

GROWTH & DEVELOPMENT TRENDS

JANUARY 2018

FROM THE DIRECTOR

"A good hockey player plays where the puck is. A great hockey player plays where the puck is going to be."

- Wayne Gretzky

A quote from the greatest hockey player of all time for this edition of the Growth and Development Trends report is more than just a nod to the winter season. As a City, in 2018 we will be preparing for "where the puck is going to be" as we work together to update Greensboro's Comprehensive Plan. Over the past several months staff have been pulling together background information on how we have grown since *Connections 2025* was adopted in 2003; identifying some of the challenges we face, the opportunities we have, as well as state, national and global trends that will impact Greensboro's growth.

A fun part of our work so far is talking to you! Members of our staff have been to a number of venues and public events such as the National Folk Festival, branch library events, the farmer's market, and recreation centers. People have stopped by our tables and filled out cards answering three questions:

- ◇ What makes Greensboro special?
- ◇ What needs to change to make Greensboro better?
- ◇ In 20 years, I'd like Greensboro to be known for.....



This helps us get a general sense of what people think of Greensboro today and what our future could be. To date, we have collected over 500 responses! The update effort has been named "*PlanIt Greensboro: Your City, Your Future, Plan it!*". Throughout 2018 there will be a number of ways to get involved, to have your voice heard. Keep checking the City of Greensboro's website, the Greensboro Television Network and the Planning Department's Facebook page for updates and upcoming events.

Here's to a great 2018 and beyond!

Planning for the best,
Sue Schwartz, FAICP

INSIDE

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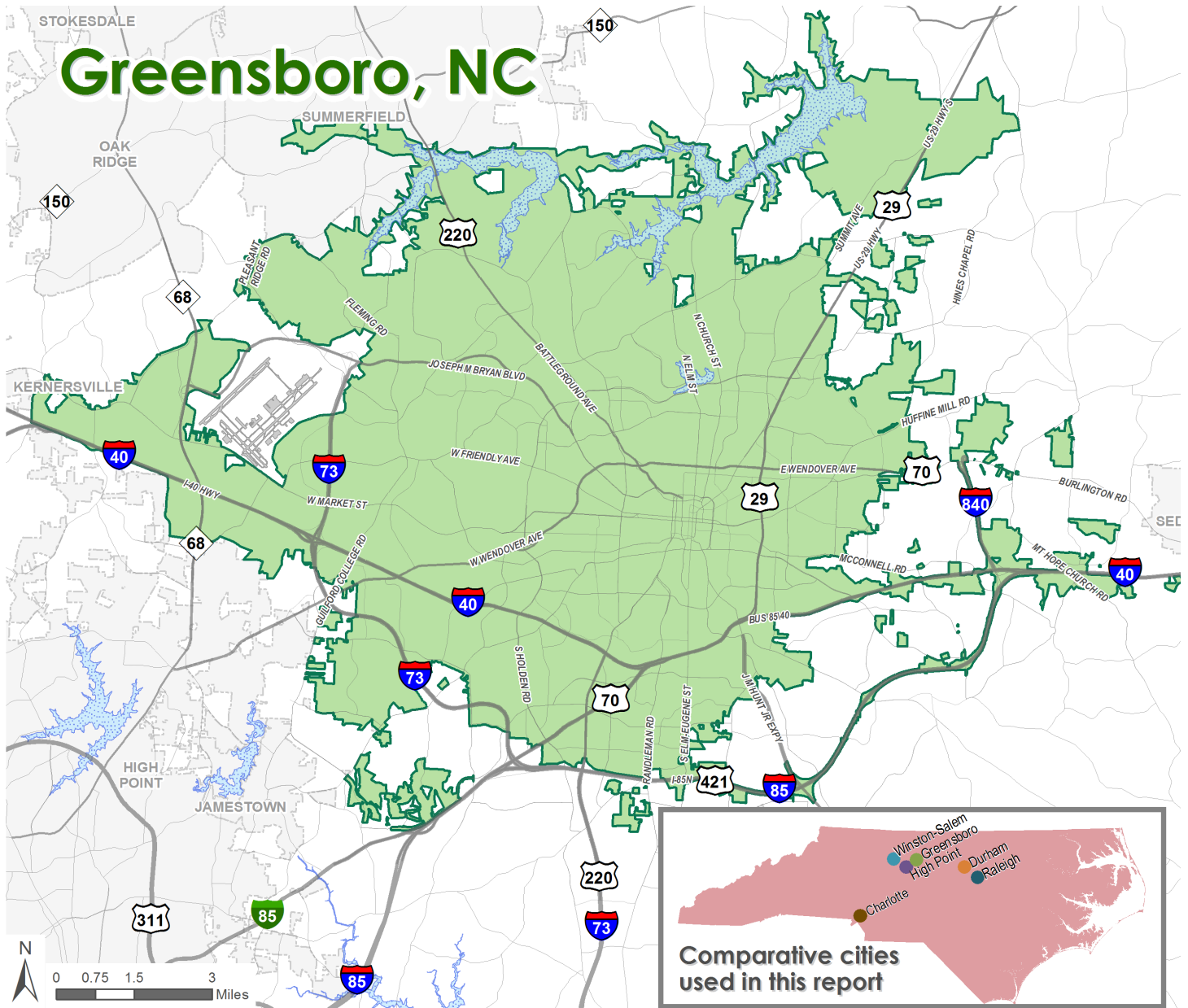
Promoting Quality Growth Throughout Greensboro



Planning Department

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about this report



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.

2016 POPULATION [1]	
City of Greensboro	287,019
Guilford County	521,330

GEOGRAPHY [2]	
Land Area (square miles)	133.9

CITY INFRASTRUCTURE [2]	
Paved Streets	1,033 miles
Sidewalks	524 miles
Water Lines	1,808 miles
Sewer Lines	1,632 miles
Water Meters	105,443
Fire Hydrants	16,528
Full-Time Equivalent Municipal Employees [3]	3,158
Fire Stations	25
Library Facilities	8
Contact Center Interactions	314,047
Parks and Open Space Acres	8,667
Recreation Centers	11
Trails and Greenways	111 miles

FISCAL [3]	
Tax Valuation	\$27,396,496,200
Fiscal Year 2017-18 Budget	\$534,641,635
Total City Tax Rate (per \$1,000 Valuation)	\$0.6325
Consisting of:	
General Fund	\$0.5856
Transit	\$0.350
Housing Partnership Fund	\$0.069
Economic Development Fund	\$0.050

HOUSING [1]	
Total Units	129,716
Median Value	\$152,100
Occupied Units	113,922 (87.8%)
Owner Occupied Units	55,756 (48.9% of occupied units)
Renter Occupied Units	58,166 (51.1% of occupied units)
Vacant Units	15,794 (12.2%)

PUBLIC HOUSING [4]	
Public Housing Units	2,209
Mixed Financed Public Housing Units	191
Housing Choice Vouchers	3,688

Source and Notes:

[1] US Census Bureau, American Community Survey, 2016 1-Year Estimate

[2] Internal City Data

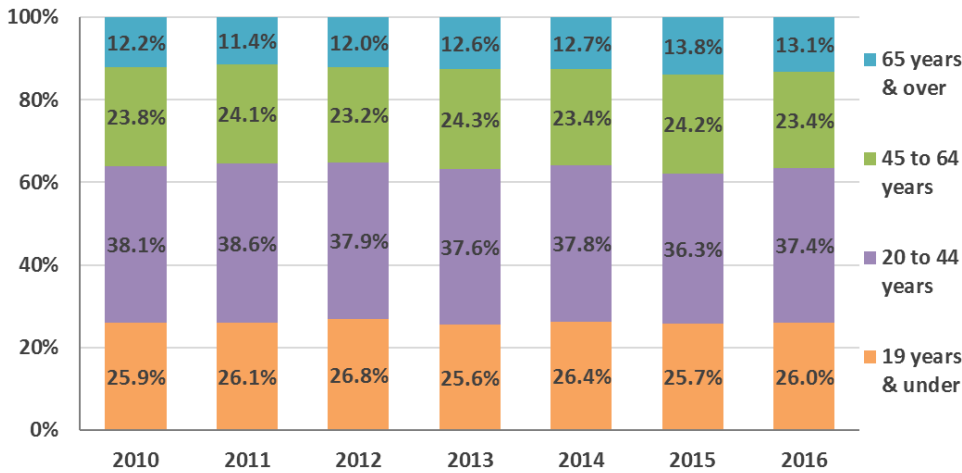
[3] Adopted City Budget, 2017-2018

[4] Greensboro Housing Authority, 2017

population

AGE

Source: US Census Bureau, 2010-2016 American Community Survey 1-Year Estimates

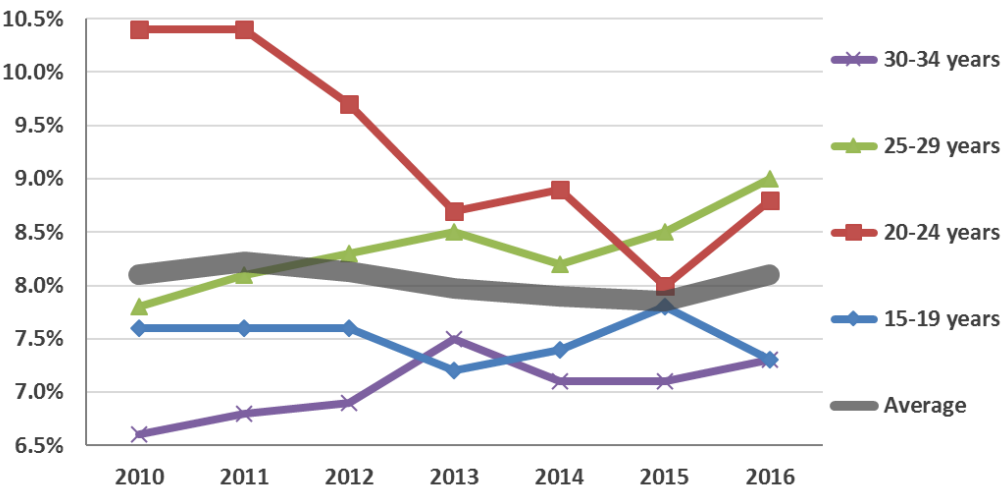


Greensboro continues to shift toward an older population. Between 2010 and 2016, the percentage of the population 65 and older increased more than 7%, while the percentage of working age adults 20-64 decreased.

Group	2010-16 % Change
65 years and over	7.7%
45 to 64 years	-1.5%
20 to 44 years	-1.8%
19 years and under	0.4%

MILLENNIALS

Source: US Census Bureau, 2010-2016 American Community Survey 1-Year Estimates



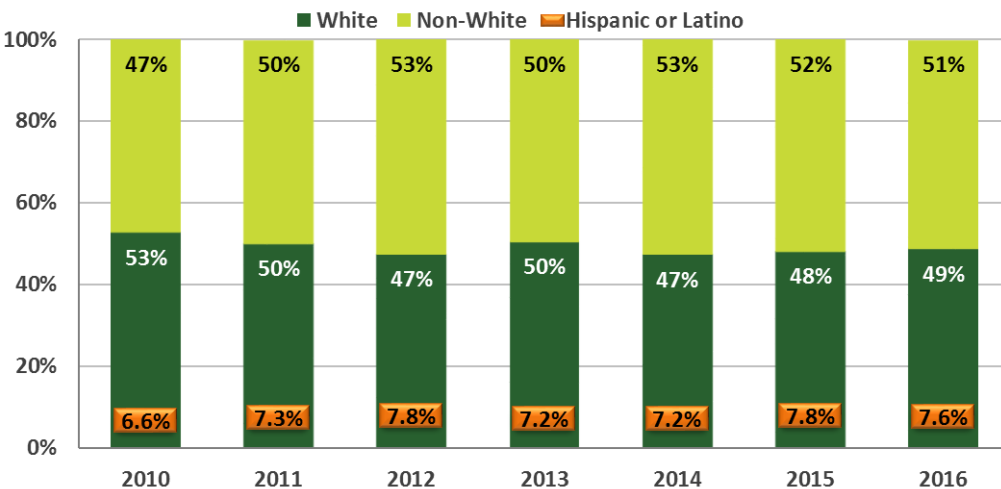
Greensboro's millennial population is up slightly from 2015, representing 8.1% of the total population.

The age groups identified by the US Census that represent Millennials have varied since 2010, but the average has remained stable.

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

RACE AND ETHNICITY

Source: US Census Bureau, 2010-2016 American Community Survey 1-Year Estimates



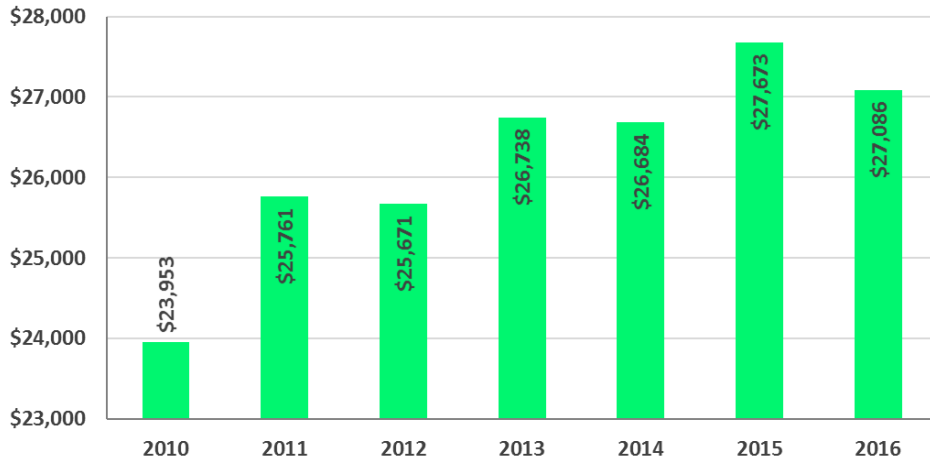
Greensboro remains diverse, with 51.3% of the population identifying as non-white in 2016. This trend has remained stable since 2010, with only slight variations from year to year.

The percentage of population identifying as Hispanic or Latino has remained relatively stable since 2010, increasing by 1%.

population

MEDIAN EARNINGS FOR WORKERS

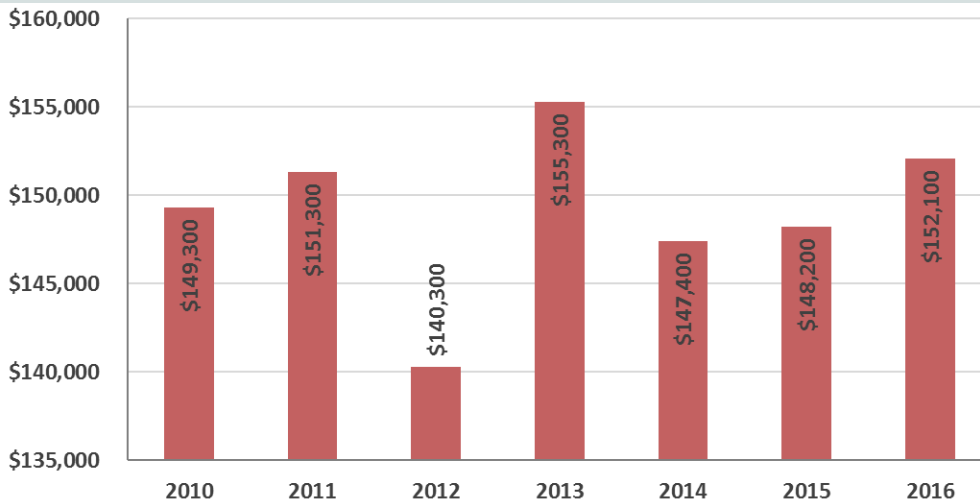
Source: US Census Bureau, 2010-2016 American Community Survey 1-Year Estimates



Overall, median earnings for workers in Greensboro have trended upward since 2010, increasing by 13.1% to \$27,086 between 2010 and 2016. Earnings peaked in 2015, at \$27,673 with a 2.1% downward shift in 2016.

MEDIAN VALUE OF OWNER-OCCUPIED HOUSING UNITS

Source: US Census Bureau, 2010-2016 American Community Survey 1-Year Estimates

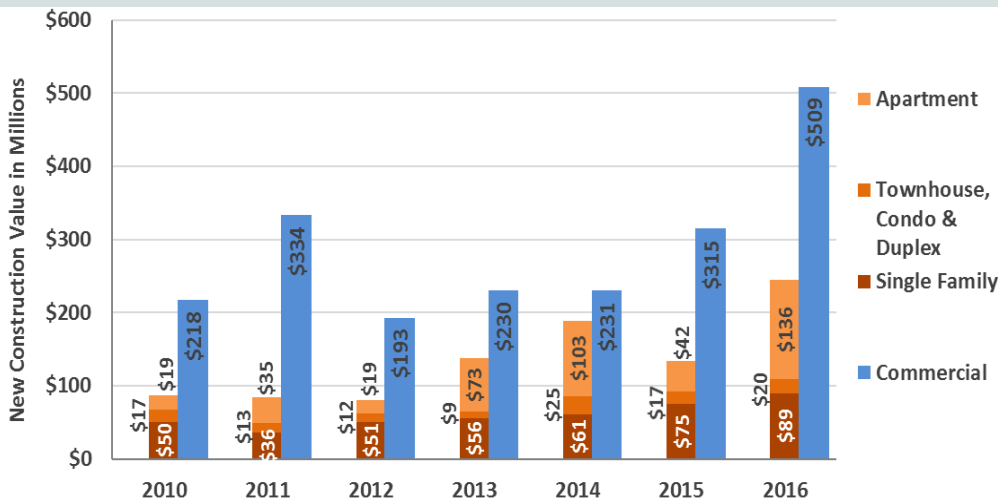


The median value of homes in Greensboro has fluctuated since 2010. In 2012, the effects of the housing market crash resulted in a sharp decrease in median home values. Over the past four years, values have shown improvement.

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

VALUE OF NEW CONSTRUCTION

Source: City of Greensboro Engineering and Inspections



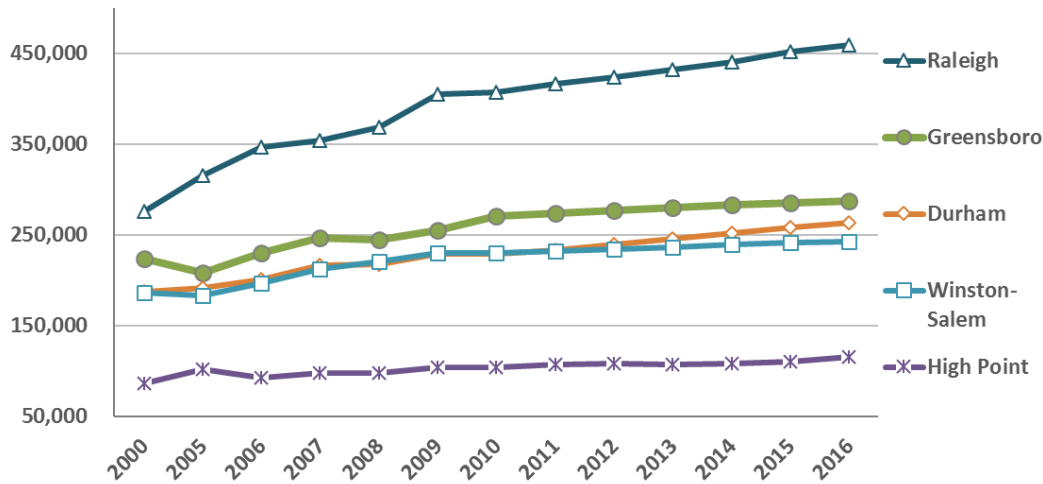
Since 2010, the value of new construction in Greensboro has steadily increased, up 147.7% overall. 2016 values are up across all categories from 2015.

Between 2010 and 2016, the value of new commercial construction more than doubled, increasing by 133.6%, with single family up 77.1%, townhomes up 13.4% and apartments seeing the greatest increase, up 619.1%.

comparisons

POPULATION CHANGE, 2000-2016

Source: US Census Bureau, 2000 Decennial Census & 2005-2016 American Community Survey 1-Year Estimates

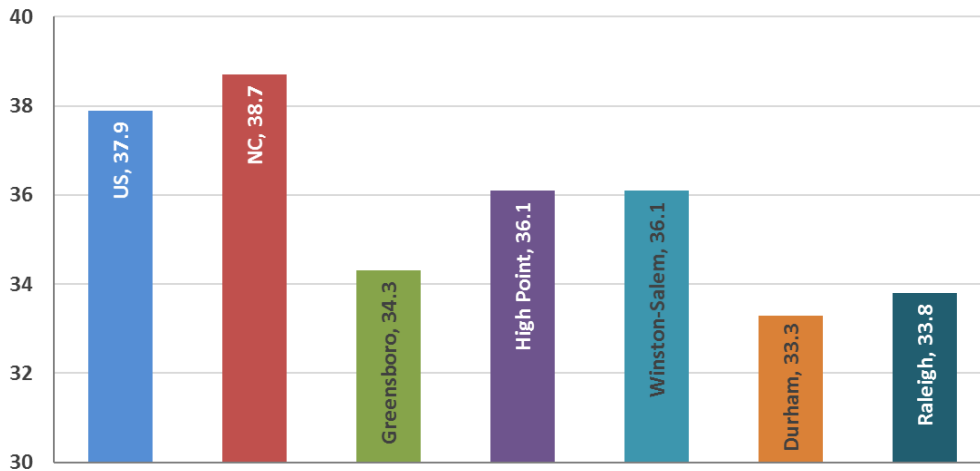


From 2000 to 2016, Greensboro's rate of growth (28.2%) was higher than the State (26.1%) and US (14.8%) rates, but lagged behind comparison cities in the state.

During the same period, Raleigh's rate of growth (66.2%) surpassed Durham (40.6%), High Point (34.3%) and Winston-Salem (30.4%).

MEDIAN AGE

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

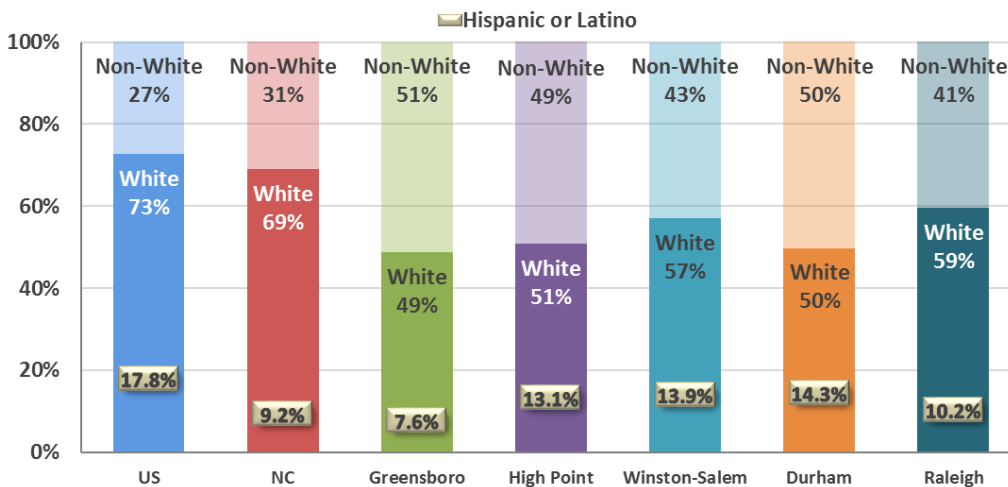


Greensboro's median age (34.3) is relatively young compared to the State (38.7) and US (37.9).

By comparison, the median age in High Point and Winston-Salem is nearly 2 years older, while the median age in Durham and Raleigh is nearly a year younger.

RACE AND ETHNICITY

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



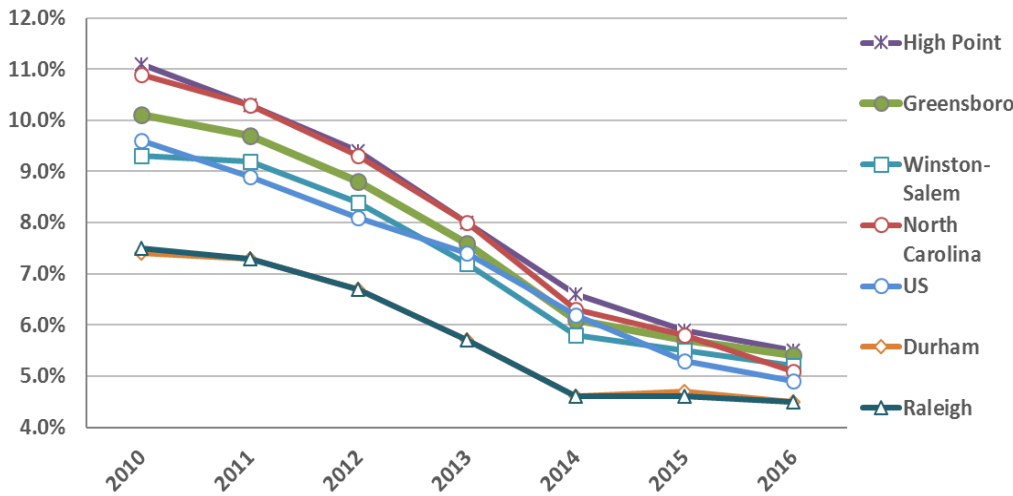
Greensboro remained more racially diverse than the State, US and all comparison cities in the state, with a non-white population of 51%.

At 7.6%, the percentage of Hispanic or Latino population in Greensboro is lower than the State, US and comparison cities in the state.

comparisons

UNEMPLOYMENT RATE, 2010-2016

Source: Bureau of Labor Statistics

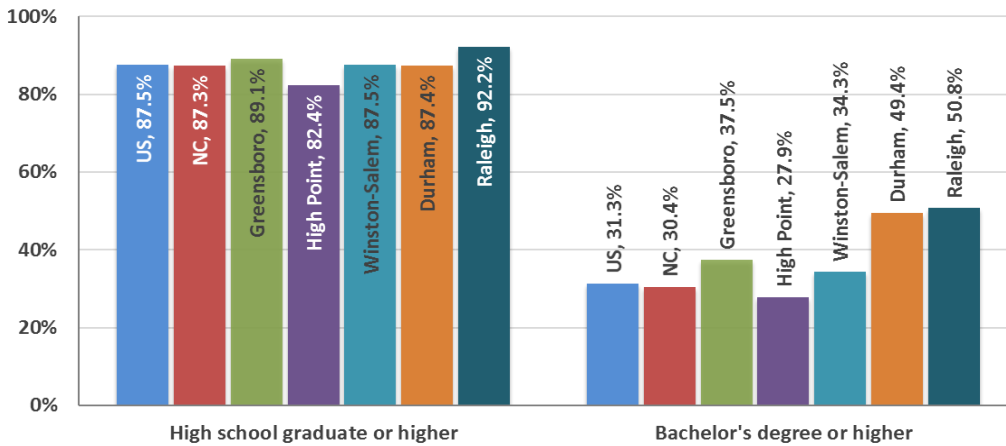


Since 2010, the Greensboro unemployment rate has decreased by 47%, from 10.1% in 2010 to 5.4% in 2016, returning to pre-recession levels.

Unemployment has improved on par with the State, US and most comparison cities. Unemployment in Durham and Raleigh has reached 4.5% - lower than the State (5.1%) and US (4.9%).

EDUCATIONAL ATTAINMENT

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

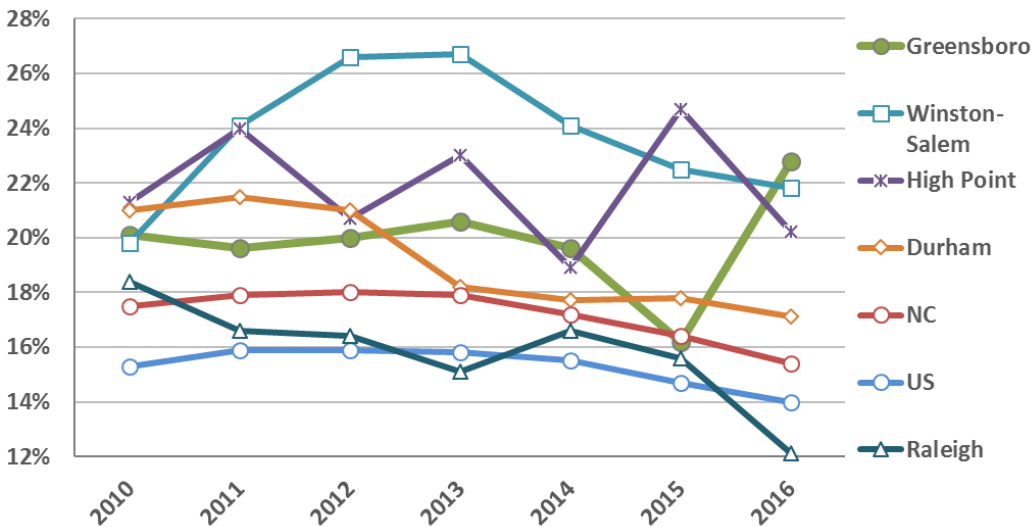


Greensboro (89.1%) and Raleigh (92.2%) have consistently reported high school graduation rates higher than other comparison cities, the State and US.

Attainment of college and advanced degrees in Greensboro (37.5%) remains higher than the State and US, but lower than Durham (49.4%) and Raleigh (50.8%).

POVERTY RATE, 2010-2016

Source: US Census Bureau, 2013-2016 American Community Survey 1-Year Estimates



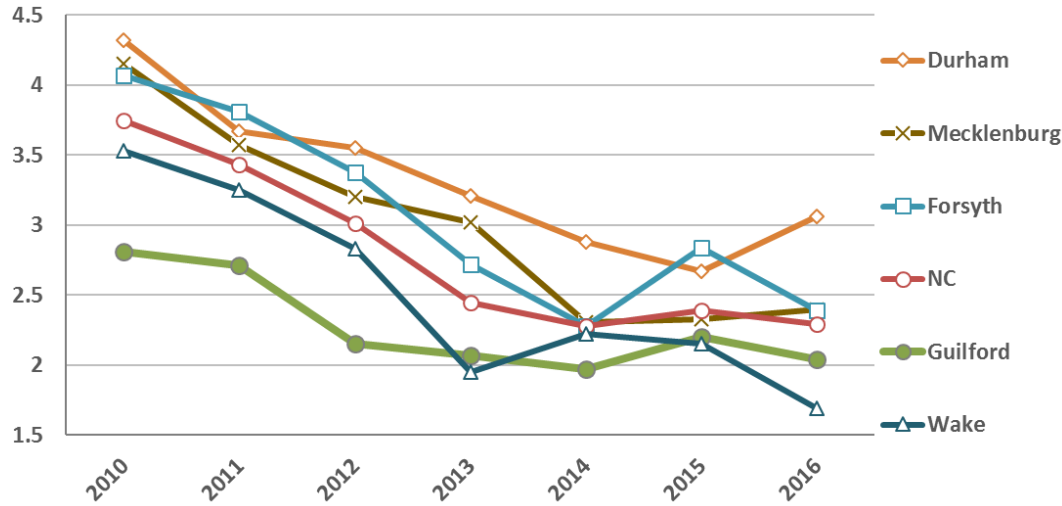
Greensboro's poverty rate (22.8%) increased from 16.2% in 2015, breaking from the downward trend in comparison cities, the State and US. Among comparison cities, only Raleigh (12.1%) has dropped below the US poverty rate.

American Community Survey (ACS) 1-Year estimates show significant variations for Triad cities, indicating this may result from sampling anomalies. In contrast, ACS 5-Year estimates indicate a slight decline in Greensboro's poverty rate over the same time period.

comparisons

HIGH SCHOOL DROPOUT RATE

Source: NC Department of Public Instruction, Consolidated Data Report



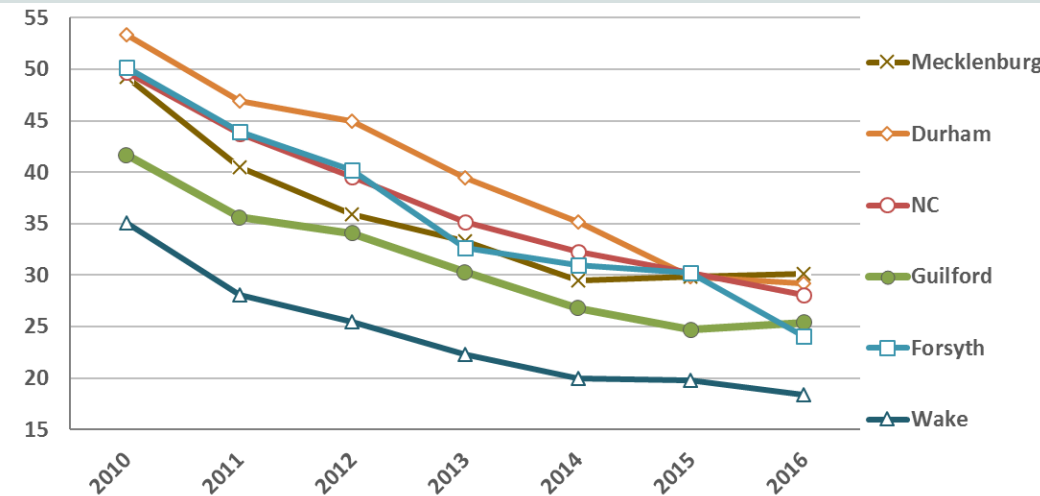
Guilford County Schools has improved the drop out rate per thousand for high school students to 2.04%, down -27.4% since 2010.

Drop out rates in the school districts serving comparison cities all show improvement since 2010, with Wake County Schools improving by more than 50%.

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

TEEN PREGNANCY RATE

Source: NC Department of Health and Human Services, Resident Pregnancy Rates



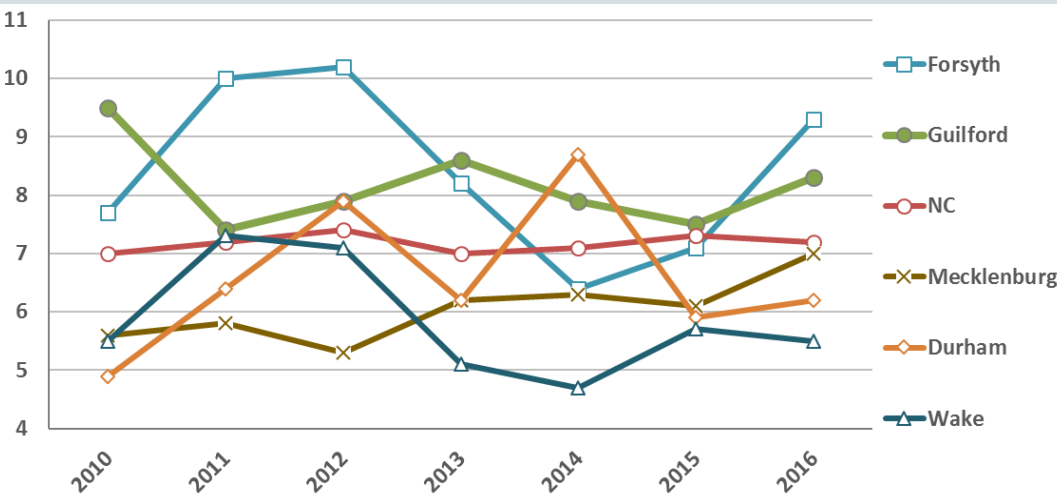
The teen pregnancy rate is calculated on reported pregnancies per 1,000 women age 15-19. The State and comparison counties have experienced significant reductions since 2010.

The Guilford County teen pregnancy rate (25.4) dropped 39.1% between 2010 and 2016, remaining lower than the State (28.1).

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

INFANT MORTALITY RATE

Source: NC Department of Health and Human Services, Infant Mortality Report



The number of infant deaths per 1,000 live births in comparison counties shows no clear trends between 2010 and 2016. The State rate (7.2) has remained relatively stable since 2010.

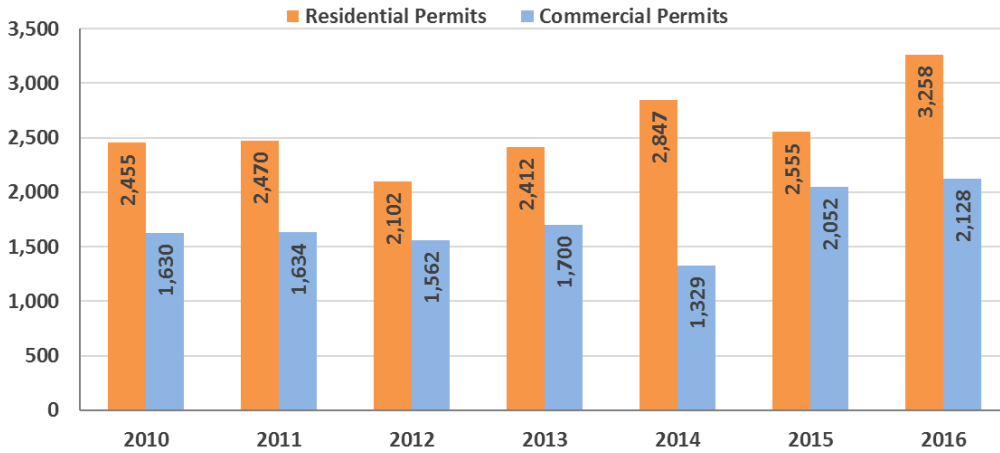
The Guilford County infant mortality rate (8.3) dropped 12.63% between 2010 and 2016, but the decline has not been continuous.

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

growth and development

DEVELOPMENT PERMITS

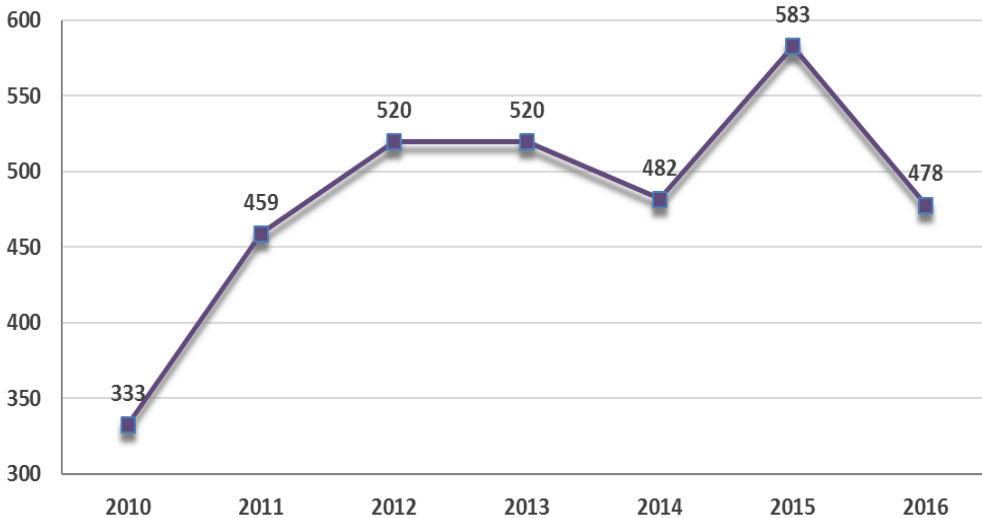
Source: City of Greensboro Engineering and Inspections



Since 2010, the number of building permits issued has trended upward. Residential permits increased 27.5% between 2015 and 2016, and 32.7% since 2010. Commercial permits increased 3.7% from 2015 to 2016, and 30.6% since 2010.

TRC REVIEWS

Source: City of Greensboro Planning Department

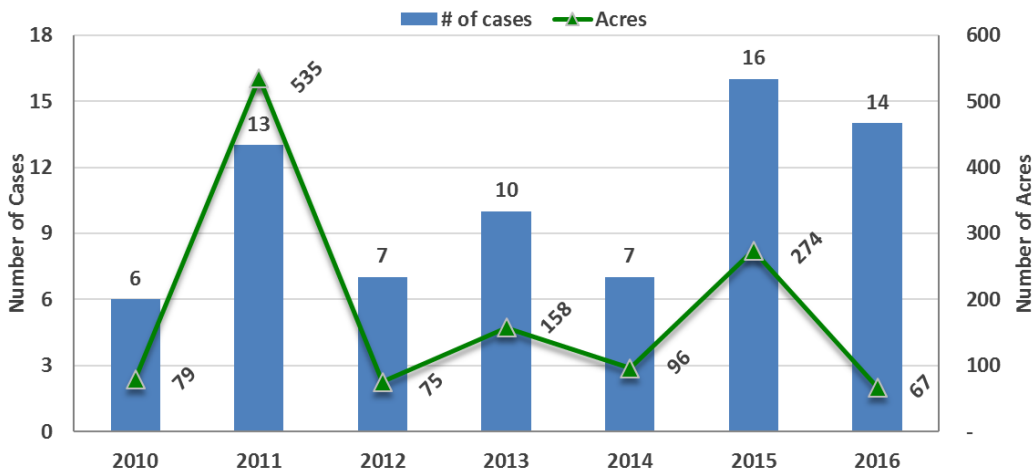


The Technical Review Committee (TRC) oversees the preparation of land before development occurs, reviewing subdivisions and site plans for compliance with state and local requirements.

Since 2010, the number of TRC reviews has trended upward, increasing 30.3% between 2010 and 2016. Reviews decreased 18% from 2015 to 2016. Based on current numbers, a decrease in TRC reviews is expected from 2016 to 2017.

ANNEXATION

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



Through annexation, the City grew in size by 67 acres in 2016 to 133.9 square miles. As the chart illustrates, the number and size of annexations can vary considerably from year to year.

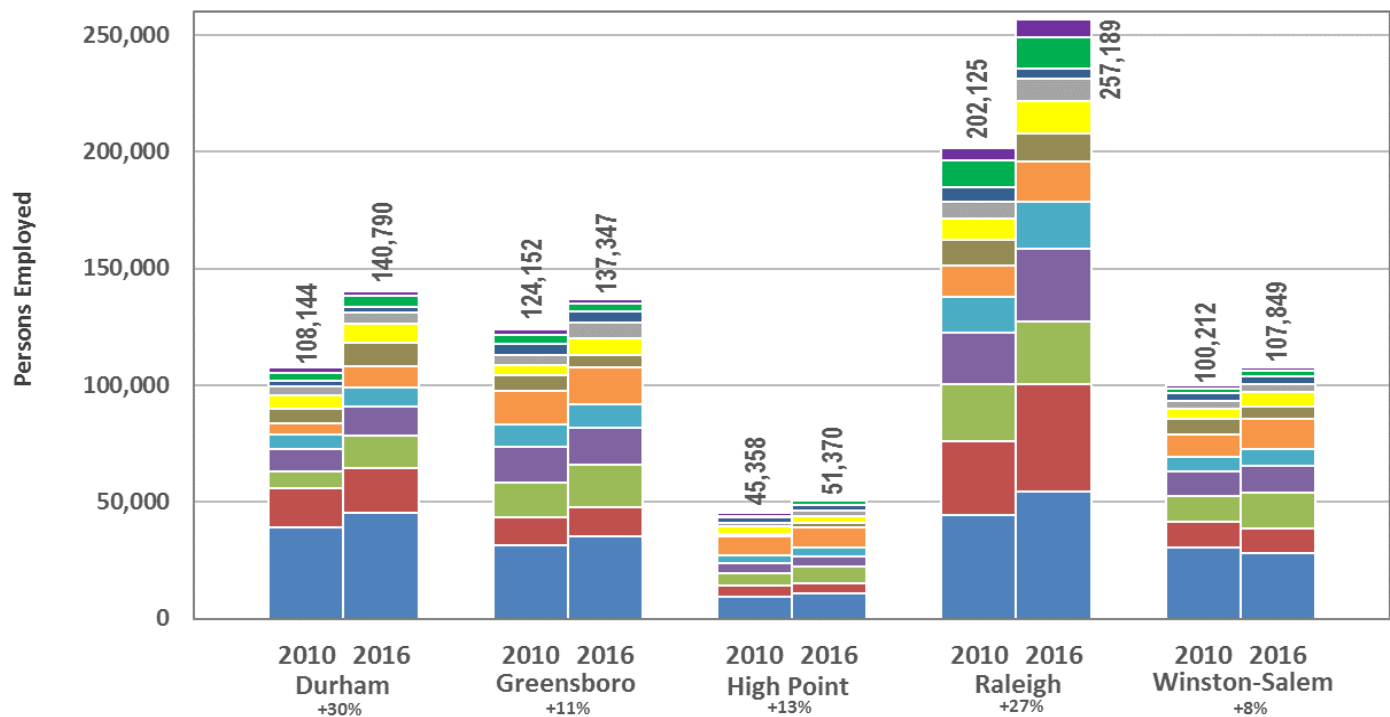
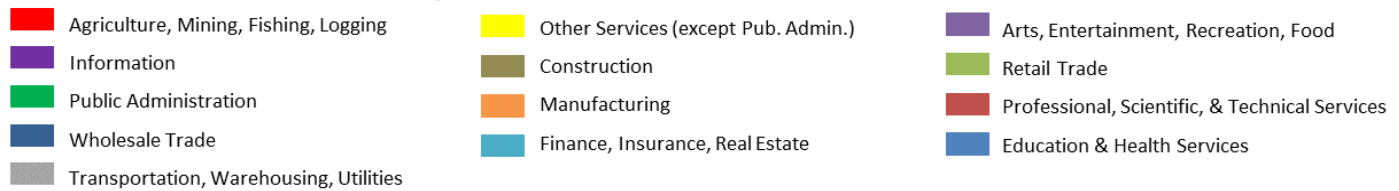
Annexations decreased in both number of cases and total acres between 2015 and 2016.

workforce

WORKFORCE

Source: US Census Bureau, 2010 & 2016 American Community Survey 1-Year Estimates

Employment by Industry (City-Level), 2010 to 2016



Greensboro Employment by Industry, 2010 to 2016			
Industry Sector	2010	2016	% Change
Education & Health Services	31,248	35,256	12.8%
Professional, Scientific, & Technical Services	12,298	12,484	1.5%
Retail Trade	14,692	18,263	24.3%
Arts, Entertainment, Recreation, & Food Services	15,478	15,872	2.5%
Financial, Insurance, & Real Estate	9,610	10,053	4.6%
Manufacturing	14,235	15,812	11.1%
Construction	6,520	5,306	-18.6%
Other Services (except Pub. Admin.)	4,773	7,172	50.3%
Transportation, Warehousing, & Utilities	4,209	6,732	59.9%
Wholesale Trade	4,522	4,806	6.3%
Public Administration	3,857	3,016	-21.8%
Information	2,595	2,041	-21.3%
Agriculture, Mining, Fishing, & Logging	115	534	364.3%
TOTAL	124,152	137,347	10.6%

Greensboro's job growth of 10.6% since 2010 suggests continued, stable recovery from the recession. Employment growth occurred in most job sectors, with the strongest growth in Transportation, Warehousing and Utilities.

In Greensboro, three industry sectors lost jobs: Construction (-18.6%), Public Administration (-21.8), and Information (-21.3%).

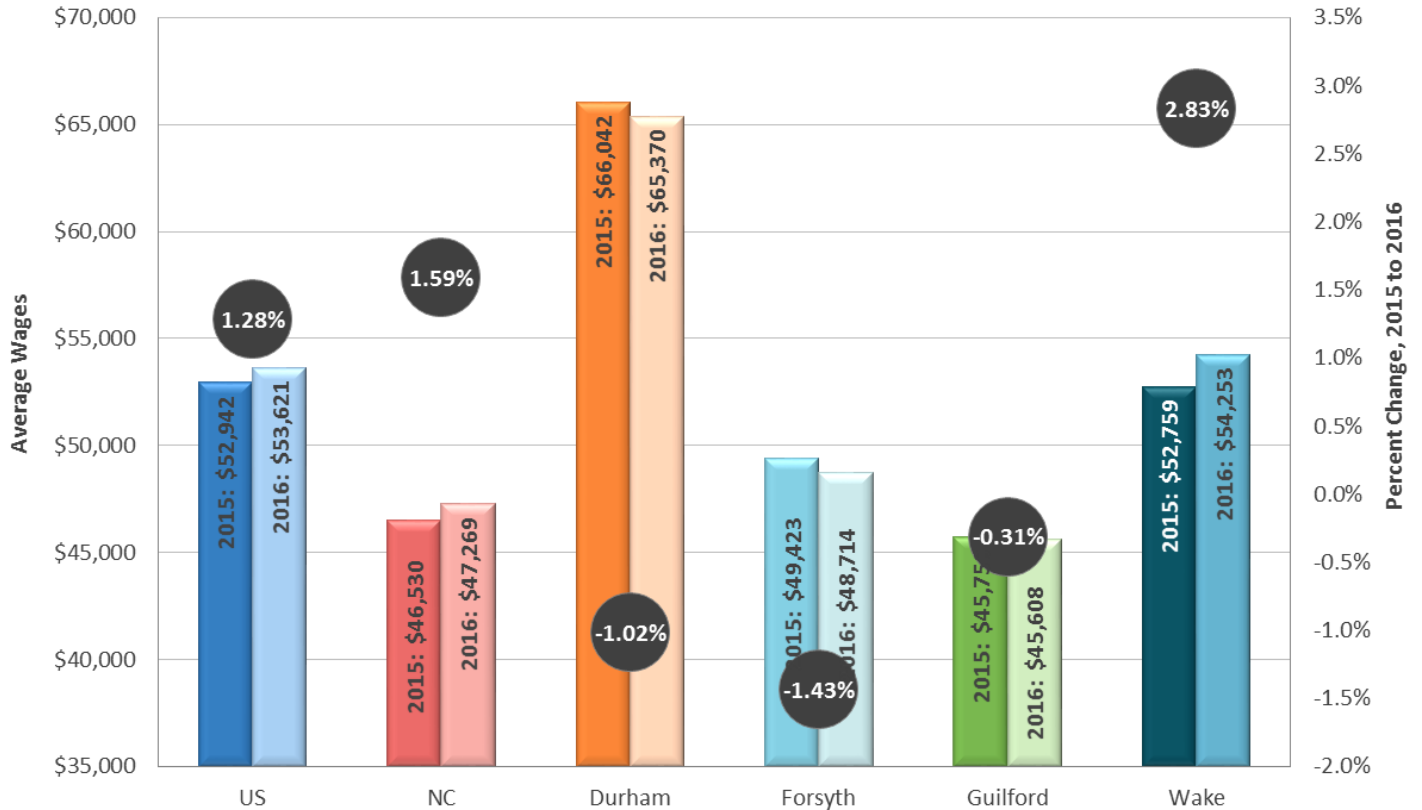
Job growth occurred in all comparison cities, with increases in Education & Health Services and Professional, Scientific & Technical Services jobs leading employment growth in both Durham and Raleigh.

wage rates

WAGE RATES

Source: Bureau of Labor Statistics, 2015 & 2016 Quarterly Census of Employment and Wages

Average Wages, 2015 and 2016



Guilford County saw a decrease in annual average wages (-0.31%) from 2015 to 2016, along with Durham and Forsyth County.

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

Change in average wages among industry sectors varied greatly between 2015 and 2016. Sectors like Wholesale Trade and Information experienced a decrease in average wages of more than 4.5%. The Construction sector experienced an increase of 4.3%, following a three year growth trend in this sector.

Guilford County Average Wage by Industry*			
Industry Sector	2015	2016	% Change
Education & Health Services	\$45,737	\$46,050	0.68%
Professional, Scientific, & Technical Services	\$48,948	\$48,441	-1.04%
Retail Trade	\$28,660	\$29,185	1.83%
Arts, Entertainment, Recreation, & Food Services	\$16,190	\$16,640	2.78%
Financial, Insurance, & Real Estate	\$66,174	\$66,179	0.01%
Manufacturing	\$62,669	\$62,147	-0.83%
Construction	\$48,683	\$50,817	4.39%
Other Services (except Public Administration)	\$32,385	\$33,686	4.02%
Transportation, Warehousing, & Utilities	\$49,052	\$48,527	-1.07%
Wholesale Trade	\$60,120	\$57,363	-4.59%
Public Administration	\$46,465	\$46,211	-0.55%
Information	\$66,814	\$63,776	-4.55%
Agriculture, Mining, Fishing, & Logging	\$36,343	\$36,398	0.15%

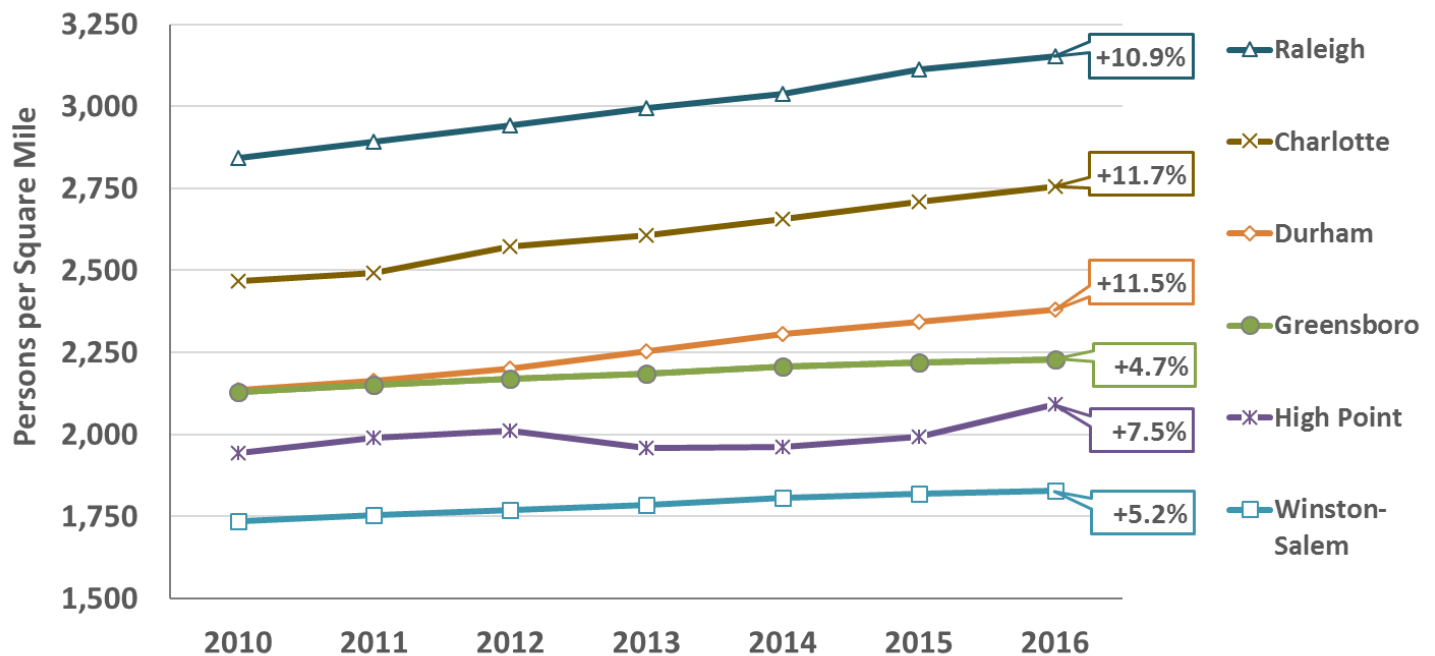
*Average wage provided by BLS. Total of average wage by industry differs due to rounding.

density & tax base

POPULATION DENSITY: PERSONS PER ACRE

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

Change in Population Density, 2010 to 2016



Across 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 2016, Greensboro’s population density increased by 4.7%. In the same time frame, population density increased by more than 10% in Raleigh (10.9%), Durham (11.5%), and Charlotte (11.7%). Similar to the overall population growth rate, Greensboro’s population density increased at the slowest 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	2016	% Change	2010	2016	% Change
Charlotte	\$77,440,978,879	\$93,700,455,925	21.0%	\$406,485	\$479,264	17.9%
Durham	\$22,722,567,472	\$27,779,146,712	22.3%	\$330,670	\$392,954	18.8%
Greensboro	\$24,179,856,429	\$26,070,666,010	7.8%	\$298,629	\$316,465	6.0%
High Point	\$9,210,773,482	\$9,206,799,090	0.0%	\$267,491	\$260,883	-2.5%
Raleigh	\$49,741,496,291	\$58,365,839,243	17.3%	\$543,873	\$626,501	15.2%
Winston-Salem	\$21,335,496,980	\$20,779,118,995	-2.6%	\$251,695	\$244,946	-2.7%

Total taxable real property value is a common measure of a municipality’s revenue capacity—the tax base. Between 2010 and 2016, Greensboro’s total taxable real property value grew 7.8%. Among comparison cities, Raleigh (17.3%), Durham (22.3%), and Charlotte (21.0%) all experienced higher growth in their tax base than Greensboro, while High Point (0.0%) and Winston-Salem (-2.6%) saw their tax base remain unchanged or shrink.

Greensboro experienced a 6.0% increase in taxable real property value per acre over the same period, while Durham (18.8%) Raleigh (15.2%), and Charlotte (17.9%) all grew at higher rates. Winston-Salem (-2.7%) and High Point (-2.5%) both saw a decrease in per acre value.