

# Immigration in DVRPC's 28-County Extended Data Services Area



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Manager  
Demographic and  
Economic Analysis

October 1, 2013  
Regional Community and Economic Development Forum

# Delaware Valley Data

- Regional Data Bulletins
- Analytical Data Reports
- Data Reference Guides
- Data Snapshots:
  - Senior Demographics
  - Regional Economics
  - Immigration

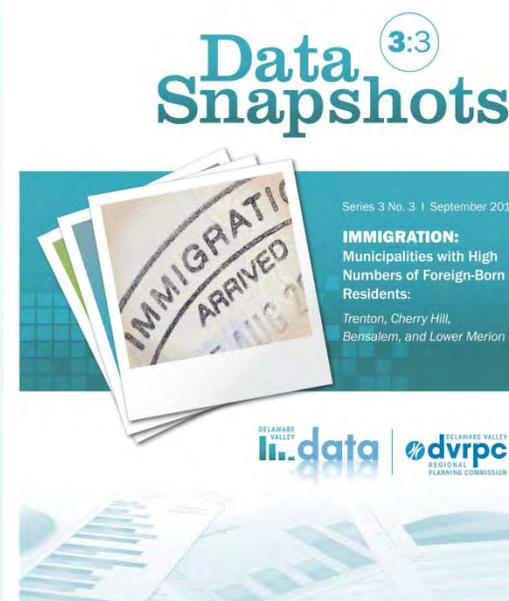
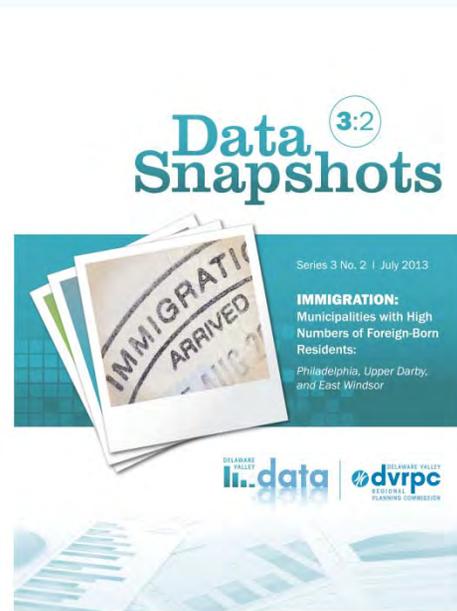
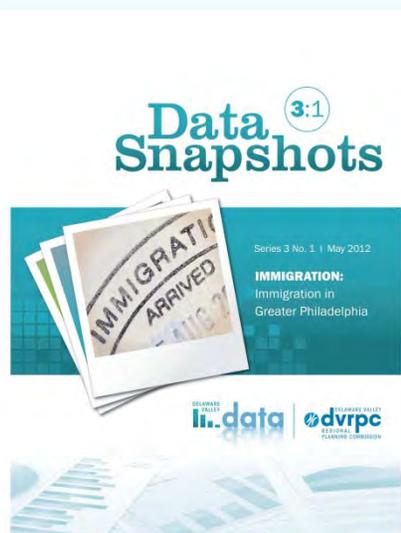
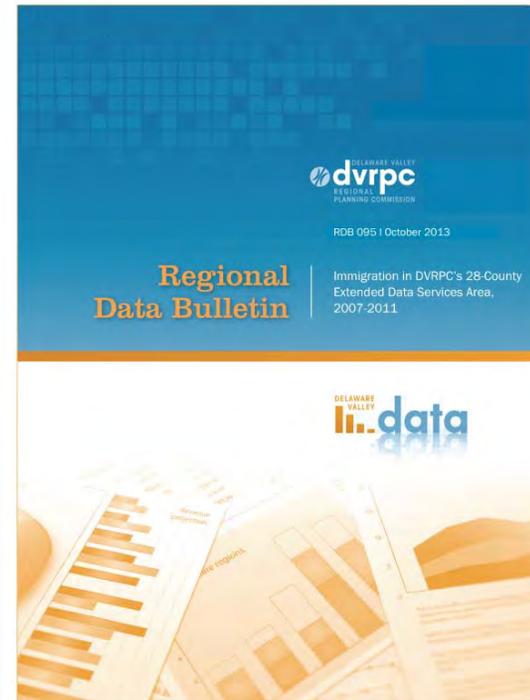
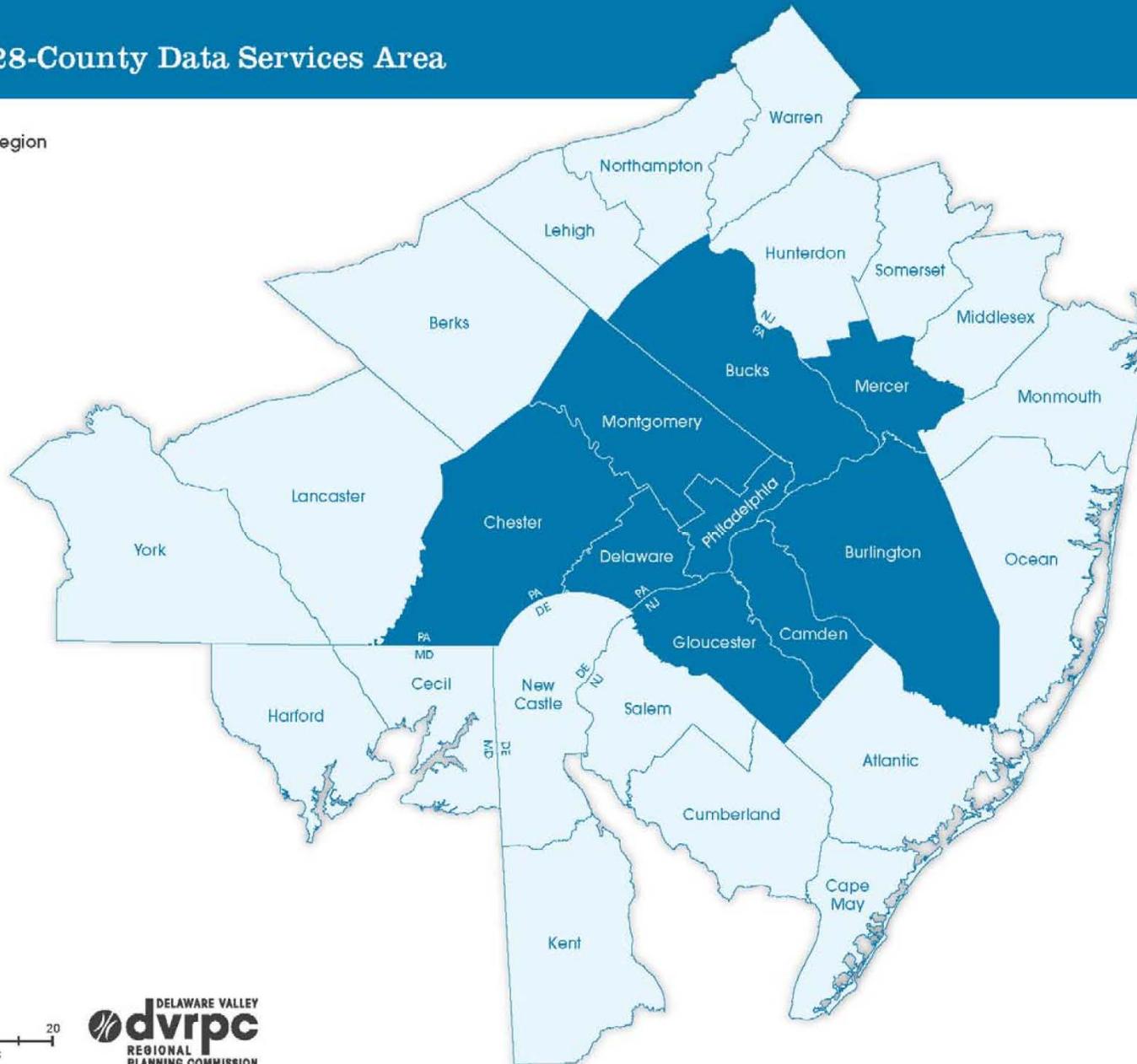


Figure 1:  
DVRPC 28-County Data Services Area

 DVRPC Region



# Foreign-Born Population in the Nation's 10 Largest Metropolitan Statistical Areas (2006-2010)



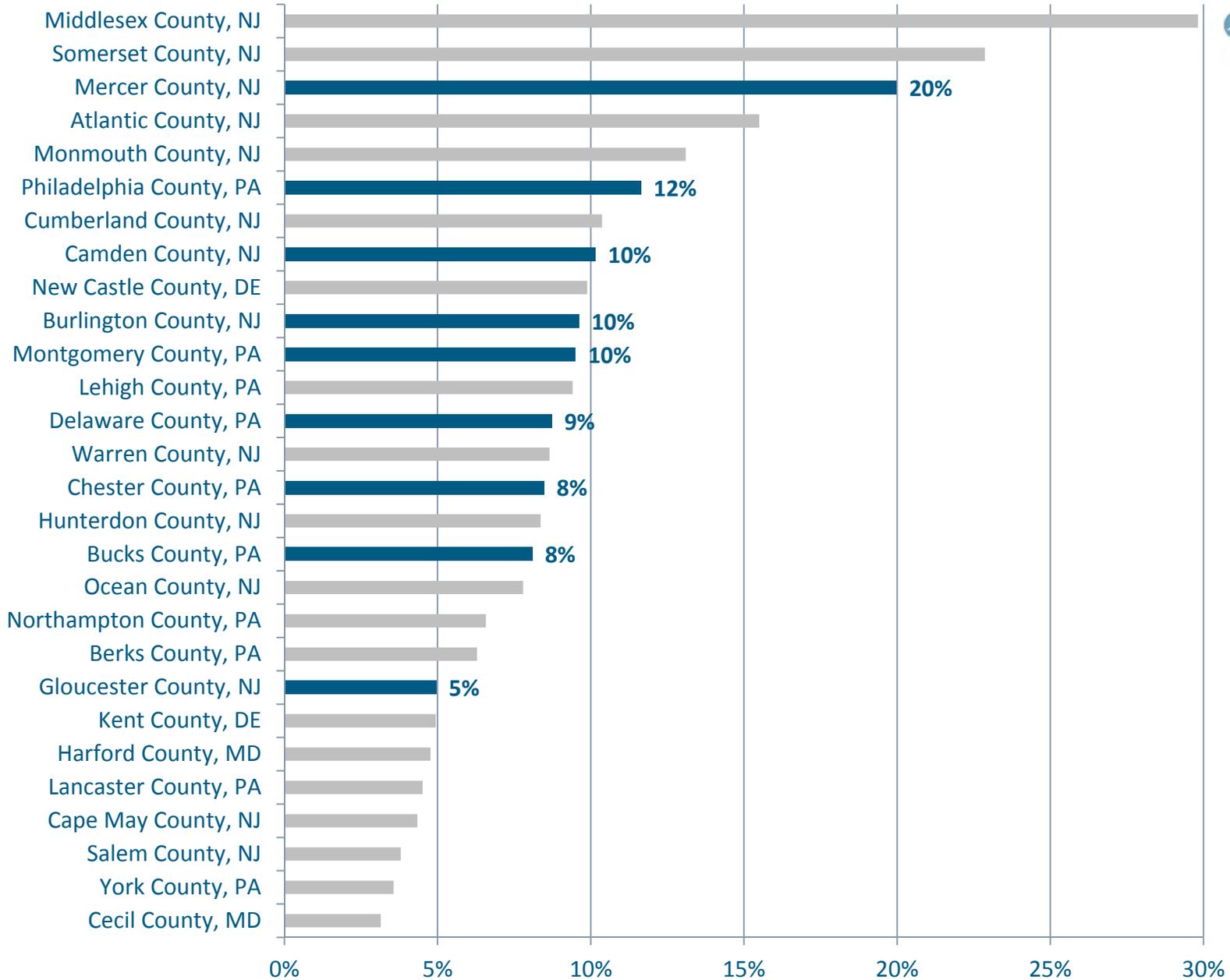
<b>MSA</b>	<b>Total Population</b>	<b>Foreign Born Population</b>	<b>Percent Foreign Born</b>	<b>Percent Naturalized Citizens</b>	<b>Percent Not Yet a U.S. citizen</b>
Miami-Fort Lauderdale	5,463,857	2,023,711	37%	47%	53%
Los Angeles	12,950,129	4,432,288	34%	43%	57%
New York	18,818,536	5,304,270	28%	51%	49%
Houston	5,542,048	1,193,931	22%	33%	67%
Washington DC	5,288,670	1,063,033	20%	42%	58%
Dallas-Fort Worth	6,006,094	1,078,552	18%	28%	72%
Chicago	9,506,859	1,695,417	18%	44%	56%
Boston	4,455,217	706,586	16%	47%	53%
Atlanta	5,134,871	665,297	13%	31%	69%
Philadelphia	5,826,742	504,317	9%	48%	52%

# Foreign-Born Population and Year of Entry into the United States, 2007–2011

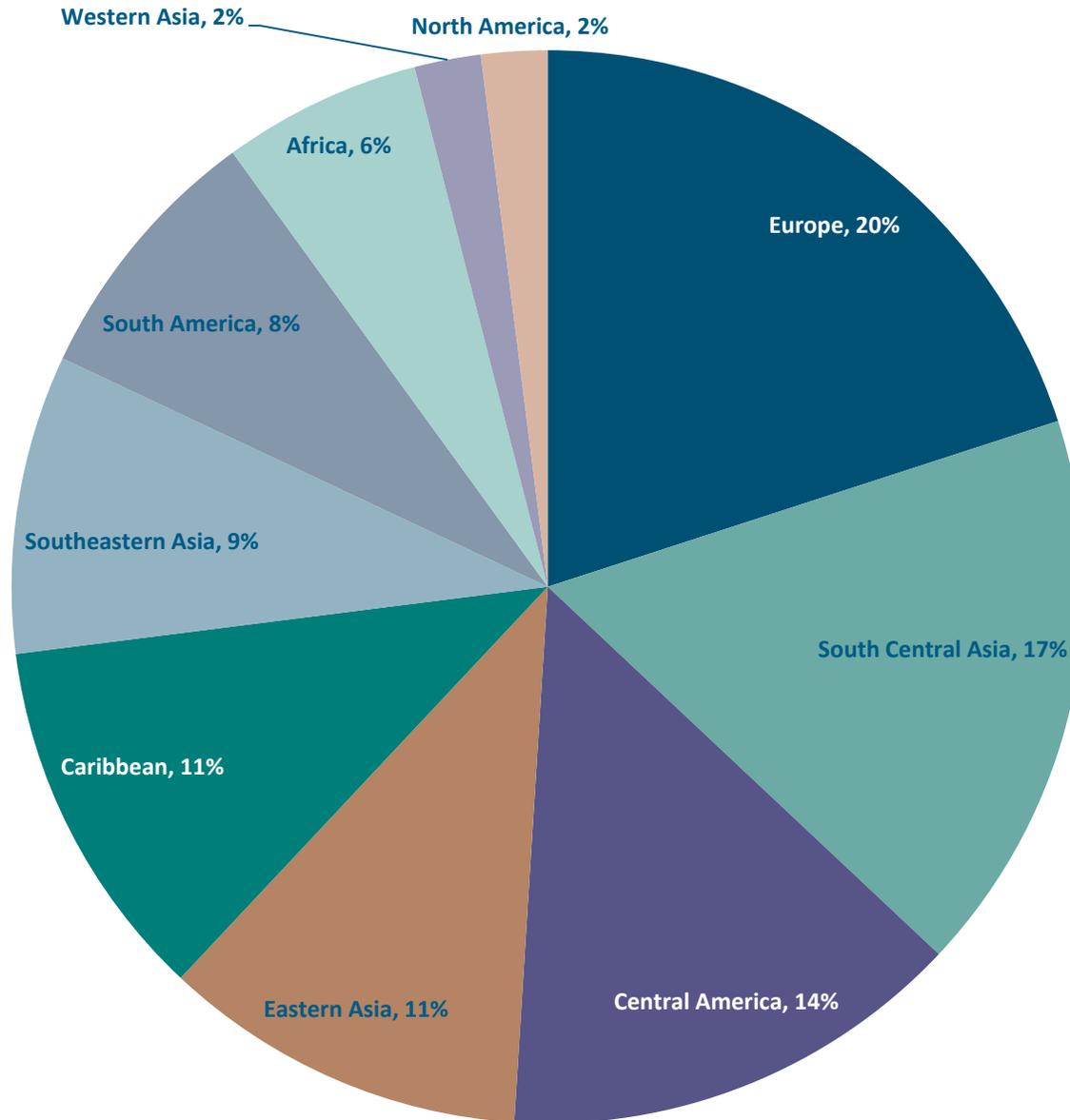


Geography	Total Population	Foreign-Born Population		Year of Entry into the United States	
		Number	Percentage	Before 2000	2000 or later
<b>DVRPC's 28-County Data Services Area</b>	<b>11,800,834</b>	<b>1,294,052</b>	<b>11%</b>	<b>65%</b>	<b>35%</b>
Two Delaware counties	696,414	60,944	9%	59%	41%
Two Maryland counties	344,671	14,806	4%	73%	27%
14 New Jersey counties	4,771,794	708,431	15%	67%	33%
10 Pennsylvania counties	5,987,955	509,871	9%	64%	36%
<b>Nine-County DVRPC Region</b>	<b>5,601,058</b>	<b>575,844</b>	<b>10%</b>	<b>64%</b>	<b>36%</b>

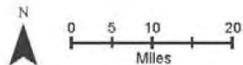
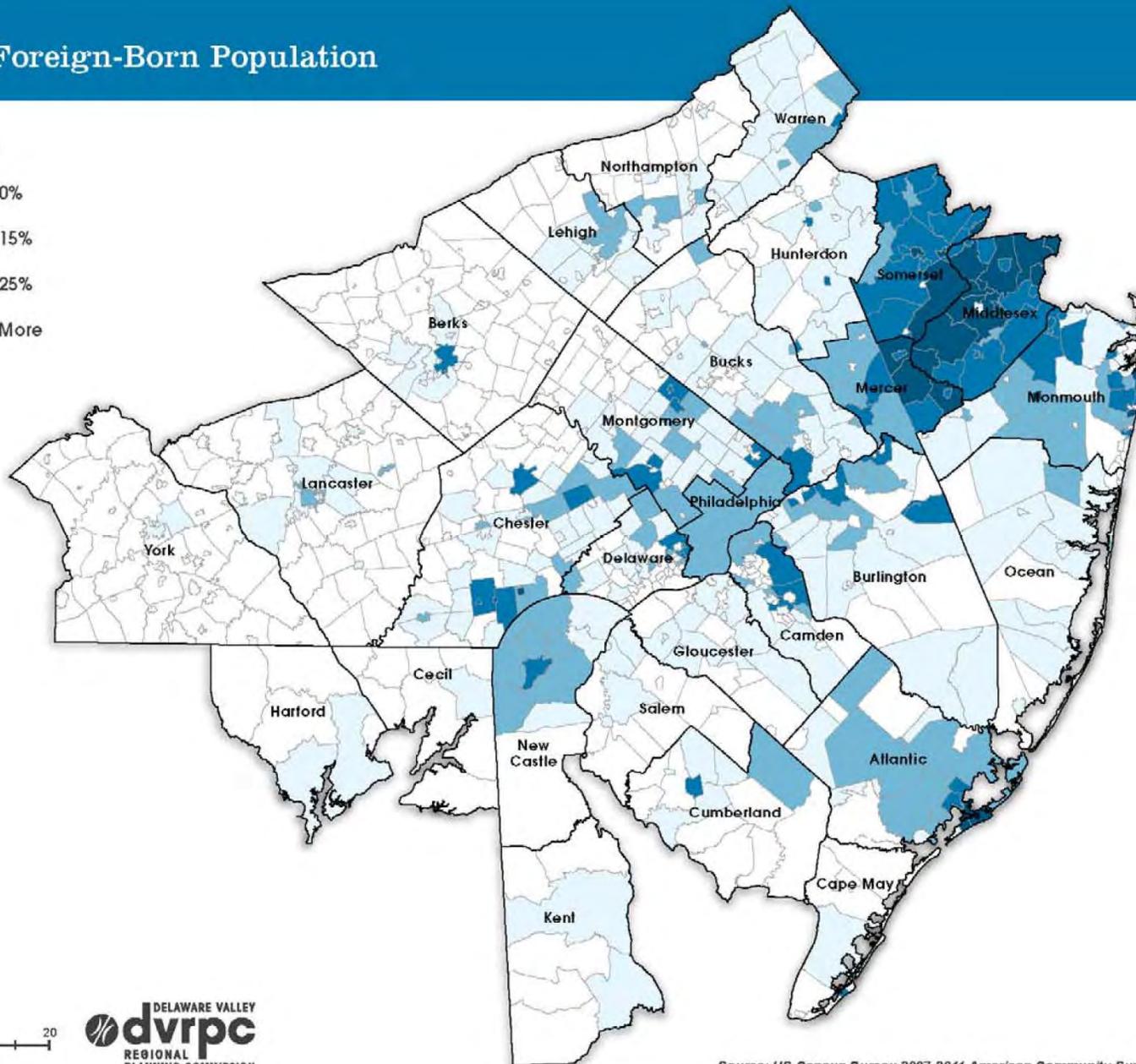
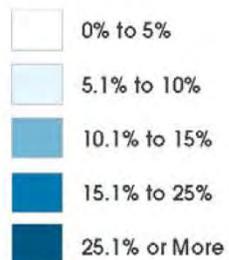
# Percent Foreign-Born by County



# Place of Birth of the Foreign-Born Population



**Figure 2:  
Percent Foreign-Born Population**



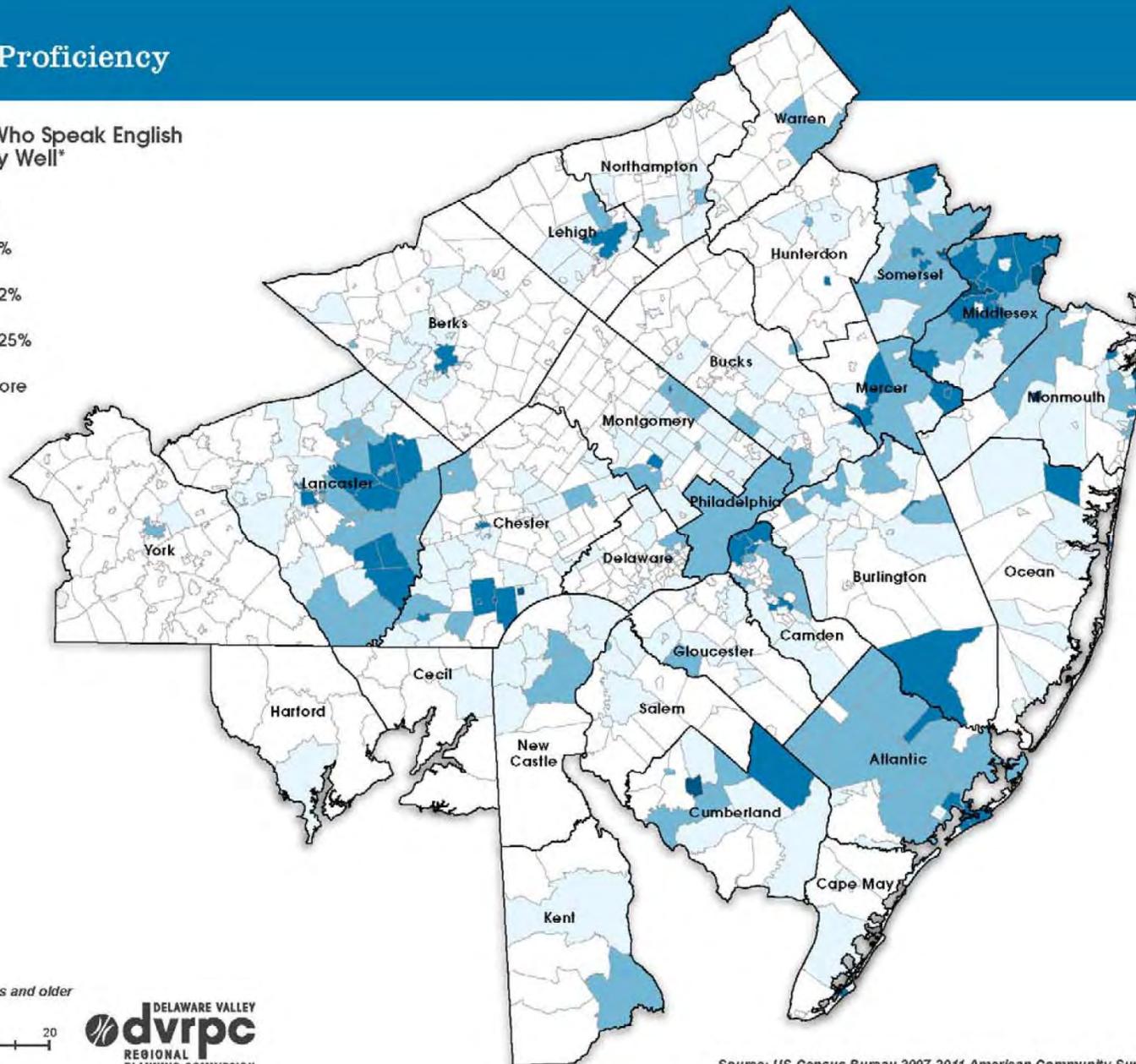
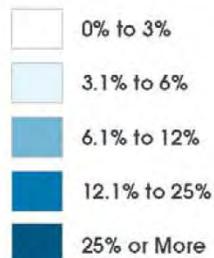
# Municipalities with the Highest Percentages of Foreign-Born Residents



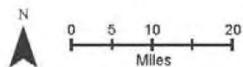
Municipality	County	Percentage Foreign Born	Predominant World Region of Birth
Millbourne Borough	Delaware	58%	Asia
Avondale Borough	Chester	49%	Latin America
Plainsboro Township	Middlesex	41%	Asia
Edison Township	Middlesex	40%	Asia
Bound Brook Borough	Somerset	37%	Latin America
New Brunswick City	Middlesex	37%	Latin America
Perth Amboy City	Middlesex	36%	Latin America
North Plainfield Borough	Somerset	36%	Latin America
Kennett Square Borough	Chester	36%	Latin America
Freehold Borough	Monmouth	34%	Latin America
North Brunswick Township	Middlesex	34%	Asia
Piscataway Township	Middlesex	33%	Asia
South Brunswick Township	Middlesex	33%	Asia
West Windsor Township	Mercer	32%	Asia
Carteret Borough	Middlesex	31%	Asia
Long Branch City	Monmouth	31%	Latin America
South River Borough	Middlesex	30%	Europe/Latin America
East Windsor Township	Mercer	30%	Asia/Latin America
Woodbridge Township	Middlesex	30%	Asia

**Figure 3:  
English Proficiency**

Percentage Who Speak English  
Less than Very Well\*



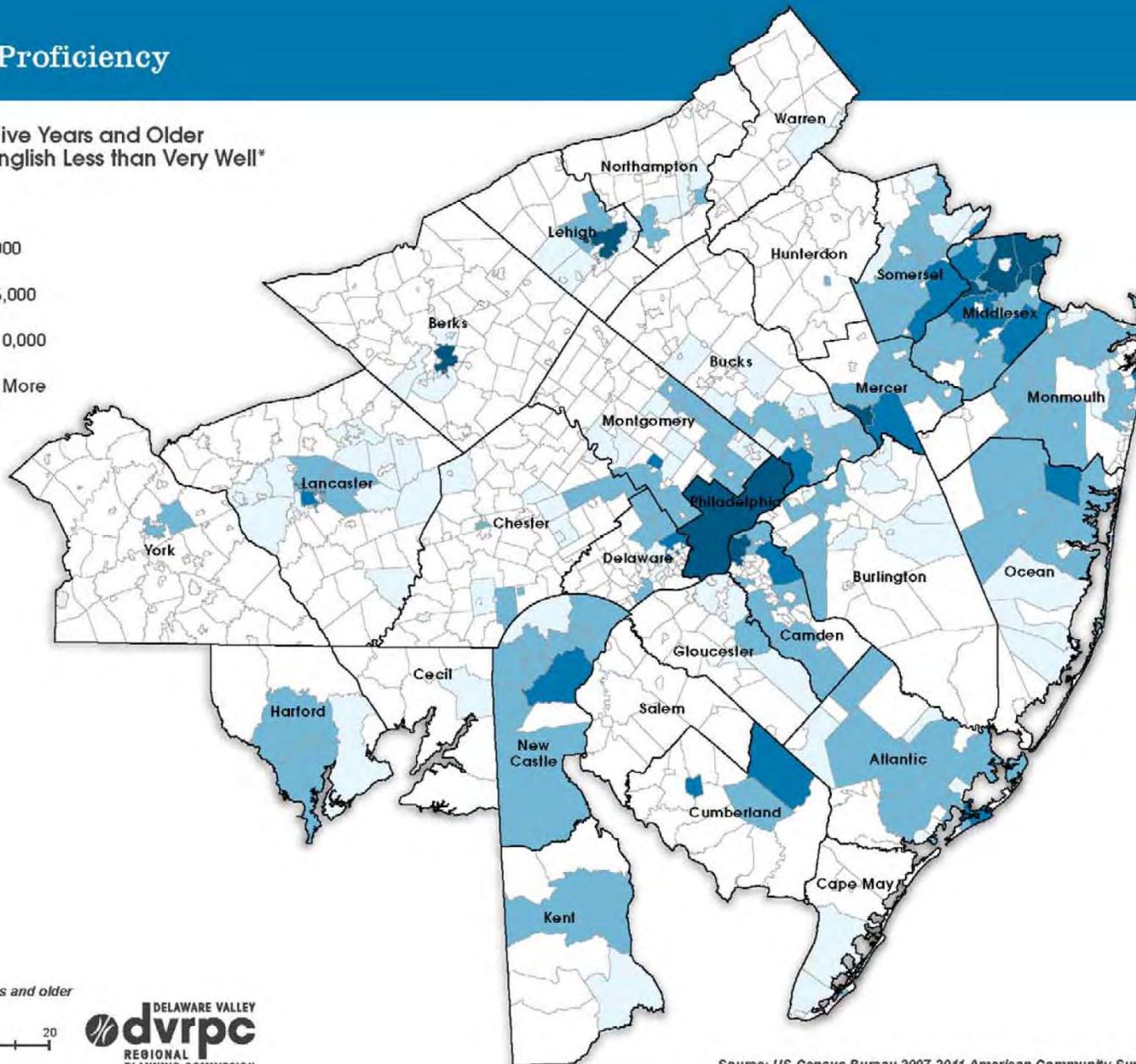
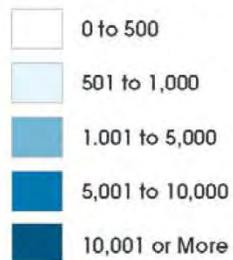
\*Population five years and older



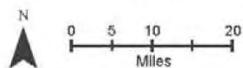
September 2013  
Source: US Census Bureau 2007-2011 American Community Survey Five-Year Estimates

**Figure 4:  
English Proficiency**

**People Age Five Years and Older  
Who Speak English Less than Very Well\***



\*Population five years and older



September 2013  
Source: US Census Bureau 2007-2011 American Community Survey Five-Year Estimates

**Thank You!**  
Questions? Comments?



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# DATA SNAPSHOTS

## Immigration in Greater Philadelphia

Presented by Christina Arlt  
Planner, Office of Smart Growth

# Presentation Outline

- How many immigrants are there?
  - Regional
  - County
  - Municipal
- Where are they from?
- When did they get to the United States?
- Socioeconomic characteristics
  - Education
  - Housing
  - Vehicle Availability
  - Median Income

# Definitions

## Citizen

## Non-citizen

Born in US, Puerto Rico, U.S. Island Areas, or born abroad to U.S. citizen parent

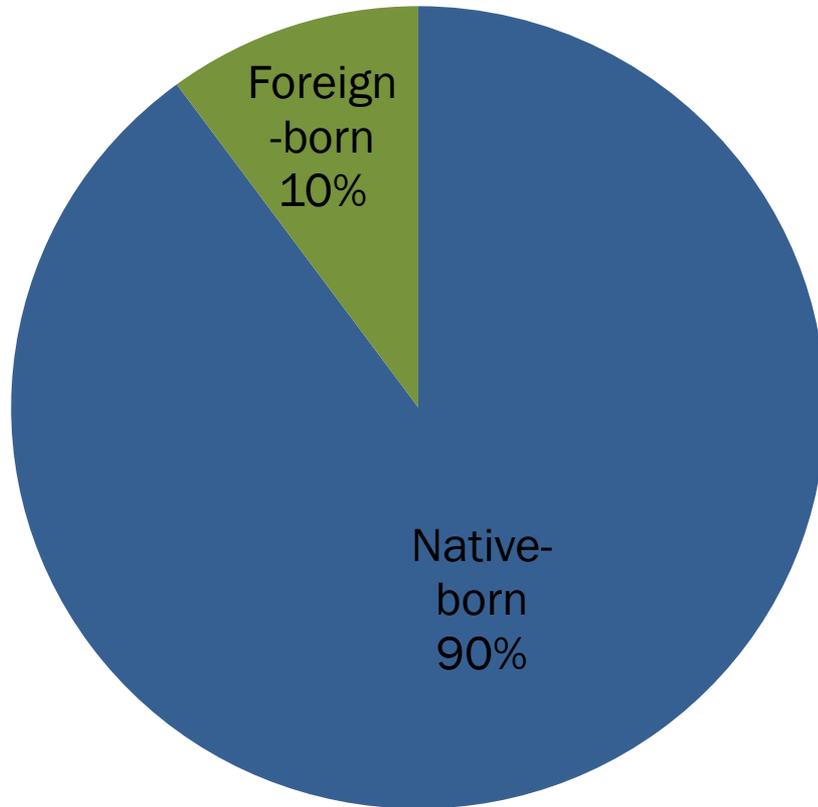
Native-born

Not born in US

Foreign-born; Naturalized citizen

Foreign-born; Not a U.S. Citizen

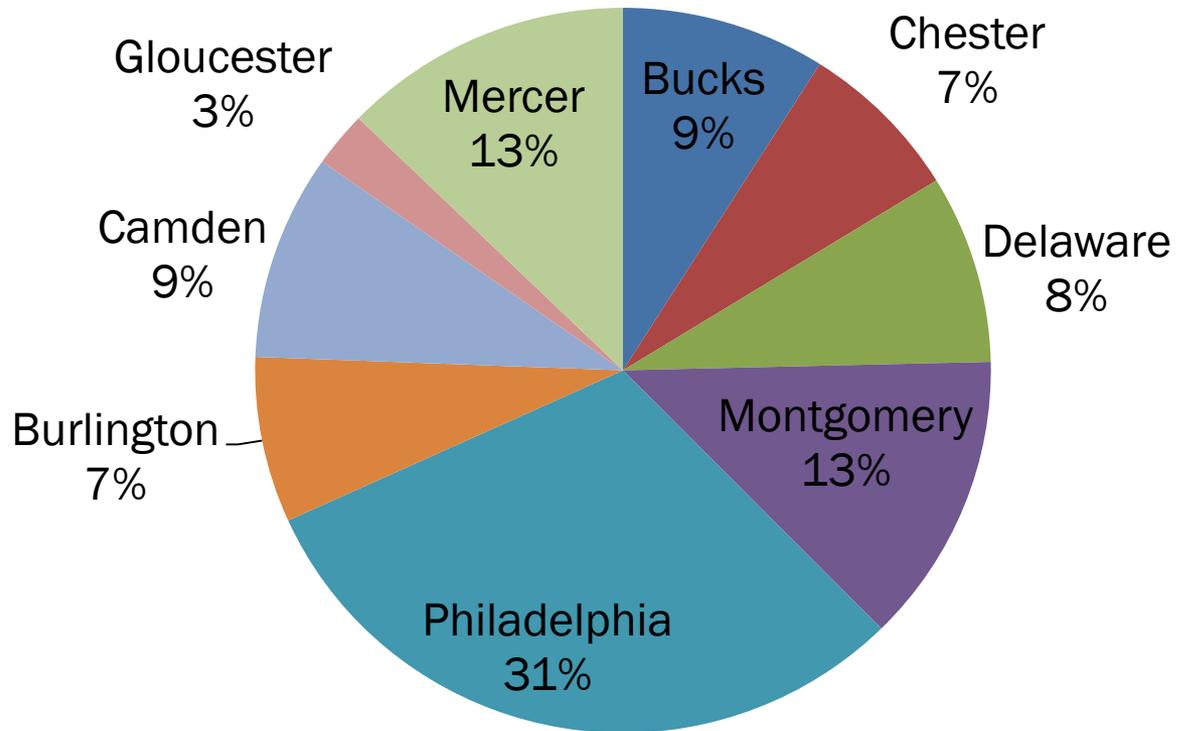
# How Many Foreign-born Are There In Greater Philadelphia?



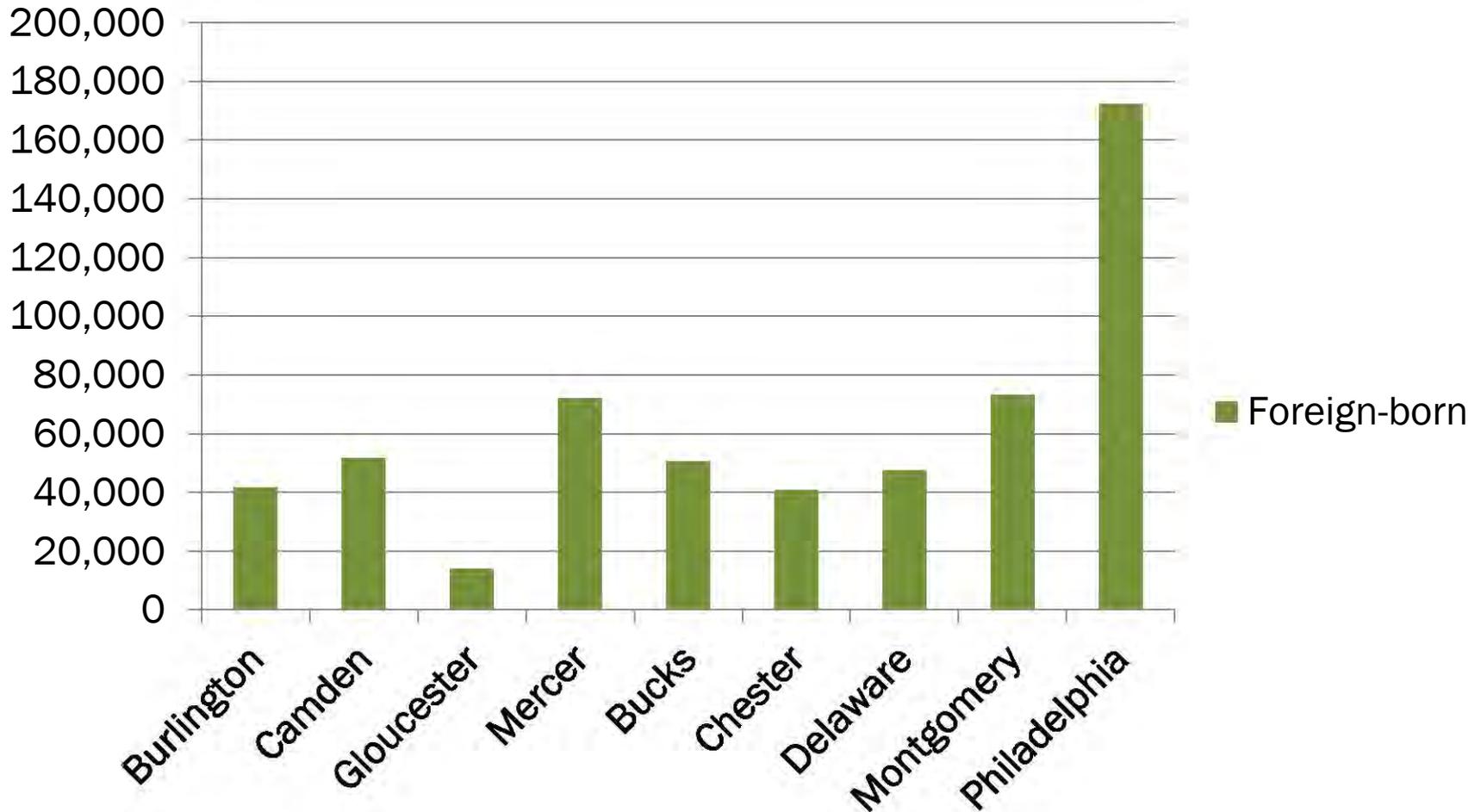
Foreign-born	563,603
Native-born	5,012,845
<b>Total Population</b>	<b>5,576,448</b>

# Where do Greater Philadelphia's Foreign-born Live?

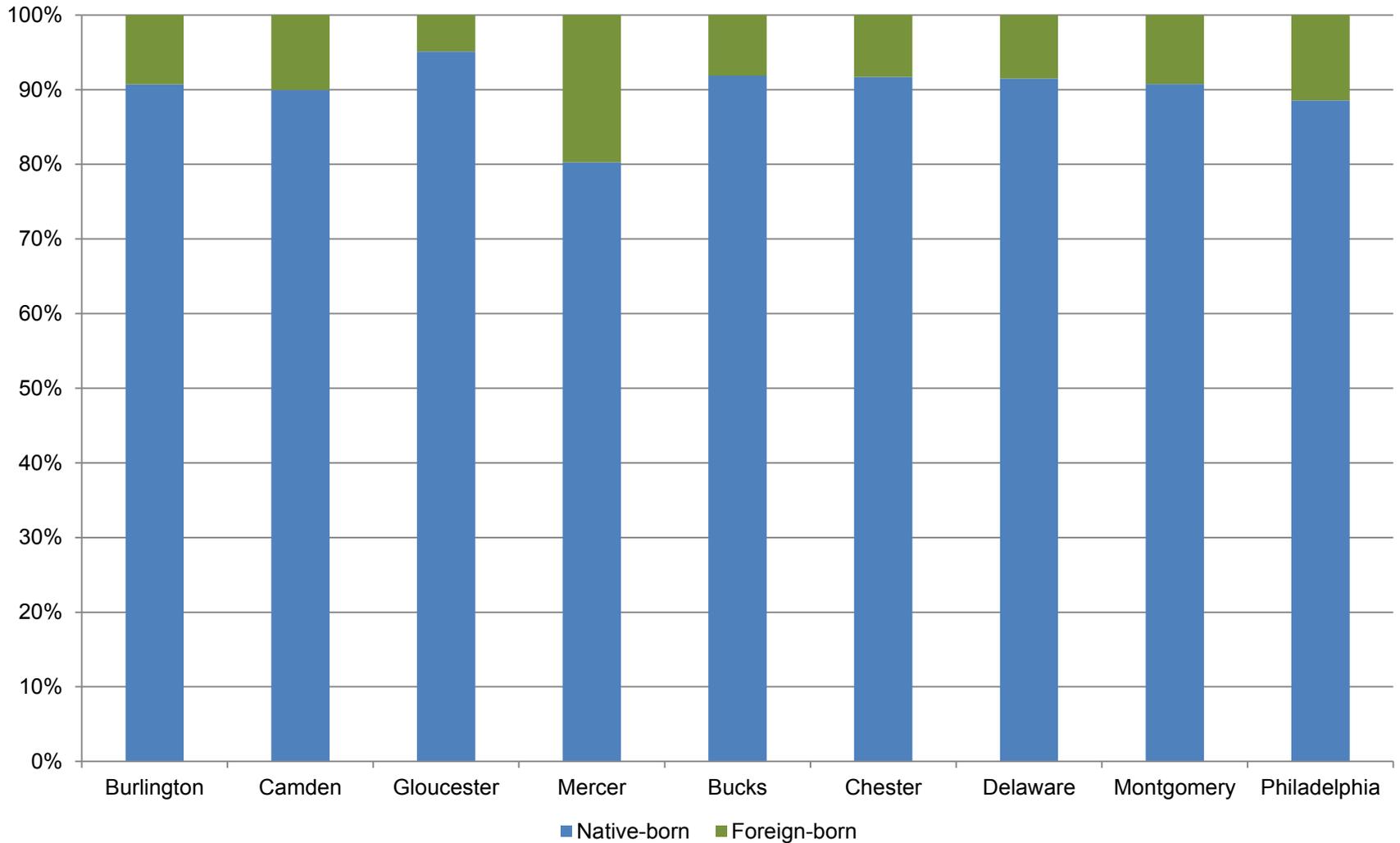
## Foreign-born



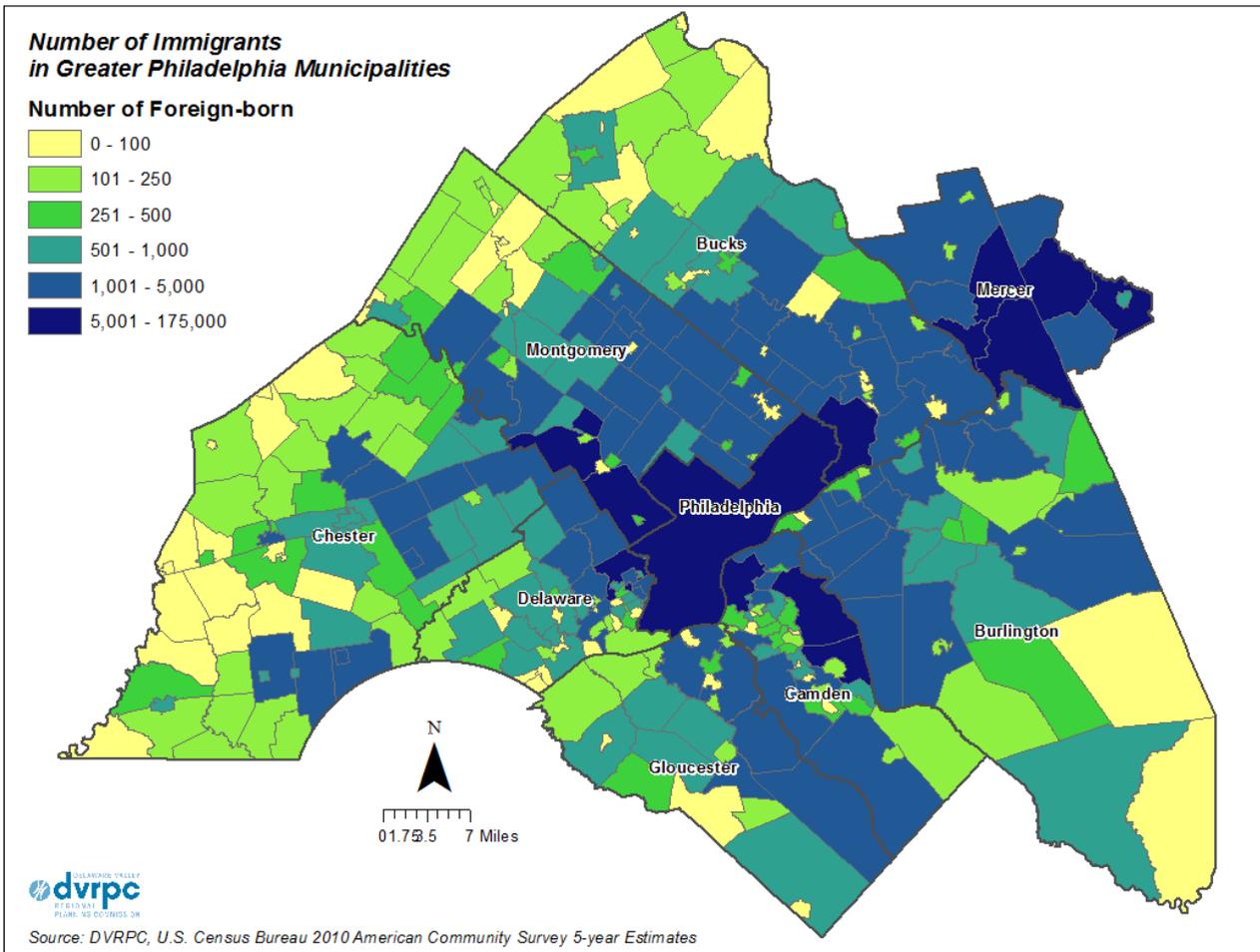
# Number of Foreign-born by County



# Percentage Native-Born and Foreign-born by County



# Number of Immigrants

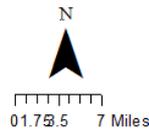
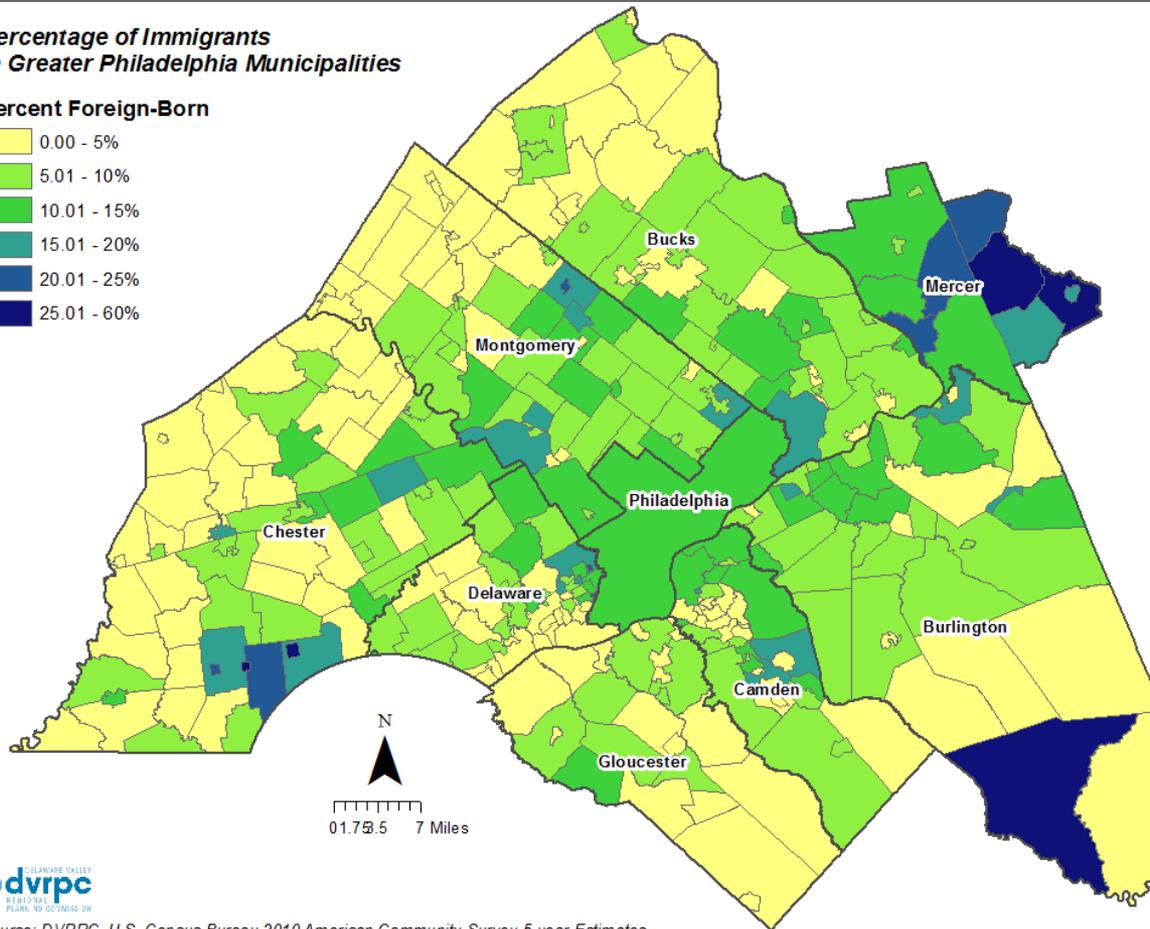
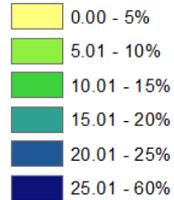


Municipality
Philadelphia City
Trenton City
Upper Darby Township
Hamilton Township
Camden City
Cherry Hill Township
Bensalem Township
East Windsor Township
West Windsor Township
Lawrence Township
Lower Merion Township
Norristown Borough
Upper Merion Township
Voorhees Township
Pennsauken Township

# Percentage of Immigrants

## Percentage of Immigrants in Greater Philadelphia Municipalities

### Percent Foreign-Born



Source: DVRPC, U.S. Census Bureau 2010 American Community Survey 5-year Estimates

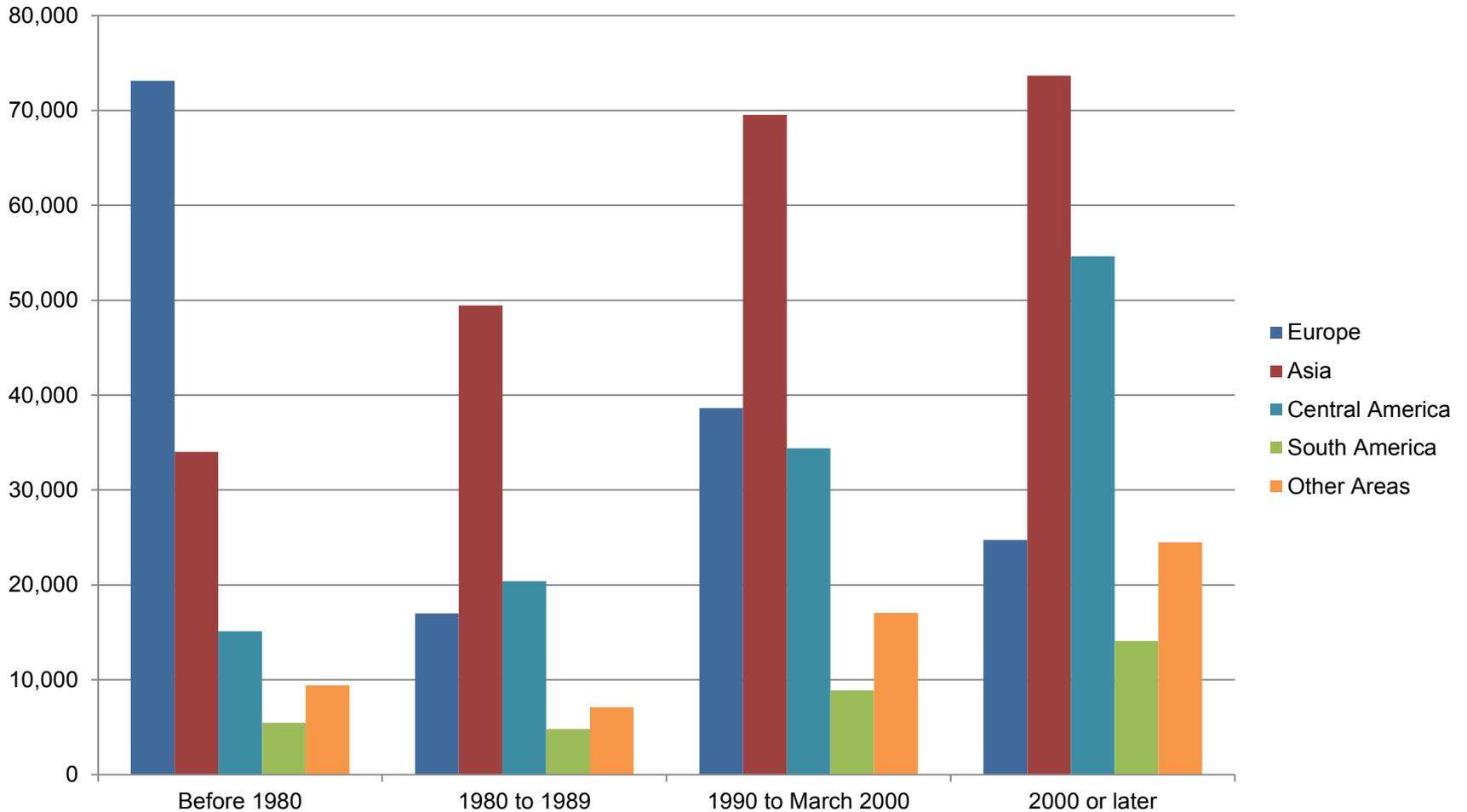
Municipality
Millbourne Borough
Washington Township
Avondale Borough
Kennett Square Borough
West Windsor Township
East Windsor Township
Princeton Township
New Garden Township
Lawrence Township
Trenton City
Colwyn Borough
Hatfield Borough
East Lansdowne Borough
Princeton Borough
West Grove Borough

# Immigrants by 2035 Planning Area

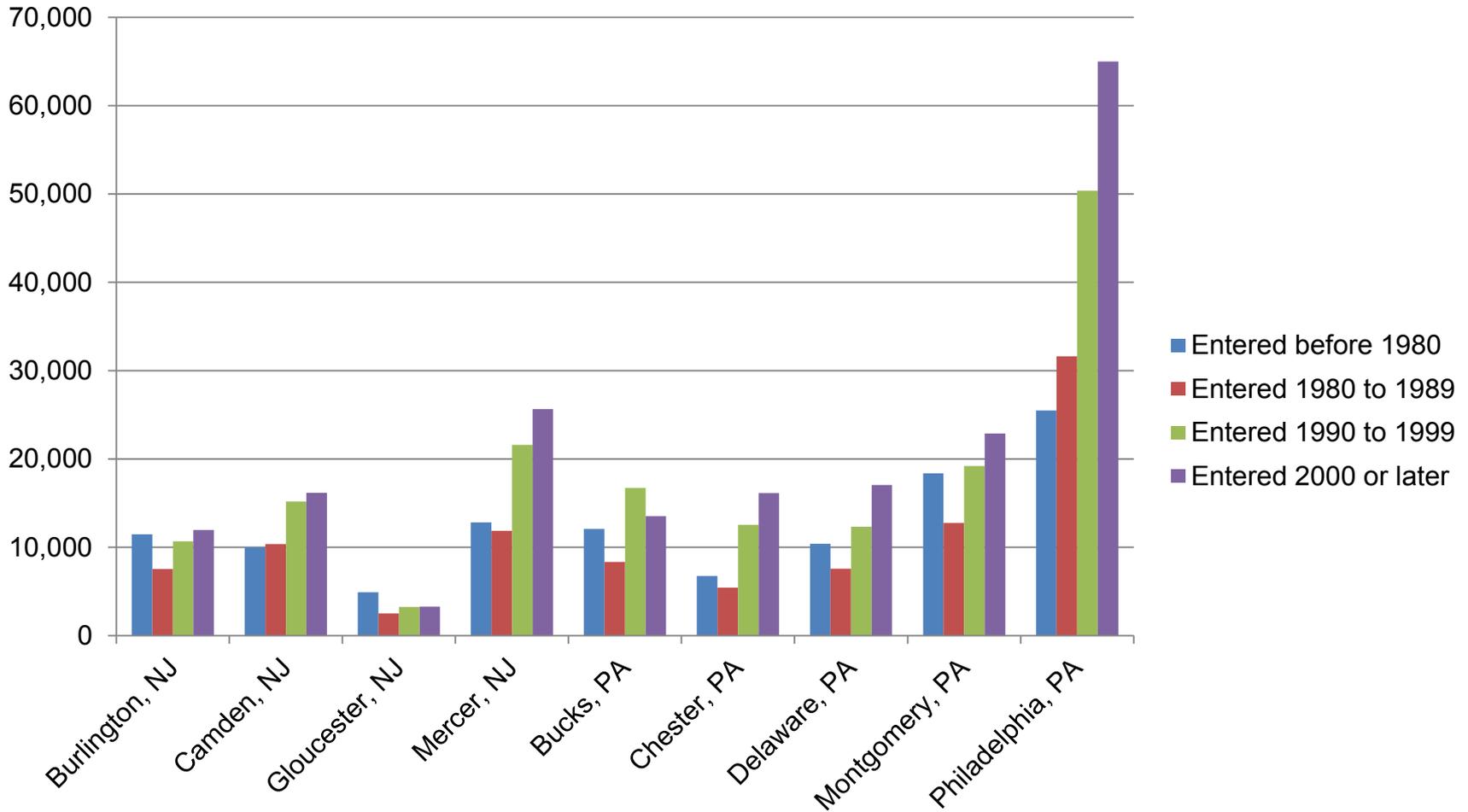
2035 Planning Area	Total # of Municipalities	Total Population	Total # of Foreign-born	% of Total Population in Planning Area Who Are Foreign-born	% of Foreign-born Living in Planning Area
Core City	4	1,702,642	204,293	12.0%	36.2%
Developed Community	199	2,446,810	246,599	10.1%	43.8%
Growing Suburb	90	1,106,471	96,194	8.7%	17.1%
Rural Area	60	320,525	16,517	5.2%	2.9%
TOTAL	353	5,576,448	563,603		



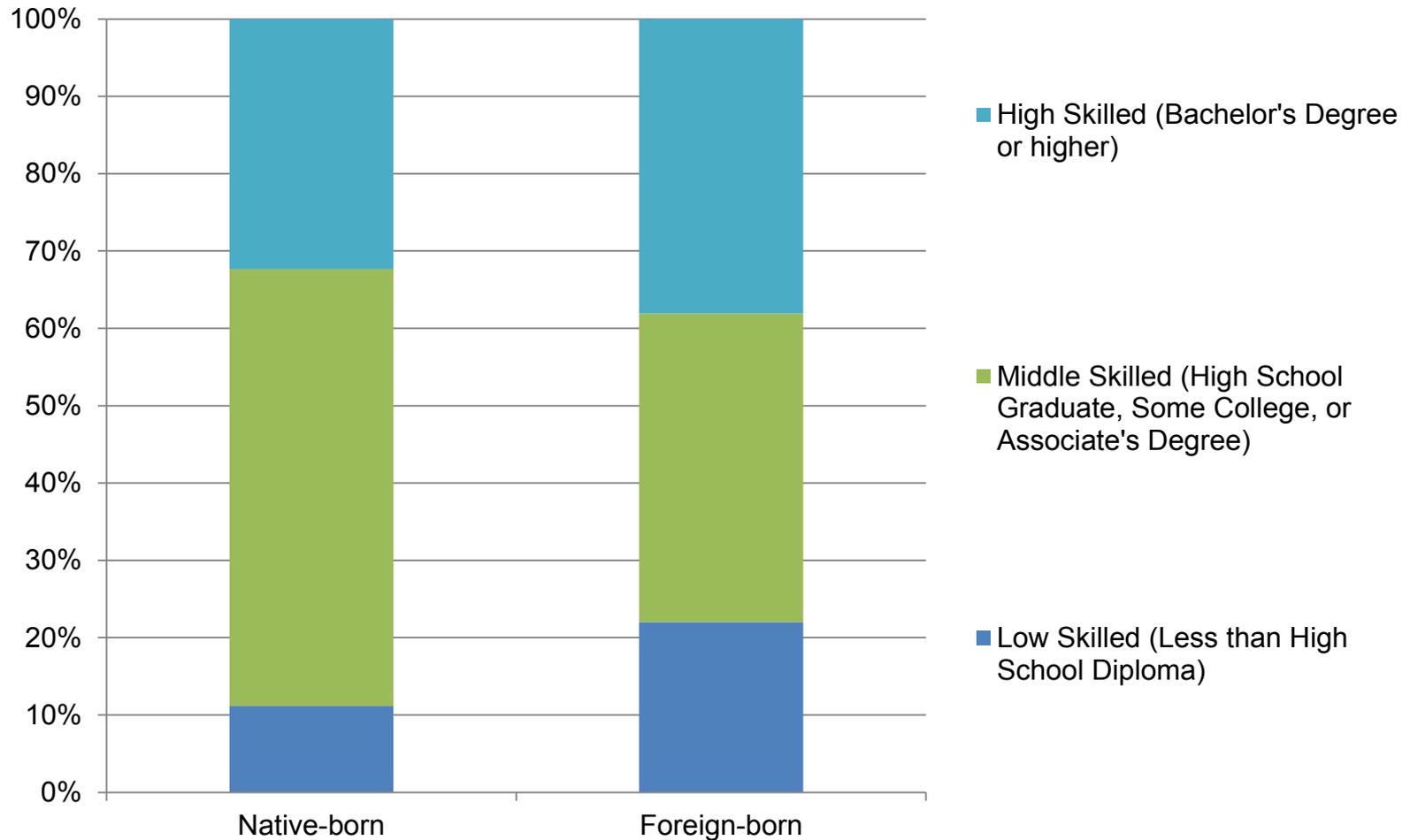
# Year of Entry by Place of Birth in Greater Philadelphia



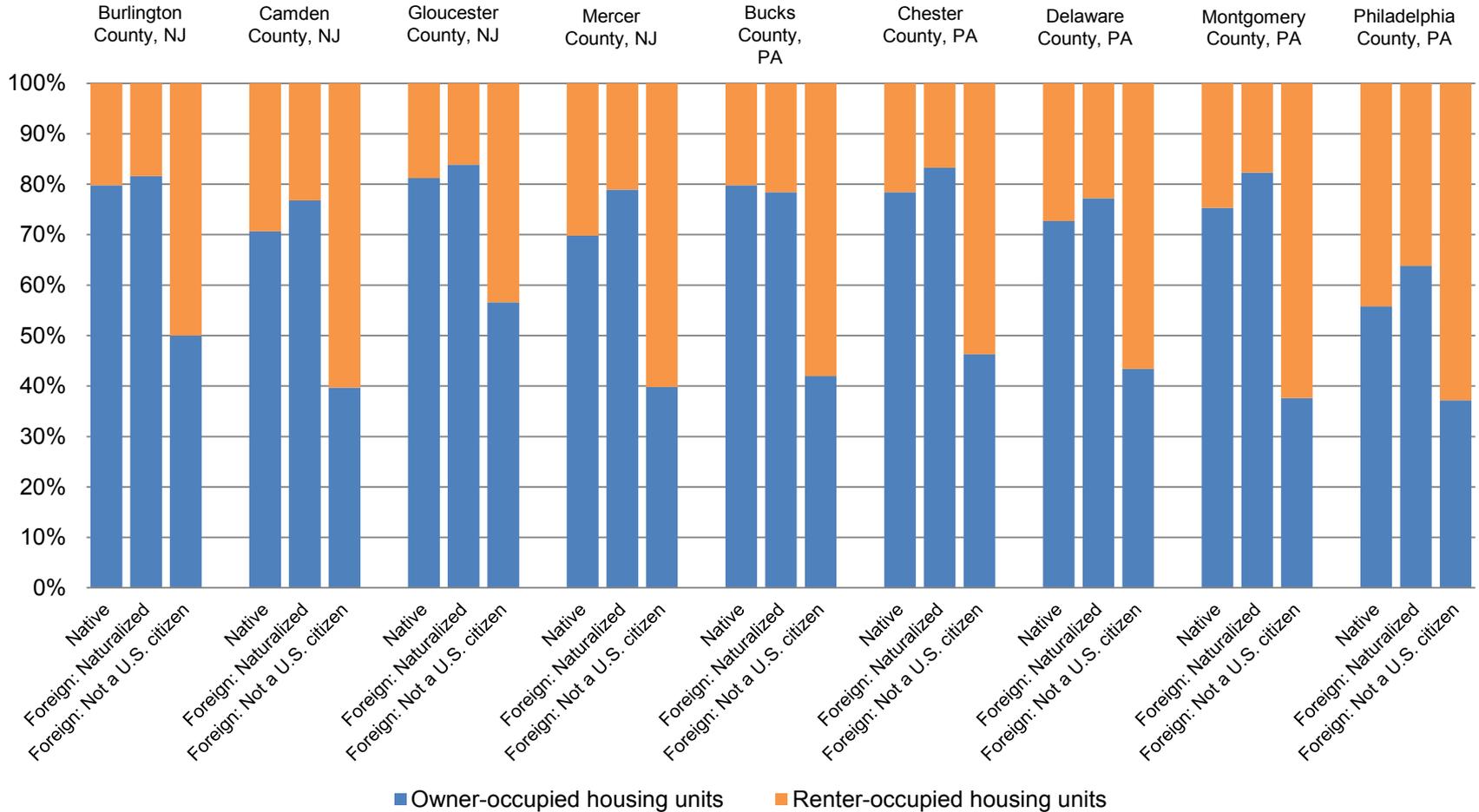
# Year of Entry for Foreign-born by County



# Education



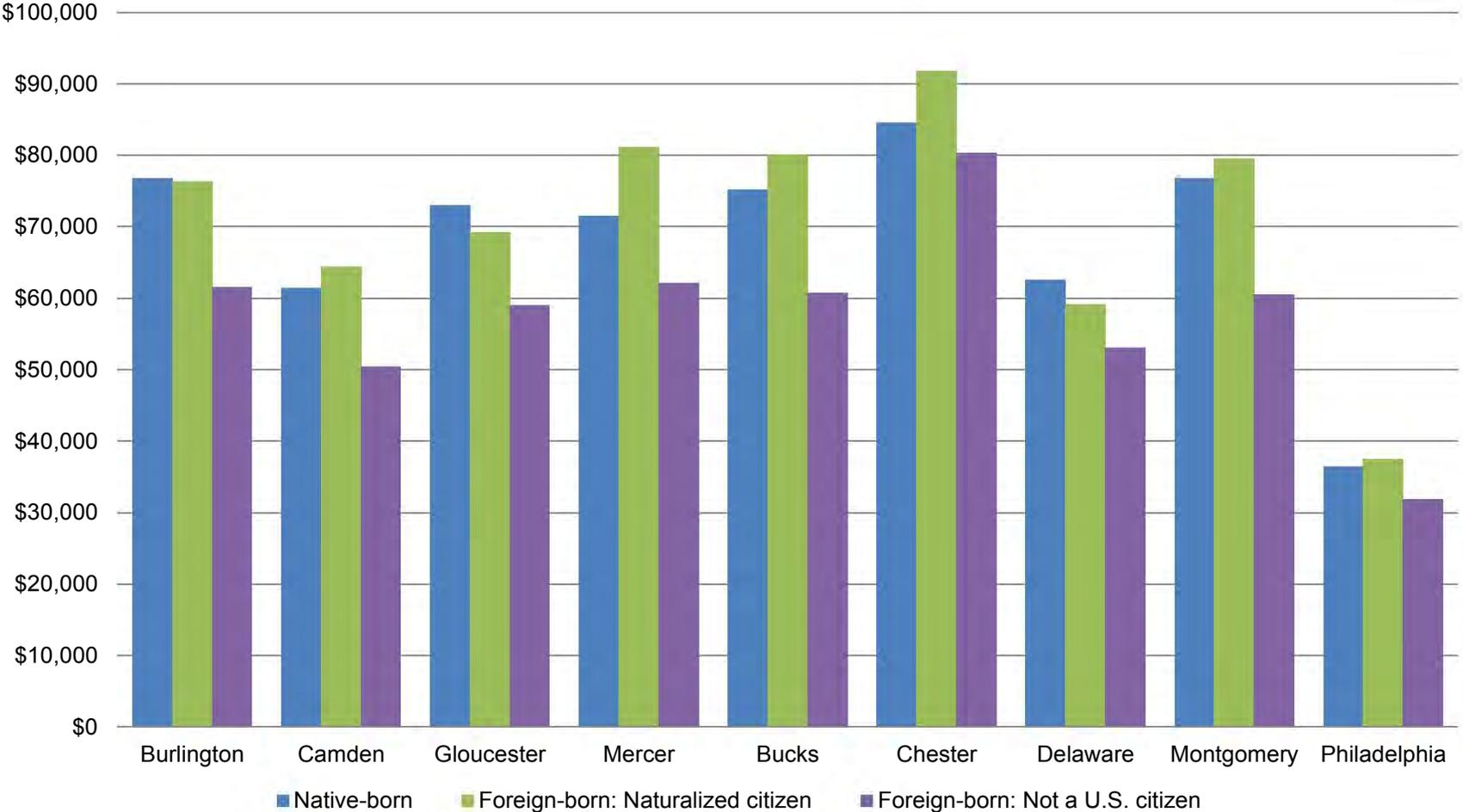
# Housing Tenure in Greater Philadelphia



# Vehicle Availability

County	Nativity	Vehicles Available		Margin of Error
		None	1 or More	
Burlington County, NJ	Native	4.7%	95.3%	+/-0.3
	Foreign-born	7.0%	93.0%	+/-1.4
Camden County, NJ	Native	11.3%	88.7%	+/-0.5
	Foreign-born	12.3%	87.7%	+/-1.8
Gloucester County, NJ	Native	5.4%	94.6%	+/-0.5
	Foreign-born	9.8%	90.2%	+/-2.9
Mercer County, NJ	Native	11.5%	88.5%	+/-0.6
	Foreign-born	11.9%	88.1%	+/-1.4
Bucks County, PA	Native	4.0%	96.0%	+/-0.3
	Foreign-born	6.0%	94.0%	+/-1.2
Chester County, PA	Native	4.6%	95.4%	+/-0.3
	Foreign-born	4.4%	95.6%	+/-1.0
Delaware County, PA	Native	10.6%	89.4%	+/-0.4
	Foreign-born	12.1%	87.9%	+/-1.9
Montgomery County, PA	Native	5.6%	94.4%	+/-0.2
	Foreign-born	6.9%	93.1%	+/-1.1
Philadelphia County, PA	Native	34.2%	65.8%	+/-0.5
	Foreign-born	28.9%	71.1%	+/-1.2

# Median Household Income



# Concluding Thoughts

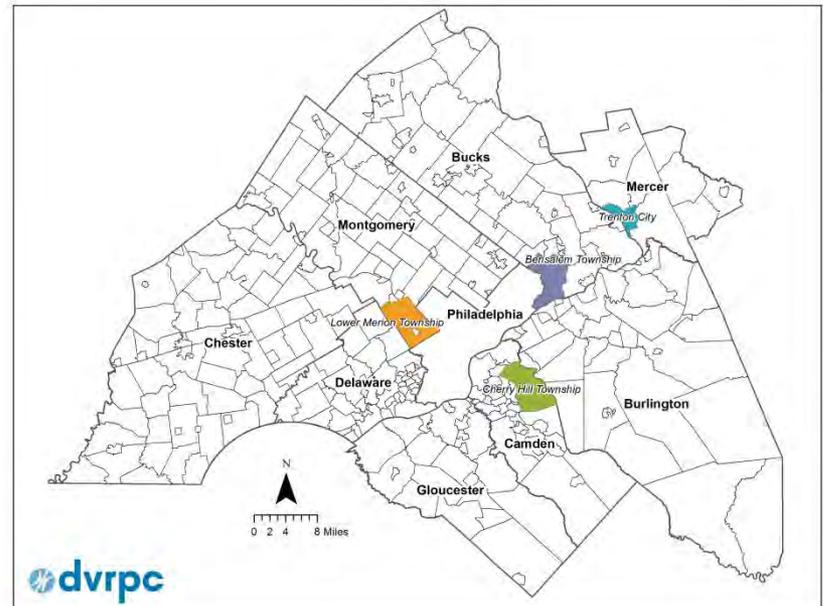
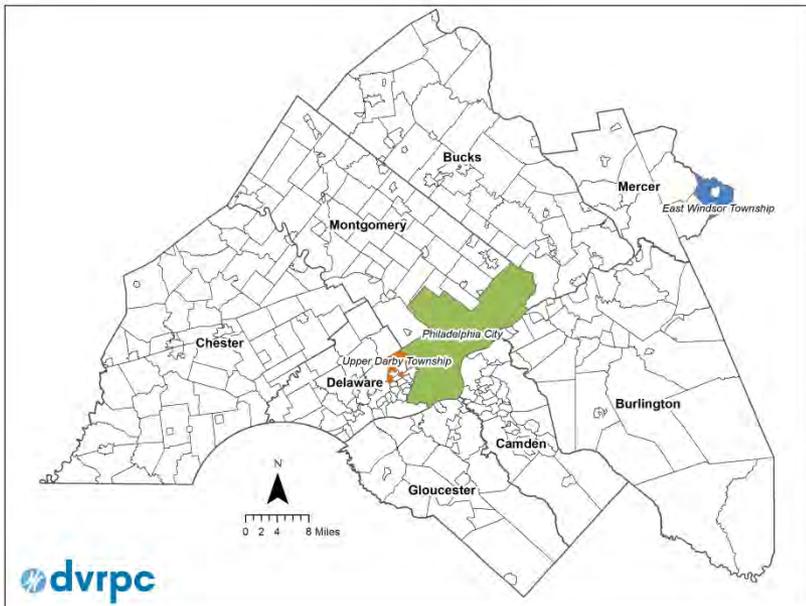
Greater Philadelphia's foreign-born population is:

- large and fast growing
- extremely diverse
- not just a city phenomenon

# Additional Reports

Data Snapshot #2: Philadelphia, Upper Darby and East Windsor

Data Snapshot #3: Trenton, Cherry Hill, Bensalem, Lower Merion



# Thank you for your attention

## Questions?





 @DVRPC #RCEDF @GlobalPhilly13  
@AmandaWelcoming @MOIMAphilly  
@penndesign @eplunareporter



WELCOMING CENTER for NEW PENNSYLVANIANS

# Immigrant Workers & Entrepreneurs in the Philadelphia Region

Regional Community & Economic Developers Forum  
at the Delaware Valley Regional Planning Commission  
October 1, 2013

# How Does Immigration Fit into Economic Development?

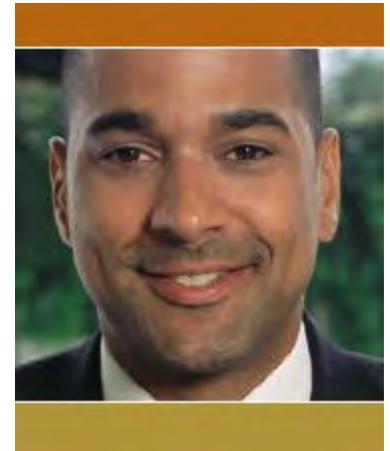
*Robust public conversation right now among Federal Reserve Banks of St. Louis, Cleveland; Global Great Lakes; others.*

## Key Points:

- **It's not an accident.** Cities that are benefitting from influxes of immigrants have taken *purposeful steps* to facilitate integration.
- **There are existing models.** Promising practices exist and can be adapted and adopted.
- **Immigration does not occur in a vacuum;** context of established neighborhoods and longtime residents/business owners is important

# Elements Being Discussed...

- **Immigrant entrepreneurship**, from mom-and-pop stores to technology startups
- **Talent attraction & retention** of international students graduating from US colleges and universities
- **Re-credentialing** of skilled immigrants who were educated abroad



...and one that's not, but is very important: **Entry-level workers** with complementary skills and flexible mobility compared to US-born workers.

# Today, We'll Focus On Two...

- Immigrant entrepreneurship
- Re-credentialing

...with practical examples that show how they can be put into practice.



# Helping Immigrant Entrepreneurs Creates Shared Prosperity for ALL Community Members



Our survey of one Philadelphia commercial corridor showed **221** small retail businesses employing over **900** people.<sup>1</sup>

<sup>1</sup> WCNP Survey of South 52<sup>nd</sup> Street between Arch Street and Baltimore Avenue (2009)

# Whether You Were Born in W. Africa or W. Philadelphia...

## *Immigrant & US-Born Entrepreneurs Have Common Needs*

- Accessing **accurate information** about municipal requirements
- Identifying and responding to **market demand**
- Obtaining reliable **expert advice** (accounting, legal, etc.)
- Building **social capital** beyond their existing networks
- Locating & securing **funding** to expand



# Tools: Business Clinics

Workshops held with local partners to increase knowledge about:



- Laws and regulations pertinent to businesses
- Short- and long-term business planning
- How to access financial institutions and expert advisers

# Tools to Support Entrepreneurs: Examples

## Opportunity Calls

Automated monthly 2-minute phone announcements available in six languages (**including English**) that:

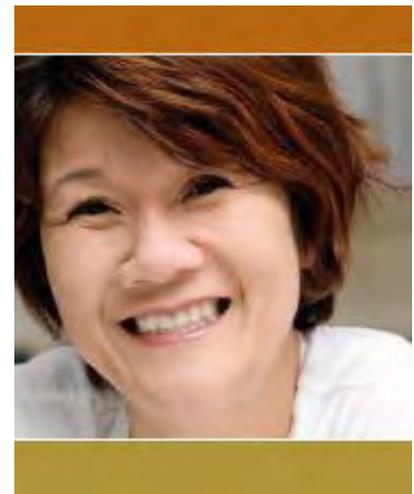


- Efficiently disseminate information to merchants
- Reach entrepreneurs with limited English or literacy skills
- Build bridges with other organizations and agencies

# Tools: English for Entrepreneurs

## Cross-cultural communication course goes beyond language

- Increased competence in communicating with customers
- Strategies to resolve misunderstandings and defuse conflict
- Improved cultural sensitivity, customer service, community relations
- Increased awareness of city services available (*guest speakers*)



# Tools: "How To Open A Business" Guides

- Can be general or industry-specific (e.g., coffee shop)
- Can help steer entrepreneurs away from oversaturated industries
- Should be checked carefully with government officials for accuracy
- Should clearly indicate the municipality for which they apply



# Putting it All Together: A Technical Assistance Example

**Ben Hassan Bakayoko's** customers wanted West African foods.

To begin importing, he needed:

- A loan to finance his first shipment of frozen cassava root
- Technical advice about importing



*Cassava Roots After Harvesting*

*Photo credit: ITA Image Library. Used by permission under a Creative Commons license.*

# How We Helped

- Welcoming Center staff helped Hassan connect with FINANTA, a nonprofit lender.
- We helped Hassan answer questions such as which port to use, what kind of vessel to contract with, and what insurance he needed.

**Earlier this year, he successfully brought in his first shipment.**



*Welcoming Center  
Small Business Dev. Coordinator  
Herman Nyamunga*



# Beyond Individual Business Owners

Developing the capacity of **CDCs and Business Associations** to incorporate immigrant members is crucial to corridor-wide success.

**New members** can help to financially and interpersonally **support** existing community development infrastructure.



# Tools to Support CDCs and Business Associations

## Cross-cultural Trainings

One-time or in-depth trainings for staff and members in order to

- Increase staff competence in communicating across cultures
- Help members to resolve misunderstandings and defuse conflict
- Reduce cross-cultural and community tensions
- Reduce feelings of isolation among U.S.-born and immigrant business owners

# Tools to Support CDCs and Business Associations

## Commercial Corridor Outreach

Trained, cross-ethnic teams meet with business owners in order to:

- **Identify and recruit** a diverse and representative membership base
- **Increase participation** of immigrant entrepreneurs in marketing events and community meetings
- **Overcome lack of social capital** by bringing community business owners together



# Beyond Neighborhood Retail

Immigrant-owned businesses are not only neighborhood stores. They also include:

- Larger commercial retail operations
- Wholesale distributors
- Vertically integrated manufacturing and distribution



# Premium Retail: An Example

- Sook Hee's Produce & Juice Bar (Korea)
- First established in 1980s at 18<sup>th</sup> & Walnut Streets; now located in the **Comcast Marketplace**
- Wide selection of international products; including Asian foods "for people who don't want to trek to Chinatown."



*Photo credit: Flickr user Pranav Bhatt. Used by permission under a Creative Commons license.*

# Blending Retail and Wholesale

## Viet Tofu (Owner: Mr. Thai)

- Imports & sells Vietnamese products
- Sells tofu products retail and wholesale



Washington Avenue  
South Philadelphia

*Photo credit: Flickr user h-bomb. Used by permission under a Creative Commons license..*

# Vertical Integration

- **AES Foods** (Owner: Patrick Kamau, Kenya)
- Imports Kenyan foods
- Also uses local materials to produce version of famous **Farmers Choice** sausages (widely beloved in East Africa) in **Lancaster, PA**



*“A perfect example of an immigrant business that has **successfully plugged itself into the US supply chain** infrastructure to access more growth opportunities.” – Herman Nyamunga*

# Skilled Immigrants: An Economic Development Opportunity?

- Pennsylvania is home to **723,000** immigrants.
- Among immigrant adults, more than **1 in 3** have a college degree.
- Yet **29,000** college-educated immigrants here are under-employed in jobs that fail to draw on their education and skills.

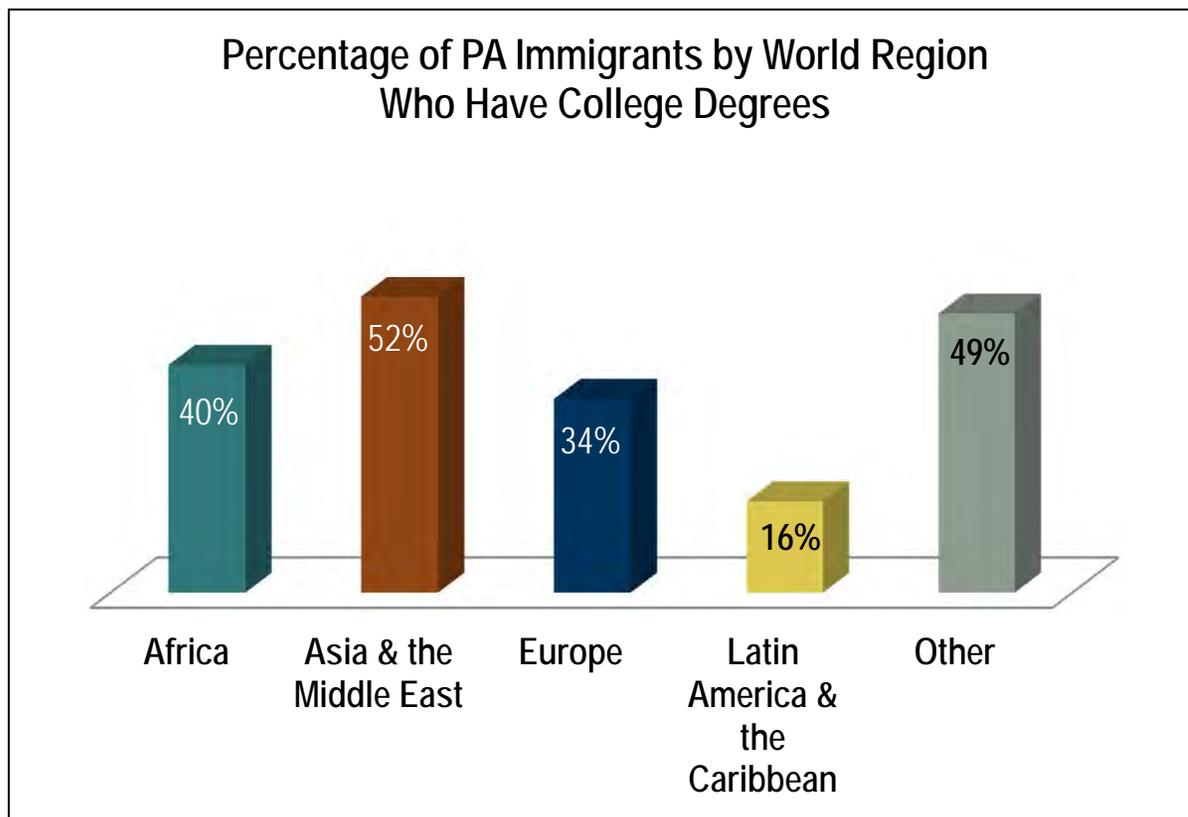


*Sources: US Census Bureau; Migration Policy Institute.*

# Statewide, Many Immigrants are College-Educated

Among all adult immigrants in PA, **36%** have college degrees (compared to **26%** of US-born)

*“Other” includes Canada and Australia.*



Source: Individual Public Use Microdata Series (IPUMS): US Census Bureau, ACS 2007- 2011.

# Like US-Born Colleagues, Many Work in “Eds & Meds”

## Half of Pennsylvania’s Skilled Immigrants Work in These Industry Categories

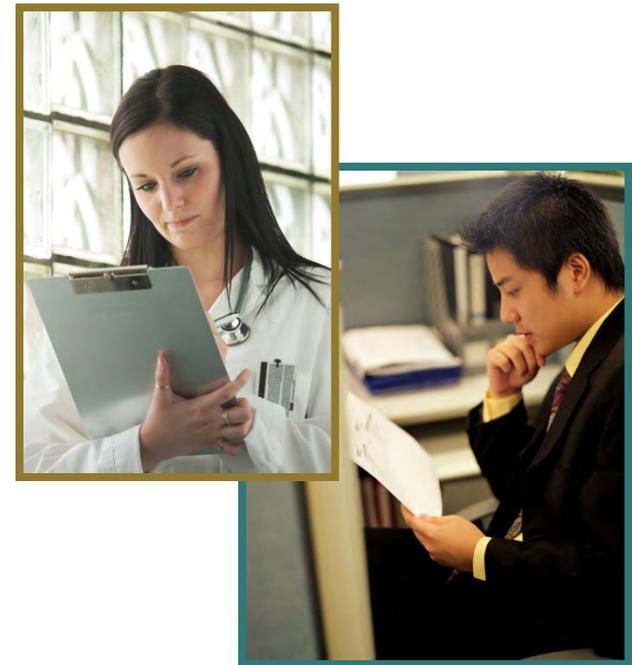


Hospitality (restaurants)
Education (colleges and universities)
Education (elementary and secondary schools)
Healthcare (hospitals)
Healthcare (not specifically classified)
Healthcare (physicians' offices/clinics)
Management and public relations services
Information Technology (computer and data processing services)
Administration of environmental quality and housing programs

Source: Individual Public Use Microdata Series (IPUMS):  
US Census Bureau, ACS 2007- 2011.

# Specific Occupations with High Numbers of Skilled Immigrants in PA

Occupation	Skilled Immigrant Employees
Subject instructors (HS/college)	14,000
Managers and administrators	12,000
Computer software developers	12,000
Physicians	11,000
Computer systems analysts and computer scientists	7,000
Accountants and auditors	6,000
Registered nurses	6,000
Supervisors and proprietors of sales jobs	4,000
Primary school teachers	3,500
Medical scientists	3,000



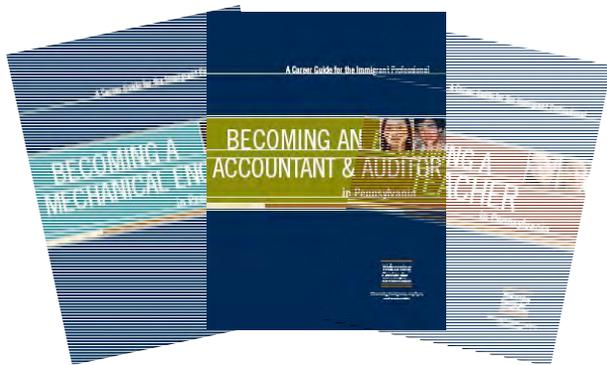
Source: Individual Public Use Microdata Series (IPUMS): US Census Bureau, ACS 2007- 2011.

# Becoming Re-credentialed in a Professional Field



Immigrant engineers, doctors, and accountants who seek to practice in the US typically undergo a lengthy process:

It often takes **3-5 years**.



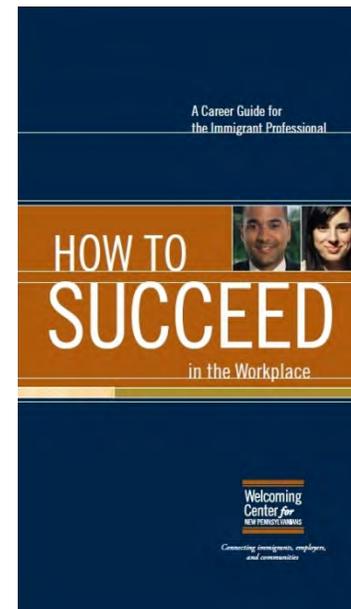
The Welcoming Center has published **Career Guides** for popular professions.

# Our Approach



***Yana Chernov***  
***Director of Employment Placement***

With our help, skilled immigrants get the tools they need to build professional careers.



# Bringing National Attention to Skilled Immigrants

The Welcoming Center is a founding member of IMPRINT,  
a national coalition of organizations focused on skilled immigrant integration.



[www.imprintproject.org](http://www.imprintproject.org)

# About the Welcoming Center for New Pennsylvanians

- The Welcoming Center is an independent nonprofit 501(c)(3) organization.
- We see ourselves as an economic development organization rather than a social services agency.
- Our mission is to promote immigrant participation in the Philadelphia area's political, social, and economic life.



*Connecting immigrants, employers,  
and communities*

## WELCOMING CENTER for NEW PENNSYLVANIANS

The logo for the Welcoming Center for New Pennsylvanians. It features the text "Welcoming Center for NEW PENNSYLVANIANS" in a white serif font, centered between two horizontal orange bars.

Welcoming  
Center for  
NEW PENNSYLVANIANS

*Connecting immigrants, employers,  
and communities*

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