

FROM THE DIRECTOR

There is nothing permanent except change. - Heraclitus

We hope you find the first 2016 edition of *Growth and Development Trends* interesting and useful. There continue to be signs of an improving local economy: development plans in for review are up significantly and median earnings are up. It is encouraging to note that both the unemployment and the poverty rate have declined since last year.

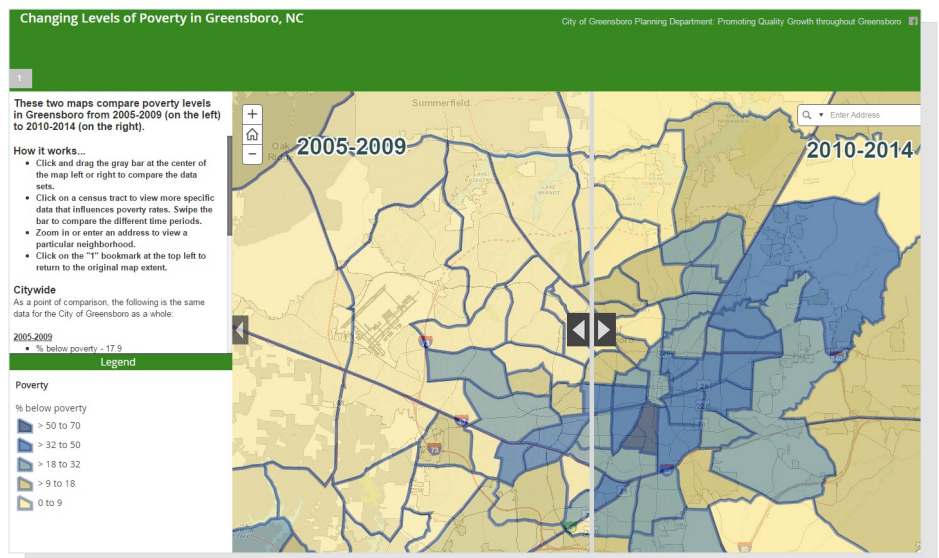
In conjunction with the release of this report, we have developed our first story map. This unique feature allows you to interact with data that is collected and analyzed by the Planning Department. The interactive story map illustrates the changing levels of poverty in Greensboro over a nine year span. Additional variables that influence poverty can be viewed by clicking on individual census tracts. A link is provided at

www.greensboro-nc.gov/statistics

Keep looking for updates from the Planning Department throughout the year on specific topics concerning our continuously changing community.

Promoting Quality Growth Throughout Greensboro,

Sue Schwartz, FAICP
Director



INSIDE

- EDUCATION AND WELLNESS
- POPULATION
- COMPARISONS TO NC CITIES
- GROWTH & DEVELOPMENT
- WORKFORCE & WAGE RATES
- TAX BASE



Planning Department

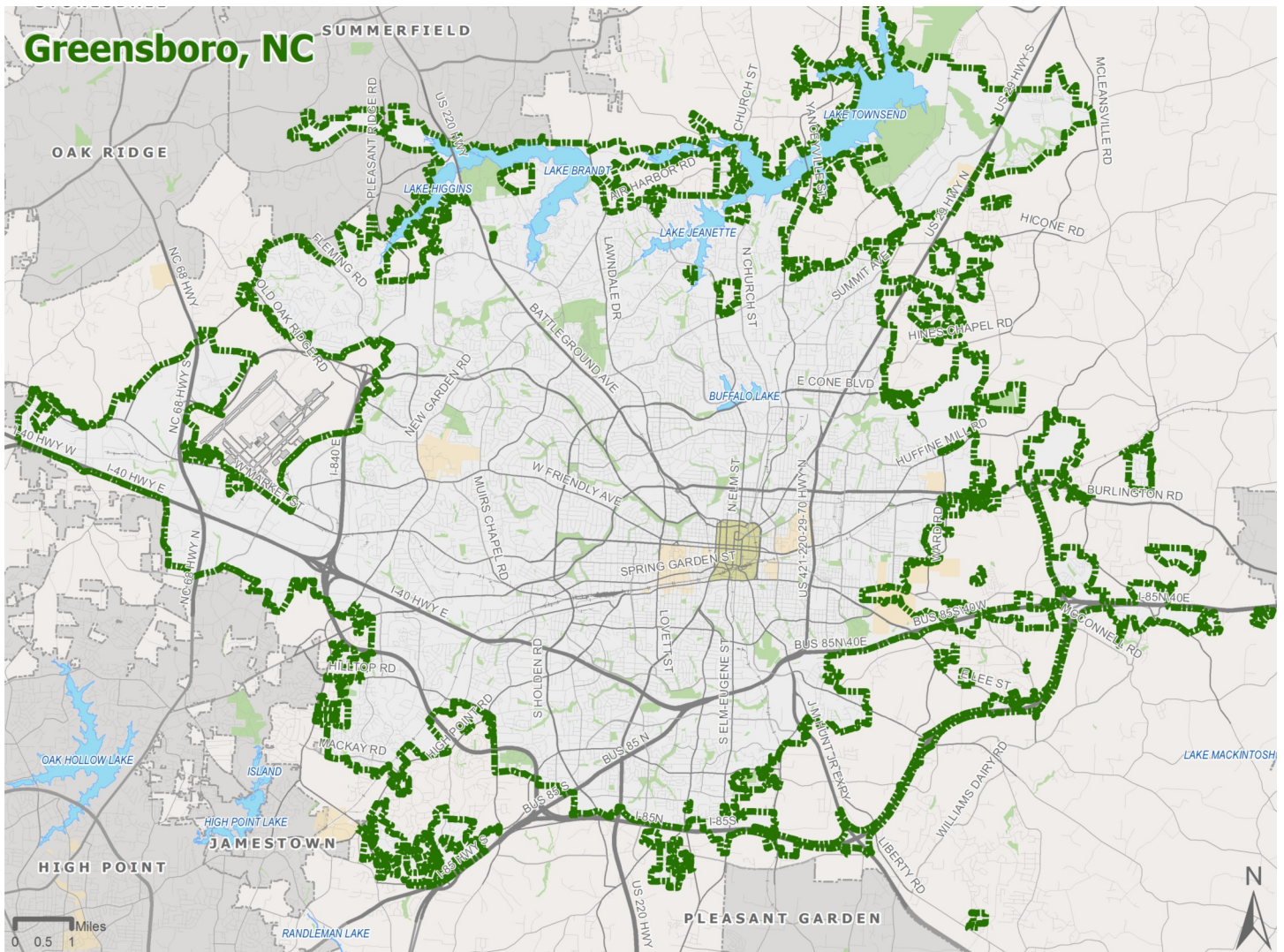
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“Promoting Quality Growth Throughout Greensboro”



Data Notes

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 and City of Greensboro Departments of Planning and Engineering and Inspections.

Greensboro-specific data is used when available. The timeframe for data represented in this document varies. Lastly, a glossary of terms exists online at www.greensboro-nc.gov/statistics.

EDUCATION AND WELLNESS DATA

Source: NC Department of Public Instruction & NC Department of Health & Human Services

Two key factors indicative of a community's health and vitality are its infant mortality rate and high school drop-out rate.

High School Dropout Rate

Of North Carolina's largest county school districts, Guilford County Schools has the lowest 2013-14 high school dropout rate with 1.97%, down from 2.81% in 2009-10.

County	2009-10	2013-14
Durham	4.32%	2.88%
Forsyth	4.07%	2.28%
Guilford	2.81%	1.97%
Mecklenburg	4.15%	2.31%
Wake	3.53%	2.22%

Infant Mortality

Guilford County has a slightly higher infant mortality rate, per 1,000 live births, than most comparable NC cities, but the rate has decreased from 2010 to 2014.

County	2010	2014
Durham	4.9%	8.7%
Forsyth	7.7%	6.4%
Guilford	9.5%	7.9%
Mecklenburg	5.6%	6.3%
Wake	5.5%	4.7%

city facts

2014 POPULATION [1]	
City of Greensboro	282,558
Guilford County	512,119

GEOGRAPHY [2]	
Land Area (square miles)	133.6

CITY INFRASTRUCTURE [2]	
Paved Streets	1,031 miles
Sidewalks	503 miles
Water Lines	1,741 miles
Sewer Lines	1,621 miles
Water Meters	104,040
Fire Hydrants	16,261
Full-Time Equivalent Municipal Employees [3]	3,143
Fire Stations	25 stations
Central Library and Branches	8 facilities
Parks, Gardens & Special Facilities	170
Programmed Acres	3,500 acres
Recreation Centers	11
Trails and Greenways	90 miles

FISCAL [3]	
Tax Valuation	\$25,679,000,000
Tax Rate / \$100 Valuation	63.25 cents
General Fund	58.72
Transit	3.34
Housing Partnership Fund	0.69
Economic Development Fund	0.50
Budget, Fiscal Year 2015-16	\$487,967,637

HOUSING [1]	
Total Units	127,413
Median Value	\$147,400
Occupied Units	113,350 (89.0%)
Owner Occupied Units	54,296 (47.9%)
Renter Occupied Units	59,054 (52.1%)
Vacant Units	14,063 (11.0%)

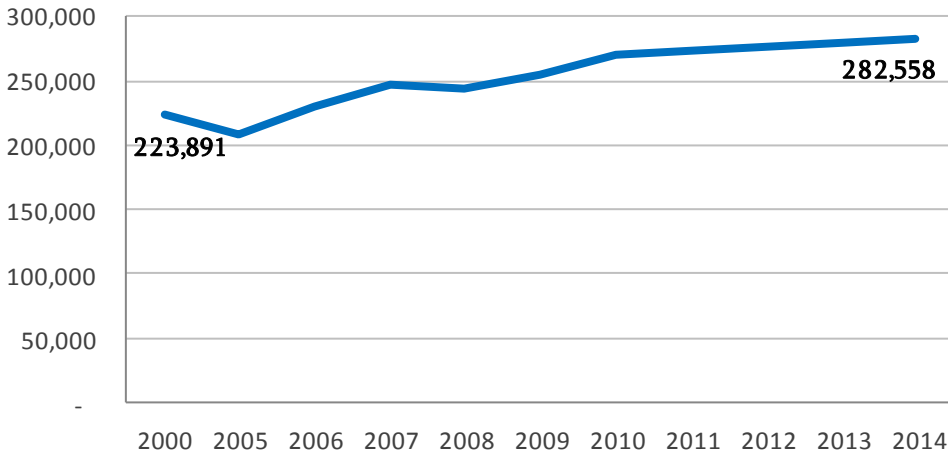
PUBLIC HOUSING [2]	
Public Housing Units	2,203
Housing Choice Vouchers	3,608

Source and Notes:
 [1] US Census Bureau, American Community Survey, 2014 1-Year Estimate
 [2] Internal City data
 [3] Adopted City Budget, 2015-2016

population

POPULATION

Source: US Census Bureau, 2000 Decennial Census & 2005-2014 American Community Survey 1-Year Estimates

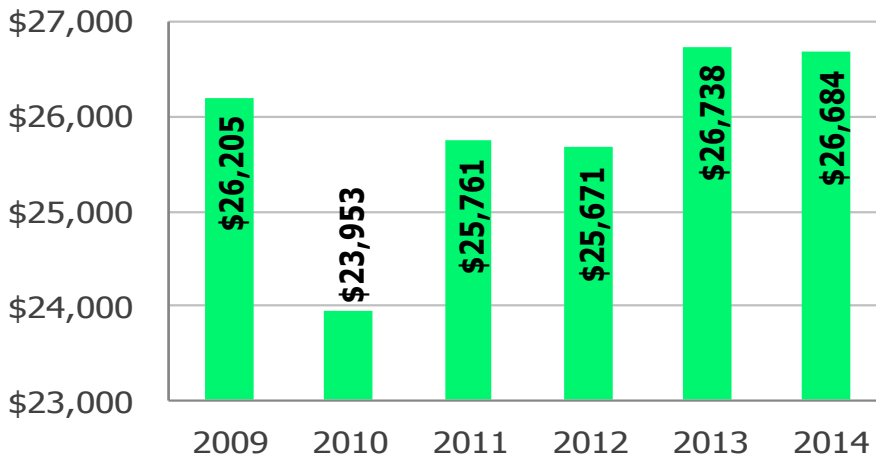


With a current population of 282,558, Greensboro remains the third largest city in North Carolina.

From 2000 to 2014, the rate of growth in Greensboro remained consistent while the total population continued to increase. This continues the trend from last year. Since 2010, the annual growth rate has hovered around 1%.

MEDIAN EARNINGS FOR WORKERS

Source: US Census Bureau, 2009-2014 American Community Survey 1-Year Estimates

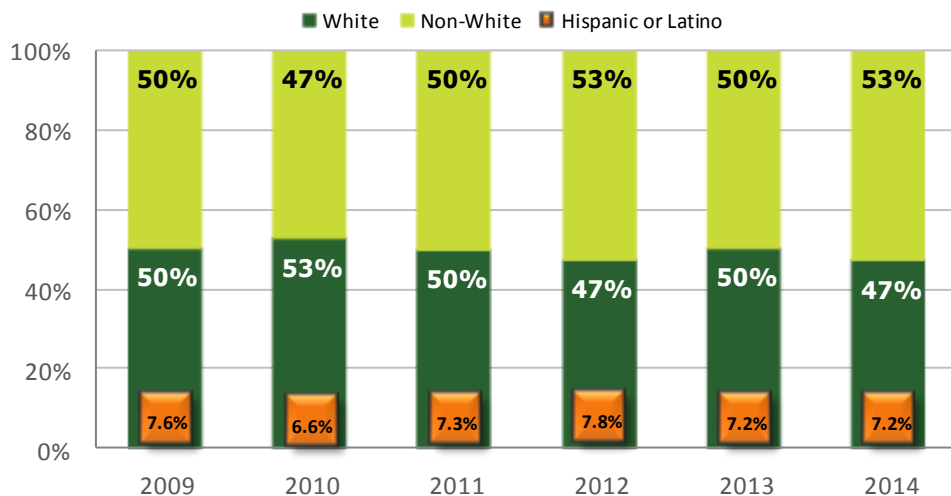


After recovering from the economic downturn, median earnings for workers have dropped slightly over the past year.

Median earnings have gone from \$26,738 to \$26,684, a 0.2% decrease since 2013. This is still a significant increase from 2010 when median earnings was \$23,953.

RACE AND ETHNICITY

Source: US Census Bureau, 2009-2014 American Community Survey 1-Year Estimates

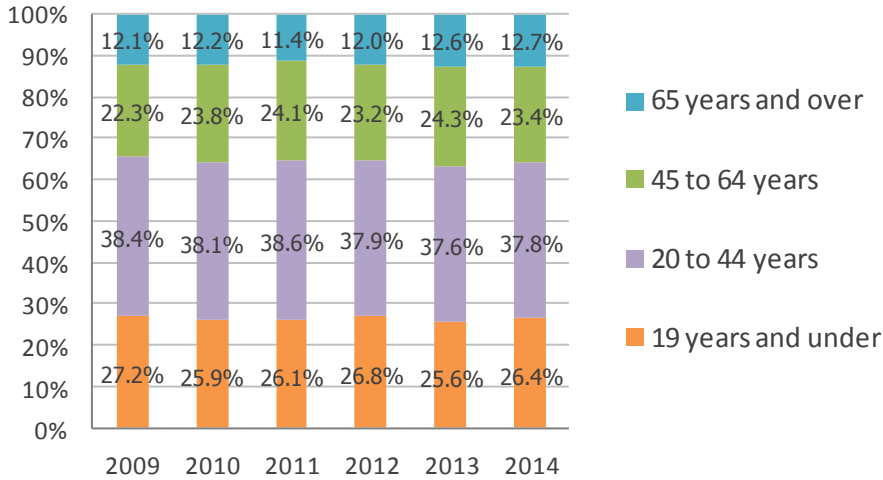


America is becoming more diverse. In Greensboro, the figures comparing white, non-white and Hispanic or Latino populations are stable. There has been a slight increase in Non-White percentages, but this level of fluctuation is not unprecedented when looking at past years.

population

AGE

Source: US Census Bureau, 2009-2014 American Community Survey 1-Year Estimates

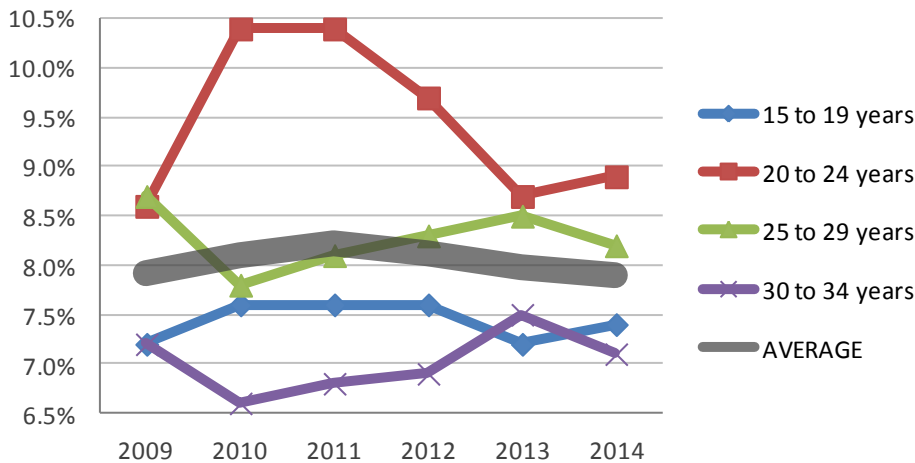


A noticeable trend in Greensboro's age demographic is the shift towards an older population. Between 2009 and 2014, the following changes occurred.

Group	Percent Change
65 years and over	5.0%
45 to 64 years	4.9%
20 to 44 years	-1.6%
19 years and under	-2.9%

MILLENNIALS IN GREENSBORO

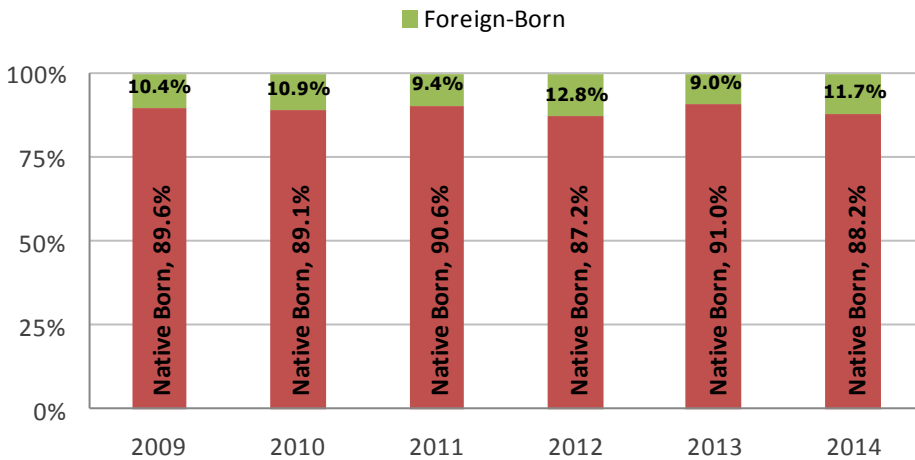
Source: US Census Bureau, 2009-2014 American Community Survey 1-Year Estimates



There are no precise dates to when the millennial generation starts and ends, but one thing is for certain: millennials are a hot topic. Using the Pew Research Center definition of being born between 1980 and 1999, figures were gathered for the Greensboro population that would identify as a millennial in 2014. Each age group identified by the US Census varies greatly from year to year, but the average for the group shows an unchanging level of millennials in Greensboro since 2009.

PLACE OF BIRTH

Source: US Census Bureau, 2009-2014 American Community Survey 1-Year Estimates

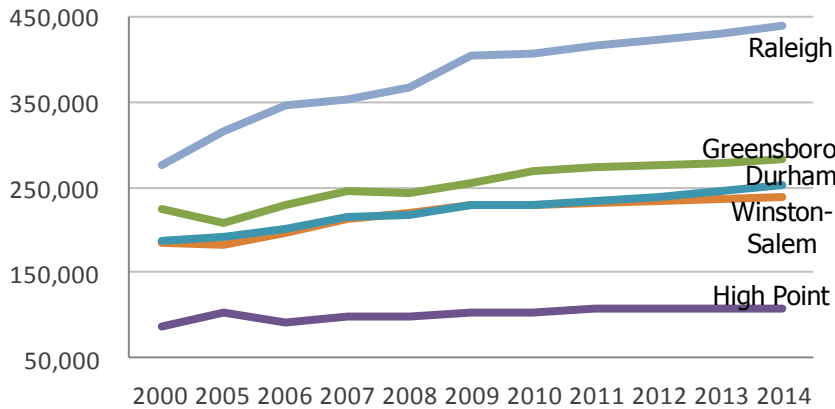


While the population of foreign-born residents changes from year to year, it appears it is relatively constant.

comparisons

POPULATION CHANGE, 2000 - 2014

Source: US Census Bureau, 2000 Decennial Census & 2005-2014 American Community Survey 1-Year Estimates

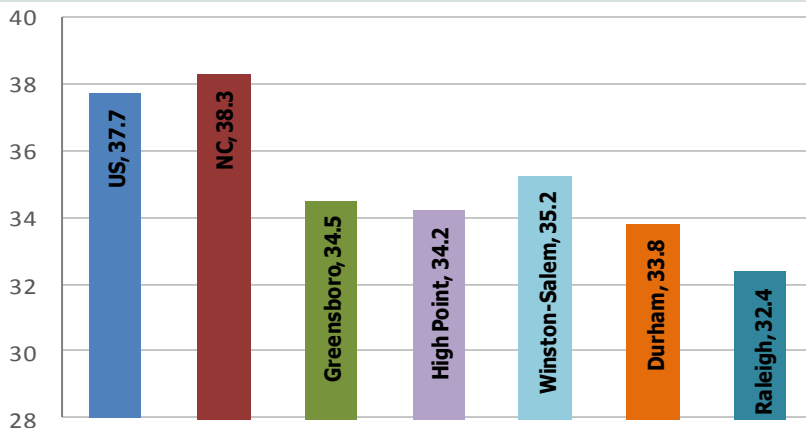


Greensboro's rate of growth is higher than the state (23.5%) and national (13.3%) rates. Greensboro grew at 26.2% and High Point at 26.5%.

From the period between 2000 and 2014, Raleigh has experienced the greatest population growth (59.3%), passing other comparable cities like Durham (34.7%) and Winston-Salem (28.8%).

MEDIAN AGE

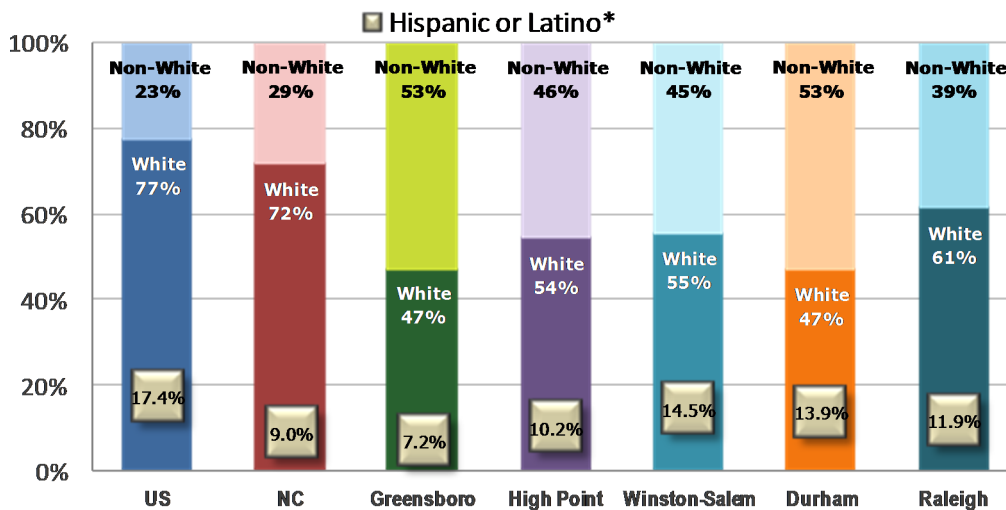
Source: US Census Bureau, 2014 American Community Survey 1-Year Estimates



Greensboro's median age reflects a relatively young population, while Durham and Raleigh's populations are even younger. Durham's median age is younger on average by 0.7 years and Raleigh's by 2.1 years. The urban areas of North Carolina are younger than state and national median ages. Recent studies of younger populations implicate that a larger representation of millennials is commonly associated with more knowledge-based employment, changing lifestyles, housing arrangements, and increased diversity.

RACE AND ETHNICITY

Source: US Census Bureau, 2014 American Community Survey 1-Year Estimates



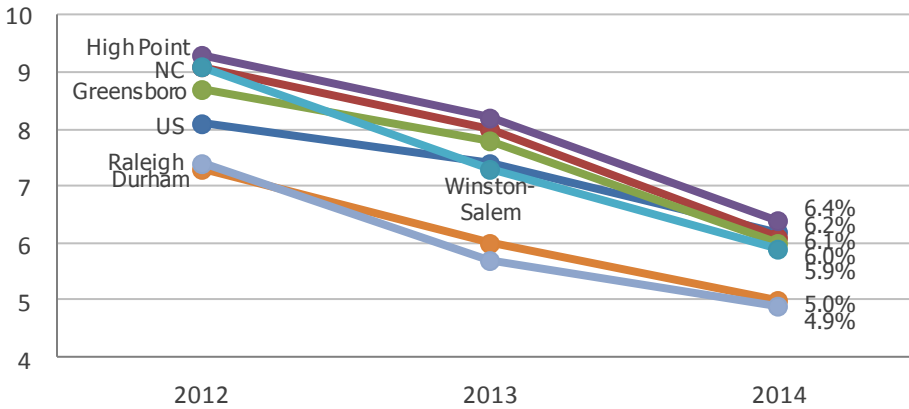
When considering race, Greensboro remains more diverse than other comparable urban areas, state and national averages. The population is split 47% White and 53% Non-White.

When comparing Hispanic population percentages, Greensboro has a lower percentage of Hispanic residents than other comparable cities in the state.

comparisons

UNEMPLOYMENT RATE COMPARISON, 2012-2014

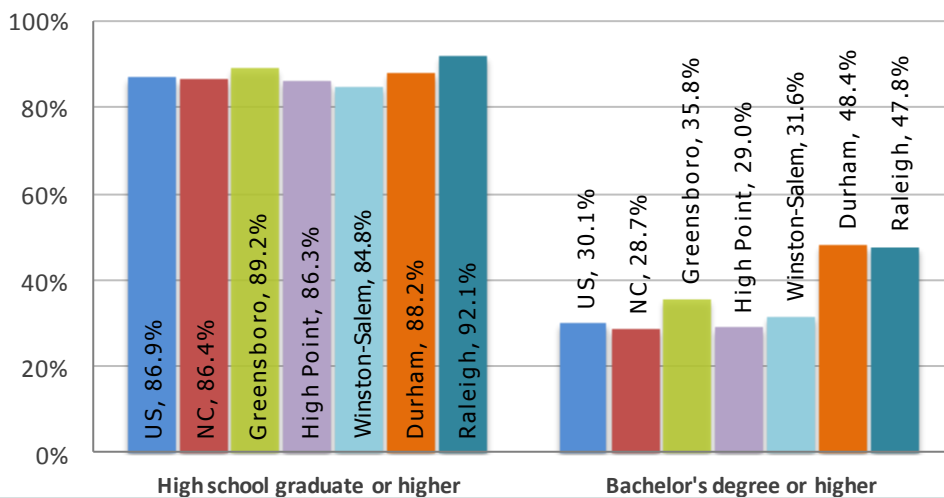
Source: Bureau of Labor Statistics



Between 2012 and 2014 Greensboro's unemployment rate decreased by 31.0% to 6.1%, returning to levels similar to pre-recession unemployment numbers. Unemployment is improving but not as quickly as the state or comparable cities.

EDUCATIONAL ATTAINMENT

Source: US Census Bureau, 2014 American Community Survey 1-Year Estimates

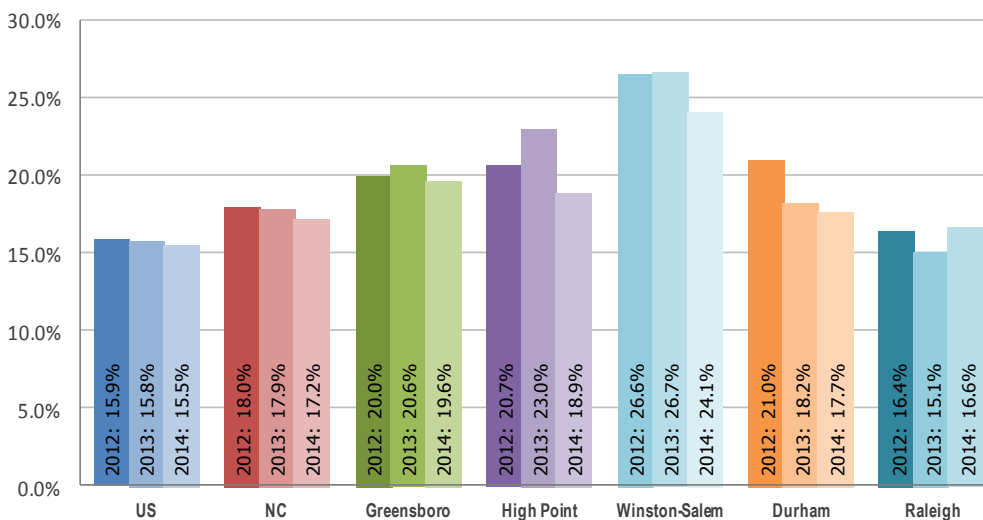


Greensboro's high school graduation rates are stable. Greensboro has a higher rate of high school graduation than other comparable urban areas, with the exception of Raleigh.

Greensboro's high rates of attainment for college and advanced degrees is a reflection of the number of colleges and universities in the City.

POVERTY RATE

Source: US Census Bureau, 2012, 2013, & 2014 American Community Survey 1-Year Estimates



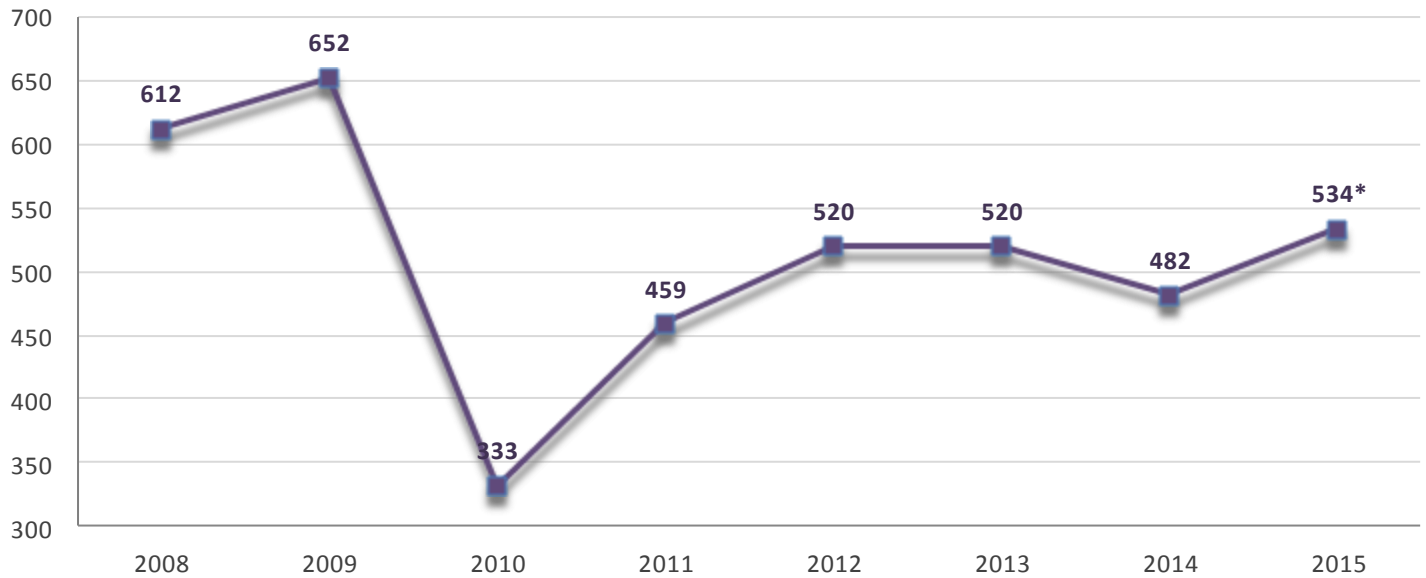
The most recent data available shows that Greensboro's poverty rate is decreasing.

In most comparable North Carolina cities, there is a high percentage of the population in poverty. With the exception of Raleigh, the remainder of cities, including Greensboro, have a higher incidence of poverty than the nation and state.

growth and development

ANNUAL TRC REVIEWS

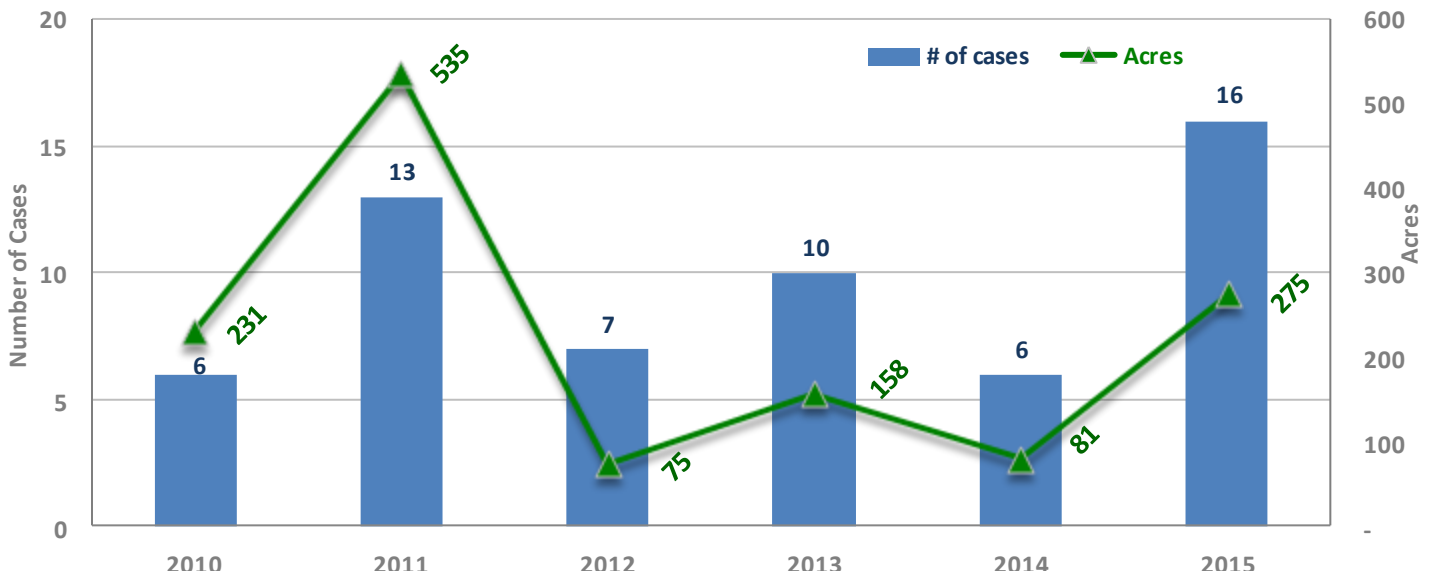
Source: City of Greensboro Planning Department



The Technical Review Committee (TRC) is a cross departmental team that provides oversight for the preparation of land before development of buildings occur. The committee evaluates subdivisions and site plans for commercial and residential projects to ensure compliance with appropriate polices and guidelines. The number of reviews continues to increase, a sign of economic recovery after the recession. *2015 number does not include reviews for the month of December. Figures were not available at publication of this document.

ANNEXATIONS BY YEAR

Source: City of Greensboro Planning Department, Annual Boundary and Annexation Survey



One way cities grow is through annexation, the process by which a city adds land to its jurisdiction. The City grew significantly in the 1990s and 2000s. Since 2011, annexation laws have been substantially revised by the North Carolina General Assembly which is reflected in a decline of annexation cases. Nevertheless, Greensboro had 10 more cases this year than in 2014, for a total of 16, adding 275 acres to the City.

growth and development

VALUE OF RESIDENTIAL CONSTRUCTION

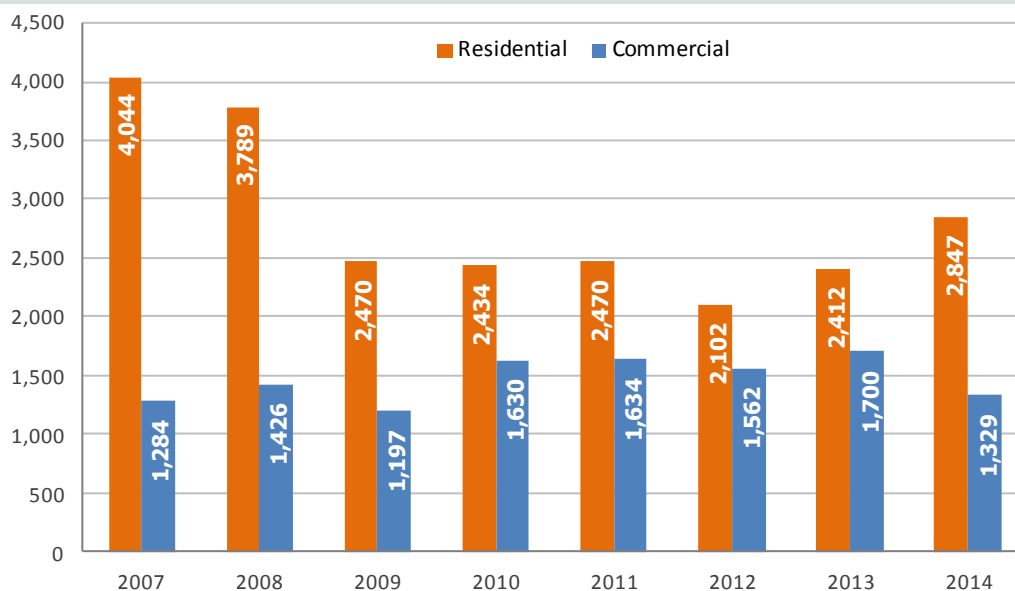
Source: City of Greensboro Engineering and Inspections

Over the past five years, the value of residential construction in Greensboro has more than doubled. Apartments alone have increased by 429%. Permit data for 2015 is not yet available, but early estimates show a decrease in the value of apartment and townhouse construction and a slight increase in the value of single family construction.

Year	Single Family Residence	Townhouses/Condos/Duplex	Apartments
2010	\$50,397,755	\$17,301,488	\$19,552,204
2011	\$36,402,824	\$12,952,845	\$34,818,177
2012	\$50,527,689	\$11,834,288	\$19,093,330
2013	\$55,832,850	\$8,856,541	\$73,912,633
2014	\$60,803,682	\$24,999,582	\$103,416,092

RESIDENTIAL & COMMERCIAL BUILDING PERMITS ISSUED

Source: City of Greensboro Engineering and Inspections

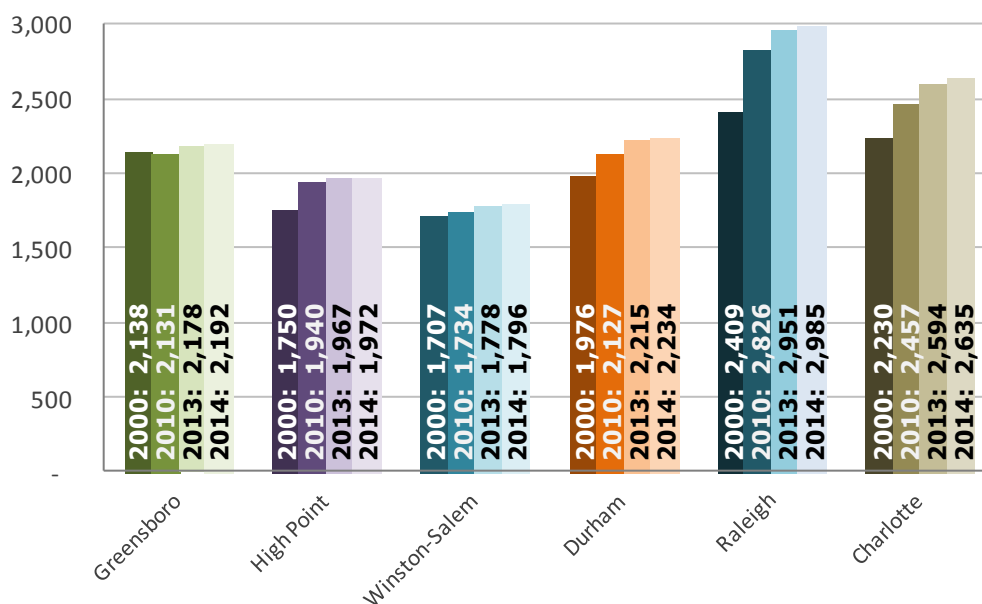


Following the recession, residential development slowed down. Since then, residential building permits have rebounded, with steady increases over the past three years.

Commercial permits have remained stable over the past three years. Following a slight drop last year, early indications show growth for 2015.

POPULATION DENSITY: PERSONS PER SQUARE MILE

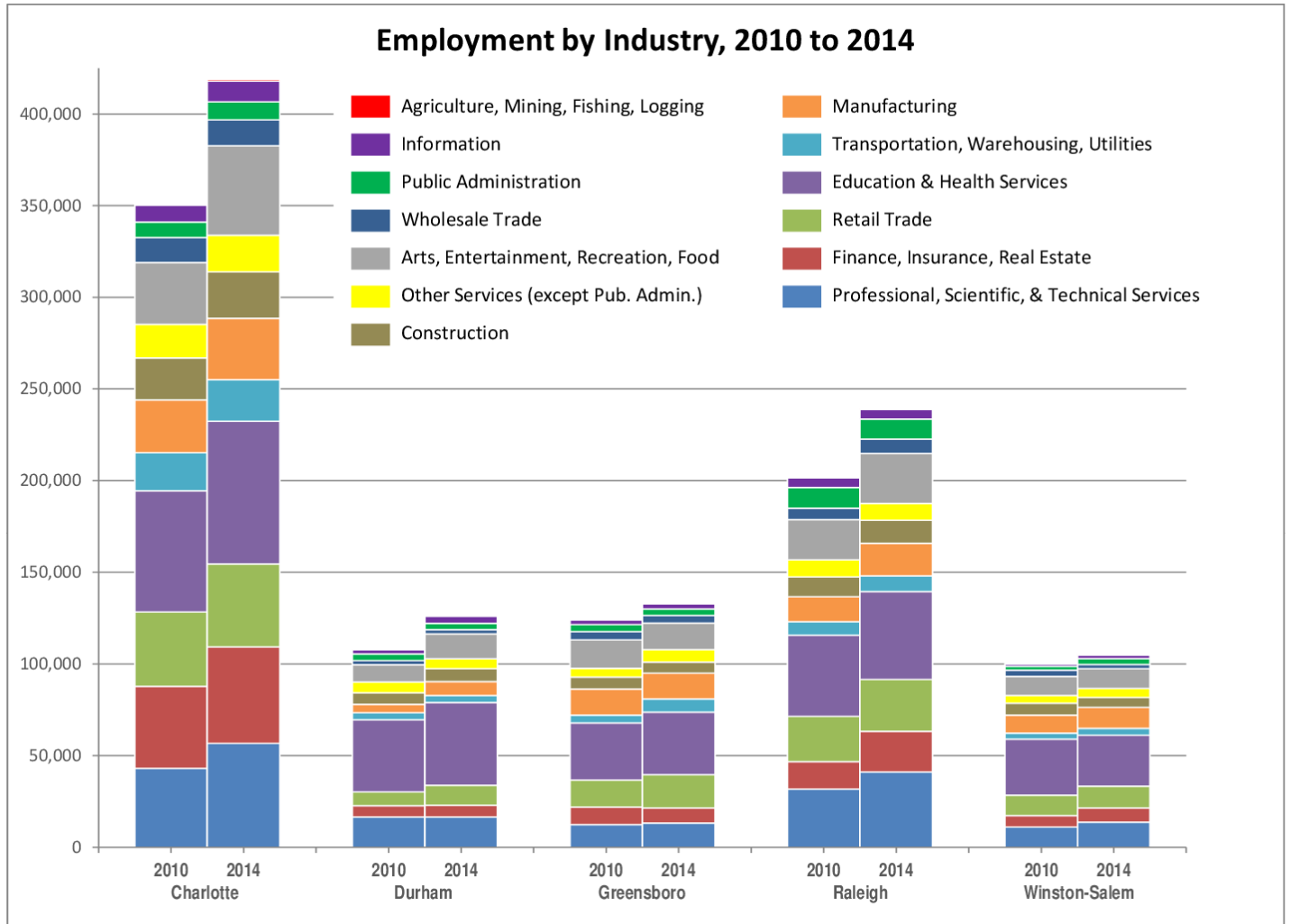
Source: North Carolina Office of State Budget and Management



Across comparable NC cities population density, or the number of people per square mile, continues to rise. From 2000 to 2014, Greensboro's population density increased by 2.5%. In the same time frame, the population density increased by nearly 24% in Raleigh and 18% in Charlotte. Higher population density makes the provision of city services more efficient and economical.

WORKFORCE

Source: US Census Bureau, 2010 & 2014 American Community Survey 1-Year Estimates



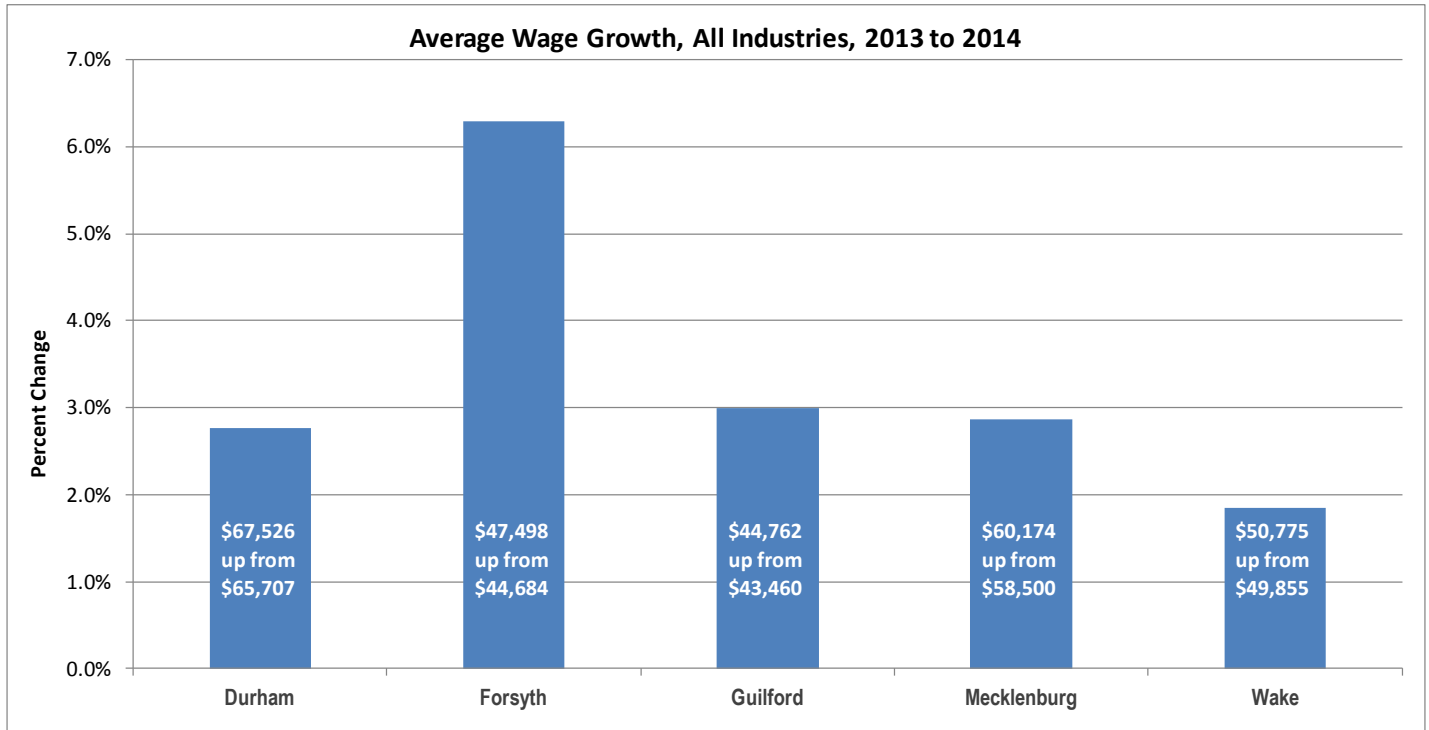
Greensboro Employment by Industry, 2010 to 2014	
Industry Sector	% Change
All Industries	7.1%
Education & Health Services	9.1%
Professional, Scientific, & Technical Services	6.9%
Retail Trade	24.3%
Arts, Entertainment, Recreation, & Food Services	-5.8%
Financial, Insurance, & Real Estate	-14.2%
Manufacturing	-1.5%
Construction	-6.5%
Other Services (except Pub. Admin.)	40.4%
Transportation, Warehousing, & Utilities	71.0%
Wholesale Trade	-8.3%
Public Administration	-7.4%
Information	2.5%
Agriculture, Mining, Fishing, & Logging	97.4%

Employment in Greensboro has grown in sectors with employee benefits, and required skills, such as the Transportation, Warehousing, & Utilities sector (up 71.0%), the Education & Health Services sector (up 9.1%) and the Professional, Scientific, & Technical Services sector (up 6.9%). Other employment bright spots include growth in the Retail Trade sector (up 24.3%) and Other Services (up 40.4%). Compared to the four other largest cities in North Carolina, Greensboro's recovery from the Great Recession has lagged behind. Employment growth between 2010 and 2014 (pre- and post-recovery) has stalled in key industry sectors such as Manufacturing (down 1.5%), Wholesale Trade (down 8.3%), Construction (down 6.5%) and Finance, Insurance, & Real Estate (down 14.2%).

wage rates

WAGE RATES

Source: Bureau of Labor Statistics, 2013 & 2014 Quarterly Census of Employment



From 2013 to 2014, average wages have increased across the board in the primary counties in which Greensboro and its peer cities are located. Guilford County logged the second highest percent increase with 2.99%, but average wage rates in Guilford remained the lowest in absolute terms among these counties. Within Guilford County, industry sectors that posted strong wage growth from 2013 to 2014 included Financial, Insurance, & Real Estate (7.46%), Education & Health Services (4.43%), Manufacturing (3.58%) and Transportation, Warehousing, & Utilities (3.58%).

Taken together, the changes in labor force and wages present a mixed picture, both within Greensboro / Guilford County, and among its peers across the state. This inconsistency indicates the full effects of the economic recovery have not yet reached all of the states metro areas. Increasing wage rates in industries that are shedding labor force generally suggests that lower-paid positions are being eliminated.

Guilford County Average Wage by Industry			
Industry Sector	2013	2014	% Change
All Industries	\$43,460	\$44,762	2.99%
Education & Health Services	\$43,208	\$45,124	4.43%
Professional, Scientific, & Technical Services	\$47,427	\$48,368	1.98%
Retail Trade	\$27,255	\$27,495	0.88%
Arts, Entertainment, Recreation, & Food Services	\$15,277	\$15,498	1.45%
Financial, Insurance, & Real Estate	\$61,647	\$66,244	7.46%
Manufacturing	\$58,608	\$60,708	3.58%
Construction	\$44,988	\$46,062	2.39%
Other Services (except Pub. Admin.)	\$31,778	\$31,725	-0.17%
Transportation, Warehousing, & Utilities	\$45,888	\$47,533	3.58%
Wholesale Trade	\$57,046	\$58,445	2.45%
Public Administration	\$44,545	\$44,531	-0.03%
Information	\$60,718	\$61,919	1.98%
Agriculture, Mining, Fishing, & Logging	\$32,569	\$33,568	3.07%

TAX BASE

Source: NC Department of Revenue and US Census Bureau Population Estimates

City	Total Taxable Real Property Value			Taxable Real Property Value per Capita		
	2010	2014	% Change	2010	2014	% Change
Durham	\$22,722,567,472	\$24,557,249,762	8.1%	\$99,141	\$97,491	-1.7%
Winston-Salem	\$21,335,496,980	\$19,999,730,486	-6.3%	\$92,742	\$83,587	-9.9%
Greensboro	\$24,179,856,429	\$25,225,898,841	4.3%	\$89,714	\$89,268	-0.5%
Charlotte	\$77,440,978,879	\$89,423,229,328	15.5%	\$104,828	\$110,405	5.3%
Raleigh	\$49,741,496,291	\$52,605,029,954	5.8%	\$122,427	\$119,585	-2.3%

Among the five largest cities in North Carolina, Greensboro's total taxable real property value (ie, tax base) grew at the lowest rate 4.3% between 2010 and 2014 (excluding Winston-Salem, which saw its tax base shrink). However, when viewed on a per capita basis, Greensboro fared second best of the group, with a decrease of just 0.5%. Even so, a shrinking per capita tax base means that despite the economic recovery, Greensboro will have to serve the needs of a growing population with property tax revenues that are growing at a slower rate. Of these peer cities, only Charlotte's property tax base growth outpaced its population growth over the period.