

with development demands there will need to be 3,500 residential units developed between 2000 and 2010. How should the county address the growing demand for housing while also managing growth?

- According to the 2000 Census, there was a significant shortage in affordable units both for owners and renters. How should the county address the affordable housing issue, especially given that the number of low-income households is projected to increase?
- Housing cost burdens, which are based on the ratio of income to housing costs, have been increasing since 1990 for households in the county that earn between 30 and 50 percent of the median family income. How should the county address the issue of extreme rent burden, particularly in the areas where high concentrations have been identified?
- The current age of the stock of renter-occupied mobile homes indicates that increased maintenance may be required to maintain minimum housing standards. What mechanisms should the county consider in order to ensure that mobile homes, particularly those available for rent, are adequately maintained?

F. Employment and Economy

1. Diversity of Major Sectors

The work force in the Augusta County area is composed of persons working in many different sectors. The economy was initially built around the productivity of the land. While agriculture remains an important component of the local economy, more and more people are employed in non-agricultural enterprises. The manufacturing, government, tourism, retail trade, and agricultural sectors are described individually below.

Manufacturing

Manufacturing plays a very important part in the Augusta County economy. Waynesboro has traditionally been the manufacturing center of the area and the region. However, the number of manufacturing firms located in Augusta County and the City of Staunton has increased steadily over the years.

Manufacturing activities, as a whole, in the Augusta County area are classified in the nondurable goods sector. There are, however, some durable goods manufacturers in the county. The major manufacturing and industrial concerns operating in the area are listed in **Table 23**. Some of the largest categories in terms of employment are food, textiles, fabricated metal, machinery, rubber, and plastics. There are also a number of smaller manufacturing firms (fewer than 15 employees) not included in this list, particularly in lumber and wood products and printing and publishing.

Table 23. Manufacturing and Industrial Firms in Augusta County, 2005

Firm	Product or Process
<i>Fishersville</i>	
Blue Ridge Lumber, Inc.	Lumber and Millwork
Hall Industries, Inc.	Machinery
Industrial Fabricators of Virginia	Pipe and Metal Fabricating
Objective Industries	Tools and Dies
Penny Plate of Virginia, Inc.	Aluminum
Universal Forest Products	Roof and Floor Trusses
<i>Stuarts Draft</i>	
Alcoa Building Products, Division of Stolle Corporation (Mastic)	Vinyl Siding
Hershey Chocolate USA	Candy
Hollister, Inc.	Hospital Supplies
McKee Foods Corp.	Snack Cakes
NIBCO, Inc. of Virginia	Copper Fittings
Precision Fabricators, Inc.	Machine Parts
Rexnord Corp.	Machinery
Target Mid-Atlantic Distribution Center	Discount Retailer Distribution
<i>Verona</i>	
AFNA LLC	Fitness Equipment
American Safety Razor Co.	Shaving, Industrial, Surgical Blades
EFCO Corporation	Aluminum Frames and Doors
Hansen Transmission	Transmissions
Liphart Steel Co., Inc.	Steel and Aluminum
McQuay International (Snyder General)	Air Conditioning Equipment
Neuman Aluminum USA, Ltd.	Aluminum
Webster & Webster	Fences and Guardrails
<i>Weyers Cave/Mt. Sidney</i>	
CEMSI Electronics	Electronics
Cerro Metal Products Co.	Brass Forgings
Degesch America, Inc.	Pesticides
Flint Ink Corp.	Printing Ink
Houff Feed & Fertilizer Co.	Liquid Fertilizer
Packaging Services, Inc.	Shipping Containers
Sunlite Plastics, Inc.	Plastic Extrusions
Tyco Electronics Corp.	Tool and Dye
<i>Churchville</i>	
Kisamore Lumber, Inc.	Chips, Mulch, Hardwood and Rough Lumber
<i>Swoope</i>	
Taylor & Boody Organ Builders	Organs
<i>Crimora/Grottoes</i>	
Reynolds Metal Co.	Plastic Film
NC Tool Company	Machine Shop
<i>Waynesboro Vicinity</i>	
Burriss Refrigeration Services	Warehouse Space
Valley Precision, Inc.	Machine Shop
Waynesboro Ornamental Iron Works	Architectural Metal Work

Source: Augusta County Community Development Department, 2005.

Government

While private wage and salary workers are predominant in the labor market, a large proportion of workers living in Augusta County are employed by the governmental sectors (**Table 24**). In 2000, 4,894 persons were employed by governments at all levels (federal, state, and local). This equates to 16.3 percent of the total workers in the county.

Table 24. Worker Classification in Augusta County, 2000

	Augusta County		Staunton		Waynesboro		Virginia	
	Workers	% total	Workers	% total	Workers	% total	Workers	% total
Private Wage and Salary	22,580	75.4	8,256	74.3	6,871	79.5	2,600,000	75.0
Government	4,894	16.3	2,288	20.7	1,288	14.9	668,575	19.3
Self-Employed	2,368	7.9	558	5.0	456	5.3	188,035	5.5
Unpaid	120	0.4	5	0.0	32	0.3	8,047	0.2
Total	29,962	100.0	11,107	100.0	8,647	100.0	3,464,657	100.0

Source: VEC, 2004.

Tourism

Tourism is an important component of the Augusta County area economy. As a tourist destination, the area offers good facilities including excellent highways, meeting rooms, and a growing retail and commercial sector. Lodging is ample, ranging from major hotel and motel chains to unique bed and breakfast establishments. In 2000, the Shenandoah Valley received \$1,270,484,000 in revenue from tourism, accounting for 9.7 percent of the state's total tourism revenue.²⁵

Recreational facilities are provided in Shenandoah National Park and the George Washington-Jefferson National Forest, as well as at private campgrounds and resorts. Cultural attractions also are plentiful. Staunton, in particular, is recognized for its Victorian architecture and the ambiance of its restored historic areas.

Other major attractions include the Museum of American Frontier Culture, the Woodrow Wilson Presidential Library, the American Shakespeare Center, McCormicks Farm, Grand Caverns/Natural Chimney, and the P. Buckley Moss Museum in Waynesboro. In addition, both cities market seasonal and cultural events that draw visitors to the area.

Retail Trade

Taxable sales for the Augusta County area totaled \$349,088,000 in 2003, a 13.6 percent increase over 1993. Staunton showed an increase of 49.5 percent over the same period whereas sales in Waynesboro decreased by 6.9 percent from 1993 to

²⁵ 2002-2003: Tourism in Virginia Economic Analysis, Virginia Tourism Corporation.

2003. Waynesboro retail trade may have increased since 2003, however, as there has been substantial new retail development.

Agriculture

Agriculture has remained one of Augusta County’s major industries, having an impact as significant as that of manufacturing. In 2002, the date of the last Agricultural Census, 306,048 acres, or 49.3 percent of the land in Augusta County was classified as agricultural (**Table 25**). Of that land, 92 percent, or 282,090 acres, is currently taxed under the Land Use Deferral program for agriculturally productive lands.²⁶ Since the early 1980s, the number of farms, as well as the amount of land farmed, has been decreasing in Augusta County. The 2002 Agricultural Census figures showed the first growth in both number of farms and amount of land farmed in two decades. According to the Census, there are 1,691 active farms in the county, 970 of which are farms that are operated as the farm holder’s primary occupation. Of the 721 non-primary occupation farmers, 692 worked more than 200 days away from the farm. It is also important to note that of the 1,691 farms, 1,267 farms have less than 180 acres and 675 have less than 50 acres.²⁷

According to the 2002 Census of Agriculture, Augusta County ranked first statewide in three categories; acreage in hay, market value of cattle and calves, and inventory of sheep and lambs. The market value of agricultural products produced in the county was approximately \$144 million (**Table 26**). Livestock, poultry, and their products accounted for nearly \$130 million of that income. Poultry was a particularly dominant sector, with a market value of about \$69 million. Crop production, primarily nursery and greenhouse products and grains, accounted for about \$14 million. Augusta County ranks second in Virginia, behind only Rockingham County, in value of agricultural products produced.

Table 25. Farms and Value of Lands and Buildings in Augusta County, 1987–2002

Augusta County	Total Farms			
	1987	1992	1997	2002
Number of Farms	1,536	1,514	1,499	1,691
Acreage Farmland	292,191	287,442	282,152	306,048
Average Size (acres)	190	190	188	181
Average Value of Land and Buildings Per Farm	\$241,008	\$361,414	\$478,650	\$512,426

Source: 1987, 1992, 1997, and 2002 Agricultural Census.

²⁶ Commissioner of the Revenue, Augusta County, 2005.

²⁷ Agricultural census data from USDA website and Augusta County Agricultural Task Force meeting minutes from May 19, 2005.

Table 26. Market Value of Agricultural Products Sold from Augusta County, 1987–2002

Augusta County	Total Farms			
	1987	1992	1997	2002
Market Value of Products Sold	\$83,295,000	\$111,144,000	\$138,673,000	\$143,914,000
Crops	\$6,192,000	\$8,154,000	\$13,690,000	\$14,189,000
Livestock, Poultry and their Products	\$77,103,000	\$102,990,000	\$124,983,000	\$129,725,000

Source: 1987, 1992, 1997, and 2002 Agricultural Census.

2. Labor and Employment

Labor Availability

As a growing area, Augusta County has an ever-increasing number of persons entering the workforce. The 2000 U.S. Census age distribution shows 53,476 persons aged 20-54 living within the area and an additional 7,075 aged 15-19 getting ready to enter or just entering the workforce. According to the VEC, in 2003 the total civilian labor force in Augusta County was 33,182. This is an increase of 3,409 persons, or 11.4 percent, since 1993. In 2003, there was also 49.5 percent of Augusta County’s total population in the workforce, an amount that declined slightly from the 1993 estimate of 50.5 percent. The total civilian labor force in Augusta County for June, 2005 was 36,507.

The VEC’s 2010 projection estimates 50,846 persons aged 20-54 living within the area. **Table 28** depicts the labor force potential for 2010 through 2030 based on projection estimates. Migration to the area also continues to add to the available labor force.

**Table 27. Population Projections by Age for Augusta County, Staunton,
and Waynesboro, 2010–2030**

	Augusta			Staunton			Waynesboro			Total Area		
	2010	2020	2030	2010	2020	2030	2010	2020	2030	2010	2020	2030
Under 5 Years	4,849	4,763	4,040	1,496	1,221	979	1,246	1,435	1,237	7,591	7,419	6,256
5 to 14 Years	7,450	10,791	10,756	2,901	2,560	1,262	2,467	2,686	2,702	12,818	16,037	14,720
15 to 19 Years	3,740	3,598	5,727	1,608	1,398	1,545	1,246	1,189	1,260	6,594	6,185	8,532
20 to 24 Years	3,158	1,903	4,245	1,496	1,222	1,454	1,045	1,128	1,192	5,699	4,253	6,891
25 to 34 Years	11,250	9,023	5,842	2,249	2,378	1,809	2,593	2,112	1,531	16,092	13,513	9,182
35 to 44 Years	7,277	12,420	12,486	2,339	2,290	2,280	2,286	2,112	2,473	11,902	16,822	17,239
45 to 54 Years	11,813	6,418	11,547	2,767	2,158	2,236	2,573	2,747	2,835	17,153	11,323	16,618
55 to 59 Years	5,275	5,643	2,380	1,608	1,415	1,238	1,347	1,438	1,535	8,230	8,496	5,153
60 to 64 Years	5,029	6,105	3,833	1,459	1,653	1,347	1,328	1,418	1,513	7,816	9,176	6,693
65 to 74 Years	6,124	9,196	10,413	2,169	3,040	3,263	1,939	2,070	2,209	10,232	14,306	15,885
75 to 84 Years	3,370	4,423	7,090	1,607	1,826	2,476	1,409	1,505	1,606	6,386	7,754	11,172
85 Years & Over	1,517	1,817	2,542	799	840	911	620	663	707	2,936	3,320	4,160
Total	71,302	76,100	80,901	22,498	22,001	21,800	20,099	20,503	20,800	113,899	118,604	123,501

Source: VEC, 2005.

Commuting pattern data from the 2000 Census revealed that Augusta County is an overall exporter of labor with 5,775 more work trips originating than ending in the county. Approximately 80 percent of the work trips that originated in Augusta County ended in the Augusta-Staunton-Waynesboro region, whereas only 15 percent of all work trips originating from outside of the region ended in the county.

Educational Attainment

A further description of the area’s working sector is educational attainment. 2000 Census data on years of school completed indicate that more than 78 percent of the county’s population had completed high school or a higher level of education. This is an increase of almost 10 percent from 1990 but lower than the statewide average of 81.5 percent from 2000. Additionally, 15 percent of the county’s population had a Bachelor’s degree or higher, an increase of approximately 4 percent from 1990 but lower than the statewide average of 29.5 percent from 2000. These increases mirror similar increases found in Staunton, Waynesboro, and the state over the same timeframe.

Employment Characteristics

The total number of employees located in Augusta County in 2004 was 25,860 (**Table 28**). The largest major industry sector was manufacturing, with 25.6 percent of the employment, followed by health care and social assistance with 16.5 percent, and education services and transportation and warehousing each with 9.3 percent.

Table 28. Industry Distribution in Augusta County, 2004

Industry Group	Establishments	Employees	Percent Total
Manufacturing	74	6,631	25.6
Health Care and Social Assistance	86	4,268	16.5
Education Services	11	2,406	9.3
Transportation and Warehousing	88	2,405	9.3
Construction	322	2,279	8.8
Retail Trade	191	1,997	7.7
Accommodation and Food Services	70	1,100	4.3
Public Administration	26	965	3.7
Wholesale Trade	64	888	3.4
Admin., Support, Waste Mgmt, Remediation	87	681	2.6
Professional, Scientific & Technical Svc	79	400	1.5
Other Services (except Public Admin.)	105	383	1.5
Finance and Insurance	59	277	1.1
Utilities	7	229	0.9
Agriculture, Forestry, Fishing & Hunting	33	211	0.8
Real Estate and Rental and Leasing	52	191	0.7
Arts, Entertainment, and Recreation	14	182	0.7
Information	13	109	0.4
Mining	4	48	0.2
Management of Companies and Enterprises	Not Available	Not Available	Not Available
Total	1,385	25,650	99.0*

Source: VEC, 4th Quarter 2004.

* Percent Total does not sum to 100 due to rounding.

Wages

Workers in the Augusta County area generally earn wages lower than the state average. In 2003, the average weekly wage for all sectors in the county was \$567, an increase of 14.8 percent over the 1993 wage when adjusted for inflation. This wage rate is higher than the average for Staunton (\$457) but lower than the averages for Waynesboro (\$583) and the state (\$719). In 2003 the highest paying sectors in Augusta County were information (\$716/week) and manufacturing (\$713/week).²⁸

²⁸ Average weekly wage estimates provided for 2nd Quarter, 2003 by VEC.

3. Unemployment

To accompany the county's high incomes relative to the incomes some neighboring localities, unemployment remains low. The total civilian labor force in Augusta County for June, 2005 was 36,507 of which 35,306 were employed and 1,201 were unemployed. The unemployment rate was 3.3 percent. Over the 10-year period from 1993 to 2003, the unemployment rate in the Augusta-Staunton-Waynesboro area had been steadily decreasing with a slight increase shown over the last three years. Low unemployment and its impact on the county's economy will most likely continue to attract in-migration.

4. Planning Issues

Based on the available data regarding employment and economy, the following planning issues have been identified:

- Wages in Augusta County are lower than the state average. What measures should the county consider to diversify the economic sector in order to provide wages at higher levels? How should the county address affordable housing needs as a result of low wages?
- Employment levels in the county have been strong for a decade and indicated by unemployment rates lower than the state average since 1993. However, these employment opportunities are not necessarily provided within the county as the area is considered a labor exporter. What should the county do to help reduce the amount of employment being exported?
- Population growth due to natural increase (births) and in-migration indicates that there is a strong future labor force potential. This is further illustrated by the increase in educational attainment levels over the last decade in the county. What programs, such as technical training and industry targeting, should the county consider to best use its future labor force?

G. Transportation

Augusta County's transportation systems are influenced by the varying—mountain and valley—terrain as well as the low density land use patterns that exist in the county. In general, the transportation system is denser and better connected in the county's higher growth and incorporated areas and not as dense, connected, or improved in rural and undeveloped areas. Narrow two-lane roads represent the majority of lane mileage in the county.

Similar to many other areas in Virginia and the United States, the most significant development and population growth have occurred along the county's two interstate routes where there are interchanges, along other prominent transportation corridors, and at the urban fringe. The county's transportation system links origins and destinations, whether they are accessed by sidewalk, bikeway, road, rail, or airport. This infrastructure facilitates the movement of goods and people, both efficiently and