



Montgomery Planning Research and Strategic Projects

October 27, 2023

# Western Montgomery

## Economic Overview

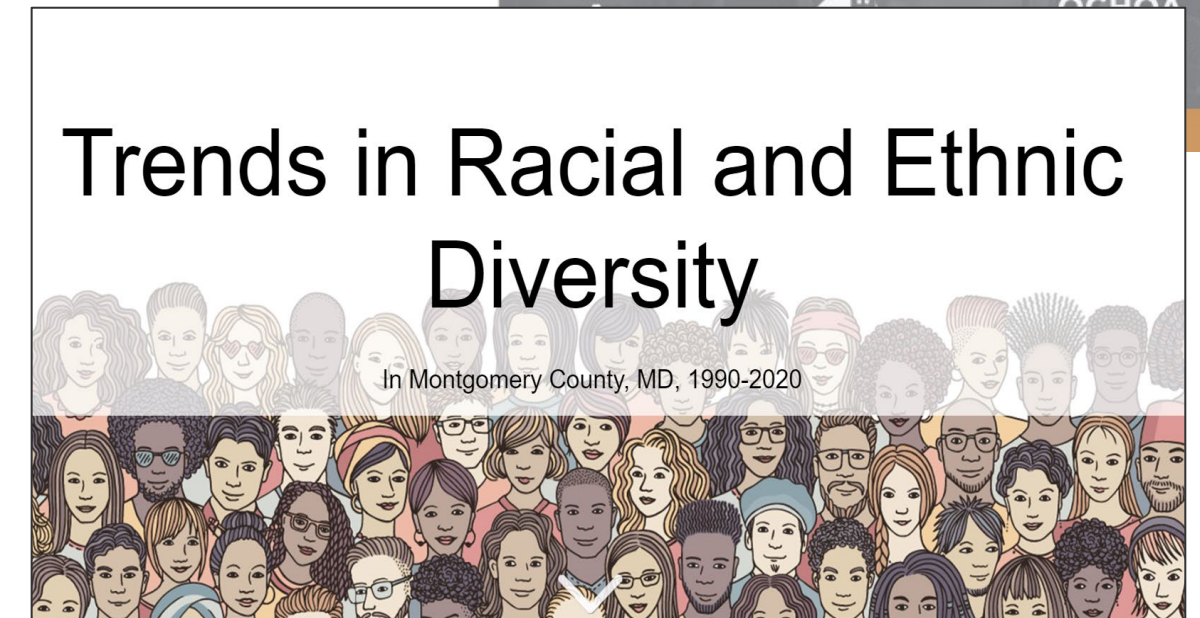
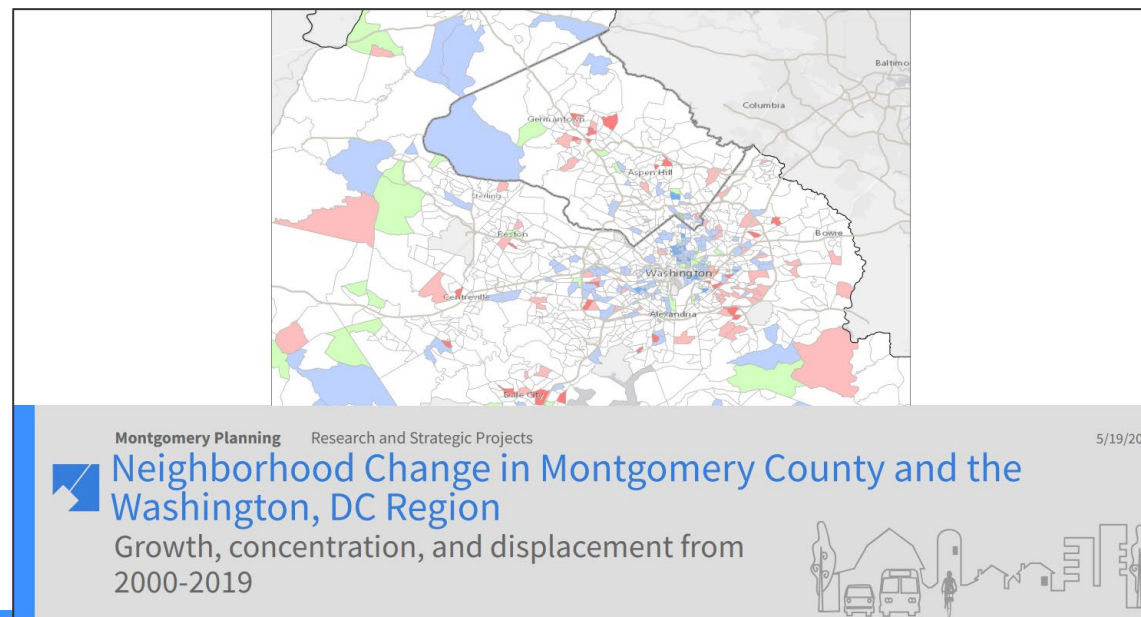


# Introduction

## Montgomery Planning Research & Strategic Projects

### Expertise

- Demographics
- Economic Development
- Real estate and housing
- Land use and other data analysis





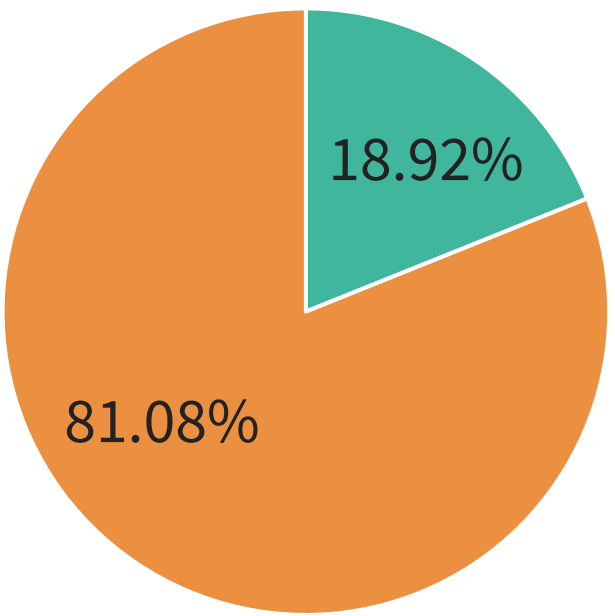
# Agenda

- Place
- People
- Economy

# Western Montgomery Overview

## Land Area

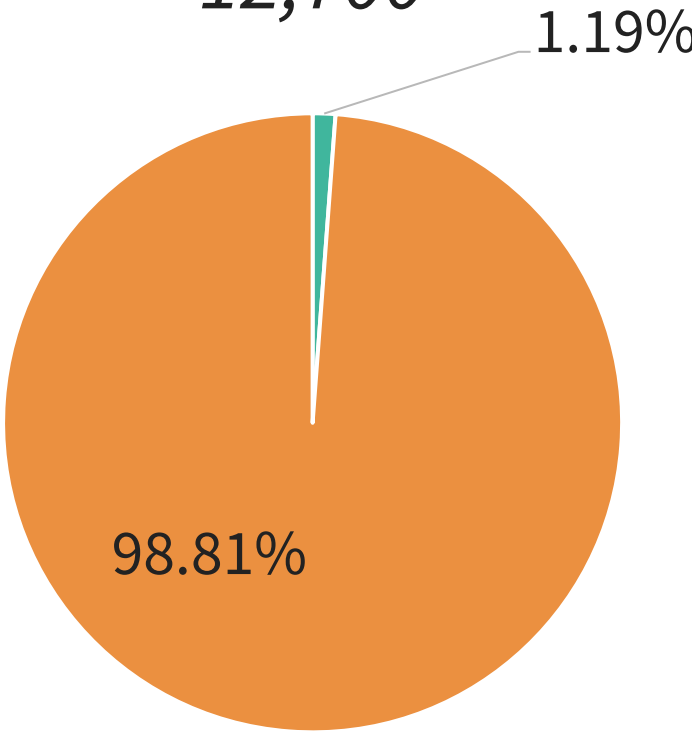
74,000 acres



■ West County ■ Montgomery County

## Population

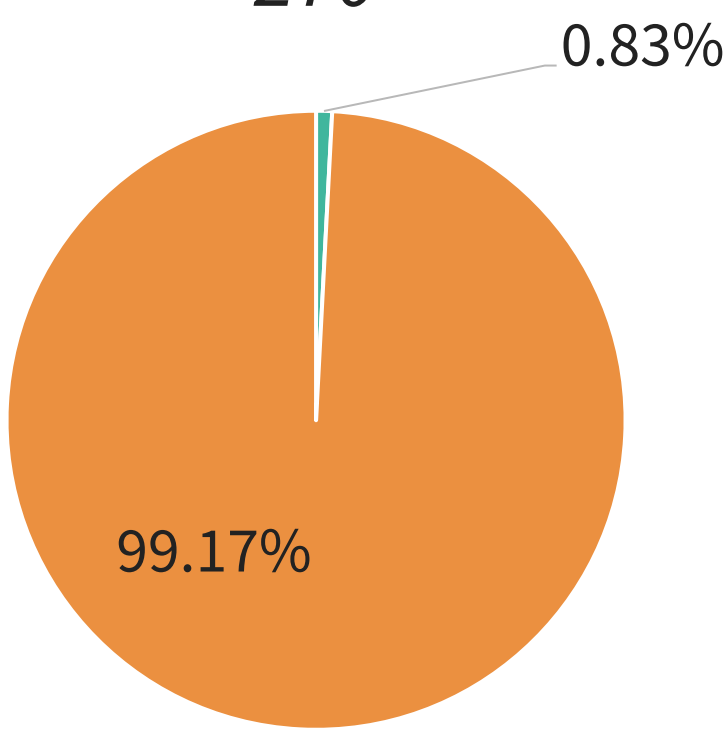
12,700



■ West County ■ Montgomery County

## Establishments

270



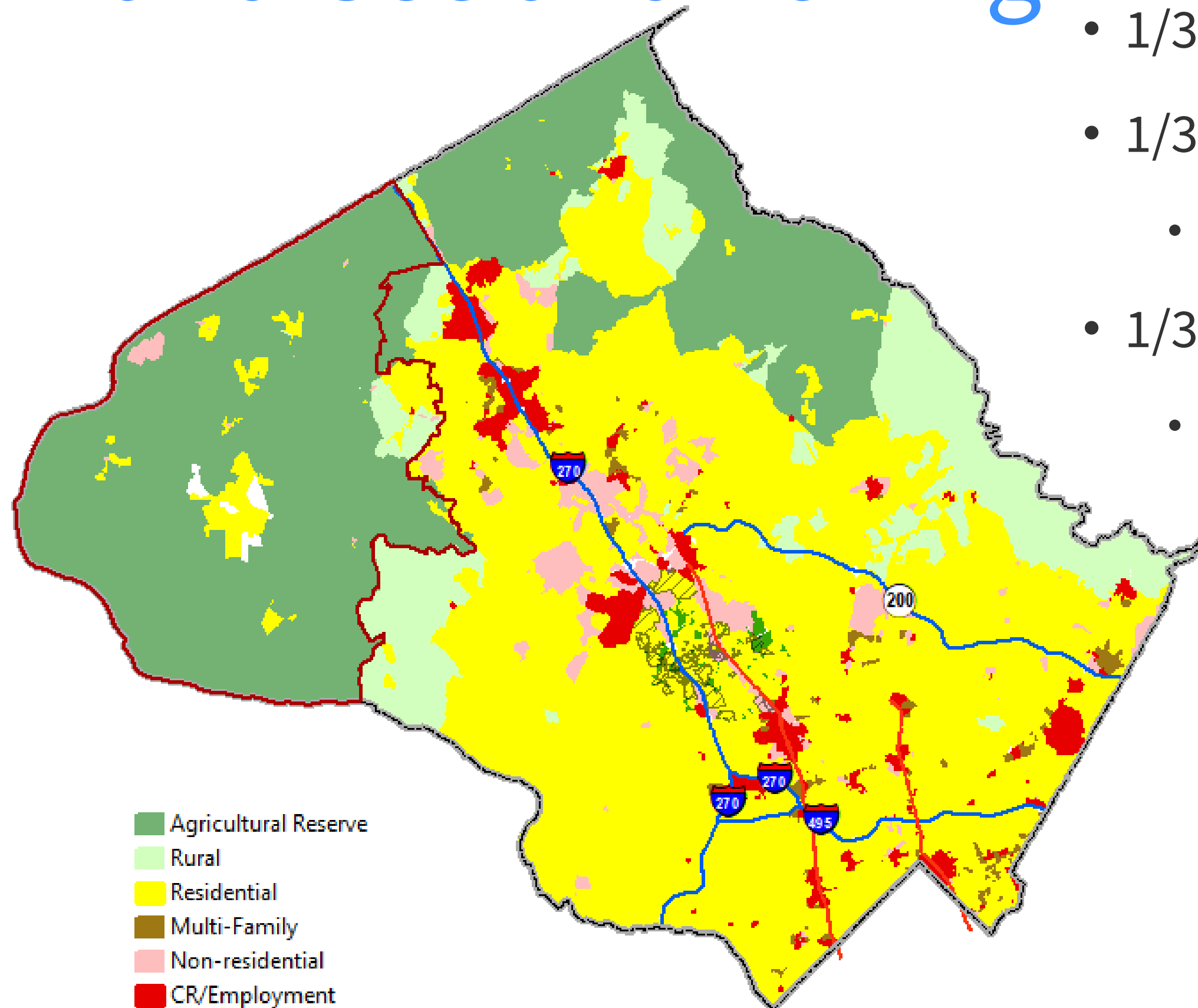
■ West County ■ Montgomery County



# PLACE

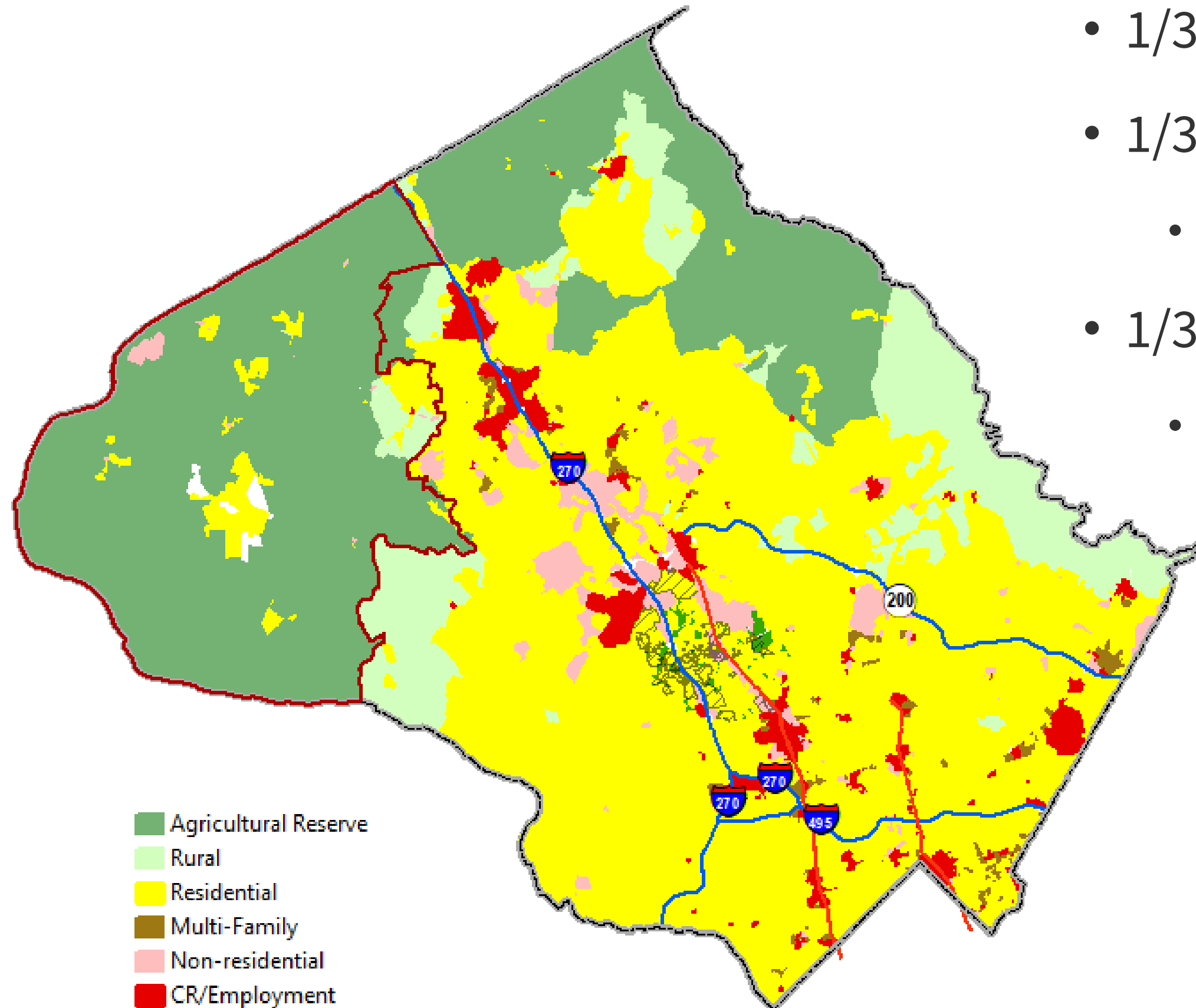
# Land Use and Zoning

- 1/3 Agricultural Reserve/Rural land
- 1/3 Residential Zoning
  - Primarily Single-family Detached
- 1/3 Everything else non-residential
  - Including road network



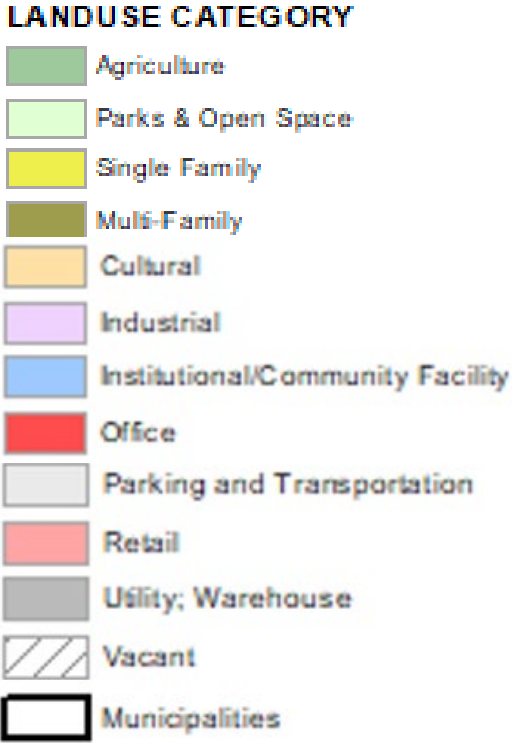
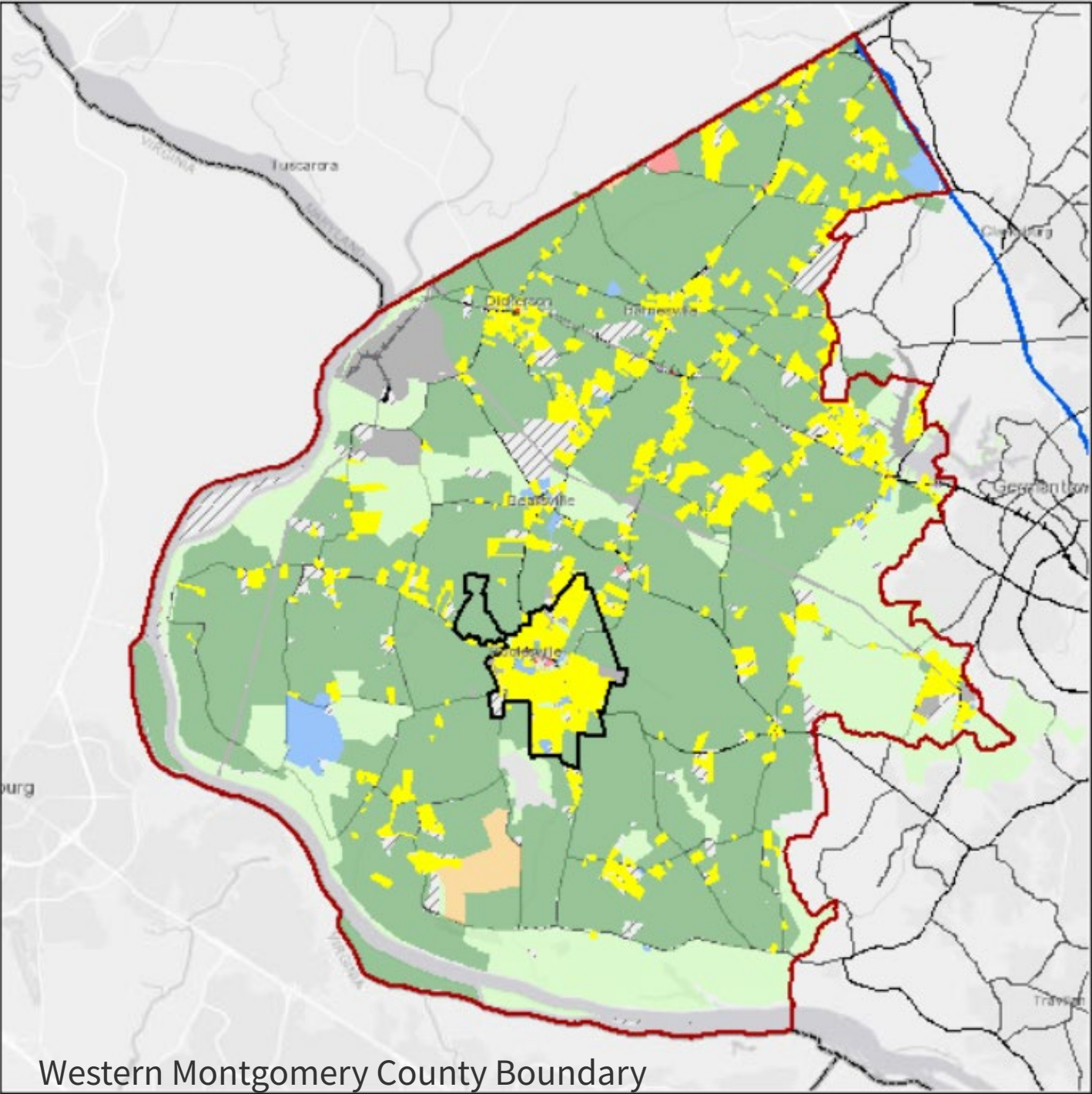
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# West County Land Uses



## Residential

Housing Type	Dwelling Units	Percent of Boundary	Percent of County
Single-family Detached	2,828	88%	0.7%
Single-family Attached	353	11%	0.1%
Multi-family	20	1%	0.0%
Total	3,201	100%	0.8%

## Non-Residential

Land Use Type	Square footage	Percent of Boundary	Percent of County
Office	28,650	3%	0.04%
Retail	212,013	19%	0.57%
Industrial	116,602	11%	0.41%
Other	742,004	67%	0.99%
Total	1,099,269	100%	2.01%



# Parkland

Park Network (12,575 acres within the boundary)

M-NCPPC

**23** conservation, regional, local, stream valley, recreational, and special parks

**4,970** total acres

Town of Poolesville

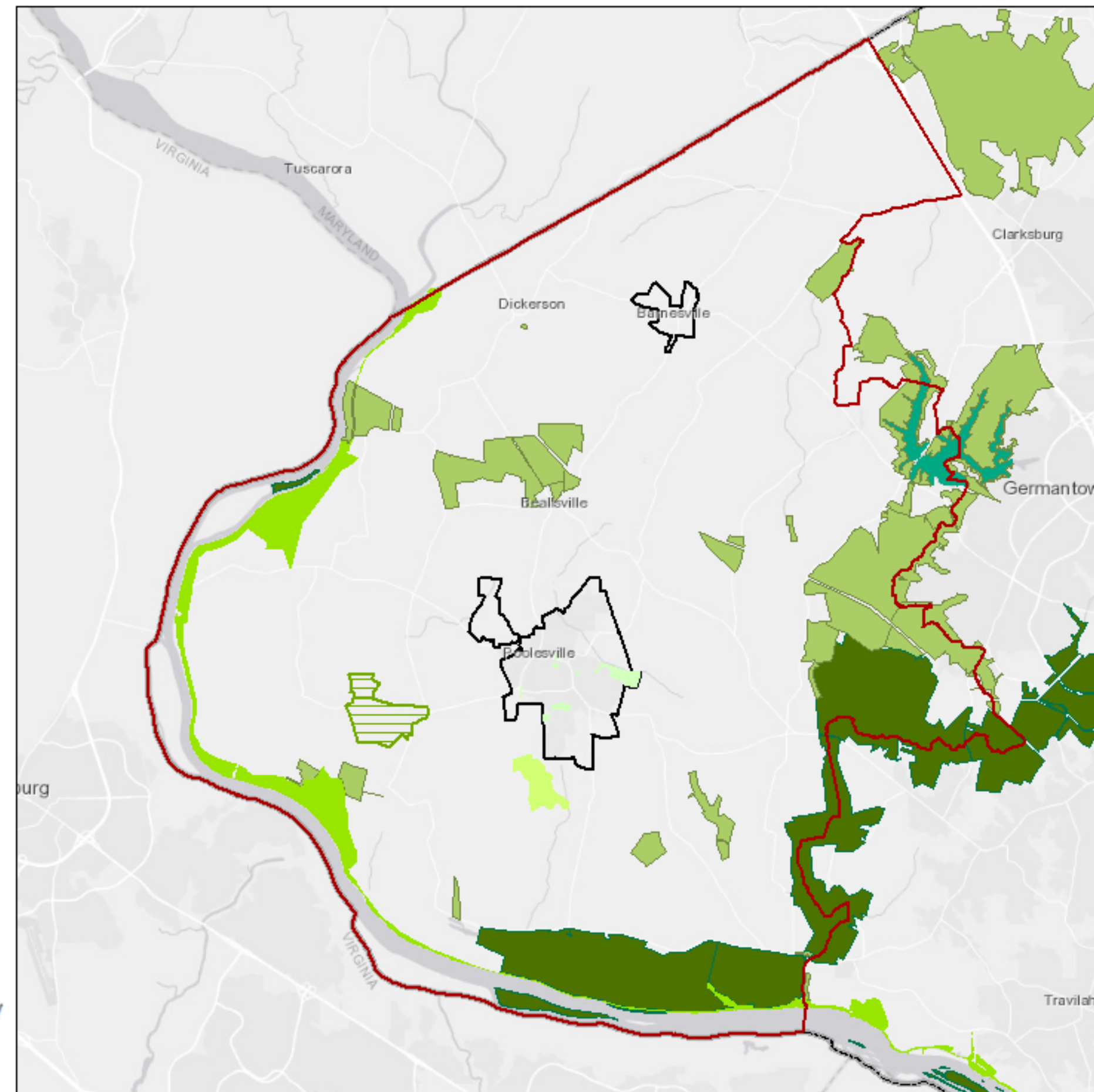
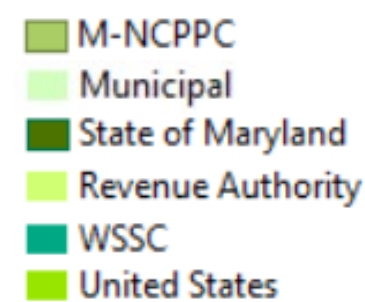
**14** municipal parks

**105** total acres

Federal/State/WSSC/Other

**7** segments of parkland  
(plus golf course and Wildlife Mgmt Area)

**7,500** total acres



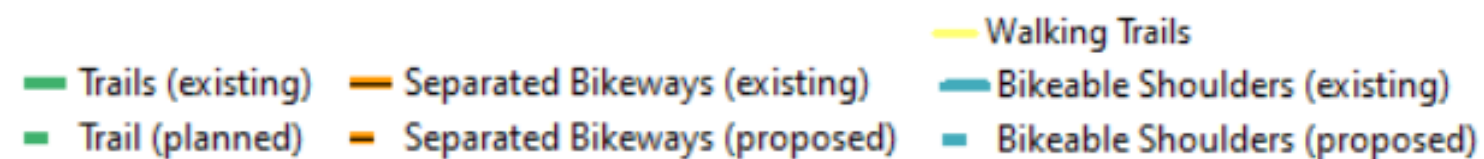
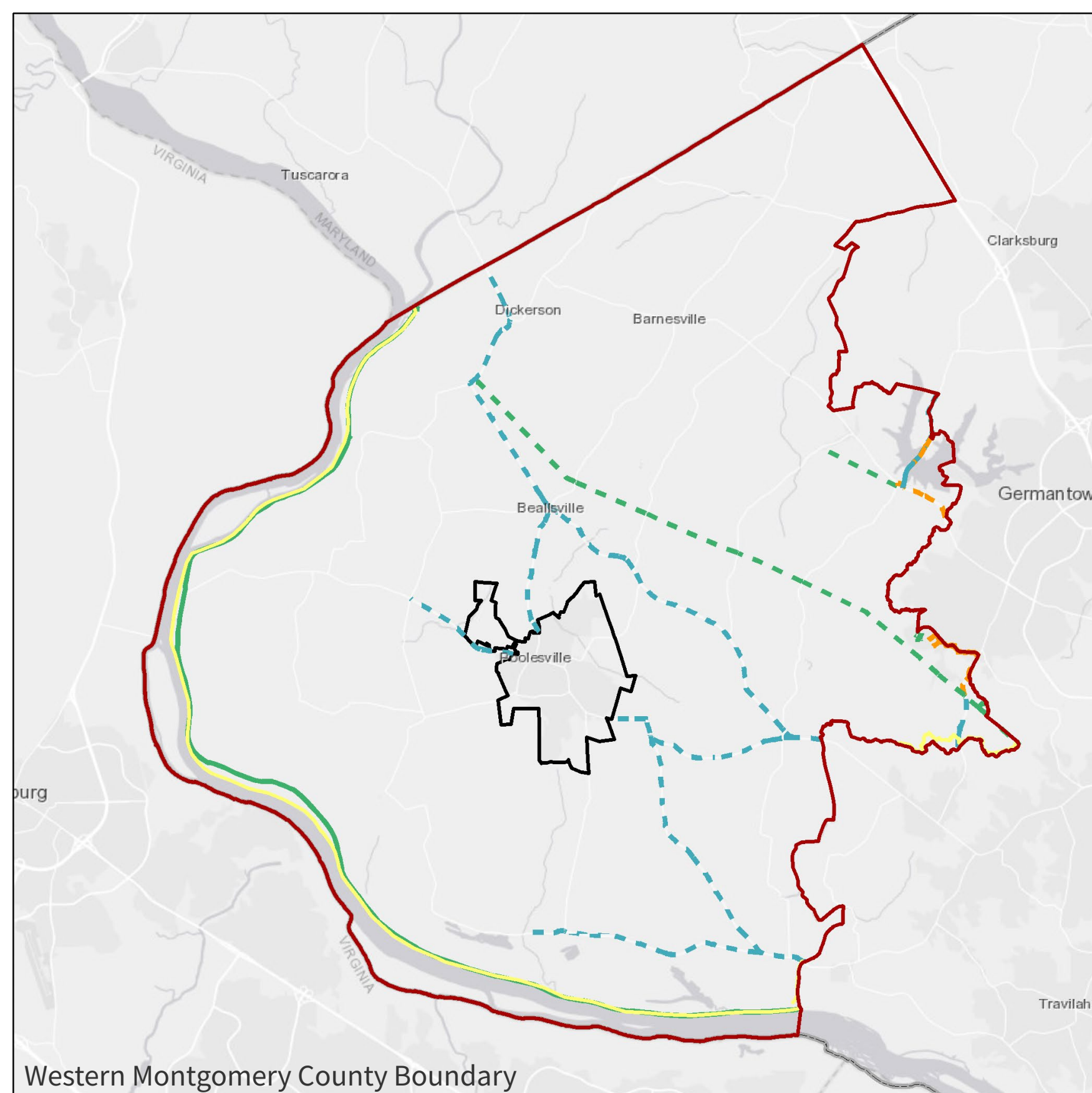
# Bike & Trail Network

- **Bike Network**

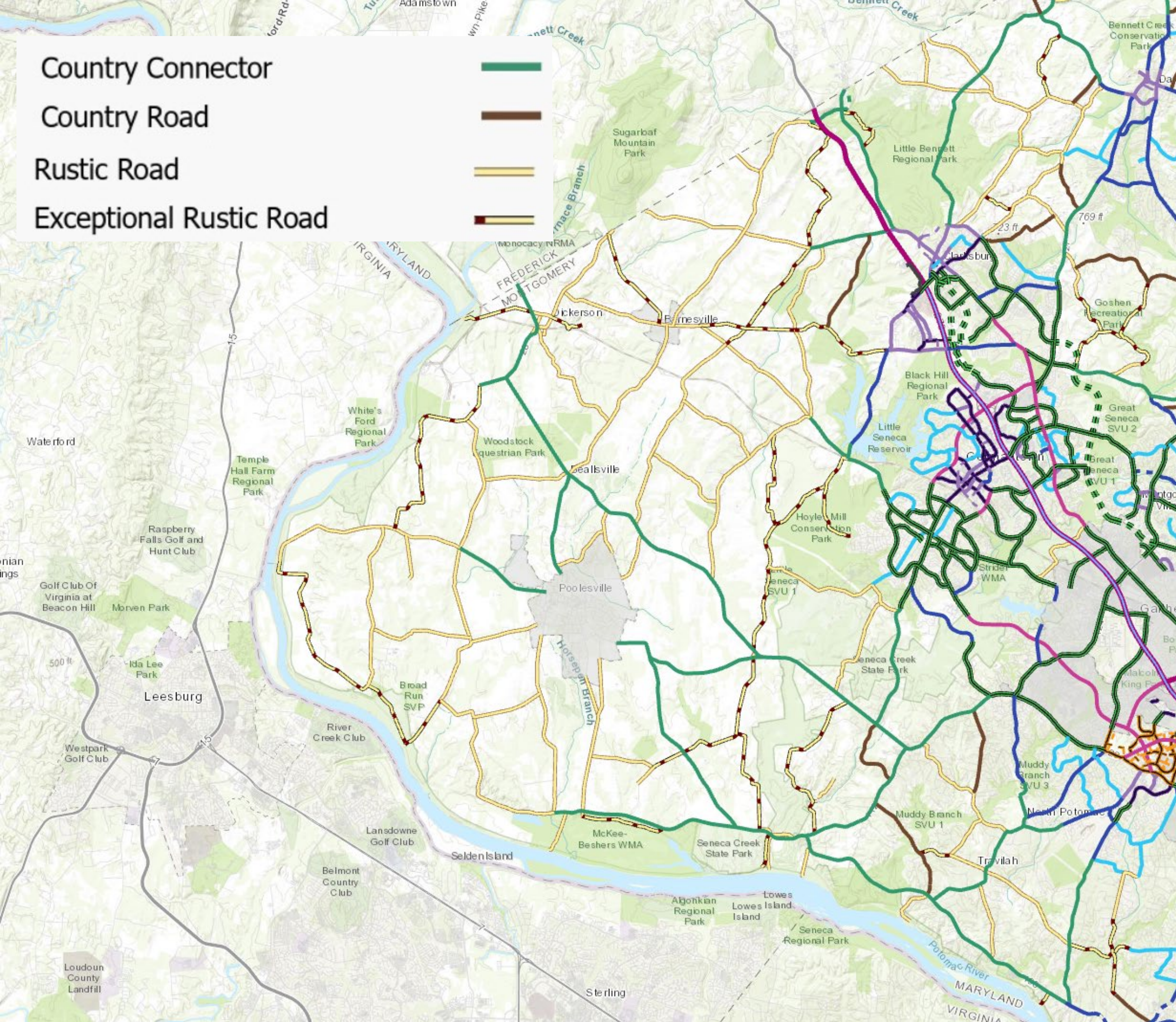
- 21 miles existing
- 41.8 miles planned

- **Trail Network**

- 23.7 miles existing
  - 19-mile section of C&O Tow Path
  - 3-mile section of Great Seneca Greenway Trail
  - Small sections of Elizabeth Mills Riverfront Park & Potomac Heritage Trail





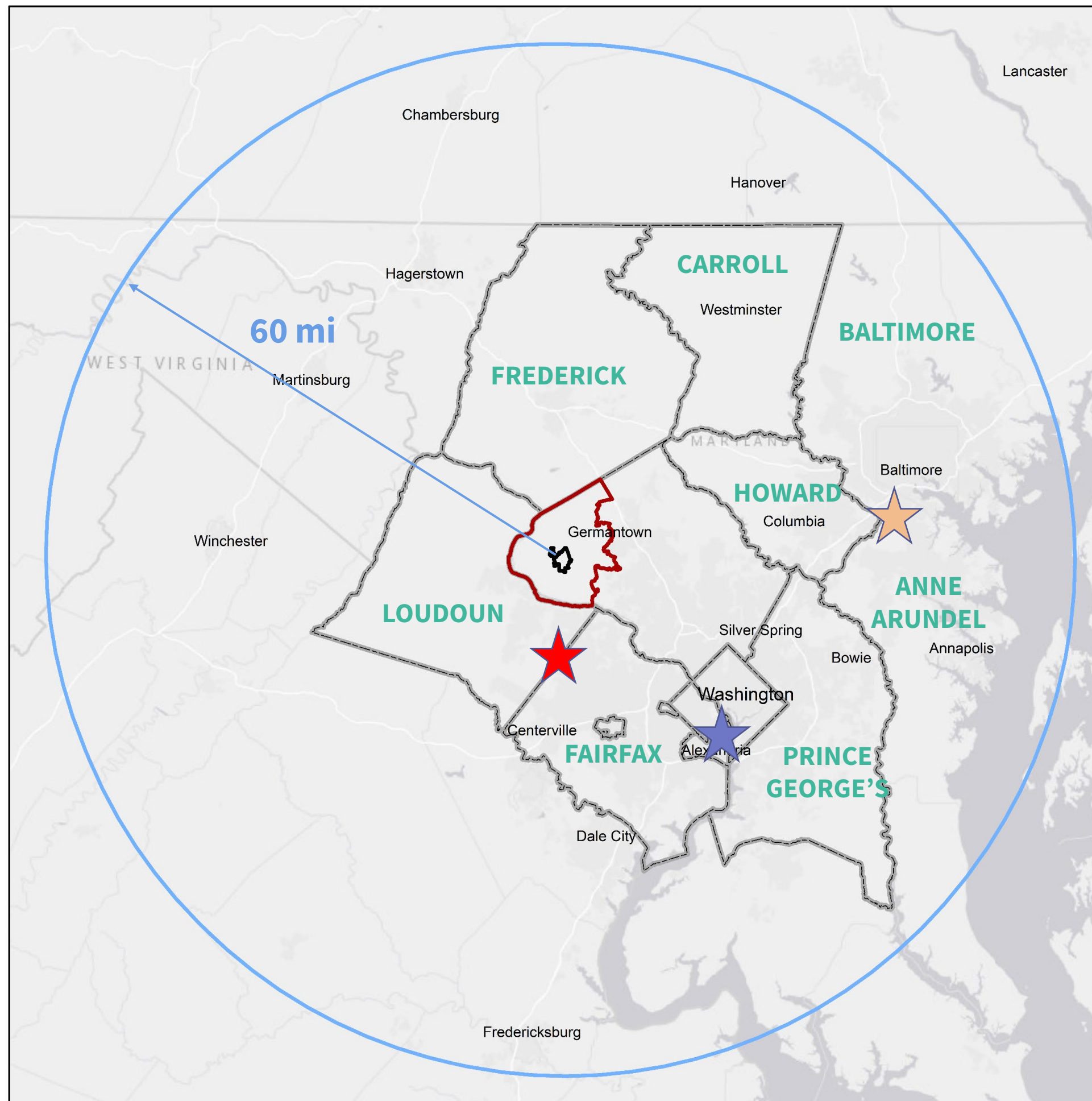


# Transportation Network





# Regional Connectivity



- Airports
  - Reagan – 34 mi ★
  - Dulles – 40 mi. ★
  - BWI – 53 mi. ★
- Just under **10 million people** within 60 miles
- Over **30 million people** within 180 miles





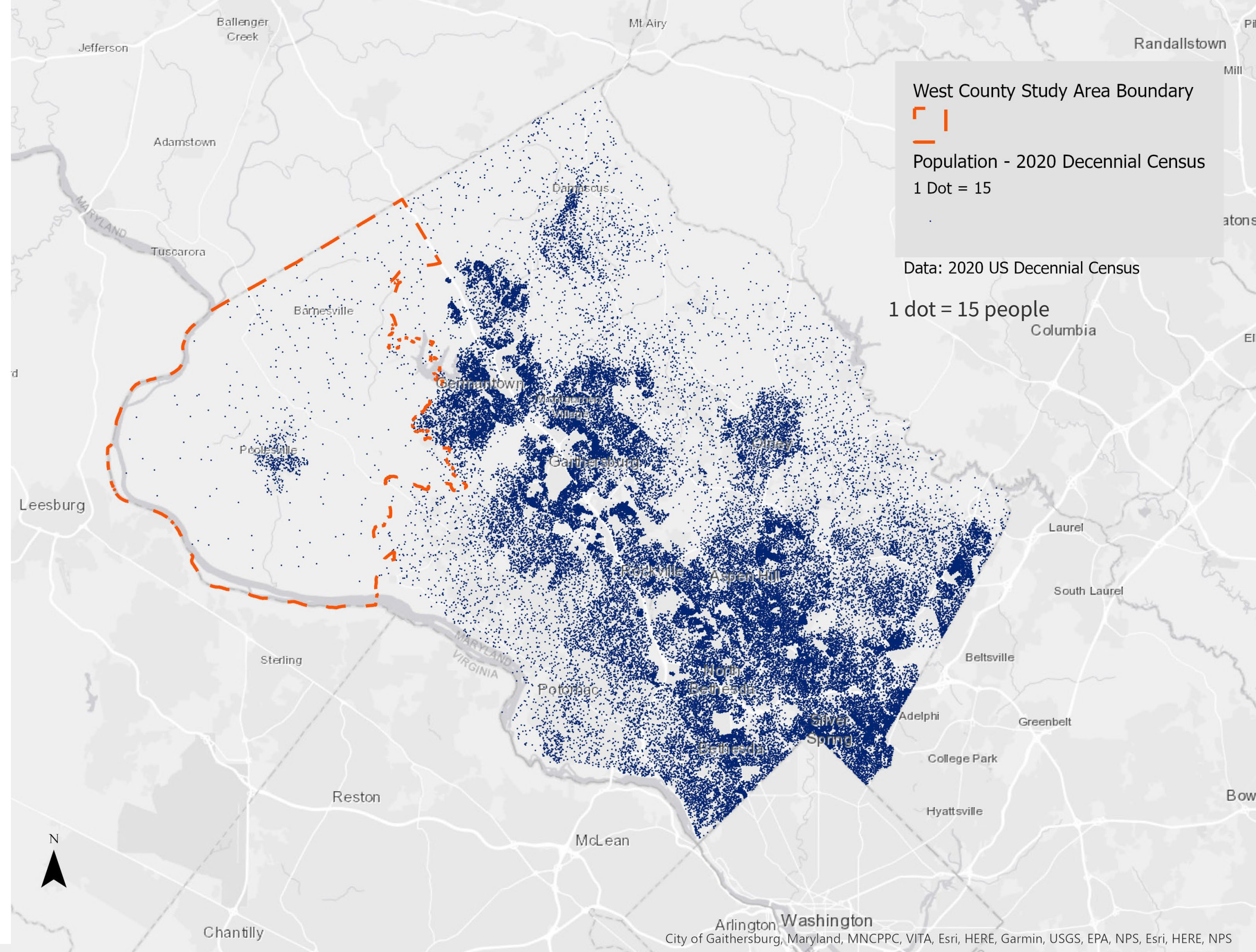


# Population

Western Montgomery:  
12,700

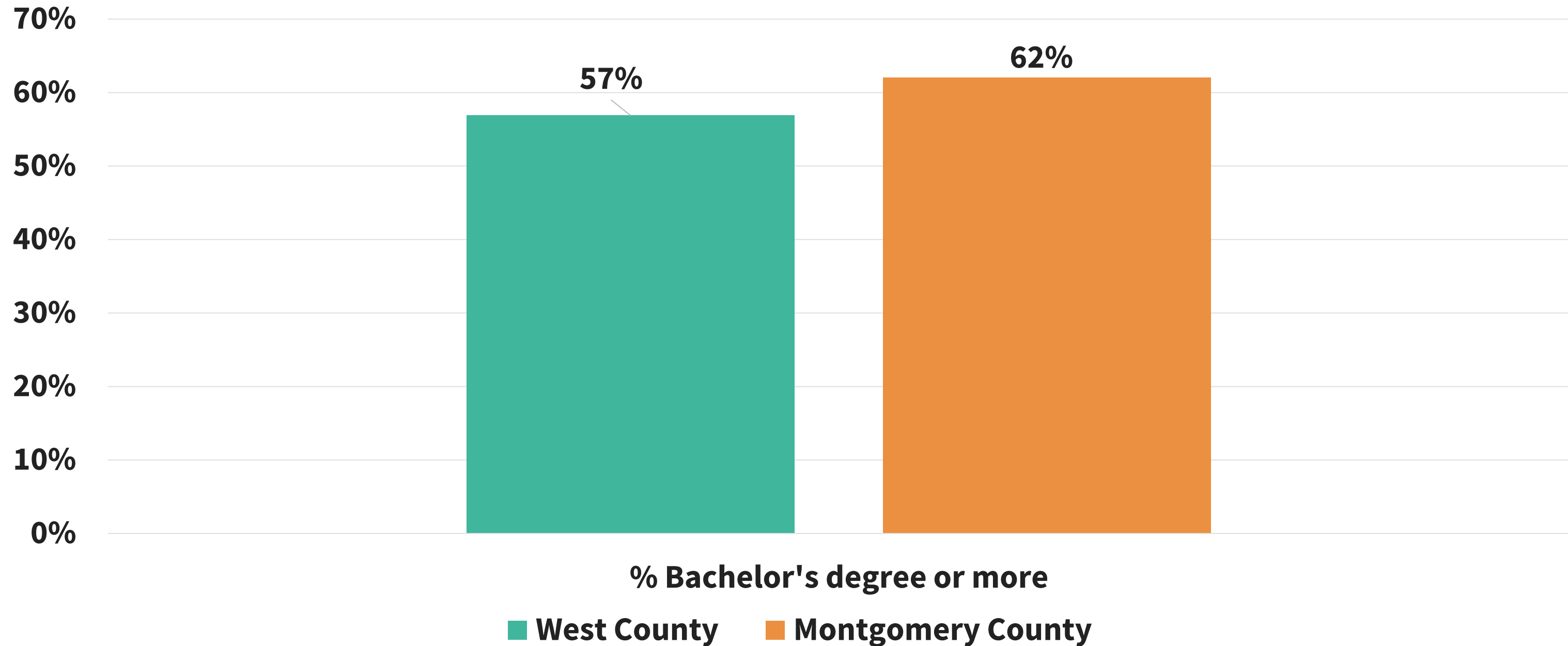
Poolesville: 5,700

Montgomery County:  
1.06M



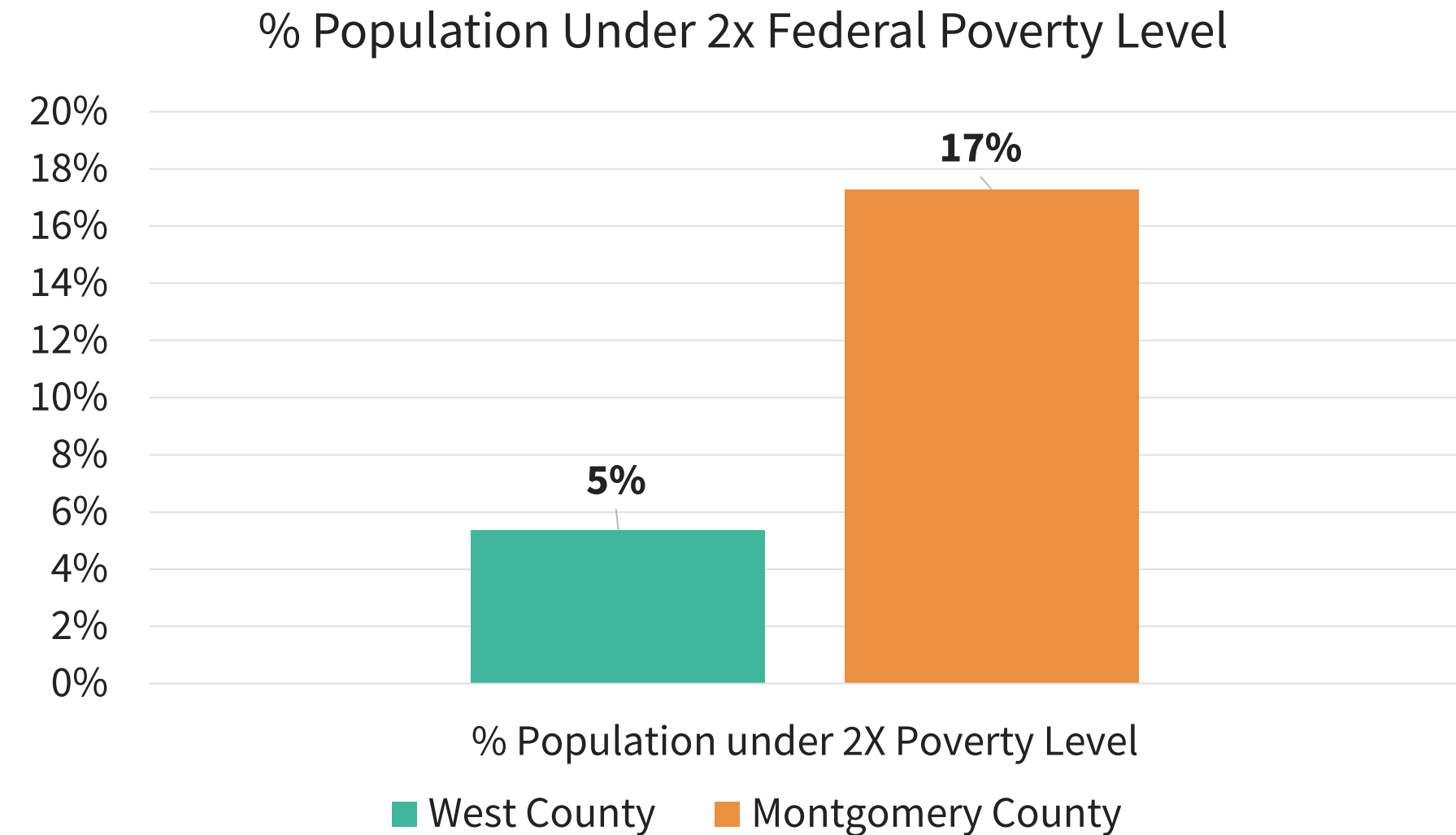
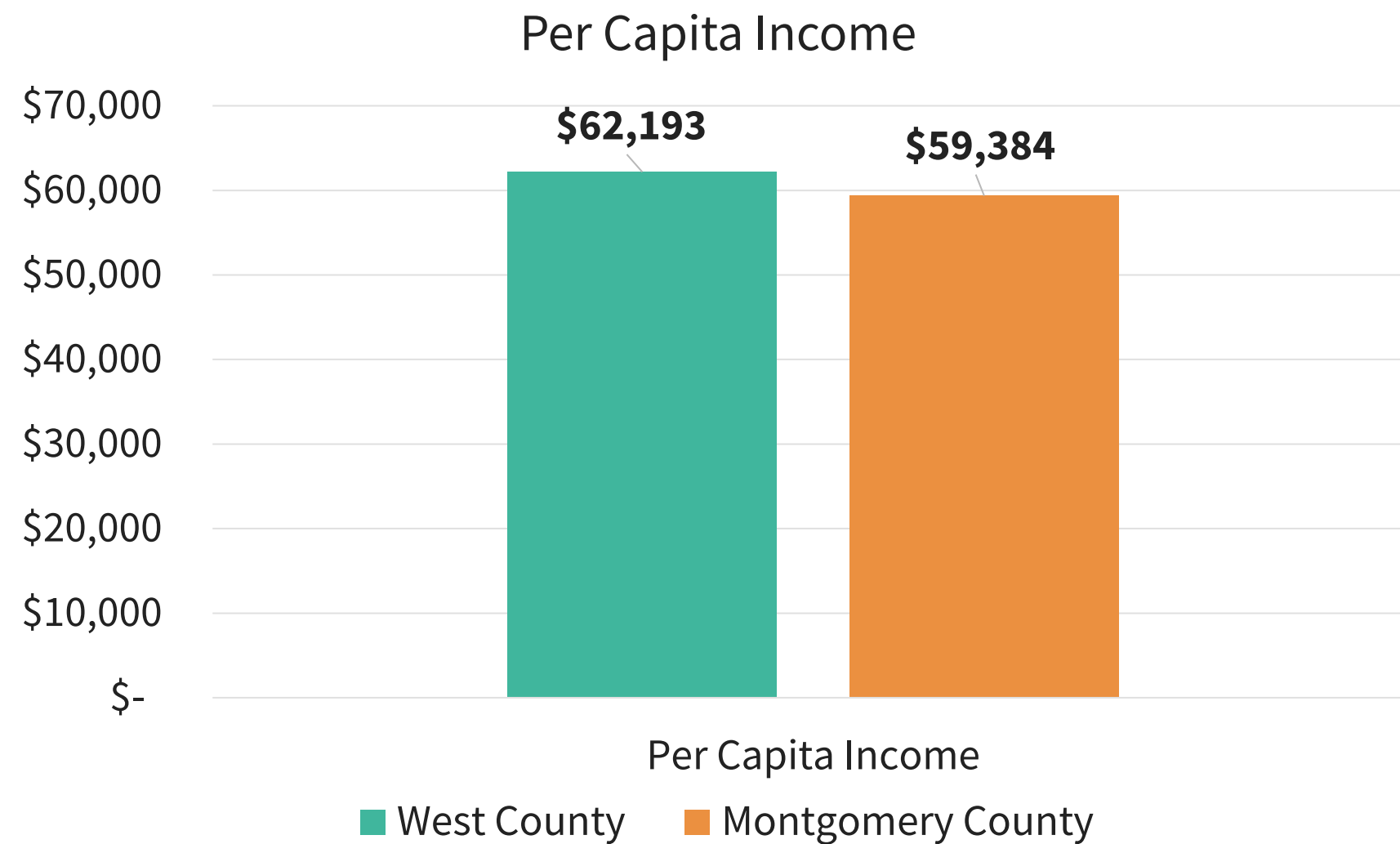


# Educational Attainment



Source: US Census American Community Survey, 2017-2021

# Income and Poverty

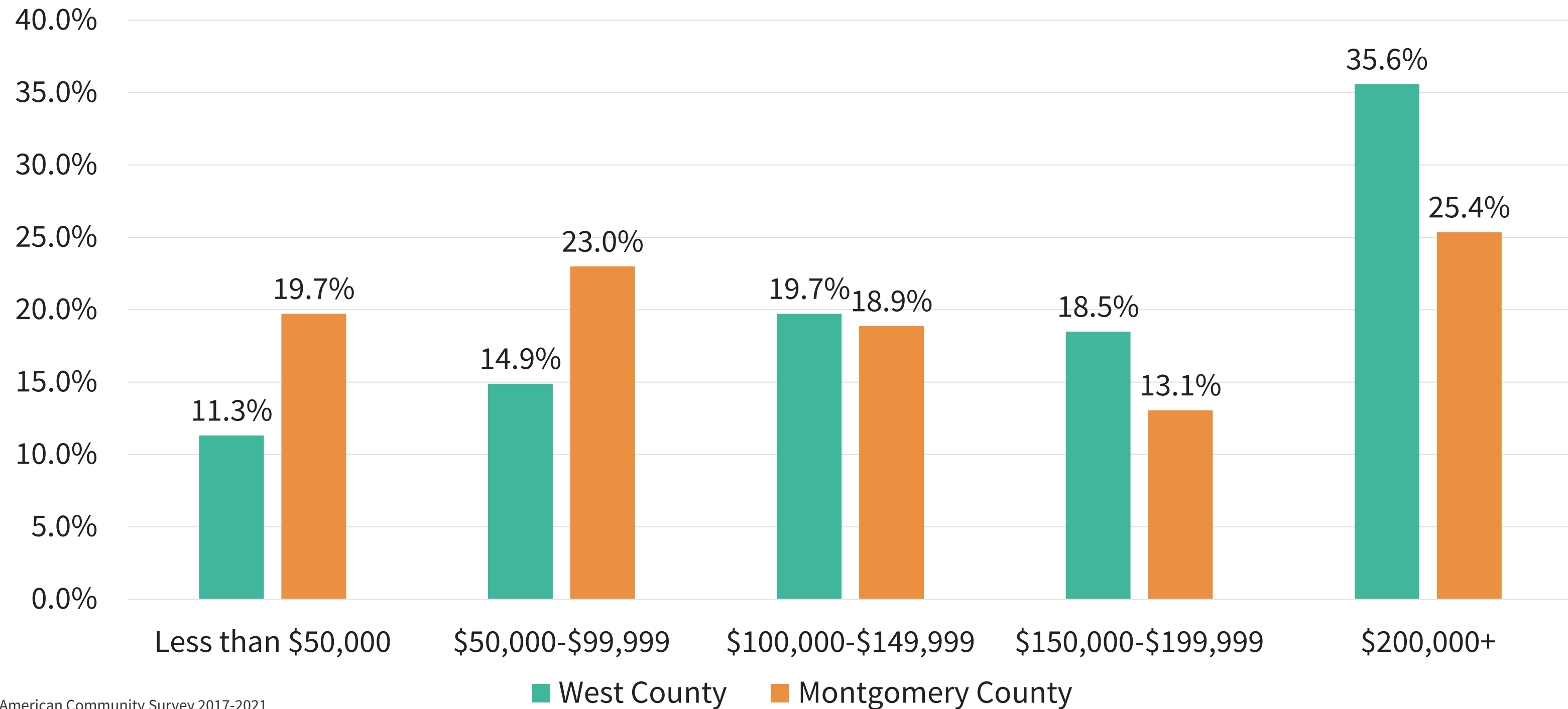


*2x federal poverty level is around  
\$60,000 for a family of 4*

Source: US Census American Community Survey, 2017-2021

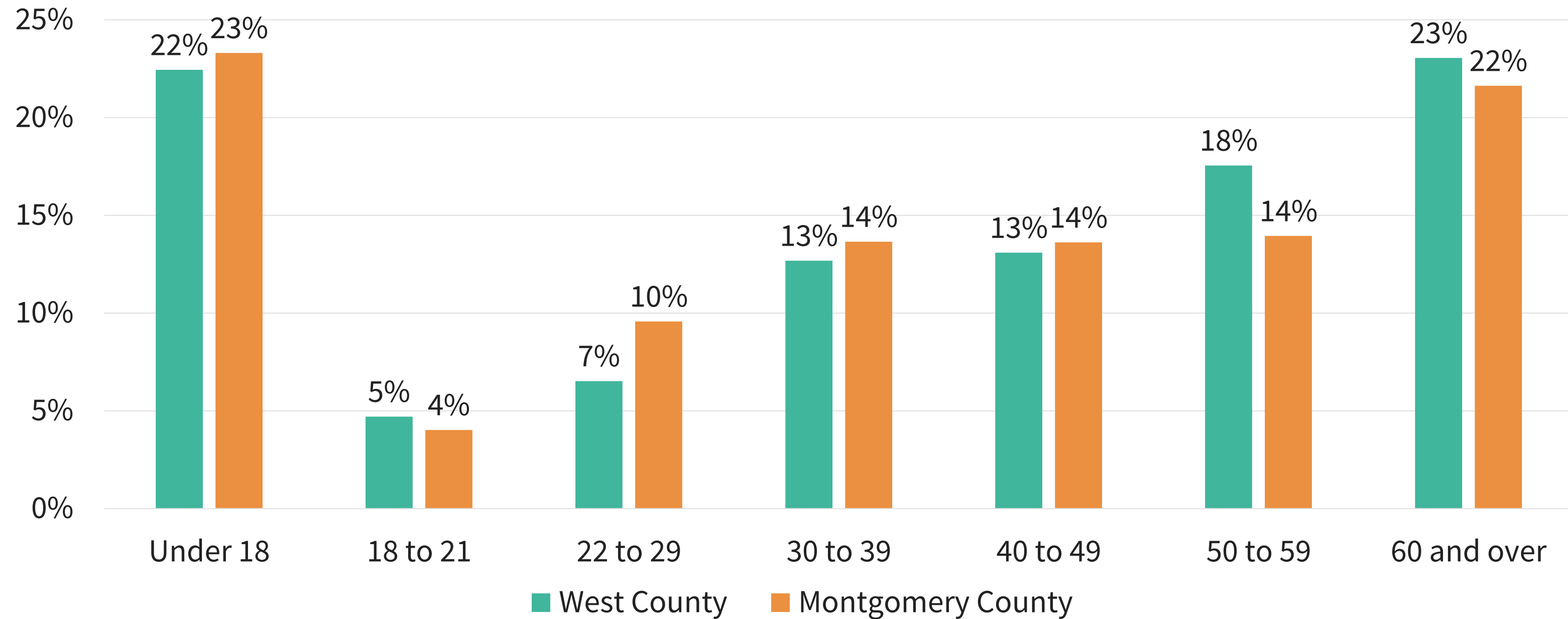


# Household Income Distribution



Source: US Census American Community Survey 2017-2021

# Age

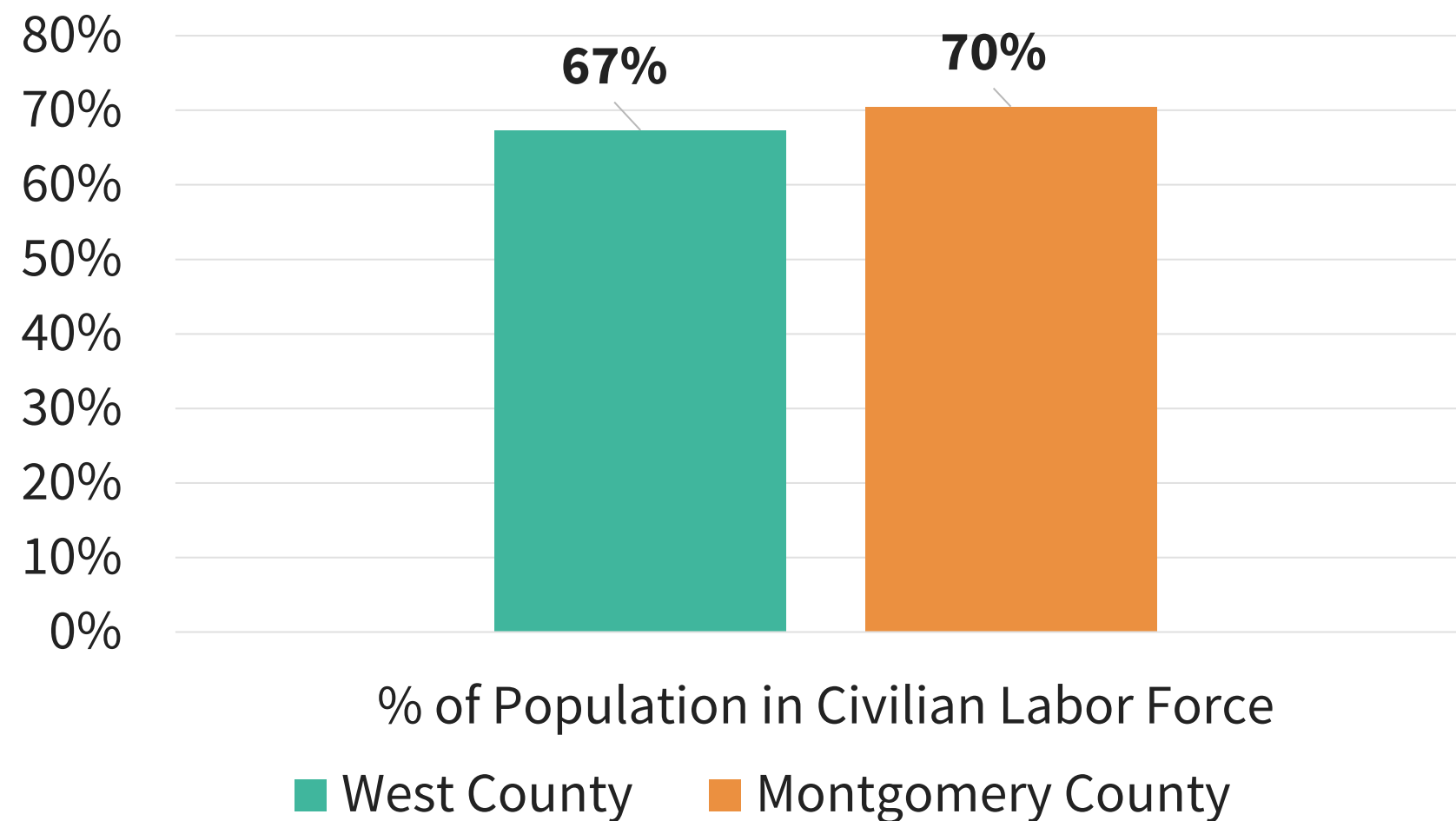


Source: US Census American Community Survey 2017-2021

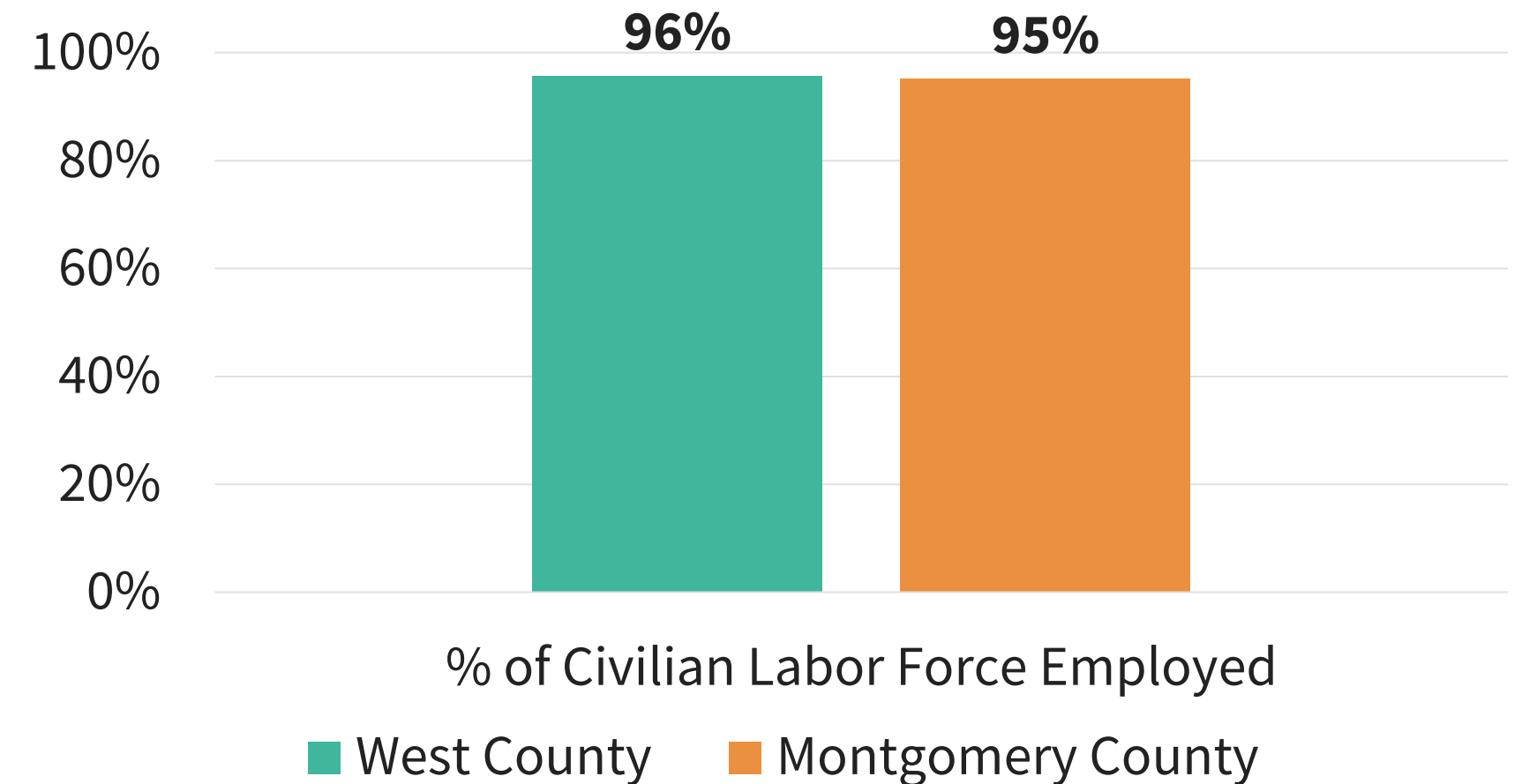


# Labor Force

## Labor Force Participation

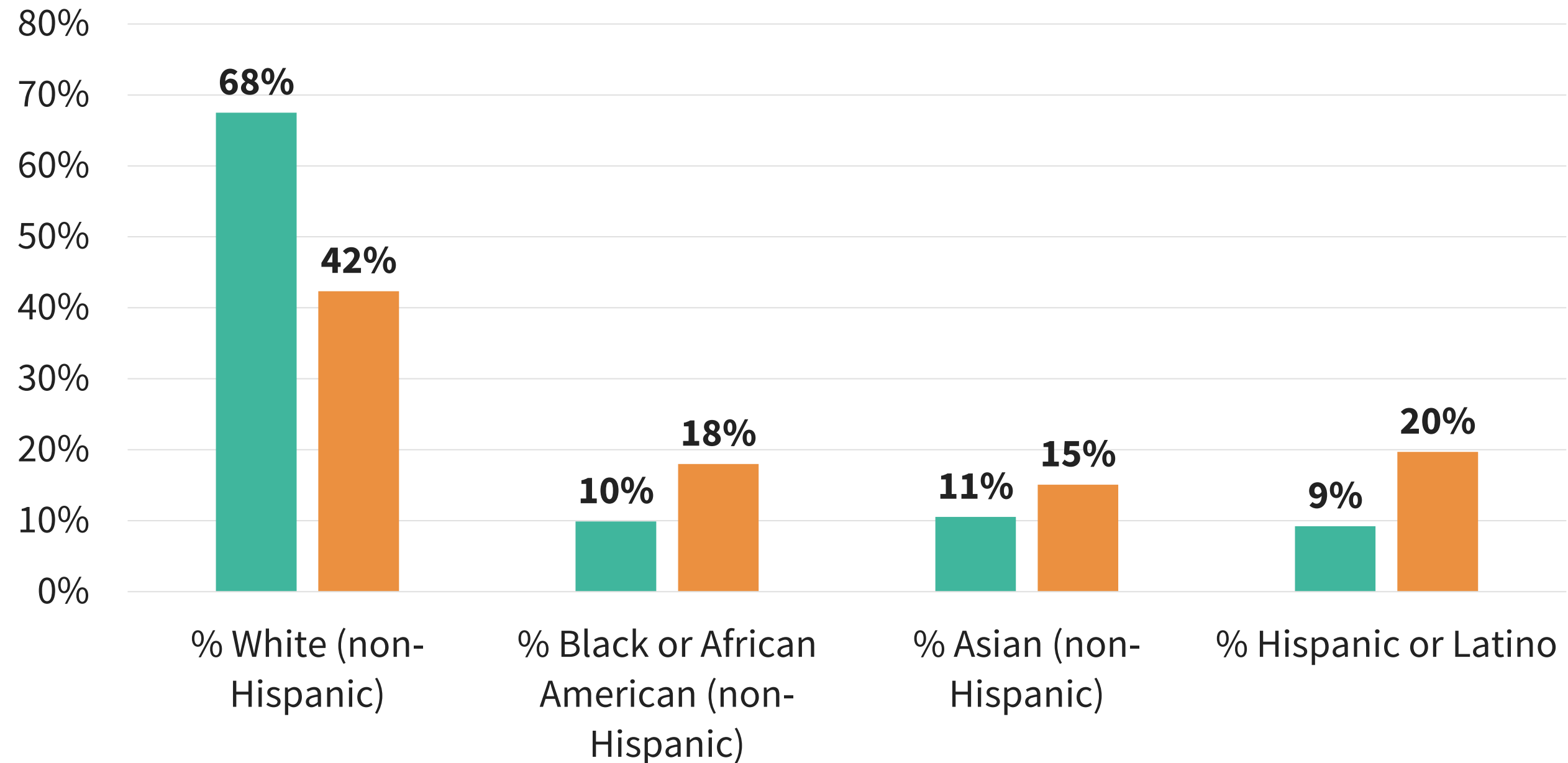


## Employment Rate



Source: US Census American Community Survey, 2017-2021

# Racial and Ethnic Composition



## Foreign Born

Poolesville	10%
Montgomery County	32%

■ West County  
■ Montgomery County

Source: US Census American Community Survey, 2017-2021





# ECONOMY



# Economic Assets

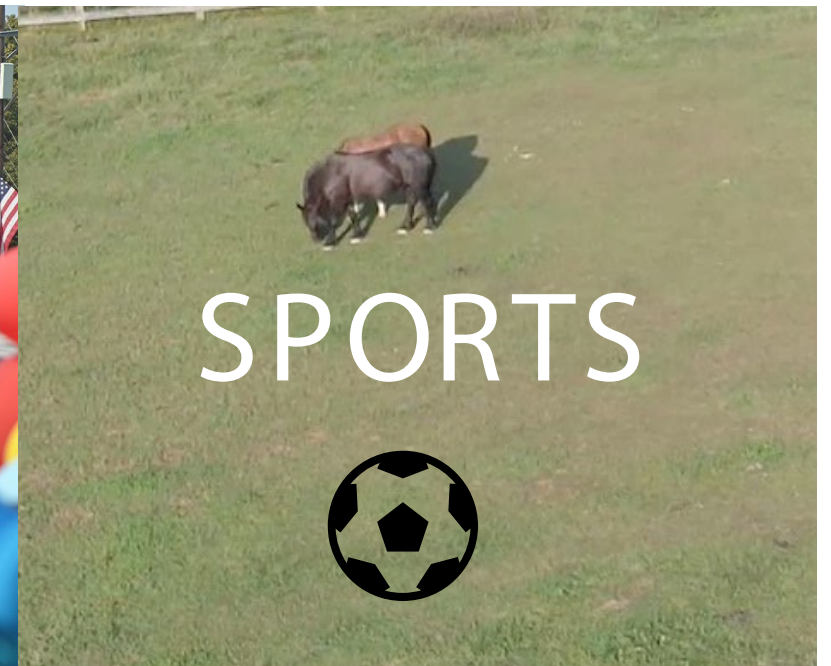


Photo credits: Hillary Schwab Photography; Montgomery Planning



# West County Employment

**1,850-10,000**  
Estimated jobs

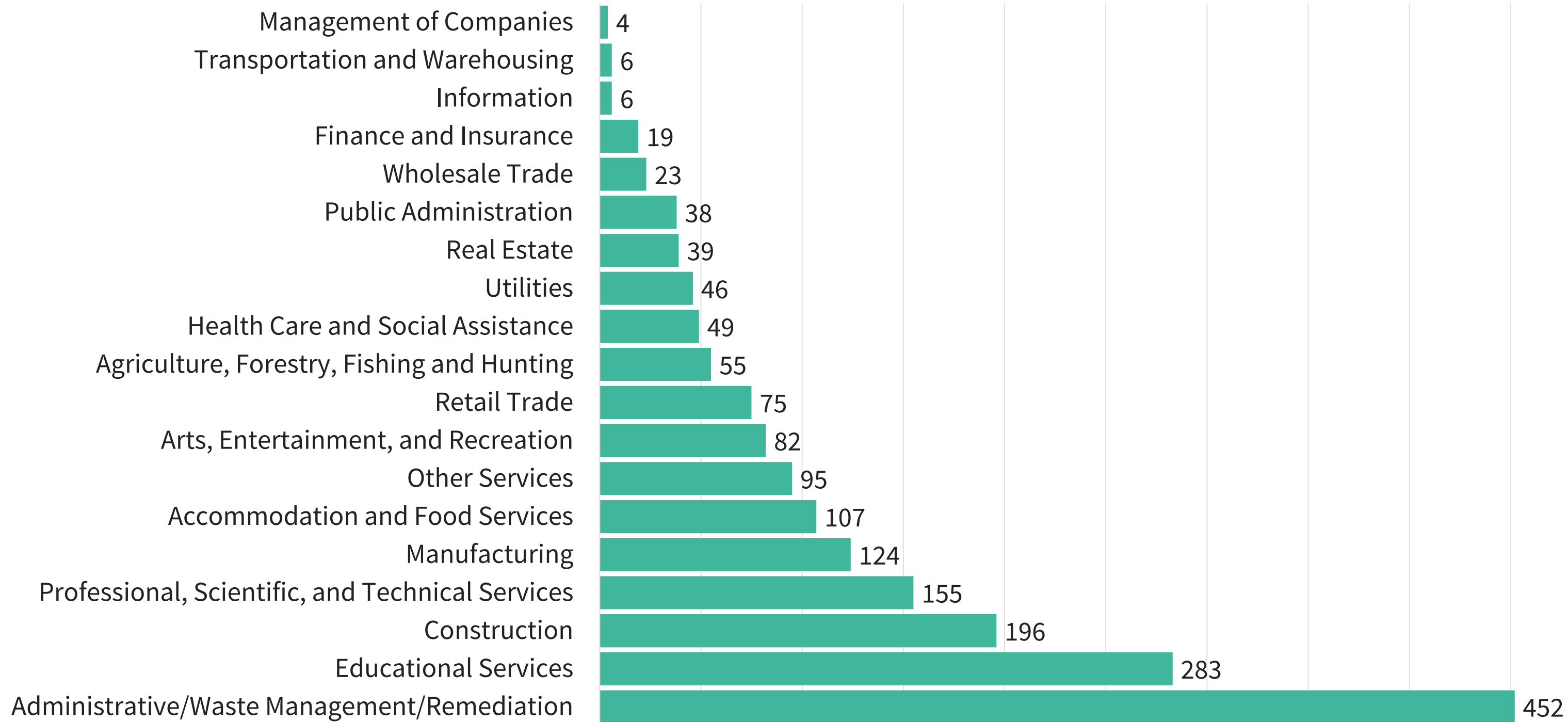
*Agricultural jobs undercounted in available  
employment data*

## Top Employers

- #1 - Poolesville High School - 100-150 Employees
- #2 - Fine Earth Landscape Inc – 50-100 Employees
- #3 - Hughes Landscaping & Supply Co – 50-100 Employees

Source: Maryland DLLR, Quarterly Census of Employment and Wages, 2021, Q2

# West County Jobs by Industry

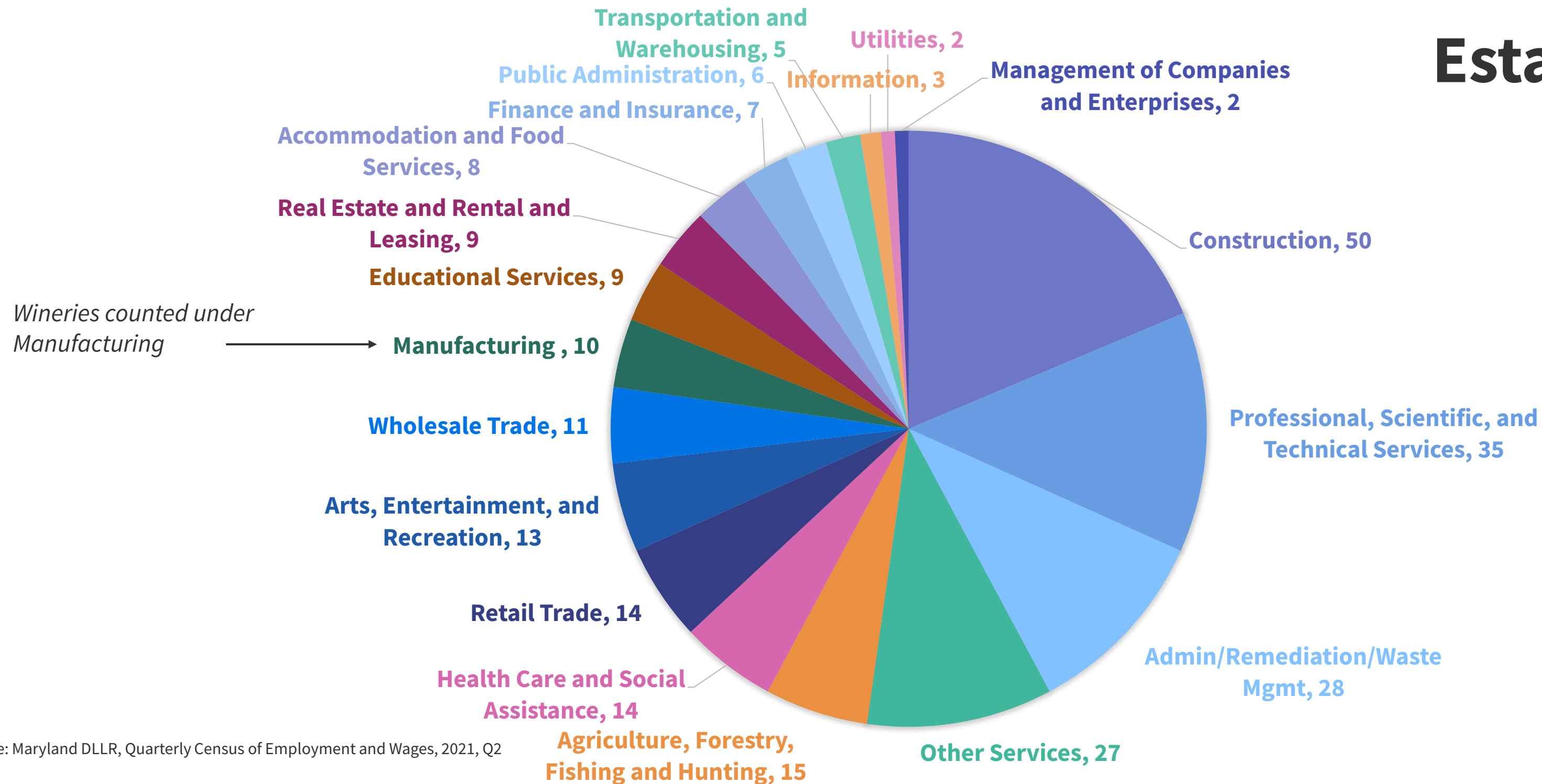


Source: Maryland DLLR, Quarterly Census of Employment and Wages, 2021, Q2



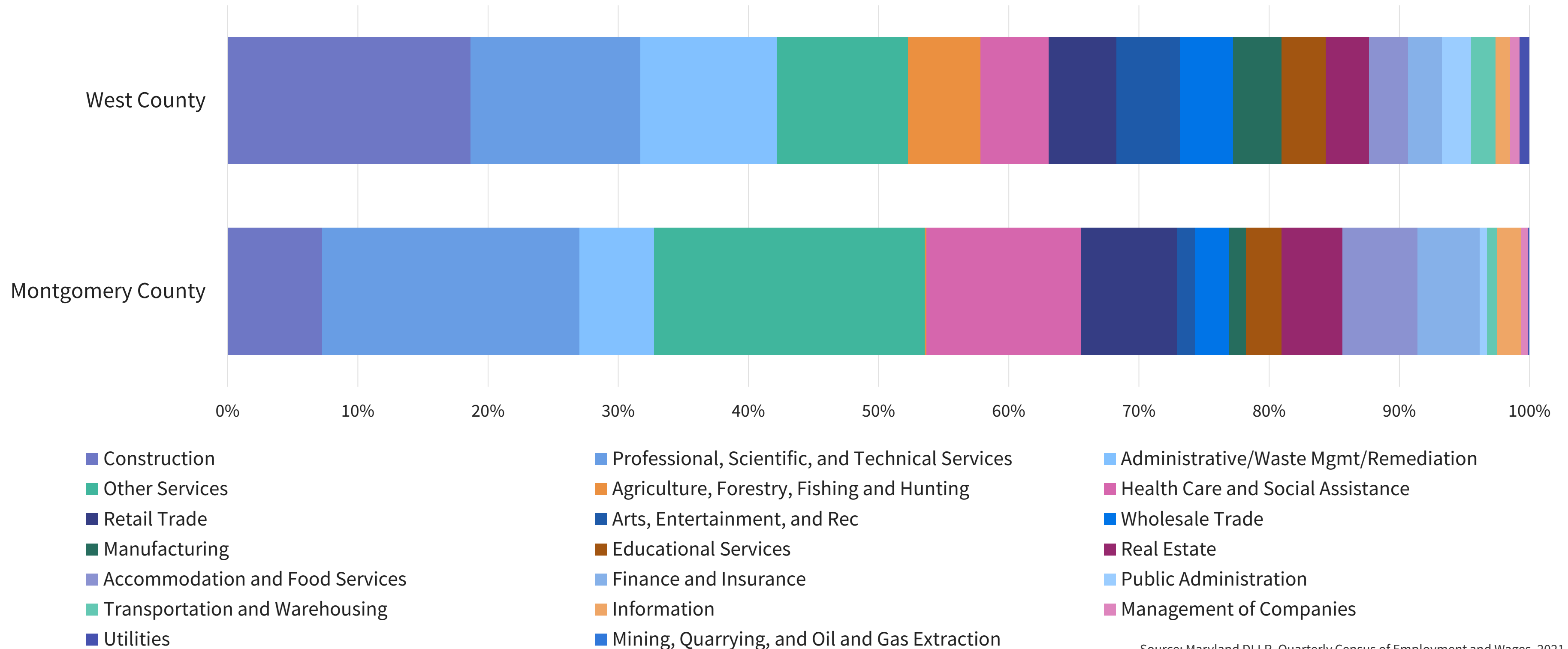
# Industry Mix (Establishments)

**270**  
**Establishments**



Source: Maryland DLLR, Quarterly Census of Employment and Wages, 2021, Q2

# Industry Comparison (Establishments)



Source: Maryland DLLR, Quarterly Census of Employment and Wages, 2021, Q2



# Montgomery County Agricultural Economy

*As of 2017:*

**558** Farms

**66,000** Acres

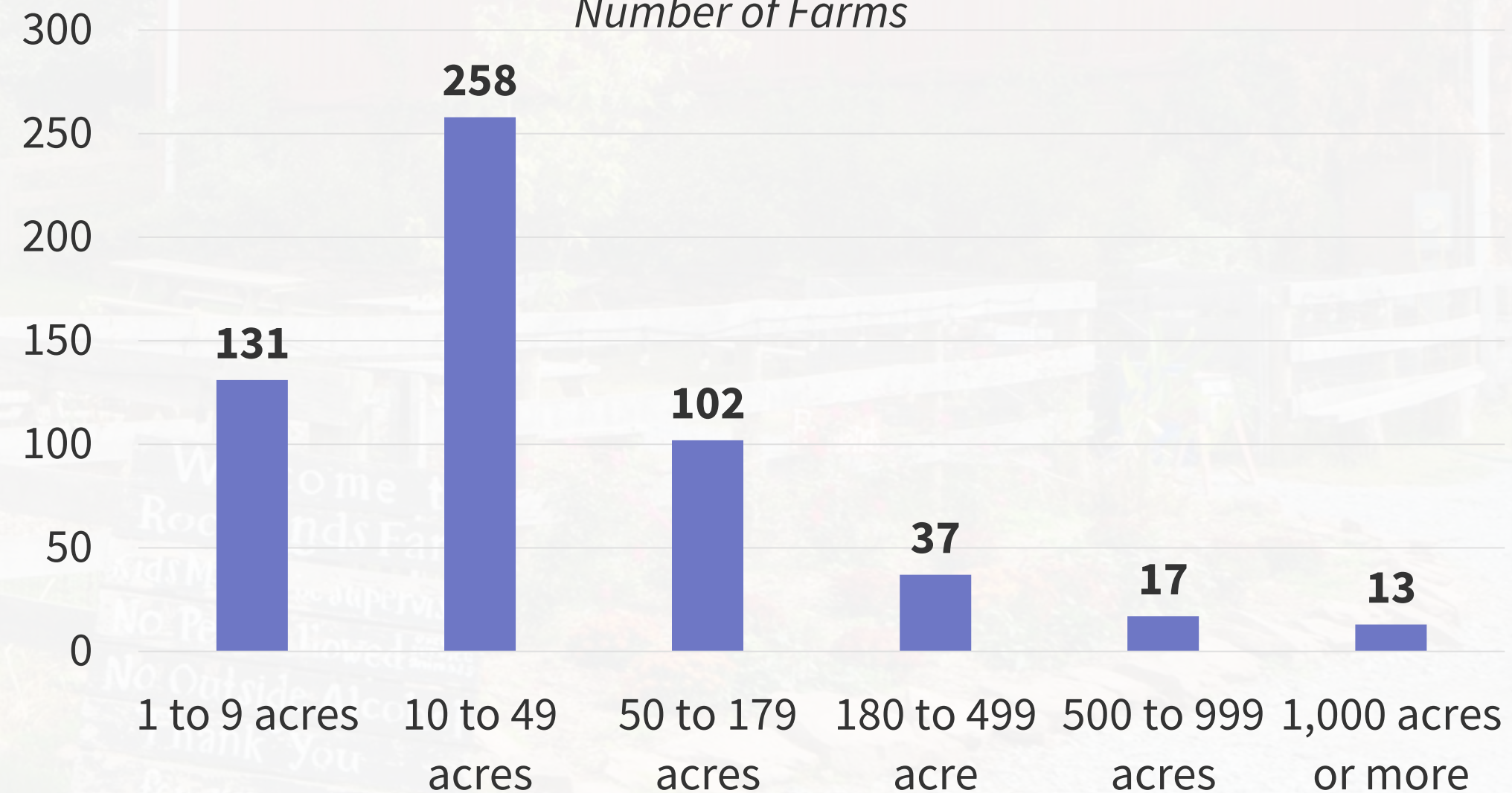
**117** Average size (acres)

**25** Median size (acres)

*New Ag Census data  
expected in 2024!*

**Distribution of Farms by Acreage**

*Number of Farms*



Source: 2017 USDA Census of Agriculture; Montgomery County Office of Agriculture



# Montgomery County Agricultural Economy

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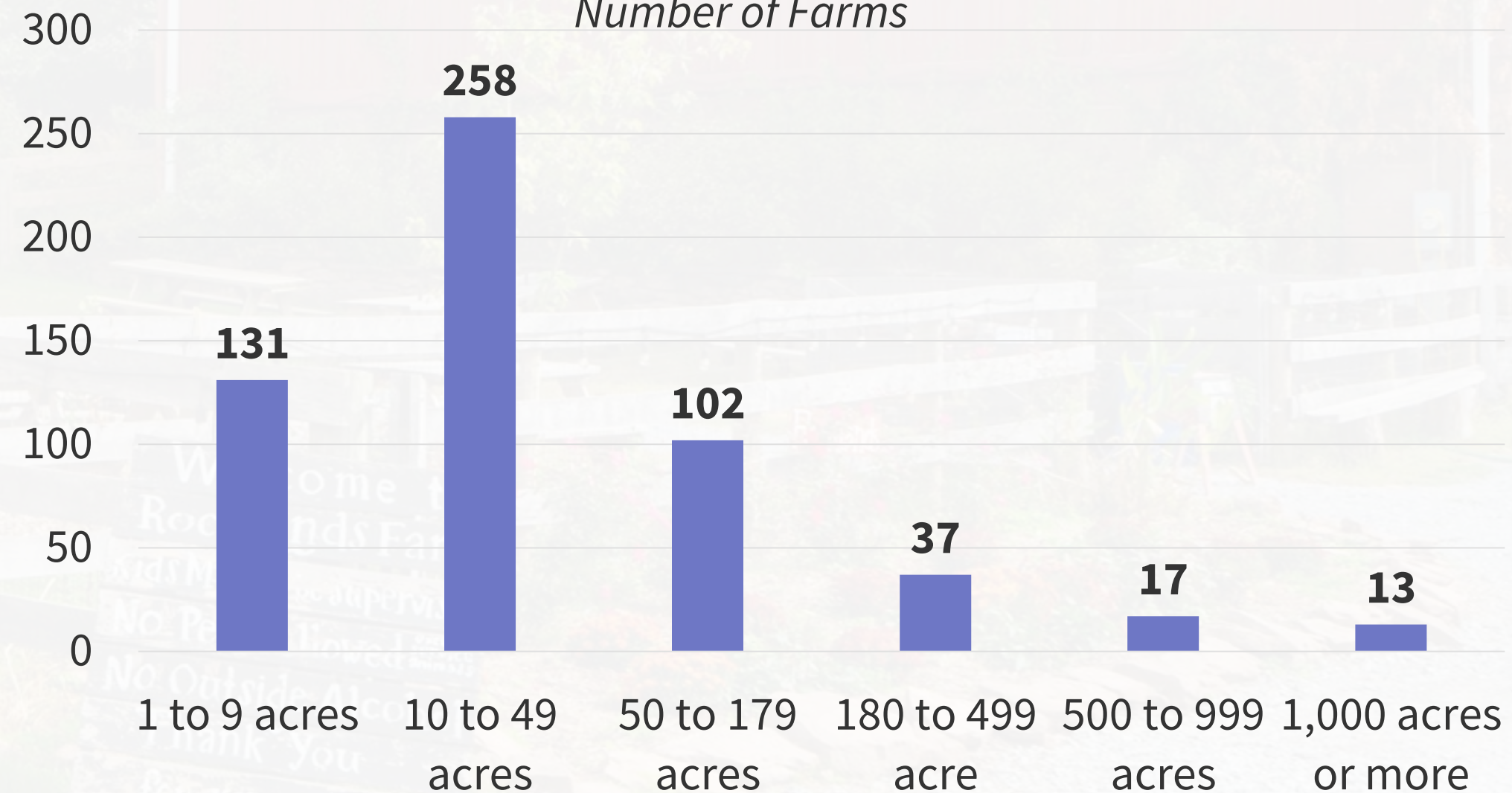
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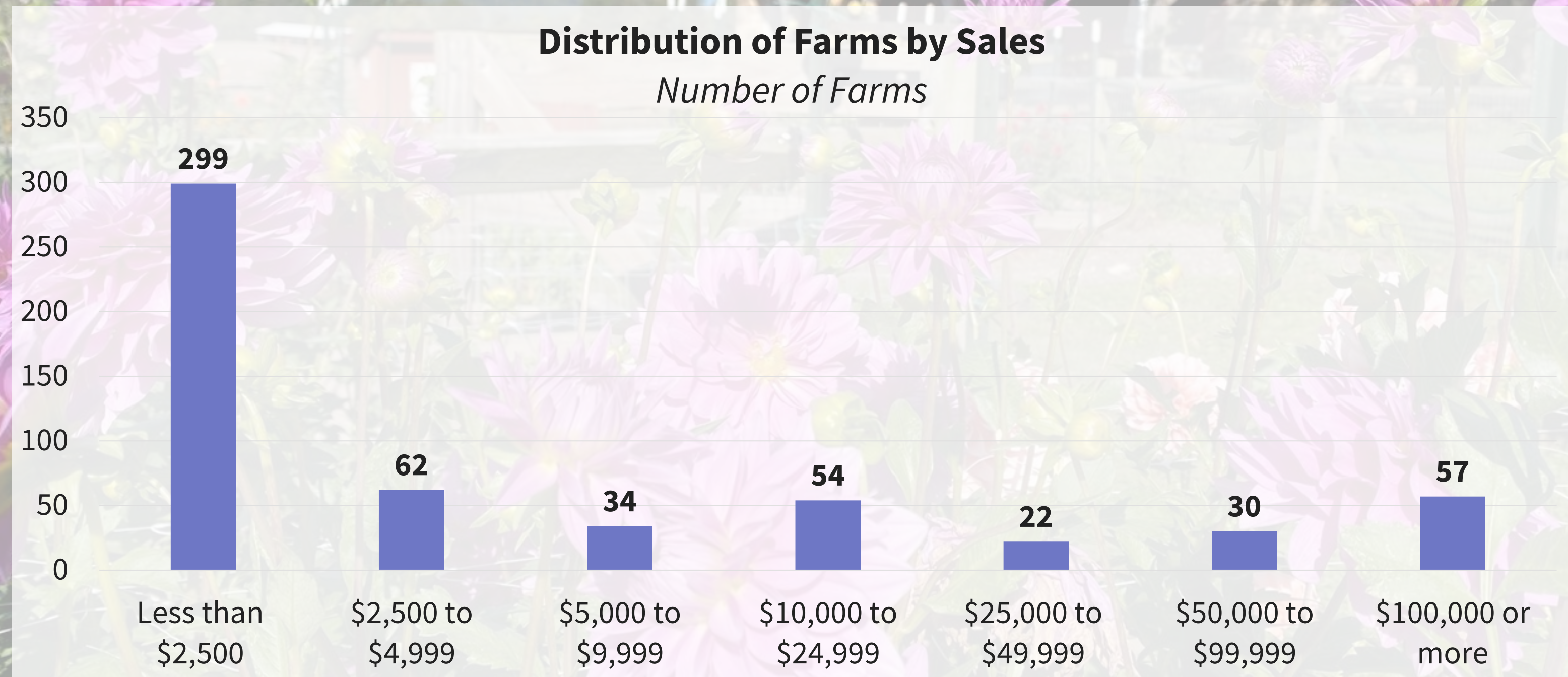
*Number of Farms*



Source: 2017 USDA Census of Agriculture; Montgomery County Office of Agriculture



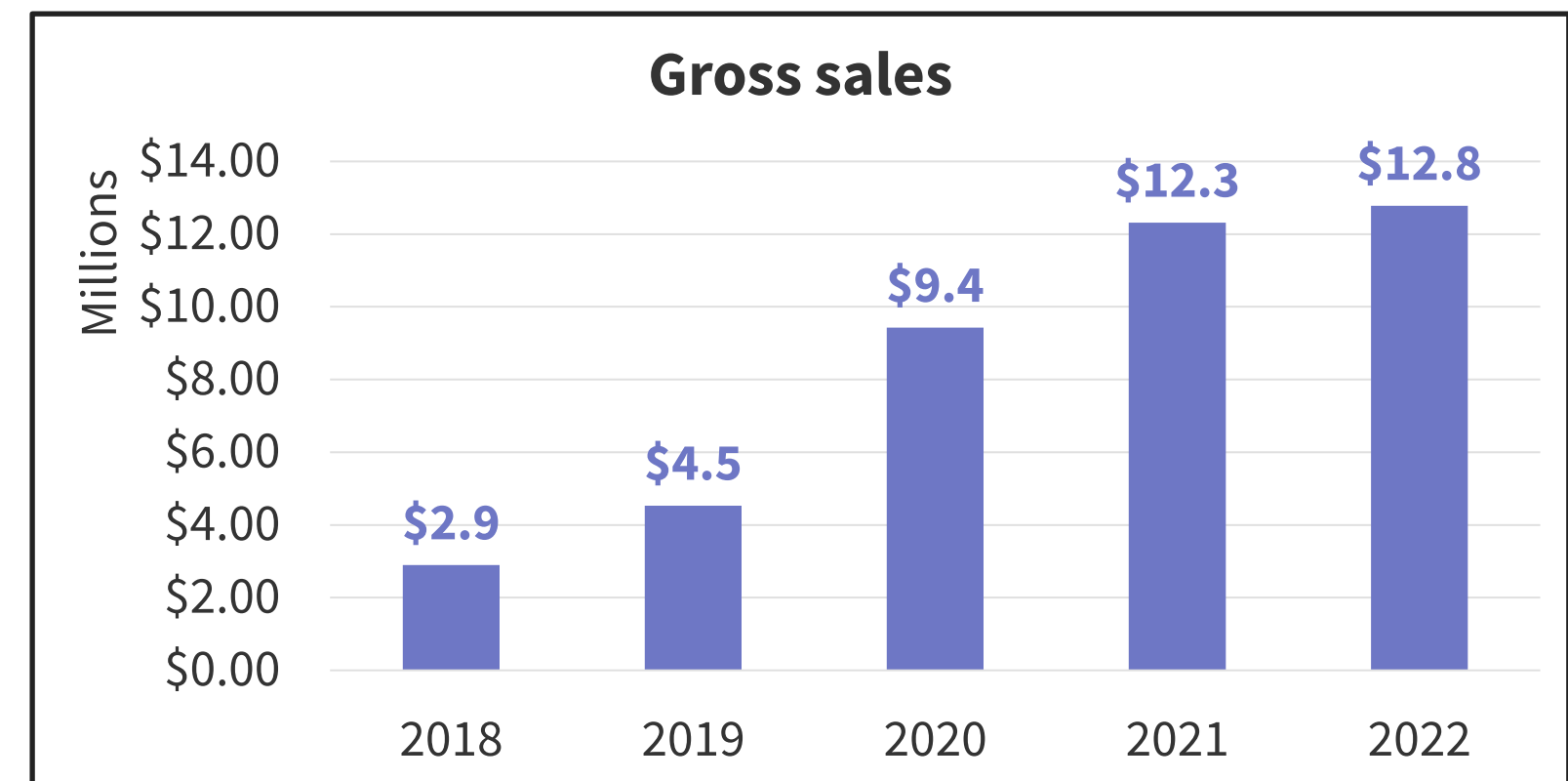
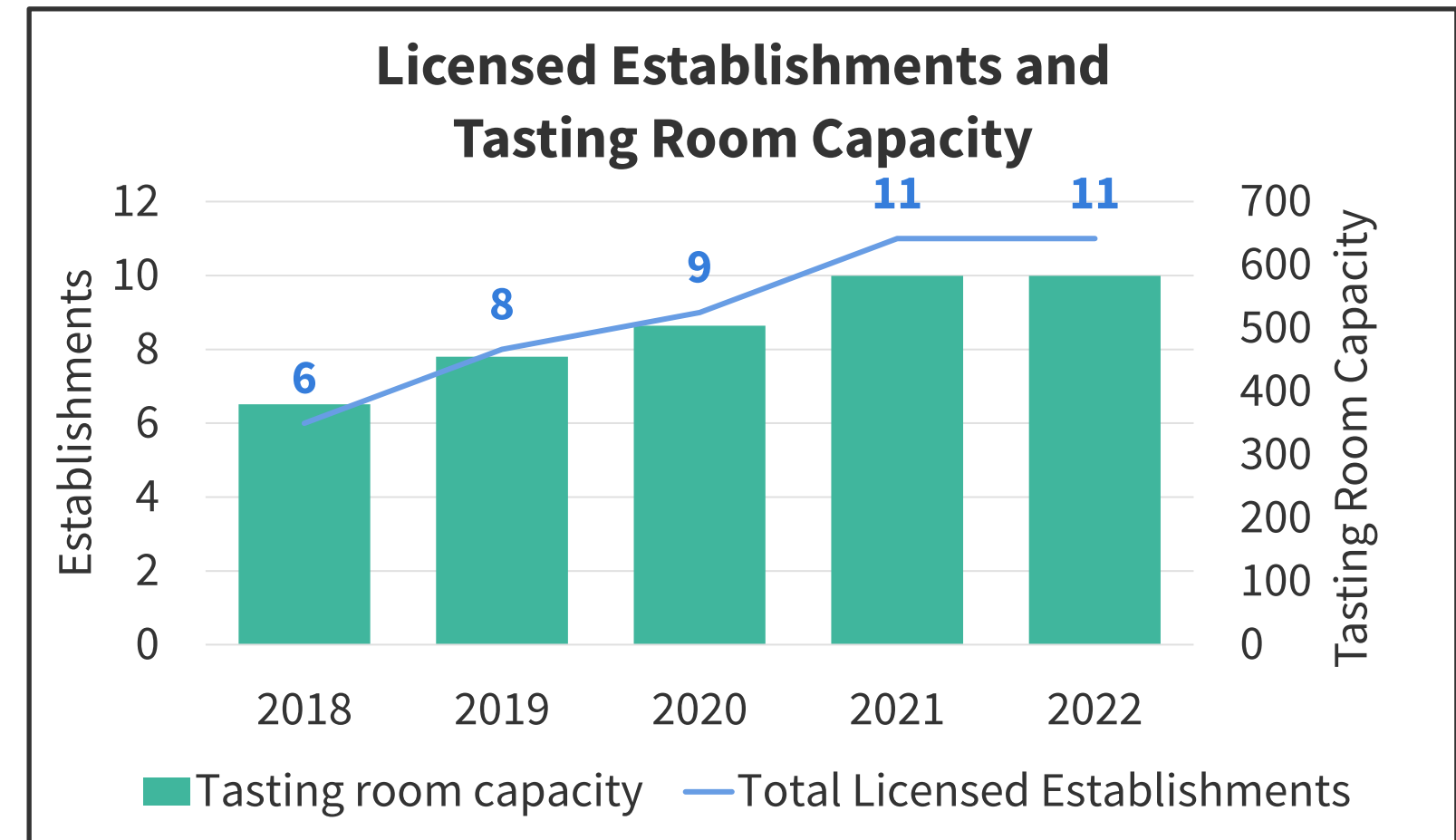
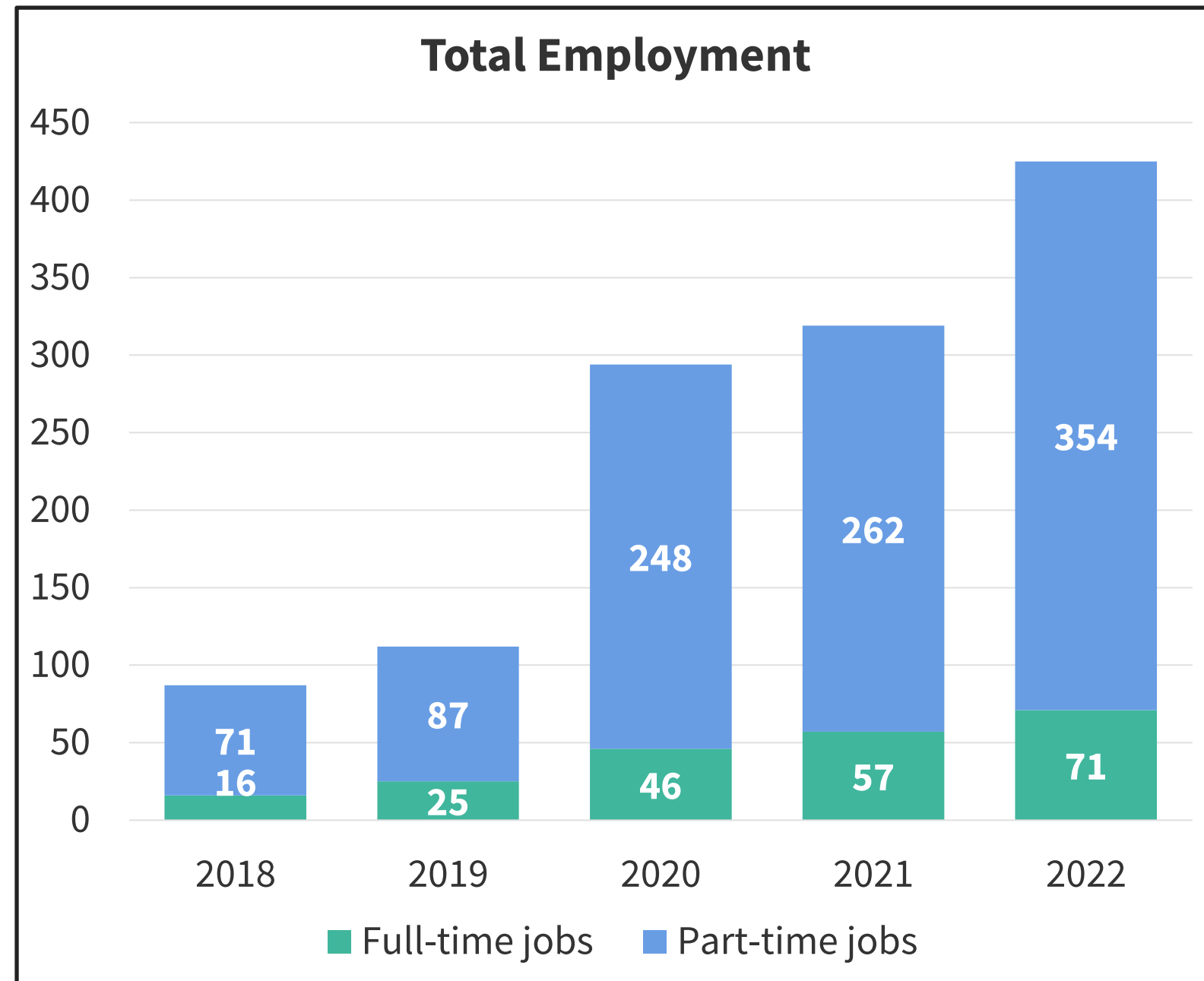
# Montgomery County Agricultural Economy



Source: 2017 USDA Census of Agriculture; Montgomery County Office of Agriculture



# Farm Alcohol Production



\*Note: 2019 sales includes some data from 2020.



# Takeaways

- How can Western Montgomery position itself in the region as an attractive destination and location for agricultural, recreational, cultural, and other economic activities?
- How can Western Montgomery continue to market itself to the diverse and changing population in the county?
- What are strategic and efficient ways to collect additional data to inform decision-making?
- How can we learn from and build on existing initiatives to support small businesses in the county?
  - Example: Purple Line Corridor Coalition providing social media assistance.



# Questions

- Montgomery Planning:  
[www.montgomeryplanning.org](http://www.montgomeryplanning.org)
- Montgomery Planning Research: [www.mcfacts.org](http://www.mcfacts.org)
- Trends in Racial and Ethnic Diversity:  
<https://bit.ly/4785NcD>
- Q2 2023 Economic Indicators:  
<https://bit.ly/3scboQo>



## THANK YOU!

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