

OVERALL ECONOMIC DEVELOPMENT PROGRAM

OAKLAND COUNTY
GOVERNMENTAL REFERENCE LIBRARY
1250 NORTH TELEGRAPH ROAD
PONTIAC MICHIGAN 48060

R-OCDOC
HC
107
.M52
O245
1978

OAKLAND COUNTY, MICHIGAN
1978 REVISION

OAKLAND COUNTY
GOVERNMENTAL REFERENCE LIBRARY
1200 NORTH TELEGRAPH ROAD
PONTIAC MICHIGAN 48063

OAKLAND COUNTY
GOVERNMENTAL REFERENCE LIBRARY
1200 NORTH TELEGRAPH ROAD
PONTIAC MICHIGAN 48063

COUNTY OF OAKLAND, MICHIGAN
OVERALL ECONOMIC DEVELOPMENT PROGRAM
1978 REVISION

Submitted to:

U.S. DEPARTMENT OF COMMERCE
ECONOMIC DEVELOPMENT ADMINISTRATION

Submitted by:

OAKLAND COUNTY OVERALL ECONOMIC
DEVELOPMENT PROGRAM COMMITTEE

Pontiac, Michigan December, 1978

REFERENCE LIBRARY

TABLE OF CONTENTS

	<u>Page</u>
OAKLAND COUNTY GOVERNMENTAL REFERENCE LIBRARY 1200 NORTH TELEGRAPH ROAD PONTIAC MICHIGAN 48053	
I. OEDP COMMITTEE	
A. Structure	1
B. Membership	1
C. Process	6
II. ASSESSMENT OF PAST DEVELOPMENT EFFORTS	7
A. Historical Efforts other than O.E.D.P.'s	7
B. Historical O.E.D.P. Assessment	8
1. 1971 O.E.D.P.	9
2. 1973 Upgrade	11
3. 1975 Revision	11
4. 1976 Upgrade	14
III. THE AREA AND ITS ECONOMY	16
A. U.S. Regions Comparison	16
B. Relationships of Economic Levels	23
C. The Great Lakes States	27
D. Changes in the Regional Economic Base	29
E. Michigan and Southeast Michigan	33
F. Detroit Region and Oakland County	36
IV. PHYSICAL RESOURCES	43
A. Natural Features	43
1. Geology	43
2. Topography	43
3. Hydrology	45
4. Vegetation	46
5. Soils	49
B. Infrastructure	49
1. Road System	49
2. Railroads	52
3. Air Transport	53
4. Public Transit	55
5. Electrical Transmission System	58
6. Gas Transmission System	59
7. Water System	60
8. Sewer System	62
C. Land Utilization	70
1. Housing	70
2. Retail Centers	79
3. Office Centers	86
4. Industrial Centers	88
V. SOCIAL RESOURCES	94
A. Equal Opportunity Programs	94
B. Income Maintenance Programs	95
C. Job Maintenance Programs	101
D. Job Support Services	107
E. General Education	109
F. Vocational Education	110

TABLE OF CONTENTS..cont'd.

	<u>Page</u>
VI. HUMAN RESOURCES	113
A. Population Profile	113
B. Labor Force Profile	119
C. Employment Profile	124
1. Work Force	124
2. Unemployment	131
VII. CAPITAL RESOURCES	137
A. Income	137
B. Revenues	147
C. Expenditures	149
D. Costs	150
E. Financial Characteristics	153
1. Government	153
2. Institutions	153
VIII. POTENTIALS FOR ECONOMIC DEVELOPMENT	161
A. Identification of Choices	161
1. What Can Be Influenced	161
2. Current Situation	163
3. General County Policy	165
B. Analysis of Potentials	166
1. Institutional	166
2. Human	168
3. Physical	169
C. Analysis of Problems	172
1. Determination	172
2. Institutional	173
3. Human	176
4. Physical	179
IX. DEVELOPMENT STRATEGY	183
A. Linkage of Problems/Potentials and Goals	183
B. Economic Planning Process	184
C. County Economic Goals and Objectives	184
1. Institutional	187
2. Human	188
3. Physical	190
D. Development Projects	191
1. Process	191
2. Priority Assignment Criteria	193
3. Project Listing	194
X. IMPLEMENTATION	199
A. Agencies Involved	199
B. County Work Elements	200
C. Revision and Updating	203

LIST OF TABLES

<u>Table</u>	<u>Page</u>
1. O.E.D.P. Committee Membership	2
2. O.E.D.P. Committee Functional Breakouts	5
3. U.S. Regions Comparative Population Growth Rates	16
4. U.S. and E.N.C. States Population Growth	20
5. E.N.C. States Population Projections	23
6. U.S. Employment by Industry Divisions (Percent)	24
7. U.S. Employment by Industry Divisions (Totals)	26
8. E.N.C. States Employment, 1970	28
9. E.N.C. States Employment Shifts 1940-1970	30
10. Earnings by Industry, U.S. and E.N.C. States	32
11. Industry of Employed Persons, Michigan 1940-1970	34
12. Industry of Employed Persons, Michigan and Detroit Region	35
13. Industry of Employed Persons, Southeast Michigan Counties (Percent)	37
14. Industry of Employed Persons, Southeast Michigan Counties (Totals)	39
15. Employment by Industry Group, Oakland County, 1970	40
16. Employed Persons by Major Occupational Group, Oakland County, 1970	41
17. Employed Persons by Major Occupational Group, Oakland County, 1978	42
18. Authorized Residential Units, Oakland County	71
19. Average Residential Selling Prices, 1977	76
20. Retail Establishments and Sales, 1958-1972	80

LIST OF TABLES....cont'd.

<u>Table</u>	<u>Page</u>
21. Major Retail Centers in Southeast Michigan	82
22. Major Retail Centers in Oakland County	84
23. Regional Office Centers In Southeast Michigan	87
24. Certified Industrial Parks in Oakland County	91
25. MESC Benefit Payments, 1970-1977	101
26. Characteristics of Unemployment Compensation Applicants	102
27. Oakland County Population Growth Alternative Population Projections for Oakland County	114 115
28. Oakland County Racial/Ethnic Profile, 1970	117
29. Major Occupational Groups, Oakland County (Totals)	121
30. Major Occupational Groups, Oakland County (Percent)	122
31. Employed Persons by Major Occupation, 1978	123
32. Employment by type in Oakland County, 1956-1976 (Totals)	125
33. Employment by type in Oakland County, 1956-1976 (Percent)	126
34. Business Establishments & Payroll, 1956-1976	127
35. Oakland County Employment by Type, Projections 1980-1990	128
36. Annual Average Unemployment Rates, 1970-1978	131
37. Labor Force, Employment, and Unemployment Rates, Estimates, Oakland County, FY 1979	134
38. County Total Personal Income	137
39. Tax Revenues	147

LIST OF TABLES...cont'd.

<u>Table</u>	<u>Page</u>
40. Oakland County Budget Expenditures, 1976	150
41. Major Taxpayers in Oakland County	154
42. Summary of Outstanding County Bond Issues	156
43. Summary of State Bank Conditions	158
44. Summary of National Bank Conditions	159
45. Credit Union Statistics, and Savings and Loan Association Statistics	160
46. Definition of Project Ranking Criteria	195
47. Project Ranking by Type	196
48. Overall Project Ranking	197
49. Local Project Priority	198

LIST OF FIGURES

<u>Figure</u>	<u>Page</u>
1. Geographic Divisions of the U.S.	17
Southeast Michigan Region & Detroit SMSA	18
Oakland County Municipalities	19
2. Population Changes, U.S. and E.N.C. States	21
3. Topographic Features of Oakland County	44
4. River Basins of Oakland County	47
5. Oakland County Transportation Network	54
6. Public Transportation System	57
7. Electrical Transmission System	58
8. Gas Transmission System	59
9. Oakland County Water System	61
10. Oakland County Sewer System	67
11. Major Housing Activity Areas 1970-1977	74
12. Major Retail Centers Location	85
13. Certified Industrial Parks & Industrially Zoned Land	92
14. Oakland County Population Profile, 1970	116
15. Oakland County Employment Projections, 1975-1990	130
16. Comparative Monthly Unemployment Rates, 1974-1978	132
17. O.E.D.P. Economic Planning Process	185
18. Oakland County Communities with Submitted E.D.A. Projects	192

CHAPTER I
OEDP COMMITTEE

I. OEDP COMMITTEE

STRUCTURE

Oakland County's Overall Economic Development Program Committee was appointed by the County Executive in April of 1978. The Committee is comprised of 27 members representing 15 different areas of economic interest and concern. The OEDP membership composition was reviewed and approved by E.D.A.'s Civil Rights Division; Oakland County Chapter of the N.A.A.C.P.; the Oakland-Livingston Human Service Agency, and the Pontiac Urban League.

MEMBERSHIP

Following is a listing of the Oakland County O.E.D.P. Committee membership with their associated areas of representation and occupations. Also included is a breakout of committee membership by geographic, location, sex, race, and affiliation.

TABLE 1

OAKLAND COUNTY O.E.D.P.
COMMITTEE MEMBERSHIP

1. LOCAL GOVERNMENT

Del Anderson - Development Executive
City of Pontiac

James Bates - Director of Community Development
City of Oak Park

Ronald DeMaagd - City Manager
City of Oak Park (formerly City of Ferndale)

2. COUNTY GOVERNMENT

Robert Gorsline - District 2 Commissioner
Oakland County Board of Commissioners

Patrick Nowak - Executive Officer, Administration
Oakland County Executive Office

3. BUSINESS

Mahlon Benson - President
M. A. Benson Lumber Co.

John Zachem - Regional Personnel Manager
IBM Corporation

* James Stone - President
North Oakland Chamber of Commerce

4. INDUSTRY

J. L. Taunt
Pontiac Motor Division

Brent T. Upson - Director of Economic Relations
General Motors Corporation

M. Catherine Cartwright - Program Executive
Michigan Department of Commerce, OEE

5. LAND DEVELOPMENT

Robert Carey - President
Thompson-Brown Co.

6. BANKING & FINANCE

Aleck Capsalis - Executive Vice President
Community National Bank

7. UTILITIES & ENERGY

Ralph Hahn - Regional General Manager
(Dave Sackman, Representative)
Consumers Power Co.

J. Philip Lenihan - Manager, Oakland Division
(Joe Ford, Representative)
Detroit Edison Co.

8. EDUCATION

Dr. Rex Wood - Assistant Superintendent
Oakland Schools

9. ORGANIZED LABOR

Thomas Turner - President
(Joe Forbes, Representative)
Metropolitan Detroit AFL/CIO Council

Ken Morris - Region 1B Director
(John Dewan, Representative)
United Auto Workers

10. MINORITY GROUPS

Larry Balber - Coordinator of Indian Affairs
Walled Lake Schools

Pecola Burns
National Assoc. of Negro Business & Professional Women

11. WOMEN & YOUTH

Brenda Harris
New Community Development Group

Dawn Smith - Student
Oakland University

12. UNEMPLOYED & UNDEREMPLOYED

Marie Hogan - Senior Aid Program
Oakland Livingston Human Service Agency

Lynn Kish - Secretary
Oakland County Head Start Policy Council

13. HUMAN SERVICES

**Ed Revis - Executive Director
(Bill Budlong, Representative)
Oakland Livingston Human Service Agency

14. ENVIRONMENTAL

Peggy Johnson - Director
Clinton River Watershed Council

15. COMMUNICATIONS

John Riley - Former Vice President
The Oakland Press

*Chairperson
**Vice-Chairperson

TABLE 2

OAKLAND COUNTY O.E.D.P.
COMMITTEE FUNCTIONAL BREAKOUTS

<u>GEOGRAPHIC</u>	<u>NO.</u>	<u>%</u>
Pontiac	10	.37
Ferndale	3	.11
Detroit	3	.11
Birmingham	1	.04
Bloomfield Hills	1	.04
Clarkston	1	.04
Farmington	1	.04
Farmington Hills	1	.04
Lake Orion	1	.04
Madison Heights	1	.04
Oak Park	1	.04
Southfield	1	.04
Utica	1	.04
Walled Lake	1	.04
	<u>27</u>	<u>1.03</u> (due to rounding)
 <u>SEX</u>		
Male	20	.74
Female	7	.26
	<u>27</u>	<u>1.00</u>
 <u>RACE</u>		
White	21	.77
Black	5	.19
Native American	1	.04
	<u>27</u>	<u>1.00</u>
 <u>AFFILIATION</u>		
Government	5	.19
Services	5	.19
Special Interests	4	.15
Business	4	.15
Industry	3	.11
Labor	2	.07
Minority	2	.07
Unemployed & Underemployed	2	.07
	<u>27</u>	<u>1.00</u>

PROCESS

The O.E.D.P. Committee met 13 times from April 26 to August 31. During these four months, the Committee logged over 370 person-hours of contributory time, excluding preparation and review time outside the formal meetings. It was decided at the outset not to form an executive committee, but rather have the full committee participate in all discussions. Over the course of these 4 months the Committee was convening weekly for the most part, and had an average attendance of 15. Over 70% of all committee members attended at least half of all scheduled meetings. This excellent level of participation was of great benefit to the staff in the preparation of this O.E.D.P. document.

II. ASSESSMENT OF PAST DEVELOPMENT EFFORTS

HISTORICAL EFFORTS OTHER THAN O.E.D.P.'s

The County Planning Commission (now Division) has been charged with the responsibility of performing economic analyses, and making recommendations as to the direction the County should pursue with regard to economic development. These mandates have taken the form (with the exception of the O.E.D.P.'s) of specialized studies of various functional areas (unemployment, industrial markets, retail shopping patterns, employment projections, land use allocations, etc.) as well as studies organized as background for a countywide Comprehensive Development Plan. There has also been work completed in developing a series of County Growth Policies (one section of which dealt with economic growth) which were approved by all local communities and the County Board of Commissioners in 1972 and 1973. Despite high quality of this past work, and the sincerity of their implementation intentions, they in sum have had a very limited impact on the County's economic direction which (as is true in most cases) has been determined by the private sector, with some planning and direction on the part of local communities.

Two groups of events of the recent past have helped to change and strengthen the County's current posture toward economic planning and development. The first was the passage of PA 139 of 1973 which permitted the creation of a County Executive form of government, and which in fact was approved by the electorate of Oakland County in 1974 resulting in the election of Michigan's first (and as yet, only) County Executive.

The second series of events was the passage of 4 key pieces of State legislation between 1974 and 1978 which have done and will do much to bolster economic development. These are:

P.A. 198 of 1974 (Plant Rehabilitation &
Industrial Development Districts)

P.A. 338 of 1974 (Local Economic Development Corporations)

P.A. 197 of 1975 (Downtown Development Authorities)

P.A. 255 of 1978 (Commercial Redevelopment Districts)

The implementation of a County Executive form of government has helped to define and specify policy and operational roles in county government, as well as give a new measure of accessibility to the voters to keep their officials accountable. It has also allowed the county to become directly involved in economic development, at least to the extent of integrating and coordinating public programs which impact economic activity, as well as in developing (via the O.E.D.P. process) economic policy.

The four state acts mentioned have been implemented and utilized by a number of local units of government in order to strengthen public-private partnerships in economic development. The County itself is now considering the use of this legislative potential in order to facilitate local unit's efforts in this area, as well as to strengthen its own position.

HISTORICAL O.E.D.P. ASSESSMENT

Oakland County prepared its first O.E.D.P. in 1971, and revision updates in 1973, 1975, and 1976. This current upgraded O.E.D.P. therefore represents the fifth O.E.D.P. filed by Oakland County in the last 7 years. These efforts have been somewhat uneven in terms of quality, conformance to E.D.A. guidelines,

and effectiveness. It is hoped that this latest effort will be superior to previous O.E.D.P.'s on all three counts.

1971 O.E.D.P.

The original O.E.D.P. was submitted twice; in its initial (1971) format and in the upgraded 1973 document. The following goals and objectives and programmatic activities were set forth in those submissions.

1. Reduce the unemployment rate to an acceptable level. Create jobs through new economic development.
2. Begin immediately to construct the economic base which will accommodate the higher educated strata without displacement of the marginally educated persons currently in the labor force.
3. Develop additional commercial uses of the facility which will support the expansion of air-transportation services and enable the expansion to begin at an early date.
4. Improve the balance in the economy through additional service sector jobs of a counter-cyclical nature.
5. Continue to concentrate on the vocational education programs which upgrade the skill levels. Stimulate the service and manufacturing industries which employ wide ranges of unskilled workers.
6. Improve the facilities for the juveniles, many of which will soon enter the labor force. A good environment for the educational and vocational services offered is imperative.
7. Improve community attitudes with developments which increase local pride and portray the favorable aspects of the County.
8. Establish a substantial recreation/tourist attraction which serves as the focal point for numerous ancillary projects.

The following three capital works projects were identified as action programs designed to implement the stated goals:

Industrial Park (Airport Astropark)	\$ 400,000
Stadium/Recreational Complex	3,000,000
Children's Village Facilities	<u>500,000</u>
Total:	\$ 3,900,000

None of the three projects proposed in the 1971 O.E.D.P. were granted funds by the E.D.A. Since that time however, all three projects have been completed utilizing other funding sources primarily local.

The Astropark industrial park at Oakland-Pontiac Airport has been partially implemented utilizing County general fund monies. This 47 acre complex contains 10 acres of taxiways, aprons, and roads; has sewer, water, and underground electrical utilities; and is landscaped. Thus far 2 firms have located combination hangar/shop/office facilities in Astropark (Budd Co.'s 12,000 s.f. building and Williams Research's 7,600 s.f. facility under construction). Another firm is currently negotiating with the Airport for location of a 12,000 s.f. building, and the County is attempting to secure the location of the F.A.A.'s GADO #20 District Office at Astropark. Investment to date at Astropark alone has totaled \$446,000. Total capital investment at all three county-run airports, (Oakland-Pontiac, Oakland-Orion, and Oakland-Troy) as of December 31, 1977 is \$5,637,000. This investment includes land, building, and equipment costs, and has been generated in ten years (1967-1977).

The Stadium (referred to as the Pontiac Silverdome) was completed on-time, under budget, and opened in August 1975. The Silverdome's total cost was 53 million dollars which was financed by 15 million dollars in G.O. bonds; 25 million dollars in revenue bonds; 7.6 million via installment contracts; and 5.4 million on bond investments. The City of Pontiac issued the bonds and is currently the stadium's owner. The 80,000 seat facility now

hosts 150 events per year, and is the home of the Detroit Lions (professional football), Detroit Pistons (professional basketball), and Detroit Express (professional soccer). The stadium with its ancillary revenue activities (concessions, parking, advertising, and state subsidy) has been operating at a roughly breakeven point recently, and the stadium authority projects an operating surplus in future years if the events schedule continues to expand.

Children's Village is a county run facility for delinquent children and wards of the State. Currently it can accommodate approximately 150 youths and provide a full range of counselling, training, education, and support services. The monies referred to in the 1971 O.E.D.P. submittal were to be used to construct a school for Children's Village. This has since been done utilizing \$4,379,000 in Federal Revenue Sharing monies, and \$189,000 of County General Fund monies. The new school opened in 1974.

1973 O.E.D.P.

The 1973 upgrade of the original O.E.D.P. did not alter any of the goals or action programs of the original, but merely concentrated on strengthening the analytical sections of the report, and linking them more closely with the problems and strategies sections.

1975 O.E.D.P.

The original County O.E.D.P. was revised again in 1975. This update differed from the previous efforts in that it attempted to convey the process thinking then underway in Oakland, with regard to economic development. Three events were in progress

at the time of the 1975 submission which when implemented were to more formally impact economic planning and development activities. These were: 1) the institution of a County Executive form of government; 2) the completion of a Comprehensive County Development Plan; and 3) the creation of a Council of Economic Advisors. These "process" events were submitted in lieu of the typical goals and strategies sections because of the situation of flux that existed at the time. All three events were eventually to be integrated in order to form a framework upon which economic development decisions could be made.

The County Executive form of government was implemented in an elective format and has been functioning now for almost four years. As indicated previously its success has been mixed, but with regard to economic development it has proved a viable means of focusing both policy and action.

The background work for a Comprehensive County Development Plan was completed in June 1976. Since that time no further work has been done on its refinement or implementation, and it is unlikely that additional work will be authorized unless so mandated by the State.

The Council of Economic Advisors, consisting of 12 members was appointed by the County Executive in March, 1975 and met formally seven times (and a number of informal occasions) until it was disbanded in April, 1976. The stated purpose of the C.E.A. was to provide economic analysis and advice to the County Executive and Board of Commissioners, to assist them in the creation of public policy and action for the purpose of creating and maintaining

conditions which promote maximum employment, reduce cyclical instability, and encourage productivity within a framework of equal opportunity and sensitive environmental, energy, and land utilization. The C.E.A. reviewed a number of items dealing with the County's economy including: 1) population and employment forecasts; 2) E.D.A. Section 302 grant proposal; 3) SEMTA transportation proposals; 4) State of Michigan transportation policies; 5) County Development Plan work; 6) County CETA programs and problems; 7) County budget and financial position; 8) investigation of ways to improve the County Executive form of government; 9) review of bonding capacity projections; 10) analysis of public employment and expenditure trends; 11) work toward developing an estimation of Gross County Product; and 12) review of the State's Economic Action Council recommendations. The C.E.A. issued a number of resolutions on these matters as well as meeting formally and informally with top county administration officials to advise them relative to these matters.

In addition to these "process" or "software" programs, the 1975 O.E.D.P. also included three hardware projects:

Parking Structure (City of Pontiac)	\$ 776,000
Street Improvements (City of Pontiac)	300,000
Fire Station (City of Southfield)	<u>200,000</u>
	\$1,176,000

All three of these projects have been funded by E.D.A. under Public Works and Economic Development Act of 1965 titles. It is estimated that these three facilities have created approximately 30 permanent employment opportunities as well as retaining over 400 existing jobs, and generating 150 construction jobs. The

completion of these three projects has resulted in substantial benefit to the constituent communities, especially in the case of Pontiac where they acted as catalysts for additional public and private sector redevelopment efforts.

1976 O.E.D.P.

The upgraded 1976 O.E.D.P. attempted to update information for all three previous efforts as well as include additional local capital improvements projects. The list of local projects solicited for inclusion in this revision of the O.E.D.P. and their respective priorities and total project costs are as follows:

PRIORITY 1

District Court Bldg. (City of Oak Park)	\$ 650,000
Highwood Road Extension (City of Pontiac)	1,500,000
Community Bldg. Renovation (Royal Oak Twp.)	825,000
Parking Facility (City of Birmingham)	750,000

PRIORITY 2

Industrial Parking Area (City of Oak Park)	\$ 345,000
Revolving Loan Fund (City of Pontiac)	2,500,000

PRIORITY 3

Industrial Parking Area No. 2 (City of Oak Park)	\$ 180,000
Civic Center Sports Arena (City of Pontiac)	<u>2,000,000</u>

Total Cost: \$8,750,000

Of the Priority 1 projects, the Oak Park District Court Bldg., Royal Oak Township Community Bldg. renovation, and the Birmingham Parking Structure have not been undertaken. The Highwood Road extension to industrial properties in Pontiac was completed in 1978 utilizing a \$1,906,392 L.P.W. grant.

Of the Priority 2 projects neither the Oak Park Industrial Parking Area or Pontiac's Revolving Loan Fund to construct industrial buildings were funded by E.D.A. or have since been undertaken.

Neither of the Priority 3 projects, Oak Park's Industrial Parking Area No. 2, and Pontiac's Civic Center Sports Arena, has been started, although the Pontiac YMCA is committed to seeing the sports complex built in the future.

Despite the inability to undertake these 8 projects using regular P.W.ED. Act monies or local funds, the impact of Local Public Works grants in 1977 has more than offset these "no-gos". There were 10 grants totaling \$15,335,326 made to Oakland County communities in Round 1 of the L.P.W. program. In Round 2, an additional 14 grant obligations were made totaling \$16,125,685. This impact of over 31 million dollars in a period of less than two years represents the most significant E.D.A. sponsored investment in Oakland County to date.

CHAPTER III
THE AREA AND ITS ECONOMY

III, THE AREA AND ITS ECONOMY

U.S. REGIONS COMPARISON

Over the fifty year period, from 1920 to 1970, the far West region of the United States grew at a faster pace than the South, Northeast, and the North Central states. Recent population estimates by the U.S. Bureau of the Census continue to show the western, and now the southern states increasing in population at rates faster than the nation as a whole.

Despite the national shifts which took place from 1920 - 1970, the Great Lakes states developed at rates comparable to those of the nation as a whole. The Great Lakes states are comprised of Illinois, Indiana, Michigan, Ohio and Wisconsin. These five states are identified as the East North Central section of the country by the U.S. Bureau of the Census. See Figure 1.

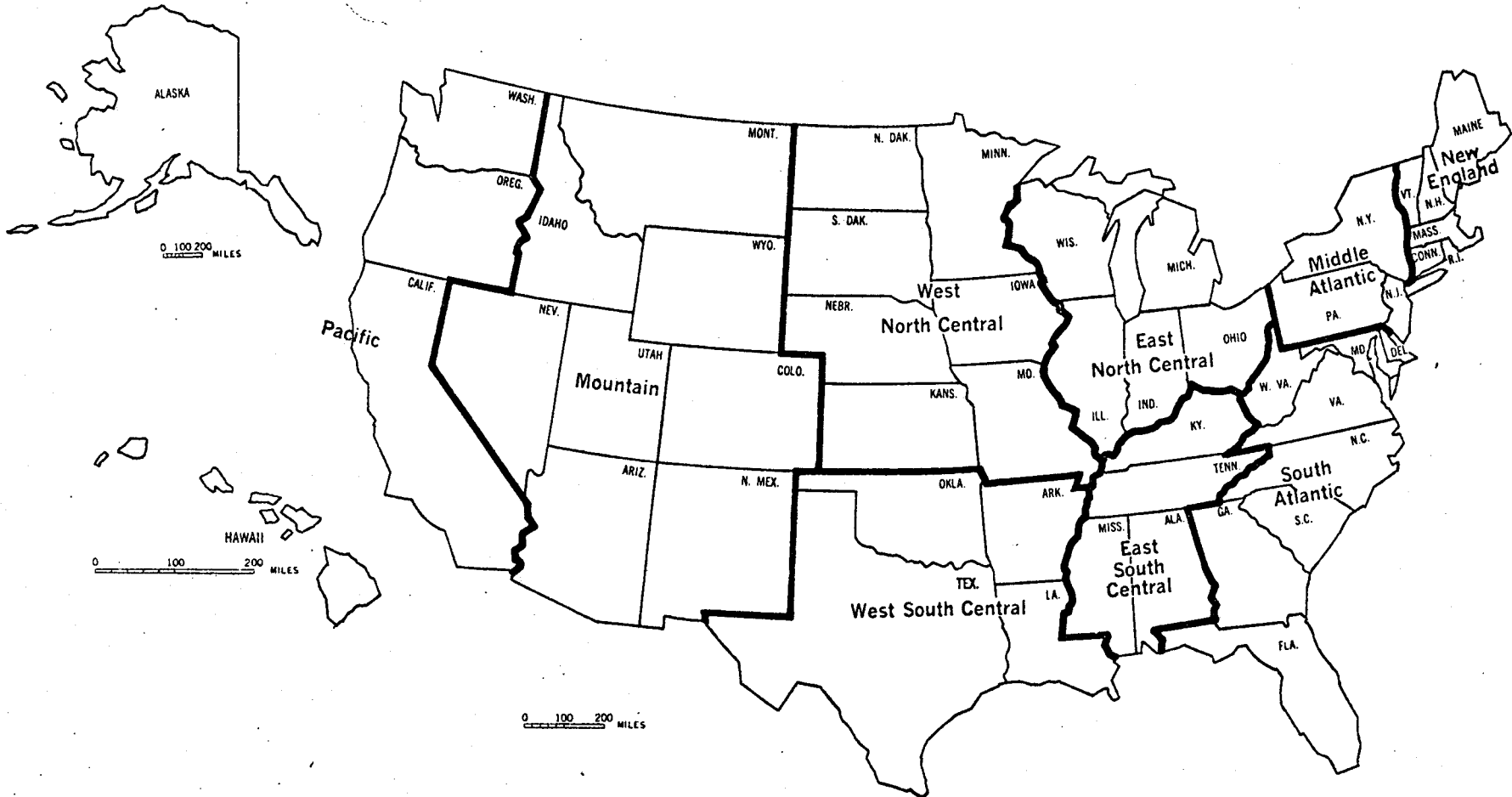
TABLE 3
COMPARATIVE POPULATION GROWTH RATES
PERCENT CHANGE 1920-1970

Decade	U.S.	Great Lakes ¹	South	West	North-East	North Central
1920-30	16.2	17.8	14.3	33.7	16.1	13.4
1930-40	7.3	5.3	10.1	16.7	4.5	4.0
1940-50	14.5	14.2	13.3	40.4	9.7	10.8
1950-60	18.5	19.2	16.5	38.9	13.2	16.1
1960-70	13.3	11.1	14.2	24.1	9.8	9.6

Source: U.S. Bureau of the Census Great Lakes=East North Central

For over a hundred years, 1860 to 1970, the Great Lakes region has contained about one-fifth of the total population of the United States. It is remarkable that this multi-state region could sustain a relatively uniform share of the nation's population over times that were marked by recessions, depression, wars and significant shifts in the nation's industrial base.

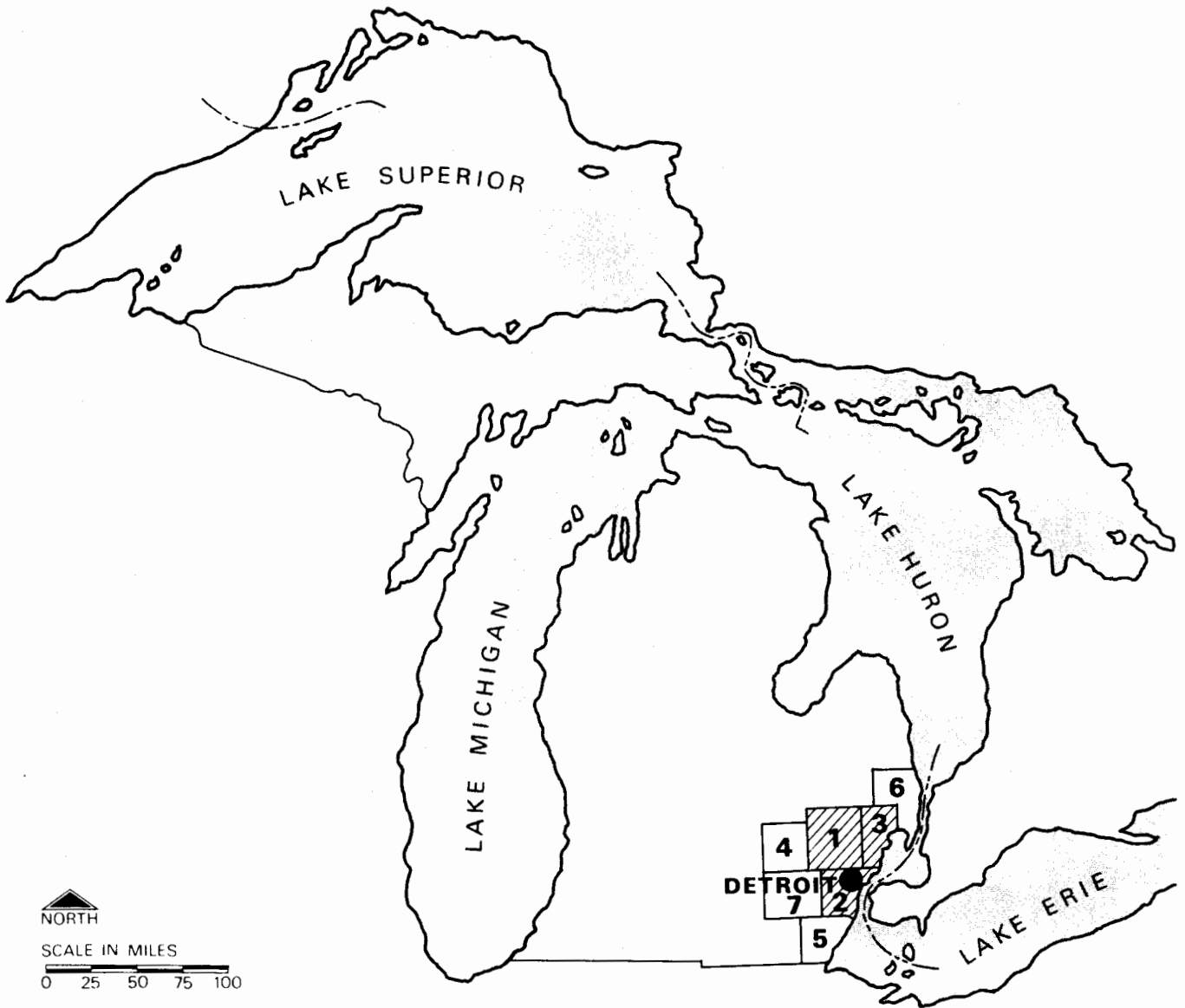
GEOGRAPHIC DIVISIONS OF THE UNITED STATES



U.S. DEPARTMENT OF COMMERCE
BUREAU OF THE CENSUS

FIGURE 1

**STATE OF MICHIGAN, SEVEN COUNTY SEMCOG REGION
AND DETROIT SMSA**

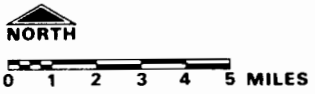
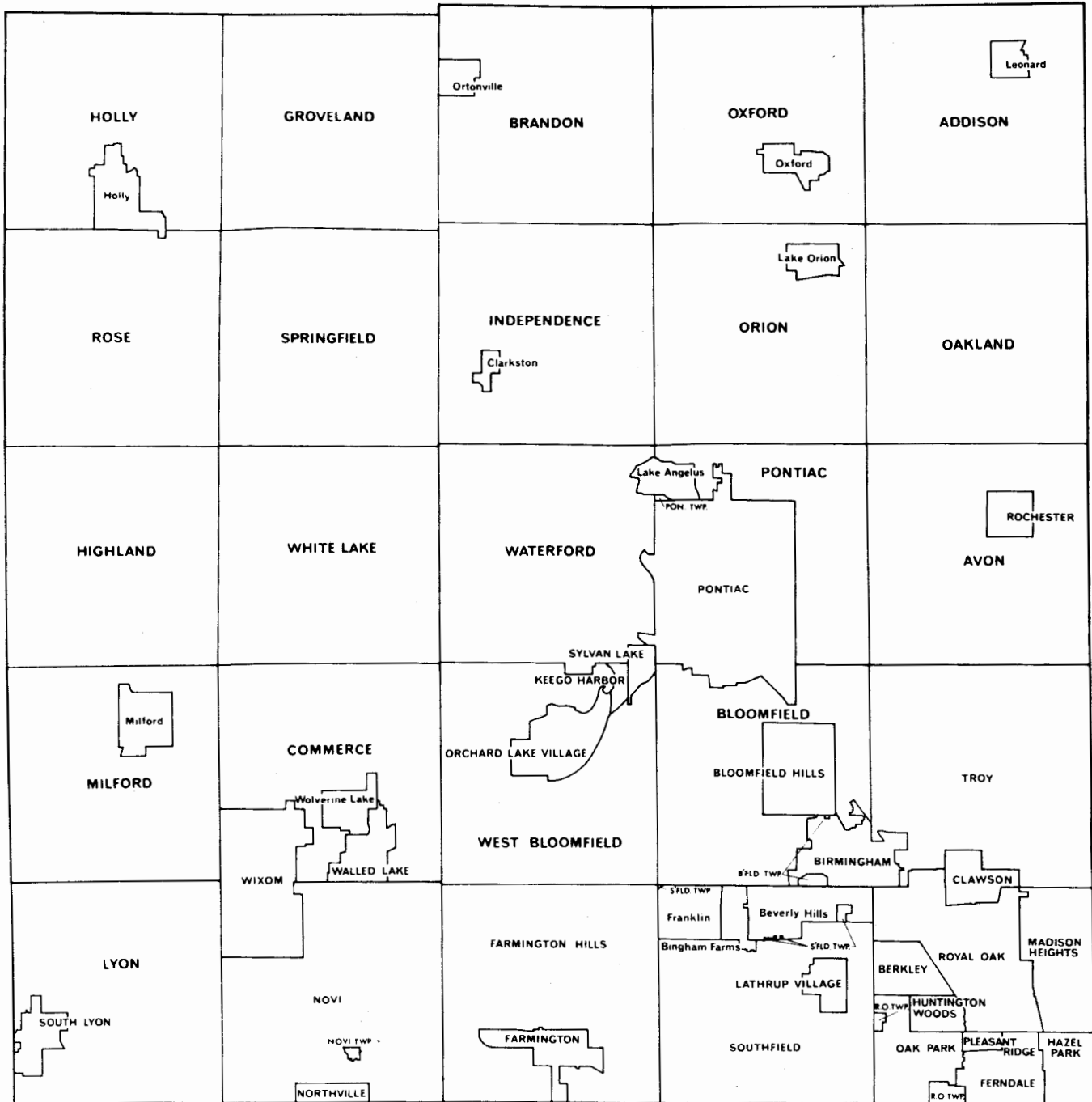


- 1 OAKLAND COUNTY
- 2 WAYNE COUNTY
- 3 MACOMB COUNTY
- 4 LIVINGSTON COUNTY
- 5 MONROE COUNTY
- 6 ST. CLAIR COUNTY
- 7 WASHTENAW COUNTY

 DETROIT S.M.S.A.

FIGURE 1 cont'd.

**MUNICIPALITIES:
OAKLAND COUNTY, MICHIGAN**



MUNICIPALITY KEY
 CITY
 Village
 TOWNSHIP

TABLE 4
POPULATION
UNITED STATES AND EAST NORTH CENTRAL STATES
1850-1970

Year	United States	East North Central (000)	E.N.C. Percent of U.S.
1970	203 211 926	40 253	19.8
1960	179 323 175	36 224	20.2
1950	150 697 361	30 400	20.2
1940	131 669 275	26 627	20.1
1930	122 775 046	25 298	20.5
1920	105 710 620	21 474	20.2
1910	91 972 266	18 251	19.8
1900	75 994 575	15 985	21.0
1890	62 622 250	13 477	21.3
1880	50 155 783	11 206	22.4
1870	38 558 371	9 125	23.4
1860	31 443 321	6 927	22.3
1850	23 191 876	4 522	19.6

Source : U.S. Bureau of the Census
Great Lakes region = East North Central (E.N.C.)

During the time period from 1910 to 1970, the East North Central states share of the total national population held very close to the twenty percent level. However, the East North Central states have witnessed a growth rate somewhat slower than the national rate from 1960 to 1970 and from 1970 to 1975. The annual average population growth rate for the United States during the decade of the sixties was 1.3% while the East North Central states growth rate was 1.1% and from 1970 to 1975 the U.S. growth rate fell to .9% and the East North Central states rate was only .4%. See Figure 2.

Further, the projections of population prepared by the Bureau of Economic Analysis of the U.S. Department of Commerce

FIGURE 2

POPULATION CHANGES FOR THE UNITED STATES
AND THE EAST NORTH CENTRAL STATES =
ANNUAL AVERAGE: 1950-1975

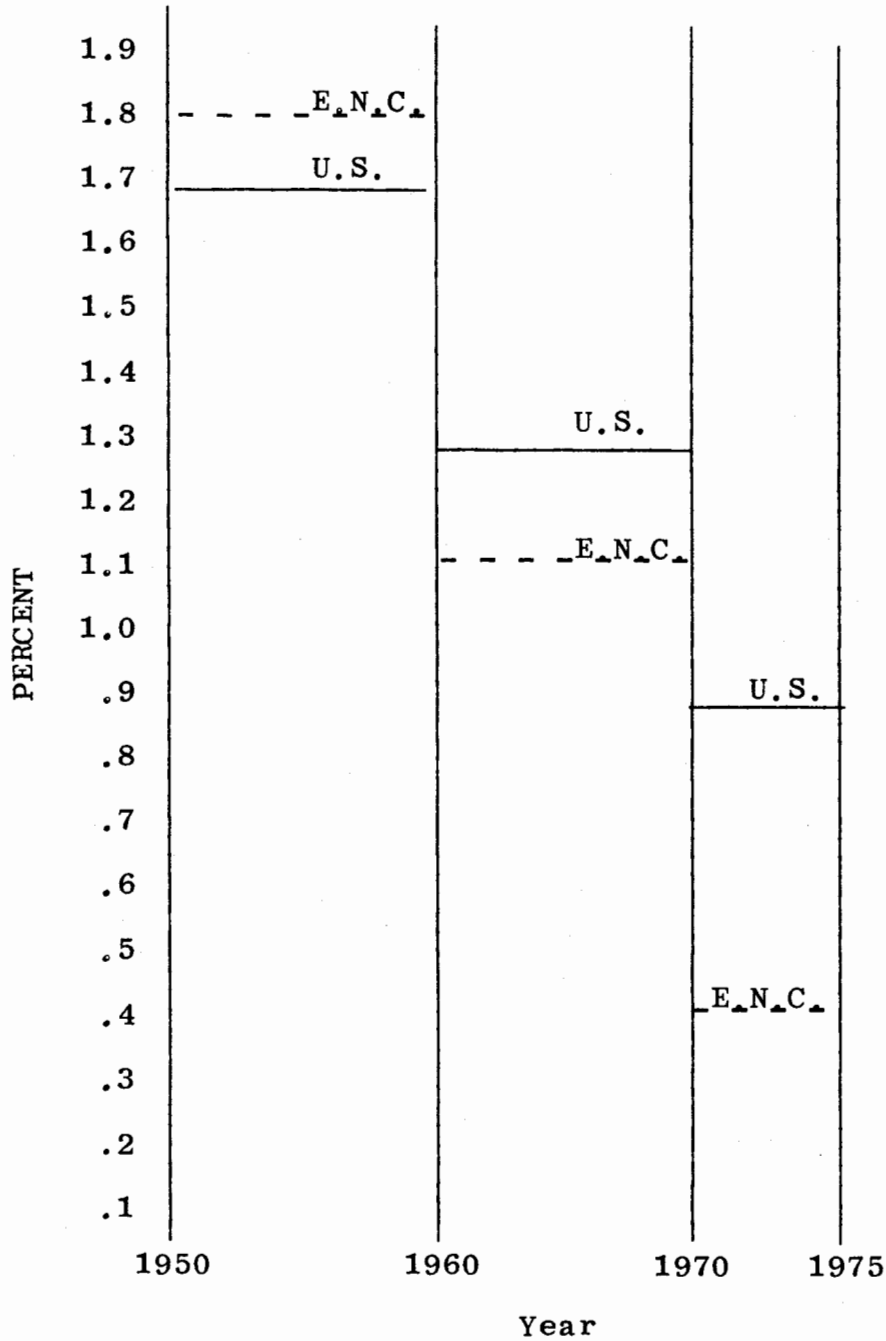
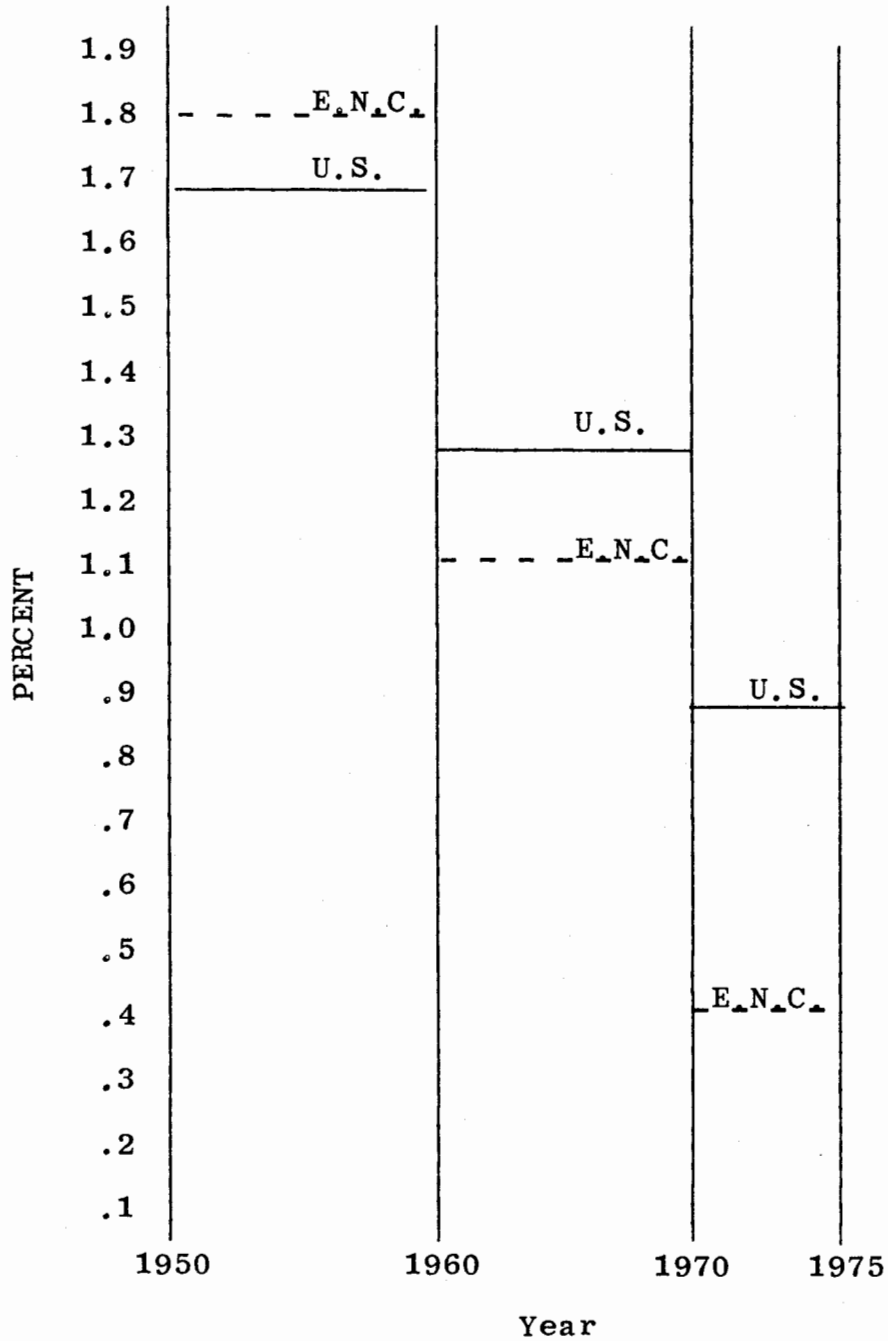


FIGURE 2

POPULATION CHANGES FOR THE UNITED STATES
AND THE EAST NORTH CENTRAL STATES =
ANNUAL AVERAGE: 1950-1975



show the East North Central states share of the total U.S. population dropping from 19.8% in 1970 to 18.9% in 1980 and to 17.6% in 2000. Although the Great Lakes States share of the United States total population is expected to be smaller and the regions future growth rate is expected to be less than in the decade of the 1950s, the total Great Lakes regional population would still increase from 40,371,000 in 1970 to 45,644,000 by the year 2000 based upon data developed by the Bureau of Economic Analysis.

TABLE 5

EAST NORTH CENTRAL STATES
POPULATION PROJECTIONS 1970-2000
(population in thousands)

	1970	1980	1985	1990	2000
Illinois	11,140	11,422	11,646	11,867	12,245
Indiana	5,208	5,396	5,502	5,605	5,691
Michigan	8,900	9,478	9,772	10,064	10,199
Ohio	10,690	10,847	11,216	11,583	11,956
Wisconsin	<u>4,433</u>	<u>4,804</u>	<u>5,001</u>	<u>5,197</u>	<u>5,553</u>
Total	40,371	41,947	43,137	44,316	45,644
United States	203,858	221,559	232,280	242,918	259,778
E.N.C. % U.S.	19.8	18.9	28.6	18.2	27.6

Source: U.S. Dept. of Commerce, Bureau of Economic Analysis,
Interim Revisions of State Projections, Dec. 15, 1977

RELATIONSHIPS OF ECONOMIC LEVELS

The national economy, when viewed in terms of employment, would today consist of nearly one quarter of the nation's workers occupied in manufacturing, another quarter in wholesale and retail trade, one third in government and services, with the remainder employed in three or four other industry divisions. Table 6 provides national data over a twelve year period. Mining, contract construction, and finance, insurance, and real estate showed little employment change over the year 1965-1977. On the other hand manufacturing has fallen off substantially, while service industries, government, wholesale and retail trade have shown large to modest gains.

TABLE 6

EMPLOYEES ON NONAGRICULTURAL PAYROLLS
BY INDUSTRY DIVISION: SELECTED YEARS
PERCENT DISTRIBUTION: UNITED STATES

	<u>1965¹</u>	<u>1970¹</u>	<u>1973¹</u>	<u>1975¹</u>	<u>1977(Aug)²</u>
<u>Total U.S.</u>	100.0	100.0	100.0	100.0	100.0
Mining	1.0	0.9	0.8	0.9	1.0
Con. Con.	5.2	5.0	5.2	4.6	5.1
Mfg.	29.7	27.2	26.1	23.8	23.9
Tran. & P.U.	6.6	6.4	6.1	5.8	5.6
Who. & Ret.	20.9	21.2	21.7	22.1	22.3
F.I.R.E.	5.1	5.2	5.3	5.5	5.6
Services	14.9	16.4	16.9	18.2	18.9
Govt.	16.6	17.7	17.9	19.1	17.6

Source: U.S. Dept. of Labor, Bureau of Labor Statistics

1. Based on average annual employees

2. Based on employment in August 1977

Abbreviations above:

- Con. Con. - Contract Construction
- Mfg. - Manufacturing
- Tran. & P.U. - Transportation, Communication & Public Utilities
- Who. & Ret. - Wholesale and Retail Trade
- F.I.R.E. - Finance, Insurance, and Real Estate

Table 7 shows the crippling effect the national recession of 1974-75 had on the manufacturing industry. December 1977 showed some recovery, but manufacturing employment was still below the 1973 peak. Government and service industries have added 2 to 2.5 million new workers to their payrolls every five years, (1965-1975) and both continued to show strength throughout the recession.

TABLE 7

EMPLOYEES ON NONAGRICULTURAL PAYROLLS
BY INDUSTRY DIVISION: SELECTED YEARS
(in thousands): UNITED STATES

	<u>1965</u> ¹	<u>1970</u> ¹	<u>1973</u> ¹	<u>1975</u> ¹	<u>1977(Dec.)</u> ²
Total U.S.	60,815	70,920	76,896	77,051	84,186
Mining	632	623	644	745	709
Con. Con.	3,186	3,536	4,015	3,512	3,901
Mfg.	18,062	19,349	20,068	18,347	19,890
Tran. & P.U.	4,036	4,504	4,644	4,498	4,665
Who. & Ret.	12,716	15,040	16,674	17,000	19,165
Whole	3,312	3,816	4,107	4,177	4,478
Retail	9,404	11,225	12,568	12,824	14,687
F.I.R.E.	3,023	3,687	4,091	4,223	4,604
Services	9,087	11,621	13,021	14,006	15,598
Govt.	10,074	12,561	13,739	14,720	15,654
Fed.	2,378	2,731	2,663	2,748	2,726
S. & Loc.	7,696	9,830	11,075	11,973	12,928

Source: U.S. Dept. of Labor, Bureau of Labor Statistics

1. Average annual employees

2. Employed in December 1977

Abbreviations above:

Con. Con. - Contract Construction
Mfg. - Manufacturing
Tran. & P.U. - Transportation, Communication, & Public Utilities
Who. & Ret. - Wholesale and Retail Trade
F.I.R.E. - Finance, Insurance, and Real Estate
Whole. - Wholesale
Govt. - Government
Fed. - Federal
S. & Loc. - State and Local

THE GREAT LAKES STATES

The industrial composition of the Great Lakes States is similar to the nation as a whole in all respects except for manufacturing. In 1970 the U.S. Bureau of the Census reported that approximately one-quarter of all workers in the United States were employed in manufacturing while one-third of the Great Lakes States workers were so employed.

Within the manufacturing sector of the economy, the Great Lakes States had proportionately more people employed in primary metal, machinery, and motor vehicle industries than the rest of the country.

The only major area where the Great Lakes States region fell behind the country was in the proportionate number of people employed in the service industries. Also the region had fewer workers on state, federal and local payrolls. Fewer employees worked in private households. But in terms of school employees, the region had, proportionately, about the same percentage as the nation. The same held true for health services, welfare and professional services. Table 8 provides comparative employment data by industry for the United States and the Great Lakes States.

TABLE 8

INDUSTRY OF EMPLOYED PERSONS
 UNITED STATES AND EAST NORTH CENTRAL STATES
 1970: EXPRESSED IN THOUSANDS AND PERCENTAGES

	United States %	E.N.C. %	E.N.C. Employment	
Agriculture Forestry Fisheries	2,840.5	.037	.033	440.2
Mining	630.8	.008	.004	66.2
Construction	4,572.2	.060	.051	778.9
Manufacturing	19,837.2	.259	.337	5,207.9
Metal Industry	1,211.9	.016	.031	473.1
Machinery	1,991.0	.026	.050	779.5
Motor Vehicle	2,138.9	.028	.056	857.1
Chemicals	987.7	.013	.012	200.4
Other Mfg.	13,507.7	.176	.188	2,897.8
Trans., Com., Util.	5,186.1	.068	.059	957.8
Wholesale Trade	3,133.4	.041	.037	585.5
Retail Trade	12,239.5	.159	.159	2,446.3
Fin., Ins., R.E.	3,838.4	.050	.042	673.9
Services	24,275.5	.317	.277	4,299.6
Professional	1,953.8	.026	.021	342.6
Public Adm.	4,201.7	.055	.039	630.8
Other Serv.	18,120.0	.237	.216	3,326.2
	76,553.6	1.000	1.000	15,456.3

Source: U.S. Bureau of the Census

CHANGES IN THE REGIONAL ECONOMIC BASE

Among the more dramatic changes that have occurred in the economy of the Great Lakes region over the past thirty years (1940-1970) is the drop in the number of workers in agriculture, forestry and fishing. Over this time period over 800,000 fewer workers were engaged in these pursuits. While substantial losses were experienced in these areas, large numbers of workers were added in the fields of manufacturing, retail trade and services. The region added nearly 6 million employees in these three fields alone. See Table 9.

In looking to the future, the Bureau of Economic Analysis of the U.S. Commerce Department has recently published their revised economic projections at the State level. For the United States, the B.E.A. anticipates the service industries to provide an increasing percentage of national earnings between 1975 and 1990. Small percentage changes are projected for the wholesale-retail industries, and for government, agriculture and the manufacturing industries.

The five states comprising the Great Lakes region all derived a smaller percentage of their earnings from the fields of services and government than the U.S. in 1975 and all are projected by B.E.A. to be below the national level in 1990.

TABLE 9

EMPLOYMENT SHIFTS
INDUSTRY OF EMPLOYED PERSONS
EAST NORTH CENTRAL STATES: 1940 and 1970
(EXPRESSED IN THOUSANDS)

	1940	1970	Change 1940-1970
Agriculture			
Forestry			
Fisheries	1244.0	440.2	-803.8
Mining	113.4	66.1	- 47.3
Construction	385.3	778.8	+393.5
Manufacturing	2940.4	5207.9	+2267.5
Metal Industry	in other	in other	--
Machinery	314.2	779.4	+465.2
Motor Vehicle	464.8	857.2	+392.4
Chemicals	84.3	200.4	+116.1
Other Mfg.	2077.1	3370.9	+1293.8
Trans., Com., Util.	676.5	957.8	+281.3
Wholesale Trade	242.2	585.5	+343.3
Retail Trade	1360.0	2446.1	+1086.1
Fin., Ins., R.E.	286.7	673.9	+387.2
Services	1985.6	4299.6	+2313.4
Professional			
Public Adm.			
Other Serv.			
TOTAL	9234.6	15,456.2	+6,221.6

Source: U.S. Bureau of the Census

The strong manufacturing base of the region is expected to provide earnings in amounts sufficient to keep the percentage levels of the service and government industry earnings low. The B.E.A. projections show industrial earnings in the fields of motor vehicle manufacturing increasing in the States of Ohio, Illinois and Indiana, while decreasing slightly in Michigan and Wisconsin between 1975 and 1990. In reviewing earning sources of the five states, motor vehicles over-shadow all industries within Michigan by providing over eighteen percent of total state earnings. None of the other four states is as dependent upon a single industry as is Michigan. This continued dominance is projected by B.E.A. to 1990 and beyond.

The primary metals industry forms an important part of the manufacturing base of Ohio and Indiana. The B.E.A. projections show the relative importance of this industry being sustained from 1975 through 1990. Table 8 provides comparative data of earnings for selected industries in the Great Lakes region and the United States. The industries selected represent, in earnings, about 80% to 85% of total industry earnings.

For the most part, the projections of earnings prepared by B.E.A. are consistent with the long term trends of industry employment recorded by the U.S. Bureau of the Census. In the field of manufacturing, census data show a gradual increase in the percentage of manufacturing workers from 1940 to 1970 for the Great Lakes region. B.E.A. shows a similar increase in the percentage of manufacturing earnings to the year 1966 followed by a gradual decline to 1990.

B.E.A. and the Bureau of the Census show a steady increase for the region in both employment and earnings for the services and government industries. B.E.A. projections show the regional earnings increase from 1960 to 1990 and the Bureau of the Census charted the employment increase from 1940 to 1970.

MICHIGAN AND SOUTHEAST MICHIGAN

Since the 1940s, the seven county Detroit region comprised of Wayne, Oakland, Macomb, Monroe, Washtenaw, St. Clair and Livingston counties has accounted for half of the population of the State of Michigan. In 1950 the region contained 52% of the state population. And in 1960 and 1970 some 53% of the people of Michigan lived in the Detroit region.

The composition of the Detroit regional economy closely resembles that of the state as a whole. The Detroit region had a smaller percentage of its workers employed in agriculture, forestry and fisheries than the state in 1970, but had a larger percentage working in the metal industry and in the manufacture of motor vehicles. See Table 12.

Between the year 1960 and 1970 employment in Michigan and the Detroit region shifted to wholesale and retail trade; finance, insurance and real estate; and services from manufacturing; agriculture; and transportation, communications and utilities.

TABLE 11

INDUSTRY OF EMPLOYED PERSONS
1940 - 1970: STATE OF MICHIGAN
(EXPRESSED IN THOUSANDS AND PERCENTAGES)

	1970	%	1960	%	1950	%	1940	%
Agriculture Forestry Fisheries	58.7	.018	93.6	.034	161.6	.068	216.7	.119
Mining	13.9	.004	15.3	.006	15.4	.006	15.8	.009
Construction	155.6	.048	125.6	.046	118.3	.049	73.9	.041
Manufacturing	1168.5	.359	1035.9	.379	981.3	.410	703.8	.386
Metal Industry	74.6	.023	71.7	.026	62.5	.026	In other Mfg.	
Machinery	162.9	.050	147.1	.054	109.5	.046	41.9	.023
Motor Vehicle	453.8	.139	377.2	.138	468.1	.196	357.1	.196
Chemicals	39.6	.012	40.9	.015	29.6	.012	18.8	.010
Other Mfg.	437.6	.135	399.0	.146	311.6	.130	286.0	.157
Trans., Com., Util.	170.3	.052	155.6	.057	152.6	.064	100.7	.055
Wholesale Trade	119.2	.037	80.7	.029	65.6	.027	39.7	.022
Retail Trade	513.4	.158	403.3	.148	352.6	.147	252.6	.139
Fin., Ins., R.E.	130.5	.040	89.6	.033	64.4	.027	48.2	.026
Services	922.7	.284	727.2	.267	480.0	.201	369.9	.203
Professional	73.4	.013	65.8	.024	In other Serv.		In other Serv.	
Public Adm.	124.9	.038	94.8	.035	73.7	.031	48.9	.027
Other Ser.	724.4	.223	566.6	.208	406.3	.169	321.0	.176
	3252.8	1.000	2726.9		2391.9		1821.4	

Source: U.S. Bureau of the Census

TABLE 12

INDUSTRY OF EMPLOYED PERSONS
STATE OF MICHIGAN AND DETROIT REGION*
1960 - 1970, EXPRESSED IN PERCENTAGES

	1970		1960	
	Michigan	Detroit Region 7 Counties	Michigan	Detroit Region 7 Counties
Agriculture				
Forestry				
Fisheries	.018	.007	.034	.010
Mining	.004	.001	.006	.001
Construction	.048	.045	.046	.040
Manufacturing	.359	.367	.379	.397
Metal Industry	.023	.050	.026	.026
Machinery	.050	.055	.054	.058
Motor Vehicle	.139	.167	.138	.175
Chemicals	.012	.011	.015	.013
Other Mfg.	.135	.085	.146	.152
Trans., Com., Util.	.052	.054	.057	.059
Wholesale Trade	.037	.039	.029	.031
Retail Trade	.158	.155	.148	.146
Fin., Ins., R.E.	.040	.045	.033	.037
Services	.284	.286	.267	.276
Professional	.023	.026	.024	.026
Public Adm.	.038	.039	.035	.036
Other Ser.	.223	.221	.208	.218

*Detroit region is comprised of the seven counties including:
Oakland, Macomb, Wayne, Monroe, Washtenaw, St. Clair and Livingston

Source: U.S. Bureau of the Census

DETROIT REGION AND OAKLAND COUNTY

Table 13 provides the 1970 breakdown of resident employment by industry type for the seven county Detroit region. The information in this table provides a useful sketch of the types of people living in these counties. In relating Oakland County to its sister counties of Macomb and Wayne, we note that of the total employee mix, Oakland has a larger percentage working in the construction industry. Oakland has a smaller percentage in the manufacturing; and transportation, communications and utilities industries. The white collar character of Oakland is shown by its larger percentage of professional workers, retail and wholesale trade employees and those engaged in finance, insurance and real estate.

Macomb County has the largest percentage of its workers in the manufacturing field and they are predominately employed by the motor vehicle; metal; and machinery industries. Table 13 also shows clearly the predominantly rural nature of Monroe, Washtenaw, St. Clair and Livingston Counties. St. Clair County has a significantly large percentage of its employed persons working for public utilities. And in Washtenaw County, the influence of the University of Michigan is indicated by the large percentage of professional employees.

In terms of numerical size, Wayne County provides 64% of the work force of the three county area and 56% of the workers in the seven county Detroit region. Or of the 1.5 million workers in the Oakland, Macomb, Wayne area, Wayne County accounts for almost 1 million. Oakland County had an employed work force

TABLE 13

INDUSTRY OF EMPLOYED PERSONS BY COUNTY,
1970 EXPRESSED IN PERCENTAGES

	Oakland	Macomb	Wayne	Total	Monroe	Washtenaw	St. Clair	Livingston	Total
Agriculture Forestry Fisheries	.006	.008	.004	.005	.029	.016	.022	.045	.007
Mining	.001	.001	.001	.001	.004	.001	.004	.007	.001
Construction	.052	.049	.039	.043	.065	.043	.061	.087	.045
Manufacturing	.345	.422	.375	.375	.417	.231	.356	.345	.367
Metal Industry	.035	.065	.052	.050	.076	.017	.098	.054	.050
Machinery	.066	.087	.048	.057	.033	.029	.037	.068	.055
Motor Vehicle	.162	.173	.178	.173	.154	.111	.093	.117	.167
Chemicals	.009	.011	.012	.011	.011	.005	.023	.009	.011
Other Mfg.	.073	.088	.086	.083	.143	.068	.106	.098	.085
Trans., Com., Util.	.033	.046	.062	.053	.068	.034	.092	.044	.054
Wholesale Trade	.049	.037	.040	.042	.024	.015	.029	.025	.039
Retail Trade	.168	.163	.152	.157	.146	.134	.166	.143	.155
Fin., Ins., R.E.	.051	.040	.047	.047	.032	.030	.031	.038	.045
Services	.295	.233	.280	.276	.215	.496	.239	.266	.286
Professional	.034	.021	.022	.025	.012	.058	.014	.018	.026
Public Adm.	.031	.040	.044	.041	.023	.030	.032	.031	.039
Other Ser.	.229	.171	.214	.211	.180	.408	.192	.217	.221
	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000	1.000

Source: U.S. Bureau of the Census

numbering between 330,000 and 400,000 in 1970. Table 14 provides a complete breakdown of employment, by place of residence, for the seven county Detroit region.

Comparing Oakland to Wayne County, the data in Table 14 shows that Oakland County proportionately is the home for a larger number of professional; wholesale; retail; finance, insurance and real estate; and construction workers than Wayne County. On the other hand, Wayne County is the residence for a larger proportion of manufacturing and public administration employees than Oakland County based upon their respective total employments.

Tables 15, 16, and 17, are presented here to show the relationship between the occupational and industry structure of Oakland County and the State of Michigan and the Detroit region. A more detailed analysis and description of the county's labor force, occupational levels, and employment by place of work data is found in Chapter 6 - Human Resources.

TABLE 14

INDUSTRY OF EMPLOYED PERSONS BY COUNTY,
1970 FOR THE SEVEN COUNTY DETROIT REGION

	Oakland	Macomb	Wayne	Total	Monroe	Washtenaw	St. Clair	Livingston	Total
Agriculture Forestry Fisheries	2220	1793	3580	7593	1237	1566	908	957	12261
Mining	439	183	1197	1819	167	104	143	138	2371
Construction	17744	11296	38808	67848	2726	4215	2513	1843	79146
Manufacturing	117370	96734	373877	587981	17469	22531	14679	7282	649942
Metal Industry	12045	14879	51012	78936	3192	1689	4028	1139	88984
Machinery	22446	19817	47550	89813	1400	1870	1524	1430	97037
Motor Vehicle	55048	39481	177268	271797	6438	10809	3822	2468	295334
Chemicals	3003	2397	11543	16943	455	498	934	183	19013
Other Mfg.	24828	20160	85504	130492	5984	6665	4371	2062	149574
Trans., Com., Util.	11127	10416	62150	83693	2833	3349	3811	931	94617
Wholesale Trade	16918	8469	40311	65698	992	1443	1186	522	69841
Retail Trade	57168	37150	151709	246027	6143	13064	6830	3021	275085
Fin., Ins., R.E.	17344	9248	46960	73552	1333	2880	1292	813	79870
Services	100323	53140	279612	433075	9024	48439	9845	5620	506003
Professional	11622	4871	22377	38870	507	5629	587	378	45971
Public Adm.	10658	9137	43934	63729	966	2945	1332	666	69638
Other Ser.	78043	39132	213301	330476	7551	39865	7926	4576	390394
	340653	228429	998204	1567286	41924	97591	41207	21127	1769135

Source: U.S. Bureau of the Census; General Social and
Economic Characteristics: 1970

TABLE 15

EMPLOYMENT BY INDUSTRY GROUP
OAKLAND COUNTY, MICHIGAN 1970

<u>INDUSTRY GROUP</u>	<u>NUMBER</u>	<u>PERCENT</u>
Agriculture, Forestry, & Fisheries	2,220	0.6
Mining	439	0.2
Contract Construction	17,706	5.1
Manufacturing	117,370	34.1
Transportation, Communication, & Utilities	14,832	4.3
Wholesale and Retail Trade	74,086	21.5
Finance, Insurance, & Real Estate	17,344	5.0
Services	<u>100,323</u>	<u>29.2</u>
TOTAL	344,320	100.0

SOURCE: U.S. Bureau of the Census; Census of Population, Michigan 1970; General Social and Economic Characteristics. (Note - Place of Residence data).

TABLE 16

EMPLOYED PERSONS BY
MAJOR OCCUPATION GROUP
OAKLAND COUNTY, 1970

<u>OCCUPATION GROUP</u>	<u>NUMBER</u>	<u>PERCENT</u>
Professional, Technical, & Kindred Workers	69,171	20.1
Managers, Officials, & Proprietors	37,961	11.0
Clerical, Sales, & Kindred Workers	92,316	26.8
Craftsmen, Foremen, & Kindred Workers	48,776	14.2
Operatives, & Kindred Wks.	51,186	14.9
Service Workers	33,951	9.9
Laborers	<u>10,959</u>	<u>3.2</u>
TOTAL	344,320	100.0

SOURCE: U.S. Bureau of the Census: Census of Population,
Michigan 1970; General Social and Economic Characteristics.

TABLE 17

EMPLOYED PERSONS BY
MAJOR OCCUPATION GROUP
OAKLAND COUNTY, 1978

<u>OCCUPATION GROUP</u>	<u>PERCENT</u>
Professional/Technical	23
Officials/Business Owners/Administrators	15
Clerical/Sales Workers	23
Skilled Craftsmen/Foremen	13
Operatives/Kindred Workers	12
Service Workers/Laborers	10
Unemployed/Laid Off/On Strike	3
Other	<u>1</u>
TOTAL	100

SOURCE: Market Opinion Research. Oakland County Residents Study, March 1978. (Note - Place of Residence data).

CHAPTER IV
PHYSICAL RESOURCES

IV. PHYSICAL RESOURCES

NATURAL FEATURES

GEOLOGY

The many glacial advances and retreats provide character to the land in Oakland County. The glacial-alluvial deposits left by the retreat of the last glacier account for the variety of surficial geology while deposits of previous glacial advances and retreats account for the diversity subsurface deposits. Due to the nature and variety of glacial deposits such as sand and gravel, many opportunities for mining these materials exist. Mining of these deposits has contributed significantly to the economy of local communities such as Oxford, Groveland, Milford, Highland and Holly. In 1976 Oakland County ranked number one in Michigan counties for the value of sand and gravel extracted.

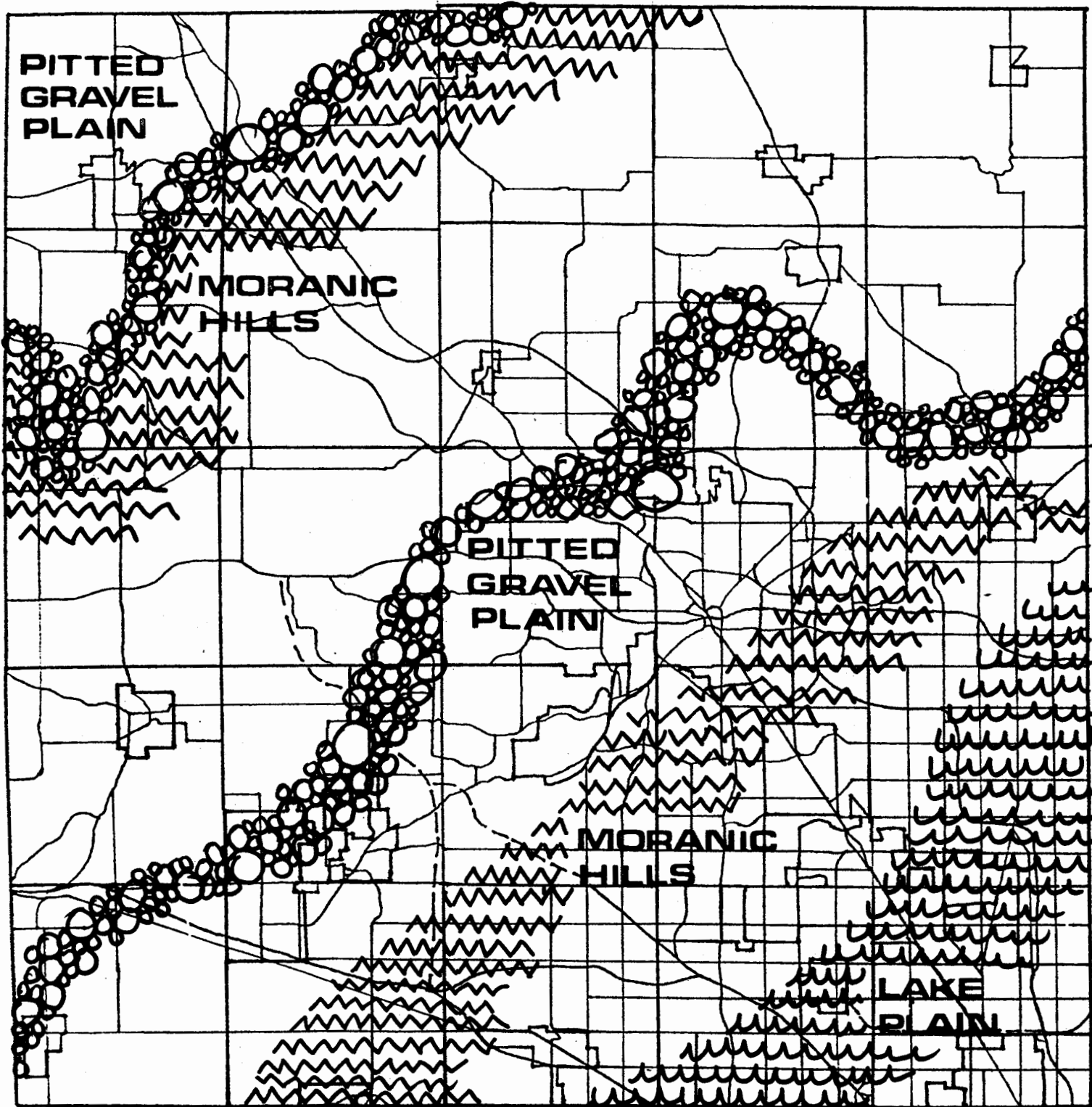
Oakland County is underlain with some oil and natural gas deposits. Consumers Power continues to explore for new fields but the current production of natural gas as of 1976 ranks the county fifteenth in Michigan. The county is ranked thirty-third for crude oil production.

There are two peat mines in Oakland County; one near South Lyon and the other near Oxford. The peat mined is both reedsedge and humus. The county is ranked fifth in Michigan for peat production.

TOPOGRAPHY

The topography of Oakland County is the result of the last Wisconsin Glacial period and has been only slightly modified by natural forces since the retreat of the last glacier. The overall

FIGURE 3
TOPOGRAPHIC FEATURES



Source: County Base Map

elevation differences are not extreme. They vary from a low of 630' to a high of 1221' above sea level. A few areas contain slopes of over 12%.

The chief features characterizing the landscape are two moranic hilly belts that cross the county in a northeast/southwest direction, an intervening but extensive pitted gravel plain, and a gently sloping lake plain. The more northerly belt comprises some of the most elevated tracts in the county.

The gravel plain between the two belts is up to ten miles wide in places. Its flatness is interrupted by a broken group of hills generally parallel to the two belts. Scattered throughout the hilly belts and outwash plains are hundreds of depressions, many occupied by inland lakes. These range in size from small ponds less than one acre to lakes covering $1\frac{1}{2}$ square miles. There are approximately 450 lakes and they are the most outstanding natural feature in the county.

In the extreme southeast part of the county is a glacial lake plain sloping gently southeastward. The flatness of the lake plain is conspicuously interrupted by the stream courses and by a series of former glacial lake beaches. The elevation of this plain decreases from 800 feet to 630 feet near the southeast corner of the county. (see Figure 3)

HYDROLOGY

The drainage in Oakland County is poor as is usual in an area covered by glacial deposits. Five river systems have their origins in the moranic belts and outwash plains. That part of the county northwest of the upland hills is drained by the Flint

and Shiawassee River systems, both tributary to the Saginaw River. The area southeast of the upland hills is drained by the Huron, Clinton and Rouge Rivers. Both the Huron and Clinton have their origin in the gravel plains and drain the overflow from many of the lakes.

Artificial drainage of lakes and marshes has been attempted to accommodate development in the hilly ranges and outwash plains. It has been more successfully accomplished in the glacial lake plain where rapidly growing communities make it a necessity in the interest of sanitation and health.

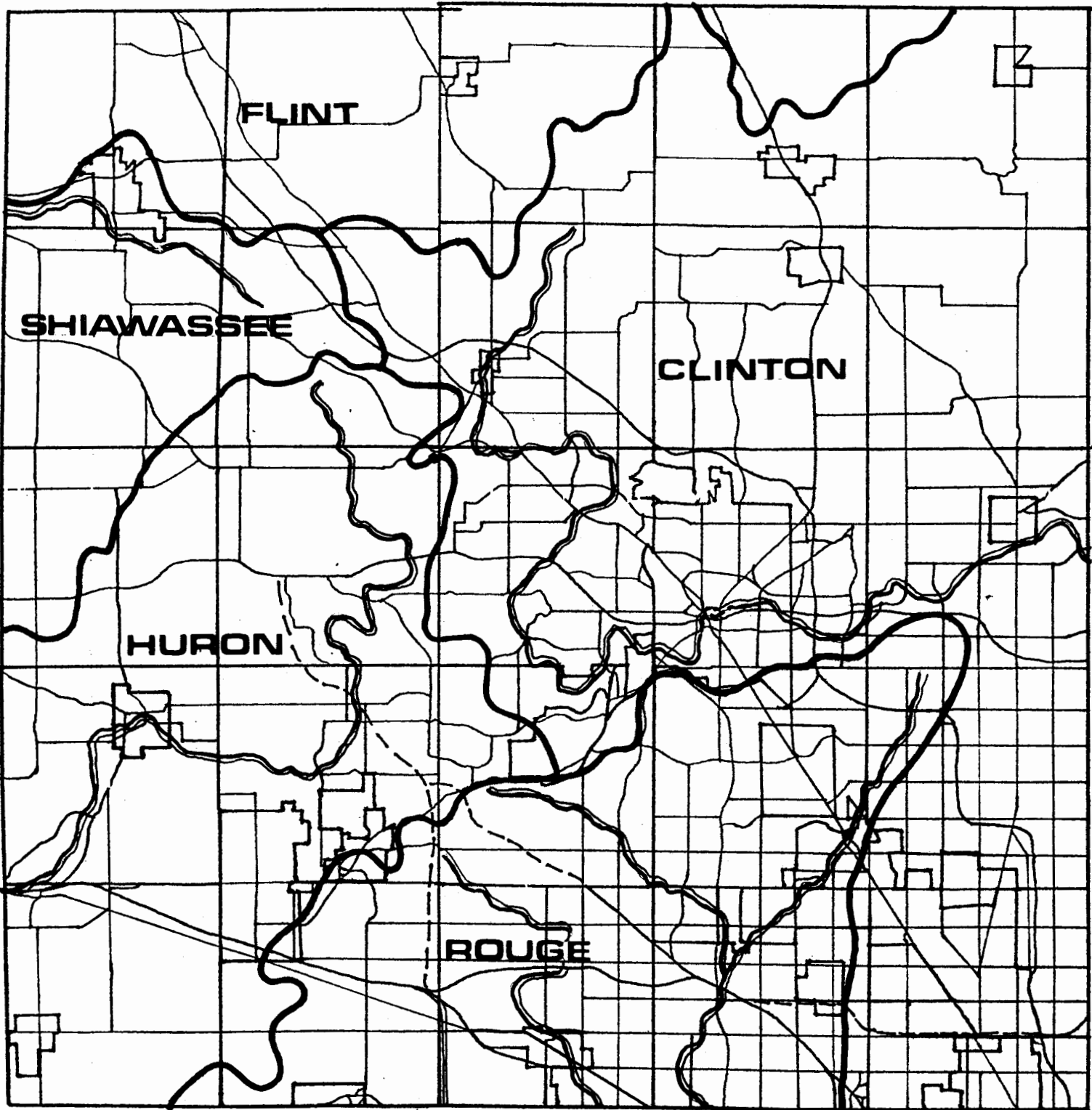
Most of the lakes in the county are surrounded by homes or are within public recreation areas. All are used for a variety of water activities. Those lakes governed by lake associations have regulations on water levels specifically for recreation purposes and have contracts with the County Drain Commission for regulating levels throughout the year to minimize flooding.

Because the lakes are attractive for residential and recreation development, much interest and effort is taken to maintain their health. Pollution from septic field and fertilizers has been and continues to be a major problem. A weed harvester is available from the Drain Commission, some lakes are chemically treated, and controls are being placed on the application of law fertilizers to control the water ecologies.

VEGETATION

Oakland County lies in the deciduous forest zone in which the climax forest is Beech and Maple. The following groupings are typical and representative of the area; forest, swamps and marshes, bogs, lake shores, streamsides, meadows, abandoned

FIGURE 4
RIVER BASINS



Source: County Base Map

fields and roadsides.

There are five major kinds of forests: floodplain forests, mixed hardwoods, oak-hickory, beech-maple, and pine-hardwoods. While early records indicate that conifers constituted an important element in Michigan's original forests, the pure evergreen forest is characteristic only of the northern and western part of the upper peninsula.

There are Birch and Tamarak swamps, the latter being rare in the county, and several kinds of marshes, the cattail marsh is the most easily identified. There are Dogwood-holly marshes, a few Dogwood-willow marshes, and the Sedge-rush marshes.

A fairly unique environment in Oakland County is the bog. They generally contain one dominate species, either Tamarak, Sumac, Rosemary or Leatherleaf. Many have been drained for the mining of peat.

The numerous lakes of the county are not identical in the quality of soil constituting their bottoms, or clarity of their waters and the character of the vegetation supported on their shores. Some lakes are completely enclosed by swamps, others have swamps, marshes and sandy shores. Old White Willow fringe high beach areas forming a line between the lakeshore and other associations.

Along most of the water courses, the land is low and level. The streams flow sluggishly except for seasonal variations, in and out of lakes and marshes. Plants typical of this environment are similar to those in the floodplain forests and are also found in wet meadows.

Abandoned fields have a curious mix of plants because they were an artificial community created by man and since invaded by windblown seeds. The native vegetation surrounding these fields gives them an identity as new natural vegetation comes from the surroundings.

SOILS

There are estimated to be over 100,000 acres of organic soils in Oakland County, making it one of the most fertile counties in southeast Michigan. Unfortunately there has been a steady decline over the last five to ten years in the acres committed to cash crops and other soil-based agricultural uses. The decline is expected to continue as more land is committed for residential development and the costs and benefits of agricultural uses increase and decline respectively.

Areas not served by sewers are subject to development limitations based on the soil's ability to accept sewage. Because of the glacial characteristics of soils in the county there are many localized areas that will not perk. Another problem only recently identified with soils is the contamination of the ground water from septic systems located in areas of great permeability and high water tables. This is of particular importance in those areas relying on potable groundwater, generally those not served by the Detroit water system.

INFRASTRUCTURE ROAD SYSTEM

Oakland has essentially a grid system of roads upon which is imposed the freeway system and two major radial arteries. About 10% of the land area in the county is dedicated to roads and

highways and their rights-of-way. The county has more road surface than any other county in Michigan.

Responsibility for the roads is shared by the State Department of Highways, the County Road Commission and local incorporated communities. The state is responsible for maintenance and construction of trunklines and highways. All state trunklines must connect with other trunklines. The newest freeway facility in the County was opened in 1977 - I-275 from I-696 south. The state Highway Department is studying routes from the I-696, I-275 intersection north to M-59 because the original proposed M-275 route was abandoned as a result of public pressure. A decision about future state trunkline construction in this area is anticipated this year.

Trunklines and highways maintained by the state total 256 miles. 94 miles are limited access freeways, 54 miles include ramps, connectors and rest areas, and 108 are other state trunklines. I-75, I-96, I-696, I-275 and M-59 are the freeways in the county and at least one is within 15 minutes driving time of any point in the county.

The County Road Commission constructs and maintains primary and local county roads. This amounts to 2,387.7 miles of roads, 746.6 miles of primary roads and 1,641.1 of local roads. Funding for county road commission comes from unincorporated communities, the county general fund at times, the motor vehicle highway fund and federal aid. About 3 million dollars a year is raised by local communities for road improvements. County general fund appropriations vary yearly and constitute an insignificant portion of the total operating budget. The motor vehicle highway fund

is rebated to the counties and cities and villages in insignificant portion of the total operating budget. The motor vehicle highway fund is rebated to the counties and cities and villages in the proportions of 35.7% and 19.8% respectively. Oakland's share is approximately \$21 million per year.

Although there is no comprehensive development plan for Oakland County, the Road Commission, in cooperation with the Inter-County Highway Commission of Southeast Michigan, has a master right-of-way plan which is operational and controls rights-of-way throughout the county. On dedicated county roads this program is implemented by road commission review of plats. In addition, local communities may voluntarily join the program and then submit road right-of-way proposals to the road commission. 27 local communities comprising 64% of the county's land area have joined the program.

RAILROADS

Three railroads presently serve Oakland County. They are the Grand Trunk and Western, Penn Central, and Chesapeake and Ohio.

The Grand Trunk and Western has two rail lines serving the county, one running diagonally from the southeast corner of the county parallel to Woodward Avenue to Pontiac and then northwest to Holly. The other line enters the county in the southwest corner and runs diagonally to Pontiac. At Pontiac this line divides into two, one line extending northward past Oxford and the other running northeasterly through Rochester to Port Huron in St. Clair County. Operations include freight and passenger trips. SEMTA runs commuter trains from Pontiac to Detroit along the Grand Trunk Western tracks paralleling Woodward.

Penn Central has one line in the County that runs northwest through the northeast quadrant. In 1976 the line from Oxford Village south into Macomb County was officially abandoned. The portion of the line north of Oxford carries freight.

C & O railway has two lines serving the county. One line runs north and south through the western portion of the county serving the communities of Holly, Milford and Wixom. The second line runs from Plymouth to Grand Rapids and cuts through the extreme southwest corner of Oakland County, passing through the City of South Lyon.

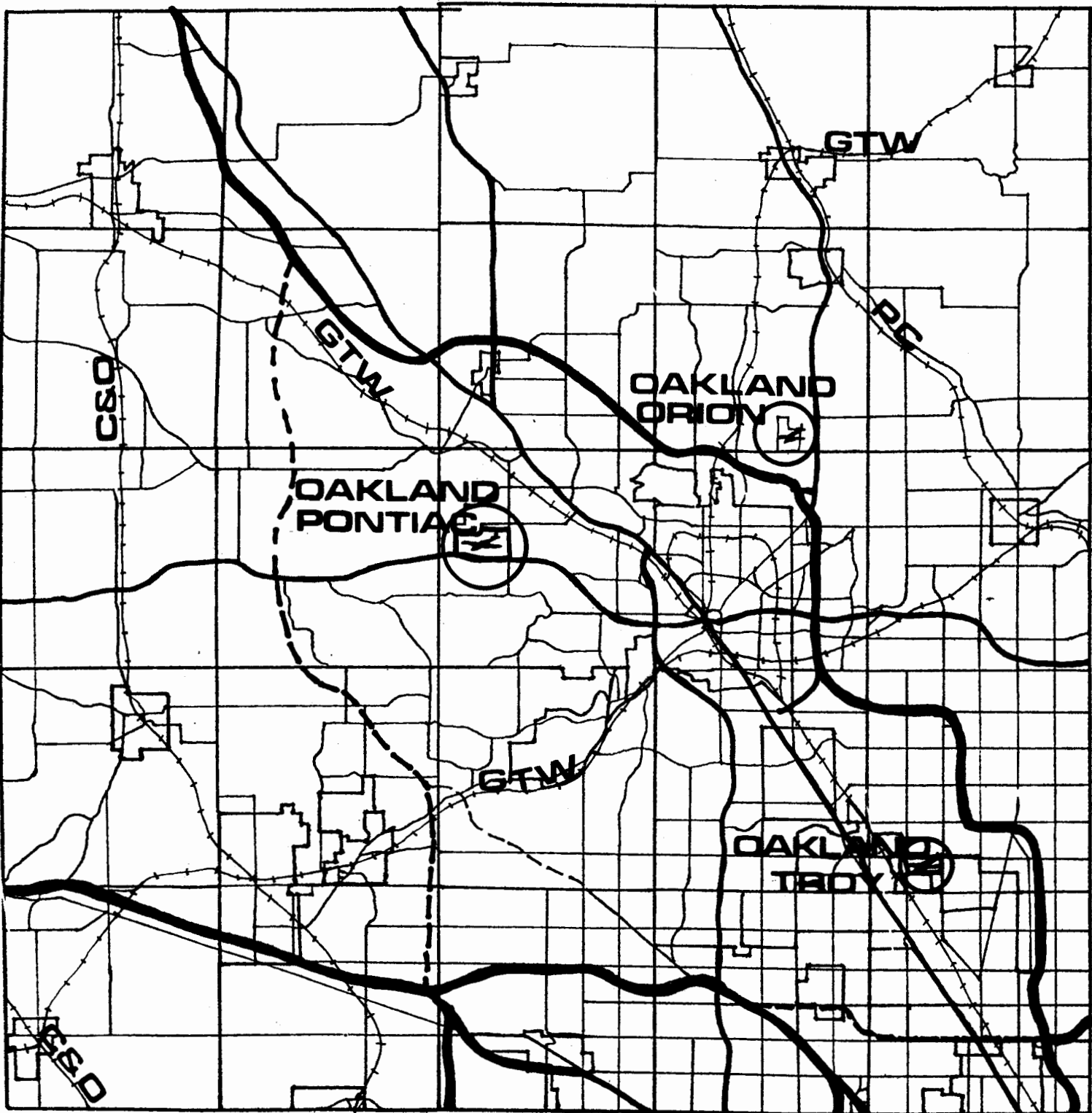
AIR TRANSPORT

Oakland County operates three airports, Oakland-Pontiac, Oakland-Orion and Oakland-Troy. In addition to these general aviation airports there is the Big Beaver Airport in Troy and numerous grass landing fields. The Oakland-Pontiac Airport is the busiest in the state with more control tower operations than Detroit Metro, City and Willow Run. There were 278,290 control operations in 1977. About 550 registered aircraft are based at the airport. Improvements were completed recently to the runways extending the main runway to 6,200' to accommodate 727's and DC9 jets. The main runway at the Oakland-Troy Airport is 3500' and the Orion Airport is 2400' long.

The closest commercial aviation airport is Detroit Metropolitan, located 33 miles directly south of the Oakland-Pontiac facility. Metro Airport handled 159,691 air carrier operations in 1976 making it the 14th busiest facility in the U.S.

FIGURE 5

TRANSPORTATION NETWORK



Source: County Base Map

PUBLIC TRANSIT

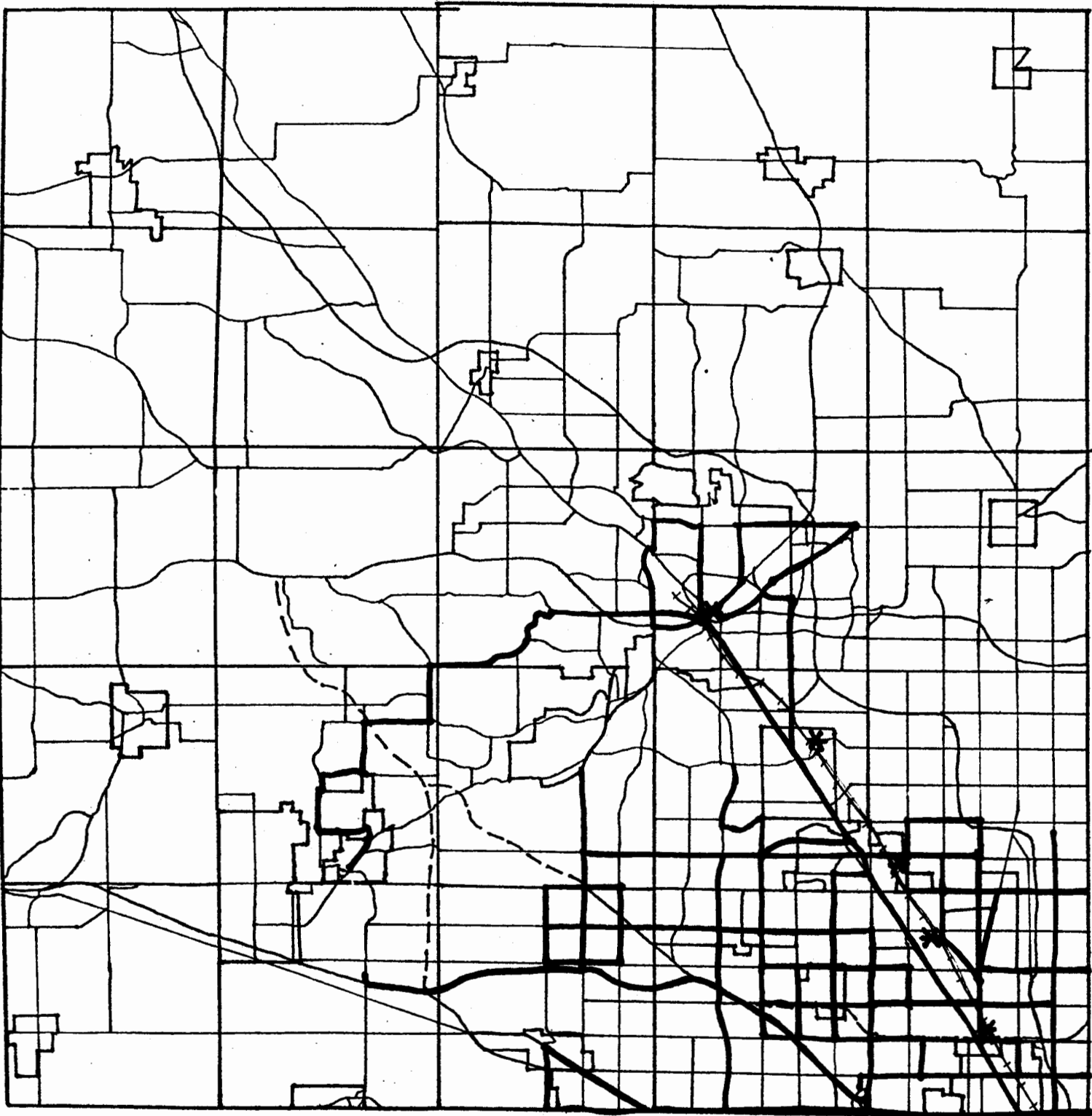
Public Transit available to Oakland County residents at this time includes: commuter rail service from Pontiac to Detroit twice daily; Dial-a-rides serving the cities of Birmingham, Ferndale and Pleasant Ridge, and the Townships of Pontiac, Orion, Addison, Oxford and Waterford; fixed route bus service for the City of Pontiac and southeastern communities; express bus service with park and ride lots from three Oakland County areas to the Detroit CBD, Ford Dearborn complex and Chrysler Highland Park Complex; and regional corridor bus service for six corridors in the county; the Woodward corridor, John R, Rochester Road, Nine Mile Road, Twelve Mile Road and the Walled Lake to Oakland University-Pontiac Trail Corridor.

The County will be served in the near future by a county-wide dial-a-ride service - OCART, for Oakland County Advance Reservation Transit. This will provide door-to-door service and subscription service to all residents with emphasis on special services for the elderly and handicapped. 42 small buses seating 9-12 passengers will operate seven days a week. Two of the existing systems, NEOTRANS and Ferndale, Pleasant Ridge will be incorporated into the County system. Projected ridership per year for 42 buses is 350,000 trips. The system will be phased in over the period of a year.

Approximately 90 large buses serve the fixed routes in the County. Over the next five years the routes and schedules will be modified to increase service and consolidate over-lapping routes. Ridership totals over 250,000 trips per month. Service is available 7 days a week with a skeletal fleet for weekend service.

The "Silver Streak" commuter train provides three runs from Pontiac to Detroit and back each day during the week. In the fall of 1978 the trips will be increased to four daily. The train stops in Birmingham and Royal Oak where park and ride lots are provided for commuters.

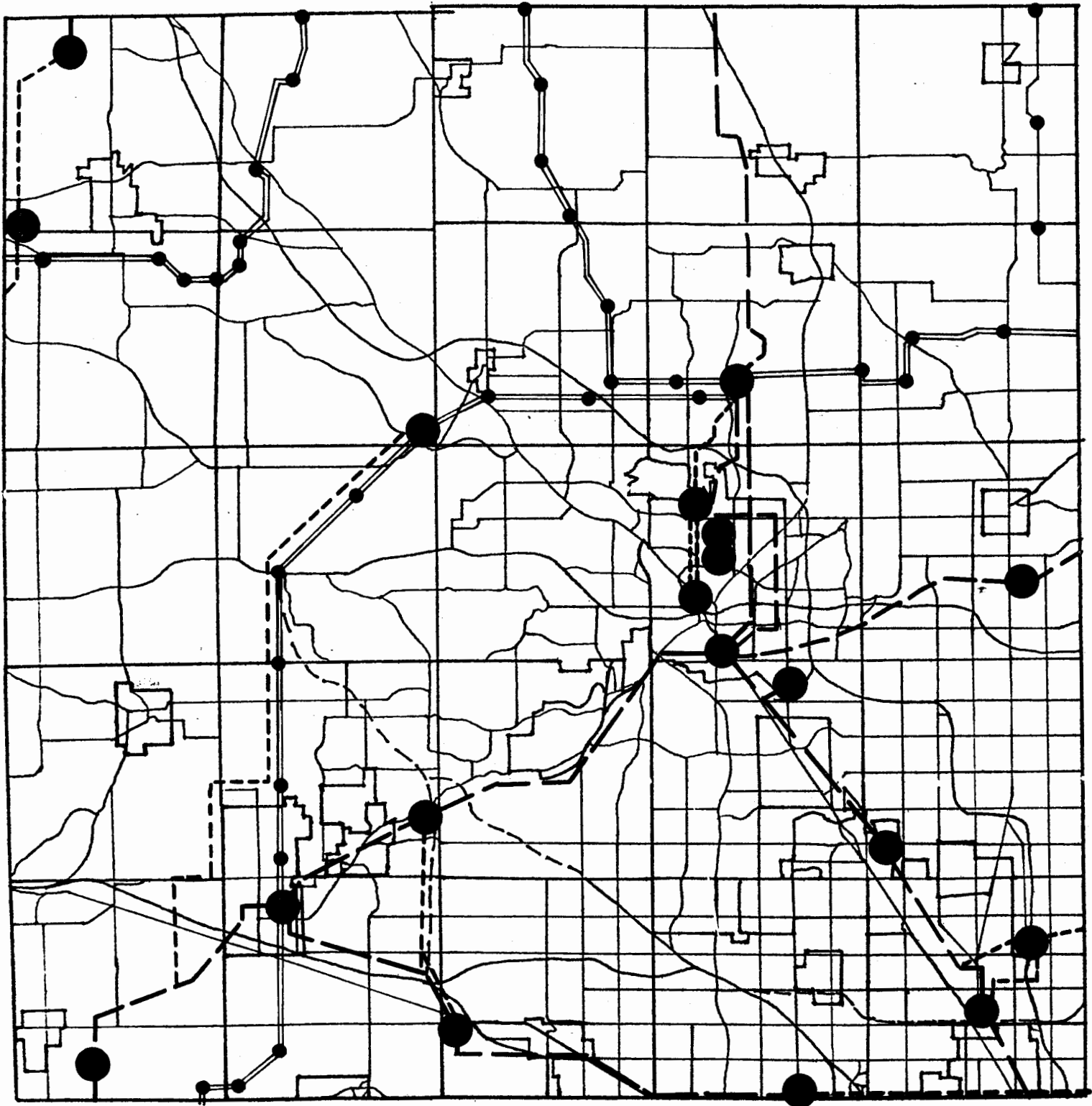
FIGURE 6
PUBLIC TRANSPORTATION SYSTEM



Source: SEMTA

FIGURE 7

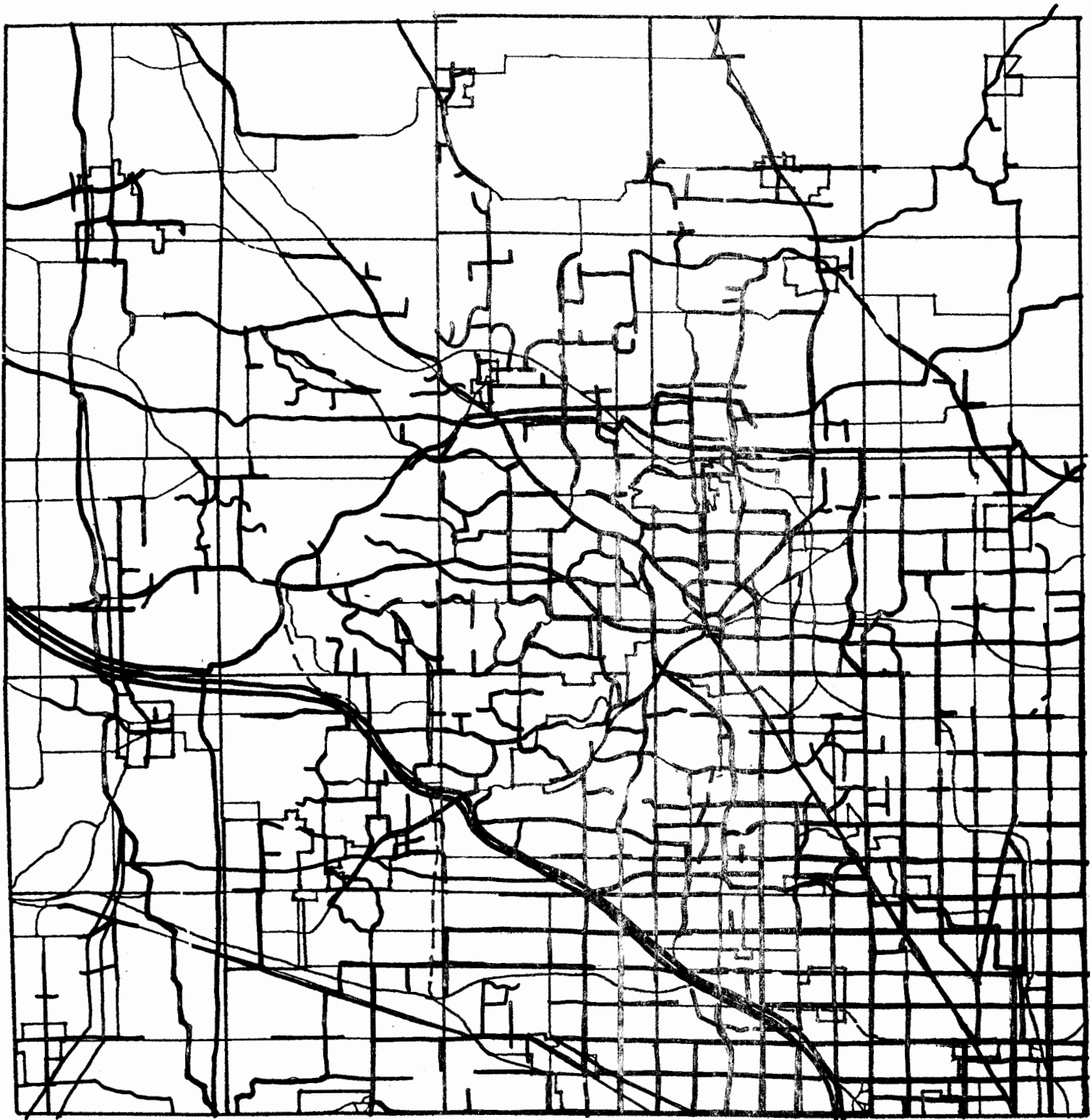
ELECTRICAL TRANSMISSION SYSTEM



- Stepdown Stations
- ==== 2 circuits (345,000 volts)
- 1 circuit (345,000 volts)
- 2 circuits (138,000 volts)
- 1 circuit (120,000 volts)

FIGURE 8

GAS TRANSMISSION SYSTEM



Source: Consumers Power Co.

WATER

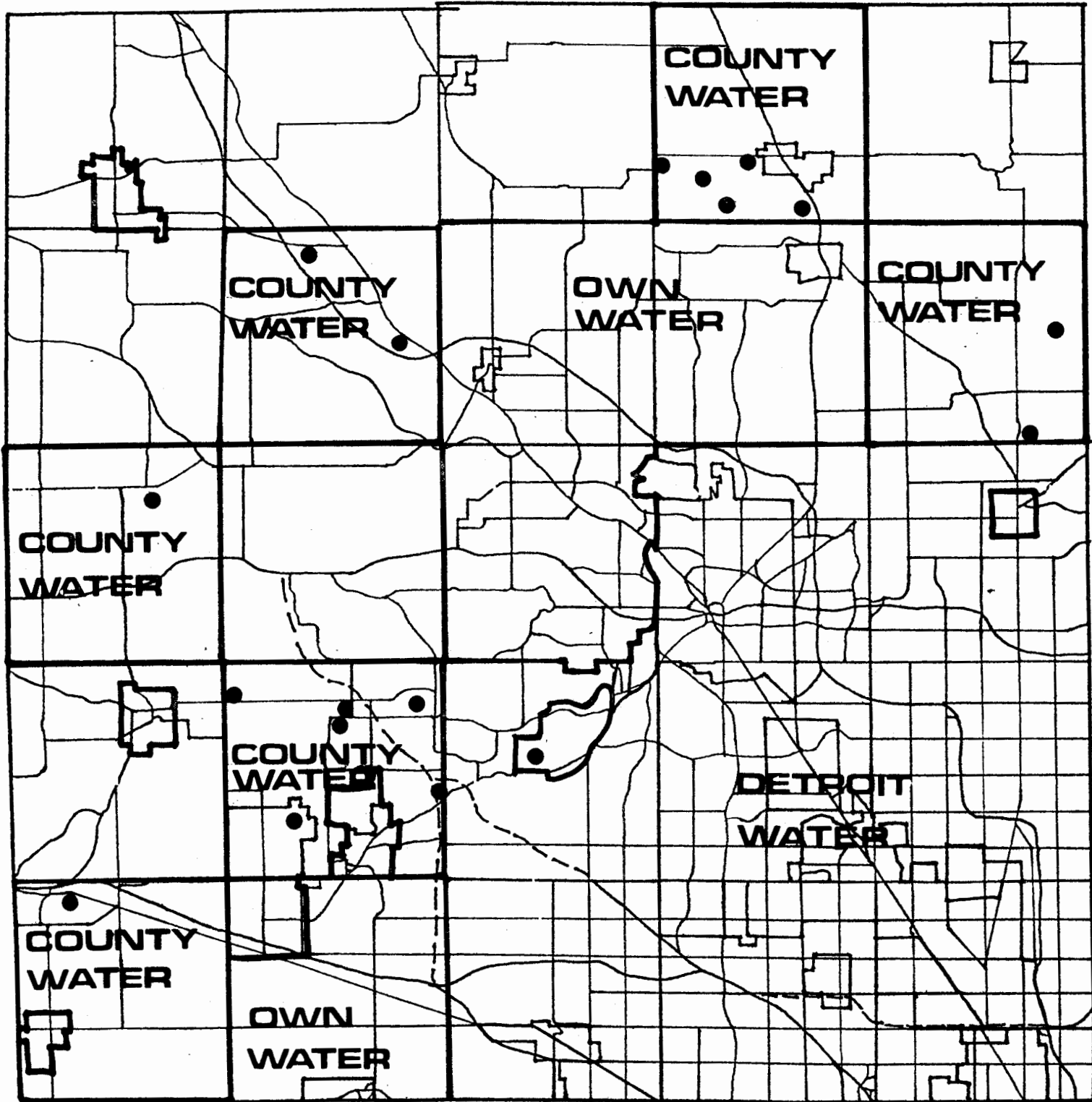
Oakland County provides community well water systems upon request from developers and local communities. The service areas and specifications of the system are established by contract. A minimum of approximately 40 units is required for development of a community well system.

Communities currently served by county-run wells include: Commerce Twp., Wixom, Oakland Twp., Highland Twp., Oxford Twp., Lyon Twp., Springfield Twp., and Franklin Village. The City of Orchard Lake Village will be served by county community wells in the future. The remaining southeast end communities are served by Detroit water.

The life of a new well system ranges between 50 and 100 years. The initial cost for a system serving a subdivision is between \$100,000 and \$200,000. Every community well includes a well house and well, pumping facility, mains and fire hydrants.

The cost of replacing water systems in urban areas is so great that only those sections needing repairs or replacement are repaired. Any improvements in existing systems are done incrementally.

FIGURE 9
WATER SYSTEM



● County wells

Source: Oakland County Sewer & Water Dept.

SEWERS

Oakland County is presently served by five sewage disposal districts and eight wastewater treatment plants. The City of Detroit's treatment plant also processes waste water from Oakland County. In order to meet water quality standards many of the existing plants will have to upgrade their facilities. Other plants may be abandoned in favor of connecting to an interceptor system with a regional waste water treatment plant such as Detroit's.

NORTHWEST OAKLAND COUNTY SEWAGE DISPOSAL DISTRICT

The Northwest Oakland County Sewage Disposal district is comprised of the Townships of Holly, Groveland, and Rose, large parts of the Townships of Brandon and Springfield and small parts of the Townships of Highland and Independence. The area of the district is approximately 157 square miles.

The Village of Holly operates its own sewage collection and treatment facilities. The Village is served by a system of combined sewers and secondary wastewater treatment plant. This plant serves half again as many people as its design capacity can handle and as a result is a major contributor to the pollution of the Shiawassee River.

The private sewage treatment facilities serve the mobile home parks. There are three parks and 630 sites.

CLINTON-OAKLAND SEWAGE DISPOSAL DISTRICT

The Clinton-Oakland Sewage Disposal district serves the northeast portion of the county including the Villages of Lake

Orion, Oxford, Leonard, Lake Angelus, Clarkston and parts of Sylvan and Orchard Lake, the Townships of Avon, Pontiac, Waterford, Independence, Orion, Oxford and Addison, and parts of the Townships of Brandon, Springfield and West Bloomfield. This is the largest sewage disposal district in Oakland County and covers 306 square miles.

Two main interceptors, the Paint-Creek and the Clinton-Oakland, presently serve a portion of the district. These trunk sewers transport wastewater to the City of Detroit Metropolitan Wastewater treatment plant for final treatment.

Independently owned and operated sewage disposal systems now serve the Cities of Pontiac and Rochester. The Rochester treatment plant has capacity for additional users but does not meet current standards for effluent limitations. The Clinton-Oakland interceptor passes through the Rochester wastewater plant site and has capacity to transport their wastewater to the Oakland area part of the interceptor system. The City of Pontiac treatment facility serves part of Waterford Township and Sylvan Lake. This treatment plant was expanded and upgraded in 1977.

Within the Clinton Oakland Sewage Disposal district approximately 50 square miles are sewered.

Private sewage treatment facilities serve seven mobile home parks. There are 2,438 sites and 418 acres involved. Private treatment facilities also serve Addison Oaks County Park, Pine Knob, and Softwater Development Company in Springfield Township.

TWELVE TOWNS - SOUTHEAST OAKLAND COUNTY SEWAGE DISPOSAL DISTRICT

The Twelve Towns disposal district serves the Troy, Royal Oak, Oak Park area and adjacent communities. The Twelve Towns Relief

drain district lies within and is a part of the Southeastern Oakland County Sewage Disposal District. It serves some 24,500 acres and discharges to the recently constructed Twelve Towns Pollution Control facilities.

The cities of Madison Heights, Hazel Park and Troy have separate sewer areas outside the Twelve Towns district discharging directly into the Detroit interceptors. The Cities of Oak Park, Southfield, Beverly Hills and Troy have areas served by separate sewers discharging into the Twelve-Towns combined sewers.

The total district is approximately 45,500 acres. All or part of thirteen communities lie within the area and about 35% of the County's population. Over 85% of the area is sewered.

EVERGREEN-FARMINGTON SEWAGE DISPOSAL SYSTEM

The Evergreen District and Farmington District are adjacent but separate systems with a common outlet connecting to the Detroit System. The District serves the Townships of Pontiac, Bloomfield, and West Bloomfield; the Cities of Bloomfield Hills, Farmington Hills, Farmington, Keego Harbor, Lathrup Village and Birmingham, and the Villages of Bingham Farms, Franklin and Beverly Hills.

The Farmington District is served by separate sanitary and storm sewers. The Evergreen district is partially served by combined sewers in the Cities of Birmingham, Bloomfield Hills and Southfield, the Village of Beverly Hills, and Bloomfield Township. During storm conditions these combined sewers overflow into the Rouge River. Studies are in progress by the Public Works Department to plan for separation of sewers and storm drains in these areas.

Capacity in both systems is sufficient to accommodate growth in these areas. During the last two years significant building activity has occurred in Farmington Hills and West Bloomfield Township. There remains about 30% excess capacity in these areas for future growth.

HURON ROUGE SEWAGE DISPOSAL DISTRICT

The Huron Rouge district contains 214 square miles covering the head waters of the Huron River and the Middle Rouge River, There are more than 100 lakes and over 90 miles of perennial streams, important natural resources, in this area.

Individual municipal sewage collection and disposal facilities are presently available in four of the twelve communities in this district. These communities are the Cities of Walled Lake, Wixom, and South Lyon, and the Village of Milford. The Cities of Novi and Northville are served directly by the Novi sanitary trunk sewer which delivers sewage to the Wayne County system. Over 6,800 acres are sewered within this district.

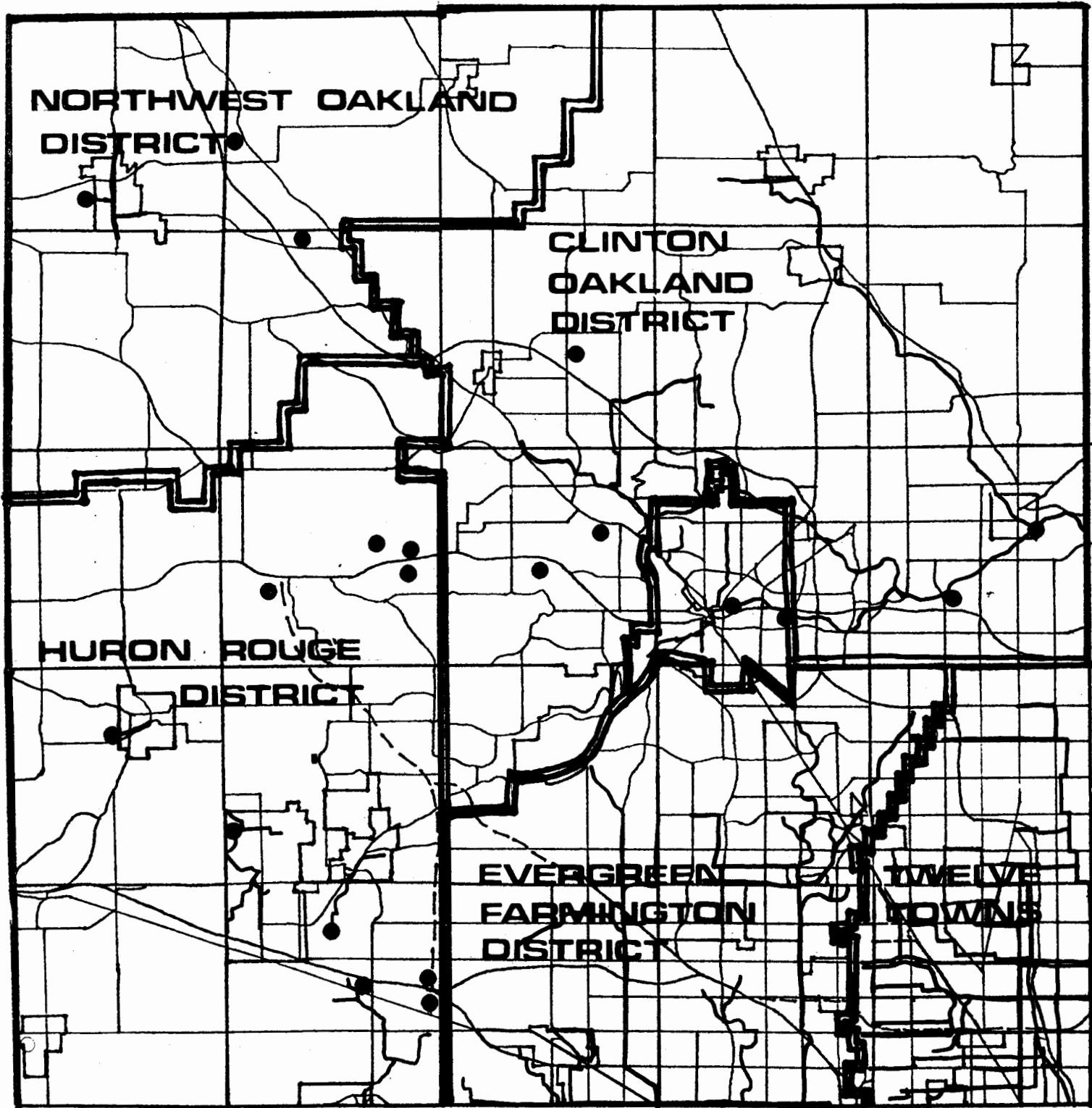
Private sewage treatment facilities of appreciable size are those serving the Ford-Wixom Assembly Plant, the General Motors Proving Grounds, the Michigan Seamless Tube Company, the Chateau Estates Mobile Home Park in White Lake Township, Highland Greens Mobile Home Park, and Kensington Place Mobile Home Park. The majority of the population at this time depends on septic tanks and drainfields to dispose of wastes.

AREAS OF NEW SEWER CONSTRUCTION

Both new residential areas and developed areas suffering pollution are targets for sewer construction. Areas receiving

new populations and sewers include West Bloomfield Township, Farmington Hills, Troy and Avon Township. The western and northern portions of Waterford Township that are developed will be sewerred within the next three years to relieve pollution of ground water, lakes and streams.

FIGURE 10
SEWER SYSTEM



● treatment facilities

Source: Oakland County Dept. of Public Works

Sewer service area expansion policy is viewed as a means of regulating the general distribution of land development in order to make efficient use of public sewer facilities. It can also be viewed as means of coordinating public investment with private development; and a means to promote a better balance of economic and residential growth.

Three categories of development are identified in an Oakland County sewer service area policy that provides for future development, complies with EPA guidelines and assures regional compatibility:

- 1) Preferred Development Areas,
- 2) Economic Potential Areas, and
- 3) Limited Development Areas.

The Preferred Development areas are suitable for potential major economic development and the majority of new residential development targeted to receive sewer service by 1980. These areas also include vacant land in developed areas which have received prior sewer commitments or possess unused capacity in existing sewer lines, and the extension of sewers to correct pollution problems.

The Economic Potential Area provide development opportunity in areas proposed to receive sewer service by 1990. These areas also include developed areas which have received citations in regard to pollution problems and need abatement.

Limited Development areas are predominantly rural and undeveloped or where because of substantive natural resources should be held in preservation. In these areas limited population growth is desired.

Regulating the timing of development should improve the county's economic and fiscal position if staging of development is viewed as a means for achieving balance between factors which affect the economic and fiscal position of the county. These factors are population growth, employment opportunities, public costs and potential revenues, and demand for and supply of public facilities and services. The relationships between these factors are constantly changing.

The population/employment ratio has tightened over the last ten years so that there are now 2.8 persons living in Oakland County for every job in the county. By regulating new residential developments via sewer service this low ratio can be maintained and the fiscal position of the county improved.

Construction priorities are based on the following criteria: Health/Pollution of ground water and likely water quality problem areas, outdated systems or relief sewers, capacity of system and contiguous relationships, relationship to community master plans, DNR priority status list, conformance with Federal guidelines for pollution control (208), existing community, county, regional and state reports, and proposed or expressed development pressures for an area.

Continued planning and construction of sanitary sewers can be anticipated during the next twenty years as efforts to abate water pollution are made in line with 208 water quality management plans. The continued A1 bond rating the county enjoys ensures a ready market for funding sewer projects, although federal funding will be relied on for planning and construction.

LAND UTILIZATION

Major capital investments that control the very basic land use patterns are made by the state and county and with Federal money. These investments include the location and design of roads and freeways that provide access to land for development, and the drainage structures and sanitary sewers which reduce restrictions for improvements to the land.

Local communities guide and manage land use in the county by zoning ordinances, site plan review and master community development plans. Although there is no county land use plan or zoning ordinance, all zoning matters in unincorporated areas come before a committee of the Board of Commissioners and are reviewed for compliance with policies and plans of other county agencies and with sound land use planning principles.

HOUSING

Authorized new dwelling units have risen from 5463 in 1975 to 10,861 in 1977. Total units in 1977 are lower than the 1970-1971 years. New units include detached single family, two-family units and multi-family units. Single family detached units generally constitute the majority of housing unit permits each year, whereas two-family units comprise less than 1% of the total units. The development of multiples as a percentage of total permits peaked in 1973 and 1974 at 59% and 54% respectively.

Authorized new dwelling units plotted on the following chart fell from 1970 to 1975 then rose. The real slowdown in building occurred after mid 1973. Two major factors have influenced this

TABLE 18

AUTHORIZED RESIDENTIAL UNITS

Township Areas	1970	1971	1972	1973	1974	1975	1976	1977	Total
Addison	18	44	53	34	35	18	23	55	280
Avon	604	+*1094	703	+*997	+389	+*685	+567	+*840	5879
Bloomfield	290	409	349	501	+309	+295	390	432	2975
Brandon	202	82	144	228	151	134	126	148	1215
Commerce	250	599	464	448	291	191	172	500	2915
Farmington	569	+*1455	496	+904	+*911	+*482	+*561	+*1398	6776
Groveland	43	201	60	63	63	39	59	72	600
Highland	216	254	256	205	171	128	174	229	1633
Holly	38	62	103	110	99	28	42	45	527
Independence	166	230	195	155	105	110	134	324	1419
Lyon	102	226	155	311	377	131	78	205	1585
Milford	48	235	202	102	55	50	74	117	883
Novi	239	725	+*1178	+*1100	+393	271	364	+625	4895
Oakland	60	75	81	90	82	62	75	87	612
Orion	152	347	303	+645	+358	205	192	290	2492
Oxford	56	97	181	164	42	35	56	82	713
Rose	31	46	92	89	42	41	41	55	437
Royal Oak	366	1024	+949	535	517	153	156	448	4148
Springfield	57	153	162	80	41	136	58	182	869
Troy	583	+*1711	+*1232	+*2061	+*996	+*922	+*1137	+*1327	9969
Waterford	156	241	295	+*1396	+*796	+*424	+*748	+578	4634

TABLE 18 cont'd.

Township Areas	1970	1971	1972	1973	1974	1975	1976	1977	Total
West Bloomfield	334	874	705	+889	+367	+*379	+*534	+*872	4954
White Lake	231	482	295	162	130	136	151	231	1818
Southfield	+*944	+*3038	+*1216	572	211	+383	+*929	+*1641	8934
Pontiac	+*980	744	742	217	+*971	17	19	46	3736

+ = Major Development Area in the region

* = Top 10 Community in the region

SOURCE: SEMCOG

slowdown in real growth - declining birth rates and tight mortgage money, resulting in decreased building activity. Prime interest rate and FHA mortgage rates peaked in mid 1974 and shortly thereafter building permits regionally dropped to a 20 year low. As the prime interest rate fell from the high of 12% to a little over 7% during 1975, 1976 and 1977, and the FHA mortgage rate declined slightly from 9.75% to 9% during these years, authorized building permits recovered only slightly from the 1975 low. (See Table 18).

Another factor influencing growth rates is the attitude which more communities are beginning to adopt - one of more restrictive zoning ordinances and in some cases an actual slowed-growth policy based on connection ability to existing service infra-structures. In addition, concern about the natural environment is resulting in development restrictions on residential, commercial and industrial property to only the most suitable areas. It is anticipated that the increasing costs for both additional service infrastructure and fossil fuels will have a significant impact on future growth patterns in the county.

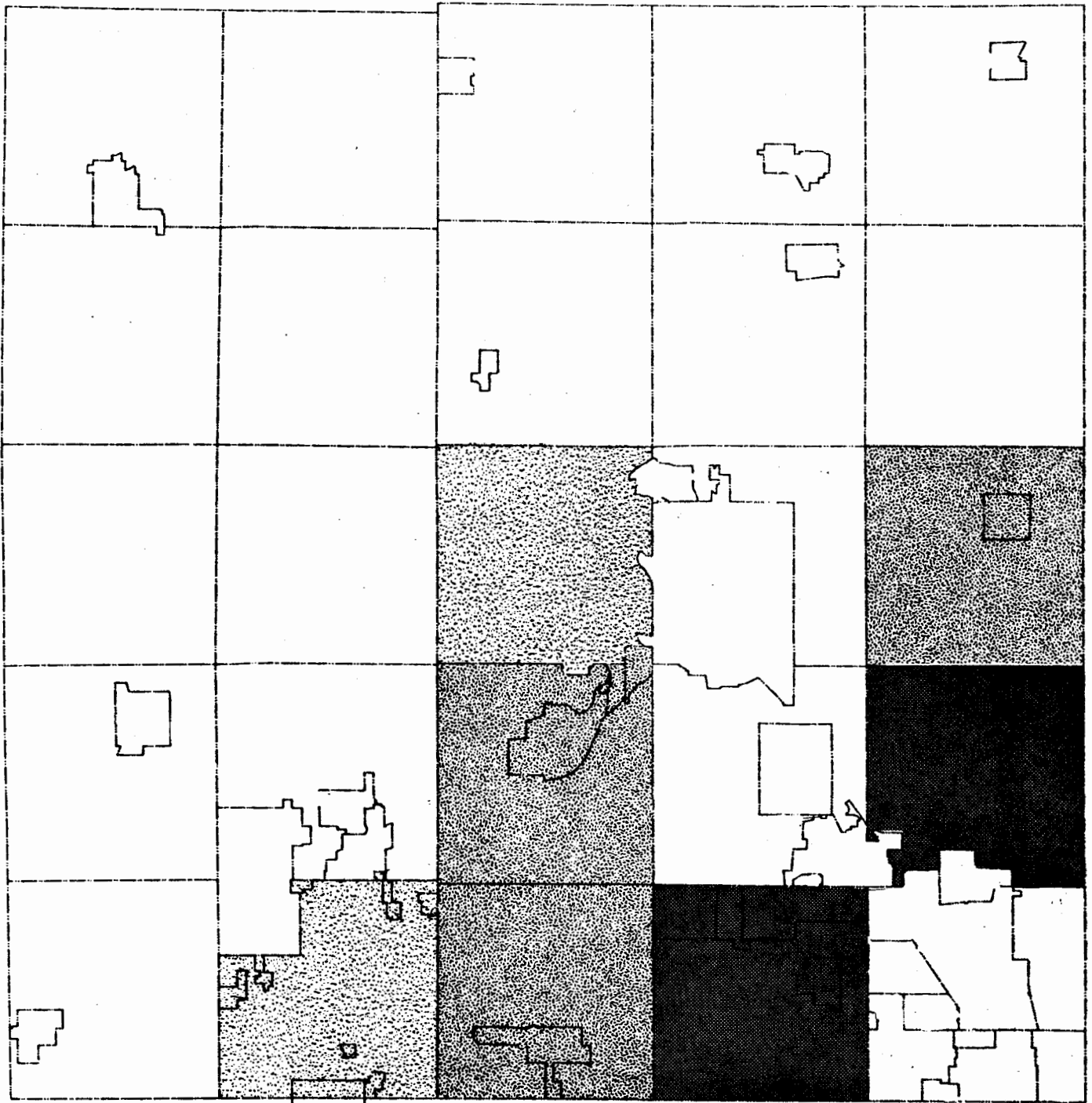
Single family housing activity has been concentrated during the last eight years in seven township areas shown on the map. Ranked in decending order of number of new building permits they are the township areas of Troy, Southfield, Farmington, Avon, West Bloomfield, Novi and Waterford. (See Figure 12).

In 1970 the average house price in Oakland County was \$25,575 and the mean income was \$16,521 - yielding a 1.55 to 1 ratio. The average selling price in 1977 was about \$48,350 and the mean

OAKLAND COUNTY

FIGURE 11

MAJOR HOUSING ACTIVITY AREAS 1970-1977



SCALE IN MILES



over 7,000 units



5,000 - 7,000 units



3,500 - 4,999 units

Source: SEMCOG Annual Reports
on Regional Housing Activity

income was \$21,500, a ratio of 2.24 to 1. New single family homes in 1978 are estimated to cost between \$45,000 and \$55,000 in Novi, between \$55,000 and \$65,000 in Avon Township and Northville, between \$65,000 and \$75,000 in Waterford Township and Highland Township, between \$75,000 and \$85,000 in Troy, Farmington Hills and West Bloomfield Township, and \$85,000 and up in Bloomfield Township, Avon Township and Clarkston. This level of pricing clearly prevents many people from entering the new single family home ownership market, and has established Oakland County as the most expensive housing market in Michigan. No curtailment of the rapid increases in housing prices is seen in the near term.

In 1977 those seeking new homes in the seven county Southeast Michigan region were distributed as follows: 20% sought new homes between \$30,000 and \$40,000, 30% between \$40,000 and \$50,000, 40% between \$50,000 and \$60,000 and 10% sought homes over \$60,000.

TABLE 19
1977 AVERAGE SELLING PRICE

(Cities) Residential Improved

Bloomfield Hills	\$160,529
Orchard Lake Village	118,794
Lathrup Village	60,787
Farmington Hills	58,806
Northville	55,082
Troy	54,166
Birmingham	53,367
Farmington	49,280
Huntington Woods	48,419
Wixom	46,971
Southfield	46,601
Novi	44,769
Rochester	40,790
Pleasant Ridge	37,669
Sylvan Lake	37,250
South Lyon	36,341
Royal Oak	32,296
Clawson	31,524
Walled Lake	28,786
Berkley	28,212
Madison Heights	28,126
Oak Park	27,843
Ferndale	22,499
Keego Harbor	22,122
Hazel Park	21,195
Pontiac	20,662
<hr/>	
City Average	\$40,894

TABLE 19

1977 AVERAGE SELLING PRICE
(Villages) Residential Improved

Lake Angelus	\$158,750
Franklin/Bingham Farms/ Beverly Hills	73,725
Clarkston	51,635
Wolverine Lake	38,398
Leonard	35,500
Lake Orion	34,545
Milford	34,159
Ortonville	33,050
Oxford	29,615
Holly	25,451
<hr/>	
Village Average	N.A.

TABLE 19
1977 AVERAGE SELLING PRICE
(Townships) Suburban Improved

Bloomfield	\$88,301
Novi	83,333
West Bloomfield	69,475
Oakland	68,763
Milford	60,487
Addison	56,445
Avon	55,105
Groveland	50,333
Brandon	48,129
Lyon	46,465
Independence	45,193
Commerce	44,273
Orion	42,504
Holly	42,291
Springfield	42,072
Highland	42,005
Oxford	41,256
White Lake	37,917
Rose	33,884
Waterford	32,929
Pontiac	32,192
Royal Oak	13,500
<hr/>	
Township Average	\$53,558

RETAIL CENTERS

Oakland County has in the last 25 years emerged as a major retail area for the southeast Michigan region. Prior to 1953, the vast majority of retail trade in the seven county region was conducted in the City of Detroit and Wayne County. In 1953 Northland Center was opened in Southfield and an avalanche of activity in suburban retail building began. In 1953, Oakland County accounted for 12% of all retail trade in the tri-county area; Macomb County for 5%; and Wayne County for 83%. By 1977, Oakland governed 28% of total retail trade; Macomb 15% and Wayne County 57%. Oakland's gains in retail activity are even greater than its gains in population, as it is the residence of only 24% of the three county population.

Retail sales per household have also been increasing at a rapid pace in southeast Michigan as well as in Oakland. In 1953, total retail sales per household were \$4,057 and \$4,260 for Oakland County and the three county area respectively. By 1963 these figures had climbed to \$5,322 and \$4,739. In 1977, Oakland County residents spent \$12,175 per household on retail goods, and by 1982 this is estimated to swell to \$15,164, a 274% increase since the opening of Northland Center.

The shift of population from Wayne County and the City of Detroit to suburban areas is reflected by the respective slippage and gains in number of retail establishments and total sales in the region. Table 20 documents changes between 1958 and 1972 in retail trade characteristics.

TABLE 20
RETAIL ESTABLISHMENTS

COUNTY	1958	1963	1967	1972
Wayne	23,537	21,236	18,155	17,629
Oakland	4,689	5,049	5,351	7,257
Macomb	2,576	3,052	3,028	3,999
Washtenaw	1,278	1,325	1,333	1,639
Monroe	804	739	711	813
St. Clair	1,127	1,096	1,010	1,120
Livingston	n.a.*	n.a.	n.a.	n.a.

n.a.: not available, less than 500 establishments

SOURCE: 1958, 1963, 1967, 1972 Census of Retail Trade
U.S. Dept. of Commerce

TABLE 20 cont'd.
RETAIL SALES (X \$1,000)

COUNTY	1958	1963	1967	1972
Wayne	\$3,329,077	\$3,751,254	\$4,609,915	\$5,787,313
Oakland	795,168	1,104,645	1,554,263	2,696,655
Macomb	336,148	537,125	889,086	1,526,197
Washtenaw	185,224	264,792	384,243	599,139
Monroe	97,734	97,842	127,410	198,519
St. Clair	116,079	134,074	179,660	257,497
Livingston	n.a.	n.a.	n.a.	n.a.

SOURCE: 1958, 1963, 1967, 1972 Census of Retail Trade
U.S. Dept. of Commerce

During this 14 year period the City of Detroit's total retail sales increased only 19.8% while Oakland County's increased 239.1%. However, since 1972, Detroit has been engaged in a committment to strengthen its retail base both from the private as well as public sector, and this effort already shows signs of reversing what has been a 25 year trend in retail activity.

Although retail establishments are scattered throughout the region, it is the major retail centers which account for the bulk of total sales and payrolls. These shopping centers and central business districts form the major commercial nodes for the region's economic activity. In the seven county southeast Michigan region there are 135 major retail nodes which contain over 44 million square feet of retail space. Table 21 details the number and total square footage of the major retail centers in the region.

TABLE 21

MAJOR RETAIL CENTERS - 1975

COUNTY	NO. OF CENTERS	% OF REGION	TOTAL SQUARE FOOTAGE	% OF REGION
Detroit*	19	14.1	10,534,307	23.7
Wayne	41	30.4	11,216,871	25.2
Oakland	30	22.2	10,296,924	23.3
Macomb	28	20.7	7,249,942	16.3
Washtenaw	8	5.9	2,773,000	6.2
Monroe	4	3.0	662,750	1.4
St. Clair	4	3.0	1,560,000	3.5
Livingston	1	0.7	162,828	.4
TOTAL	135	100.0	44,456,622	100.0

*City of Detroit data is separate from that of Wayne County

Definition: A major retail center as defined here is classified by 4 groups: 1) Central Business District; 2) Regional Center (500,000 s.f. or more); 3) Community Center (50,000 s.f. G.M.S. and at least one other retail store); 4) G.M.S. (general merchandise store over 50,000 s.f. not associated with a planned center).

SOURCE: Major Retail Centers Serving Southeast Michigan SEMCOG; Detroit News

Oakland County has been fortunate enough to be the recipient of shopping centers which have followed in the path of new residential development. Recently however, local communities throughout the county have been recognizing the potential of their central business districts, and making a range of efforts to re-establish them as "shopping centers" in their own right, a position lost to the shopping malls during the last 25 years. This vigorous activity at both ends of the spectrum has caused a boom in retail sales area renovation and marketing strategy with the consumer as ultimate beneficiary. Berkley, Birmingham, Pontiac, Royal Oak, and South Lyon are examples of communities which are actively engaged in revitalizing their downtown business areas to stabilize current business, and eventually attract new trade. Table 22 lists the retail centers in Oakland County as they will be delineated in the 1977 Economic Census for Major Retail Centers in the Detroit SMSA.

TABLE 22

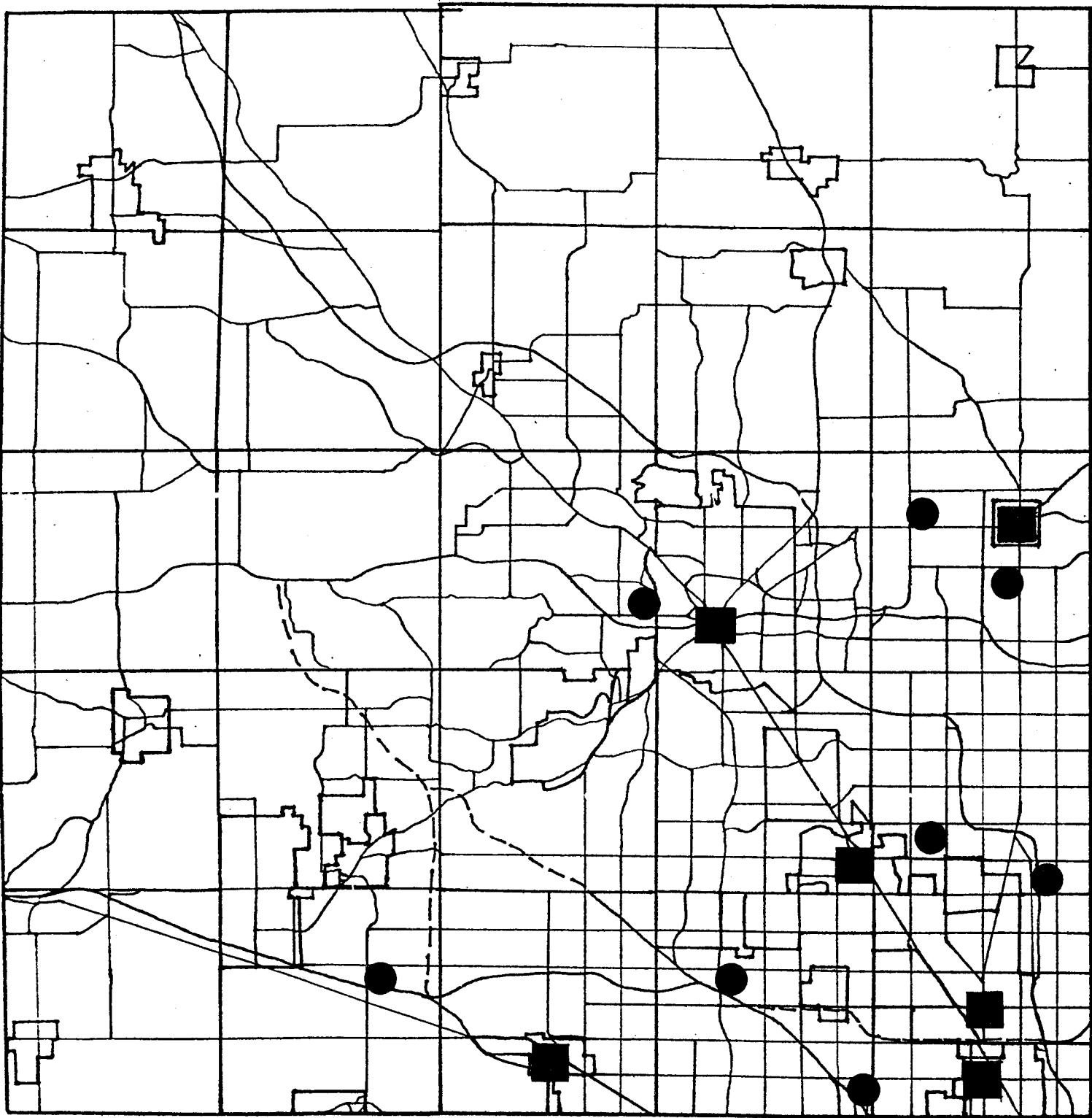
MAJOR RETAIL CENTERS
IN OAKLAND COUNTY - 1977

<u>M.R.C.</u>	<u>LOCATION</u>	<u>STORES</u>	<u>SQUARE FOOTAGE</u>
Birmingham C.B.D.	Birmingham	182	782,000
Ferndale C.B.D.	Ferndale	81	373,000
Pontiac C.B.D.	Pontiac	52	240,000
Royal Oak C.B.D.	Royal Oak	117	531,000
Downtown Farmington Center	Farmington	34	149,000
Drayton Plans Center	Waterford Twp.	29	126,000
Glenwood Plaza	Pontiac	25	122,000
Miracle Mile Center	Bloomfield Twp.	46	401,265
Northland Mall	Southfield/Oak Park	156	1,622,000
Northwood Center	Royal Oak	25	200,000
Oakland Mall	Troy/Madison Hts.	86	1,580,000
Pontiac Mall	Waterford Twp.	84	932,000
Somerset Mall	Troy	36	350,000
Tel-Twelve Mall	Southfield	56	500,000
Twelve Oaks Mall	Novi	97	1,112,622
Winchester Mall	Avon Twp.	50	400,000

SOURCE: Oakland County Advance Programs Group
Special Project

FIGURE 12

MAJOR RETAIL CENTERS



Regional Malls



Central Business Districts

Source: County Base Map

OFFICE CENTERS

Oakland County contains two of the region's major office concentrations - the Big Beaver corridor in Troy, and the North-western Highway corridor in Southfield. The other two major regional office centers are at the Fairlane Center in Dearborn, and the Detroit CBD and New Center areas. Together, the Troy and Southfield major office centers comprise over 6.8 million square feet of gross leaseable floor space. The total office gross square footages for Troy and Southfield as of January 1, 1978 are 4,316,800 and 12,127,700 respectively, with over another 1 million square feet under construction or approval. This totals over 17.3 square million feet of gross leaseable office space existent in these two cities alone.

The following chart details the net leaseable square footage of major office centers in the southeast Michigan region.

TABLE 23

REGIONAL OFFICE CENTERS
IN SOUTHEAST MICHIGAN

<u>CITY/CENTER</u>	<u>COUNTY</u>	<u>N.L. SQ. FOOTAGE</u>	<u>% OF TOTAL</u>
Detroit CBD	Wayne	17,400,000	.55
Detroit New Center Area	Wayne	2,781,328	.09
Dearborn Fairlane	Wayne	500,000	.02
Southfield Northwestern	Oakland	6,689,523	.21
Troy Big Beaver	Oakland	2,590,080	.08
Pontiac CBD	Oakland	381,560	.01
Mount Clemens CBD	Macomb	387,130	.01
Warren Tech Center Area	Macomb	342,000	.01
Ann Arbor CBD	Washtenaw	445,200	.01
Port Huron CBD	St. Clair	297,666	.01
TOTALS		31,814,487	1.00

SOURCE: Land Use Patterns in Southeast Michigan: Urbanized Area
SEMCOG; May 1976
Planning Depts' of the Cities of Detroit, Troy,
Southfield, and Pontiac.

INDUSTRIAL CENTERS

Industrial land uses represent a smaller percentage of developed land in Oakland County than they do in the other highly urbanized counties of southeast Michigan, Wayne and Macomb. This is so because Oakland's growth has been built around residential land utilization, and hence the commercial and office type land uses have been more prominent than industrial type uses. In addition, the heavy industrial uses which characterize the 5 Mile Road corridor in Wayne County and Mound Road corridor in Macomb County have tended to agglomerate in these areas because of blue collar labor pools, heavy rail access and high electrical energy availability.

Nevertheless, as of 1970, Oakland County had 5056 acres in industrial land utilization, which is 0.87% of the county's total land area. An additional 6,150 acres were utilized for extractive mining operations.

By far the largest industrial concentrations in the county are located in the City of Pontiac where the Pontiac Motor Division and General Motors Truck and Coach facilities have their main assembly plants and administrative offices. These facilities alone employ over 30,000 workers. The next largest facility is the Ford Motor Company's Wixom assembly plant which employs approximately 6,200 workers. These two industrial centers are the main heavy industrial facilities in Oakland County, which is more typically characterized by the smaller, independent, light manufacturing establishments which often are related to the transportation equipment industry. These

light manufacturing establishments are concentrated in the southeast section of the county along east/west mile roads, and in many cases near rail or air transport facilities.

The following areas are the main concentrations of light manufacturing in Oakland.

- 14 Mile Road/15 Mile Road
Eaton to Crooks Road (Troy)
- I-75 Freeway
12 Mile Road to 15 Mile Road (Troy/Madison Heights)
- Grand Trunk Railroad area
8 Mile Road to Lincoln Ave. (Ferndale)
- Capital Drive/Coolidge Road
Coolidge to Wyoming (Oak Park/Royal Oak Township)
- 8 Mile Road
Southfield Road to Telegraph Road (Southfield)
- Grand River Ave.
I-96 to Beck Road (Novi)
- 9, 10, 11 Mile Roads
(Hazel Park, Ferndale, Oak Park, Madison Heights,
Royal Oak, Berkley)

In addition to these areas, the General Motors Proving Grounds in Milford, and extractive operations in Groveland, Springfield, Holly, Oxford, Lyon, and Milford Townships comprise large areas which are special case industrial facilities.

The State of Michigan through its Department of Commerce conducts a certification program for industrial parks throughout the State. Currently there are 71 certified industrial parks in Michigan, 8 of which are located in Oakland County.

To be eligible for certification, an industrial park must meet four basic criteria:

- 1) have a minimum size of 40 acres
- 2) be zoned for industrial use
- 3) have both external and internal paved streets
- 4) have water and sanitary sewer installed

Beyond these basic certification criteria, a park will receive a rating of Class A, B, or C, dependent on points received via the following 14 criteria:

CRITERIA	MAX. POINTS
Sanitary Sewers	13
Community and auxiliary services	13
Municipal water service	10
storm sewers	9
Paved streets	9
Protective covenants & restrictions	9
Soil characteristics	7
Airport facilities	6
Highway accessibility	6
Rail accessibility	5
Grading and clearing	4
Special park features	4
Harbor facilities	3
Natural gas service	2
	100

Class A	87-100 points
Class B	73-86 points
Class C	60-72 points

Following is a listing of certified industrial parks located in Oakland County.

TABLE 24
CERTIFIED INDUSTRIAL PARKS
IN OAKLAND COUNTY

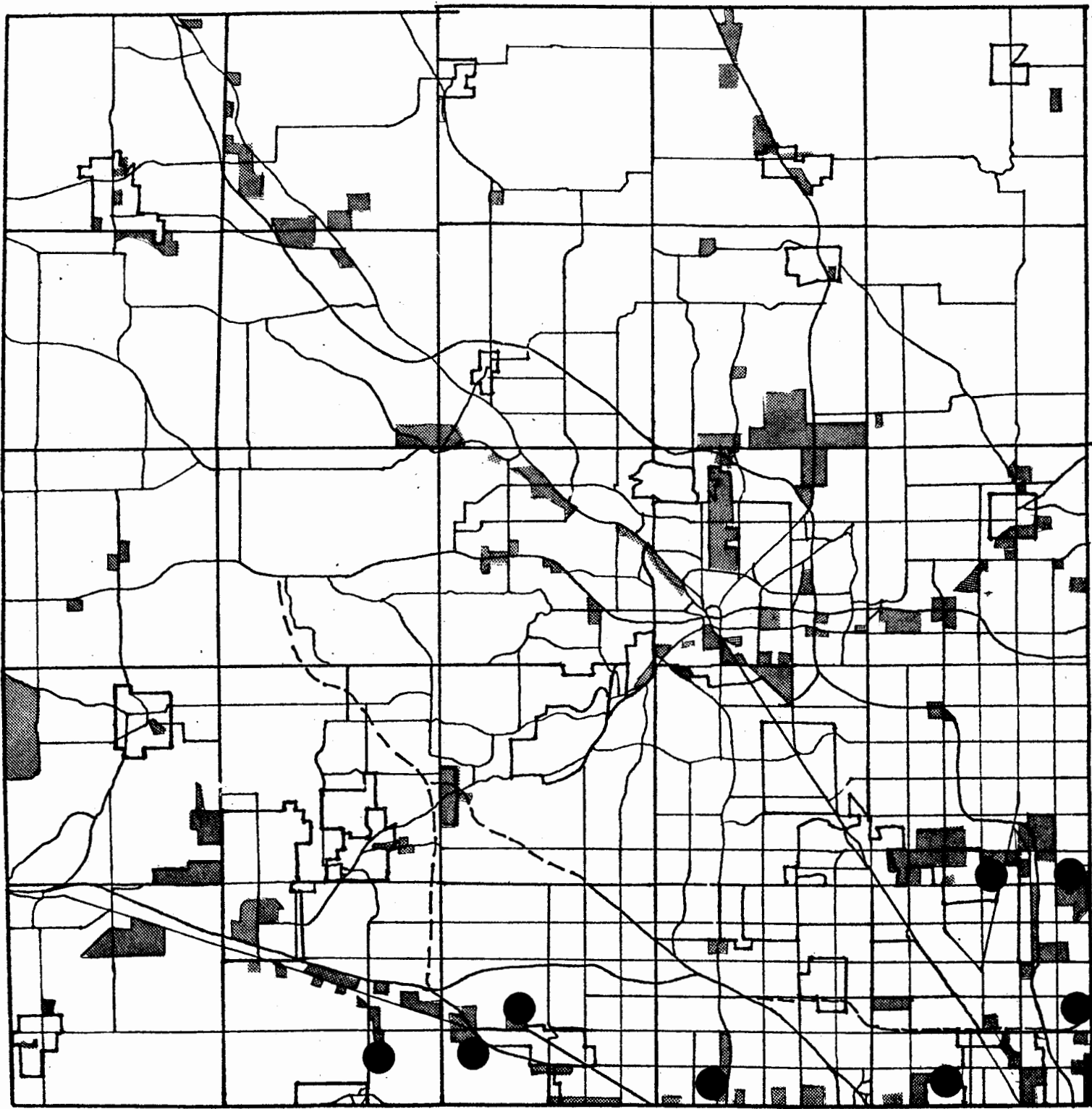
<u>NAME</u>	<u>COMMUNITY</u>	<u>CLASS</u>	<u>SIZE</u>
Farmington Fwy. Industrial Park	Farmington Hills	A	250 acres
Indoplex Industrial Center	Farmington Hills	A	44 acres
Andries-Bulter Indus. Park	Madison Heights	A	54 acres
Novex One	Novi	A	65 acres
Royal Industrial Park	Royal Oak Township	A	46 acres
Southfield Commerce Center	Southfield	A	49 acres
Maple Industrial Subdivision	Troy	A	67 acres
Robbins Executive Park East	Troy	A	100 acres

SOURCE: 1977 Certified Industrial Parks.
State of Michigan
Office of Economic Expansion

In addition to the state certified industrial parks, there are 25 industrial districts within Oakland, comprising 1247 acres with various combinations of amenities. These districts are located in: Avon Twp.; Clawson; Farmington Hills; Holly Twp.;

FIGURE 13

CERTIFIED INDUSTRIAL PARKS & INDUSTRIALLY ZONED LAND



● Certified Industrial Park

■ Industrially Zoned land

Source: Composite Zoning Maps

Madison Heights; Milford; Lyon Twp.; Novi; Oxford; Royal Oak; South Lyon; Troy; Walled Lake; and Wixom.

Taken together, these industrial areas and parks represent a generally adequate situation for accommodating existing development as well as future expansion. However specific older areas in Pontiac, Hazel Park, Ferndale, Oak Park, and Royal Oak, which were not initially planned to accommodate current conditions are in need of expanded transportation and infrastructure improvements.

These physical facilities are further enhanced by the existence of three Industrial Development Corporations (IDC) which are organized under the General Corporations Act. The IDC's in Oakland County are: Farmington Industrial Corp.; Holly Development Corp.; and Oxford Development Corp. These bodies seek to coordinate industrial development potentials for their respective areas.

Further development stimulus is provided by the four Economic Development Corporations (EDC) organized under P.A. 338 of 1974. The EDC's in Oakland County are: Pontiac Township EDC; Pontiac EDC; Northville EDC; and South Lyon EDC.

CHAPTER V
SOCIAL RESOURCES

V. SOCIAL RESOURCES

EQUAL OPPORTUNITY PROGRAMS

Individuals and communities within Oakland County are making increasing and formal efforts towards equal opportunity philosophies in jobs, housing and program monies allocation. As Oakland becomes more racially and ethnically hetergeneous, its communities and agencies are recognizing needs and challanges they heretofore might have ignored.

Fair housing ordinances have been made law in many communities and the City of Southfield's Home Information Center which is a housing opportunities and placement program is used as a national model by other cities.

Affirmative action programs are commonplace today among both public and private sector employers. General Motors Corporation has developed a program with public school systems called "New Directions," which attempts to prepare high school youths for the working world. Oakland County now has an Office of Community and Minority Affairs which seeks to coordinate affirmative action and minority affairs programs within the County and with non-county agencies as well as undertake special projects. The Pontiac Area Urban League and Oakland County Chapter of the NAACP have vigorous programs to promote racial equity and minority affairs throughout the County. The Oakland Livingston Human Service Agency (OLHSA) is an outgrowth of the old OEO programs at the County, and has numerous social aid programs dealing with nutrition, Project Head Start, senior citizens, employment, community development, public information, and others.

INCOME MAINTENANCE PROGRAMS

The Oakland County Department of Social Services administers several programs for indigent individuals and families; general assistance or welfare, food stamps, Aid to Dependent Children (ADC), Medicaide and hospitalization.

Other agencies and programs providing income are the Social Security Administration, Veterans Administration, workers compensation, unemployment compensation and SUB benefits for UAW members.

The Oakland County Department of Social Services, OSS, administers general assistance, food stamps, ADC and Medicaide programs. These programs are for indigent persons and families who have exhausted their unemployment benefits, are unable to work, or who cannot find regular work.

The Department is financed with federal, state and county funds. The funding pattern has changed over the years. The County used to provide all the funds. Expanded state and federal programs, and increased matching funds have resulted in federal and state governments providing a greater portion of the total resources. By 1980 the County will no longer contribute to the OSS programs.

The yearly assistance expenditures have risen over the years as a result of new and/or changing programs, inflation and fluctuations in the economy. Although the county has contributed more each year the percentage contribution has been decreasing. The contribution in 1977 is 2.3%, down from 3.6% in 1973.

The General Assistance Program or Welfare provides financial aid to indigent persons who do not qualify for other aid programs and who meet with standards set by the Social Services Board. The majority of general assistance recipients are single persons and

families waiting to get into other programs. General assistance to emergency cases is also available.

The caseload reflects the general health of the economy. From a high in 1975 of over 3000 cases/month the caseload had fallen to 1162/month in 1977. This is due in part to the improved economy and in part to a change in the rules for receiving general assistance.

Average Cases per Month (3. to 3.5 persons /case)

1973	1672
1974	n.a.
1975	3000
1976	n.a.
1977	1162

General Assistance Expenditures

1973	\$2,450,000
1974	n.a.
1975	n.a.
1976	n.a.
1977	5,003,867

The Aid to Dependent Children Program provides financial assistance to those children who are deprived of parental support, through the death of one or both parents, continued absence of a parent from the home, incapacity of a parent or unemployment of the father. The family must meet certain eligibility requirements. ADCU is for unemployed ADC adults and is in addition to the regular payments.

Expenditures for ADC and ADCU programs rise every year although the number of cases and recipients has been modestly declining.

The length of time of ADC assistance has changed markedly since 1973. In 1973, 22% of recipients were on less than one year, 61% were on from one to three years and 17% were on for over three years. The figures for 1976 show only 4% of the recipients are in the program for less than one year, 56% are on for one to three years, and 40% are on for more than three years. A definite shift to long term dependence on public aid has occurred for ADC children/families over the last four years.

The food stamp program of the USDA is administered in Michigan by the State Department of Social Services through the County Department of Social Services. Under this plan, eligible families exchange their food money for food coupons of higher monetary value. The bonus or free coupons are paid by the federal government.

In 1972 the federal government reduced the dollar amount of bonus coupons from about 45% of the total value to about 38%. This, coupled with more strict eligibility requirements reduced the number of households participating in the program.

As food and fuel costs have risen over the years a substantial increase in participation by public assistance clients has occurred. The majority of food stamp recipients are now on some public assistance. The goal of this program is to increase food stamp participants not on public assistance from 400 cases per 1% unemployed to 479 cases per 1% unemployed. The current caseload of non-public assistance cases is 2,346.

The participation in the food stamp program has been directly linked to the unemployment rate and the bonus arrangements. The greater the exchange rate the more attractive is the program.

All recipients of public assistance under the federal/state categorical aid programs are eligible for medical assistance benefits. An additional number of persons who are financially self-sufficient to meet their regular living expenses but are unable to meet expensive medical needs are also eligible. Comprehensive medical care is provided which includes hospital care, skilled and basic nursing home care, physicians services, prescriptions, physical therapy, home health care, ambulance service, laboratory services and dental care for children.

Over half the beneficiaries of this program are over 65 years old. Many require long-term care in skilled and basic nursing homes. In 1976 4.9% of the participants in the medical assistance program were on it for less than one year. This is down drastically from 1973 where 29% were on assistance less than one year. In 1973 46% were on assistance from one to three years and 26% were on for over three years. This compares with the 1976 figures of 45.6% on assistance from one to three years and 49.5% on for over three years. Evidently there is greater need today for longer term care.

The caseload has been gradually declining over the last three years. This is credited to new ways of managing infirm persons in the various care facilities. More effort is being made to assign persons needing care to the appropriate facilities, ie, a basic care nursing home rather than a hospital.

There were combined and transferred to the Social Security Administration in 1974. This was the result of enactment of P.L. 92-603 which established "a national program to provide supplemental security income to individuals who have attained

age 65 or are blind or disabled." The new program is entitled Supplementary Security Income (SSI).

The Old Age Assistance program is for persons 65 years of age or older who have insufficient income and resources to provide for the necessities of life.

The primary reason for these reductions can be attributed to the increases in Social Security benefits at that time. Persons on this assistance program tend to stay on it for a long time; over 57% had received benefits for three years and longer.

The Aid to the Blind program provides assistance to persons who are at least 16 years old and are visually impaired. In addition, the applicant must meet the income and financial resources limitation of the program to qualify for the program.

Most participants in this program receive assistance for more than one year.

The Aid to the Disabled program provides assistance for individuals who are 18 years or over who have an injury, illness or other disability which prevents them from pursuing a useful occupation in the foreseeable future. Vocational rehabilitation services are provided to those individuals who will benefit from such service.

21% of the recipients in 1973 have been on the program for less than one year, 53% have been on from one to three years and 26% have been receiving aid for over three years.

The OSS participates with the Oakland County Prosecuting Attorney and Friend of the Court in a cooperative agreement. This agreement provides funds from federal and state sources to enable

these county offices to employ additional staff to increase the effectiveness and efficiency of administration of social service programs.

The purpose of the agreement with the friend of the court is to provide enforcement of existing child support orders for public assistance clients. Child support which is collected by the Friend of the Court is turned over to the Michigan OSS for those clients who are receiving assistance through the ADC program. These funds are then credited to the client's account, thereby reducing the tax funds required to support the individual family.

Under the Supplemental Security Income SSI program the county provides funds to persons who qualify but are not yet enrolled. The OSS is reimbursed by the Social Security Administration for the funds received by persons who finally are enrolled under SSI. For those who are not accepted for SSI the county assumed the cost.

The MESOC distributes unemployment insurance benefits through its two offices in Royal Oak and Pontiac. All persons collecting benefits who reside in Oakland County do not necessarily collect from these offices and these offices serve persons living outside the county. For statistical purposes we can only approximate the number of persons in Oakland County collecting benefits.

The following table shows the number of persons collecting benefits by weekly averages for quarters and the year. The jumps from the fourth quarter to the first quarter in the years 73-74 and 74-75 coincide with the layoff of auto workers and a drop in need for support services associated with auto production.

TABLE 25

MICHIGAN EMPLOYMENT SECURITY COMMISSION BENEFIT PAYMENTS

	<u>Number of Persons Collecting Benefits(weekly average)</u>							
	<u>1970</u>	<u>1971</u>	<u>1972</u>	<u>1973</u>	<u>1974</u>	<u>1975</u>	<u>1976</u>	<u>1977</u>
1st qtr.	7,689	14,029	10,436	7,377	19,120,	28,458	15,354	12,523
2nd qtr.	8,410	10,908	8,504	5,799	13,890	20,333	10,770	9,521
3rd qtr.	13,209	11,749	11,194	6,659	11,501	15,881	11,528	10,716
4th qtr.	<u>11,275</u>	<u>7,761</u>	<u>6,062</u>	<u>5,095</u>	<u>11,218</u>	<u>14,760</u>	<u>11,263</u>	<u>n.a.</u>
yrly ave.	10,158	11,097	9,049	6,228	13,892	19,790	12,222	10,920

Source: Michigan Employment Security Commission

Since the 1974-75 recession when (SUB) Supplementary Unemployment Benefit funds dried up completely for auto workers, the Big Three funds have recovered remarkably. This recovery has been due to continued high employment in the auto industry, increased production with few layoffs, and a restructured SUB plan with strengthened funding provisions.

In January 1978 the Chrysler Corporation had over \$50 million, Ford Motor Co. had over \$155 million and General Motors had over \$207 million. This represents 53% of the maximum funding for Chrysler and 85% of maximum funding for Ford. There is no breakout for SUB funds paid to those eligible in Oakland County during the massive layoffs or for the amount of funds contributed by eligible county residents.

JOB MAINTENANCE PROGRAMS

The Michigan Employment Security Commission (MESC) provides counseling services, job referrals and placements, testing for career suitability and enrollment in training programs. They also provide services for dispensing unemployment compensation.

Since 1975 the number of persons applying for MESC services had decreased 27%. Higher employment is responsible for this decrease. The male applicants continue to be in the majority although decliningly so. Gains in the number of female applicants represent the changing composition of the labor force in addition to those who have become unemployed. As costs continue to rise and employment and careers become more the norm for women the portion of female applicants will continue to increase.

TABLE 26

CHARACTERISTICS OF UNEMPLOYMENT COMPENSATION APPLICANTS

	FY 1977	FY 1976(15 mos.)	FY 1975
Total	15696	18538	21255
Female	7725	8244	8533
Male	7971	10294	12722
Veterans	3521	4589	5544
Minority	2129	2092	2386
Economically Disadvantaged	6750	6618	7234
Over 22	2982	3797	4564
Over 45	2941	3418	3837

The number of male applicants dropped 9% from 1975 to 1977 and the number of female applicants rose by that much during that time. The percentage of other applicant characteristics changed little in the total labor force over these years.

A major function of the MESC is to place persons seeking jobs. Education of all placements has risen slightly over the past three years with the majority of persons placed having 12 or more years of schooling. The ethnic group distribution remained constant for those placed during the years. Slight gains were made for Blacks and Spanish Americans.

Economically disadvantaged persons experienced the most significant rise in placements over these years, rising from 28% of total persons placed in 1975 to 37% in 1977. In 1975 11% of the persons who applied for MESC placement services were placed. This rose to 16% in 1976 and 35% in 1977.

Economically Disadvantaged Job Placements

Fiscal Year	Placement	% Increase	% total Placements	% of Applicants Placed
1975	783	--	28%	11%
1976	1107	41%	30%	16%
1977	2331	111%	37%	35%

In addition to placements MESC provides job referrals, counseling, testing, and enrolls people in training programs. Job referrals increased 41% from 1975 to 1976 but increased only 4% from 1976 to 1977. The services in counseling, enrollment in training and testing all had marked increases from 1975 to 1976 and decreased markedly from 1976 to 1977. The decreases reflect the decrease in the total number of applicants for these services.

MESC Services Levels

Fiscal Year	Job Referrals	% Increase
1975	9606	--
1976	13584	41%
1977	14153	4%
	Counseling	% Increase
1975	1399	--
1976	3843	175
1977	1001	-74%

	Testing	% Increase
1975	1591	--
1976	2350	48%
1977	1178	-24%

	Enrollment in Training	% Increase
1975	157	--
1976	653	316%
1977	175	-73%

Source: MESC

The MESC provides a major portion of job maintenance services to county residents. The figures for applicants do not reflect the total number of persons who are unemployed and in need of this service. The others include persons who were laid off and collecting benefits that have not applied for these services, persons who have dropped out of the labor force and/or those entering the labor force who have not yet sought out these services.

The county manpower department administers the CETA programs in Oakland County. Title I, II, III and VI programs have provided services, training and employment for Oakland County residents since 1974 when most of these programs started. Title I, II and VI are designed to provide job training and employment opportunities for economically disadvantaged, unemployed and underemployed persons and to assure that training and other services continue to lead to maximum employment opportunities and enhance self sufficiency.

Nine groups of people have been designated by the Oakland County Manpower Planning Council to receive special recruitment effort and programs. These groups are low income families, veterans, limited English speaking people, welfare recipients, minorities, handicapped, ex-offenders, youth and senior citizens.

Title I provides monies for classroom training, on-the-job-training, work experience programs and other service oriented efforts. Ten counseling intake agencies will provide job development and job placement services for over an estimated 9600 persons in 1978. Of these 3770 persons are anticipated to be employed in the private sector, 3900 are to continue in the programs and the remainder may be employed in the public sector.

The Manpower Department contracts with public and private schools and individuals for classroom training programs similar to vocational ed courses. Approximately five new training programs are started each month. The Manpower Department also writes \$25 million worth of on-the-job-training contracts per month. There are currently 1542 persons enrolled in these programs.

The work experience program serves 1644 persons by subsidizing wages in non-profit agencies, such as paying for 20 hours of work per week. Many CETA workers employed by the County are covered under this program.

Under Title II and VI, monies are provided for income subsidies to persons participating in programs with non-profit agencies. During the fiscal years 1975 to 1977 over 12,500 persons were served in Title II and VI programs.

Fiscal Year	<u>Title II</u>		<u>Title VI</u>	
	Participants	Dollars	Participants	Dollars
1975	1664	4,784,570	768	1,704,395
1976(15 mo.)	2923	7,833,694	3119	16,193,932
1977	2547	8,605,592	2589	11,909,142

Title III programs were not available until FY 1977. The emphasis of these programs is on youth and their employment problems. There are three major efforts of endeavor under this program; summer programs for economically disadvantaged youth, skill training and improvement program, and the youth employment and demonstration project. In 1977 \$1.6 million was spent for the summer programs for economically disadvantaged youth pilot projects. In the fiscal year 1977 offered for the first time are skill training and improvement projects. \$1.6 million has been allocated for this section and the following section and will constitute 25% of the Title I contracts. There are 96 people enrolled in this section, also known as the Youth Community Conservation Project. Most monies under this section are allocated to schools for vocational education-type programs. Youth employment and demonstration projects are being contracted for the first time in FY 1978. There are 1300 persons enrolled at this time.

Innovations to the programs at Oakland County include services to all public service employment employees and involvement of private business. In the past the major criticism of public employment service programs was that employment ends with termination of the program and individual becomes unemployed. Additional skill training will be given to those interested employees on a part time basis to avoid this problem. The goal is to transfer these people to employment in the private sector and to increase the skill level for those remaining in the public sector.

Since the manpower department was organized in late 1974 over \$160 has been received from the federal government for employment. In FY 1978 \$60 million is anticipated for the various employment and training programs.

In addition to the CETA programs the Manpower Department administers for senior citizens a work experience program, Title I. There are 100 people enrolled and the budget in 1978 is \$15,000.

In years to come greater coordination between the federal Departments of Labor and HEW and between the school systems is anticipated. This will result in more and improved programs for job maintenance and training and retraining for fuller employment.

Greater emphasis will be placed on minority enrollment in programs. A target of 24% of the participants as minorities is suggested by 1985.

JOB SUPPORT SERVICES

Job support services include referrals, day care, legal aid and abuse prevention. The Oakland County Department of Social Services (DSS) and the Oakland Livingston Human Service Agency (OLHSA) provide the majority of these services to county residents. Other providers include the Catholic Social Services, Legal Aid societies, church groups and educational counselors.

The DSS runs a Work Incentive program, a work relief project, self support units, youth service, and day care programs. The work incentives program is mandatory for those persons receiving DSS services and for those with children over six years old or who have supervision available. There are 26 work projects in the County. These persons are required to sign up with MESC and to look for work for the duration of their benefits from DSS. The work relief project is designed for persons on General Assistance. The self support unit places people in training programs and in jobs, about 7 persons are placed per month. The

youth services unit counsels youths to keep them in school and places them in training programs or in jobs. The day care program is available to ADC mothers and others receiving benefits while they seek employment. The family service units program provides basic financial advice on debt management, budgeting and tax preparation.

There are 59 major licensed day care centers in Oakland County and 25 operate year-round.

DSS contracts with private employment agencies for placement of their people. They also purchase service programs by contract, for those services not provided. These services include a \$0.5 million contract with OLHSA for senior citizen services and drop-in center, and a clinic that provides debt counseling and transportation.

YOUTH PROGRAMS

CETA Title III provides monies for pilot projects for youth. 1977 was the first year this program was available. There are three parts: 1) a summer program for economically disadvantaged youth; 2) skill training and improvement program, new in 1978; and 3) a youth employment and demonstration project. The OLHSA served 2116 youths aged 14-21 in 1977 under the Title III funding and anticipates 100 to be involved in on-the-job training programs providing placement and training in the private sector.

Various state departments have youth employment programs. The DNR Youth Conservation Corps offers a summer youth environmental employment program to 20 to 30 persons. The DSS's program COPE, an employment program for pre-delinquent youth in Oakland County serves 100 youth. These both are administered by OLHSA.

Fourteen local youth employment referral services are available in the county. Their main function is to solicit jobs from local job information and referral service for youths age 16 and over. The Pontiac Urban League also provides an employment referral service for youths ages 16-18.

GENERAL EDUCATION

Oakland Intermediate Schools, OIS, has 28 member districts providing instruction from grades K-12. Total enrollment in 1977 was 221,690 down from the high of 239,683 in 1971. This decline in enrollment is expected to continue for another 4-6 years.

Total operating expenditures for the 1976-1977 year were \$359,048,043 and total revenue received was \$366,189,278. Revenues are received from property taxes, state aid and federal grants. Revenues have risen over the years as property valuations have increased.

OIS provides support services to its member districts for those functions which involve a small percentage of children or require a high degree of staff specialization. These include special education, vocational education, special projects and the management academy.

There are 73 private schools offering instruction in grades K-12. About 24,000 pupils are enrolled in these schools. The number of students has remained relatively constant over the years.

Oakland Community College, a two year institution graduated 117 students in 1967 for the first time. In 1976 this had risen

to 1217 students. There are four campuses serving the county and 18,873 students are enrolled. Program offerings include Liberal Arts, Applied Science and Arts, Apprentice Programs, EIT Programs, Adult Technical Programs, and special and miscellaneous curriculum.

OCC is financed by 1.4 mills assessed county-wide. This generated revenues of \$7,124,143 in 1976, about 37% of total revenues. Other sources of revenues are tuition and fees and state appropriations, totaling \$22,068,842. Expenses for the year ending June 30, 1976 totaled \$21,933,526.

Four-year colleges, both public and private include Oakland University, Lawrence Institute of Technology, Colombiere College, Duns Scotus College, Wayne State University extension, Mercy College, Michigan Christian College, St. Mary's College, and Cranbrook Academy of Arts and Sciences.

Michigan State University has a management training center in Troy and a continuing education program for educators in Birmingham.

VOCATIONAL EDUCATION

There are four vocational education centers in the county serving local school districts. These centers are funded by a half mill county tax levy and by state appropriations. The first center opened in 1969, the others in the early 1970's. Courses are offered to students in their junior and senior years in high school. Course offerings include: production agriculture and coop; ornamental horticulture; floriculture; landscaping; agriculture resources; advertising services; health occupations; dental assistant; medical lab assistant; nursing aide or assistant; medical office assistant; home economics; child development;

consumer/homemaking; clothing and textiles; consumer education; family health; family relations; food and nutrition; home management; housing and home furnishing; child care and guidance; clothing management; food services; bookkeeping; machine operator; computer and console operator; computer programming; steno and secretarial; general office assistant; trade and industrial coop coordination; air conditioning; heating; refrigeration, architectural and engineering drafting; electrical engineering, industrial electrician; radio and TV repair; radio and TV broadcasting; graphic arts and printing; appliance repair; auto body and feder repair; auto mechanics, commercial art; building trades, construction and maintenance; building maintenance; diesel mechanic, machine shop; welding and cutting; cosmetology, small engine repair; cabinet making/millworking; fluid power mechanics; and greenhouse management and landscaping. Courses are selected for offering based on surveys of employers located in Oakland County updated every five years.

A total of 6000 students participated in these programs during the 1974-75 school year, over 7000 in the 1975-76 school year, over 7200 in 1976-77, and over 8000 in the 1977-78 school year. Total budgets for the four years have risen from approximately \$4.5 million in 1974-75 to \$5.3 million in 1977-78.

In each of the four centers the placement rate for graduating students is very high, the lowest rate being 85% and the highest rate is 96%. Rates of placement are high due to the job development programs pursued at each center and the close correlation of course offerings to job needs in the community.

In addition to the Oakland County vocational education centers serving high school students, Oakland Community College and the adult education programs offered through local districts provide additional job training opportunities. 347 persons were enrolled at OCC in 1976 in Apprentice Programs and technical programs.

CHAPTER VI
HUMAN RESOURCES

VI. HUMAN RESOURCES

POPULATION PROFILE

Oakland County is currently on the upper part of its "S-shaped" population curve. This curve represents the long historical trend of population growth in an area and aids in examining likely future population levels.

When Oakland County was initially being settled in the early 1800's, its population rose slowly. Even until 1910 there were cyclical increases and decreases in the county's aggregate population as settlers, farmers and crafts-people moved through, and located in the southeast Michigan swamp and forest areas. From 1910 onward however Oakland began to establish itself as a residential suburb of the rapidly growing City of Detroit. In addition, Pontiac became a secondary center for the carriage trade and fledgling automotive industry. The county's population increased about 5 times between 1910 and 1930, and then slowed during the Great Depression. After World War II, the pace picked up again with the largest growth spurt taking place between 1950 and 1970. Since 1970 the County has continued to increase in population but at a much slower pace than during the 1950's and 1960's. This steady but slow rate of growth is expected to continue to the end of the century.

TABLE 27
OAKLAND COUNTY POPULATION GROWTH

YEAR	POPULATION	% CHANGE
1840	23,646	--
1850	31,270	32.2
1860	38,261	22.4
1870	40,867	6.8
1880	41,537	1.6
1890	41,245	-0.7
1900	44,792	8.6
1910	49,576	10.7
1920	90,050	81.7
1930	211,251	134.6
1940	154,068	20.3
1950	396,001	55.9
1960	690,259	74.4
1970	907,871	31.5
1975	966,562	6.5
* 1980	998,749	3.3
* 1985	1,041,482	4.3
* 1990	1,097,344	5.4

*Projections

- Sources: 1) U.S. Department of Commerce, Bureau of the Census: Census of Population
- 2) Oakland County, Advance Programs Group

**OAKLAND COUNTY
GOVERNMENTAL REFERENCE LIBRARY
1200 NORTH TELEGRAPH ROAD
PONTIAC MICHIGAN 48063**

COUNTY TOTAL POPULATION

1 200 000.
 1 175 000.
 1 150 000.
 1 125 000.
 1 100 000.
 1 075 000.
 1 050 000.
 1 025 000.
 1 000 000.
 975 000.
 950 000.
 925 000.
 900 000.
 875 000.
 850 000.
 825 000.
 800 000.
 775 000.
 750 000.
 725 000.
 700 000.
 675 000.
 650 000.
 625 000.

TABLE 27 cont'd.
 ALTERNATIVE POPULATION PROJECTIONS
 OAKLAND COUNTY 1975-1990

1960. 1961. 1962. 1963. 1964. 1965. 1966. 1967. 1968. 1969. 1970. 1971. 1972. 1973. 1974. 1975. 1976. 1977. 1978. 1979. 1980. 1981. 1982. 1983. 1984. 1985. 1986. 1987. 1988. 1989. 1990.

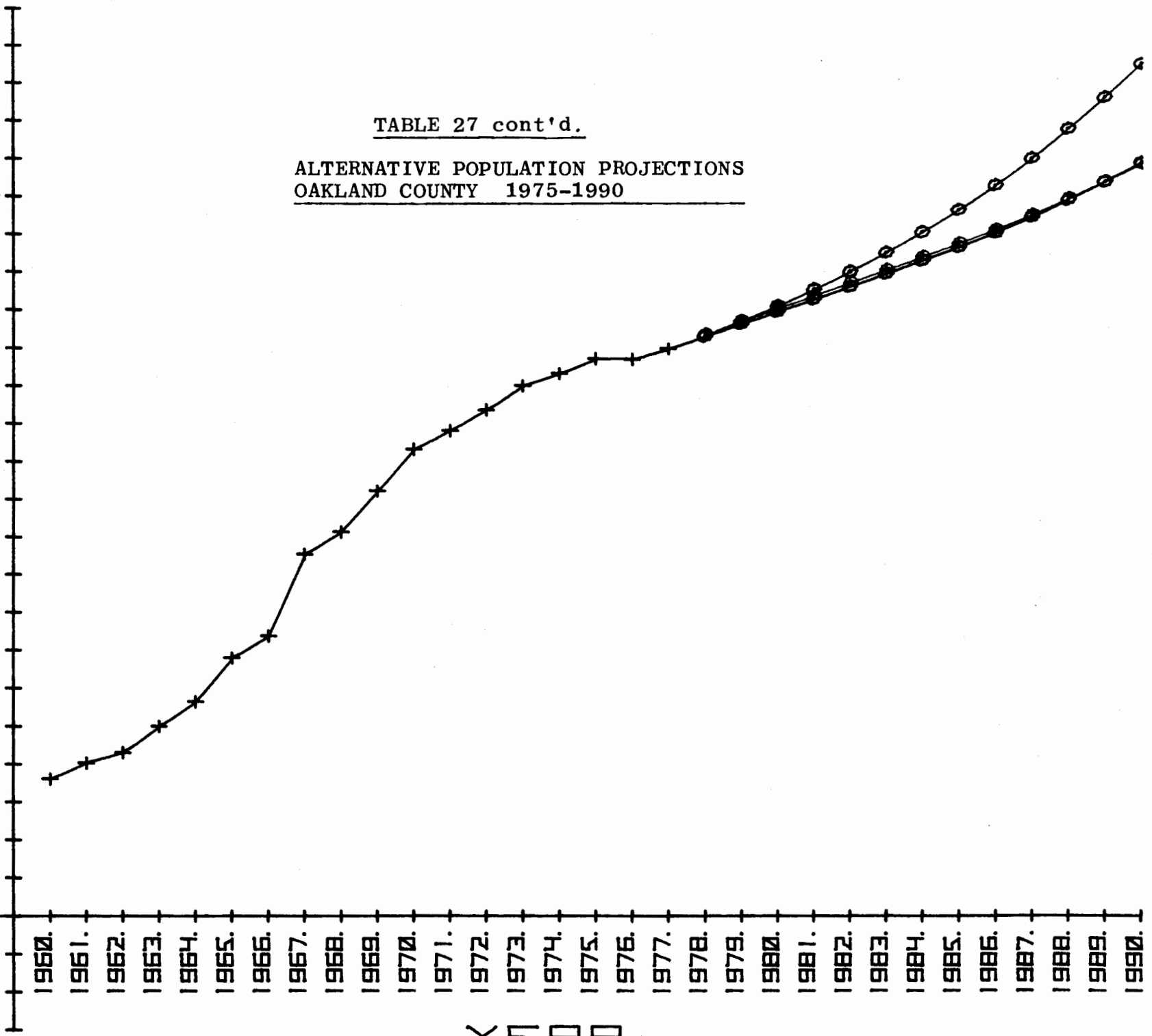


TABLE 28
1970 COUNTY
RACIAL/ETHNIC PROFILE

| | NUMBER | PERCENT |
|-----------------------------------|---------|---------|
| Total Population | 907,871 | 100.0 |
| White | 875,664 | 96.9 |
| Black | 28,439 | 3.1 |
| Spanish Language (incl. in White) | 10,325 | 1.1 |
| | NUMBER | PERCENT |
| Total Population | 907,871 | 100.0 |
| Native of Native Parentage | 693,892 | 76.4 |
| Native of Foreign Parentage | 159,075 | 17.5 |
| Foreign Born | 54,904 | 6.1 |
| Foreign Stock | 213,979 | 100.0 |
| United Kingdom | 26,627 | 12.4 |
| Ireland | 3,881 | 1.8 |
| Sweden | 3,092 | 1.4 |
| Germany | 17,062 | 8.0 |
| Poland | 20,228 | 9.5 |
| Czechoslovakia | 3,114 | 1.5 |
| Austria | 5,071 | 2.4 |
| Hungary | 4,703 | 2.2 |
| U.S.S.R. | 19,067 | 8.9 |
| Italy | 10,145 | 4.7 |
| Canada | 58,800 | 27.5 |
| Mexico | 2,018 | 0.9 |
| Cuba | 147 | -- |
| Other America | 1,238 | 0.6 |
| Other & Not Reported | 38,856 | 18.2 |

The County's population may be generally characterized from the preceding information as being predominantly white with a median age of 26.5 years, with the largest age groups in late adolescence (pre-child bearing), the majority of native parentage with English foreign stock being most predominant. This census data now being 8 years old, the information can be updated somewhat to reflect the current situation. The late adolescent "bulge" in the population pyramid has now moved into the early child-bearing years. This is manifested by such phenomena as the closing of numerous elementary schools throughout the county due to lack of enrollment, and a slight rise in the birth rate after 24 years of decline. However, the easy availability of effective contraceptive methods, the economic impact of child-rearing, and the higher labor force participation rate of women will all combine to moderate any impetus to a return of rapid aggregate population increases in the near term.

One phenomena which has become more prevelant in recent years in Oakland has been the shift of population from the initial growth "corridor" of the County to the outlying fringe areas of development. The County's growth from 1910 to 1955 was concentrated in those communities bordering the major transport artery linking Detroit to Oakland - Woodward Avenue. Since 1955 however, with the building of the freeway system and the improvement of other major arterial roads, communities abutting the early growth communities have been the recipient of the largest population growth. This is illustrated by the maps below. In fact, between 1970 and 1977, some communities have actually lost population. The growth and decline of these communities is analagous with the growth and decline of outlying sections of the City of Detroit. For the most part this decrease in population has been the result of historically low birth rates and smaller family

sizes of recent years. (Birthrates declined from a historic high of 31.3 live births per 1000 population in 1952 to a low of 12.7 per 1000 people in 1976. Persons per household has declined from 3.55 in 1950 to 2.99 in 1976). In only a few cases (primarily the City of Pontiac) has the population decline been due to the removal of housing stock.

With the southeast Michigan region's population having held constant at 4.7 million for the last 8 years, it is clear that redistribution of population is resulting as older areas of the region lose people to the newer areas. This trend is expected to continue to 1990 but the impact of energy and transportation costs; limits to private economic expenditure in the face of only slowly rising demand (ie, static populations); and urban growth policies may serve to slow this migrational trend.

LABOR FORCE PROFILE

Oakland County's civilian labor force (CLF) averaged 407,800 during 1977. This was an increase of 33,300 or 8.9% from 1970 levels. This expansion was the result of 3 major events: 1) an aggregate increase in the population and employment levels of Michigan; 2) a larger capture of SMSA employment shares by the County physically and by its residents; and 3) increased participation by women and teenagers in the job market. The table below illustrates the change in Oakland's labor market levels from 1970 - 1977.

| YEAR | CLF (Annual Average) |
|------|----------------------|
| 1970 | 374,500 |
| 1971 | 373,225 |
| 1972 | 381,400 |
| 1973 | 390,550 |
| 1974 | 396,300 |
| 1975 | 389,325 |
| 1976 | 401,400 |
| 1977 | 407,800 |

Source: MESC

During FY 1979 the County's C.L.F. is expected to average approximately 416,000. In this period the number of teenages 16-19 in the labor force will have increased 50% and the female participation rate will have expanded 25%. These shifts will result in shares of the total work force moving from 8.8% to 11.4% for teenages, and from 33.7% to 36.7% for women. Although the increases in these two categories of workers imply smaller shares for their reciprocals (i.e. persons 20 and older, and men), the overall expansion of employment opportunities will result in sustained job prospects for these groups. However, the entry of larger numbers of teen-agers and women into the labor force has meant that unemployment levels have increased for these groups because although job opportunities have increased they have not kept pace with these and the minority sectors.

The labor force composition of the County historically has been oriented toward professional "white collar" jobs. Despite the predominance of manufacturing employment, the occupational type most prevalent for Oakland County residents has been in the administrative and technical aspects of durable goods manufacturing. Likewise as

the services sector has expanded, Oakland's labor force has characteristically held the professional type of service occupations. The table below shows the makeup of Oakland's labor force (place of residence) from 1950 - 1970.

TABLE 29
MAJOR OCCUPATIONAL GROUPS
OAKLAND COUNTY 1950-1970

| OCCUPATION | 1950 | 1960 | 1970 |
|------------------------------------|---------|---------|---------|
| Professional, Technical, & Kindred | 15,307 | 37,656 | 69,171 |
| Managers and Administrators | 14,741 | 25,217 | 37,445 |
| Sales Workers | 11,671 | 23,406 | 33,530 |
| Clerical and Kindred Workers | 17,876 | 33,585 | 58,786 |
| Craftsman, Foreman, and Kindred | 28,256 | 39,115 | 48,776 |
| Operatives | 37,898 | 44,584 | 51,186 |
| Laborers (incl. Farm) | 7,129 | 7,485 | 11,475 |
| Service Workers | 9,332 | 16,238 | 31,329 |
| Private Household Workers | 2,956 | 5,006 | 2,622 |
| Not reported | 1,815 | 8,569 | -0- |
| TOTAL: | 146,981 | 240,861 | 344,320 |

Source: 1950 Census of Population
Michigan - General Characteristics P-B22
1960 Censuses of Population & Housing
Detroit SMSA Census Tracts (PHC(1)-40
1970 Census of Population & Housing
Detroit SMSA Census Tracts PHC(1)-58

TABLE 30

MAJOR OCCUPATIONAL GROUPS
AS PERCENT OF TOTAL EMPLOYED
OAKLAND COUNTY 1950-1970

| OCCUPATION | 1950 | 1960 | 1970 |
|------------------------------------|-------|-------|-------|
| Professional, Technical, & Kindred | 10.4% | 15.6% | 20.1% |
| Managers and Administrators | 10.0 | 10.5 | 10.9 |
| Sales Workers | 7.9 | 9.7 | 9.7 |
| Clerical and Kindred Workers | 12.2 | 13.9 | 17.1 |
| Craftsmen, Foreman, & Kindred | 19.2 | 16.2 | 14.2 |
| Operatives | 25.8 | 18.5 | 14.9 |
| Laborers (incl. Farm) | 4.9 | 3.1 | 3.2 |
| Service Workers | 6.4 | 6.8 | 9.1 |
| Private Household Workers | 2.0 | 2.1 | 0.8 |
| Not reported | 1.2 | 3.6 | 0.0 |
| TOTAL: | 100.0 | 100.0 | 100.0 |

As indicated, the major growth in the 20 years between 1950 and 1970 occurred in the professional/technical occupations, as well as the clerical occupations needed to support these and service sector employment. Concomitantly, the decrease in the relative shares of manufacturing sector employment has led to large occupational declines in the operatives, and craftsmen/foreman categories. The occupational patterns observed over this twenty year span have continued to the present, as evidenced by a survey done of Oakland County residents this spring. The occupational mix of residents in 1978 as reported in the survey is summarized below.

TABLE 31
 EMPLOYED PERSONS BY
 MAJOR OCCUPATION GROUP
 OAKLAND COUNTY 1978

| OCCUPATION | PERCENT OF TOTAL |
|--|------------------|
| Professional/Technical | 23 |
| Officials/Business Owners/
Administrators | 15 |
| Clerical/Sales Workers | 23 |
| Skilled Craftsmen/Foremen | 13 |
| Operatives/Kindred Workers | 12 |
| Service Workers/Laborers | 10 |
| Unemployed/Laid Off/On Strike | 3 |
| Other | 1 |
| TOTAL | 100 |

Source: Market Opinion Research
 County Resident's Study - 1978

Much of the County's labor force can be characterized as essentially "male, white, and professional." Despite the higher participation rates of women and youth as mentioned previously, the steady expansion of the County's economy, low minority population, and shift toward service sector jobs, has maintained this characterization of Oakland's labor force. Oakland's desirability as a residential community as well as the increasing employment opportunities within the County itself have also served to strengthen this labor force composition. If one were to characterize the County's labor force in terms of "white-collar/blue-collar", the following breakdowns would result.

| SKILL GROUP | 1950 | 1978 |
|--------------|-------|------|
| White Collar | 40.5% | 61% |
| Blue Collar | 49.9% | 25% |
| Other | 9.6% | 14% |

Definitions: White collar occupations include professional, technical and kindred; managers and administrators; sales workers; and clerical and kindred. Blue Collar occupations include craftsmen and kindred; operatives; and laborers. Other include service workers, private household workers and not reported/other.

EMPLOYMENT PROFILE

The County's employment structure is indicative of that of the larger southeast Michigan region in that it is heavily oriented toward transportation equipment manufacturing. However, despite the continuing predominance of durable goods manufacturing activities, the relative percentage of persons employed in that sector has decreased steadily, and concomitantly, large employment share gains have been made in the wholesale trade; finance, insurance, and real estate; and services sectors. The table below illustrates the changes in the employment of the County's economy (place of work data).

TABLE 32

EMPLOYMENT BY TYPE IN
OAKLAND COUNTY, 1956-1976

| INDUSTRY | YEAR | 1956 | 1965 | 1970 | 1976 |
|------------------------|------|----------------|----------------|----------------|----------------|
| Agricultural Services, | | | | | |
| Forestry & Fisheries | | 142 | 366 | 562 | 783 |
| Mining | | 274 | 249 | 381 | 348 |
| Contract Construction | | 6,915 | 9,104 | 13,943 | 18,755 |
| Manufacturing | | 62,199 | 82,150 | 99,522 | 90,458 |
| Transportation and | | | | | |
| Public Utilities | | 4,263 | 7,579 | 10,396 | 7,419 |
| Wholesale Trade | | 3,647 | 7,535 | 12,997 | 24,437 |
| Retail Trade | | 25,248 | 37,076 | 54,696 | 72,558 |
| Finance, Insurance, | | | | | |
| and Real Estate | | 2,858 | 5,158 | 10,790 | 26,604 |
| Services | | 10,074 | 23,247 | 38,568 | 74,313 |
| Unclassified | | 647 | 670 | 820 | 372 |
| TOTAL | | 116,267 | 173,134 | 242,675 | 316,047 |

Source: County Business Patterns - Michigan 1956, 1965, 1970, 1976

TABLE 33
 EMPLOYMENT BY TYPE AS
 PERCENT OF TOTAL EMPLOYMENT
 OAKLAND COUNTY 1956-1976

| INDUSTRY | YEAR | 1956 | 1965 | 1970 | 1976 |
|--|------|-------|-------|-------|-------|
| Agricultural Services, Forestry
& Fisheries | | 0.1 | 0.2 | 0.2 | 0.2 |
| Mining | | 0.2 | 0.1 | 0.2 | 0.1 |
| Contract Construction | | 5.9 | 5.3 | 5.7 | 5.9 |
| Manufacturing | | 53.5 | 47.4 | 41.0 | 28.6 |
| Transportation and
Public Utilities | | 3.7 | 4.4 | 4.3 | 2.3 |
| Wholesale Trade | | 3.1 | 4.4 | 5.4 | 7.7 |
| Retail Trade | | 21.7 | 21.4 | 22.5 | 23.0 |
| Finance, Insurance
and Real Estate | | 2.5 | 3.0 | 4.5 | 8.5 |
| Services | | 8.7 | 13.4 | 15.9 | 23.6 |
| Unclassified | | 0.6 | 0.4 | 0.3 | 0.1 |
| TOTAL: | | 100.0 | 100.0 | 100.0 | 100.0 |

Source: County Business Patterns

The 46% decrease in manufacturing share employment over the past two decades has been almost precisely offset by the combined increases in wholesale trade (+148%); services (+171%); and finance, insurance, and real estate (+240%). This shift from primary to secondary and tertiary type activities has also resulted in a more "balanced" employment base in the County. From the huge predominance of manufacturing over other industry types twenty years ago, the County now has almost equal

shares of manufacturing, retail trade, and service employment. Wholesale trade and finance, insurance and real estate, despite their dramatic percentage increases, still account for only minor shares (7.7% and 8.5% respectively) of total County employment. All other industry types have remained essentially stable, increasing only as much as total County employment.

The changes in aggregate employment and sectoral mix over time must also be viewed in terms of the number of establishments existant and their corresponding payrolls. The table following presents the change from 1956 to 1976 of all establishments with first quarter payrolls in Oakland County.

TABLE 34
BUSINESS ESTABLISHMENTS

| INDUSTRY | 1956 | | 1976 | |
|--|-------------|-------------------------|---------------|-------------------------|
| | Establ. | x \$1,000
IQ Payroll | Establ. | x \$1,000
IQ Payroll |
| Agricultural Services | 53 | 91 | 212 | 1,451 |
| Mining | 20 | 316 | 34 | 1,222 |
| Contract Construction | 1028 | 8,549 | 2023 | 69,815 |
| Manufacturing | 1003 | 87,531 | 1894 | 356,200 |
| Transportation and
Public Utilities | 143 | 4,830 | 413 | 26,443 |
| Wholesale Trade | 426 | 4,706 | 2198 | 98,118 |
| Retail Trade | 2647 | 19,093 | 4882 | 128,268 |
| Finance, Insurance
and Real Estate | 388 | 2,799 | 2375 | 69,295 |
| Services | 1732 | 10,784 | 6303 | 180,291 |
| Unclassified | 170 | 627 | 333 | 712 |
| TOTAL | 7610 | \$139,326 | 20,667 | \$931,815 |

Source: County Business Patterns

The group of employment projections presented below shows that in the aggregate, Oakland's employment mix trend of the near future will generally approximate that of the near past, with the exception of manufacturing which is expected to recapture some of its dominance of the post-war years.

TABLE 35
OAKLAND COUNTY EMPLOYMENT
BY TYPE-PROJECTIONS TO 1990*

| INDUSTRY | YEAR | 1980 | 1985 | 1990 |
|----------------------------|-------|---------|---------|---------|
| Manufacturing | | 107,440 | 119,473 | 133,518 |
| Services | | 73,857 | 82,712 | 94,668 |
| Transportation & Utilities | | 13,932 | 15,149 | 16,639 |
| Public | | 47,634 | 51,820 | 59,175 |
| Construction | | 22,199 | 24,949 | 28,593 |
| Finance, Insurance and | | | | |
| Real Estate | | 17,225 | 19,177 | 22,197 |
| Wholesale Trade | | 17,511 | 19,056 | 21,576 |
| Retail Trade | | 66,525 | 72,969 | 82,216 |
| | TOTAL | 366,323 | 405,305 | 458,582 |

Source: Wayne State University - Department of Economics.
County & MCD Employment and Population Projection Project (1977)

*Methodological Note: The methods by which County Business Patterns and the employment projections presented are calculated are quite different. C.B.P. data is obtained via survey methods, as well as by administrative records of the IRS and SSA. County Business Patterns does not include government employees, railroad employees, and self-employed persons. On the average nationally, it is estimated that C.B.P. covers approximately 68% of total paid civilian wage and

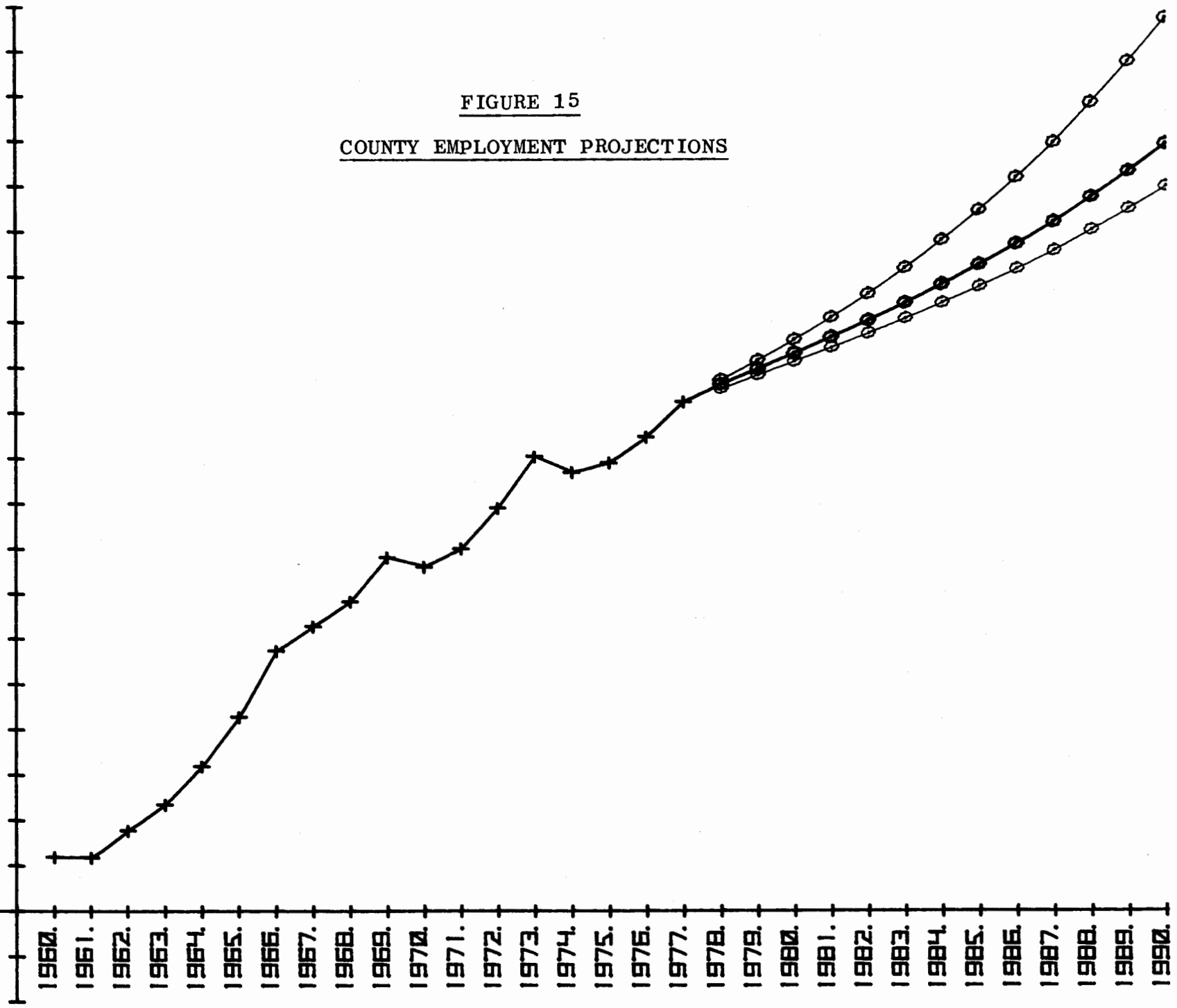
salary employment.

The employment projections presented are developed utilizing multi-stage, cross-sectional regression models, which have employment data bases built on MESC (Michigan Employment Security Commission) records. As such, the projections encompass all employment in the County and thus the discrepancy between the C.B.P. and projection figures is only apparent.

COUNTY TOTAL EMPLOYMENT

5200000.
 5000000.
 4800000.
 4600000.
 4400000.
 4200000.
 4000000.
 3800000.
 3600000.
 3400000.
 3200000.
 3000000.
 2800000.
 2600000.
 2400000.
 2200000.
 2000000.
 1800000.
 1600000.
 1400000.

FIGURE 15
 COUNTY EMPLOYMENT PROJECTIONS



Source: W.S.U. Projections Project

YEAR

UNEMPLOYMENT

The County as the Michigan economy generally, is susceptible to great cyclicalities in its unemployment levels. This clearly is the result of a heavy dependence on durable goods manufacturing. Although Oakland has achieved a more diversified economy over the last quarter century, as was pointed out in the previous section on work force, it still remains more vulnerable to the business cycle than does the U.S. economy. Table 36 shows the historic trends in State, Region and County unemployment levels.

TABLE 36
ANNUAL AVERAGE
UNEMPLOYMENT RATES

| <u>Year</u> | <u>Michigan</u> | <u>Detroit SMSA</u> | <u>Oakland County</u> |
|-------------|-----------------|---------------------|-----------------------|
| 1970 | 6.7 | 7.0 | 5.9 |
| 1971 | 7.6 | 8.4 | 6.9 |
| 1972 | 7.0 | 7.6 | 6.4 |
| 1973 | 5.9 | 6.3 | 5.0 |
| 1974 | 8.6 | 8.9 | 6.3 |
| 1975 | 12.5 | 13.1 | 13.2 |
| 1976 | 9.4 | 9.1 | 8.3 |
| 1977 | 8.2 | 7.9 | 7.3 |
| June 1978 | 7.1 | 6.9 | 6.4 |

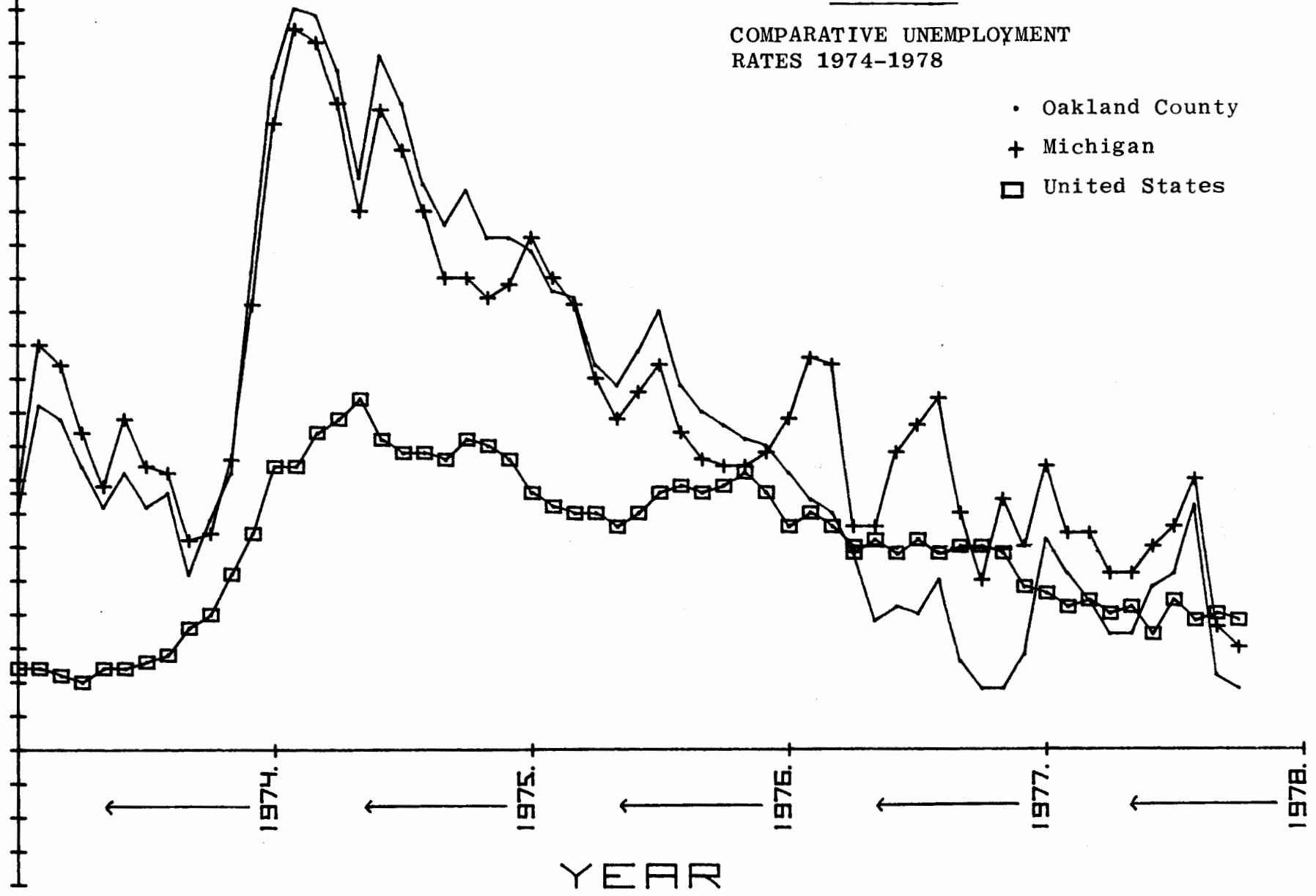
Source: MESC

UNEMPLOYMENT RATE

10.0
9.5
9.0
8.5
8.0
7.5
7.0
6.5
6.0
5.5
5.0
4.5
4.0
3.5
3.0
2.5
2.0
1.5
1.0
0.5
0.0

FIGURE 16
COMPARATIVE UNEMPLOYMENT
RATES 1974-1978

- Oakland County
- + Michigan
- United States



Source: MESC, BEA

Although large increases in unemployment levels are usually attributable to layoffs in the automobile industry, the impact of these primary sector jobs reductions ripples through the entire economy to affect ancillary jobs as well as employment in areas producing goods and services whose purchase can be forestalled. This "multiplier effect" has an important side component in the Detroit regional economy because typically auto workers are able to rely on generous government unemployment benefits as well as supplemental unemployment benefits provided by the auto companies. These extra benefits are typically not available to other unemployed individuals.

The most striking aspect of the unemployment situation is not its sectoral component but rather its age and racial components. Although accurate statistics are not readily available on the demographic aspects of unemployment, it is clear that most persistent unemployment is the result of minorities and youth's inability to find jobs.

For example, while county wide unemployment levels peaked at 15% during the 1974-75 recession, the jobless rate of black youths 16-19 years old was estimated at 40-60%. And these figures only represent those teenagers who are actively seeking work, not those who have given up or are not registered at MESC offices. To further illustrate, in FY 1979 overall county employment is expected to average 6.1% of the CLF; youth unemployment 10.5%; minority unemployment 13.4%; and non-white youths 21%; over three times the county average. Table 37 details employment status of age and sex groups for FY 1979.

TABLE 3.

TOTAL EMPLOYMENT STATUS PROJECTIONS BY SEX AND AGE
OAKLAND COUNTY
FISCAL YEAR 1979

| | Age Group | | | | | | | |
|---------------|------------|--------------|--------------|--------------|--------------|--------------|--------------|------------|
| | <u>16+</u> | <u>16-17</u> | <u>18-19</u> | <u>20-24</u> | <u>25-34</u> | <u>35-44</u> | <u>45-64</u> | <u>65+</u> |
| <u>Total</u> | | | | | | | | |
| Labor Force | 415,976 | 24,182 | 23,423 | 57,905 | 96,462 | 74,378 | 128,737 | 10,889 |
| Employment | 390,766 | 21,638 | 20,966 | 52,616 | 90,088 | 71,107 | 123,877 | 10,475 |
| Unemployment | 25,210 | 2,544 | 2,457 | 5,289 | 6,374 | 3,271 | 4,860 | 414 |
| Rate % | 6.1 | 10.5 | 10.5 | 9.1 | 6.6 | 4.4 | 3.8 | 3.8 |
| <u>Male</u> | | | | | | | | |
| Labor Force | 263,461 | 13,073 | 12,335 | 31,729 | 64,981 | 49,585 | 84,951 | 6,807 |
| Employment | 246,673 | 11,642 | 10,704 | 28,212 | 60,382 | 47,357 | 81,818 | 6,558 |
| Unemployment | 16,788 | 1,431 | 1,631 | 3,517 | 4,599 | 2,228 | 3,133 | 249 |
| Rate % | 6.4 | 10.9 | 13.2 | 11.1 | 7.1 | 4.5 | 3.7 | 3.7 |
| <u>Female</u> | | | | | | | | |
| Labor Force | 152,515 | 11,109 | 11,088 | 26,176 | 31,481 | 24,793 | 43,786 | 4,082 |
| Employment | 144,093 | 9,996 | 10,262 | 24,404 | 29,706 | 23,750 | 42,059 | 3,917 |
| Unemployment | 8,422 | 1,113 | 826 | 1,772 | 1,775 | 1,043 | 1,727 | 165 |
| Rate % | 5.5 | 10.0 | 7.4 | 6.8 | 5.6 | 4.2 | 3.9 | 4.0 |

Source:

Michigan Employment Security Commission, Research and Statistics Division

Another aspect of the unemployment situation is its geographic component. While the county itself has moved up and down the unemployment range during business cycles, certain communities have tended to fare better or worse than the county as a whole.

Generally, the communities with higher than average family incomes, and a greater percentage of the local labor force engaged in professional occupations have unemployment rates below the county average. But this is not always the case. Royal Oak, Oak Park, and Commerce Township meet neither of the two criteria listed yet have unemployment rates consistently below the county average. A possible explanation is that they have a fairly large, stable, and heterogenous labor force which is more immune to cyclical fluctuations.

On the other hand, Oakland County communities with lower than average family incomes, a larger portion of their labor force engaged in blue-collar or semi-skilled occupations, and with a higher percentage of minority persons, have unemployment rates generally higher than the county average. Examples include Hazel Park, Pontiac, Pontiac Township, Waterford Township and Royal Oak Township. Again however there are exceptions to this generality. The rural townships of Independence, Orion, and White Lake also have consistently higher unemployment rates yet meet none of the criteria listed above.

Clearly however, the three communities suffering the consistently highest unemployment rates throughout seasonal and business cycles and regardless of overall economic conditions are Pontiac, Pontiac Township, and Royal Oak Township with Pontiac having the most severe problem. To illustrate, in 1978 when Oakland had a relatively

low overall unemployment rate of 6.4%, Royal Oak Township and Pontiac Township had unemployment rates of 9.6%, the City of Pontiac had a rate of 14.4%. At the height of the 1974-75 recession, the county's unemployment rate peaked at 15% in February while Pontiac experienced a 29.2% rate.

CHAPTER VII
CAPITAL RESOURCES

VII. CAPITAL RESOURCES

INCOME

Personal income is a strong measure of an economy's strength, typically accounting for over 80% of the U.S. total Gross National Product (GNP). At smaller geographic areas such as the county, personal income assumes an even larger portion of what might be termed a Gross County Product (GCP is the market value of all goods and services produced by the county's economy within a specified time). Personal income is the sum of labor and proprietary income, dividends, interest, rent, and transfer payments. The following table describes change in personal income for Oakland County, and associated indicators of the county's relative aggregate income.

TABLE 38
COUNTY TOTAL PERSONAL INCOME

| <u>ITEM</u>
<u>YEAR</u> | <u>TOTAL PERSONAL</u>
<u>INCOME (\$,000)</u> | <u>PERCENT</u>
<u>CHANGE</u> | <u>PERCENT OF MICH.</u>
<u>PERSONAL INCOME</u> | <u>PER CAPITA</u>
<u>INCOME</u> |
|----------------------------|--|---------------------------------|---|------------------------------------|
| 1965 | 3,489,538 | --- | .13 | 4,447 |
| 1970 | 5,035,943 | .44 | .14 | 5,538 |
| 1971 | 5,503,748 | .90 | .14 | 6,006 |
| 1972 | 6,122,241 | .11 | .14 | 6,642 |
| 1973 | 6,891,380 | .13 | .14 | 7,318 |
| 1974 | 7,296,871 | .06 | .14 | 7,660 |
| 1975 | 8,049,246 | .10 | .14 | 8,320 |

Source: Bureau of Economic Analysis, REMS

The data above clearly indicates that while the county continued to experience increases in aggregate income in the 1970's, its share of Michigan's personal income remained constant. Thus Oakland County's growth in economic strength by this measure has been the same as Michigan's.

In terms of components of income, less than 1% of total income was contributed by farm activity, 89% by the private sector, and 10% by government. Farm activities have contributed less and less to aggregate income in recent years while service and government activities have contributed increasingly more. This is a reflection of the diminishing importance of farming in the county, and the shift to greater employment (and hence earnings) in the service sector, including government. Following is a table showing the components of aggregate income and their change from 1969-1975.

PERCENT OF TOTAL EARNINGS

| CATEGORY | 1969 | 1975 |
|------------------|-------|-------|
| Farm | .10 | .07 |
| Manufacturing | 39.97 | 31.50 |
| Mining | .16 | .12 |
| Construction | 9.93 | 7.53 |
| Wholesale/Retail | 16.06 | 19.73 |
| FIRE | 3.39 | 5.00 |
| TCU | 3.79 | 4.51 |
| Services | 16.88 | 20.47 |
| Other Industries | .18 | .20 |
| Government | 9.54 | 10.86 |

Here again, the decrease in manufacturing earnings and the increase in services earnings are indicative of Oakland's and southeast Michigan region's shift into "post-industrial" economies, despite the fact that the area is still heavily dependent upon transportation equipment manufacturing.

While aggregate income describes the overall "earning power" of the County, family or per capita income describes how individuals or households are faring. Oakland County had a 51% increase in median family income between 1969 and 1976. Likewise, the per

capita income increased 41% between 1969 and 1974. However the real increase in incomes was only 8% in median family income, and 10% in per capita income because of inflation during this period. Oakland County was fortunate to have the 11th highest effective buying income for counties in the U.S. as of 1976. Following is a table showing change in per capita income and median family income in Oakland.

| YEAR | PER CAPITA INCOME | *
MEDIAN FAMILY INCOME |
|------|-------------------|---------------------------|
| 1959 | | \$ 7,576 |
| 1969 | \$4,496 | 13,826 |
| 1972 | 5,331 | 12,475 |
| 1974 | 6,350 | 18,976 |
| 1975 | | 19,837 |
| 1976 | | 20,909 |
| 1977 | | 23,645 |

Sources: U.S. Census Bureau (per capita income)
Sales and Marketing Management Magazine (*Effective Buying Income)

As would be expected with increasing individual and family incomes, there has also been a shift of the county's population into higher income brackets. The following comparison contrasts incomes in 1969 and estimated 1976 income levels.

| LEVEL | 1969 (%) | 1976 (%) |
|-----------------|----------|----------|
| \$0-9,999 | 27.3 | 15.8 |
| 10,000 - 14,999 | 29.4 | 12.7 |
| 15,000 - 24,999 | 30.1 | 35.0 |
| 25,000 + | 13.2 | 36.5 |
| TOTAL | 100.0 | 100.0 |

The income data presented thus far clearly indicates that Oakland County is prosperous. The high wages associated with an industrialized area that is heavily unionized are obviously present here. More

specifically the "Big Three" car manufacturers, and in fact related transportation equipment industry pay among the highest industrial wages and salaries in the country, while the U.A.W. remains one of the most potent unions. However, the impressive statistics of generalities belie the fact that there are people and places within Oakland County with much more moderate incomes, and in fact, are in a condition of poverty.

The poverty level as determined by the Federal Government was \$3,743 for a non-Farm Family of 4 in 1969. Fueled by inflation rather than real gains in earnings, the poverty level has since risen to \$5,850 for a non-Farm Family of 4 in 1977. The change in poverty levels for non-Farm Families of varying sizes through time is presented below.

| FAMILY SIZE | YEAR | | | | 1977 THRESHOLDS
MODERATE INCOME |
|-------------|---------|---------|---------|---------|------------------------------------|
| | 1969 | 1972 | 1974 | 1977 | |
| 1 | \$1,800 | \$2,100 | \$2,330 | \$2,970 | \$ 4,455 |
| 2 | 2,400 | 2,725 | 3,070 | 3,930 | 5,895 |
| 3 | 3,000 | 3,450 | 3,810 | 4,890 | 7,335 |
| 4 | 3,600 | 4,200 | 4,550 | 5,850 | 8,775 |
| 5 | 4,200 | 4,925 | 5,290 | 6,810 | 10,215 |
| 6 | 4,800 | 5,550 | 6,030 | 7,770 | 11,655 |

Moderate income families would be defined at 150% of poverty guidelines, resulting in the figures in the last column of the table above.

When considering that for a non-Farm Family of 4, a moderate income implies a monthly intake of only \$731.35, in the face of living costs today, a limited understanding of the income distribution problem can be had.

The Department of Labor annually creates a hypothetical urban family budget for four. This budget is derived for three standards of living: lower, intermediate, and higher. For 1976 in the Detroit SMSA, these budgets were:

| | |
|--------------|----------|
| Lower | \$ 9,840 |
| Intermediate | 16,561 |
| Higher | 24,234 |

Within these budgets, spending percentages on various items varied but for the lower level the following breakouts resulted:

| | |
|--------------------------|---------------|
| Food | 29.9% |
| Housing | 19.6 |
| Transportation | 7.6 |
| Clothing | 8.0 |
| Personal; Medical; Other | 16.2 |
| Other (non-consumption) | 4.5 |
| Taxes | 14.2 |
| | <u>100.0%</u> |

If these percentages are applied to the moderate income figure cited above, (150% of poverty) the following monthly amounts are available per item.

| | |
|--------------------------|------------|
| Food | \$219 |
| Housing | 143 |
| Transportation | 56 |
| Clothing | 58 |
| Personal; Medical; Other | 118 |
| Other (non-consumption) | 33 |
| Taxes | <u>104</u> |
| Total | \$731 |

Source: U.S. Dept. of Labor

For a family of four these expenditure limits are extremely constraining in a high-cost metropolitan area such as Detroit.

In Oakland, the lower income and poverty problem areas are concentrated in specific locations of the county. The predominant areas

are in the extreme southeast portion, and Pontiac area and some scattered rural townships and villages. In 1974, 39% of the county's 59 communities had per capita incomes below \$5,000 (which was roughly 80% of the county median of \$6,350). Of these 23 moderate income communities, 6 had per capita incomes below that of the City of Detroit. The lowest community per capita income was found in Pontiac with a figure of \$3,885. To put this figure in perspective, Bloomfield Hills, the County's wealthiest community had a per capita income of \$29,021, almost 8 times that of Pontiac's. Although this is an extreme case, it should be noted that Pontiac's per capita figure was only 61% of the county median per capita figure. The chart below details the 12 communities with 1974 per capita incomes 75% or less than the county's median.

| COMMUNITY | 1974 PER CAPITA INCOME | % OF COUNTY MEDIAN PER CAPITA INCOME |
|---------------------|------------------------|--------------------------------------|
| 1. Pontiac | \$3,885 | .61 |
| 2. Groveland Twp. | 4,097 | .65 |
| 3. Springfield Twp. | 4,289 | .67 |
| 4. Oxford | 4,325 | .68 |
| 5. Holly | 4,345 | .68 |
| 6. Rose Twp. | 4,435 | .70 |
| 7. Brandon Twp. | 4,519 | .71 |
| 8. Holly Twp. | 4,536 | .71 |
| 9. Hazel Park | 4,599 | .72 |
| 10. Oxford Twp. | 4,618 | .73 |
| 11. Highland Twp. | 4,706 | .74 |
| 12. Ortonville | 4,794 | .75 |
| COUNTY | \$6,350 | |
| STATE | \$4,751 | |

Source: U.S. Census Bureau

These communities having lower and moderate incomes in 1974 are essentially the same ones which had the lowest median family incomes in 1970 as witnessed by the following.

| RANK | COMMUNITY | 1970 MEDIAN FAMILY INCOME |
|------|------------------|---------------------------|
| 1. | Royal Oak Twp. | \$ 8,983 |
| 2. | Pontiac | 9,681 |
| 3. | Oxford | 10,129 |
| 4. | Ortonville | 10,675 |
| 5. | Brandon Twp. | 10,675 |
| 6. | Holly | 10,863 |
| 7. | Springfield Twp. | 10,884 |
| 8. | Holly Twp. | 10,924 |
| 9. | Groveland Twp. | 11,071 |
| 10. | Keego Harbor | 11,195 |

Again the type of community represented here are either concentrated in the southeast end or in Pontiac, or are scattered rural townships and villages.

Taking the income question to the most relevant level - that of the people - we find that 8775 Oakland County families were in poverty in 1970 (3.8% of all families). Another 9.1% had incomes from 1 to 2 times poverty level (2 times = \$7,486). Thus almost 13% of Oakland's relatively affluent population were living either in poverty or at subsistence levels in 1970. Following is a breakdown showing percentages of families with incomes in proportion to the poverty level.

| PERCENT OF
POVERTY LEVEL | PERCENT OF
ALL FAMILIES |
|-----------------------------|----------------------------|
| Less than .50 | 1.7 |
| .50 - .74 | 0.9 |
| .75 - .99 | 1.2 |
| 1.00 - 1.24 | 1.5 |
| 1.25 - 1.49 | 1.9 |
| 1.50 - 1.99 | 5.7 |
| 2.00 - 2.99 | 18.6 |
| 3.00 or more | 68.4 |

Most families living below the poverty level do not have full-time wage earners. The table below contrasts the median income levels

associated with different types of incomes in 1970.

| INCOME TYPE | MEDIAN INCOME |
|-----------------------------|---------------|
| Wage and Salary income | \$14,917 |
| Non-Farm self-employment | 12,341 |
| Farm self-employment | 2,188 |
| Social Security | 1,779 |
| Public Assistance | 1,282 |
| Other | 2,569 |
| County Median Family Income | \$13,826 |

Source: U.S. Census Bureau

We would expect to find the greatest number of people living below the poverty level in those communities with the lowest per capita or median family incomes. This is generally true in Oakland County, however one exception to this is that many of the families which have only recently moved to the rural township areas have incomes which are generally much higher than the incomes of long time residents such as farmers, retirees, or the marginally employed.

By far the greatest number of persons in poverty are concentrated in the City of Pontiac which has 23% of the county's total persons in poverty. Pontiac is followed by Waterford Twp. (immediately adjacent to Pontiac) and Royal Oak (an old southeast end community) which both have 7% of the below poverty population. The table below lists those communities which in 1970 had the greatest number of people in poverty.

| COMMUNITY | NO. OF FAMILIES
BELOW POVERTY | PERCENT OF TOTAL FAMILIES
BELOW POVERTY |
|-----------------|----------------------------------|--|
| Pontiac | 2,019 | 23.0% |
| Waterford Twp. | 616 | 7.0 |
| Royal Oak | 611 | 7.0 |
| Southfield | 438 | 5.0 |
| Hazel Park | 356 | 4.1 |
| Madison Heights | 328 | 3.7 |
| Oak Park | 323 | 3.7 |
| Ferndale | 296 | 3.4 |
| Royal Oak Twp. | 195 | 2.2 |
| Pontiac Twp. | 144 | 1.6 |

One significant aspect of these figures is the relationship of a community's total number of families to the number of poverty-level families in that Community. Using this criteria Royal Oak Township is the poorest community in the County on a relative basis. Royal Oak Township has only .7% of the families in the County but 2.2% of the families in poverty, a ratio of 3.1 to 1. Communities with a poverty families to total families ratio greater than 1 are shown below.

| COMMUNITY | RATIO |
|--------------------|-------|
| Royal Oak Township | 3.1 |
| Pontiac | 2.4 |
| Hazel Park | 1.6 |
| Waterford Township | 1.1 |
| Pontiac Township | 1.1 |

We can say then in a relative sense that these five communities are the poorest in Oakland County. Problems associated with poverty are by far most concentrated in these areas which are located in the mid-county area and the extreme southeast end of the county, the two oldest areas in Oakland. Indeed many demographic and socio-economic characteristics of these two areas are more similar to Detroit than to the rest of Oakland County.

One final characteristic of the income/poverty question is its racial dimension. Although black families comprise only 2.6% of all families in Oakland, they have 12.5% of all families living in poverty (1970 data), a ratio of almost 5 to 1. As a contrast, 97.4% of all families in the county were white in 1970, but only 3.4% of white families were in poverty, a ratio (the reverse of the black ratio) of almost 1 to 29. Likewise, although Spanish-

language families comprised only .9% about 1% of all families, they comprise 1.3% of families in poverty a ratio of 1.3 to 1. Five percent of Spanish-language families live in poverty.

The racial dimension of poverty in Oakland County might be summarized by the statements below.

- about 3% of white families were in poverty in 1970
- about 5% of Spanish-Language families were in poverty in 1970
- about 19% of black families were in poverty in 1970
- the median income of white families was \$13,962 in 1970
- the median income of black families was \$8,586 in 1970
- the median income of Spanish language families was \$11,095 in 1970

Clearly, the most significant aspects of the income distribution question are its geographic and racial dimensions.

REVENUES

The functioning of the public sector is directly dependent on the revenue it receives from taxes. Taxes are essentially the prices people pay to purchase goods (in this case, services) from the public sector.

The major source of revenue to local units of government is the property tax. However, an even larger share of local revenue is being derived from transfer payments (i.e. rebate on State sales and gas taxes; Federal revenue sharing and grants money, CETA, etc.). Most local units are now critically dependent on the funds transferred to them from other levels of government.

In 1977 the residents and businesses of Oakland County paid out over \$863 million dollars for local and state delivery of services. This amount includes State income and sales tax as well as local property taxes. The following chart details the aggregate tax picture for Oakland County.

TABLE 39
TAX REVENUES
TAX LEVEL

| JURISDICTION | TAX LEVEL | YIELD |
|-------------------|---------------------------------|---------------|
| Cities | 7.25 - ^a 26.14 mills | \$ 78,717,111 |
| Townships | 1.01 - 12.44 mills | 20,441,898 |
| School Districts | 29.85 - 42.78 mills | 310,220,310 |
| Community College | 1.40 mills | 10,819,458 |
| Intermed. Schools | 1.96 mills | 15,147,242 |
| County | 5.48 mills | 42,350,451 |
| State (b) | | |
| a) sales | .04 of item value | 137,794,864 |
| b) income | .046 of AGI ^c | 117,001,186 |
| c) other | 1/3 of total tax intake | 131,258,571 |
| TOTAL: | | \$863,751,091 |

a) 1 mill is equal to 1 dollar of tax on \$1,000 of state equalized value (50% of market value)
 b) State data is 1975
 c) Adjusted Gross Income

Although the preceding chart confirms the reliance of governmental units on the property tax, it is also clear that the public sector is turning more toward non-property forms of taxation such as income taxes and user fees to generate revenue. And as mentioned previously, the growth of transfer payments to local units has been such that these revenues now constitute over 50% of the total revenue intake in many communities. An example of the dramatic increase in transfer payments can be seen at the county level. In 1970, with 3 categories of federal aid available, the County of Oakland received approximately 6.9 million dollars. In 1977 with 15 categories utilized, the County received 17.4 million dollars, an increase of 152% in 7 years. In addition the County is charged with disbursing over 66 million dollars to CETA funds to its constituent local units. Obviously, the impact of these transfer payments is now as much a tax issue as the incidence of the various taxes.

"Excessive" taxes are often and popularly blamed for creating problems for business retention and or relocation. However in a study undertaken by the Oakland County Planning Commission in 1963 of manufacturers in the County, "high labor rates" mentioned twice as often as a problem then was "high personal property taxes", and six times as often as "high real property taxes." It is apparent that conditions such as labor costs, climate and amenities, unionization levels, and incentive packaging are more important to businesses seeking expansion or relocation opportunities than are taxes. In the Detroit area, the micro aspects of land availability, access to transportation, and residential amenities are probably the major determinants to business location shifts.

EXPENDITURES

The public sector is being scrutinized as never before with regard to the amount and nature of its expenditures. Residents and businesses are at the same time demanding higher levels of service while decrying the increase in taxes. Government is at a crisis situation in terms of justifying its expenditure policies, and cost to benefit ratios, as well as seeking to serve a diverse and multi-voiced constituency.

At the local level it is expenditures on education which take the largest share of the tax dollar. Of the \$478 million dollars collected in local tax revenue in Oakland County in 1977, over 70% went to educational purposes. The remaining 30% was divided between police, fire, public works, judicial, human service, and administrative functions of government operations.

At the state level, over 31% of total budget outlay is devoted to education. At 2.3 billion dollars this is the single largest expenditure line item in the Michigan budget.

The County, because of its focus on health, welfare, and criminal justice functions, has a different expenditure focus than either local or state government. In 1976 the following expenditure percentages resulted:

TABLE 40
1976 OAKLAND COUNTY BUDGET EXPENDITURES

| <u>FUNCTION</u> | <u>% OF TOTAL</u> |
|---|-------------------|
| Public Health & Welfare | 35.1 |
| Administration | 17.1 |
| Law Enforcement | 15.6 |
| Judicial | 13.5 |
| Planning & Physical Development | 6.8 |
| General Government | 6.0 |
| Culture & Recreation | 3.3 |
| Legislative | 2.6 |
| <u>Source:</u> Oakland County Budget Division | 100.0 |

The County's total budget was 60.4 million dollars in 1976, which was about 11% of total public sector expenditures made in the County.

For its part, the Federal government estimated that during FY 1977 (partially coinciding with Oakland's calendar tax year), it disbursed directly and indirectly to Oakland County governments, residents, and businesses, almost 888 million dollars. Clearly the impact of this level of funding is enormous, and indeed the Federal largesse determines to a great extent the role which local governments play in their citizens lives.

COSTS

The cost to government of providing services to its citizens has risen along with the cost of all other consumer items. Increases in labor and materials costs have contributed greatly to the strain the public sector has felt in its collective budget. These inflationary

pressures have been compounded by the fact that a greater number of services have been expected by the public sectors constituency.

As of June 1978 the CPI (Consumer Price Index) for Detroit stood at 194.5 meaning that a current dollar can purchase only slightly more than half of what a dollar would in 1967. A breakdown of CPI percentages for all urban consumers is as follows:

| GROUP | INDEX (June 1978) (1967=100) |
|--------------------------|------------------------------|
| All Items | 194.5 |
| Food and Beverages | 204.7 |
| Housing | 196.6 |
| Apparel and Upkeep | 150.2 |
| Transportation | 185.4 |
| Medical Care | 250.4 |
| Entertainment | 174.0 |
| Other Goods and Services | 183.4 |

Source: Bureau of Labor Statistics, CPI

An indicator of the inflationary pressures upon both public and private sector has been the enormous increase in construction prices. As of the second quarter of 1978, the non-residential building cost index stood at 763.0 (1941 = 100). This enormous increase reflects land, labor, and materials costs as they have impacted the non-residential building trades and indicates the depth of the inflationary problem. Likewise for residential construction, which is of more direct interest to consumers, costs have escalated enormously. In 1970 the median single family house price in Oakland County was \$23,000. By 1974 this figure had gone to

\$30,800. And in 1977, the average selling price of a single family home in Oakland County was \$45,316. The following chart indicates the range of average selling prices in 1977 in selected Oakland County communities.

| COMMUNITY | 1977 AVERAGE
SALES PRICE |
|----------------------|-----------------------------|
| Bloomfield Hills | \$160,529 |
| Lake Angelus | 158,750 |
| Orchard Lake Village | 118,794 |
| Bloomfield Township | 88,301 |
| Novi Township | 83,333 |
| Ferndale | 22,499 |
| Keego Harbor | 22,122 |
| Hazel Park | 21,195 |
| Pontiac | 20,662 |
| Royal Oak Township | 13,500 |

Source: Oakland County Equalization Division

While house prices have inflated greatly in the more "desirable" areas of the county, they have held relatively stable in areas where the housing stock condition is marginal or poor. Generally however, shelter costs (structure plus utilities, maintenance, and improvements) have increased more rapidly than increases in wages and earnings. This is especially the case when "real" earnings are examined. For example for half of the annual change periods from 1970 - mid 1978, real gross weekly earnings have declined for non-supervisory workers in manufacturing, construction, and retail trade.

FINANCIAL CHARACTERISTICS

The County of Oakland contains a solid financial base for both protecting existing investment as well as promoting new investment. The equalized value (statutorily set at 50% of true cash value) of the County is now over 8.6 billion dollars. This figure represents the total worth of all real estate and personal property in the County. The change in S.E.V. (State Equalized Value) in the County is as follows:

| YEAR | COUNTY S.E.V. |
|------|----------------|
| 1950 | \$ 750,400,000 |
| 1960 | 2,008,619,100 |
| 1970 | 4,738,990,509 |
| 1975 | 7,200,476,817 |
| 1976 | 7,008,342,559 |
| 1977 | 7,728,184,604 |
| 1978 | 8,620,267,217 |

The equalized value of the county is projected to reach 24 billion dollars by the year 2000. Oakland County's share of the Southeast Michigan region's value has also been increasing since 1950.

Below are two groups of rankings showing the 15 largest taxpayers (i.e. highest assessed values) in the County, as well as the communities with the highest assessed values, as of 1977.

TABLE 41
MAJOR TAXPAYERS IN OAKLAND COUNTY

| CORPORATION | TYPE | TOTAL S.E.V. |
|-------------------------------|--------------------|---------------|
| 1. General Motors | Manufacturing | \$285,893,000 |
| 2. Detroit Edison | Utility | 138,513,400 |
| 3. Consumers Power | Utility | 75,805,627 |
| 4. Ford Motor Co. | Manufacturing | 43,627,480 |
| 5. Shopping Centers Inc. | Retail | 43,410,800 |
| 6. Biltmore - Sheffield | Office | 28,477,860 |
| 7. I.B.M. | Office | 23,992,100 |
| 8. S.S. Kresge Co. | Office/Retail | 21,648,205 |
| 9. Prudential Insurance | Office | 20,811,650 |
| 10. Kopyy-Nemer Co. | Office | 19,217,010 |
| 11. Hartman & Tyner | Office | 17,528,125 |
| 12. Chrysler Realty Co. | Office/Residential | 17,386,815 |
| 13. Slavik & Assoc. | Residential | 14,469,650 |
| 14. Michigan Consolidated Gas | Utility | 12,390,742 |
| 15. American Motors Realty | Office | 11,662,700 |

These 15 corporations listed above account for 10% of the real and personal value of Oakland County.

| COMMUNITY | TOTAL S.E.V. |
|------------------|---------------|
| Southfield | \$863,305,850 |
| Troy | 660,139,130 |
| Bloomfield Twp. | 530,955,360 |
| Pontiac | 512,590,600 |
| Farmington Hills | 450,670,100 |
| Royal Oak | 445,021,100 |

Source: Oakland County Equalization Division

These six communities comprise only 10% of the governmental units within Oakland County but almost 45% of the County's total value. Southfield and Troy find their financial base in the office buildings which have been attracted to them. Bloomfield Township is almost entirely residential but contains the most expensive housing in the region. Pontiac relies on its manufacturing base as a generator of value, while Farmington Hills and Royal Oak both have mixtures of retail, office, and residential types comprising their financial bases. It is in these 6 communities that the majority of private investment has been located since 1950. To a great extent also, the assessed values of these communities give them the greatest amount of leverage for attracting and or holding investments.

Oakland's growth since 1950, combined with its future potential as manifested in its assessed value has allowed it to maintain an A1 bond rating for the last several years. The County itself has contributed to the demand for private investment by creating a network of infrastructure to support development. A summary of the County's commitments are evidenced in the table below.

TABLE 42

SUMMARY OF OUTSTANDING COUNTY BOND ISSUES 6/30/77

| <u>BONDS WITH COUNTY CREDIT</u> | <u>PRINCIPAL
OUTSTANDING
12/31/76</u> | <u>BONDS
SOLD</u> | <u>BONDS
RETIRED</u> | <u>PRINCIPAL
OUTSTANDING
6/30/77</u> |
|--|---|-----------------------|--------------------------|--|
| Drain Bonds - Chapter 20, Act 40 | \$115,225,000.00 | \$5,235,000.00 | \$3,965,000.00 | \$116,495,000.00 |
| Drain Bonds - Chapter 21, Act 40 | 2,780,467.43 | -0- | 88,227.67 | 2,692,239.76 |
| Sewage Disposal Bonds - Act 342 | 15,790,000.00 | 1,700,000.00 | 300,000.00 | 17,190,000.00 |
| Sewage Disposal Bonds - Act 185 | 132,603,000.00 | -0- | 2,820,000.00 | 129,783,000.00 |
| Water Supply Bonds - Act 185 | 36,100,000.00 | -0- | 265,000.00 | 35,835,000.00 |
| Sewage & Water Supply Bonds - Act 185 | 13,700,000.00 | -0- | 300,000.00 | 13,400,000.00 |
| Road Bonds - Act 51 | 5,220,000.00 | -0- | -0- | 5,220,000.00 |
| Building Authority Bonds - Act 31 & 94 | 14,020,000.00 | -0- | -0- | 14,020,000.00 |
| TOTAL BONDS WITH COUNTY CREDIT | \$335,438,467.43 | \$6,935,000.00 | \$7,738,227.67 | \$334,625,239.76 |
| <u>BONDS WITH NO COUNTY CREDIT</u> | | | | |
| Drain Bonds - Chapter 20, Act 40 | \$ 3,163,000.00 | \$ -0- | \$ 162,000.00 | \$ 3,001,000.00 |
| Sewage Disposal Bonds - Act 185 | 2,983,000.00 | -0- | 190,000.00 | 2,793,000.00 |
| Water Supply Bonds - Act 185 | 6,585,000.00 | -0- | -0- | 6,585,000.00 |
| TOTAL BONDS WITH NO COUNTY CREDIT | \$ 12,731,000.00 | \$ -0- | \$ 352,000.00 | \$ 12,379,000.00 |
| GRAND TOTAL | \$348,169,467.43 | \$6,935,000.00 | \$8,090,227.67 | \$347,014,239.76 |

Source: Oakland County Public Works Division

BOND TYPES AND % OF TOTAL OUTSTANDING PRINCIPAL

| TYPE | AMOUNT | % |
|-------------------------|---------------|-----|
| Drains | \$122,188,240 | .35 |
| Sewage Disposal | 149,766,000 | .43 |
| Water Supply | 42,420,000 | .12 |
| Sewage and Water Supply | 13,400,000 | .04 |
| Roads | 5,220,000 | .02 |
| Building Authority | 14,020,000 | .04 |

The borrowing and lending capacity of an area's financial institutions implies a great deal about the fiscal strength of that area. Investors, savers, and borrowers all benefit from a strong network of lending institutions. Oakland County is fortunate in having 22 State and National banks headquartered in its boundaries, with total assets of almost 2.2 billion dollars. There are also 69 Credit Unions located in Oakland with total assets of over 575 million dollars, and 6 Savings and Loan Associations with total assets exceeding 3.5 billion dollars. This 6.3 billion dollars of total assets is an enormous force for capturing and retaining investment and economic growth dollars.

Oakland's stature as a financial center can be attested to by the fact that its total Credit Union assets comprise over 16% of all C.U. assets in Michigan while Oakland's population is only 10% of the state's population. Likewise, the second and fourth largest Savings and Loan Associations in the state are headquartered in Oakland County. This network of investment capacity has done, and can do much to strengthen both the local and regional economies. Following is a summary of financial institutions data for Oakland County.

TABLE 43

SUMMARY REPORT OF CONDITIONS 12/31/77
STATE BANKS HEADQUARTERED IN OAKLAND COUNTY

| | |
|--|---------------|
| 1. Number | 11 |
| 2. Cash and Due from Banks | \$ 74,448,000 |
| 3. U.S. Obligations | 241,139,000 |
| 4. Other Bonds and Securities | 121,064,000 |
| 5. Loans and Discounts | 521,643,000 |
| 6. Fixed Assets and Other Real Estate | 18,647,000 |
| 7. Other Assets | 13,209,000 |
| 8. Total Assets and/or Total Liabilities | 990,150,000 |
| 9. Demand Deposits | 217,589,000 |
| 10. Time Deposits | 563,985,000 |
| 11. Public Funds | 105,682,000 |
| 12. Surplus | 27,376,000 |
| 13. Undivided Profits & Reserves | 24,070,000 |

Source: Michigan Department of Commerce
Financial Institutions Bureau
1977 Annual Report - Bank & Trust Division

TABLE 44

SUMMARY REPORT OF CONDITIONS 12/31/77
NATIONAL BANKS HEADQUARTERED IN OAKLAND COUNTY

| | |
|-------------------------------------|----------------|
| 1. Number | 11 |
| 2. Cash & Due from Banks | \$ 126,422,000 |
| 3. U.S. Obligations | 120,259,000 |
| 4. Other Bonds & Securities | 175,558,000 |
| 5. Loans & Discounts | 738,714,000 |
| 6. Fixed Assets & Other Real Estate | 30,371,000 |
| 7. Other Assets | 13,075,000 |
| 8. Total Assets and/or Liabilities | 1,204,399,000 |
| 9. Demand Deposits | 280,185,000 |
| 10. Time Deposits | 630,733,000 |
| 11. Public Funds | 148,582,000 |
| 12. Surplus | 19,752,000 |
| 13. Undivided Profits & Reserves | 22,965,000 |

Source: Michigan Department of Commerce
Financial Institutions Bureau
1977 Annual Report - Bank & Trust Division

TABLE 45

SUMMARY OF STATISTICS FOR CREDIT
UNIONS LOCATED IN OAKLAND COUNTY
12/31/77

| | |
|----------------------|----------------|
| 1. Number | 69 |
| 2. Members | 255,564 |
| 3. Assets | \$ 575,381,418 |
| 4. Member Savings | \$ 420,473,451 |
| 5. Loans Outstanding | \$ 445,451,472 |

Source: 1978 Statistical Yearbook
Michigan Credit Union League

SUMMARY OF STATISTICS FOR SAVINGS &
LOAN ASSOCIATIONS HEADQUARTERED IN
OAKLAND COUNTY 12/31/77

| | |
|-----------------------|-----------------|
| 1. Number | 6 |
| 2. Number of Branches | 66 |
| 3. Total Assets | \$3,562,535,472 |

Source: 1978 Directory
Michigan Savings & Loan League

CHAPTER VIII
POTENTIALS FOR ECONOMIC DEVELOPMENT

VIII. POTENTIALS FOR ECONOMIC DEVELOPMENT

IDENTIFICATION OF CHOICES

WHAT CAN BE INFLUENCED

In anticipation of the work to be undertaken by the O.E.D.P. Committee, it was deemed appropriate to objectively assess what Oakland's current posture with regard to economic planning actually was. To do this, the first step was to ascertain what the public sector generally, and the county specifically could influence about economic activity.

There are three basic and legitimate reasons for public sector intervention in a capitalist economic system:

- 1) providing for the satisfaction of public wants (service function)
- 2) providing for adjustments in the distribution of income (distribution function)
- 3) contributing to economic stabilization (stabilization function)

Clearly there is a great variance between what different levels of government can and wish to accomplish. The Federal level has by virtue of its resources, influence, and legal capacity, taken the primary role in public sector intervention into the marketplace, and states as creations of the Federal system have also been active in many ways. Local units of government (including counties) however have only recently been able to, and have in fact, exercised major leverage on the economic activities within their respective areas. This is not to say that local government has not been directly or indirectly involved in their economic

destinies in the past, but rather that only recently, have they had the tools and abilities to take an active, comprehensive, and objectified approach to influencing their economic life.

Oakland County in particupar has historically exercised a "hands-off" policy with regard to economic activity, content to let the freemarket system control the region's economic destiny, and be the recipient of both its problems and benefits. For the most part the benefits have outweighed the problems, as Oakland has epitomized the growth of suburbia in the 1950's and 1960's to become a large and healthy economy in its own right. However, this growth has not been without its costs and problems, and within the county are found economic and social distress areas which are as acute as anywhere in the region. Thus Oakland has had to confront these economic problem areas in the recent past.

The County directly and indirectly can confront these economic issues and problem areas in many ways including:

- 1) levying of a county-wide millage as well as other local revenue-raising techniques
- 2) being a recipient target of State and Federal programmatic funds
- 3) issuance of bonds to finance public works and benefit projects
- 4) provision of physical services (water, sewer, drain, roads, airports, parks, refuse disposal, planning etc.)
- 5) provision of human services (courts, criminal justice, mental and public health, welfare and social services, clerk, data processing, and other administrative functions)

- 6) direct and indirect employment
- 7) construction of buildings and housing
- 8) administration of Federal and State programs
(income and employment) via CETA, HCDA, EPA,
HEW etc.
- 9) pursuance of grant and loan monies
- 10) policy, technical, and service provision, and
direction to constituent local units
- 11) review of zoning, planning, and land use proposals
- 12) participation with other governmental units to
develop integrated public policy, and influence
legislation

Oakland has been relatively active in all these areas when compared with other Michigan counties, but relatively passive with regard to exercising influence directly in economic affairs. And although counties are often characterized as being "in between" the more clearly defined jurisdictional roles of state and local government, they nevertheless can have considerable influence on their economic lives both private as well as public.

CURRENT SITUATION

As characterized above, Oakland County's role in economic planning prior to adoption of the OEDP could have been best described as "passive", or "maintenance of status quo." This condition can be characterized by the following:

- 1) no explicit policy direction
- 2) no formal coordination between county departments
with regard to economic actions and impacts

- 3) reliance on only statutorily required relationships between the county and constituent local units with regard to program activities
- 4) a service oriented rather than management - oriented approach to economic planning
- 5) lack of a quality, centralized economic information and analysis function
- 6) low-profile, ad-hoc cooperation with the City of Detroit
- 7) minimum representation on external agencies affecting county and regional growth
- 8) lack of institutional framework for directing economic change
- 9) a generally lassiez-faire approach to economic intervention
- 10) cordial but ineffective and informal relationships with the private sector and business community

This "maintenance" role as embodied by the county could be placed as follows in an "economic planning continuum":

- A. Activist (aggressive; visible; county emphasis)
- B. Managed (directed; low profile; county/local effort)
- C. Maintenance (service oriented; local emphasis)
- D. Cooperative (linked programatically; regional approach)

Policy option "A" would embody the most aggressive county economic planning activity, while policy option "D" would be the most passive role.

GENERAL COUNTY POLICY

After discussion of what could be influenced, and the County's position in an economic planning continuum, an effort was made to determine whether or not policy option "C" should remain as the County's economic strategy, although overtly it had never before been labelled as such. Discussions were held with the County Executive Administration to elicit the direction in which the county would move given the four available choices. This choice would then provide additional direction as to how to proceed with the OEDP activities. The discussions led to the conclusion that policy option "B" (managed strategy) with cooperative activities suggested in policy option "D" most closely resembled the Administration's implicit economic strategy. After further discourse and refinement, an overall General County Economic Policy was developed to guide the work of the OEDP Committee as well as subsequent internal county operations.

The policy is as follows: Oakland County will pursue a coordinated and comprehensive public policy and action strategy designed to: 1) emphasize qualitative rather than quantitative growth; 2) promote regional economic cooperation rather than competition; 3) expand rather than limit choices for those individuals who have few, if any, choices; 4) concentrate resources on geographic and functional distress areas rather than spread them uniformly throughout the county; 5) establish formal rather than casual ties to the private sector; and 6) stabilize rather than animate economic activity. This policy will be

pursued in a framework of equal opportunity, and sensitive environmental, energy, and land utilization.

ANALYSIS OF POTENTIALS

The purpose of this section is to briefly summarize Oakland County's economic development potentials in light of the previous descriptions of its physical, social, human, and capital resources. For clarity and in an attempt to more rigidly define the functional areas later in terms of goals and objectives, the social and capital resource areas are combined and defined as "institutional" resources. This term more accurately describes the milieu in which these components actually operate. Likewise, "natural" resources are still considered part of the physical environment, and are discussed in that section.

INSTITUTIONAL POTENTIALS

As was seen from the previous discussion of social (chapter 5), and capital (chapter 7) resources, Oakland has a strong institutional base on which to rest any economic development efforts. The job maintenance and income maintenance programs of the MESC, county social service agencies, and various ad hoc groups have done much to dampen the impact of cyclical employment fluctuations endemic to a durable goods manufacturing oriented economy. They have also attempted to secure additional labor force participation for youth and senior citizens.

These programs are backed by a general and vocational education system which is considered by many the best in the state. The over 220,000 pupils enrolled in general education (k-12 system),

and over 8,000 enrolled in the many vocational education courses have an excellent opportunity to go on to further training or education, or be placed in jobs where they can further their skills. The ten institutions of higher learning (community colleges, universities, technical and business institutes) located in Oakland, provide another tremendous resource to over 32,000 students of all ages annually. In addition, private elementary and secondary schools, and special training centers such as the Michigan State Management Education Center further enhance the educational capabilities of the area.

In terms of capital resources, Oakland County has a much greater than average capability to sustain new economic investment. With a median family income of \$23,645 and an annual total personal income of over 8 billion dollars, the county is in a favorable position to retain current investment as well as expand both primary and secondary sector venture capital and spending. Approaching 9 billion dollars in assessed valuation (18 billion dollars in true cash value), Oakland also offers an enormous and stable physical property base to act as collateral to secure loans and mortgages, as well as float bonds. Oakland's A1 Moody's bond rating attests to this fact. Additionally, the headquartering of 97 banks, savings and loan associations, and credit unions within the county provides in excess of 6 billion dollars of total assets to finance economic growth.

The institutional structure created by sound local governments operating for the most part with prudent financial policies also provides a basis for confident expansion. Planning and/or community

development agencies are in place in 59 out of 61 local units of government, providing a reasonable base on which the private sector can plan its land development and economic expansion activities.

In addition, a number of communities have taken advantage of state acts which permit creation of special development authorities and public/private partnerships for economic development. These Industrial Development Corporations (IDC), Economic Development Corporations (EDC), and Downtown Development Authorities (DDA) have played an increasingly significant role in soliciting funds, planning economic strategy, coordinating private and public interests, and fomenting joint development efforts in order to revitalize commercial and industrial areas and central business districts throughout Oakland.

HUMAN POTENTIALS

The County's population is young, vigorous, skilled, and mobile; aspects which make it attractive to potential employees and investors. With a median age of 26.5; a large bulk of its population moving into early employment years; 82% of persons over 24 having at least a high school education; and with 61% of the labor force involved in white collar occupations, Oakland is obviously attractive for retention and expansion of its economic base.

Although still primarily oriented to manufacturing type employment, Oakland is showing increasingly less reliance on this sector and more on secondary sector employment than its counterpart counties of Wayne and Macomb. As of 1976, the county had almost equal percentages of manufacturing retail trade, and

services employment. This diversification has been possible because of the strong employment and income base built upon the transportation equipment manufacturing industry. However, the stabilization implied by having a more diverse work force is clearly an economic potential to capitalize on. In addition to the shifts within its employment base, Oakland has also been increasing its share of the regions total employment, and now holds over 20% of all Southeast Michigan jobs.

In terms of skill levels, Oakland's labor force has a higher incidence of professional/technical and officials/administrators than any county in the region. 23% of its labor force were in the former category in 1978, and 14% in the latter. Another 13% had skilled craftsman or foreman status. This well-trained labor force offers a rich pool of talent for existing and prospective employers.

PHYSICAL POTENTIALS

Oakland's natural resource base is without peer in Southeastern Michigan. The elevational extremes in the county are in excess of 600 feet with many areas having slopes over 12% in grade. 450 lakes and 5 major river basins make Oakland's water resources its most dominant feature. There is an enormous variety of vegetation existant; forests, swamps, bogs, marshes, meadows, and fields. Many varities of wildlife are also present. The amount, diversity, and uniqueness of Oakland's natural resources have greatly impacted three areas of man-made endeavor; recreational activity, residential development, and commercial use of resources.

The County serves as the recreational "playground" for the region with over 54,000 acres or 10% of total county land area, devoted to parkland and recreational use. Ten state, three regional (HCMA), seven county, and numerous local parks are located in Oakland. In addition, there are many private recreational facilities including: religious, YMCA, Boy Scout, Girl Scout and Campfire Girls camping areas; 3 ski facilities; and many other private and semi-private recreational areas.

Residential development in Oakland has always been partially stimulated by its natural resources. Lakes, relatively greater topography, and large areas of woodland have enhanced the attractiveness of Oakland to residential developers.

Finally, commercial uses such as agriculture, lumbering, mining, and extractive operations have relied on the county's rich resource potentials. Gas and oil deposits lie underneath the County in sufficient volume to rank it fifteenth in natural gas and thirty-third in crude oil production among Michigan's counties. The enormous sand and gravel deposits within the county yielded 24.3 million tons of washed and unwashed sand and gravel in 1970, 44% of Michigan's total production. And as a state, Michigan ranks second only to California in total sand and gravel extraction. Although agricultural use has declined from its past predominance, 86,549 acres are still in active farming in Oakland.

Although Oakland's abundant natural resources are impressive, its man-made resources have, and continue to, enhance its economic development potential. Five limited access freeways comprising 94 miles; a grid system of primary and local roads of 2,388 miles; and 202 miles of additional state trunklines, give the county

superb access to all of Southeast Michigan, as well as the rest of the State, Illinois, Indiana, and Ohio. The grid system of primary roads, overlain with two major arterials (Woodward Ave. and Grand River Ave.), and the four Freeways (I-75, I-96, I-696, M-275, and M-59) compose a network geometry which is extremely conducive to development of all types.

Supplementing its road system are 3 railroads (Grand Trunk and Western, Penn Central, Chesapeake and Ohio) and six airports (three county and 3 privately owned GA facilities). The approximately 156 miles of mainline track in Oakland services primarily freight traffic, but the Grand Trunk line paralleling Woodward Avenue from Pontiac to Ferndale and southeast into Detroit is now run by SEMTA and carries passenger traffic as well. The six general aviation airports service the 738 registered aircraft in the county as well as executive and special commercial flights (up to DC-9 or Boeing 727 size class). SEMTA also provides bus-transportation on the primary roads to supplement vehicular traffic.

Presently 122,000 acres or 22% of the county's total land area is served by sewers. By 1980 this figure is estimated to increase by almost 30,000 acres to 151,845 acres, and by 1990 another approximately 60,000 acres is projected bringing the total to 211,529 acres or 38% of total county land area. This 73% planned increase would more than accommodate all forecasted growth to the end of the century. Current excess capacity in fact could accommodate most projected growth until 1990. However certain communities with very high population growth rates (Troy, West Bloomfield Twp., Avon Twp., Farmington Hills, Novi/Wixom); and those with serious ground water and lake pollution problems

(Waterford Twp., White Lake Twp., Commerce Twp., Walled Lake, Wolverine Lake) have, and will continue to, find it necessary to build additional sewer lines to accommodate these situations. This, plus conversion of non-pollutant septic areas and separation of older combined sanitary sewer and storm drains will contribute to taking up some of the slack in this planned excess capacity. Suffice it to say that Oakland has sufficient sewer and water utility infrastructure in ground and planned, to accommodate economic development in the future. The same is true with existing and planned gas and electric transmission systems.

ANALYSIS OF PROBLEMS

DETERMINATION

Two basic techniques were utilized to determine what the major economic problems facing Oakland County today are. The first was a technical determination based on an analysis of the data presented in the first seven chapters of this report. The second was a thorough and thought provoking series of discussions during the early meetings of the O.E.D.P. Committee.

The County of Oakland through its Advance Programs Group, Planning Division, Social Services Division, and Employment and Training Division, has compiled and analyzed an enormous amount of statistical data on the county's physical, economic, and social condition. The studies reports, and documents of these county departments as well as other relevant regional, state, and federal agencies determined the "technical" components of problem areas facing the county.

This information was distilled in the form of a background report and talk to OEDP members, and two "issue papers" were also prepared in an effort to focus and clarify the Committee's discussions. It was felt from the outset that before any reasonable and feasible set of goods and objectives and accompanying projects were promulgated, a thorough understanding of the information presented, and a collective agreement on the perception of problems was critical. This basis for proceeding proved to be an effective technique for focusing the OEDP Committee's discussions through its subsequent meetings.

Following is a summary of the problem areas developed via the technical analysis and OEDP Committee discussions. They are presented in the same order that the potentials were examined, in order to assist in linking the thought process together to form a comprehensive and compatible development strategy.

INSTITUTIONAL PROBLEMS

Before listing perceived economic problems, it is essential that the constraints regarding the economic activities of Oakland be recognized. The following is a compilation of the most defineable institutional constraints to economic development. As such, they do not represent problems, but rather conditions which exist and which critically affect the economic life of the county, but which cannot really be influenced when creating an economic strategy for the county. They are situations which must be recognized, and planned within the context of:

- business climate of Michigan (multiple factors)
- Southeast Michigan as a slow growth economy
- the county as a dependent economy
- competition between units of government for a limited amount of growth
- dependence on national demand for products
- limited local financial capabilities
- inflation and increasing costs
- a democratic, free-market economic system

To illustrate these constraints as being separate from problems approachable at the county level, an example from the first listing, "business climate of Michigan", is useful. This constraint might include the components of: State tax structure; permissibility of a local income tax; use of the single business tax; workmen's compensation laws; unemployment compensation laws; unionization levels; wage rates; competitive posture and policy; image; physical climate; etc. All these conditions are critical to the operation of the county's economy, yet not one of them can be directly influenced by any county economic policy or program. These are recognized givens and as such must be planned with and around.

Within these institutional constraints then, the following institutional problem areas are recognized:

- 1) Inadequate county and local economic planning efforts
- 2) Lack of coordination among governmental agencies
- 3) Lack of coordination between governmental agencies and private business
- 4) Lack of balance between stimulating new business growth and protecting existing business investments

The first problem area recognizes that the County of Oakland and most of its constituent local units have either not felt the need to, or have been unable to, develop ongoing economic planning efforts. Although physical planning efforts have been given high priority for some time, their impact on the local and county economies, and objectified economic planning per se have seldom been given the same priority.

The next two problem areas illustrate a pervasive and historical problem in Oakland; that there is no defineable and continuing mechanism for coordinating county and local planning and economic development activities.

The fourth institutional problem is one that has manifestations in the human and physical problem areas as well but is most comprehensively addressed from an institutional perspective. The slowing of the spectacular growth of Oakland as well as the aging of much of its physical structure has resulted in an imbalance between the need to protect and revitalize existing investment in utilities, housing stock and commercial/industrial areas, and the need to continue to attract new business investment. A curious phenomena is occurring in that many local communities have developed policies to encourage additional growth, while others have developed policies to discourage it. With the county as provider of much of the utility infrastructure, a situation of uncoordinated and subjective planning (or non-planning) has resulted, putting the potential private sector investor in a tenuous and uncertain position.

HUMAN RESOURCE PROBLEMS

The constraints (not problems) forming the context of the OEDP Committee's discussion on human resources included the following:

- inequities between people
- reliance on durable goods manufacturing
- ingrained poverty and unemployment
- discrimination and lack of opportunities in jobs, housing, education
- adverse migrational patterns (population loss)
- concentration of poor and minority groups

Within these human constraints, the following problems were identified:

- 1) Lack of sufficient number of jobs
- 2) Inadequate diversity of employment types
- 3) Mismatch between skill supply and job demand
- 4) Geographic aspects of job availability and utilization (mobility, housing, environmental)

Every area of the country experiences some level of unemployment. There are three components to the unemployment situation which help illustrate the problem of lack of sufficient number of jobs: the first component is that of ingrained or inherent unemployment - that is the fact that our economic system is incapable of employing every person who wishes to work. The second component of unemployment is the demand side - the fact the firms and businesses fail, decrease in size, experience cyclical demand decreases, or restructure, thus causing job

reductions. The third component is that of insufficient skills, or unemployment due to people lacking the necessary education, experience, or combination thereof (supply side). Oakland County is expected to need 458,582 jobs by 1990, an increase of 32% from today's levels. Yet we can expect, given current levels of plant capacity and unemployment, and the growth characteristics of the region, that there will be 5% to 15% less than that figure actually employed. The problem is one of insufficient production capacity and lack of specific job skills for the goods demand anticipated.

The question of diversity is widely argued when discussing local economic activity. Although as pointed out previously, the Oakland economy has become more sectorally balanced over the last 25 years, manufacturing is still the predominant industry with over 90,000 workers (29% of employment) in Oakland. In addition to this predominance, it is important to remember that the services sector (retail trade, finance, government, etc.) is heavily dependent on continued growth in the manufacturing industries - there are few "independent" subeconomies in the Detroit region. That is, there are few non-automobile related primary industries with sufficient basic employment to sustain the secondary and tertiary sectors. We are very reliant on the automobile industry and it is unlikely that the regional economy can sustain a major new autonomous primary enterprise sufficient to truly "diversify" employment.

The mismatch between skill supply and job demand is difficult to quantify because of the constantly changing nature of employment supply and demand. It is of course apparent that there are the

chronically unemployed who are in this position because of lack of sufficient training or education to perform any but the most menial tasks - which are already taken. Another problem is that of under-employment, those who have sufficient skills for a variety of jobs but who face the situation that there are simply not enough of those particular types of jobs. The under-employment situation has been exacerbated rather than ameliorated by the inability of educational and training institutions to correctly predict demand for specific job skills. The oversupply of teachers and stenographers, and the undersupply of nurses and chemical engineers are examples. The problem stems from a lack of communication between the skill supplying and job supplying sides, as well as the inability to quickly react to economic changes that generate an upsurge in need in one area or a downturn in another. Further evidence of the tenuous relationship between skill supply and job demand is apparent when examining MESC's applicant to opening ratios for occupations in favorable demand in the Detroit SMSA. Of 36 occupations, only 3 had ratios less than 1.0 (i.e. more openings than applicants) and the other 33 had ratios up to 5.5 (applicants for each opening). And these were occupations in "favorable" demand.

The fourth human resource problem, that of the geographic aspects of job availability, is especially relevant in Oakland County. Unemployment in certain communities of the county is typically 250% to 450% greater than that of other communities. Not only are there fewer jobs in these communities, but they pay less - in 1974 per capita incomes in the county ranged from

\$3,885 to \$29,021, a differential of over 700%. The disparity between skills available and jobs available is even greater in these high unemployment, low income areas. From the analysis in chapters 6 and 7, the communities which are suffering the greatest human resource disparities relative to the rest of the county are: Ferndale, Hazel Park, Royal Oak Township, Pontiac, Pontiac Township, Waterford Township. There are also problem areas in many of the rural townships and small villages in the rural areas however these are more isolated and not nearly as large. There are areas in the "distress" communities which are healthy and viable neighborhoods. On the whole however, these 6 communities are relatively worse off than the rest of the county. Oakland as a whole is economically sound, yet it is these distress areas that are really the focus of the human resource problems that must be recognized and attacked.

PHYSICAL RESOURCE PROBLEMS

The constraints (not problems) which must be recognized in dealing with the physical environment include:

- variabilities of housing stock, commercial, and industrial areas between communities
- variabilities in utility infrastructure (new vs. replacement costs)
- auto oriented transportation system
- lack of water based transport facilities
- existing natural environment and its vulnerability

Within this context, the following physical resource problems have been identified:

- 1) Deterioration of older business areas and housing stock
- 2) Inadequate transportation systems
- 3) Deterioration of public physical facilities (especially sewer and water)

The "Woodward Corridor" of Oakland County stretching 15 miles in a northeast direction from Ferndale to Pontiac, represents the original settlement path in the county. As such, the communities comprising the corridor have the oldest commercial and residential physical stock in the county. Much of the growth in these areas took place between 1910 and 1955 as contrasted with growth in the "urban fringe" communities from 1955 to the present. Consequently, the physical deterioration endemic after 40 to 70 years of use is beginning to take its toll on the central business districts, industrial areas, and residential neighborhoods of the Woodward Corridor communities. Vacant stores, boarded up facilities, poor land use mixtures, inadequate pedestrian amenities, lack of parking, and marginal business enterprises characterize the C.B.D.'s of this area. Aging utility networks, buildings below current code, inadequate parking, poor vehicular circulation patterns, lack of setbacks and visual amenities are indicative of most of the industrial areas in corridor communities. Undersize lots, deteriorating sewer and water systems, vacant lots, boarded up houses, litter, incompatible land uses, and below-code structures characterize certain residential neighborhoods in this area. 358,000 people, 37% of the total county population reside in the 13 corridor communities. Most of the concentrated retail and industrial districts are also located in the area.

Oakland's road system provides excellent general accessibility, but its lack of adequate rail and public transit systems weakens the specialized transportation requirements of business, industry and transit dependent populations (those under 16 years old and over 65 years old; the poor; and the handicapped). Many rail freight facilities have been abandoned over the years and now handle only 33% of all intrastate freight tonnage in Michigan, down from 56% just 30 years ago. Much of the existing trackage is in poor condition, especially at road crossings.

Public transportation is experiencing somewhat of a revival in the region under the auspices of the Southeastern Michigan Transportation Authority (SEMTA), but is still providing only a fraction of total ridership, most of it concentrated in Wayne County. Five dial-a-ride systems and the County's OCART (Oakland County Advance Reservation Transit) supplement SEMTA's bus and commuter rail programs, but coverage is spotty, much of the hardware is obsolete or in need of repair, management problems abound, and there is a general reluctance to coordinate much less expand the public transport systems. Private firms interested in saving environmental and energy resources, have instituted car and van pooling programs and have initiated special commuter rail services in conjunction with SEMTA. However all of this activity still nets only a small portion of total ridership and jurisdictional differences have not contributed to a solution. Meanwhile, the business community and transit dependent find the lack of good public transport an increasing economic disincentive.

The final physical resource problem is that alluded to in the first problem - aging sewer and water systems. Again, concentrated in the southeastern section of the county these systems have been neglected as others have been expanded to serve the newer fast growth areas. Inadequate pressure for fire-fighting, sewage backups during heavy rains, massive infiltration, and inability to accommodate new commercial or industrial development because of small pipe diameters plague these systems. Lack of a capital amortization fund technique makes replacement of these facilities enormously expensive and already high tax rates and new state spending limits recently approved will compound the problem. All these contribute to economic disinvestment.

CHAPTER IX
DEVELOPMENT STRATEGY

IX. DEVELOPMENT STRATEGY

LINKAGE OF PROBLEMS/POTENTIALS AND GOALS

The background analysis of the county's economy and the subsequent OEDP Committee discussions were carried out in a manner which would point to the development of a set of economic goals. The intent was to develop a series of goals which were directly meshed with the related problem. Because of the interactive nature of economic activity and the symbiotic style of the OEDP Committee's discussions however, the resultant goals do not show a direct and isolated relationship with each stated problem - but rather correspond to the broader functional areas of institutional, human, and physical problems and potentials. This relationship is more valid than a direct one-to-one correspondence because it recognizes the overlaps and linkages between economic activities. In addition, it is increasingly apparent that there is not a direct correlation between an economic problem and its intended solution. Policies and programs dealing with economic activity have never resulted in the precise outcome envisioned, and this tenuous relationship is more apparent today than ever because of the always increasing complexity of economic systems.

Nevertheless, the approach taken by the Oakland OEDP Committee to goal formulation was typically based to focus thinking and relate to the earlier discussions of problems and potentials.

ECONOMIC PLANNING PROCESS

Figure 17 illustrates schematically the process the OEDP Committee and technical staff used in formulating an economic development strategy for Oakland County. All components have been accomplished except for the evaluation portion which must await the results of local project success or failure, and which will be analyzed in the annual updates of the OEDP document.

COUNTY ECONOMIC GOALS AND OBJECTIVES

A goal as defined herein simply means a statement of direction, an express of policy, a mission to be accomplished.

An objective as defined herein simply means a course of action, an operational means, a way in which to implement a goal.

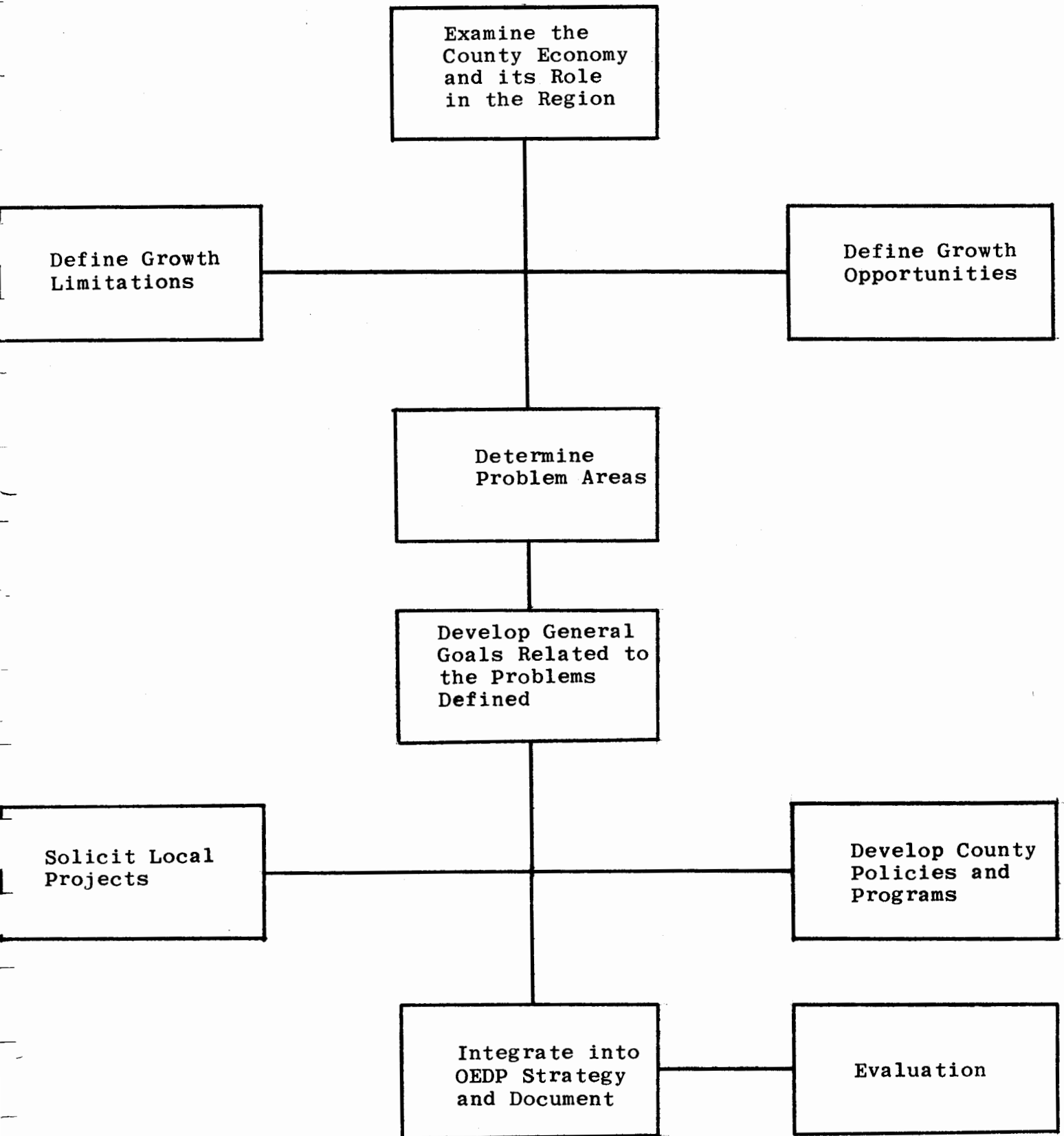
The OEDP Committee wished to go on record that the adopted goals and objectives should not entail any additional county expenditures beyond current levels. The goals and objectives should be accomplished in an atmosphere of improved efficiency, and if necessary, a reallocation of existing personnel and monetary resources.

Committee votes on adoption of all goals and objectives were unanimous except for two cases. Objective (d) under Human Resources Goal 1 had one dissenting vote. Objective (d) under Physical Resources Goal 1 had two dissenting votes.

All goals and objectives were considered to be of relatively equal importance. Their initiation is to take place no later than 3 years from time of adoption. Because the OEDP primary focus is on employment, the Human Resource Goals and their related objectives should be undertaken immediately by all

FIGURE 17

ECONOMIC PLANNING
PROCESS O.E.D.P.



impacted agencies. More detail on timing and implementation strategy is provided in Chapter 10 Implementation.

COUNTY ECONOMIC GOALS AND OBJECTIVES

INSTITUTIONAL RESOURCES

1. GOAL: Oakland County should implement actions to stimulate economic growth through: improved coordination between local and county economic planning efforts; coordination between governmental agencies and private business; and more efficient government operations.

OBJECTIVES:

- a) the County should determine all local economic planning mechanisms currently in place.
- b) investigate the desirability of taking advantage of State legislation that creates organizations which foster economic development at the county and local level.
- c) develop mechanisms for distributing the County OEDP report, and for obtaining feedback from local units of government and the business community.
- d) continue OEDP Committee activities to: fulfill statutory requirements; monitor programmatic activities; and develop longer range economic plans.
- e) review government operations to identify areas where unnecessary duplication can be eliminated and efficiency improved.

2. GOAL: Insure that public sector resource allocation is balanced to protect existing business investment as well as to stimulate new business growth.

OBJECTIVES:

- a) expenditures on new sewer and water facilities should not jeopardize funds needed for maintenance of existing facilities.
- b) expenditures for new roads should not jeopardize funds needed for maintaining and improving existing facilities.
- c) greater use should be made of State and Federal legislation which emphasizes retention and improvement of existing commercial and industrial facilities.
- d) the County and its constituent local units of government should utilize cost benefit tests to assess the economic, social, and environmental desirability of land use proposals as they relate to public resource allocation.
- e) the County should reduce geographically related economic disparities by its economic development efforts.

HUMAN RESOURCES

1. GOAL: Oakland County should seek the creation of additional jobs.

OBJECTIVES:

- a) efforts should be undertaken to distribute comprehensive information on the Oakland County economy, and to organize contact with businesses and industries expanding or seeking new locations.
 - b) the County should work with the Detroit Economic Growth Corporation, Wayne County OEDP Committee, and Macomb County Board of Commissioners, on economic problems of mutual interest, and to increase the region's employment.
 - c) a more comprehensive effort should be made to use local resources (such as the Silverdome) as generators of ancillary employment.
 - d) the County should initiate and/or support State legislation which would improve the business climate of the area.
 - e) local communities are urged to take advantage of Economic Development Administration programs to stimulate additional employment opportunities.
2. GOAL: In order to make maximum use of our available skilled and productive labor force, the County should especially encourage the location of employers having non-cyclical employment bases.

OBJECTIVES:

- a) capitalize on the educational resources available to Oakland County in order to attract research and development type activities.
- b) the hospital and medical complexes in the County should be utilized as generators for related teaching, research, and support services employment.
- c) Federal and State government facilities should be actively sought for the area.
- d) ongoing studies should be conducted to identify, retain, expand, and attract employers that could further aid in achieving this goal.

3. GOAL: A more positive, comprehensive, and vigorous effort must be undertaken to identify and match available resident labor force skills with existing and potential jobs.

OBJECTIVES:

- a) better information must be developed to aid job/worker matching and placement.
- b) MESC, CETA, and the school vocational education programs should be more closely coordinated between themselves and with private business, to improve the matching of residents and jobs.
- c) employers are encouraged to review their job requirements and hiring practices so as not to require greater skills and abilities than are reasonably needed.
- d) legislation should be vigorously supported which encourages the employment and training for useful work of unskilled, and mentally and physically handicapped persons.

PHYSICAL RESOURCES

1. GOAL: Older business areas and housing stock must be protected where sound, and rehabilitated where feasible.

OBJECTIVES:

- a) investigate the feasibility of targeting funds for the rehabilitation and redevelopment of major distress areas in the County.
- b) encourage local governments to investigate the desirability of taking advantage of State legislation which assists financially in protecting sound commercial and residential areas and redeveloping deteriorating areas.
- c) the County should analyze the local, county, and state tax structure as it impacts the county's physical development; and recommend means to make it more equitable and effective as it relates to raising public revenue, and more attractive as it relates to protecting existing physical investment and attracting new investment.
- d) the County should take a more active role in analyzing and proposing solutions to major land use proposals with multi-community impact; and should also propose design and economic recommendations to protect and improve older business areas and housing stock.

2. GOAL: Transportation systems must be planned to adequately serve existing as well as future development, and those who are not mobile as well as those who are.

OBJECTIVES:

- a) the County should promote equitably financed regional public transit.
- b) the County should investigate the possibilities of strengthening community transportation systems through private means.
- c) support should be given to development of a balanced transportation system which reinforces and adequately serves the major central business districts and activity centers in Oakland County.

DEVELOPMENT PROJECTS

PROCESS

Determination of hardware projects to accomplish the adopted goals and objectives was made by solicitation from local units of government within Oakland County. The O.E.D.P. Committee was aware of current efforts on the part of three communities to obtain E.D.A. funds for various projects, but did not know the extent of public investment desires for the other communities.

Consequently, a letter was sent in early June to all local officials in Oakland County, explaining the current activities and position of the County O.E.D.P. Committee and inviting them to submit programs and/or projects for analysis and possible inclusion in the O.E.D.P. Attached with the letter was a packet containing the brochures outlining various E.D.A. grants, loans, and technical assistance programs, and a project submittal form which standardized reporting procedures for all submissions.

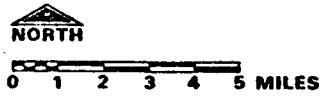
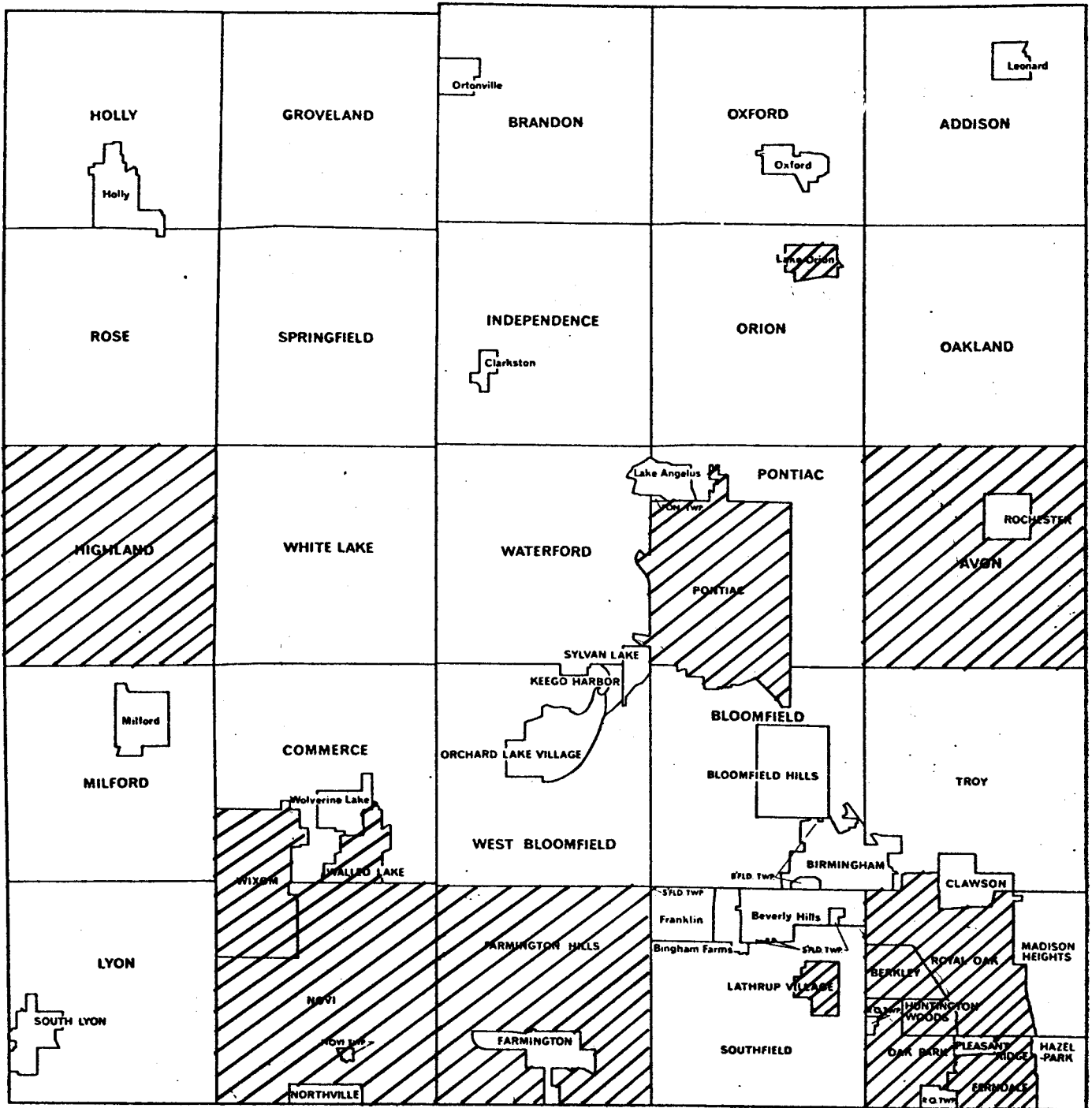
Currently, all County Commissioners were notified of the solicitation and were invited to urge their local constituents to respond. A "hot line" number was given to local communities so that they could contact the technical staff in regard to any O.E.D.P. matter. Inquiries which could not be handled by the county staff were referred to the E.D.A. Lansing Office.

In all, 16 communities submitted 39 separate projects and programs with an estimated total cost of \$73,107,840. Projects were submitted during a 6 week period and all responding communities were contacted to verify the accuracy of reported information as well as to clarify procedures and the process by

FIGURE 18

COMMUNITIES WITH SUBMITTED PROJECTS

OAKLAND COUNTY, MICHIGAN



MUNICIPALITY KEY
CITY
Village
TOWNSHIP

which the O.E.D.P. Committee would be evaluating the various submittals. This verification procedure (usually conducted with the top administrative official in the local unit) caused a reduction to 33 projects in 14 communities with a total estimated cost of \$69,286,540 and a grant/loan requirement of \$22,847,424.

PRIORITY ASSIGNMENT CRITERIA

The policy adopted by the O.E.D.P. Committee in regard to inclusion of local projects/programs within the County O.E.D.P. (thus permitting their eligibility for E.D.A. funding) was this - upon verification of project information, clarification of E.D.A. constraints, explanation of funding levels, timetables, current project status, all local communities which had submitted projects upon solicitation and which desired to have those projects/programs included in the County O.E.D.P. would be in fact included and made part of the overall development strategy. Once this was done however, the O.E.D.P. Committee was obligated to assign priorities to all projects in order to relate them to the adopted goals and objectives, and focus the impact of possible E.D.A. funding on the most feasible projects/programs.

Three sources were employed to establish a criteria for prioritization of the local projects and/or programs: 1) The Guide For Area O.E.D.P. ; 2) adopted Goals and Objectives; 3) an objective rating system using discrete point assignments and focusing on appropriate measures of need and impact.

There were seven criteria utilized in developing the objective rating system which was used to assign points to

each project. These criteria and possible point ranges were:

- 1) jobs created or retained (5-20 points);
- 2) status of project (5-10 points);
- 3) relationship to O.E.D.P. goals (5-15 points);
- 4) community support (0-15 points);
- 5) geographic situation (0-20 points);
- 6) demographic situation (0-20 points);
- 7) E.D.A. internal priority (0-20 points).

Total projects scores could range from 20 to 130. Table 46 describes the components of each of the seven criteria areas.

After all projects had been assigned the appropriate points based on the rating system described they were ranked in two ways. The first ranking was done by grouping the projects into four basic types (industrial, commercial, community service, and other) and then within each of the groups an internal ranking was made based on the points previously assigned. The second ranking was done on an overall basis with all projects listed in a 1 to 33 rank system. Tables 47 and 48 detail the rankings by type and by overall listing.

PROJECT LISTING

The OEDP Committee voted to utilize the overall ranking list so that all projects were included in the same manner, and thus in essence the priorities are based on a total investment strategy. Because certain projects had the same number of ranking points, they were grouped together thus resulting in groups of priority. The following is the final ranking of local projects and programs, which are included as part of the overall development strategy of the Oakland County OEDP. Table 49 describes the priorities of the local projects for the Oakland OEDP.

TABLE 46
DEFINITION OF PROJECT RANKING CRITERIA

| | <u>POINTS</u> |
|--|-----------------|
| 1. <u>Jobs Created or Retained</u> | |
| 0-49 | 5 |
| 50-199 | 15 |
| 200 or more | 20 |
| 2. <u>Status of Project</u> | |
| Planning/Discussion stage | 5 |
| Engineering stage | 15 |
| Construction stage | 20 |
| 3. <u>Relationship to O.E.D.P. Goals</u> | |
| Conformance to 1 section | 5 |
| Conformance to 2 sections | 10 |
| Conformance to 3 sections | 15 |
| 4. <u>Community Support</u> | |
| Multiple local funding techniques) | |
| Business community backing) | |
| Citizen input received) | 5 pts. for each |
| 5. <u>Geographic Situation</u> | |
| Rural Area | 5 |
| Transitional area | 10 |
| Urban area | 20 |
| 6. <u>Demographic Situation</u> | |
| 1974 per capita income: | |
| \$7,000 - \$29,021 | 0 |
| \$5,000 - \$ 6,999 | 5 |
| \$3,885 - \$ 4,999 | 10 |
| 1977 average unemployment: | |
| 0 - 4.9% | 0 |
| 5 - 9.9% | 5 |
| 10% or more | 10 |
| 7. <u>E.D.A. Internal Priority</u> | |
| Other | 0 |
| Community Service | 5 |
| Commercial | 15 |
| Industrial | 20 |

TABLE 47

PROJECT RANKING BY TYPE

INDUSTRIAL

POINTS

| | | |
|------------------------------------|-----------------|-----|
| 1. Road Widening & Extension | (Pontiac) | 115 |
| 2. Industrial Parking Facility | (Oak Park) | 105 |
| 3. Industrial Improvement Strategy | (Pontiac) | 105 |
| 4. Industrial District Water Mains | (Ferndale) | 100 |
| 5. Revolving Loan Fund | (Pontiac) | 100 |
| 6. Industrial Area Improvements | (Oak Park) | 70 |
| 7. Industrial Park Study | (Highland Twp.) | 65 |

COMMERCIAL

| | | |
|-----------------------------------|-------------------|-----|
| 1. Urban Renewal Program | (Pontiac) | 110 |
| 2. C.B.D. Parking Structure | (Royal Oak) | 95 |
| 3. C.B.D. Parking Ramp | (Ferndale) | 90 |
| 4. C.B.D. Improvements | (Lake Orion) | 70 |
| 5. Downtown Revitalization | (Wixom) | 70 |
| 6. Commercial Improvement Project | (Huntington Wds.) | 65 |

COMMUNITY SERVICE

| | | |
|---------------------------------|--------------------|----|
| 1. D.P.W. Facility Improvement | (Berkley) | 65 |
| 2. Senior Community Center | (Royal Oak) | 65 |
| 3. Water System Expansion | (Avon Twp.) | 60 |
| 4. Street Improvement Program | (Huntington Wds.) | 55 |
| 5. Road Paving Program | (Lathrup Village) | 50 |
| 6. Fire Station | (Novi) | 50 |
| 7. Township Hall | (Avon Twp.) | 50 |
| 8. S.E. Section Storm Sewer | (Farmington Hills) | 45 |
| 9. Water System Improvements | (Walled Lake) | 45 |
| 10. City Hall/Library Expansion | (Walled Lake) | 45 |
| 11. Fire Hall Expansion | (Walled Lake) | 45 |
| 12. Drainage Improvements | (Walled Lake) | 45 |
| 13. Township Hall Expansion | (Highland Twp.) | 45 |
| 14. Fire Headquarters | (Farmington Hills) | 40 |
| 15. Plaza Development Program | (Huntington Woods) | 40 |
| 16. Water System | (Novi) | 40 |
| 17. Senior Citizen Center | (Novi) | 40 |
| 18. Municipal Offices | (Novi) | 40 |

OTHER

| | | |
|--------------------------------|--------------------|----|
| 1. Park Road Widening | (Avon Twp.) | 55 |
| 2. Improvements to Golf Course | (Farmington Hills) | 25 |

TABLE 48

OVERALL PROJECT RANKING

| RANK | PROJECT | COMMUNITY | POINTS |
|------|---------------------------------|------------------|--------|
| 1. | Road Widening & Extension | Pontiac | 115 |
| 2. | Urban Renewal Program | Pontiac | 110 |
| 3. | Industrial Parking Facility | Oak Park | 105 |
| 4. | Industrial Improvement Strategy | Pontiac | 105 |
| 5. | Industrial Water Mains | Ferndale | 100 |
| 6. | Revolving Loan Fund | Pontiac | 100 |
| 7. | C.B.D. Parking Structure | Royal Oak | 95 |
| 8. | C.B.D. Parking Ramp | Ferndale | 90 |
| 9. | C.B.D. Improvements | Lake Orion | 70 |
| 10. | Downtown Revitalization | Wixom | 70 |
| 11. | Industrial Area Improvements | Oak Park | 70 |
| 12. | D.P.W. Facility Improvement | Berkley | 65 |
| 13. | Industrial Park Study | Highland Twp. | 65 |
| 14. | Commercial Improvement Project | Huntington Woods | 65 |
| 15. | Senior Community Center | Royal Oak | 65 |
| 16. | Water System Expansion | Avon Twp. | 60 |
| 17. | Park Road Widening | Avon Twp. | 55 |
| 18. | Street Improvement Program | Huntington Woods | 55 |
| 19. | Township Hall | Avon Twp. | 50 |
| 20. | Road Paving Program | Lathrup Village | 50 |
| 21. | Fire Station | Novi | 50 |
| 22. | S.E. Section Storm Sewer | Farmington Hills | 45 |
| 23. | Twp. Hall Expansion | Highland Twp. | 45 |
| 24. | Water System Improvements | Walled Lake | 45 |
| 25. | City Hall/Library Expansion | Walled Lake | 45 |
| 26. | Fire Hall Expansion | Walled Lake | 45 |
| 27. | Drainage Improvements | Walled Lake | 45 |
| 28. | Fire Headquarters | Farmington Hills | 40 |
| 29. | Plaza Development Program | Huntington Woods | 40 |
| 30. | Water System | Novi | 40 |
| 31. | Senior Citizen Center | Novi | 40 |
| 32. | Municipal Offices | Novi | 40 |
| 33. | Improvements to Golf Course | Farmington Hills | 25 |

TABLE 49

LOCAL PROJECT PRIORITY

| RANK | PROJECT TITLE | COMMUNITY | GRANT AMOUNT (\$) |
|------|---------------------------------|------------------|-------------------|
| 1. | Road Widening and Extension | Pontiac | 1,500,000 |
| 2. | Urban Renewal Program | Pontiac | 2,000,000 |
| 3. | Industrial Parking Facility | Oak Park | 240,000 |
| | Industrial Improvement Strategy | Pontiac | 135,000 |
| 4. | Industrial Water Mains | Ferndale | 102,750 |
| | Revolving Loan Fund | Pontiac | *2,500,000 |
| 5. | C.B.D. Parking Structure | Royal Oak | 1,800,000 |
| 6. | C.B.D. Parking Ramp | Ferndale | 300,000 |
| 7. | C.B.D. Improvements | Lake Orion | 120,000 |
| | Downtown Revitalization | Wixom | 300,000 |
| | Industrial Area Improvements | Oak Park | 420,000 |
| 8. | D.P.W. Facility Improvement | Berkley | 540,000 |
| | Industrial Park Study | Highland Twp. | 10,500 |
| | Commercial Improvement Project | Huntington Wds. | *30,000 |
| | Senior Community Center | Royal Oak | 1,020,000 |
| 9. | Water System Expansion | Avon Twp. | 1,800,000 |
| 10. | Park Road Widening | Avon Twp. | 28,359 |
| | Street Improvement Program | Huntington Wds. | 1,800,000 |
| 11. | Township Hall | Avon Twp. | 1,320,000 |
| | Road Paving Program | Lathrup Village | 360,000 |
| | Fire Station | Novi | 132,000 |
| 12. | S.E. Section Storm Sewer | Farmington Hills | 450,000 |
| | Township Hall Expansion | Highland Twp. | 365,804 |
| | Water System Improvements | Walled Lake | 900,000 |
| | City Hall/Library Expansion | Walled Lake | 60,211 |
| | Fire Hall Expansion | Walled Lake | 92,400 |
| | Drainage Improvements | Walled Lake | 96,000 |
| 13. | Fire Headquarters | Farmington Hills | 360,000 |
| | Plaza Development Program | Huntington Woods | 48,000 |
| | Water System | Novi | 1,680,000 |
| | Senior Citizen Center | Novi | 375,000 |
| | Municipal Offices | Novi | 1,800,000 |
| 14. | Improvements to Golf Course | Farmington Hills | 161,400 |
| | | | \$22,847,424 |

CHAPTER X
IMPLEMENTATION

X. IMPLEMENTATION

AGENCIES INVOLVED

A number of agencies are currently involved in the implementation process for both local projects as well as the programs focused around county initiatives.

At the local level, the planning departments, community development departments, and/or city managers of communities with proposed projects have been working toward execution of their respective projects. Pre-application and application approval has been tentatively given in the case of three projects pending the completion of the O.E.D.P. document. Other communities are awaiting completion of the O.E.D.P. document and approval by the E.D.A. prior to beginning the application process. In all cases communities are targeting a FY 79 initiation date with completion dates running from six months to a three year continuation.

Traditional local governmental agencies are also working cooperatively with the special agencies permitted organization under state law to expedite economic development. These include the Industrial Development Corporations (IDC), Economic Development Corporations (EDC), and Downtown Development Authorities (DDA). All these agencies are represented in some manner in the county, and they are taking advantage of state enabling legislation which permits use of techniques such as: tax increment financing; moratoria or reductions or local property taxes; development of specialized commercial and industrial districts set up to qualify for financial aid; the state's MEDIC (Michigan Economic Development Incentive Concept) program; and the Governor's Discretionary Fund

(Sec. 304). These efforts pool the resources of local and state government as well as making them active partners with private business in economic development.

The County of Oakland through the County Executive Office has been, and will continue to, provide technical assistance to the O.E.D.P. Committee. This assistance will include; refinement and update of the O.E.D.P. document; development of annual upgrading and report; technical liaison with local units of government; and cooperative efforts with the County Board of Commissioners to assure linkage of policy and programs. The County will make every effort to assist local units in their contacts with the Economic Development Administration, and to expedite matters requiring county operating agency approvals. In addition, the County Executive Office will take the lead role in implementing objectives directed to the County as called for in the adopted goals and objectives. Efforts will also continue to share information and decisions with the Wayne County, Monroe County, Genesee County, and City of Detroit O.E.D.P. Committees.

COUNTY WORK ELEMENTS

The following tasks will be performed by the County during FY 79 in order to implement the approved goals and objectives.

Institutional Resources Goal 1:

Oakland County should implement actions to stimulate conomic growth through: improved coordination between local and county economic planning efforts; coordination between governmental agencies and private business; and more efficient government operations.

Related Tasks:

- Develop a report detailing: a) efforts of other O.E.D.P. Committees in Michigan with special reference to special economic development agencies in Southeast Michigan; and b) pros and cons of Oakland County taking advantage of state laws fostering economic development.
- Continuation of O.E.D.P. Committee efforts including:
 - a) establishment of, and periodic meetings with an Executive Committee; b) meeting as a full committee on a semi-annual basis; c) bring in technical people for consultation as warranted; d) hosting a tri-county conference entitled "New Jobs For Southeast Michigan", focusing on tools available to improve economic development efforts, and directed at both the private and public sectors; and e) monitor and evaluate programmatic activities via special meetings and a quarterly newsletter.

Institutional Resources Goal 2:

Insure that public sector resource allocation is balanced to protect existing business investment as well as to stimulate new business growth.

Related Tasks:

- Distribute to local units of government in Oakland County, a prototype "Economic Impact Analysis" document which details various cost/benefit test methodologies, and urge them to make such cost/benefit tests a part of their local planning and development efforts.

Human Resources Goal 1:

Oakland County should seek the creation of additional jobs.

Related Tasks:

- Begin efforts to develop a descriptive brochure on the County of Oakland and its economy, for distribution to public and private agencies with economic development interests.
- Continue information and decision sharing with other O.E.D.P. Committees and staffs in Southeast Michigan.
- Establish more formal linkage between the County O.E.D.P. Committee and the business community beginning with local Chambers of Commerce.
- Continue to evaluate proposed state legislation dealing with employment, business climate, and economic development.

Human Resources Goal 2:

In order to make maximum use of our available skilled and productive labor force, the County should especially encourage the location of employers having non-cyclical employment bases.

Related Tasks:

No work elements are programmed for this goal in FY 79.

Human Resources Goal 3:

A more positive, comprehensive, and vigorous effort must be undertaken to identify and match available resident labor force skills with existing and potential jobs.

Related Tasks

- Discuss with technical staffs of MESC, CETA prime sponsors, OLHSA, and the OIS Vocational Education Program, ways to more closely coordinate efforts to better match residents skills and available employment.

Physical Resources Goal 1:

Older business areas and housing stock must be protected where sound, and rehabilitated where feasible.

Related Tasks:

No work elements are programmed for this goal in FY 79.

Physical Resources Goal 2:

Transportation systems must be planned to adequately serve existing as well as future development, and those who are not mobile as well as those who are.

Related Tasks:

- Continue the County's representation on SEMTA boards and committees to assure that the views of Oakland's residents are heard, and that its public transport needs are met.
- Pursue the expanded implementation of the OCART (Oakland County Advanced Reservation Transit) system to increase ridership and service levels. Initial service to the handicapped will be expanded to include other transit-dependent groups and ultimately to the general population.

O.E.D.P. REVISION AND UPDATING

The 1978 revision of the Oakland County O.E.D.P. represents the fourth upgrading of the original 1971 document. One factor

which distinguishes it from these previous efforts however is the commitment to pursue a continuous process of evaluation, refinement and revision. This process will be coordinated by the County O.E.D.P. Committee, with active input from groups and agencies which during the creation of this document had an active interest in formulating the O.E.D.P. and seeing it to completion.

The distribution of the plan to the local units of government, impacted county, regional, and state agencies, and interested private sector and business groups, is an effort to insure the widest possible audience so that their comments, criticisms, and suggestions can be included in forthcoming revisions.

Efforts will also be made (as indicated in the work elements) to formalize relationships with public and private sector implementing agencies in order to effectuate a more comprehensive and integrated plan of economic development for Oakland County, focused on the Overall Economic Development Program.