

# Park Hill Corridor Employer/Workforce Study EXECUTIVE SUMMARY

In June, 2007, the Center For Neighborhoods (CFN) was commissioned by the Louisville Metro Economic Development Department (LMEDD) to survey employers doing business in the Park Hill industrial corridor. The primary purpose of the survey was to determine the extent to which residents from Park Hill and the surrounding neighborhoods were employed by Park Hill businesses. The secondary result would be the development of an updated registry of Park Hill businesses and a catalogue of these businesses including current Property Valuation Administration and land use data.

## **SURVEY METHODOLOGY**

The business survey was based upon similar recent instruments, such as a survey prepared by Synchronist Business Information System,<sup>1</sup> and an employer survey developed for the State of Wyoming.<sup>2</sup> The Park Hill employers' survey was adapted to include a question requesting employee Zip Codes, as a way of determining the home addresses of company employees. By mutual agreement between CFN and LMEDD, the survey was mailed to employers doing business within the 40210 Zip Code<sup>3</sup> – the Zip Code with boundaries most closely corresponding to those of Park Hill. The survey form was mailed to approximately 150 business addresses furnished to CFN by LMEDD. Of those 150, approximately 30 were returned as undeliverable. As a convenience to the prospective respondents, the survey instrument was also posted online. During the ten days prior to June 30, CFN personnel made follow-up calls to businesses included on a “key prospect” list furnished by LMEDD, to encourage the greatest response possible prior to the end of June.

## **RESULTS**

Through July 12, 2007, the CFN had received forty<sup>4</sup> (40) survey responses from approximately 120 delivered to business addresses within the corridor, a 33% rate of return, representing 3,188 employees.<sup>5</sup>

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<sup>1</sup> Furnished to CFN by Greater Louisville, Inc.

<sup>2</sup> [http://www.younger-associates.com/wyemp/full\\_survey](http://www.younger-associates.com/wyemp/full_survey)

<sup>3</sup> Along with a handful of employers with Park Hill business locations on the periphery of 40210 (e.g. 40203, 40208).

<sup>4</sup> Of the 40 survey respondents, one (1) failed to report “number of employees,” and one (1) did not provide complete employee Zip Code data.

<sup>5</sup>For comparison, the U.S. Census Bureau indicated a total of 6,697 employees in 2005 for businesses located in Zip Code 40210. Source: U.S. Census Bureau, Zip Code Business Patterns (NAICS). 2005 Industry Code Summary, Zip Code 40210, LOUISVILLE, KY [ <http://censtats.census.gov/cgi-bin/zbpnaic/zbpsect.pl> ]

Of forty (40) employers who responded to the survey, thirty-eight (38) – reporting a total of 3,115 employees – responded to the survey question pertaining to the distribution of employee home addresses by Zip Code. The survey question provided for most Jefferson County Zip Codes, as well as two Southern Indiana Zip Codes (47130, 47150).

Of the 38 employers providing detailed Zip Code data, their response indicated 841 employees – 27% of the 3,115 – as residing in Zip Codes *other* than the 37 postal districts listed in the survey for Jefferson County and Southern Indiana – suggesting a relatively large number of employees residing in the exurban counties surrounding metropolitan Louisville (e.g. Bullitt, Hardin, Shelby KY; Harrison IN). [See figure, “Park Hill Employee Distribution by Zip Code.”]

Net of those 841 employees indicated for “all other” Zip Codes, 2,274 employees of the 38 responding businesses reside in one of the 37 Louisville Metro/Southern Indiana Zip Codes referenced in the survey. Of those 37 metropolitan Zip Codes, CFN/LMEDD selected **40210** as the Park Hill Corridor “Primary Study Area.” Additionally, CFN designated seven (7) other contiguous Zip Codes surrounding 40210 – i.e. 40202, 40203, 40208, 40215, 40216, 40211, and 40212 – as the “Adjacent Study Area.” [see “Zip Code Map.”] These eight (8) Zip Code districts together comprised the Park Hill Study Area.

Given 37 metropolitan Zip Code districts listed in the employer survey and 2,274 Park Hill employees reported for those districts, average distribution of employees by reporting Zip Code is 2.7%. Of those 37 reporting Zip Codes, thirteen (13) Zip Codes – just over 1:3 – exceed the 2.7% average employee distribution. [See figure, “Park Hill Employment: Reporting Kentuckiana Zip Codes (not including “all other”).”]

Of the eight (8) Park Hill Study Area Zip Codes (including 40210), five (5) exceed the 2.7% average employee distribution of all reporting Kentuckiana Zip Codes. ***At 5.85% of 2,274 employees, for example, 40210 exceeds average distribution per reporting Zip Code by 116%.*** [Zip Code 40211 = 141% above the norm. 40212 = 87% above the norm. 40215 = 20% above the norm.] Of all 37 reporting Zip Codes, 40216 – Shively – indicated the highest concentration of Park Hill employees for the 37 reporting Zip Codes – 9.54% of all reporting Zip Codes, and 253% above the 2.7% average. [See figure, “Park Hill Study Area Zip Codes.”]

## **CONCLUSIONS**

The general indication, therefore, is that – relative to the 37 metropolitan Zip Codes reporting – there is ***a significant concentration of Park Hill employees residing within the Zip Codes that include Park Hill and the contiguous Zip Codes to the West and Southwest.*** This conclusion is reinforced by 2000 U.S. Census data reporting “travel time to work,” showing shorter commuting times – relative to Jefferson County as a whole – for residents of the Census tracts including Park Hill and Vicinity. [See figure, “Park Hill Residents – Travel Time to Work.”]