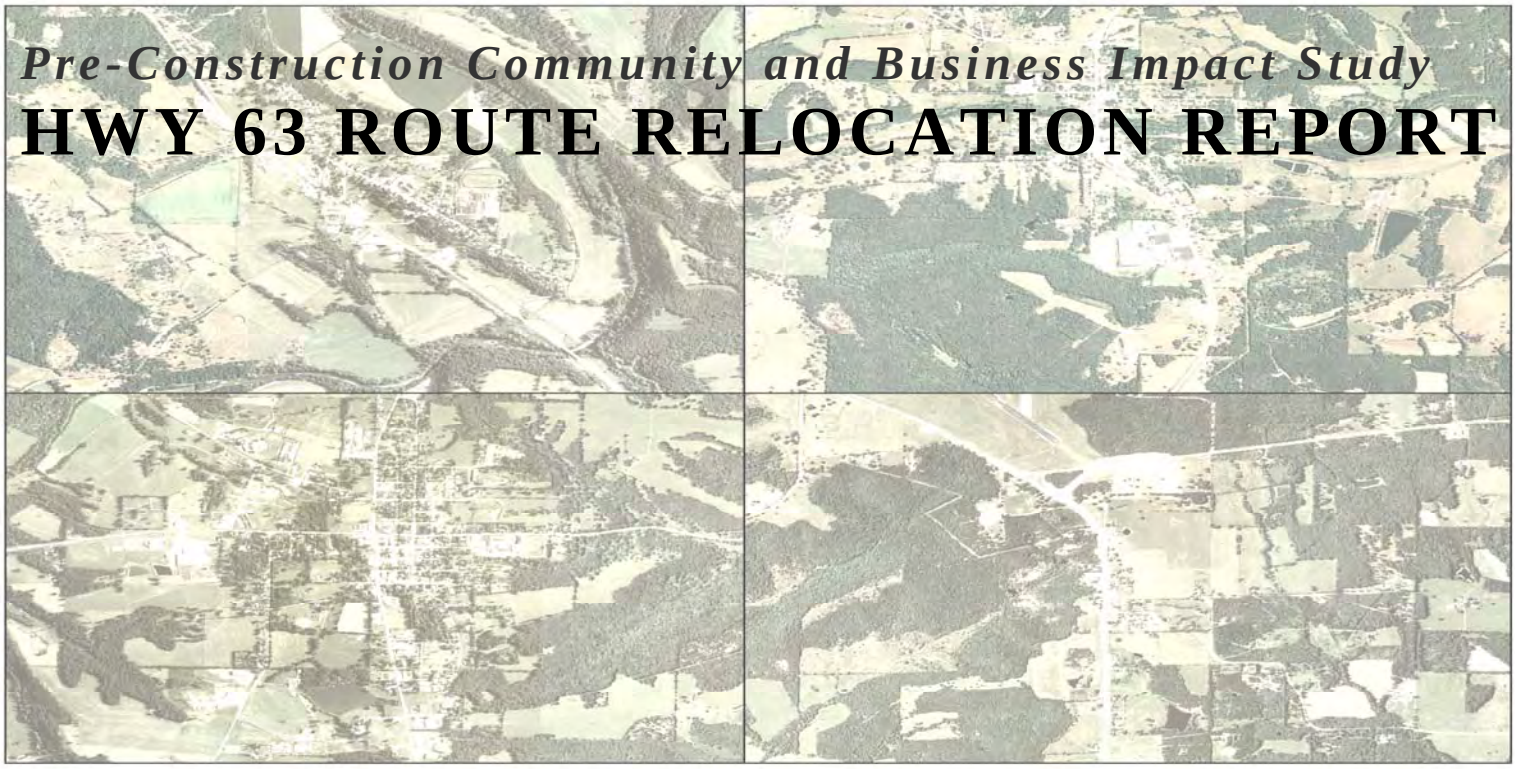
Pre-Construction Community and Business Impact Study

HWY 63 ROUTE RELOCATION REPORT



September 2007

Organizational Results Division
Missouri Department of Transportation

Missouri Economic Research and Information Center
Missouri Department of Economic Development

Executive Summary

In 2009, a decision will be made on how to proceed with improvements to US Hwy 63. The Missouri Department of Transportation is currently researching the potential effects of changes to US Hwy 63. Possible changes that are being discussed include expanded shoulders, alternating passing lanes, or expansion to four-lane highway on a new alignment. Improvements to the highway would be approximately 47 miles in length, from a half mile south of US Hwy 50/63 to just north of Rolla where the highway is already divided. The purpose of these improvements would be to enhance safety, traffic flow, and continuity on the north/south corridor.

An improved road system offers the potential to improve the business climate conditions of these communities. Population, taxable sales, and household income are increasing at a steady rate. However, taxable sales are low compared with surrounding counties, most of which have four lane road systems. The Local Employment Dynamics (LED) data reveals a large number of commuters in the US Hwy 63 corridor. Highway improvements would benefit these commuters greatly by shortening their drive times.

A license plate study of patrons visiting local businesses revealed a high concentration of local customers. Most of them are likely residents who commute to Jefferson City, Rolla, Belle, or Freeburg. In contrast, though, Vienna attracted a wider range of customer base than the other communities probably due to being a half-way point between Rolla and Jefferson City and a pit stop for St. Louis traffic traveling to the Lake of Ozarks on the weekends. The majority of customers visited retail or gas stations in the four communities. Analysis revealed that every business studied in each community had over 50% of its customer base located within 30 miles.

The Department of Economic Development has conducted similar studies in the past. The I-64 Pre-construction Analysis used LED and Quarterly Census and Employment Wage data and patterns to analyze commuting and businesses from 1999 to 2005. The study concluded the benefits of the improvements would outweigh the costs of the construction by almost double. The US Hwy 67 Post-construction Analysis reviewed the bypass of Poplar Bluff. Economic growth was slow in the first five years following construction, but by the sixth signs of business growth and real estate offerings began to take place near the new route.

Related studies identify contributing factors to economic growth that can also be found in each of these communities. An improved highway would lead to improved traffic flow, meaning higher traffic volume and more efficient commuting. This increase in travelers through the area has great potential for enhancing the local economic infrastructure, attracting new businesses to the area, and increasing the residential population. Higher traffic volume means a larger customer base. New businesses will be interested in the area due to improved travel times and conditions for their transportation vehicles.

Project Overview

The Missouri Economic Research and Information Center (MERIC) was asked to provide an economic analysis of changes to US Hwy 63 affecting the communities of Westphalia, Freeburg, Vienna, and Vichy. Through public meetings conducted by the Missouri Department of Transportation, many have expressed concerns about the safety of the highways through these communities, and have welcomed the prospect of a four lane highway as part of the solution.[1] This report is provided to assist in the decision making process as to the type of changes needed along US Hwy 63.

A current Business Climate is provided using data from Local Employment Dynamics, Quarterly Census of Employment and Wages, Census 2000, and Taxable Sales data. In addition to this data, community identifying factors will be included to round out the current conditions. It is important to review the profiles of these communities as they stand right now, prior to being affected by any changes to US Hwy 63.

Local businesses are taking an active role in this project. Many allowed the Missouri Department of Transportation to collect the license plate numbers off of customer vehicles that visited their business. Through the use of Geographic Information Systems[2], and in cooperation with the Department of Revenue, the locations of those customers were determined and analyzed.

As part of the project analysis, relevant economic studies of other highway projects may provide valuable lessons learned. A short summary and review of previous studies is included.

To conclude the report, both economic opportunities and possible concerns will be discussed. In addition, a community assessment and relocation strategy will be presented.

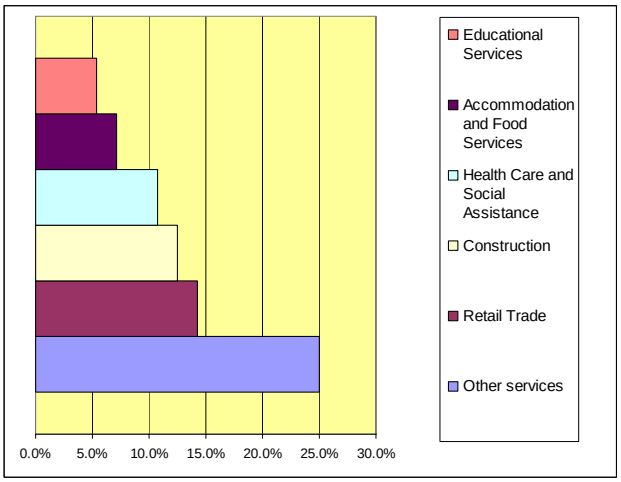
Westphalia

Business Climate

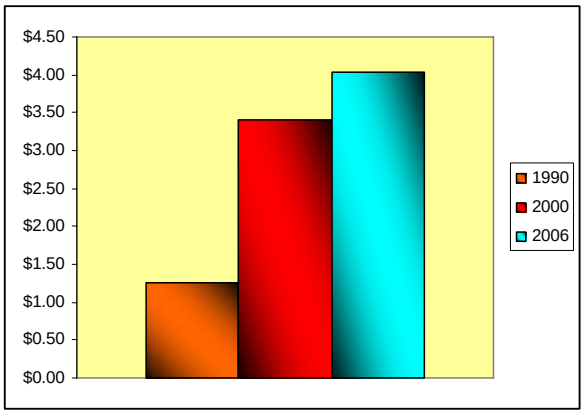
Local Demographics

Summary	2000	2007	2012
Population	2,429	2,552	2,651
Median Household Income	$43,157	$50,361	$56,453
Trends: 2007-2012 Annual Rate	**Area**		**National**
Population	0.76%		1.22%
Median Household Income	2.31%		3.29%

Westphalia Firms

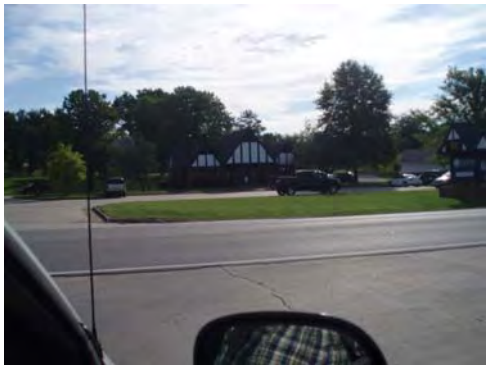


Taxable Sales ($ Millions)



- Westphalia was founded in 1838 and is located approximately 14 miles east and south of Jefferson City.[3]
- 13.4% of Westphalia residents work in Westphalia.
- Osage County has 1,219 farms containing 314,788 acres of farmland.[4]

* Sources: InfoUSA[5], US Census[6], and DOR[7].



Those Who Live and Those Who Work in Westphalia

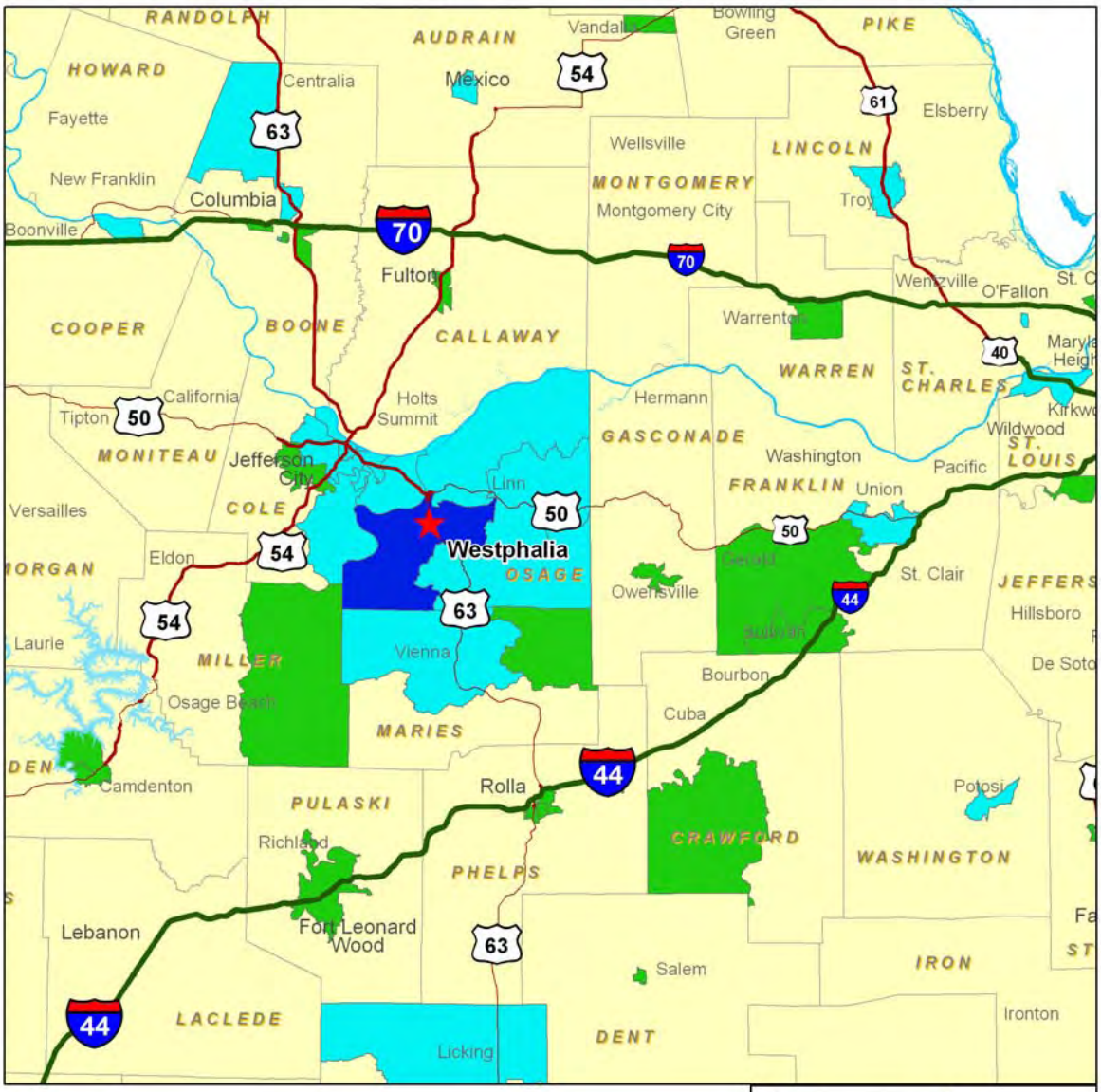
Jobs by Worker Age	Live Count	Share	Work Count	Share
Age 30 or younger	135	26.9%	122	35.2%
Age 31 to 54	291	58.1%	170	49.0%
Age 55 or older	75	15.0%	55	15.9%
	501	1	347	1

Jobs by Earnings Paid	Live Count	Share	Work Count	Share
$1,200 per month or less	128	25.5%	147	42.4%
$1,201 to $3,400 per month	270	53.9%	128	36.9%
More then $3,400 per month	103	20.6%	72	20.7%
	501	1	347	1

Where do Westphalia Residents Work?	
Manufacturing	19.0%
Public administration	17.8%
Construction	12.2%
Retail Trade	10.6%
Educational Services	10.0%
Health Care and Social Assistance	8.6%

What Industry Employment is in Westphalia?	
Educational Services	36.0%
Health Care and Social Assistance	23.9%
Manufacturing	19.6%
Construction	8.6%
Retail Trade	5.2%
Management	1.7%

US Hwy 63 Commuting Patterns - Westphalia



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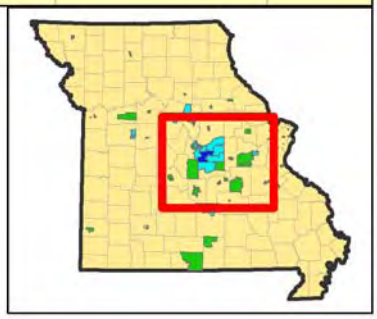
★ Westphalia **Local Employment Dynamics Data**

Number of Westphalia Commuters

- 1
- 2 - 49
- 50 or more



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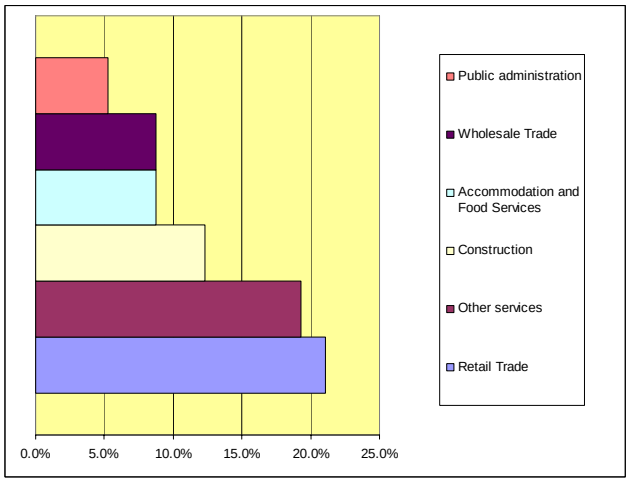
Freeburg

Business Climate

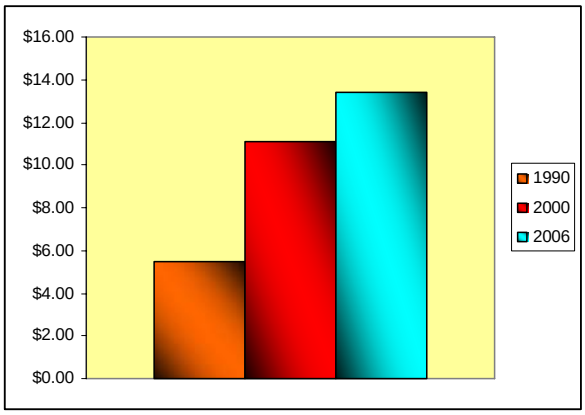
Local Demographics

Summary	2000	2007	2012
Population	2,395	2,548	2,664
Median Household Income	$37,152	$43,775	$49,146
Trends: 2007-2012 Annual Rate	**Area**		**National**
Population	0.89%		1.22%
Median Household Income	2.34%		3.29%

Freeburg Firms



Taxable Sales ($ Millions)



- Freeburg was founded in 1855 and is located on US Hwy 63, approximately 20 miles southeast of Jefferson City.[8]
- 18.2% of those who live in Freeburg also work in Freeburg.
- Osage County has 1,219 farms containing 314,788 acres of farmland.[4]

* Sources: InfoUSA[5], US Census[6], and DOR[7].

Those Who Live and Those Who Work in Freeburg

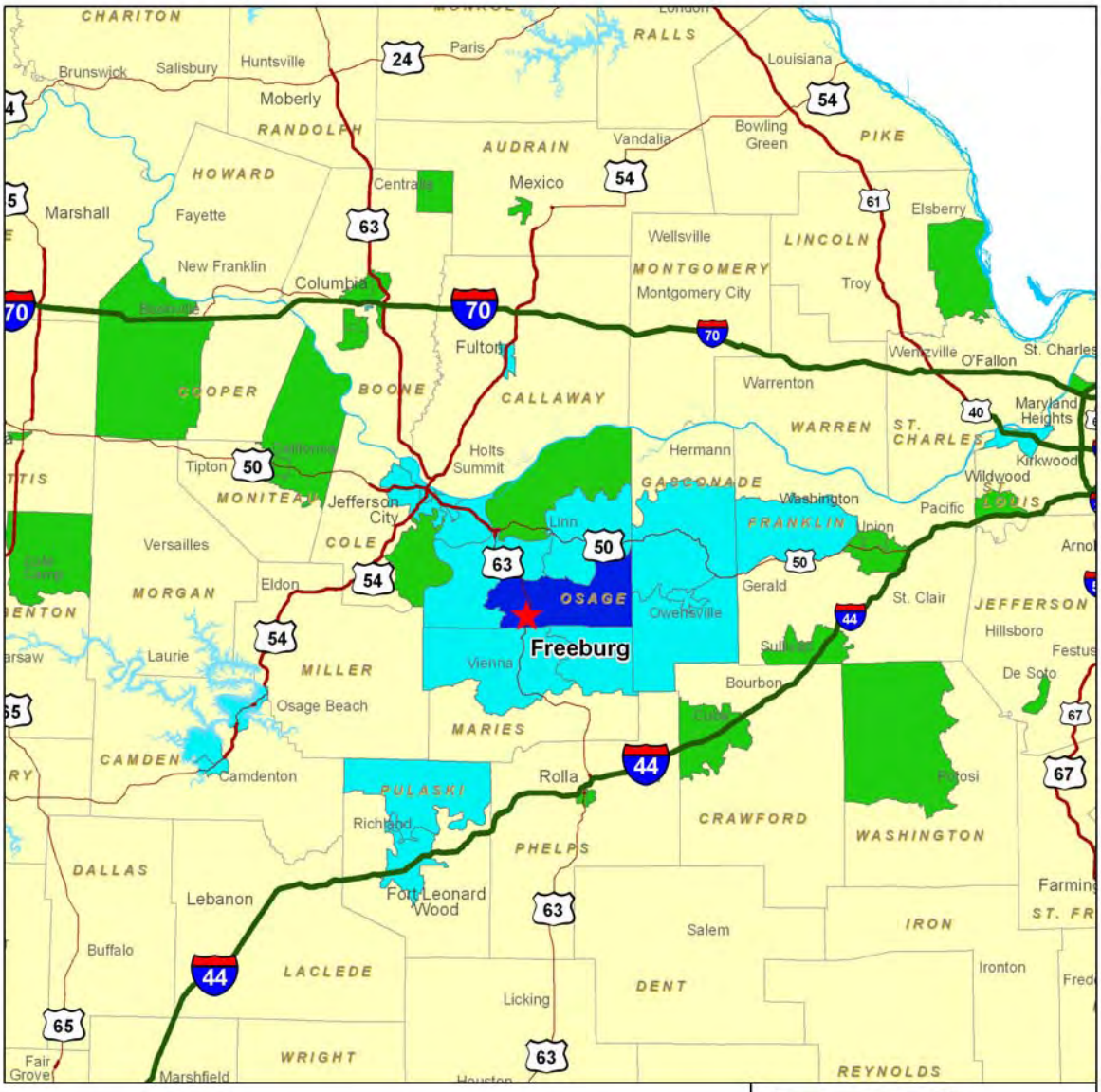
Jobs by Worker Age	Live Count	Share	Work Count	Share
Age 30 or younger	92	25.3%	196	27.5%
Age 31 to 54	195	53.7%	388	54.5%
Age 55 or older	76	20.9%	128	18.0%
	363	1	712	1

Jobs by Earnings Paid	Live Count	Share	Work Count	Share
$1,200 per month or less	110	30.3%	204	28.7%
$1,201 to $3,400 per month	194	53.4%	450	63.2%
More then $3,400 per month	59	16.3%	58	8.1%
	363	1	712	1

Where do Freeburg Residents Work?	
Manufacturing	28.1%
Public administration	14.9%
Retail Trade	9.4%
Construction	9.1%
Educational Services	7.4%
Health Care and Social Assistance	5.5%

What Industry Employment is in Freeburg?	
Manufacturing	81.6%
Retail Trade	10.0%
Wholesale Trade	2.7%
Finance and Insurance	1.5%
Accommodation and Food Services	1.5%
Construction	1.0%

US Hwy 63 Commuting Patterns - Freeburg



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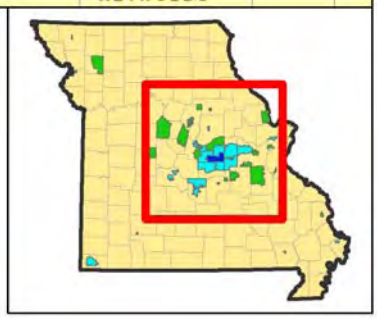
★ Freeburg **Local Employment Dynamics Data**

Number of Freeburg Commuters

- 1
- 2 - 49
- 50 or more



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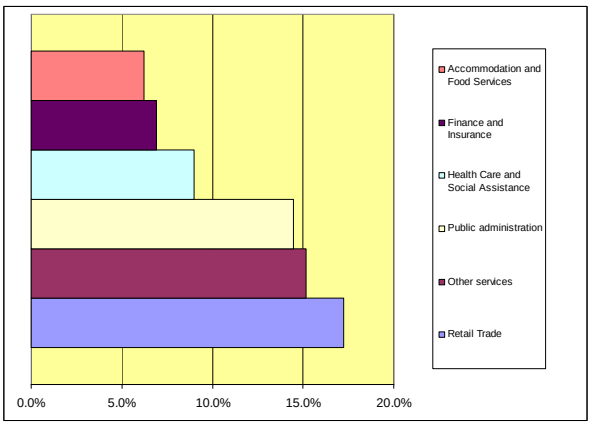
Vienna

Business Climate

Local Demographics

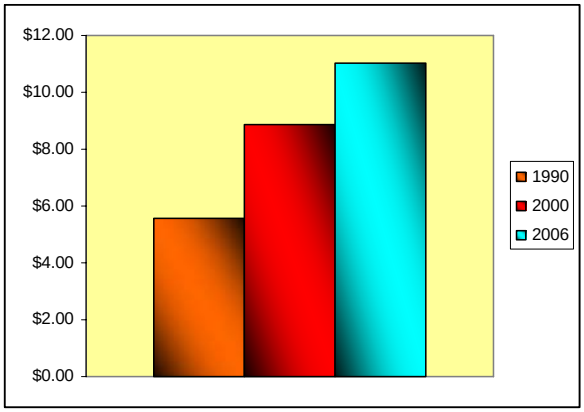
Summary	2000	2007	2012
Population	2,744	2,772	2,829
Median Household Income	$31,768	$36,918	$41,355
Trends: 2007-2012 Annual Rate	**Area**		**National**
Population	0.41%		1.22%
Median Household Income	2.30%		3.29%

Vienna Firms



- Vienna has been the county seat for Maries County since it's founding in 1855.[9]
- 29.2% of those who live in Vienna work in Vienna.
- In Maries County, there are 883 farms containing a total of 234,381 acres. [4]

Taxable Sales ($ Millions)



* Sources: InfoUSA[5], US Census[6], and DOR[7].

Those Who Live and Those Who Work in Vienna

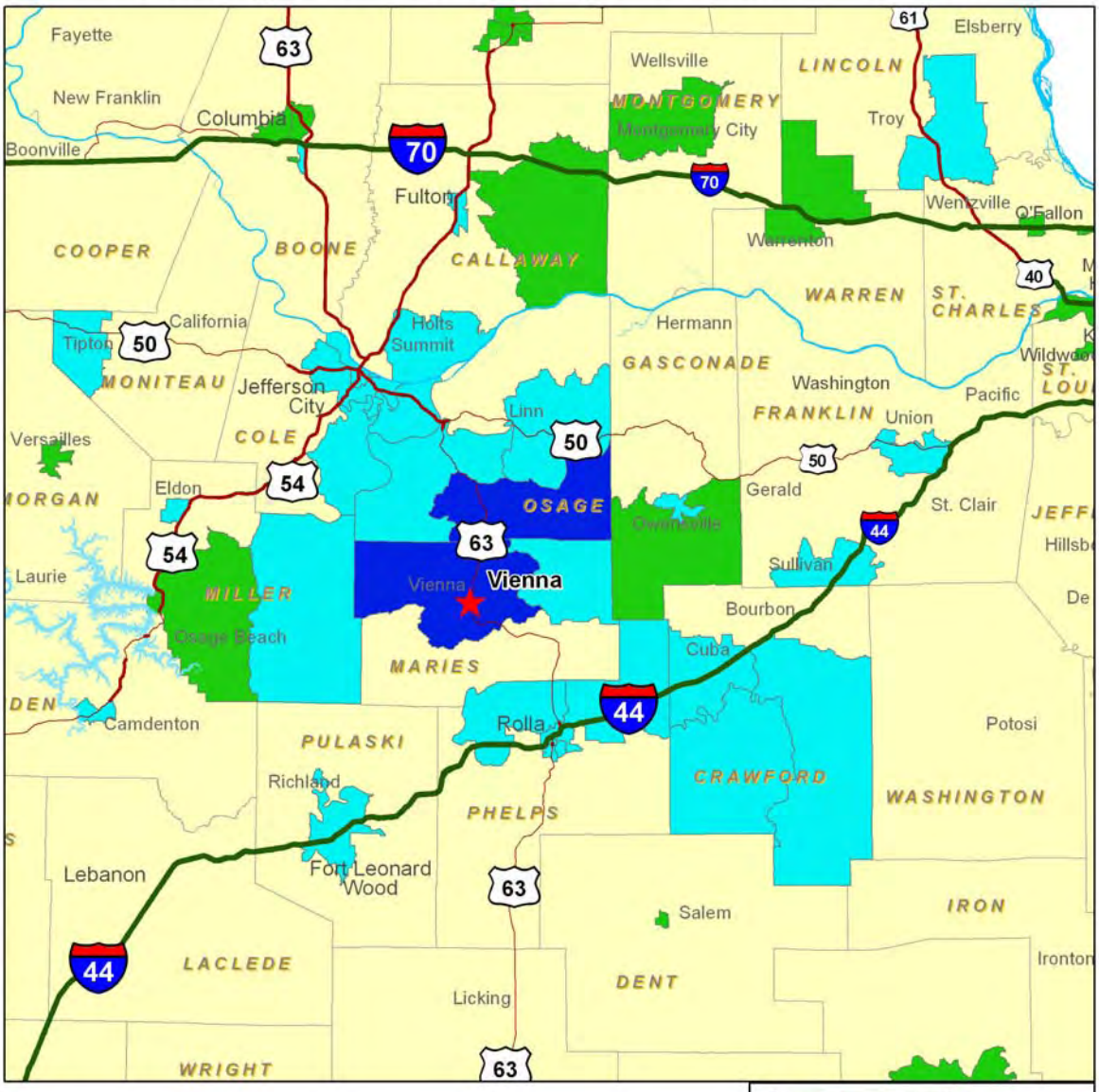
Vienna Jobs by Worker Age	Live Count	Share	Work Count	Share
Age 30 or younger	222	28.0%	221	30.2%
Age 31 to 54	442	55.8%	385	52.5%
Age 55 or older	128	16.2%	127	17.3%
	792	1	733	1

Jobs by Earnings Paid	Live Count	Share	Work Count	Share
$1,200 per month or less	246	31.1%	308	42.0%
$1,201 to $3,400 per month	445	56.2%	322	43.9%
More then $3,400 per month	101	12.8%	103	14.1%
	792	1	733	1

Where do Vienna Residents Work?	
Manufacturing	25.1%
Public administration	15.7%
Health Care and Social Assistance	10.1%
Retail Trade	9.8%
Wholesale Trade	6.4%
Construction	5.6%

What Industry Employment is in Vienna?	
Manufacturing	16.9%
Wholesale Trade	15.4%
Health Care and Social Assistance	11.7%
Educational Services	10.9%
Retail Trade	10.6%
Finance and Insurance	7.4%

US Hwy 63 Commuting Patterns - Vienna



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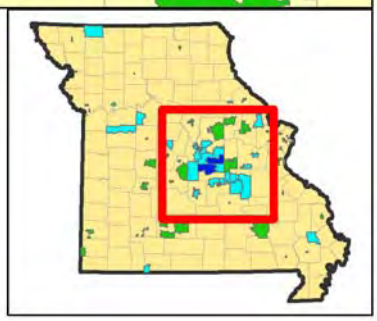
★ Vienna **Local Employment Dynamics Data**

Number of Commuters

- 1
- 2 - 49
- 50 or more



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Missouri Department of Transportation
Missouri Department of Economic Development

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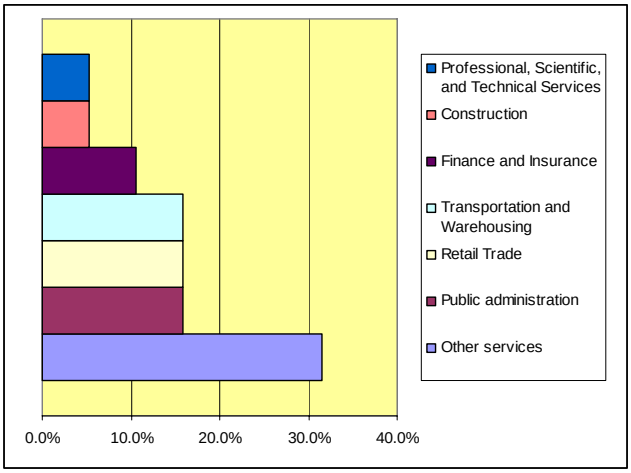
Vichy

Business Climate

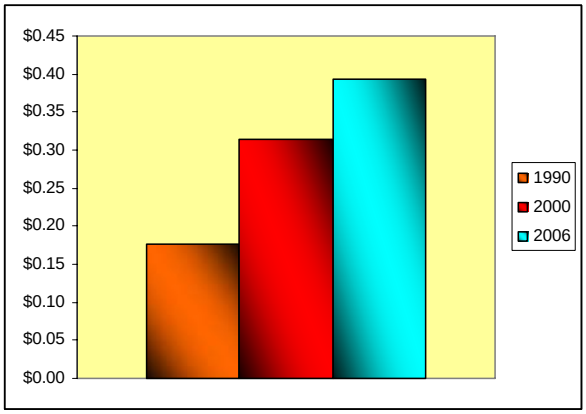
Local Demographics

Summary	2000	2007	2012
Population	2,230	2,420	2,547
Median Household Income	$35,028	$41,075	$45,905
Trends: 2007-2012 Annual Rate	**Area**		**National**
Population	1.03%		1.22%
Median Household Income	2.25%		3.29%

Vichy Firms



Taxable Sales ($ Millions)



- Vichy is an unincorporated community located about ten miles north of Rolla.
- The majority of Vichy area residents are employed within an hour's drive time from Vichy. 1.7% of people who live in Vichy work in Vichy.
- In Maries County, there are 883 farms containing a total of 234,381 acres. [4]

* Sources: InfoUSA[5], US Census[6], and DOR[7].

Those Who Live and Those Who Work in Vichy

Jobs by Worker Age	Live Count	Share	Work Count	Share
Age 30 or younger	123	29.9%	16	30.2%
Age 31 to 54	232	56.4%	30	56.6%
Age 55 or older	56	13.6%	7	13.2%
	411	1	53	1

Jobs by Earnings Paid	Live Count	Share	Work Count	Share
$1,200 per month or less	140	34.1%	14	26.4%
$1,201 to $3,400 per month	200	48.7%	24	45.3%
More then $3,400 per month	71	17.3%	15	28.3%
	411	1	53	1

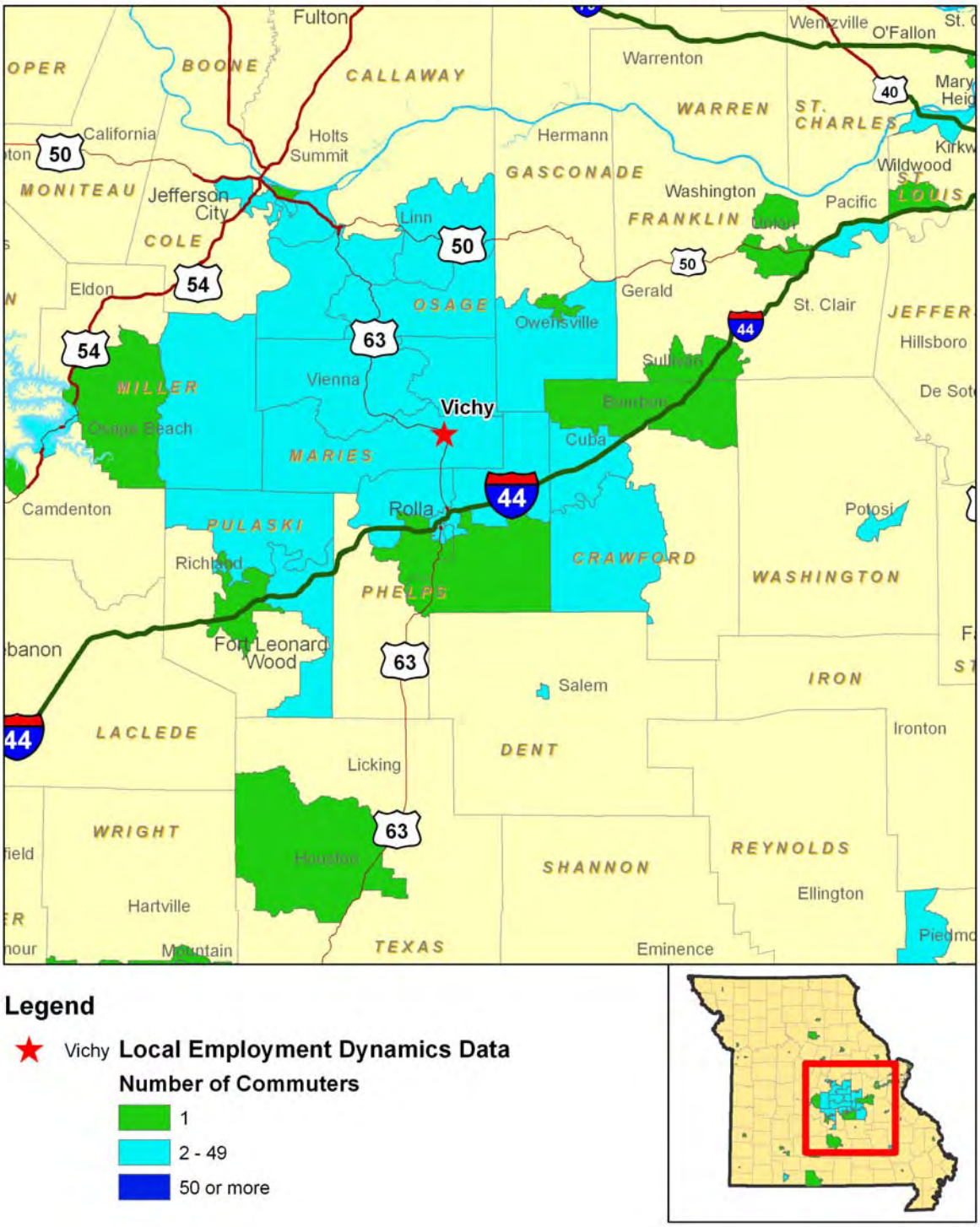
Where do Vichy Residents Work?

Manufacturing	21.7%
Retail Trade	16.1%
Health Care and Social Assistance	12.7%
Educational Services	9.0%
Construction	7.1%
Public administration	6.3%

What Industry Employment is in Vichy?

Transportation and Warehousing	71.7%
Construction	13.2%
Management	5.7%
Other services	3.8%
Wholesale Trade	1.9%
Retail Trade	1.9%

US Hwy 63 Commuting Patterns - Vichy



Legend

★ Vichy **Local Employment Dynamics Data**

Number of Commuters

- 1
- 2 - 49
- 50 or more

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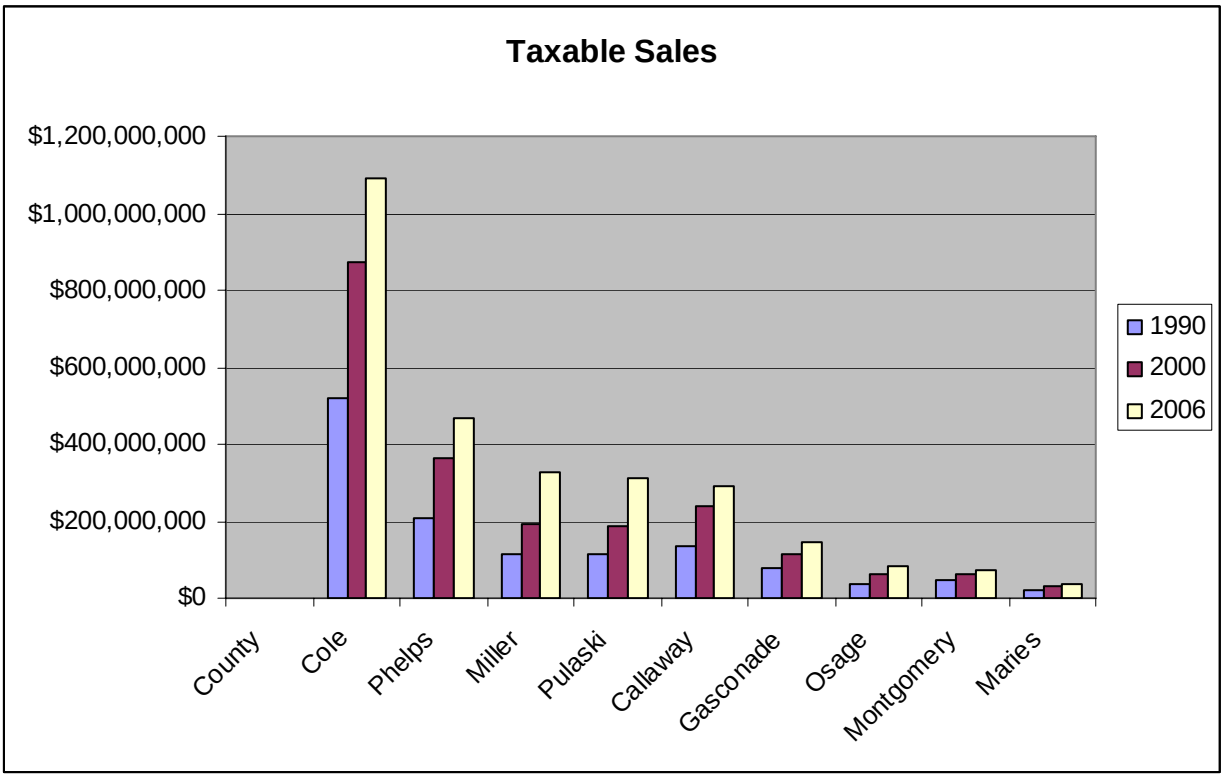
Taxable Sales[7]



This chart displays the taxable sales of the region's counties at three points over the past 16 years: 1990, 2000, and 2006. All of the counties contain at least one length of four lane highway except for Maries, Osage, and Gasconade counties. Montgomery County contains a segment of I-70, but no large towns for travelers to stop at. In general, counties with improved road systems are more likely to have larger taxable sales.

Local Traffic Economic Analysis

From July 20 to August 16 of this year, Missouri Department of Transportation personnel collected license plate information from the vehicles at cooperating local businesses. The data was collected on both weekdays and weekends, during commuting hours, weekend travel hours, and normal traffic hours.[10]

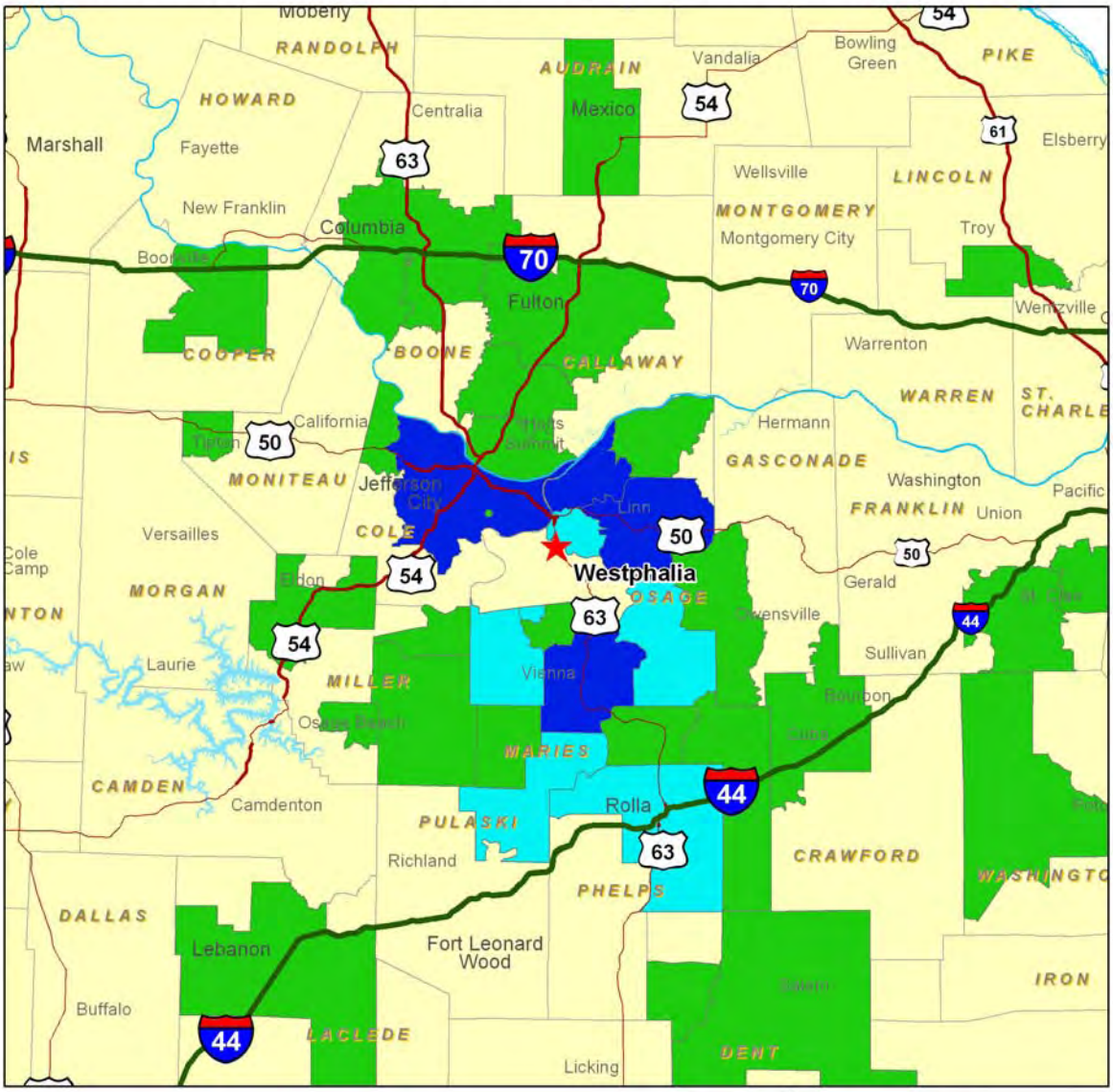
In Westphalia, data was collected from the Cenex Station, Joe's Market, Westphalia Bank, and Dr. Barnhardt's Dental Office. The two zip codes with the highest concentrations of customers account for 45% of Westphalia's entire customer base and are located in or adjacent to the town. 15 out of the total 452 customers that visited one of the locations were either foot traffic, had out-of-state plates, or their vehicle's plates did not return a residential zip code. Distributions on the map seem to support local residents and commuters as Westphalia's main customer base.

In Freeburg, data was collected from the Quaker Plant, Outdoor Place, Bank of Freeburg, The Butcher Shop, Mertens Gas, Big Bears, and Freeburg Liquor (IGA). Again, the two highest zip codes are located in or adjacent to Freeburg and account for 64% of the town's entire customer base. 14 of the total 295 Freeburg customers were either foot traffic, had out-of-state plates, or their vehicle's plates did not return a residential zip code. These map distributions seem to favor mainly local residents as Freeburg's customer base, but commuters cannot be discounted.

In Vienna, license plate numbers were collected from the 63 Motel and RV Park, Americana Antiques, Homemade Food, Jack's Place, Margie's Café, Oak Harvest, Breaktime Gas Station, Conoco Gas Station, Dollar General Store, Vienna Drive-In, Vienna Health, Napa Auto Parts, and the Phillips 66 Gas Station. In this case, 54% of Vienna's customer base resides in zip codes in or adjacent to the town. 30 of the total 875 customers were either foot traffic, had out-of-state plates, or their vehicle's plates did not return a residential zip code. The widespread distribution of customers in Vienna's map suggests a fair amount of Lake of the Ozarks traffic. However, higher concentrations of customers in the map imply that Vienna's main customer base is local residents and commuters.

The following maps contain customer percentages based only on the license plate data that was collected. These statistics do not include every existing customer for these businesses.

Westphalia Customers, July 20 - August 16



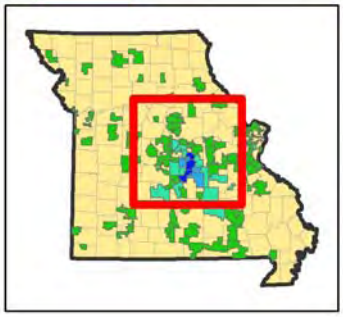
Legend

★ Westphalia

License Plates by Zipcode

Total Number

- 11 - 48
- 5 - 10
- 1 - 4



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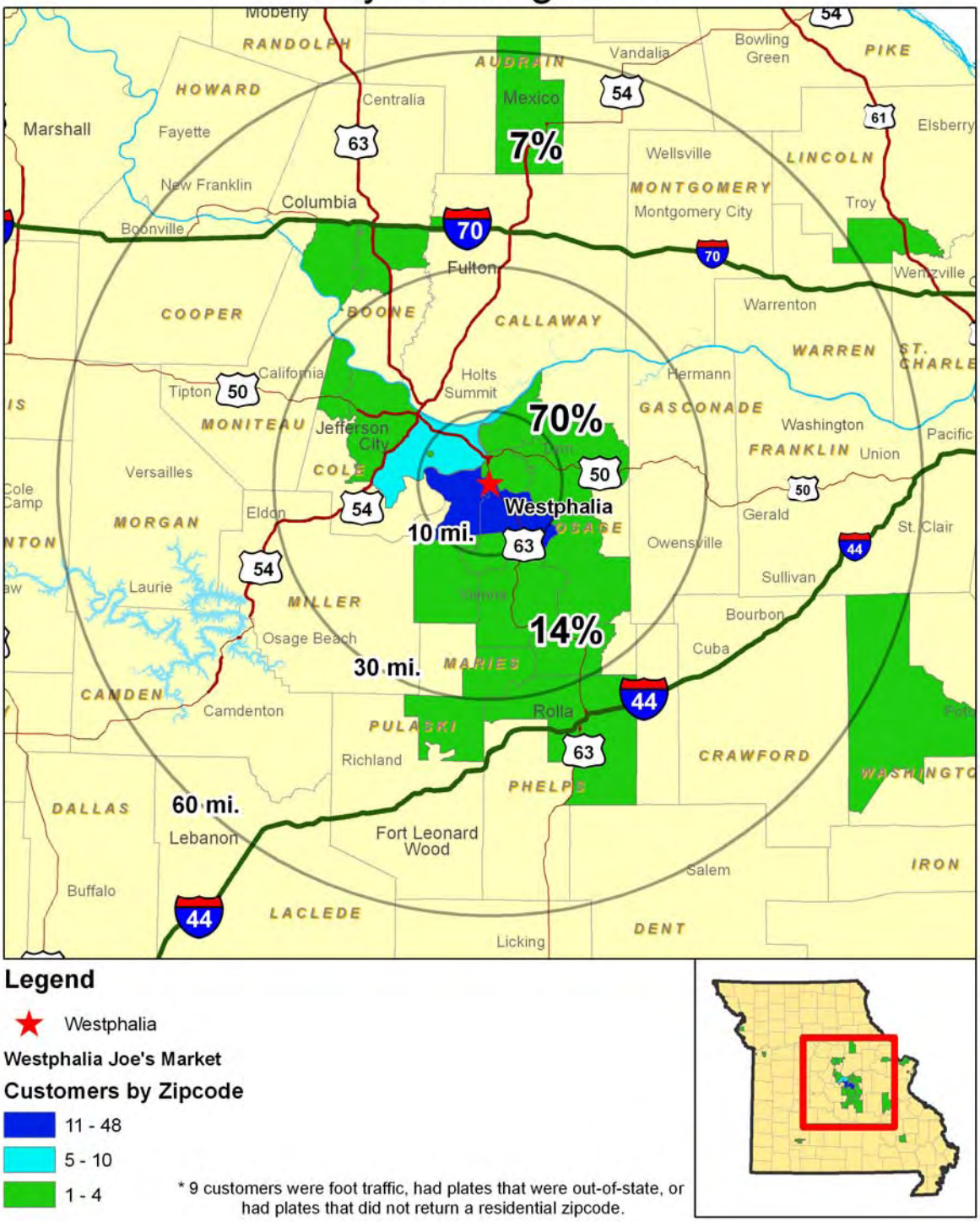
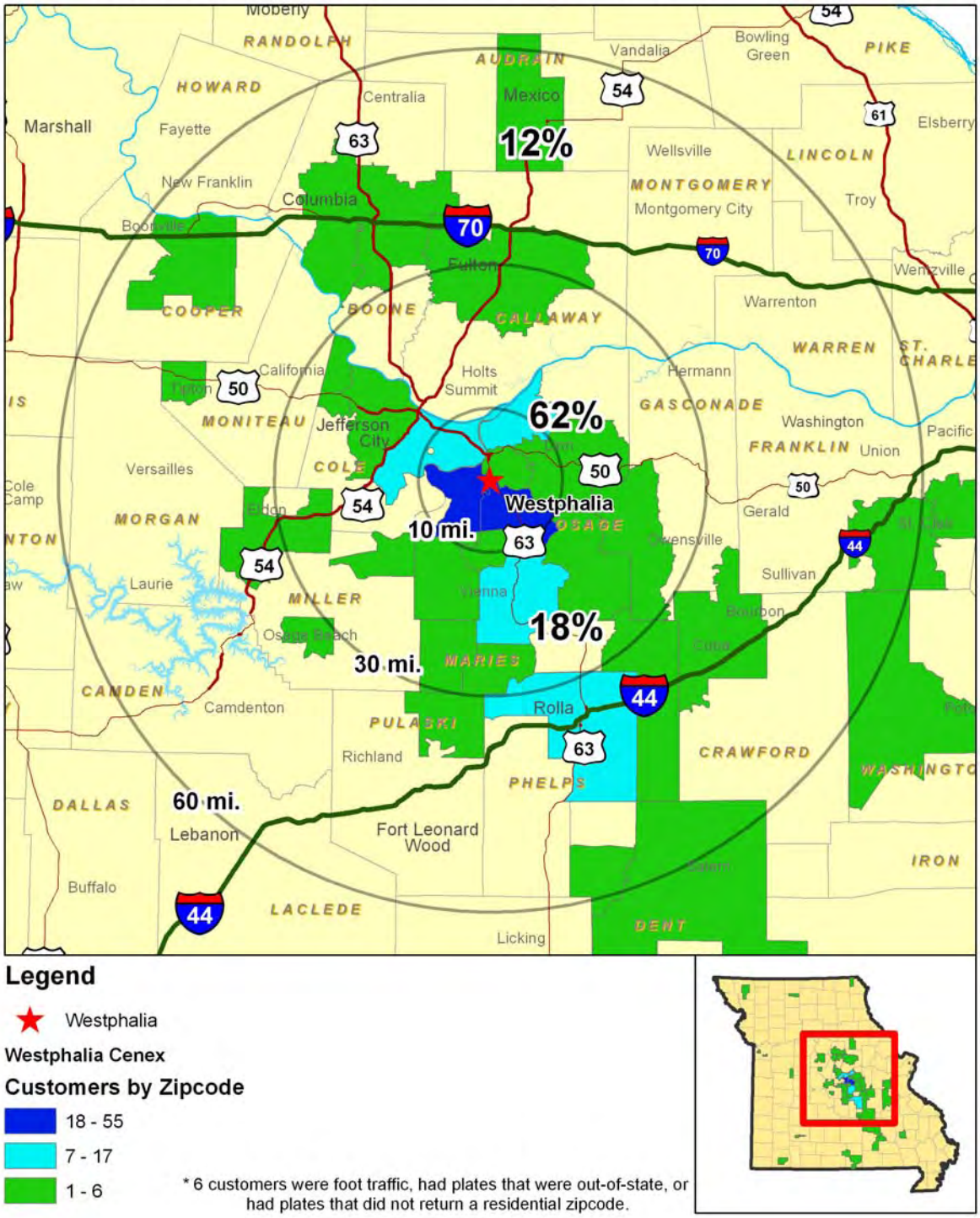
Westphalia Joe's Market Customers
July 20 - August 15



- 84% of Joe's Market customers reside within 30 miles of Westphalia, while only 7% reside within 30 to 60 miles.

Missouri Department of Transportation
Missouri Department of Economic Development

Westphalia Cenex Customers, July 20 - August 16



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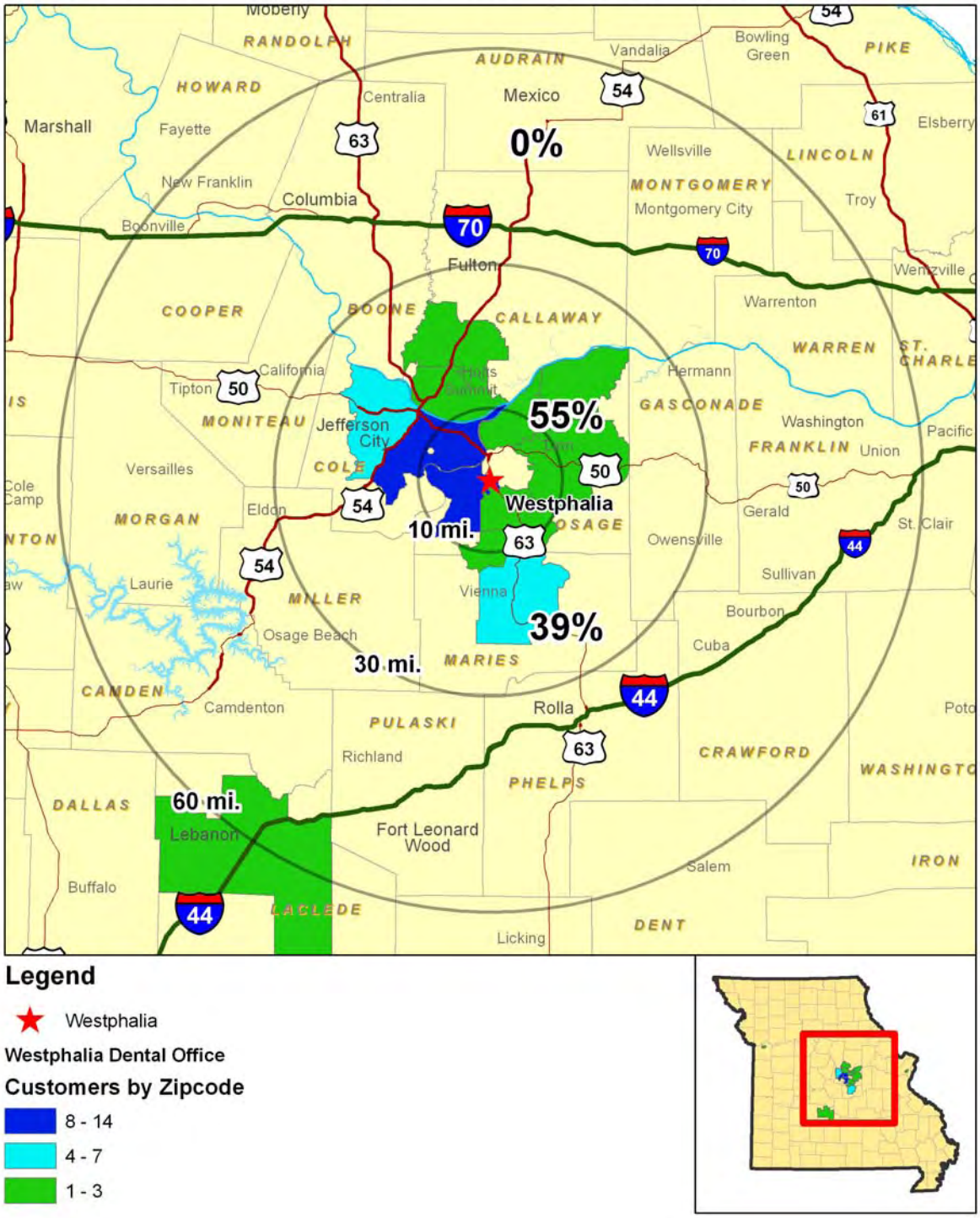
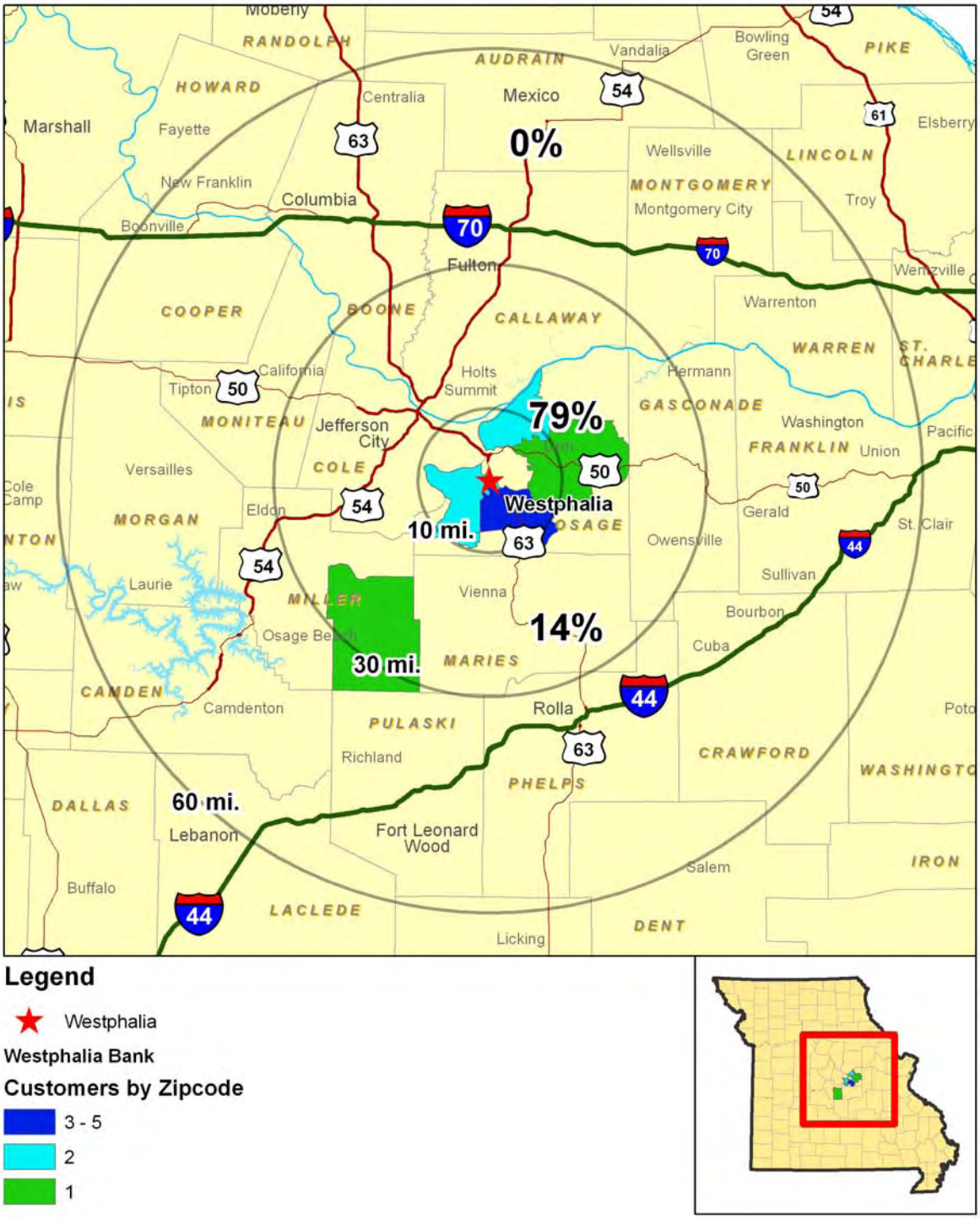
- 80% of Westphalia Cenex customers reside within 30 miles of Westphalia. 12% of their customers reside within 30 to 60 miles.

Westphalia Dental Customers, August 7 - August 15



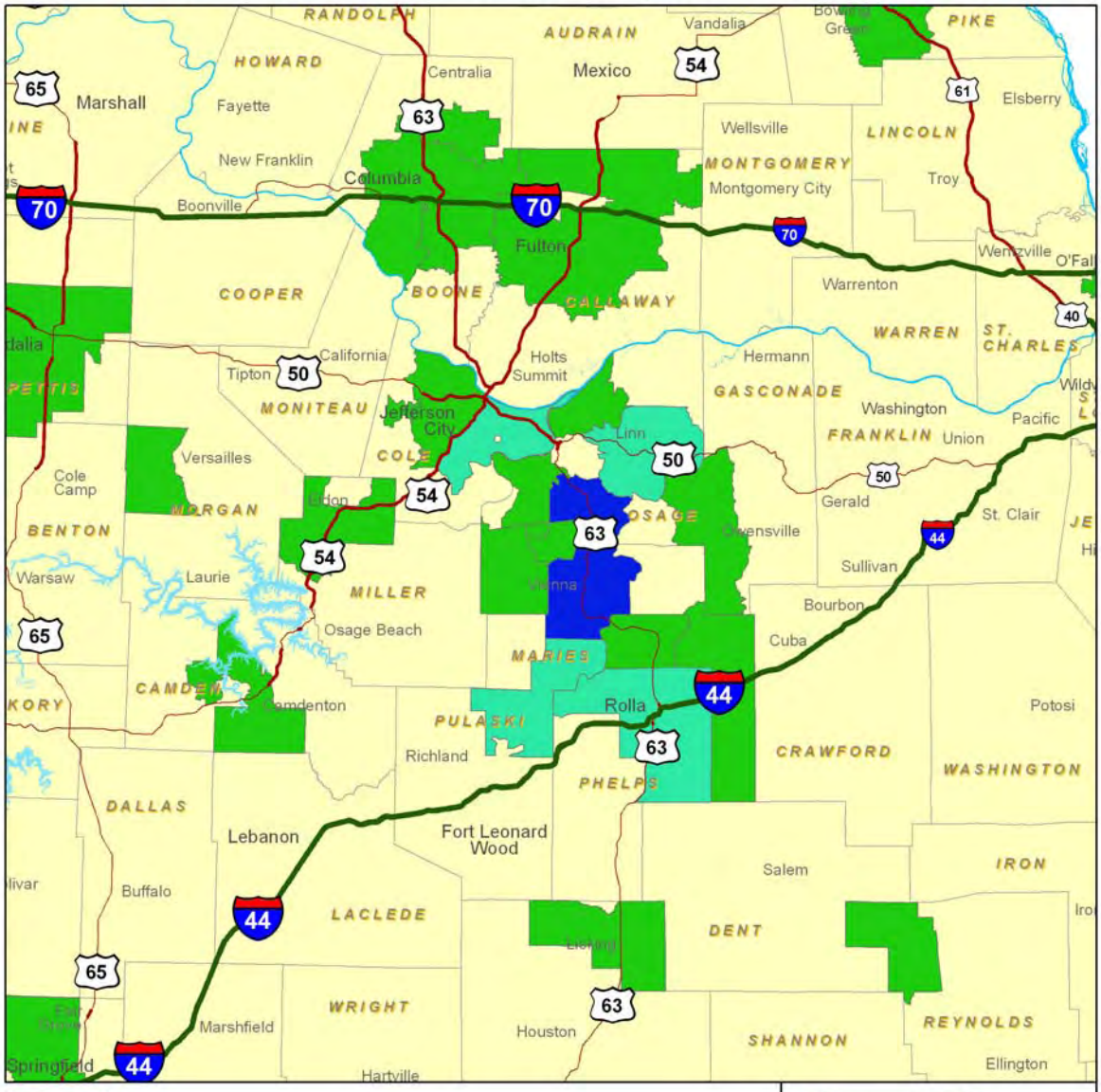
- 94% of this dental office's customers are located within 30 miles of Westphalia with zero customers located 30 to 60 miles away.

Westphalia Bank Customers, August 13



- 93% of the bank's customers were located within 30 miles of the town, with zero customers located from 30 to 60 miles away.

Freeburg Customers, July 20 - August 15



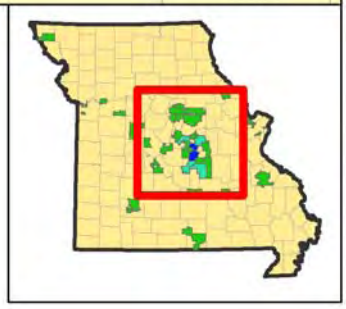
Legend

★ Freeburg

License Plates by Zipcode

Total Number

- 1 - 4
- 5 - 19
- 20 - 39
- 40 or more

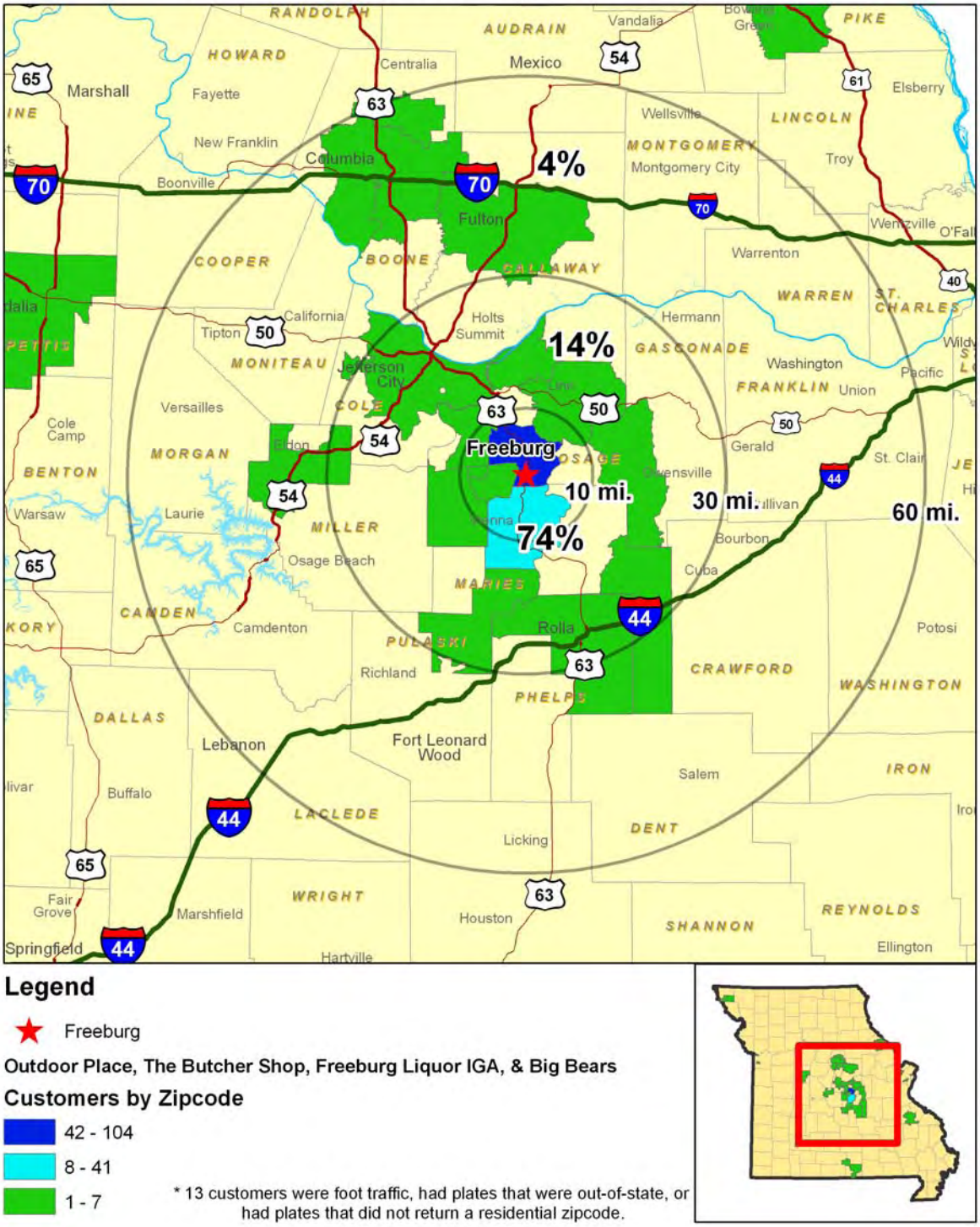


MORE WITH MERIC TIMELY TARGETED INTELLIGENT

Missouri Department of Transportation
Missouri Department of Economic Development

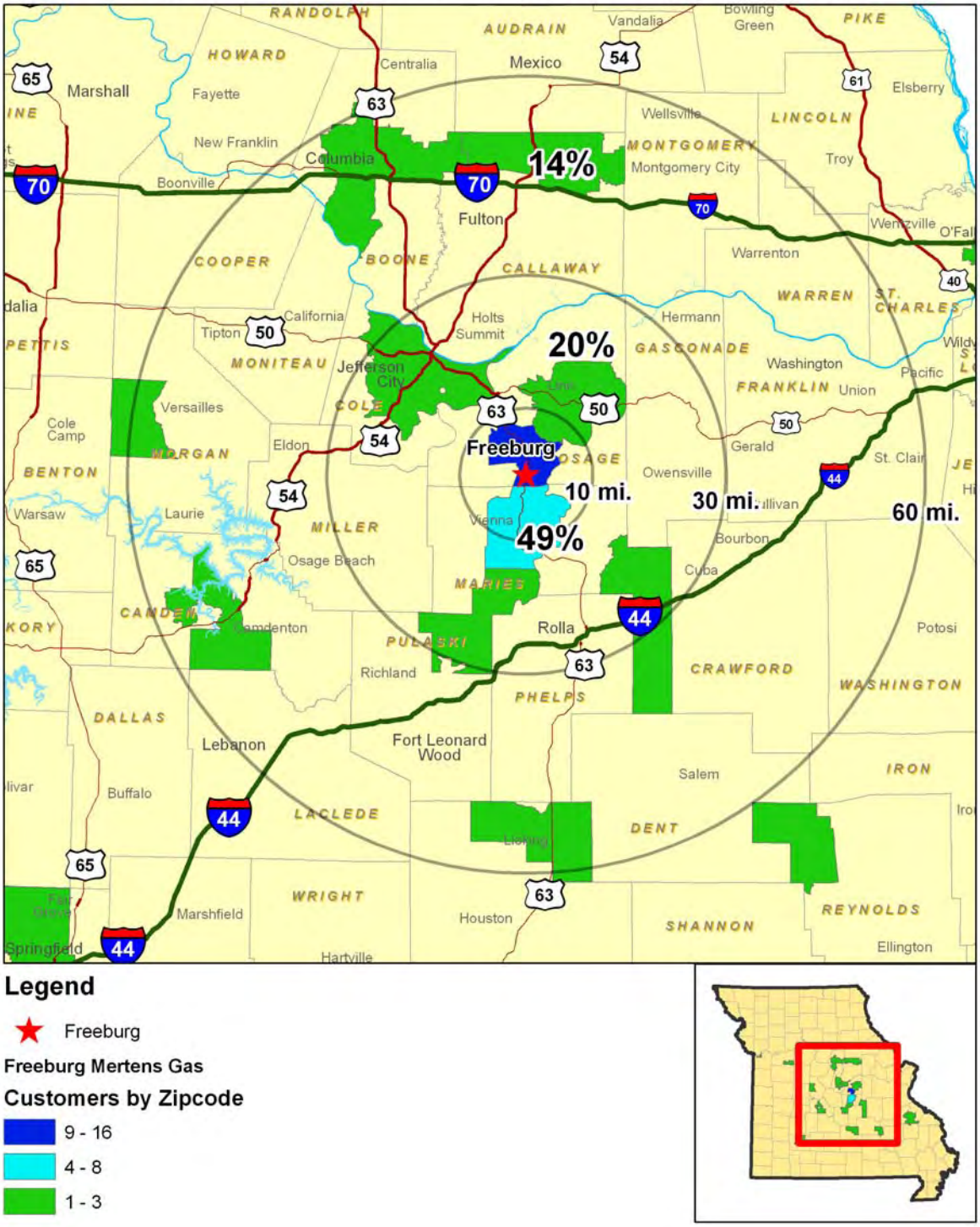
MoDOT

Freeburg Retail, July 20 - August 15



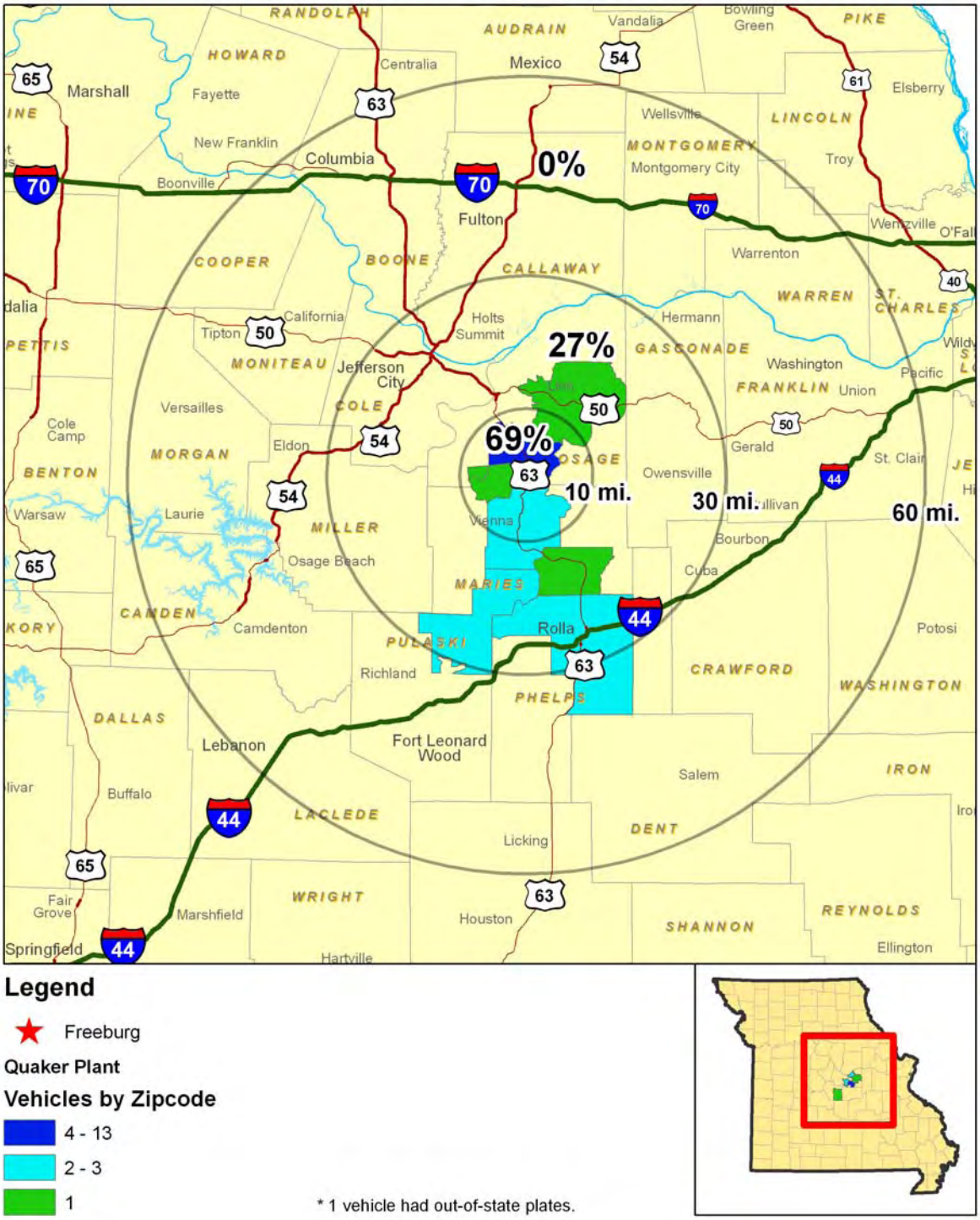
- 88% of these customers reside within 30 miles, with only 4% residing from 30 to 60 miles from Freeburg.

Freeburg Mertens Gas Station, July 20 - August 15



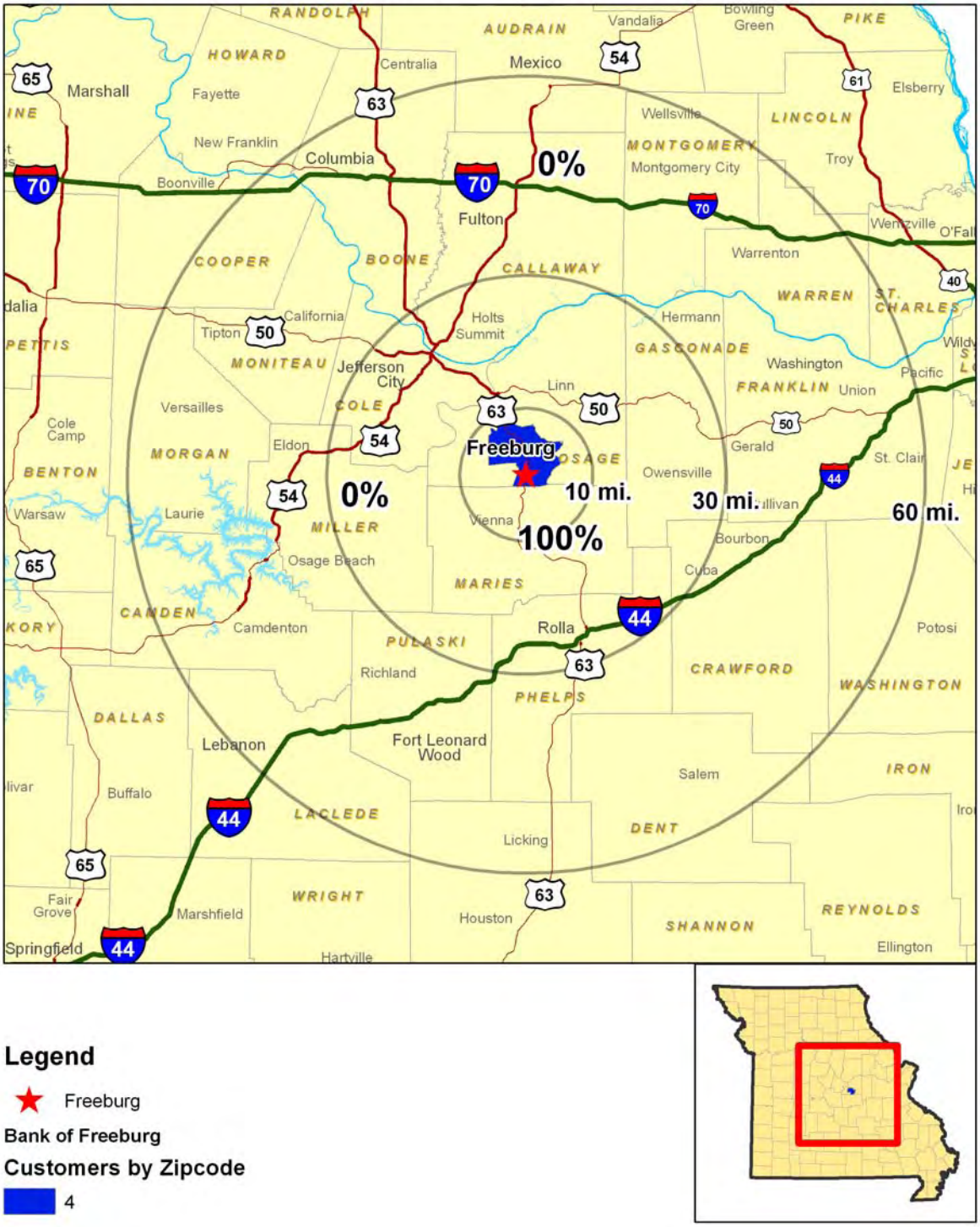
- 69% of the Mertens Gas Station customers showed residency within 30 miles, and 14% were located 30 to 60 miles away.

Freeburg Quaker Plant, August 13



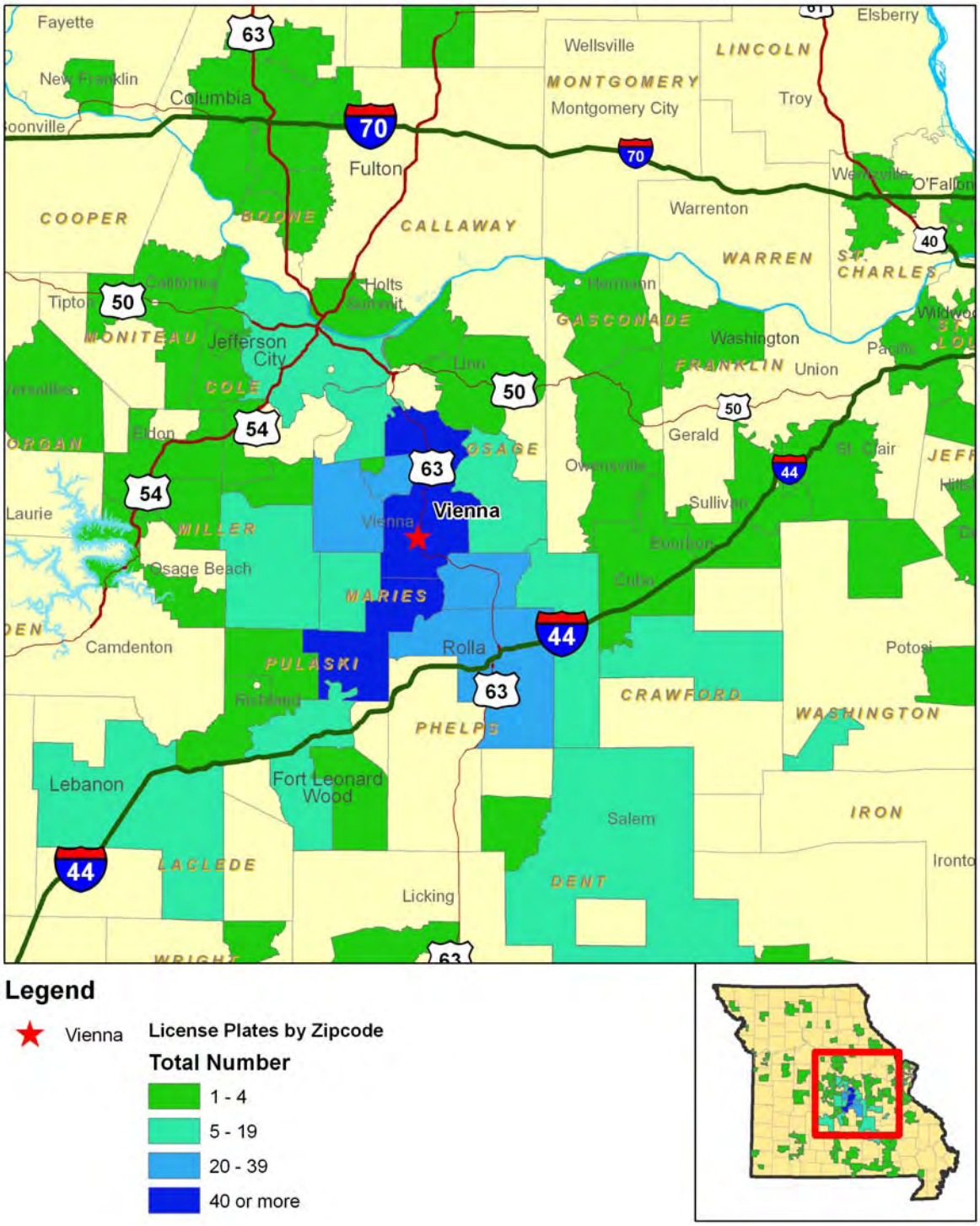
- 96% of the vehicles at the Quaker Plant returned residencies located within 30 miles of Freeburg. None were located between 30 to 60 miles away.

Bank of Freeburg Customers, August 8



- 100% of the Bank of Freeburg's customers live within 30 miles of Freeburg.

Vienna Customers, July 20 - August 15



Legend

★ Vienna

License Plates by Zipcode

Total Number

- 1 - 4
- 5 - 19
- 20 - 39
- 40 or more

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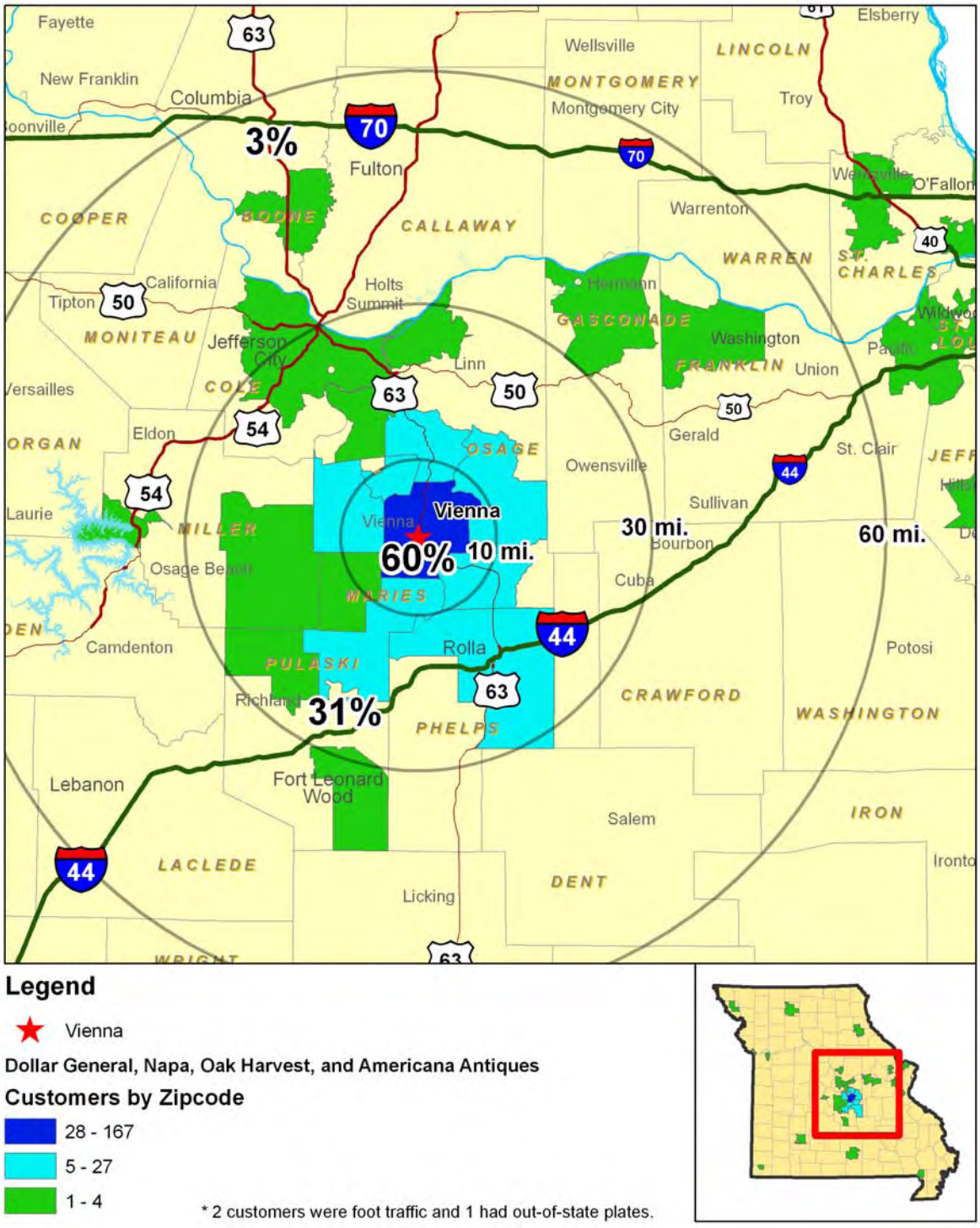
Vienna Retail Customers, August 4 - August 15



Legend

★ Vienna

Dollar General, Napa, Oak Harvest, and Americana Antiques

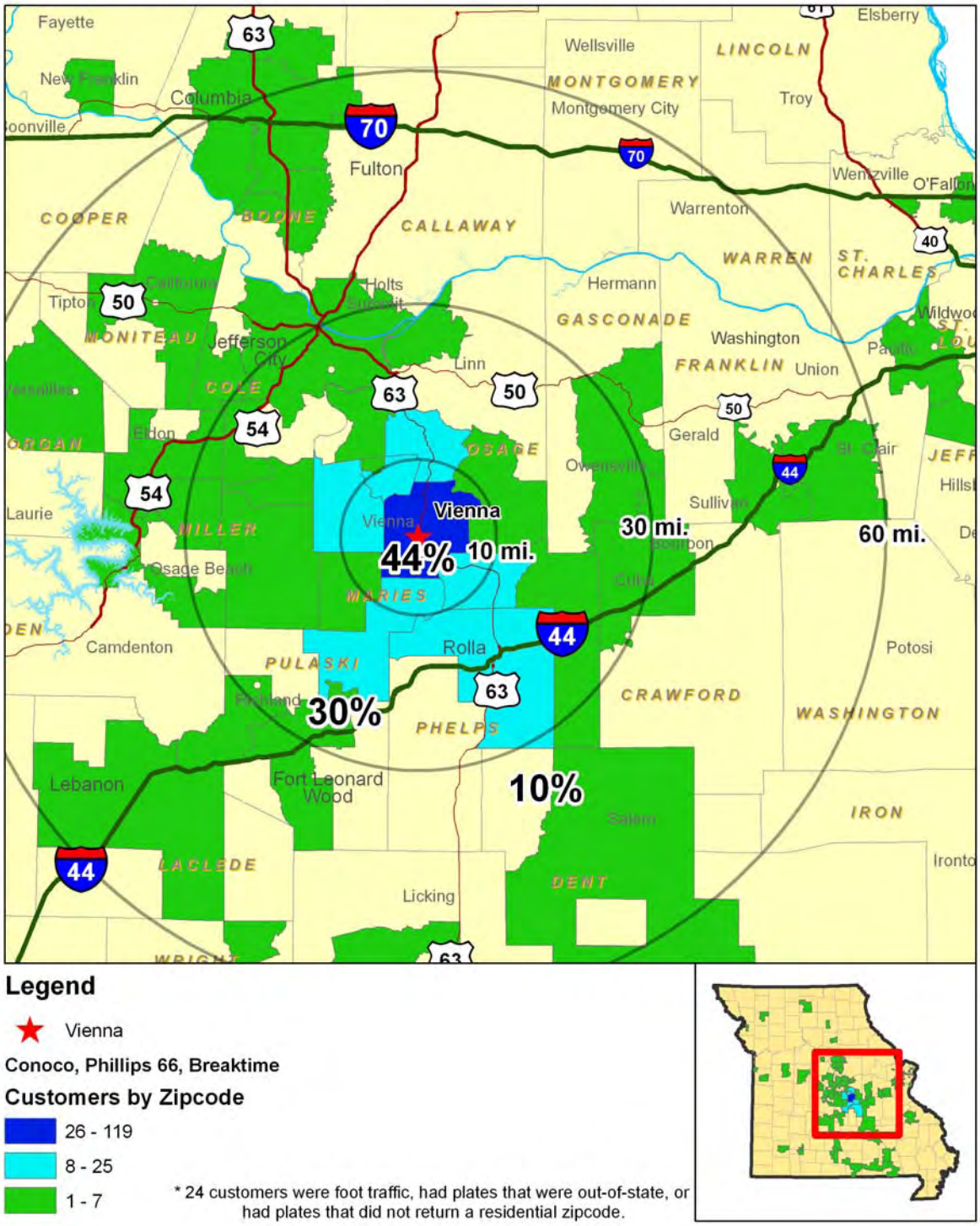
Customers by Zipcode

- 28 - 167
- 5 - 27
- 1 - 4

* 2 customers were foot traffic and 1 had out-of-state plates.

- 91% of Vienna's retail customer base is within 30 miles of the town, with only 3% located from 30 to 60 miles away.

Vienna Gas Station Customers, July 20 - August 15



Legend

★ Vienna

Conoco, Phillips 66, Breaktime

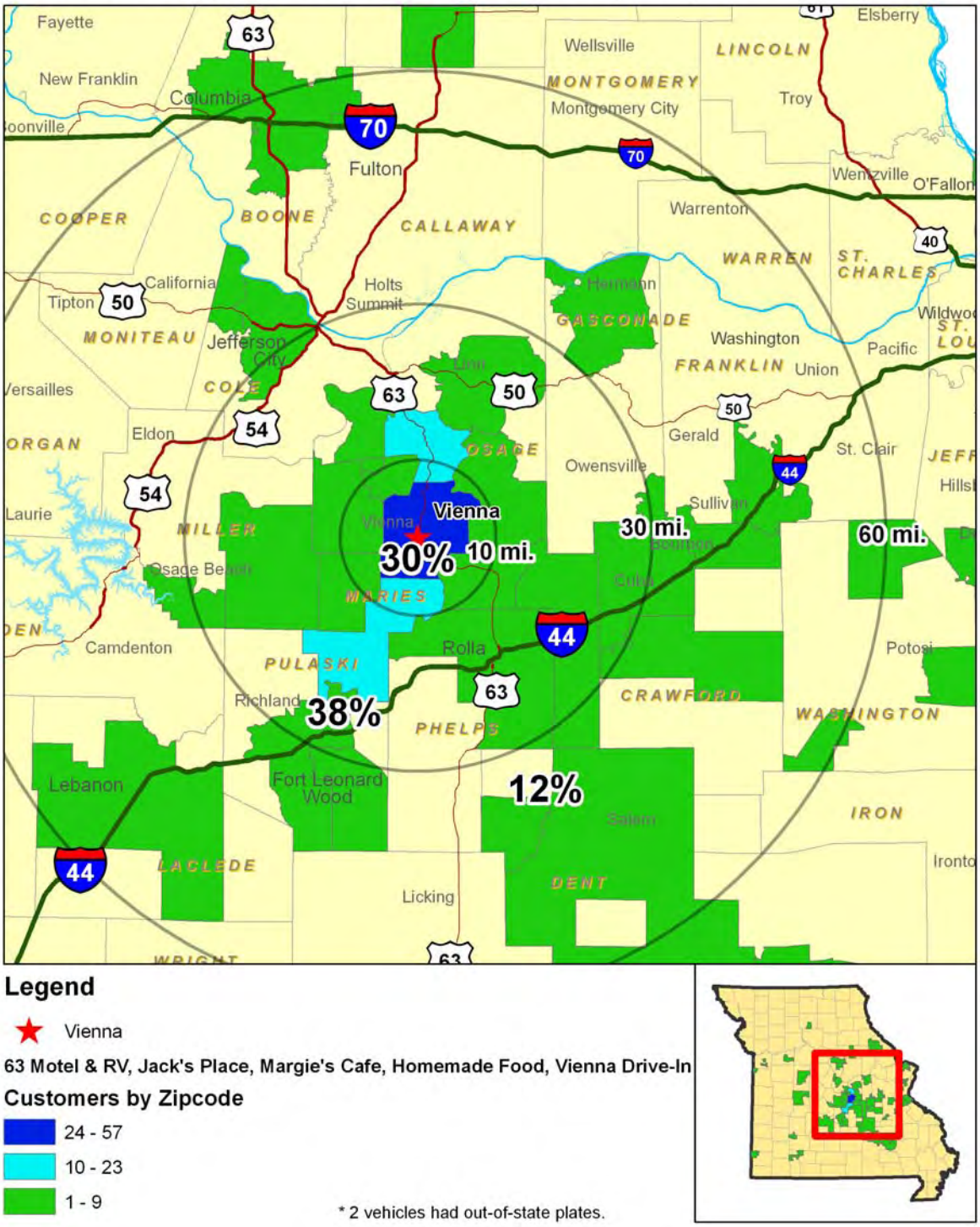
Customers by Zipcode

- 26 - 119
- 8 - 25
- 1 - 7

* 24 customers were foot traffic, had plates that were out-of-state, or had plates that did not return a residential zipcode.

- For Vienna's gas stations, 74% of their customers reside within 30 miles. Only 10% reside from 30 to 60 miles away.

Vienna Lodging and Food Service, July 20 - August 15



Legend

★ Vienna

63 Motel & RV, Jack's Place, Margie's Cafe, Homemade Food, Vienna Drive-In

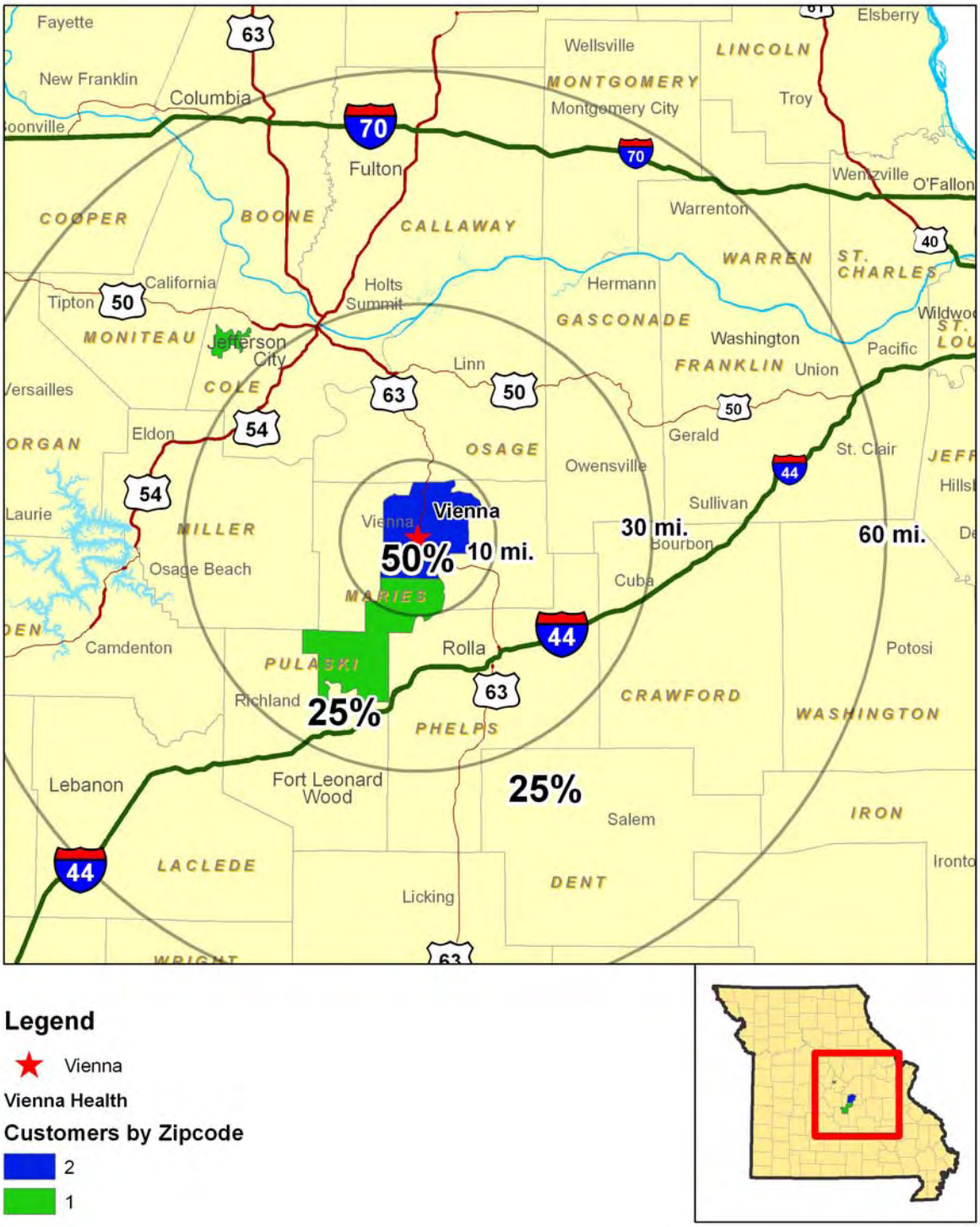
Customers by Zipcode

- 24 - 57
- 10 - 23
- 1 - 9

* 2 vehicles had out-of-state plates.

- 68% of motel and restaurant customers live within 30 miles of Vienna. Only 12% live 30 to 60 miles away.

Vienna Health Services, August 15



- 75% of the patients that visited Vienna Health live within 30 miles of Vienna, the other 25% reside 30 to 60 miles away.

Summary Review of Relevant Economic Studies

Poplar Bluff

US Hwy 67 was relocated to bypass Poplar Bluff in June of 2001. The Missouri Department of Economic Development was tasked with evaluating the business development of the city following it's bypass. Poplar Bluff is the county seat for Butler County, as well as the work destination for 32% of the employees of Butler and it's five surrounding counties. In addition to this, the city is located at a major crossroad between US Hwy 60, which runs east-west from I-55 to Springfield, and US Hwy 67, which runs north to St. Louis and south to Arkansas.

From the relocation's completion in June of 2001 to June of 2006, Poplar Bluff did not experience any profound reactions to the bypass. Businesses opened and closed primarily in the already-established business district. Despite the new route, Poplar Bluff still profited from an increase in taxable sales over the course of the years.

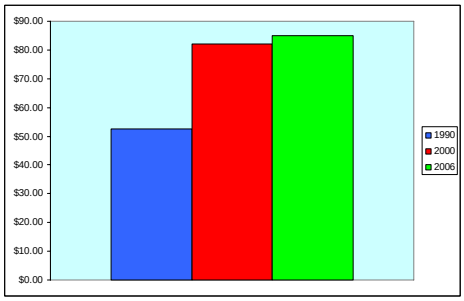
When the Department of Economic Development made a site visit to Poplar Bluff in May of 2007, the circumstances had changed. Not only was there more real estate offerings beginning to be offered nearer the new route, but new businesses were also being opened closer to it. Under favorable conditions, a town will grow and expand. Naturally, one of the directions of this expansion would bring the town closer to the bypass. However, since the new highway was designed with interchanges, the original purpose for putting the bypass there was not defeated.[11]

Although Poplar Bluff is larger than Westphalia, Freeburg, Vienna, and Vichy, some of the same results might be expected for these towns from relocating US Hwy 63. The towns along Highway 63 have experienced increases in taxable sales and population, which gradually leads to expansion and growth.

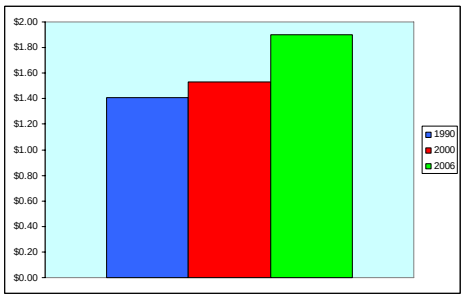
Eldon, New Bloomfield, and Urich

Each of these communities was bypassed many years ago. A short review of their statistics shows that their economies are still thriving despite the relocations of the highways around them. Each town maintains a positive growth change in population and consistently increases the amount of taxable sales earned each year. Over the years, Eldon has expanded farther and faster than the other two communities, but that can be attributed to it's proximity to the Lake of the Ozarks.

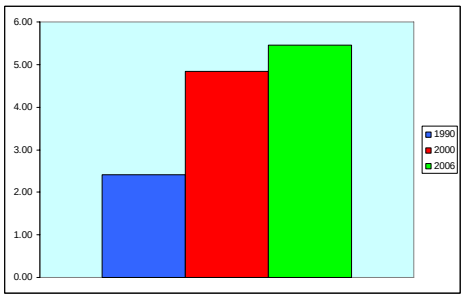
Eldon Taxable Sales ($ Millions)



New Bloomfield Taxable Sales ($ Millions)



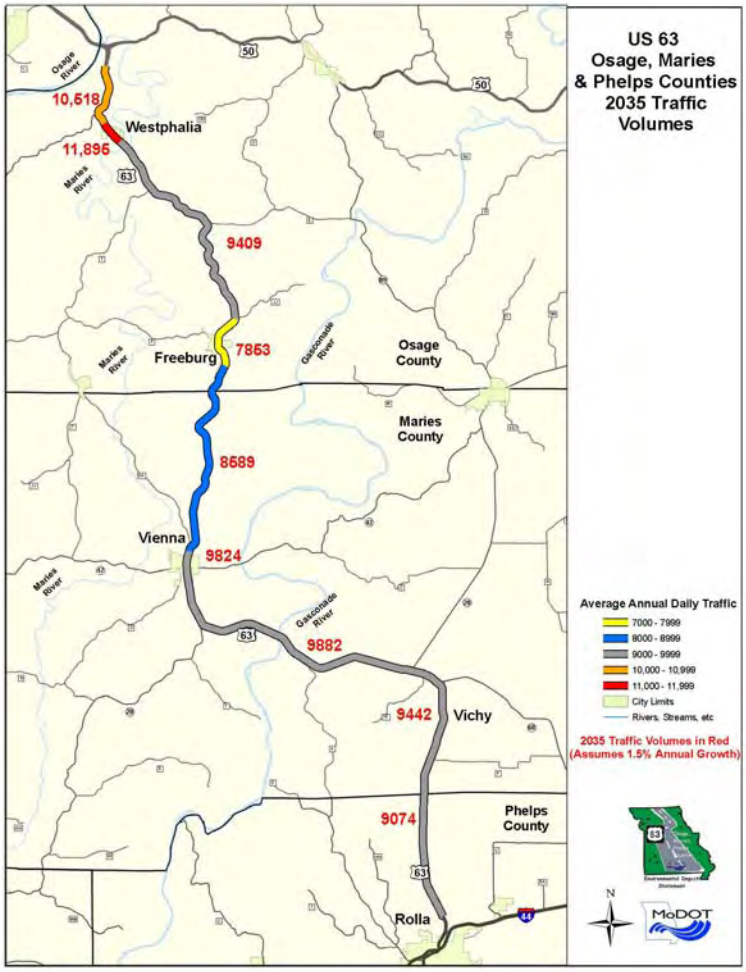
Urich Taxable Sales ($ Millions)



Other studies
Many studies have been published from areas around the nation on the effects of relief routes and relocations on small and medium size communities. A summary of the results reveal several contributing factors to the economic growth in a community following route relocation. Increased traffic flow, short distance from the interchange (typically within 10 miles), growing community population, nearness to major urban centers, prior economic development, and nearness to the next interchange are all important attributes correlating with economic growth.[12],[13],[14]

Economic Opportunities and Concerns

At first glance, the relocation may be a concern for all local businesses because it may allow potential customers to bypass their stores. However, the study done by the Missouri Department of Transportation previously discussed shows that the majority of customers are local residents. In addition to this, a safer highway with faster average speeds will likely draw new businesses to these communities. The following maps show an hour's worth of driving for each community, the areas that residents are currently commuting to, and an assumption on how far they may be able to travel in an hour after completion of the new highway. This area, displayed in gray, will open new employment opportunities for local residents.



US 63 Relocation Study - Westphalia

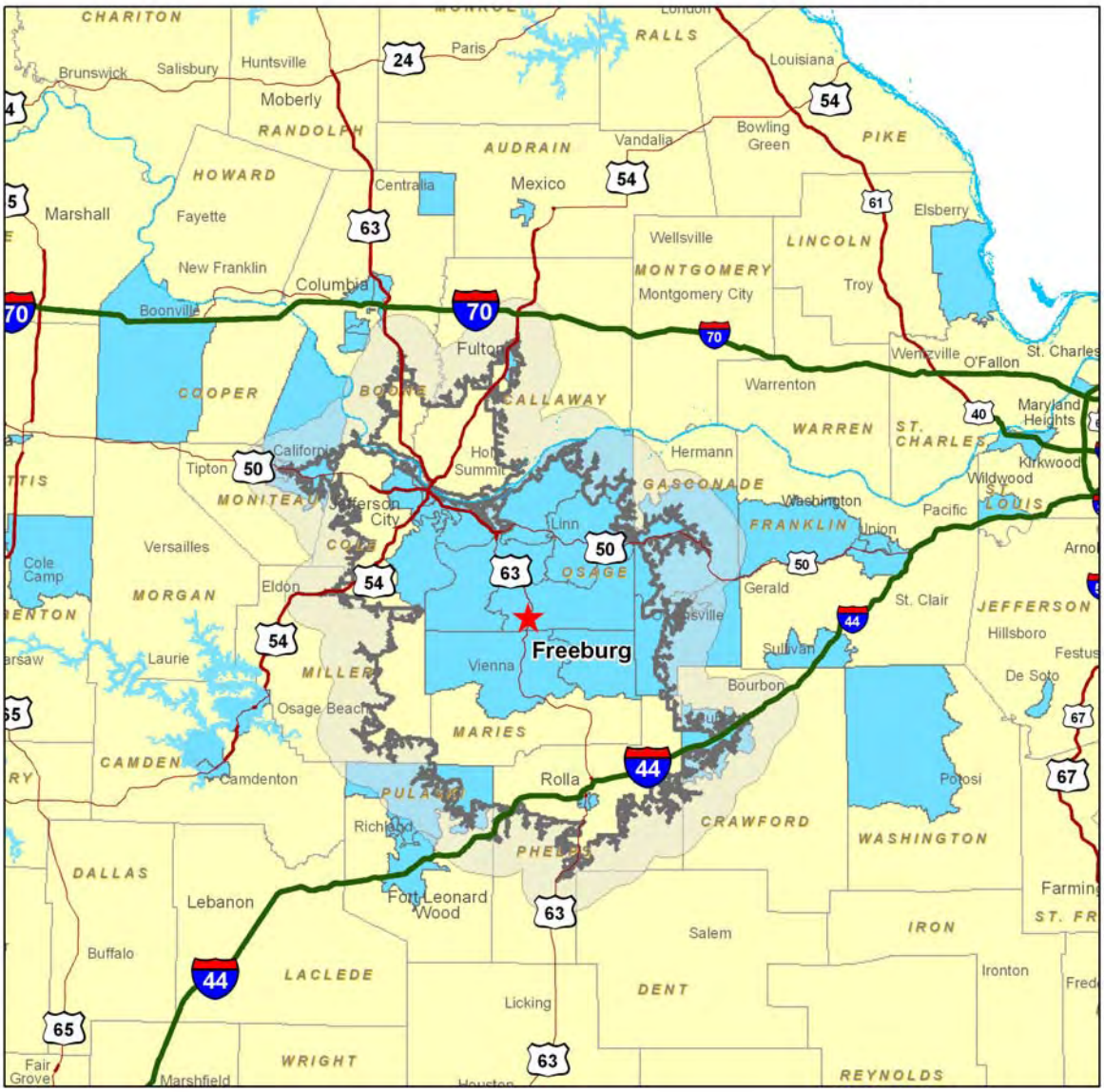
Legend

- ★ Westphalia
- Commuters from Westphalia
- 1 Hour Travel Distance
- ~Travel Distance After US 63 Relocation*

*Assuming an approximate increase in average speed of 5 mph after highway is finished.

Missouri Department of Transportation
Missouri Department of Economic Development

US 63 Relocation Study - Freeburg



Legend

- ★ Freeburg
- Commuters from Freeburg
- 1 Hour Travel Distance
- ~Travel Distance After US 63 Relocation*

*Assuming an approximate increase in average speed of 5 mph after highway is finished.

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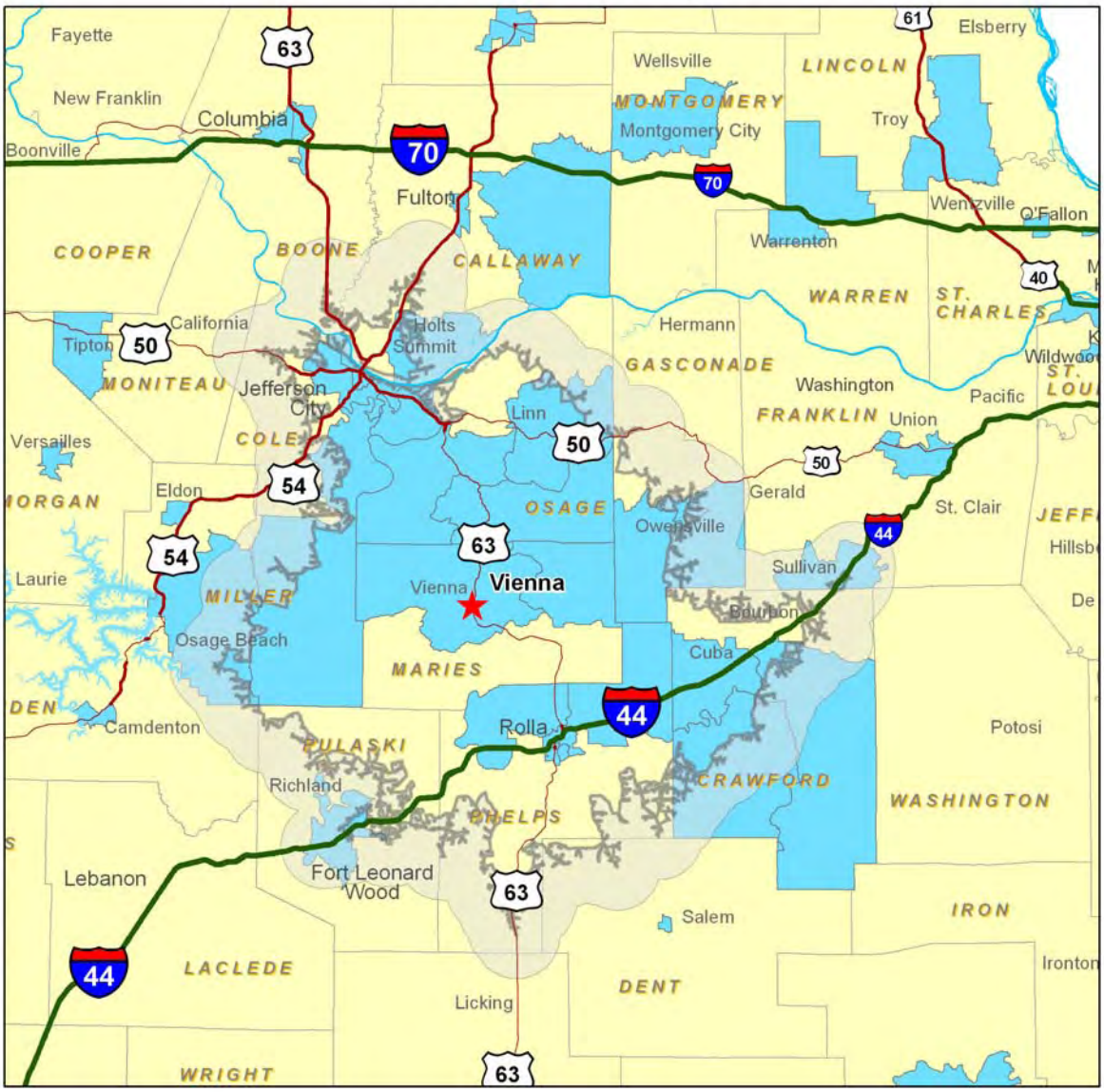
US 63 Relocation Study - Vienna



Legend

- ★ Vienna
- Commuters from Vienna
- 1 Hour Travel Distance
- ~Travel Distance After US 63 Relocation*

*Assuming an approximate increase in average speed of 5 mph after highway is finished.

MORE WITH MERIC TIMELY TARGETED INTELLIGENT

MoDOT

US 63 Relocation Study - Vichy

Legend

- ★ Vichy
- Commuters from Vichy
- 1 Hour Travel Distance
- ~Travel Distance After US 63 Relocation*

*Assuming an approximate increase in average speed of 5 mph after highway is finished.

Missouri Department of Transportation
Missouri Department of Economic Development

Expectations and Strategies for Growth

Knowing what to expect prior to route relocations is essential to the community and policymakers in terms of strategy development. Common community concerns, benefits, and applied strategies are presented here.[13]

Common Route Relocation Concerns
Loss of Downtown Businesses Access Roads to the City Property Division along New Route Signage for Local Businesses City Infrastructure Expansion to New Route Ability to Relocate to New Route Distance from the New Route to the City

Potential Business and Community Benefits
Eliminating Truck Traffic thru City Noise Reduction Reduction in Travel Times / Cost Increase in Labor Pool Reduction in Shipping Costs Increase in Safety Increase in Market Area Increase in Commercial Land Values along Route

Community Strategies
Commercial Zoning near New Route Tax Incentives Signage along Route for City Businesses Advertising Campaigns for Businesses Marketing Campaigns for City Tourism Business Recruitment

Summary

Vienna

The relocation of Hwy 63 is expected to be no more than a mile away from where it currently exists. Drive times will improve access to the cities of Rolla, Linn, and Jefferson City. Access to Interstate 44 and Highways 50 and 54 will also be improved. An hour drive time distance would expand to include Fort Leonard Wood, Sullivan, and nearly reach the boundary of Fulton.

While 29.2% of Vienna's residents work in Vienna, a majority of residents commute to the surrounding cities for work. Over 15% of the Vienna residents are employed by federal, state, or local government entities. The supply of these jobs in Vienna is lower than what exists, so it is most likely that those residents are commuting to cities such as Jefferson City and Fort Leonard Wood where the concentration of this type of employment is higher. Commuting pattern data does indeed show some individuals do work in those areas.

Although nearly 70% of Vienna residents leave the city to work elsewhere, it should be noted that the day population, in terms of workers, changes very little. Commuters outside the Vienna area also travel to Vienna for work. The predominant employing industries are involved in manufacturing, wholesale, healthcare, and education. Shortening the drive time between area cities will make it more attractive for residents to continue to live in Vienna and will make it easier for others to visit and work in Vienna.

Current economic activity is primarily regional with regard to customer base. Vienna area residents make up 60% of overall retail customers, 50% of overall healthcare patients, and 30% of all lodging and food services customers. The customer base within a 30 mile radius accounts for 91% of retail, 75% of healthcare, and 68% of lodging and food service customers. With access roads being less than a mile from Vienna from the Hwy 63 interchange, the current local market can continue to be served as drive times to the city will increase by less than a minute. Road improvements however will lessen the drive time on Hwy 63, which in most cases will offset any increase caused by the relocation away from the city of Vienna.

Based on previous relocation studies, Vienna exhibits all the characteristics that can contribute to further economic growth in a community following relocation. Traffic flows are expected to increase to over 9800 vehicles by 2035. The interchange will offer access to the city and be a short distance away from local businesses. The community population is expected to continue to increase over the next 5 years by .41%. Drive times will be shorter for major highway interchanges and metro areas. Current regional tourism is also strong with regard to community picnics and weekly cattle auctions. All of these factors are positive aspects for this community.

Certain strategies can encourage growth in the community and keep existing businesses from relocating. Vienna could benefit from signage along the new Hwy 63, marketing campaigns for tourism and local businesses, recruitment of new firms due to improved drive times to the interstate and metro areas. Other opportunities may include the conversion of farmland near the new interchange to commercial real estate or promoting residential development in the area.

Westphalia

The relocation of Hwy 63 is expected to be no more than a mile away from where it currently exists. Drive times will improve access to the cities of Linn, Columbia, Fulton, and Jefferson City. Access to Interstates 44 and 70 and Highways 50 and 54 will also be improved. An hour drive time distance would expand to include Rolla, North Columbia, Gerald, Hermann, and nearly extend to the Lake of the Ozarks.

While 13.4% of Westphalia's residents work in Westphalia, a majority of residents commute to the surrounding cities for work. Over 17% of the Westphalia residents are employed by federal, state, or local government entities. The supply of these jobs in Westphalia is very much lower than what exists, so it is most likely that those residents are commuting to cities such as Jefferson City and Columbia where the concentration of this type of employment is higher. Commuting pattern data does show some individuals do work in those areas. Other area of commuting concentration include northeast Boone County, Licking, Mexico, Union, and as far out as Potosi, Troy, and Kirkwood.

The worker day population of Westphalia falls to 69.3% of the total residential worker population. Commuters outside the Westphalia area also travel to Westphalia for work. The predominant employing industries are involved in education, healthcare and social assistance, and manufacturing. Shortening the drive time between area cities will make it more attractive for residents to continue to live in Westphalia and will make it easier for others to visit and work in Westphalia.

Current economic activity is primarily regional with regard to customer base. Westphalia area residents make up 70% of overall retail customers, 62% of gas station customers, 55% of dental care, and 79% of banking customers. The customer base within a 30 mile radius accounts for 84% retail, 80% gas station, 94% dental care, and 89% banking. With access roads being less than a mile from Westphalia from the Hwy 63 interchange and close to five miles from Hwy 50, the current local market can continue to be served as drive times to the city will increase by less than a minute. Road improvements however will lessen the drive time on Hwy 63, which in most cases will offset any increase caused by the relocation away from the city of Westphalia.

Based on previous relocation studies, Westphalia exhibits all the characteristics that can contribute to further economic growth in a community following relocation. Traffic flows are expected to increase to nearly 11,900 vehicles by 2035. The interchange will offer access to the city and be a short distance away from local businesses. The community population is expected to continue to increase over the next 5 years by .76%. Drive times will be shorter for major highway interchanges and Jefferson City will be less than 15 minutes away. Current regional tourism is also strong with regard to community picnics and tractor pulls. Also, amenities such as the soccer fields can be a draw for several local areas. All of these factors are positive aspects for this community.

Certain strategies can encourage growth in the community and keep existing businesses from relocating. Westphalia could benefit from signage along the new Hwy 63, marketing campaigns for tourism and local businesses, recruitment of new firms due to improved drive times to the interstates, highways, and metro areas; particularly Jefferson City. As Jefferson City grows to the east, opportunities may exist for Westphalia to increase its tax base. Ashland, which is roughly the same distance from Jefferson City, is a good example of a town that has seen tremendous growth from close proximity to an urban area. Ashland differs from Westphalia, in that it neighbors two larger cities, however, similar strategies of commercial zoning and residential development could be successfully utilized.

Freeburg

The relocation of Hwy 63 is expected to be no more than a mile away from where it currently exists. Drive times will improve access to the cities of Linn, Rolla, and Jefferson City. Access to Interstate 44 and Highways 50 and 54 will also be improved. An hour drive time distance would expand to include Fulton, California, Ashland, Bourbon, and nearly extend to Fort Leonard Wood.

While 18.2% of Freeburg's residents work in Freeburg, a majority of residents commute to the surrounding cities for work. Nearly 15% of the Freeburg residents are employed by federal, state, or local government entities. The supply of these jobs in Freeburg is limited compared with what exists, so it is most likely that those residents are commuting to cities such as Jefferson City and Fort Leonard Wood where the concentration of this type of employment is higher. Commuting pattern data does show many individuals do work in those areas. Commuters are also traveling outside of Freeburg to jobs involving education and health care. Other area of commuting concentration include Washington, Owensville, Fulton, and as far out as Kirkwood.

The working day population of Freeburg increases to nearly double the size of the total residential working population. Commuters outside the Freeburg area make up a substantial portion of employment in Freeburg. The predominant employing industries are involved in manufacturing, retail, and wholesale. Shortening the drive time between area cities will make it more attractive for residents to continue to live in Freeburg and will make it easier for others to visit and work in Freeburg.

Current economic activity is primarily regional with regard to customer base. Freeburg and Vienna area residents make up 74% of overall retail customers, 49% of gas station customers, 69% of manufacturing traffic, and 100% of banking customers. The customer base within a 30 mile radius accounts for 88% retail, 69% gas station, 96% manufacturing traffic, and 100% banking. With access roads being less than a mile to Freeburg from the Hwy 63 interchange, the current local market can continue to be served as drive times to the city will increase by less than a minute. Road improvements however will lessen the drive time on Hwy 63, which in most cases will offset any increase caused by the relocation away from the city of Freeburg.

Based on previous relocation studies, Freeburg exhibits all the characteristics that can contribute to further economic growth in a community following relocation. Traffic flows are expected to increase to over 7,800 vehicles by 2035. The interchange will offer access to the city and be a short distance away from local businesses. The community population is expected to continue to increase over the next 5 years by .89%. Drive times will be shorter for major highway interchanges, Jefferson City, and Rolla. Current regional tourism is also strong with regard to the community Labor Day picnic and nearby river float trips. All of these factors are positive aspects for this community.

Certain strategies can encourage growth in the community and keep existing businesses from relocating. Freeburg could benefit from signage along the new Hwy 63, marketing campaigns for tourism and local businesses, recruitment of new firms due to improved drive times to the interstate, highways, and metro areas. Freeburg's doubling daytime population is unique to this region. Strategies of commercial zoning and residential development could be successfully utilized in Freeburg to attract and convert more of the daytime working population into residential population.

Vichy

The relocation of Hwy 63 is expected to be at most 1.5 miles away from where it currently exists. Drive times will improve access to the cities of Rolla, Licking, Sullivan, and Fort Leonard Wood. Access to Interstate 44 and Highways 50 will also be improved. An hour drive time distance would expand to include Linn, Jefferson City, Lebanon, Salem, Union, and nearly extend to St. Charles County.

Only 1.7% of Vichy's residents work in Vichy, so nearly all of the residents commute to the surrounding cities for work. Commuters are traveling outside of Vichy to jobs involving manufacturing, retail, education, and health care. Areas of commuting concentration are spread mainly throughout the local region including cities of Linn, Vienna, Rolla, Fort Leonard Wood, Jefferson City, Owensville, Salem, Potosi, Piedmont, and Pacific.

The working day population of Vichy decrease to 12.9% of the total residential working population. Commuters outside the Vichy area make up a substantial portion of employment in Vichy. The predominant employing industries are involved in transportation, warehousing, and construction. Shortening the drive time between area cities will make it more attractive for residents to continue to live in Vichy and will make it easier for others to visit and work in Vichy.

With access roads being less than a mile and a half from Vichy from the Hwy 63 interchange, the current local market can continue to be served as drive times to the city will increase by less than two minutes. Road improvements however will lessen the drive time on Hwy 63, which in most cases will offset any increase caused by the relocation away from the Vichy community.

Based on previous relocation studies, Vichy exhibits all the characteristics that can contribute to further economic growth in a community following relocation. Traffic flows are expected to increase to over 9,400 vehicles by 2035. The interchange will offer access to the city and be a short distance away from local businesses. The community population is the fastest growing in the area and is expected to increase over the next 5 years by 1.03%. Drive times will be shorter for major highway interchanges, and cities such as Rolla and Fort Leonard Wood. The local airport can also play a role in future economic growth. All of these factors are positive aspects for this community.

Certain strategies can encourage growth in the community and keep existing businesses from relocating. Vichy could benefit from signage along the new Hwy 63, marketing campaigns for local businesses, and recruitment of new firms due to improved drive times to the interstate, highways, and metro areas.

[1] Missouri Dept. of Transportation, comments from Public Meetings held over the past year.
[2] All GIS maps created with ESRI's ArcGIS software suite and ESRI's Business Analyst ArcGIS Extension.
[3] http://www.ruralmissouri.org/03pages/03febWestphalia.html
[4] 2002 Census of Agriculture, United States Department of Agriculture, National Agricultural Statistics Service at http://www.nass.usda.gov/Data_and_Statistics/index.asp
[5] 2007 Reference USA Database of Businesses, InfoUSA at http://www.referenceusa.com
[6] Local Employment Dynamics data, US Census.
[7] Data queried from http://www.dorx.mo.gov/publicreports/.
[8] http://www.osagecountymo.com/freeburg.htm
[9] http://www.viennamo.com/
[10] Data collected by Missouri Dept. of Transportation and identified by Missouri Dept. of Revenue then sent to Dept. of Economic Development for analysis.
[11] Summary of study done by Missouri Dept. of Economic Development in May of 2007 covering a business analysis of the US Hwy 67 relocation.
[12] Handy, S.L., Kubly, S., Jarett, J. and Srinivasan, S. "Economic Effects of Highway Relief Routes on Small and Medium-Size Communities." Center for Transportation Research-The University of Texas at Austin, April 2000.
[13] "Effects of Highway Bypasses on Rural Communities and Small Urban Areas," *Research Results Digest*, NCHRP, 1996.
[14] Leong, D. and Weisbrod, G. "Summary of Highway Bypass Studies," Economic Development Research Group, December 2000.