

**Board of Commissioners**

75 Langley Drive • Lawrenceville, GA 30046-6935  
770.822.7000 • www.gwinnettcounty.com

Charlotte J. Nash, Chairman  
Jace W. Brooks, District 1  
Lynette Howard, District 2  
Tommy Hunter, District 3  
John Heard, District 4



**Official  
Minutes  
Thursday, March 30, 2017 & Friday, March 31, 2017 – 8:30 AM  
Strategic Planning Session**

**Present: Charlotte J. Nash, Jace Brooks, Lynette Howard, Tommy Hunter, John Heard**

**The University of Georgia Center for Continuing Education  
1197 S Lumpkin St, Athens, GA 30602**

The Strategic Planning Session was facilitated by Mara Shaw and Langston Holbrook with the University of Georgia Carl Vinson Institute of Government. Glenn Stephens provided an overview of Gwinnett County Government’s accomplishments. Matt Hauer with the Carl Vinson Institute of Government made a presentation to the Board on demographics. No Official Action Taken.



**Gwinnett County Board of Commissioners  
Strategic Planning Session  
March 30-31, 2017  
The University of Georgia Center for Continuing Education  
Room K/L  
Agenda**

**Day 1: March 30, 2017**

<b>8:30 am</b>	Arrival – Continental Breakfast on Second Floor in Room K/L	
<b>9:00 am</b>	Welcome Planning Retreat Overview	Chairman Nash Mara Shaw
<b>9:30 am</b>	Defining Leadership Relationships	Mara Shaw
<b>10:00 am</b>	Facilitated Group Discussions	Mara Shaw
<b>10:30 am</b>	Break	
<b>10:45 am</b>	Continuation of Facilitated Group Discussions	Mara Shaw
<b>Noon</b>	Lunch – Magnolia Ballroom, Salon 5, First Floor	
<b>1:00 pm</b>	Roles and Expectations Discussions	Mara Shaw
<b>2:45 pm</b>	Break	
<b>3:00 pm</b>	Presentation of Gwinnett County Accomplishments	Glenn Stephens
<b>4:30 pm</b>	Adjournment for the Day and Hotel Check In	

**6:00 pm** Meeting in the Lobby for Shuttle to DePalma's

**6:30 pm** Dinner – DePalma's in Downtown Athens

**Day 2: March 31, 2017**

**7:30 am** Breakfast – Magnolia Ballroom, Salon 5, First Floor

**8:30 am** Welcome – Room K/L Mara Shaw

**8:45 am** Demographic Presentation Matt Hauer

**9:45 am** Break and Hotel Check Out

**10:15 am** Mission, Vision, and Values Facilitation Langford Holbrook

**11:15 am** Current Environment Assessment Langford Holbrook

**Noon** Lunch – Magnolia Ballroom, Salon 5, First Floor

**1:00 pm** Identification of Priorities Langford Holbrook

**2:30 pm** Break

**2:45 pm** Identification of Priorities Langford Holbrook

**3:30 pm** Review of Next Steps Langford Holbrook

**3:45 pm** Closing Thoughts, Evaluations, and Adjournment Mara Shaw



**UNIVERSITY OF  
GEORGIA**

**Carl Vinson  
Institute of Government**

**Gwinnett County Board of  
Commissioners**

***Strategic Planning Session***

**March 30-31, 2017**

**The University of Georgia Center for Continuing  
Education**

**Athens, Georgia**

# Welcome and Overview

**Charlotte Nash**

**Mara Shaw**



**Carl Vinson  
Institute of Government  
UNIVERSITY OF GEORGIA**



**Carl Vinson Institute of Government  
UNIVERSITY OF GEORGIA**

# Facilitator Roles

- Keep the conversation focused
- Make sure everyone is heard
- Help the group work towards consensus
- Keep a written record (of consensus agreements)
- Answer questions
- Referee if needed



# Ground Rules

- **Check your title** at the door, we're all **equal adults** here today
- The past is past, **focus on and talk about the Future**
- **Speak the truth** (as you know it)
- **Don't judge** other's comments
- Allow others in your group to talk, **Please don't dominate**
- **Trust** each other enough to speak and **Respect** each other enough to listen
- **Respect** each other's differences and perspectives
- **Talk to each other.....**
- **Address challenges not people**, No personal assaults
- **"Don't beat a dead horse"..... dismount**
- **Agreement** on ground rules



# Strategic Planning Session Agenda – Day 1

## Thursday, March 30, 2017:

8:30 am Arrival and Breakfast

9:00 am Welcome, Overview, and Introductions

9:30 am Defining Leadership Relationships

10:00 am Facilitated Group Discussions

10:30 am Break

10:45 am Continue Facilitated Group Discussions

Noon Floor Lunch Magnolia Ballroom, Salon 5, First





# Day 1 Agenda - Continued

**1:00 pm** Roles and Expectations Discussion

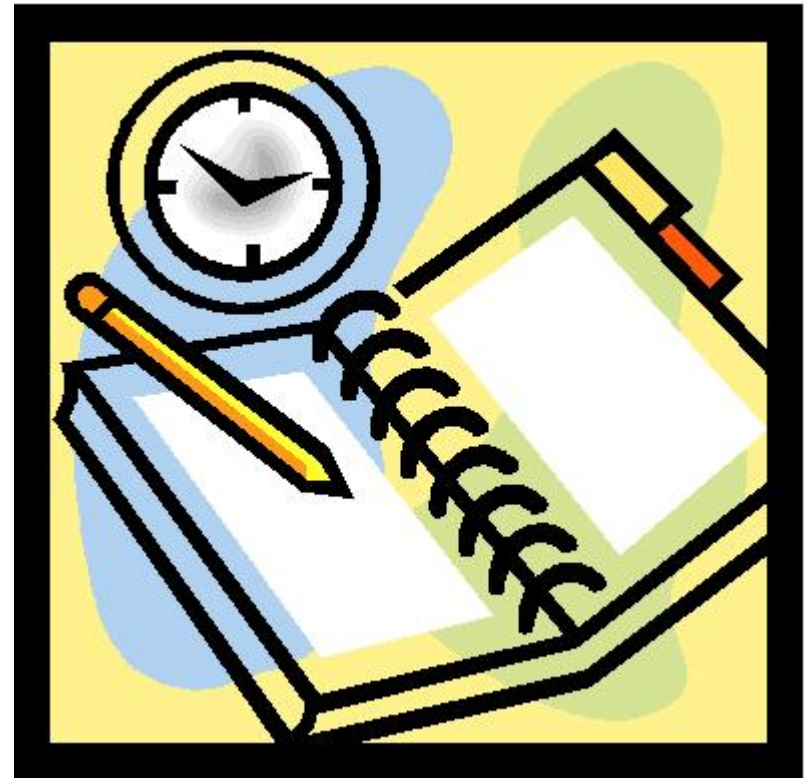
**2:45 pm** Break

**3:00 pm** Presentation of Gwinnett County Accomplishments

**4:30 pm** Adjournment and Hotel Check In

**6:00 pm** Meet in Lobby for Dinner Gathering

**6:30 pm** Dinner



# Participant Introductions



- Name
- Position
- One thing about yourself that no one in the room knows about you



# Defining Leadership Relationships

- With partners
- With the opposition
- With casualties
- With senior authority
- With trouble makers
- With ourselves



# Facilitated Group Discussions

- Who is or has been the greatest influence on you and why?
- What is your most vivid childhood memory?

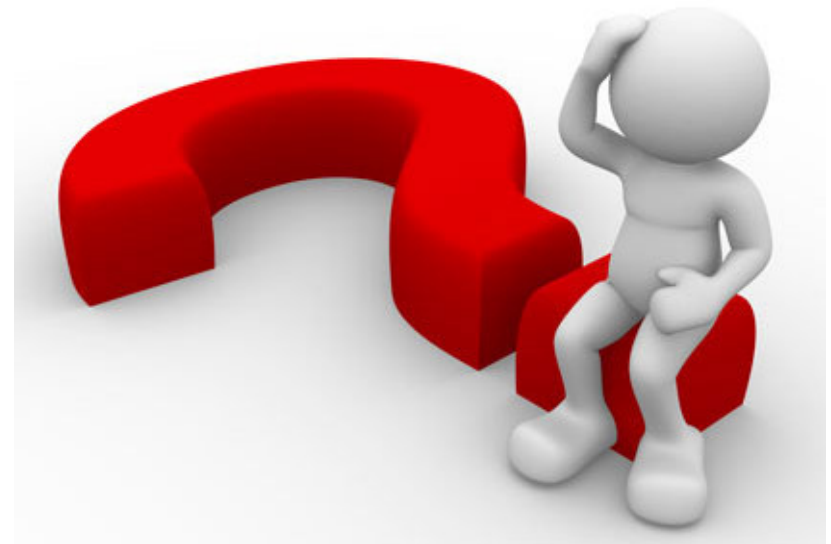


10:30 am – 10:45 am

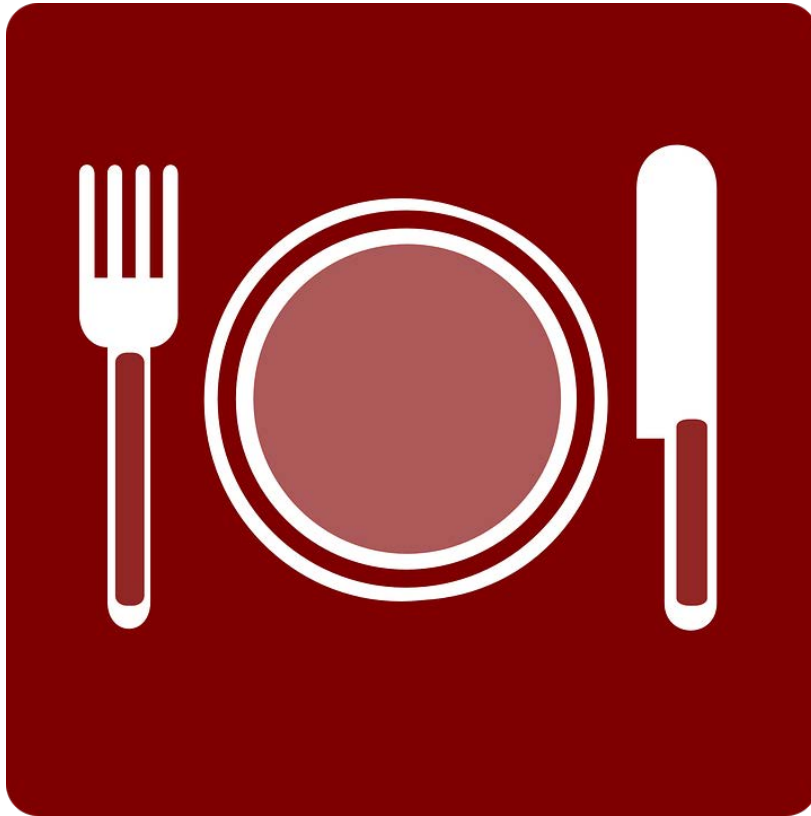


# Facilitated Group Discussions

- What is the best thing that has ever happened to you in Gwinnett County?
- As of today, what is your greatest fear?



# Noon – 1:00 pm



Lunch  
Magnolia Ballroom  
Salon 5  
First Floor



# Roles and Expectations

**In order for you to be successful in your role as a commissioner or senior staff member:**

- *As a commissioner, what do you need from your fellow commissioners to be successful?*
- *As a commissioner, what do you need from senior staff to be successful?*
- *As a senior staff member, what do you need from commissioners to be successful?*
- *As a senior staff member, what do you need from each other to be successful?*





# Top Ten Expectations



- Consensus on Top Ten County Commission Expectations of Each Other
- Consensus on Top Ten Senior Staff Expectations of Each Other



# Internal and External Barriers

What do we need to **STOP** doing that is holding us back as a team?



What do we need to **START** doing that would move us forward as a team?



2:45 pm – 3:00 pm



# Gwinnett County Accomplishments



**Presentation by  
Glenn Stephens  
County Administrator**



# Schedule Reminder

## This afternoon and evening:

- **4:30 pm**      Adjournment for the Day and Hotel Check-in
- **6:00 pm**      Meeting in the Lobby for Shuttle to Dinner
- **6:30 pm**      Dinner

## Tomorrow morning:

- **7:30 am**      Breakfast – Magnolia Ballroom, Salon 5, first floor
- **8:30 am**      Welcome – Room K/L



# Welcome and Good Morning!



**Recap of Day 1 and  
Overview of Day 2**



# Strategic Planning Session Agenda – Day 2

**Friday, March 31, 2017:**

- 7:30 am**    **Breakfast – Magnolia Ballroom, Salon 5,  
First Floor**
- 8:30 am**    **Welcome, Recap, and Agenda Overview**
- 8:45 am**    **Demographic Presentation**
- 9:45 am**    **Break and Hotel Check out**
- 10:15 am**    **Mission, Vision, and Values Facilitation**
- 11:15 am**    **Current Environment Assessment**
- Noon**        **Lunch – Magnolia Ballroom, Salon 5,  
First Floor**



# Day 2 Agenda – Continued

**Noon      Lunch**

**1:00 pm    Identification of Priorities**

**2:30 pm    Break**

**2:45 pm    Continue Identification of  
Priorities**

**3:30 pm    Review of Next Steps**

**3:45 pm    Closing Thoughts, Evaluations,  
and          Adjournment**





# Facilitator Roles

- Keep the conversation focused
- Make sure everyone is heard
- Help the group work towards consensus
- Keep a written record (of consensus agreements)
- Answer questions
- Referee if needed

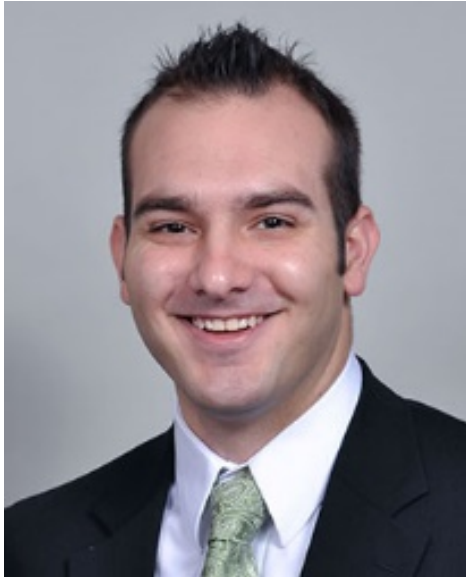


# Ground Rules

- **Check your title** at the door, we're all **equal adults** here today
- The past is past, **focus on and talk about the Future**
- **Speak the truth** (as you know it)
- **Don't judge** other's comments
- Allow others in your group to talk, **Please don't dominate**
- **Trust** each other enough to speak and **Respect** each other enough to listen
- **Respect** each other's differences and perspectives
- **Talk to each other.....**
- **Address challenges not people**, No personal assaults
- **"Don't beat a dead horse"..... dismount**
- **Agreement** on ground rules



# Gwinnett County in Focus



**Matt Hauer** is a **Public Service Associate** in the State Services and Decision Support Division. He leads the Institute of Government's Applied Demography Program, which provides state and local leaders with current demographic data and detailed population projections so that they can more effectively address issues and plan for the future. He also instructs officials on the use of demographics in public decision making. He is the recipient of the 2014 E. Walter Terry Award in Applied Demography and is frequently quoted in nationally syndicated newspapers. Matt has emerged as the go-to person for in-depth knowledge of Georgia's population and has given dozens of public presentations in recent years to groups such as the Federal Reserve Bank of Atlanta, Kaiser Family Foundation, the board of advisors of the Georgia Chamber of Commerce, and Governor Nathan Deal's Council on Rural Affairs. His areas of expertise include demography, population estimates and forecasts, changing mortality patterns, aging, school demographics.



# 9:45 am – 10:15 am Break and Hotel Check out



# Vision, Mission, and Values

**What is your vision  
for the future of  
Gwinnett County?**



# What is Your Mission?

- What is the **purpose** of the Board of Commissioners? What are the **needs or opportunities** that the Board of Commissioners was created to address?
- What is the **business** of the Board of Commissioners? What is the Board of Commissioners **doing or need to do** to address these needs or opportunities?



# What are the Values of the Gwinnett County Board of Commissioners?

*What principles or beliefs guide your work?*



# Current Gwinnett County Vision, Mission, and Values

- Vision:

***Gwinnett County sets the standard as a dynamic, vibrant community where all people can enjoy essential economic opportunities, safe neighborhoods, plentiful green space and recreational facilities. We are committed to partnering with others in our community who share a dedication to making life better for our citizens.***

- Mission:

***The Gwinnett County Government will deliver superior services in partnership with our community.***

- Values:

***We believe in honesty, fairness, and respect for all. We believe in stewardship of public resources and protection of the environment and that all citizens should expect to live and work in a clean and secure community.***

***We value excellence, creativity, innovation, and new technologies and ideas.***

***We believe that our government must be customer-focused, fiscally responsible, and deliver services that are among the best.***



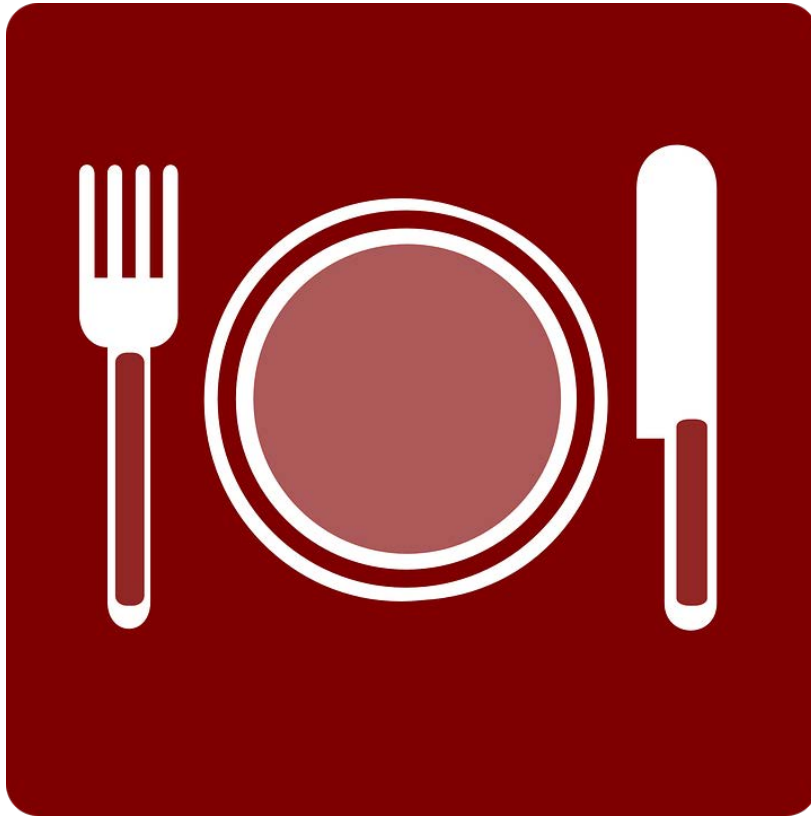


# Current Environment Assessment

- *What is working well?*
- *What needs improvement?*
- *What are current or future trends or needs the Gwinnett County Board of Commissioners must be aware of?*



# Noon – 1:00 pm



Lunch  
Magnolia Ballroom  
Salon 5  
First Floor



# Identification of Priorities

- *Given the vision, current environment, priorities and needs, what are the priorities of the Board of Commissioners?*
- *What needs to be done over the next 18 months?*



2:30 pm – 2:45 pm



# Identification of Priorities (continued)

- *Given the vision, current environment, priorities and needs, what are the priorities of the Board of Commissioners?*
- *What needs to be done over the next 18 months?*



# Review of next steps

*County administration will work with senior staff to develop implementation specifics for each priority area identified by the Board of Commissioners.*

*For each priority, the following will be determined:*

- *Strategies = Approach*
- *Tactics = Decision*
- *Operations = Actions*
- *Results = Values*



# Closing Thoughts, Evaluations, and Adjourment

- Final questions
- Closing thoughts
- Evaluations
- Adjourment



# Thank you!





# ABOUT YOUR FACILITATORS



**Mara Shaw** is the **Leadership Development Program Manager** within the training division at the Institute of Government. She works with local and state government officials and staff in managing and providing various professional and leadership development training programs. She has more than 25 years of experience in government, primarily in the areas of administration, downtown and community development, code enforcement, and local government planning. Before coming to the Institute of Government in 2013, Mara served as the assistant to the city manager for the City of Valdosta, Georgia. In 2014, she received the Candle In The Dark Award from the Valdosta-Lowndes County Martin Luther King, Jr., Commemoration Association for her work in the community and to the Association. She was named the 2005 Senator Loyce Turner Outstanding Public Official by Valdosta State University and received the Department of Community Affairs Outstanding Leadership Award in 2006. Her areas of expertise include facilitation, local government administration, neighborhood and community development, downtown development, historic preservation, code enforcement, local government planning, public information and communications, and land bank authority development and administration.





**Langford Holbrook** is a **Public Service Associate** within the training division at the Institute of Government. He has more than 20 years of experience working with communities in planning, administration, and project management. He has served local governments in many roles including as planning director, assistant city manager, and county administrator. Langford has led projects in the areas of community planning and visioning, strategic planning, and implementation strategy development with clients from state, regional, and local governments; nonprofit organizations; and public-private partnerships. He is an AICP Certified Planner. His areas of expertise include land use planning; local, state, and regional planning; service and infrastructure planning; project management; community development; and strategic planning.



# Connect With Us!



Facebook

[facebook.com/VinsonInstitute](https://www.facebook.com/VinsonInstitute)



Twitter

[@CVIOG\\_UGA](https://twitter.com/CVIOG_UGA)



LinkedIn

**Carl Vinson Institute  
of Government**



[www.cviog.uga.edu](http://www.cviog.uga.edu)



COUNTY  
ADMINISTRATOR'S  
OFFICE

# 2016 Accomplishments

gwinnettcounty  
GOVERNMENT

**20** years of **triple AAA**  
**achievement**



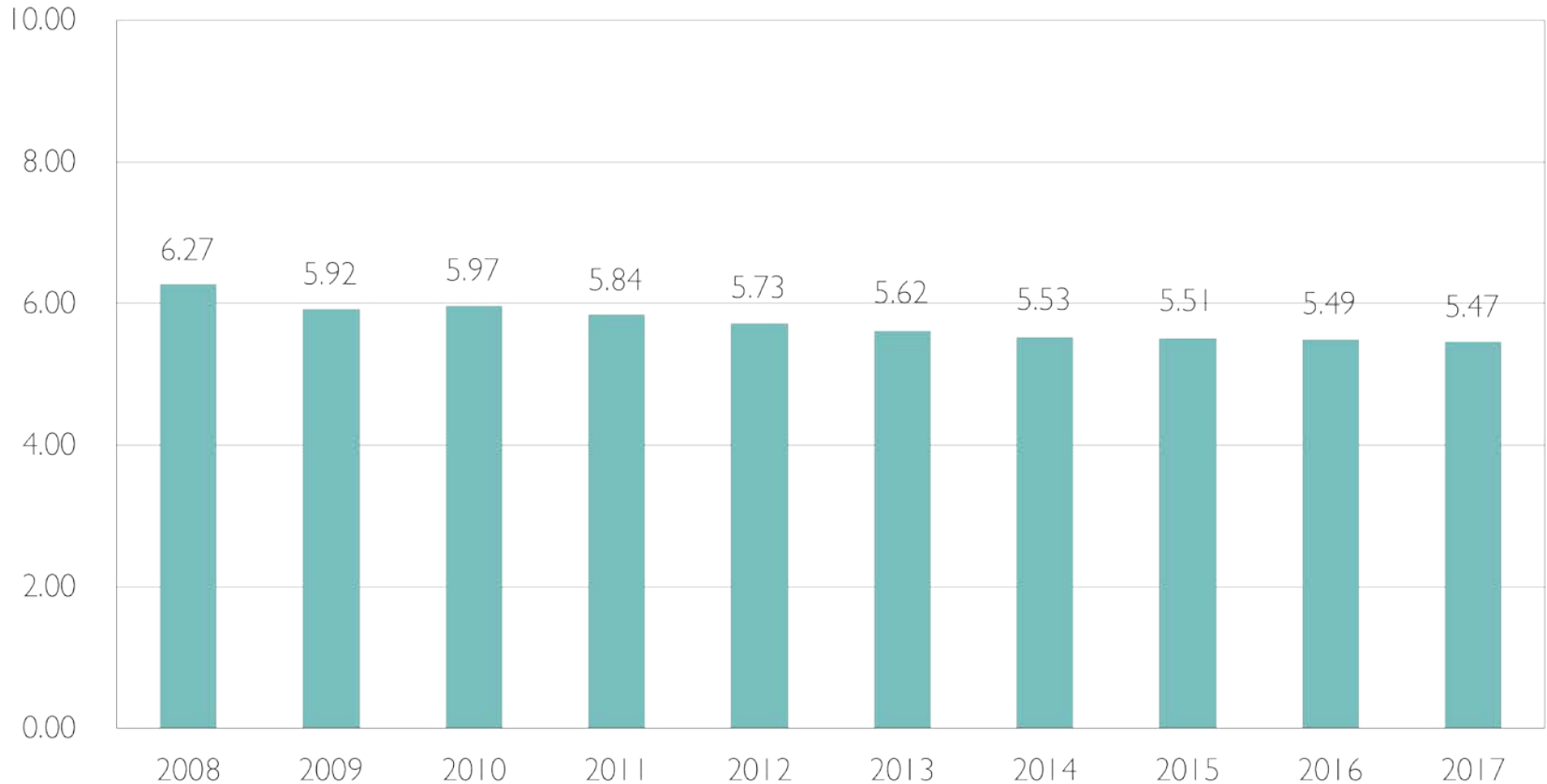
# SPLOST

your **pennies** at **work**

purchaseasing  
gwinnettcounty

## Ratio of Authorized Positions Per 1,000 Population

Sources: 2008 - 2015 population estimates from U.S. Census Bureau.  
2016 and 2017 population estimates from Woods & Poole.







## Fire &amp; Emergency Services Scorecard



Results

Strategy Map

Reports

Attention Items

KPI Strategic vs. Operational



## Fire &amp; Emergency Services Mission and Vision

Saving lives and protecting property.

We will deliver the highest quality assistance to all customers.

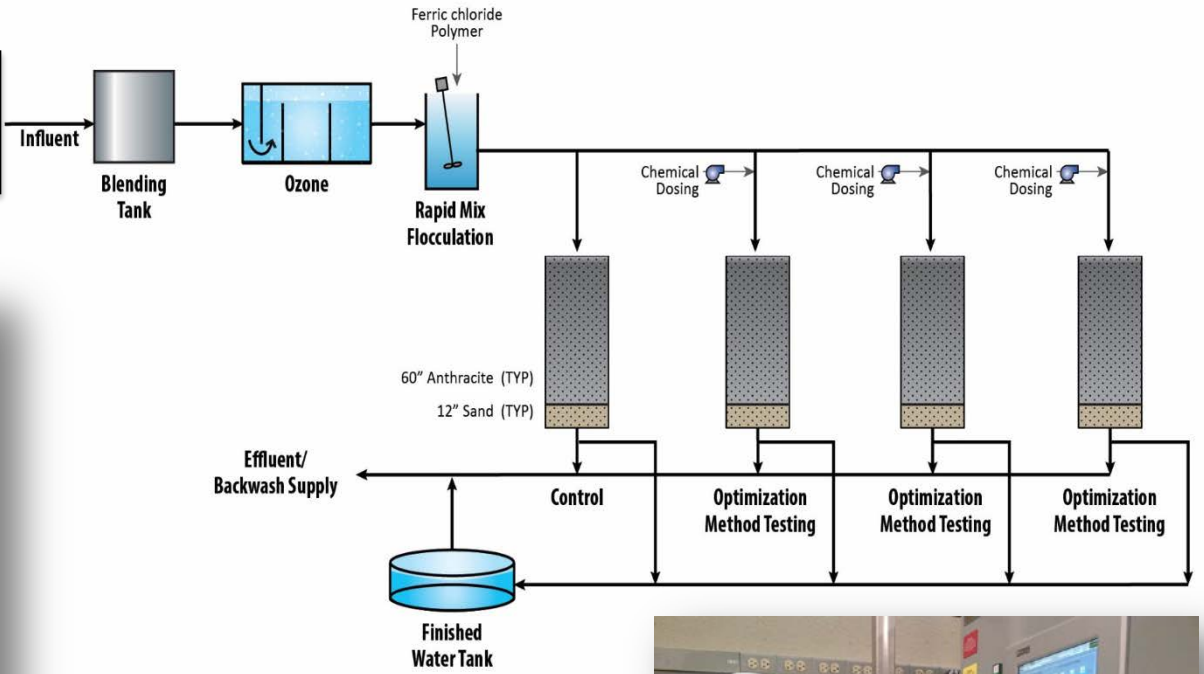
Citizen/Customer Engagement				
	Actual	Target	Status	Trend
<b>Improve response time to Fire and Medical Emergencies</b>			●	↓
EMS and Fire Response from en-route to on scene <= 390 seconds (6 min 30 secs)	66 %	90 %	●	↓
<b>Improve response time for Advance Life Support on the Scene</b>			●	↑
Advance Life Support on Scene <= 8 min (en-route to on scene)	87 %	90 %	●	↑
<b>Provide sufficient resources on scene to mitigate fires</b>			●	↓
Effective Response Force to Structure Fire <= 780 sec (en-route to on scene)	56 %	90 %	●	↓
<b>Improve med unit availability and response time</b>			●	↑
Medical Unit Utilization	72 %	100 %	●	↑
<b>Fire Investigations</b>			●	↑
% Investigations w/ cause determined	83 %	70 %	●	↑
<b>Create and Offer Safety Programs</b>			●	↑
# home surveys completed	22 / mo	20 / mo	●	↓
# Children exposed to Safety programs	5,198	1,500 / mo	●	↑

Internal Process Efficiency and Effectiveness				
	Actual	Target	Status	Trend
<b>Improve Internal Controls</b>			●	↓
% of known business activities with standard practice documentation	95.36 %	95 %	●	↓
% Balanced Scorecard Data Reported On-Time YTD	100.00%	100 %	●	↑
<b>Improve ability to hire &amp; retain medics</b>			●	↑
nbr Certified Paramedics	194	303	●	↑
<b>Recruit, hire and retain employees</b>			●	↑
# of Firefighter/Paramedic Trainee CJO candidates on CJO register	40	30	●	↑
<b>Safeguard the health and safety of employees</b>			●	↑
% Participation in Wellness Program	47 %	75 %	●	↑

Financial Stewardship				
	Actual	Target	Status	Trend
<b>Improve EMS Revenue Collection Rate</b>			●	↓
Net collection % at 12 months maturity	58.00 %	60 %	●	↓
<b>Reduce Risk Department Wide - Related Costs</b>			●	↓
Number of auto accident claims last month	7	8	●	↑
% of auto accidents per Authorized Strength	1 %	< 15 %	●	↑
Number of Department OI's	10	10	●	↓
<b>Volunteerism</b>				
# of volunteer hours YTD	625			
# of volunteers YTD	50			

Organizational Learning and Growth				
	Actual	Target	Status	Trend
<b>Enhance cross-functional knowledge</b>			●	↓
Average function "depth"	1.42	2.00	●	↓
<b>Ensure Code of Ethics Training Completed</b>			●	↑
% Code of Ethics training complete	100 %	100 %	●	↑
<b>Increase departmental bench-strength</b>			●	↑
% key mgmt positions w/candidates	81 %	100 %	●	↑
# key mgmt positions vacant	0	0	●	↑
<b>Ensure available productive hours</b>				
% "2808" employees with >96 hrs (non-FMLA) sick leave YTD	0.31 %			
% "2030" employees with >48 hrs (non-FMLA) sick leave YTD	1.58 %			

Lake Lanier  
F. Wayne Hill  
WRC Reclaim  
Water





— E (0.84 < VIC < 1.00)

— F (VIC > 1.00)

# Destination2040

Gwinnett's Comprehensive Transportation Plan







Georgia<sup>®</sup> Department of



# Community Affairs

---

**PLANFIRST**



Venture Drive Redevelopment  
Overlay District



MERCHANTS WAY

MALL BLVD

MARKET ST

1855

LIDDELL LN

E LIDDELL RD

DAY DR

PLEASANT HILL RD

MCDANIEL RD

DAVENPORT RD

FAIRLIE DR

DARGASS RD

STEVE REYNOLDS BLVD

SATELLITE BLVD

THURE DR



# Infinite Energy ARENA





**TOM PUCKETT'S**  
*Billiard Parlor*  
Beer - Snacks - Poker in Back Room - No Fighting



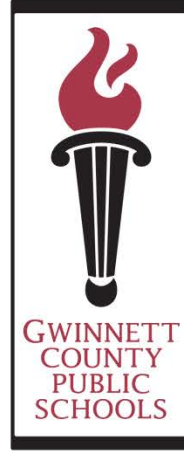
12:00

LIBRARY

















TWEETS 1,297 FOLLOWING 62 FOLLOWERS 3,517 LIKES 8

Follow

### Gwinnett Police Dept

@GwinnettPd

The official Twitter account for GCPD – Call 911 for emergencies – Call 770 513-5700 for non-emergencies – Account not monitored 24/7

Gwinnett County, GA  
gwinnettpolice.com  
Joined December 2015

781 Photos and videos



Tweets Tweets & replies Media

**Gwinnett Police Dept** @GwinnettPd · 3h  
The temp is rising and so is park activity Enjoy the great weather and recreation. However be safe and call 911 for suspicious activity.

**Gwinnett Police Dept** @GwinnettPd · 7h  
Have you seen this lady? Call 911. Mattie's Call has been issued for 56 year old Yolander Craig.  
[gwinnettcountry.com/portal/gwinnet](http://gwinnettcountry.com/portal/gwinnet) ...

#### New to Twitter?

Sign up now to get your own personalized timeline!

Sign up

You may also like Refresh

**Duluth Police Dept** @DuluthGAPolice

**Norcross Police** @NorcrossPD

**Johns Creek PD** @JohnsCreekPD





**UNIVERSITY OF  
GEORGIA**

**Carl Vinson  
Institute of Government**

# Gwinnett County in Focus

Mathew Hauer, Ph.D.

Gwinnett County BOC  
3/31/2017

**P R O M O T I N G   E X C E L L E N C E   I N   G O V E R N M E N T**

# What percent of the state's population was born in Georgia?

16.2%

43.1%

22.8%



55.3%

35% in Gwinnett!



\_\_\_\_\_ people in Georgia speak a foreign language in their home.

Fewer than  
500,000

Between  
500,000 and  
750,000

Between  
750,000 and  
1,000,000

More than  
1,200,000



250,000 Live in  
Gwinnett!

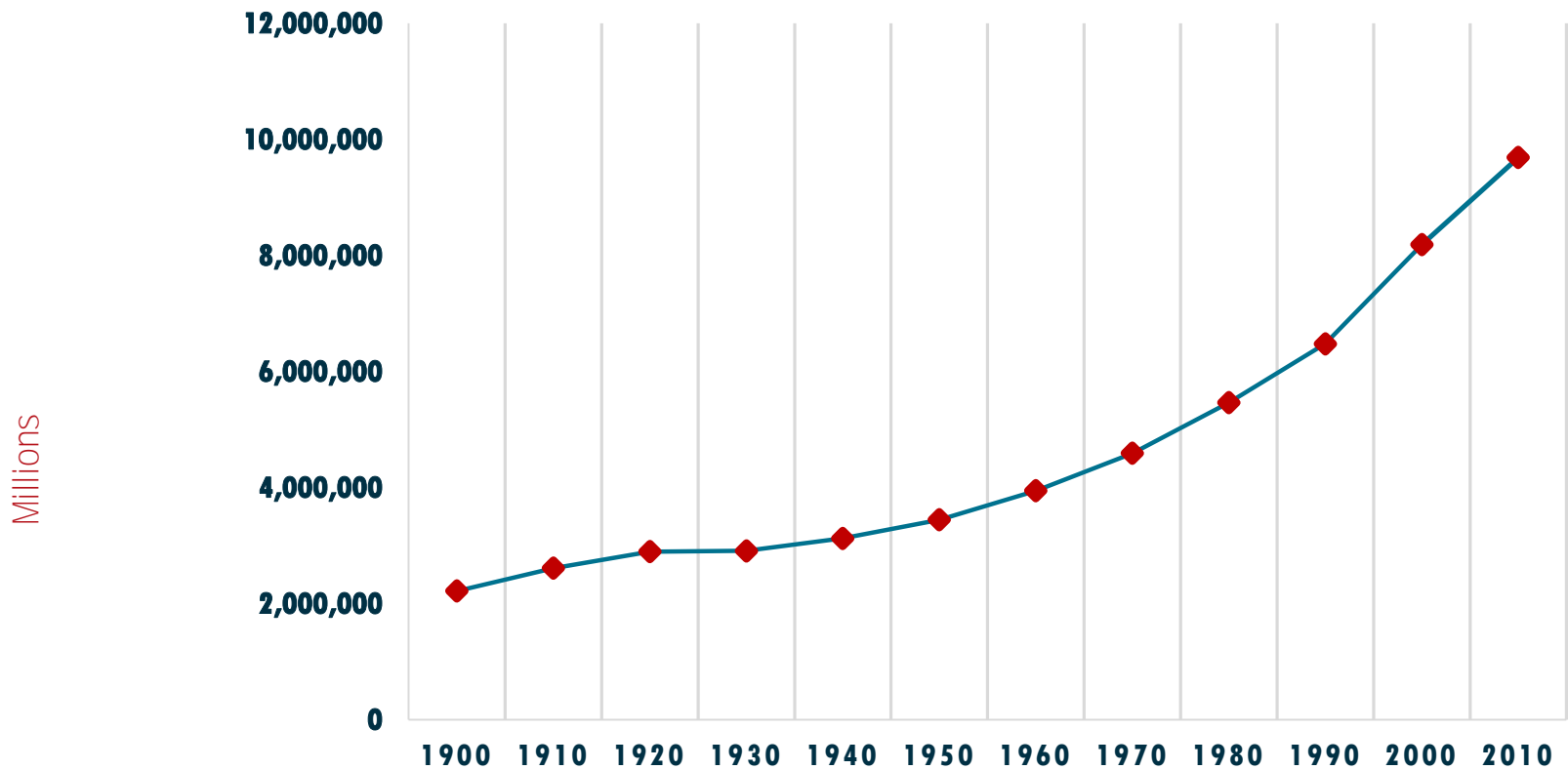


# POPULATION

	Place of Birth					Citizenship Status			Language Spoken At Home, Age 5 and Older		Veteran Population, 9/30/2014			
	Total Population	In the U.S.		Foreign Born		U.S. Citizen		Not a U.S. Citizen	Other Than English	Percent	Percent		Age 65 and Older (Thou)	
		In State of Residence	In Other States	Number	Percent	Naturalized	Born				Total	Female		
APpling	18,279	14,112	4,076	10,333	5.7	395	17,188	838	17,126	1,649	9.6	1,174	9.0	39.3
ATKINSON	8,363	5,810	1,437	10,556	12.4	75	10,481	940	10,118	1,574	7.7	427	10.0	37.9
BACON	11,124	8,229	2,192	6,341	5.7	59	10,487	578	9,372	753	7.1	804	8.9	39.8
BAKER	2,483	2,101	374	1,727	0.2	0	2,101	382	1,719	21	2.2	301	22.0	31.7
BALDWIN	26,578	36,506	17,863	12,021	2.5	145	14,652	655	14,603	1,815	4.2	4,064	5.2	42.5
FANKS	18,231	15,011	3,807	5,833	3.2	153	15,307	124	17,054	793	4.7	1,031	9.2	40.1
BARROW	69,335	23,357	20,797	5,111	7.4	1,946	63,504	410	63,693	7,745	12.2	5,771	7.2	41.5
BARTOW	99,573	17,229	28,518	49,571	5.0	1,517	94,357	3,600	92,809	6,674	7.2	7,815	8.4	37.7
BEN HILL	17,612	12,857	4,271	4,629	2.7	116	17,334	333	16,211	666	4.1	1,240	5.6	46.9
BERRIEN	19,131	14,023	4,531	20	2.0	99	18,005	292	17,713	890	5.0	1,493	7.5	40.3
BIBB	15,560	11,742	31,580	5,551	3.7	2,416	14,792	33,02	14,413	7,387	5.1	11,812	8.1	40.1
BIECKLEY	13,009	10,685	2,036	253	1.9	169	10,795	84	12,272	1,386	3.1	1,009	4.7	32.5
BRANTLEY	18,279	13,828	4,313	81	0.4	22	18,143	55	17,059	241	1.4	1,291	6.6	45.5
BROOKS	16,066	11,345	18,552	3,568	3.5	19	15,434	319	16,047	1,052	7.0	1,390	8.3	22.8
BRYAN	30,616	1,393	2,924	439	3.4	73	28,355	27	28,697	1,215	4.3	3,892	14.1	22.1
BULLOCH	70,280	49,645	17,425	28,447	3.8	719	67,303	938	66,344	3,486	5.3	5,003	8.9	39.1
BURKE	23,243	17,839	4,830	342	1.5	94	23,169	253	17,492	714	3.8	1,737	9.3	34.3
BUTTS	23,673	17,913	5,106	589	2.5	57	18,019	577	22,267	680	3.1	2,345	9.2	38.3
CAIHOUN	6,581	4,875	13,533	1,282	4.3	46	6,228	28	6,246	494	7.9	438	11.7	33.2
CAWDEH	6,043	1,681	31,544	1,701	2.2	584	43,355	3	46,444	2,700	4.9	7,203	13.0	32.9
CANDLER	11,002	8,915	2,408	678	6.2	67	10,273	31	10,214	1,031	10.1	779	8.4	50.6

# POPULATION

# Population of Georgia, 1900-2010



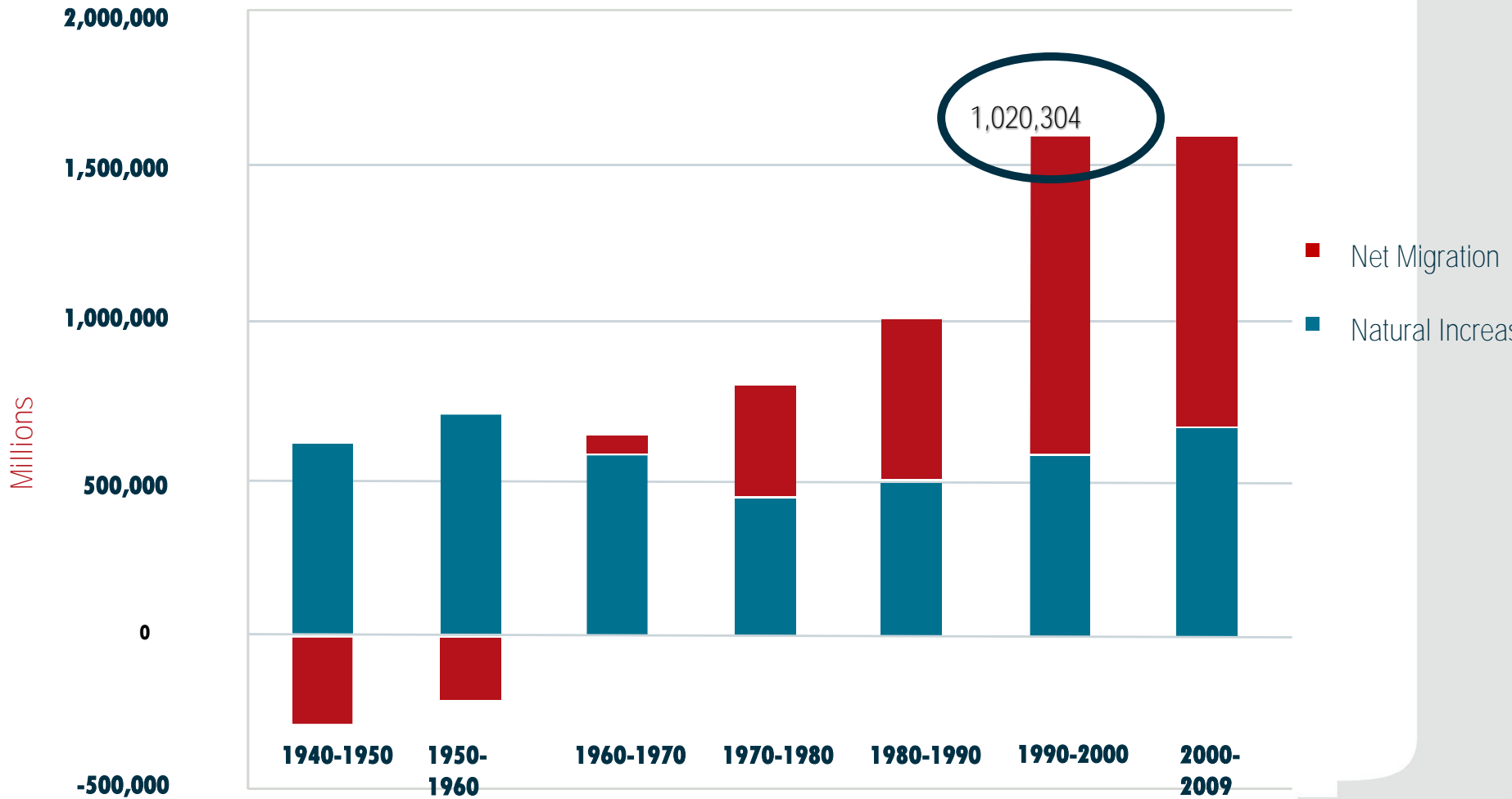
Source: US Census Bureau



Carl Vinson  
Institute of Government  
UNIVERSITY OF GEORGIA



# Components of Change, 1940-2009

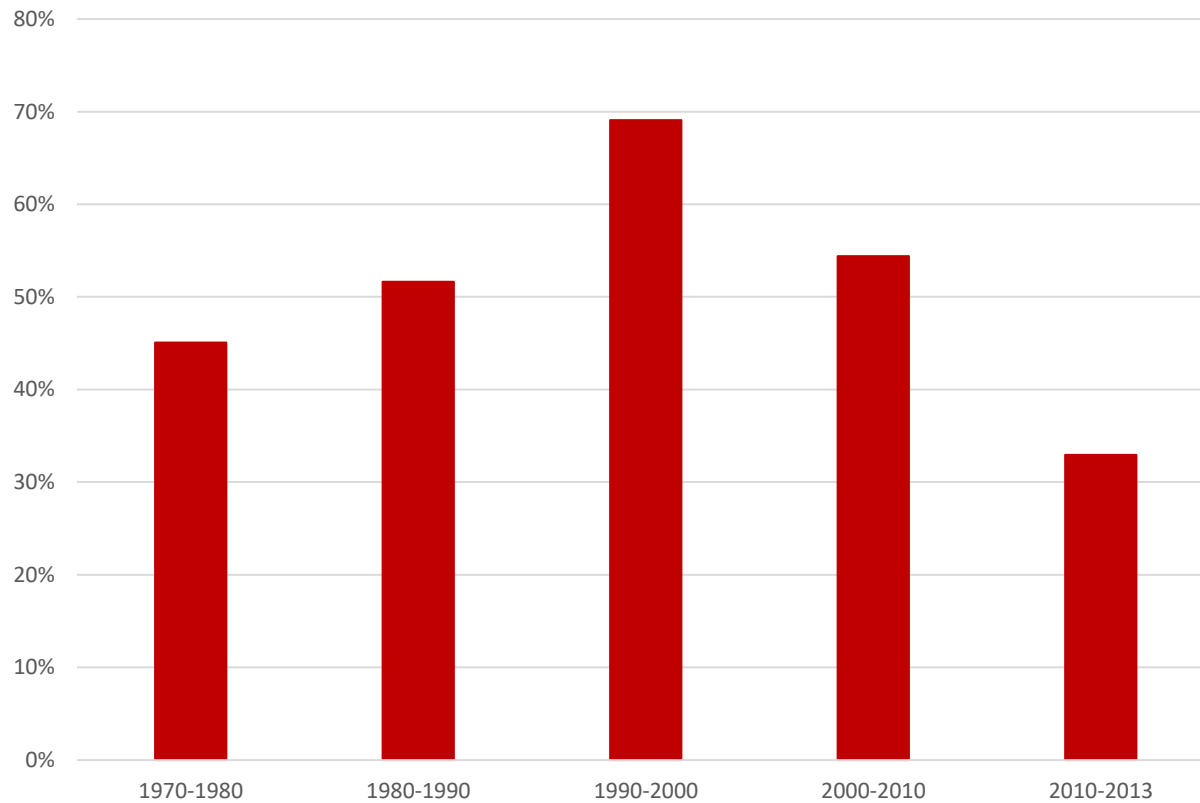


Source: US Census Bureau

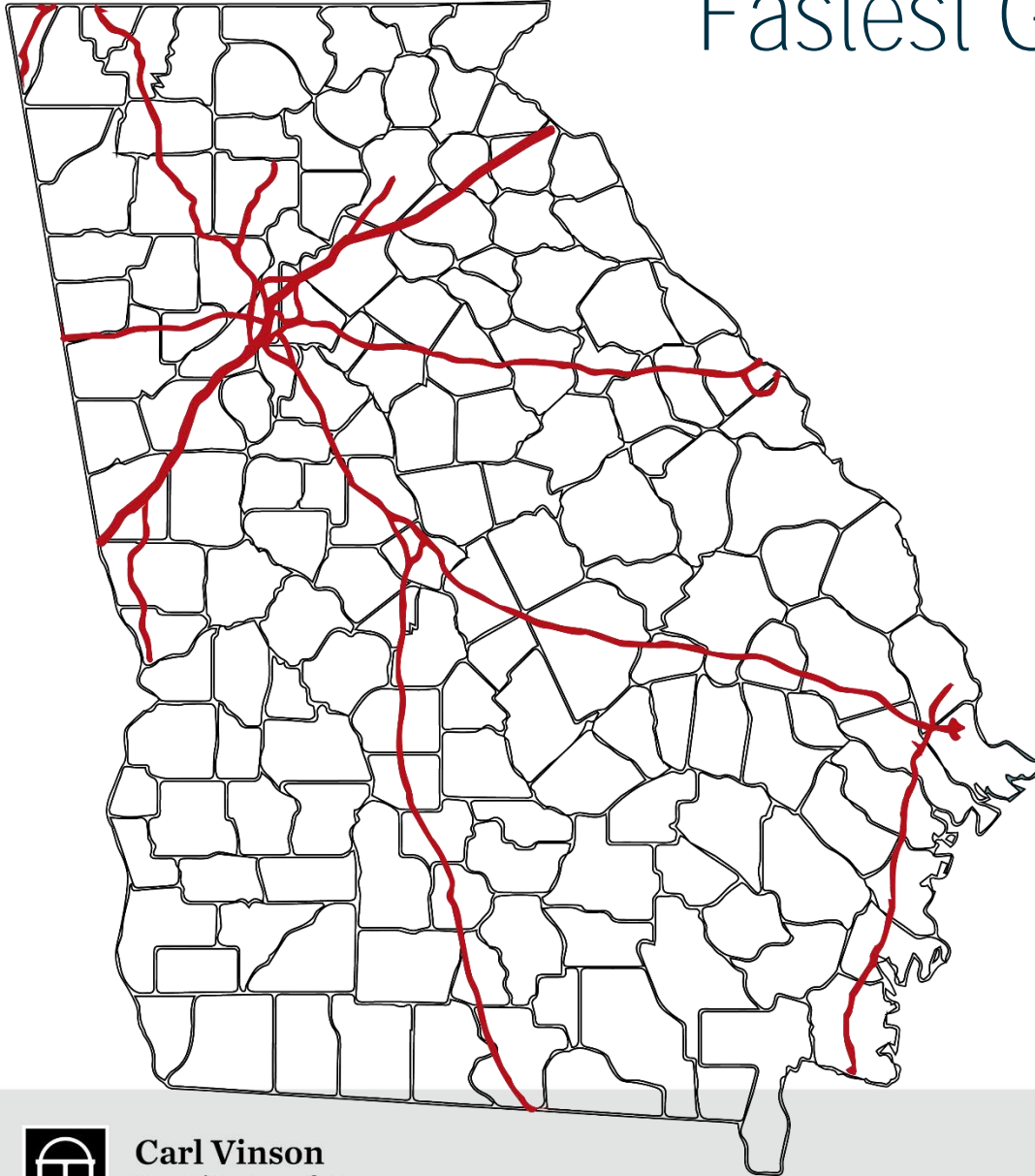


Carl Vinson  
Institute of Government  
UNIVERSITY OF GEORGIA

## Net Migration as a Percentage of Population Change for Georgia



# Fastest Growing Counties



Of the fastest growing counties in the United States, Georgia has...

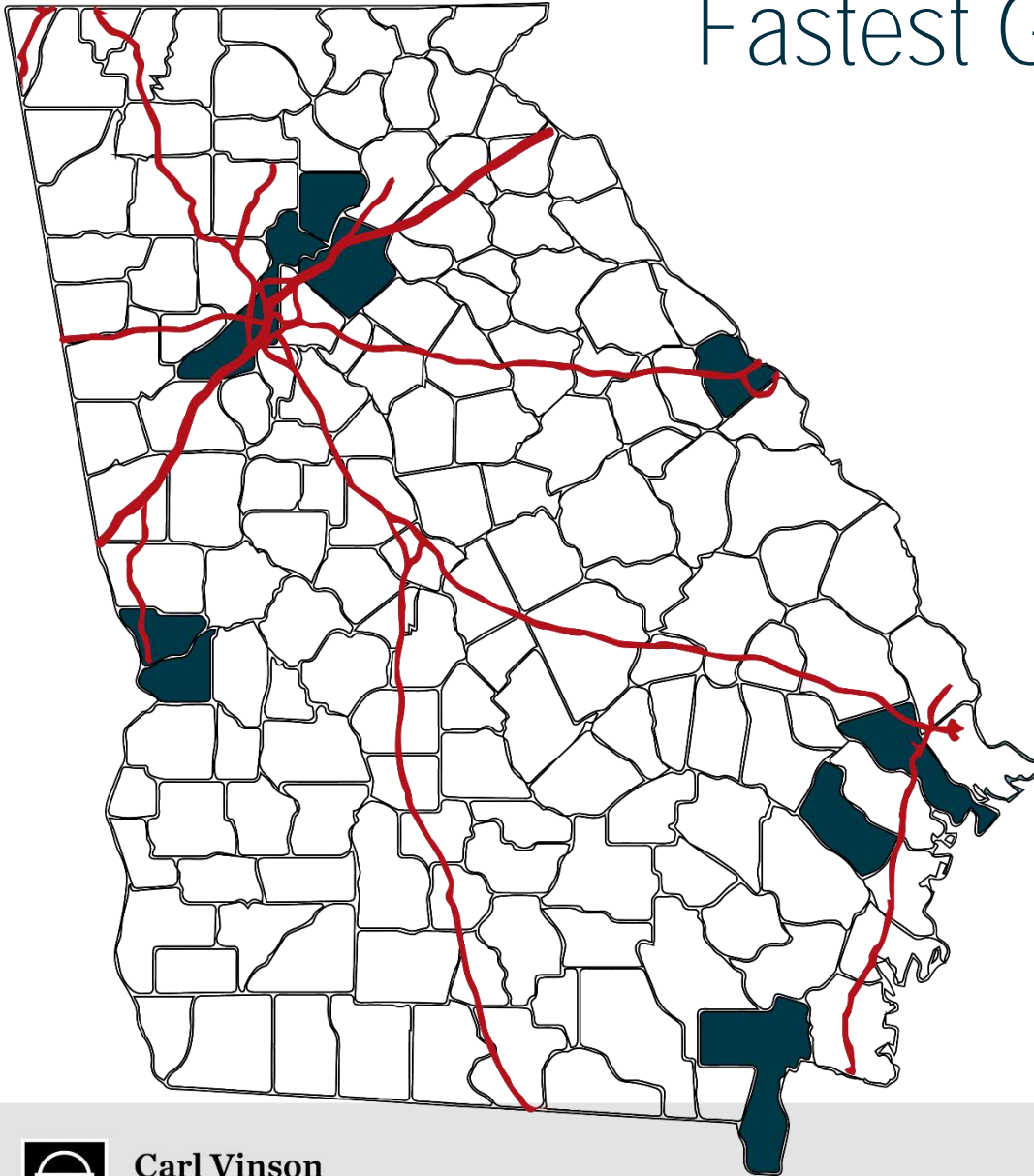
Source: US Census Bureau



Carl Vinson  
Institute of Government  
UNIVERSITY OF GEORGIA

# Fastest Growing Counties

9 out of 100

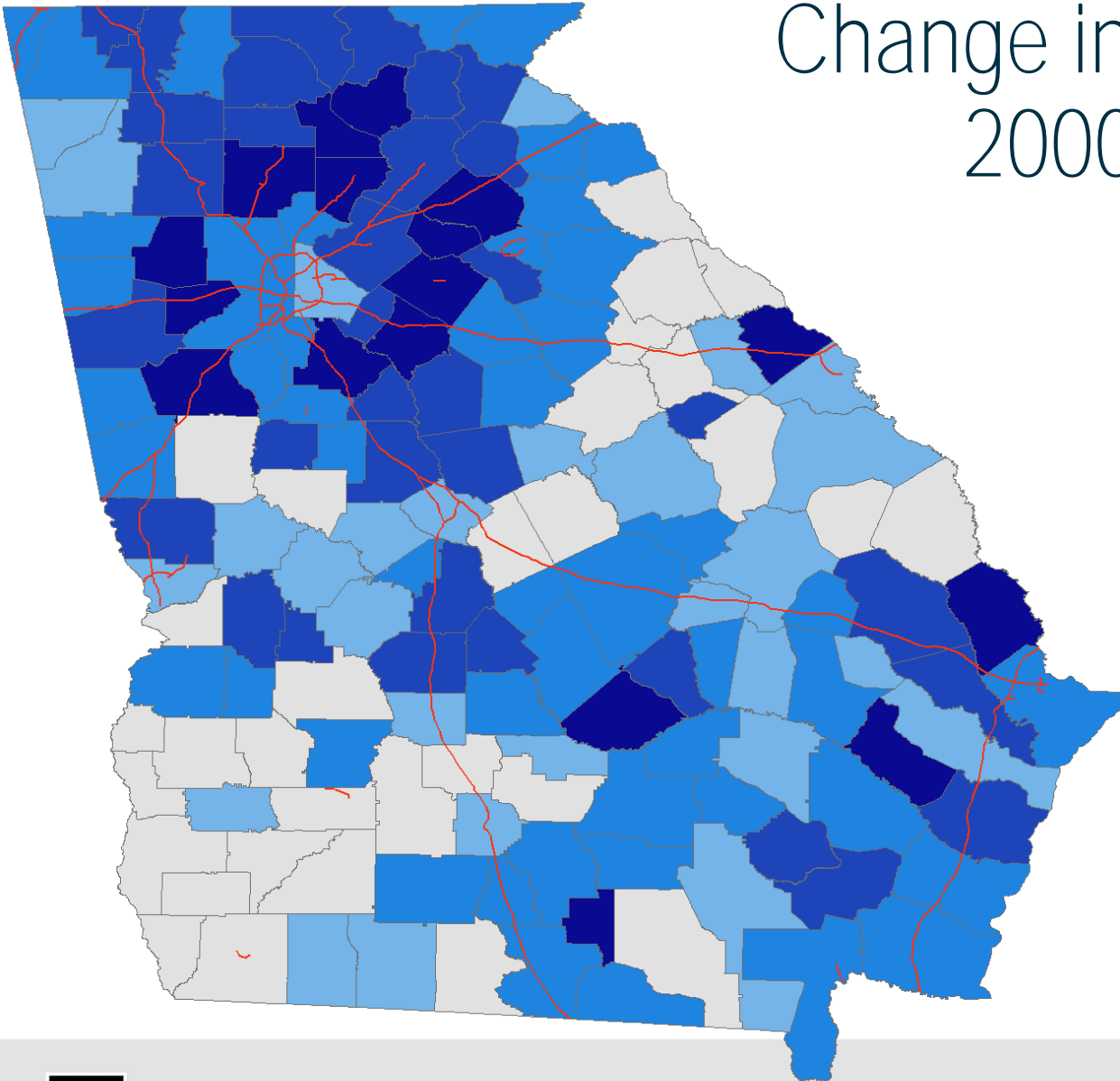


Source: US Census Bureau



Carl Vinson  
Institute of Government  
UNIVERSITY OF GEORGIA

# Change in Population 2000-2010

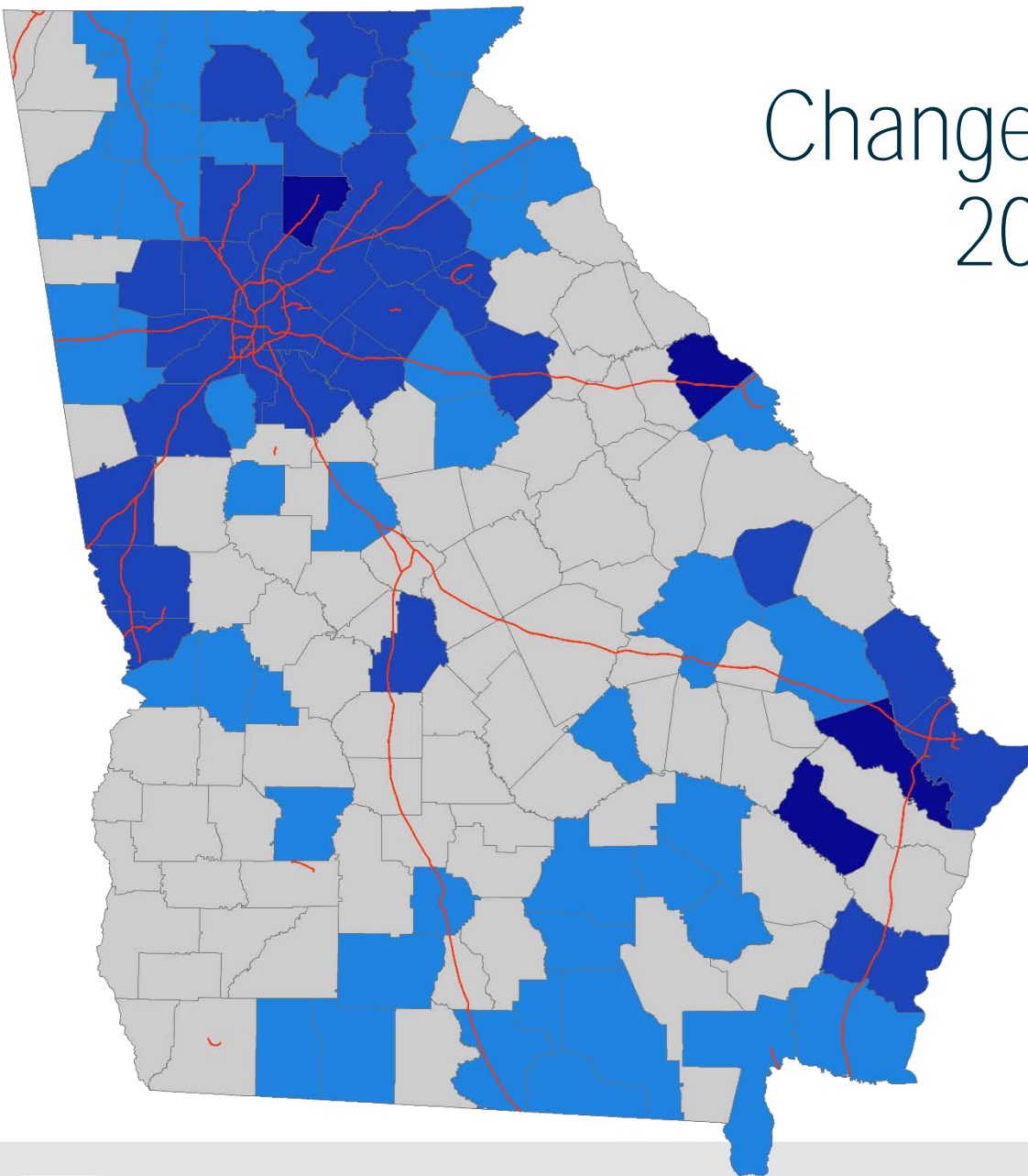


Source: US Census Bureau



**Carl Vinson**  
**Institute of Government**  
**UNIVERSITY OF GEORGIA**

# Change in Population 2010-2015

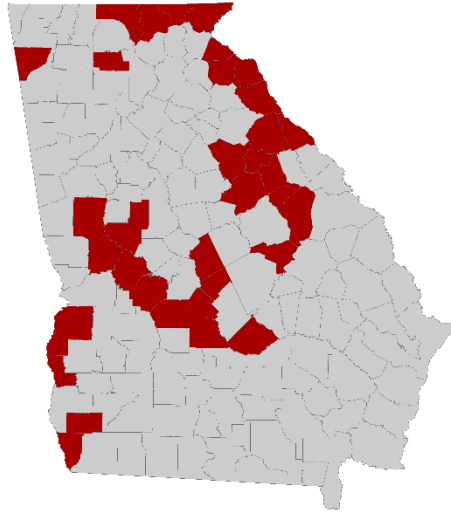


Source: US Census Bureau

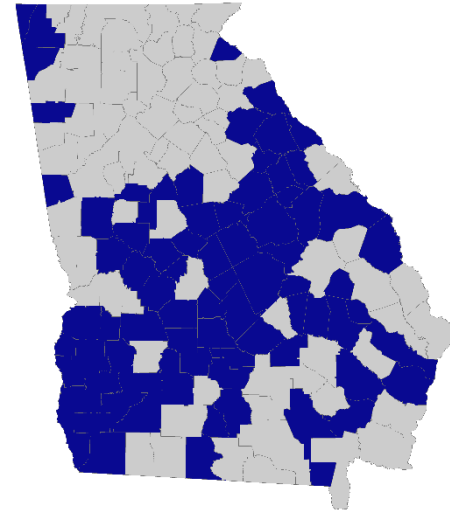


**Carl Vinson  
Institute of Government**  
**UNIVERSITY OF GEORGIA**

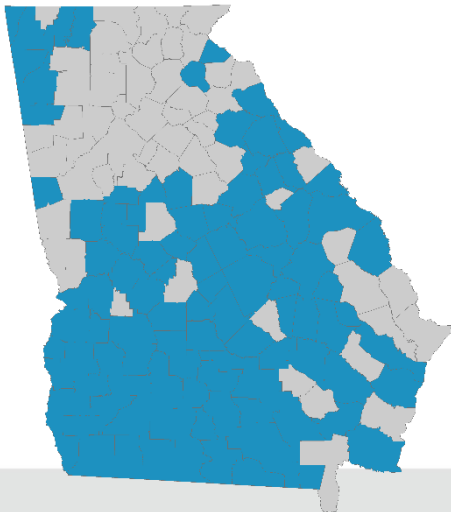
# Change in Population, 2010-2015



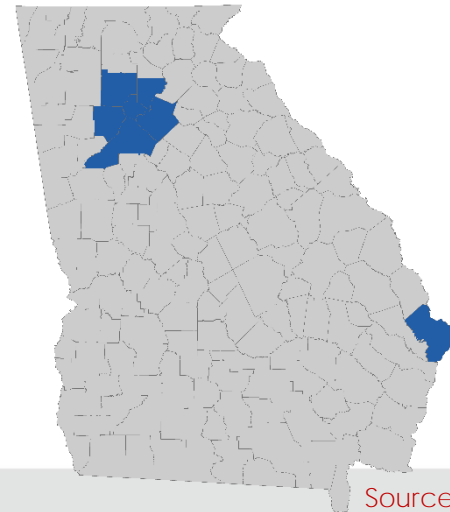
36 counties  
have negative  
natural  
increase



78 counties  
have lost  
population  
since 2010



99 counties  
have negative  
net migration



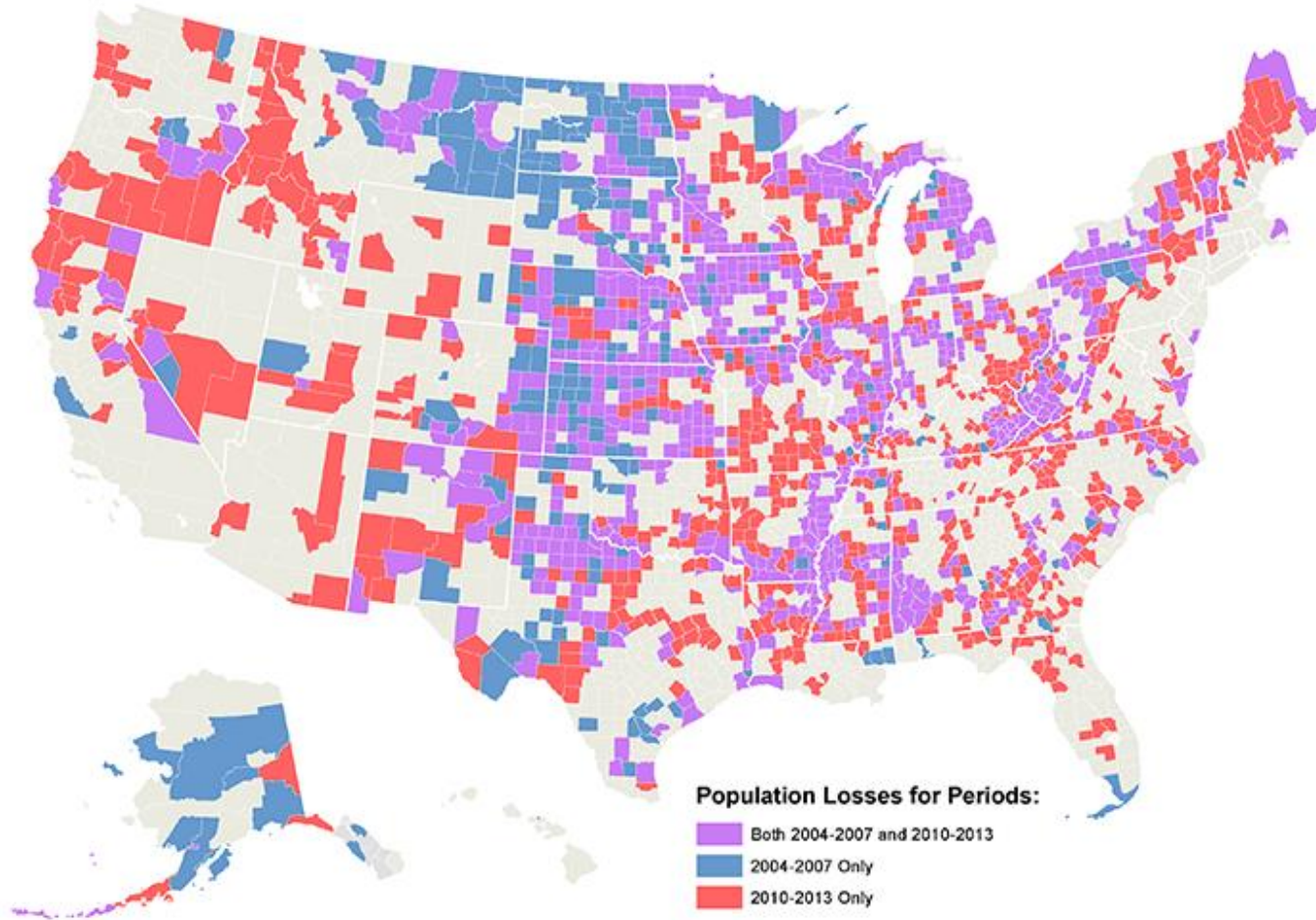
7 counties  
account for 2/3  
of all population  
growth since  
2010

Source: US Census Bureau



# NOT Unique to Georgia

Population Loss Counties, Outside Large Metropolitan Areas, 2004-2007 and 2010-2013





# ... Declining or Slow Growth in Rural Areas

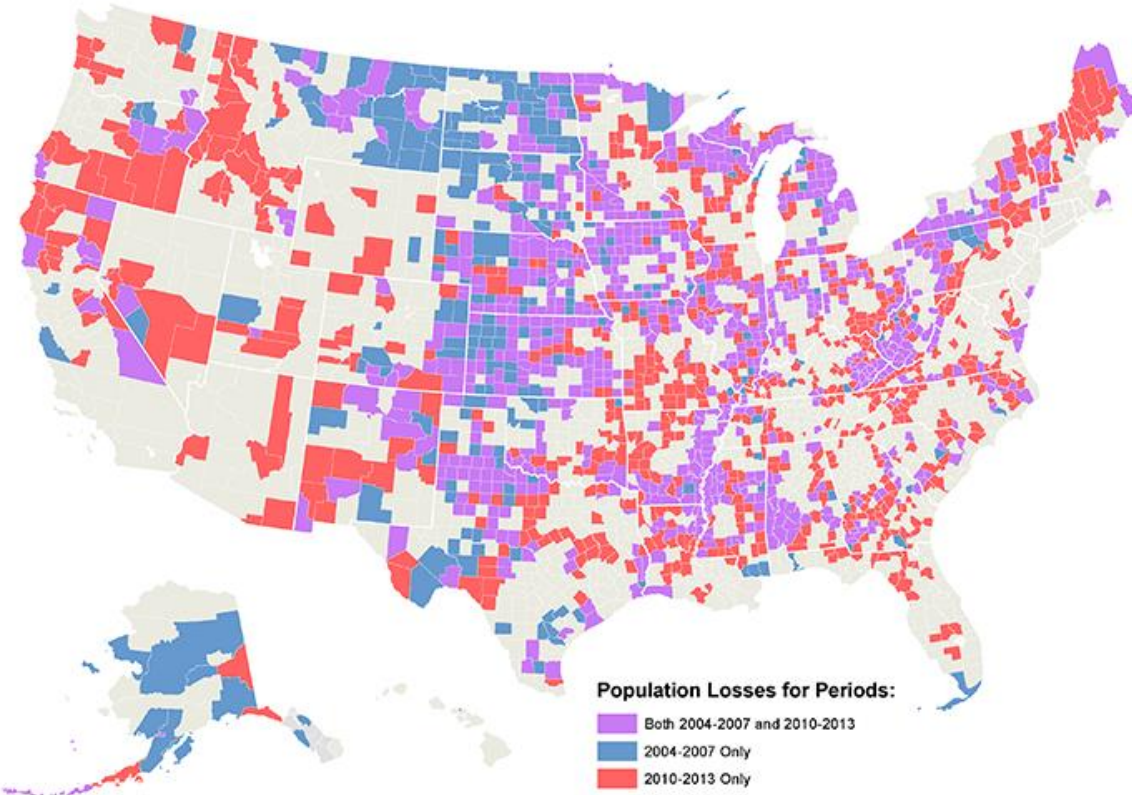
SPORTS & LEISURE | 12/27/2013 @ 4:48PM | 2,830 views

## In Rural America, School Sports Dying With The Population

### Editorial: Time for action on rural depopulation

Posted: July 28, 2011 - 9:02pm

Population Loss Counties, Outside Large Metropolitan Areas, 2004-2007 and 2010-2013



**The Mississippi Delta**

## Scratching a living

**A shocking rate of depopulation in the rural South**

Jun 8th 2013 | GREENVILLE | From the print edition

# HOUSING/HOUSEHOLDS

## Housing Characteristics, 2008-2012 and 2019

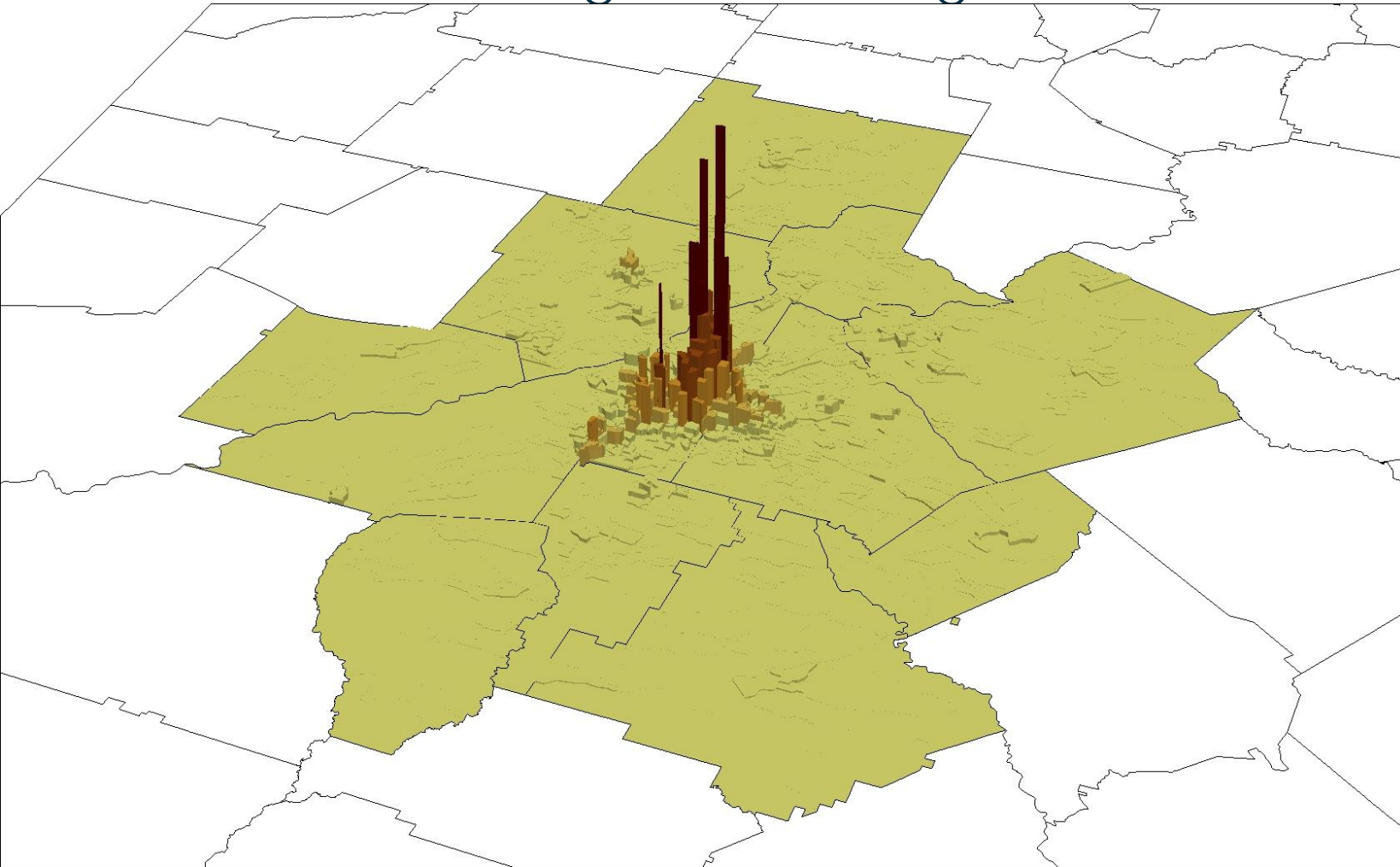
Population, 2013

Housing Units, 2008-2012

County	Number	Percent Change 2010-2013	Density/ Square mile land area	Total Housing Units	Occupied										Vacant	Total Units (Percent)			
					Owner-Occupied					Renter Occupied						Total (Percent)	Detached	Mobile	Total
					Units (Percent)	Home-owning Rate	Median Monthly Costs (Dollars)	Median Value (Dollars)	Occupied Units (Percent)	Rental Vacancy Rate	Median Gross Rent	or more Housing Units	Total (Percent)						
APPLING	8359	3.9	16.5	8485	83.1	4863	69.0	0.0	880	83700	2184	31.0	3.1	497	16.9	557	36.1	1516	
ATKINSON	3443	-2.3	10	3512	27.4	1848	66.0	3.5	791	73100	971	32.0	7.3	421	22.6	49.3	42.4	1017	
BEVERLY	2211	1.8	18.2	4787	400.1	83.5	3734	68.3	0.9	797	71600	1267	31.7	2.4	522	21.6	63.0	29.0	920
BAKER	1618	-2.1	4.7	1724	144	61.8	953	65.1	0.0	795	74200	511	34.9	8.3	451	16.4	61.2	51.6	1128
BALDWIN	20095	-0.4	77.7	20099	16433	81.8	9626	58.6	2.3	1129	106200	6802	41.4	10.6	688	18.2	59.8	21.0	808
BANKS	7493	1.3	32.3	7552	6763	89.8	5372	79.2	1.0	1185	137800	1411	20.8	11.6	642	19.2	60.5	29.9	804
BARROW	26443	0.2	164.9	26392	23618	89.5	18364	77.8	3.4	1256	191900	5254	22.2	10.9	707	10.5	81.9	10.3	312
BARTOW	39595	-0.6	86.2	39680	34598	87.2	23789	68.8	4.8	1274	137600	10809	31.2	12.2	707	12.8	70.6	18.9	118
BEN HILL	7865	1.0	21.4	7944	6383	80.3	4344	51.8	5.1	933	75100	2439	38.2	3.3	511	19.7	63.9	22.3	112
BERRIEN	8599	1.3	19.0	8650	7175	82.9	5121	71.4	1.5	926	77000	2054	28.6	3.3	451	17.1	58.9	35.5	90
BIBB	69754	0.4	280.6	69793	57108	81.8	31706	58.5	3.4	1227	123300	25400	44.5	13.0	807	18.2	68.1	2.9	60
BLECKLEY	5263	-1.2	24.3	5286	4125	78.0	3007	72.9	0.0	1149	84500	1318	24.0	17.5	807	22.0	68.1	29.8	30
BRANTLEY	7862	-2.8	17.8	7992	6591	82.0	5505	64.0	0.9	897	65600	1044	13.3	3.8	461	13.0	46.4	48.9	40
BROOKS	7611	-1.2	15.4	7685	6443	83.9	4365	67.7	0.7	1028	106600	2080	27.3	3.8	584	16.5	62.7	26.6	10
BRYAN	12611	6.5	28.9	11966	10752	91.5	7914	72.3	3.1	1534	189100	1809	14.4	5.3	607	15.6	74.1	15.1	13
BULLOCH	29506	2.5	43.9	28819	25194	87.4	13222	59.5	3.6	1214	137700	1527	19.7	3.9	497	15.3	52.1	18.8	4
BUSKE	9753	1.1	11.8	9823	7743	79.3	5552	71.7	3.4	879	78100	2091	21.4	4.3	530	17.1	54.2	36.1	8
BUTTS	9257	1.1	60.4	9340	7796	83.8	5932	76.1	3.0	1251	123300	1864	23.9	3.8	745	13.7	61.8	8.0	6
CALHOUN	2373	-1.5	8.5	2388	1797	75.3	1320	73.5	0.8	815	57400	477	26.5	13.1	456	39.9	67.7	22.2	9
CAMDEN	21284	0.8	34.7	21063	18192	86.2	11979	66.0	2.1	1421	122000	1173	34.0	11.4	869	16.9	64.9	15.5	2
CANDLER	4669	-1.9	19.3	4706	3784	80.4	2487	65.7	0.0	991	79400	1097	34.3	17.4	526	28.0	58.5	34.7	15
CARROLL	44380	0.6	80.9	44690	39404	88.2	26750	67.9	4.2	1260	126000	1597	32.1	17.5	767	11.8	71.7	12.5	5
CAHOOSA	26416	0.8	164.4	26582	23808	89.6	18035	59.8	2.8	1067	120300	5773	24.2	10.3	672	10.4	71.6	13.2	4
CHARLTON	4887	9.0	6.7	4446	3755	84.5	2920	78.9	1.3	995	50000	326	22.0	14.8	722	15.5	52.0	43.9	7

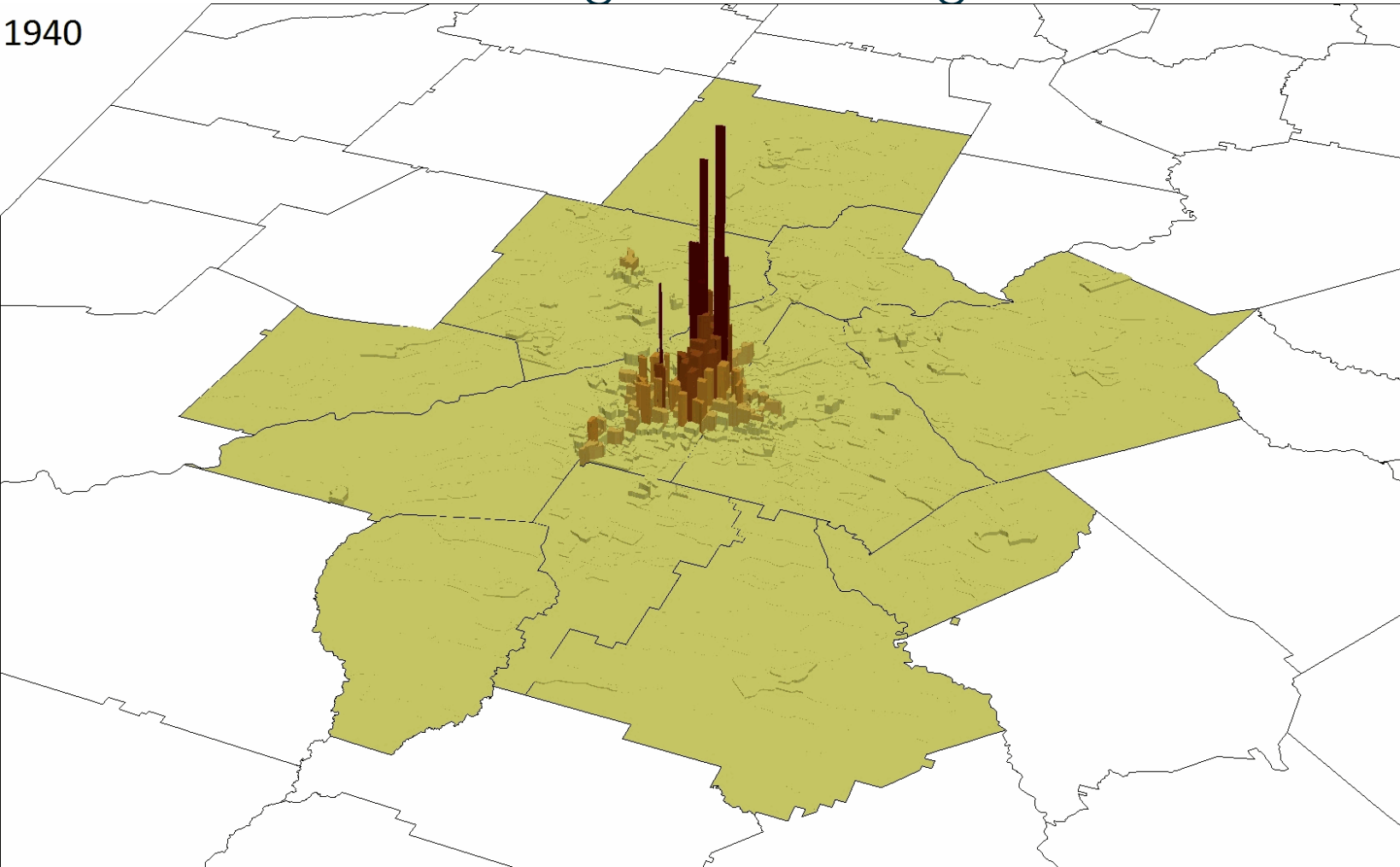
# HOUSING

# Georgia Housing Growth

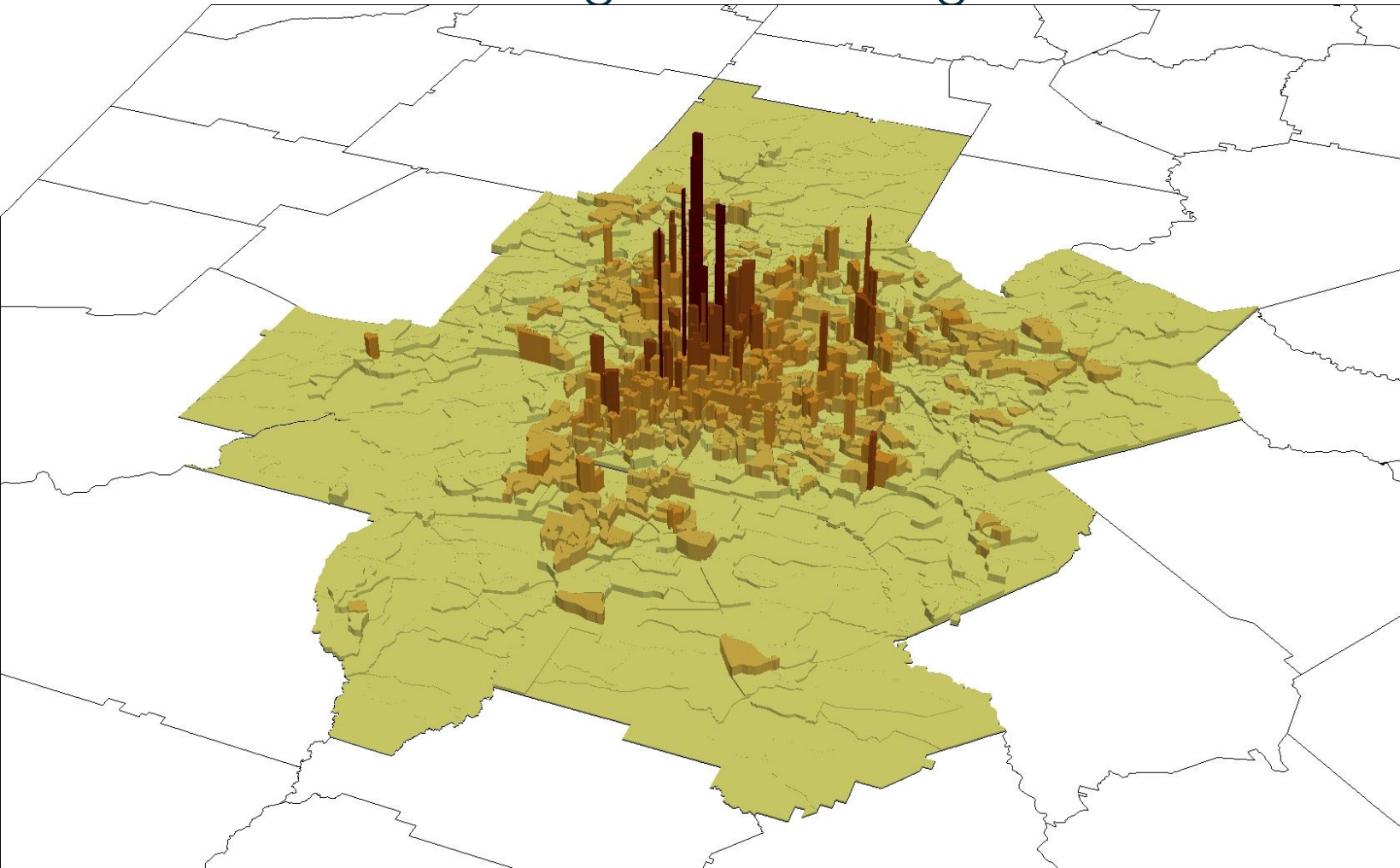


# Georgia Housing Growth

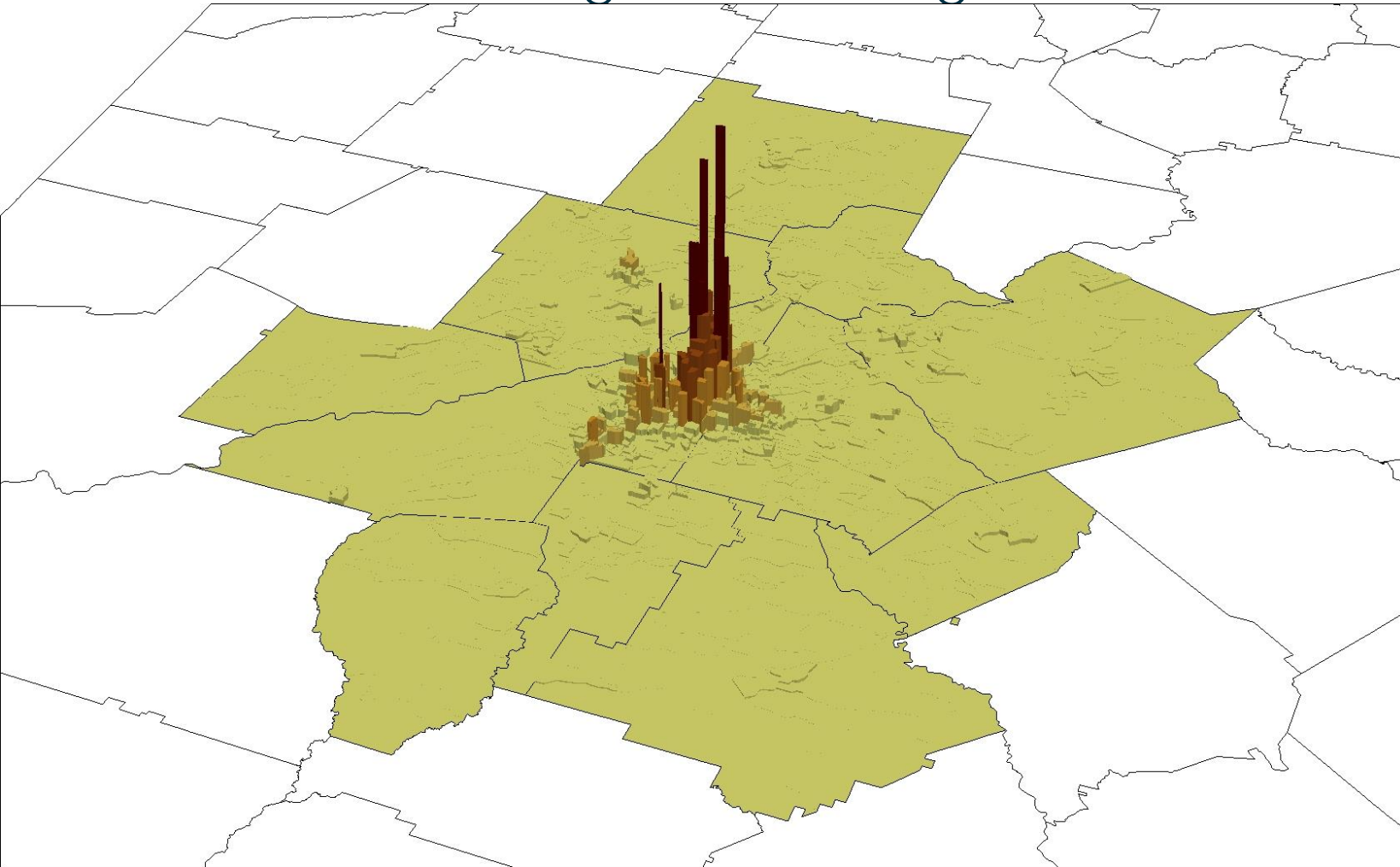
1940



# Georgia Housing Growth



# Georgia Housing Growth



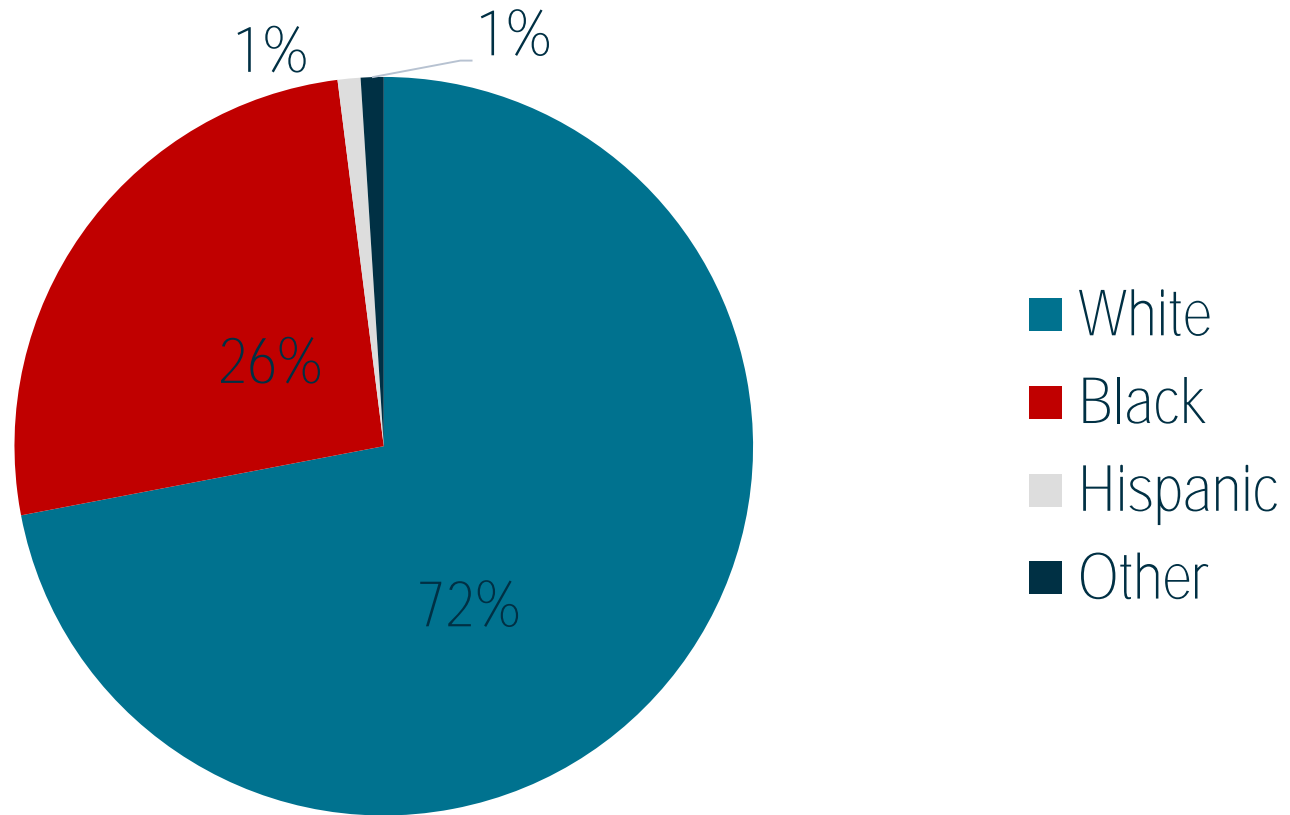
# POPULATION

## Place Total Population by Race, 2010-2013; Land Area, 2013; and County Locator (Continued)

Place	Total Population			All Races Total	2010 Decennial Census				Hispanic/ Latino	2013 Land Area (Square Miles)	County	
	2010	2011 Estimate	2010-2013		One Race Alone		Two or More					
	Number	Number	Percent Change		White	Black	Other Races	Races				
Lumpkin city	1,245	1,226	-1.5	2,730	427	910	1,393	1,400	1.6	Stewart		
Milledgeville city	3,775	3,726	-1.3	7,449	384	3,245	3,820	3,988	3.2	Meriwether		
Waynes town	596	624	2.2	1,223	22	5	7	4	4.8	Chattooga		
Lyons city	4,367	4,319	-0.5	4,367	1,481	1,481	0	779	8.2	Toombs		
Mapleton CDP	--	--	--	3,715	3,607	1,460	442	608	20.6	Cobb		
Waynes city	91,364	89,981	-1.5	91,351	90,052	7,087	6,204	2,299	15.7	Stewart, Jones		
Madison city	3,979	3,973	-0.2	3,979	3,930	2,022	1,813	162	3.7	Morgan		
Manassas city	94	96	2.1	94	85	49	0	11	0.8	Talmer		
Manchester city	4,262	4,113	-3.5	4,230	4,197	2,022	205	127	33	9.0	Madison, Jackson	
Mansfield city	410	418	2.0	410	401	361	39	10	7	1.0	Newton	
Marietta city	56,602	59,089	4.4	58,579	54,740	29,304	17,804	7,130	18.9	11,633	Cobb	
Marshallville city	1,448	1,374	-5.1	1,448	1,435	33	1,094	7	13	29	3.1	Wagon
Martin town	381	369	-3.1	381	370	59	2	2	3	2.5	Franklin, Stephens	
McCollum CDP	--	--	--	3,795	3,623	4,548	2,603	1,022	1,530	14.5	Columbia	
McCollum CDP	--	--	--	150	103	43	4	0	8	3.5	Jefferson	
McCollum town	224	218	-2.7	224	213	13	0	3	10	2.4	Oglethorpe	
McCollum town	1,815	1,831	0.9	1,798	1,757	39	23	44	47	4.5	Banks, Jackson	
McCollum city	1,056	1,060	0.4	1,056	1,042	1,038	2	9	7	1.6	Fannin	
McCollum city	22,019	22,834	3.7	22,019	21,500	7,695	12,857	957	575	12.6	Henry	
McCollum town	650	644	-0.9	650	639	193	404	22	11	54	5.2	Wilkinson
McRae city	5,656	6,036	6.7	5,740	5,535	2,704	2,809	522	205	1,584	4.3	Telfair

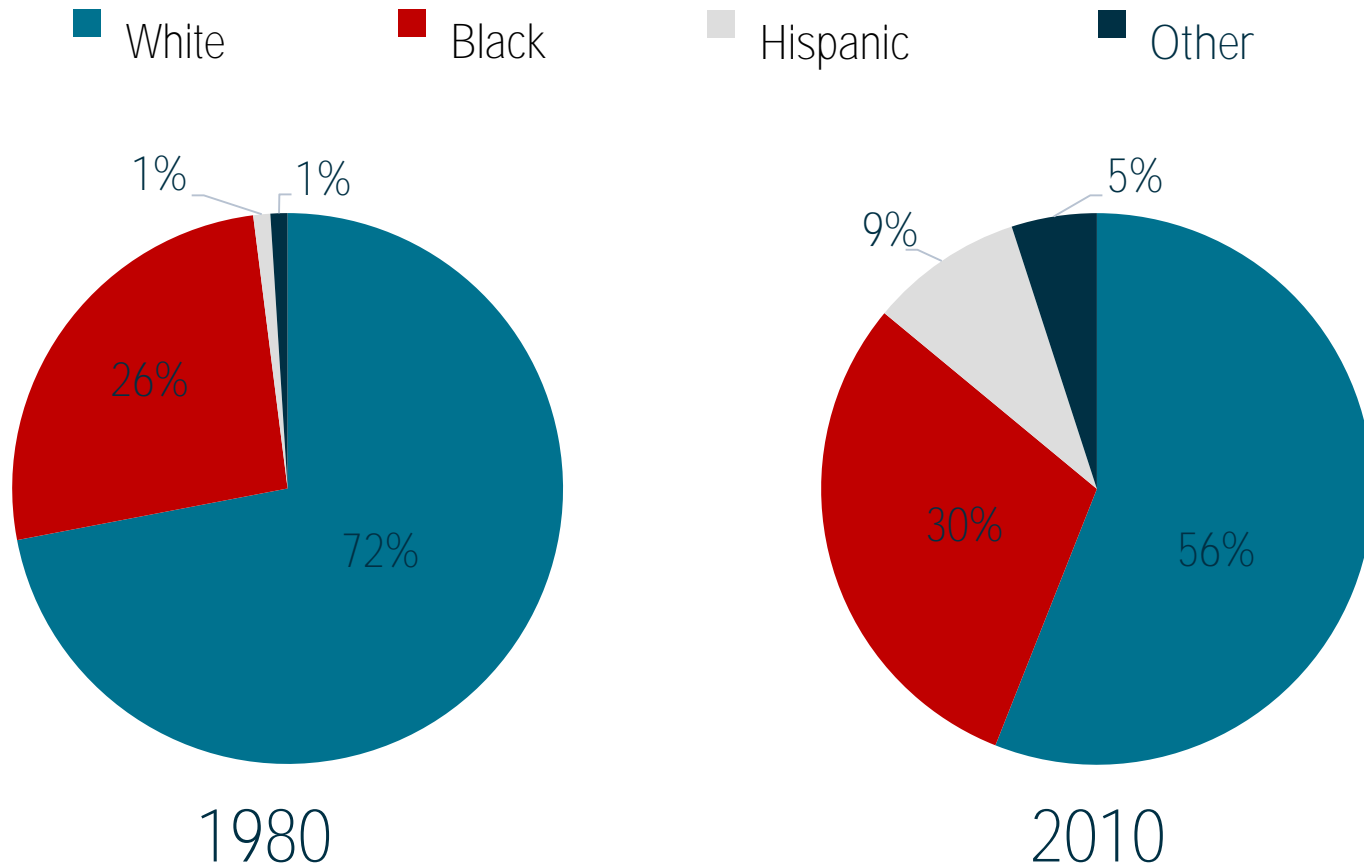
# RACE

# Georgia's Race Distribution, 1980





# Georgia's Race Distribution 1980 & 2010

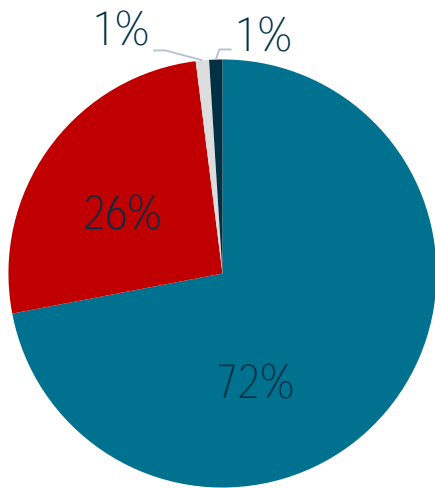


Source: US Census Bureau, and Internal Population Projections

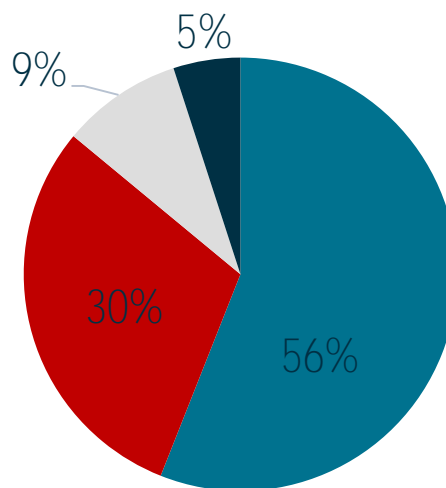


# Georgia's Race Distribution 1980-2030

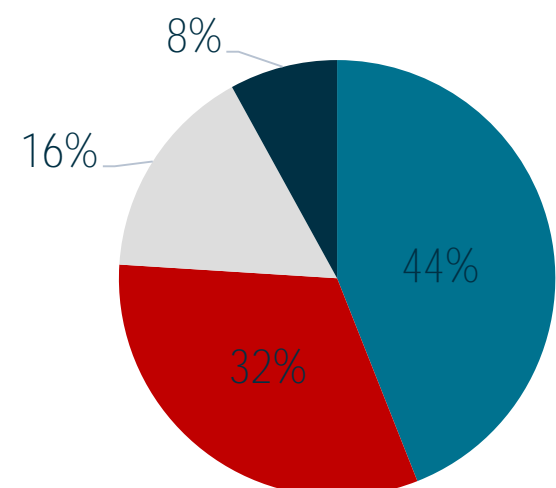
■ White   ■ Black   ■ Hispanic   ■ Other



1980



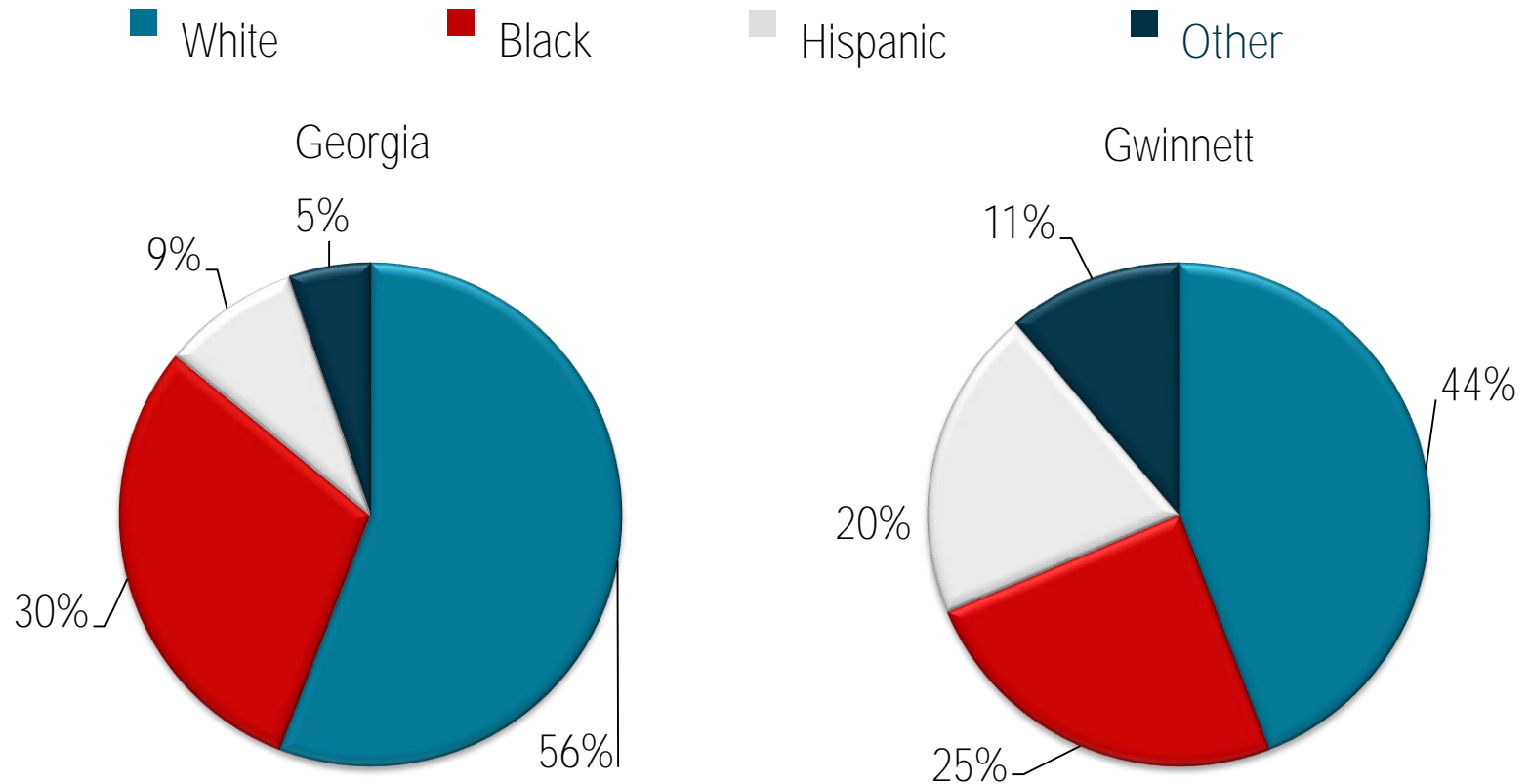
2010



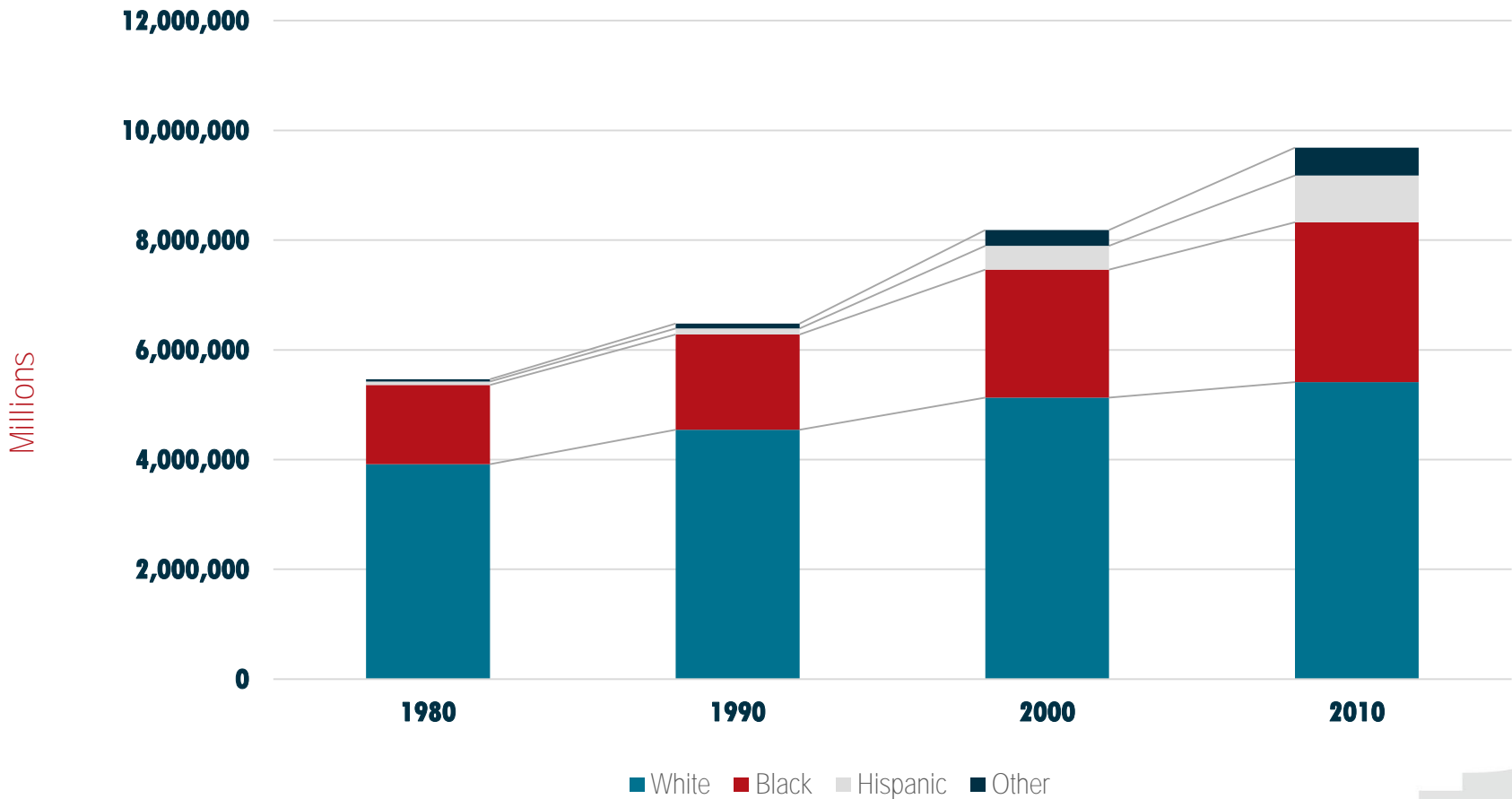
2030



# Race Distribution, 2010



# Race and Ethnic Population Change 1980-2010



Source: US Census Bureau



## Percent Asian Population

County	1990	2000	2010	Percent Change
Henry	0.6 %	1.8 %	3.0 %	1,753%
Gwinnett	2.9 %	7.2 %	10.7 %	739 %
Fulton	1.3 %	3.0 %	5.6 %	519 %
Cobb	1.8 %	3.1 %	4.5 %	291 %

Henry County is one of the 4 fastest growing counties in the U.S.

Gwinnett County has the largest new immigrant Asian population.

Source: US Census Bureau



# Growth by Race, 2000-2010

Race	Number Change
White	285,259
Black	579,335
Other	218,144
Hispanic	418,462

Source: US Census Bureau



**Carl Vinson  
Institute of Government**  
**UNIVERSITY OF GEORGIA**

# Growth by Race, 2000-2010

Race	Number Change	Percent Change
White	285,259	5.6%
Black	579,335	24.8%
Other	218,144	74.9%
Hispanic	418,462	96.1%

Source: US Census Bureau



**Carl Vinson  
Institute of Government**  
**UNIVERSITY OF GEORGIA**

# Growth by Race, 2000-2010

Race	Number Change	Percent Change	Annual Growth Rate
White	285,259	5.6%	0.6%
Black	579,335	24.8%	2.5%
Other	218,144	74.9%	6.4%
Hispanic	418,462	96.1%	7.8%

Source: US Census Bureau



**Carl Vinson  
Institute of Government**  
**UNIVERSITY OF GEORGIA**



# Growth by Race, 2010-2014

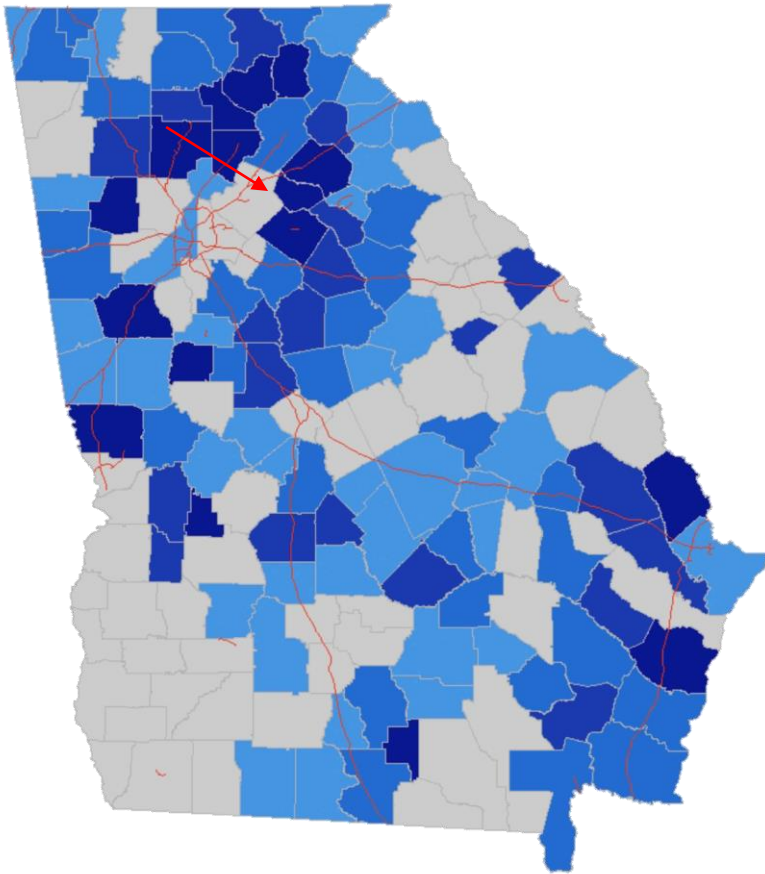
Race	Number Change	Percent Change	Annual Growth Rate	Doubling Time
White	923	0.2%	0.06%	1,110 years
Black	26,605	13.6%	3.2%	22 years
Other	12,483	7.5%	1.8%	40 years
Hispanic	12,930	12.1%	2.9%	25 years

Source: US Census Bureau



**Carl Vinson**  
**Institute of Government**  
**UNIVERSITY OF GEORGIA**

# Change in White Population 2000-2010

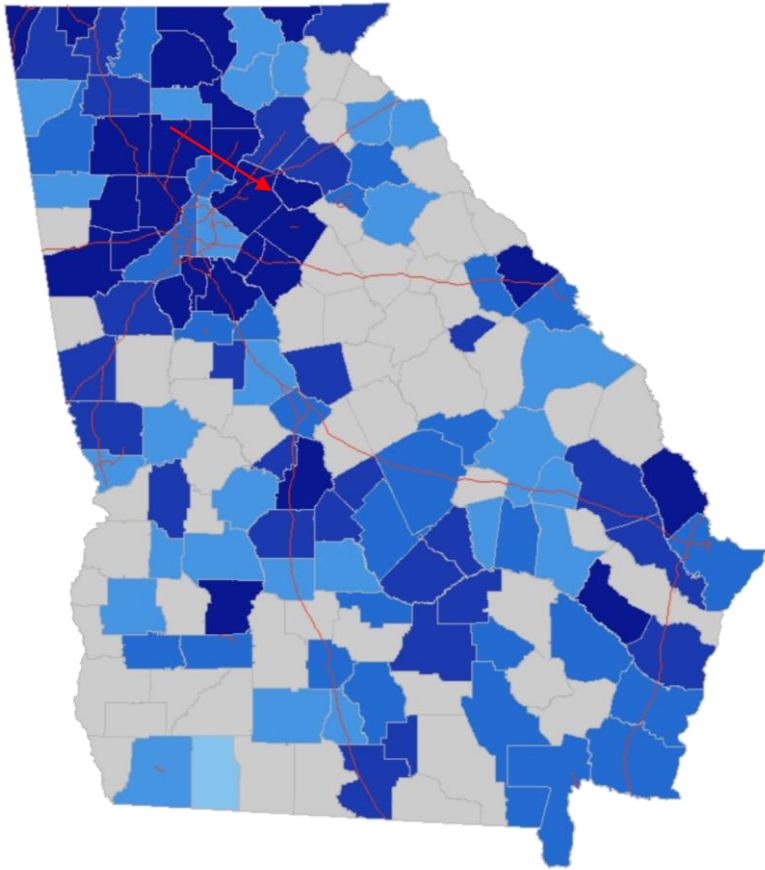


Source: US Census Bureau



**Carl Vinson  
Institute of Government**  
UNIVERSITY OF GEORGIA

# Change in Black Population 2000-2010

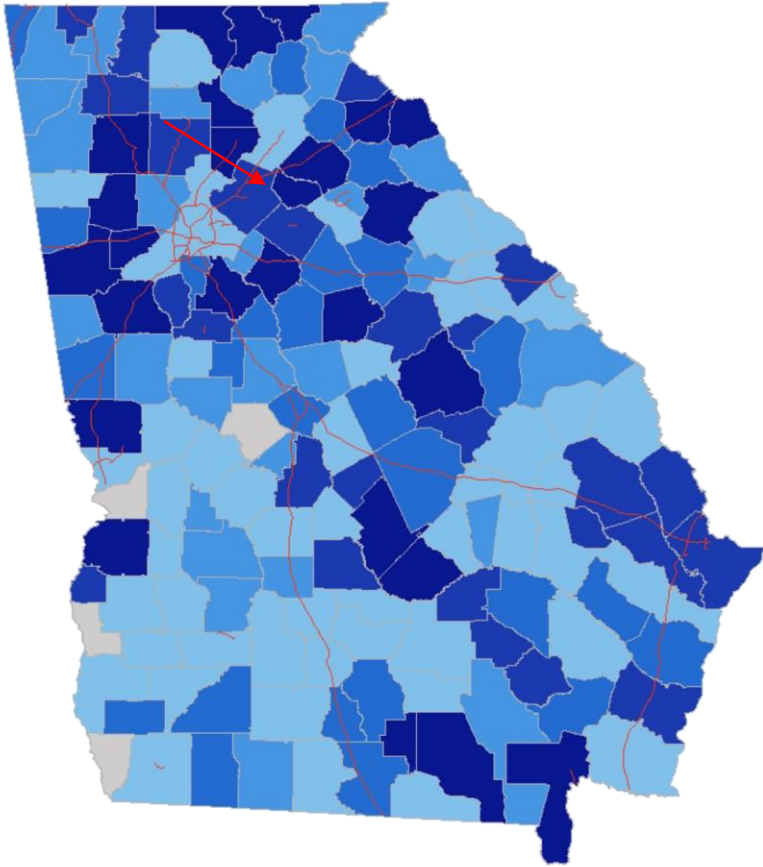


Source: US Census Bureau



**Carl Vinson  
Institute of Government**  
UNIVERSITY OF GEORGIA

# Change in Hispanic Population 2000-2010



Source: US Census Bureau



**Carl Vinson  
Institute of Government**  
**UNIVERSITY OF GEORGIA**

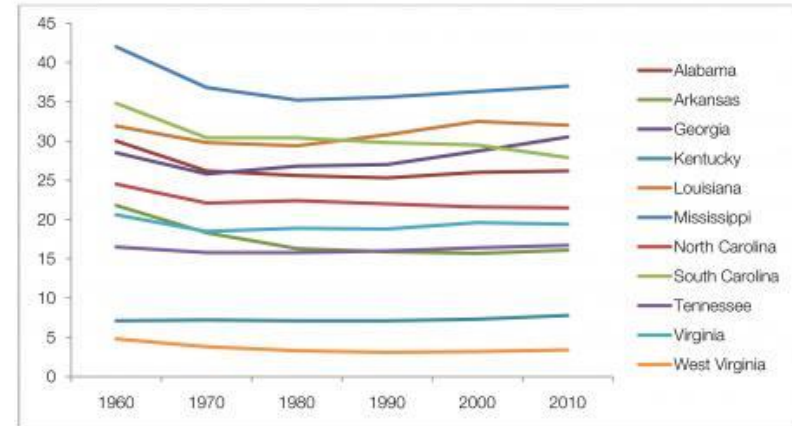
# NOT Unique to Georgia

A **Declining** Share of White Population

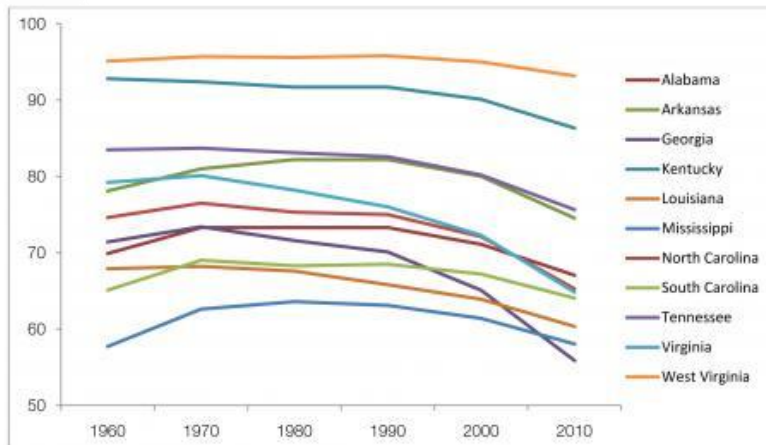
A **Steady/Increasing** Black Population

A **Rapidly Increasing** Latino Population

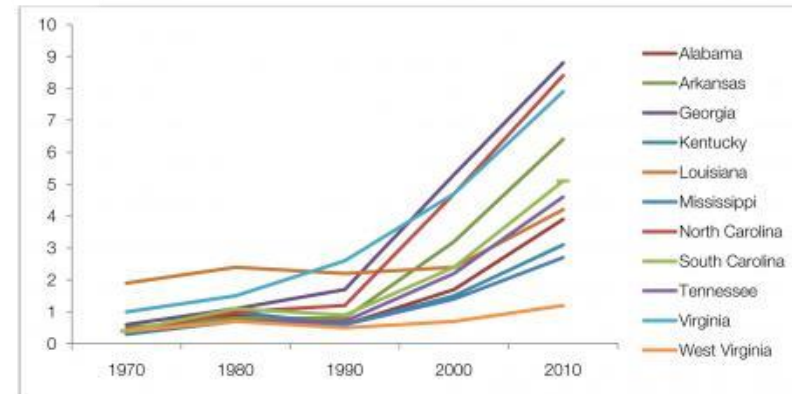
Percentage Black Population Over Time



Percentage White Population Over Time



Percentage Latino Population Over Time



Source: US Census Bureau



Carl Vinson  
Institute of Government  
UNIVERSITY OF GEORGIA

# POPULATION

## Age Groups

Total Population Estimates

	0-4		5-9		10-14		15-19		20-24		25-29		30-34		40-44		45
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number
APPLEING	1276	6.9	1276	6.9	1245	6.8	1177	6.3	1177	6.1	1102	6.0	1115	6.0	1174	6.4	1221
ATKINSON	683	8.2	683	8.2	620	7.5	595	7.2	595	7.2	513	6.2	535	6.4	564	6.8	536
BACON	775	6.9	775	6.9	798	7.0	752	6.6	657	6.1	686	6.1	696	6.2	729	6.5	717
BAKER	190	5.7	190	5.7	212	6.3	195	5.8	195	5.8	173	5.2	173	5.3	230	6.9	195
BALDWIN	2442	5.3	2442	5.3	2500	5.4	4227	9.2	6044	13.1	2555	6.1	2689	5.8	2459	5.3	2904
BANKS	1377	5.4	1377	5.4	1358	7.4	1358	6.9	1140	6.2	1005	5.5	1067	5.8	1174	6.3	1391
BARROW	5430	7.5	5430	7.5	5430	7.6	4929	6.4	4929	6.0	4990	7.0	5602	7.8	5122	7.2	5234
BARTOW	7656	7.6	7656	7.6	7656	7.6	6847	8.9	6847	8.5	6415	6.3	6441	6.4	6575	6.5	7535
BEN HILL	1391	7.9	1391	7.9	1218	7.0	1003	6.1	1076	6.1	1076	6.1	1048	6.0	1006	5.7	1092
BERRIEN	1366	7.2	1366	7.2	1366	7.2	1148	6.9	1168	6.2	1113	6.1	1113	5.8	1117	5.9	1323
BIBB	10889	7.0	10889	7.0	10889	6.8	10889	7.0	11878	7.7	11878	6.8	9908	6.4	8966	5.8	9381
BLECKLEY	784	6.1	784	6.1	784	6.1	1308	10.2	1083	8.5	725	5.6	680	5.3	656	5.1	769
BRANTLEY	1102	6.0	1102	6.0	1325	7.2	1288	7.0	1079	5.9	1060	5.8	1033	5.6	1110	6.1	1281
BROOKS	1019	6.6	1019	6.6	906	5.8	888	5.7	943	6.1	941	6.1	837	5.4	813	5.2	954
BRYAN	2849	8.6	2849	8.6	2849	8.6	2450	7.4	1967	6.9	2140	6.5	2362	7.1	2511	7.6	2501
BULLOCH	4086	5.7	4086	5.7	3974	5.6	3974	5.7	13117	18.4	5268	5.8	4096	5.8	3608	5.1	3658
BURKE	1586	6.9	1586	6.9	1746	7.0	1586	6.9	1575	6.9	1377	6.0	1349	5.9	1214	5.3	1399
BUXTON	1371	5.9	1371	5.9	1444	6.0	1367	5.8	1700	7.3	1600	6.8	1675	7.2	1509	6.5	1658
CALHOUN	313	4.8	313	4.8	357	6.5	313	4.8	492	7.5	464	7.1	568	8.7	480	7.4	543
CAMDEN	3950	7.7	3950	7.7	3444	6.7	3588	7.0	317	10.3	4427	8.6	3528	6.9	2853	5.5	3106
CANDLER	720	6.6	720	6.6	793	7.3	707	6.5	682	6.2	659	6.0	606	5.5	643	5.9	667
CARROLL	7451	6.6	7451	6.6	7864	7.0	9007	8.0	703	10.0	7093	6.3	7250	6.5	6700	6.0	7504
CATOOSA	3740	5.7	3740	5.7	4777	7.3	4331	6.6	3792	5.9	3739	5.7	3986	6.1	4264	6.5	4845
CHARLTON	716	5.4	716	5.4	663	5.0	663	5.2	780	8.1	1144	8.6	1031	7.8	969	7.3	1053
CHATHAM	19371	7.0	19371	7.0	18024	5.8	17957	6.4	2050	9.0	24798	8.9	20918	7.5	16852	6.1	16331
CHATTAHOOCHEE	1283	10.0	1283	10.0	694	5.4	1108	8.6	2888	22.5	1915	14.9	1164	9.1	743	5.8	505
CHATTOOGA	1445	5.7	1445	5.7	1672	6.7	1565	6.2	1615	6.4	1557	6.2	1611	6.4	1514	6.0	1722
CHEROKEE	14548	6.5	14548	6.5	12955	6.0	15254	6.9	12848	5.7	12512	5.6	14432	6.4	15999	7.1	18749

# AGE

# Population Change, 1990-2010

	% Increase 1990-2010
Under 25	51%
25-44	25%
45-64	111%
65-80	53%
80+	76%

Source: US Census Bureau



**Carl Vinson  
Institute of Government**  
**UNIVERSITY OF GEORGIA**

# Mock Projection

Age	1990
5-24	2.0
25-44	2.2
45-64	1.2
65-80	0.6

Source: US Census Bureau



**Carl Vinson**  
**Institute of Government**  
**UNIVERSITY OF GEORGIA**



# Mock Projection

Age	1990	2010
5-24	2.0	2.7
25-44	2.2	2.7
45-64	1.2	2.4
65-80	0.6	0.9

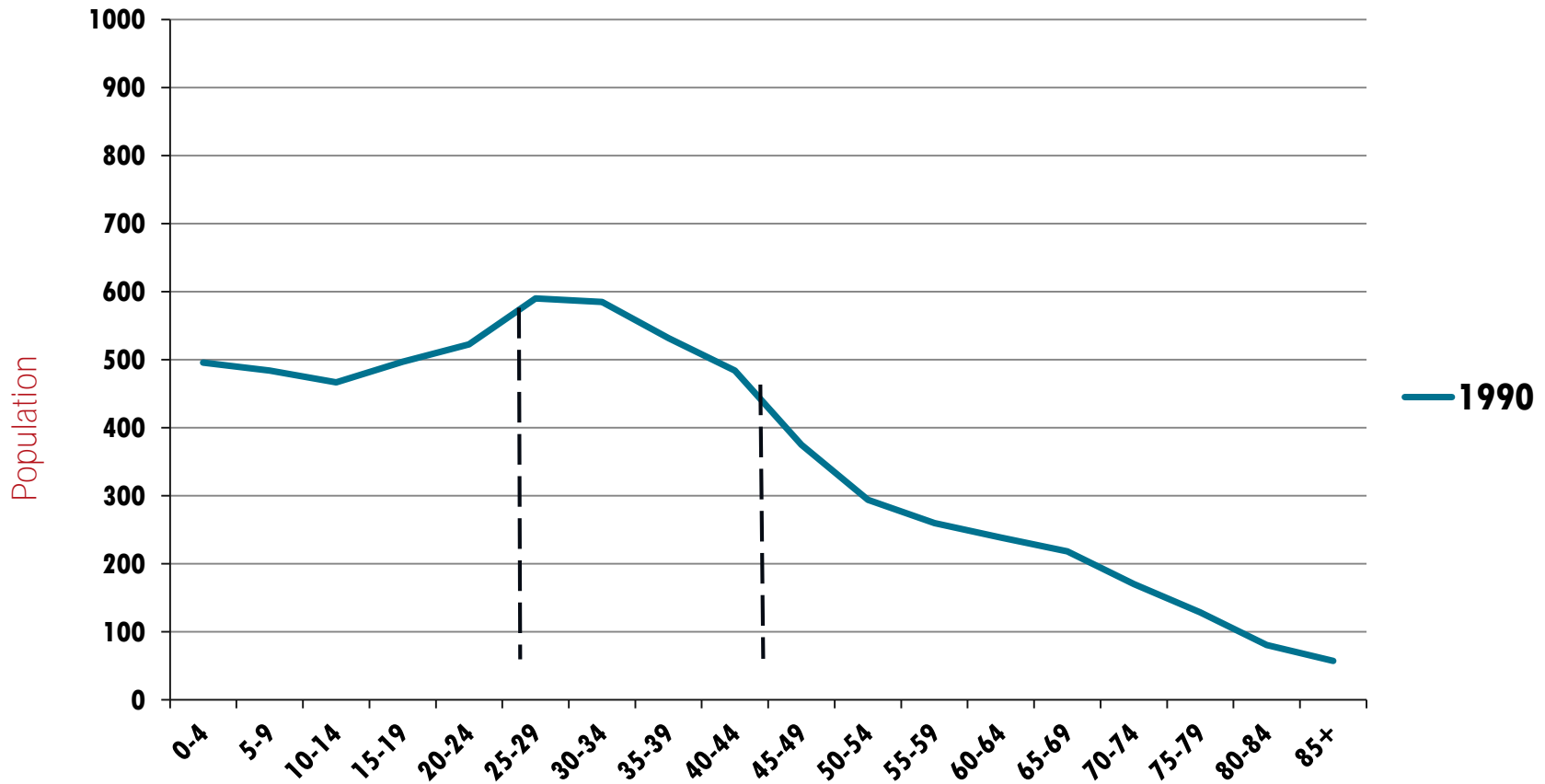
# Mock Projection

Age	1990	2010	2030
5-24	2.0	2.7	2.7
25-44	2.2	2.7	2.7
45-64	1.2	2.4	2.7
65-80	0.6	0.9	2.4

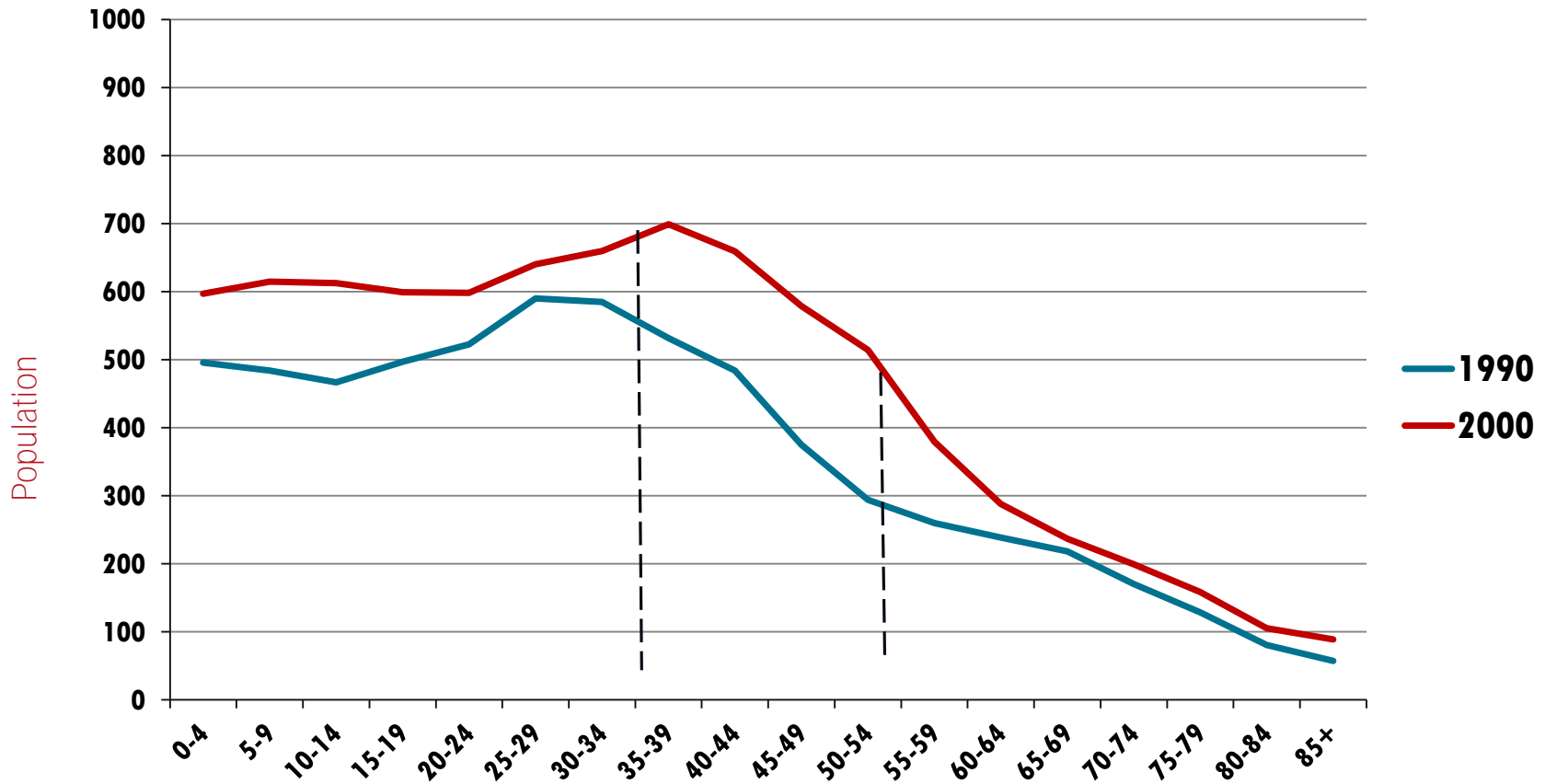
Source: US Census Bureau



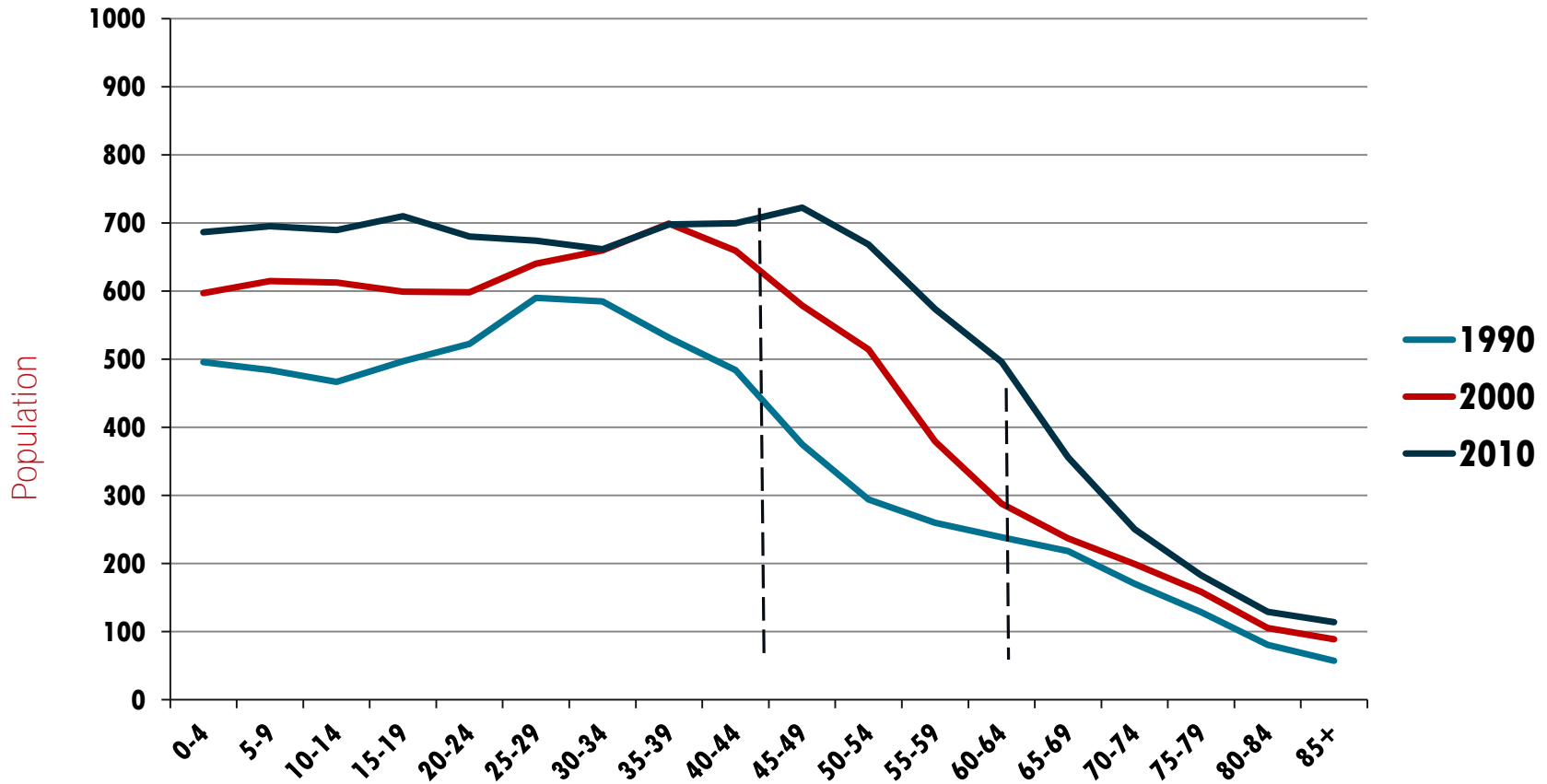
# Baby Boom



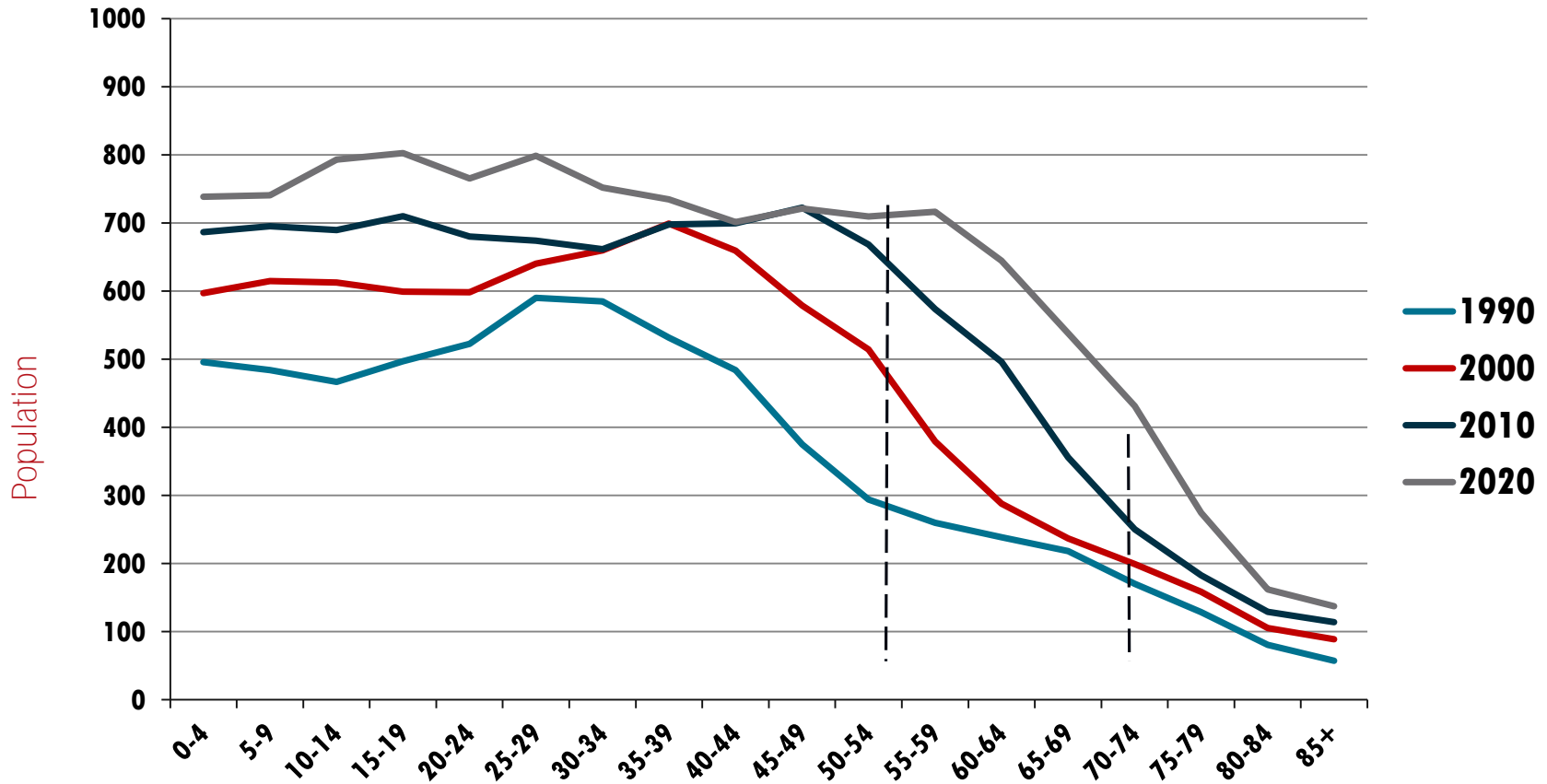
# Baby Boom



# Baby Boom

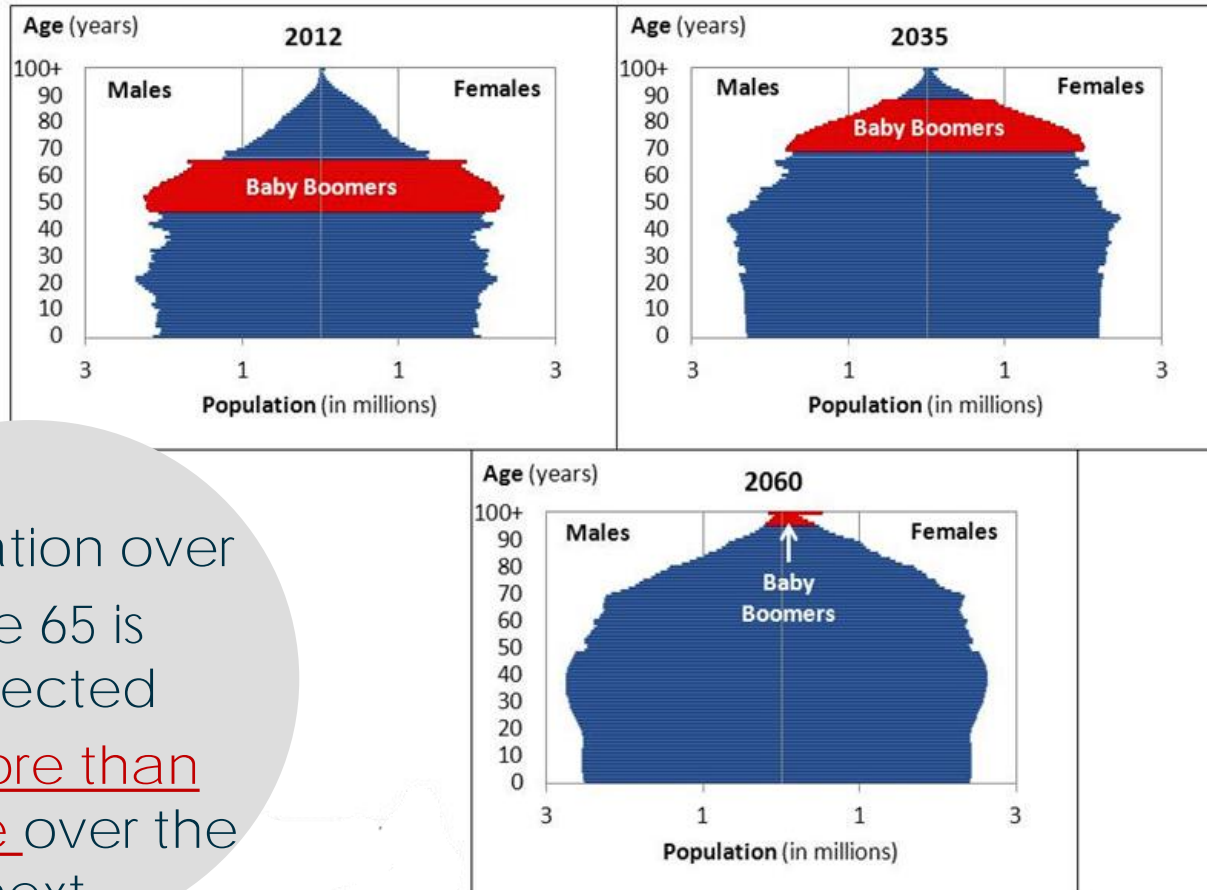


# Baby Boom



# Population by Age & Sex

Population by Age and Sex: 2012, 2035 and 2060



Population over  
age 65 is  
expected  
to more than  
double over the  
next

50 years.



# Change in Population 18-64

Working  
Age  
Adult  
growth  
will grow

Growth will  
occur in  
Non-White  
population  
s

	Millions	Percentage %
Total Growth	8.3	4.3 %
White	-14.5	-11.7 %
Black	2.2	9.1 %
Hispanic	14.7	45.4 %
Other	3.7	35.3 %





# Conclusions

The middle-aged population is growing the least

Most rapid growth among youngest and oldest individuals



# Contact Info

Matt Hauer

706.542.9369

[hauer@uga.edu](mailto:hauer@uga.edu)

[@thehauer](#)

[www.vinsoninstitute.org](http://www.vinsoninstitute.org)



# Connect With Us!



Facebook

**facebook.com  
/VinsonInstitute**



Twitter

**@CVIORG\_UGA**



LinkedIn

**Carl Vinson Institute  
of Government**



**[www.cviog.uga.edu](http://www.cviog.uga.edu)**



**Carl Vinson  
Institute of Government  
UNIVERSITY OF GEORGIA**