City and County Together Again!

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Plenary Session
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David N. Hunter, AICP
Moderator
Click on map for larger view

Berks County Land Use Area Map
## Demographic Comparison

<table>
<thead>
<tr>
<th>2017 Statistics*</th>
<th>City of Reading</th>
<th>Berks County</th>
</tr>
</thead>
<tbody>
<tr>
<td>Population</td>
<td>88,275</td>
<td>417,854</td>
</tr>
<tr>
<td>Median Age</td>
<td>29.3</td>
<td>39.8</td>
</tr>
<tr>
<td>MedHHInc</td>
<td>$28,755</td>
<td>$61,058</td>
</tr>
<tr>
<td>Poverty Rate</td>
<td>36.6%</td>
<td>13.6%</td>
</tr>
<tr>
<td># of Employees</td>
<td>33,279</td>
<td>203,508</td>
</tr>
<tr>
<td>Median Property Value</td>
<td>$69,500</td>
<td>$173,700</td>
</tr>
<tr>
<td>Home Ownership Rate</td>
<td>40.6%</td>
<td>72.3%</td>
</tr>
</tbody>
</table>

*https://datausa.io/profile/geo/reading-pa/?compare=berks-county-pa
## Demographic Comparison

<table>
<thead>
<tr>
<th>Population by Race</th>
<th>City of Reading</th>
<th>Berks County</th>
</tr>
</thead>
<tbody>
<tr>
<td>White</td>
<td>23.2%</td>
<td>71.5%</td>
</tr>
<tr>
<td>Hispanic or Latino</td>
<td>64.7%</td>
<td>21%</td>
</tr>
<tr>
<td>Black or African American</td>
<td>9.05%</td>
<td>4.42%</td>
</tr>
</tbody>
</table>

*https://datausa.io/profile/geo/reading-pa/?compare=berks-county-pa*
City - County Collaboration

• Strengths
• Weaknesses
• Opportunities
• Threats
City - County Collaboration

**Strengths**

- Santander Arena
- Santander Performing Arts Center
- Doubletree Hotel
- Albright College
- Alvernia University
- Reading Area Community College
- Reading Public Museum
- Googleworks Center for the Arts
- Berks History Center
- Reading Area Firefighters Museum
- Blue Marsh National Recreation Area
- Multiple Parks and Trails
- The Pagoda
- Berks Nature
- Mount Penn Preserve
- Library System
City - County Collaboration

• Weaknesses
  • Act 47 Plan
  • City Charter
  • Form of Government
  • Reading’s Diminished Political Influence
  • Blighted Properties
  • Inadequate Transportation Network
    • Lack of Rail Link to Philadelphia
    • Lack of Commercial Bus Service to Philadelphia
    • Lack of Commercial Air Service
City - County Collaboration

• Opportunities
  • Collaboration with County and neighboring jurisdictions: West Reading, Wyomissing, Laureldale and Mt. Penn
  • Schuylkill River
  • Pagoda & Mount Penn
  • Dana Site
  • 5th & Penn Properties
  • Vacant, Abandoned Properties
City - County Collaboration

• Threats
  • “Silo” Mentality
  • Lack of Staff Continuity
  • Focusing on Personalities and Problems, Not Outcomes
  • Outdated Technology and Tools
  • Fragmented Communication
City - County Collaboration

Where Do We Go From Here?