

NWGRC Regional Plan Update

**Public Hearing and
Steering Committee
Meeting**

September 21, 2023



Timeline

Month	Meetings	Topics
September, October 2023	<ul style="list-style-type: none"> Public Hearing (Sept 21, 2023) Steering Committee at NWRC Council Meetings (Sept 21, Oct 19, 2023) Public/ Stakeholder Meetings (Rome, Oct 3, 2023) 	Plan Update Process, 2019 Plan Review, SWOT analysis Regional Goals
November, December 2023	Regional Survey and Public/ Stakeholder Meetings (Dalton)	Regional Development Maps, Issues/ Trends
January, February 2024	Steering Committee at NWRC Council Meetings, Public/ Stakeholder Meetings	Regional Development Maps, Survey, Needs/Opportunities and Work Program
March 2024	Draft Plan and Public Hearing at NWGRC Council Meeting	
April 2024	DCA Review	
May 2024	Adopt approved plan	



Regional Plan Update Process



**NWGRC is updating
the Regional Plan**



**Regional Goals,
Development Maps,
Needs and
Opportunities,
Standards,
Implementation
Program for 2024-
2028**



**Deadline for
approval and
adoption: June 30,
2024**



**NWGRC Council as
Steering Committee**

Strengths,
Weaknesses,
Opportunities, and
Threats (SWOT)
analysis

Regional Data

Land use analysis

Review/ update of
plan components



**Public Meetings
(Rome, Dalton,
Ellijay, Dallas) for
stakeholder input**



Regional Plan Components (2019)

- Executive Summary
 - Regional Goals
 - Needs and Opportunities
 - Implementation Program
 - Report of Accomplishments
 - Regional Work Program (5 year)
 - Minimum and Excellence Standards
-
- Data Analysis
 - Maps
 - Regional Land Use
 - Conservation and Development
 - Areas Requiring Special Attention
 - SWOT Analysis
 - Stakeholder Involvement



2019 Regional Survey

- County of Residence
- Industrial Development Needs
- Overall Appearance (Litter, Blight)
- Internet Access
- Historic Preservation
- Housing Needs
- Public Transportation
- Local v. Online Shopping (2)
- Access to Natural Resources, Trails, Waterways



Population of NWGRC and Surrounding Regions

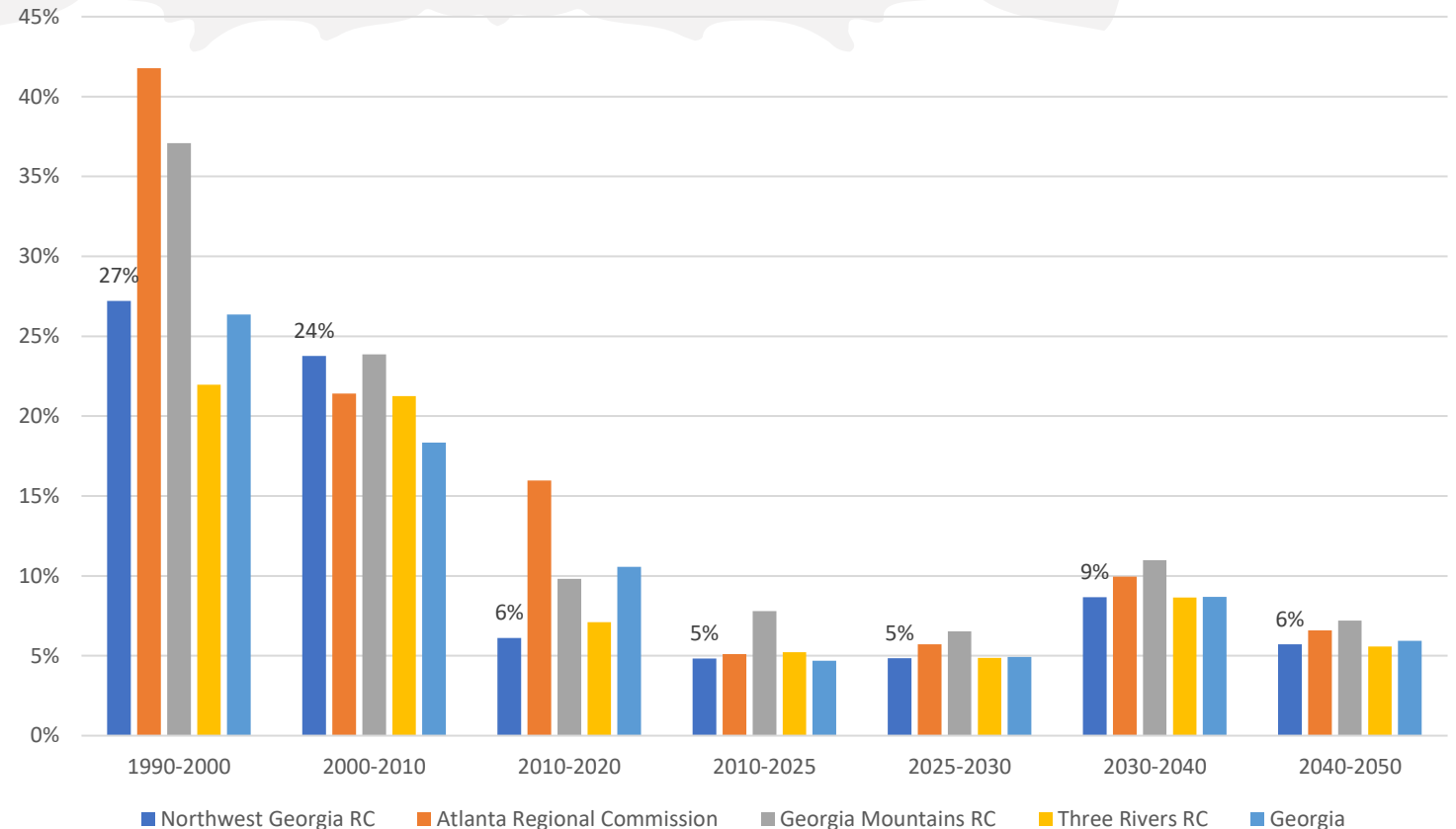
2020 Census:

- **NWGRC: 915,929**
- ARC: 4,967,514
- GA Mtns: 485,535
- Three Rivers RC: 524,586

By 2050:

- **NWGRC: 1,156,349 (26% incr.)**
- ARC: 6,467,613 (30%)
- GA Mtns: 663,373 (37%)
- Three Rivers RC: 663,921 (27%)

Growth Rates, Northwest Georgia, Surrounding Regions, and Georgia, 1990-2050 (includes projections).



Source: Decennial Census 2010 and 2020, DEC Redistricting Data (PL 94-171), DEC 2000 Summary File 2 Demographic Profile, Summary of General Characteristics of Persons: 1990; Gov. Office of Population and Budget.



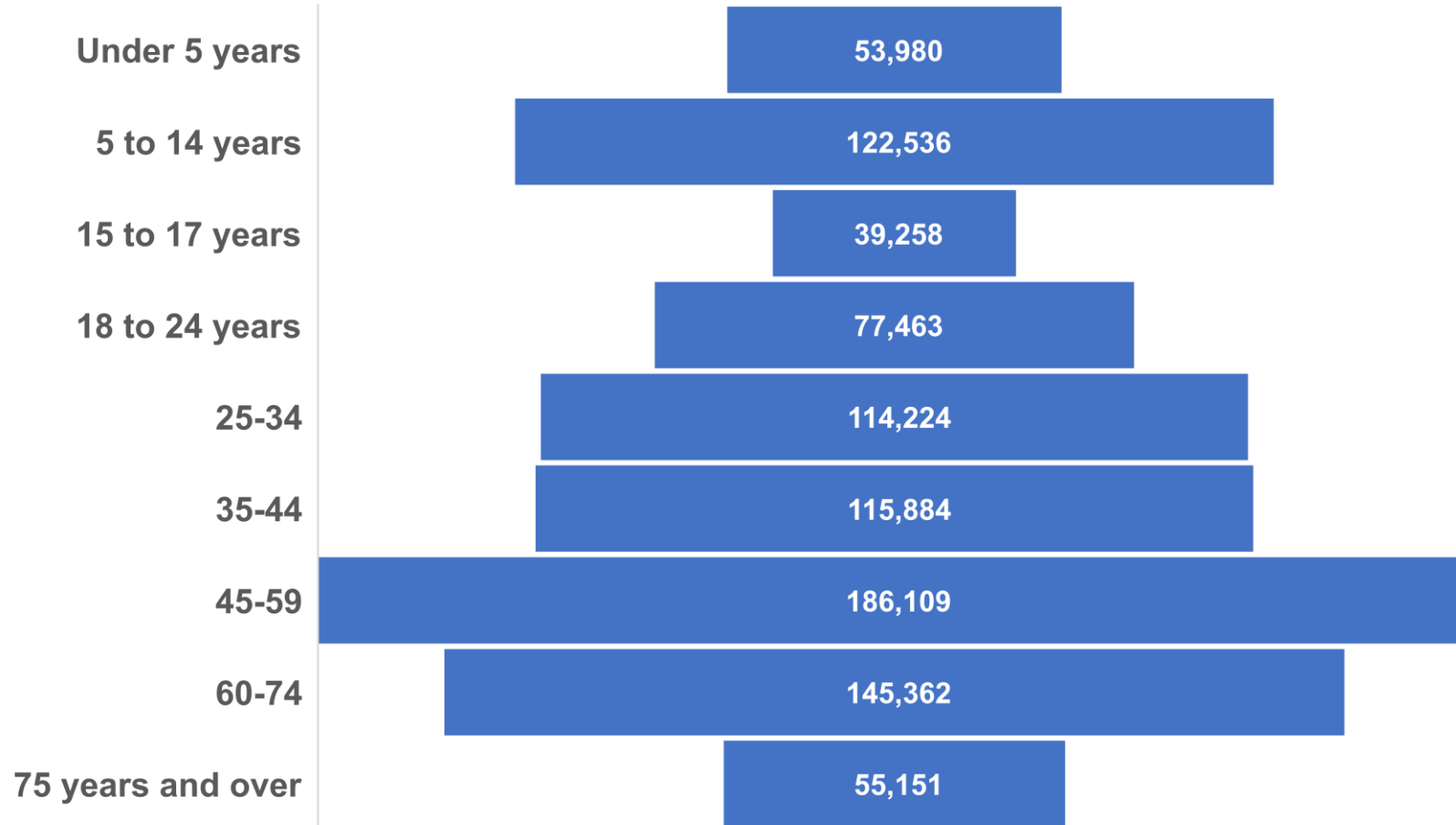
2023 Population 25+ by Educational Attainment

Total	647,336
Less than 9th Grade	5.30%
9th - 12th Grade, No Diploma	9%
High School Graduate	26.70%
GED/Alternative Credential	7.90%
Some College, No Degree	20%
Associate Degree	8.90%
Bachelor's Degree	14.10%
Graduate/Professional Degree	8%

Source: ESRI Community Profile.



Age, Northwest Georgia, 2021.



Median Age: 41

Source: American Community Survey 5-year estimates, 2021.



Northwest Georgia Resident Data, 2023

2023 Total Daytime Population

849,725

Workers

324,782

Residents

524,943

2023 Households

348,696

Av Household Size

2.66

2023 Per Capita Income

\$32,736

Median Age

39.3

Source: ESRI Community Profile.



Housing Units In Northwest Georgia, 2023.

Total Housing Units	384,452
Occupied	348,696 (91%)
Owner	254,236 (73%)
Renter	94,460 (27%)
Vacant	35,756 (9%)
Median Value	\$224,988.00
Average Value	\$252,652.00
2023 Median Household Income	\$64,694

Source: ESRI Housing Profile.



TEN LARGEST EMPLOYERS

Northwest Georgia RC

Century li Staffing, LLC

Engineered Floors, LLC

Floyd Healthcare Management, Inc.

Gordon Hospital

Hamilton Medical Center, Inc.

Mohawk Carpet Distribution, L.P.

Roper Corporation

Shaw Industries Group, Inc.

Walmart

Wellstar Health System, Inc.

*Note: Represents employment covered by unemployment insurance excluding all government agencies except correctional institutions, state and local hospitals, state colleges and universities. Data shown for the First Quarter of 2023. Employers are listed alphabetically by area, not by the number of employees.

Source: Georgia Department of Labor



Super Sector Industries – Quarterly Comparison

	Establishments			Employment			Weekly Wage		
	2022	2023	% Change	2022	2023	% Change	2022	2023	% Change
Construction	1,808	1,788	-1.1%	10,737	11,246	4.7%	975	1,119	14.8%
Education and Health Services	1,807	1,809	0.1%	33,343	34,393	3.1%	1,068	1,176	10.1%
Financial Activities	1,455	1,476	1.4%	8,146	8,008	-1.7%	1,214	1,311	8.0%
Information	129	140	8.5%	1,283	1,287	0.3%	1,243	1,397	12.4%
Leisure and Hospitality	1,795	1,797	0.1%	28,378	29,985	5.7%	389	416	6.9%
Manufacturing	1,199	1,198	-0.1%	67,497	68,146	1.0%	1,068	1,106	3.6%
Natural Resources, Mining, and Agriculture	161	156	-3.1%	1,768	1,910	8.0%	902	958	6.2%
Other Services	1,065	1,089	2.3%	5,523	5,936	7.5%	736	807	9.6%
Professional and Business Services	2,338	2,346	0.3%	20,571	24,371	18.5%	1,014	1,007	-0.7%
Trade, Transportation and Utilities	4,146	4,130	-0.4%	57,780	58,834	1.8%	837	885	5.7%
Unclassified	1,475	2,611	77.0%	1,139	1,616	41.9%	930	1,051	13.0%
Government	766	750	-2.1%	39,590	40,596	2.5%	892	925	3.7%
Total	18,144	19,290	6.3%	275,756	286,332	3.8%	914	963	5.4%

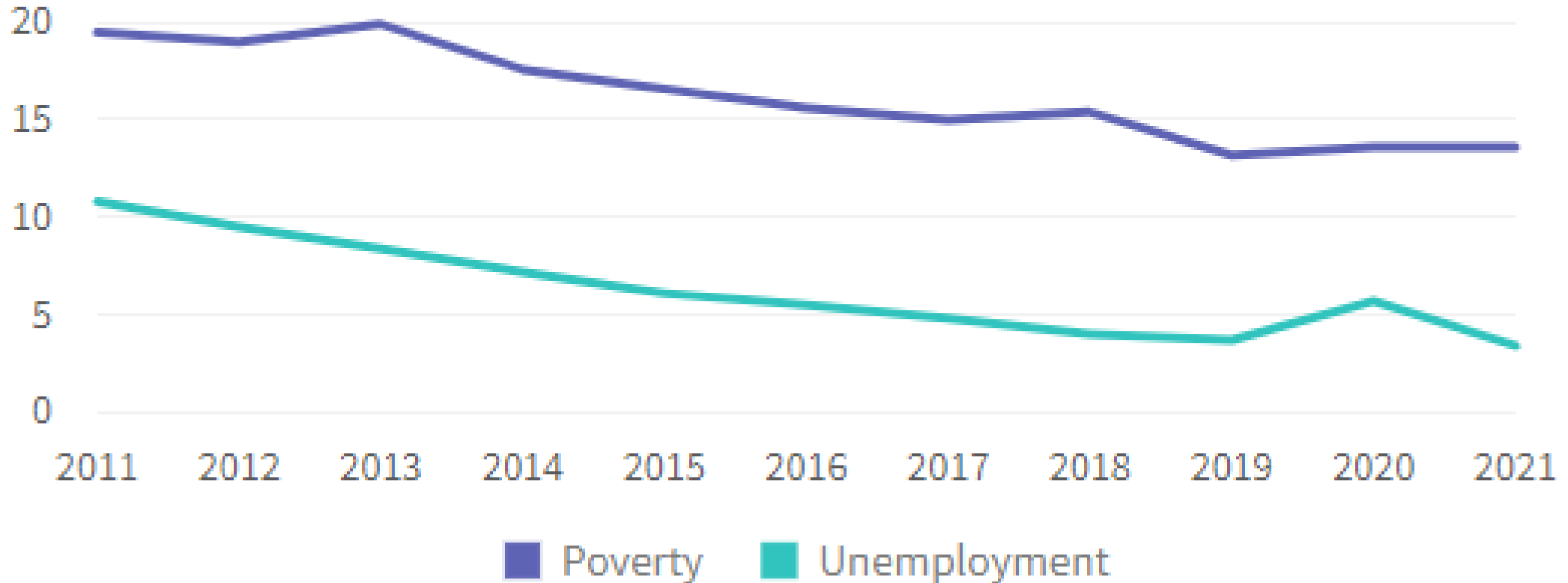
Note: All figures are 1st Quarter of 2022 and 2023.

Source: Georgia Labor Market Explorer.



Poverty & Unemployment Rate by Area

Northwest Georgia Local Workforce Development Area



Source: Georgia Labor Market Explorer.



Strengths, Weaknesses, Opportunities, Threats (SWOT)

- Strength- What makes our region succeed in this area? (Example: available land, streams and natural resources)
- Weakness- What is something that needs to improve in this area? (Example: infrastructure is aging)
- Opportunities- What is happening beyond our region that benefits us? (Example: Georgia Ports expansion, federal broadband resources)
- Threats- What is an outside factor that is affecting our region? (Example: supply chain delays, outside commercial investment)



Next Steps

- October 3, 2023- Public and Stakeholder Meeting, Rome Civic Center, 4-6 pm
- October 21, 2023- Steering Committee Meeting (NWGRC Council Meeting)
- Regional Survey

