

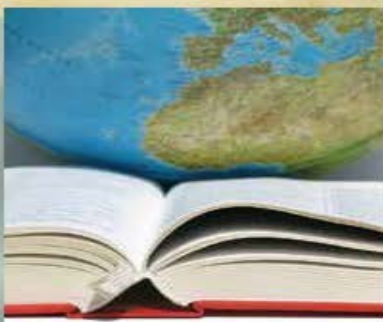
# The Institute

## Turning Information into Insight

A collaboration among Geisinger Commonwealth School of Medicine, Johnson College, Keystone College, King's College, Lackawanna College, Luzerne County Community College, Marywood University, Misericordia University, Penn State Scranton, Penn State Wilkes-Barre, The Wright Center for Graduate Medical Education, University of Scranton, Wilkes University and business community

2023

NEPA Regional  
Indicators





# NEPA Regional Indicators Forum 2023

## Welcome!

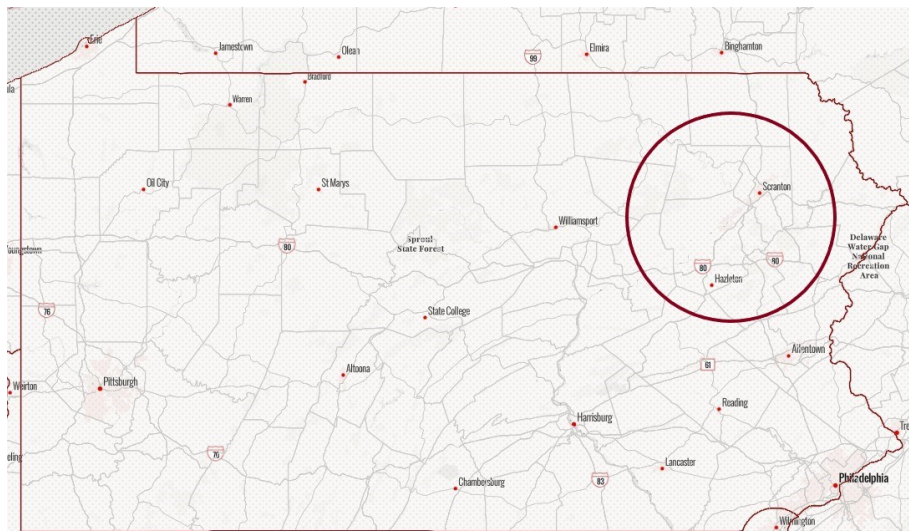
The Institute was founded on the belief that good decisions are driven by good data. Since 2004, it has been our mission to serve organizations and communities by providing empirical, objective research that drives discussion and informs action.

For nearly two decades, Institute data and research on a wide range of topics have helped policymakers and community leaders from the public, private, and non-profit sectors understand and address some of the region's biggest challenges.

The annual Indicators Forum is our opportunity to share this data and research. Conversation from past Indicators events has been a driving force behind many economic and community revitalization initiatives that produce positive outcomes in Northeast Pennsylvania.

It is our desire that the information in this year's program will provoke thought and discussion that reveal new priorities and continue to advance our region.

This year is special as we begin our expansion to cover more NEPA counties. Wayne County is the first to join us!



A collaboration among Geisinger Commonwealth School of Medicine, Johnson College, Keystone College, King's College, Lackawanna College, Luzerne County Community College, Marywood University, Misericordia University, Penn State Scranton, Penn State Wilkes-Barre, The Wright Center for Graduate Medical Education, University of Scranton, Wilkes University, and the business community

# The Institute

*Turning Information into Insight*

## **Academic Partners**

Geisinger Commonwealth School of Medicine, Johnson College, Keystone College, King's College, Lackawanna College, Luzerne County Community College, Marywood University, Misericordia University, Penn State Scranton, Penn State Wilkes-Barre, The Wright Center for Graduate Medical Education, University of Scranton, Wilkes University, and the business community

## **Research Partners**

### **Signature Underwriters**

Andrew J. Sordoni Foundation  
Luzerne County  
PPL Electric Utilities  
Sordoni Family Foundation

### **Contributing Underwriters**

Altitude Philanthropies  
Borton-Lawson  
Geisinger College of Health Sciences  
The Luzerne Foundation  
UGI Utilities  
Villaume Foundation  
Wayne County Community Foundation

### **Supporting Underwriters**

BlackOut Design  
FNCB  
Greater Hazleton CANDO  
Highmark Blue Cross Blue Shield  
KMLA Group  
M & T Bank  
Navient  
PNC  
The Wright Center for Community Health

## **Event Sponsors**

### **Event Sponsor**

The Wright Centers

### **Platinum Sponsor**

Scranton Area Community Foundation

### **Venue Sponsor**

The Woodlands Inn

### **Virtual Event Sponsor**

WVIA Public Media

### **Gold Sponsors**

Geisinger College of Health Sciences  
M&T Bank  
Marywood University  
The University of Scranton

### **Silver Sponsor**

Johnson College  
Lackawanna College  
The Scranton Plan  
Wayne County Community Foundation

### **Bronze Sponsor**

Classic Properties  
Community Bank  
Keating—Stockton Real Estate Advisors  
Marty Wolff Business Solutions

# Many thanks to our partners!

## *Community-Based Research*

Community-based research is at the core of The Institute's mission. This work, funded by our academic partners and generous stakeholders, is made available to organizations and communities needing reliable research, data, and best practices to make smart decisions.

Community-based research funding supports the Indicators Initiative, Task Force research, the Quarterly Economic Tracker, Special Research Projects, the College Student Poll, and the Institute's Internship Program.

The Institute also launched a special COVID-19 research program called Institute Insights on COVID-19, which has led to a series of additional research studies focused on the pandemic's impacts on the region.

***Your willingness to help brings meaningful change to our communities!***

We would like to take this opportunity to extend a heartfelt thanks to our generous network of supporters, who care deeply about the future of the region they call home. Our work would not be possible without the energy and expertise of our academic and research partners, stakeholders, advisory board members, task force teams, and clients who entrust us to propose solutions and create opportunities.

Our successes are your successes. Your commitment ensures that data and research will continue to fuel decisions that facilitate greater economic vitality for Northeast Pennsylvania.



## **Quarterly Economy Tracker (QET)**

**This intuitive quarterly publication presents economic and business trends affecting the region's economy, along with up-to-date and relevant data.**

*Turning Information into Insight*

# Regional Indicators Agenda

May 3, 2023

9:00 AM Welcome and Opening Remarks

1:00 PM  
Virtual



**Charlie Kasko**  
Chair of the Board of Directors  
Classic Properties



**Greg Cant, Ph.D.**  
Advisory Board Chair,  
President, Wilkes University



**Main Event Sponsor**  
**The Wright Centers**

**Jennifer Walsh, Esq.**  
Senior Vice President of Enterprise  
and Integrity, Executive Counsel,  
and Chief Governance Officer

9:15 AM Presentation of Indicators and Task Force Reports

Indicators—Teri Ooms, Andrew Chew, and Dr. Jolene Carey-Pace

1:15 PM  
Virtual

*Housing Task Force – Charles Kasko*

*Jobs, Economy & Economic Development—Rob Luciani*

*Education & Workforce Development—Lucyann Vierling*

*Health and Health Care Task Force – Dr. Julie Byerley*

*Planning, Land Use, Transportation, and Infrastructure Task Force – Marleen Troy, Ph.D.*

*Energy Task Force— Don Brominski & Alana Roberts*

*Regional Competitiveness—Carla McCabe*

**General Discussion and Q&A—all**

10:30 AM Adjourn—Charles Kasko

2:30 PM  
Virtual Chris Norton, WVIA & Charles Kasko

*Turning Information into Insight*

## Research in Action

Research in Action tells the stories of how individuals and organizations used data, analytics, and research to inform philanthropy, program planning and implementation, learning and evaluation, strategic plans, and impact. Detailed summaries of Research in Action are available in [The Institute's Annual report](#).

*Research in Action vignettes presented today:*

Brianna Florovito, Greater Scranton Chamber of Commerce—TechCelerator  
Shanie Mohamed, Greater Wyoming Valley Chamber of Commerce—PIVOT  
Chris Warland, William G. McGowan Charitable Fund—NEPA RISE



### Indicators Report

### Task Force Presentations

The Indicators program includes a presentation of the NEPA Regional ***Indicators Report***, which tracks economic data and quality-of-life trends critical to the future of our region.

The report provides reliable measurements of the driving forces behind community and economic vitality. **The Indicators report is used for many purposes; most importantly, it educates the community and provides awareness to foster better strategic planning, goal setting, and policy development.**

Each year, diverse groups of professionals convene as task forces. **They draw from their respective fields of expertise to evaluate opportunities to improve our region in critical areas.** Research and policy agendas are established in June, and The Institute's research team prepares the reports to be presented at the following year's Indicators .

Task force research has served as a basis for statewide legislation, has been used in legislative testimony, and has helped organizations with strategic priorities and best practices.

*Turning Information into Insight*

## Task Force Chairs



### Energy Task Force

#### Don Brominski, UGI Utilities, Co-Chair

Now in his 32<sup>nd</sup> year of employment with UGI Utilities, Don Brominski is currently the Director of Business Development as well as the spokesperson. In this role, he oversees a team of Sales Representatives responsible for providing natural gas service to new customers as well as servicing existing residential, commercial and industrial natural gas users.

Don grew up in Moosic, PA and graduated from Riverside High School. He attended Lehigh University in Bethlehem, PA and graduated with a B.S. in Electrical Engineering. In addition to working with the Institute, Don is on the Board of Directors for the Lackawanna Industrial Fund Enterprises, Scranton Lackawanna Industrial Building Company, Penn's Northeast, United Way of Wyoming Valley, Leadership Northeast, the Greater Wyoming Valley Chamber of Commerce, and the Wilkes-Barre CYC.



### Health and Health Care Task Force

#### Julie Byerley, MD, MPH,

Julie Byerley, MD, MPH, is president and dean of the Geisinger Commonwealth School of Medicine, executive vice president and chief academic officer.

As president and dean, Dr. Byerley provides leadership that fosters excellence, innovation and a focus on learners, patients and the promotion of health. As chief academic officer, Dr. Byerley oversees the management of educational experiences for learners throughout Geisinger, including graduate medical education, nursing, pharmacy, advanced practitioners and other health professions. She also oversees Geisinger's world-renowned research environment that includes more than 50 full-time research faculty and more than 30 clinician investigators responsible for groundbreaking medical advancements.

Dr. Byerley earned her bachelor's degree in physics and a teaching certificate from Rhodes College and attended medical school at Duke University. She completed her pediatrics residency and chief residency at UNC-Chapel Hill, where she also earned a master's degree in public health with a focus on maternal and child health.



### Housing Task Force

#### Charles Kasko, Classic Properties

Charlie Kasko is a Real Estate Agent with Classic Properties in Kingston, PA. After serving 4 years in the United States Marine Corp, Charlie spent the next 36 years working primarily in the home building industry. He has extensive experience in single and multi-family residential construction, residential remodeling and some light commercial construction. His experience includes modular as well as conventional construction.

Charlie has been involved in the National Association of Home Builders at the local, state and national levels: including serving as Pennsylvania Builders Association President and Area 3 Chairmen for the National Association of Home Builders. He is the co-founder of the Luzerne County Housing Partnership and currently serves as the Housing Task Force Chairman for the Institute of Public Policy and Economic Development. Charlie also serves as the Director of the NEPA Scholarship Competition.



## Task Force Chairs



### Jobs, Economy & Economic Development Task Force

#### Robert Luciani, Empower

Rob Luciani, Regional Vice President, Client Relationship Business Development is responsible for National Key Account Government and Taft Hartley clients. He leads a team of key account vice presidents who collaborate with specialists across administrative services, advisory services, investment services, and participant communication and education to best serve their clients.

Rob joined Prudential, now Empower, in 1988 and has over 30 years of experience in the retirement industry. While at Prudential, Rob has held leadership positions in client services, research and compliance, new business development, and product development. He holds a B.A. degree from the Pennsylvania State University and a Certificate from the Institute for Employee Benefits Training. Rob is a Registered Principal, Sales Officer of Empower, a registered lobbyist, and holds multiple state insurance licenses.



### Regional Competitiveness Task Force

#### Carla McCabe, WVIA Public Media

Carla McCabe currently serves as President and CEO of WVIA, the PBS and NPR affiliate serving Northeastern and Central Pennsylvania. Coming on board in June 2020, McCabe already has brought change and success to the station overseeing the launch of the award-winning multiplatform public affairs series Keystone Edition as well as the creation of the WVIA News department. Along with being President and CEO of WVIA Carla also oversees Chiaroscuro Records, and currently serves on the board of directors at Misericordia University, the board of directors for the Greater Scranton Chamber of Commerce, and the advisory board for the Institute for Public Policy & Economic Advancement. Before joining WVIA, McCabe served as Chief Operating Officer at Kansas City PBS and previously was Head of Production at Tern Television Productions Ltd. in the United Kingdom. She began her career in media and broadcasting with the BBC in Northern Ireland. McCabe earned her BSc from Manchester Metropolitan University in England and a Master's (MSc) from the University of Ulster in Northern Ireland.



### Energy Task Force

#### Alana Roberts, PPL Electric Utilities, Co-Chair

Alana Roberts has been working for PPL Corporation for eleven years, serving as Regional Affairs Director for the Northeast Region, covering Lackawanna, Luzerne, Monroe, Pike, Susquehanna, Wayne and Wyoming Counties for the last six years. In this role, she is responsible for corporate citizenship, community involvement, media relations and legislative affairs.

Roberts received her Bachelor of Science degree in Environmental Science from Juniata College. She is very active in our community, serving on the Board of Directors of Scranton Lackawanna Industrial Development Company, Scranton Chamber of Commerce, Hazleton Chamber of Commerce, Pocono Chamber of Commerce, Greater Wyoming Valley Chamber of Commerce, NEPA Alliance, The Institute, Wayne Economic Development Corporation, Hazleton Partners in Education, Lackawanna County Conservation District, and PPL Ambassador Coordinator.

## Task Force Chairs



### **Planning, Land Use, Transportation & Infrastructure Task Force**

#### **Marleen A. Troy, Ph.D., P.E., BCEE - Wilkes University**

Marleen Troy is an environmental engineer with specialized experience in environmental management and biological treatment techniques for remediation. She is currently a professor of environmental engineering and director of the Sustainability Management Certificate Program at Wilkes University. She is also a Pennsylvania-registered professional engineer, and board certified in environmental sustainability by the American Academy of Environmental Engineers and Scientists. Marleen serves on the board of the Wilkes-Barre Riverfront Parks Committee and is a member of the steering committee of the Northeast Pollution Prevention/Energy Efficiency Roundtable.

Marleen received her Ph.D. in civil engineering from Drexel University and earned an MSCE in civil engineering—in addition to a BS in biological science from Drexel University and a MS in microbiology from the University of Rhode Island.



### **Education & Workforce Development Task Force**

#### **Lucyann Vierling, Wayne Pike Workforce Alliance**

Lucyann Vierling has over 30 years of experience in workforce development in Northeast Pennsylvania. She has extensive experience with federal, state, and local funding administration, program design/development, and implementation. Lucyann has served in a variety of capacities over her career, including case manager, career advisor, economic planner, and executive director of a local workforce investment board. She is currently leading Wayne Pike Workforce Alliance, The Community Education Council of Wayne and Pike Counties. Lucyann is a member of Governor Wolf's Advisory Council on Rural Affairs and PA Department of Education's STEM Advisory Committee.

She obtained her bachelor of science degree in business administration and master of science degree in organizational management from Misericordia University.

## ***2023 Task Force Presentation Topics***

### ***Jobs, Economy & Economic Development***

#### **A Strategic Approach to Growing the Region's Economy**

This report identifies growth opportunities and provides a guide for increasing economic diversity. The research includes a study of the most recent available data on wages and industry to see how the region compares to state and national benchmarks, as well as data on the current industry composition and location quotients in the region.

### ***Education & Workforce Development***

#### **Understanding & Engaging Opportunity Youth**

This report will do a deep dive into the phenomenon of “checked out” young adults (aged about 18-25) who have not pursued postsecondary education and are unemployed or underemployed.

### ***Health and Healthcare***

#### **Lifestyle Medicine Issues in Northeastern Pennsylvania**

Lifestyle medicine refers to practice of medicine through a lens of modifiable behaviors, such as diet choices, physical activity, and substance use. The study focuses on a broad range of lifestyle medicine issues as they pertain to Northeast PA.

### ***Housing***

#### **Meeting Housing Demand: An Action-Focused Plan**

This study serves as a continuation of the task force's study on workforce housing opportunities completed in 2022. The report analyzes local land use policies around new development, adaptive reuse, blight remediation, and rehabilitation.

### ***Energy***

#### **Electric Vehicle Infrastructure**

The study will examine trends related to electric vehicle adoption nationwide and regionally, economic impacts, and a special emphasis on charging infrastructure. The study will review the current policy landscape related to funding of this infrastructure, local and state planning activities.

### ***Planning, Land Use, Transportation & Infrastructure***

#### **Community Impacts of Investing in Transportation & Infrastructure**

The report will outline various ways in which investments in transportation and infrastructure lead to economic growth and to connect the dots between capital investments and regional well-being. The report will align closely with funding sources and priorities identified in the Bipartisan Infrastructure Law recently enacted.

### ***Regional Competitiveness***

#### **Best Practices for Regional Planning Coordination**

The Institute compiled national and state best practices for regional approaches to land use, transportation, and economic development planning to explore opportunities to improve planning effectiveness and capacity and address emerging challenges such as the need to reinvent downtowns.

Access complete studies at [www.institutepa.org](http://www.institutepa.org)

## Jobs, Economy & Economic Development

### *Mission*

Improve the quality of life and standard of living for residents of Northeastern Pennsylvania through the formation of economic development strategies, economic analysis, case studies, and best practices related to effective and efficient government, growth, revitalization, and sustainability - while addressing policy implications on all of the above.

### *Purpose*

- Educate and inform all stakeholders on the regional economy and its opportunities and challenges, and provide innovative recommendations to ensure economic sustainability.
- Establish key findings on the financial health of households in the region, including income, poverty, and financial literacy.

## 2023 Jobs, Economy & Economic Development Task Force Members

### **Robert Luciani, Vice President, Empower- Chair**

Pam Anslinger, Financial Homeownership Specialist, NeighborWorks Northeast

Karen Baker, Senior Advancement Director, Johnson College

Lindsay Griffin-Boylan, Greater Wyoming Valley Chamber of Commerce

John P. Blake, District Director, Congressman Matt Cartwright

Fran Calpin, Senior Director of College Relations, Keystone College

John Cognetti, President & Broker of Record, Hinerfeld Commercial Real Estate

Julie Schumacher Cohen, Director of Community Relations, University of Scranton

Ron Daniels, Chief Financial Officer, The Wright Center

Laura Ducceschi, President & CEO, Scranton Area Foundation

Kellie Knesis, VP of Human Resources, The Wright Center

Katie Leonard, Ed.D., President, Johnson College

Joe Lettiere, Vice President, Greater Hazleton CAN DO, Inc.

Amy Luyster, Vice President, Greater Scranton Chamber of Commerce

Alana Roberts, Regional Public Affairs Director, PPL Electric Utilities

Jahan Tabat, Family Investments Realty

Kate Sickora, Chief Development Officer, WVIA

Lucyann Vierling, Workforce Alliance

Marwan Wafa, Ph.D., Penn State Scranton



## A Strategic Approach to Growing the Region's Economy

### *Project Goals*

This report serves as a blueprint for regional economic development by identifying growth opportunities and providing a guide for increasing economic impact. This data provides a basis for the identification of opportunities in targeted industry sectors in the region, within the context of national and global economic forces.

### *Findings*

Two of the fastest growing health care subsectors in the Commonwealth have been home health care services and outpatient care center services, which have an annual percent growth of 5.3 percent and 4.6 percent, respectively. In the Scranton—Wilkes-Barre area, outpatient care center services rank second in terms of growth, whereas home health services rank third. The average annual wages of these two subsectors are \$146,118 for outpatient care center services and \$42,967 for home health care services.

The growth trajectory of warehousing and construction industries are not expected to be significantly impacted by a mild recession either, as they have already slowed investment. This pullback will prove beneficial for the Scranton—Wilkes-Barre area of Northeast Pennsylvania, as it has a significant number of residents employed in the transportation and warehousing industry (29,799 employees). The construction industry, however, only employs 4.6 percent of residents in the Scranton—Wilkes-Barre area. Transportation and material moving occupations will have a total demand of 9,911 positions over the next two years, which is the highest demand of any industry in the region.

As inflation continues to rise, the International Monetary Fund concluded in 2022, that a medium-term fiscal framework can help address many issues that have occurred as a result. With the implementation of this fiscal framework, they assert that the following can be accomplished: urgent needs, such as high food and energy prices, can be addressed; fiscal buffers can be rebuilt; and progress on long-term development needs, such as health care and renewable energy, can be made. The MSA already has a significant number of residents employed in the health care and social assistance industry, the green energy industry cluster employs only four individuals in the entire region.

### *Recommendations*

Lackawanna and Luzerne Counties appear best suited to continue cultivating its existing industry strengths. Focusing growth on industries already strong in the region allows the region to build upon its competitive advantages and may be appropriate given the ongoing tight labor market, in which building new specialized workforce pipelines may be difficult and uncertainty is high. The logistics sector is already a key source of competitive advantage. Health care, already a strength, should be a priority for economic and workforce development, as outpatient and home-based care segments grow. Expanding tourism-related industries could allow the region to build on an asset while diversifying its economy.

Another potential opportunity for Lackawanna and Luzerne Counties to increase its economic resilience is through tourism-related businesses.

To create an even more resilient economy in Lackawanna and Luzerne Counties, while also addressing long-term energy needs in the region, a much greater investment must be made in the renewable energy industry.

# Education & Workforce Development

## *Mission*

Improve the quality of life and standard of living for residents of Northeastern Pennsylvania through Pre-K to 20+ educators and workforce development professionals partnering with business to create a seamless, top-tier regional education system.

*Education is our Economic Development Future*

## *Purpose*

- Create policy solutions informed by best practices.
- Examine issues related the connection of educators to workforce development and business.
- Provide insight into methods of increasing higher education attainment in Northeast Pennsylvania.
- Inform the community about how education and an educated workforce are the most effective economic development tools for the region.

## *2023 Education & Workforce Development Task Force Members*

### **Lucyann Vierling, Director, Wayne Pike Workforce Alliance - Chair**

Jane Ashton, Director of Continuing Education, Penn State Wilkes Barre  
Karen Baker, Senior Director Advancement, Johnson College  
Jumee Barooah, M.D., Designated Institutional Official, The Wright Center  
Lynn Biga, Executive Director, Luzerne County Head Start  
John Blake, District Director, Congressman Matt Cartwright  
Julie Schumacher Cohen, Director of Community Relations, University of Scranton  
Michelle Giovagnoli, Director of Institutional and Academic Grants, King's College  
Brad Kovaleski, Director of Student Services and Engagement, Penn State Scranton  
Sue Kuhl, Alternative Learning Center, LIU 18  
Jill Murray, President & Chief Innovation Officer, Lackawanna College  
Kellyn Nolan, Chief Academic Officer, Johnson College  
Graceann Platukus, Ed.D., Director of Institutional Research and Planning, Luzerne County Community College  
John Pullo, Interim President, Keystone College  
Ann Sadusky, Director of Human Resources, McCarthy Tire Service  
Connie Sixta, VP for Quality and Assurance, The Wright Center  
Kirsten Smith, Director of Career Services, Fortis Institute  
Alissa Swarts, Director of Education, WVIA Public Media  
Debra Youngfelt, Executive Director, AHEC  
Gerald Zaboski, Vice Provost for Enrollment Management & External Affairs, University of Scranton



## Understanding & Engaging Opportunity Youth

### *Project Goals*

Create awareness of , better understand, and improve outcomes for Opportunity Youth, businesses and communities have the ability to enhance the quality of talent available to employers and disrupt a multi-generational cycle of poverty for youth and their families.

### *Findings*

The study examined drivers of disengagement among the 16- to 24-year-old age group. Researchers identified the following factors:

- Lack of access to childcare
- Involvement with the criminal justice system
- Challenges in social and physical environments
- Multifaceted and intersecting experiences, such as:
  - Poverty,
  - Homelessness,
  - Mental health problems,
  - Physical disabilities
  - Substance abuse

Disconnection among young people is often affected by income, race or ethnicity, and residential environment. Disconnected youth are also likelier than connected youth to live in poverty and receive Medicaid.

### *Recommendations*

It is crucial to recognize that employment-specific interventions alone are likely insufficient to support Opportunity Youth and should be accompanied by interventions to health, educational, and social environments.

The young people struggling and off track before the pandemic will have the most difficulty reconnecting with jobs and schools. These young people and their communities should receive the greatest attention and resources available to address this crisis. These hardest-hit youth tend to live in low-income communities of color, particularly Black and Native American communities.

Various case studies and recommendations were identified by The Institute in order to (1) prevent disconnection and (2) reengage disconnected youth. All of these require collaboration among organizations. These recommendations address:

*Systemic Challenges*

*Donor involvement*

*Disconnected Youth Involvement*

*Robust On-Ramps to Employment*

*Community involvement*

*Atypical Development Pathways*

*Coordinated Data Systems and Service Delivery*

*Soft skills development*

*A Public Health Approach*

*Needle-moving collaboratives*

The successful reconnection of young people is a local and national issue. At the local level, it requires community collaborations across multiple sectors, including non-profit organizations, school districts, and government entities. By working together, they can effectively remove barriers, connect the many systems that touch the lives of young people, and develop and strengthen education and employment pathways.

# Housing Task Force

## *Mission*

Improve the quality of life and standard of living for the residents of Northeastern Pennsylvania through examination of housing stock and housing affordability.

## *Purpose*

- Create policy solutions based on evidence and best practices that have the potential to impact legislation and beyond.
- Examines issues related to housing planning and zoning, housing affordability, housing stock, and homelessness.
- Maintain a bilingual education/information website to assist new and existing homebuyers.
- Maintain a web based toolkit for communities dealing with housing challenges.

## *2023 Housing Task Force Members*

### **Charlie Kasko, Classic Properties—Chair**

Scott Constantini, AVP of Primary Care and Recovery Services,  
The Wright Center

Lisa Durkin, President & CEO, United Neighborhood Centers

Jesse Ergott, Executive Director, NeighborWorks Northeast

Steven Farrell, Owner, Classic Properties

Patrick Fricchione, President & CEO, Simplex Homes

Dana Hanchin, HDC MidAtlantic

Erica Hubert, Director of HIV Case Management, The Wright Center

Patricia Moroz, US, Housing & Urban Development

Andy Reilly, Luzerne County Community Development Department

Jahan Tabat, Family Investments Realty





## Meeting Housing Demand: An Action-Focused Plan

### *Project Goals*

The COVID-19 pandemic caused a massive disruption to the local housing market that saw prices soar throughout Northeastern Pennsylvania. The study will help to identify how the region got here and what can be done to mitigate the challenge of affordability and housing stock through a variety of public interventions to promote private development.

### *Findings*

One of the strongest competitive advantages that NEPA had to attract workers and businesses was a low cost of living. Previous Institute research have discussed how the region's low cost of living is underpinned by lower housing cost than the state or national average.

The changes in population and housing prices in the region are clearly correlated. Population numbers increased significantly in 2020 then stabilized in 2021, while housing prices increased in 2020, 2021, and at a slower rate through 2022.

An examination of housing price and rental costs in terms of wages for the largest industries shows affordability is a clear problem. Homeownership was out of reach for all but five of the top 25 occupations.

Filtering is the process through which expensive homes become more affordable by losing value, thus entering the middle housing market. However, this can only work if there are enough houses for higher income individuals to move into a new home. Throughout the broader region housing stock has been declining, even before the population boom. Without new construction, filtering cannot work, and the declining housing stocks shows the region is in trouble.

### *Recommendations*

Since there is a clear problem with the amount of housing, the first solution is increasing the supply of middle housing. Land use reform could make a significant difference. Therefore, to get the housing we need cities should revise zoning laws to enable more high-density housing.

In addition to zoning reforms, building codes and other regulations can be simplified to make it easier for small developers to enter the market. With more competition in housing there would be greater downward pressure on rents and home prices that could help maintain affordable housing in the region.

Paired with regulatory reform we advocate for expanding land banking in the region. The Institute's research was the primary driver in land bank legislation nearly a decade ago. Land banks are a prime tool of rehabilitation and tackling blight.

The formation of land trusts could also help tackle the problem. Land Trusts are community organizations, usually non-profits, that own land and either rent out the housing on the land or sell the houses. By maintaining ownership of the land, the land trust can afford to sell the house at a lower price, opening home ownership to lower income people. The land trust owning the land also ensures the priority with the land is for it to be used as housing, rather than speculation.

A final policy recommendation is the creation of social housing. Based on European models, social housing is municipal owned housing that is mixed income. It splits from the typical American public housing model by having middle- and higher-income individuals living in the same buildings as lower income subsidized housing. This arrangement helps to fight segregation and redlining but also helps keep the housing developments economically sustainable.

# Health & Health Care Task Force

## *Mission*

Improve the quality of life and standard of living for residents of Northeastern Pennsylvania through the examination of health status as well as health care delivery, costs, and insurance.

## *Purpose*

- Examine priorities related to public health, care providers, access to care, and other health and healthcare issues impacting the region.
- Provide insight into the health and healthcare indicators as appropriate to ensure a comprehensive, high-quality set of benchmarks for health care status.



## *2023 Health & Health Care Task Force Members*

**Julie Byerley, MD, MPH, President & CEO Geisinger Commonwealth School of Medicine, - Chair**

Karen Baker, Senior Advancement Director, Johnson College

William Conaboy, President & CEO, Allied Services

Laura Ducceschi, President & CEO, Scranton Area Foundation

Maria Montoro Edwards, President & CEO, Maternal & Family Health Services

Brian Ebersole, Executive Director, Geisinger

Joe Grilli, Community Member

Joseph Hollander, Executive Director, Scranton Primary Health Care Center

Tiffany Jaskulski, Chief Operating Officer, The Wright Center

Barbara Norton, Director, Corporate and Foundation Research, Allied Services

Ben Payavis, Chief Content Officer, WVIA

Raymond E. Petren, Ph.D., Assistant Professor Human Development & Family Studies, Penn State Scranton

Brian Rinker, Senior Vice President, Highmark Blue Cross Blue Shield

Paul Rushton, Esq., Partner, Rosenn Jenkins & Greenwald LLP

Bette Saxton, Community Member

Jignesh Y. Sheth, MD, Chief Medical Officer, The Wright Center

Susan Sordoni, MD, Founder Volunteers in Medicine

Laura Toole, Executive Vice President, Northeast Regional Cancer Institute



# Lifestyle Medicine Issues in Northeastern Pennsylvania

## *Project Goals*

Create an awareness of the six pillars of lifestyle medicine so individuals recognize there is an opportunity to control some chronic conditions and overall health without medical intervention; to encourage physicians of all types to teach the six pillars to their patients; and to encourage children to adopt the pillars.

## *Findings*

The study found that implementing the six pillars of Lifestyle medicine in all practices in Northeastern Pennsylvania given the high burden of chronic diseases such as high blood pressure, diabetes, and heart disease in our region, could make a significant positive impact.

It's important to remember that while each aspect of lifestyle medicine can be modified to some extent, there are external constraints on what each individual can do. These social determinants of health may appear as social, economic, or structural characteristics that affect health, risk, and/or quality-of-life.

Accordingly, consequential demographic patterns and challenges specific to vulnerable populations were noted in the data. Older adults were at a much greater risk of social isolation and lack of physical activity. Alcohol abuse is much more prevalent among young adults and men. Insufficient sleep is reported more commonly by single parents and nonwhite and/or Hispanic individuals.

Lifestyle medicine interventions are likely to be most effective when the specific lifestyle changes promoted align with patients' chronic diagnoses as well as their socioeconomic characteristics.

While lifestyle medicine is effective in alleviating chronic illnesses and addressing health inequity, it can also save money. In a small study conducted by the American College of Lifestyle Medicine, patients living with various chronic illnesses underwent lifestyle medicine intervention. Each participant experienced mitigation in their illnesses, and substantial savings were identified for both the patients and their insurance providers. For example, one of the patients lost more than 150 pounds after committing to lifestyle medicine for six months, saving a potential of \$92,000 in potential medical costs.

## *Recommendations*

All doctors can and should support the six pillars of lifestyle medicine.

There should be programs for children supporting the six pillars that are reinforced in school, OST, and summer programs.

Universities play a key role in both promoting and implementing lifestyle medicine programs in their communities.

Other interventions to directly address the six pillars of healthy eating, physical activity, restorative sleep, stress management, avoidance of risky substances, and positive social connections will be useful in conjunction with adoption of lifestyle medicine by health care providers.

Educational programs to increase food literacy; prevention and mitigation efforts aimed at drug and alcohol abuse; expanding access to fresh food, investing in parks, trails, and other recreation facilities or increasing safe access to them; and providing socially isolated older adults with opportunities for social connectedness on their own terms are examples of interventions that address these pillars.

# Planning, Land Use, Transportation & Infrastructure Task Force

## *Mission*

Improve the quality of life and standard of living for residents of Northeastern Pennsylvania through examination of best practices and policy in planning, land use, transportation, and infrastructure development.

## *Purpose*

- To convene and participate in creating policy solutions based on evidence and best practices that have the potential to impact legislation and beyond.
- The examine issues related to planning, land use, and transportation systems.
- The task force provides information to inform the Bi-County Comprehensive Plan.



## *2023 PLuTI Task Force Members*

### **Dr. Marleen Troy, Professor, Wilkes University—Chair**

Carl Beardsley, Executive Director, Wilkes-Barre/Scranton International Airport

Ron Daniels, Chief Financial Officer, The Wright Center

Joe Glynn, Chief Technology Officer, WVIA

Scott Koerwer, EVP and Chief Administrative Officer, The Wright Center

Robert Luciani, Vice President, Empower

Lawrence Malski, Director, Pennsylvania Northeast Regional Railroad Authority

Lexie Langan, Business Development Leader, The Milnes Co., Inc.

Jill Murray, Ph.D., President & Chief Innovation Officer, Lackawanna College

Vivian Williams, Director, NEPA Moves



# Community Impacts of Investing in Transportation & Infrastructure

## *Project Goals*

The Infrastructure Investment & Jobs Act, also known as the Bipartisan Infrastructure Law provides for a considerable expansion of funds for transportation infrastructure. The purpose of this report is twofold. First, it will provide an overview of funding sources and programs. This report will outline existing economic impact research to show how these investments in transportation infrastructure can yield economic and social benefits, quantifying them where possible, to connect the dots between capital investments and regional well-being.

## *Findings*

The American Public Transit Association (APTA) estimates that for every one dollar invested in public transportation, there is an economic return of four dollars. These economic impacts come from several sources: cost savings for riders compared with car ownership, reduced traffic congestion increasing efficiency of businesses, and the economic ripple effect of capital projects and day-to-day operations, in which transit workers spend their money in the local economy. Investment in public transit is also associated with improved economic mobility and social equity, as those without cars, older adults, and other vulnerable groups can better access jobs, services, and health care.

Investing in our roads and bridges also brings economic benefits. A significant share of funds spent on construction and paid to workers in wages is reinvested locally. The benefits compound when road and bridge improvements are combined with alternative modes of transportation. Infrastructure improvements that promote active transportation (i.e., walking and cycling) can have positive impacts on community health. According to the American Public Health Association, poor transportation systems can result in higher incidences, of asthma, cardiovascular disease, and obesity. Active transportation infrastructure and investments in traffic calming could also result in a reduction in pedestrian and cyclist traffic deaths, as well as help promote air quality and environmental sustainability goals.

Of particular interest is the potential benefit of reestablishing passenger rail between Scranton and New York City. Initially, the economic impact from construction would be sizeable. After the service is operational, Amtrak estimates \$87 million annually in economic impact, assuming three daily round trips between New York City and Scranton. In addition, the project could grow economic activity in the tourism sector as well as expand the workforce pipeline.

## *Recommendations*

Many funding opportunities are available to applicants besides those who typically build or operate transportation infrastructure. Nonprofit organizations and institutions like universities can play a greater role in identifying needs and pursuing funding to address them.

It is recommended that planners and local government leaders favor approaches, such as “complete streets” to take advantage of the economic benefits of new funding streams as well as positive health, social, and quality of life impacts.

It is recommended that municipalities, counties, and regional planning and development organizations explore new ways to collaborate. Some funding formulas prioritize or exclude projects based on population size; a collective effort could result in new opportunities for resources.

# Energy Task Force

## *Mission*

To convene community resources to strategically plan and promote the sustainable economic development of regional energy resources across business, education, political and community stakeholders.

## *Purpose*

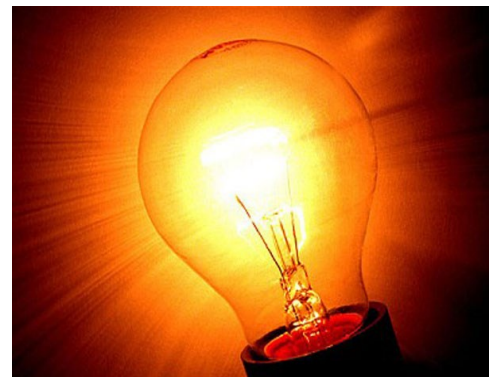
- Study the impact of all forms of energy on the region, including renewables.



## *2023 Energy Task Force Members*

**Don Brominski, UGI Utilities and  
Alana Roberts, PPL Electric Utilities  
Co-Chairs**

Jody Cordaro, Principal, SCE Environmental Group, Inc.  
Scott Koerwer, EVP and Chief Administrative Officer, The Wright Center  
Scott Lynett, Principal, Times Printing  
John Nealon, Managing Partner, Baker Tilly  
Laura Spadaro, VP of Primary Care and Public Health Policy, The Wright Center



# Electric Vehicle Infrastructure

## *Project Goals*

This report will provide an overview of EV infrastructure: types of electric chargers and stations, costs associated with developing EV infrastructure, and an overview of policies and the economic impact of EV's both at a national level and state level in Pennsylvania while addressing the overall concerns of consumers and corporations on the possibility of EV adoption.

## *Findings*

Electric vehicles (EVs) represent a monumental shift in energy systems for transportation. In order to combat climate change by reducing greenhouse gas emissions, some state and federal policies have sought to encourage adoption of EVs. Vehicle manufacturers and freight companies are also making preparations for this change. The economic impacts of this change are complex, as fossil fuel extraction is an important part of Pennsylvania's economy, but modeling has shown the potential for economic benefits due to consumer savings in the long-term being reinvested in local economies.

It is important to consider that a large-scale shift toward vehicle electrification will have significant ramifications in funding for transportation infrastructure. Gasoline taxes provide the largest share of these funds, and a decline in gasoline tax revenue will necessitate reconsideration of generation of revenue for road and bridge construction and maintenance. While extensive study of this issue was beyond the scope of this study, it is recommended that further research be conducted in this area.

There are other issues to research. For example, will power plant emissions rise as electric vehicles increase in the U.S. Is the electric infrastructure in need of upgrades or expansions to support increased electric vehicles, and if so, how is that funded and what will be the impact on ratepayers?

## *Recommendations*

Local planners, public administrators, policymakers, and advocates for disadvantaged communities should also be engaged in the process of planning for the use of EV infrastructure funds. In places where these dialogues are not yet occurring, local working groups (ideally including PennDOT officials) can be formed to ensure that allocation of EV infrastructure funds is consistent with county and municipal comprehensive plans, adequately serves disadvantaged communities, and is conducive to sustainable economic development.

Additional research on issues related to infrastructure development and sustainability, including cost are needed.

# Regional Competitiveness Task Force

## Mission

To explore collaborative efforts among a variety of stakeholders to solve common challenges and elevate regional quality of life and standard of living.

## Purpose

- To present compelling data, case studies and recommendations on regional approaches to public services, public safety, health and social services, workforce development, planning and development among others.
- To share that information with stakeholders with the influence to advance collaborative solutions.
- To serve as a convenor for those that wish to pursue implementation of collaborative solutions.



## 2023 Regional Competitiveness Task Force Members

**Carla McCabe, WVIA Public Media**

Kurt Bauman, NEPA Alliance

Paige Cagnetti, Mayor, City of Scranton

Pete Danchak, PNC Bank

William Scranton, III, Scranton Family Office





## Best Practices for Regional Planning Coordination

### *Project Goals*

Promote regional planning and enhanced collaboration, cooperation, and shared services & resources

### *Findings*

Regional planning involves addressing issues that span across multiple jurisdictions in problems that concern not just a singular municipality, township, city, or even county. This calls for using a more holistic approach to solving the economic, social, and environmental issues and disparities for a given region. Both regional and urban planning may be necessary for a multitude of reasons including creating communities, accommodating population growth, and revitalizing the economy.

Regional planning associations and many independent organizations can come together to work on any given issue that falls under their jurisdiction. Plans involving transportation, environmental planning, land use, etc. all can be addressed across multiple municipalities, and can require the help of several associations and agencies. This means that cooperation and coordination on the parts of all local governments and agencies involved, along with effective implementation methods, are crucial to the success of a project.



### *Recommendations*

Evaluate models of regional planning to adopt in NEPA

Integrating economic development activities, as in the Northern Tier model, could provide an added benefit of better aligning land use and transportation decisions with economic and workforce development work. Future updates to the state's Municipalities Planning Code should also consider ways to promote regional cooperation.

Establishing a national agenda on regionalism could encourage more local governments to work together with other governments in their region to produce better outcomes for their communities.



## *Institute Insights*

[Data Dashboard](#)

[COVID Research](#)

[Task Force Studies](#)

[Economy Trackers](#)

[Policy Trackers](#)

---

## Meet The Institute Team



Teri Ooms, President & CEO; Andrew Chew, Chief Research Officer; Jill Avery-Stoss, Chief Operating Officer; Jolene Carey-Pace, Ed.D., Research Analyst; Mark Shaffer, Research Analyst; Sarah Bender, Research Assistant; and Ethan Van Gorden, Research Assistant

## Academic Partners

Geisinger  
Commonwealth  
School of Medicine



**Lackawanna  
COLLEGE**



Wilkes University

# INVESTING *in* OUR REGION

## \$158.8 million

Economic impact on the community in 2021



# 630+

Regional employees  
(and we're hiring!)

# 1

Driving Better Health  
mobile medical unit



THE **WRIGHT CENTER**  
*for*  
COMMUNITY HEALTH



## 9 Primary Care Practices

<b>Clarks Summit</b> .....	1145 Northern Blvd.	<b>570.585.1300</b>
<b>Hawley</b> .....	103 Spruce St.	<b>570.576.8081</b>
<b>Jermyn</b> .....	5 S. Washington Ave.	<b>570.230.0019</b>
<b>North Pocono Practice</b> .....	260 Daleville Highway, Suite 103	<b>570.591.5150</b>
<b>Scranton</b> .....	501 S. Washington Ave.	<b>570.941.0630</b>
<b>Scranton Counseling Center</b> .....	329 Cherry St.	<b>570.591.5250</b>
<b>Wilkes-Barre</b> .....	169 N. Pennsylvania Ave.	<b>570.491.0126</b>

**School-Based Health** (Open to the community)

<b>West Scranton Intermediate</b> .....	1401 Fellows St.	<b>570.591.5280</b>
---	------------------	---------------------

**Driving Better Health:** Delivering primary care services where our patients live, work, and play.

Addiction and Recovery Services | Behavioral Health | Dental Services | Geriatrics  
Infectious Disease/Ryan White HIV Services | Primary Care | Pediatrics | Women's Health

Check out our website designed with YOU in mind: [TheWrightCenter.org](http://TheWrightCenter.org)

## OUR MISSION:

To improve the health and welfare of our communities through inclusive and responsive health services and the sustainable renewal of an inspired, competent workforce that is privileged to serve.

# Pursue your passion, not just your career

## 5 Residency Programs

*(Internal Medicine, National Family Medicine, Physical Medicine & Rehabilitation, Psychiatry, and Regional Family Medicine)*

## 3 Fellowship Programs

*(Cardiovascular Disease, Gastroenterology, and Geriatrics)*

**227+** Residents & Fellows  
*(throughout the United States)*



Our National Family Medicine Residency Program has earned a full 10-year accreditation from the Accreditation Council for Graduate Medical Education

## Hometown Scholars

The Hometown Scholars program was developed in response to the needs of community health centers to create a pipeline of exceptional medical students. We're looking for dedicated learners with a passion for working with underserved, vulnerable populations. Call **570.591.5132** to learn more.

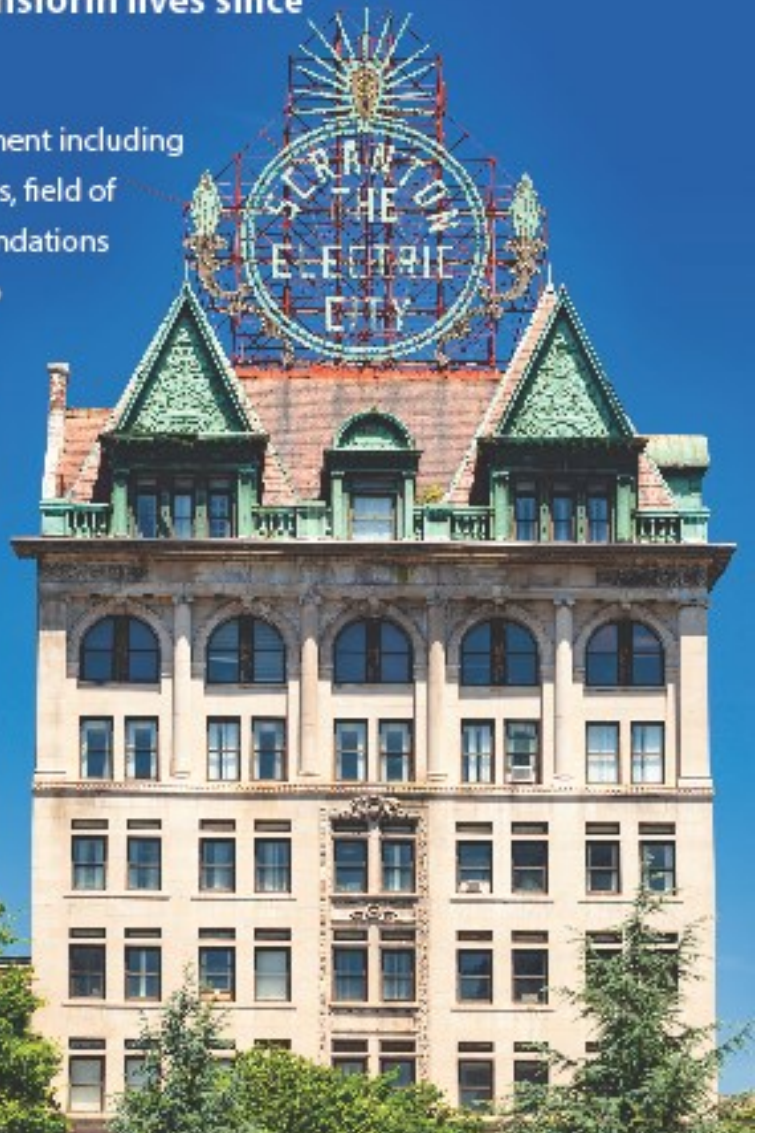


[TheWrightCenter.org/graduate-medical-education](http://TheWrightCenter.org/graduate-medical-education)



**The Scranton Area Community Foundation is a trusted community partner working in partnership with people to transform lives since 1954.**

- 300+ charitable funds under management including donor-advised funds, scholarship funds, field of interest funds, and several private foundations
- Over \$6 million in grants distributed to the community in 2022
- A Board of Governors with expertise, credibility, and knowledge of the communities we serve
- Accredited by National Standards of U.S. Community Foundations, philanthropy's most rigorous standards for operational excellence in community philanthropy



Excellence. Accountability. Impact.™

615 Jefferson Ave, Suite 102, Scranton, PA 18510

[info@safdn.org](mailto:info@safdn.org)

(570) 347-6203

[safdn.org](http://safdn.org)



# WVIA RADIO WEEKDAY LINEUP

**NEW WEEKDAY LINEUP BEGINS JUNE 5<sup>TH</sup>**

<u>TIME</u>	<u>PROGRAM</u>
12:00 AM	BBC World Service
5:00 AM	Morning Edition
10:00 AM	Classical Music with Lisa Mazzarella
12:00 PM	ArtScene/Classical Music with Erika Funke
1:00 PM	Classical Music with Erika Funke
2:00 PM	Here and Now
4:00 PM	All Things Considered
6:00 PM	Marketplace / The Daily
7:00 PM	Fresh Air
8:00 PM	All That Jazz with George Graham
9:00 PM	Mixed Bag with George Graham
10:00 PM	BBC World Service

**VISIT [WVIA.ORG](http://WVIA.ORG) FOR FULL LISTINGS**



# THE WOODLANDS

For over 50 years The Woodlands has been host to many community and corporate events along with being part of numerous family celebrations of all types. We thank you for your continued support and look forward to many more years of serving our community.



- Live Entertainment Venues
- Outdoor Dining & Bar
- Club Evolution



- Off-Premise Catering
- Catering To-Go
- Crescenzo's Pizza & Eatery

We are a proud sponsor of  
The Institute Indicators Event 2023



- 150 Boutique Style Accommodations
- Corporate Rates Available
- Group and Special Event Discounts



- 10,000 sq. ft. of Event Space
- 4 Private Parlor Rooms
- Catering and Meeting Packages

 THE WOODLANDS

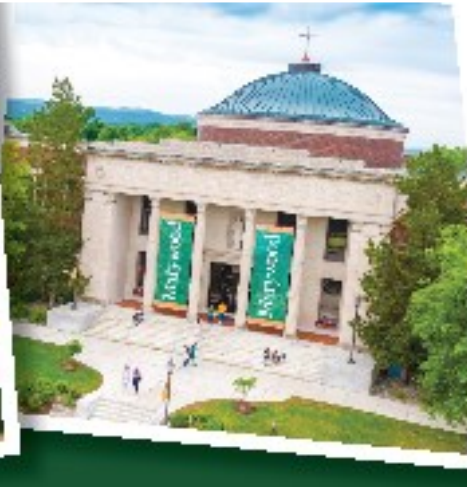
www.TheWoodlandsResort.com  
1073 Route 315 • Wilkes-Barre, PA • 18702  
(570) 824-9831



thewoodlandsresort.com







# MAKE YOUR MARK!

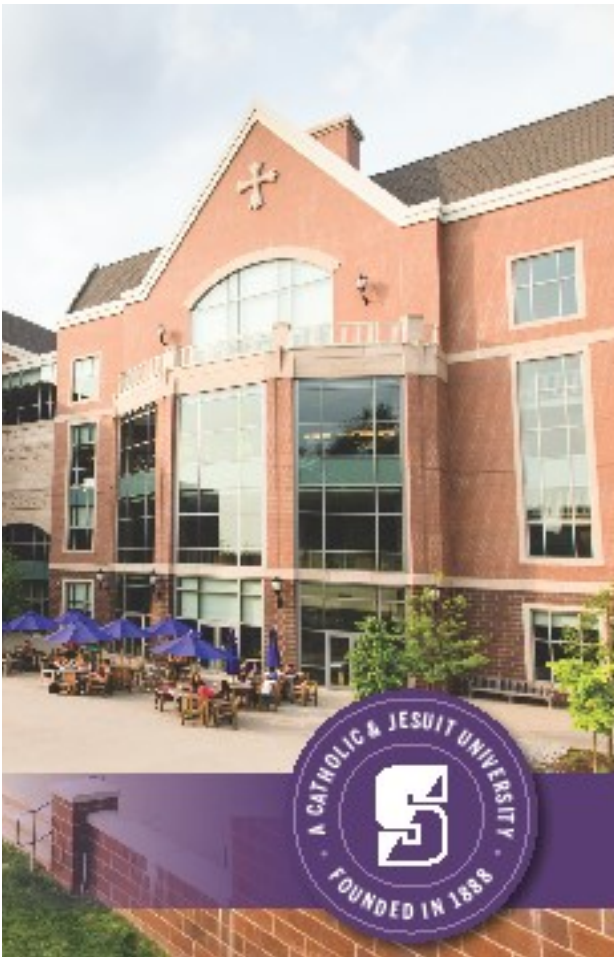
From Day One, Marywood University empowers students to discover their passion and realize their purpose. **Learn more @ [marywood.edu](https://marywood.edu).**



**Healthy  
communities  
are built  
on strong  
organizations.**

Thanks for making our  
hometowns even better  
places to live.

**Geisinger**



The University of Scranton  
*WE'VE GOT THE KEYS TO YOUR SUCCESS.*

PROUD TO SUPPORT  
 THE INSTITUTE AND  
 COLLABORATE ON THE  
 LIVING WAGE REPORT

Visit  
[www.scranton.edu/livingwage](http://www.scranton.edu/livingwage)  
 to view the study.

THE UNIVERSITY OF  
**SCRANTON**  
 A JESUIT UNIVERSITY

For more information call 1.888.SCRANTON or visit [scranton.edu](http://scranton.edu)

 A worker wearing a yellow hard hat and safety glasses is looking at a tablet displaying technical data and diagrams. The background is a blurred industrial setting. A QR code is overlaid on the image.
 

New This Fall **ROBOTICS AND INTEGRATED TECHNOLOGY PROGRAM**

**Lackawanna COLLEGE**  
 Local. Practical. Career-focused.

 A student wearing a black cap and glasses is working in a workshop, using a tool on a piece of wood. The background is a blurred workshop setting.
 

**HANDS-ON EDUCATION IN-DEMAND CAREERS**

Ranked as the **#10** Trade School In the Nation<sup>SM</sup>  
**TOP RETURN ON INVESTMENT** among Local Colleges<sup>SM</sup>

- 18** ASSOCIATES DEGREE &
- 4** ACADEMIC CERTIFICATE PROGRAMS AVAILABLE
- 2** CAMPUSES - SCRANTON & HAZLETON

BUILT ON STUDENT SUCCESS  
 Johnson.edu **Johnson COLLEGE**

# Getting involved is important.

At M&T Bank, we know how important it is to support those organizations that make life better in our communities. That's why we offer our time and resources, and encourage others to do the same. [Learn more at mtb.com/community](https://mtb.com/community).

M&T Bank is proud to support The Institute and the Indicators Event.



 Equal Housing Lender. ©2023 MGT Bank. Member FDIC.  
Support provided by The MGT Charitable Foundation and its corporate sponsor, MGT Bank.

## WHAT'S YOUR PLAN?



A booming business climate, access to major metropolitan markets, operating costs, labor availability and superior quality of life are leading national corporations to invest in greater Scranton, Pennsylvania.

**MAKE SCRANTON PART OF YOUR PLAN.**  
Visit [SCRANTONPLAN.COM](https://SCRANTONPLAN.COM) or call 570-342-7711  
to learn how our team can help you grow.

ATTRACT. SUSTAIN. GROW.  
**SCRANTON**



*Scranton Plan is a marketing affiliate of  
The Greater Scranton Chamber of Commerce.*

THE WAYNE COUNTY  
**COMMUNITY  
FOUNDATION**  
Investing In Our Future

Grants  
Scholarships  
Legacy Giving  
Donor Fund  
Management

**WayneFoundation.Org**  
info@waynefoundation.org  
214 Ninth Street, Honesdale PA 18431  
570 251 9993



"Your NEPA Real Estate Company"  
classicproperties.com

Clarks Summit - 570-587-7000  
Kingston - 570-718-4959

Pocono Mountain - 570-595-3705  
North Pocono - 570-842-9988



LinkedIn 570 815 1626

### KEATING – STOCKTON

*Supporting and strengthening America's academic institutions through real estate solutions and development expertise.*



John Hoy | [jhoy@StocktonRea.com](mailto:jhoy@StocktonRea.com) | 412.401.5001  
[www.StocktonREA.com](http://www.StocktonREA.com)

## Signature Research Underwriters

**Andrew J. Sordoni  
Foundation**



**PPL Electric Utilities**

**SORDONI**  
**FAMILY FOUNDATION**

## Contributing Research Underwriters



**BORTON  
LAWSON**



**Geisinger**

**i2M**



THE  
**Luzerne**  
FOUNDATION  
Here for good.™



*Energy to do more®*



THE WAYNE COUNTY  
**COMMUNITY  
FOUNDATION**

Investing in Our Future



**Villaume  
Foundation**

## Supporting Research Underwriters



**BlackOut Design**  
WWW.BLACKOUT-DESIGN.COM

**HIGHMARK** The logo for Highmark, featuring the word 'HIGHMARK' in blue, followed by three medical icons: a blue cross, a blue shield with a white caduceus, and a blue shield with a white cross.

The logo for PNC, featuring a blue and orange circular icon with a white arrow, followed by the word 'PNC' in blue.

**M&T Bank**

THE **WRIGHT  
CENTER**  
*for*  
COMMUNITY  
HEALTH

The logo for FNCB Bank, featuring a blue and orange circular icon with a white arrow, followed by the text 'FNCB Bank' in blue and 'Simply better.™' in black.

**Greater Hazleton  
Economic  
Development**  
*economic development*

**NAVIENT**

## Advisory Board

**Gregory Cant, Ph.D., Chair, Wilkes University**  
**Mary Persico, IHM, Ed.D., Co-Vice Chair, Marywood University**  
**Charlie Kasko, Co- Vice Chair, Classic Properties**

Don Brominski, Energy Task Force,  
Co-Chair  
UGI Utilities

Julie Byerley, M.D., MPH, Health &  
Health Care Task Force, Chair  
Geisinger Commonwealth School of  
Medicine

John Cefaly  
Cushman Wakefield

Robert Durkin  
Greater Scranton Chamber of Com-  
merce

Lynda Goldstein, Ph.D.  
Penn State Wilkes-Barre

Lindsay Griffin-Boylan  
Greater Wyoming Valley Chamber of  
Commerce

Thomas Leary  
Luzerne County Community College

Katie Leonard, Ed.D.  
Johnson College of Technology

Joe Lettiere  
Greater Hazleton CAN DO

Fr. Thomas Looney, C.S.C., Ph.D.  
King's College

Robert Luciani, Jobs, Economy, &  
Economic Development Task Force  
Chair  
Empower

Rev. Joseph G. Marina, S.J.  
University of Scranton

Carla McCabe  
WVIA Public Media

Jill Murray, Ph.D.  
Lackawanna College

Daniel Myers, Ph.D.  
Misericordia University

John Pullo  
Keystone College

Alana Roberts, Energy Task Force,  
Co-Chair  
PPL Electric Utilities

Bill Sordoni  
Sordoni Construction

Matthew Sordoni  
Sordoni Construction

Linda Thomas-Hemak, MD  
The Wright Center for Graduate  
Medical Education

Marleen Troy, Ph.D., Planning Land  
Use, Transportation and Infrastruc-  
ture Task Force Chair  
Wilkes University

Lucyann Vierling, Education & Work-  
force Development Task Force Chair  
Workforce Alliance

Marwan Wafa, PhD.  
Penn State Scranton

Tara Mugford Wilson  
Power Engineering Corporation

## Board of Directors

**Charlie Kasko**  
**Chair of the Board**  
**Classic Properties**

**Alana Roberts, Vice Chairperson**  
**PPL Electric Utilities**

Bill Sordoni, Secretary & Treasurer  
Sordoni Construction

Don Brominski,  
UGI Utilities

Greg Cant, Academic Partner liaison  
Wilkes University

Robert Korjeski  
KMLA Group

Rob Luciani  
Empower

Teri Ooms  
The Institute

Paul T. Rushton  
Rosenn Jenkins & Greenwald, LLP



# The Institute

*Turning Information into Insight*

*A collaboration among Geisinger Commonwealth School of Medicine, Johnson College, Keystone College, King's College, Lackawanna College, Luzerne County Community College, Marywood University, Misericordia University, Penn State Scranton, Penn State Wilkes-Barre, The Wright Center for Graduate Medical Education, University of Scranton, Wilkes University, and business community*