retirement income may not fully replace wages. All of the geographies studied generally show this pattern of age and income.

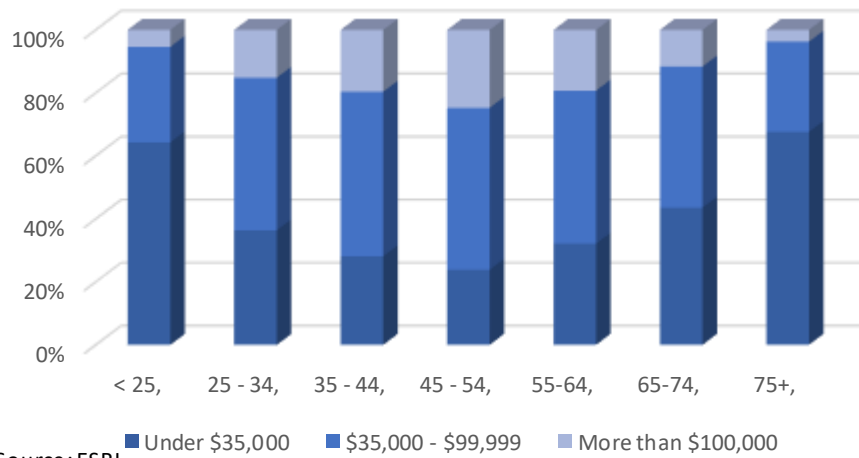


Understanding the age of the household and number of persons living there can shed some light on factors increasing or decreasing MHI, which measures the aggregate income of all residents in a household. Two-earner households have a higher MHI than either individual would if living alone, and as a result, if all other factors remain the same the choice about whether to form a household has a significant effect. Average household size has been steady at 2.3 persons in the city, 2.5 persons in the county, and 2.4 in the Economic Region. Smaller household sizes can be the result of fewer children per family, but also of delayed marriage or no marriage among working residents, separation and divorce of couples formerly sharing a household, and in the case of elderly households the death of a partner. While fewer children may increase a household's spending capacity per member, the other factors all trend toward lower aggregate income per household – especially including situations where two-adult households with a single income split into two households.

- *Age and Income Mirror Trends* – The city and the county show similar trends in age and income; the poorest groups are households headed by someone under the age of 25 or over the age of 75. These are more likely to be single-person households, not yet married for the younger group, or widowed for the older.
- *Income Growth* - Income grows with age in both the city and the county through the adult working years, from 25 to 64. This pattern is visible in the two graphics below, where dark blue is lowest income, medium blue middle income, and light blue the highest earning households. The growing medium to light blue segments show increased earnings.
- *Seniors* - Seniors aged 65 – 74 show an increase in incomes under \$35,000, and households headed by a person aged 75 or older are highly likely to be in the lowest income groups, 73.7% in the city and 67.6% in the county. This is not necessarily an indicator of poverty status, as some in this group are likely to have two positive economic factors that are less common among younger cohorts: more savings, and owning their home rather than renting or making substantial mortgage payments. Seniors in the city, however, do cluster in the lowest income group of \$15,000 or less, as presented in the detailed tables that follow the graphs.
- *Youngest Households* - Like the seniors, the youngest cohort in the city also clusters in the very lowest income group, with 39.9% of households headed by a person aged 25 or younger in that category, compared with 33.2% in the county.



Oswego County Income Groups by Age, 2016



Source: ESRI

City of Oswego 2016 Household Income by Age of Householder

Income Range	< 25,	25 - 34,	35 - 44,	45 - 54,	55-64,	65-74,	75+,
<\$15,000	39.9%	19.8%	15.6%	14.9%	21.4%	20.7%	36.5%
\$15,000-\$24,999	16.2%	10.0%	8.1%	7.7%	9.6%	15.0%	22.9%
\$25,000-\$34,999	13.0%	11.5%	10.3%	8.5%	8.4%	14.4%	14.3%
Under \$35,000	69.1%	41.3%	34.1%	31.0%	39.4%	50.1%	73.7%
\$35,000-\$49,999	11.7%	14.4%	15.7%	12.1%	12.2%	18.3%	10.3%
\$50,000-\$74,999	10.0%	19.4%	19.8%	19.8%	17.9%	15.5%	8.6%
\$75,000-\$99,999	3.4%	10.0%	11.9%	14.6%	12.6%	6.8%	4.2%
\$35,000 - \$99,999	25.1%	43.7%	47.4%	46.5%	42.6%	40.6%	23.1%
\$100,000-\$149,999	4.2%	10.0%	13.4%	15.7%	12.3%	6.6%	2.2%
\$150,000-\$199,999	1.1%	3.6%	2.7%	4.3%	3.3%	1.6%	0.8%
\$200,000+	0.5%	1.5%	2.5%	2.5%	2.4%	1.1%	0.2%
More than \$100,000	5.8%	15.0%	18.5%	22.5%	17.9%	9.3%	3.1%
Total, all Income Ranges	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Source: ESRI

Oswego County 2016 Household Income by Age of Householder							
Income Range	< 25,	25 - 34,	35 - 44,	45 - 54,	55-64,	65-74,	75+,
<\$15,000	33.2%	14.7%	10.5%	9.6%	14.3%	15.3%	23.9%
\$15,000-\$24,999	16.9%	10.3%	7.8%	6.4%	9.3%	14.1%	24.9%
\$25,000-\$34,999	14.1%	11.4%	9.8%	7.9%	8.5%	14.2%	18.8%
Under \$35,000	64.3%	36.4%	28.1%	23.9%	32.1%	43.5%	67.6%
\$35,000-\$49,999	12.6%	15.9%	16.6%	12.9%	13.3%	18.6%	15.7%
\$50,000-\$74,999	13.2%	21.8%	21.7%	21.1%	20.8%	18.4%	9.5%
\$75,000-\$99,999	4.5%	10.8%	14.0%	17.4%	14.6%	7.8%	3.5%
\$35,000 - \$99,999	30.3%	48.5%	52.2%	51.4%	48.6%	44.8%	28.6%
\$100,000-\$149,999	4.3%	10.1%	14.9%	16.8%	12.6%	7.7%	2.8%
\$150,000-\$199,999	0.9%	3.8%	2.8%	5.4%	4.5%	2.3%	0.6%
\$200,000+	0.2%	1.2%	2.0%	2.5%	2.2%	1.7%	0.3%
More than \$100,000	5.4%	15.2%	19.7%	24.8%	19.3%	11.6%	3.7%
Total, all Income Ranges	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Source: ESRI

## Unemployment and Commuting

This section of the analysis presents employment and commuting patterns for the City of Oswego and a set of comparison geographies that includes the benchmark cities and the data for the county where each city is located. Unemployment, labor force changes, and worker choices of where to live are analyzed.

The table below shows average annual unemployment rates for the calendar years 2013 through 2015, and the monthly unemployment rate for November, 2016, the latest number available from the NYS Department of Labor. The state does not provide unemployment rates for the City of Oswego, because it has fewer than 25,000 residents. No city data is available on a monthly basis.

Unemployment has declined steadily for all geographies since 2013. Despite the four-year lows, most of the counties rank poorly among all New York State counties for unemployment. Of 62 counties, Oswego, Lewis, and Jefferson rank among the bottom six. Onondaga ranks highest among the regional counties, with a rank of 16 and a November 2016 unemployment rate of 4.2%. According to the state, the county with the lowest unemployment rate for November 2016 was Tompkins (3.4%) followed by Columbia (3.5%), Saratoga (3.6%), Nassau (3.7%), and Albany (3.8%). Tompkins County in the southern tier is home to the college city of Ithaca, while the rest of this group are centered around the state's Capital Region or Long Island.

Unemployment in Oswego, Benchmark Cities, and Counties					
Region	Average Annual Unemployment, 2013	Average Annual Unemployment, 2014	Average Annual Unemployment, 2015	Monthly Unemployment November 2016	2016 Unemployment Rank among NYS Counties
City of Oswego	<i>not available</i>	<i>not available</i>	<i>not available</i>	--	--
Oswego County	9.9%	8.1%	7.2%	6.0%	58
City of Auburn	8.2%	6.7%	6.4%	--	--
Cayuga County	7.4%	6.0%	5.4%	4.5%	21
City of Syracuse	8.7%	7.2%	6.6%	--	--
Onondaga County	6.8%	5.6%	5.0%	4.2%	16
City of Watertown	8.4%	6.5%	5.9%	--	--
Jefferson County	9.2%	7.6%	6.7%	6.3%	60
City of Rome	8.0%	6.2%	5.5%	--	--
Oneida County	7.4%	6.1%	5.4%	4.6%	26
Lewis County	9.5%	7.8%	7.1%	6.2%	59
Madison County	7.6%	6.4%	5.7%	4.9%	34

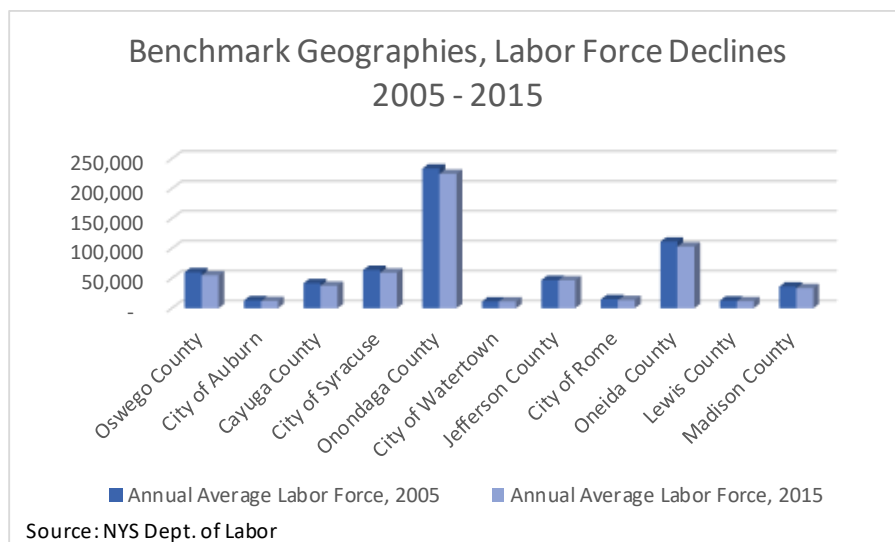
Source: Labor Force Participation Rate, ESRI. All other data, NYS Dept. of Labor

Note: Only includes the population 16 years and over. Data is available only for cities with populations of at least 25,000.

Monthly unemployment available only for counties.

The unemployment rate can fall for three general reasons, alone or in combination. Jobs can be created and filled; workers, especially the long-term unemployed, may drop out of the workforce and cease to be counted as unemployed; and the available labor force can decline because the number of working age residents declines, through lower birth rates or relocation.

The General Economic Outlook analysis that follows this section, shows that jobs available have increased in both the city and the county. At the same time, the demographic analysis discussed the declining population, and the chart at right shows that the available labor force has been declining for the past ten years in all of the counties and cities. Some of the reductions in the unemployment rate have been the result of a smaller workforce, not more jobs.



The table below shows where city workers live for Oswego and the benchmark cities. Another table provides details for the City of Oswego.

A goal for many cities is for residents to live and work in their community, supporting a vibrant local economy by engaging in city life as well as shopping and paying taxes. As shown in the table, however, the trend of people

embracing a city as a place to work, but not to live, continues to decrease the number and the percent of city workers who live in the community.

- The City of Oswego has comparatively low percentage of workers choosing to live in the city, at 26.4% in 2014. The remaining 73.6% of people who work in the city live in other communities, usually still in Oswego County. The number of people living and working in the city has declined steadily since 2005, when 33.4% of people who worked in the city also lived there.
- Nearly half of city residents (49.6%) commute fewer than 10 miles to work, including working in the city. Another 18% commute between 10 and 24 miles; 13.9% commute 25 to 50 miles, and a high 18.5% commute more than 50 miles.
- The trend of fewer “live/work” residents is consistent across all of the comparison cities. Some of this may be a result of retirements, with former workers still living in the cities but no longer employed. Like Oswego, Auburn, Syracuse, and Watertown experienced a decline in the percent of workers choosing to live in the city, although the rate of decline was much lower.
- Rome experienced a decline of 332 live/work residents between 2010 and 2014, but the percentage of workers choosing to live in the city actually increased, from 25.6% to 29.8%.

Employees Who Live and Work in the Same City						
	2010		2014		Change	
	Live/Work Workers	Percent of City Workers	Live/Work Workers	Percent of City Workers	Live/Work Workers	Percent of All Workers
City of Oswego	2,731	28.2%	2,454	26.4%	(277)	(1.8%)
Auburn	4,511	29.8%	3,734	28.7%	(777)	(1.1%)
Syracuse	21,555	23.3%	21,123	22.6%	(432)	(0.7%)
Watertown	4,732	28.9%	4,152	28.2%	(580)	(0.7%)
Rome	4,419	25.6%	4,087	29.8%	(332)	4.2%

Source: CensusOnTheMap

Percent is the percent of all workers employed in each city

Employees Who Live and Work in the City of Oswego, 2005 - 2014		
Year	Live/Work Workers	Percent of City Workers
2005	3,371	33.4%
2006	3,241	32.8%
2007	2,883	30.2%
2008	2,840	29.8%
2009	2,919	30.5%
2010	2,731	28.2%
2011	2,678	27.1%
2012	2,526	27.0%
2013	2,403	26.0%
2014	2,454	26.4%

Source: CensusOnTheMap

# Household Composition, Housing Tenure, and Housing Costs

This section of the analysis reviews household composition, which is the number of persons in a household and whether they are family, which can include married persons or one or more adults with children. Housing tenure includes whether the units are rented or owned and how many are in a building, ranging from single-family detached homes to multi-unit apartment buildings. Median home value, rental costs, and housing as a percent of household expenditures are also presented.

## Key Findings

- *Family and Non-Family Households* - The City of Oswego does not attract as many families as it does single persons and 2-person households. More than 70% of households have two or fewer residents. This may create demand for smaller housing units that focus on location, layout, and amenities rather than on number of bedrooms.
- *Renting and Owning* - City of Oswego residents are more likely to rent than county or regional residents, but only slightly. In the city, 51% rent and 49% own, while in the benchmark cities residents are more likely to rent than to own, by greater margins. This may be because city residents prefer ownership, but it also may be a result of a lack rental choices, encouraging would-be renters to choose other communities. With an overall housing vacancy rate of 7.9%, much lower than the county's 14.6% and region's 12.8%, a lack of supply is likely.
- *Aging Housing Stock* – 50% of homes in the city were built before 1939, a much older median year built than for the county (1968) or region (1960). These homes can have desirable design characteristics that help define a neighborhood, but upkeep and renovation to modern preferences for layout and convenience can make them costly to maintain and renovate. Both the city and the Oswego Renaissance Association provide resources for rehabilitation.
- *Single Family over Multi-Family* – In all three geographies, single family homes are a majority of the housing stock, at least 63%. Multi-family buildings tend to have relatively few units, usually fewer than 9. Larger projects with 50 or more units are more likely to be found in the city, although they comprise a small 4% of city housing stock compared with 3% of regional housing.
- *New Building* – The City of Oswego lags in new building, with only 146 units, or 2% of housing stock, built between 2000 and 2009, the last years for which counts are available from the U.S. Census. In all other geographies, including the state, 7% of the housing was built during the same time period. New building includes new structures on vacant land, commercial adaptive re-use, and residential or commercial tear-down sites.
- *Home Ownership Costs* - The city's homes, with a median value of \$88,109, are more affordable relative to income than in the Economic Region, using a Price to Income Ratio, which divides home values by household income. A low ratio indicates affordability, a higher one pricier homes. The city's ratio is 2.3, while the region's is a less affordable 2.5.
- *Rental Costs* – The lowest rents are found in the county, with 44% of units available at under \$500/month, or no cash rent. Higher-cost rental units are more concentrated in the city; countywide, 199 units rent for \$1,000 to \$1,249, and 146 of these, or 73%, are in the city. The city's higher cost offerings may be attributable to a trend seen in other upstate cities; renovate older buildings to higher-end residential use, or "live/work/play."

## Household Composition

The following table shows the number and percentage of households broken down by family and non-family households, as well as the size. This is done for the City of Oswego, Oswego County, and the Economic Region.

- Within the city, the largest percentage of households are considered 1-person non-family households, at nearly 37% or 2,825 people. The next largest cohort within the city is 2-person family households that comprise 27% of households or about 2,100 people.
- This trend is similar for the Economic Region where nearly 30% of residents are 1-person non-family households, closely followed by 28.5% of residents in 2-person family households.
- Oswego County differs because the largest cohort of residents are 2-person family households at nearly 30%, followed by 1-person non-family households at about 25%.

Households by Size						
	City of Oswego		Oswego County		7-County Region	
	Household	Percent of Residents	Household	Percent of Residents	Household	Percent of Residents
<b>Family Households</b>						
2-Person	2,092	27.3%	13,515	29.8%	123,587	28.5%
3-Person	884	11.5%	7,161	15.8%	64,526	14.9%
4-Person	744	9.7%	5,550	12.3%	52,508	12.1%
5-Person	183	2.4%	2,527	5.6%	22,451	5.2%
6-Person	91	1.2%	856	1.9%	7,463	1.7%
7+ Person	65	0.8%	525	1.2%	4,612	1.1%
<i>Subtotal: Family</i>	<i>4,059</i>	<i>52.9%</i>	<i>30,134</i>	<i>66.5%</i>	<i>275,147</i>	<i>63.4%</i>
<b>Non-Family Households</b>						
1-Person	2,825	36.8%	11,515	25.4%	129,592	29.9%
2-Person	496	6.5%	3,065	6.8%	24,579	5.7%
3-Person	131	1.7%	313	0.7%	3,221	0.7%
4-Person	128	1.7%	224	0.5%	1,132	0.3%
5-Person	22	0.3%	22	0.0%	308	0.1%
6-Person	8	0.1%	9	0.0%	51	0.0%
7+ Person	0	0.0%	18	0.0%	42	0.0%
<i>Subtotal: Non-Family</i>	<i>3,610</i>	<i>47.1%</i>	<i>15,166</i>	<i>33.5%</i>	<i>158,925</i>	<i>36.6%</i>
<b>Total Households</b>	<b>7,669</b>	<b>100%</b>	<b>45,300</b>	<b>100%</b>	<b>434,072</b>	<b>100%</b>

Note: Estimates are from the 2010-2014 American Community Survey

Source: ESRI

The following table provides a more detailed look at household composition of senior residents (65+ years old). The largest percentage of seniors living alone is in the City of Oswego, at 54.5%, compared to 39% in Oswego County, and 42.7% in the Economic Region.

Household Composition, Seniors						
	City of Oswego		Oswego County		7-County Region	
	Households	Percent of Residents	Households	Percent of Residents	Households	Percent of Residents
<b>Seniors Aged 65 +</b>						
Single Person (Senior Living Alone)	1,069	54.5%	4,461	39.1%	49,553	42.7%
2+ Person, (Senior Living with Family)	884	45.1%	6,473	56.7%	62,663	54.0%
2+ Person, (Senior Living with Non Family)	8	0.4%	485	4.2%	3,861	3.3%
<b>Total</b>	<b>1,961</b>	<b>100%</b>	<b>11,419</b>	<b>100%</b>	<b>116,077</b>	<b>100%</b>

Note: Estimates are from the 2010-2014 American Community Survey

Source: ESRI

## Housing Tenure and Type

Housing tenure includes an analysis of whether residents own their homes or rent, the vacancy rates for housing, and the age and type of unit within a geography.

### Ownership and Rental Trends

The overall owner/renter mix in the three geographies is not expected to change significantly over the next five years. A summary table at right presents the percent of renters for the City of Oswego and the four benchmark cities.

The next two tables present statistics for ownership, renter, and vacancy for the three geographies for 2016 and the expected percent change by 2021.

Percent of Renters in Benchmark Cities			
City	2016	2021	Change
Oswego	51%	52%	1%
Auburn	53%	53%	0%
Syracuse	63%	64%	1%
Rome	44%	45%	1%
Watertown	59%	60%	0%

Source: Esri

- *Home ownership* - residents of Oswego County and the Economic Region are most likely to own their home, while city residents are slightly more likely to rent.
- *Rental trends* – City of Oswego residents, already more likely to rent, will be slightly more inclined to rent in the future, with a 0.9% increase in rental rates. Among the benchmark cities, only Rome has a smaller percentage of renters, at 44%. Auburn's mix (53% renters) is similar to the city's, and both Syracuse and Watertown have more renters. Like the city, Syracuse and Rome are expected to have a modest increase (1%) in the percent of renters by 2021.
- *Temporary residents* - Syracuse has a large student population, and Watertown the Fort Drum army base, which likely increase the number of residents who rent because they do not plan to live there permanently. SUNY Oswego students under the age of 21 are required to live on campus, and according to the college website, 4,400 undergraduates live on campus, leaving an estimated 2,600 undergraduates and likely a large majority of the 1,000 graduate and online students to seek housing off-campus.
- *Vacancy* – data for seasonal units as well as overall housing units are presented, and when seasonal or vacation housing is removed from vacancy calculations, the county and the region overall have lower rates of housing vacancy than the city; 6.3% for the county compared with 7.9% for the city.



Housing Tenure Comparison, 2016			
	City of Oswego	Oswego County	7-County Region
Occupied Units, % of total units	92.1%	85.4%	87.2%
Owner-Occupied, % of occupied units	49.1%	70.7%	65.2%
Renter-Occupied, % of occupied units	50.9%	29.3%	34.8%
Vacancy Rate, % of total units	7.9%	14.6%	12.8%
Vacant Rate excl. seasonally vacant units*	<i>not available</i>	6.3%	6.4%

\* Calculated based on ACS 2014 5-year estimates on share of seasonally vacant units

Source: Esri, ACS 2014 5-year estimates

Housing Tenure Changes by 2021			
	City of Oswego	Oswego County	7-County Region
Occupied Units, % of total units	-0.3%	-0.4%	-0.3%
Owner-Occupied, % of occupied units	-0.9%	-0.3%	-0.4%
Renter-Occupied, % of occupied units	0.9%	0.3%	0.4%
Vacancy Rate, % of total units	0.0%	0.4%	2.2%
Vacant Rate excl. seasonally vacant units*	<i>not available</i>	<i>not available</i>	<i>not available</i>

\* Calculated based on ACS 2014 5-year estimates on share of seasonally vacant units

Source: Esri, ACS 2014 5-year estimates

### Age and Type of Housing

The primary form of housing in the City of Oswego as well as the county and the Economic Region is the detached single-family home, but in the city that home is likely to have been built much earlier, with 50% of homes built before 1939, nearly 30 years earlier than most homes in Oswego County. Older, single-family homes can cause strains on household budgets because renovation and repair costs rise with age, and consumer preferences are more likely to have shifted, particularly toward larger homes with attached garages and modern layouts. As a smaller city, however, Oswego may have an advantage of more homes within walking distance of jobs, public spaces, and amenities.

The next two tables provide details of the types of housing, including single family and multi-family. The first table, "Housing Units by Structure," describes the proportion of different types across the three geographies, with the state as a whole for comparison. Number of units is provided for the city. Mobile homes are included because they contribute to the total number of housing units, although many are likely used as vacation or second homes, particularly in Oswego County where they account for 16% of housing units.

- *Single family homes* – the most common type of housing across all three geographies is the single family home, almost always detached, compared with sharing a wall as in a townhome-style building.
- *Buildings with 2 to 4 units* – this type of housing is often rental, possibly built for that purpose or created by dividing a larger home, particularly in the city where the housing stock is older and may originally have been built for a single large family. One unit may be owner-occupied. It is more common in the city, with 20% of

the housing stock fitting this description, than in the Economic Region (15%), which includes other urban centers, or the county (10%).

- *Multifamily* – multifamily homes with 5 or more units are likely to be rentals. Within the three geographies, the most common multifamily type is small, with only 5 to 9 units. In the city there are 713 units, or 8% of housing, in this style. The city also has more multifamily developments of 50 or more units, with 390 units, or 4% of housing, in this category.

Housing by Units in Structure, 2014					
Number of Units in Structure	City of Oswego		Oswego County	7-County Region	NYS
	Count	Pct. of Total	Pct. of Total	Pct. of Total	Pct. of Total
Single Family, Detached	5,265	60.1%	66.2%	63.7%	41.9%
Single Family, Attached	256	2.9%	1.1%	2.6%	5.0%
Total, Single Family	5,521	63.0%	67.4%	66.3%	46.9%
2 Units	1,161	13.2%	5.8%	9.0%	10.6%
3 or 4 Units	630	7.2%	4.3%	5.5%	7.4%
Total, 2 - 4 Units	1,791	20.4%	10.1%	14.5%	18.0%
5 to 9 Units	713	8.1%	2.9%	4.6%	5.3%
10 to 19 Units	143	1.6%	1.3%	2.7%	4.1%
20 to 49 Units	80	0.9%	0.8%	2.1%	7.9%
50 or More Units	390	4.5%	1.5%	3.1%	15.4%
Total, Multifamily with 5+ Units	1,326	15.1%	6.5%	12.5%	32.7%
Mobile Homes	125	1.4%	16.0%	6.7%	2.4%
Total Housing Units	8,763	100%	100%	100%	100%

Source: Esri, ACS 2014 5-year estimates

The next table, "Housing by Year Built" clearly shows the age of the housing stock in the City of Oswego, compared with the county and the Economic Region. Statewide the median age of housing is 1956, nearly 20 years newer than in Oswego.

- *New building* – only 146 new housing units, or 2% of total units, were built in the city between 2000 and 2009, although the age of the housing stock suggests that replacement housing should have been approximately 2% *per year* according to national trends. In the county, the Economic Region, and the state as a whole, 7% of housing was built during that same time period. This suggests that even though communities nationwide experienced a drop in housing starts after the mortgage and financial crisis that began in 2008, the other geographies still gained at least three times as much new housing as did Oswego.
- *Building "eras"* – 10% of the city's housing was built in the 1950s, and another 9% in the 1970s, but overall the trend had been to build between 4% and 7% per decade until 2000, when new housing dropped to 2%. The county, by contrast, built steadily in the 1970s, 1980s, and 1990s, at between 12% and 15% per decade, before dropping to 7% after 2000. Regionally, the steady building began in the 1950s and started to diminish slightly in the 1990s. These were, generally speaking, decades during which families in particular chose suburbs over cities.

Housing by Year Built					
Year Built	City of Oswego		Oswego County	7-County Region	NYS
	Count	Pct. of Total	Pct. of Total	Pct. of Total	Pct. of Total
2010 or Later	9	0.1%	0.5%	0.6%	0.6%
2000-2009	146	1.7%	7.5%	7.1%	6.7%
1990-1999	349	4.0%	12.5%	8.7%	6.1%
1980-1989	509	5.8%	14.8%	11.2%	7.5%
1970-1979	787	9.0%	12.9%	11.6%	10.1%
1960-1969	595	6.8%	8.7%	10.3%	12.6%
1950-1959	841	9.6%	8.1%	13.3%	15.1%
1940-1949	488	5.6%	3.8%	6.2%	8.6%
1939 or Earlier	5,039	57.5%	31.2%	31.0%	32.8%
Total Housing Units	8,763	100%	100%	100%	100%
Median Year Structure Built	1939		1968	1960	1956

Units built since 2010 may be undercounted because 2014 ACS data is based on a sample taken between 2009 and 2014.

Source: Esri, ACS 2014 5-year estimate

The US Census bureau collects data on housing building permits from jurisdictions across the country, but survey participation is voluntary. Data for the City of Oswego included only the 9 new homes shown in the table above, listing them all as single family housing. The very low number may be a result of this reporting. It may, however, indicate a choice by developers not to add housing stock, and by residents not to demand new housing within the city.

## Housing Costs

Housing is generally the largest household expenditure, greater than transportation, food, and health care. The housing budget is spent on shelter (rent, mortgage) and utilities, fuel, and public services such as water, sewer, and fees that some communities assess on residential properties for services such as snow plowing and waste disposal. Homeowners are readily understood to be responsible for these costs, but in the city, county, and region alike, at least 80% of households that rent will also pay for at least one utility or service.

Expenditures are similar for all geographies, as shown in the table at right.

A separate real estate market condition update will be prepared as part of the BOA process. For this Market Analysis, an overview of home values and rental rates is presented.

Owner-occupied homes in the City of Oswego are affordable compared with the rest of the region, taking into account both home values and median income. Rental costs are relatively higher for most types of units.

Average Housing Spending as a Percent of Expenditures, 2016			
	Shelter	Utilities, Fuel, and Public Services	Total Spent on Housing
City of Oswego	23.7%	7.7%	31.4%
Oswego County	22.0%	8.0%	30.0%
7 County Economic Region	23.0%	7.6%	30.6%

Source: ESRI

- Median home value is \$88,109 for the city, just over \$4,000 lower than for the county as a whole. Median home value for the Economic Region, at \$125,288, is 1.4 times higher than in the city.
- The city's homes are more affordable relative to income than in the Economic Region, and much more affordable than in New York State overall, using a Price to Income Ratio ("PTI"), which divides home values by household income. A low ratio indicates affordability, a higher one indicates more expensive homes. The city's ratio is 2.3, while the region's is a less affordable 2.5 and the state a relatively high 5.1.
- 40% of city homes are valued above \$100,000, mostly in the \$100,000 to \$149,999 range. As the geographies expand, from city to county to Economic Region, the number of higher-valued homes grows, with 45% of county and 63% of Economic Region homes valued above \$100,000. This indicates that households seeking higher-end homes are more likely to find them outside of the city.
- Renters are likely to find the highest proportion of units available at the lowest costs (under \$500/month, or no cash rent) in the county, where 44% of rental units are in this range.
- Higher-cost rental units are more concentrated in the city; countywide, 199 units rent for \$1,000 to \$1,249, and 146 of these, or 73%, are in the city. However, the distribution of higher-end units is inconsistent, with the county having a higher percentage (71%) of units priced at \$1,250 to \$1,499 but the city having 76% of units costing \$1,500 or more, although this is only 99 units. This "bump" in the city's highest cost offerings may be attributable to a trend seen in other upstate cities; renovate older buildings to higher-end residential use, or "live/work/play."

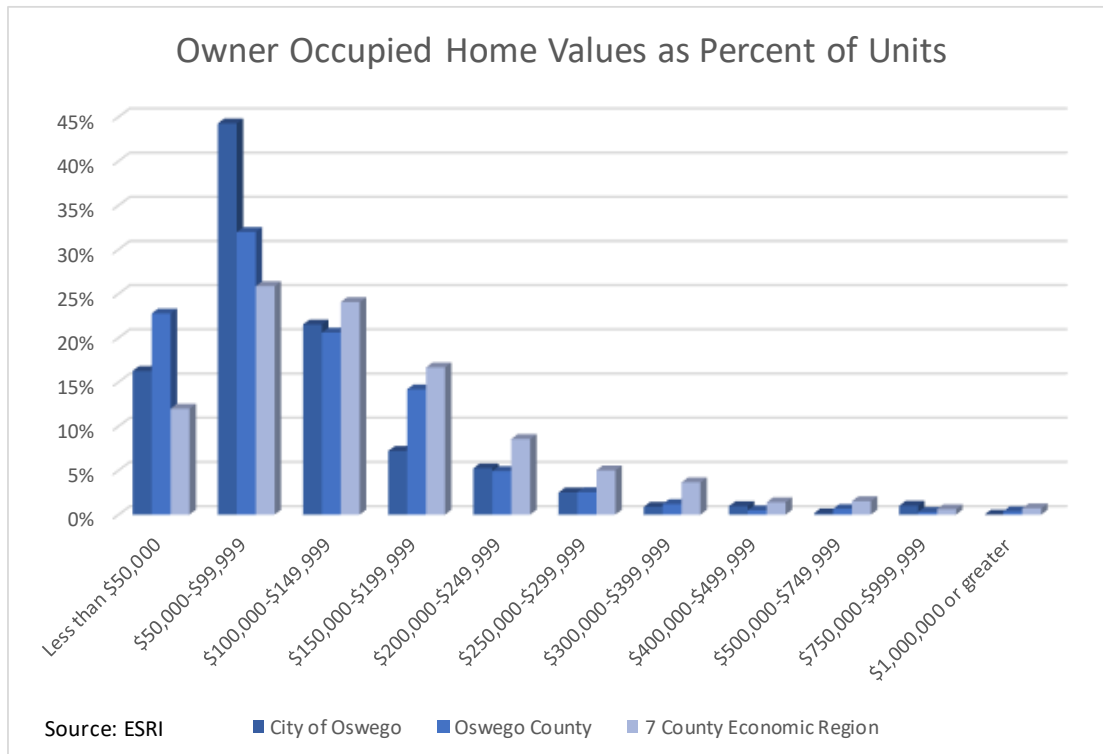
Price to Income Ratio			
	Median Household Income	Median Home Price	Ratio (lower is more affordable)
City of Oswego	\$37,839	\$88,109	2.3
Oswego County	\$47,256	\$92,579	2.0
7 County Economic Region	\$50,525	\$125,288	2.5
NYS	\$58,196	\$297,347	5.1

Source: Camoin Associates

The first data table, at left, presents the PTI for each geography and the state, measuring the affordability of homes for median household incomes. PTI multipliers vary regionally and across time. According to housing finance agency Freddie Mac the current national average is 4.0, down from a high of 4.8 in 2005, before the financial crisis and recession, and above a low of 3.2 in 2011. Metro areas such as San Francisco frequently have a relatively high PTI, whereas portions of Texas, where land is more readily available, have a lower PTI. PTI is highly sensitive to assumptions about income as well as housing prices but can provide a useful comparison tool for different geographies.

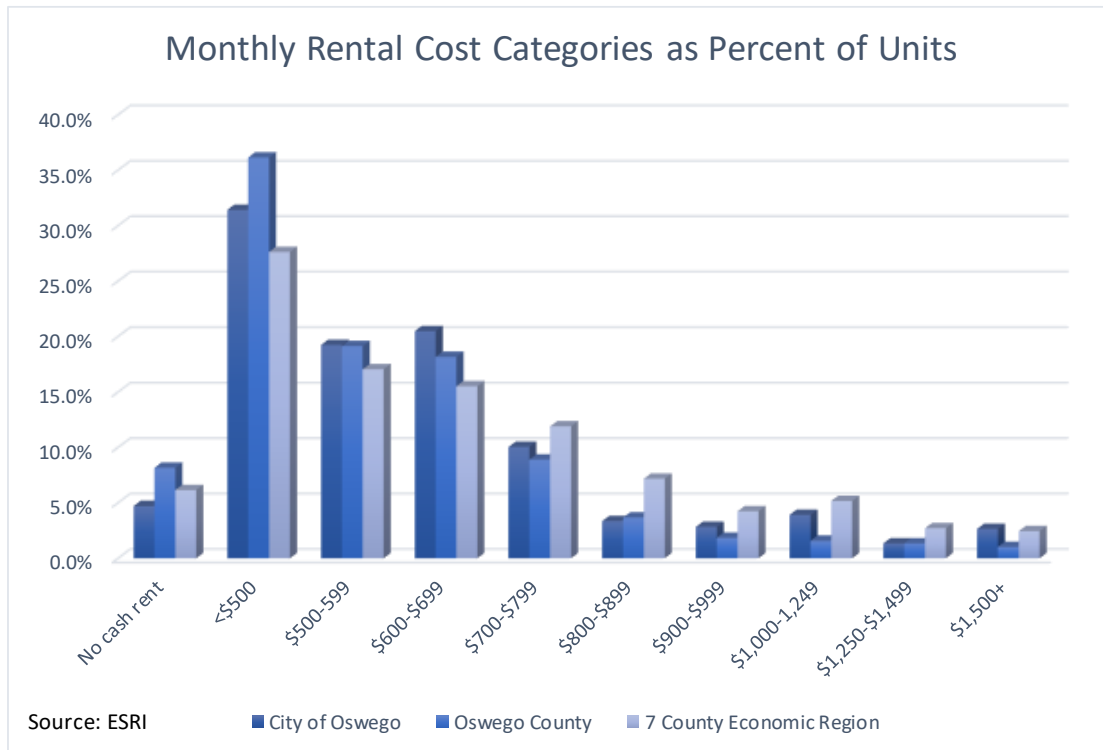
Values for owner-occupied homes are shown in the graphic below, followed by a table with greater detail.

Monthly rental costs follow, with a similar graph and table.



2016 Home Values, Owner-Occupied Units						
Home Value	City of Oswego		Oswego County		7-County Economic Region	
	# Units	% of Units	# Units	% of Units	# Units	% of Units
Less than \$50,000	611	16.3%	7,564	22.8%	35,188	12.0%
\$50,000-\$99,999	1,663	44.3%	10,625	32.0%	75,872	25.8%
\$100,000-\$149,999	808	21.5%	6,844	20.6%	70,589	24.0%
\$150,000-\$199,999	271	7.2%	4,709	14.2%	48,916	16.7%
\$200,000-\$249,999	197	5.2%	1,634	4.9%	25,107	8.6%
\$250,000-\$299,999	94	2.5%	845	2.5%	14,694	5.0%
\$300,000-\$399,999	33	0.9%	398	1.2%	10,736	3.7%
\$400,000-\$499,999	36	1.0%	164	0.5%	4,106	1.4%
\$500,000-\$749,999	6	0.2%	214	0.6%	4,443	1.5%
\$750,000-\$999,999	38	1.0%	101	0.3%	1,754	0.6%
\$1,000,000 or greater	-	0.0%	126	0.4%	2,118	0.7%
Median Home Value	\$88,109	100%	\$92,579	100%	\$125,288	100%
Average Home Value	\$112,683		\$116,130		\$157,427	

Source: Esri



Renter-Occupied Housing Units by Contract Rent Cost, Monthly Estimate 2010 - 2014						
	City of Oswego		Oswego County		7-County Economic Region	
	# Units	% of Units	# Units	% of Units	# Units	% of Units
<b>Monthly Rent Payment</b>						
No cash rent	176	4.7%	1,029	8.2%	8,927	6.2%
<\$500	1,173	31.4%	4,559	36.1%	40,042	27.6%
\$500-\$599	718	19.2%	2,415	19.1%	24,725	17.1%
\$600-\$699	765	20.5%	2,291	18.2%	22,492	15.5%
\$700-\$799	375	10.0%	1,123	8.9%	17,261	11.9%
\$800-\$899	125	3.3%	464	3.7%	10,405	7.2%
\$900-\$999	106	2.8%	233	1.8%	6,140	4.2%
\$1,000-\$1,249	146	3.9%	199	1.6%	7,498	5.2%
\$1,250-\$1,499	50	1.3%	171	1.4%	3,928	2.7%
\$1,500+	99	2.7%	130	1.0%	3,552	2.5%
<b>Total</b>	<b>3,733</b>	<b>100%</b>	<b>12,614</b>	<b>100%</b>	<b>144,970</b>	<b>100%</b>
<b>Inclusion of Utilities in Rent</b>						
Pay Extra for a Utility	3,164	84.8%	11,114	88.1%	118,254	81.6%
No Extra Payment	569	15.2%	1,500	11.9%	26,716	18.4%

Source: ESRI

## General Economic Outlook

The BOA Nomination Study completed in 2013 provided an overview of the economy for Oswego County, including trends in employment and the contribution of major sectors to the economy. This section updates that general outlook and expands it to include three geographies: the City of Oswego, Oswego County, and the Economic Region that was used for the demographic analysis. This allows the city's economic activity to be examined in the context of the larger economy that surrounds it. Where findings from the 2013 report are still notable, or where trends have changed since publication, that is discussed along with current findings.

Each of the three geographies is inclusive of the data for the smaller areas; Oswego County includes the City of Oswego, and the Economic Region includes Oswego County and within that, the city.

The economic outlook is presented in two sections:

*Regional Economic Trends* – Gross Regional Product, (GRP),<sup>2</sup> like national Gross Domestic Product (GDP), provides a snapshot of the size of a regional economy, and for this analysis includes the contribution of different sectors.

*Industry and Employment Trends* *Industry* – This analysis shows which industries are major employers, their recent employment trends, and which industries are expected to add or shed jobs over the next five years.

## Key Findings

- *Economies in the City of Oswego and Oswego County Are Stronger than in the Economic Region* – Employment has been growing in the city (up 5%) and the county has neither lost nor gained, in contrast to a loss of 5,761 jobs (1%) in the Economic Region.
- *Major Industries Have Been Contracting* - The city's Utilities industry continues to produce 56.1% of its gross regional product but only 8.7% of its jobs. The fact that the highest-paid single industry continued shedding jobs between 2010 and 2016 is a concern.

Manufacturing has been shifting from metals, paper, and chemicals to food and beverage production regionally, but with a net loss. This trend is less pronounced in the city and county, where Novelis' aluminum facilities expanded, basic chemicals has been modestly expanding, although food and beverage manufacturing have decreased.

- *Growing Industries Have Lower Wages* - Industry sectors creating jobs, such as Accommodation and Food Service and Retail are lower paid than sectors shedding jobs, and make smaller contributions to GRP. The exceptions are Health Care Practitioners, where physicians and specialists may have high earnings, although support positions pay less, and also, particularly in the city, Transportation and Warehousing.
- *Government and Healthcare Contribution is Complex* – These sectors provide jobs, but contribute less to GRP. Healthcare is expected to contribute to the economy with job growth over the next ten years, consistent with an aging population, and new facilities would help the construction sector. Government has been shrinking at the local level, particularly in protective services such as police and fire, and reduction in Federal military personnel at Fort Drum in Jefferson County, which is part of the Economic Region.

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<sup>2</sup> GDP for the region. Measures the final market value of all goods and services produced in a region. Source: Emsi data based primarily on data from the Bureau of Economic Analysis (BEA) and the Quarterly Census of Employment and Wages (QCEW) from the Bureau of Labor Statistics (BLS).

- *Industries Projected to Add Jobs Vary by Geography* – The table at right highlights the diversity of job strengths among the geographies. It presents the top 6 industries by projected job growth for the city, county, and region, (shown in bold), and includes 12 industries because not all industries are strong in all of the regions. Health Care and Social Assistance and Professional, Scientific and Technical Services make the top 6 for all geographies. Manufacturing is expected to gain jobs only in the city.

Top 6 Industries Projected to Add Jobs 2016 - 2025, by Number			
Industry	City	County	Region
<b>Health Care and Social Assistance</b>	<b>316</b>	<b>619</b>	<b>9,984</b>
Manufacturing	<b>159</b>	(12)	(4,025)
Retail Trade	<b>71</b>	<b>100</b>	296
Wholesale Trade	<b>67</b>	<b>134</b>	367
Transportation and Warehousing	<b>64</b>	56	86
<b>Professional, Scientific and Technical Services</b>	<b>62</b>	<b>144</b>	<b>1,857</b>
Construction	(10)	<b>171</b>	59
Information	42	<b>76</b>	(1,100)
Educational Services	23	29	<b>2,564</b>
Accommodation and Food Services	29	72	<b>2,204</b>
Other Services	5	(11)	<b>1,374</b>
Administrative Support, Waste Management and Remediation	24	0	<b>1,492</b>

Source: EMSI

Note: only the top 6 for each geography are in bold. Where jobs are added but industry is not in that geography's top 6, they are noted but in italics.

## Regional Economic Trends

The Gross Regional Product (GRP) helps provide an understanding of the City of Oswego's local economy by calculating the contribution of each sector to the total goods and services generated. GRP is presented in two ways, first as pie charts showing this contribution to the economy for each of the geographies, and then in tables that compare the level of GRP to the number of jobs.

### Composition of GRP

The table at right summarizes the contribution of the top six industries to GRP. It shows where industries have similar contributions and where they are different. Utilities are critical to the city and county, while regionally Government and Education is the largest sector.

Top 6 Industries as a % of 2015 GRP			
Sector	City	County	Region
Utilities	56.1%	35.0%	4.9%
Government and Education	7.5%	19.2%	27.2%
Healthcare and Social Assistance	9.2%	6.7%	9.3%
Manufacturing	8.3%	11.2%	12.8%
Business Services	6.2%	7.7%	20.0%
Retail Trade	4.6%	6.7%	6.6%

Source: EMSI

Three pie charts are presented below, each showing the composition of one of the three geographies. Each pie chart presents 11 "private" industry sectors such as manufacturing, plus the public/private Health Care and Social Assistance sector and the public Government and Education sector<sup>3</sup>, for a total of 13 sectors.

- *Concentration Among Sectors* - The pie chart visually presents the proportion of a sector's contribution to the economy; for the Economic Region the Government and Education sector is clearly very large, but other sectors are seen to have important contributions, such as Retail Trade (6.6%). The Economic Region is more diversified than that of Oswego County or the City of Oswego, where Utilities dominates and other sectors, after Manufacturing and Health Care and Social Assistance, make relatively small contributions.

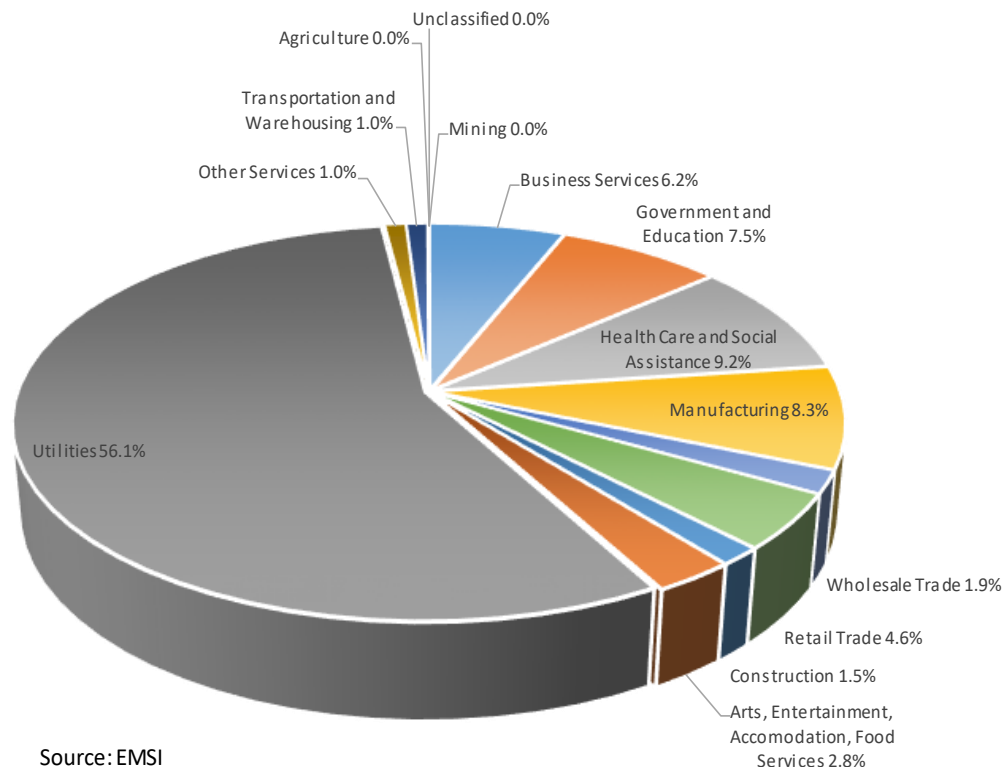
<sup>3</sup> For this analysis, Government and Education includes government-run health services and private and public schools as well as governing activities.



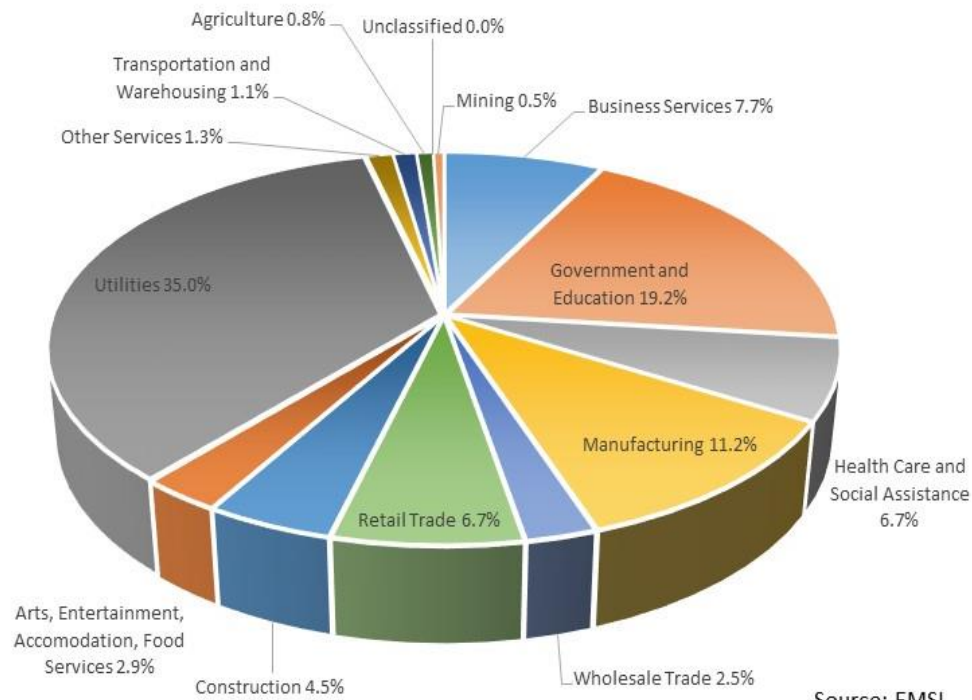
- **Utilities** - Utilities account for 4.9% of GRP for the region, 35.0% for the county, and 56.1% for the City of Oswego. This sector is dark grey in the pie charts and shrinks visibly as the charts show the geographies from the city to the larger region.
- **Public Sector** - Government and Education, typically one of the largest sectors in geographies across New York State, comprises 27.2% of GRP for the Economic Region, 19.2% for Oswego County, and 7.5% for the City of Oswego. Together with Health Care and Social Assistance, which rely considerably on public funds for provision of services, the public sector accounts for 36.5% of economic activity in the Economic Region, 25.9% in the county, and 16.7% in the city.
- **Business Services** - Information Services; Finance and Insurance; Real Estate and Rental and Leasing; Professional, Scientific, and Technical Services; Management of Companies and Enterprises; and Administrative and Support and Waste Management and Remediation Services (e.g. office support) are grouped as "Business Services" for these charts. They account for 20.0% of economic activity in the Economic Region, but much smaller portions in the county (7.7%) and the city (6.2%).
- **Manufacturing** - Manufacturing provides 12.8% of economic activity in the Economic Region and 11.2% in Oswego County. Within the city this drops to 8.3%, consistent with the decline in manufacturing jobs.

The 2013 Nomination Study stated that Manufacturing had declined from 28% of the economy for Oswego County in 1998 to 18% in 2008. These percentages were based on an analysis of only five sectors; Manufacturing, Health Care and Social Assistance, Retail Trade, Accommodation and Food Services, and Utilities; the report stated that these sectors comprised 20% of the county economy. It is therefore difficult to compare the data from the 2013 report to the current data, which includes more sectors.

### Oswego City Gross Product, 2015

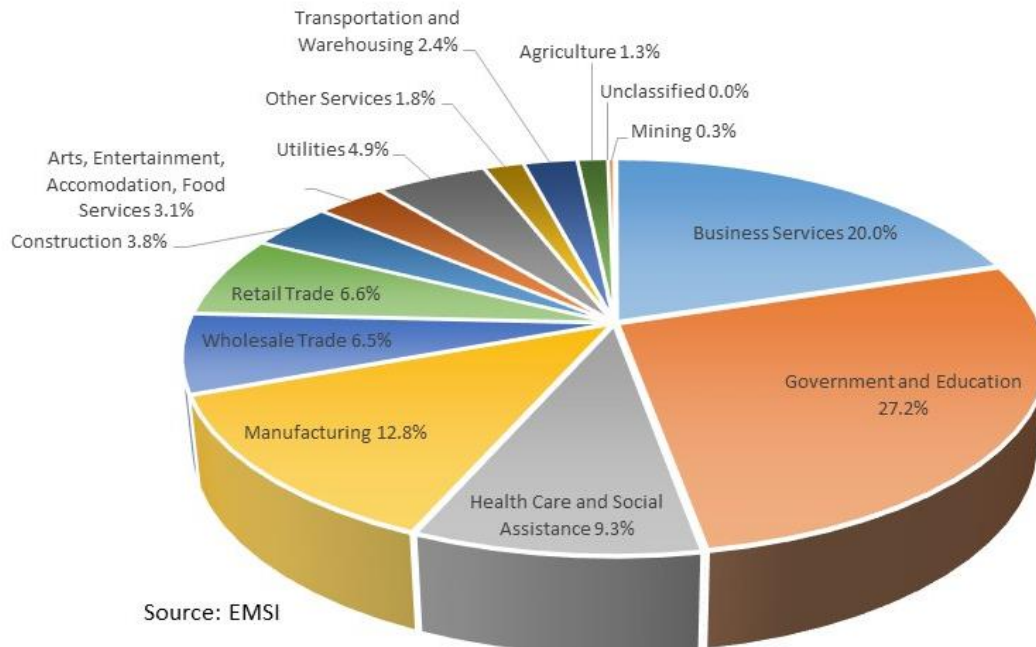


## Oswego County Gross Product, 2015



Source: EMSI

## 7-County Gross Regional Product, 2015



Source: EMSI

## GRP and Jobs

Contribution to Gross Regional Product and contribution to employment are not necessarily correlated. For example, in the City of Oswego, Utilities comprise 56.1% of the GRP, but only 8.7% of jobs. The tables below therefore present both the number of jobs, including change from 2010 to 2016, and the GRP, for each of the three geographies. To facilitate comparison, all sectors are in the same order for each table, despite making different contributions to the economy for that geography.

- Utilities represent nearly \$1 billion of GRP in the City of Oswego, but only 8.7% of jobs. This is the highest paying industry in the city with average total earnings of \$178,504 annually, compared with a city median average total earnings of \$34,558<sup>4</sup>. Spending by these households makes an important contribution to the regional economy, including supporting other jobs. In the county, the Utilities industry is 35.0% of GRP and 4.5% of jobs. In the region it provides 0.8% of jobs and a small 4.9% of GRP.
- In the city, Manufacturing provides a slightly lower percent of jobs than does Utilities, 7.7% compared with 8.7%, but the contribution to city GRP is much smaller, \$135 million compared with \$1 billion.
- The city's largest provider of jobs, by number of jobs, is the Government and Education industry, at 2,854 or 19.0% of jobs. These contribute 7.5%, or \$122.5 million, to GRP. The gap between percent of jobs and percent contribution to GRP narrows at the county level, with 14,383 jobs, or 34.7%, and a GRP contribution of 19.2%. At the regional level it is both the largest industry for jobs (139,414, or 26.4%) and the largest contributor to GRP (\$13.2 billion, or 27.2%).

City of Oswego, 2015 GRP and 2016 Jobs				
Sector	2016 Jobs	Sector % of 2016 Jobs	2015 Gross Regional Product	Sector % of GRP
Business Services	1,111	7.4%	\$99,920,206	6.2%
Government and Education	2,854	19.0%	\$122,475,206	7.5%
Health Care and Social Assistance	3,142	20.9%	\$149,548,864	9.2%
Manufacturing	1,155	7.7%	\$134,950,256	8.3%
Wholesale Trade	224	1.5%	\$30,118,237	1.9%
Retail Trade	1,634	10.9%	\$74,394,812	4.6%
Construction	370	2.5%	\$24,118,514	1.5%
Arts, Entertainment, Accommodation, and Food Services	2,335	15.6%	\$45,379,828	2.8%
Utilities	1,308	8.7%	\$910,178,033	56.1%
Other Services	549	3.7%	\$15,931,460	1.0%
Transportation and Warehousing	257	1.7%	\$15,866,719	1.0%
Agriculture	26	0.2%	\$681,077	0.0%
Unclassified	38	0.3%	\$28,850	0.0%
Mining	0	0.0%	\$169,659	0.0%
Totals	15,002	100%	\$1,623,761,722	100%

Source: EMSI

<sup>4</sup> Of 20 industries reviewed, 2016 average total earnings ranged from \$14,810 for Crop and Animal Production to \$178,504 for Utilities. Half of the industries had average total earnings at or below \$34,558. Manufacturing was the next highest, at \$97,227.

Oswego County, 2015 GRP and 2016 Jobs				
Sector	2016 Jobs	Sector % of 2016 Jobs	2015 Gross Regional Product	Sector % of GRP
Business Services	2,893	7.0%	\$283,749,361	7.7%
Government and Education	14,383	34.6%	707,726,243	19.2%
Health Care and Social Assistance	4,873	11.7%	\$247,868,998	6.7%
Manufacturing	3,150	7.6%	411,748,498	11.2%
Wholesale Trade	576	1.4%	92,448,597	2.5%
Retail Trade	4,931	11.9%	246,885,626	6.7%
Construction	1,935	4.7%	166,330,603	4.5%
Arts, Entertainment, Accommodation, and Food Services	4,283	10.3%	105,652,504	2.9%
Utilities	1,864	4.5%	1,291,658,766	35.0%
Other Services	1,406	3.4%	47,308,612	1.3%
Transportation and Warehousing	573	1.4%	\$41,843,055	1.1%
Agriculture	532	1.3%	29,896,104	0.8%
Unclassified	110	0.3%	Insufficient Data	Insufficient Data
Mining	60	0.1%	18,958,412	0.5%
Totals	41,569	100%	\$3,692,075,379	100%

Source: EMSI

7-County Economic Region, 2015 GRP and 2016 Jobs				
Sector	2016 Jobs	Sector % of 2016 Jobs	2015 Gross Regional Product	Sector % of GRP
Business Services	76,414	14.4%	\$9,716,891,130	20.0%
Government and Education	139,414	26.3%	13,219,278,715	27.2%
Health Care and Social Assistance	77,021	14.5%	4,511,813,706	9.3%
Manufacturing	40,439	7.6%	6,212,632,378	12.8%
Wholesale Trade	17,890	3.4%	3,163,717,442	6.5%
Retail Trade	62,229	11.7%	3,223,144,209	6.6%
Construction	21,045	4.0%	1,824,225,640	3.8%
Arts, Entertainment, Accommodation and Food Services	48,394	9.1%	1,502,383,628	3.1%
Utilities	4,153	0.8%	2,400,512,985	4.9%
Other Services	20,219	3.8%	855,565,324	1.8%
Transportation and Warehousing	15,753	3.0%	1,156,408,236	2.4%
Agriculture	5,617	1.1%	653,769,177	1.3%
Unclassified	1,053	0.2%	Insufficient Data	Insufficient Data
Mining	392	0.1%	143,041,791	0.3%
Totals	530,033	100%	\$48,583,384,361	100%

Source: EMSI

## Industry and Employment Trends

This section of the economic analysis studies the employment trends by industry sector, from 2010 to projections for 2025. It shows which industries have been creating new jobs and which have been shedding jobs. Projections for future job growth or loss are estimated by EMSI using these past trends and other economic data.

The table at right summarizes the recent employment trends across the three geographies and includes the state and the US for comparison. The greatest job growth during the period was in the City of Oswego, while the county jobs were essentially flat and the region shed jobs. All three geographies lagged both state and national rates of job growth.

Employment Summary - Net Jobs Added 2010 - 2016				
	2010 Jobs	2016 Jobs	2010-2016 Change	2010-2016 % Change
City of Oswego	14,252	15,002	750	5.3%
Oswego County	36,563	36,695	132	0.4%
7-County Region	535,794	530,033	(5,761)	(1.1%)
NYS	9,245,702	9,989,678	743,976	8.0%
US	144,205,572	157,312,564	13,106,992	9.1%

Source: EMSI

The next section of this analysis examines industry and employment trends in each of the three geographies. Findings for each geography are presented, followed by a table listing the industries, jobs in 2010 and 2016 with changes, and projections for 2025.

Key findings include:

- *Manufacturing* is declining regionally, with food and beverage jobs not replacing the heavy manufacturing jobs that are being shed. The City of Oswego, by contrast, has had a stable manufacturing sector, largely in the aluminum manufacturing industry anchored by Novelis, and this sub-sector is expected to continue to grow.
- *Accommodation and Food Services, Retail and Arts, Entertainment, and Recreation* have been major growth industries in all three geographies, by number of jobs, but this growth is expected to taper off in the future. In addition, these jobs are frequently part time and do not offer high earnings, although they can provide skill-building opportunities for inexperienced or young workers.

### City of Oswego Industry Employment Trends

- Accommodation and Food Services produced the greatest number of new jobs between 2010 and 2016, with 273 jobs, a 15% expansion. Growth is expected to slow, to 1% by 2025. With earnings estimated at \$15,730, many of these are not full time positions.
- Real Estate and Rental and Leasing experienced the highest growth as a percent of 2010 jobs, a 63% increase with 50 new jobs. Another 26 jobs are projected to be added by 2025, still a 20% increase. This is an industry that will tend to expand with new business starts and business expansion. The growth corresponds to job increases that suggest demand for assistance with expansion, relocation, and new business starts in industries that need commercial but not heavy industrial space, including Retail, Accommodation and Food Services, Arts, Entertainment, Information, and Recreation, and Transportation and Warehousing.
- Arts, Entertainment, and Recreation, like Accommodation and Food Services, increased its workforce, adding 65 jobs, an expansion of 47%. Also like Accommodation and Food Services, however, earnings are low and often reflect non-full-time work.

- Healthcare and Social Assistance, which includes private and non-profit organizations but not direct Government hospitals, is projected to experience the greatest growth in number of jobs by 2025, adding 316, or 10%. With earnings averaging \$48,779 these are above the city's 2016 median income of \$37,839. Growth in this sector is strongly correlated to an aging population and while the city's 2016 median age of 34.6 is below the county and region's, the city is a desirable location for these services.
- Manufacturing growth in 2010 – 2016 was driven largely by expansion in the aluminum products industry, connected to city's Novelis facility. The City of Oswego gained 233 jobs in that sector and another 203 are projected to be added by 2025. These manufacturing gains are offset by job reductions of 247 positions in paper and pulp-related industries, although the industries may be stabilizing with a loss of only another 18 projected over the next ten years. Fruit and Vegetable Processing and Specialty Foods lost 93 jobs, or 100%, indicating a business relocation or closure<sup>5</sup> (or, possibly, a reclassification of jobs/industry sector).
- Professional, Scientific, and Technical Services experienced an increase of 50 jobs between 2010 and 2016, with wages averaging \$58,020 are among the better-paying industries. Within this category, which also includes accounting and legal professions and computer and scientific jobs, the growth has come from architecture and design services, both of which are expected to continue to add jobs.

City of Oswego Industry Employment and Trends 2010 - 2025								
NAICS	Description	2010 Jobs	2016 Jobs	2010 - 2016 Change	2010 - 2016 % Change	2016 - 2025 Change	2016 - 2025 % Change	2016 Total Earnings
72	Accommodation and Food Services	1,857	2,131	273	14.7%	29	1.4%	\$15,730
62	Health Care and Social Assistance	2,993	3,142	149	5.0%	316	10.0%	\$48,779
48	Transportation and Warehousing	169	257	88	52.1%	64	25.1%	\$42,206
44	Retail Trade	1,548	1,634	86	5.6%	71	4.3%	\$31,233
71	Arts, Entertainment, and Recreation	139	204	65	46.9%	60	29.5%	\$15,579
42	Wholesale Trade	166	224	59	35.5%	67	29.8%	\$58,693
53	Real Estate and Rental and Leasing	80	131	50	62.8%	26	20.1%	\$36,106
54	Professional, Scientific, and Technical Services	284	334	50	17.7%	62	18.5%	\$58,020
51	Information	123	160	37	30.3%	42	26.0%	\$20,914
61	Educational Services	64	96	31	48.5%	23	24.3%	\$20,022
99	Unclassified Industry	20	38	17	86.3%	0	1.2%	\$28,850
31	Manufacturing	1,141	1,155	14	1.2%	159	13.7%	\$97,227
55	Management of Companies and Enterprises	30	42	11	37.4%	12	27.9%	\$31,272
11	Crop and Animal Production	20	26	6	30.3%	3	13.6%	\$14,810
52	Finance and Insurance	265	265	1	0.2%	(21)	(7.9%)	\$54,122
21	Mining, Quarrying, and Oil and Gas Extraction	0	0	0	0.0%	0	0.0%	\$0
56	Administrative and Support and Waste Management and Remediation Services	183	179	(4)	(2.0%)	24	13.5%	\$33,009
90	Government	2,792	2,758	(34)	(1.2%)	17	0.6%	\$47,380
81	Other Services (except Public Administration)	594	549	(45)	(7.5%)	5	1.0%	\$21,878
23	Construction	420	370	(50)	(11.9%)	(10)	(2.7%)	\$46,987
22	Utilities	1,364	1,308	(56)	(4.1%)	(275)	(21.0%)	\$178,504
Totals		14,252	15,002	750	5.3%	675	4.5%	

Source: EMSI

<sup>5</sup> Note for Draft: Insight from the city on this point would be welcome, as we cannot find news articles or other verification.



### Oswego County Employment Trends

- The top 6 industries adding jobs in the county are: Accommodation and Food Services, Retail Trade, Health Care and Social Assistance, Transportation and Warehousing, Arts, Entertainment, and Recreation and Professional, Scientific, and Technical Services. All are expected to continue to add jobs, with two projected to increase their rate of growth: Health Care and Social Assistance (+ 619 jobs), Professional, Scientific, and Technical Services (+ 144 jobs), both of which have earnings above the county median income of \$47,256.
- Government is both the largest industry and a leader in job losses, shedding 6% of the workforce, and 618 jobs. The contraction is projected to slow, with only more 35 jobs shed by 2025. With the population of the county aging it is possible that some of the workforce reduction could occur through retirement, which is less disruptive than layoffs.
- Manufacturing in the county is stable, with losses and gains depending on the industry. Losses in the City of Oswego's paper and pulp industries are reflected in the county data. Offsetting these are modest increases in basic chemical manufacturing, which added 51 jobs between 2010 and 2016 and is projected to add another 40 by 2025. Also included in the county data is the increase in aluminum manufacturing jobs in the city. Other metal manufacturing in the county has been contracting, from 259 jobs in 2010 to 162 in 2016 and only 55 by 2025. In some portions of Upstate and Central NY, food related manufacturing has been growing but this trend has not taken hold in Oswego County as yet.

Oswego County Industry Employment and Trends 2010 - 2025								
NAICS	Description	2010 Jobs	2016 Jobs	2010 - 2016 Change	2010 - 2016 % Change	2016 - 2025 Change	2016 - 2025 % Change	2016 Total Earnings
72	Accommodation and Food Services	3,492	3,847	355	10.2%	72	1.9%	\$16,359
44	Retail Trade	4,663	4,931	268	5.7%	100	2.0%	\$32,198
62	Health Care and Social Assistance	4,774	4,873	100	2.1%	619	12.7%	\$45,396
48	Transportation and Warehousing	486	573	87	17.9%	56	9.8%	\$43,838
71	Arts, Entertainment, and Recreation	372	436	63	17.0%	69	15.9%	\$14,882
54	Professional, Scientific, and Technical Services	738	800	63	8.5%	144	18.0%	\$56,821
53	Real Estate and Rental and Leasing	224	280	56	25.1%	26	9.1%	\$32,594
51	Information	223	278	55	24.8%	76	27.5%	\$32,875
42	Wholesale Trade	523	576	53	10.2%	134	23.3%	\$61,265
99	Unclassified Industry	59	110	51	86.3%	1	1.2%	\$28,850
21	Mining, Quarrying, and Oil and Gas Extraction	30	60	30	97.8%	11	18.1%	\$65,912
23	Construction	1,920	1,935	15	0.8%	171	8.9%	\$52,445
55	Management of Companies and Enterprises	38	52	14	37.4%	15	27.9%	\$31,272
61	Educational Services	124	124	(1)	(0.5%)	29	23.2%	\$19,333
52	Finance and Insurance	646	645	(1)	(0.2%)	(49)	(7.5%)	\$54,584
11	Crop and Animal Production	553	532	(22)	(3.9%)	(52)	(9.9%)	\$22,660
31	Manufacturing	3,182	3,150	(31)	(1.0%)	(12)	(0.4%)	\$78,290
22	Utilities	1,979	1,864	(115)	(5.8%)	(342)	(18.3%)	\$176,213
56	Administrative and Support and Waste Management and Remediation Services	961	839	(123)	(12.8%)	0	0.0%	\$29,358
81	Other Services (except Public Administration)	1,573	1,406	(167)	(10.6%)	(11)	(0.8%)	\$22,932
90	Government	10,003	9,386	(618)	(6.2%)	(35)	(0.4%)	\$66,567
Totals		36,563	36,695	132	0.4%	1,023	3%	

Source: EMSI



### *Economic Region Employment Trends*

- The top three industries for job growth 2010 – 2016 regionally are among those for the city and county: Accommodation and Food Services (+ 4,279 jobs), Health Care and Social Assistance (+ 3,647 jobs), and Retail Trade (+3,346 jobs.) The other leading industries for job growth are not major drivers for the city and county and include Educational Services (+ 2,297 jobs) and Other Services (+564 jobs) which includes services such as beauty salons and dry cleaning. Regionally only 8 of 22 industries were net job producers, in contrast to city and county where the majority of industries added jobs, even in small numbers. This can indicate a growing economic diversity and stability in those geographies, while the region may become less diversified than it was.
- Educational Services is the net largest industry for job growth by number of jobs. It includes colleges and universities and private primary and secondary schools as well as tutoring or other services. It grew by 12%, matching Accommodation and Food Services by percent growth<sup>6</sup> and is expected to expand another 12% by 2025. With the regional population not growing strongly, demand for educational services is likely from out-of-area students drawn to the colleges and universities. SUNY Oswego jobs are included in the county numbers, which show only 29 new jobs by 2025. Expansion among colleges and universities is more likely to be from the expectation that state efforts to leverage SUNY Polytechnic in Utica for manufacturing jobs in the region, and the consequent additions to faculty and staff that would result. Since NYS (as of January 2017) is seeking a replacement private partner in Utica, these job numbers may be less reliable than other projections in the tables.
- Manufacturing job losses are steeper regionally, 5% compared with 1% in the county and slight growth in the city. Major job losses are all in heavy to moderately heavy industry and include:
  - Ventilation and heating/air conditioning, - 1,070 jobs
  - Motor vehicle parts, - 701 jobs
  - Metal manufacturing (not aluminum), - 670 jobs
  - Pulp, paper, and converted paper, - 199 jobs

Food-related manufacturing has been adding jobs, but is not an important trend in the city or county.

- Dairy, + 354 jobs
  - Bakeries, + 243 jobs
  - Beverage manufacturing, + 344 jobs
- Government is shedding the most jobs by number, reducing the workforce by 10,312 jobs, or 8%. These job losses are concentrated in the Federal and local sectors, with a 5% increase in state jobs. A table including just Government sector jobs for the Economic Region follows the industry table.

It is useful to note that the Government sector had *added* 18,109 jobs between 2001 and 2010, a 16% increase, and, even with the reductions, the sector employs 117,591 persons in 2016 compared with 109,793 in 2001.

At the local level job losses may come from cooperation and consolidation as well as budget constraints imposed by the state's tax levy cap. Jobs at local government hospitals decreased 8% and at state hospitals, 16%.

Federal employment decreased in both the civilian and military sectors, with approximately 2/3 of them military positions. In Jefferson County, home to the U.S. Army's Fort Drum, 3,139 jobs are shown as lost, but

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<sup>6</sup> Unclassified, as noted above, includes new and small business who may not be fully reporting so the increase of 142% is not necessarily meaningful – these jobs are likely spread across a variety of industries.



these are largely the effect of deployment of military personnel; military personnel increases outside Jefferson County compensated for some of this, for an aggregate loss of 2,354, or 11%. Federal employment numbers, particularly for the military, are more difficult to predict than for other industries and the job losses projected here may be steeper than what actually occurs.

Since jobs in Government on average provide among the highest earnings (\$77,193) these reductions have, and will continue to have, a negative effect on the overall regional economy. Another 1,913 jobs are projected to be shed by 2025, a slower 2% decrease.

- Administrative and Support and Waste Management and Remediation Services provide various types of support for businesses, including employment, payroll, and office cleaning, among others.

In the region, this industry's job losses between 2010 and 2016 occurred mostly in 2011 and 2012, when the economy was technically said to be recovering but many regions did not experience growth. In this case, a single employer in the category Professional Employer Organization may have shed 2,352 jobs in 2011 and 2012 – this type of business provides payroll or back office services to large businesses, in addition to “leasing” long term temporary workers.

This industry is particularly notable because it is projected to add 1,492 jobs, or 8% of the existing workforce, by 2025, an about-face from the prior pattern. This corresponds to a continued, if slow, economic recovery in the region and changes in business sentiment; business growth and new business formation expectations now will create demand in the future.

7-County Economic Region Industry Employment and Trends 2010 - 2020								
NAICS	Description	2010 Jobs	2016 Jobs	2010 - 2016 Change	2010 - 2016 % Change	2016 - 2025 Change	2016 - 2025 % Change	2016 Total Earnings
72	Accommodation and Food Services	36,752	41,030	4,279	11.6%	2,204	5.4%	\$19,720
62	Health Care and Social Assistance	73,374	77,021	3,647	5.0%	9,984	13.0%	\$51,873
44	Retail Trade	58,883	62,229	3,346	5.7%	296	0.5%	\$32,678
61	Educational Services	19,526	21,823	2,297	11.8%	2,564	11.8%	\$41,428
99	Unclassified Industry	435	1,053	618	141.9%	41	3.9%	\$27,158
81	Other Services (except Public Administration)	19,655	20,219	564	2.9%	1,374	6.8%	\$29,163
11	Crop and Animal Production	5,368	5,617	249	4.6%	(571)	(10.2%)	\$31,644
55	Management of Companies and Enterprises	3,762	3,972	210	5.6%	(387)	(9.7%)	\$89,075
54	Professional, Scientific, and Technical Services	22,541	22,511	(30)	(0.1%)	1,857	8.2%	\$71,921
21	Mining, Quarrying, and Oil and Gas Extraction	443	392	(51)	(11.5%)	(36)	(9.2%)	\$52,975
22	Utilities	4,252	4,153	(99)	(2.3%)	77	1.9%	\$148,630
48	Transportation and Warehousing	15,923	15,753	(170)	(1.1%)	86	0.5%	\$51,322
71	Arts, Entertainment, and Recreation	7,554	7,364	(191)	(2.5%)	912	12.4%	\$20,102
53	Real Estate and Rental and Leasing	5,895	5,674	(221)	(3.7%)	(410)	(7.2%)	\$42,060
42	Wholesale Trade	18,204	17,890	(314)	(1.7%)	367	2.0%	\$72,151
51	Information	7,997	7,086	(912)	(11.4%)	(1,100)	(15.5%)	\$60,390
23	Construction	22,207	21,045	(1,161)	(5.2%)	59	0.3%	\$56,968
52	Finance and Insurance	20,747	19,062	(1,684)	(8.1%)	(2,237)	(11.7%)	\$76,853
31	Manufacturing	42,790	40,439	(2,351)	(5.5%)	(4,025)	(10.0%)	\$76,698
56	Administrative and Support and Waste Management and Remediation Services	21,583	18,108	(3,474)	(16.1%)	1,492	8.2%	\$35,711
90	Government	127,902	117,591	(10,312)	(8.1%)	(1,913)	(1.6%)	\$77,193
Totals		535,794	530,033	(5,761)	(1.1%)	10,635	2.0%	

Source: EMSI

Government Jobs in the 7-County Economic Region, 2010 - 2025							
NAICS	Description	2010 Jobs	2016 Jobs	2010 - 2016 Change	2010 - 2016 % Change	2025 Jobs	2016 - 2025 % Change
9011	Federal Government, Civilian	11,807	10,625	(1,182)	(10.0%)	9,460	(11.0%)
9012	Federal Government, Military	20,880	18,526	(2,354)	(11.3%)	18,604	0.4%
9026	Education and Hospitals (State Government)	11,384	9,521	(1,864)	(16.4%)	9,351	(1.8%)
9029	State Government, Excluding Education and Hospitals	15,497	16,331	834	5.4%	15,964	(2.3%)
9036	Education and Hospitals (Local Government)	40,094	36,925	(3,169)	(7.9%)	37,124	0.5%
9039	Local Government, Excluding Education and Hospitals	28,240	25,662	(2,578)	(9.1%)	25,175	(1.9%)
Totals		127,902	117,591	(10,312)	(8.1%)	115,678	(1.6%)

Source: EMSI

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