Appendix E

APPENDIX E

COMMUNITY IMPACT STUDY
AND
SUPPORTING DOCUMENTATION

Pre-Construction Community and Business Impact Study

HWY 63 ROUTE RELOCATION REPORT

September 2007

Organizational Results Division
Missouri Department of Transportation

Missouri Economic Research and Information Center
Missouri Department of Economic Development

Executive Summary

MoDOT is conducting an environmental and location study of the US Route 63 in Osage, Maries and Phelps counties to evaluate current and potential future transportation needs along a 47 mile stretch of US 63 from ½ mile south of the 50/63 junction to just north of Rolla. The study objectives include improving safety, traffic flow and continuity of the north\south corridor.

An improved road system offers the potential to improve the business climate conditions of these communities. Population, taxable sales, and household income are increasing at a steady rate; however, taxable sales are low compared with surrounding counties, most of which have four lane road systems. The Local Employment Dynamics (LED) data reveals a large number of commuters in the US Hwy 63 corridor. Highway improvements would benefit these commuters greatly by shortening their drive times. A license plate study of patrons visiting local businesses revealed a high concentration of local customers. Most of them are likely residents who commute to Jefferson City, Rolla, Belle, or Freeburg. In contrast, though, Vienna attracted a wider range of customer base than the other communities probably due to being a half-way point between Rolla and Jefferson City and a pit stop for St. Louis traffic traveling to the Lake of Ozarks on the weekends. The majority of customers visited retail or gas stations in the four communities. Analysis revealed that every business studied in each community had over 60% of its customer base located within 30 miles. The Department of Economic Development has conducted similar studies in the past. The I-64 Pre-construction Analysis used LED and Quarterly Census and Employment Wage data and patterns to analyze commuting and businesses from 1999 to 2005. The study concluded the benefits of the improvements would outweigh the costs of the construction by almost double. The US Hwy 67 Post-construction Analysis reviewed the bypass of Poplar Bluff. Economic growth was slow in the first five years following construction, but by the sixth year, signs of business growth and real estate offerings began to take place near the new route.

Related studies identify contributing factors to economic growth that can also be found in each of these communities. An improved highway would lead to improved traffic flow, meaning higher traffic volume and more efficient commuting. This increase in travelers through the area has great potential for enhancing the local economic infrastructure, attracting new businesses to the area, and increasing the residential population. Higher traffic volume means a larger customer base. New businesses will be interested in the area due to improved travel times and conditions for their transportation vehicles.

Project Overview

The Missouri Economic Research and Information Center (MERIC) was asked to provide an economic analysis of changes to US Hwy 63 affecting the communities of Westphalia, Freeburg, Vienna, and Vichy. Through public meetings conducted by the Missouri Department of Transportation, many have expressed concerns about the safety of the highways through these communities, and have welcomed the prospect of a four lane highway as part of the solution.[1] This report is provided to assist in the decision making process as to the type of changes needed along US Hwy 63.

A current Business Climate is provided using data from Local Employment Dynamics, Quarterly Census of Employment and Wages, Census 2000, and Taxable Sales data. In addition to this data, community-identifying factors will be included to round out the current conditions. It is important to review the profiles of these communities as they stand right now, prior to being affected by any changes to US Hwy 63.

Local businesses are an important aspect of this project. Through the use of Geographic Information Systems, and a collaborative effort between the Department of Economic Development, the Department of Transportation and the Department of Revenue, the customer location base of potentially effected businesses were determined and analyzed. As part of the project analysis, relevant economic studies of other highway projects may provide valuable lessons learned. A short summary and review of previous studies is included. To conclude the report, both economic opportunities and possible concerns will be discussed. In addition, a community assessment and relocation strategy will be presented.

Westphalia Business Climate

Local Demographics

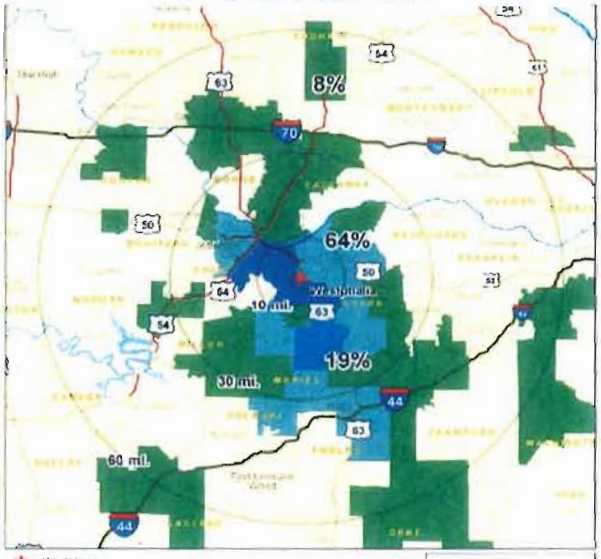
Summary	2000	2007
Population	320	334
Median Household Income	$43,167	$50,361
Trends: 2007-2012 Annual Rate	**Area**	**National**
Population	0.76%	1.22%
Median Household Income	2.31%	3.29%

- Westphalia was founded in 1838 and is located approximately 14 miles east and south of Jefferson City.
- 77 percent of Westphalia residents commute to jobs outside of Westphalia.
- Over 80 percent of the observed customers for Westphalia's businesses noted in the study came from within 30 miles
- 58.7 percent of Osage County residents leave their resident county to work in another county.

Westphalia Firms

Where do Westphalia's Customers Reside?

Westphalia Customers



License Plates by Zip Code

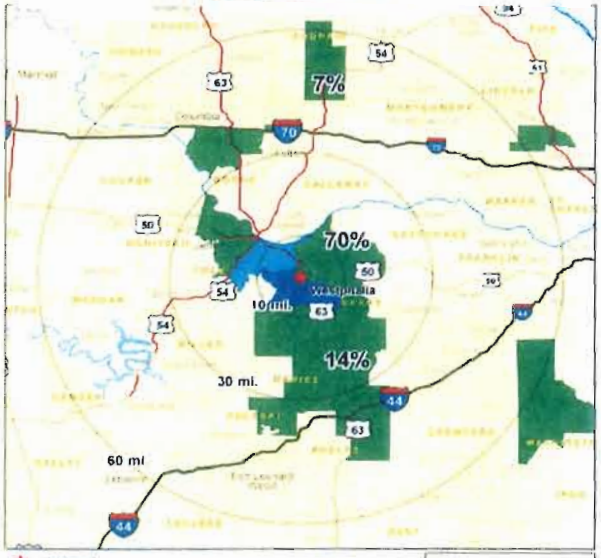
Total Number

- 40 - 118
- 20 - 39
- 5 - 19
- 1 - 4

83 percent of customers reside within 30 miles of Westphalia.

452 license plate samples collected; 15 customers were foot traffic, had plates that were out-of-state, or had plates that did not return a residential zip code.

Westphalia Retail



Westphalia Retail

Customers by Zipcode

- 11 - 49
- 5 - 10
- 1 - 4

84 percent of Westphalia retail customers reside within 30 miles of Westphalia, while only 7 percent reside within 30 to 60 miles.

146 license plate samples collected; 9 customers were foot traffic, had plates that were out-of-state, or had plates that did not return a residential zip code.

License plate survey conducted July 20-Aug 15, 2007. Surveying took place on weekdays, weekends, and at various times of day.

Those Who Live and Those Who Work in Westphalia

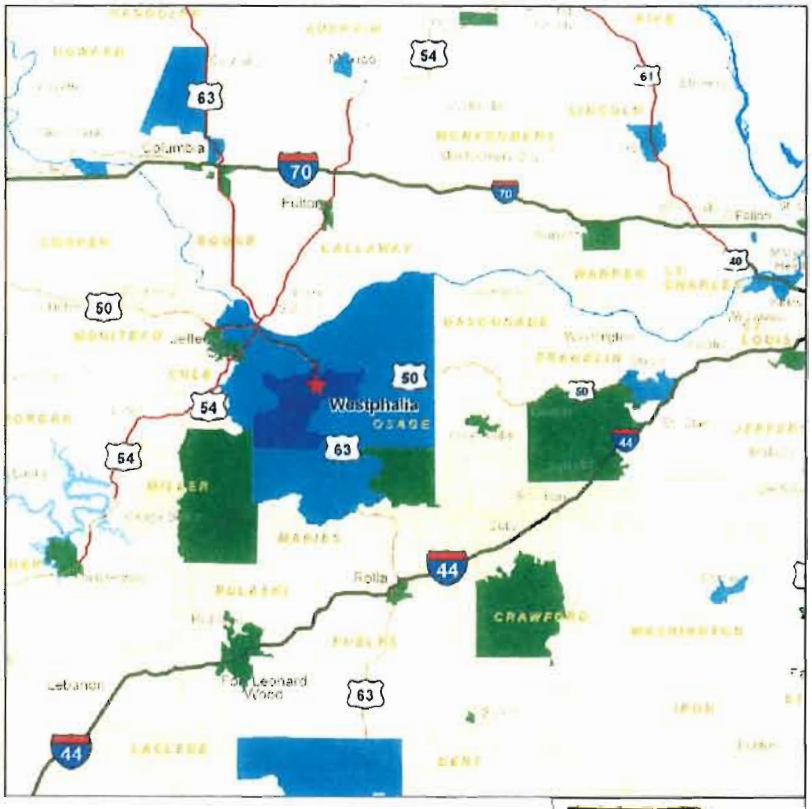
Jobs by Worker Age	Live Count	Share	Work Count	Share
Age 30 or younger	135	26.9%	122	35.2%
Age 31 to 54	291	58.1%	170	49.0%
Age 55 or older	75	15.0%	55	15.9%
	501	1	347	1

Jobs by Earnings Paid	Live Count	Share	Work Count	Share
$1,200 per month or less	128	25.5%	147	42.4%
$1,201 to $3,400 per month	270	53.9%	128	36.9%
More then $3,400 per month	103	20.6%	72	20.7%
	501	1	347	1

Where do Westphalia Residents Work?	
Manufacturing	19.0%
Public administration	17.8%
Construction	12.2%
Retail Trade	10.6%
Educational Services	10.0%
Health Care and Social Assistance	8.6%

What Industry Employment is in Westphalia?	
Educational Services	36.0%
Health Care and Social Assistance	23.9%
Manufacturing	19.6%
Construction	8.6%
Retail Trade	5.2%
Management	1.7%

US Hwy 63 Commuting Patterns - Westphalia

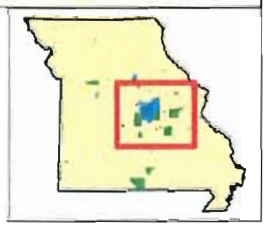


Legend

Westphalia Local Employment Dynamics Data

Number of Westphalia Commuters

- 1
- 2 - 49
- 50 or more



MERIC

MoDOT

Freeburg Business Climate

Local Demographics

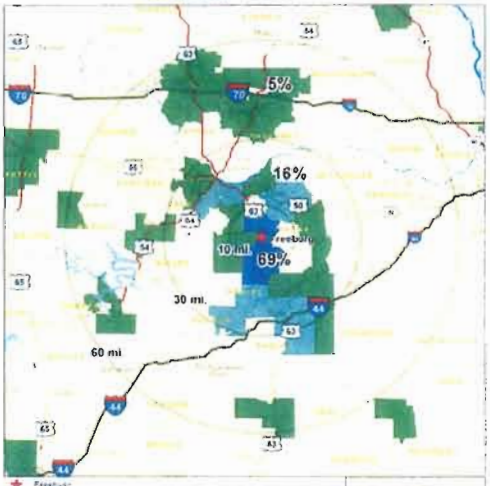
Summary	2000	2007
Population	423	452
Median household income	$37,152	$42,775
Trends: 2007-2012 Annual Rate	**Area**	**National**
Population	[illegible]	[illegible]
Median household income	[illegible]	[illegible]

- Freeburg was founded in 1855 and is located on U.S. Route 63 approximately 20 miles southeast of Jefferson City.
- 82 percent of those who live in Freeburg commute to jobs outside of Freeburg
- Osage County has 1,219 farms containing 314,788 acres of farmland.
- 58.7 percent of Osage County residents leave their resident county to work in another county.

Freeburg Firms

Where do Freeburg's Customers Reside?

Freeburg Customers



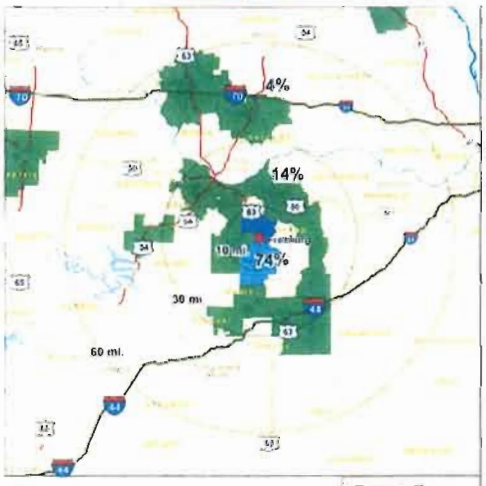
License Plates by Zip Code

Total Number

85 percent of customers reside within 30 miles of Freeburg.

295 license plate samples collected. 34 customers were foot traffic, had plates that were out-of-state, or had plates that did not return a residential zip code

Freeburg Retail



Freeburg Retail

Customers by Zipcode

88 percent of retail customers reside within 30 miles of Freeburg, with only 4 percent residing within 30 to 60 miles.

295 license plate samples collected. 34 customers were foot traffic, had plates that were out-of-state, or had plates that did not return a residential zip code

License plate survey conducted July 20-Aug 15, 2007. Surveying took place on weekdays, weekends, and at various times of day.

Those Who Live and Those Who Work in Freeburg

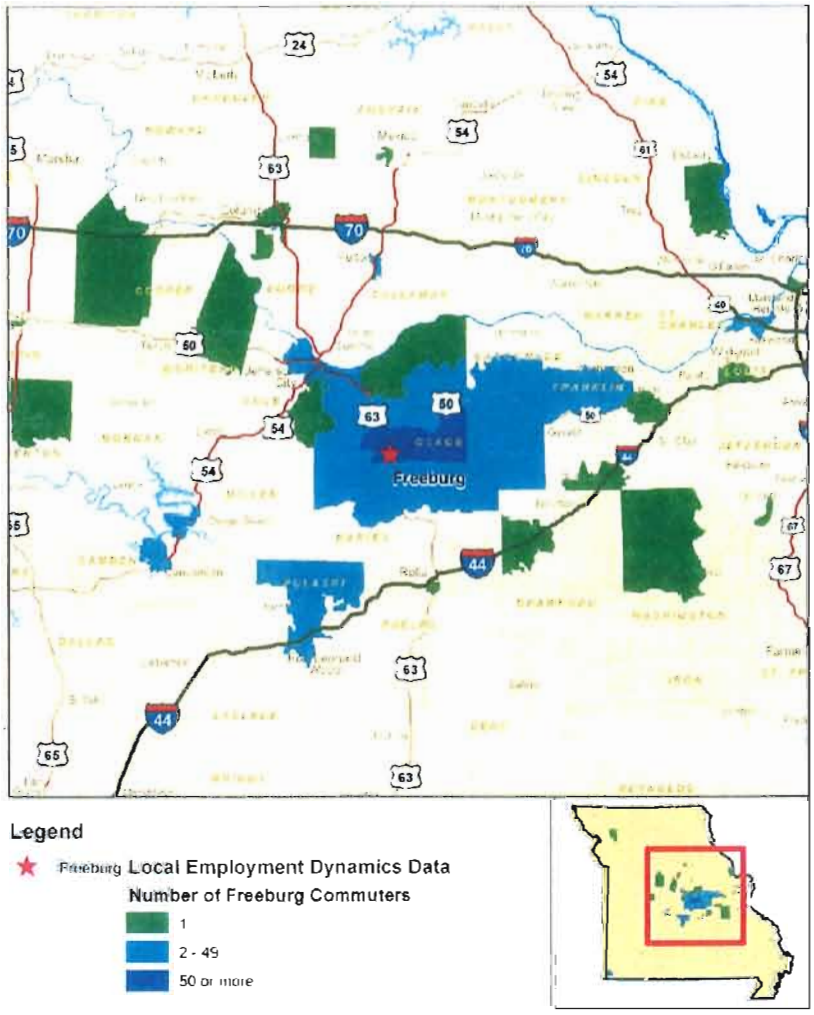
Jobs by Worker Age	Live Count	Share	Work Count	Share
Age 30 or younger	92	25.3%	196	27.5%
Age 31 to 54	195	53.7%	388	54.5%
Age 55 or older	76	20.9%	128	18.0%
	363	1	712	1

Jobs by Earnings Paid	Live Count	Share	Work Count	Share
$1,200 per month or less	110	30.3%	204	28.7%
$1,201 to $3,400 per month	194	53.4%	450	63.2%
More then $3,400 per month	59	16.3%	58	8.1%
	363	1	712	1

Where do Freeburg Residents Work?	
Manufacturing	28.1%
Public administration	14.9%
Retail Trade	9.4%
Construction	9.1%
Educational Services	7.4%
Health Care and Social Assistance	5.5%

What Industry Employment is in Freeburg?	
Manufacturing	81.6%
Retail Trade	10.0%
Wholesale Trade	2.7%
Finance and Insurance	1.5%
Accommodation and Food Services	1.5%
Construction	1.0%

US Hwy 63 Commuting Patterns - Freeburg



Legend

★ Freeburg Local Employment Dynamics Data

Number of Freeburg Commuters

- 1
- 2 - 49
- 50 or more

Vienna Business Climate

Local Demographics

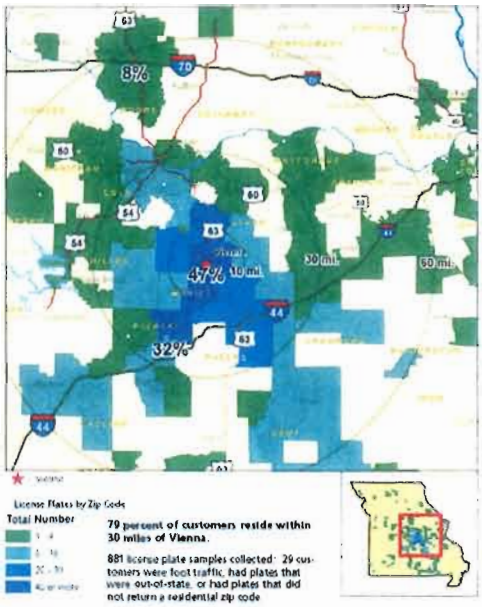
Summary	2000	2007
Population	628	650
Median Household Income	$31,708	$36,818
Trends: 2007-2012 Annual Rate	**Area**	**National**
Population	0.41%	1.22%
Median Household Income	2.30%	3.29%

- Vienna has been the county seat for Maries County since its founding in 1855.
- 65.5 percent of Maries County residents leave their resident county to work in another county (2000 census data)
- 71 percent of those who live in Vienna commute to jobs outside of Vienna.
- Vienna exhibits characteristics that can be expected to benefit economic growth following relocation, increased traffic and population.

Vienna Firms

Where do Vienna's Customers Reside?

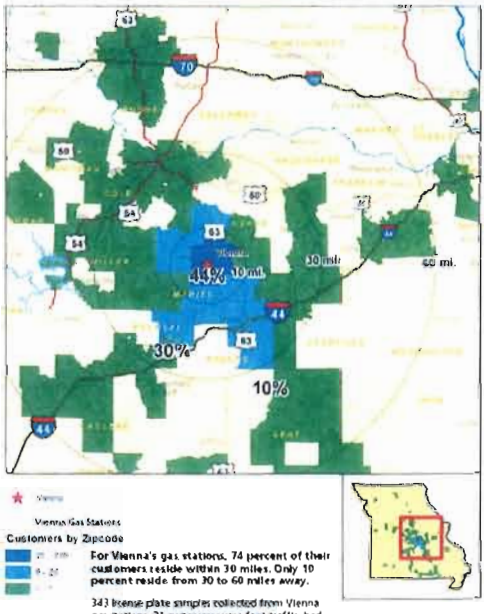
Vienna Customers



79 percent of customers reside within 30 miles of Vienna.

881 license plate samples collected: 29 customers were foot traffic, had plates that were out-of-state, or had plates that did not return a residential zip code

Vienna Gas Stations



For Vienna's gas stations, 74 percent of their customers reside within 30 miles. Only 10 percent reside from 30 to 60 miles away.

343 license plate samples collected from Vienna gas stations. 24 customers were foot traffic, had plates that were out-of-state, or had plates that did not return a residential zip code

License plate survey conducted July 20-Aug 15, 2007. Surveying took place on weekdays, weekends, and at various times of day.

Those Who Live and Those Who Work in Vienna

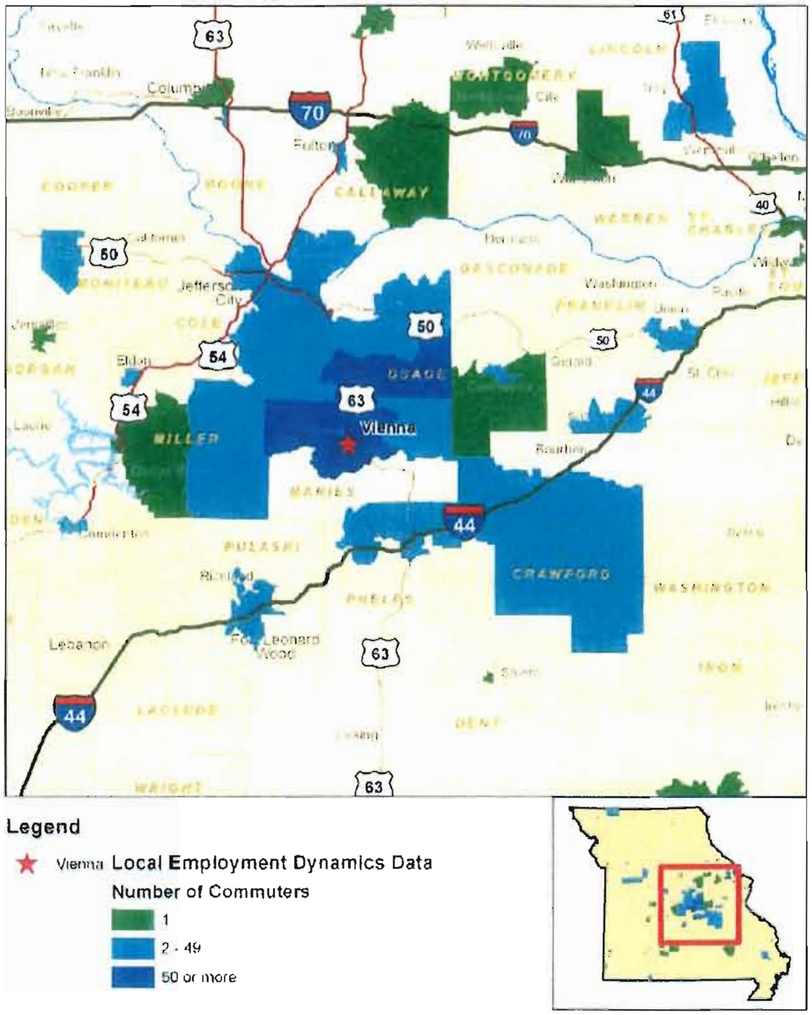
Vienna Jobs by Worker Age	Live Count	Share	Work Count	Share
Age 30 or younger	222	28.0%	221	30.2%
Age 31 to 54	442	55.8%	385	52.5%
Age 55 or older	128	16.2%	127	17.3%
	792	1	733	1

Jobs by Earnings Paid	Live Count	Share	Work Count	Share
$1,200 per month or less	246	31.1%	308	42.0%
$1,201 to $3,400 per month	445	56.2%	322	43.9%
More then $3,400 per month	101	12.8%	103	14.1%
	792	1	733	1

Where do Vienna Residents Work?	
Manufacturing	25.1%
Public administration	15.7%
Health Care and Social Assistance	10.1%
Retail Trade	9.8%
Wholesale Trade	6.4%
Construction	5.6%

What Industry Employment is in Vienna?	
Manufacturing	16.9%
Wholesale Trade	15.4%
Health Care and Social Assistance	11.7%
Educational Services	10.9%
Retail Trade	10.6%
Finance and Insurance	7.4%

US Hwy 63 Commuting Patterns - Vienna



Vichy Business Climate

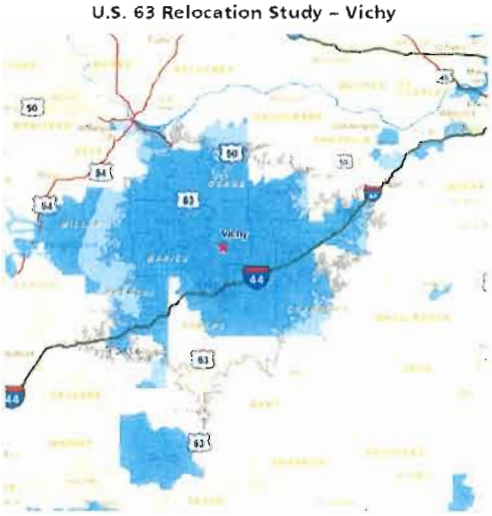
Local Demographics

Summary	2000	2009
Population	121	135
Median Household Income	$35,026	$41,075
Trends: 2007-2012 Annual Rate	Area	National
Population	1.03%	1.22%
Median Household Income	2.25%	3.29%

- Vichy is an unincorporated community located about ten miles north of Rolla.
- Only 1.7 percent of people who live in Vichy work in Vichy.
- In Maries County, there are 883 farms containing a total of 234,381 acres.

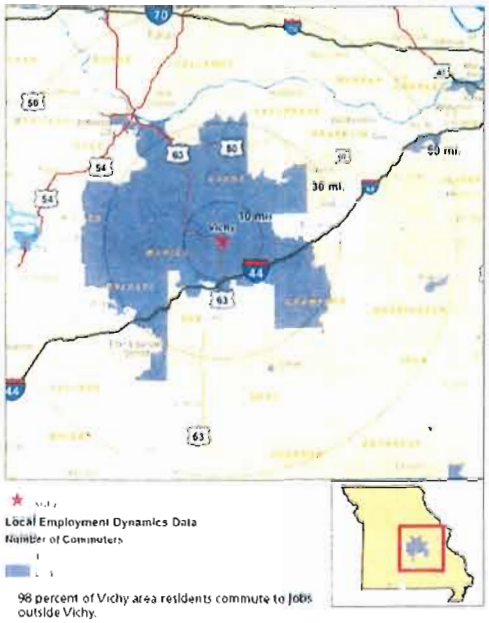
Vichy Firms

U.S. 63 Relocation Study – Vichy



*Assuming an approximate increase in average speed of five mph after highway is finished.

Work Destinations of Vichy Area Residents



98 percent of Vichy area residents commute to jobs outside Vichy.

An hour's drive time distance would expand to include Jefferson City, Linn, Union, and Lebanon due to decreased travel time following route improvements.

Those Who Live and Those Who Work in Vichy

Jobs by Worker Age	Live Count	Share	Work Count	Share
Age 30 or younger	123	29.9%	16	30.2%
Age 31 to 54	232	56.4%	30	56.6%
Age 55 or older	56	13.6%	7	13.2%
	411	1	53	1

Jobs by Earnings Paid	Live Count	Share	Work Count	Share
$1,200 per month or less	140	34.1%	14	26.4%
$1,201 to $3,400 per month	200	48.7%	24	45.3%
More then $3,400 per month	71	17.3%	15	28.3%
	411	1	53	1

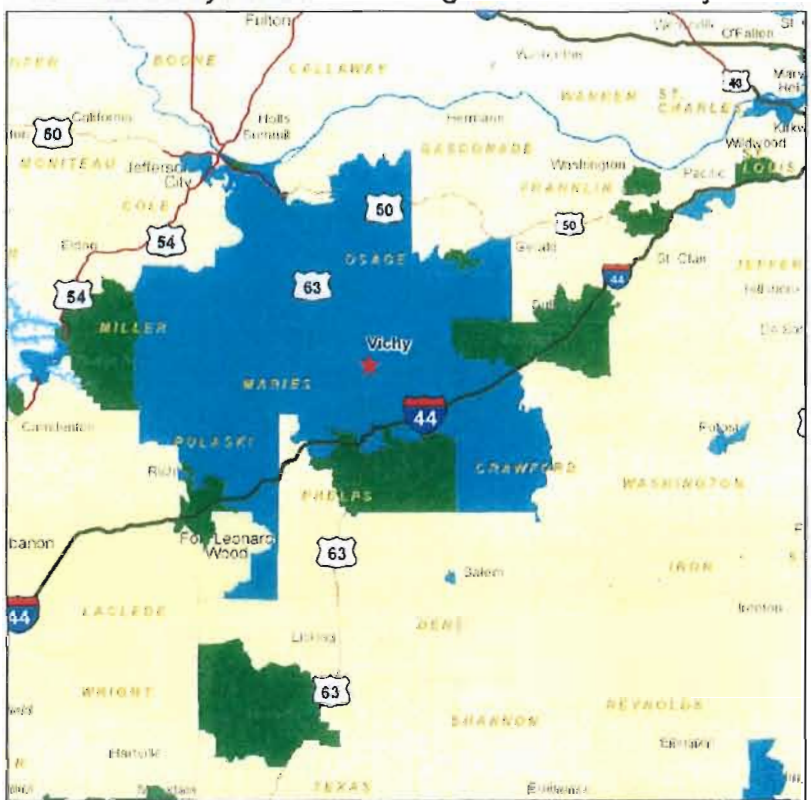
Where do Vichy Residents Work?

Manufacturing	21.7%
Retail Trade	16.1%
Health Care and Social Assistance	12.7%
Educational Services	9.0%
Construction	7.1%
Public administration	6.3%

What Industry Employment is in Vichy?

Transportation and Warehousing	71.7%
Construction	13.2%
Management	5.7%
Other services	3.8%
Wholesale Trade	1.9%
Retail Trade	1.9%

US Hwy 63 Commuting Patterns - Vichy

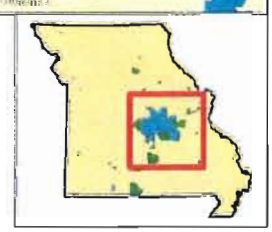


Legend

★ Vichy **Local Employment Dynamics Data**

Number of Commuters

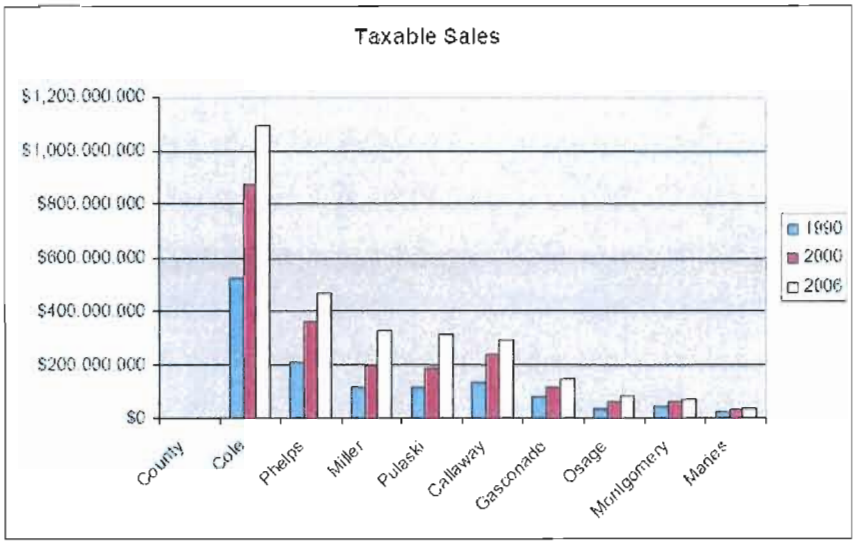
- 1
- 2 - 49
- 50 or more



MERIC

MoDOT

Taxable Sales



This chart displays the taxable sales of the region's counties at three points over the past 16 years: 1990, 2000, and 2006. All of the counties contain at least one length of four lane highway except for Maries, Osage, and Gasconade counties. Montgomery County contains a segment of I-70, but no large towns for travelers to stop at. In general, counties with improved road systems are more likely to have larger taxable sales.