

Jefferson County Planning Commission

Any member of the public who wishes to speak should sign in in the back of the room. Please provide your name, address, and the agenda item for which you wish to speak. If you are the applicant you do not need to sign in to speak.



JANUARY 10,
2023

2024 COMPREHENSIVE PLAN UPDATE WORK SESSION

- 1. 2024 Comprehensive Plan Update SWOT Exercise**
 - a. Guided questions and input gathering.
 - b. Voting on priority items.
 - c. Discussion.

- 2. 2024 Comprehensive Plan Update Demographic Profile**
 - a. Presentation of Jefferson County's existing conditions and initial staff research.
 - b. Direction related to future research.
 - c. Review and Approval of the amended Summarized Timeline to be presented to County Commission.

Positives

Negatives

Internal

Strengths

Weaknesses

External

Opportunities

Threats

INTERNAL VERSUS EXTERNAL

Internal

- Infrastructure
- Workforce(Education, Age, Poverty)
- Municipal Assets
- Local/Regional Partnerships
- Quality of Life Resources(Parks, Healthcare, Activities)
- Cultural and Natural Resources
- Economic Resiliency

External

- Regional Competition
- Regional/National/Global Economy
- State/Federal Funding
- Demographic Trends
- Disasters(Economic, Natural)

Please provide detailed answers
Bad example; Buildings
Good example; Historic County Owned Buildings

INDIVIDUAL NOTE TAKING

We will be going over each of the four SWOT components separately. Three minutes will be given for each component. During that time please write what you believe are the key relevant ideas and areas of focus for each component on the notes provided. Record as many as you think are necessary in the time provided. Write one idea per note so they can be posted for everyone to see later in the activity. At the end of each section we will collect and post the notes.

If you are joining online please direct message over chat for your ideas to be recorded.

Example Note

Strength
Educated workforce

STRENGTHS

- What makes Jefferson County unique in the region?
- What are Jefferson County's competitive advantages(workforce, quality of life, business)?
- What are the geographical or environmental assets of Jefferson County?

WEAKNESSES

- What are the geographical or environmental liabilities of Jefferson County?
- What are Jefferson County's competitive disadvantages(workforce, quality of life, business)?
- What is affecting Jefferson County's ability to change?

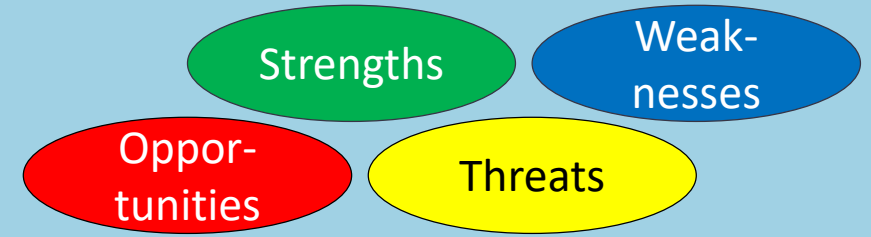
OPPORTUNITIES

- What are the reasons potential job creators and people looking to move would choose Jefferson County?
- How can the county position itself to respond to demographic shifts?
- What can be done to encourage economic adjustments?

THREATS

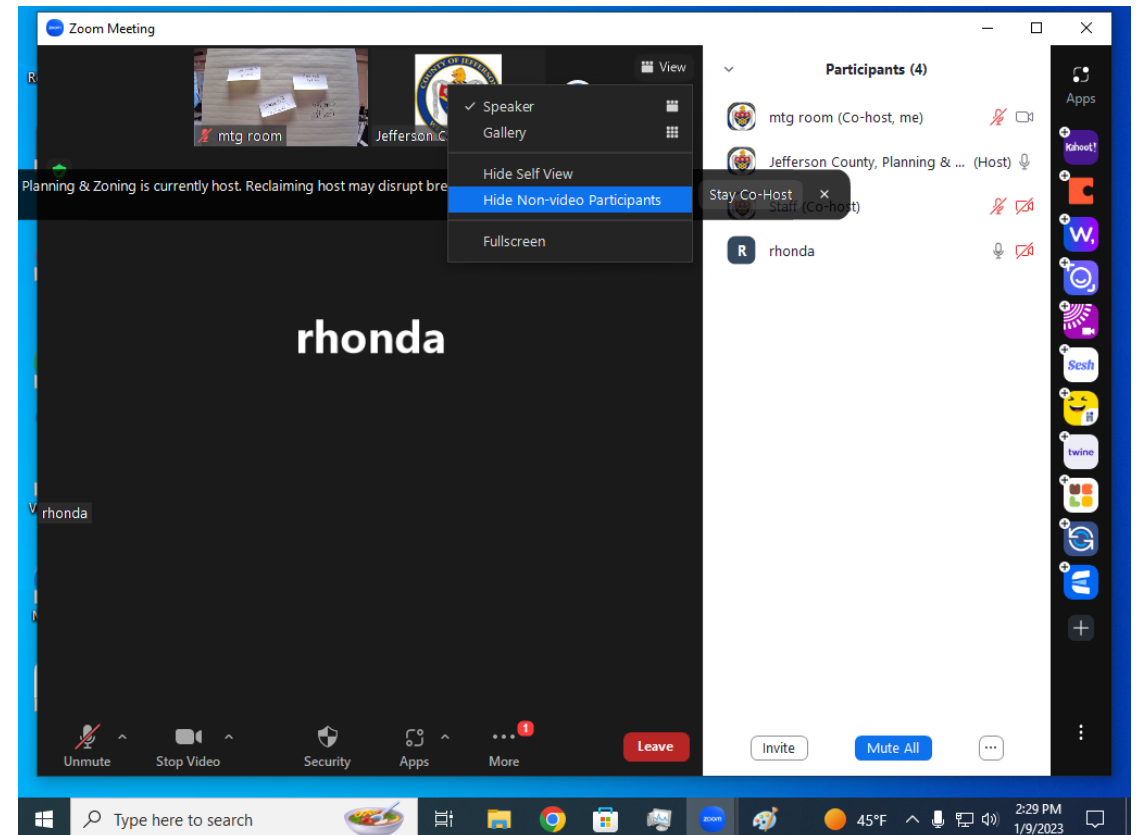
- What external factors pull the region's businesses and citizens to other locations?
- What external barriers impact business retention and population growth?
- What trends are having an adverse effect on Jefferson County?

PRIORITY ITEMS VOTING



Without discussing the ideas yet, please go around the room and vote on ideas you believe most fit and are the most critical to consider. Please vote by placing the dot on the note itself, you may use three dots per SWOT component. Please use green for strengths, blue for weaknesses, red for opportunities, and yellow for threats

If you are joining online please turn off your camera. Then navigate to the View option on Zoom and then select Hide Non-video Participants. Please then direct message over Zoom where you would like your votes to be placed. Each of the four boards of ideas will be shown on the camera.





DISCUSSION

Staff will rank each of the ideas by SWOT component based on the number of votes it received. Discussion is now open on these priority items. This is the opportunity to explain why certain ideas were added and which ideas should be prioritized moving forward.

ITEM #5: 2024 COMPREHENSIVE PLAN UPDATE DEMOGRAPHIC PROFILE

- Review of Jefferson County's existing conditions.
- Discussion regarding Staff presentation of existing conditions and direction of future research
- Review and Approval of the amended Summarized Timeline to be presented to County Commission

Data Sources: What we have from the Decennial Census

Redistricting Data Summary File (P.L. 94-171)

Public Law 94-171 directs the Census Bureau to provide the data that may be used for redistricting to the governors and the officers or public bodies having responsibility for redistricting in each of the 50 states.

This product is the first from the 2020 Census that includes demographic and housing characteristics about detailed geographic areas including states, counties and places.

- Subjects: Voting age, race, Hispanic or Latino origin, housing occupancy status, group quarters population by major group quarters type
- Lowest level of geography: Census block
- Access: FTP site in August (links to data files and support materials are available on the [Decennial Census P.L. 94-171 Redistricting Data Summary Files](#) page); data.census.gov on September 16
- Date: Released on FTP August 12, 2021; the same data released on data.census.gov on September 16, 2021

2020 Census Apportionment Results

Apportionment is the process of dividing the 435 memberships, or seats, in the U.S. House of Representatives among the 50 states. At the conclusion of each decennial census, the results are used to calculate the number of seats to which each state is entitled.

- Subjects: Resident population, overseas population, and apportionment population
- Geographic Detail: 50 States, the District of Columbia, and Puerto Rico
- Access: [2020 Census Apportionment Results](#)
- Date: Released April 26, 2021

Both of these data products primarily provide population counts.

Data Sources: What we do not have from the Decennial

Demographic Profile and DHC

The Census Bureau plans to release the [Demographic Profile](#) and the [DHC](#) together in May 2023.

The Census Bureau had tentatively planned to release the two products later this year but pushed the date to 2023 because of the need for additional processing time and to allow time for implementing new, stronger confidentiality protections. The revised schedule enables the Census Bureau to take the time needed to produce the high-quality statistics the public expects. More information about the schedule change is available in the [2020 Census Data Products: Next Steps for Data Releases](#) blog.

As an alternative, Staff will be using the American Community Survey 5-year estimates to provide more detailed demographic information to include Education, Employment, Housing, Health, Income and Poverty



Distinguishing features of ACS 1-year, 1-year supplemental, 3-year, and 5-year estimates

1-year estimates	1-year supplemental estimates	3-year estimates*	5-year estimates
12 months of collected data <i>Example: 2021 ACS 1-year estimates Date collected between: January 1, 2021 and December 31, 2021</i>	12 months of collected data <i>Example: 2021 ACS 1-year supplemental estimates Date collected between: January 1, 2021 and December 31, 2021</i>	36 months of collected data <i>Example: 2011-2013 ACS 3-year estimates Date collected between: January 1, 2011 and December 31, 2013</i>	60 months of collected data <i>Example: 2017-2021 ACS 5-year estimates Date collected between: January 1, 2017 and December 31, 2021</i>
Data for areas with populations of 65,000+	Data for areas with populations of 20,000+	Data for areas with populations of 20,000+	Data for all areas
Smallest sample size	Smallest sample size	Larger sample size than 1-year	Largest sample size
Less reliable than 3-year or 5-year	Less reliable than 5-year	More reliable than 1-year, less reliable than 5-year	Most reliable
Most current data	Most current data	Less current than 1-year estimates; more current than 5-year	Least current
Annually released: 2005-present	Annually released: 2014-present	Annually released: 2007-2013	Annually released: 2009-present

Demographic Profile

Jefferson County, West Virginia

Jefferson County, West Virginia has 209.7 square miles of land area and is the 50th largest county in [West Virginia](#) by total area. Jefferson County, West Virginia is bordered by [Frederick County, Virginia](#), [Berkeley County, West Virginia](#), [Washington County, Maryland](#), [Loudoun County, Virginia](#), and [Clarke County, Virginia](#).

The population and demographics for the county reflect the entire county including the incorporated cities.

// [United States](#) / [West Virginia](#) / Jefferson County, West Virginia

[Display Sources](#)

Populations and People

Total Population

57,701

[P1](#) | [2020 Decennial Census](#)

Education

Bachelor's Degree or Higher

31.1%

[S1501](#) | [2021 American Community Survey 5-Year Estimates](#)

Housing

Total Housing Units

23,762

[H1](#) | [2020 Decennial Census](#)

Business and Economy

Total Employer Establishments

911

[CB2000CBP](#) | [2020 Economic Surveys Business Patterns](#)

Race and Ethnicity

Hispanic or Latino (of any race)

4,137

[P2](#) | [2020 Decennial Census](#)

Income and Poverty

Median Household Income

\$86,711

[S1901](#) | [2021 American Community Survey 5-Year Estimates](#)

Employment

Employment Rate

61.2%

[DP03](#) | [2021 American Community Survey 5-Year Estimates](#)

Health

Without Health Care Coverage

5.3%

[S2701](#) | [2021 American Community Survey 5-Year Estimates](#)

Families and Living Arrangements

Total Households

21,162

[DP02](#) | [2021 American Community Survey 5-Year Estimates](#)

Jefferson County Population

Total County Population: 57,701
 In the Unincorporated Areas: 42,898
 In the Incorporated Areas: 14,803
 In the Villages: 2,250-2,447

Municipalities: The graph below is the population by town

Incorporated Cities	Population	
Bolivar	1036	
Charles Town	6534	
Harpers Ferry	269	
Ranson	5433	
Shepherdstown	1531	
Annual Population Growth Rate (PGR)	2000-2010	2010-2020
Total Incorporated	5.93	1.60
Total Unincorporated	1.92	0.53
Total County	2.68	0.79

Villages: The graph below provides a range of population estimates for the villages

Villages	Population Estimate		
Bakerton	260	-	313
Kearneysville	222	-	260
Leetown	95	-	111
Mannings	159	-	187
Middleway	482*		
Rippon	121	-	140
Shenandoah Junction	635*		
Summit Point	276	-	319

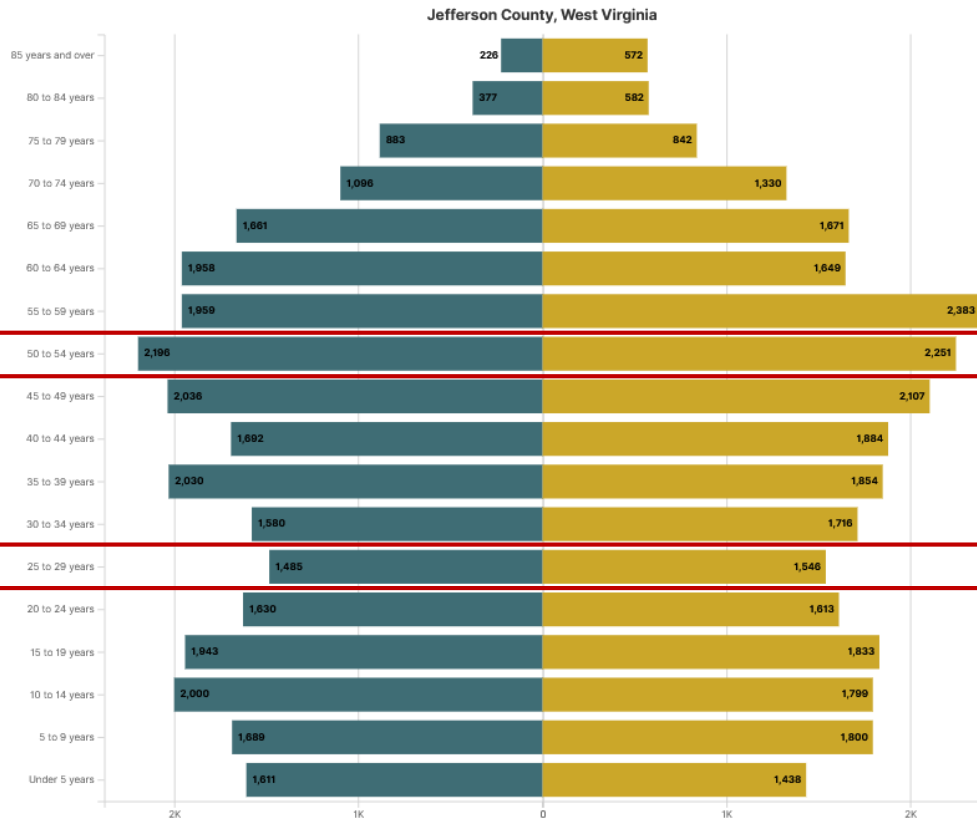
* Data was captured by the Decennial Census as a CDP. This number is not an estimate

Demographic Profile

Median Age
 Jefferson County, WV: 41.0 ± 0.4
 West Virginia, US: 42.8 ± 0.3
 United States: 38.8 ± 0.1

Jefferson County, WV

Population Pyramid: Population by Age and Sex
 in Jefferson County, West Virginia

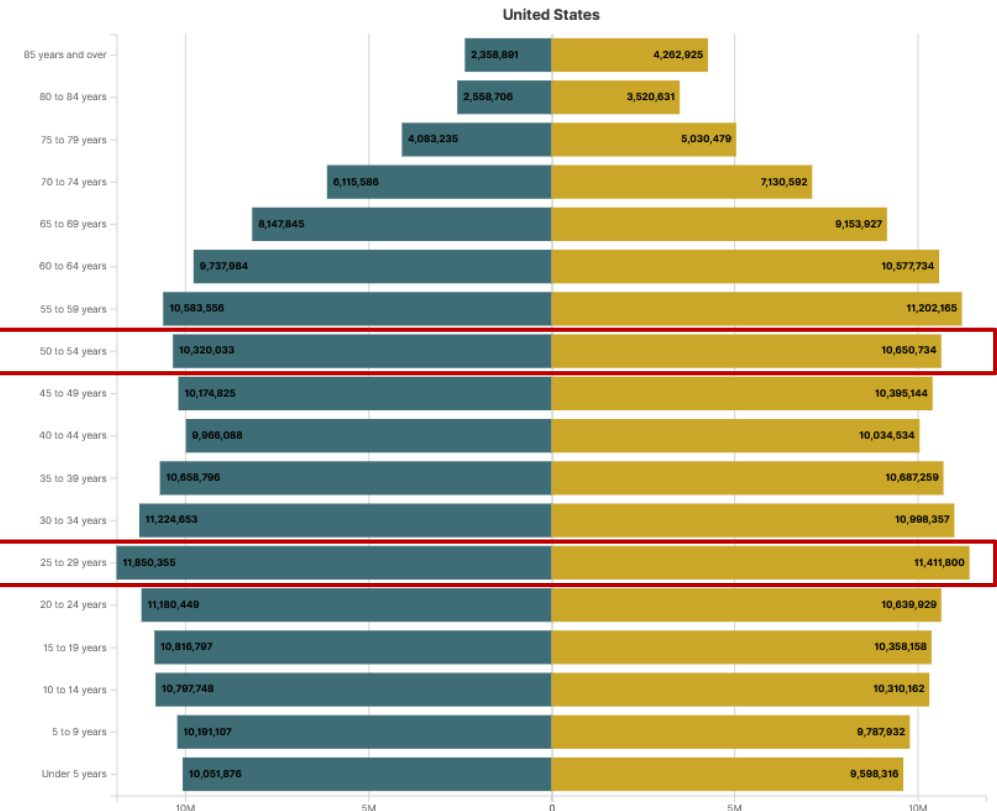


50 to 54 years

25 to 29 years

United States

Population Pyramid: Population by Age and Sex
 in United States



Racial and Ethnic Summary

Jefferson County, WV: Racial/Ethnic Summary		2000	2010	2020	2000	2010	2020
Total Population		42190	53498	57701			
Hispanic or Latino		734	2489	4137	1.7	4.7	7.2
Not Hispanic or Latino	White Alone	38400	45565	45784	91.0	85.2	79.3
	Black or African American Alone	2751	3445	3379	6.5	6.4	5.9
	First Nations People Alone	120	115	104	0.3	0.2	0.2
	Asian Alone	269	605	817	0.6	1.1	1.4
Two or more races		524	1171	3166	1.2	2.2	5.5

Annual Population Growth Rate by group (PGR)		Jefferson, WV	Berkeley, WV	Washington, MD	Frederick, MD	Loudon, VA	Clarke, VA	Frederick, VA
Total Population 2010-2020		0.8	1.7	0.5	1.6	3.5	0.5	1.7
Hispanic or Latino		6.6	7.4	10.2	8.7	5.5	8.1	9.3
Not Hispanic or Latino	White Alone	0.0	0.8	-0.6	0.1	1.1	-0.1	0.6
	Black or African American Alone	-0.2	2.6	2.5	3.8	3.6	-2.4	1.8
	Asian Alone	3.5	6.8	5.1	5.1	9.5	7.4	7.3
Two or more races		17.0	20.6	14.5	16.5	12.8	18.3	22.0

Review the Amended Summarized Timeline

Time Frame	Phases of Plan Development	Responsibility
November 2022 – April 2023	<p><u>Phase 1</u>: 2024 Plan Start Up/Organization</p> <p>*PC Meeting 12/13/23</p> <p>*PC Meeting 1/10/23</p> <p>*Joint PC/CC Meeting 2/2/23</p>	CC/PC/Staff
November 2022 – April 2023	<u>Phase 2</u> : Existing Conditions Data Collection, Mapping and Trends Analysis	Staff
May 2023 – June 2023	<p><u>Phase 3</u>: Strength, Weakness, Opportunity, Threat (SWOT) Analysis/Visioning</p> <p>*1st Public Input Meeting: week of June 5, 2023</p>	PC/Staff
July 2023 – September 2023	<p><u>Phase 4</u>: Goals and Objectives</p> <p>*Goals and Objectives Public Survey</p> <p>*County Fair Mapping Activity & Goals and Objectives: Week of August 21, 2023</p> <p>*2nd Public Input Meeting: week of August 28, 2023</p> <p>*Joint PC/CC Meeting 9/21/23</p>	CC/PC/Staff

Time Frame	Phases of Plan Development	Responsibility
October 2023 – May 2024	<p><u>Phase 5</u>: Plan Recommendations and Implementation Strategies</p> <p>*Land Use Public Survey</p> <p>*3rd Public Input Meeting: 3rd/4th week of January 2024</p> <p>*4th Public Input Meeting: late April 2024</p>	PC/Staff
June 2024 – December 2024	<p><u>Phase 6</u>: Plan Adoption</p> <p>*PC Public Hearing: tentative 7/23/24</p> <p>*CC Public Hearing: tentative 10/17/24</p> <p>Tentative Approval: 12/5/24</p>	CC/PC/Staff

What we need from the Planning Commission tonight...

- Approval of the Amended Summarized Timeline to be presented to County Commission
- Approve a name to be used for the Comprehensive Plan Update
- Establish Comprehensive Plan Work Session meeting dates for next 6 months
- Discuss when Comprehensive Plan Work Sessions can be held during regular meetings
- If there is a specific research staff needs to conduct

Takeaways from the evening

- Staff has asked County Commission for a Joint Meeting on 2/2/2023
- The demographics of the county
- Results of the SWOT exercise in determining critical components moving forward
- Next Regular or Comprehensive Plan Meeting will be on relevant municipality and regional Comprehensive Plans and coordination

February 14, 2023

Next Planning Commission Meeting

Please note: A Joint Planning Commission and County Commission Meeting has been requested for:

February 2, 2023