

Resolution No. 2013-139

A RESOLUTION TRANSMITTING TO THE ATLANTA REGIONAL COMMISSION AND GEORGIA DEPARTMENT OF COMMUNITY AFFAIRS FOR REVIEW A MINOR AMENDMENT TO THE CITY OF POWDER SPRINGS COMPREHENSIVE PLAN; AND FOR OTHER PURPOSES.

WHEREAS, the City of Powder Springs adopted a 10-year update to its long range Comprehensive Plan 2005-2025 in June 2007, and said update was prepared using information and projections from the 2000 Census as updated with information through 2005;

WHEREAS, the Capital Improvements Element of the Comprehensive Plan was amended and in 2009 to reflect demographic information current or projected through 2009;

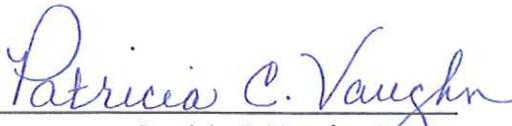
WHEREAS, the 2010 Census data has been released and updated through 2013, and the City desires to update the Comprehensive Plan with the current data and projections;

WHEREAS, a proposed minor amendment has been prepared in accordance with the Minimum Planning Standards and Procedures for Local Comprehensive Planning established by the Georgia Planning Act of 1989, and a Public Hearing was held on December 2, 2013; and

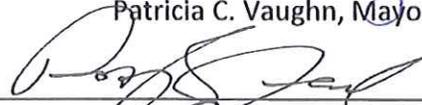
WHEREAS, the City desires to transmit the proposed minor amendment to the Atlanta Regional Commission and Department of Community Affairs for regional review, in accordance with the requirements of the Georgia Planning Act of 1989;

BE IT THEREFORE RESOLVED that the Mayor and Council for the City of Powder Springs do hereby transmit the attached minor amendment to the 2005-2025 Comprehensive Plan to the Atlanta Regional Commission and Georgia Department of Community Affairs for regional review.

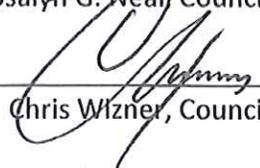
SO RESOLVED this 2nd day of December 2013



Patricia C. Vaughn, Mayor



Rosalyn G. Neal, Council Member



Chris Wizner, Council Member

[additional signatures follow]

Resolution No. 2013-139

Nancy Hudson

Nancy Hudson, Council Member

Cheryl Sarvis

Cheryl Sarvis, Council Member

absent

Al Thurman, Council Member

ATTEST:

Dawn R. Davis

Dawn Davis, City Clerk

The City of Powder Springs

Proposed Minor Amendment to the Comprehensive Plan

Prepared by John David McLean
Community Development Intern

November, 2013

Proposed Minor Amendment to the Comprehensive Plan



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Proposed Minor Amendment to the Comprehensive Plan

Executive Summary

Introduction. In 2005, the city of Powder Springs undertook a major update to its comprehensive plan. Since then, the city has seen many changes in the community. With the availability of new, up-to-date information on the city, a minor amendment has been seen fit. The current plan remains largely intact, even though some of the 2005 update is no longer applicable. Thus, the following minor amendment is to be read as a supplement to the current plan.

Document Organization and Methodology. The minor amendment has been divided into three parts: Demographic Trends, Issues and Opportunities, and an Appendix.

Demographic Trends. In order to have a better understanding of the community, new data was gathered and reviewed. Special attention was given to any major shifts in demographic trends within the community.

Issues and Opportunities. This section provides additional issues and opportunities based on the newly gathered data.

Appendix. In this section is a full compilation of updated data related to the city, without accompanying analysis.

Most of the data collected for this assessment was taken from the U.S. Census. However, in order to gain the most accurate depiction of the city, a variety of sources were also utilized. The following is a list of sources used for gathering demographic information on the city.

- **Decennial Census:** The decennial census is conducted every 10 years by the U.S. Census Bureau. For the purpose of this amendment, decennial census numbers were taken from 2000 and 2010.
- **American Community Survey:** An ongoing survey conducted by the U.S. Census Bureau designed to replace the long form surveys originally conducted by the decennial census. This amendment utilizes the 2007-2011 and 2012 American Community Surveys.
- **OnTheMap:** A web-based tool from the U.S. Census Bureau that allows users to map out employment characteristics. OnTheMap employment data does not provide a complete picture, since it does not include self-employed, military, and informally employed persons. However, the application is able to map most employment within an area.
- **Georgia Power:** In 2013, Georgia Power conducted a demographic study of Powder Springs, including a review of current demographics and forecasts for 2012 through 2017.
- **The Fanning Institute:** The University of Georgia's Fanning Institute, with support from Georgia Power, performed an economic development assessment of Powder Springs. The assessment was tasked with (1) assessing the past and current demographics; (2) conducting a target industry analysis; and (3) making marketing and branding recommendations. This amendment includes information taken from the demographic assessment as well as the target industry analysis.
- **RealtyTrac:** A real estate information company, specializing in collecting foreclosure data.

MISSION

The City of Powder Springs is dedicated to serving the people who live, work and do business within our community, providing leadership, vision and exceptional quality of life.

Proposed Minor Amendment to the Comprehensive Plan

- Georgia Department of Labor: The most up-to-date unemployment statistics for Powder Springs were provided by the Department of Labor.

Part One: Demographic Trends

Population: Current and Projected

Summary

The 2005 update of the comprehensive plan projected a significant increase in total population. While the city saw a large increase in its total population between 1990-2000, the city's growth has since slowed between 2000 and the present. At the same time, due to an increasingly larger senior population and smaller share of younger residents, the city's population grew older; though, the city still remains a relatively young community. The city's racial makeup also changed, as African-Americans now make up a majority in the community. Meanwhile, median incomes remain higher and poverty rates lower relative to the rest of the region.

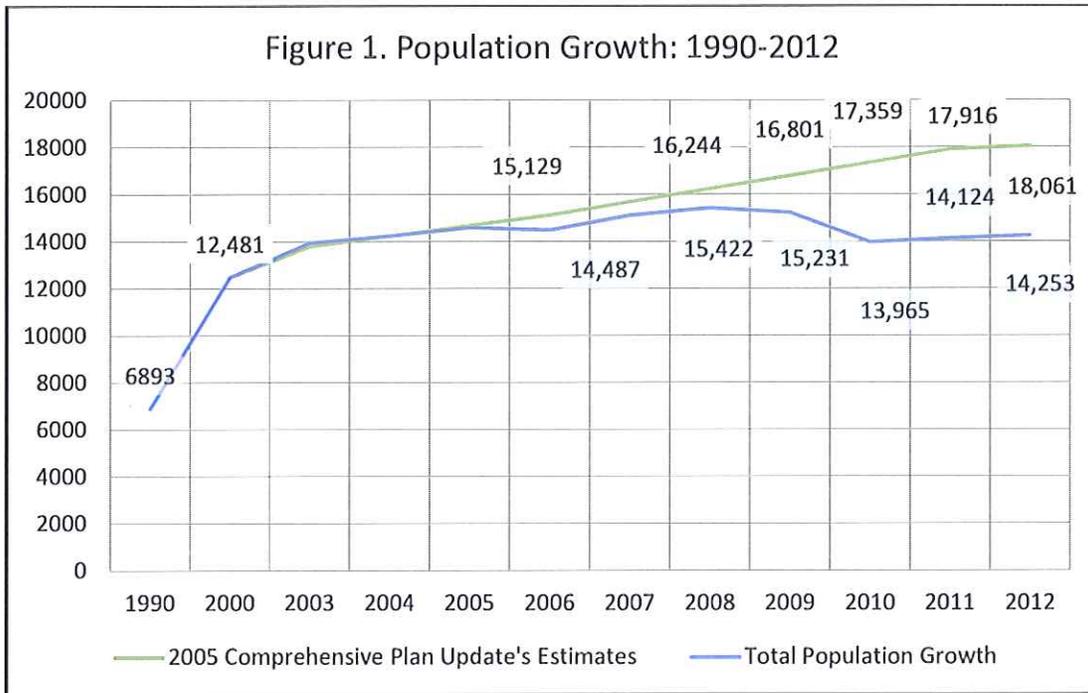
Total Population Growth

Table 1 shows the growth in the city's total population between 2000-2010 for Powder Springs compared to Cobb County, the Atlanta Metropolitan Statistical Area (Atlanta MSA), and Georgia. In 2010, the estimated total population for the city was 13,965, an 11.9% increase in population since 2000. However, this falls short of the original 2005 projection of 17,359 in 2010. Figure 1 compares the population growth between 2003-2012 to the projections made in the 2005 update of the comprehensive plan. Overall, the city's 2000-2010 total population growth rate is lower than county, regional, and state trends.

Table 1. Population Growth Rates: 2000-2010

<i>Jurisdiction</i>	<i>2000</i>	<i>2010</i>	<i>Absolute Change</i>	<i>% Change 00-10</i>
<i>Powder Springs</i>	12,481	13,965	1,484	11.9%
<i>Cobb County</i>	607,751	688,078	80,327	13.2%
<i>ATL MSA</i>	4,112,198	5,268,860	1,156,662	28.1%
<i>Georgia</i>	8,186,453	9,687,653	1,501,200	18.3%

Source: Decennial Census, 2010



Source: U.S. Census; ARC Estimates; Robert and Company¹

Table 2 describes the projected population for the city. Through 2017, the city is expected add 277 persons between 2012 and 2017.

Table 2. Projected Population

Year	Total Population	Absolute Change	Growth Rate
2000	12,481	--	--
2010	13,940	1,459	11.7%
2012	13,926	-14	-0.10%
2017	14,203	277	1.99%

Source: Georgia Power.

Age Distribution

Table 3 shows the change in median age in Powder Springs, Cobb County, Georgia, and the United States, between 2000 and 2010. The median age in Powder Springs increased between 2000 and 2010. In 2000, the median age was 32. In 2010, this number increased up to 36.2, a 13.1% increase since 2000. Meanwhile, Cobb County's median age increased 6.6% and Georgia's increased 12.4%. The median age in Powder Springs remains lower than the United States, which is a 37.2.

¹ Total population for the years 2003-2009 were provided by the Atlanta Regional Commission. Years 2010-2012 were provided by U.S. Census Bureau's Intercensal estimates. Projections taken from the 2005 update of the comprehensive plan by Robert and Company.

Table 3. Median Age Growth: 2000-2010

Year	Powder Springs	Cobb Co.	Georgia	United States
2000 Median Age	32	33.2	31.4	32.9
2010 Median Age	36.2	35.4	35.3	37.2
% Change	13.1%	6.6%	12.4%	13.1%

Source: Decennial Census, 2010

Table 4 gives a breakdown of the age of the city's residents. Between 2000 and 2010, the 0 to 4 age group saw a decrease of 81 residents, the 5 to 24 age group increased by 227 people, and the 25 to 44 age group saw a reduction of 881 people. Also during this time, the 45 to 64 age group increased by 1,572 people and the 65 and older age group increased by 622 people. The aforementioned increase in median age can probably be attributed to the decrease in the size of the younger population contrasted by an increase in the share of residents 45 and older.

Table 4. Age Segment Growth Breakdown: 2000-2010

Age Range	2000	2010	% of Total Pop	Absolute Change	% Change
0 – 4	1,000	919	6.6%	-81	-8.1%
5 – 24	4,053	4,280	30.7%	227	5.6%
25 – 44	4,607	3,726	26.7%	-881	-19.1%
45 – 64	2,036	3,608	25.9%	1572	77.2%
65 +	785	1,407	10.1%	622	79.2%

Source: Decennial Census, 2010

Racial Composition

The racial composition of the community has changed since 2000. Consistent with trends from the previous decade, the Black or African-American share of the population has increased, becoming a majority in 2010, as table 5 shows. During the same period, the White share of the population decreased—a loss of 1,423 people.

Table 5. Powder Springs Racial Composition: 2000-2010

Race	Total (2000)	Total (2010)	2010 % of Population	Absolute Change 2000-2010	% Change 2000-2010
White	7,225	5,802	41.6%	-1423	-19.7%
Black or African-American	4,666	6,961	49.9%	2,295	49.2%
American Indian and Alaska Native	25	25	0.2%	0	0.0%
Asian	135	147	1.1%	12	8.9%
Native Hawaiian and Other Pacific Islander	7	4	0.0%	-3	-42.9%
Some Other Race	215	601	4.3%	386	179.5%
Population of 2 or more races	208	400	2.9%	192	92.3%

Source: Decennial Census, 2010

Income and Poverty

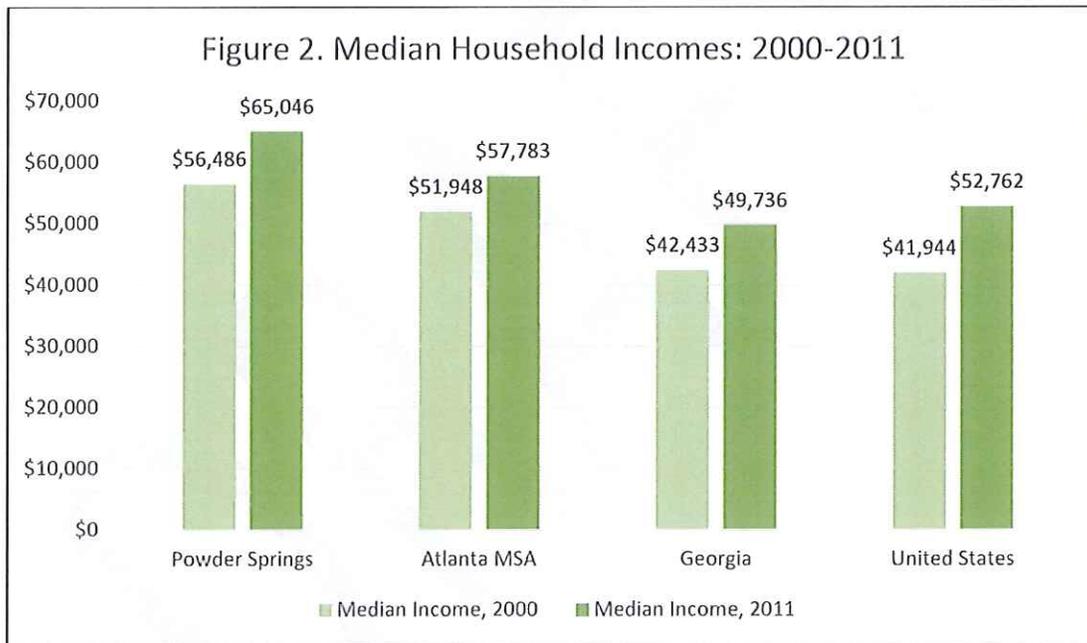
The poverty rate in Powder Springs has increased moderately between 2000 and 2010 from 8.5% to 10.5%. This is lower than the 2010 poverty rates in Georgia (16.5%) and the United States (14.3%).²

Table 6 and figure 2 shows the median household incomes for Powder Springs, the Atlanta MSA, Georgia, and the United States. In 2011, the median household income in Powder Springs was \$65,046, higher than the Atlanta MSA, Georgia, and the United States.

Table 6. Median Household Income: 2000-2011

	<i>Powder Springs</i>	<i>Atlanta MSA</i>	<i>Georgia</i>	<i>United States</i>
<i>Median Income 2000</i>	\$56,486	\$51,948	\$42,433	\$41,944
<i>Median Income 2011</i>	\$65,046	\$57,783	\$49,736	\$52,762
<i>Absolute Change</i>	\$8,560	\$5,835	\$7,303	\$10,818
<i>Percentage Change</i>	15.2%	11.2%	17.2%	25.6%

Source: ACS 2007-2011



Source: U.S. Census, ACS 2007-2011

² Source: Decennial Census, 2010.

Table 7 displays the per capita income for the city compared to Cobb County, the Atlanta MSA, and Georgia. The city's per capita income has increased faster than regional and state trends, actually surpassing the state's per capita income.

Table 7. Per Capita Income, 2011

<i>Jurisdiction</i>	<i>Per Capita Income (2000)</i>	<i>Per Capita Income (2011)</i>	<i>Absolute Change</i>	<i>Percentage Change</i>
<i>Powder Springs</i>	\$19,776	\$25,835	\$6,059	30.60%
<i>Cobb Co.</i>	\$27,863	\$33,514	\$5,651	20.30%
<i>Atlanta MSA</i>	\$25,033	\$29,051	\$4,018	16.10%
<i>Georgia</i>	\$21,154	\$25,383	\$4,229	20%

Source: U.S. Census, ACS 2007-2011

Housing

Summary

The city's homeownership rate is high compared to the region, state, and nation. However, the national recession's effect on the local housing market undercut the construction and real estate industries, slowing housing construction and leaving a higher share of vacant housing units. In addition, foreclosures and a major flood in the community hindered the growth of the city's property values, falling behind regional trends.

Housing Units

Since 2000, the city has added over a thousand housing units. While this seems to be in line with the previous decade, which added over 1,500 units, housing starts have slowed. Between 2000 and 2004, the city added 1,034 housing units, as displayed by table 8. From 2005-2011, the city added only 275 housing units. This trend of moderate housing starts is expected to continue through 2017, when the city is projected to have 5,562 housing units, a net increase of 94 units.³

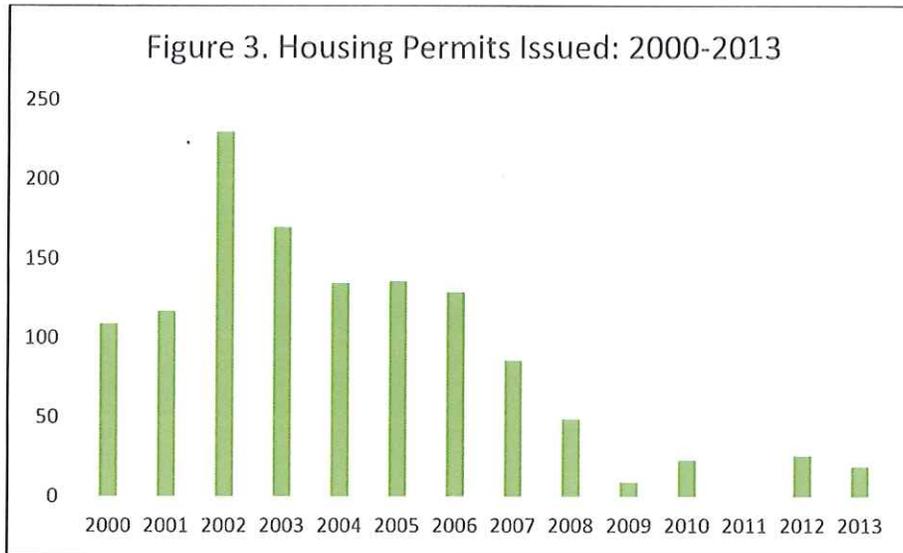
Table 8. Housing by Year Built

<i>Time Frame</i>	<i>Total</i>	<i>% of Housing Units</i>
<i>Total in 2011</i>	5,535	100%
<i>Built 2005 or later</i>	275	5%
<i>Built 2000 to 2004</i>	1,034	18.7%
<i>Built 1990 to 1999</i>	1,552	28%
<i>Built 1980 to 1989</i>	1,426	25.8%
<i>Built 1970 to 1979</i>	379	6.8%
<i>Built 1960 to 1969</i>	536	9.7%
<i>Built 1950 to 1959</i>	145	2.6%
<i>Built 1940 to 1949</i>	59	1.1%
<i>Built 1939 or earlier</i>	129	2.3%

Source: U.S. Census, ACS 2007-2011

³ Source: Georgia Power, 2013.

Figure 3 show the number of housing permits issued by the city between 2000-2013. Similar to the total number of housing units, the number of housing permits issued started to slow down after 2006. Between 2000-2006, the city issued an average of 147 housing permits per year. Between 2007-2013, the city issued an average of 30 permits per year.



Source: Community Development Department, City of Powder Springs

Housing Unit Occupancy Status

Table 9 compares the housing vacancy rate between Powder Springs, Cobb County, Atlanta MSA, Georgia, and the United States. The percentage of vacant housing units has increased since 2000 from 2.7% to 12.9% in 2012.

Table 9. 2012 Housing Vacancy Rate

Jurisdiction	Total Housing Units	Vacancy Rate
Powder Springs	5468	12.9%
Cobb Co.	288,506	8.1%
Atlanta MSA	2,175,303	11.6%
Georgia	4,107,554	14.0%
United States	132,452,249	12.4%

Source: 2012 American Community Survey; Georgia Power

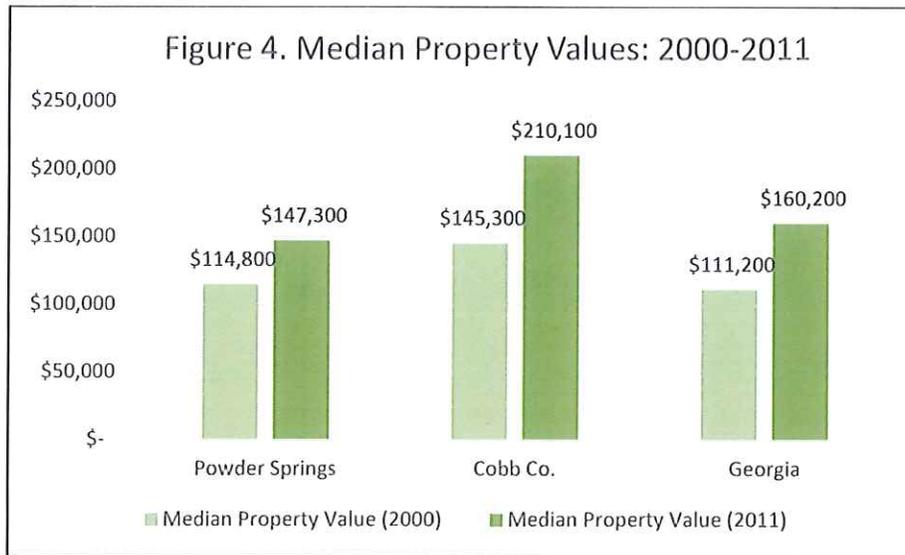
Housing Tenure

Powder Springs continues to boast a high rate of homeownership with an estimated 84.5% homeownership rate in 2011.⁴ Meanwhile, the number of renter occupied units has increased, as 15.5% of occupied units are renter occupied.⁵

⁴ U.S. Census, 2007-2011 American Community Survey. "Selected Housing Characteristics." DP04.

Home Values

Figure 4 shows the home values in Powder Springs compared to Cobb County and Georgia. While Cobb County and Georgia’s median property values increased by approximately 44% between 2000 and 2010, Powder Springs only saw a 28.3% increase.



Source: U.S. Census, ACS 2007-2011

Households

Table 10 displays a household summary, showing the total number of households and average household size for Powder Springs. Between 2000 and 2010, the number of households has increased by 12.84%. Projections show that households are expected to increase by 1.89% between 2012 and 2017. The average household size in the city decreased between 2000 and 2010 from 3.06 to 2.88.

Table 10. Household Summary

Year	Households	Total Households Growth Rate	Average Household Size
2000	4236	(x)	3.06
2010	4780	12.84%	2.88
2012	4763	-0.36%	2.89
2017	4853	1.89%	2.9

Source: Georgia Power, 2013

⁵ U.S. Census, 2007-2011 American Community Survey. “Selected Housing Characteristics.” DP04.

Economic Development

Summary

This section seeks to identify the major economic patterns shaping Powder Springs, including the major industry and employment trends within the community. By identifying these economic trends, the city will be better able to capitalize on its strengths while addressing whatever challenges it may face in the future.

Powder Springs remains a “bedroom community,” housing a highly skilled labor force that works largely outside of the city. Meanwhile, most industries inside the city do not demand the skills or wages required by the resident workforce. While the community was hit especially hard by the Great Recession, as it has been labeled by some economists, it is poised for economic expansion and projected for growth in the near future. Several key industries have been identified for the city to target in order to grow and better meet the demand of its skilled and growing workforce.

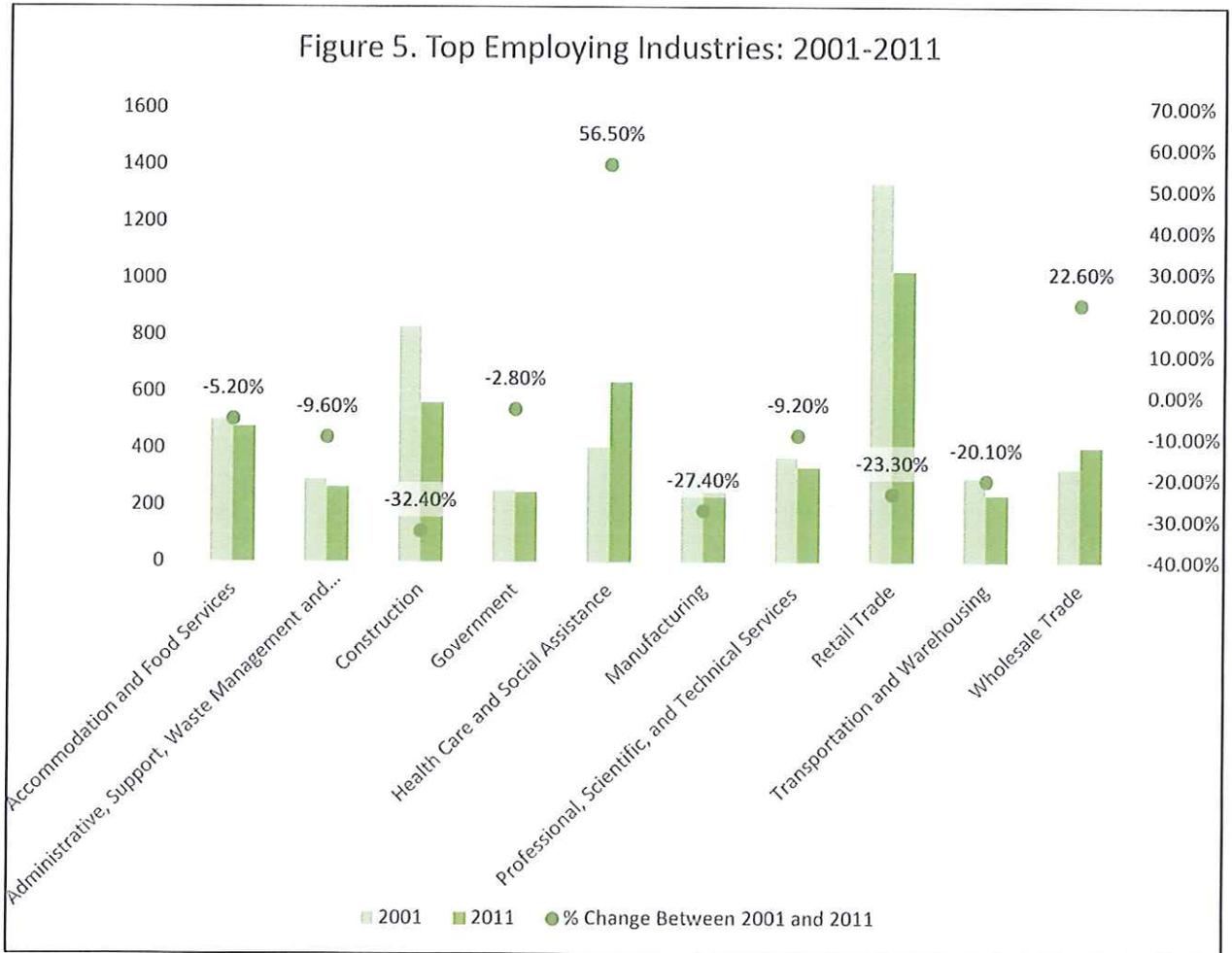
Industry Mix

As Powder Springs looks to the future, it is necessary to understand the basic economic trends within the city. Table 11 and figure 5 compare the total employment in the city for the years 2001 and 2011. In 2011, the top employing industries inside the city were Retail trade, Health care and social assistance, and Construction. Between 2001 and 2011, the city had a net loss of 555 jobs.

Table 11. Top Employing Industries in Powder Springs, 2011

<i>Industry</i>	<i>2001</i>	<i>2011</i>	<i>Absolute Change</i>	<i>% Change</i>
All Industries	5502	4947	-555	-10.1%
Retail Trade	1339	1027	-312	-23.3%
Health Care and Social Assistance	405	634	229	56.5%
Construction	831	562	-269	-32.4%
Accommodation and Food Services	504	478	-26	-5.2%
Wholesale Trade	332	407	75	22.6%
Professional, Scientific, and Technical Services	369	335	-34	-9.2%
Administrative, Support, Waste Management and Remediation Services	293	265	-28	-9.6%
Manufacturing	340	247	-93	-27.4%
Government	254	247	-7	-2.8%
Transportation and Warehousing	298	238	-60	-20.1%

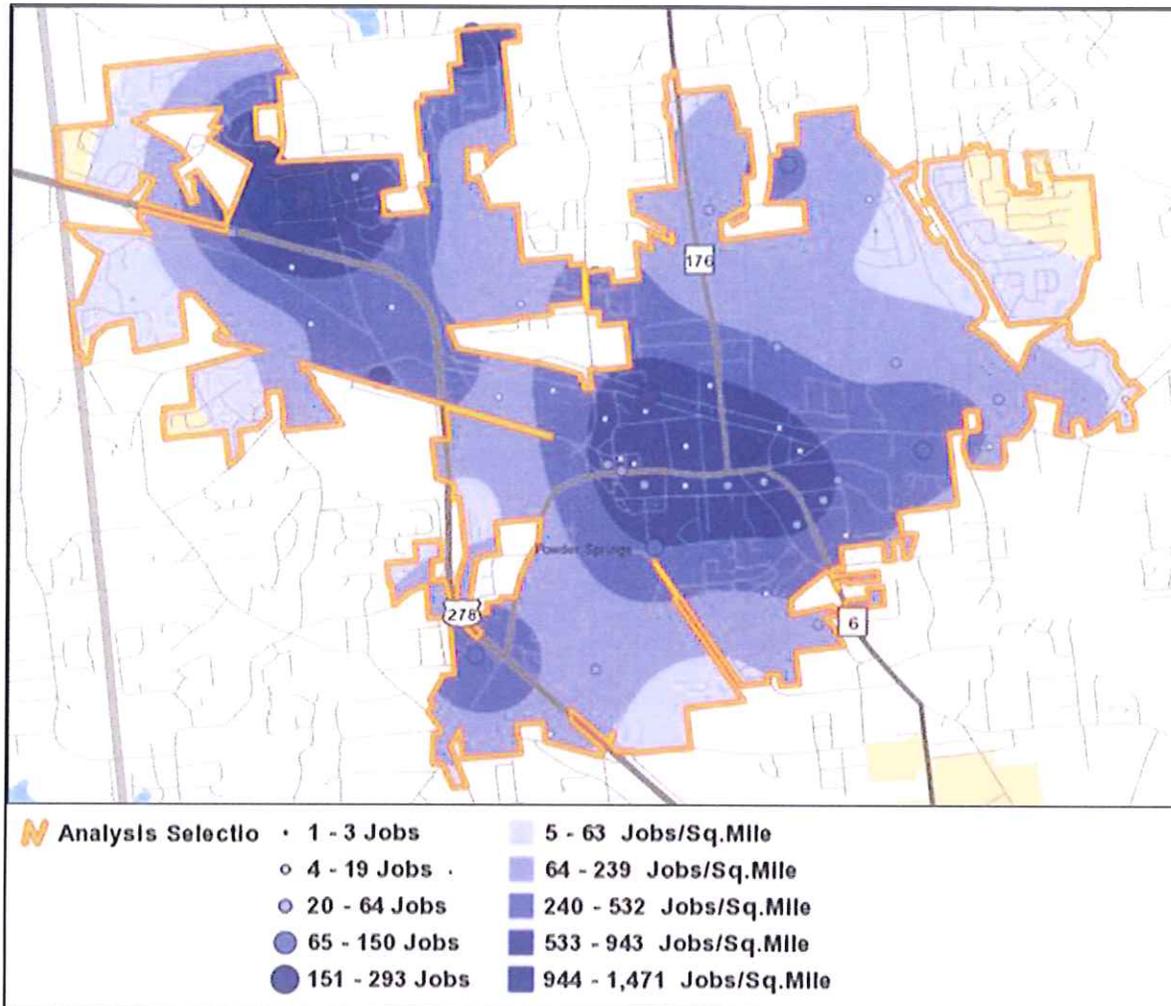
Source: The Fanning Institute, April 2012



Source: The Fanning Institute, April 2012.

Figure 6 is a heat map of employment within the city. There are two large concentrations within the city—one in the northwest part of the map and another in near the center of the city.

Figure 6. Employment in Powder Springs: 2011.



Source: OnTheMap, U.S. Census.

Workforce Characteristics

The city has a labor force of 8,121 people with an unemployment rate of 8.9%.⁶ The majority of the labor force of Powder Springs is highly skilled and face long commute times, exemplifying the characteristics of a “bedroom community.” Table 16 shows a breakdown of the workforce in Powder Springs. The top two occupational sectors for residents are (a) Management, business, science, and arts and (b) Sales and office occupations—sectors that are considered higher paying “white collar” occupations.

⁶ Source: Georgia Department of Labor. April, 2013. Total employed: 7,400. Total Unemployed: 721.

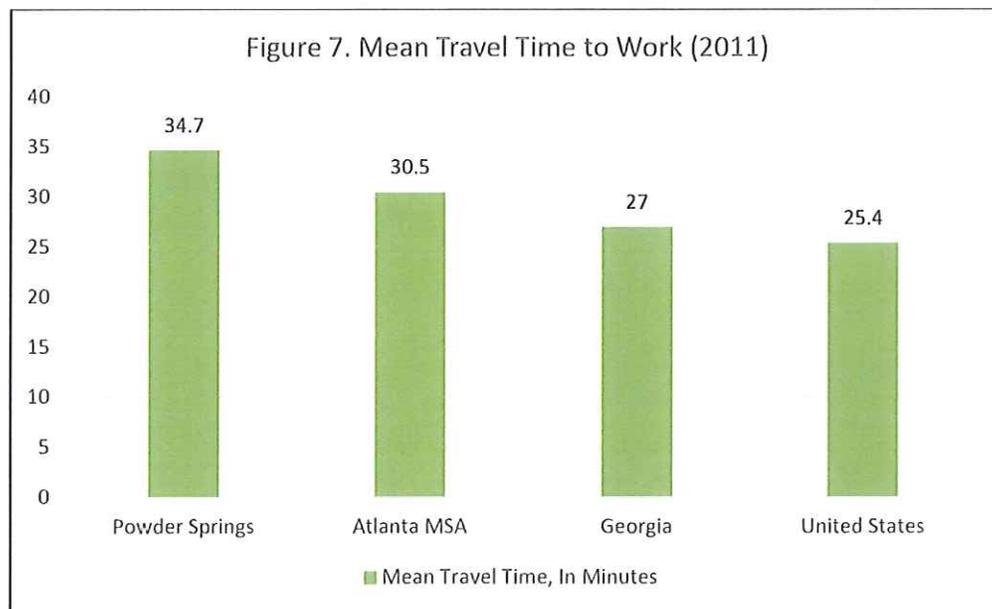
Table 12. Workforce Breakdown: 2007-2011

Occupation	Estimate	Percent
Civilian employed population 16 years and over	6633	(x)
Management, business, science, and arts occupations	1999	30.1%
Service Occupations	1019	15.4%
Sales and office occupations	2379	35.9%
Natural resources, construction, and maintenance occupations	425	6.4%
Production, transportation, and material moving occupations	811	12.2%

Source: U.S. Census, ACS 2007-2011

A comparison of Tables 11 and 12 illustrate the mismatch between the resident skill level and the jobs available in Powder Springs. The major industries in Powder Springs—Retail trade, Health care, and Construction—only marginally match the two largest occupational sectors made up by the city’s residents—Management, business, science, and arts and Sales and office occupations.

This mismatch in jobs available in the city versus the jobs demanded by residents has caused the vast majority of residents to work outside the city. Figure 7 compares the mean travel time to work for Powder Springs, the Atlanta MSA, Georgia, and the United States. Powder Springs’ residents have an average commute time of 34.7 minutes, longer than regional, state, and national averages.



Source: ACS 2007-2011

Table 13 shows the place of work for the city’s residents, revealing that the vast majority of them (88.9%) work outside of the city limits. Although, the majority of residents still work inside Cobb County.

Table 13. Place of Work, 2007-2011

	<i>% of Workforce</i>
<i>Worked in Powder Springs</i>	11.1%
<i>Worked outside Powder Springs</i>	88.9%
<i>Worked in Cobb County</i>	54.7%
<i>Worked in Georgia</i>	99.2%

Source, U.S. Census, ACS 2007-2011

Figure 8 illustrates the mismatch in jobs provided by the city versus those demanded by residents. Providing employment opportunities that are close to home is key to enhancing the overall quality of life of the community.

Figure 8. Live & Work Mismatch.

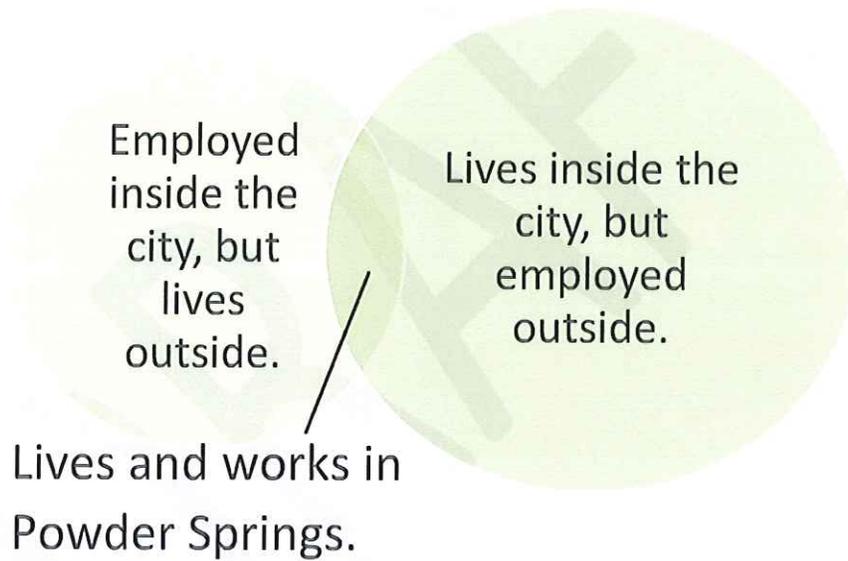
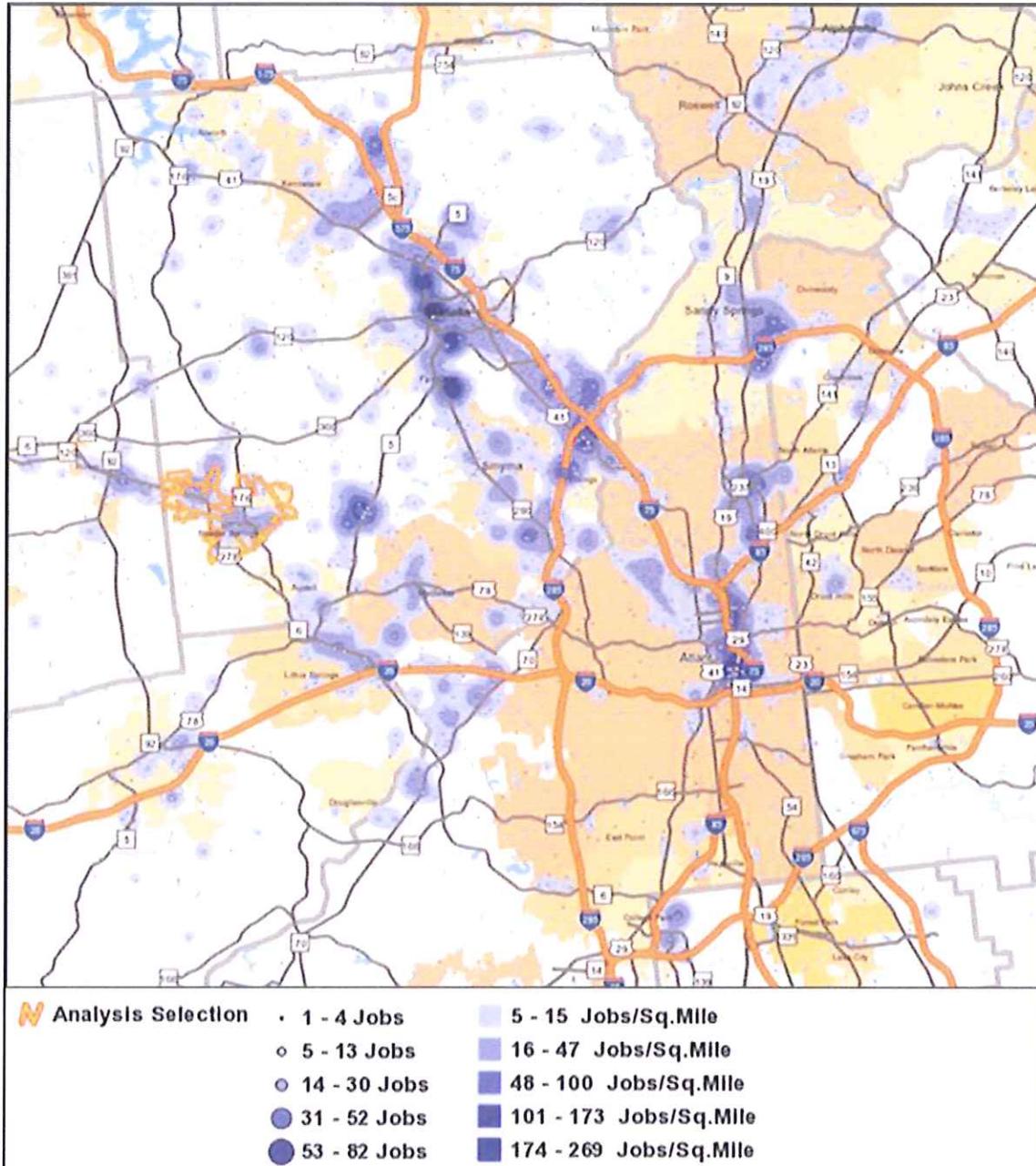


Figure 9 is a heat map of where residents of Powder Springs worked in 2011. Most employment is concentrated around major interstates, with the largest concentration of employment along I-75 near Marietta. Other major concentrations can be seen along I-285 near the cities of Sandy Springs, Vinings, and Smyrna. The map also shows that many residents commute to Atlanta to find work. Powder Springs, which is located on the western part of the map along Highway 278, has a light blue shade, indicating a small concentration of employment. It is important to note that this map only looks at employment east of Powder Springs. This is because very few residents worked west of the city.

Figure 9. Map of Where Powder Springs Residents Work: 2011.



Source: OnTheMap, U.S. Census

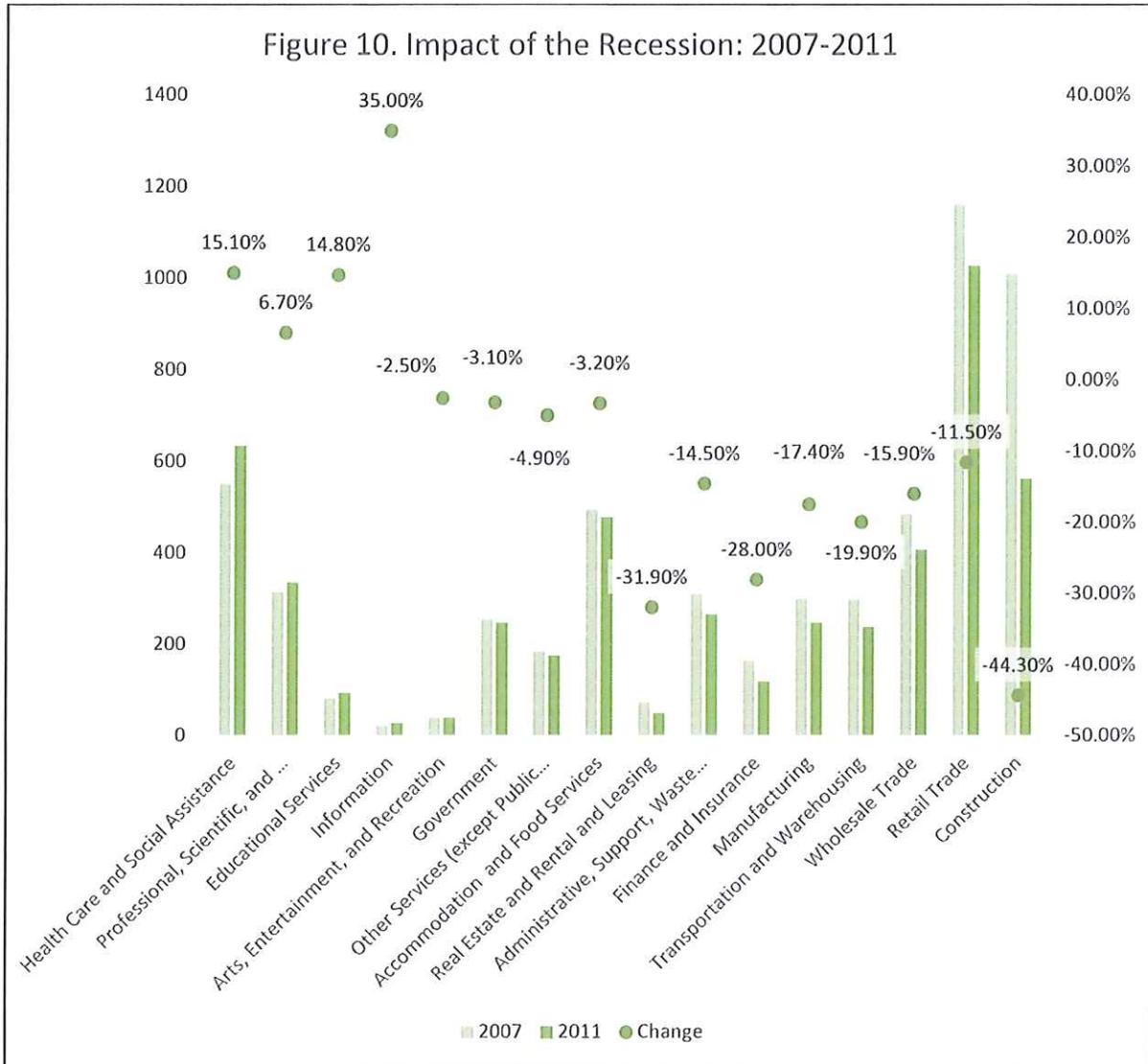
Recession

The national recession took its toll on communities of all shapes and sizes, and Powder Springs was no exception. Table 14 and figure 10 compare the city's employment between 2007 and 2011. The city saw a net loss of 796 jobs between 2007 and 2011, a 13.9% reduction in its workforce. In particular, real estate related industries accrued the greatest job losses. The Construction industry shed almost 500 jobs, accounting for a 44.3% reduction in employment. The other two industries hardest hit by the recession were Real estate and rental and leasing, which lost 31.9% of its employment, and Finance and insurance, which saw a 28% reduction in employment.

Table 14. Impact of Recession on Powder Springs: 2007-2011

<i>Industry</i>	<i>2007</i>	<i>2011</i>	<i>Absolute Change</i>	<i>Change</i>
<i>Health Care and Social Assistance</i>	551	634	83	15.10%
<i>Professional, Scientific, and Technical Services</i>	314	335	21	6.70%
<i>Educational Services</i>	81	93	12	14.80%
<i>Information</i>	20	27	7	35.00%
<i>Arts, Entertainment, and Recreation</i>	40	39	-1	-2.50%
<i>Government</i>	255	247	-8	-3.10%
<i>Other Services (except Public Administration)</i>	184	175	-9	-4.90%
<i>Accommodation and Food Services</i>	494	478	-16	-3.20%
<i>Real Estate and Rental and Leasing</i>	72	49	-23	-31.90%
<i>Administrative, Support, Waste Management, Remediation Services</i>	310	265	-45	-14.50%
<i>Finance and Insurance</i>	164	118	-46	-28.00%
<i>Manufacturing</i>	299	247	-52	-17.40%
<i>Transportation and Warehousing</i>	297	238	-59	-19.90%
<i>Wholesale Trade</i>	484	407	-77	-15.90%
<i>Retail Trade</i>	1,161	1,027	-134	-11.50%
<i>Construction</i>	1,009	562	-447	-44.30%
<i>All Industries</i>	5,743	4,947	-796	-13.90%

Source: The Fanning Institute, April 2012



Source: The Fanning Institute, April 2012

While most industries saw a net loss of employment, table 14 and figure 10 show that the city does have a few seemingly “recession proof” industries who saw net growth between 2007 and 2011. Health Care and Social Assistance added the most jobs during this period with 83 net jobs created. The other three industries—Professional, scientific, and technical services, Educational services, and Information—added 335, 93, and 27 jobs, respectively.

Foreclosures

The city saw its housing market hit hard by the recession, recording the highest foreclosure rate in the county. In 2011, it was reported that the foreclosure rate for Powder Springs was 1 in every 160 homes.⁷ Table 15 gives a summary of real estate trends in the city compared to Cobb County and Georgia. As of September of 2013, only 1 in every 446 homes now considered foreclosed, but this rate remains higher than the county and state. In total, there are 328 properties that are in some stage of foreclosure, as of November, 2013.⁸

Table 15. Summary of Real Estate Trends, September 2013

	<i>Powder Springs</i>	<i>Cobb County</i>	<i>Georgia</i>
Median List Price	\$159,900	\$200,000	\$168,000
Median Sales Price	\$174,450	\$200,000	\$150,000
Median Foreclosure Sales Price	\$103,500	\$120,991	\$97,500
Homes for Sale	242	2,514	44,606
Foreclosure Rate	1 in 446	1 in 856	1 in 872

Source: RealtyTrac, September 2013

Figure 11. Foreclosure Heat Map by Zip Code

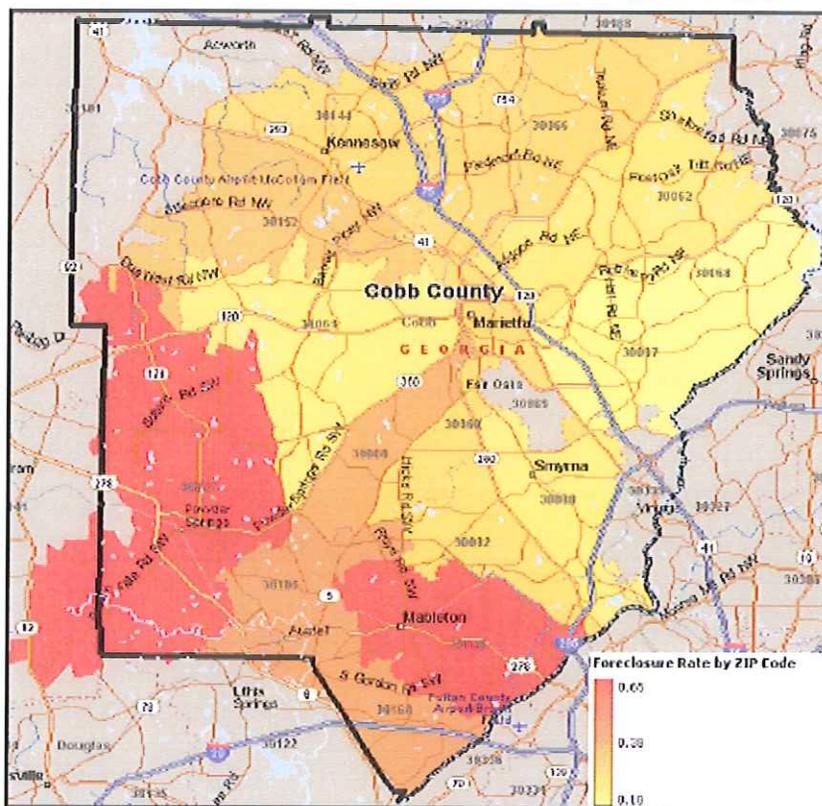


Figure 11 is a heat map of foreclosures by zip code in Cobb County. The dark shades of orange and red indicate that southwest Cobb had a higher rate of foreclosures than the rest of the county, which has lighter orange and yellow shades. The Powder Springs and Mableton zip code areas were hit the hardest in the county.

⁷ Market Street Services, Inc. "Competitive Assessment: Cobb County, Georgia." Cobb's Competitive EDGE; Cobb County, Georgia. July 2011.

⁸ Source: RealtyTrac.com. "Powder Springs real estate trends & market info." Accessed: November 19, 2013.

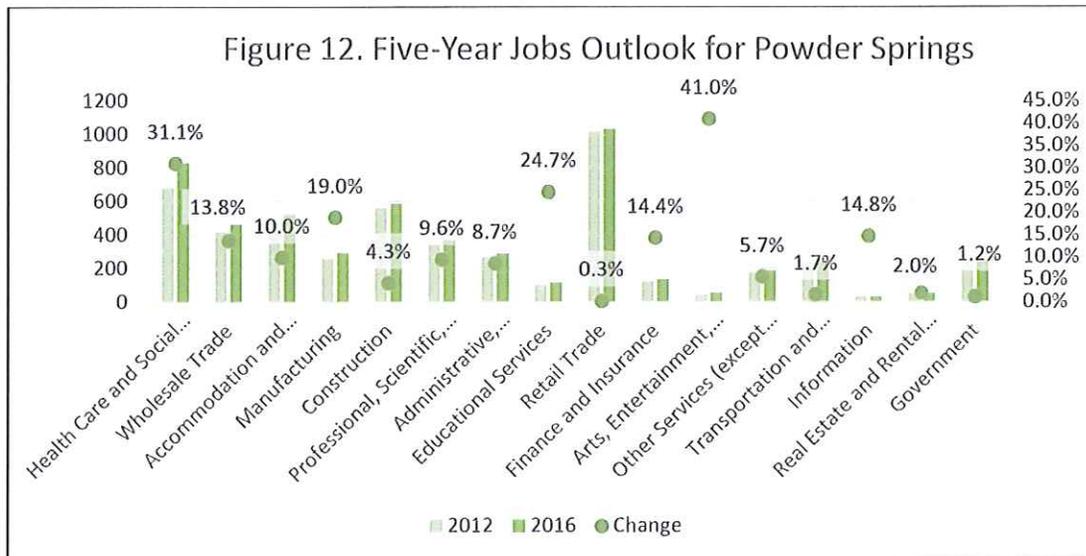
Economic Outlook and Potential

Despite an economic downturn, Powder Springs is poised for growth within the city. Looking forward, the city is projected in 2016 to see a 10.2 percent increase in employment, a net increase of 416 jobs. Continuing its previous trend, Health care and social assistance is projected to add the most jobs (149; see table 15 and figure 12).

Table 15. Five-Year Jobs Outlook for Powder Springs

Industry	2012	2016	Absolute Change	Change
Health Care and Social Assistance	682	831	149	31.1%
Wholesale Trade	418	463	45	13.8%
Accommodation and Food Services	487	526	39	10.0%
Manufacturing	258	294	36	19.0%
Construction	558	586	28	4.3%
Professional, Scientific, and Technical Services	341	367	26	9.6%
Administrative, Support, Waste Management, Remediation Services	269	288	19	8.7%
Educational Services	99	116	17	24.7%
Retail Trade	1017	1030	13	0.3%
Finance and Insurance	122	135	13	14.4%
Arts, Entertainment, and Recreation	42	55	13	41.0%
Other Services (except Public Administration)	176	185	9	5.7%
Transportation and Warehousing	238	242	4	1.7%
Information	28	31	3	14.8%
Real Estate and Rental and Leasing	48	50	2	2.0%
Government	249	250	1	1.2%
All Industries	5038	5454	416	10.2%

Source: The Fanning Institute, April 2012



Source: The Fanning Institute, April 2012

In 2012, the University of Georgia's Fanning Institute performed a target industry analysis, in order to identify specific industry sectors which have the potential to further grow and develop within the community. The report defines the three major objectives for any community seeking to bring in business development:

"When considering business development in any given community, it is important to take a balanced approach. There is a need to (a) expand industries which employ the local and regional workforce, (b) support local industries by developing compatible industries, and (c) develop industries which offer higher wage jobs than what is currently available."⁹

Utilizing this criteria, the report's industry analysis identified seven key industries that have the potential for further development within and around the city, illustrated by figure 9. The three main industry categories are Personal services, Professional services, and Light industrial. Utilizing this research, the city can explore which industries to focus on for future development.

Figure 9. Potential Industry Targets.



Source: The Fanning Institute, April 2012

The report suggested that the city should create a formal economic development strategy and program, including—among many things—hiring a full-time professional, working with Cobb County and local businesses, and identifying and prioritizing which industry sectors provide the most potential for development within the city.

⁹ Source: The Fanning Institute. "Economic Development Potential in Powder Springs Georgia." Pg. 23. April 2012.

Part Two: Issues and Opportunities

The following is a list of proposed issues and opportunities to be added to the Community Assessment of the Comprehensive Plan.

List of Issues and Opportunities Facing Powder Springs

Population

Trend: The previous decade's rapid population growth has slowed to a modest level. Projections show only modest growth in the future.

Opportunities:

- Filling the city's vacant housing units can provide the community with steady growth over the next decade.
- The city may need to expand its infrastructure and government services in order to provide the basic services required by the incoming population.

Trend: Due to the aging Baby Boomer population, the city's senior population is growing faster than all other age groups, significantly outpacing total population growth.

Issues:

- As seniors become older, it becomes more difficult to maintain properties, access basic services, and stay integrated in the local community.

Opportunities:

- Ensure healthy and active lifestyles for seniors through continued investment into the city's great parks and trail system.
- Promote senior independence and access to basic services through continued investments into a safe, efficient multi-modal transportation network that caters to all age groups.
- Cultivate community through events that bring together residents from the entire lifecycle.
- Provide a healthy mix of housing options that allows seniors and empty nesters to live in the city.

Housing

Trend: Housing development has slowed significantly in the past decade. Meanwhile, the city's share of vacant housing units has increased significantly.

Issues

- As more housing units become vacant, there is a danger that some properties may become abandoned, requiring special attention. Abandoned properties have negative economic and social effects on their surrounding communities, including deteriorating property values, attracting illicit activity, and signaling an overall decline for the area.

Proposed Minor Amendment to the Comprehensive Plan

Opportunities

- Identify any abandoned or underused residential properties and prioritize them for redevelopment, revitalization, and/or reuse.
- Encourage infill development that protects and preserves the city's stable residential neighborhoods.

Economic Development

Trend: Lack of economic activity within the city's town center.

Issues

- The vacant lots within the downtown represent a lost economic opportunity, both in terms of employment and tax revenue.

Opportunities

- Revitalization of the city's downtown can create a catalyst for economic development within the community.
- A formal economic development program can play a key role in revitalizing the city's downtown. Developing a program can foster economic development by helping existing businesses maintain and grow their operations while promoting new business, developing new compatible industries, and offering higher wage jobs than are currently available.

Trend: The vast majority of the city's workforce commutes outside of the city.

Issues:

- Due to a mismatch between the jobs offered and those required by residents, much of the city's labor force commutes outside of the city. This mismatch has caused Powder Springs' residents to have long commutes to work.

Opportunities

- Promoting local employment opportunities for the city's residents can ensure a greater quality of life by bring work closer to home.

Part Three: Appendix

This appendix contains a compilation of updated demographic information on the city. Included in this appendix is most of the tables listed in the Demographic Assessment, but also includes many additional tables. Each set of tables are organized by source.

2010 Decennial Census

Population Growth Rates (QuickFacts, except ATL MSA, which was found via DP-1)

Jurisdiction	2000	2010	% Change 00-10
Powder Springs	12481	13940	11.7%
Cobb County	607751	688078	13.2%
ATL MSA	4112198	5268860	28.1%
Georgia	8186453	9687653	18.3%

AGE SEGMENT GROWTH BREAKDOWN (2010 Census, DP-1)

Location	Age Range	2000 Census	2010 (DP-1)	Growth Rate	% Change
<i>Powder Springs</i>	0-4	1000	919	6.6%	-8.1%
	5 - 24	4,053	4,280	30.7%	5.6%
	25 - 44	4,607	3,726	26.7%	-19.1%
	45 - 64	2,036	3,608	25.9%	77.2%
	65 +	785	1,407	10.1%	79.2%
	<i>Cobb Co.</i>	0-4	43,938	48,318	7.0%
5 - 24		169,396	191,036	27.8%	12.8%
25 - 44		221,958	209,610	30.5%	-5.6%
45 - 64		130,423	179,142	26.0%	37.4%
65 +		42,036	59,972	8.7%	42.7%
<i>Georgia</i>		0-4	595,150	686,785	7.1%
	5 - 24	2,411,816	2,774,924	28.6%	15.1%
	25 - 44	2,652,764	2,733,100	28.2%	3.0%
	45 - 64	1,741,448	2,460,809	25.4%	41.3%
	65 +	785,275	1,032,035	10.7%	31.4%
	<i>United States</i>	0-4	19,175,798	20,201,362	6.5%
5 - 24		80,261,468	84,652,193	27.4%	5.5%
25 - 44		85,040,251	82,134,554	26.6%	-3.4%
45 - 64		61,952,636	81,489,445	26.4%	31.5%
65 +		34,991,753	40,267,984	13.0%	15.1%

Proposed Minor Amendment to the Comprehensive Plan

Median Age Growth: 2000-2010 (Census 2010, DP-1)

	Powder Springs	Cobb Co.	Georgia	United States
2000 Median Age	32	33.2	31.4	32.9
2011 Median Age	36.2	35.4	35.3	37.2
% Change	13.1%	6.6%	12.4%	13.1%

Powder Springs Racial Composition

Race	Total (2000)	Total (2010)	2010 % of Population	Absolute Change 2000-2010	% Change 2000-2010
White	7,225	5,802	41.6%	-1423	-19.7%
Black or African-American	4,666	6,961	49.9%	2295	49.2%
American Indian and Alaska Native	25	25	0.2%	0	0.0%
Asian	135	147	1.1%	12	8.9%
Native Hawaiian and Other Pacific Islander	7	4	0.0%	-3	-42.9%
Some Other Race	215	601	4.3%	386	179.5%
Population of 2 or more races	208	400	2.9%	192	92.3%

Comparison of Sources of Household Income (ACS 2007-2011, DP03)

Sources of Household Income	Households in Powder Springs	% of Households in Powder Springs	Households in ATL MSA	% of Households in ATL MSA	Households in Georgia	% of Households in Georgia
With Earnings	4274	87.7	1610211	85.2	2824397	80.9
With Social Security Income	1084	22.2	382414	20.2	872327	25
With Supplemental Security Income	133	2.7	57241	3	142117	4.1
With Cash Public Assistance Income	31	0.6	28027	1.5	55069	1.6
Food Stamp/SNAP Benefits in the Past 12 Months	444	9.1	173649	9.2	393735	11.3
With Retirement	777	15.9	261495	13.8	541512	15.5

Per Capita Income (ACS 2007-2011, DP03)

	Powder Springs	Cobb	Atlanta MSA	Georgia
Per Capita Income	25,835		33,514	29,051
% Change	30.6		20.3	16.1

Powder Springs Income and Benefits Distribution (ACS 2007-2011, DP03)

	Total Households	% of Households
Less than \$10000	278	5.7
\$10000 to \$14999	178	3.7
\$15000 to 24999	319	6.5
\$25000 to \$34999	452	9.3
\$35000 to \$49000	523	10.7
\$50000 to \$74999	1,180	24.2
\$75000 to \$99999	799	16.4
\$100000 to \$149999	842	17.3
\$150000 to \$199999	214	4.4
\$200000 or more	4,874	1.8

American Community Survey 2007-2011

Age Segment Growth Breakdown: 2000-2011 (ACS 2007-2011, DP05)

Location	Age Range	2000 Census	2007-2011 (DP05)	% of Total Pop	% Change
Powder Springs	0-4	1,000	1,032	7.4%	3.2%
	24-May	4,053	3,756	26.9%	-7.3%
	25 - 44	4,607	3,947	28.3%	-14.3%
	45 - 64	2,036	3,508	25.2%	72.3%
	65 +	785	1,655	11.9%	110.8%
Cobb Co.	0-4	43,938	49,532	7.2%	12.7%
	5 - 24	169,396	189,034	27.5%	11.6%
	25 - 44	221,958	212,324	30.9%	-4.3%
	45 - 64	130,423	175,100	25.4%	34.3%
	65 +	42,036	58,478	8.5%	39.1%
Georgia	0-4	595,150	688,777	7.1%	15.7%
	5 - 24	2,411,816	2,759,354	28.5%	14.4%
	25 - 44	2,652,764	2,741,446	28.3%	3.3%
	45 - 64	1,741,448	2,404,926	24.8%	38.1%
	65 +	785,275	1,006,109	10.4%	28.1%
United States	0-4	19,175,798	20,170,377	6.5%	5.2%
	5 - 24	80,261,468	84,385,272	27.3%	5.1%
	25 - 44	85,040,251	82,352,049	26.6%	-3.2%
	45 - 64	61,952,636	80,087,254	25.9%	29.3%
	65 +	34,991,753	39,608,820	12.8%	13.2%

Median Age Growth: 2000-2011 (ACS 2007-2011, DP05)

	Powder Springs	Cobb Co.	Georgia	United States
2000 Median Age	32	33.2	31.4	32.9
2011 Median Age	38.7	35.2	35.2	37
% Change	20.9%	6.0%	12.1%	12.5%

Powder Springs Racial Composition

	Total (2007-2011)	% of Population
White	6,292	45.3
Black or African-American	6,607	47.5
American Indian and Alaska Native	36	0.3
Asian	12	0.1
Native Hawaiian and Other Pacific Islander	0	0
Some Other Race	570	4.1

Median Household Incomes (ACS 2007-2011, DP03)

	Powder Springs	Atlanta MSA	Georgia	United States
Median Income	6,5046	57,783	49,736	52,762
% Change	15.2	11.2	17.2	25.6

Types of Housing Units in Powder Springs (ACS 2007-2011, DP04)

Type	# of units	Percentage of Housing Units	2000-2011 Growth Rate
1-unit (detached)	4777	86.3%	28.5%
1-unit (attached)	357	6.4%	80.3%
2 units	100	1.8%	-14.5%
3 or 4 units	195	3.5%	
5 to 9 units	40	0.7%	222.0%
10 to 19 units	40	0.7%	
20 or more units			
Mobile Homes	26	0.5%	-58.7%
Boat, RV, van, etc.			

Housing Tenure of Powder Springs

Type	Total Units	% of Units
Owner-Occupied	4,117	74.4%
Renter-Occupied	758	13.7%
Average Household Size of Owner- Occupied Unit	2.82	
Average Household Size of Renter- Occupied Unit	2.68	

Types of Housing Units by Tenure, PS (ACS 2007-2011, B25032)

Type	Owner Occupied	Renter Occupied
1-unit, detached	3,711	522
1-unit, attached	325	23
Multiple Family	55	213
Mobile Homes	26	0

Proposed Minor Amendment to the Comprehensive Plan

Comparison of Housing Costs (ACS 2007-2011, DP04)

	Powder Springs	Cobb Co.	Atlanta MSA	Georgia
Median Property Value		\$147,300	\$210,100	\$160,200
Median Property Value % change between 2000 and 2011		28.3	44.6	44.1
Median Rent		1250	958	835
Median Rent % change between 2000 and 2011		73.1	18.9	36.2

Powder Springs Housing by Year Built (ACS 2007-2011 DP04)

	5535	% of Housing Units
Total: 2011		
Built 2005 or later	275	5
Built 2000 to 2004	1034	18.7
Built 1990 to 1999	1552	28
Built 1980 to 1989	1426	25.8
Built 1970 to 1979	379	6.8
Built 1960 to 1969	536	9.7
Built 1950 to 1959	145	2.6
Built 1940 to 1949	59	1.1
Built 1939 or earlier	129	2.3

Plumbing and Kitchen Facilities (ACS 2007-2011, DP04)

	Powder Springs	Cobb Co.	Atlanta MSA	Georgia
% Lacking Complete Plumbing Facilities	0	0.8	0.5	0.5
% Lacking Complete Kitchen Facilities	0.8	0.8	0.6	0.7

Comparison of Overcrowded Housing Units by Tenure (ACS 2007-2011, B25014)

Occupants Per Room	Owner Occupied		Renter Occupied	
	Total #	% of Total	Total #	% of Total
Total	4218		700	
0.5 or less occupants per room	3126	74.1	410	58.6
0.51 to 1 occupants per room	1086	25.8	290	41.4
1.01 to 1.5 occupants per room	6	0.1	0	0
1.51 to 2 occupants per room	0	0	0	0
2.01 or more occupants per room	0	0	0	0

Occupancy Status (ACS 2007-2011, B25002)

Jurisdiction	Total: Units	Total: Occupied	Total: Vacant	Vacancy Rate
Powder Springs city, Georgia	5,535	4,875	660	11.9%
Cobb County, Georgia	285,273	258,710	26,563	9.3%
Atlanta-Sandy Springs-Marietta, GA Metro Area	2,152,057	1,890,208	261,849	12.2%
Georgia	4,063,024	3,490,754	572,270	14.1%
United States	131,034,946	114,761,359	16,273,587	12.4%

Georgia Power

Summary	Census		
	2010	2012	2017
Population	13940	13926	14203
Households	4780	4763	4853
Families	3612	3583	3660
Average Household Size	2.88	2.89	2.90
Owner Occupied Housing Units	3959	3881	4020
Renter Occupied Housing Units	821	882	834
Median Age	36.2	37.1	37.3

Trends: 2012 - 2017 Annual Rate	Area	State	National
Population	0.39%	0.90%	0.68%
Households	0.38%	1.00%	0.74%
Families	0.43%	0.98%	0.72%
Owner HHS	0.71%	1.16%	0.91%
Median Household Income	3.19%	3.42%	2.55%

Households by Income	2012		2017	
	Number	Percent	Number	Percent
<\$15,000	457	9.6%	418	8.6%
\$15,000 - \$24,999	461	9.7%	344	7.1%
\$25,000 - \$34,999	394	8.3%	270	5.6%
\$35,000 - \$49,999	758	15.9%	613	12.6%
\$50,000 - \$74,999	1178	24.7%	1192	24.6%
\$75,000 - \$99,999	786	16.5%	1115	23.0%
\$100,000 - \$149,999	594	12.5%	732	15.1%
\$150,000 - \$199,999	85	1.8%	112	2.3%
\$200,000+	49	1.0%	57	1.2%

Population by Age	Census 2010		2012		2017	
	Number	Percent	Number	Percent	Number	Percent
0 -- 4	919	6.6%	884	6.3%	905	6.4%
5 -- 9	1046	7.5%	1022	7.3%	1047	7.4%
10 -- 14	1169	8.4%	1109	8.0%	1149	8.1%
15 - 19	1271	9.1%	1195	8.6%	1173	8.3%
20 - 24	794	5.7%	832	6.0%	783	5.5%
25 -- 34	794	10.8%	1510	10.8%	1550	10.9%
35 --44	1508	15.9%	2108	15.1%	2102	14.8%
45 -- 54	2218	16.4%	2279	16.4%	2172	15.3%
55 -- 64	2285	9.5%	1505	10.8%	1616	11.4%
65 -- 74	1323	5.4%	855	6.1%	1045	7.4%
75 -- 84	449	3.2%	434	3.1%	458	3.2%
85 +	211	1.5%	192	1.4%	203	1.4%

Race and Ethnicity	Census 2010		2012		2017	
	Number	Percent	Number	Percent	Number	Percent
White Alone	5802	41.6%	6048	43.4%	5719	40.3%
Black Alone	6961	49.9%	6677	47.9%	7151	50.3%
American Indian Alone	25	0.2%	23	0.2%	24	0.2%
Asian Alone	147	1.1%	157	1.1%	172	1.2%
Pacific Islander Alone	4	0.0%	2	0.0%	2	0.0%
Some Other Race Alone	601	4.3%	614	4.4%	680	4.8%
Two or More Races	400	2.9%	406	2.9%	455	3.2%
Hispanic Origin (Any Race)	1267	9.1%	1325	9.5%	1505	10.6%

Population Summary

	Total Population	Growth Rate
2000	13,130	
2010	13,940	6.17%
2012	13,926	-0.10%
2012 (Group Quarters)	145	
2017	14,203	1.99%
2012-2017 Annual Growth Rate		0.39%

Household Summary

	Households	Average Household Size	Total Households Growth Rate
2000	4,236	3.06	
2010	4,780	2.88	12.84%
2012	4,763	2.89	-0.36%
2017	4,853	2.9	1.89%
2012-2017 Annual Growth Rate		0.38%	
	Families	Average Family Size	Total Families Growth Rate
2010	3,612	3.33	
2012	3,583	3.34	-0.80%
2017	3,660	3.35	2.15%
2012-2017 Annual Growth Rate			0.43%

Housing Unit Summary

	Housing Units	Owner Occupied	Renter Occupied	Vacant Housing Units
2000	4,408	84.3%	11.8%	3.9%
2010	5,477	72.3%	15.0%	12.7%
2012	5,468	71.0%	16.1%	12.9%
2017	5,562	72.3%	15.0%	12.7%
Projected net gain in Housing Units			94	
Growth Rate			1.72%	

Proposed Minor Amendment to the Comprehensive Plan

Median Household Income

2012	\$ 54,517
2017	\$ 63,798
Growth Rate	17.02%

Median Home Value

2012	\$134,540
2017	\$148,780
Growth Rate	10.58%

Per Capita Income

2012	\$ 22,185
2017	\$ 24,947
Growth Rate	12.45%

Median Age

2010	36.2
2012	37.1
2017	37.3
Growth Rate	0.54%

2012 Households by Income

Household Income Base	4762
<\$15,000	9.6%
\$15,000-\$24,999	9.7%
\$25,000-\$34,999	8.3%
\$35,000-\$49,999	15.9%
\$50,000-\$74,999	24.7%
\$75,000-\$99,999	16.5%
\$100,000-\$149,999	12.5%
\$150,000-\$199,999	1.8%
\$200,000+	1.0%
Average Household Income	\$63,151

2017 Households By Income

Household Income Base	4853
<\$15,000	8.6%
\$15,000-\$24,999	7.1%
\$25,000-\$34,999	5.6%
\$35,000-\$49,999	12.6%
\$50,000-\$74,999	24.6%
\$75,000-\$99,999	23.0%
\$100,000-\$149,999	15.1%
\$150,000-\$199,999	2.3%
\$200,000+	1.2%
Average Household Income	\$71,181

2012 Owner Occupied Housing Units by Value

Total	3882
<\$50,000	1.7%
\$50,000-\$99,000	19.1%
\$100,000-\$149,000	42.3%
\$150,000-\$199,999	23.4%
\$200,000-\$249,999	7.1%
\$250,000-\$299,999	3.0%
\$300,000-\$399,999	2.7%
\$400,000-\$499,999	0.5%
\$500,000-\$749,999	0.2%
\$750,000-\$999,999	0.0%
\$1,000,000+	0.0%
Average Home Value	\$146,162

2017 Owner Occupied Housing Units by Value

Total	4019
<\$50,000	1.0%
\$50,000-\$99,000	14.6%
\$100,000-\$149,000	35.2%
\$150,000-\$199,999	31.8%
\$200,000-\$249,999	10.0%
\$250,000-\$299,999	3.5%
\$300,000-\$399,999	3.0%
\$400,000-\$499,999	0.5%
\$500,000-\$749,999	0.2%
\$750,000-\$999,999	0.0%
\$1,000,000+	0.0%
Average Home Value	\$157,981

2010 Population by Age

Total	13940
0 -- 4	6.6%
5 -- 9	7.5%
10 -- 14	8.4%
15 -- 24	14.8%
25 -- 34	10.8%
35 --44	15.9%
45 -- 54	16.4%
55 -- 64	9.5%
65 -- 74	5.4%
75 -- 84	3.2%
85 +	1.5%
18 +	71.5%

2012 Population by Age

Total	13925
0 -- 4	6.3%
5 -- 9	7.3%
10 -- 14	8.0%
15 -- 24	14.6%
25 -- 34	10.8%
35 --44	15.1%
45 -- 54	16.4%
55 -- 64	10.8%
65 -- 74	6.1%
75 -- 84	3.1%
85 +	1.4%
18 +	72.8%

2017 Population by Age

Total	14203
0 -- 4	6.4%
5 -- 9	7.4%
10 -- 14	8.1%
15 -- 24	13.8%
25 -- 34	10.9%
35 --44	14.8%
45 -- 54	15.3%
55 -- 64	11.4%
65 -- 74	7.4%
75 -- 84	3.2%
85 +	1.4%
18 +	72.9%

The Fanning Institute

Top Employing Industries in Powder Springs, Georgia 2011

	2001	2011	Change
All Industries	5502	4947	-10.1%
Retail Trade	1339	1027	-23.3%
Health Care and Social Assistance	405	634	56.5%
Construction	831	562	-32.4%
Accommodation and Food Services	504	478	-5.2%
Wholesale Trade	332	407	22.6%
Professional, Scientific, and Technical Services	369	335	-9.2%
Administrative, Support, Waste Management and Remediation Services	293	265	-9.6%
Manufacturing	340	247	-27.4%
Government	254	247	-2.8%
Transportation and Warehousing	298	238	-20.1%

Impact of Recession on Powder Springs, Georgia

	<u>Base Recession Years</u>				
	<i>2007</i>	<i>2008</i>	<i>2009</i>	<i>2010</i>	<i>2011</i>
All Industries	5743	5600	5240	5052	4947
Construction	1009	906	707	605	562
Real Estate and Rental and Leasing	72	67	58	53	49
Finance and Insurance	164	151	146	127	118
Transportation and Warehousing	297	297	310	235	238
Manufacturing	299	299	341	292	247
Wholesale Trade	484	426	389	411	407
Administrative, Support, Waste Management, Remediation Services	310	309	274	268	265
Retail Trade	1161	1094	1015	1036	1027
Other Services (except Public Administration)	184	185	176	173	175
Accommodation and Food Services	494	503	477	476	478
Government	255	243	243	262	247
Arts, Entertainment, and Recreation	40	49	45	40	39
Professional, Scientific, and Technical Services	314	318	306	314	335
Educational Services	81	86	86	90	93
Health Care and Social Assistance	551	639	632	636	634
Information	20	24	28	27	27

Source: EMSI covered Employment Data provided by Georgia Power

Proposed Minor Amendment to the Comprehensive Plan

Jobs Outlook in Powder Springs Georgia

	2012	2013	2014	2015	2016	Change
All Industries	5038	5135	5236	5339	5454	10.2%
Arts, Entertainment, and Recreation	42	45	48	52	55	41.0%
Health Care and Social Assistance	682	724	764	800	831	31.1%
Educational Services	99	104	109	113	116	24.7%
Manufacturing	258	268	277	286	294	19.0%
Information	28	29	30	31	31	14.8%
Finance and Insurance	122	125	128	132	135	14.4%
Wholesale Trade	418	429	440	451	463	13.8%
Accommodation and Food Services	487	497	506	516	526	10.0%
Professional, Scientific, and Technical Services	341	347	353	359	367	9.6%
Administrative, Support, Waste Management, Remediation Services	269	273	278	283	288	8.7%
Other Services (except Public Administration)	176	178	180	182	185	5.7%
Construction	558	559	564	571	586	4.3%
Real Estate and Rental and Leasing	48	48	48	49	50	2.0%
Transportation and Warehousing	238	238	239	240	242	1.7%
Government	249	250	250	251	250	1.2%
Retail Trade	1017	1014	1014	1018	1030	0.3%

Source: EMSI Covered Employment Data provided by Georgia Power