A Profile of the New Jersey Meadowlands Regional Economy and Workforce

Executive Summary

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The Meadowlands Economic Region
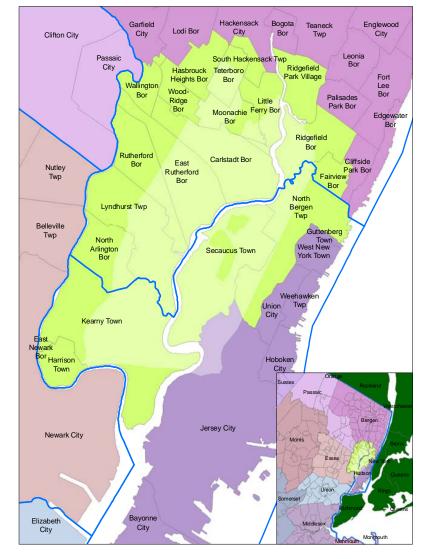
Defining the Meadowlands Region

Following a review of available economic data, the Heldrich Center, in consultation with the Meadowlands Regional Chamber, selected 20 municipalities that share important economic characteristics* and that are contained within or border the wetlands area that traditionally defines the Meadowlands according to the New Jersey Meadowlands Commission (*indicated by the light shading in the map to the right*).

The Meadowlands economic region, as defined in this report, encompasses 15 municipalities in Bergen County and 5 in Hudson County, as follows:

Bergen County
Carlstadt Boro
East Rutherford Boro
Fairview Boro**
Hasbrouck Heights Boro**
Little Ferry Boro
Lyndhurst Twp
Moonachie Boro
North Arlington Boro
Ridgefield Boro
Ridgefield Park Village**
Rutherford Boro
South Hackensack Twp
Teterboro Boro
Wallington Boro**
Woodridge Boro**

Hudson County
East Newark Boro**
Harrison Town**
Kearny Town
North Bergen Twp
Secaucus Town

** Indicates municipalities that are not included in the 14 municipality definition of the region created by the New Jersey Meadowlands Commission.

* Though it is included in the New Jersey Meadowlands Regional Commission's (NJMRC) 14 municipality definition of the region, Jersey City was excluded from the Meadowlands economic region due to the unique economic activities occurring in this city compared to surrounding municipalities. Seven municipalities were added to the economic region in addition to those defined by the NJMRC because they border the Meadowlands environmental region and share a similar industry base.

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For a copy of the full report, please visit www.Meadowlands.org
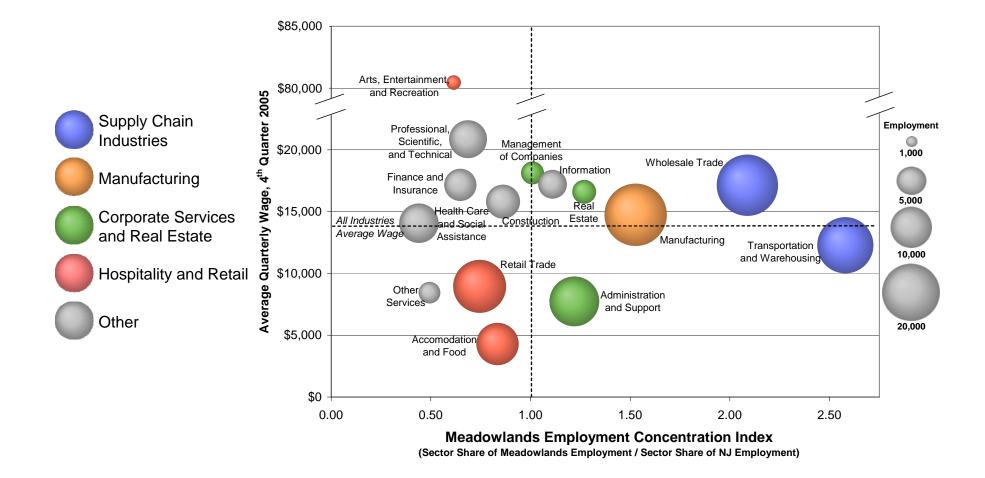
Acknowledgements

Executive Summary

Summary of Findings:
The Meadowlands Economy

The following is a summary of key findings and observations derived from the full report regarding the state of the economy in the Meadowlands region:

- The Meadowlands region is a major center of economic activity in New Jersey. It is home to **9,322 business establishments** that employed **over 154,000 workers** in 2005. 93% of these businesses employ fewer than 50 workers, and 56% employ fewer than 5.

- While the overall economy in the Meadowlands shrank slightly (-4%) between 2002 and 2005, projected growth in container shipments to and from Port Newark / Elizabeth, as well as a number of important planned transportation investments and business developments signal the potential for future economic growth in the Meadowlands region.
    - Key developments that have the potential to bring new employers and jobs to the region include plans to expand rail and bus service to and within the region, the Xanadu project, a multi-use retail, entertainment and recreational facility, En-Cap, a large residential, hotel, recreation, and retail development project, the construction of a new stadium at the Meadowlands Sports Complex, and residential and commercial development planned in the Secaucus Junction area.

- Four key industry groups - **Supply Chain Industries, Manufacturing, Corporate Services and Real Estate, and Hospitality and Retail** are either dominant and/or growing in the Meadowlands region. Together, these industry groups account for nearly two-thirds of jobs in the region. *(See the chart on the following page for a description of the size, average wages, and concentration of key industries in the region)*

- These four industry groups, and the sectors within these industries that have experienced recent growth, should be the focus of future economic and workforce development efforts in the region. Industry sectors that grew most between 2002 and 2005 include, Accommodation and Food Services (12%), Real Estate (28%) and Management of Companies (22%).

- The Meadowlands Regional Workforce Development and Sustainability Consortium and its business and government partners should focus new policies and programs on three key priorities: 1) to sustain the viability of current employment in targeted industry groups, 2) to encourage growth of existing business entities, and 3) to support the expansion of new economic opportunities in the region. These efforts should align with the New Jersey Economic Growth Strategy developed by the Governor's Office of Economic Growth, as well as the local economic and workforce strategies and initiatives developed by policymakers in Bergen and Hudson Counties.

Wages and Employment Concentration in the Meadowlands Region, by Industry

Legend:
- Supply Chain Industries (blue)
- Manufacturing (orange)
- Corporate Services and Real Estate (green)
- Hospitality and Retail (red)
- Other (grey)

Y-axis: Average Quarterly Wage, 4th Quarter 2005
$85,000 / $80,000 / $20,000 / $15,000 / $10,000 / $5,000 / $0

X-axis: Meadowlands Employment Concentration Index
(Sector Share of Meadowlands Employment / Sector Share of NJ Employment)
0.00 / 0.50 / 1.00 / 1.50 / 2.00 / 2.50

Bubble labels:
- Arts, Entertainment and Recreation
- Professional, Scientific, and Technical
- Management of Companies
- Information
- Wholesale Trade
- Finance and Insurance
- Real Estate
- Health Care and Social Assistance
- Construction
- Manufacturing
- Transportation and Warehousing
- All Industries Average Wage
- Retail Trade
- Other Services
- Administration and Support
- Accomodation and Food

Employment (bubble size): 1,000 / 5,000 / 10,000 / 20,000

Summary of Findings:
The Meadowlands Workforce

The following is a summary of key findings and observations derived from the full report regarding the workforce supply for the Meadowlands region, as well as significant educational resources available in the area:

- Employers in the Meadowlands have access to a large supply of workers. In 2000, *64%* of all Meadowlands workers lived in **Bergen** and **Hudson** counties (52,333 and 46,350, respectively). The municipalities in and immediately surrounding the Meadowlands region have large portions of their residents working within the region.

- Workers in the primary commutershed area for the Meadowlands may be more reliant on public transportation than workers commuting in from outlying suburban areas, as nearly one-quarter (22% or 197,905) of households in the primary commutershed do not have access to a vehicle.

- Over three-quarters of the residents in this primary commutershed have earned at least a high school diploma or equivalent. Nearly one-third have earned attained an Associates Degree or higher.

- A total of **24 higher education institutions** are located in the Meadowlands and surrounding areas. These institutions and the region's training providers combine to offer more than 600 separate programs to prepare people for jobs in the Meadowlands' four key industry groups. High schools in the region together offer more than 100 career and technical education programs related to these industry groups.

- The Meadowlands Regional Workforce Development and Sustainability Consortium should work closely with the education and training providers in the region, as well as with the region's employers, to develop detailed plans to prepare residents for current and future jobs in the Meadowlands region's key industries. Policymakers should also work closely with area transportation planners to ensure that workers have adequate access to public transportation options.

Key Findings: The Meadowlands Economy

Finding 1: Located close to New York City and major transportation arteries, including Port Newark / Elizabeth, the Meadowlands region is an important center of economic activity in New Jersey. The region hosts 9,322 business establishments that employed over 154,000 workers in 2005. The large majority of business establishments in the Meadowlands region (93%) employ fewer than 50 workers, and 56% employing fewer than 5 workers.

While overall employment declined by a small percentage (-4%) in the Meadowlands between 2002 and 2005, a time when the state's economy grew slightly (2% growth), several key industries and sectors in the region experienced significant growth, including Accommodation and Food Services (12%), Real Estate (28%) and Management of Companies (22%).

A number of key trends, including the expected growth of Port Newark / Elizabeth, several significant transportation investments and a number of proposed business developments, signal the potential for future economic growth in the Meadowlands region. Some of the most significant business developments that have the potential to bring new employers and jobs to the region include the Xanadu project, a multi-use retail, entertainment, and recreational facility to be located near the Meadowlands Sports Complex; En-Cap, a long-term development project involving residential, hotel, recreation, and retail development; the construction of a new stadium at the Meadowlands Sports Complex; and residential and commercial development planned in the Secaucus Junction area.

Key planned transportation developments that may benefit workers and employers include improved access to the Secaucus rail transfer station, including improved bus service in the area, and improvements to Route 3, a major business artery in the region. New Jersey Transit also plans to develop a new rail line into the Meadowlands Sports Complex from Hoboken, which is scheduled to be completed in 2008 along with a connection service to Secaucus rail transfer station. In 2016, New Jersey Transit expects to expand this rail line to New York City. A number of other rail improvements are also scheduled over the next 10 years that will improve access to the Meadowlands from parts of Bergen and Hudson Counties and Rockland County in New York.

Key Findings: The Meadowlands Economy

Finding 2: Four key industry groups, Supply Chain Industries, Manufacturing, Corporate Services and Real Estate, and Hospitality and Retail, dominate the Meadowlands economy, accounting for nearly two-thirds of jobs in the region.
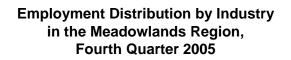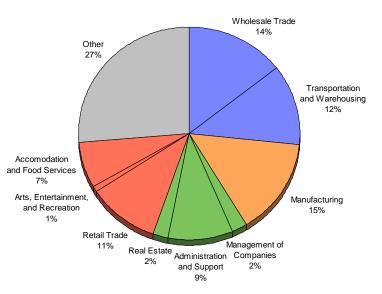
Dominant Industry Groups

Two of these groups, Supply Chain Industries (including Transportation and Warehousing & Wholesale Trade) and Manufacturing, have long been dominant industries in the region. While employment in these industries declined between 2002 and 2005, these industries account for 40% of all jobs in the region and remain concentrated in the region as -compared to the state as a whole.

Growing Industry Groups

The remaining two industry groups, Corporate Services and Real Estate and Hospitality and Retail, account for nearly one-third of all jobs in the region. Employment in many of these industries grew in the region between 2002 and 2005.

These four industry groups, and the sectors within these industries that have experienced recent growth, should be the focus of future economic development efforts in the region. Strategies should be focused on maintaining employment in dominant industries, supporting growth industry groups, and attracting new employers in key industry groups to the region. All efforts should also be aligned with the efforts of the Governor's Office of Economic Growth and the Workforce and economic development strategies of Bergen and Hudson Counties.

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Employment Distribution by Industry in the Meadowlands Region, Fourth Quarter 2005

Major Other Industries:	
Health Care and Social Assistance	6%
Professional, Scientific, and Technical	6%
Construction	4%
Finance and Insurance	4%
Information	3%
Other Services	2%

Source: New Jersey Department of Labor and Workforce Development, Quarterly Census of Employment and Wages.

Dominant Industry Groups in the Meadowlands Regional Economy

Key Industry Group #1: Supply Chain Industries

- Transportation and Warehousing
- Wholesale Trade

Total Employment (all industries): 41,042
Total Business Establishments (all industries): 1,834

Key Strengths: High employment, high concentration in Meadowlands

Key Growth Sectors: Wholesale Electronic Markets and Agents and Brokers (3% growth); Support Activities for Transportation (5%)

Key Growth Occupations (Statewide 2004-2014 projected growth):

Jobs requiring less than an Associates degree
- Flight Attendants (26% growth)
- Sales Representatives (19%)
- Packers and Packagers, Hand (19%)

Jobs requiring an Associates degree or higher
- Airline Pilots, Copilots, and Flight Engineers (27%)
- Sales Managers (24%)
- Business Operations Specialists (23%)

Key Industry Group #2: Manufacturing

- Manufacturing

Total Employment: 22,955
Total Business Establishments: 688

Key Strengths: High employment, high concentration in Meadowlands

Key Growth Sectors: Printing and Related Products (4% growth)

Key Growth Occupations (Statewide 2004-2014 projected growth):
Note: While no jobs in Manufacturing are growing statewide, the following are projected to shrink the least:

Jobs requiring less than an Associates degree
- Packers and Packagers (-12% growth)
- Industrial Machinery Mechanics (-13%)

Jobs requiring an Associates degree or higher
- Chemists (-10%)
- Chemical Technicians (-10%)

Growing Industry Groups in the Meadowlands Regional Economy

High Growth Industry Group

Key Industry Group #3: Corporate Services and Real Estate
- Management of Companies and Enterprises
- Administrative Support Services and Waste Management
- Real Estate

Total Employment (all industries): 21,141
Total Business Establishments (all industries): 879

Key Strengths: High growth of some sectors, high concentration in Meadowlands of some sectors, significant employment in some sectors

Key Growth Sectors: Real Estate (22% growth); Management of Companies and Enterprises (22%); Investigation and Security Services (15%)

Key Growth Occupations (Statewide 2004-2014 projected growth):

Jobs requiring less than an Associates degree
- Laborers / Freight and Materials Movers (29% growth)
- Real Estate Sales Representatives (23%)
- Landscaping and Groundskeeping Workers (22%)

Jobs requiring an Associates degree or higher
- Business Operations Specialists (59%)
- Registered Nurses (47%)
- Employment, Recruitment, and Placement Specialists (42%)

Potential Growth Industry Group

Key Industry Group #4: Hospitality and Retail

- Arts, Entertainment, and Recreation
- Accommodation and Food Services
- Retail Trade

Total Employment (all industries): 28,459
Total Business Establishments (all industries): 1,825

Key Strengths: Potential for high growth, growth in some industry sectors, significant employment

Key Growth Sectors: Food and Drinking Places (18% growth); Building Material and Garden Equipment Supplies Dealers (24%); Sporting Goods, Hobby, Book, and Music Stores (14%)

Key Growth Occupations (Statewide 2004-2014 projected growth):

Jobs requiring less than an Associates degree
- Musicians and Singers (40% growth)
- Coaches and Scouts (31%)
- Food Service Managers (21%)

Jobs requiring an Associates degree or higher
- Agents / Managers of Performers, and Athletes (49%)
- Business Operations Specialists (43%)
- Pharmacists (32%)

Key Findings: The Meadowlands Workforce

Finding 3: Employers in the Meadowlands have access to a large supply of workers. More than one million workers live in Bergen and Hudson Counties and the eastern portions of Passaic and Essex Counties, an area that currently provides 72% of all workers in the Meadowlands. Bergen and Hudson Counties alone provide 64% of the workforce.

Over three-quarters of the residents in this primary commuter shed have earned at least a high school diploma or equivalent. Nearly one-third have attained an Associates Degree or higher.

Finding 4: The high schools, colleges, and training providers in the Meadowlands and the surrounding region offer a variety of educational programs to prepare individuals for employment in the four key industry groups in the region.

A total of 24 higher education institutions, including Bergen Community College, Hudson County Community College, Felician College, Rutgers University - Newark, New Jersey Institute of Technology, Stevens Institute of Technology, Ramapo College, and Fairleigh Dickinson University are located in the Meadowlands and its surrounding region.

These institutions and the region's training providers combine to offer more than 600 separate programs to prepare people for jobs in the Meadowlands' four key industry groups. The region's high schools combine to offer more than 100 career and technical education programs to prepare students for jobs in the Meadowlands' four key industry groups.

The Meadowlands Regional Workforce Development and Sustainability Consortium should work closely with these education and training providers and with the region's employers to develop detailed plans to prepare residents for current and future jobs in the Meadowlands region's key industries.

Introduction

Background and Overview

Why Study the Economic and Workforce Landscape of the Meadowlands Region?

Recognizing that economic and workforce interests cross county boundaries, the New Jersey Meadowlands Commission, the Meadowlands Regional Chamber, the Workforce Investment Boards of Bergen and Hudson Counties, and other stakeholders partnered to create the Meadowlands Regional Workforce Development and Sustainability Consortium. A key mission of the Consortium is to develop a locally produced economic growth and workforce development strategy for the region.

In September 2006, The Meadowlands Regional Chamber contracted with the John J. Heldrich Center for Workforce Development at Rutgers, The State University of New Jersey to develop a detailed profile of the economic landscape of the Meadowlands region.

The purpose of this profile is to ensure that the economic and workforce strategy developed by the Meadowlands Regional Workforce Development and Sustainability Consortium is informed by an analysis of available labor market information, input from various experts in the region's economy and future development plans, and other relevant data.

The report identifies and describes areas of economic strength and opportunity in the Meadowlands region that may be suitable targets for economic and/or workforce development efforts. It also provides key descriptive information about the region's workers, potential workforce supply, and educational and transportation resources.

While it is beyond the scope of this report to assess the adequacy of the transportation and education resources and the workforce supply for particular industries and jobs, the information provided in Section 2 of the report can be used to assist employers to understand the region's current educational and transportation infrastructure and general characteristics of the potential Meadowlands workforce supply. This data can also provide helpful reference material to the Meadowlands Regional Workforce Development and Sustainability Consortium as they develop detailed plans to prepare residents for current and future jobs in the Meadowlands region.

Summary of Report Contents

This report contains two main sections, as follows:

➢ **Section 1: A Profile of the Economic Landscape of the Meadowlands Region**

  ❖ **Part 1:** An Overview of the Meadowlands Economy

  ❖ **Part 2:** Key Industry Groups and Sectors in the Meadowlands Economy

➢ **Section 2: A Profile of the Workforce Supply and Educational Resources for the Meadowlands Region**

  ❖ **Part 1:** Characteristics of the Workforce Supply for the Meadowlands Region

  ❖ **Part 2:** Educational Resources Located Near the Meadowlands Region

Report Overview
Section 1: A Profile of the Economic Landscape of the Meadowlands Region

Purpose: *To identify industries and sub-sectors that are currently or potentially important to the Meadowlands regional economy.*

Understanding the Region's Key Industries and Sub-sectors

To identify industries and sub-sectors in the Meadowlands Region that are important for both economic and workforce development reasons, the Heldrich Center chose *three primary criteria*, as follows:

- **Large numbers of jobs**
- **Significant recent or expected future growth**
- **Concentration of employment in the Meadowlands with respect to New Jersey**

In addition to displaying the above information for each industry and sub-sector, each part of this section provides information on ***average wages*** for the industries and sectors in the Meadowlands region. Part 2 also provides statewide information on the ***top five occupations*** in each of three training categories.

This information was derived from:

- An analysis of available **labor market information**
  (see Section 1 for more information on data sources)

- **Interviews with experts** in the region's economy and future development plans.
  (See Acknowledgements for a list of those interviewed)

Report Overview
Section 2: A Profile of the Workforce Supply and Educational Resources for the Meadowlands Region

Purpose: *To better understand the general characteristics of the workforce in the Meadowlands, as well as the major transportation and education resources available in and around the region.*

**Understanding the Workforce in the Meadowlands
and Mapping Key Transportation and Education Resources**

The Heldrich Center profiled the following characteristics of the region's workforce:

- **Where Meadowlands workers live (including the number and percentage of Meadowlands workers that live in major commutershed areas)**
- **Education levels of adults living in major commutershed areas for the Meadowlands**
- **The portion of the population in each commutershed area that lacks access to a vehicle**

This section of the report will also map the following resources in the Meadowlands region:
- Local bus routes
- Major highways
- Public colleges and universities in and around the Meadowlands region

Information on secondary and postsecondary programs that address the education and training needs of industry groups identified in Section 1 of this report is also included. *For more information on data sources, see Section 2.*

Note: This section of the report is intended primarily as a reference for future economic and workforce planning purposes. It is not intended to assess the adequacy of the workforce supply for particular industries or jobs. See the introduction to Section 2 for more information.

To obtain a copy of the full report, please visit
www.Meadowlands.org