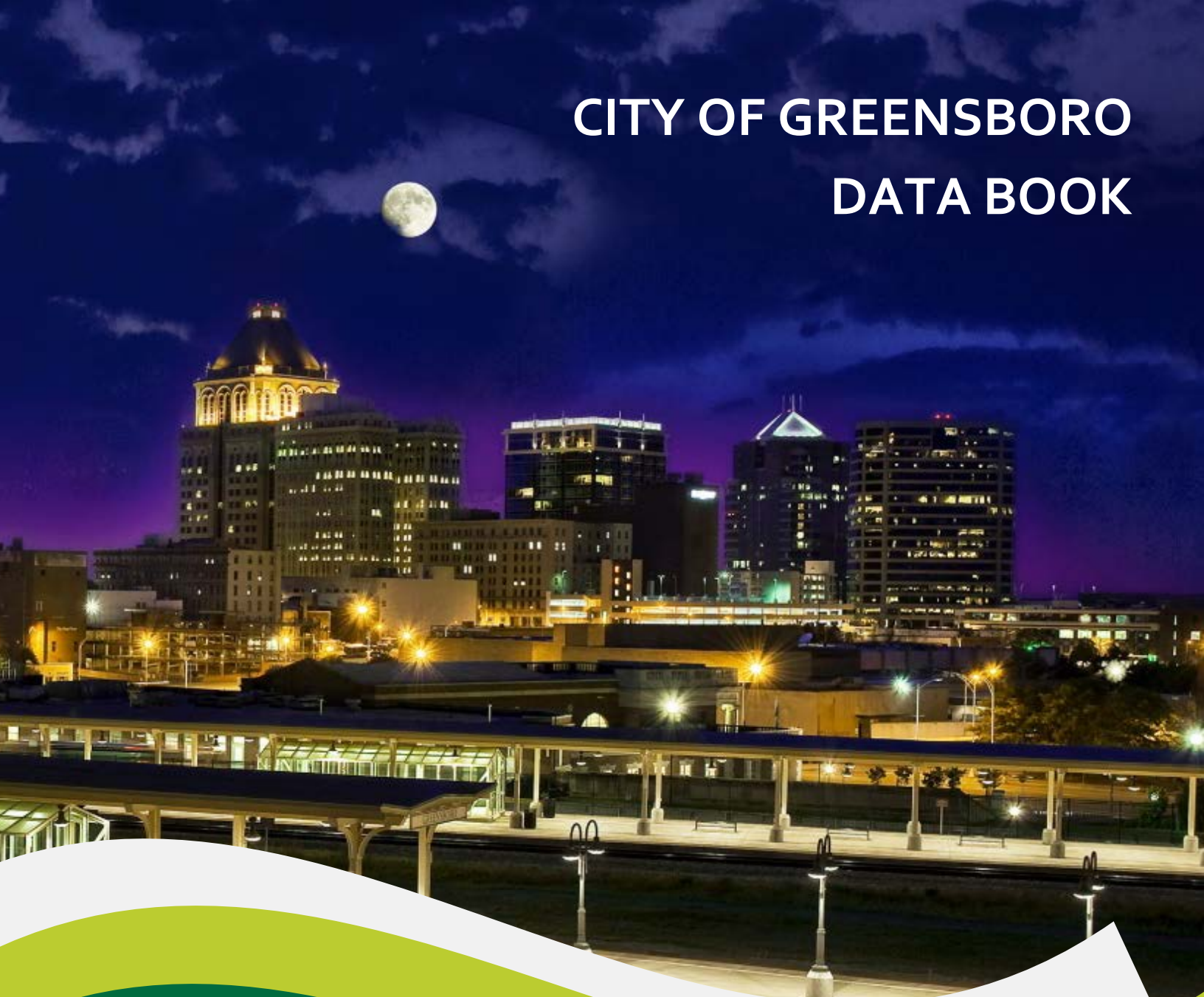


# CITY OF GREENSBORO DATA BOOK



City of Greensboro | DRAFT: February 23, 2018



# Comprehensive Plan Data Book

## Acknowledgements

### Budget

Steven Buter  
Jon Decker

### Communications

Mary Jutte  
Shannon Magovern

### Economic Development and Business Support

Reggie Delahanty  
Kathi Dubel

### Engineering and Inspections

Calvin Foster

### Field Operations

Tori Carle  
Nancy Lindemeyer  
Mike Mabe  
Chris Marriott

### Finance

Nagesh Annambhotla

### Fire

Katie Buckner

### Guilford Metro 9-1-1

Kristi Dean  
Glenn Lamb

### Human Resources

Jamiah Waterman

### Information Technology

Doug Hanks  
Jason Marshall  
Rodney Roberts

### Libraries

Tommy Joseph

### Neighborhood Development

Caitlin Bowers  
Valerie Moore

### Parks and Recreation

Shawna Tillery

### Planning

Dyan Arkin, AICP  
Russ Clegg, AICP  
Dana Clukey, AICP  
Hanna Cockburn, AICP  
Mike Cowhig, AICP  
Hart Crane  
Sheila Curry, GISP  
Sue Schwartz, FAICP  
Jeff Sovich, AICP, CNU-A

### Police

Brandon Inscore  
Jenny Caviness

### Transportation

Lydia McIntyre  
Craig McKinney

### Water Resources

Kim Sowell  
Jana Stewart

# Comprehensive Plan Data Book

## Contents

<b>Acknowledgements</b> .....	<b>i</b>
<b>Introduction</b> .....	<b>1</b>
Data Sources .....	1
Definitions .....	1
Related Reports .....	1
More Information .....	1
<b>Key Findings</b> .....	<b>2</b>
<b>Demographics</b> .....	<b>5</b>
Population .....	5
Population Projections .....	7
Age Composition .....	9
Median Age .....	10
Millennial Trends .....	11
Race and Ethnicity .....	12
<b>Land Use and Development</b> .....	<b>15</b>
Land Use Change .....	15
Annexation and Infill Development .....	16
Density .....	17
Rezoning Activity .....	19
Building Permits .....	24
<b>Economy</b> .....	<b>28</b>
Employment by Industry Group .....	28
Unemployment .....	30
Poverty Status .....	31
Median Earnings .....	32
Housing + Transportation Affordability .....	34

**Health and Wellness** ..... **37**

    Educational Attainment ..... 37

    Health ..... 40

    Food Deserts ..... 42

**Infrastructure** ..... **44**

    Water Resources ..... 44

    Stormwater ..... 47

    Solid Waste ..... 48

    Streets ..... 49

    Bridges ..... 49

    Sidewalks, Greenways, Trails ..... 49

    Transportation ..... 49

    City Facilities ..... 58

    Fiber Optic Network ..... 60

**Public Safety** ..... **63**

    Guilford Metro 9-1-1 ..... 63

    Fire ..... 64

    Crime ..... 67

**City Services** ..... **70**

    Budget and Finance ..... 70

    Human Resources ..... 75

    Communications ..... 76

    Library ..... 77

    Neighborhood Development ..... 79

    Parks and Recreation ..... 82

    Transit ..... 85

    Economic Development Incentives ..... 90

# Introduction

This document has been assembled to support the update to Greensboro's Comprehensive Plan, *Connections 2025*. Information collected and analyzed in this document comes from a variety of sources, including Federal and State government and City departments. Where it is available, data has been included back to 2000 to understand past trends. The most recent data varies by year across the sections and variables, but every effort was made to include the most recent data available at time of report creation. For comparative purposes, data has been included from the nine other most populous cities in North Carolina or the counties in which they are located.

## Data Sources

- United States Census Bureau, Decennial Census (2000) and American Community Survey 1-Year Estimates (2005-2015). The United States Census Bureau is responsible for producing data about the American people and economy.
- United States Department of Transportation, National Transit Database
- United States Bureau of Labor Statistics
- Center for Neighborhood Technology
- North Carolina Department of Public Instruction
- North Carolina Department of Health and Human Services
- North Carolina Office of State Budget and Management. The North Carolina Office of State Budget and Management (OSBM) is responsible for producing population estimates and projections.
- Piedmont Authority for Regional Transportation
- Various City Departments

## Definitions

Top Ten Cities: This is inclusive of the ten most populous cities in North Carolina.

Top Five Cities: This is inclusive of the five most populous cities in North Carolina.

Top Five Counties: This is inclusive of the five most populous counties in North Carolina.

Fiscal Year (FY): Fiscal years are reported using the end date year. For example, the fiscal year beginning July 1, 2000 and ending June 30, 2001 would be represented as FY 2001.

School Year: School years are reported using the end date year. For example, the school year beginning September 1, 2000 and ending June 30, 2001 would be represented as the 2001 School Year.

Federal Fiscal Year (FFY): The United States Federal Government fiscal year begins on October 1 and ends on September 30. FFY 2001 begins on October 1, 2000 and ends on September 30, 2001.

## Related Reports

The Data Book is intended to examine key metrics at the citywide level. The Conditions and Trends report will look more deeply at issues that will effect Greensboro's growth and development over the next twenty years, including national and global trends. Both reports provide data and background information for preparation of an update to the City of Greensboro's Comprehensive Plan.

## More Information

To supplement the Data Book, a variety of detailed reports and maps have been created online in *mySidewalk*, which can be found at [www.greensboro-nc.gov/planitdashboard](http://www.greensboro-nc.gov/planitdashboard).

# Key Findings

The key findings for each section are summarized below.

## Demographics

- Greensboro's population has grown by 28.2% since 2000, more than the state and national growth rate.
- Greensboro's population growth rate has been significantly lower than the rate of the other top ten cities in North Carolina and is projected to remain among the lower growth rates in the state over the next 20 years.
- Between 2000 and 2016, the age categories between 55 and 74 experienced the greatest increase, and between 20 and 44 experienced the greatest decrease.
- Greensboro has evolved into a majority non-white city over the past decade.

## Land Use and Development

- Since 2003, most land use types in Greensboro have increased in acreage, which largely reflects the city's increase in land area over the same period.
- Decreased heavy industrial land use coincides with a decline in manufacturing employment; decreased wooded land reflects ongoing urbanization and Greenfield development.
- Much of Greensboro's total population growth since 2000 is attributed to annexation (42.5%).
- Although Greensboro's population density increased between 2000 and 2016, most comparable North Carolina cities experienced significantly greater increases.
- The number of building permits and value of construction investment has fluctuated over the past 17 years, but recent numbers are comparable to those prior to the Great Recession.

## Economy

- There are 19.5% more jobs in Greensboro than there were in 2000.
- Since 2000, employment among the industry groups and sectors in Greensboro has shifted dramatically: manufacturing lost over 4,000 jobs, while services gained around 22,000. Even with the gain in service industry employment, Greensboro did not keep pace with other top ten North Carolina cities.
- With the exception of 2015, the poverty rate in Greensboro has been higher than state and national rates since 2005.
- Median earnings in Greensboro have increased, but lag behind state and national averages, as well as behind several of the top ten cities in North Carolina.
- Combined costs of housing and transportation in Greensboro in 2015 were higher than the national average and higher than many of the top ten cities in North Carolina.

## Health and Wellness

- The percentage of Greensboro's population with high school degrees is higher than state and national levels.
- Since 2000, the increasing percentage of Greensboro's population attaining either a high school education or bachelor's degree has not kept pace with the state or the nation.
- Greensboro's high school dropout rate has decreased significantly since 2000, following the state trend.
- Guilford County's teen pregnancy rates have decreased significantly since 2000.
- Guilford County's infant mortality rate has increased since 2000.
- Rates of high school dropout, teen pregnancy and infant mortality all vary greatly by race and ethnicity.
- There are 19 census tracts identified as Food Deserts in Greensboro.

## Infrastructure

- Greensboro has the lowest average residential water bill of the top ten cities in North Carolina.
- Although there has been an increase in population, the amount of solid waste collected has decreased from 2000 to 2017 by 25.8%.
- Greensboro generated almost 27 million tons of recycling in 2017.
- Since 2008, the overall condition of street pavement dropped by 40%.
- Ten bridges in Greensboro are structurally deficient and an additional twelve are functionally obsolete.
- The City owns and maintains over 10,000 acres of land and facilities.

## Public Safety

- 220 lives have been saved since 2011 with the help of CPR instruction by Guilford Metro 9-1-1.
- Calls for emergency services have remained relatively stable over the past decade.
- Calls for fire service are concentrated in the central southern and eastern portions of the City.
- Most calls for service from the fire department are for medical service.
- The overall crime rate in Greensboro decreased from 2000 to 2016, as did the rates of property and violent crimes.

## City Services

- Greensboro's tax rate has remained stable since FY 2011.
- Since 2000, the largest increase in City spending was for Maintenance and Operations.
- Since 2000, the largest increase in City revenue was from User fees/Charges/Licenses.
- Municipal debt per capita is at its lowest since 2000.
- Contact Center usage has steadily risen, with more contacts coming from internet-based communications.
- Library circulation numbers have seen a steady increase since 2000.
- Since 2000, most affordable housing assisted with City funds has been built or rehabbed on the east side of Greensboro.
- Parks and Recreation facilities and programs have seen a steady increase in usage.
- A third of Parks and Recreation facilities and programs use is at recreation centers.
- GTA annual ridership has more than doubled since 2000, with more than four million riders in 2016, but ridership has declined in recent years.
- Every \$1 of City Economic Development incentive leveraged \$147 of private investment.

# demographics

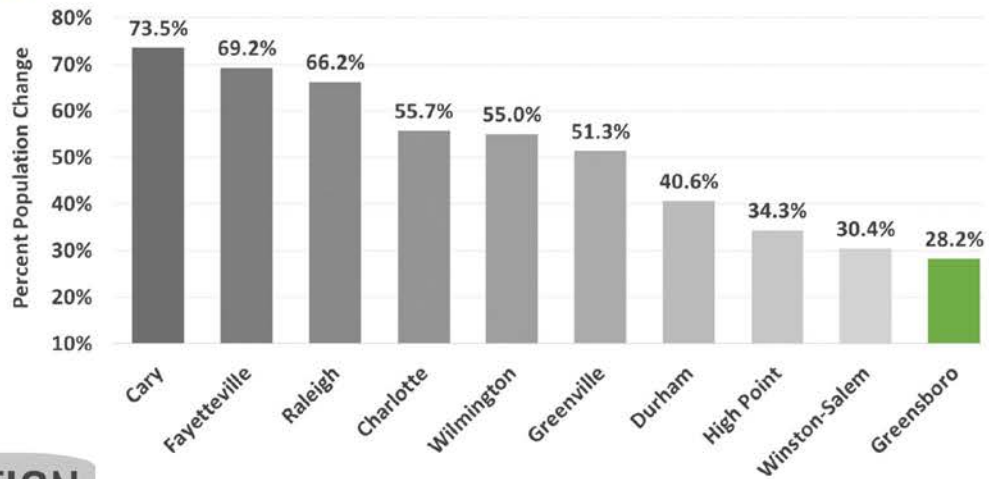
from 2000 to 2016...

## POPULATION CHANGE

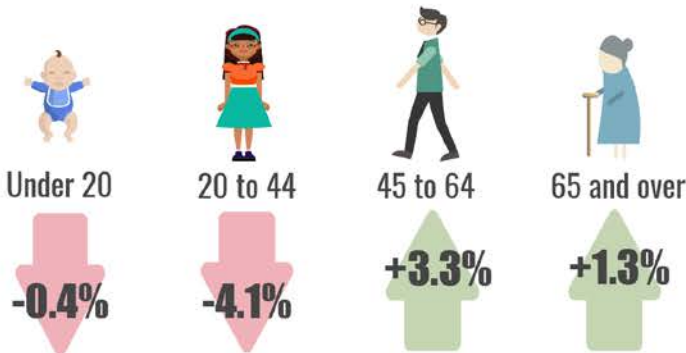
Greensboro grew by over **63,000** from 223,891 to 287,019



...but Greensboro saw the smallest percentage increase of NC's top 10 cities



## AGE COMPOSITION



### Greensboro is getting older...

seeing similar changes in age composition to that of the US & NC, but different from NC's top 10 cities

## DIVERSITY

Greensboro is becoming more diverse...



**+6.9%**

Greensboro's population identifying as a race other than 'white alone' has increased since 2000



Source: US Census Bureau, Decennial Census (2000) and American Community Survey 1-Year Estimates (2016)

More data is available at [www.greensboro-nc.gov/plantdashboard](http://www.greensboro-nc.gov/plantdashboard)





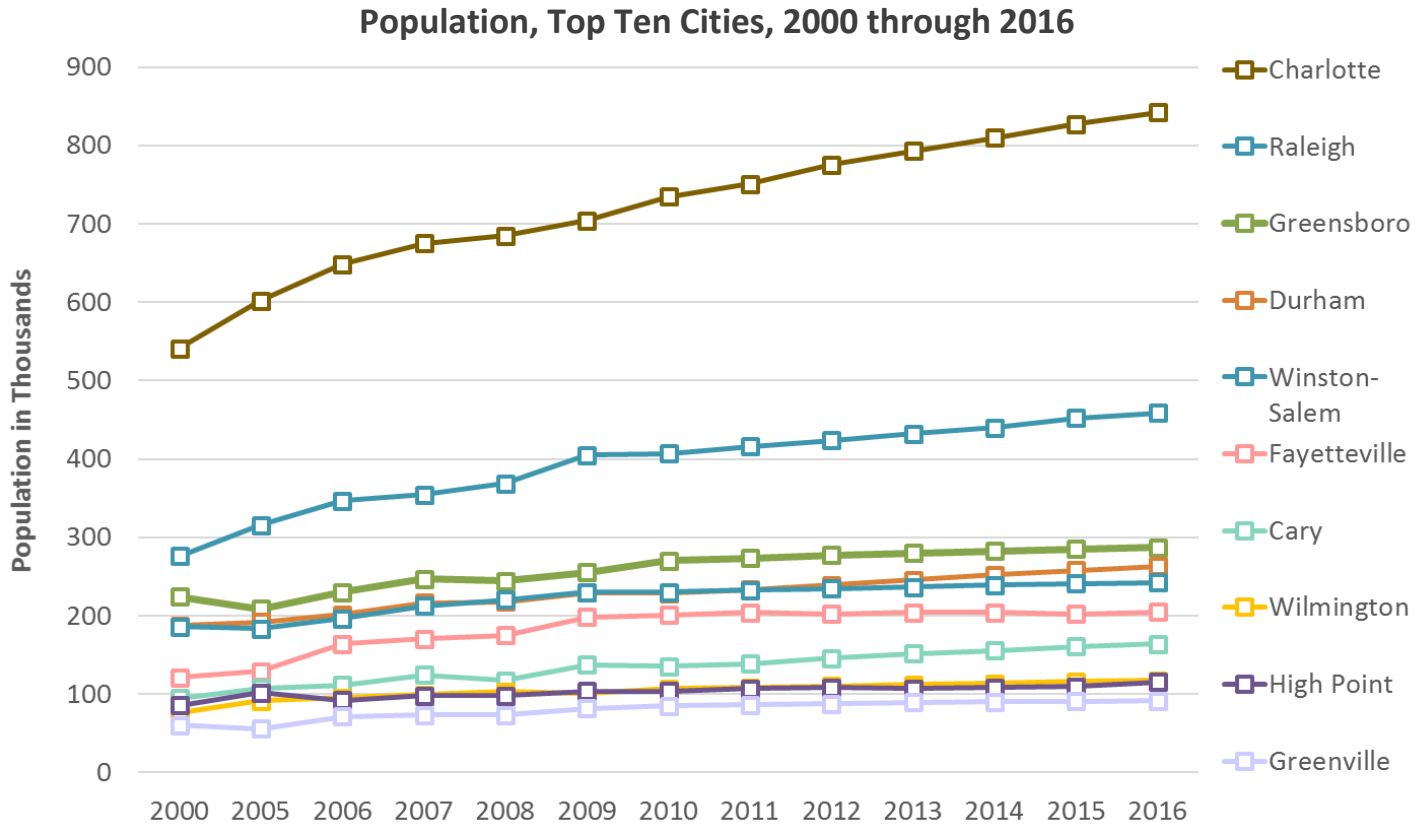
# Demographics

Understanding the demographic makeup of the community and how it has changed over time is vital for understanding past trends and making projections for the future.

Data in this section reflects statistics related to population, age, and diversity sourced from the United States Census Bureau and the North Carolina Office of State Budget and Management.

## Population

Greensboro has grown by more than 63,000 people since 2000. As in 2000, Greensboro remains the third largest city in North Carolina.



Source: US Census Bureau, Decennial Census (2000) and American Community Survey 1-Year Estimates (Remaining Years)

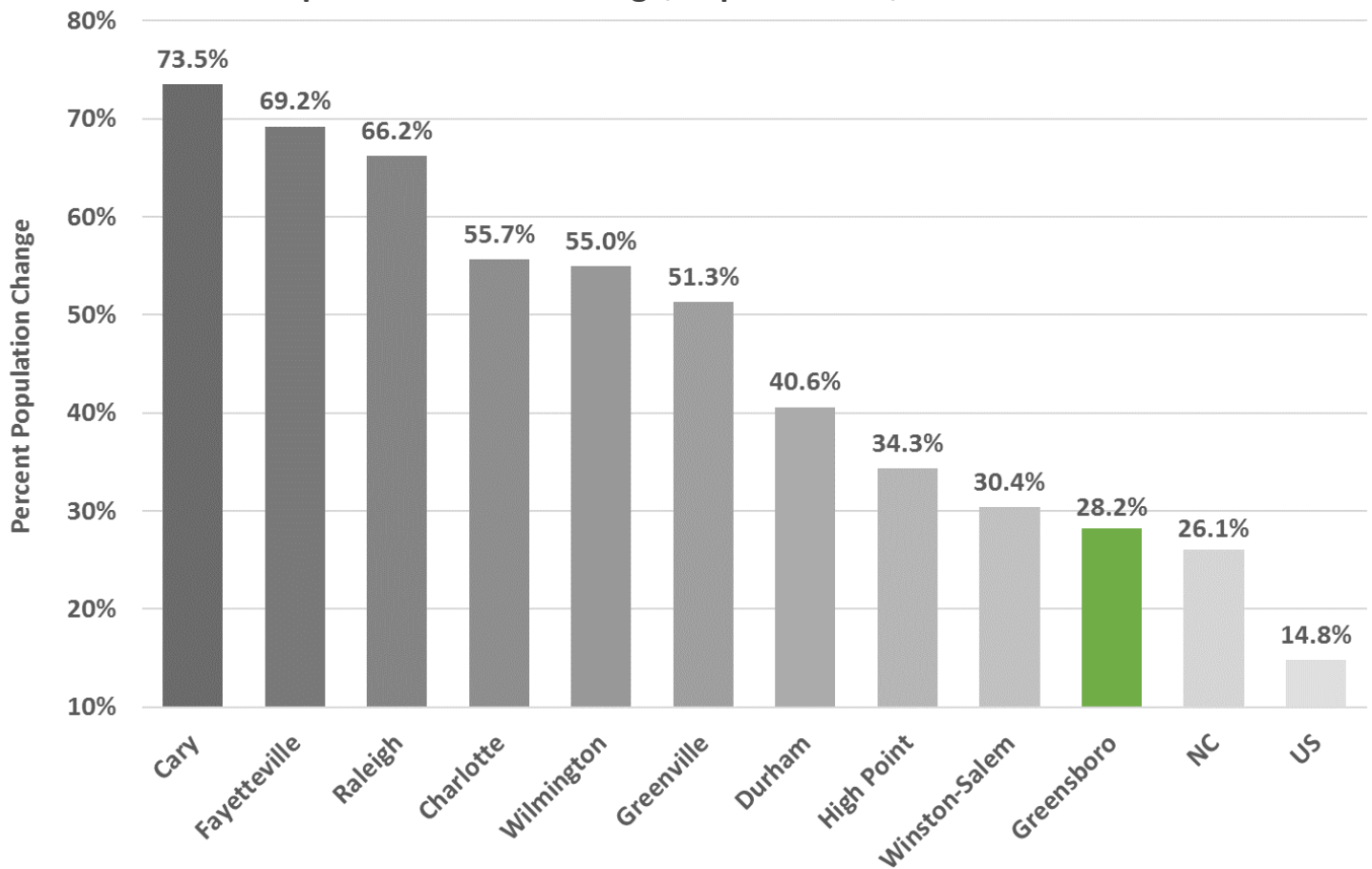
From 2000 to 2016, Greensboro’s 28.2% rate of growth was higher than the North Carolina (26.1%) and United States (14.8%) rates. Comparing the percent population growth of the ten most populous cities in North Carolina from 2000 to 2016, Greensboro experienced the lowest percent of population growth (28.2%) while Cary experienced the greatest percent of population growth (73.5%).

## Population, Top Ten Cities, 2000 to 2016

<u>Cities</u>	<u>2000</u>	<u>2005</u>	<u>2010</u>	<u>2011</u>	<u>2012</u>	<u>2013</u>	<u>2014</u>	<u>2015</u>	<u>2016</u>
Cary	94,536	107,446	135,418	138,926	145,830	151,560	155,724	160,514	164,007
Charlotte	540,828	601,598	734,418	751,074	775,208	792,849	809,974	827,121	842,029
Durham	187,035	191,731	229,029	233,210	239,320	245,466	251,872	257,598	262,989
Fayetteville	121,015	128,777	201,077	203,922	202,105	204,401	203,939	201,965	204,777
Greensboro	223,891	208,552	270,357	273,419	277,095	279,651	282,558	285,344	287,019
Greenville	60,476	55,435	84,879	86,024	87,248	89,142	89,850	90,588	91,500
High Point	85,839	101,852	103,672	107,089	108,443	107,229	107,957	109,828	115,299
Raleigh	276,093	315,249	406,609	416,126	423,743	431,897	439,884	451,949	458,862
Wilmington	75,838	91,207	106,819	108,305	109,927	112,072	113,676	115,947	117,545
Winston-Salem	185,776	183,467	230,044	232,397	234,354	236,457	239,273	241,232	242,200

Source: US Census Bureau, Decennial Census (2000) and American Community Survey 1-Year Estimates (Remaining Years)

## Population Percent Change, Top Ten Cities, 2000 to 2016

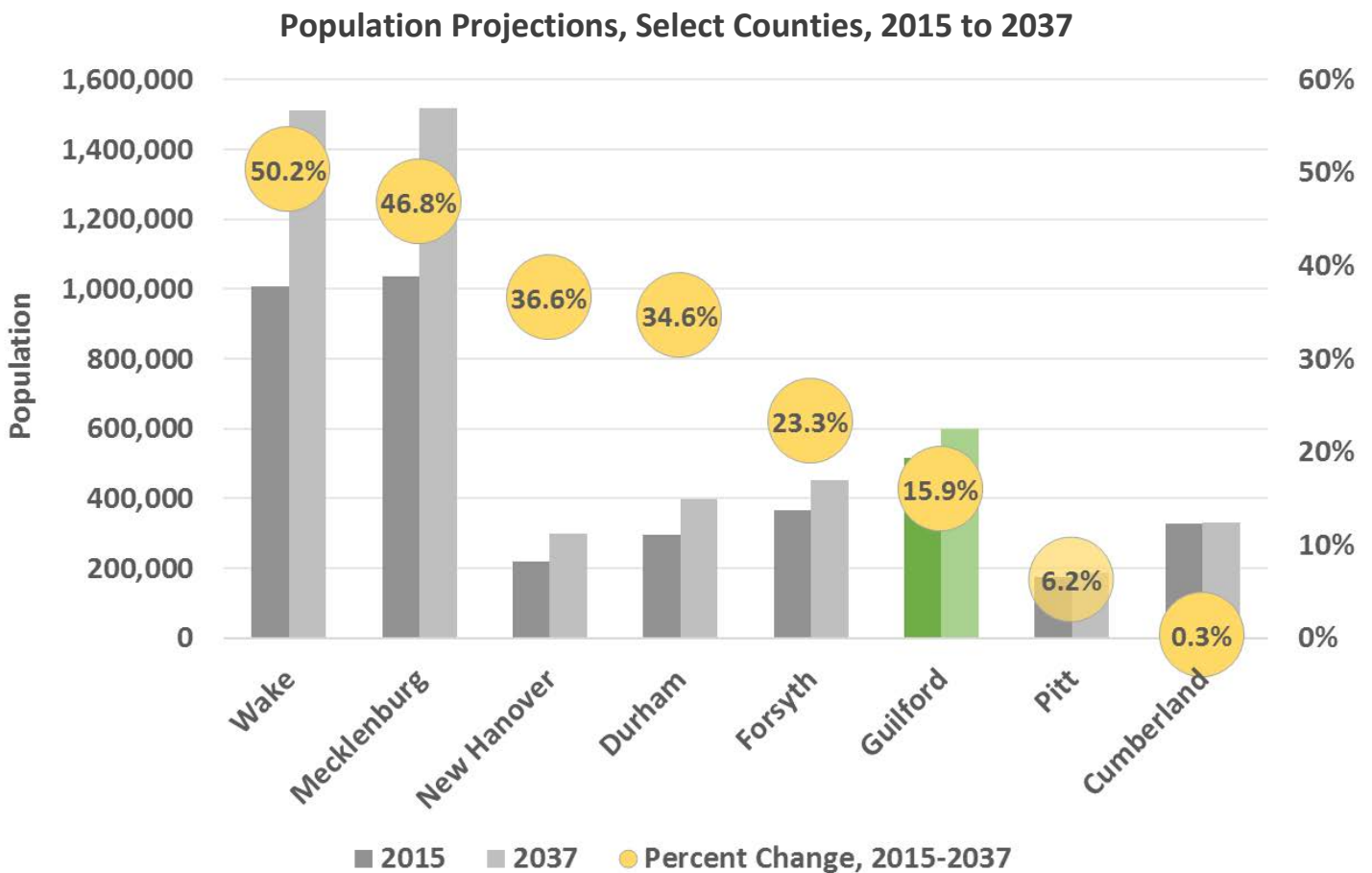


Source: US Census Bureau, Decennial Census (2000) and American Community Survey 1-Year Estimate (2016)

## Population Projections

Population projections help determine the scale of anticipated growth that the Comprehensive Plan should consider over the next 20 years, the intended life span of the plan. Projections use current growth trends to forecast population growth if those trends remain consistent over time. They are not meant to predict what will happen in the future.

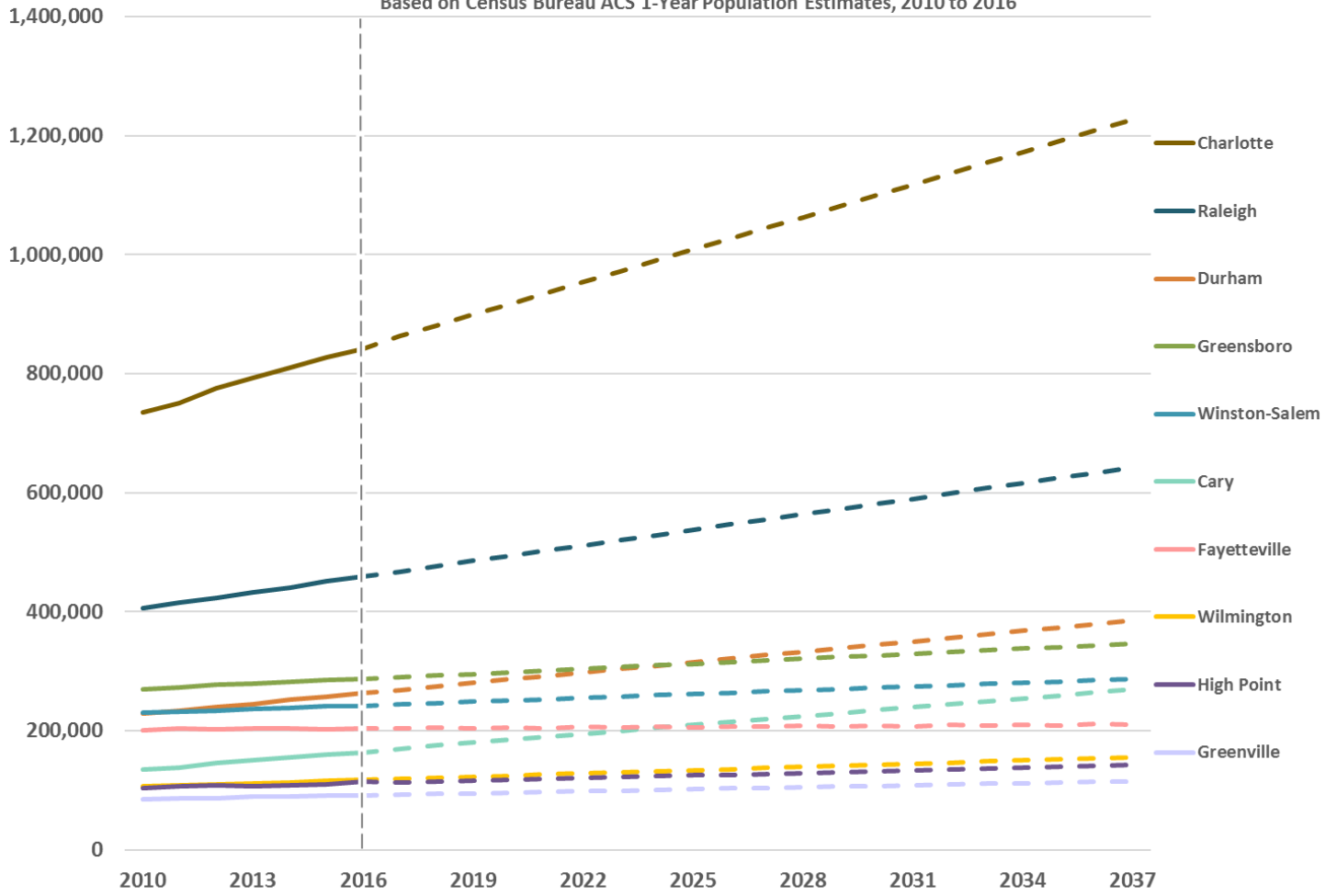
The North Carolina Office of State Budget and Management (OSBM) produces population projections at the county level that incorporate recent trends in fertility, mortality, net migration, and historical trends in population change. The chart below shows the counties most representative of the ten most populous cities in the state. The OSBM projections show Guilford County with a modest percentage of population growth from 2015 to 2037 (15.9%) compared to other populous areas of the state. The state is projected to grow by 25% over the same time period. Between 2015 and 2037, Guilford County is projected to grow by over 80,000 people.



Source: NC Office of State Budget and Management

City population projections were prepared using the Forecast tool in Microsoft Office Excel. This analysis factors in historical population, without consideration of fertility, mortality, or migration. Using population estimates from 2010 to 2016, population has been projected for 2017 to 2037 for the ten most populous cities in North Carolina. Based on this analysis, the population of Durham is projected to surpass that of Greensboro by the year 2025.

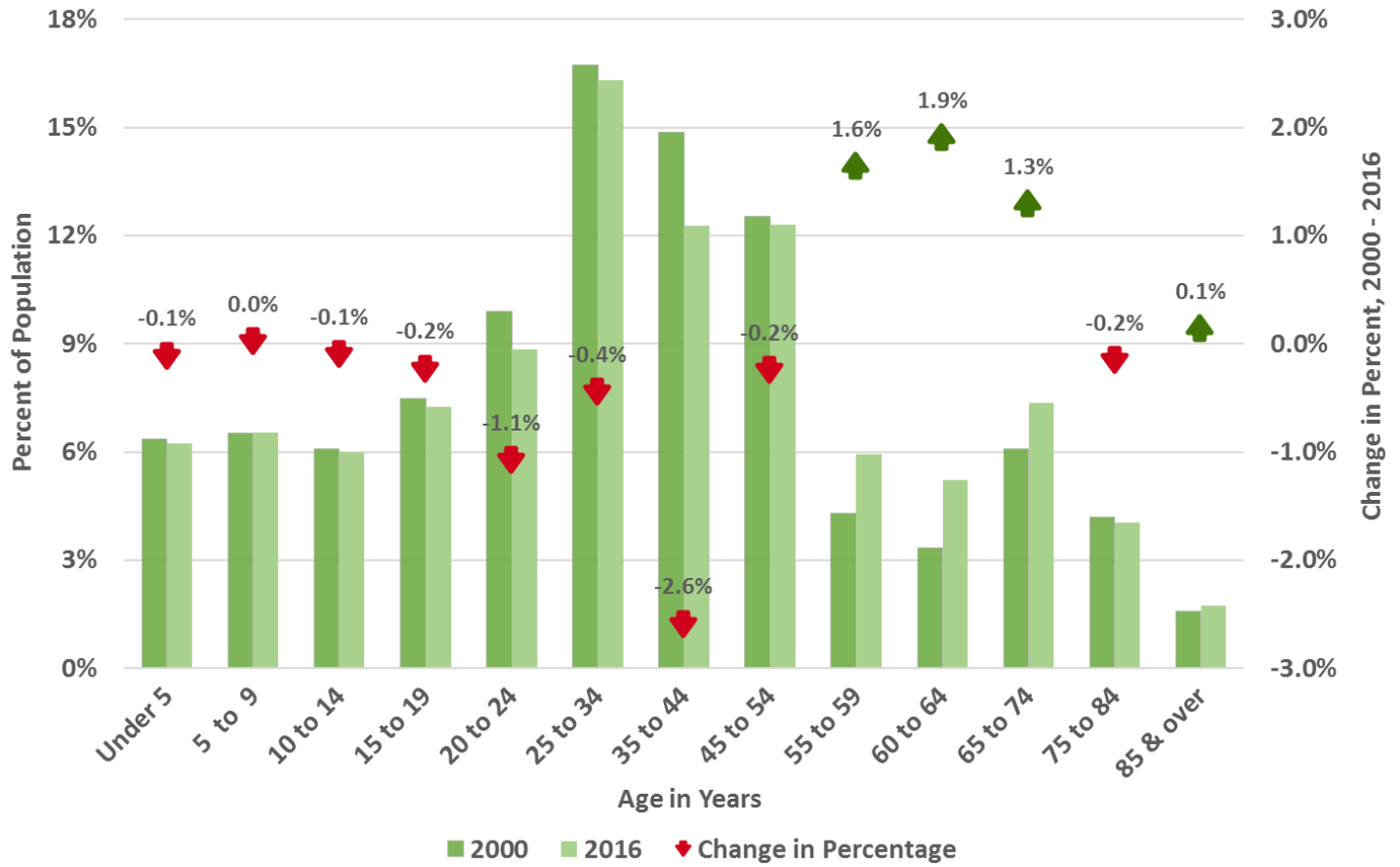
**Population Forecast, 2017 to 2037**  
 Based on Census Bureau ACS 1-Year Population Estimates, 2010 to 2016



## Age Composition

The interests and needs of a population can change as the ratios of age composition change. Like the state and nation, Greensboro has been shifting towards an older population. Between 2000 and 2016, the age categories between 55 and 74 experienced the greatest increase, and the age categories between 20 and 44 experienced the greatest decrease.

**Greensboro Age Cohorts and Change in Percent of Age Cohorts, 2000 to 2016**

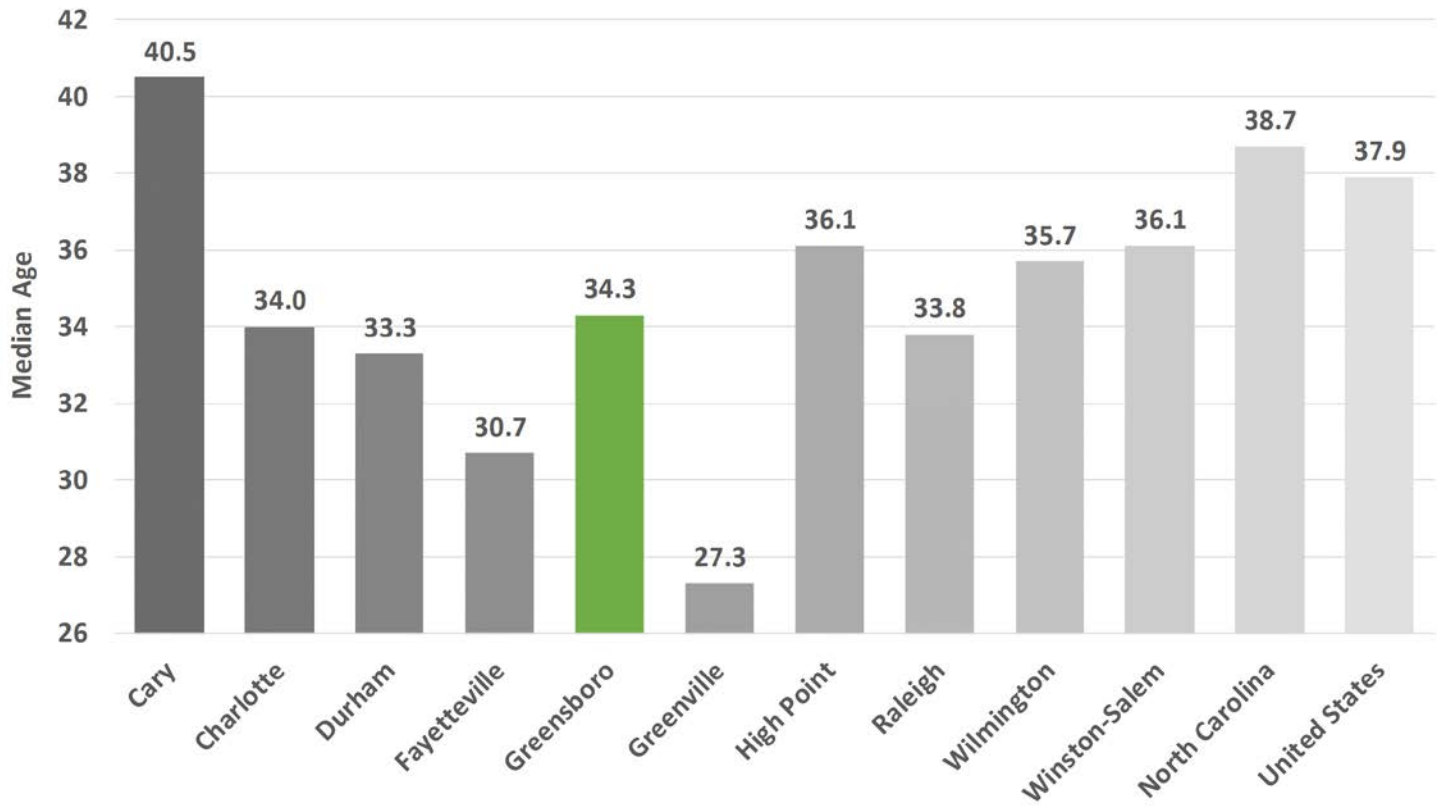


Source: US Census Bureau, Decennial Census (2000) and American Community Survey 1-Year Estimate (2016)

## Median Age

Median age data is a shortcut for understanding the age distribution of a population. In 2016, Greensboro's median age was relatively young compared to North Carolina and the United States and average compared to other top ten North Carolina cities.

### Median Age, Top Ten Cities, 2016

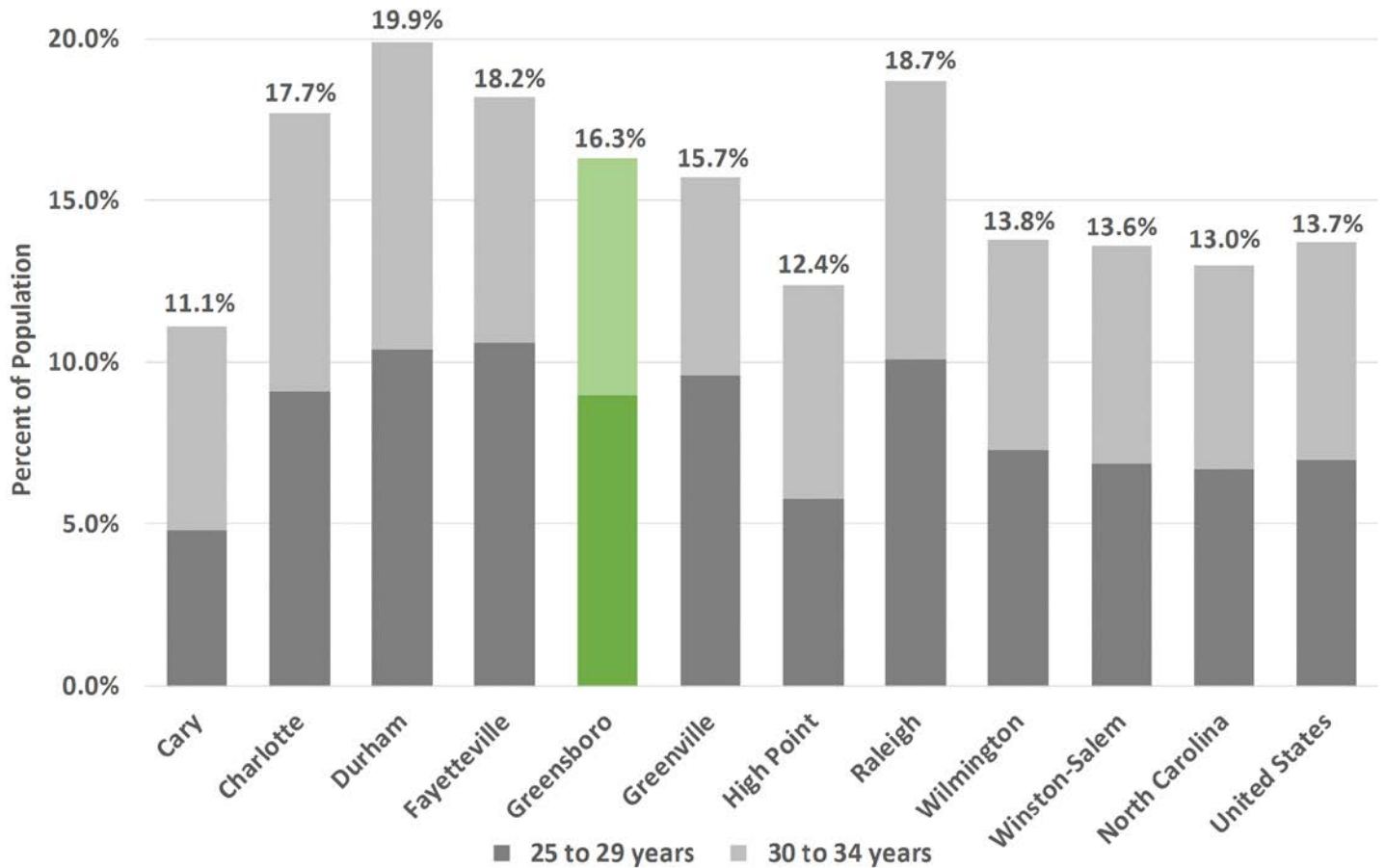


Source: US Census Bureau, American Community Survey 1-Year Estimates (2016)

## Millennial Trends

Figures for the millennial population of Greensboro and comparative areas for 2016 were gathered using the Pew Research Center definition of the millennial generation: people born after 1980, who were the first generation to come of age in the new millennium. The Data Book looks at the specific cohorts that are of decision-making age, those most likely to choose the place where they live, ages 25 to 34. These age groups make up over 16% of Greensboro's population, a larger percentage than the state and nation, but a smaller percentage than some of the largest cities in the state.

**Decision-Making Millennial Age Groups, Top Ten Cities, 2016**

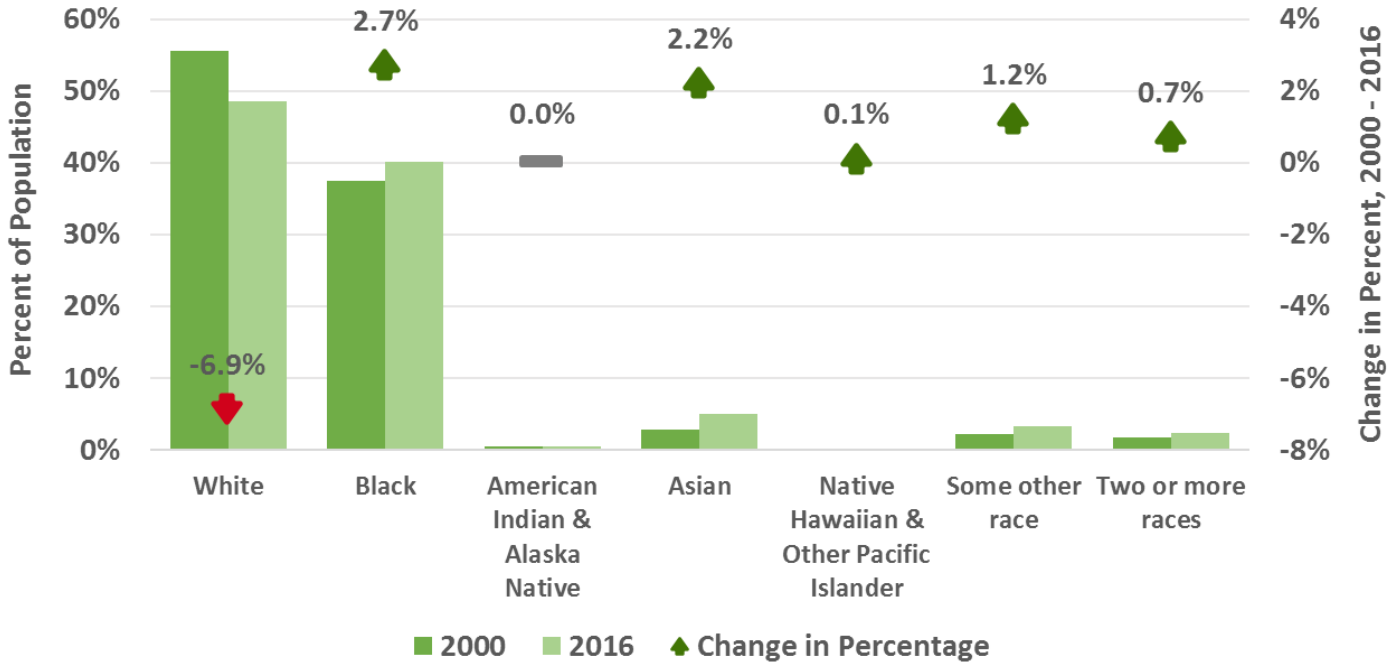


Source: US Census Bureau, American Community Survey 1-Year Estimates (2016)

## Race and Ethnicity

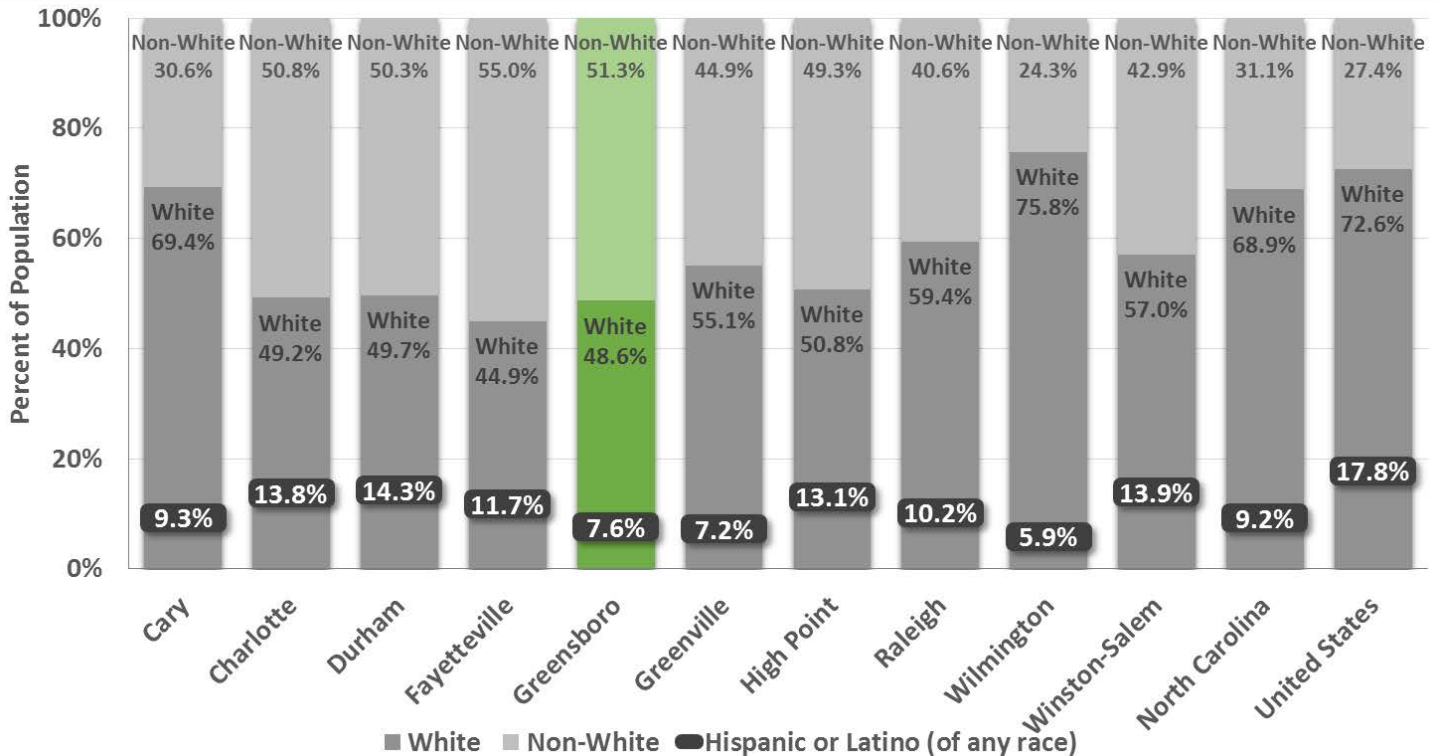
The United States is becoming more diverse, and Greensboro has evolved into a majority non-white city over the past decade. The percentage of Greensboro's population identifying as a race other than white alone has increased by 6.9% since 2000. At 7.8%, the Hispanic or Latino population percentage in Greensboro is lower than the state and nation, but that figure has grown by 3.2% since 2000.

**Greensboro Race Categories and Change in Percent of Categories, 2000 to 2016**



Source: US Census Bureau, Decennial Census (2000) and American Community Survey 1-Year Estimate (2016)

**White, Non-White and Hispanic or Latino Percentages, Top Ten Cities, 2016**



Source: US Census Bureau, Decennial Census (2000) and American Community Survey 1-Year Estimate (2016)



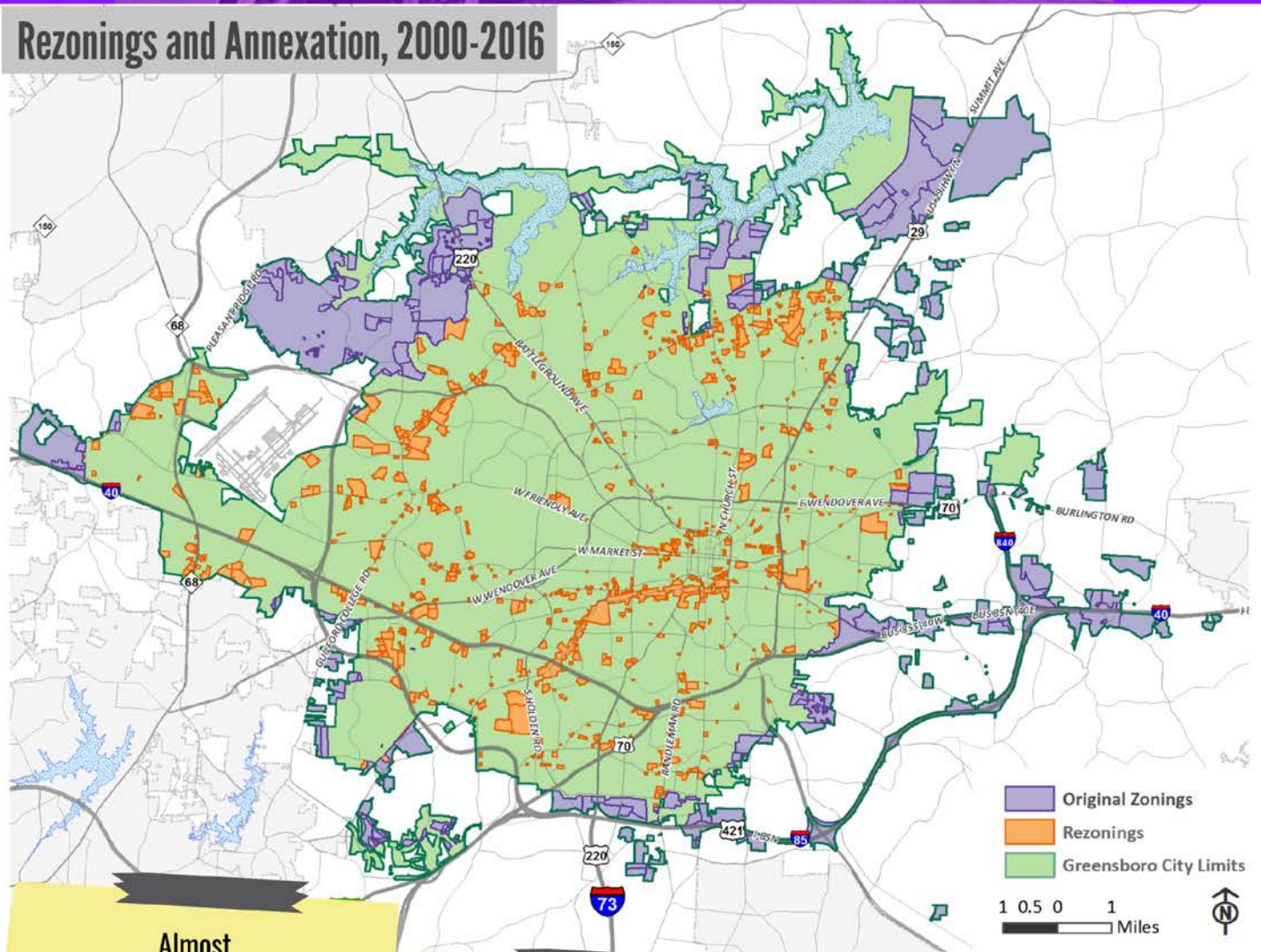
## Key Findings

- Greensboro's population has grown by 28.2% since 2000, more than the state and national growth rate.
- Greensboro's population growth rate has been significantly lower than the rate of the other top ten cities in North Carolina and is projected to remain among the lower growth rates in the state over the next 20 years.
- Between 2000 and 2016, the age categories between 55 and 74 experienced the greatest increase, and between 20 and 44 experienced the greatest decrease.
- Greensboro has evolved into a majority non-white city over the past decade.

# land use & development

City of Greensboro  
Data Book

## Rezoning and Annexation, 2000-2016



Almost  
**16,000**  
acres have been added to  
the City Limits since 2000  
That's equivalent to adding  
the Town of Chapel Hill

**\$8.3**  
Billion  
invested in Greensboro since  
2000, according to Building  
Permit values

The mix of land use has  
changed since 2003....

more Institutional area **+45%**

less Heavy Industrial  
& Wooded area **-11%**  
**-10%**



Source: City of Greensboro

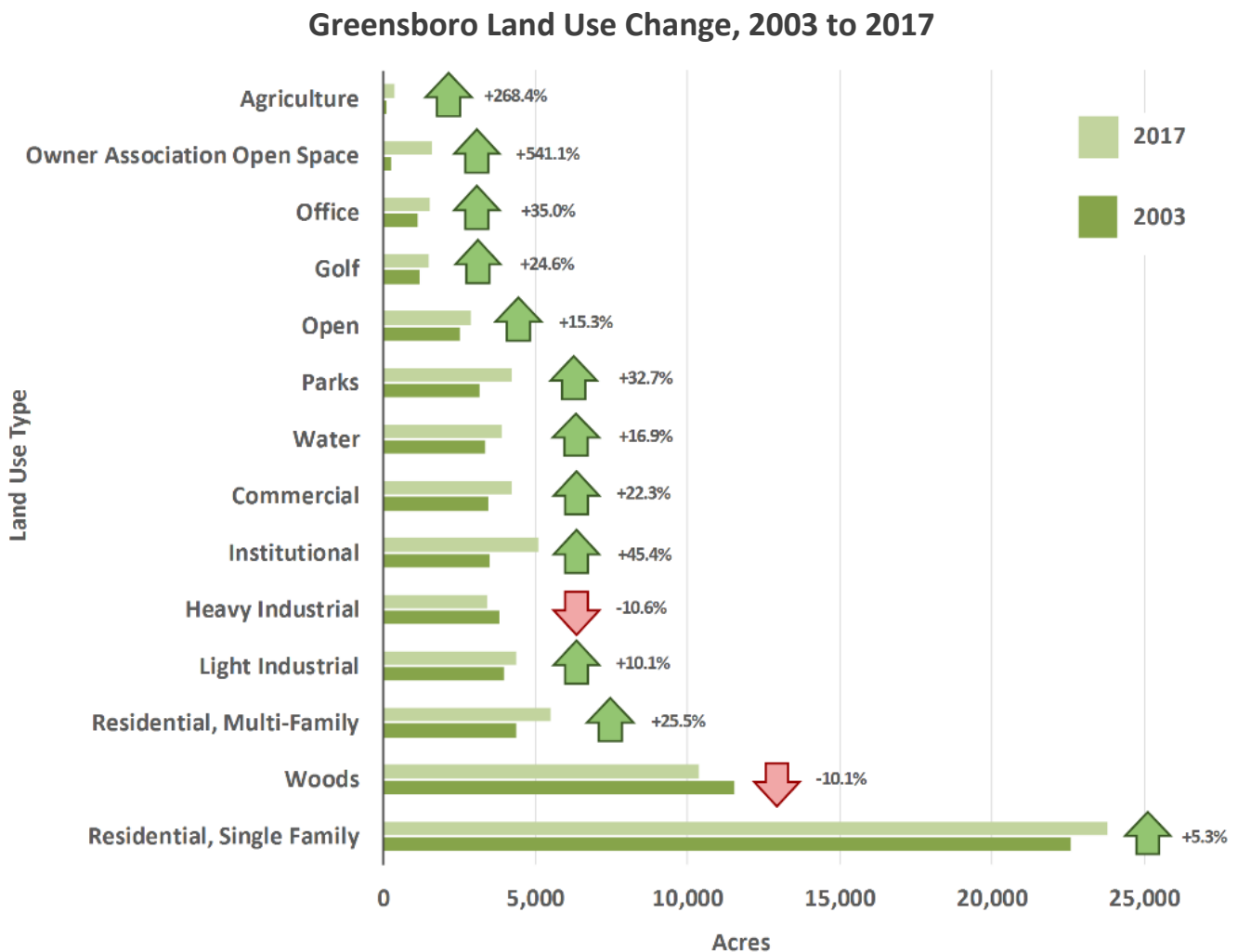


# Land Use and Development

Understanding the type and geographic distribution of land uses across Greensboro and trends related to development activity is essential for creating a Comprehensive Plan that will meet the needs and support the values of the City’s residents.

## Land Use Change

Since the adoption of *Connections 2025* in 2003, the acreage associated with each major land use type in the City has changed significantly, as depicted in the chart below. An analysis was conducted using data from the last Comprehensive Plan and the current existing land use file. This file is maintained at the sub-parcel level by the Planning Department and is constantly updated, using submitted development plans, aerial photography and site visits. Increases occurred in all categories of land use except ‘Heavy Industrial’ (-10%) and ‘Woods’ (-10%).

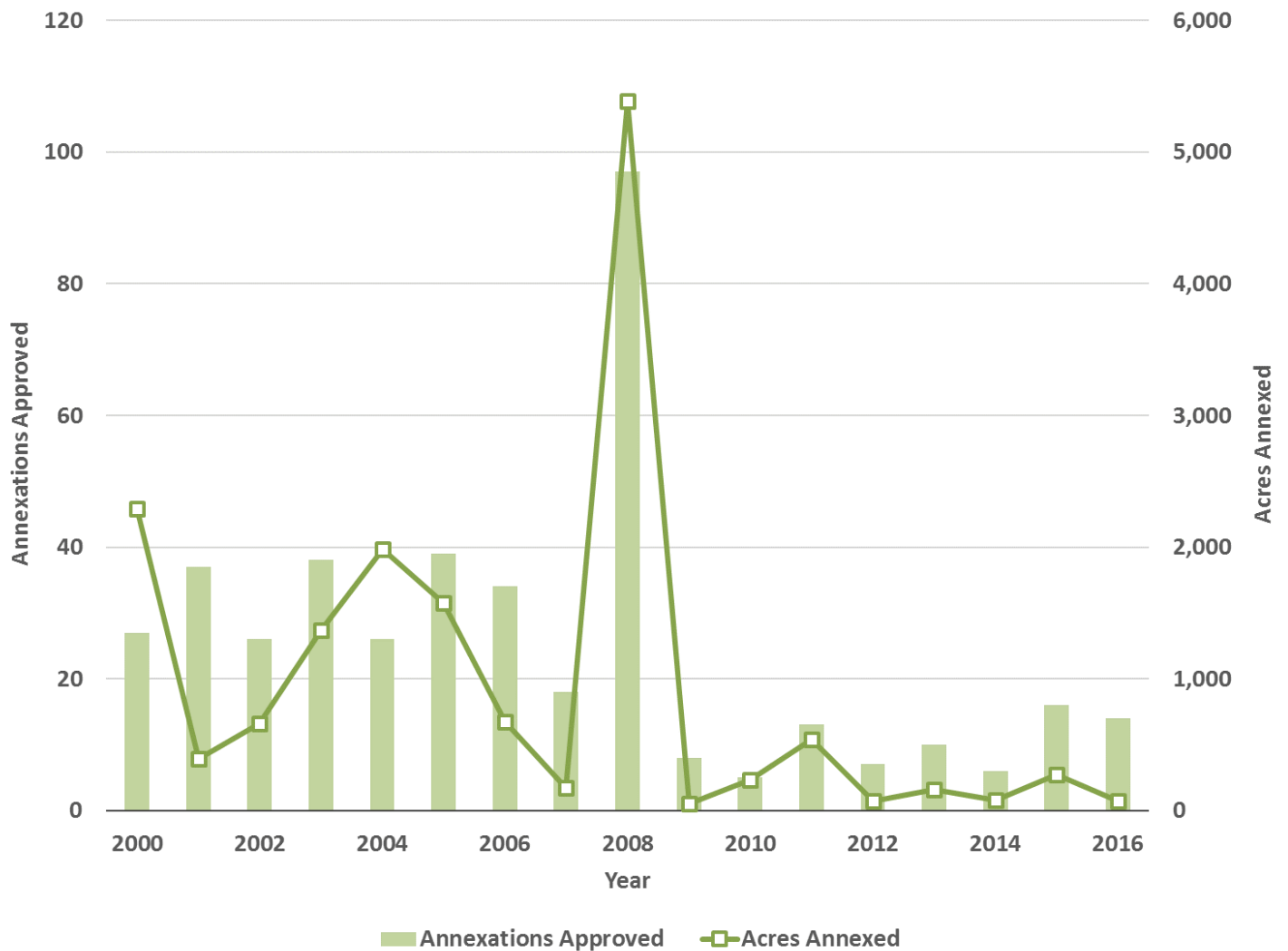


Source: City of Greensboro, Planning

## Annexation and Infill Development

From 2000 to 2016, Greensboro annexed 15,977 acres (25 square miles) of land into the City limits, an expansion of 22.9% in total land area. Important to note is that the large spike in acreage and approvals in 2008 reflects annexation of “The Cardinal,” over five square miles of primarily suburban development just north of the Piedmont Triad International Airport. The number of annexations approved each year reflect the number of annexation cases. An annexation case could be a request to annex one half an acre lot or the annexation of thousands of acres, like The Cardinal.

**Greensboro Annexations and Acreage, 2000 to 2016**

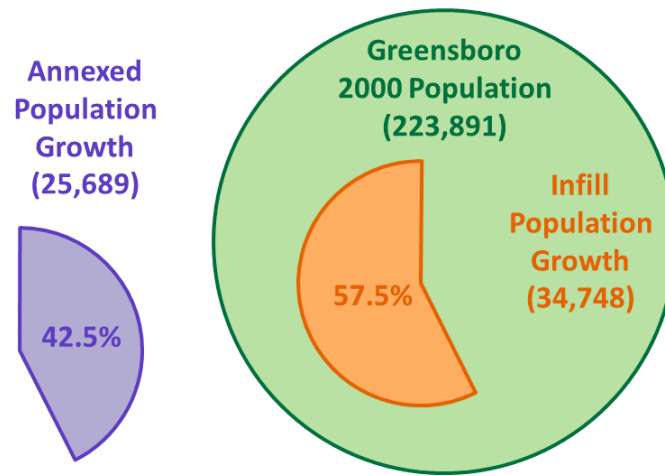


Source: City of Greensboro, Planning

Trends in annexation reveal a shift toward fewer annexations since 2011. During the 2011 legislative session, the North Carolina General Assembly amended the enabling statute, such that municipalities can no longer initiate annexations – only a property owner can initiate an annexation.

Based on data from the North Carolina Office of State Budget and Management, approximately 57.5% of Greensboro’s population growth between 2000 and 2016 has occurred within the city’s 2000 boundary. The remaining 42.5% of the city’s population growth has occurred in areas annexed since 2000.

### Greensboro Population Growth by Infill and Annexation, 2000 to 2016

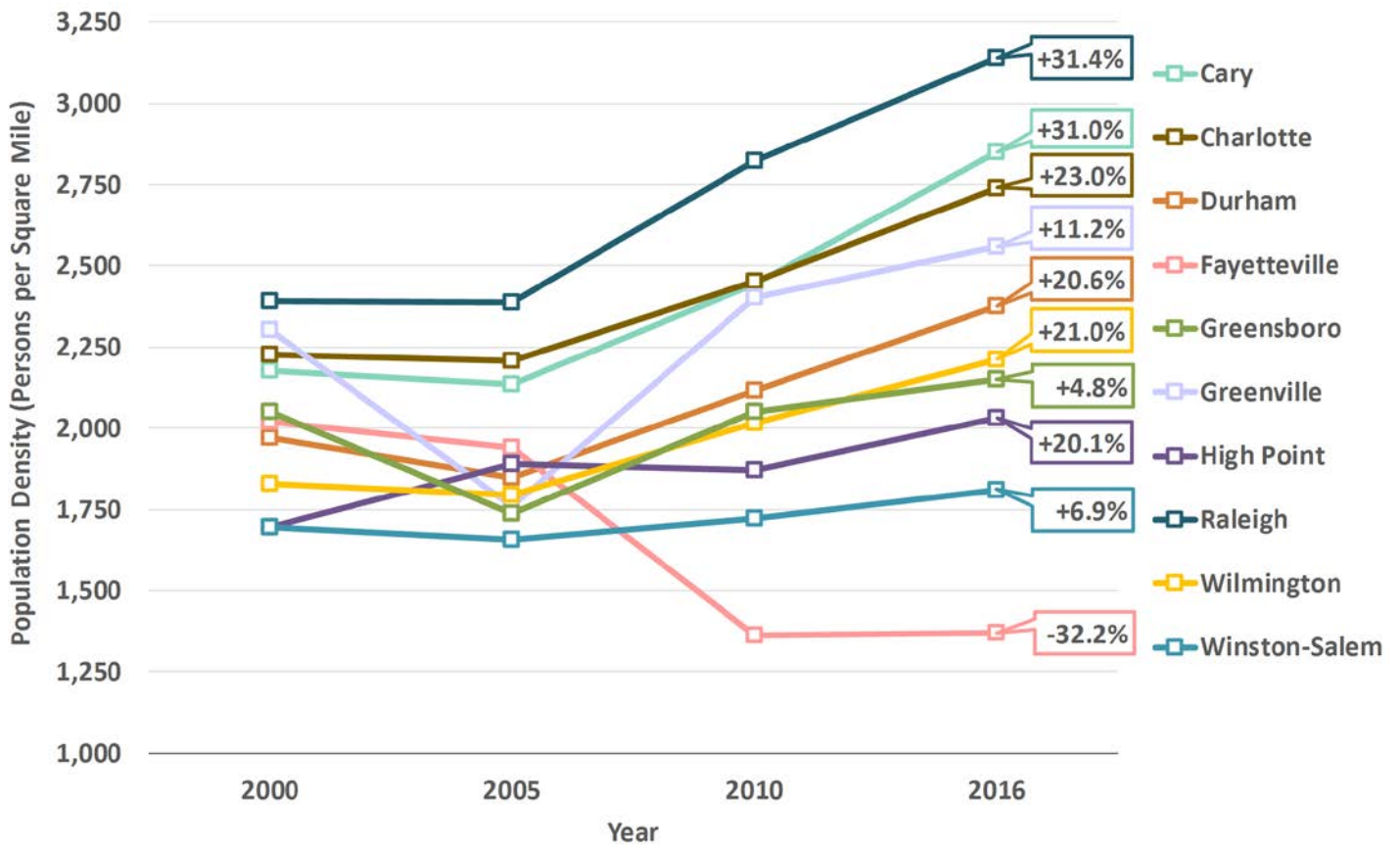


Source: North Carolina Office of State Budget and Management

### Density

Population density is an important measure of a city’s ability to manage efficient development of its land area and provide cost-effective services and infrastructure to its population. Comparing land area to total population from 2000 through 2016 reveals that Greensboro’s population density has increased by 4.8% from 2,049 persons per square mile to 2,148 persons per square mile. Among North Carolina’s ten largest cities, Greensboro had the lowest percent increase in population density over that period with the exception of Fayetteville, which experienced a net decrease in density (-32.2%). Population densities in Charlotte, Raleigh, and Durham increased by 23.0%, 31.4%, and 20.6%, respectively.

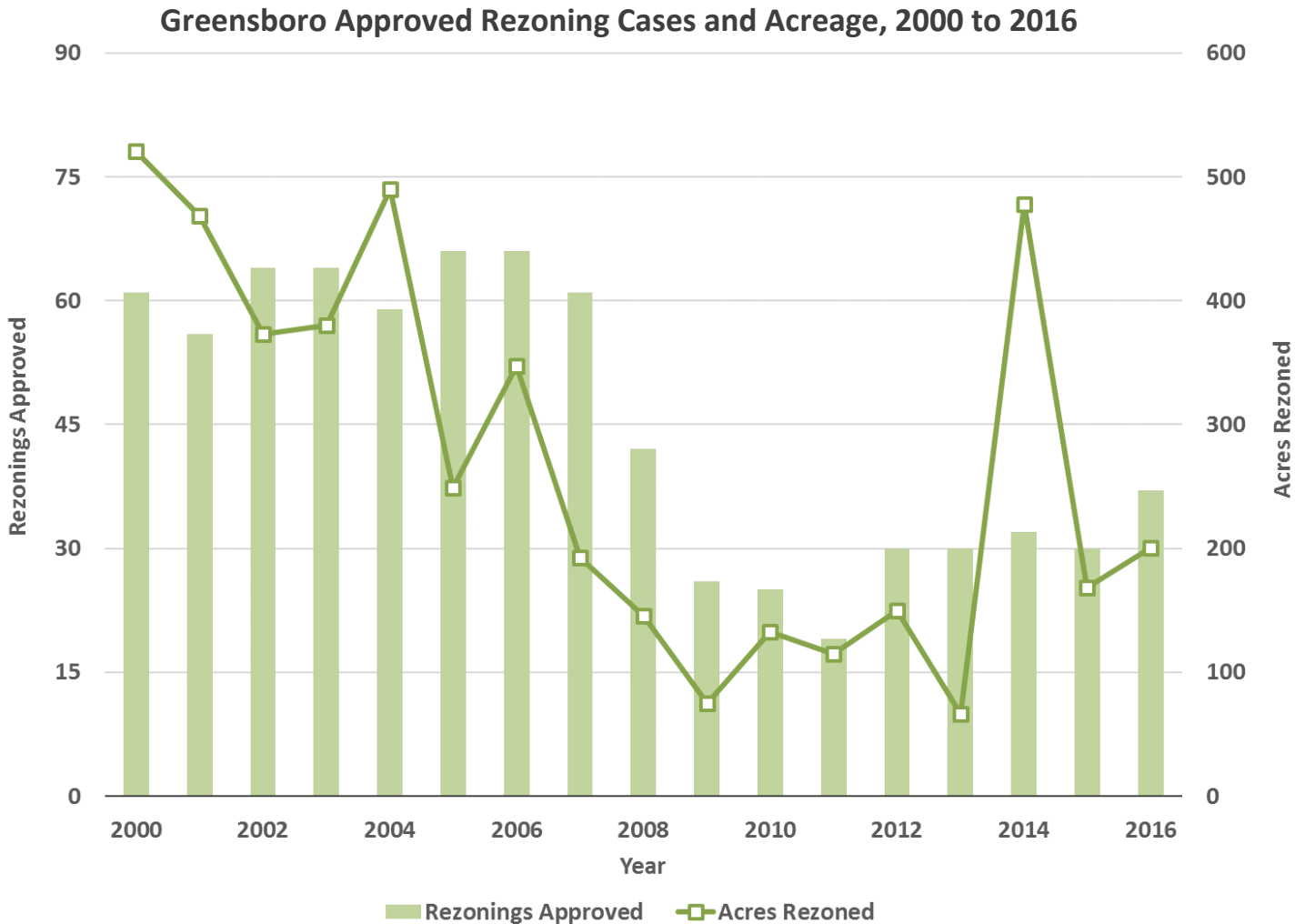
## Population Density and Percent Change, Top Ten Cities, 2000 to 2016



Source: US Census Bureau, 2000 & 2010 Decennial Census, 2005 & 2016 American Community Survey 1-year Estimates, 2005 & 2016 TIGER Place Boundaries

## Rezoning Activity

The rate of rezoning property reflects changes in development patterns. The average number of acres per rezoning request has decreased since 2000, which may reflect changes in the Unified Development Ordinance (UDO) over time and the 2010 adoption of the Land Development Ordinance that replaced the UDO. Original zoning is a change that occurs after an annexation, when the City sets a zoning district for newly annexed property.



Source: City of Greensboro, Planning

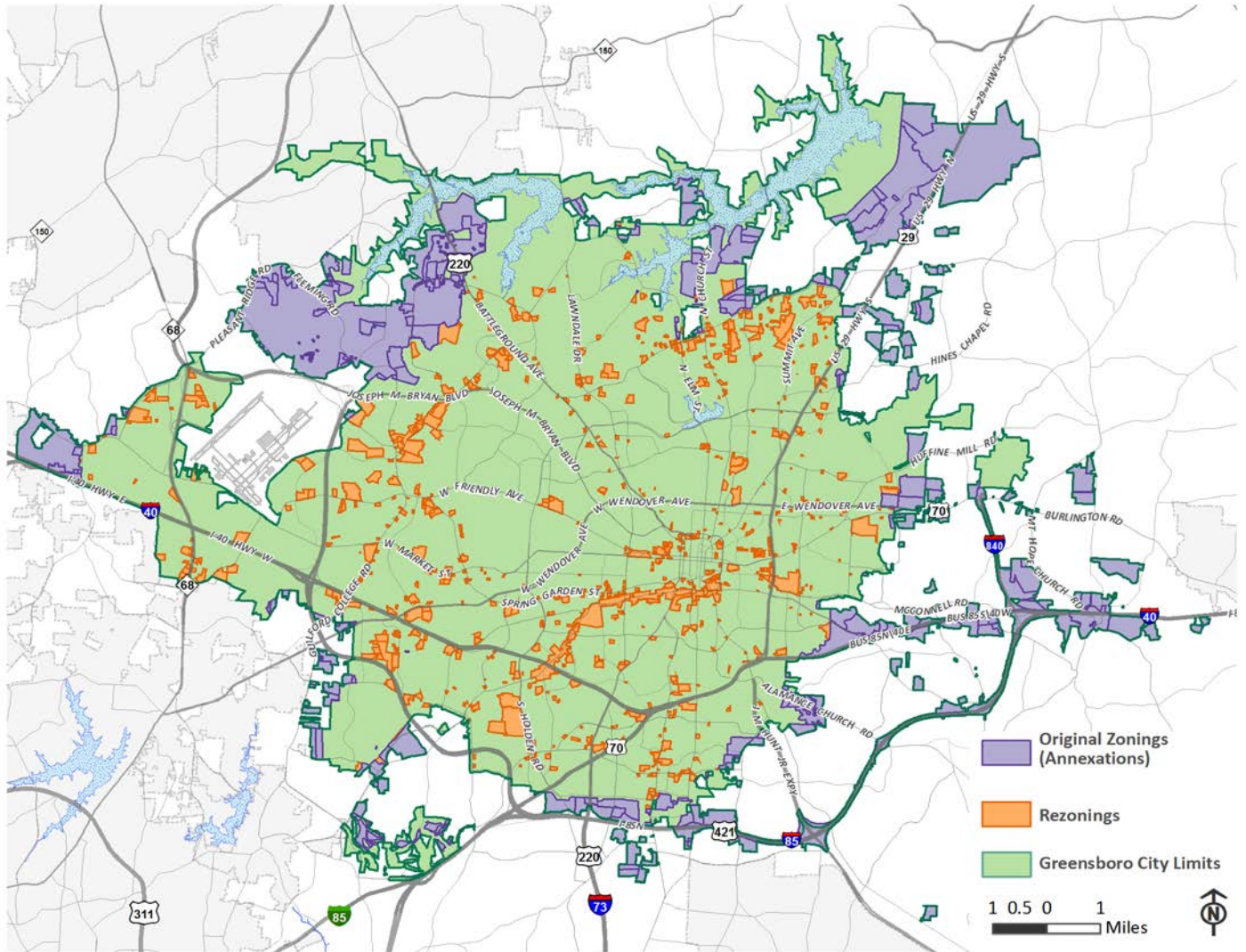
### Greensboro Approved Zoning Activity by Year, 2000 to 2016

Year	Rezoned Acres	Original Zoning Acres	Total Acres
2000	520.6	2,292.1	2,812.7
2001	468.7	394.3	863.0
2002	372.8	658.7	1,031.6
2003	380.0	1,369.5	1,749.5
2004	489.8	1,983.6	2,473.4
2005	249.2	1,573.2	1,822.4
2006	347.7	673.0	1,020.7
2007	192.4	168.7	361.1
2008	145.2	5,386.8	5,532.0
2009	74.7	53.5	128.2
2010	132.6	232.8	365.5
2011	114.8	536.5	651.2
2012	149.7	73.4	223.1
2013	66.2	155.9	222.1
2014	477.9	81.0	558.9
2015	168.4	275.2	443.6
2016	200.7	71.0	271.7
<b>Total</b>	<b>4,551.4</b>	<b>15,979.2</b>	<b>20,530.6</b>

Source: City of Greensboro, Planning

Between 2000 and 2016, the largest concentrations of annexations occurred in the northwest area, including the large existing residential development “The Cardinal” in 2008, and in the northeast area, including the large new residential development known as “Reedy Fork Ranch” in 2000. The largest concentration of rezonings occurred along Gate City Boulevard, applying new zoning regulations as an implementation step of the High Point/West Lee Street Corridor Plan in 2014.

### Greensboro Approved Zoning Activity, 2000 to 2016

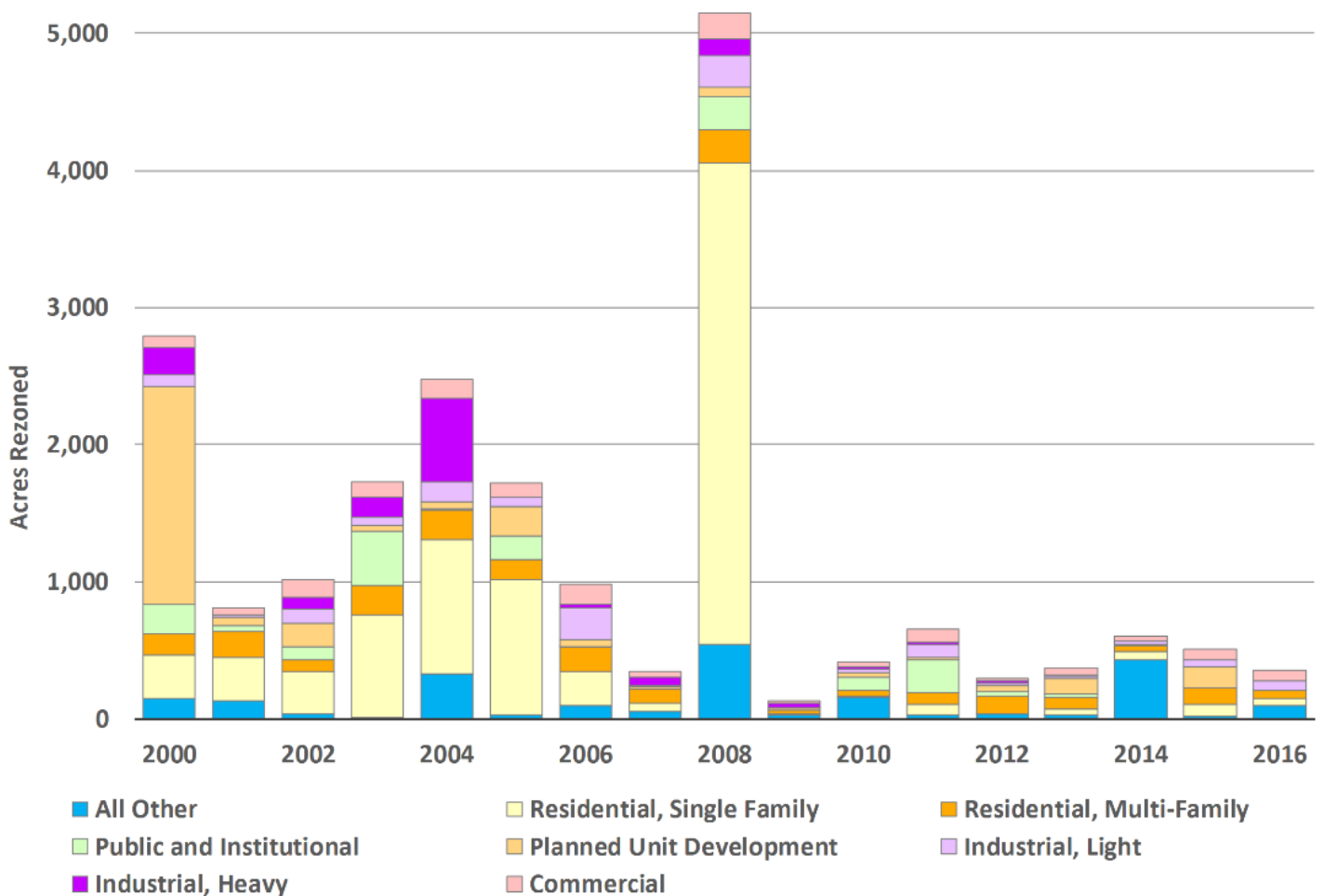


Source: City of Greensboro, Planning



The following charts and tables present data on approved rezonings by zoning category in Greensboro from 2000 to 2016. In all cases, the category “All Other” includes the following zones: Agricultural, Auto-Oriented, Business Park, Central Business, Neighborhood Support, Office, Parkland and Natural Resource Area, Traditional Neighborhood, and University Mixed Use. Since 2000, the annual level of rezoning activity has fluctuated significantly, both in the acres rezoned and number of rezonings. Based on acreage, the mix of zoning categories to which properties have been rezoned has also varied significantly from year to year. However, with respect to the number of rezoning cases, the resulting mix of zoning categories has been somewhat more stable during the past 16 years. A key observation that emerges from this data is that there appears to be a fundamental difference in the level of rezoning activity in Greensboro during the years following the “housing bubble” in 2008, compared with those preceding it. Between 2000 and 2007, the average number of acres rezoned per year was 1,482; the average dropped to just 415 acres per year between 2009 and 2016 (a 72% decrease). The number of rezoning cases exhibited a similar, though less pronounced shift, dropping from an average of 94 cases per year between 2000 and 2007, to 46 cases per year between 2009 and 2016 (a 50% decrease).

**Greensboro Approved Zoning Activity, Acres by Category, 2000 to 2016**



Source: City of Greensboro, Planning

## Greensboro Approved Zoning Activity, Acres by Resulting Zoning Category, 2000 to 2016

	Single-family Residential		Planned Unit Development		Multi-family Residential		Public and Institutional		Heavy Industrial		Commercial		Light Industrial		All Other	
	Acres	Percent	Acres	Percent	Acres	Percent	Acres	Percent	Acres	Percent	Acres	Percent	Acres	Percent	Acres	Percent
2000	315.8	11.3%	1,584.5	56.8%	155.4	5.6%	216.6	7.8%	199.8	7.2%	85.5	3.1%	83.0	3.0%	151.0	5%
2001	315.3	38.8%	60.2	7.4%	188.1	23.1%	49.0	6.0%	0.2	0.0%	59.1	7.3%	10.0	1.2%	130.9	16%
2002	308.5	30.3%	170.9	16.8%	89.2	8.8%	90.2	8.9%	88.4	8.7%	128.7	12.7%	104.2	10.2%	36.8	4%
2003	750.9	43.5%	45.3	2.6%	214.9	12.5%	394.7	22.9%	146.6	8.5%	105.5	6.1%	61.3	3.6%	6.5	0%
2004	979.3	39.6%	56.3	2.3%	219.0	8.9%	4.7	0.2%	609.4	24.6%	132.0	5.3%	144.8	5.9%	326.9	13%
2005	981.0	57.1%	220.7	12.8%	145.6	8.5%	172.2	10.0%	0.0	0.0%	104.4	6.1%	64.3	3.7%	30.6	2%
2006	251.1	25.7%	50.7	5.2%	180.5	18.5%	1.6	0.2%	18.5	1.9%	145.3	14.9%	233.6	23.9%	95.7	10%
2007	59.8	17.4%	18.6	5.4%	97.7	28.4%	0.0	0.0%	63.1	18.4%	37.9	11.0%	10.7	3.1%	56.1	16%
2008	3,507.3	68.1%	68.6	1.3%	243.7	4.7%	241.4	4.7%	118.0	2.3%	195.6	3.8%	229.5	4.5%	546.7	11%
2009	10.7	8.4%	12.9	10.1%	27.4	21.4%	0.0	0.0%	30.5	23.8%	14.7	11.5%	7.3	5.7%	24.3	19%
2010	6.9	1.7%	40.0	9.7%	44.8	10.9%	87.3	21.2%	16.9	4.1%	30.4	7.4%	24.8	6.0%	160.1	39%
2011	77.5	11.8%	16.8	2.6%	88.1	13.4%	241.0	36.7%	22.7	3.5%	92.6	14.1%	89.7	13.7%	28.0	4%
2012	0.8	0.3%	47.3	16.1%	127.0	43.2%	36.5	12.4%	17.2	5.8%	16.9	5.8%	14.8	5.1%	33.5	11%
2013	40.8	11.1%	108.0	29.2%	88.8	24.0%	28.9	7.8%	7.2	2.0%	51.6	14.0%	18.6	5.0%	25.3	7%
2014	58.4	9.7%	7.7	1.3%	50.7	8.4%	0.0	0.0%	0.0	0.0%	34.6	5.8%	20.5	3.4%	428.9	71%
2015	78.3	15.5%	156.3	30.9%	123.7	24.5%	0.0	0.0%	0.0	0.0%	72.6	14.4%	52.5	10.4%	22.4	4%
2016	55.6	15.7%	5.9	1.7%	54.2	15.4%	0.0	0.0%	0.0	0.0%	78.2	22.2%	63.7	18.0%	95.4	27%

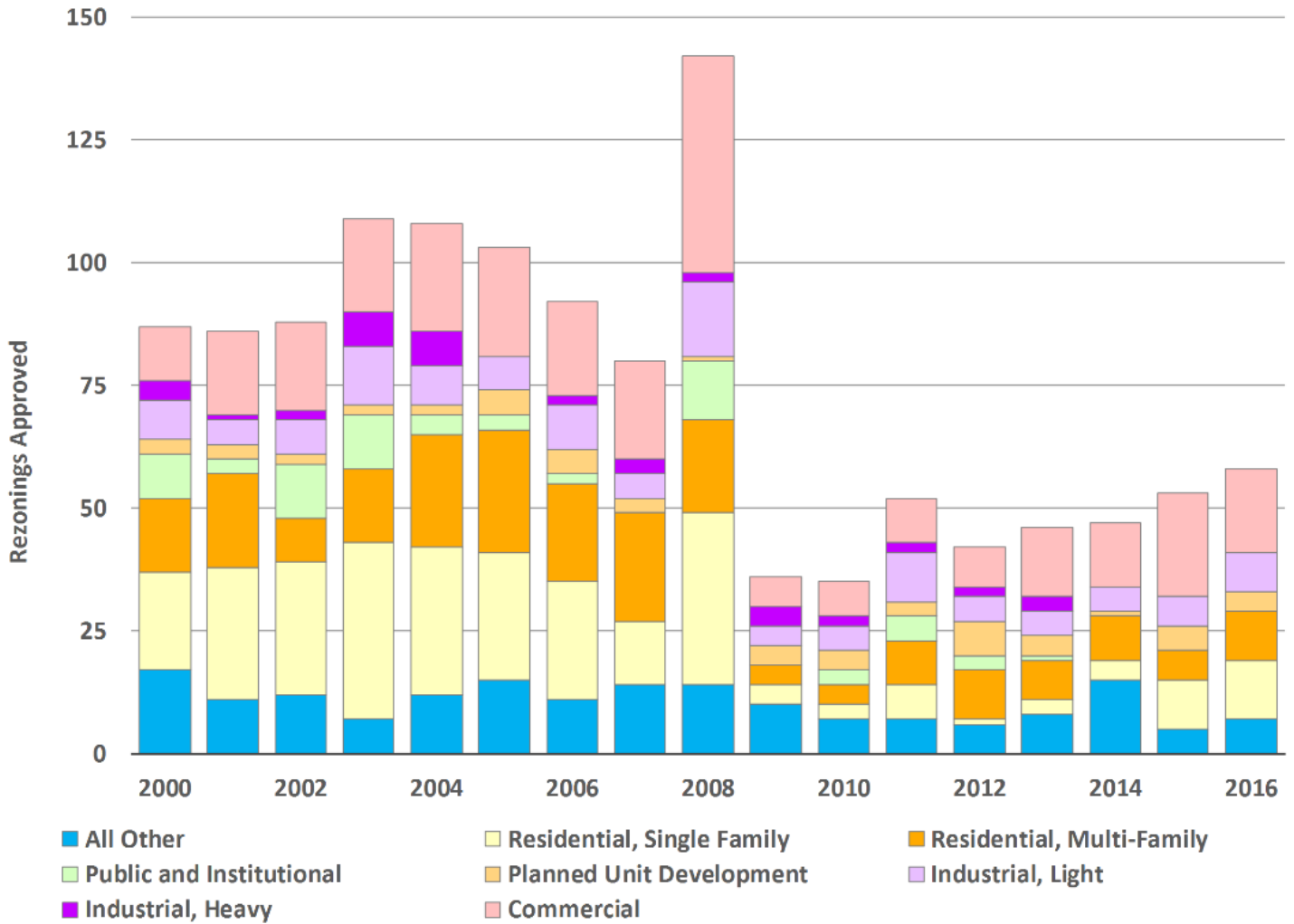
Source: City of Greensboro, Planning

## Greensboro Approved Zoning Activity, Cases by Resulting Zoning Category, 2000 to 2016

	Single-family Residential		Planned Unit Development		Multi-family Residential		Public and Institutional		Heavy Industrial		Commercial		Light Industrial		All Other	
	Cases	Percent	Cases	Percent	Cases	Percent	Cases	Percent	Cases	Percent	Cases	Percent	Cases	Percent	Cases	Percent
2000	20	23.0%	3	3.4%	15	17.2%	9	10.3%	4	4.6%	11	12.6%	8	9.2%	17.0	20%
2001	27	31.4%	3	3.5%	19	22.1%	3	3.5%	1	1.2%	17	19.8%	5	5.8%	11.0	13%
2002	27	30.7%	2	2.3%	9	10.2%	11	12.5%	2	2.3%	18	20.5%	7	8.0%	12.0	14%
2003	36	33.0%	2	1.8%	15	13.8%	11	10.1%	7	6.4%	19	17.4%	12	11.0%	7.0	6%
2004	30	27.8%	2	1.9%	23	21.3%	4	3.7%	7	6.5%	22	20.4%	8	7.4%	12.0	11%
2005	26	25.2%	5	4.9%	25	24.3%	3	2.9%	0	0.0%	22	21.4%	7	6.8%	15.0	15%
2006	24	26.1%	5	5.4%	20	21.7%	2	2.2%	2	2.2%	19	20.7%	9	9.8%	11.0	12%
2007	13	16.3%	3	3.8%	22	27.5%	0	0.0%	3	3.8%	20	25.0%	5	6.3%	14.0	18%
2008	35	24.6%	1	0.7%	19	13.4%	12	8.5%	2	1.4%	44	31.0%	15	10.6%	14.0	10%
2009	4	11.1%	4	11.1%	4	11.1%	0	0.0%	4	11.1%	6	16.7%	4	11.1%	10.0	28%
2010	3	8.6%	4	11.4%	4	11.4%	3	8.6%	2	5.7%	7	20.0%	5	14.3%	7.0	20%
2011	7	13.5%	3	5.8%	9	17.3%	5	9.6%	2	3.8%	9	17.3%	10	19.2%	7.0	13%
2012	1	2.4%	7	16.7%	10	23.8%	3	7.1%	2	4.8%	8	19.0%	5	11.9%	6.0	14%
2013	3	6.5%	4	8.7%	8	17.4%	1	2.2%	3	6.5%	14	30.4%	5	10.9%	8.0	17%
2014	4	8.5%	1	2.1%	9	19.1%	0	0.0%	0	0.0%	13	27.7%	5	10.6%	15.0	32%
2015	10	18.9%	5	9.4%	6	11.3%	0	0.0%	0	0.0%	21	39.6%	6	11.3%	5.0	9%
2016	12	20.7%	4	6.9%	10	17.2%	0	0.0%	0	0.0%	17	29.3%	8	13.8%	7.0	12%

Source: City of Greensboro, Planning

## Greensboro Approved Zoning Activity, Cases by Category, 2000 to 2016

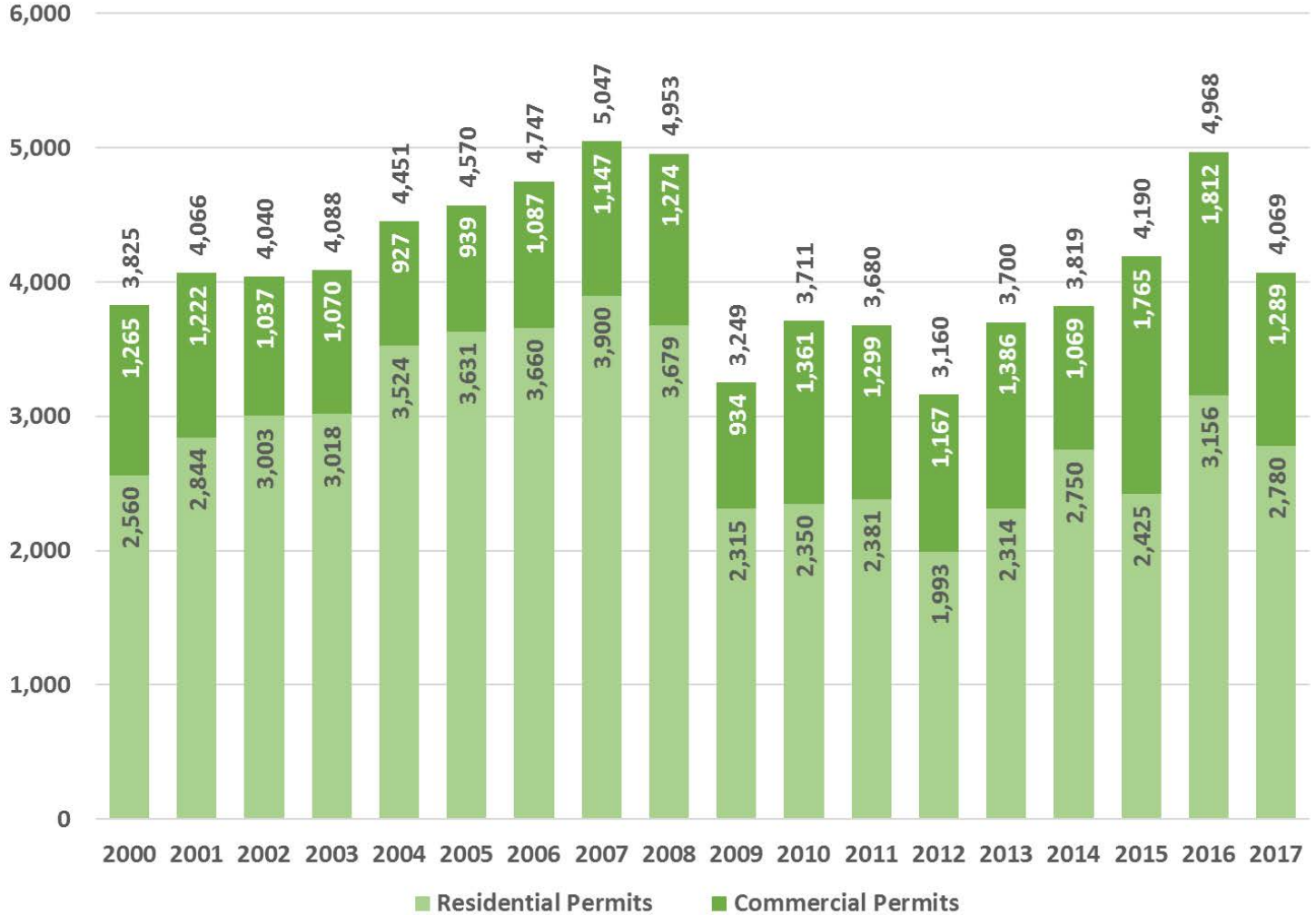


Source: City of Greensboro, Planning

## Building Permits

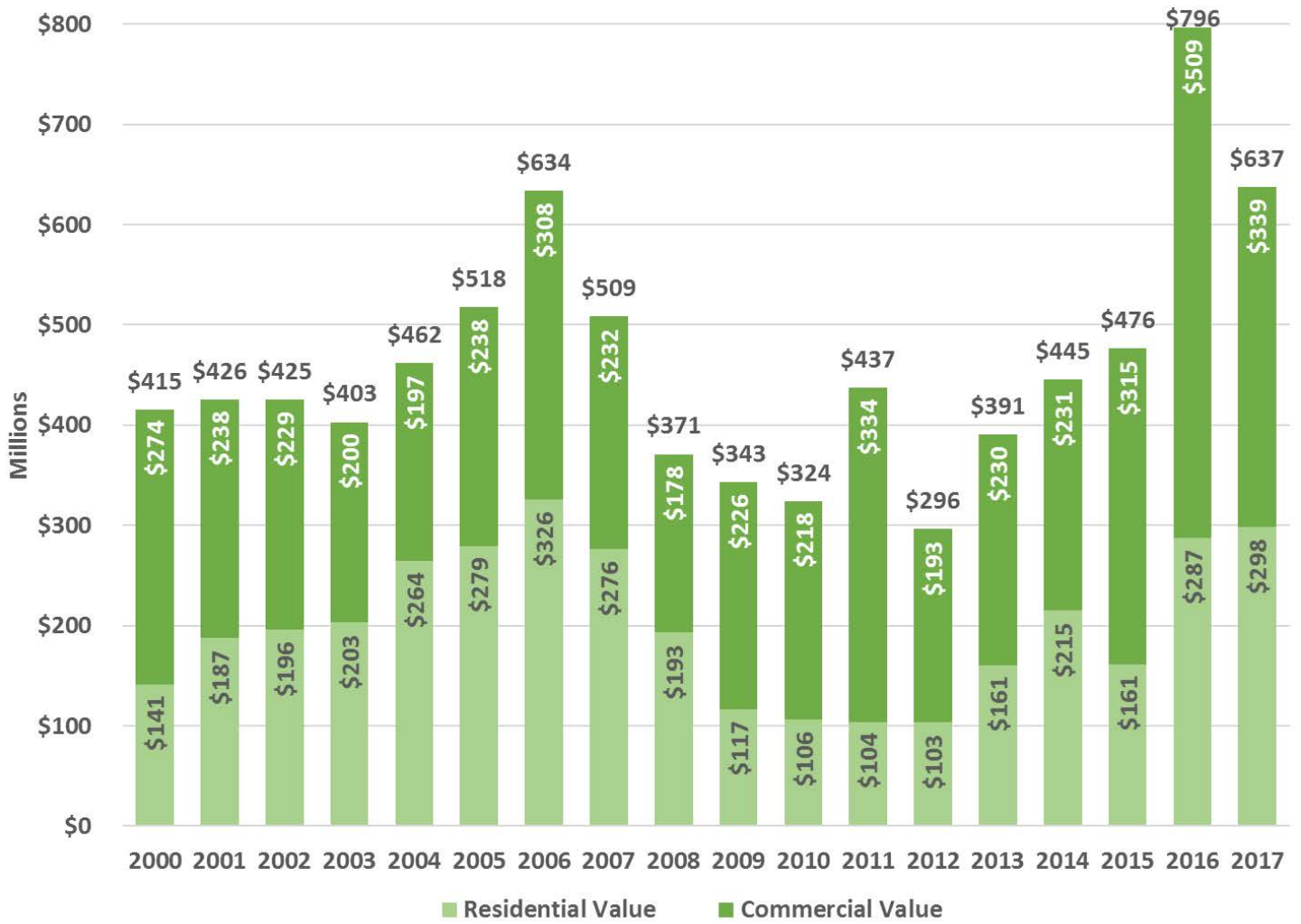
The number of building permits issued and the value of resulting construction investment provides a strong insight into a city's economic vitality, competitiveness, and draw for investors. Following an upward trend that peaked in 2007, building permits decreased in both number and construction value during the Great Recession. Numbers for 2016 showed a high volume of permits and investment.

**Greensboro Building Permits Issued, 2000 to 2017**



Source: City of Greensboro, Engineering and Inspections

## Greensboro Value of Construction Investment, 2000 to 2017



Source: City of Greensboro, Engineering and Inspections

## Key Findings

- Since 2003, most land use types in Greensboro have increased in acreage, which largely reflects the city's increase in land area over the same period.
- Decreased heavy industrial land use coincides with a decline in manufacturing employment; decreased wooded land reflects ongoing urbanization and Greenfield development.
- Much of Greensboro's total population growth since 2000 is attributed to annexation (42.5%).
- Although Greensboro's population density increased between 2000 and 2016, most comparable North Carolina cities experienced significantly greater increases.
- The number of building permits and value of construction investment has fluctuated over the past 17 years, but recent numbers are comparable to those prior to the Great Recession.

## CHANGE IN EMPLOYMENT

From 2000 to 2015

Manufacturing jobs decreased **-23%**

while Service jobs increased **+35%**



with the largest gain in the Educational, Health and Social Services sector

**+7,967 jobs**

## POVERTY

In 2016, there were

**+36,361**

more individuals below the poverty level than in 2000.

Greensboro's percentage of residents below poverty level increased from

**12.3%**  
in 2000 to



**22.8%**  
in 2016

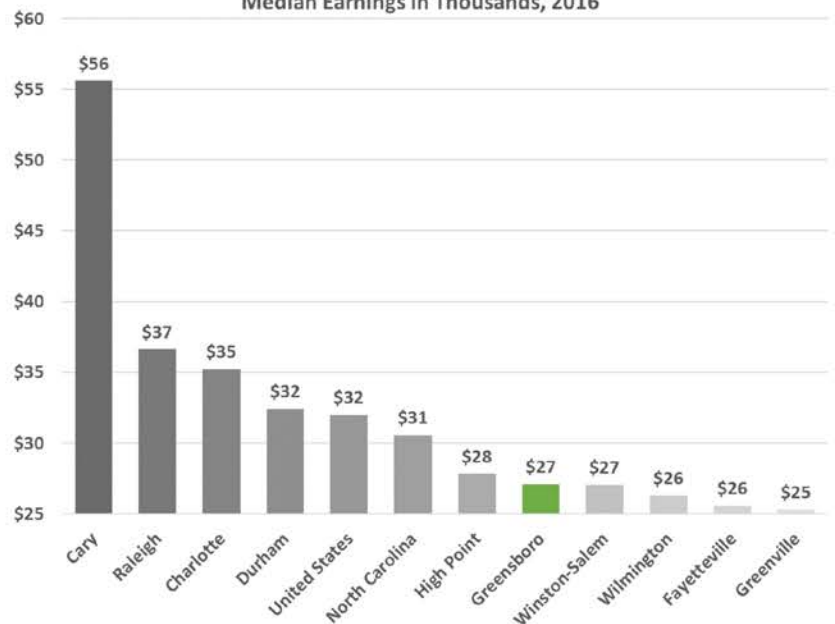
## MEDIAN EARNINGS



Rose by **22%**

from **\$22,281** in 2000 to **\$27,086** in 2016

Median Earnings in Thousands, 2016



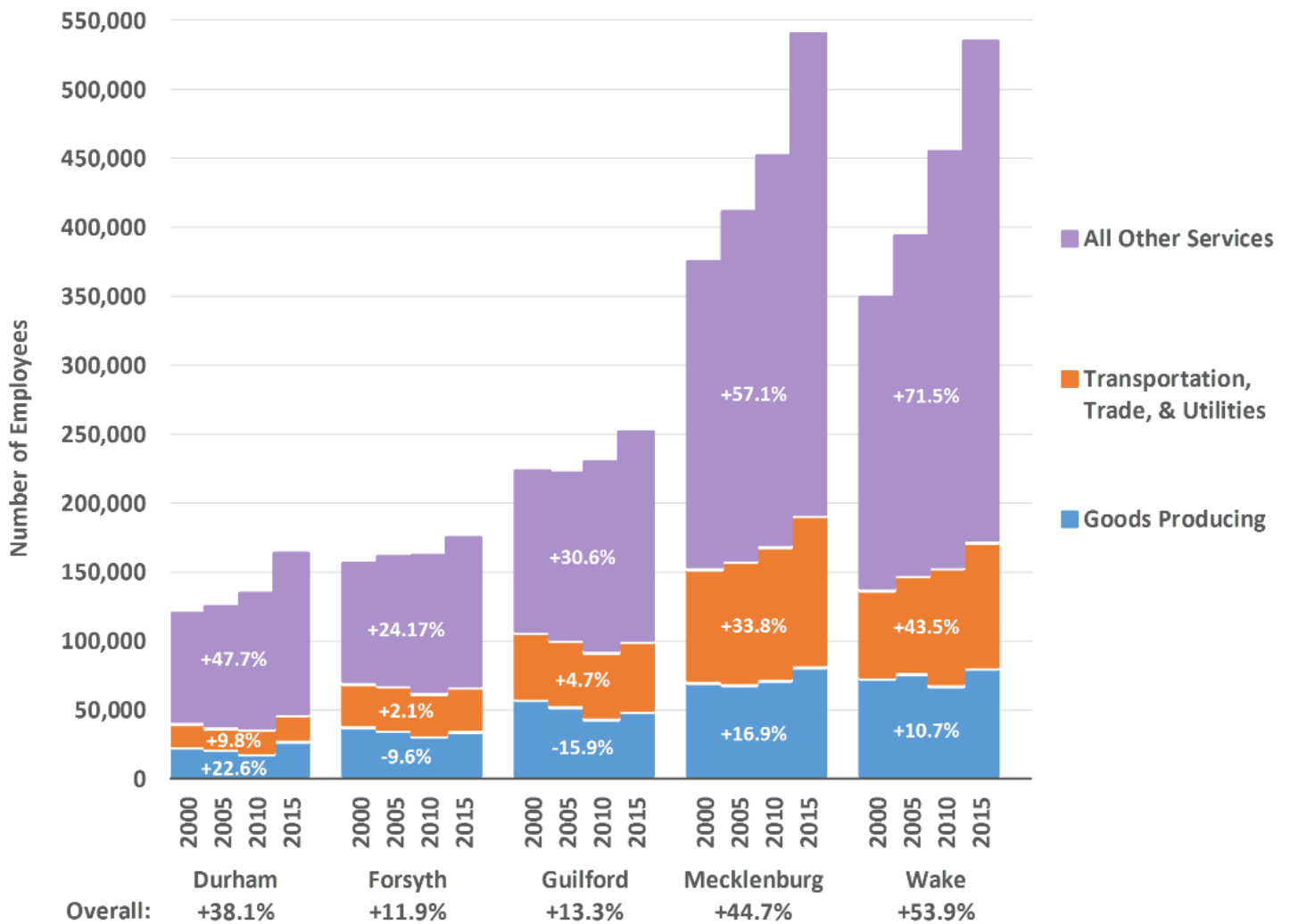
But earnings are not keeping pace with those in NC, US or most of NC's top 10 cities

# Economy

## Employment by Industry Group

The number of workers employed in each of the industry groups in a city strongly influences the city’s economic prosperity and resilience. Robust growth in the Goods Producing industry group is generally seen as a positive trend. Data provided by the Bureau of Labor Statistics at the county level has been compared to the five most populous counties in North Carolina. Mecklenburg and Wake counties showed growth across all categories of employment, but Guilford County experienced a loss in goods producing employment (-7%) with the strongest growth in the services category (+26%), which includes a wide range of services: education, finance, and health, among others.

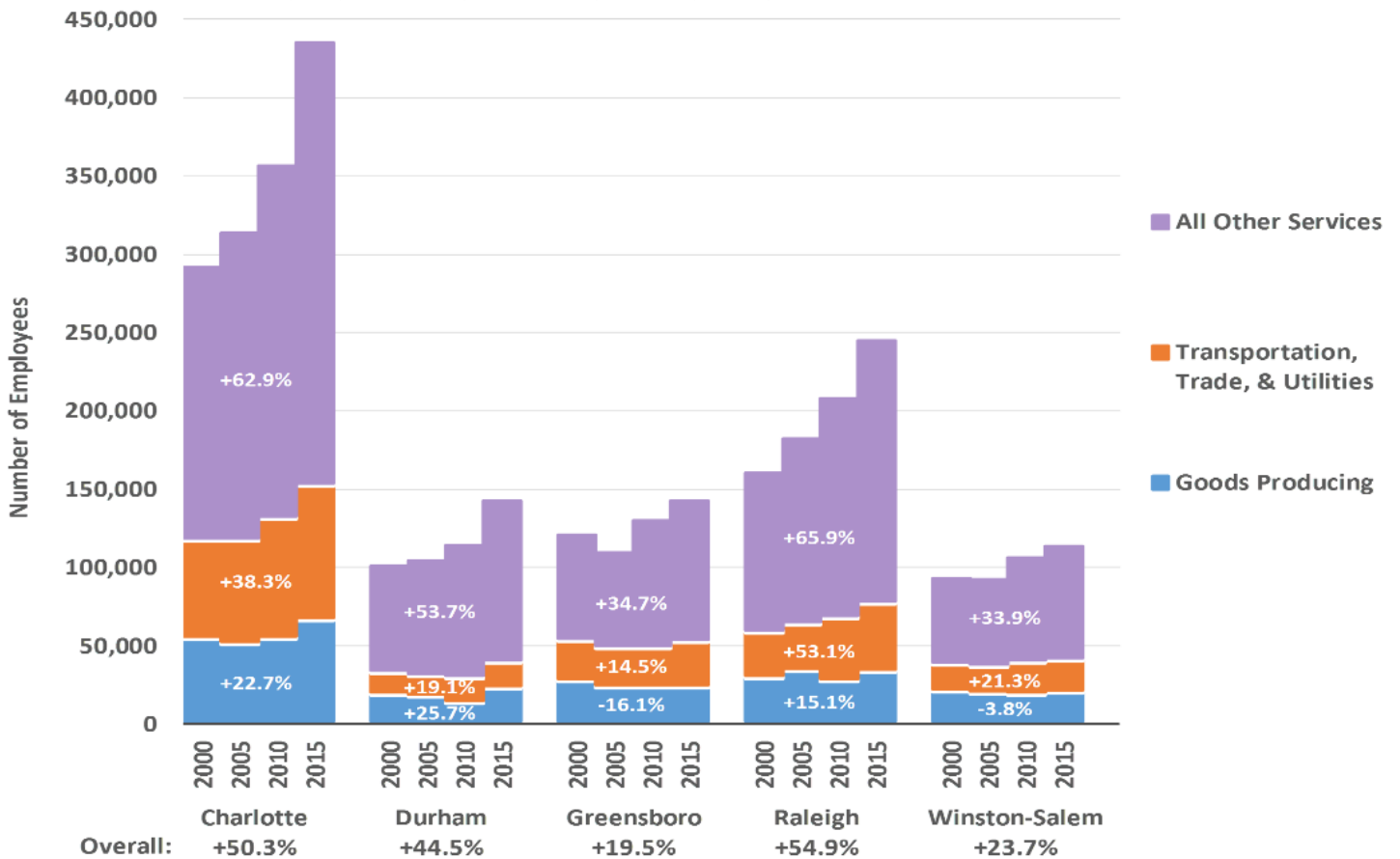
**Employment by Industry Group and Percent Change, Top Five Counties, 2000 to 2015**



Source: US Census Bureau, Decennial Census, 2000 and American Community Survey 1-year Estimates, 2005 to 2015



## Employment by Industry Group, Top Five Cities, 2000 to 2015



Source: US Census Bureau, Decennial Census, 2000 and American Community Survey 1-year Estimates, 2005 to 2015

## Greensboro Employment by Industry Group and Sector, 2000 to 2015

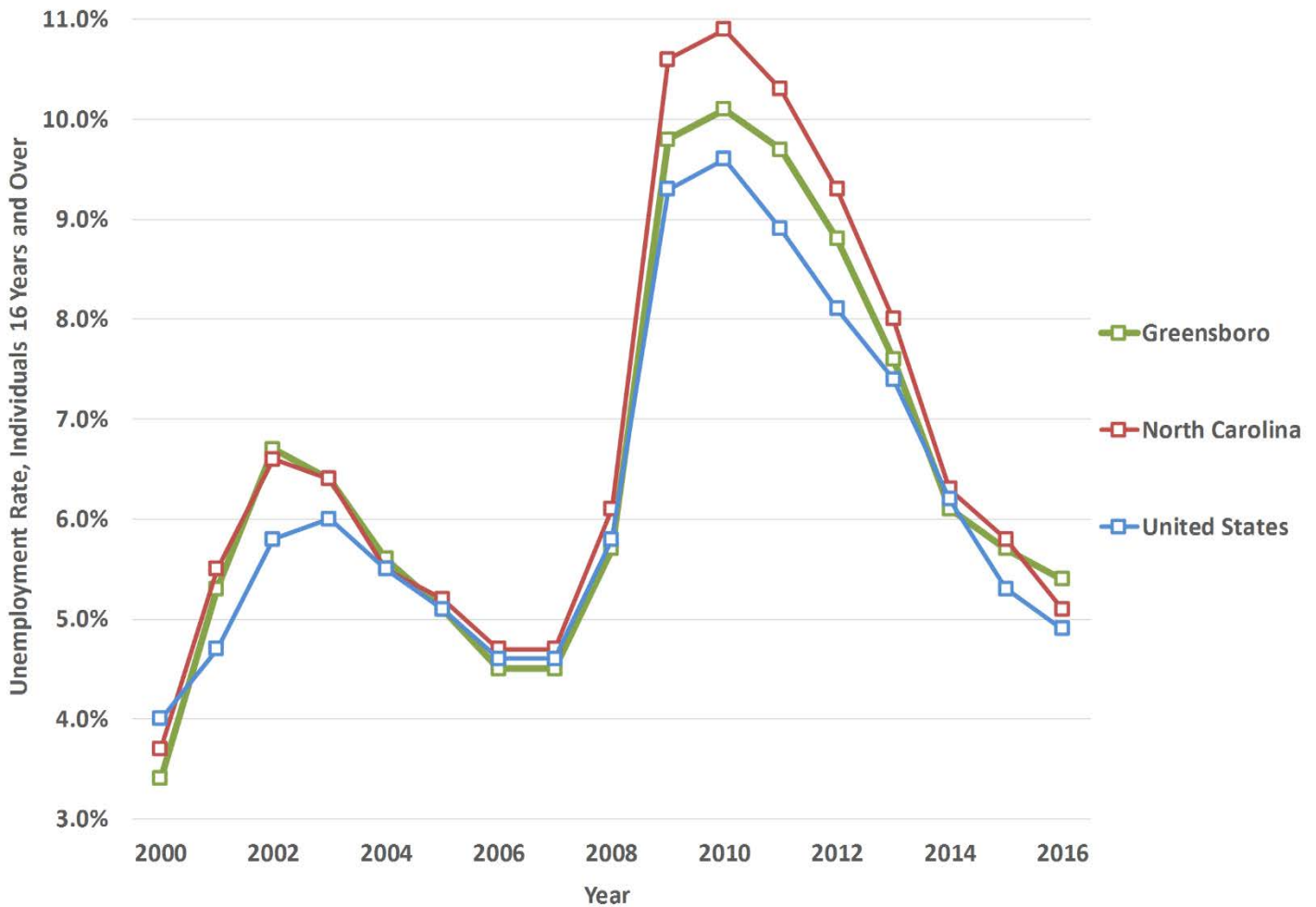
Industry Group / Industry Sector	2000	2005	2010	2015
<b>Goods Producing</b>	<b>24,995</b>	<b>21,135</b>	<b>20,870</b>	<b>20,973</b>
Agriculture, forestry, fishing and hunting, and mining	148	419	115	172
Construction	6,813	5,659	6,520	6,969
Manufacturing	18,034	15,057	14,235	13,832
<b>Transportation, Trade, &amp; Utilities</b>	<b>23,546</b>	<b>22,713</b>	<b>23,423</b>	<b>26,948</b>
Wholesale trade	4,732	4,638	4,522	4,584
Retail trade	12,980	13,091	14,692	15,439
Transportation and warehousing, and utilities	5,834	4,984	4,209	6,925
<b>All Other Services</b>	<b>66,001</b>	<b>59,418</b>	<b>79,859</b>	<b>88,920</b>
Information	3,267	2,876	2,595	2,590
Finance, insurance, real estate and rental and leasing	9,884	8,240	9,610	12,944
Professional, scientific, management, administrative, and waste management services	10,931	10,128	12,298	13,732
Educational, health and social services	23,585	21,880	31,248	31,552
Arts, entertainment, recreation, accommodation and food services	10,168	9,850	15,478	15,626
Other services (except public administration)	5,198	3,577	4,773	9,010
Public administration	2,968	2,867	3,857	3,466
<b>TOTAL</b>	<b>114,542</b>	<b>103,266</b>	<b>124,152</b>	<b>136,841</b>

Source: US Census Bureau, Decennial Census, 2000 and American Community Survey 1-year Estimates, 2005 to 2015

# Unemployment

The civilian unemployment rate is a key indicator of economic vitality. During the past two economic recessions, Greensboro’s unemployment rate was substantially higher than the national average, but between 2000 and 2015, unemployment in Greensboro was comparable or below the North Carolina average.

### Unemployment Rate, 2000 to 2016



Source: US Bureau of Labor Statistics

### Unemployment Rate, Top Ten Cities, 2000 to 2016

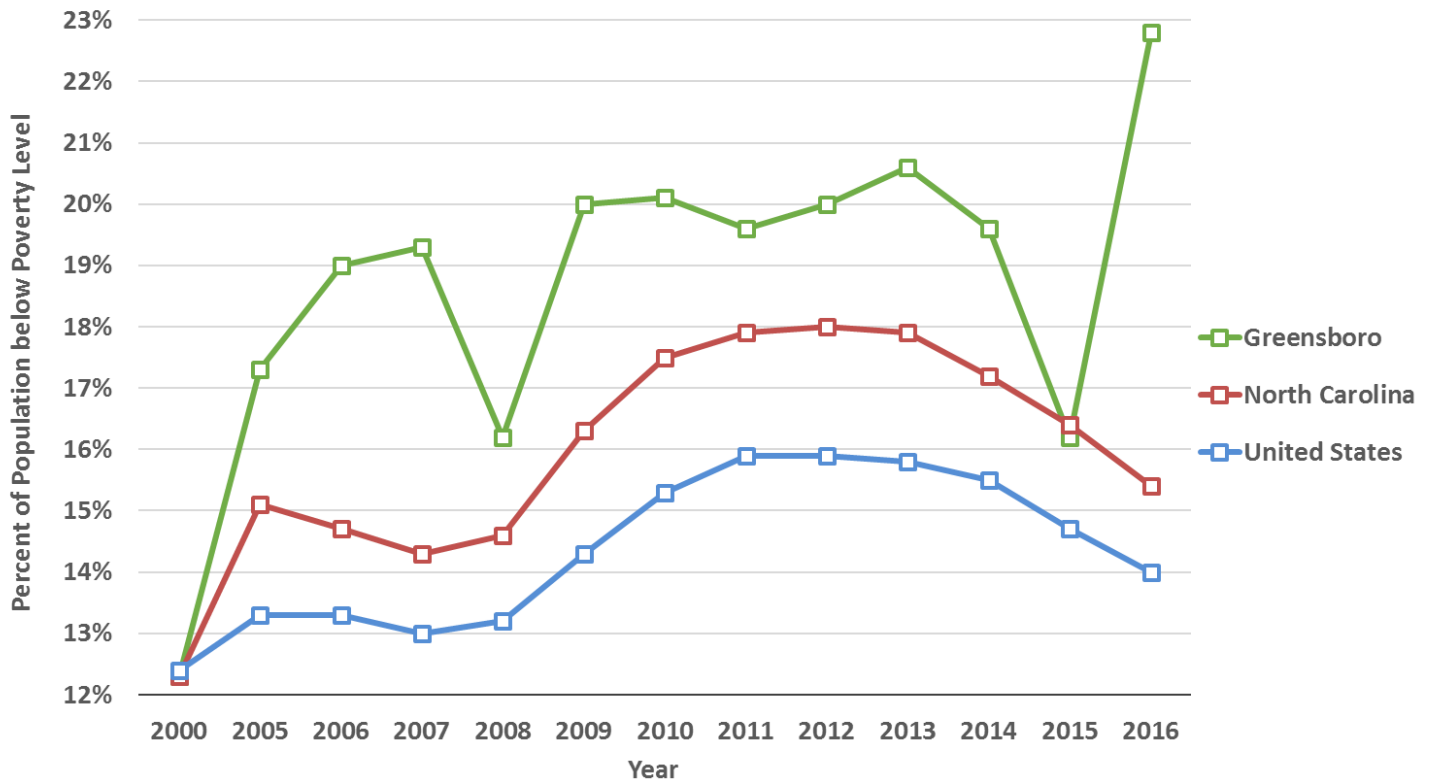
	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016
<b>Cary</b>	2.0%	3.3%	4.7%	4.4%	3.6%	3.4%	2.8%	2.7%	3.4%	6.3%	6.2%	5.8%	5.4%	4.5%	3.8%	3.9%	3.8%
<b>Charlotte</b>	3.2%	4.7%	6.4%	6.3%	5.5%	4.9%	4.2%	4.1%	5.4%	9.4%	9.1%	8.5%	7.6%	6.6%	5.2%	5.0%	4.8%
<b>Durham</b>	3.1%	4.6%	6.3%	5.9%	4.8%	4.2%	3.7%	3.6%	4.5%	7.2%	7.4%	7.3%	6.7%	5.7%	4.6%	4.7%	4.5%
<b>Fayetteville</b>	4.9%	6.6%	7.5%	6.8%	5.8%	5.1%	4.3%	4.2%	5.0%	6.8%	8.2%	8.5%	8.2%	7.6%	6.5%	6.6%	6.8%
<b>Greensboro</b>	3.4%	5.3%	6.7%	6.4%	5.6%	5.1%	4.5%	4.5%	5.7%	9.8%	10.1%	9.7%	8.8%	7.6%	6.1%	5.7%	5.4%
<b>Greenville</b>	4.5%	6.4%	7.2%	7.1%	6.2%	4.9%	4.4%	4.3%	5.4%	8.2%	8.6%	8.7%	7.9%	7.0%	5.8%	5.7%	5.9%
<b>High Point</b>	4.2%	6.5%	8.2%	7.9%	6.9%	5.3%	4.9%	5.0%	6.3%	11.0%	11.1%	10.3%	9.4%	8.0%	6.6%	5.9%	5.5%
<b>Raleigh</b>	2.7%	4.5%	6.5%	6.0%	5.0%	4.0%	3.5%	3.4%	4.3%	7.4%	7.5%	7.3%	6.7%	5.7%	4.6%	4.6%	4.5%
<b>Wilmington</b>	4.9%	6.7%	8.5%	7.6%	6.0%	4.1%	3.6%	3.7%	5.0%	8.6%	8.6%	8.6%	7.7%	6.8%	5.5%	5.2%	4.9%
<b>Winston-Salem</b>	3.7%	5.5%	6.7%	6.5%	5.9%	4.9%	4.5%	4.4%	5.5%	8.9%	9.3%	9.2%	8.4%	7.2%	5.8%	5.5%	5.2%
<b>North Carolina</b>	3.7%	5.5%	6.6%	6.4%	5.5%	5.2%	4.7%	4.7%	6.1%	10.6%	10.9%	10.3%	9.3%	8.0%	6.3%	5.8%	5.1%
<b>United States</b>	4.0%	4.7%	5.8%	6.0%	5.5%	5.1%	4.6%	4.6%	5.8%	9.3%	9.6%	8.9%	8.1%	7.4%	6.2%	5.3%	4.9%

Source: US Bureau of Labor Statistics

## Poverty Status

The percent of individuals with income below the poverty level offers important insight into a city's overall prosperity and the distribution of opportunity for wealth creation for individuals. Beginning in 2005, Greensboro's poverty rate increased significantly over the North Carolina and United States rates with some extreme variations from year to year.

**Poverty Rate, 2000 to 2016**



Source: US Census Bureau, Decennial Census (2000) and American Community Survey 1-year Estimates (Remaining Years)

**Poverty Rate, Top Ten Cities, 2000 to 2016**

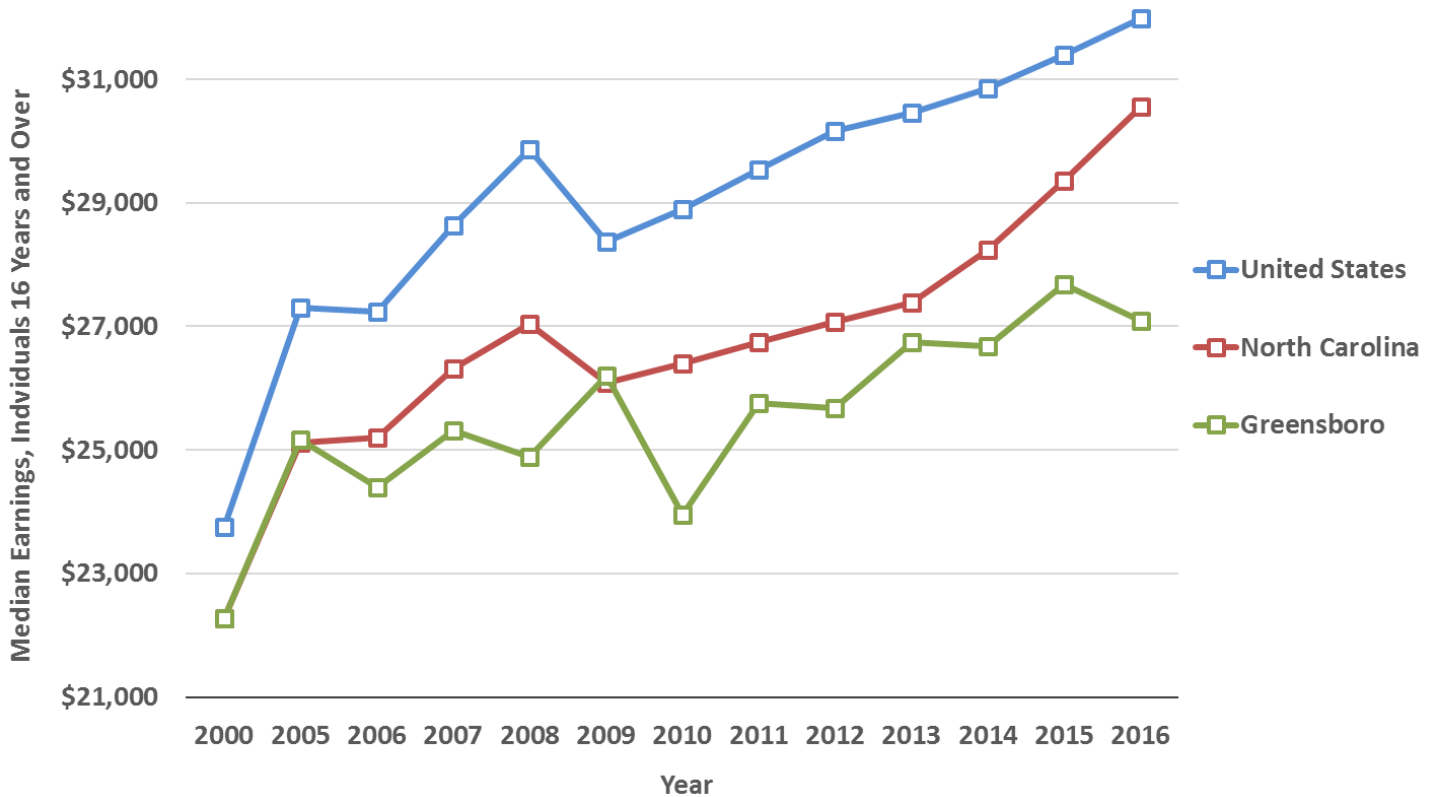
	2000	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016
Cary	3.4%	4.8%	4.3%	3.9%	3.9%	4.0%	7.0%	5.6%	8.1%	5.5%	7.3%	4.5%	4.4%
Charlotte	10.6%	13.0%	12.4%	12.4%	12.0%	15.3%	17.2%	18.5%	18.1%	17.0%	16.7%	15.8%	13.4%
Durham	15.0%	14.8%	17.4%	18.3%	15.0%	18.9%	21.0%	21.5%	21.0%	18.2%	17.7%	17.8%	17.1%
Fayetteville	14.8%	18.7%	18.7%	17.5%	14.5%	17.1%	17.7%	20.2%	16.7%	18.4%	18.4%	19.1%	20.5%
<b>Greensboro</b>	<b>12.3%</b>	<b>17.3%</b>	<b>19.0%</b>	<b>19.3%</b>	<b>16.2%</b>	<b>20.0%</b>	<b>20.1%</b>	<b>19.6%</b>	<b>20.0%</b>	<b>20.6%</b>	<b>19.6%</b>	<b>16.2%</b>	<b>22.8%</b>
Greenville	26.1%	27.2%	23.6%	30.1%	30.7%	25.4%	27.8%	32.5%	30.7%	32.5%	29.8%	35.9%	30.3%
High Point	13.2%	17.4%	16.6%	17.6%	16.1%	22.9%	21.3%	24.0%	20.7%	23.0%	18.9%	24.7%	20.2%
Raleigh	11.5%	15.5%	13.8%	12.2%	13.3%	15.9%	18.4%	16.6%	16.4%	15.1%	16.6%	15.6%	12.1%
Wilmington	19.6%	16.8%	20.4%	19.1%	18.8%	23.7%	26.9%	23.7%	20.5%	22.1%	23.3%	24.4%	24.7%
Winston-Salem	15.2%	19.2%	20.0%	19.1%	19.1%	20.9%	19.8%	24.1%	26.6%	26.7%	24.1%	22.5%	21.8%
North Carolina	12.3%	15.1%	14.7%	14.3%	14.6%	16.3%	17.5%	17.9%	18.0%	17.9%	17.2%	16.4%	15.4%
United States	12.4%	13.3%	13.3%	13.0%	13.2%	14.3%	15.3%	15.9%	15.9%	15.8%	15.5%	14.7%	14.0%

Source: US Census Bureau, Decennial Census (2000) and American Community Survey 1-year Estimates (Remaining Years)

## Median Earnings

Data on median earnings provides another way of understanding the economic circumstances of individuals and households. Earnings in Greensboro have been trending lower than the state and nation consistently since 2010. Among the top ten cities in North Carolina, median earnings in Greensboro have not kept pace with top performing cities such as Cary, Charlotte, Durham, and Raleigh.

### Median Earnings, 2000 to 2016



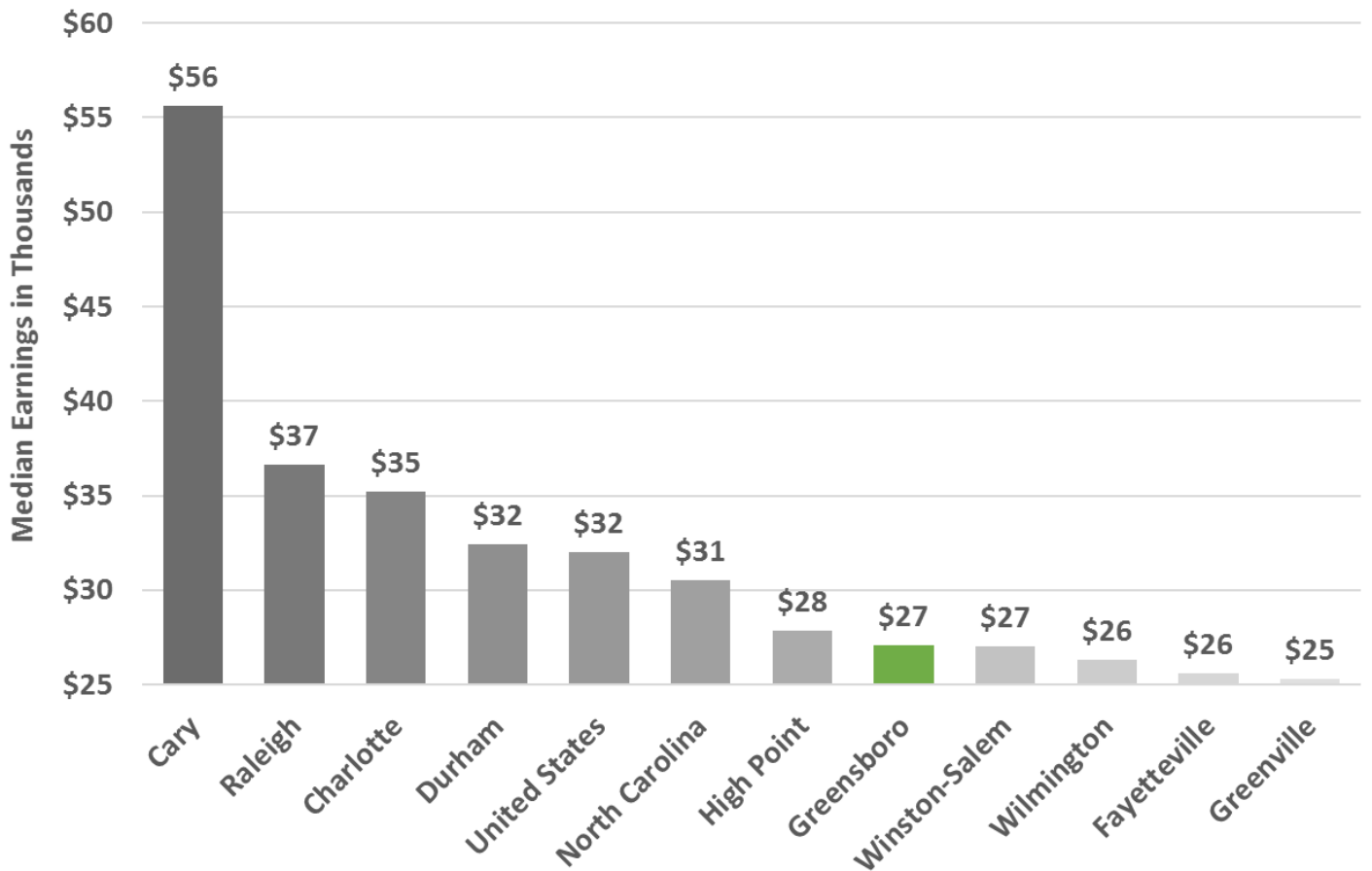
Source: US Census Bureau, Decennial Census (2000) and American Community Survey 1-year Estimates (Remaining Years)

### Median Earnings, Top Ten Cities, 2000 to 2016

	2000	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016
Cary	\$38,073	\$40,130	\$41,840	\$42,447	\$50,016	\$39,526	\$46,332	\$40,470	\$45,353	\$50,009	\$42,200	\$50,647	\$55,599
Charlotte	\$26,411	\$27,957	\$28,095	\$31,068	\$31,526	\$29,729	\$30,507	\$30,023	\$30,314	\$29,938	\$31,611	\$32,366	\$35,227
Durham	\$24,023	\$26,412	\$25,878	\$26,989	\$27,924	\$26,848	\$26,510	\$26,955	\$30,649	\$29,724	\$31,717	\$30,512	\$32,402
Fayetteville	\$21,048	\$24,455	\$24,888	\$24,449	\$27,681	\$23,670	\$26,309	\$27,603	\$26,904	\$27,914	\$26,937	\$24,903	\$25,595
<b>Greensboro</b>	<b>\$22,281</b>	<b>\$25,171</b>	<b>\$24,398</b>	<b>\$25,321</b>	<b>\$24,885</b>	<b>\$26,205</b>	<b>\$23,953</b>	<b>\$25,761</b>	<b>\$25,671</b>	<b>\$26,738</b>	<b>\$26,684</b>	<b>\$27,673</b>	<b>\$27,086</b>
Greenville	\$15,883	\$15,628	\$19,574	\$17,959	\$17,342	\$18,792	\$19,682	\$18,362	\$18,064	\$17,369	\$21,522	\$20,174	\$25,283
High Point	\$22,452	\$25,635	\$25,089	\$28,312	\$28,393	\$22,307	\$25,477	\$25,013	\$27,151	\$25,993	\$26,006	\$26,189	\$27,833
Raleigh	\$25,016	\$30,426	\$27,111	\$30,286	\$29,311	\$31,061	\$29,592	\$30,350	\$32,013	\$31,725	\$31,497	\$32,635	\$36,629
Wilmington	\$17,872	\$20,785	\$20,910	\$21,360	\$23,286	\$19,438	\$23,227	\$21,412	\$22,176	\$24,019	\$24,592	\$22,421	\$26,309
Winston-Salem	\$22,044	\$23,890	\$22,702	\$23,716	\$25,219	\$24,722	\$25,648	\$22,882	\$22,826	\$25,433	\$24,525	\$26,394	\$27,045
North Carolina	\$22,276	\$25,111	\$25,197	\$26,316	\$27,046	\$26,084	\$26,398	\$26,750	\$27,066	\$27,389	\$28,248	\$29,355	\$30,552
United States	\$23,755	\$27,299	\$27,239	\$28,640	\$29,868	\$28,365	\$28,899	\$29,538	\$30,155	\$30,454	\$30,845	\$31,394	\$31,986

Source: US Census Bureau, Decennial Census (2000) and American Community Survey 1-year Estimates (Remaining Years)

## Median Earnings, Top Ten Cities, 2016

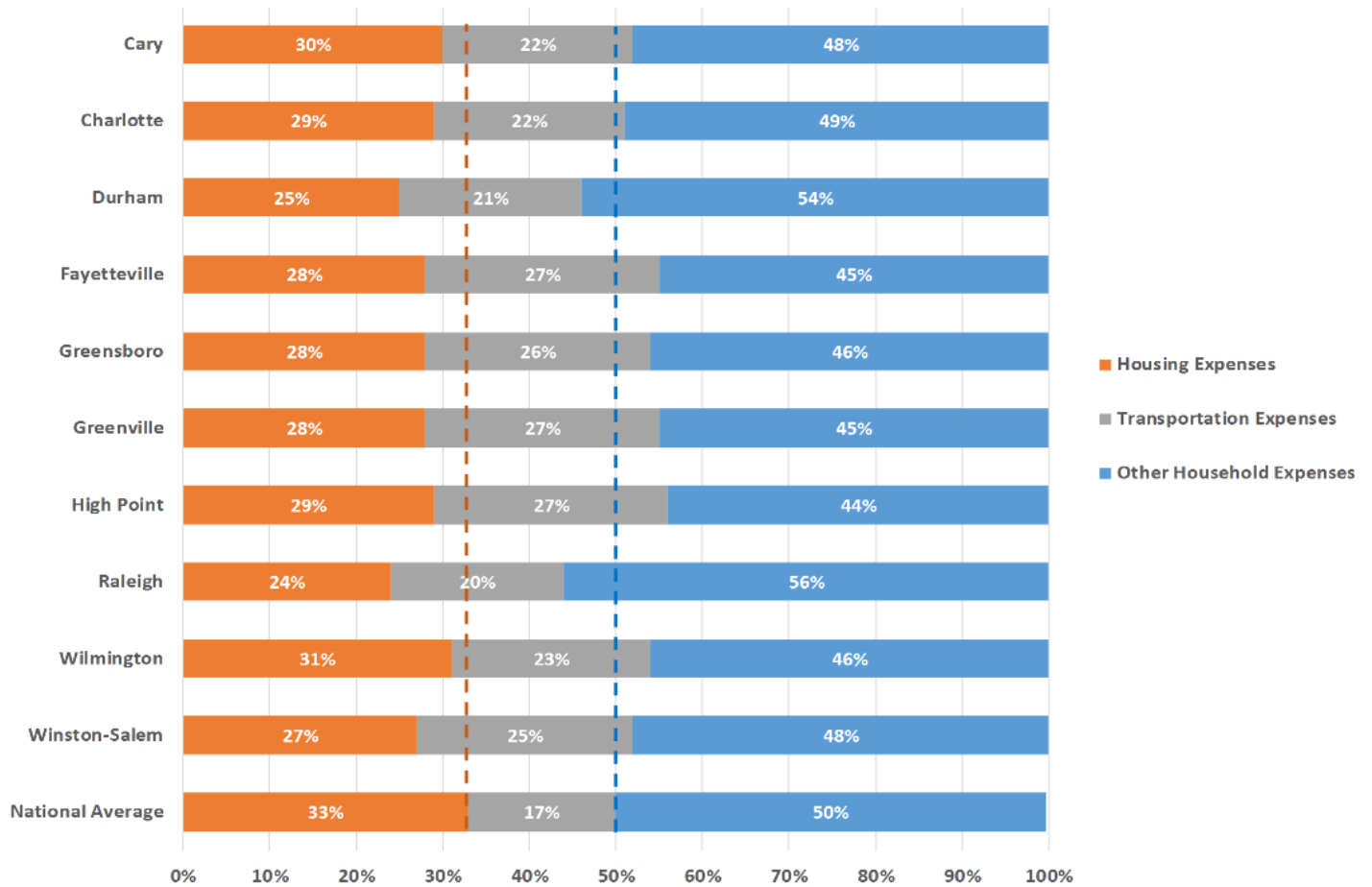


Source: US Census Bureau, American Community Survey 1-year Estimate (2016)

## Housing + Transportation Affordability

Housing is typically the largest expense category for most US households, with transportation second. Transportation costs are highly dependent on housing location and available transportation choices.

**Housing + Transportation Affordability, Top Ten Cities, 2015**



Sources: Center for Neighborhood Technology; US Bureau of Labor Statistics

Housing affordability in Greensboro is 5% better than the national average, but transportation affordability lags behind the national average by 9%. Housing and transportation affordability rates are relatively similar for the top ten cities in North Carolina, with Raleigh and Durham experiencing the greatest combined affordability.

## Key Findings

- There are 19.5% more jobs in Greensboro than there were in 2000.
- Since 2000, employment among the industry groups and sectors in Greensboro has shifted dramatically: manufacturing lost over 4,000 jobs, while services gained around 22,000. Even with the gain in service industry employment, Greensboro did not keep pace with other top ten North Carolina cities.
- With the exception of 2015, the poverty rate in Greensboro has been higher than state and national rates since 2005.
- Median earnings in Greensboro have increased, but lag behind state and national averages, as well as behind several of the top ten cities in North Carolina.
- Combined costs of housing and transportation in Greensboro in 2015 was higher than the national average and higher than many of the top ten cities in North Carolina.

# health & wellness

City of Greensboro  
Data Book

## EDUCATIONAL ATTAINMENT In 2016, Greensboro residents ...

**89.1%**  
hold a high school degree,  
GED, or alternative



**37.5%**  
hold a bachelors  
degree or higher



Both measures  
are higher than  
US and NC rates



## HEALTH

Between 2000 and 2016, Guilford County's...



teen pregnancy rate declined by **60%**



There are vast differences  
in these rates looking at  
race & ethnicity

but

infant mortality rate increased by **15%**

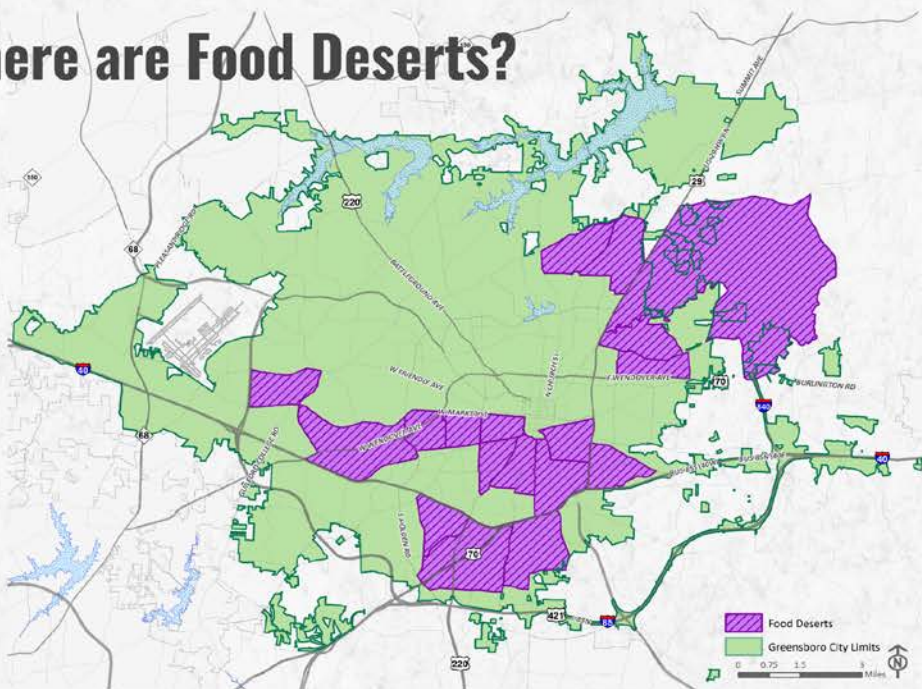


## Where are Food Deserts?

## FOOD ACCESS

In 2015 ...

over 82,000 residents lived in a  
Greensboro food desert, at least  
1 mile from a grocery store



Source: US Census Bureau, NC Health & Human Services, & US Department of Agriculture

More data is available at [www.greensboro-nc.gov/planetdashboard](http://www.greensboro-nc.gov/planetdashboard)





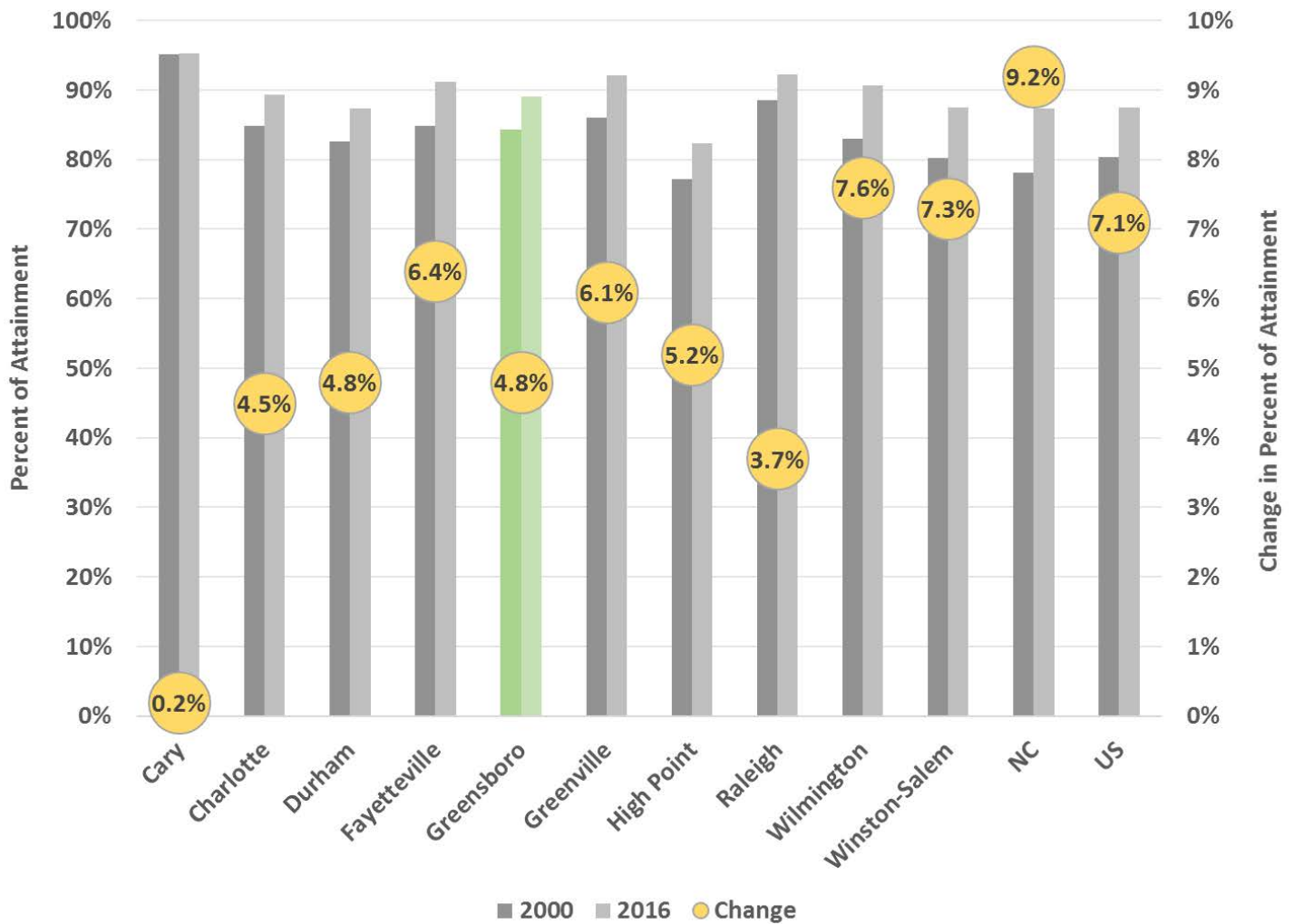
# Health and Wellness

Health and wellness data, such as educational attainment and teen pregnancy rates, are critical to understanding underlying and systemic issues in a community.

## Educational Attainment

Greensboro has a higher percentage than the state and nation of high school graduates or higher. This percentage has increased by 4.8% since 2000.

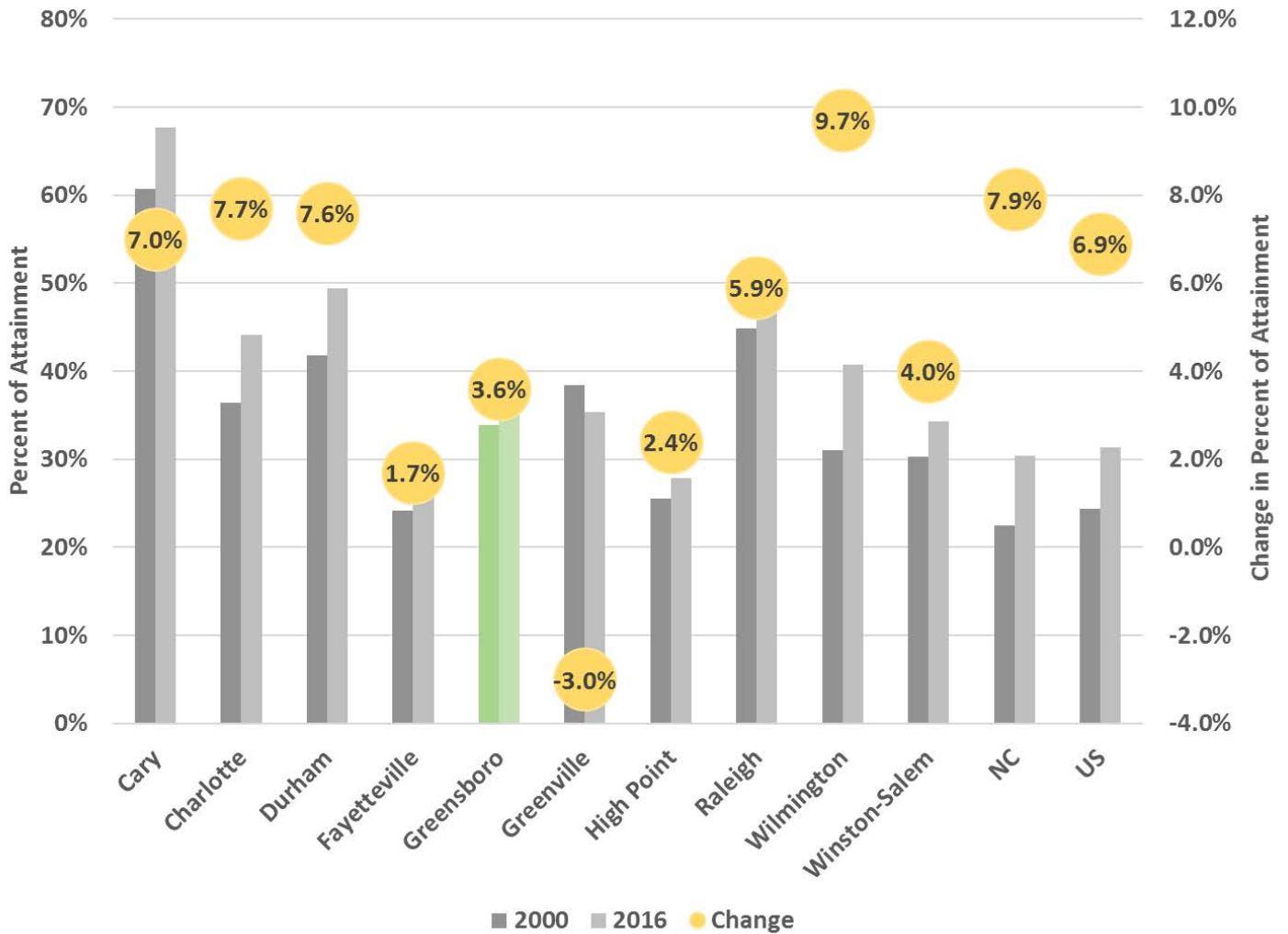
**High School Graduate or Higher, Top Ten Cities, 2000 to 2016**



Source: US Census Bureau, Decennial Census (2000) and American Community Survey 1-Year Estimate (2016)

Greensboro's 37.5% attainment rate of bachelor's and advanced degrees is higher than the state and nation, but remains in the lower half of the top ten cities for number of such degrees.

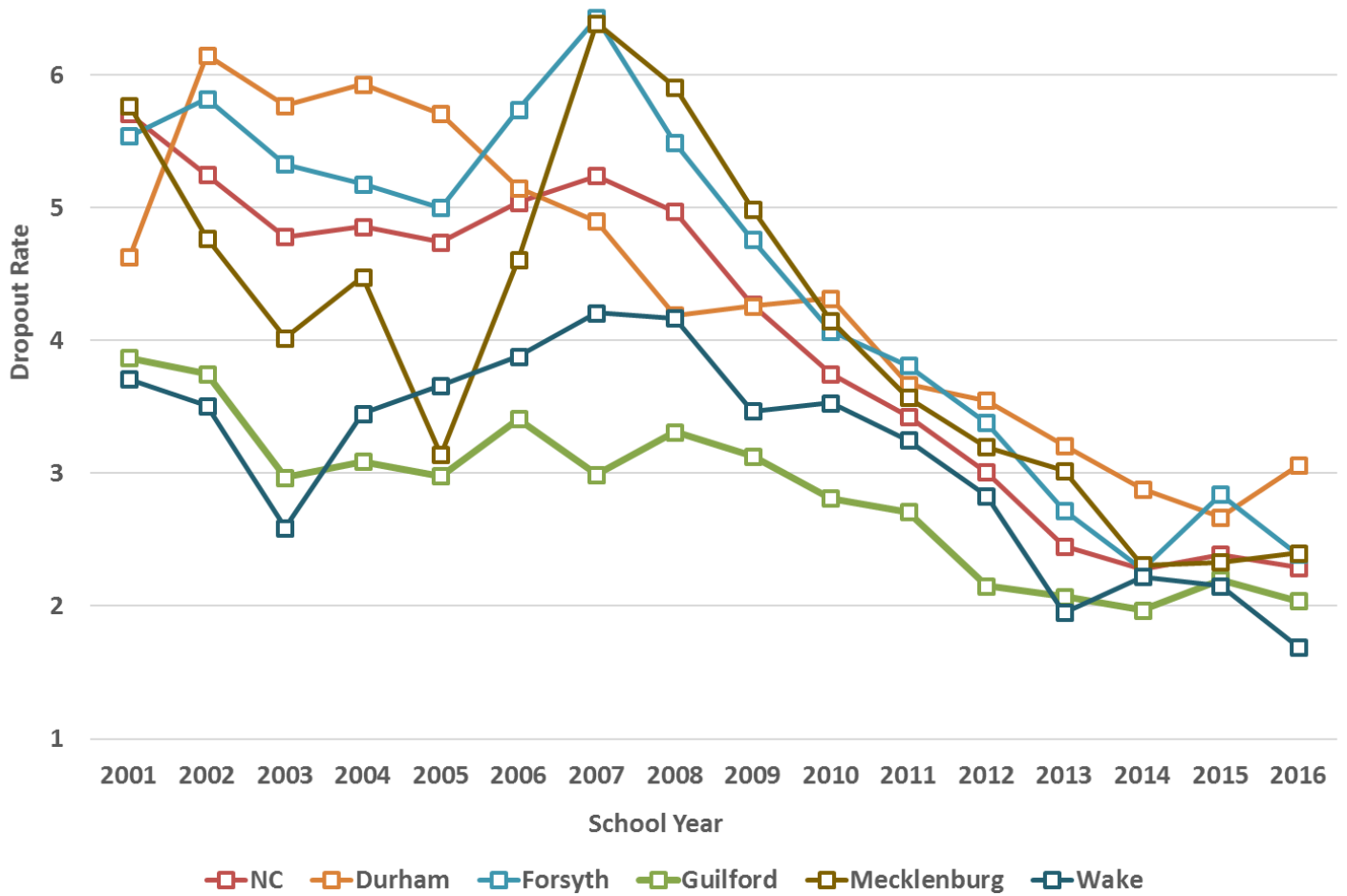
### Bachelor's Degree or Higher, Top Ten Cities, 2000 to 2016



Source: US Census Bureau, Decennial Census (2000) and American Community Survey 1-Year Estimate (2016)

Guilford County Schools has maintained a lower dropout rate for high school students compared to most other comparable school districts in North Carolina. All districts have shown dramatic decreases in high school dropout rates per 1,000 students since 2000. Dropout rates by race and ethnicity vary greatly and are examined in the Conditions and Trends report.

**Dropout Rate, NC and Top Five Counties, School Year 2001 to 2016**



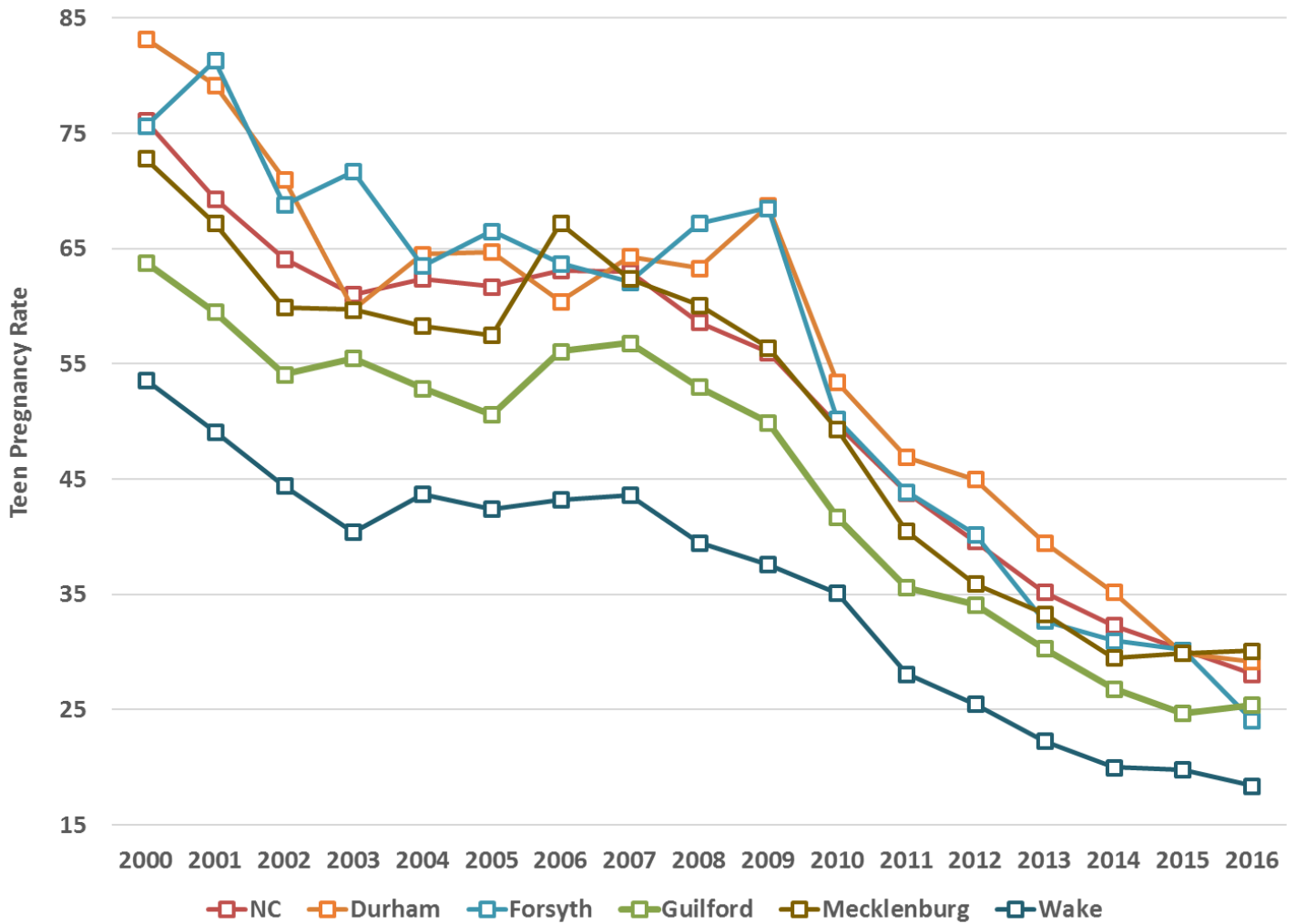
Source: NC Department of Public Instruction

## Health

Teen pregnancy and infant mortality rates reflect the overall health of a community and are important indicators of future needs for services and development. It is important to note that the following figures may vary when broken down by race, which will be discussed in the Conditions and Trends report.

Guilford County, the state, and comparison counties have all had significant reductions in the rate of pregnancies reported per 1,000 women ages 15 to 19 since 2000. Guilford County's teen pregnancy rate dropped by 60.2% since 2000.

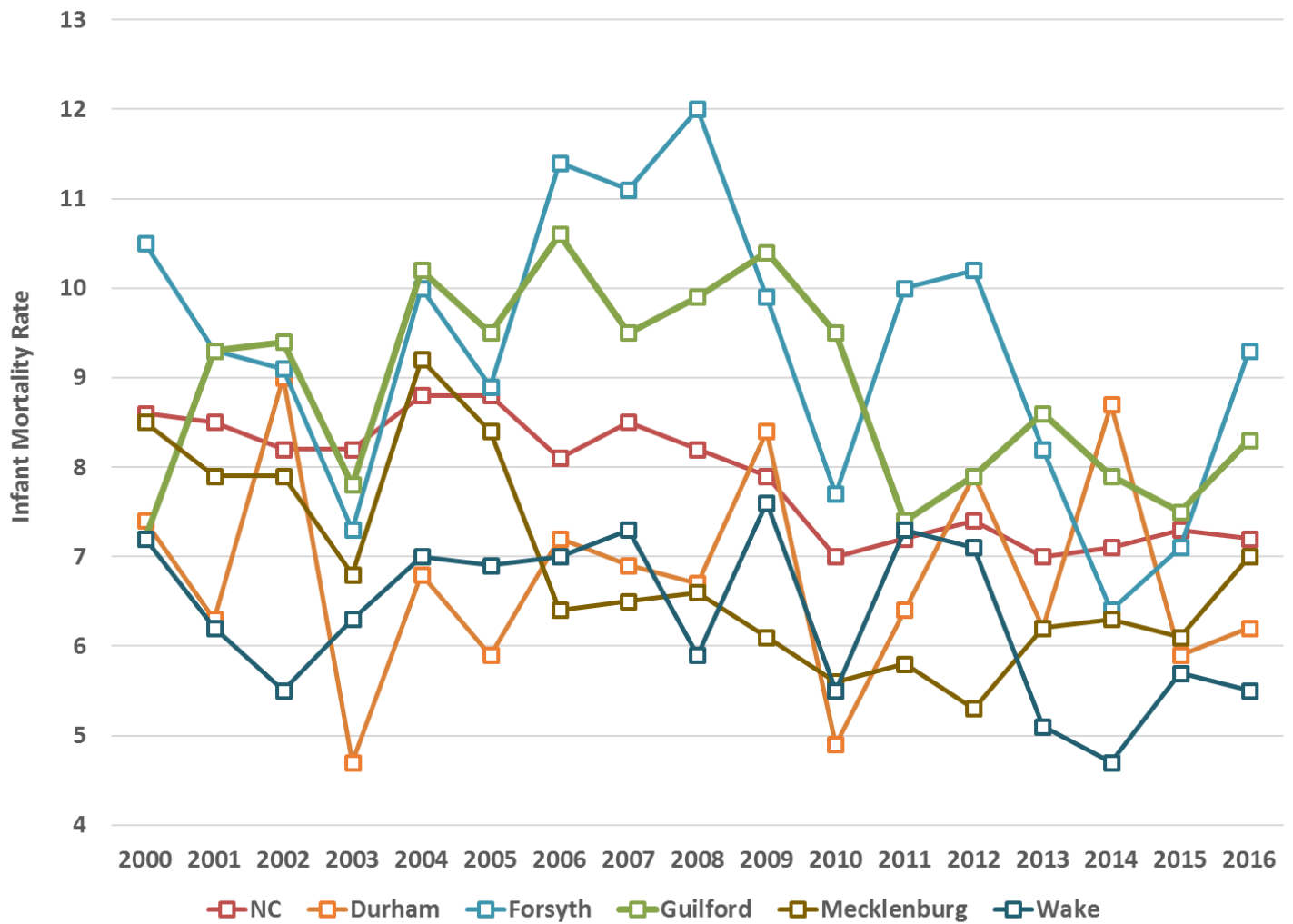
**Teen Pregnancy Rate, NC and Top Five Counties, 2000 to 2016**



Source: NC Department of Health and Human Services

Although Guilford County’s infant mortality rate per 1,000 live births has increased by 15% since 2000, the rate is lower than the peak in 2006. There is great variation between years for all top five counties. The rate for Guilford County vary greatly when examined by race and ethnicity.

**Infant Mortality Rate, NC and Top Five Counties, 2000 to 2016**

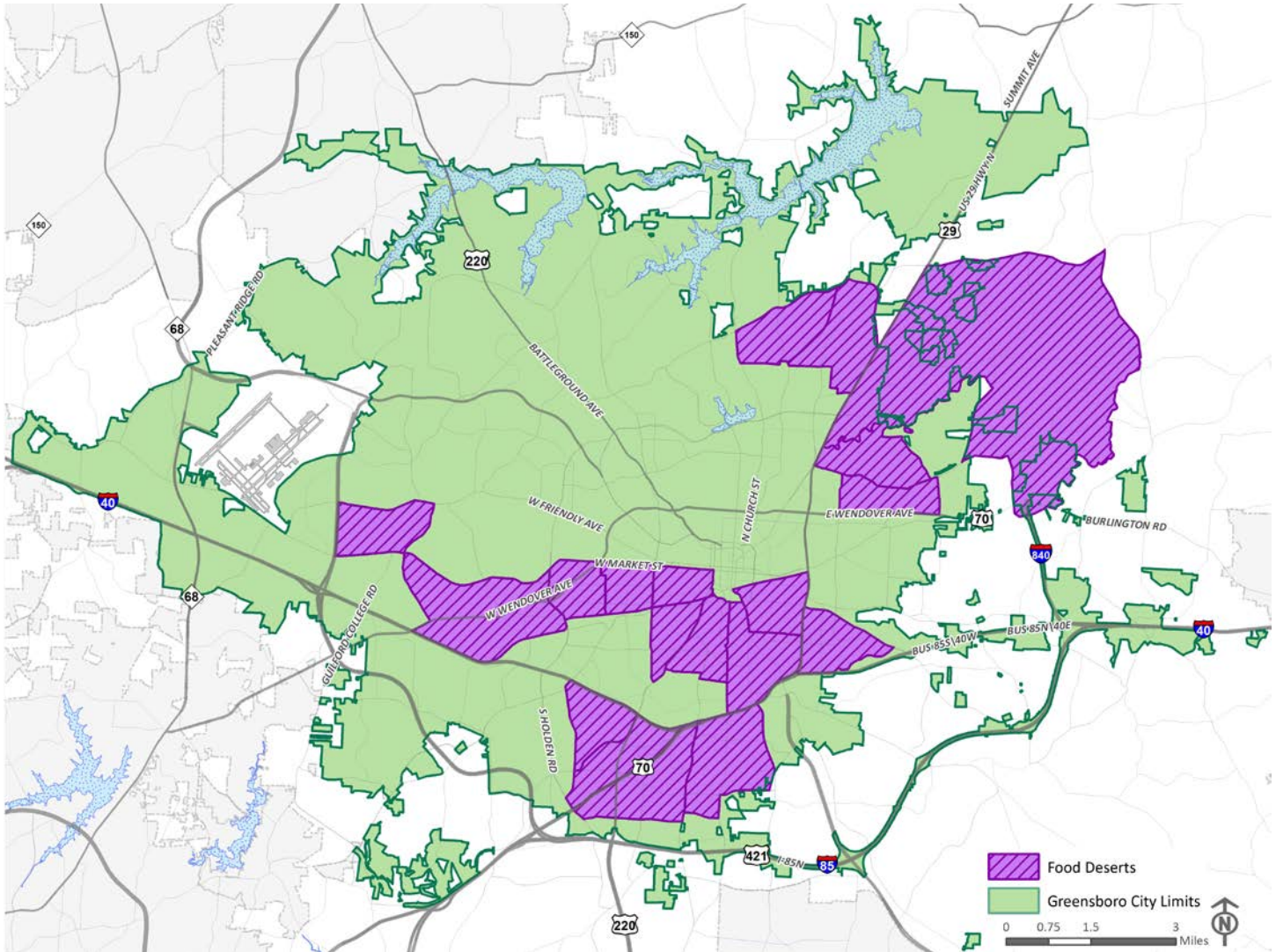


Source: NC Department of Health and Human Services

## Food Deserts

The United States Department of Agriculture (USDA) qualifies areas as “low-access” communities when at least 500 people and/or at least 33% of the census tract's population reside more than one mile from a supermarket or grocery store. Over 82,000 people live in Greensboro census tracts that are identified as Food Deserts.

### Greensboro Food Deserts, 2015



Source: US Department of Agriculture

## Key Findings

- The percentage of Greensboro’s population with a high school degree is higher than state and national levels.
- Since 2000, the percentage of Greensboro’s population attaining either a high school education or bachelor’s degree has not kept pace with the state or nation.
- Greensboro’s high school dropout rate has decreased significantly since 2000, which follows the state trend.
- Guilford County’s teen pregnancy rates have decreased significantly since 2000.
- Guilford County’s infant mortality rate has increased since 2000.
- Rates of high school dropout, teen pregnancy and infant mortality all vary greatly by race and ethnicity.
- There are 19 census tracts identified by USDA as Food Deserts in Greensboro.

# infrastructure

City of Greensboro  
Data Book

## WATER RESOURCES

In 2017, Greensboro's Water Resources Department maintains



**1,178** miles of stormwater pipes

**1,424** miles of gravity sewer line

**1,502** miles of water pipe

Greensboro has the lowest water rate when compared to other top 10 municipalities in NC

**\$42.39**

average monthly residential rate in 2016



## FIELD OPERATIONS

**31 million** lbs. of recycling collected in 2016



That's **110 lbs.** of recycling per person

## INFORMATION TECHNOLOGY

**200** miles of fiber optic cable allowing high speed internet up to 40 gbps with excess capacity

We also have access to other major fiber providers



## TRANSPORTATION

Paved Streets



2017 #s  
**1,033**  
miles

Sidewalks



**524**  
miles

Greenways



**91**  
miles

Since 2000, for every

**\$1**

Greensboro spends in local transportation funding, Greensboro has leveraged

**\$6.24**

in Federal & State funding



Source: City of Greensboro



# Infrastructure

The City maintains physical systems and structures such as water, public streets, solid waste disposal management, and owns and operates multiple public facilities. Data in this section is primarily provided by the public works departments: Transportation, Water Resources, and Field Operations.

## Water Resources

The City maintains 1,424 miles of gravity sewer pipe and 1,502 miles of water pipe within the city limits. Greensboro invests about \$50 million per year in water and sewer system improvements to ensure reliable service delivery for its customers, and Greensboro residents generally pay less for water and sewer service than other top ten North Carolina cities.

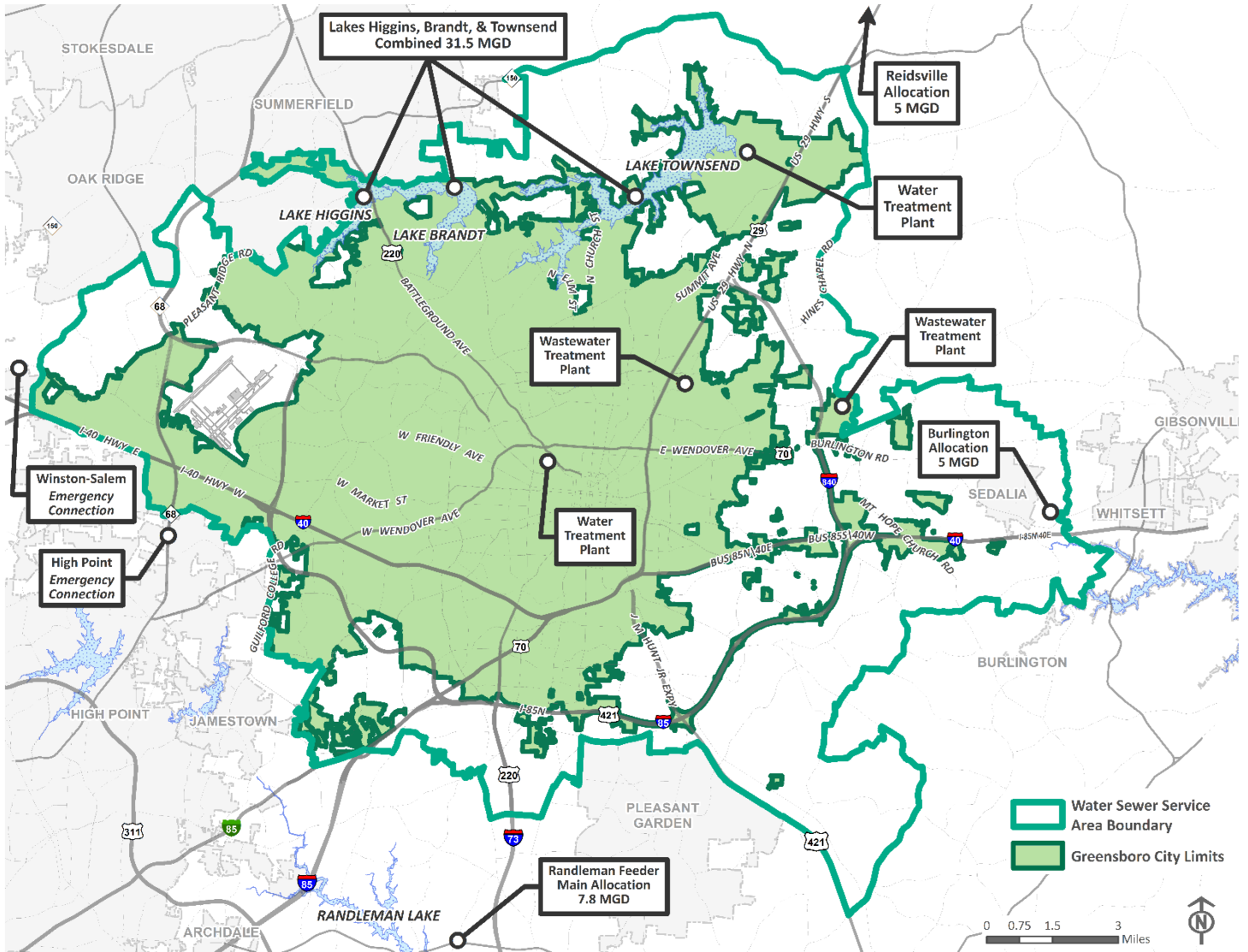
Municipality	Average Monthly Cost Residential Water/Sewer
Cary	\$70.54
Charlotte	\$54.44
Durham	\$54.38
Fayetteville	\$54.13
Greensboro	\$42.39
Greenville	\$59.13
High Point	\$68.00
Raleigh	\$62.99
Wilmington - Cape Fear Public Utility Authority	\$64.49
Winston-Salem	\$43.39

Source: City of Greensboro, Water Resources



Greensboro's water supply comes from four man-made lakes: Lake Higgins, Lake Brandt, Lake Townsend, and Randleman Lake. In 2016 the average number of gallons of water supplied daily was 33.8 million. Effluent, which can be treated or untreated wastewater, averaged 32.8 million gallons per day.

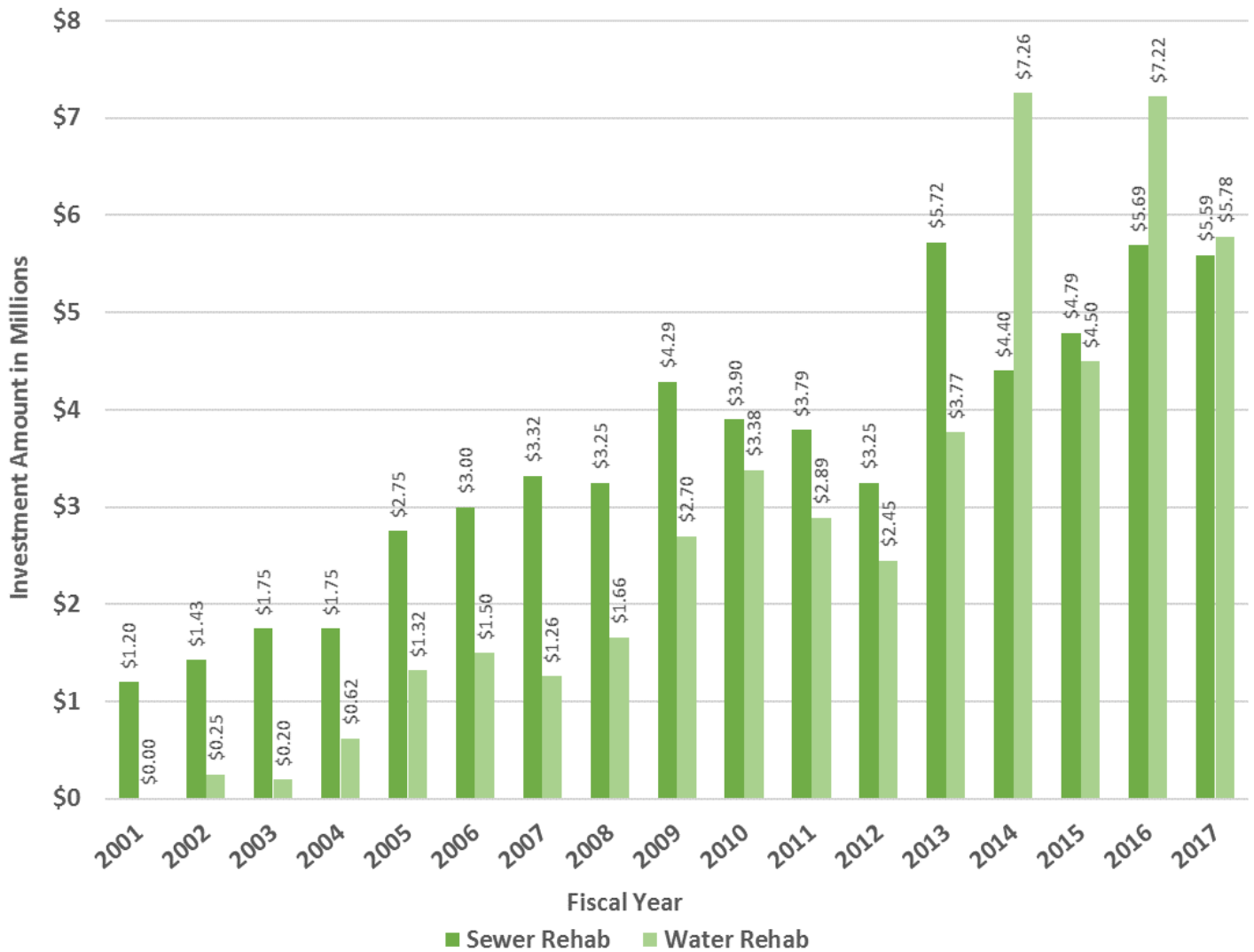
### Greensboro Water System Features, 2017



Source: City of Greensboro, Water Resources

The Greensboro Water and Sewer Rehab Investments chart represents the amount of funds invested annually for the rehabilitation and/or replacement of water and sewer lines for fiscal years 2001-2017. Rehabilitation of aging water lines is critical for increased flow for fire suppression and capacity for residential and commercial service. Rehabilitation of aging sewer lines reduces the occurrences of sanitary sewer overflows.

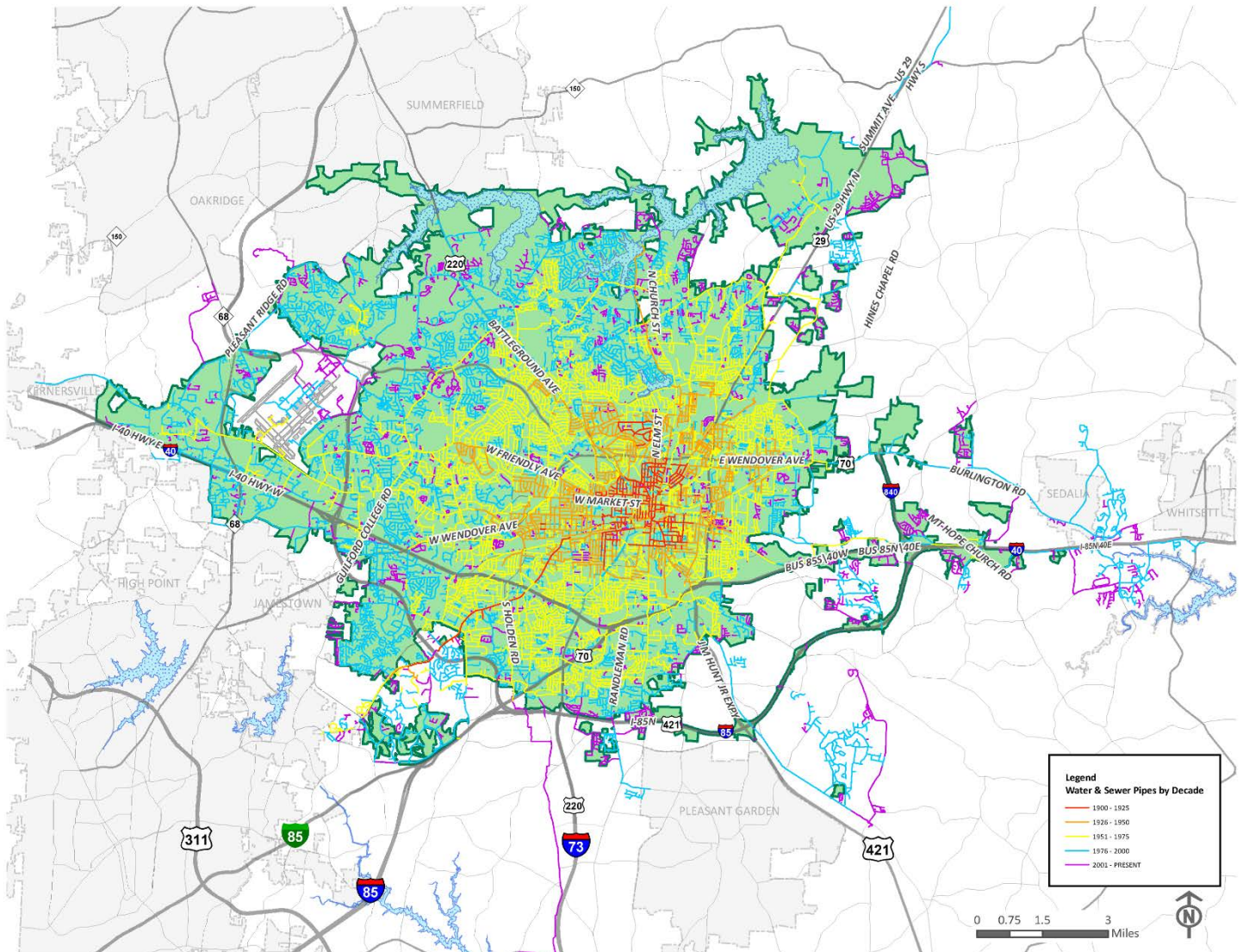
### Greensboro Water and Sewer Rehab Investments, Fiscal Year 2001 to 2017



Source: City of Greensboro, Water Resources

Portions of the City's Water Distribution System date back to the late 1800s. Pipes in older parts of town are prone to leaks and breaks and are responsible for localized problems with low water flow and water quality.

### Location and Age of Water and Sewer Pipes, 2017



Source: City of Greensboro, Water Resources

### Stormwater

The Stormwater Management System in Greensboro consists of approximately 441 miles of streams and 1,178 miles of stormwater pipes. The City must consistently maintain this system to ensure that excess pollutants are not carried by stormwater run-off to the lakes and streams.

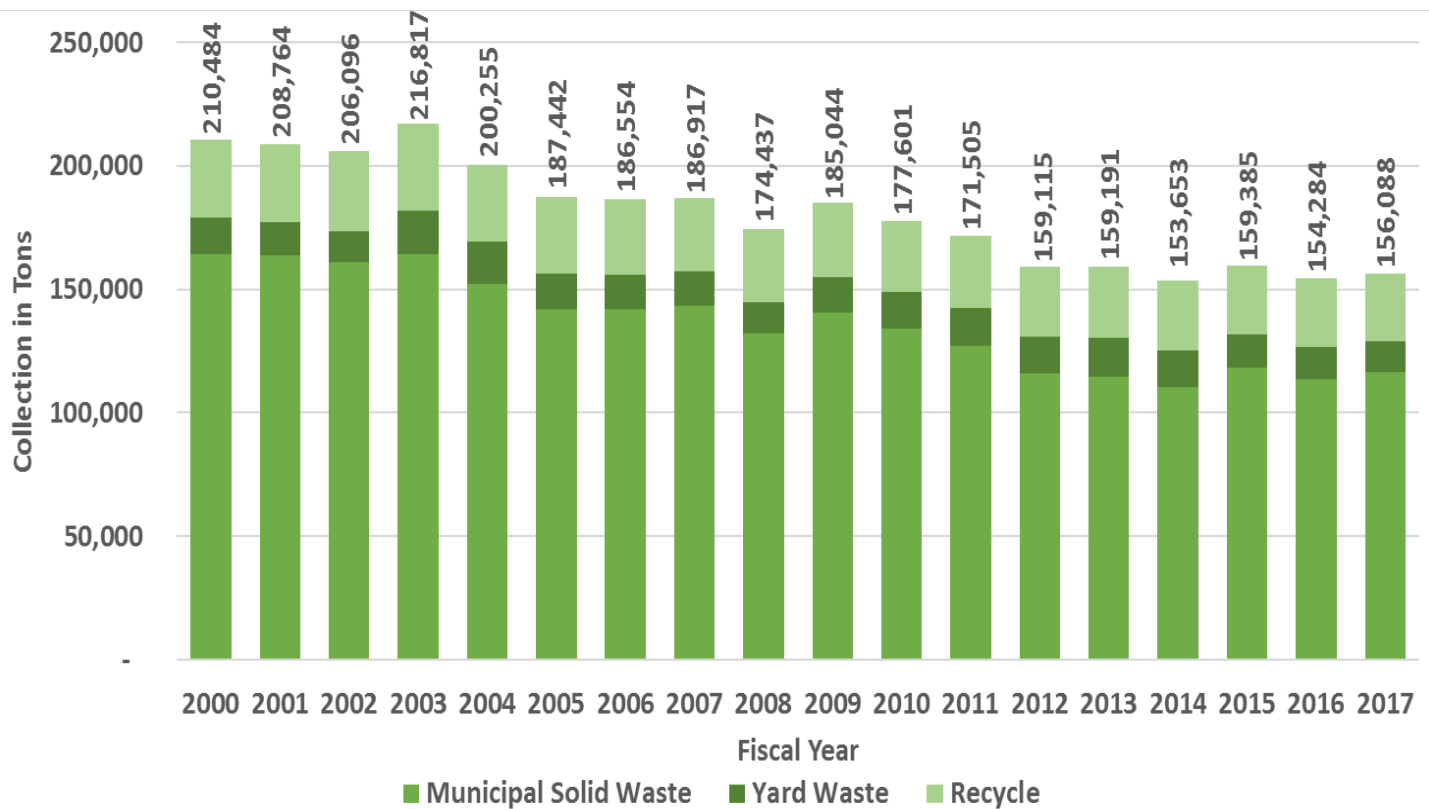
## Solid Waste

The City collects three types of solid waste:

- Recyclables: paper, cans, glass, plastic containers, etc., collected through pick-up of City-provided recycle bins;
- Yard Waste: grass clippings, brush, tree limbs, leaves, etc., collected curbside for transport to the City’s compost facility; and
- Municipal Solid Waste: household trash and garbage collected through pick-up of City-provided trash bins.

Although Greensboro’s population increased significantly from 2000 to 2017, the amount of solid waste collected has decreased by 25.8%. Since the City’s primary solid waste facility, the White Street Landfill, was closed to garbage and trash in 2008, Greensboro ships approximately 200,000 tons of trash each year to the Uwharrie Environmental Landfill in Montgomery County.

**Solid Waste Collection by Category, Fiscal Year 2000 to 2017**



Source: City of Greensboro, Field Operations

## Streets

Public street pavement is regularly assessed to prioritize maintenance and repair needs. Greensboro resurfaces approximately 25 lane-miles per year of the total 2,430 lane-miles of City streets. Condition ratings dropped 40% between 2008, the earliest data available, and 2015 with an average rating index was 62, which is considered poor. The average rating index for North Carolina cities is slightly above 80, which is considered fair.

From a 2015 pavement survey, 75% of the City's streets were in need of some level of maintenance: 43% needed significant patching and resurfacing and 32% required crack sealing or surface patching. Reasons cited for the condition of Greensboro's streets are a combination of reduced funding, higher cost of materials, and increasing traffic volumes.

Year	Greensboro Average Pavement Rating	Average NC City Pavement Rating
2008	73	81
2010	68	80
2012	64	80
2015	62	Not Available

Source: City of Greensboro, Field Operations

## Bridges

The condition of each of Greensboro's bridges is assessed every two years. Greensboro's 2015 sufficiency rating average of 82 is lower than it was in 2005, but compares favorably to the State average. Fifty-five of the 103 bridges are more than fifty years old. Ten additional bridges are structurally deficient, and 12 are functionally obsolete. Structurally deficient means one or more components of the bridge (i.e. deck, superstructure, or substructure) have been rated to be in "poor" condition, yet do not mean the bridge is unsafe for use. Functionally obsolete means the bridge has inadequate elements (lane width, horizontal or vertical clearance from obstructions, etc.) most likely due to age.

## Sidewalks, Greenways, Trails

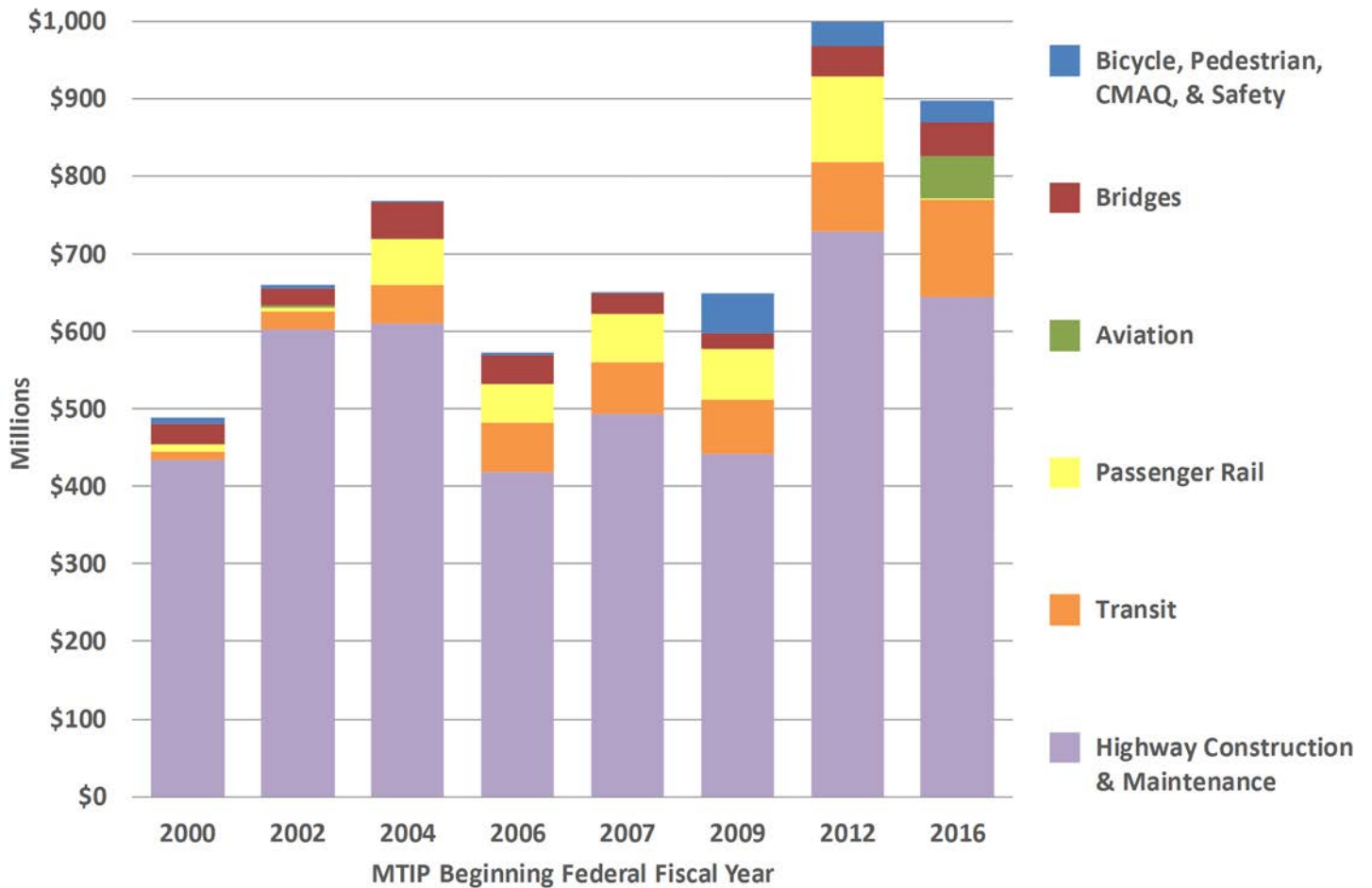
There are 111 miles of paved greenways and unpaved trails and approximately 524 miles of sidewalk in Greensboro. A 2015 condition survey identified 20% of Greensboro's sidewalk conditions as being good, with 60% considered fair and 20% in poor condition.

## Transportation

The Greensboro Department of Transportation (GDOT) oversees all aspects of transportation planning, including road networks, public transit, traffic signals, signs, parking, street lighting, sidewalks, and bikeways. Since 2000, the Department has invested in numerous projects to improve accessibility, connectivity, and mobility across Greensboro. Safety and travel choice are critical considerations that guide investments.

GDOT is the lead planning agency for the Greensboro Urban Area Metropolitan Planning Organization (MPO), which produces the Metropolitan Transportation Improvement Program (MTIP), the master list of projects in progress or scheduled to occur. Funding for highway projects has remained the largest component, but transit projects have received a steadily increasing share of Greensboro's transportation investments. Projects focused on bicycle and pedestrian access, safety, congestion mitigation and air quality (CMAQ) have received as an increasing share of Greensboro's transportation picture since 2009.

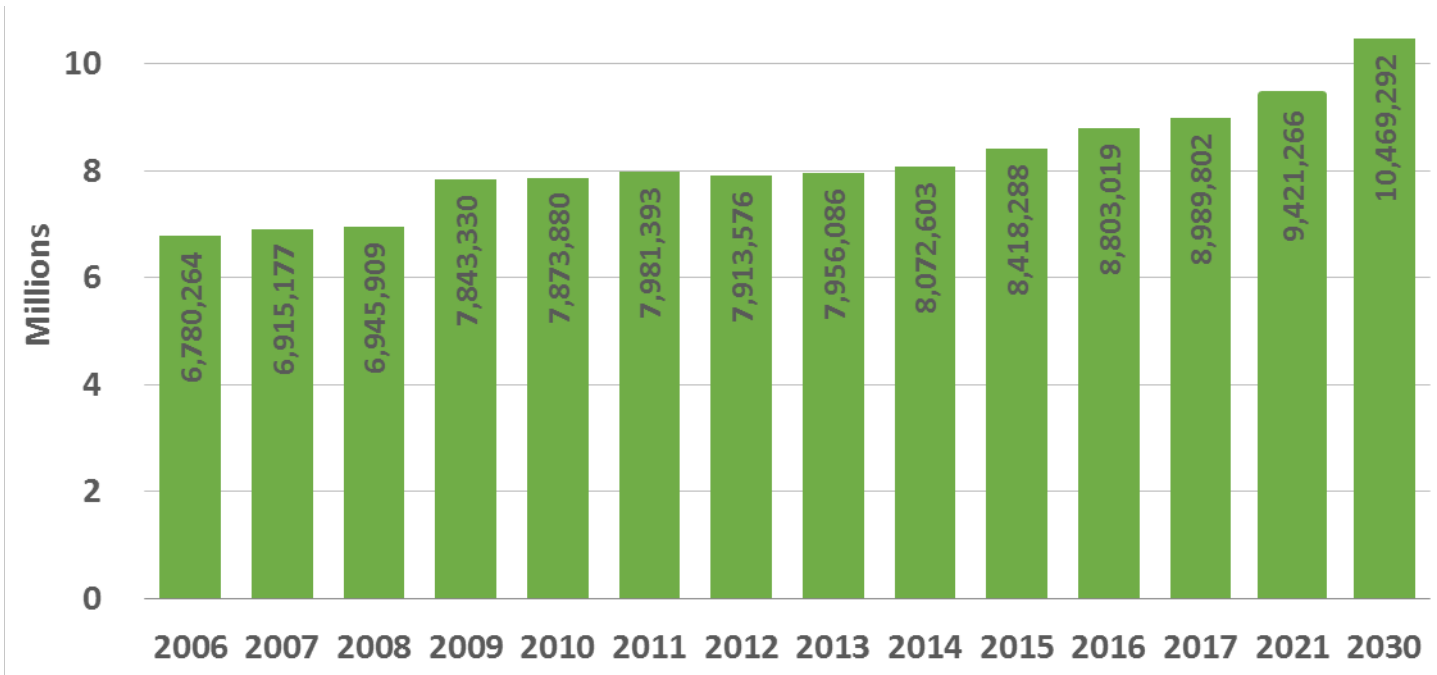
## Funded Transportation Improvement Projects, Federal Fiscal Year 2000 to 2016



Source: City of Greensboro, Transportation

Daily Vehicle Miles Traveled (DVMT) data is based on the annual average daily traffic counted by North Carolina Department of Transportation (NCDOT) and the miles of roadway throughout the City of Greensboro. The data covers the previous ten years, considered the most current and useful data, and an estimate for 2017 from NCDOT and future estimates from the Piedmont Triad Regional Travel Demand Model. There was a 30% increase of vehicle miles traveled from 2006 to 2016.

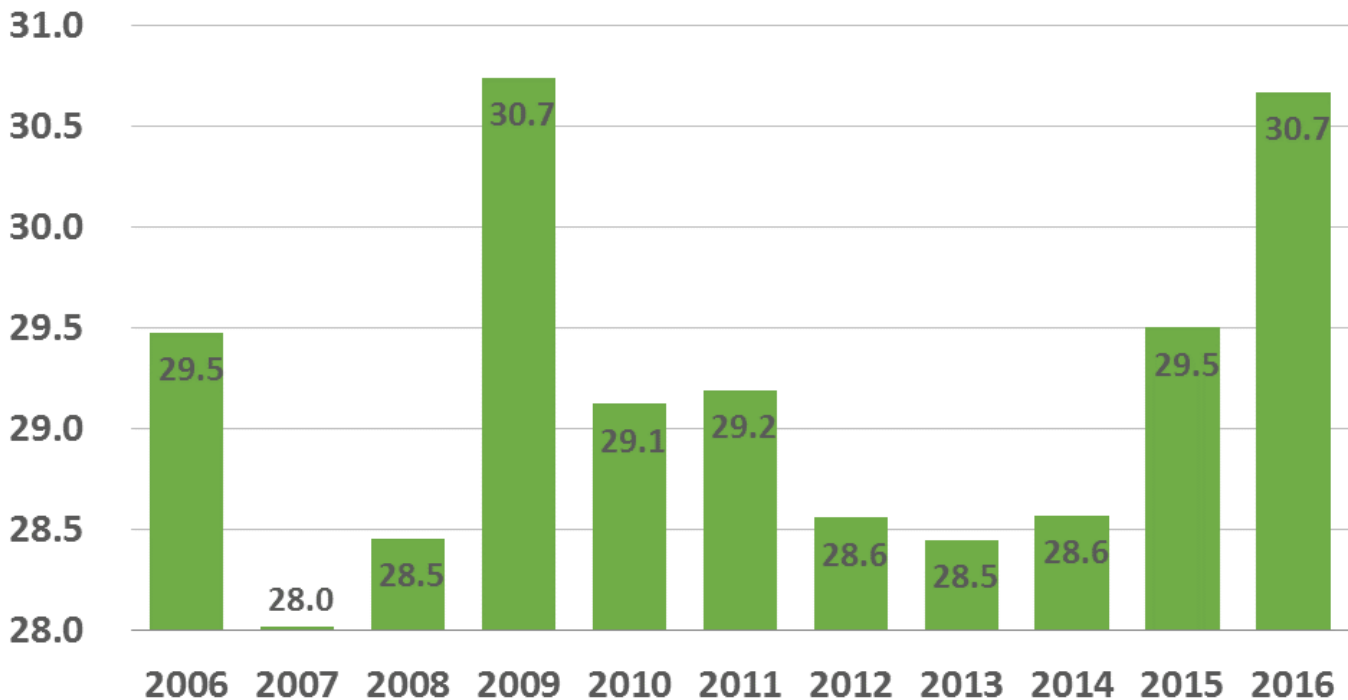
## Daily Vehicle Miles Traveled, 2006 - 2016 and Estimates, 2017 - 2030



Source: NCDOT and Piedmont Triad Regional Travel Demand Model

DVMT divided by the population produces a per capita figure, which gives a clearer picture of how the number of daily miles traveled changes over the years. Population and DVMT data is available for years 2006 through 2016. Lower DVMT per capita is associated with a compact community with a variety of transportation and land use choices that result in short trip lengths.

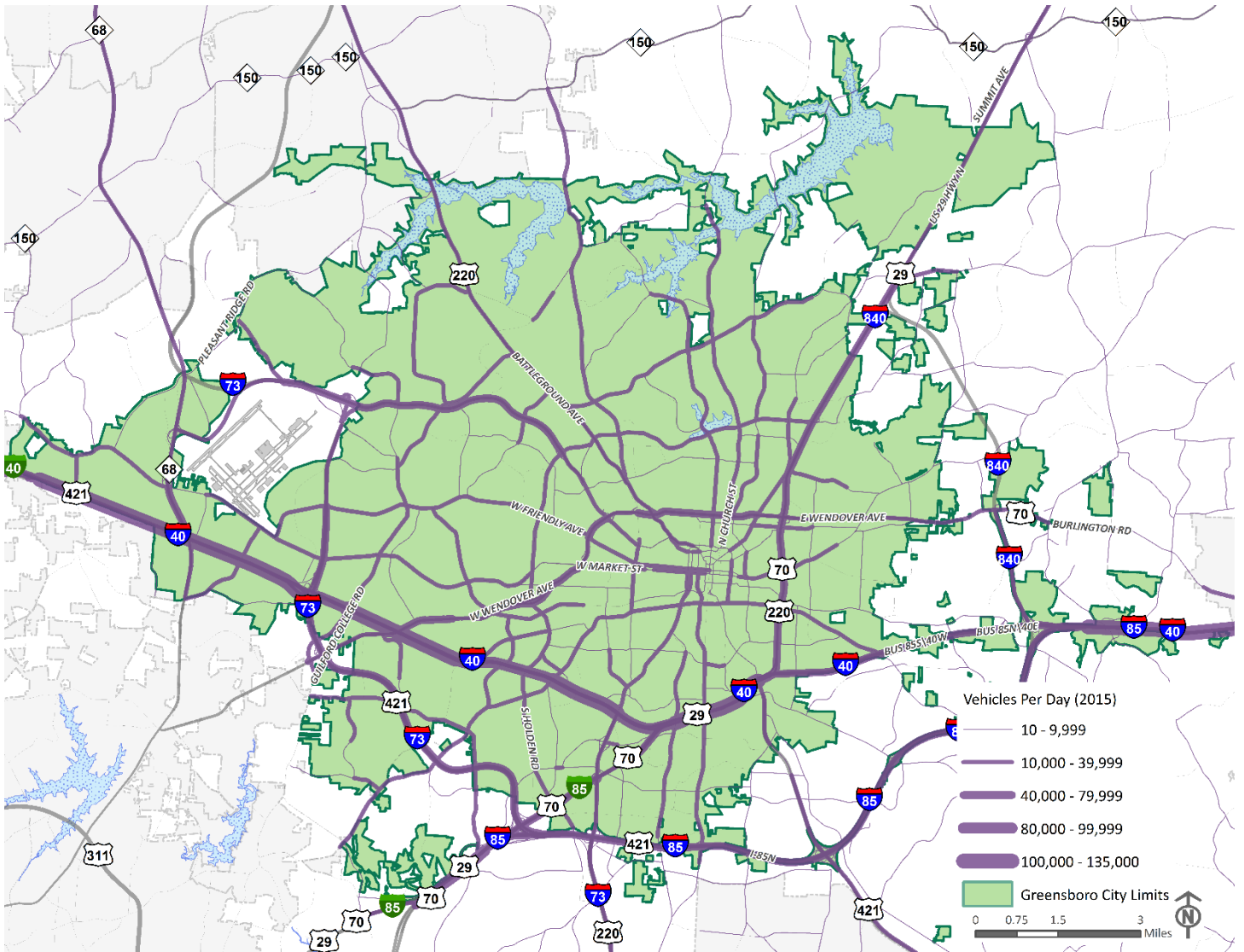
## Daily Vehicle Miles Traveled per Capita, 2006 - 2016



Source: NCDOT, US Census American Community Survey, and City of Greensboro

The most recent daily traffic volume data from 2015 highlights the corridors where the most vehicles travel each day. Vehicle volume peaks along the Interstates and major throughfares.

### Traffic Volumes, 2015

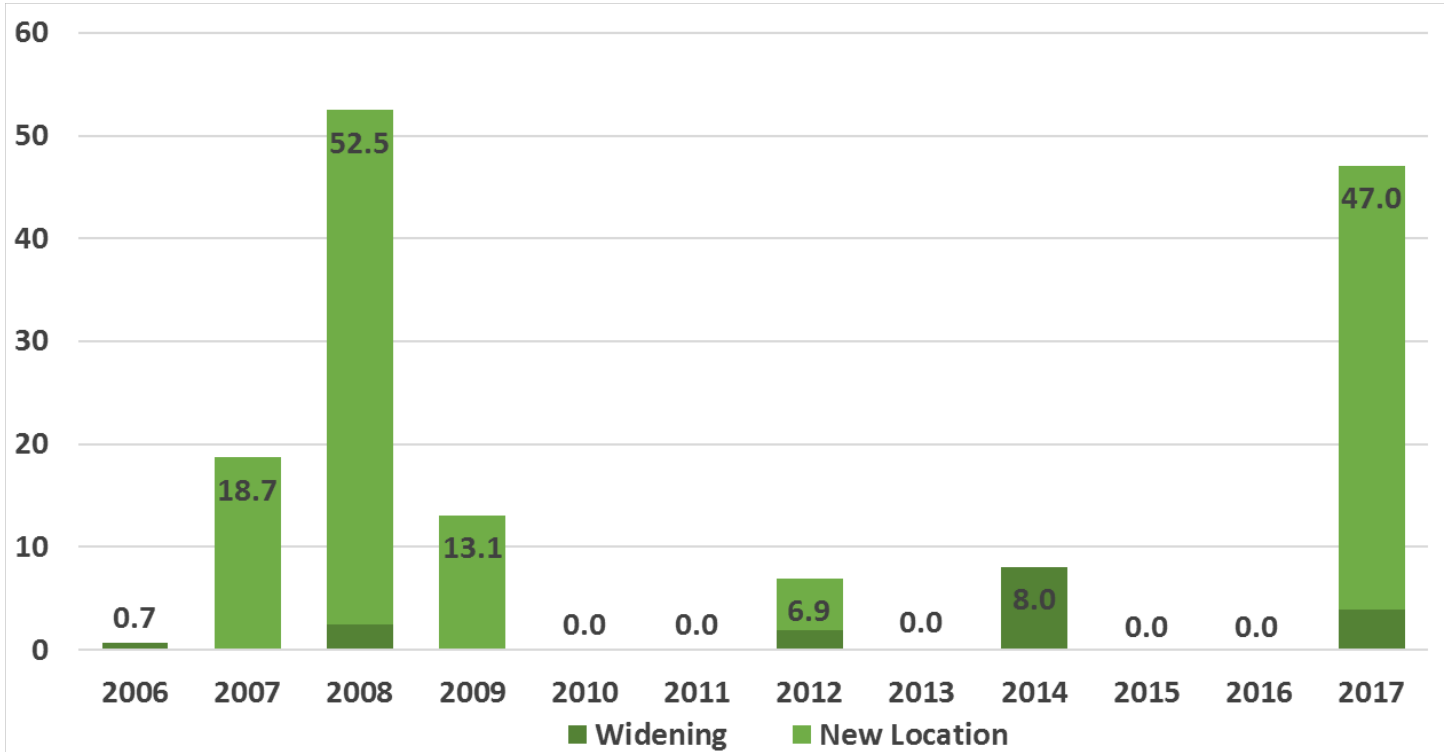


Source: NCDOT



The number of lane miles added each year, through widening of existing roads or the construction of new roads, shows the City preparing for and reacting to increasing traffic volumes. The numbers below reflect the number of lane miles added to the street network through funding from City bonds and state and federal sources. Streets added through private development, like new subdivisions are not included.

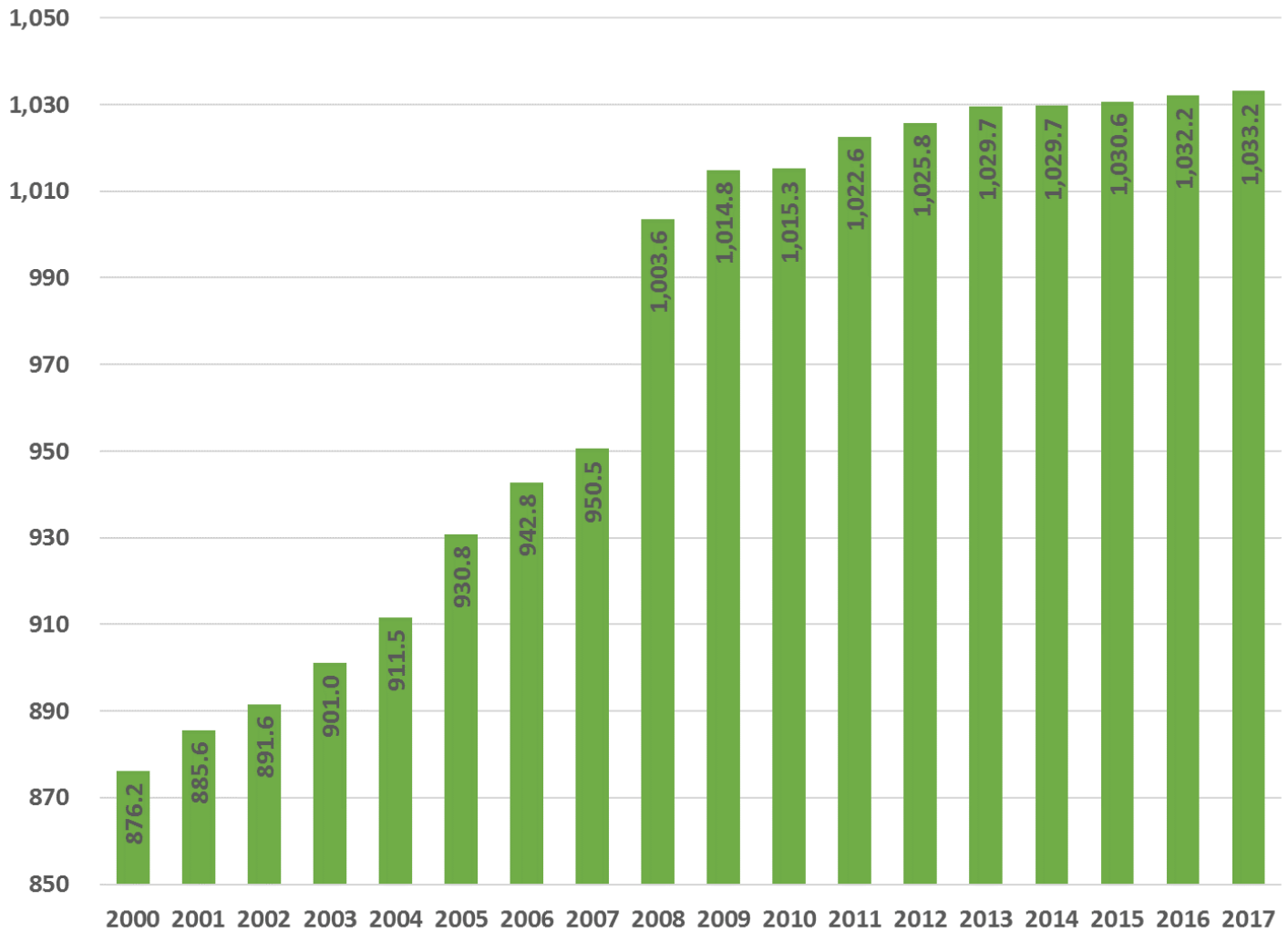
### Lane Miles Added, 2006-2017



Source: City of Greensboro, Transportation

City maintained centerline mileage is reported annually to the NCDOT Powell Bill Program. This number is the basis for state funding to municipalities primarily for resurfacing streets. This number does not include state or privately maintained streets. The City experienced a large number of annexations and acres annexed in 2008, including the Cardinal and River Hill subdivisions totaling over 3,000 acres. Those annexations and a number of new subdivisions account for the spike in City maintained streets in 2008. Unlike the previous chart showing “Lane Miles Added, 2006-2017”, the Powell Bill data charted below does not include state maintained roads, like the Greensboro Urban Loop.

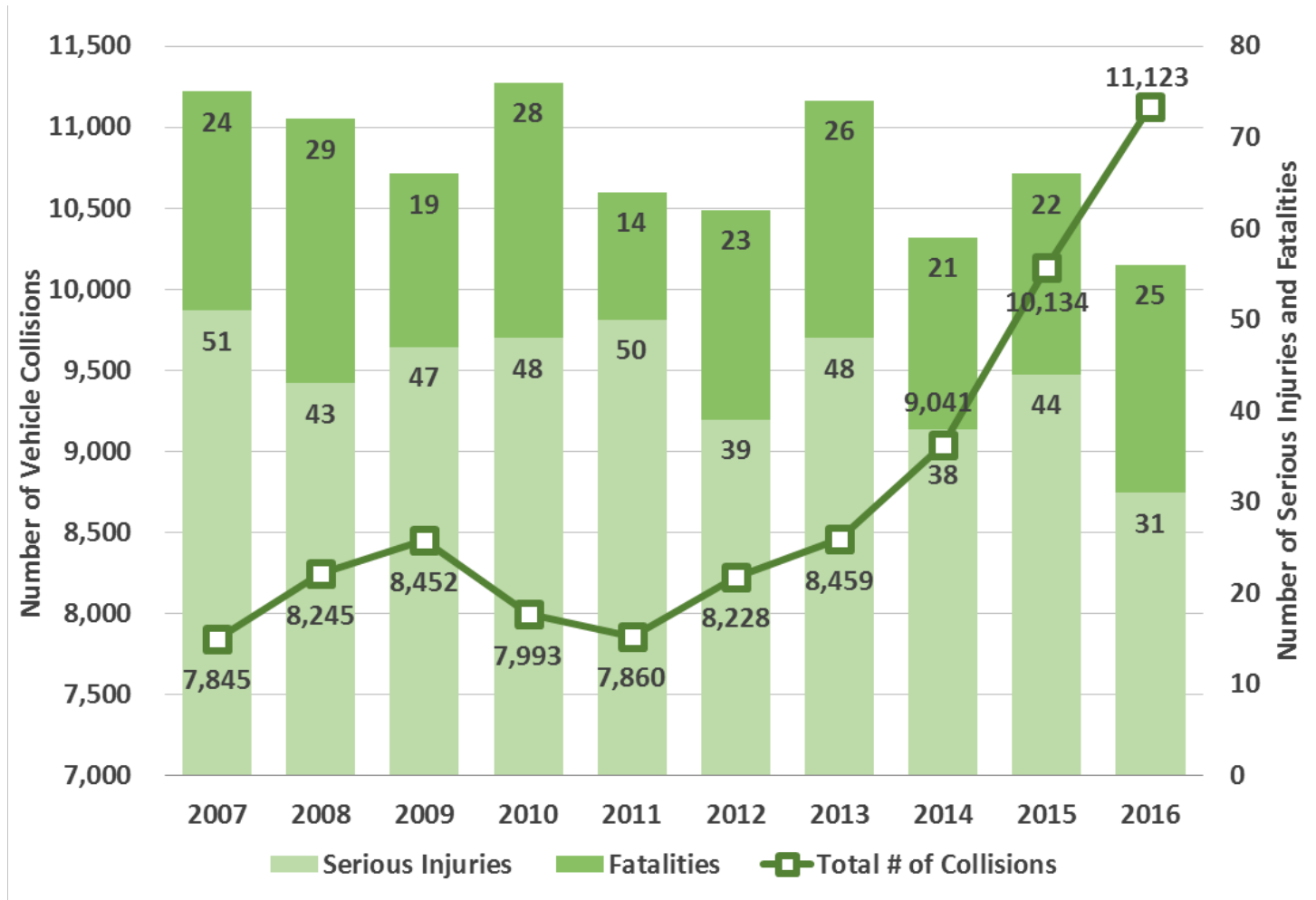
**City Maintained Centerline Mileage, 2000-2017**



Source: City of Greensboro, Engineering and Inspections

Vehicle collisions increased 42% between 2007 and 2017. Over the same period, the total number of serious injuries and fatalities decreased by 25%.

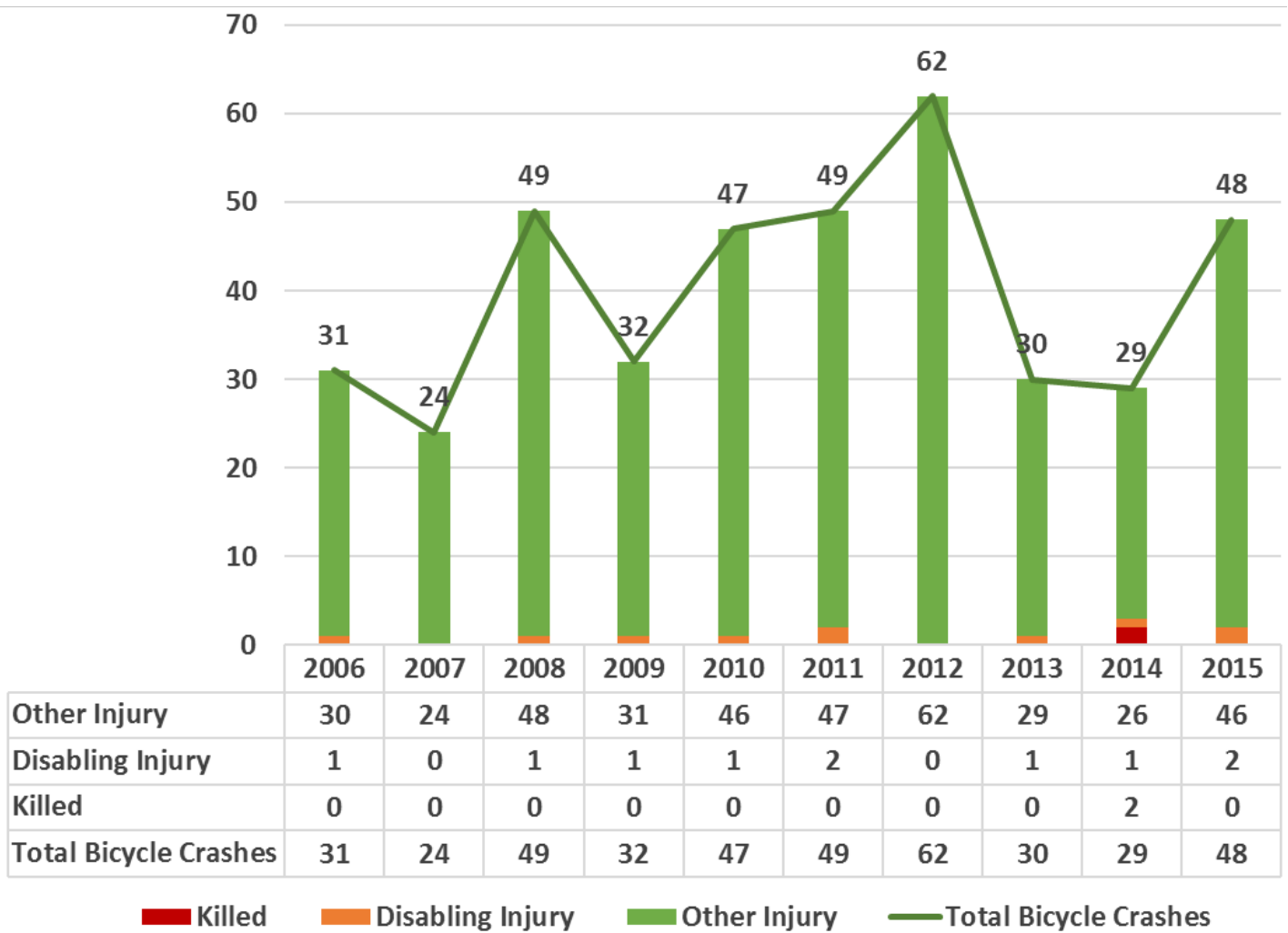
**Vehicle Crash Data with Serious Injury and Fatality Data, 2007-2016**



Source: NCDOT Traffic Engineering Accident Analysis System

Crashes involving bicycles increased by 55% between 2006 and 2015.

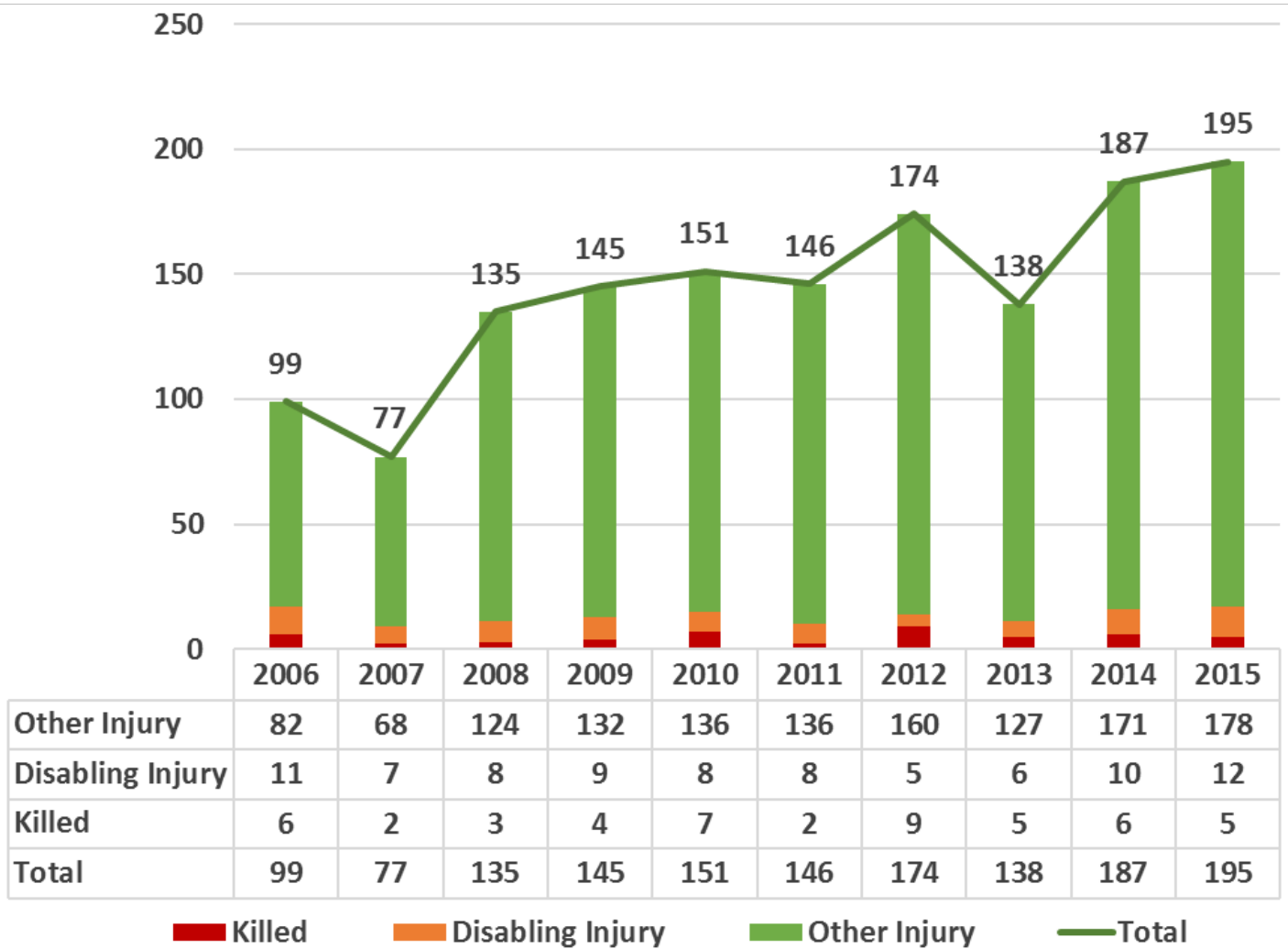
**Bicycle Crashes with Injury Data, 2006-2015**



Source: NCDOT

Crashes involving pedestrians increased by 97%, nearly doubling between 2006 and 2015.

**Pedestrian Crashes with Injury Data, 2006-2015**



Source: NCDOT

## City Facilities

The City owns and maintains nearly 11,000 acres of facilities including administrative and maintenance buildings, cemeteries, fire stations, libraries, a landfill, parks, recreation centers, and water reservoirs. Since 2000, the City has added over 400 acres of land to maintain.

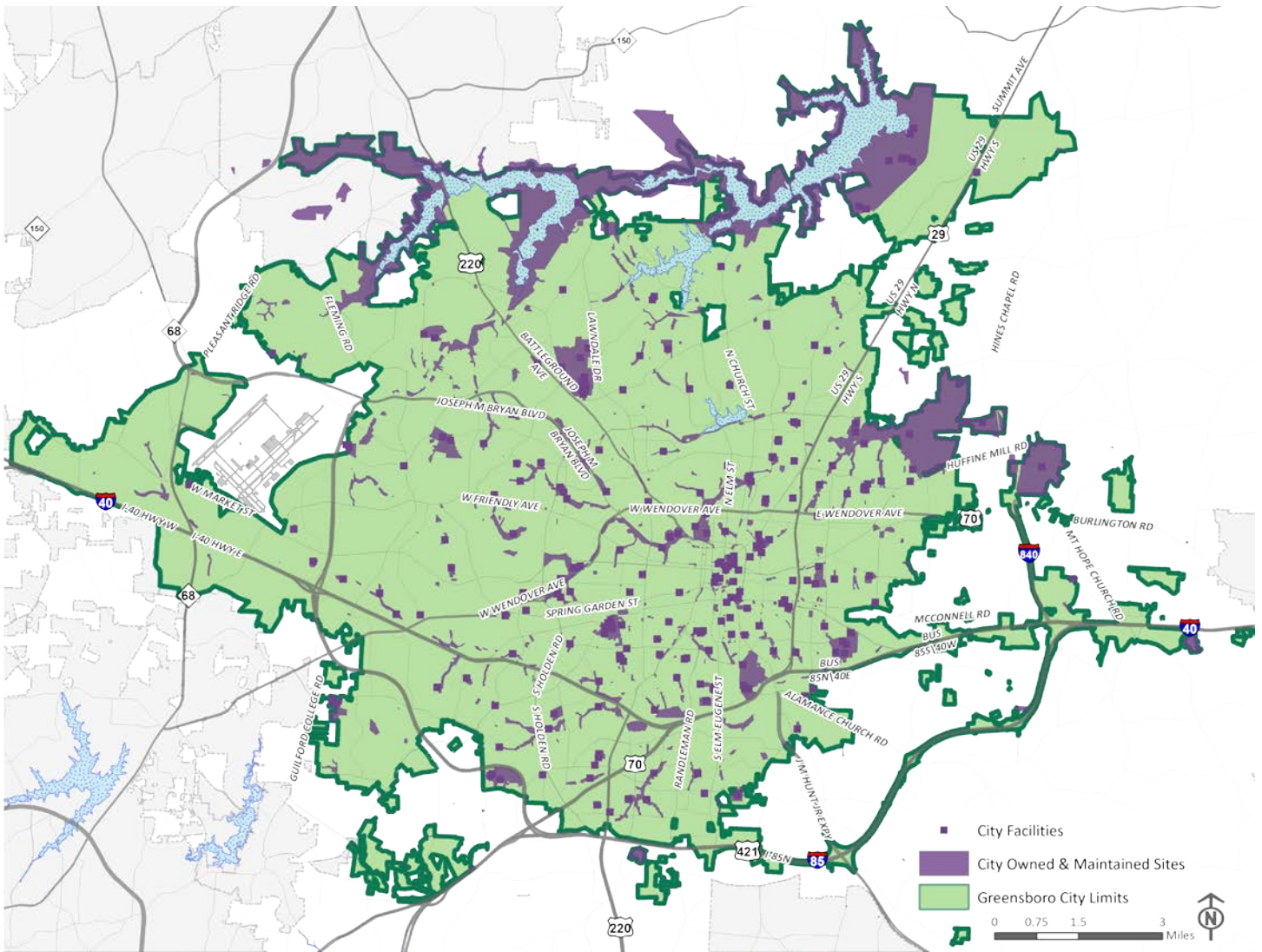
### City of Greensboro Owned and Maintained Sites by Type with Acres, 2017

Site Type	Acreage
Beautification Areas	10.92
Cemeteries	163.50
Community Parks	446.83
Drainageways and Openspaces	952.81
Fire Stations	58.02
Future Park	37.13
Greenways and Trail Corridors	3.88
Libraries	10.90
Magnet Park ( <i>Bryan Park</i> )	797.18
Maintained Lot/ROWs	62.03
Mini Parks	78.56
Natural Areas	209.64
Neighborhood Parks	508.02
Offices and Operations Facilities	1,016.04

Site Type	Acreage
Parking Decks	5.21
Parking Lots	14.51
Planning/Community Development Land	15.49
Police Facilities	33.89
Public Gardens	58.57
Regional Parks	618.47
School Shared Use Facilities	63.66
Shared Use Facilities	27.35
Special Facilities	159.61
Sports Facilities	126.71
Water/Sewer Facilities	725.01
Watershed Buffers	4,617.49
Watershed Parks	34.94
<b>TOTAL</b>	<b>10,856.41</b>

Source: City of Greensboro, Information Technology

# City of Greensboro Owned and Maintained Sites and Facilities, 2017



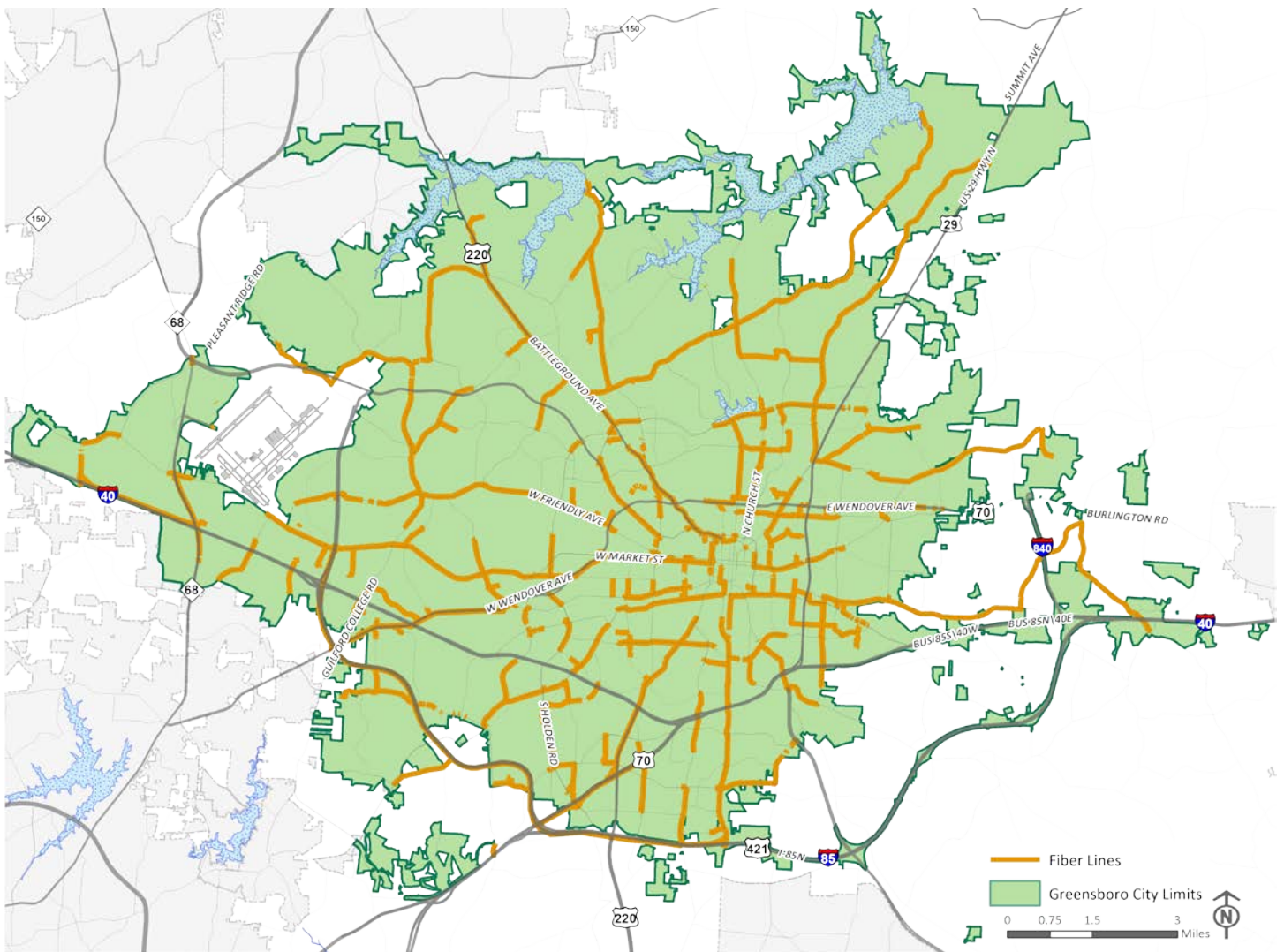
Source: City of Greensboro, Information Technology

## Fiber Optic Network

Greensboro's municipal fiber optic network consists of approximately 200 miles of fiber located throughout the city. The City's fiber network connects over 300 traffic signals and city facilities such as office buildings, recreation centers, libraries, water treatment plants, fire stations, police substations and maintenance facilities at speeds up to 40 gigabits-per-second.

The City's fiber optic network is the platform for building a "Smart City" future for Greensboro. An eight-mile stretch of fiber along the Gate City Boulevard corridor will provide the City with its first opportunity to pilot Smart City technology. The Smart Corridor pilot project will leverage data and technology to address community challenges, engage residents and students, and attract entrepreneurs and startups to participate in developing and testing smart technology. The fiber along the corridor will be used to connect smart kiosks, smart water meters, LED lighting, sensors, IoT devices, autonomous vehicles and to provide high-speed broadband access along the corridor.

**Greensboro Location of Fiber Lines, 2017**



Source: City of Greensboro, Information Technology



## Key Findings

- Greensboro has the lowest average residential water bill of the top ten cities in North Carolina.
- Although there has been an increase in population, the amount of solid waste collected has decreased from 2000 to 2017 by 25.8%.
- Greensboro generated almost 27 million tons of recycling in 2017.
- Since 2008, the overall condition of street pavement dropped by 40%.
- Ten bridges in Greensboro are structurally deficient and an additional twelve are functionally obsolete.
- There was a 30% increase of daily vehicle miles traveled from 2006 to 2016.
- The number of vehicle collisions increased by 42% between 2006 and 2016, but the number of serious injuries and fatalities decreased by 25%.
- The City owns and maintains over 10,000 acres of land and facilities.

# public safety

City of Greensboro  
Data Book



## POLICE

From 2000 to 2016...crime rates decreased

the property crime rate decreased 39%



the violent crime rate decreased 41%



but shootings, homicides & opioid overdoses increased in 2017

## FIRE

Greensboro has maintained an ISO Class 1 rating since 1992

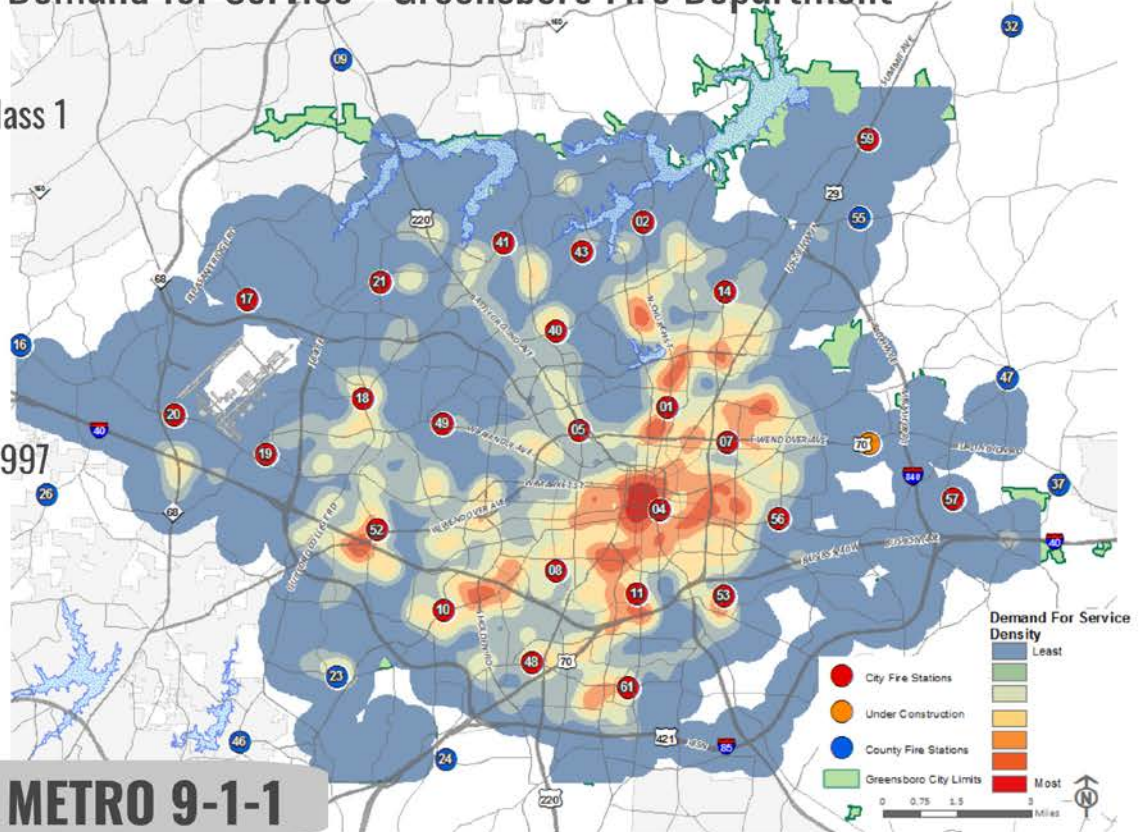


and maintained accreditation since 1997



by the Commission on Fire Accreditation International

## Demand for Service - Greensboro Fire Department



## GUILFORD METRO 9-1-1



9-1-1 operators answered more than 630,000 calls last year

THAT'S **72 calls every hour**



Source: City of Greensboro



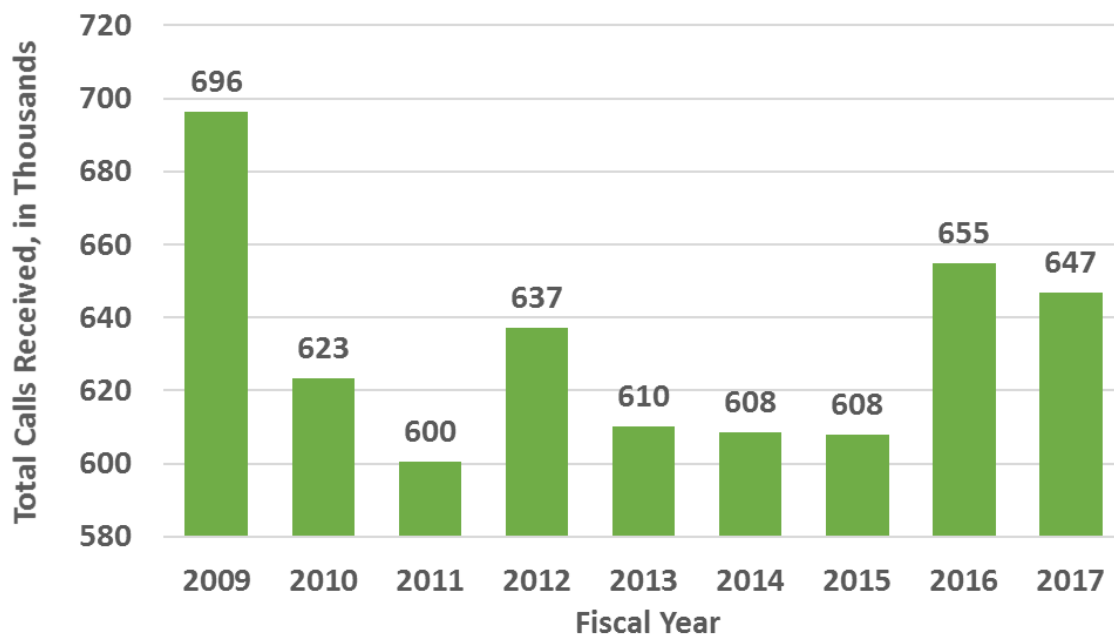
# Public Safety

A sense of safety is a critical component of Greensboro’s quality of life and a key factor as individuals and businesses consider relocating to the City. Data in this section reflects statistics related to the operations of Guilford Metro 9-1-1, the Fire Department, and the Police Department.

## Guilford Metro 9-1-1

Guilford Metro 9-1-1, formed in 2007, serves as the single agency dispatching all emergency medical vehicles, Greensboro and Guilford County Fire, and Greensboro Police and Guilford County Sheriff. Average annual call volumes have remained relatively stable over the past decade, with over 647,000 calls received in Fiscal Year 2017. Since 2013, over 99% of 9-1-1 calls have been answered within ten seconds, a standard quality measurement. Prior to 2013, 15 seconds was the standard.

**Total Calls Received by Guilford Metro 9-1-1, by Fiscal Year 2009 to 2017**



Source: City of Greensboro, Guilford Metro 9-1-1

Many of the calls are situational and difficult to measure, but since 2011, an average of 36 lives a year have been saved by giving CPR instructions during an emergency call.

**Guilford Metro 9-1-1 CPR Life Saves, Fiscal Year 2011 to 2016**

Fiscal Year	Total CPR Life Saves
2011	26
2012	31
2013	48
2014	31
2015	41
2016	43
<b>TOTAL</b>	<b>220</b>

Source: Guilford Metro 9-1-1.

## Fire

The Greensboro Fire department was first organized in 1884 and has grown to 25 stations across the City, with one station under construction. Greensboro was the first fire department in the nation to receive the highest rating given by the insurance industry and holds the highest level of accreditation awarded by the Commission on Fire Accreditation International.

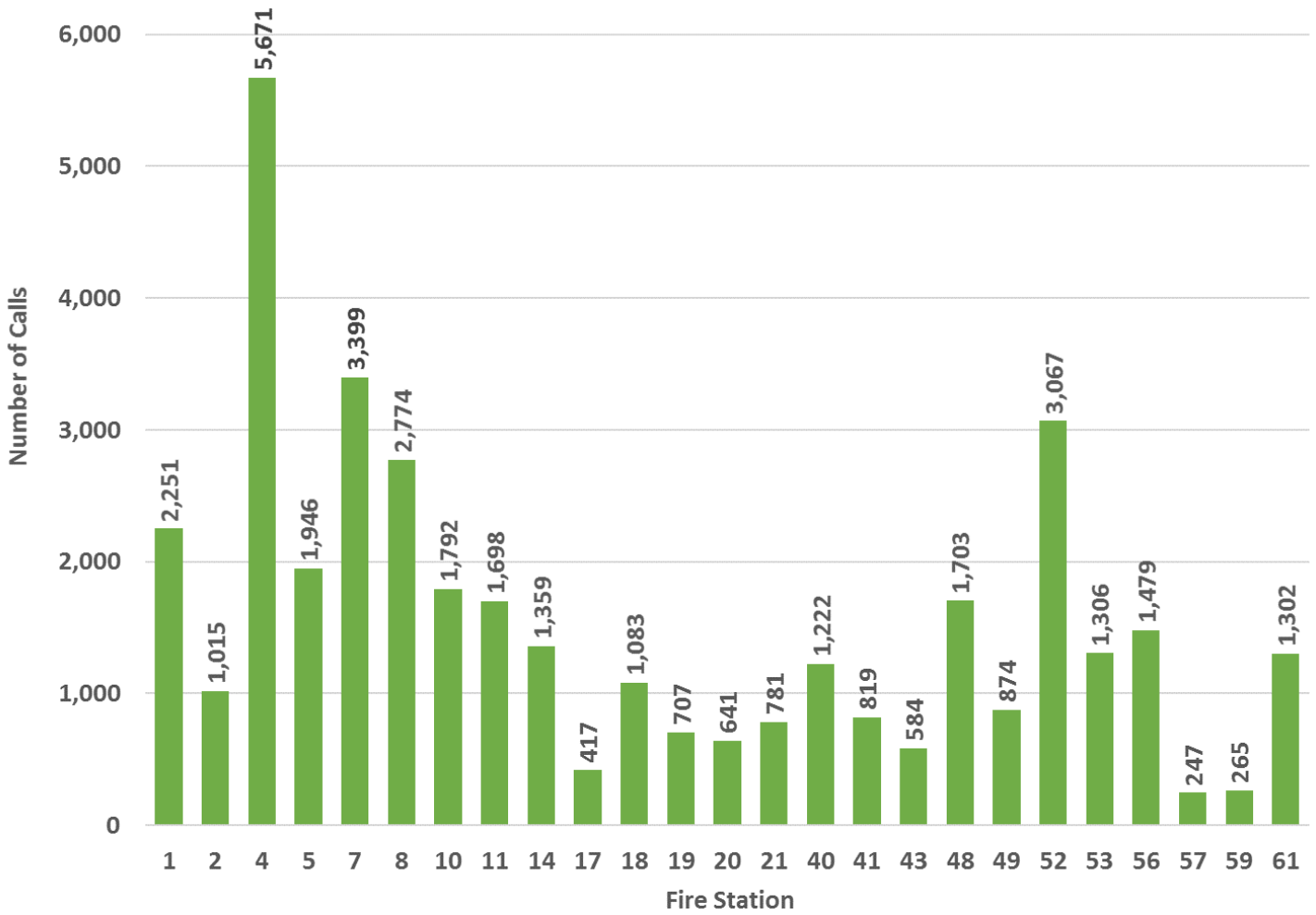
### Demand for Greensboro Fire Service with Incident Type, Fiscal Year 2017

Incident Type	Number of Responses	Percentage of Total Responses
Medical	26,724	69.6%
False Alarms	3,920	10.2%
Good Intent	3,811	9.9%
Service Calls	1,348	3.5%
Fires	1,236	3.2%
Hazardous Condition	1,016	2.6%
Weather	199	0.5%
Special Incident	89	0.2%
Overpressure/Rupture	82	0.2%
<b>Total Responses</b>	<b>38,425</b>	<b>100.0%</b>

Source: City of Greensboro, Fire.

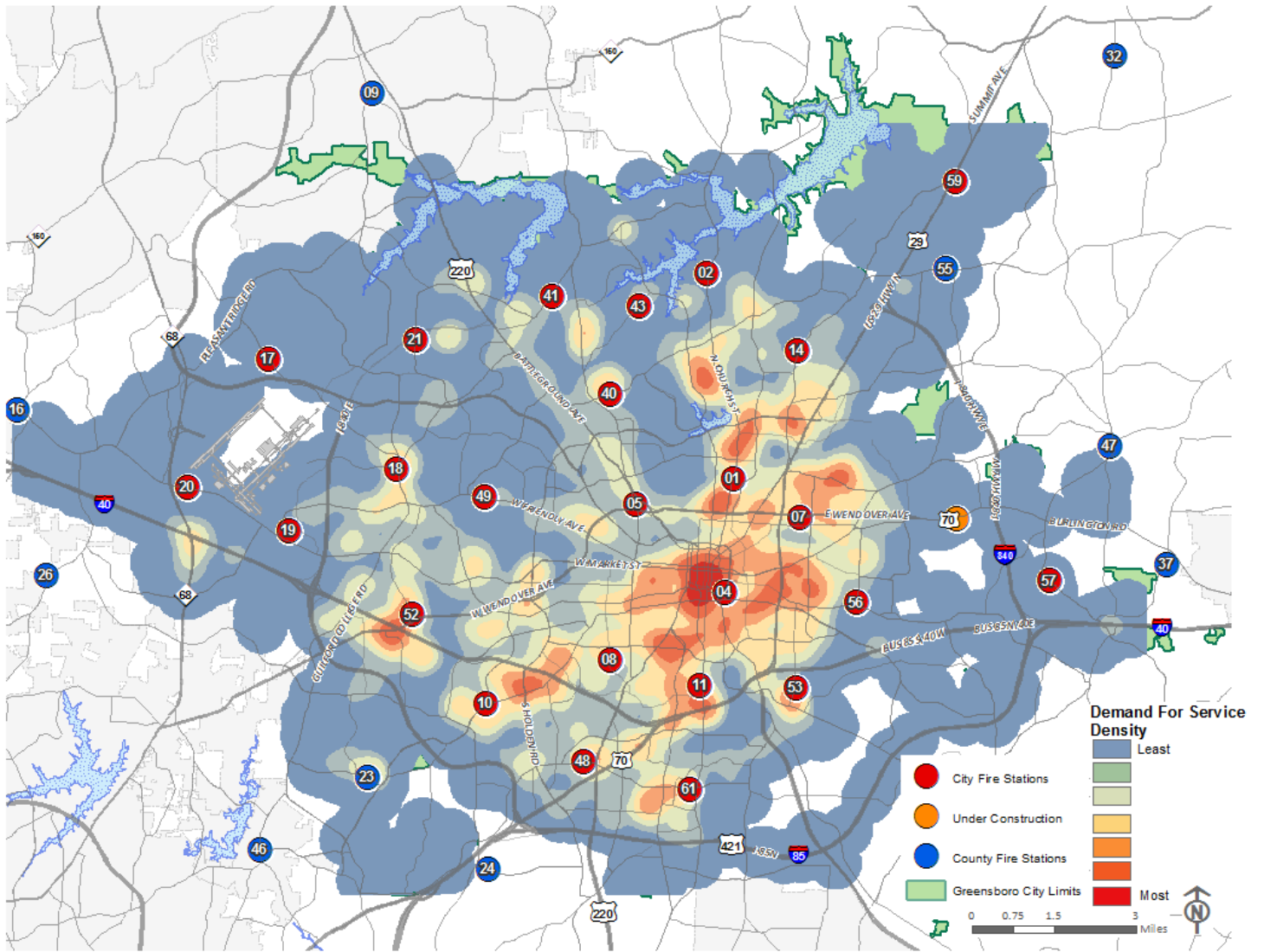
Overall, demand for fire service increased during the 2016-17 fiscal year by 5.96% from the previous year. Medical calls made up the largest category of calls at 70%. Based on analysis of calls for service, demand for service is generally greatest in the central southern and eastern portions of the City.

## Calls per Greensboro Fire Station, Fiscal Year 2017



Source: City of Greensboro, Fire

# Greensboro Fire Stations and Demand for Service Density, Fiscal Year 2017



Source: City of Greensboro, Fire

## Crime

Since 2000, the overall crime rate per 100,000 Greensboro residents declined by 20.1%, from 11,011 in 2000 to 8,801 in 2016, after reaching a peak of 12,363 in 2008. The property crime rate fell by 38.9% during this period from 6,937 to 4,238 per 100,000 residents. The rate of violent crime per 100,000 residents decreased by 41.1%, from 736 in 2000 to 434 in 2016.

**Greensboro Total Crime per 100,000 Residents, 2000 to 2016**



Source: City of Greensboro, Police

Crime data is only available through December 2016. Improvements in public safety have been made over the past 16 years, which resulted in a steady decrease in the City’s overall crime rate. But in 2017, in keeping with national trends, the City experienced increased shootings, homicides, and opioid overdoses, which has led to an increased focus on the nature and fairness of police interactions with citizens.

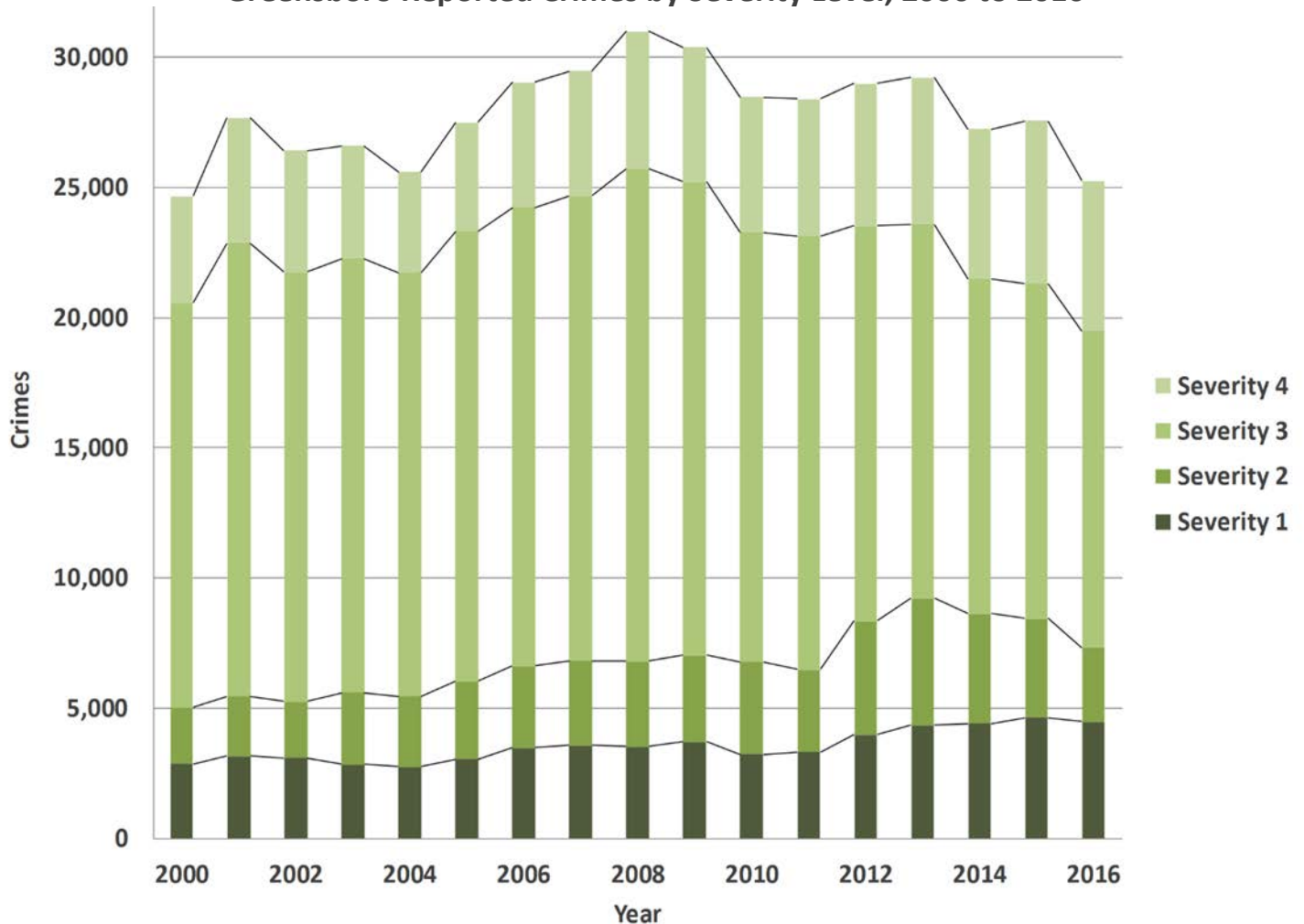
These trends do not take away from the improvements in public safety that have been made, but they are current conditions that need to be addressed.

For analysis purposes, crimes were organized into four categories of severity:

Severity I: Hostile Crimes	Severity II: Conspicuous, Non-Hostile	Severity III: Property Crimes	Severity IV: Inconspicuous
<ul style="list-style-type: none"> <li>•Arson</li> <li>•Assault, Aggravated</li> <li>•Assault, Simple</li> <li>•Domestic Violence</li> <li>•Murder</li> <li>•Rape</li> <li>•Robbery</li> <li>•Shootings</li> </ul>	<ul style="list-style-type: none"> <li>•Drugs</li> <li>•Prostitution</li> <li>•Stalking</li> <li>•Weapons Violations</li> </ul>	<ul style="list-style-type: none"> <li>•Auto Theft</li> <li>•Burglary</li> <li>•Larceny</li> <li>•Sale/Possesion of Stolen Property</li> <li>•Trespassing</li> <li>•Vandalism</li> </ul>	<ul style="list-style-type: none"> <li>•Blackmail</li> <li>•Driving While Intoxicated</li> <li>•Embezzelment</li> <li>•Forgery</li> <li>•Fraud</li> <li>•Gambling</li> <li>•Liquor Law Violation</li> </ul>

Crimes that fall into the Property Crimes category are the most prevalent types of crime that occur in Greensboro.

**Greensboro Reported Crimes by Severity Level, 2000 to 2016**



Source: City of Greensboro, Police

### Key Findings

- 220 lives have been saved since 2011 with the help of CPR instruction by Guilford Metro 9-1-1.
- Calls for emergency services have remained relatively stable over the past decade.
- Calls for fire service are concentrated in the central southern and eastern portions of the City.
- Most calls for service from the fire department are for medical service.
- The overall crime rate in Greensboro decreased from 2000 to 2016, as did the rates of property and violent crimes.



# city services

City of Greensboro  
Data Book

## NEIGHBORHOOD DEVELOPMENT

**1,337** affordable housing units were constructed or rehabbed with City funding since 2000



## LIBRARY

**1.7 million**

items were circulated by the Greensboro Public Library in 2016, up 17% since 2000

## ECONOMIC DEVELOPMENT

Since 2006,  
**4,550**  
jobs have been created  
through 18 projects



Every \$1 of City funds  
spent leveraged  
**\$147**  
of private investment

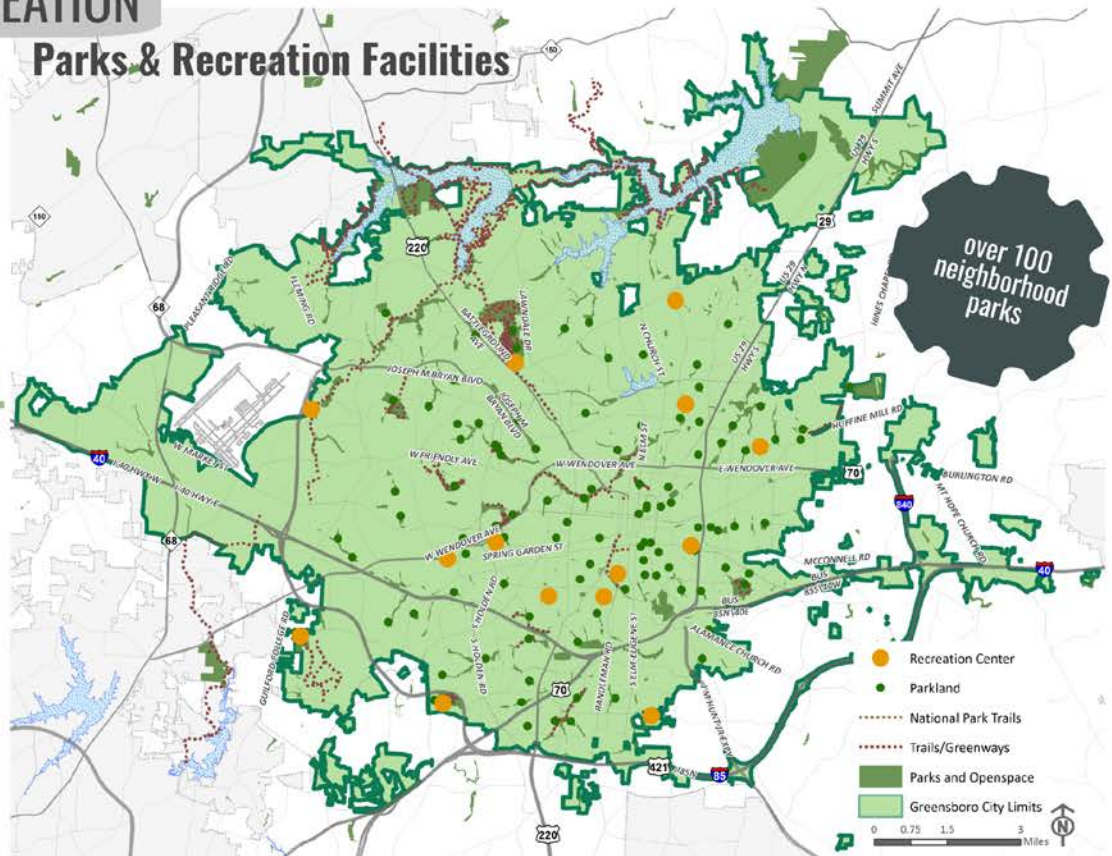
## PARKS & RECREATION

Greensboro maintains over  
**8,000**  
acres of Park & Open  
Space areas



that's  
**9%**  
of the City's  
total land area

### Parks & Recreation Facilities



Source: City of Greensboro



# City Services

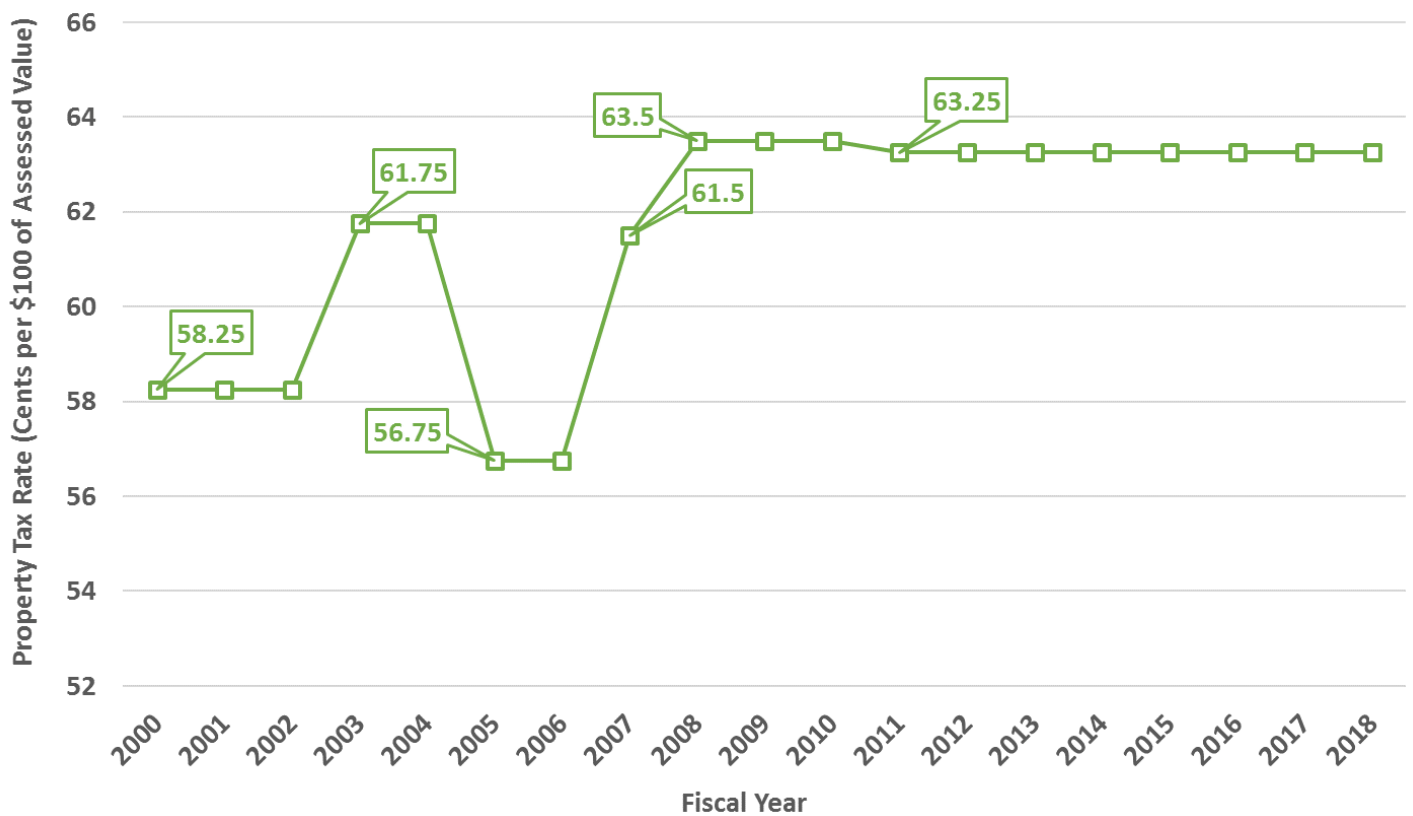
City Services represents city departments that directly serve the public as well as internal departments that support the work performed by public employees. These include Budget, Finance, Libraries, Parks & Recreation, Economic Development, Neighborhood Development and more.

## Budget and Finance

The Budget and Finance departments of the City are responsible for all aspects of financial planning and management, capital financing and financial reporting.

A portion of the City's revenue is dependent on the property tax rate and value of properties within the City limits. Although the City's property tax rate has fluctuated over time, from a low of 56.75 cents per \$100 of assessed property valuation in FY 04-05 to a high of 63.5 cents in FY 09-10. The rate has remained unchanged at 63.25 cents since Fiscal Year 2011.

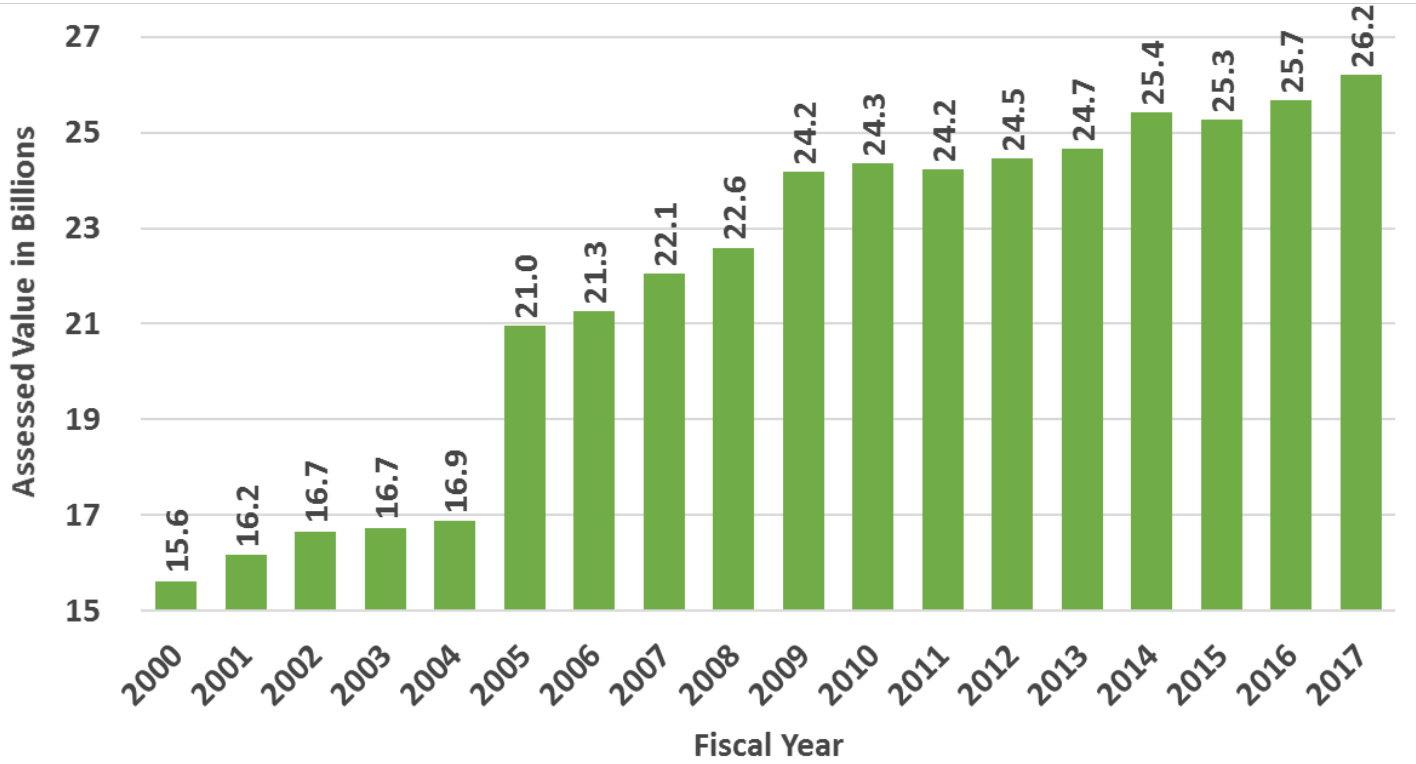
**Greensboro Property Tax Rate, Fiscal Year 2000 to 2017**



Source: City of Greensboro, Budget

The Guilford County Tax Department handles all property tax assessments and collection activities excluding public service companies and registered motor vehicles for which these activities are performed by the State of NC. Reappraisals were conducted in 2004, 2012 and 2017 to ensure that all real property is at the current market value.

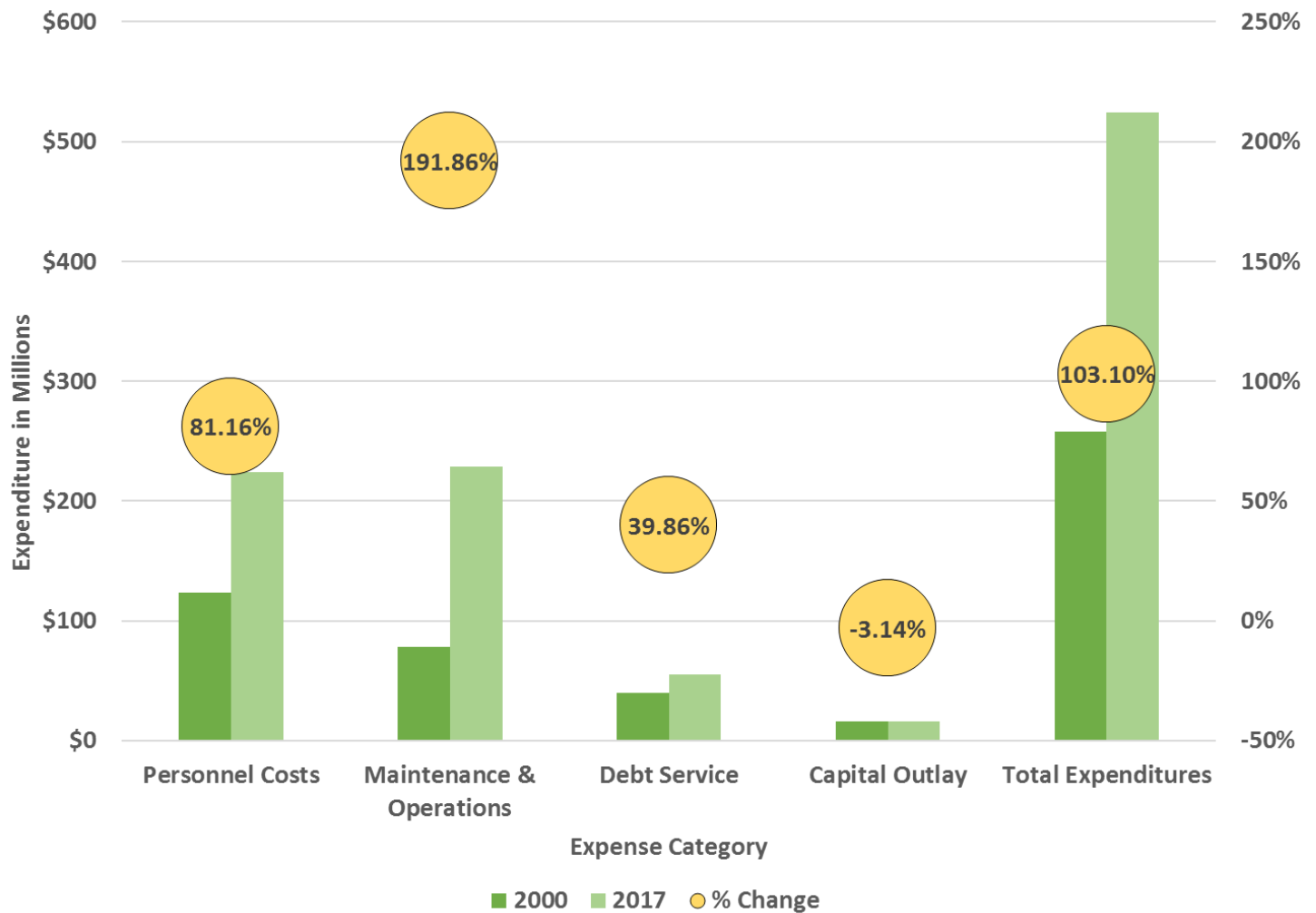
**Greensboro Assessed Value, Fiscal Year 2000 to 2017**



Source: City of Greensboro, Budget

Although the City’s total annual expenditures have increased by 103% since 2000, maintenance and operations expenses have increased by 192% over the same period.

### Greensboro Expenditures by Category and Percent Change, Fiscal Year 2000 and 2017

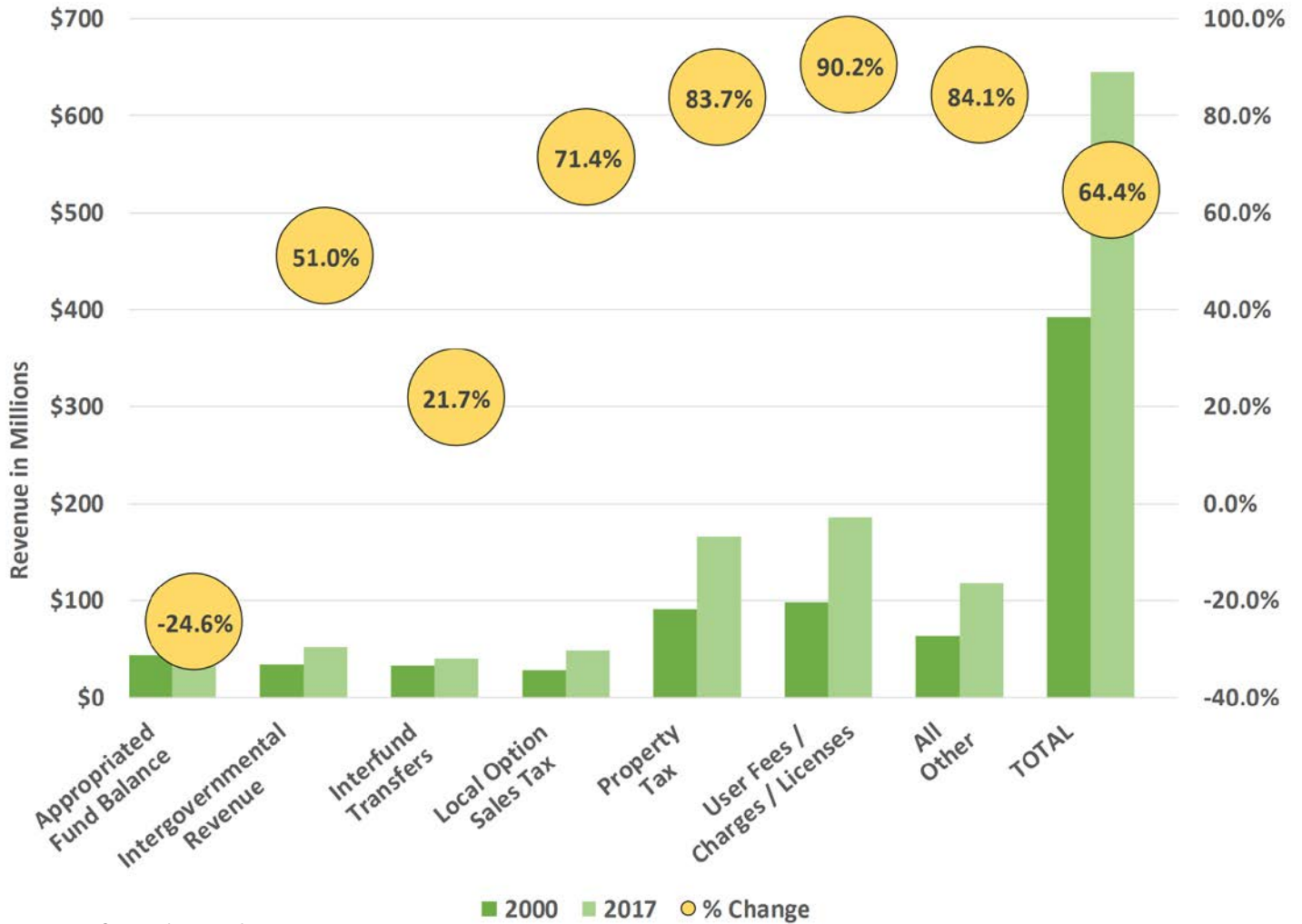


Source: City of Greensboro, Budget

Personnel Costs	Maintenance & Operations	Debt Service	Capital Outlay
<ul style="list-style-type: none"> <li>Employee salaries, related taxes and benefits</li> </ul>	<ul style="list-style-type: none"> <li>On-going service delivery costs such as telephone charges, utility charges and office supplies</li> </ul>	<ul style="list-style-type: none"> <li>Payment of principal and interest on borrowed funds such as bonds or lease-purchase payments</li> </ul>	<ul style="list-style-type: none"> <li>Fixed assets costing \$5,000 or more with an expected useful life of at least one year</li> </ul>

The City of Greensboro receives revenue from a variety of sources, which may vary in percent from year to year. Property tax revenue and user fees make up a significant portion of funds available for the City's use. Since 2000, appropriations from fund balance, which are funds set aside for emergencies and to provide working capital, have dropped by 25%. For both the revenue and expense charts, the figures are not adjusted for inflation.

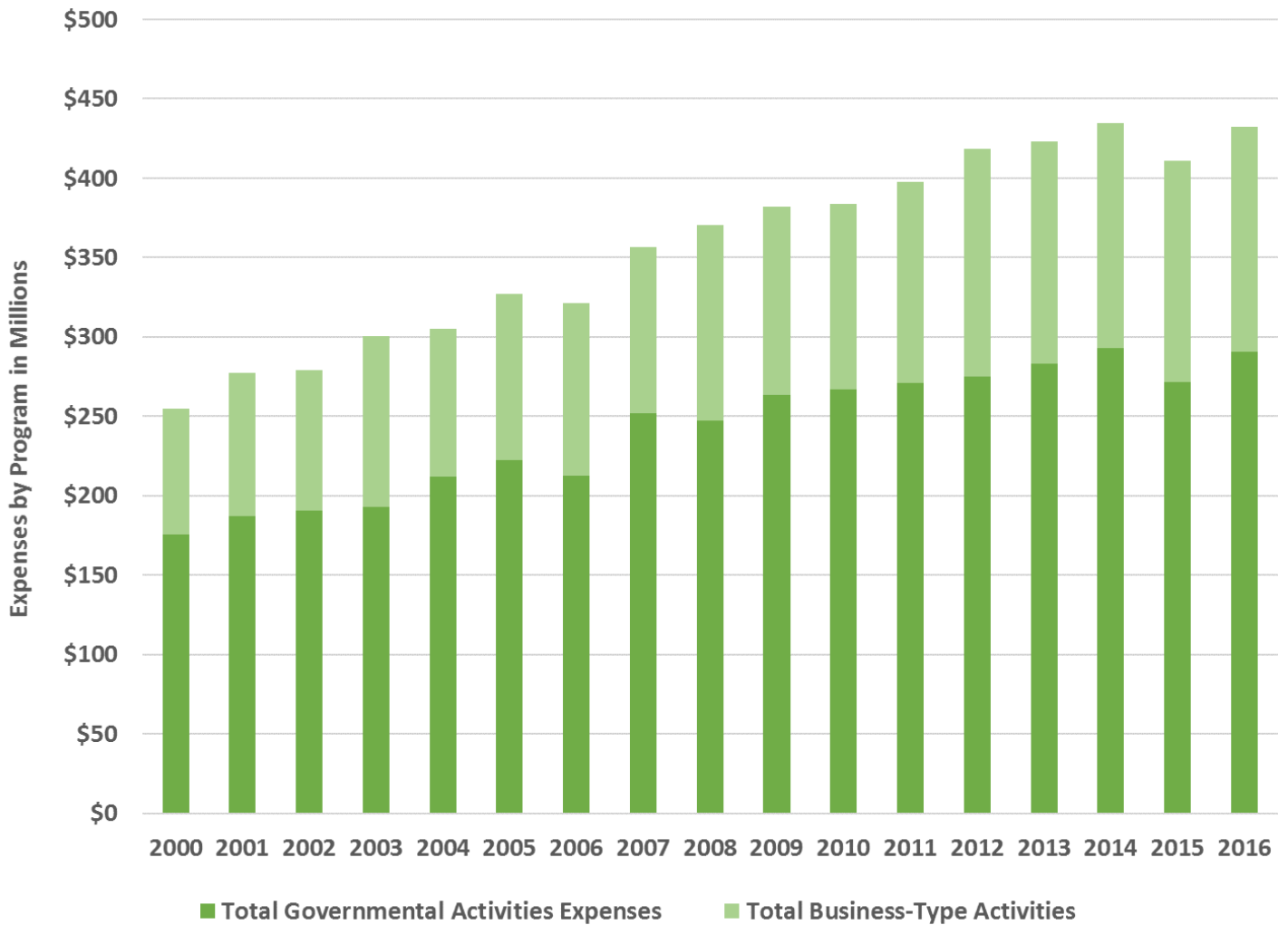
**Greensboro Revenues and Percent Change, Fiscal Year 2000 and 2017**



Source: City of Greensboro, Budget

Program expenses funded by tax revenues are categorized as Governmental Activities or Business-Type Activities. Business-Type Activities refers to enterprise programs that generate revenue to cover their own expenses, while Government Activities includes all other expenses required for the operations of city government and programs that do not generate revenue.

### Program Expenses, Fiscal Year 2000 to 2016



Source: City of Greensboro, Budget

#### Governmental Activities include: (but are not limited to)

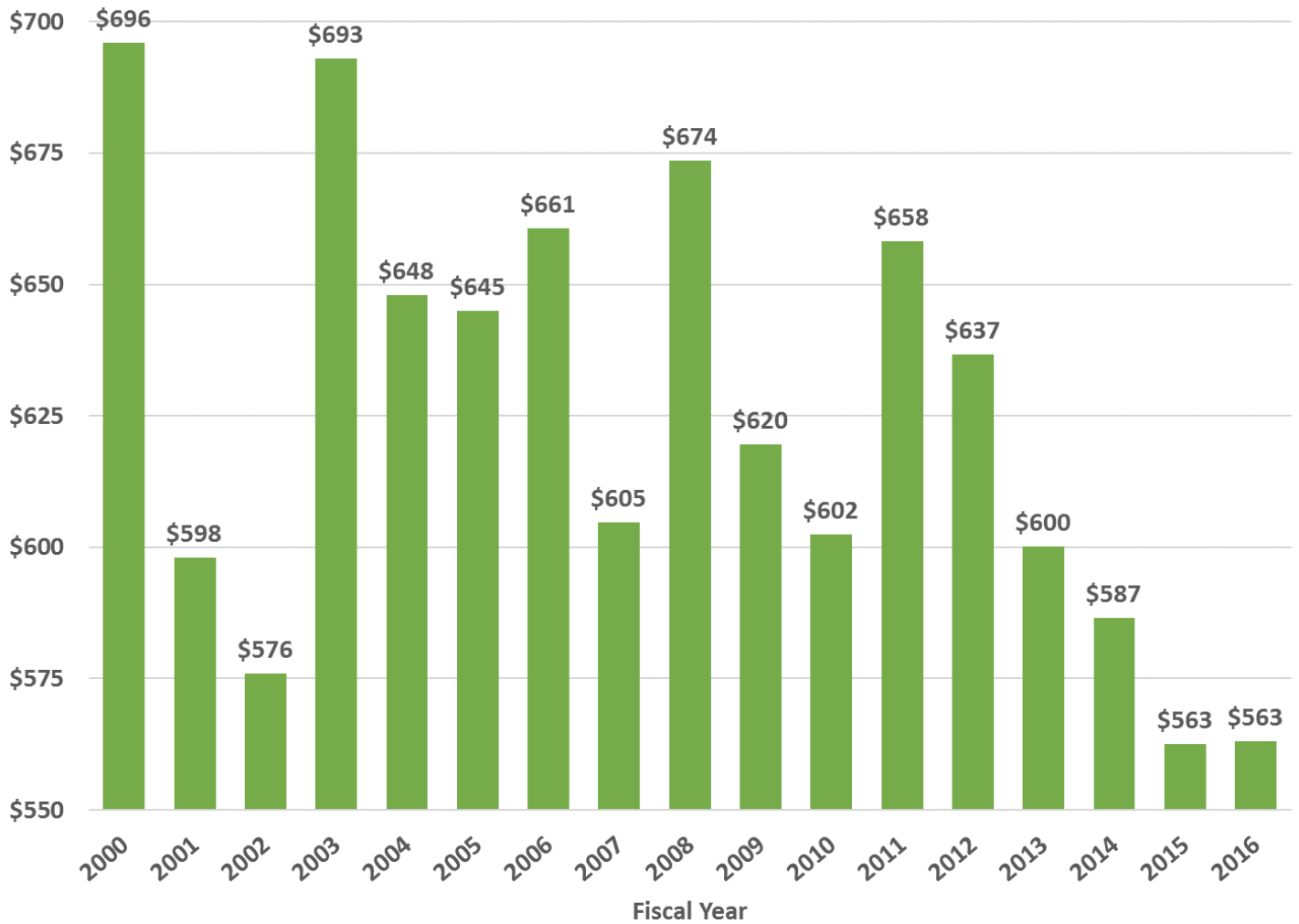
- General Government
- Public Safety
- Engineering & Building Maintenance
- Culture & Recreation
- Neighborhood Development

#### Business-Type Activities include: (but are not limited to)

- Water and Wastewater fees
- Coliseum fees
- Golf fees
- Parking fees
- Solid Waste fees

Variations over the years relate to the sale of bonds, the amount of outstanding bond debt and changes in population. Among other strategies, the City leverages bond debt to achieve long-term goals for implementation of capital projects. While total debt is up (currently \$160 million versus \$148 million in 2000), debt per capita is at its lowest rate since 2000 (\$563). Net Bonded Debt Per Capita measures bond debt per citizen to facilitate municipal bond ratings. Greensboro’s favorable credit worthiness evaluations from nationally recognized credit rating agencies allows the City to borrow money and sell bonds at advantageous rates.

**Greensboro Net Bonded Debt Per Capita, Fiscal Year 2000 to 2016**



Source: City of Greensboro, Finance

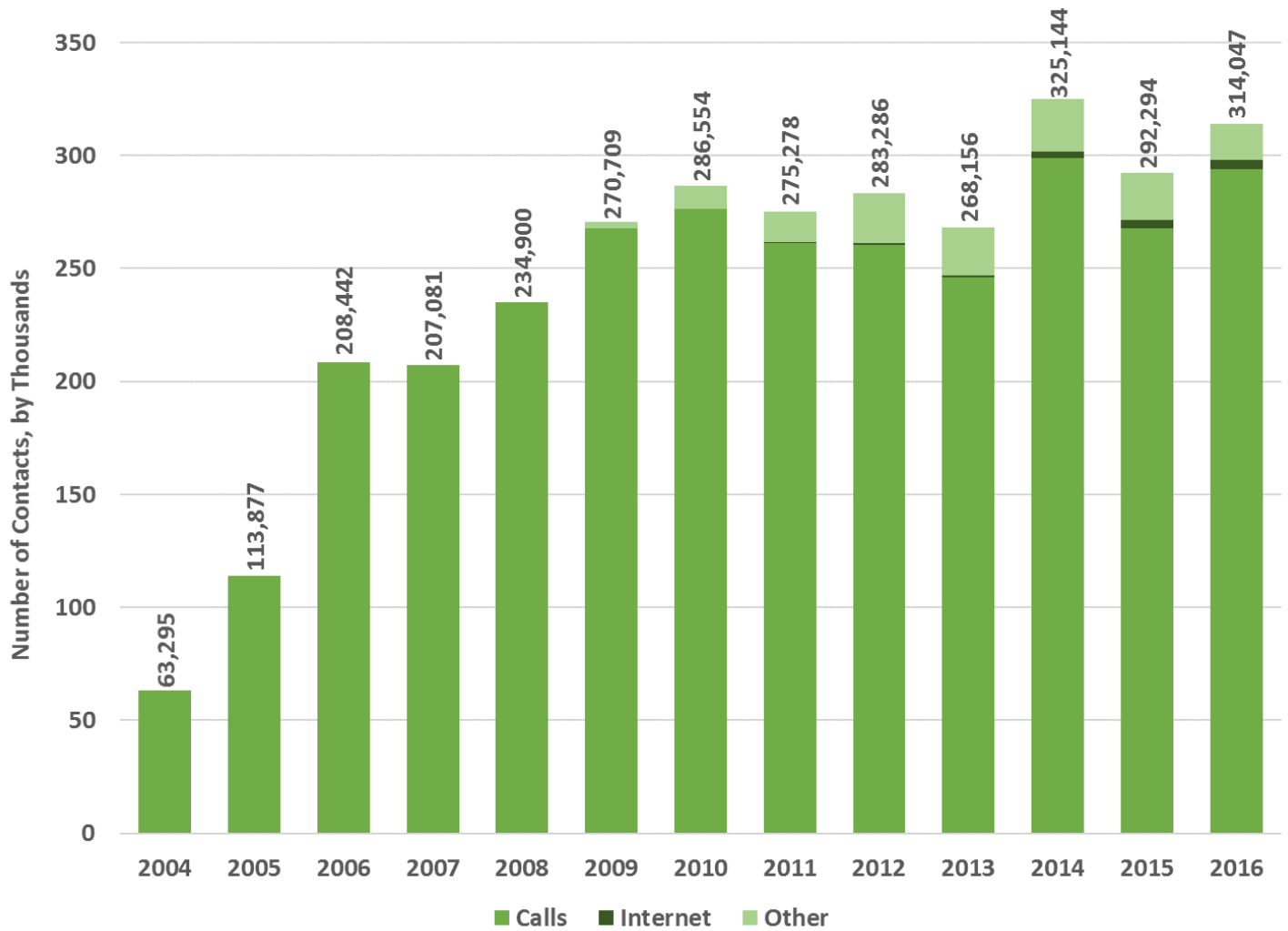
## Human Resources

The City of Greensboro is the third largest employer in Guilford County, currently employing over 3,000 people in a wide variety of positions. These include administrative positions, public safety jobs, technical careers, trades work, and more.

## Communications

The City's Contact Center provides a single point of communication for citizens to ask questions, receive information, and voice concerns about City programs and services. Since its inception in 2004, the Contact Center has processed over three million contacts, over 314,000 in 2016 alone. Phone calls continue to be the most common form of communication, with contact through the Internet consistently low. The 'Other' category includes walk-ins, e-mails, and on-line chat sessions.

### Greensboro Contact Center Interactions, 2004 to 2016



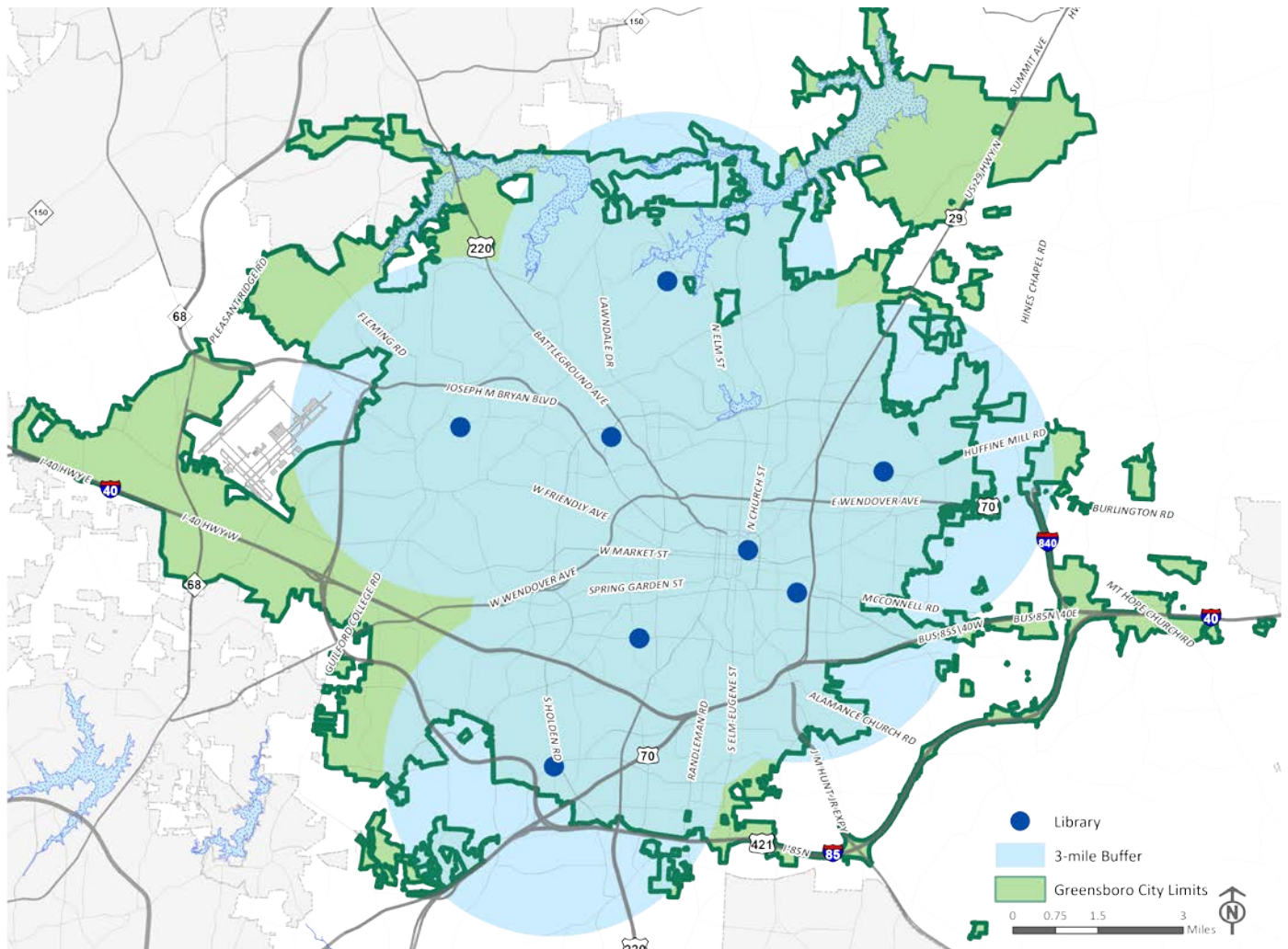
Source: City of Greensboro, Contact Center



# Library

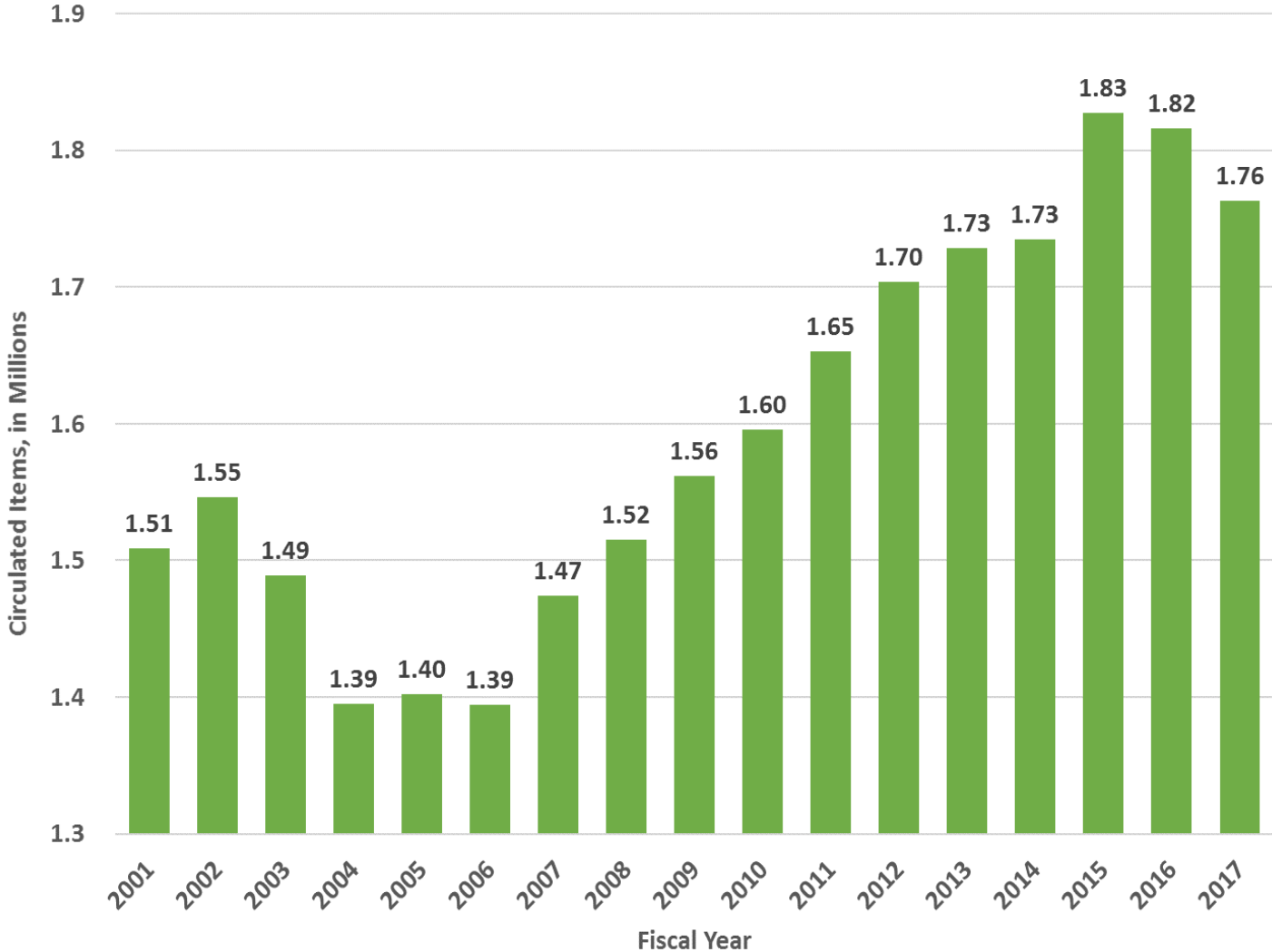
The Greensboro Public Library system serves the residents of Guilford County through eight branches located across the City of Greensboro. Circulation of library resources, which includes books, magazines, audio CDs, and other items, but not electronic items, was over 1,700,000 items in 2017, up 17% from 2001.

## Location of Greensboro Library Facilities, 2017



Source: City of Greensboro, Library

### Greensboro Library Circulation, Fiscal Year 2001 to 2017

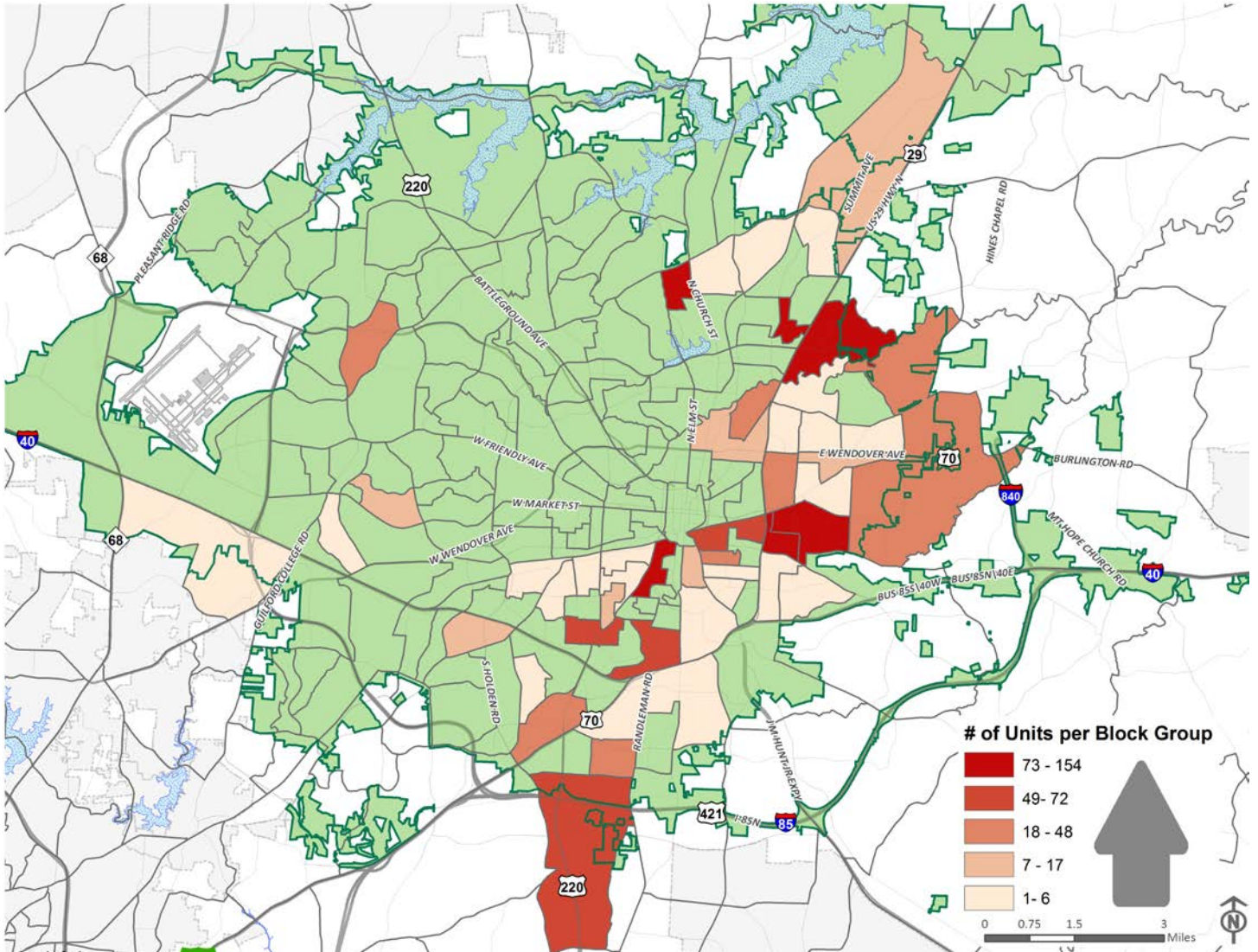


Source: City of Greensboro, Library

## Neighborhood Development

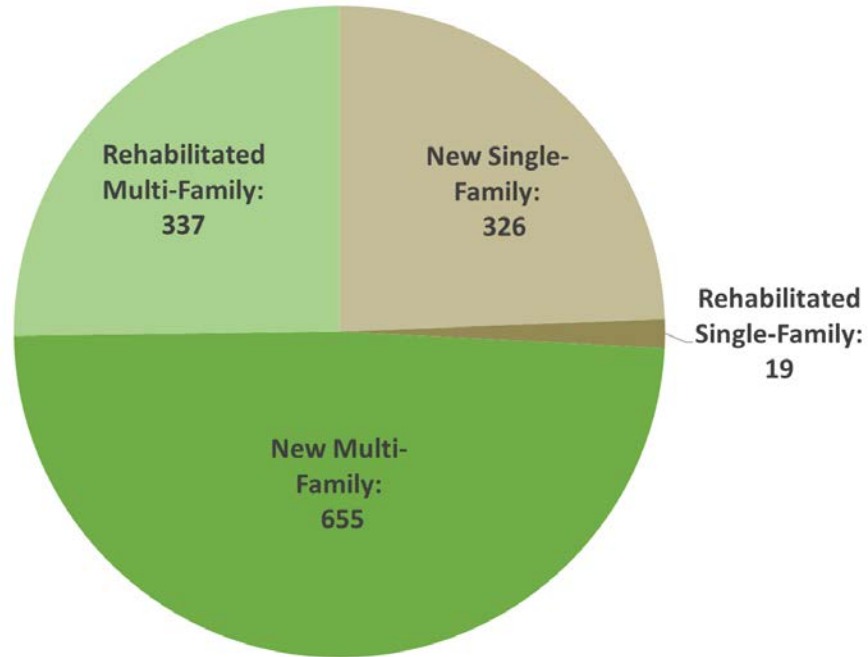
The City of Greensboro receives Federal Housing and Urban Development (HUD) funds to support affordable housing production and rehabilitation and community development activities. HUD defines “affordable” housing as that which allows a household to pay 30% or less of gross household income. Over 1,300 new affordable housing units were built between 2000 and 2016 with assistance from the City of Greensboro. Since 2000, most affordable housing assisted with City funds has been built or rehabbed on the east side of Greensboro.

### City Funded New and Rehabbed Affordable Housing Units by Block Group, 2000 - 2016



Source: City of Greensboro, Neighborhood Development and Planning

## Greensboro Affordable Housing Units Constructed or Rehabbed, 2000 to 2016



Source: City of Greensboro, Neighborhood Development

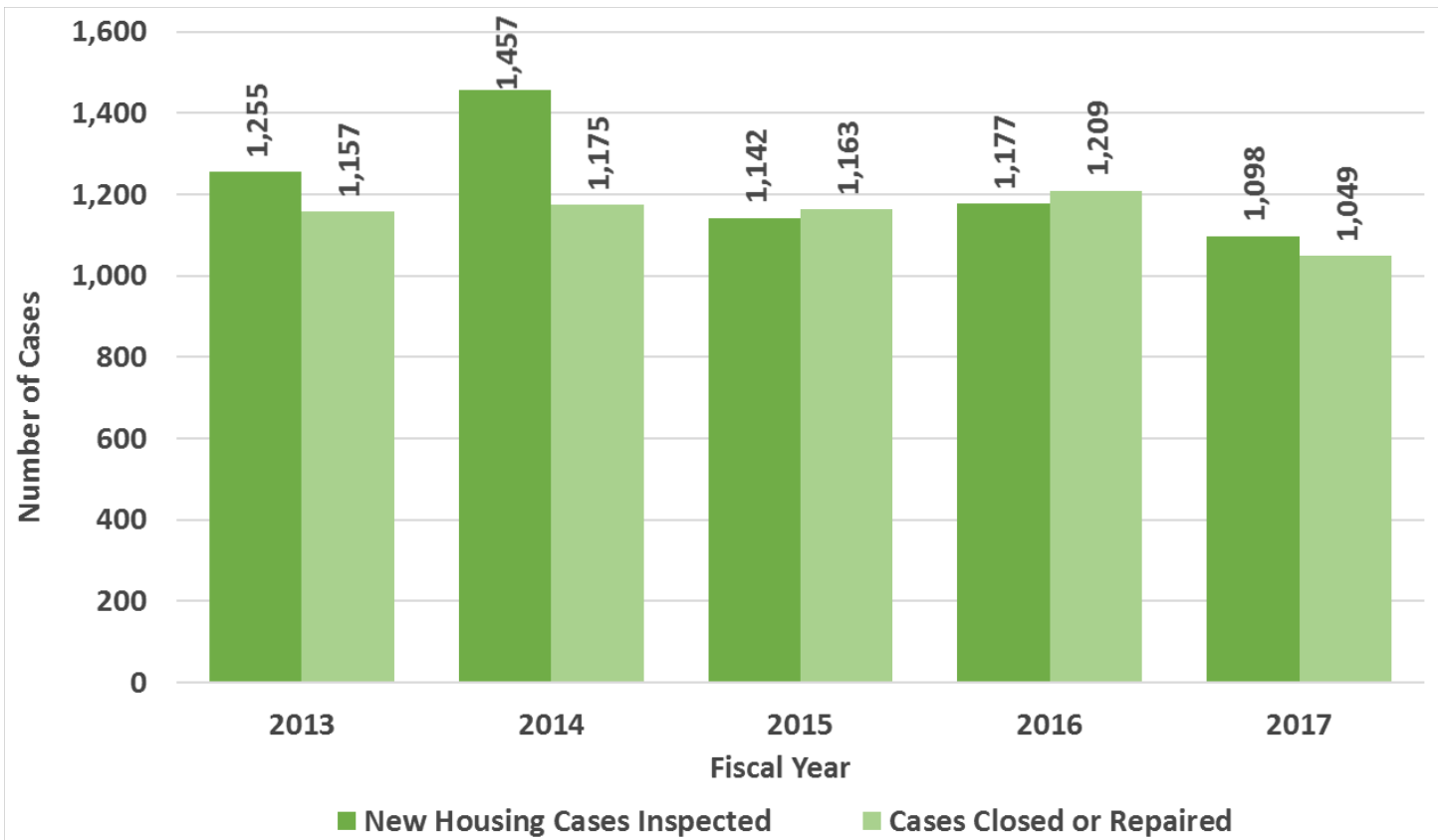
Neighborhood Development also includes Code Compliance, which ensures compliance of housing and zoning ordinances. Records going back to 2013, the earliest data available, indicate that the number of new cases and closed cases has gone down slightly.

### Code Compliance Cases, by Type, Fiscal Year 2013 to 2017

<b>Case Type</b>	<b>2013</b>	<b>2014</b>	<b>2015</b>	<b>2016</b>	<b>2017</b>
New Housing Cases Inspected	1,255	1,457	1,142	1,177	1,098
Cases Closed or Repaired	1,157	1,175	1,163	1,209	1,049
Housing Commission Cases	155	273	211	211	174
Demolitions Canceled or Compliant	4	35	32	35	27
Units Demolished	0	9	6	8	6

Source: City of Greensboro, Neighborhood Development

## New and Closed Housing Cases, Fiscal Year 2013 to 2017

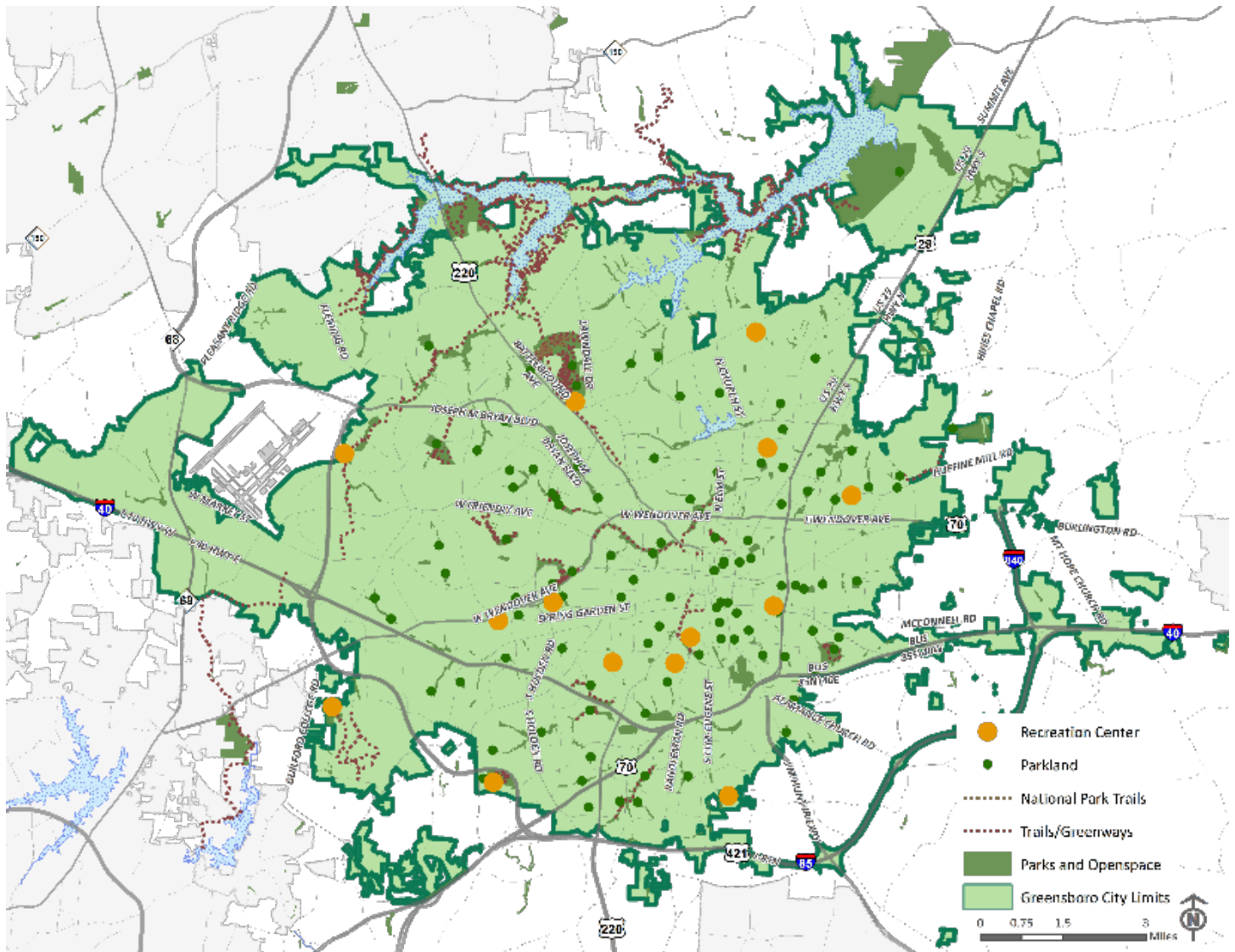


Source: City of Greensboro, Neighborhood Development

## Parks and Recreation

Greensboro Parks and Recreation facilities and programs provide learning and recreation opportunities at parks, recreation centers, and other venues across Greensboro. In addition to visitors to parks and recreation centers, residents of and visitors to Greensboro can take part in a wide range of activities and programs: concerts, sporting events, fishing, boating, interpretive programs, meetings and workshops, and others.

### Location of Parks and Recreation Facilities, 2017



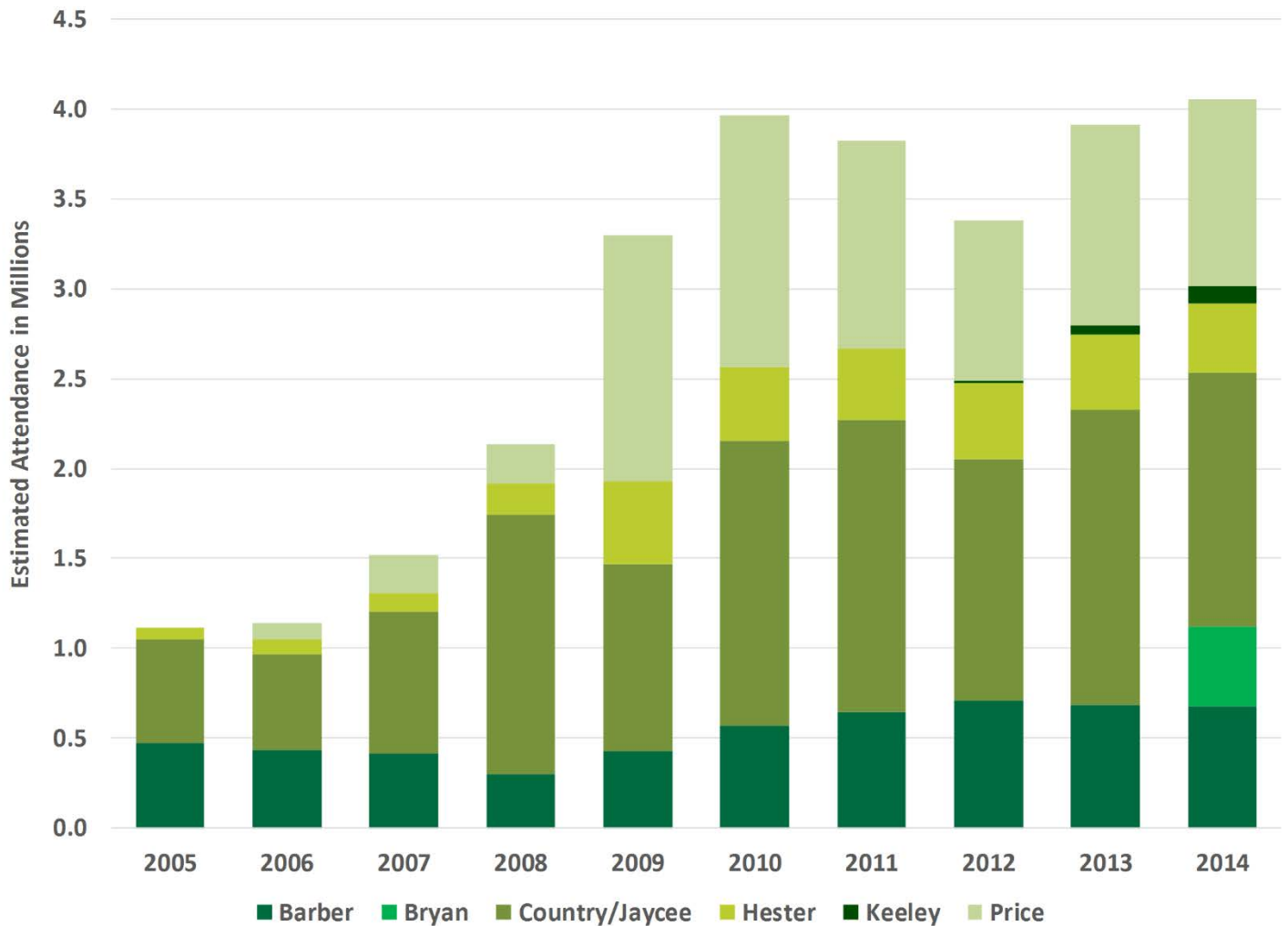
Source: City of Greensboro, Parks and Recreation

## Park Visitors

Park visitors are tracked by the Parks and Recreation Department through a combination of actual counts for programs and estimates for other users.

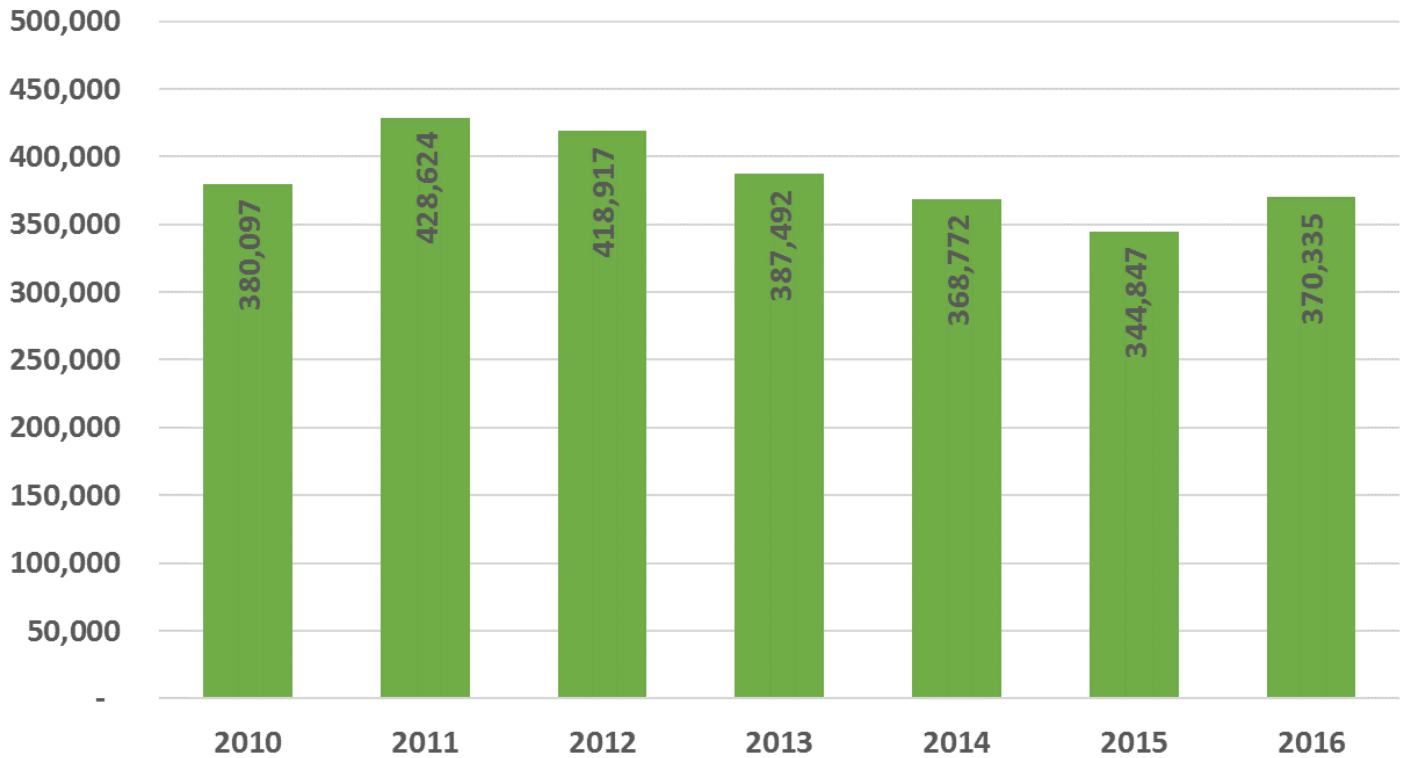
Regional Parks are larger, specialized facilities operated by the Parks and Recreation Department. Staff estimate visitors on an annual basis. Attendance at regional parks has been on a growth trend since 2005, the earliest data available.

**Greensboro Estimated Regional Park Attendance, 2005 to 2014**



Source: City of Greensboro, Parks and Recreation

## Greensboro Estimated Recreation Participants, 2010 to 2016



Source: City of Greensboro, Parks and Recreation

### ParkScore

The Trust for Public Land's ParkScore index is the most comprehensive rating system ever developed to measure how well the 100 largest US cities are meeting the need for parks. Greensboro ranked 69<sup>th</sup>, surpassing Charlotte, Winston-Salem, and Durham.

### ParkScore Index, Top Five North Carolina Cities, 2017

Rank (Out of 100)	City	Population	Acreage (Out of 40)	Facilities & Investment (Out of 40)	Access (Out of 40)	Raw Total (Out of 120)	Park Score (Out of 100)	ParkScore Rating (Out of 5)
35	Raleigh	396,346	23	14	15	72	60	3.5
69	Greensboro	261,833	18	10	18	53	44	2
72	Durham	227,379	21	10	12	51	42.5	2
93	Winston-Salem	232,880	23	8	5	39	32.5	1.5
97	Charlotte	862,032	24	6	1	35	29	1

Source: The Trust for Public Land

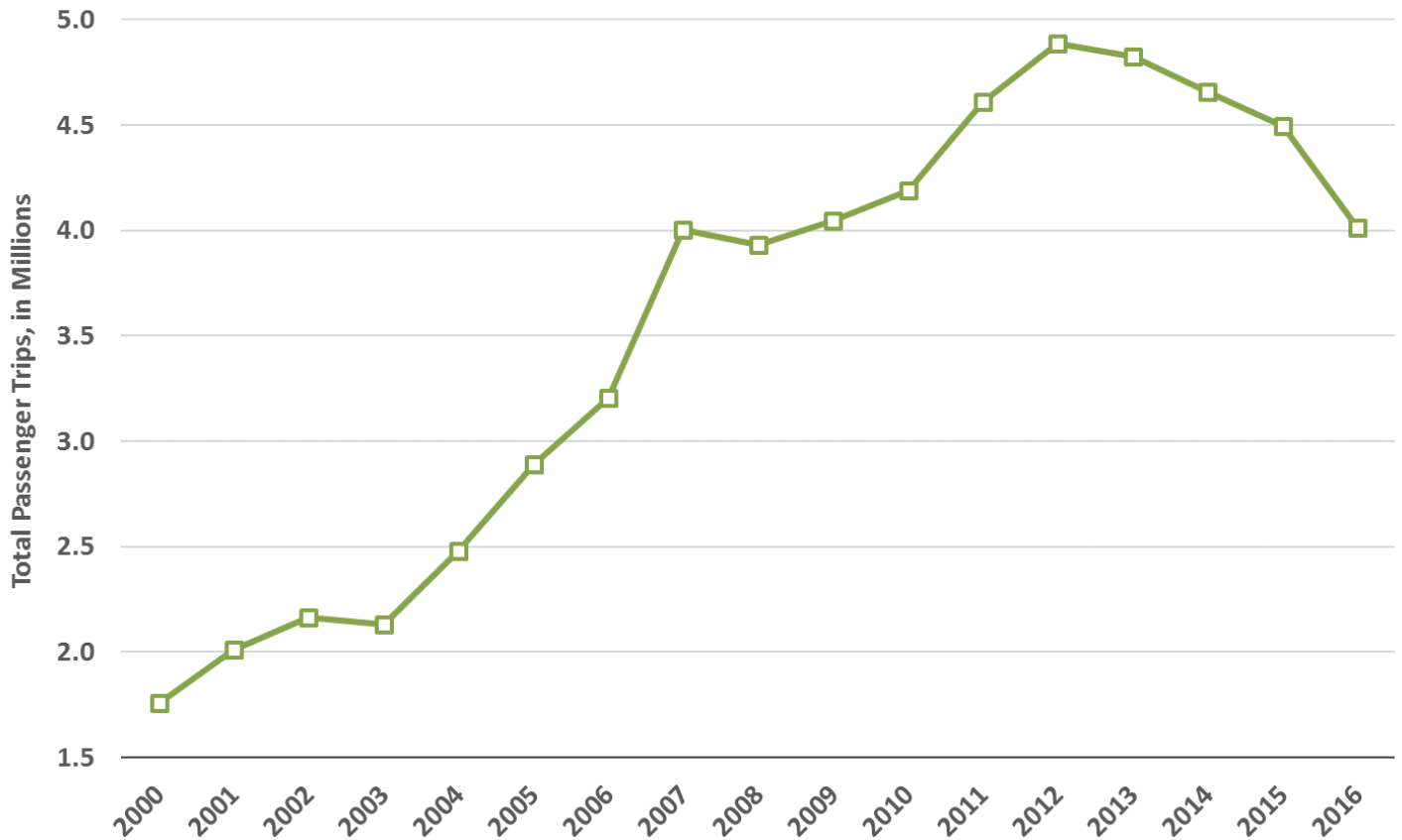


# Transit

## Greensboro Transit Authority

Established in 1991, Greensboro Transit Authority (GTA) is the City’s public transportation agency. GTA provides fixed route services on sixteen daily routes, with more limited weekend service. GTA collaborates with local colleges and universities in the Higher Education Area Transit (HEAT) Program that operates four university-oriented routes during the school year. GTA also operates the Specialized Community Area Transportation service (SCAT) for passengers with disabilities. Ridership peaked in 2012, declining slightly over the past four years. Total ridership for 2016 was 3,913,766, nearly doubling the ridership in 2000.

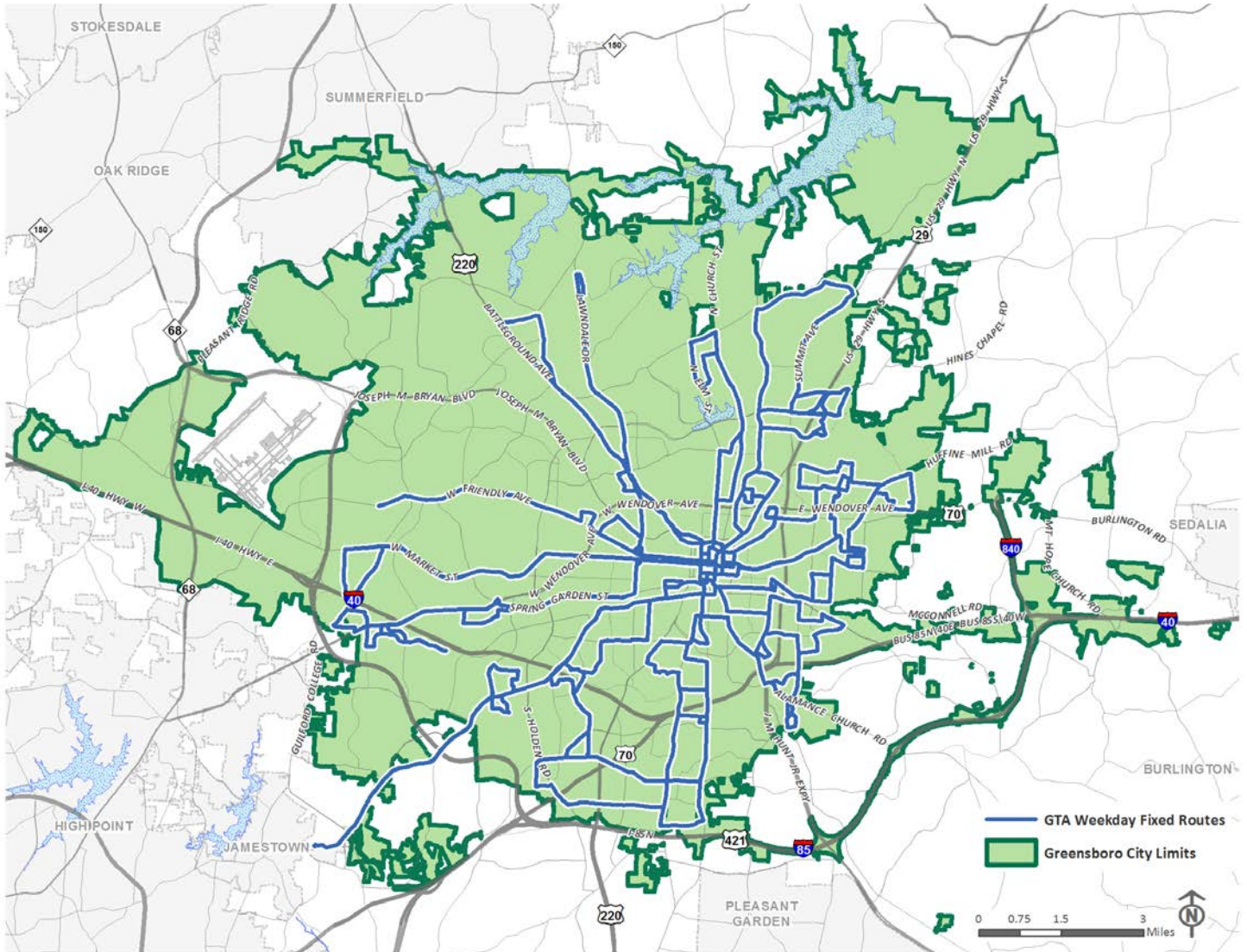
**Greensboro Transit Authority, Passenger Trips per Year, 2000 to 2016**



Source: US Department of Transportation, National Transit Database

GTA's fixed routes serve main corridors throughout Greensboro, excluding the western and northern most areas of the City.

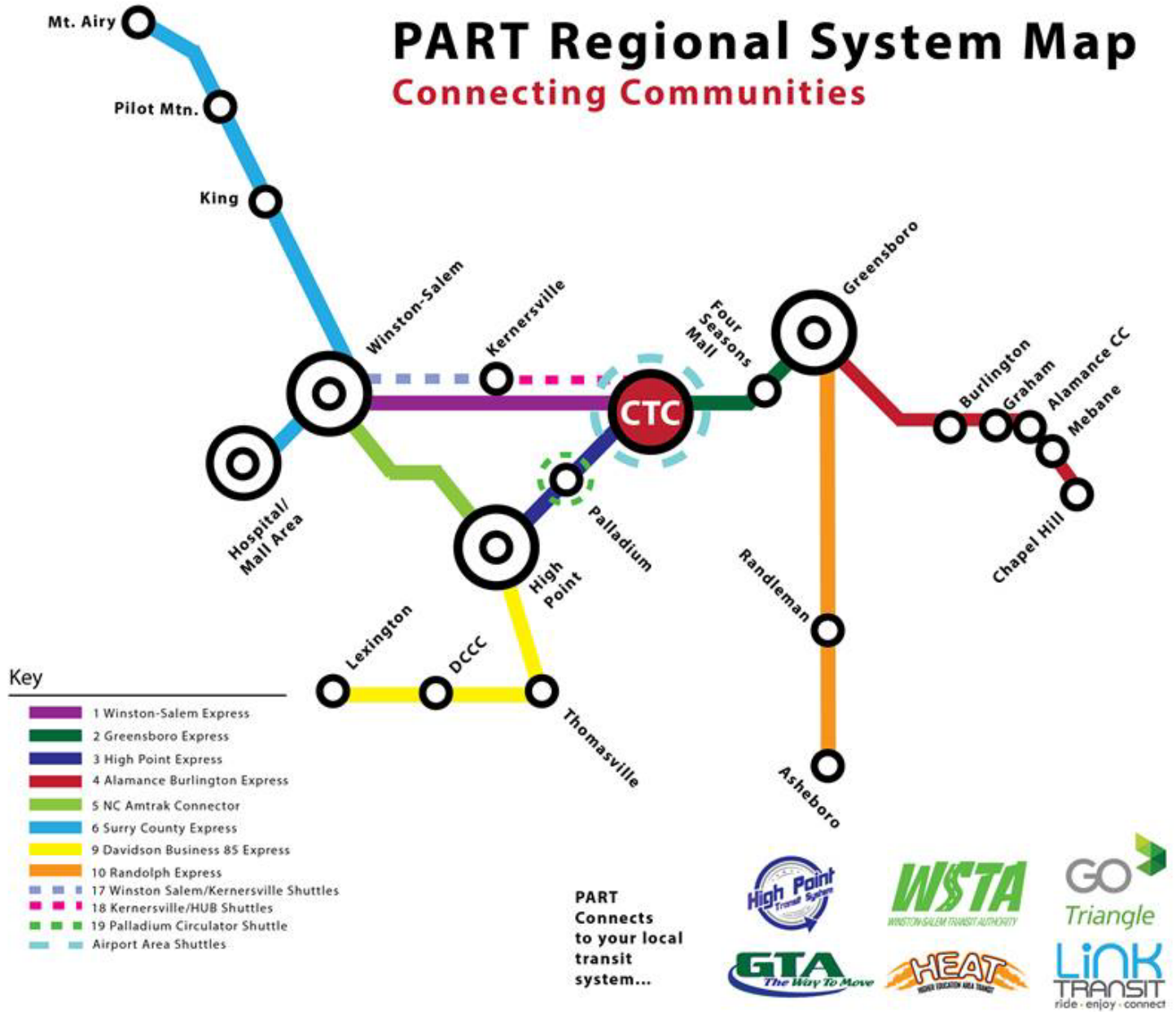
### Greensboro Transit Authority Weekday Fixed Route System



Source: City of Greensboro, Transportation

## Piedmont Authority for Regional Transportation

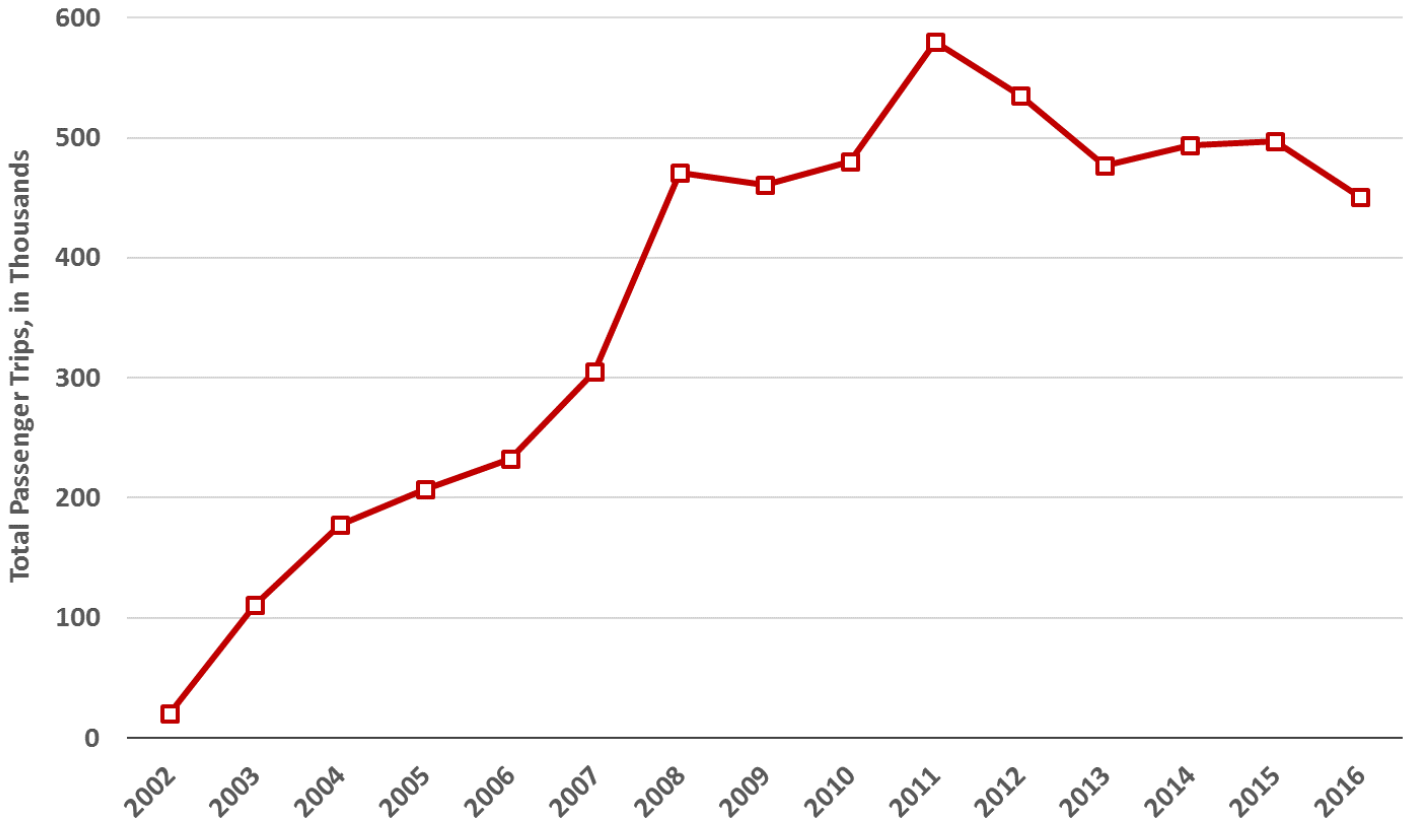
The Piedmont Authority for Regional Transportation (PART) celebrated its 20th anniversary with the opening of the Coble Transportation Center in 2017. PART provides express, intra-city bus service to six counties within the Piedmont Triad region and provides connections to five local transit services and two AMTRAK passenger rail depots.



Source: Piedmont Authority for Regional Transportation.

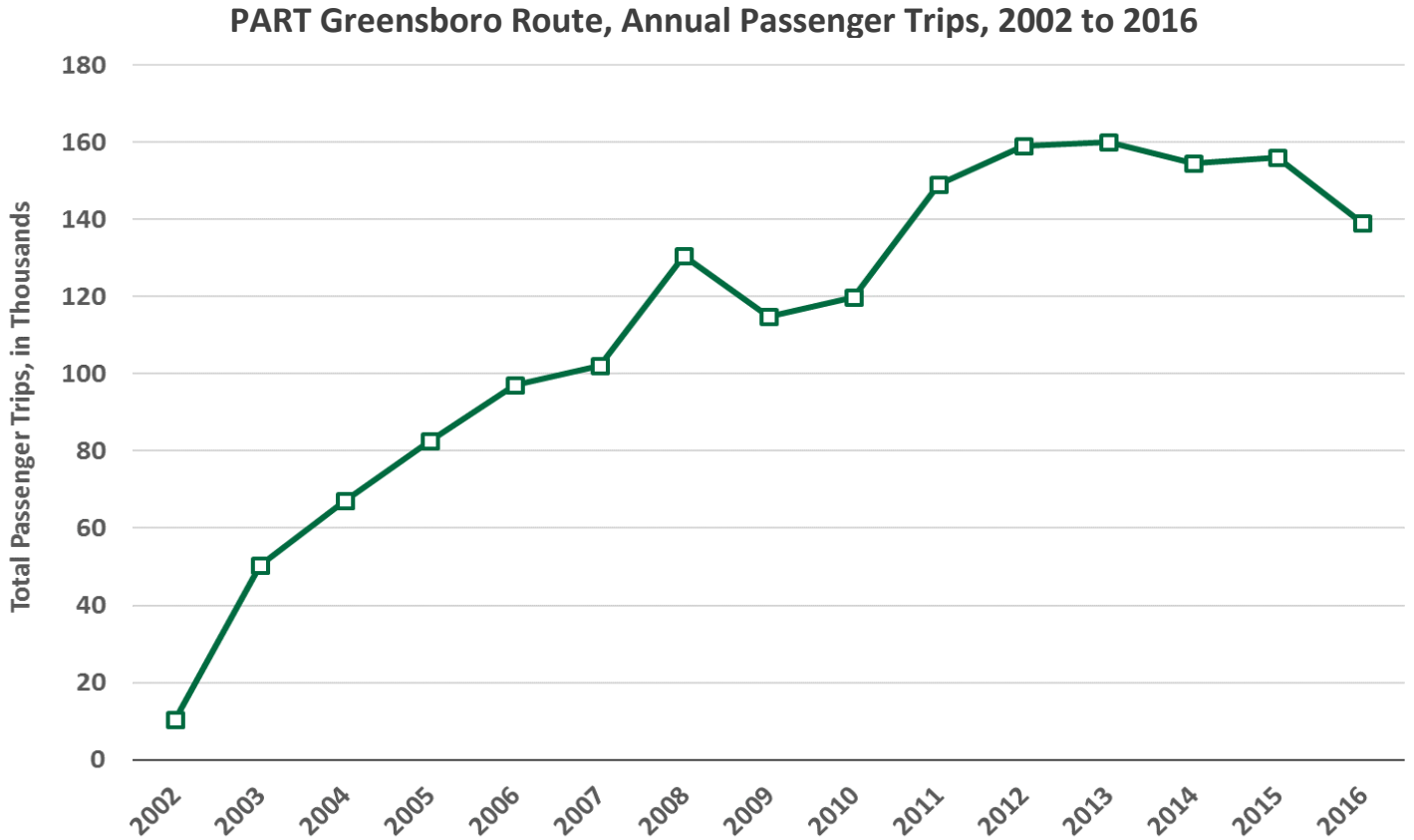
Regional service began in October 2002. PART has experienced a 300% increase in ridership between 2003, the first full year of service, and 2016. With significant year over year increases between 2002 and 2007, regional ridership peaked in 2011. Ridership has declined over the past five years.

**PART, Total Annual Passenger Trips, 2002 to 2016**



Source: Piedmont Authority for Regional Transportation

The Greensboro route has consistently transported the most riders of any PART route since 2002. In line with total PART ridership figures, the Greensboro route experienced a decrease in riders in 2016.



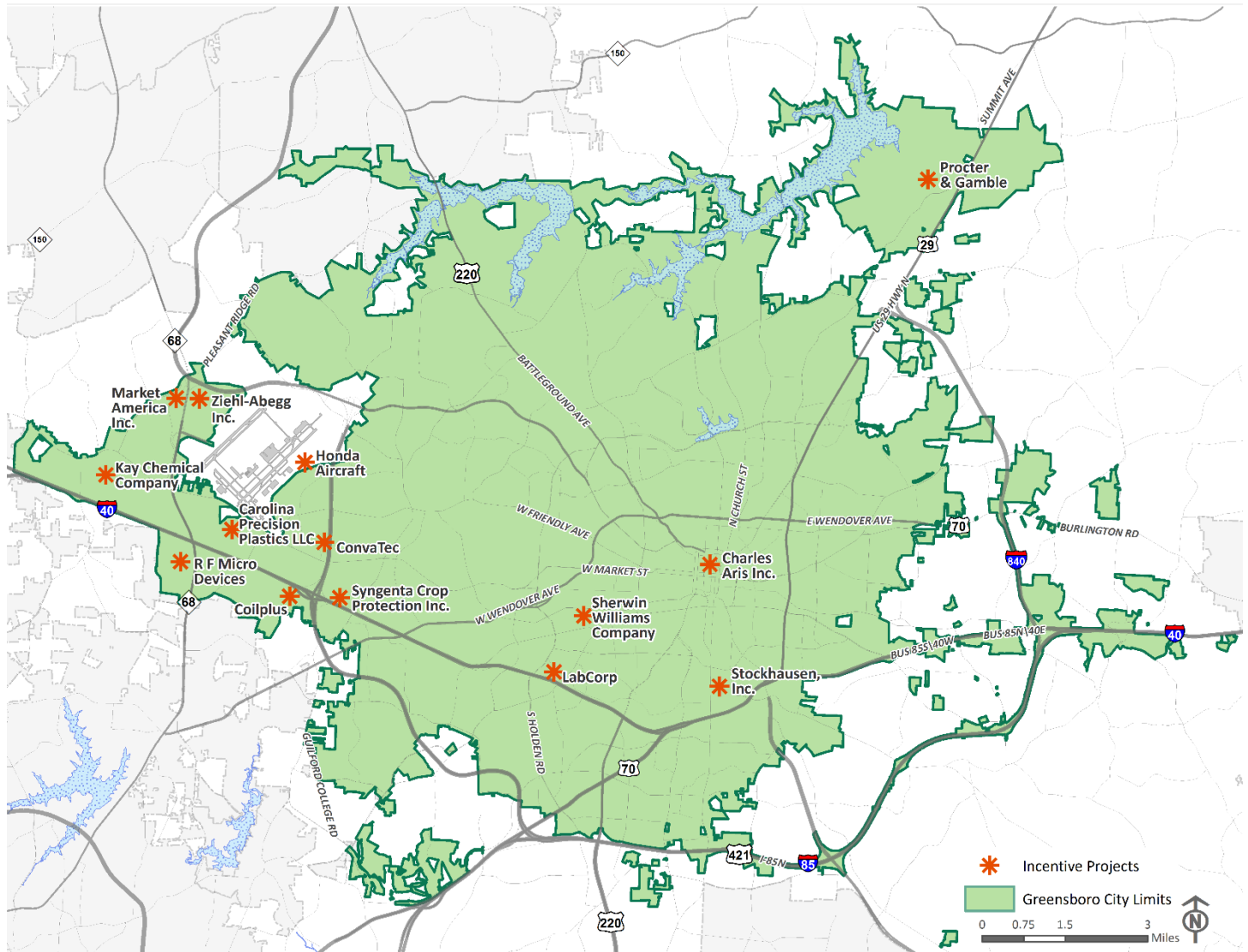
Source: Piedmont Authority for Regional Transportation

## Economic Development Incentives

Incentives are a tool used by cities to secure competitive business relocation or expansion projects. Incentive grants are paid to companies after they meet contractually obligated performance measures typically related to private investment and job creation.

Since 2006, when incentives were first tracked, the City has made incentive payments to 18 economic development projects totaling \$4,936,384. These public investments leveraged over \$727 million dollars in private investments (27% more than projected). These projects generated 4,550 new jobs (56% more than initially projected). Every \$1 of City incentive leveraged \$147 of private investment.

### Economic Development Incentives, 2006 to 2017



Source: City of Greensboro, Economic Development and Business Support

## Greensboro Economic Development Incentives, 2006 to 2017

Project Name	Total Award Paid	Total Actual Investment	Actual New Jobs
Carolina Precision Plastics LLC	\$105,000.00	\$5,554,546	105
Charles Aris Inc.	\$12,500.00	\$4,567,680	46
Coilplus	\$160,453.00	\$14,193,830	22
ConvaTec	\$236,119.00	\$19,687,820	25
Honda Aircraft Company	\$600,000.00	\$100,100,000	421
Honda Aircraft - Expansion	\$507,000.00	\$151,628,622	898
Kay Chemical Company	\$120,000.00	\$11,950,000	70
LabCorp	\$373,000.00	\$3,444,519	385
Market America Inc.	\$30,000.00	\$700,000	53
Procter & Gamble	\$231,000.00	\$19,000,000	70
Procter & Gamble - Project Frontier Expansion	\$640,666.66	\$158,319,171	292
R F Micro Devices	\$846,000.00	\$112,757,671	431
R F Micro Devices	\$314,000.00	\$49,647,216	601
R F Micro Devices	\$196,666.00	\$54,997,560	305
Sherwin Williams Company	\$12,980.00	\$1,850,000	37
Stockhausen, Inc.	\$198,000.00	\$15,760,919	44
Syngenta Crop Protection Inc.	\$349,999.67	\$3,200,000	742
Ziehl-Abegg Inc.	\$3,000.00	-	3
<b>TOTAL</b>	<b>\$4,936,384.33</b>	<b>\$727,359,554</b>	<b>4,550</b>

Source: City of Greensboro, Economic Development and Business Support

### Key Findings

- Greensboro's tax rate has remained stable since FY 2011.
- Since 2000, the largest increase in City spending was for Maintenance and Operations.
- Since 2000, the largest increase in City revenue was from User fees/Charges/Licenses.
- Municipal debt per capita is at its lowest since 2000.
- Contact Center usage has steadily risen, with more contacts coming from internet-based communications.
- Library circulation numbers have seen a steady increase since 2000.
- Since 2000, most affordable housing assisted with City funds has been built or rehabbed on the east side of Greensboro.
- Parks and Recreation facilities and programs have seen a steady increase in usage.
- A third of Parks and Recreation facilities and programs use is at recreation centers.
- GTA annual ridership has more than doubled since 2000, with more than four million riders in 2016, but ridership has declined in recent years.
- Every \$1 of City Economic Development incentive leveraged \$147 of private investment.



City of Greensboro | 2018

