

SECTION X - ECONOMIC PLAN



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The economic development of Livingston reflects the socio-economic make-up of its residents and those of surrounding communities, and the economic need to be served. Livingston is a great place to live or to operate a business – with excellent schools, a skilled labor force, a full range of services, and a professional local government that is supportive of business needs.

The objective of this Economic Plan Element is to promote identification of business and occupational trends and actions or programs that will maintain or improve the business climate within the Township. Livingston is growing at a healthy pace and maintaining its place as a major influence in Essex County. This Economic Plan considers data for Essex County and Morris County as well as for the Township itself.

2015 Census Bureau data estimated the Township population as 29,674. Comparative data is shown in Table X-I.

Table X-I			
<i>Population</i>	<i>Livingston</i>	<i>Essex County</i>	<i>Morris County</i>
17 years & older	22,118	797,434	365,030
In Labor Force	13,724	370,933	252,892
Percentage of Labor Force Employed	98.59%	98.76%	96.36%
Median Household Income	\$137,665	\$44,944	\$77,340

The nature and number of business establishments in the Township have been fairly stable. Table X-II shows the 2012 Census Bureau data on establishments and employees in the Township.

Table X-II shows that the five leading types of business, in descending order of magnitude are Administrative & Support, Health Care & Social Assistance, Retail Trade, Information, and Professional, Scientific and Technical Services. That data does not distinguish between employees who are residents working in town and those persons who commute to places of work within the Township.

Table X-II		
Total Establishments and Numbers of Employees (U.S. 2012 Census Data)		
<i>Type</i>	<i>Number of Establishments</i>	<i>Number of Employees</i>
Manufacturing	14	243
Wholesale Trade	48	318
Retail Trade	195	2588
Transportation & Warehousing	10	39
Information	16	2499
Finance & Insurance	96	2499
Real Estate sales, rental and leasing	52	499
Professional, scientific and technical services	213	1458
Administration, Support, Waste Management & Remediation Services	69	3321
Educational Services	26	212
Health Care & Social Assistance	243	2649
Accommodation & Food Services	79	1336
Other Services (except public administration)	79	583

The Census Bureau data in Table X-III shows the employment distribution, in descending order, of Livingston residents whether they work within the Township or elsewhere.

Table X-III	
Livingston Residents Employment	
Sales, Office, Administrative Support	25.15%
Production, Transportation, Material Moving	22.70%
Management, Business, Finance	9.54%
Construction, Extraction, Maintenance/Repair	8.79%
Food Preparation & Serving	5.33%
Building Maintenance	4.73%
Education, Library	4.16%
Healthcare Support	4.02%
Engineering, Computers, Science	3.50%
Personal Care	3.48%
Healthcare Practitioners & Technology	3.04%
Community, Social Services	1.79%
Arts, Design, Media, Sports, Entertainment	1.47%
Firefighters, Law Enforcement	1.40%
Legal	0.78%
Farming, Fishing, Forestry	0.07%

Local business establishments are an integral, vital, economic and social component of the Township.

Recommendation: The Business Improvement District (BID) Board should continue to actively recruit new business enterprises, and to promote physical appearances of businesses and streetscapes within the Business Improvement District that will be consistent with the Master Plan.

Recommendation: The Livingston Chamber of Commerce should continue active recruitment and promotion of business enterprises in cooperation with the BID.

Recommendation: The BID Board and the Planning Board should continue to pursue cooperative efforts in the review of development applications and in the crafting of proposed zoning regulations applicable to properties within the Business Improvement District.