FROM THE DIRECTOR

"A goal without a plan is a wish."
- Antoine de Saint-Exupéry

Last winter at the Festival of Lights, we asked Greensboro residents what their wish was for Greensboro. Over the course of the year, we have been asking that question in different forms across the City as we prepared and began our update to the Comprehensive Plan, a process called *PLANIT* Greensboro. After attending many meetings and pop-up events and going through thousands of comments, the Planning Department has compiled a list of draft goals for the Comprehensive Plan.

As the quote above says, a goal without a plan is a wish and we will continue planning for the best opportunity to achieve the goals our community has laid out. One way that we plan is to look at the numbers and figures that tell the story of Greensboro.

As in past years, this annual report takes a look at several factors that affect our city: the economy, our growth and the health of our people. The 2017 1-Year Estimates are the most recent figures available and allow us to look for trends on an annual basis. The numbers show that our economy is continuing to improve. Unemployment is the lowest it has been in over decade and our average annual wages are up.

We hope that you will continue to be involved in the *PLANIT* Greensboro process. Information on how to stay informed is on our website at www.greensboro-nc.gov/planitgso.

Planning for the best,
Sue Schwartz, FAICP

INSIDE

- ☐ CITY FACTS
- ☐ POPULATION
- ☐ COMPARISONS
- ☐ GROWTH & DEVELOPMENT
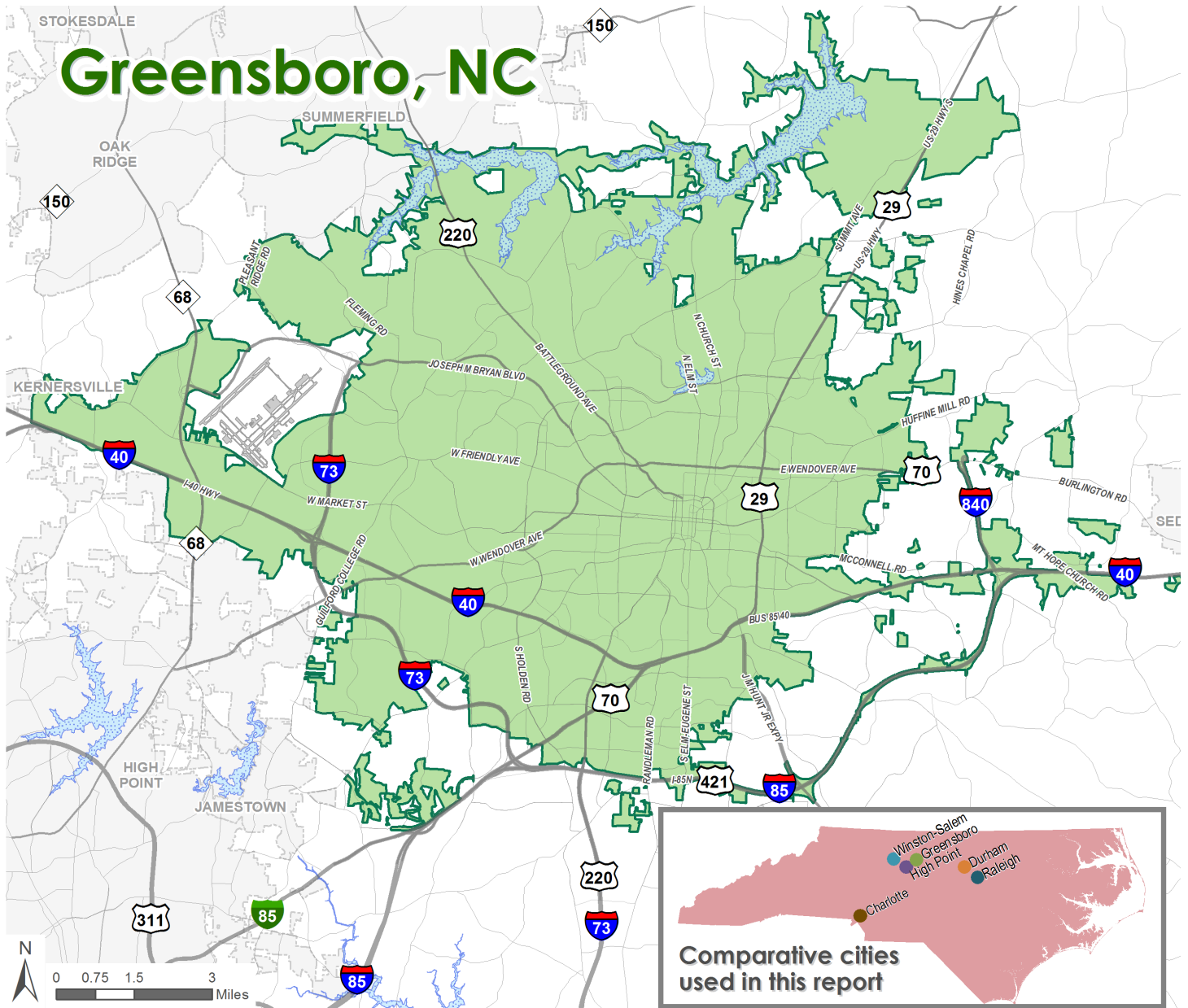- ☐ WORKFORCE & WAGE RATES
- ☐ TAX BASE & POPULATION DENSITY

Promoting Quality Growth Throughout Greensboro

City of Greensboro
North Carolina

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about this report

Greensboro, NC

This report makes use of a variety of federal, state, and local data sources, including:

- US Census Bureau, American Community Survey
- Bureau of Labor Statistics
- North Carolina Office of State Budget and Management
- North Carolina Department of Public Instruction
- North Carolina Department of Health and Human Services
- North Carolina Department of Revenue
- City of Greensboro Planning and Engineering & Inspections Departments

Greensboro-specific data is used when available. The timeframe for data represented in this document varies. A glossary of terms can be found online at www.greensboro-nc.gov/statistics.

city facts as of June 2018

2017 POPULATION [1]

City of Greensboro	290,201
Guilford County	526,953

GEOGRAPHY [2]

Land Area (square miles)	134.2

CITY INFRASTRUCTURE [2]

Paved Streets	1,035 miles
Sidewalks	543 miles
Water Lines	1,825 miles
Sewer Lines	1,645 miles
Water Meters	100,416
Fire Hydrants	13,013
Full-Time Equivalent Municipal Employees [3]	3,172
Fire Stations	25
Library Facilities	8
Recreation Centers	11
Trails and Greenways	113 miles

FISCAL [3]

Tax Valuation	$27,968,100,000
Fiscal Year 2018-19 Budget	$543,467,569
Total City Tax Rate (per $100 Valuation)	$0.6325
Consisting of:	
General Fund	$0.5856
Transit	$0.0350
Housing Partnership Fund	$0.0069
Economic Development Fund	$0.0050

HOUSING [1]

Total Units	130,620
Median Value	$157,000
Occupied Units	115,802 (88.7%)
Owner Occupied Units	58,249 (50.3% of occupied units)
Renter Occupied Units	57,553 (49.7% of occupied units)
Vacant Units	14,818 (11.3%)

Source and Notes:
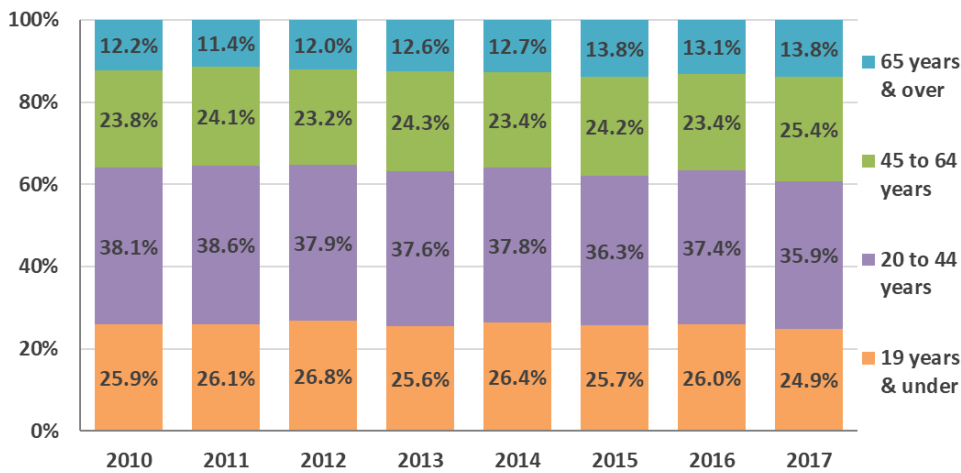*[1] US Census Bureau, American Community Survey, 2017 1-Year Estimate*
[2] Internal City Data
*[3] Adopted City Budget, 2018-2019*

city trends

AGE

Greensboro continues to shift toward an older population. Between 2010 and 2017, the percentage of the population 65 and older increased more than 13%, while the percentage of population younger than 45 decreased.

| Group	2010-17 % Change
65 years and over	13.3%
45 to 64 years	6.8%
20 to 44 years	-5.9%
19 years and under	-3.8%

MILLENNIALS
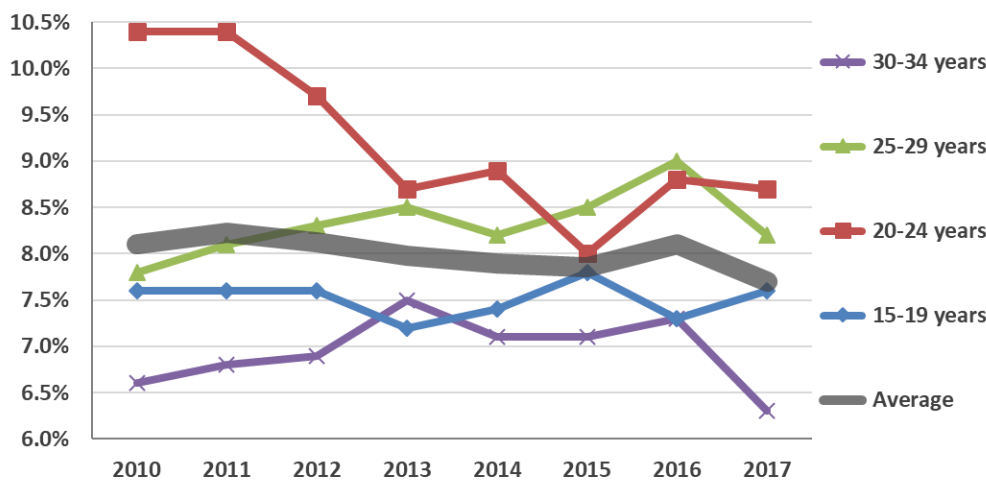
After a slight uptick in 2016, Greensboro's millennial population continued a downward trend in 2017.

The Pew Research Center defines the millennial generation as being born between 1980 and 1999.

The age groups identified by the US Census that roughly correlate to the above Millennial definition have varied since 2010, but the average has remained relatively stable.

RACE AND ETHNICITY
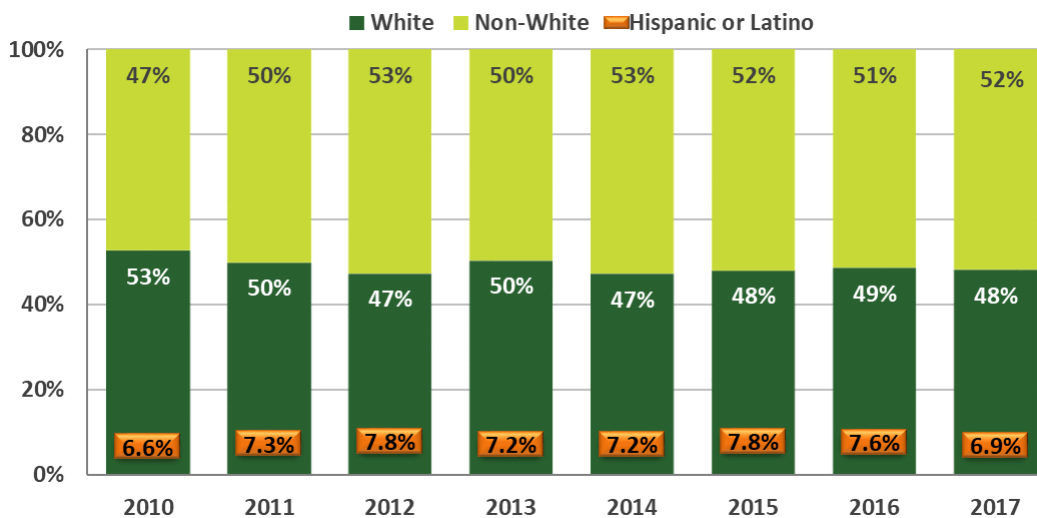
Greensboro remains diverse, with 52% of the population identifying as non-white in 2017.
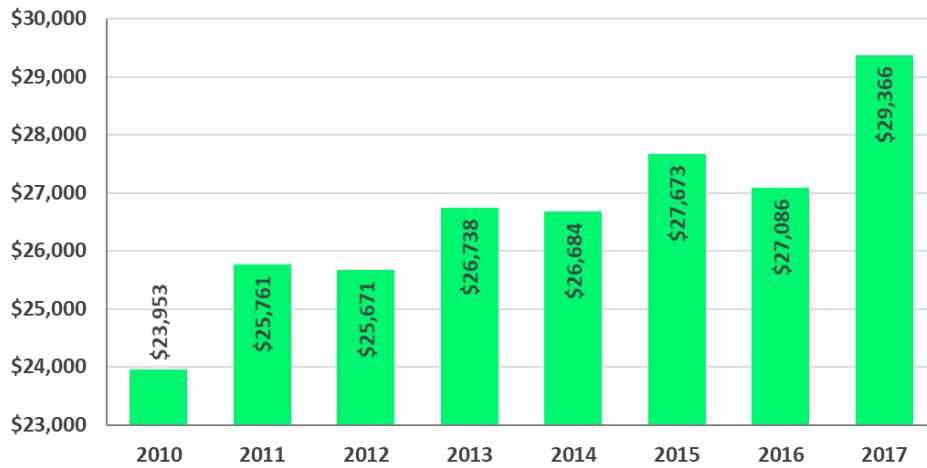
This trend has remained stable since 2010, with only slight variations from year to year.

The percentage of population identifying as Hispanic or Latino has remained relatively stable since 2010, with a slight decrease in recent years.
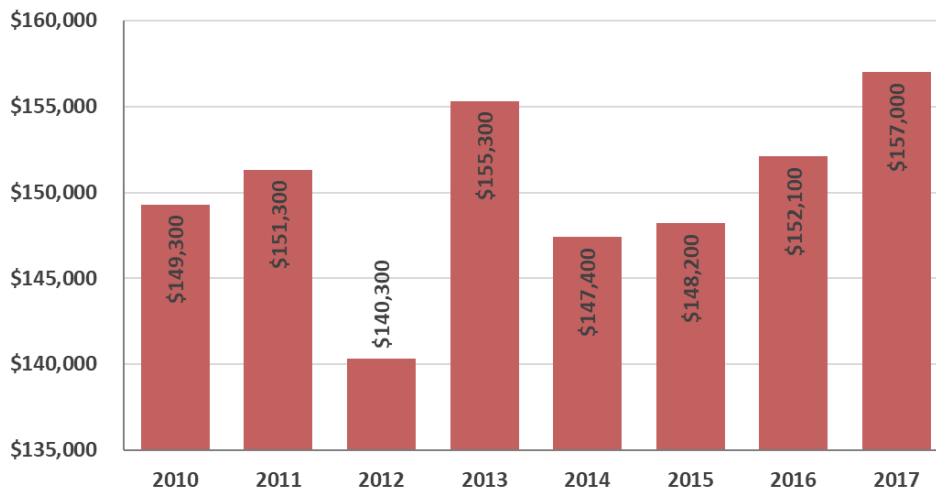
city trends

MEDIAN EARNINGS

Median earnings by year:
- 2010: $23,953
- 2011: $25,761
- 2012: $25,671
- 2013: $26,738
- 2014: $26,684
- 2015: $27,673
- 2016: $27,086
- 2017: $29,366

Overall, median earnings in Greensboro have trended upward since 2010, increasing by 22.6% between 2010 and 2017. The most recent median earnings of $29,366 is the highest Greensboro has seen since 2000 by over $1,500.

MEDIAN VALUE OF OWNER-OCCUPIED HOUSING UNITS

Median value of owner-occupied housing units by year:
- 2010: $149,300
- 2011: $151,300
- 2012: $140,300
- 2013: $155,300
- 2014: $147,400
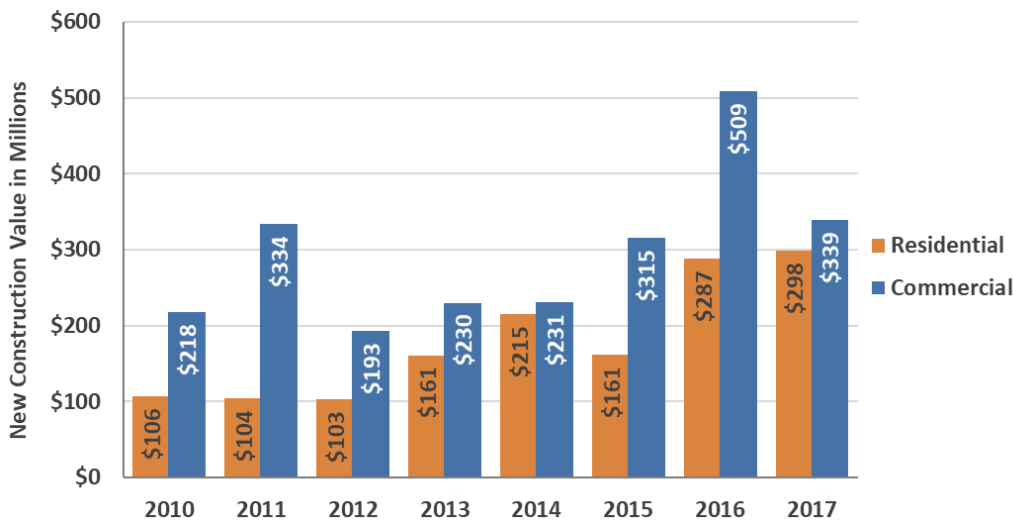- 2015: $148,200
- 2016: $152,100
- 2017: $157,000

The median value of homes in Greensboro has fluctuated since 2010. In 2012, the effects of the housing market crash resulted in a sharp decrease in median home values. Over the past four years, values have shown improvement.

Greensboro home values have shown stable growth in the past four years, increasing 1.9% since 2010 and 2.6% from 2015.

VALUE OF NEW CONSTRUCTION

New Construction Value in Millions (Residential / Commercial):
- 2010: $106 / $218
- 2011: $104 / $334
- 2012: $103 / $193
- 2013: $161 / $230
- 2014: $215 / $231
- 2015: $161 / $315
- 2016: $287 / $509
- 2017: $298 / $339

Since 2010, the value of new construction in Greensboro has steadily increased, up 97% overall.

From 2016 to 2017, there was a small increase in residential value of new construction (3.7%) and a large decrease (-33.4%) from a 2016 high in commercial construction value.

comparisons

Source: US Census Bureau, 2000 Decennial Census & 2005-2017 American Community Survey 1-Year Estimates
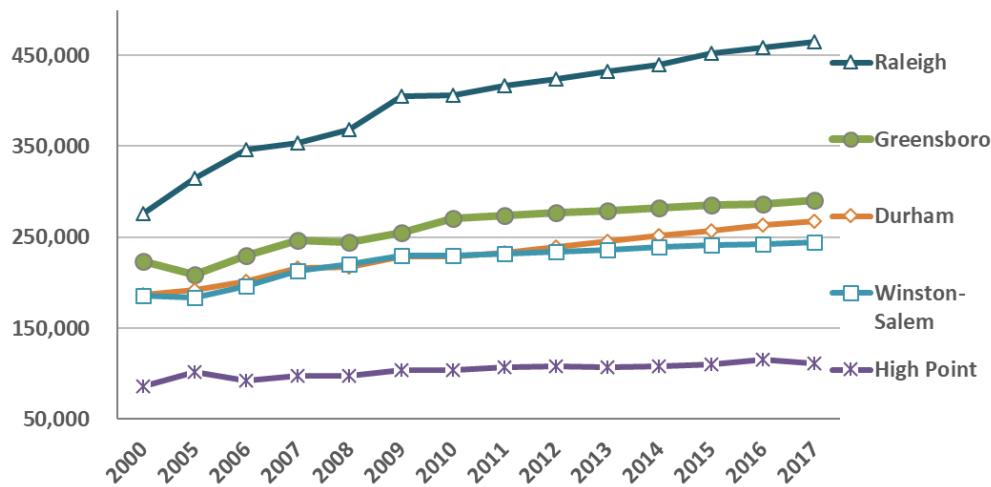

The American Community Survey from the US Census Bureau shows that Greensboro's population in 2017 was 290,201.

From 2000 to 2017, Greensboro's rate of growth (29.6%) was higher than the State (27.6%) and US (15.7%) rates, but lagged behind comparison cities in the state.

During the same period, Raleigh's rate of growth (68.4%) surpassed Durham (43.3%), High Point (29.6%) and Winston-Salem (31.7%).

MEDIAN AGE
Source: US Census Bureau, 2017 American Community Survey 1-Year Estimates
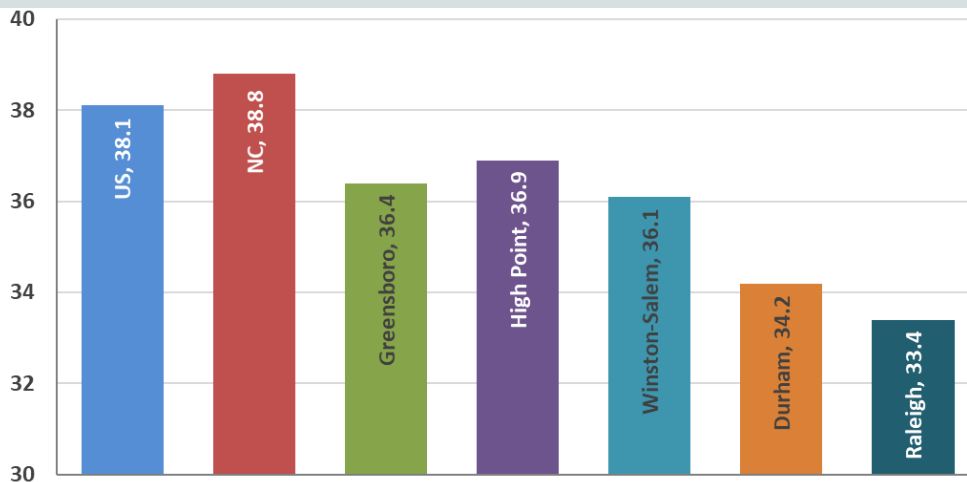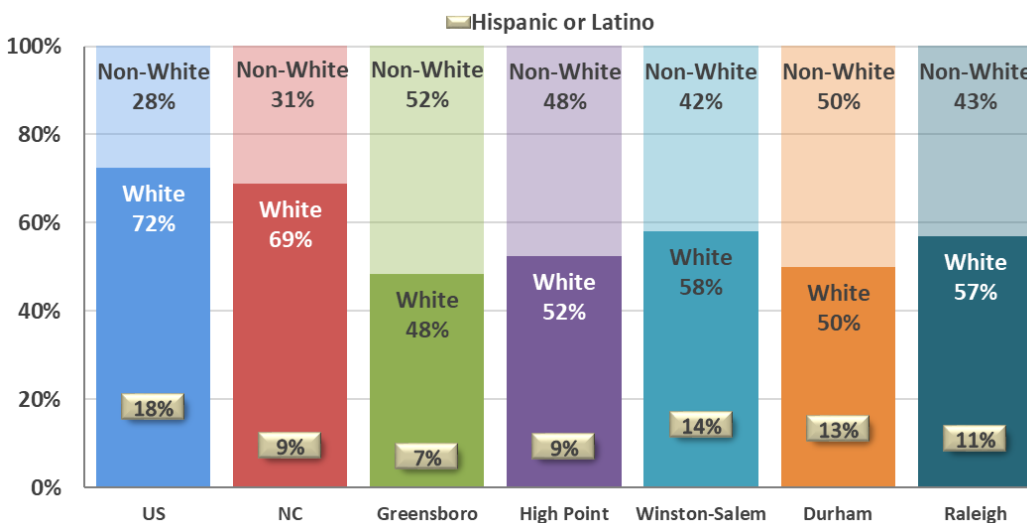

Greensboro's median age (36.4) is relatively young compared to the State (38.8) and US (38.1).

The median age in High Point and Winston-Salem is similar to Greensboro's, while the median age in Durham and Raleigh is at least two years younger.

RACE AND ETHNICITY
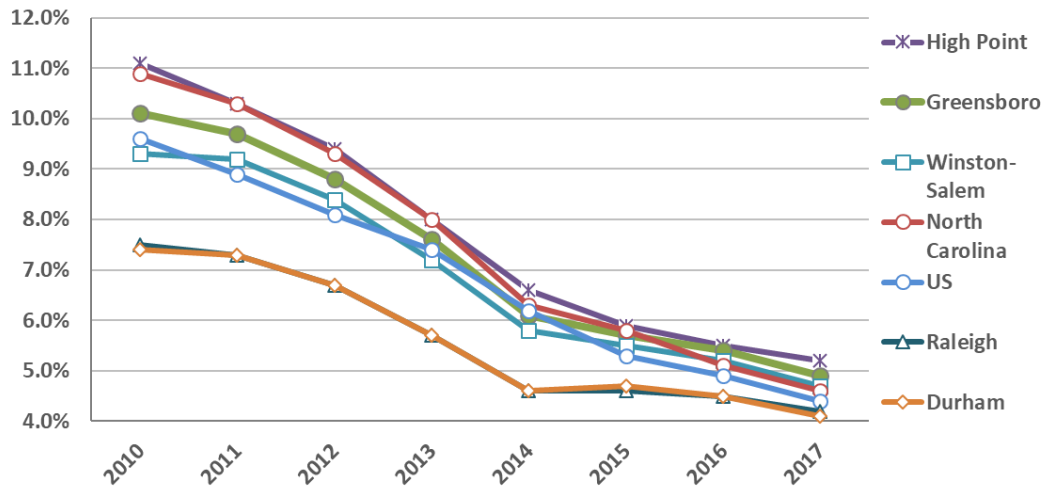*Source: US Census Bureau, 2017 American Community Survey 1-Year Estimates*

Greensboro remained more racially diverse than the State, US and all comparison cities in the state, with a non-white population of 52%.

At 7%, the percentage of Hispanic or Latino population in Greensboro is lower than the State, US and comparison cities in the state.

comparisons

UNEMPLOYMENT RATE, 2010-2017

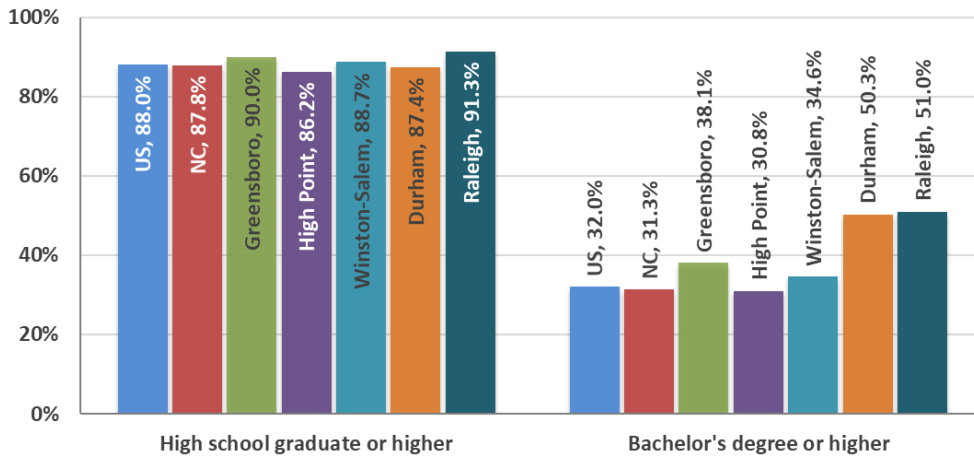Legend: High Point, Greensboro, Winston-Salem, North Carolina, US, Raleigh, Durham

Since 2010, the Greensboro unemployment rate has decreased by 52%, from 10.1% in 2010 to 4.9% in 2017. This marks the first time Greensboro's annual unemployment rate was under 5% since 2007.

Unemployment has improved on par with the State, US and most comparison cities. The September 2018 monthly unemployment rate for Greensboro was 3.3%, the lowest monthly rate since 2000.

EDUCATIONAL ATTAINMENT

High school graduate or higher: US, 88.0%; NC, 87.8%; Greensboro, 90.0%; High Point, 86.2%; Winston-Salem, 88.7%; Durham, 87.4%; Raleigh, 91.3%

Bachelor's degree or higher: US, 32.0%; NC, 31.3%; Greensboro, 38.1%; High Point, 30.8%; Winston-Salem, 34.6%; Durham, 50.3%; Raleigh, 51.0%

Greensboro (90%) and Raleigh (91.3%) have consistently reported higher rates of high school graduates than other comparison cities, the State and US.

Attainment of college and advanced degrees in Greensboro (38.1%) remains higher than the State and US, but lower than Durham (50.3%) and Raleigh (51%).

POVERTY RATE, 2010-2017

Legend: Winston-Salem, Durham, Greensboro, NC, High Point, US, Raleigh
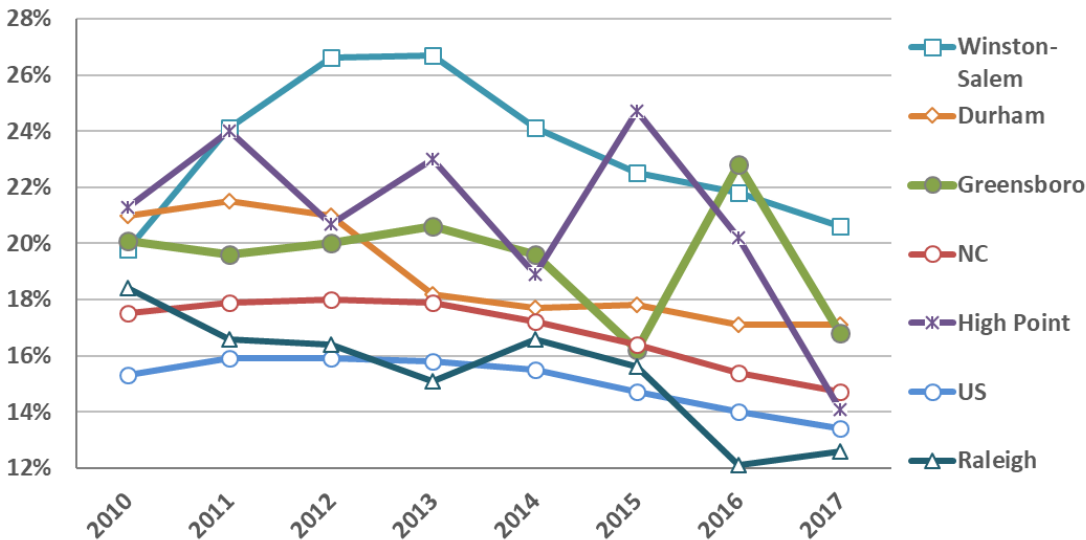
Greensboro's poverty rate (16.8%) decreased by 6 points from 2016 to 2017. American Community Survey (ACS) 1-Year estimates show significant variations for Triad cities, indicating this may result from sampling anomalies.

Among comparison cities, only Raleigh (12.6%) has dropped below the US poverty rate.
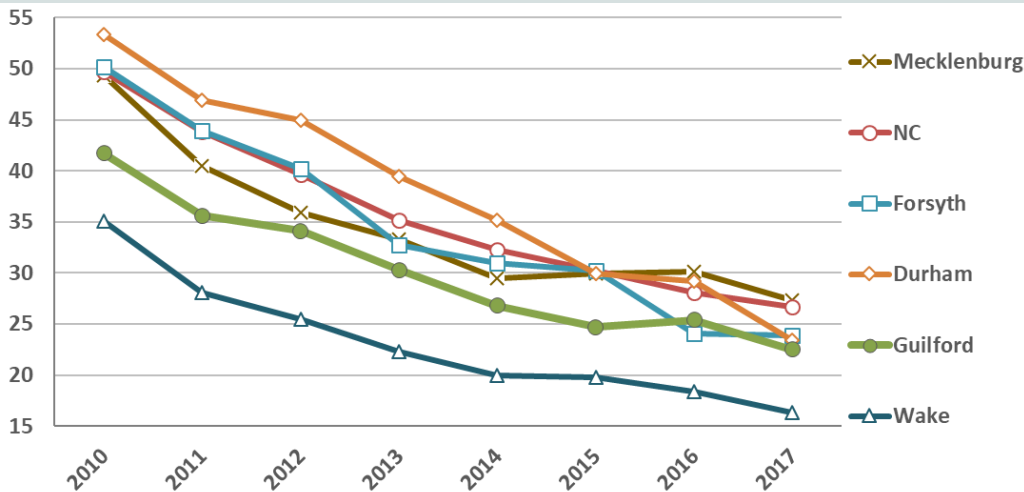
comparisons

HIGH SCHOOL DROPOUT RATE
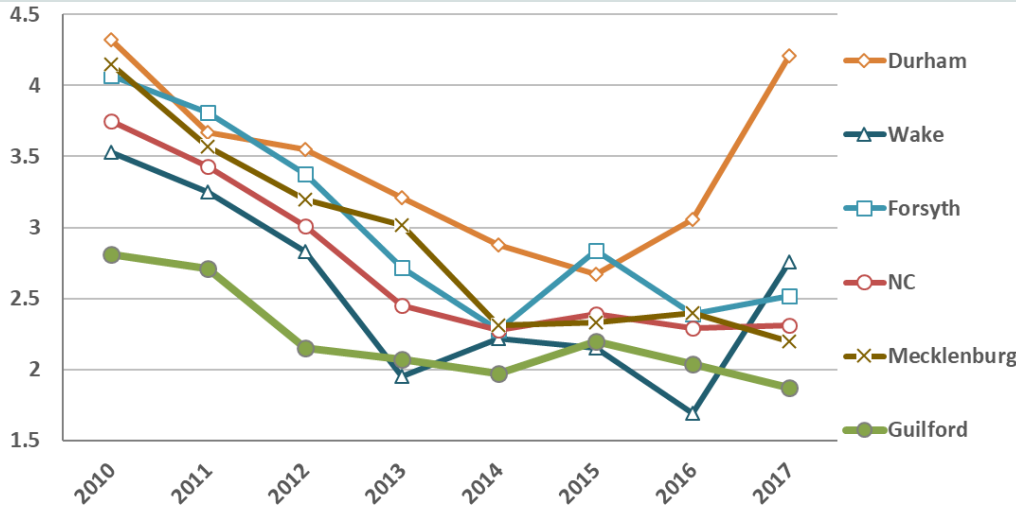
Guilford County Schools has improved the drop out rate per thousand for high school students to 1.87%, down 33% since 2010.

Drop out rates in the school districts serving comparison cities all show improvement since 2010, with the exception of recent upticks in the Triangle.

Drop out rates vary significantly by race and ethnicity within Guilford County.

TEEN PREGNANCY RATE

The teen pregnancy rate is calculated on reported pregnancies per 1,000 women age 15-19. The State and comparison counties have experienced significant reductions since 2010.

The Guilford County teen pregnancy rate (22.5) dropped 71% between 2010 and 2017, remaining lower than the State (26.7).

Teen pregnancy rates vary significantly by race and ethnicity within Guilford County.

INFANT MORTALITY RATE
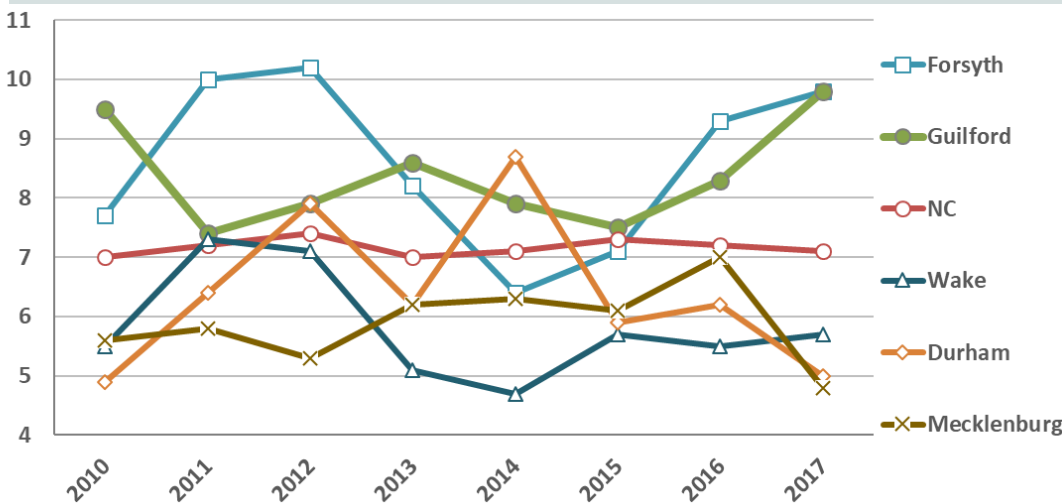
The number of infant deaths per 1,000 live births in comparison counties shows no clear trends between 2010 and 2017. The State rate (7.1) has remained relatively stable since 2010, but varies widely for counties.
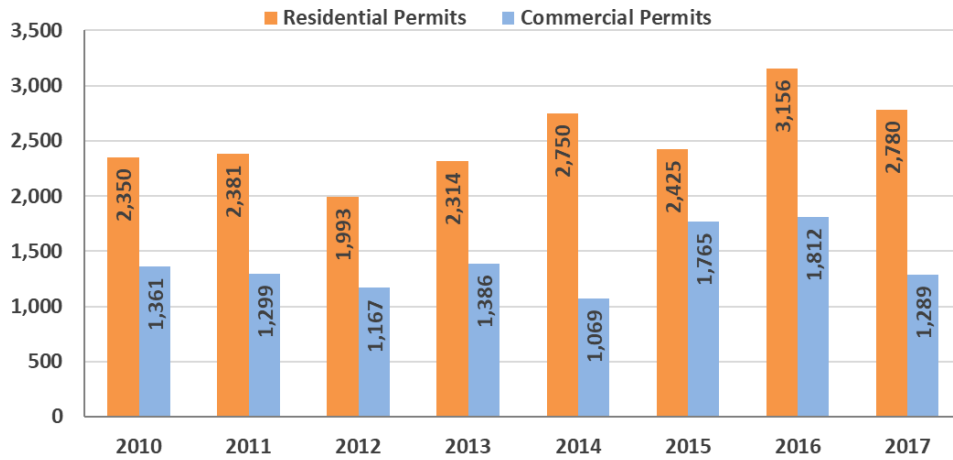
The Guilford County infant mortality rate (9.8) is currently higher than it was in 2010 (9.5)

Infant mortality rates vary significantly by race and ethnicity within Guilford County.

growth and development

DEVELOPMENT PERMITS

Fewer building permits were issued in 2017 than the year before, although still a high amount compared to recent years.

Residential permits increased 18.3% between 2010 and 2017, but decreased nearly 12% between 2016 and 2017.

Commercial permits decreased 5.3% from 2010 to 2017, and decreased by nearly 29% between 2016 and 2017.

TRC REVIEWS
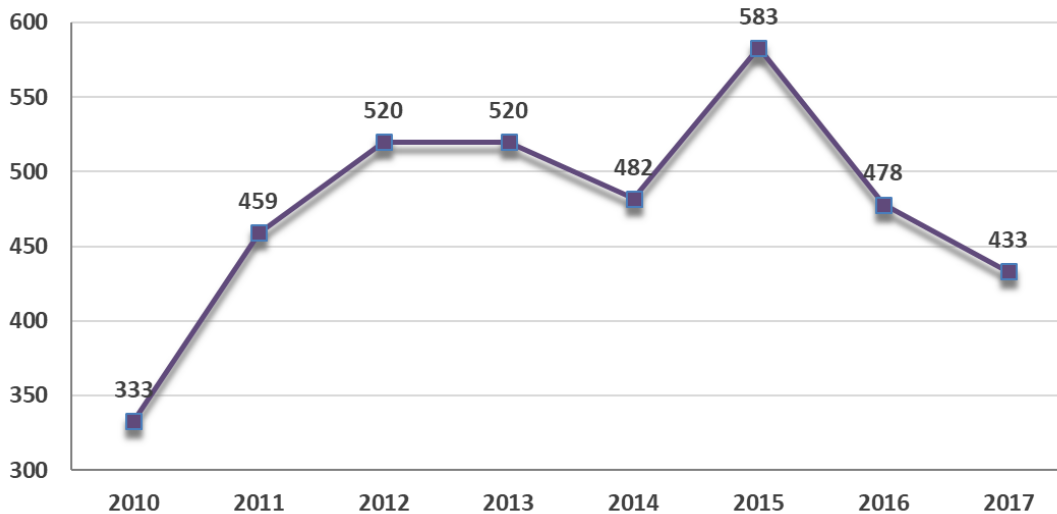
The Technical Review Committee (TRC) oversees the preparation of land before development occurs, reviewing subdivisions and site plans for compliance with state and local requirements.

Since 2010, the number of TRC reviews has trended upward, increasing 23% between 2010 and 2017. Reviews decreased 9.% from 2016 to 2017.

ANNEXATION
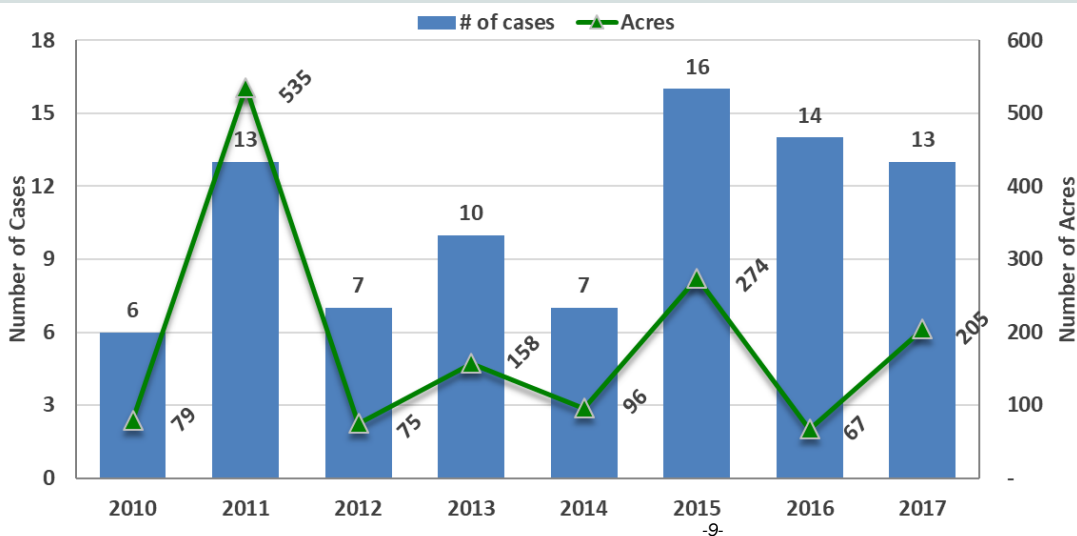
Through annexation, the City grew in size by 205 acres in 2017 to nearly 134 square miles.

As the chart illustrates, the number and size of annexations can vary considerably from year to year.

Annexations decreased in number of cases between and 2016 and 2017, but the number of acres annexed increased.

workforce

Employment by Industry (City-Level), 2010 to 2017

Legend:
- Agriculture, Mining, Fishing, Logging
- Information
- Public Administration
- Wholesale Trade
- Transportation, Warehousing, Utilities
- Other Services (except Pub. Admin.)
- Construction
- Manufacturing
- Finance, Insurance, Real Estate
- Arts, Entertainment, Recreation, Food
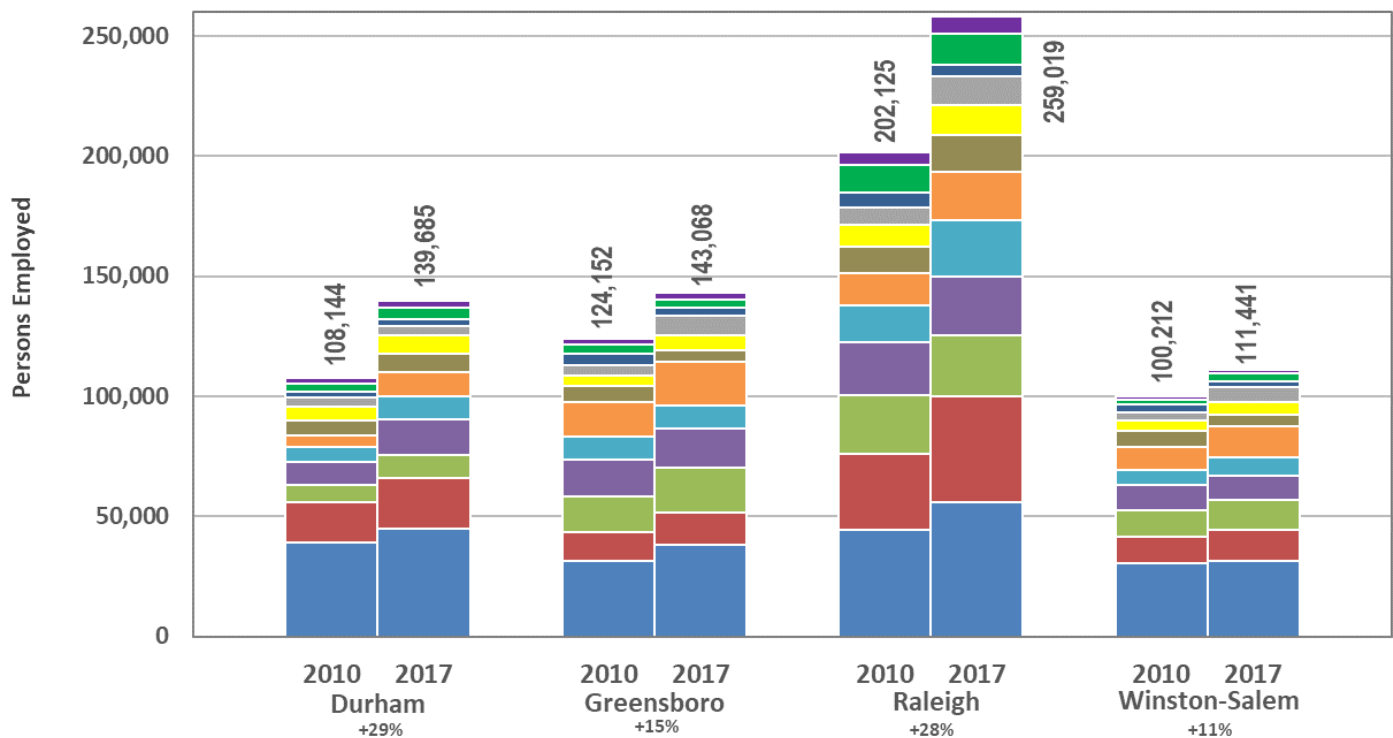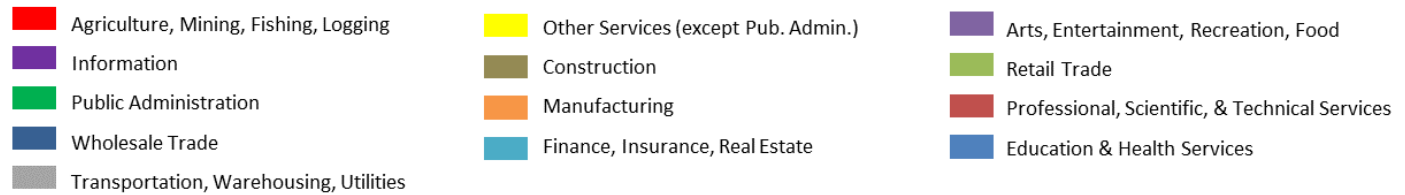- Retail Trade
- Professional, Scientific, & Technical Services
- Education & Health Services

Durham: 2010 = 108,144, 2017 = 139,685, +29%
Greensboro: 2010 = 124,152, 2017 = 143,068, +15%
Raleigh: 2010 = 202,125, 2017 = 259,019, +28%
Winston-Salem: 2010 = 100,212, 2017 = 111,441, +11%

Greensboro Employment by Industry, 2010 to 2017			
Industry Sector	**2010**	**2017**	**% Change**
Education & Health Services	31,248	38,391	22.9%
Retail Trade	14,692	18,459	25.6%
Manufacturing	14,235	18,060	26.9%
Arts, Entertainment, Recreation, & Food Services	15,478	16,723	8.0%
Professional, Scientific, & Technical Services	12,298	13,209	7.4%
Financial, Insurance, & Real Estate	9,610	9,499	-1.2%
Transportation, Warehousing, & Utilities	4,209	8,363	98.7%
Other Services (except Pub. Admin.)	4,773	6,312	32.2%
Construction	6,520	4,596	-29.5%
Wholesale Trade	4,522	3,506	-22.5%
Public Administration	3,857	3,020	-21.7%
Information	2,595	2,837	9.3%
Agriculture, Mining, Fishing, & Logging	115	93	-19.1%
TOTAL	**124,152**	**143,068**	**15.2%**

Greensboro's job growth of 15% since 2010 suggests continued, stable recovery from the recession. Employment growth occurred in most job sectors, with the most significant percentage growth in Transportation, Warehousing, and Utilities.

When looking at the number of jobs added between 2016 and 2017, the following sectors were most notable:

	Numeric Change
Education & Health Services	3,135
Manufacturing	2,248
Transportation, Warehousing, & Utilities	1,631
Wholesale Trade	-1,300

Data for High Point was not available.

wage rates

Average Wages, 2016 and 2017
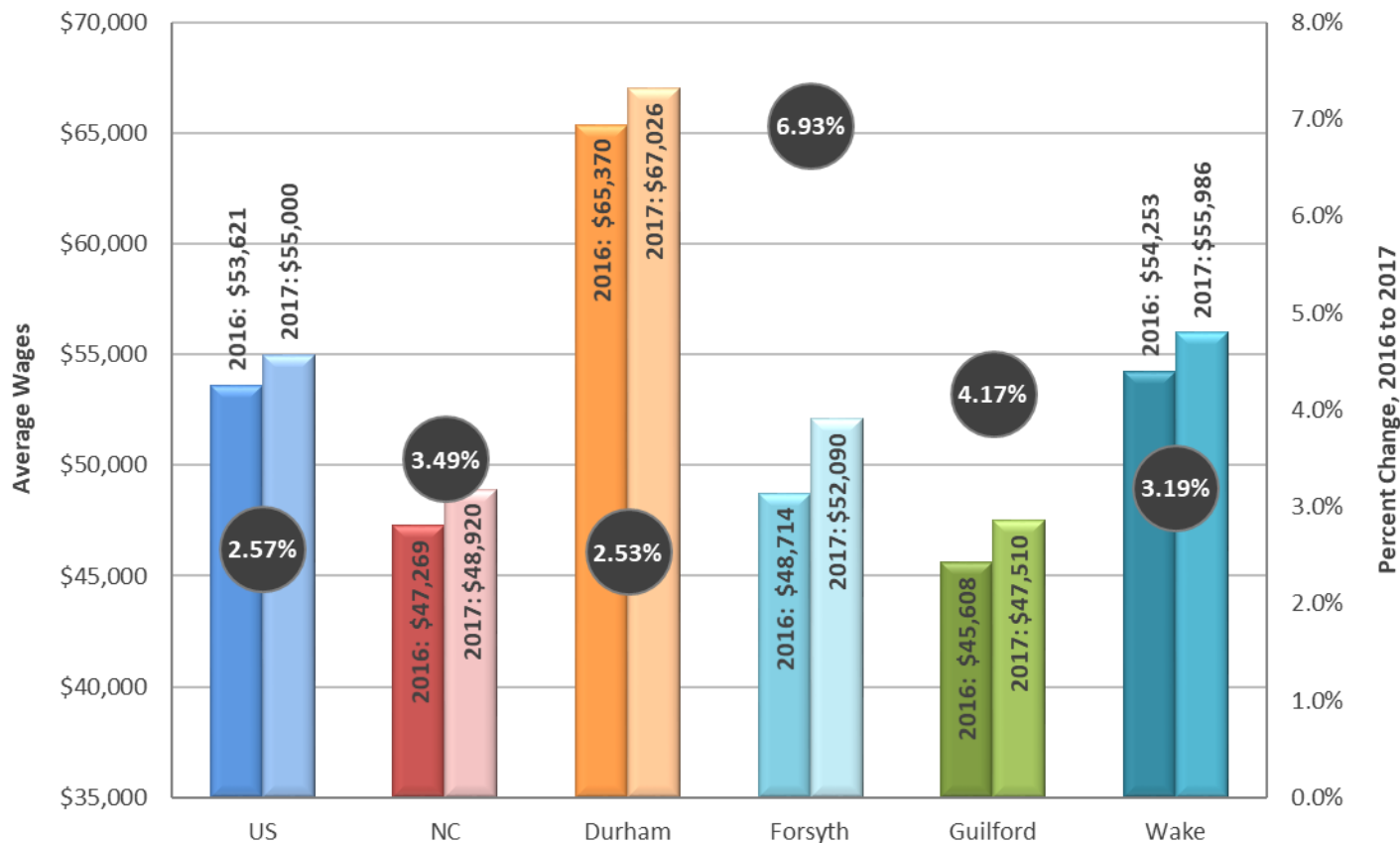
Guilford County saw an increase in annual average wages (4.17%) from 2016 to 2017, second in growth to Forsyth County with a nearly 7% increase in average annual wages.

Wake and Durham County experienced an increase similar to the State and US. Guilford County's average wage remains the lowest amongst comparison counties.

All industry sectors in Guilford County experienced an increase in average wages from 2016 to 2017. The Financial, Insurance, & Real Estate sector experienced the largest increase of 9.5%, making it the highest wage sector at an average annual wage of $72,491. Looking at the employment numbers on the previous page, this sector employs over 9,000 people in Greensboro alone.

| Guilford County Average Wage by Industry*			
Industry Sector	2016	2017	% Change
Education & Health Services	$46,050	$47,867	3.9%
Professional, Scientific, & Technical Services	$48,441	$50,908	5.1%
Retail Trade	$29,185	$29,980	2.7%
Arts, Entertainment, Recreation, & Food Services	$16,640	$17,055	2.5%
Financial, Insurance, & Real Estate	$66,179	$72,491	9.5%
Manufacturing	$62,147	$65,174	4.9%
Construction	$50,817	$53,932	6.1%
Other Services (except Public Administration)	$33,686	$34,388	2.1%
Transportation, Warehousing, & Utilities	$48,527	$50,149	3.3%
Wholesale Trade	$57,363	$58,822	2.5%
Public Administration	$46,211	$47,664	3.1%
Information	$63,776	$67,077	5.2%
Agriculture, Mining, Fishing, & Logging	$36,398	$38,638	6.2%

Average wage provided by BLS. Total of average wage by industry differs due to rounding.

density & tax base

POPULATION DENSITY: PERSONS PER ACRE

Sources: NC Office of State Budget and Management, Municipal Growth Estimates and US Census Bureau, American Community Survey 1-Year Estimates

Change in Population Density, 2010 to 2017

Raleigh +12.2%
Charlotte +13.7%
Durham +12.2%
Greensboro +5.5%
High Point +4.2%
Winston-Salem +6.2%
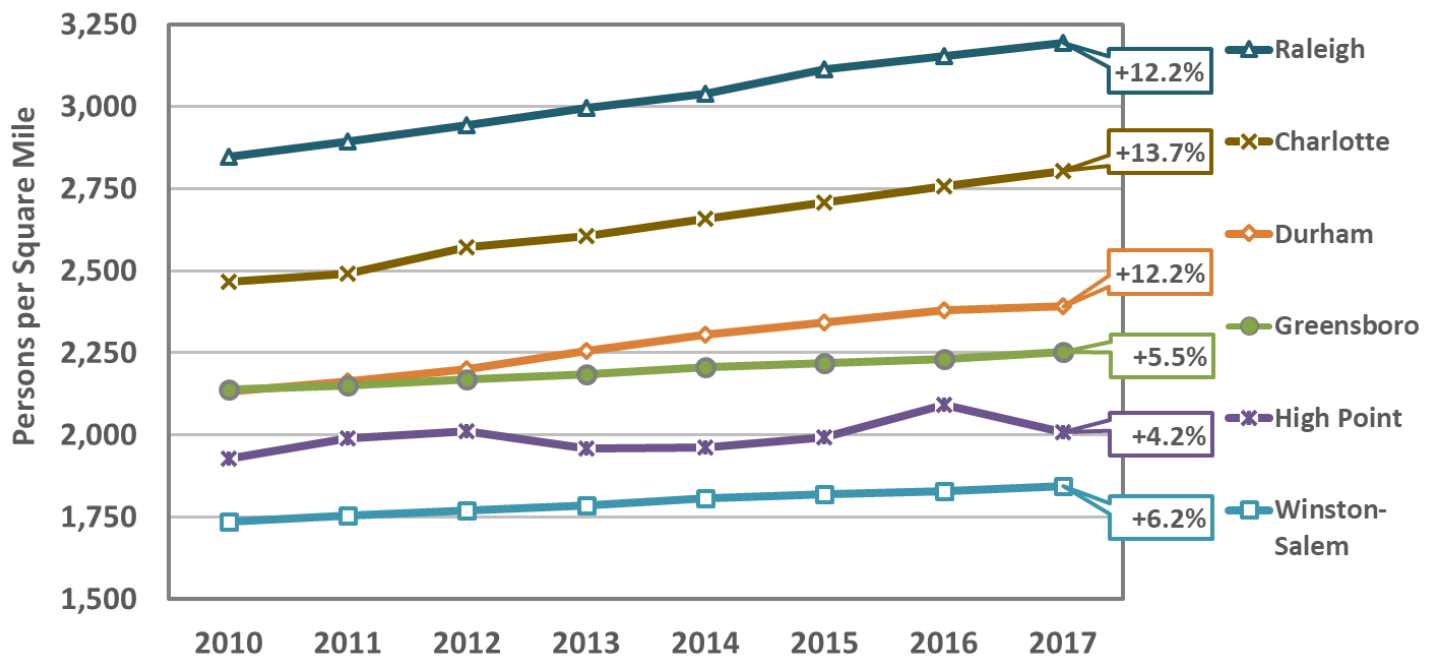
Across nearly all comparison cities, population density (the number of people per acre) continues to rise. Increasing density comes with economic benefits like improved access to transportation options and more efficient delivery of public services.

From 2010 to 2017, Greensboro's population density increased by 5.5%. In the same time frame, population density increased by more than 12% in Raleigh (12.2%), Durham (12.2%), and Charlotte (13.7%). Similar to the overall population growth rate, Greensboro's population density increased at a slower rate among comparison cities.

TAX VALUE

Sources: NC Office of State Budget and Management, Municipal Growth Estimates and NC Department of Revenue, Municipal Valuations

City	Total Taxable Real Property Value			Taxable Real Property Value per Acre		
	2010	2017	% Change	2010	2017	% Change
Charlotte	$77,440,978,879	$96,183,836,624	24.2%	$406,485	$490,646	20.7%
Durham	$22,722,567,472	$29,169,870,412	28.4%	$330,670	$406,975	23.1%
Greensboro	$24,179,856,429	$27,512,624,103	13.8%	$298,629	$333,837	11.8%
High Point	$9,210,773,482	$9,599,824,823	4.2%	$267,491	$270,739	1.2%
Raleigh	$49,741,496,291	$59,203,261,985	19.0%	$543,873	$635,137	16.8%
Winston-Salem	$21,335,496,980	$21,920,286,890	2.7%	$251,695	$258,398	2.7%

Total taxable real property value is a common measure of a municipality's revenue capacity— the tax base. Between 2010 and 2017, Greensboro's total taxable real property value grew 13.8%. Among comparison cities, Raleigh (19%), Durham (28.4%), and Charlotte (24.2%) all experienced higher growth in their tax base than Greensboro, while High Point (4.2%) and Winston-Salem (2.7%) saw their tax base increase at smaller percentages.

Greensboro experienced a 11.8% increase in taxable real property value per acre over the same period, while Durham (23.1%), Raleigh (16.8%), and Charlotte (20.7%) all grew at higher rates. Winston-Salem (2.7%) and High Point (1.2%) both saw a only slight increases in per acre value.

-12-