



NWGRC Regional Plan Update Steering Committee Meeting

September 21, 2023 Civic Center, Rome GA

AGENDA

- Regional Plan Update Timeline
- Demographic trends and current conditions
- Regional Survey
- Strengths, Weaknesses, Opportunities, Threats (SWOT) Analysis

For more information, please visit <https://www.nwgrc.org/northwest-georgia-regional-plan-update/>



2024 Regional Plan Update

The Northwest Georgia Regional Commission (NWGRC) is updating the Regional Plan in accordance with Georgia Department of Community Affairs (DCA) standards, to include Regional Goals, Development Maps, Needs and Opportunities, and an Implementation Program for 2024-2028. The plan update must be approved by DCA and adopted by NWGRC Council prior to June 30, 2024.

Through public meetings and a regional survey, staff will gather input from the NWGRC Council, regional stakeholders, and the public, to identify regional Needs and Opportunities and update each part of the plan.

In Fall 2023 and Spring 2024, we ask the NWGRC Council as the Steering Committee to participate in a series of short planning sessions, including a Strengths, Weaknesses, Opportunities, and Threats (SWOT) analysis, data and land use analysis, and preparation of draft plan components.

A series of public meetings will also be held around the region (Dalton, Ellijay, Dallas) to gather input into trends in Economic Development, Transportation, Natural Resources, Housing, and Land Use and more.

Public Input

Join NWGRC for a public input session for the Regional Plan. Learn more about Northwest Georgia and tell us what changes you see in 5-10 years.

Date: Tuesday, October 3, 2023

Location: Rome Civic Center, 400 Civic Center Dr, Rome, GA 30161

Time: 4:00 pm to 6:00 pm

Format: Drop In, Open House with Input Stations

Visit <https://www.nwgrc.org/northwest-georgia-regional-plan-update/> for more information.

All meetings of the Northwest Georgia Regional Commission are open to the public.

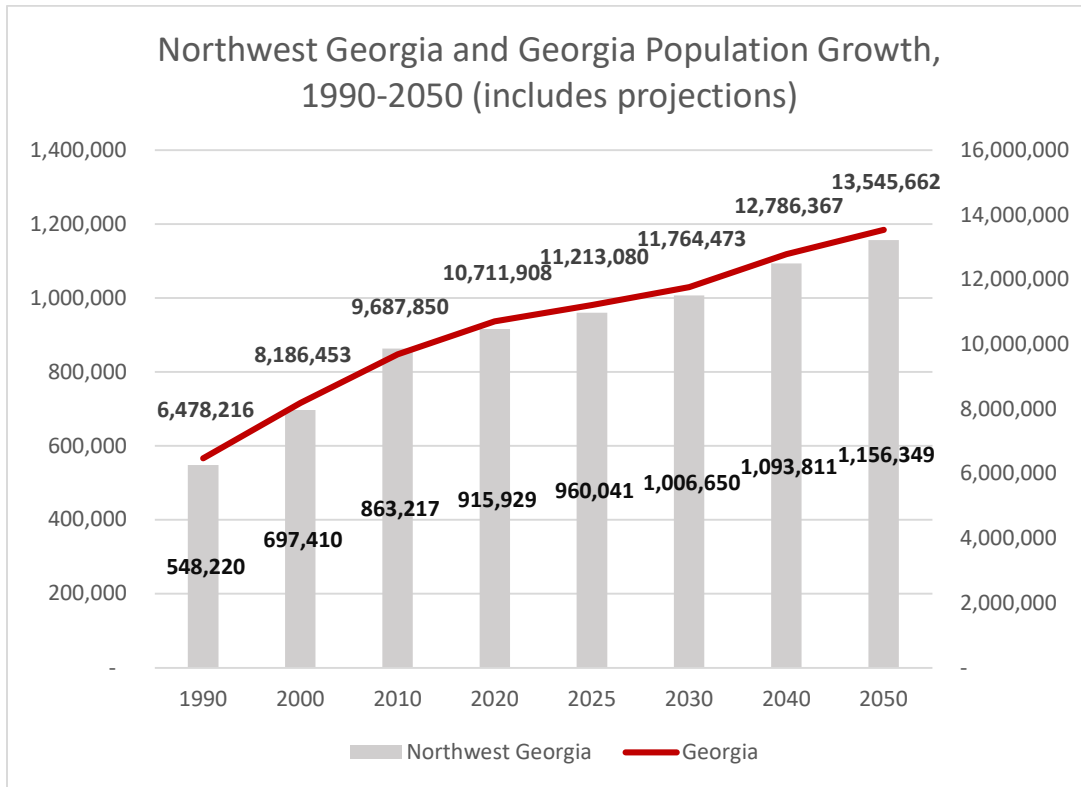
NWGRC Regional Plan Update Timeline

Month	Meetings	Workflow
Fall 2023	None	<ul style="list-style-type: none"> • Identify regional stakeholders & steering committee • Draft stakeholder involvement plan & website • Draft Initial List Needs & Opportunities <ul style="list-style-type: none"> ○ Data, maps, QCO Analysis ○ Review other regional & statewide plans
September 2023	Regional Public Hearing #1 & Steering Committee At NWGRC Council Meeting, Sept 21, 2023	<ul style="list-style-type: none"> • Process overview & schedule • Overview, current conditions - handout • Regional Survey • Strengths, Weaknesses, Opportunities, Threats (SWOT)
October 2023	Public Listening Session #1 – Rome, Oct 3, 2023	<ul style="list-style-type: none"> • Regional Goals • Needs and Opportunities - SWOT Analysis
October 2023	Steering Committee At NWGRC Council Meeting, Oct 19, 2023	<ul style="list-style-type: none"> • Regional Goals and Vision- Regional Development Map/ARSA, Issues and Opportunities- handout • SWOT • Prioritize Needs and Opportunities
November/ December 2023	Public Listening Session #2- Dalton	<ul style="list-style-type: none"> • Regional Development/ARSA Maps
January 2024	Steering Committee At Council Meeting	<ul style="list-style-type: none"> • Regional Development/ARSA Maps and Narrative <ul style="list-style-type: none"> ○ Appropriate Conservation Areas ○ Threatened RIRs • Survey Results
February 2024	Public Listening Session #3, 4 - TBD	<ul style="list-style-type: none"> • Regional Work Program Items
February 2024	Steering Committee At NWGRC Council Meeting	<ul style="list-style-type: none"> • Regional Work Program Items, Report of Accomplishments, Performance Standards
March 2024	Regional Public Hearing #2 – NWGRC Council meeting	<ul style="list-style-type: none"> • Ensure consistency with other statewide & regional plans • Review Draft Regional Plan at Public Hearing • Transmit to DCA for Review
April 2024	None	<ul style="list-style-type: none"> • DCA Review (45 days)
May 2024	NWGRC Council	<ul style="list-style-type: none"> • DCA provides comments to RC • RC Council adopts DCA approved plan • RC notifies DCA of adoption

*Schedule prepared by DCA and represents one of many ways a commission can organize its plan development workflow. See regional planning requirements Chapter 110-12-6 for rule specifics.

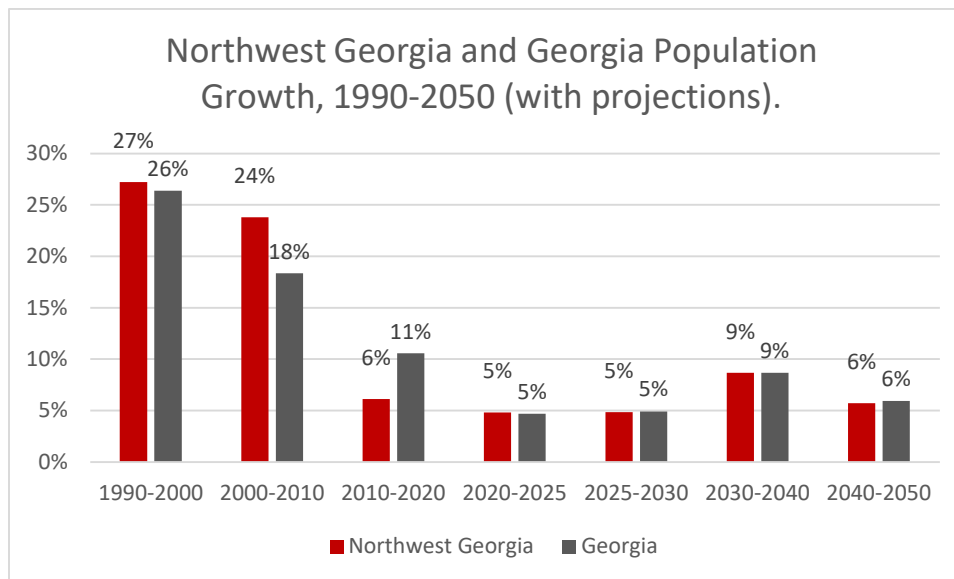
For more information, please visit <https://www.nwgrc.org/northwest-georgia-regional-plan-update/>

Northwest Georgia Selected Demographic Information



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; Governor's Office of Population and Budget.

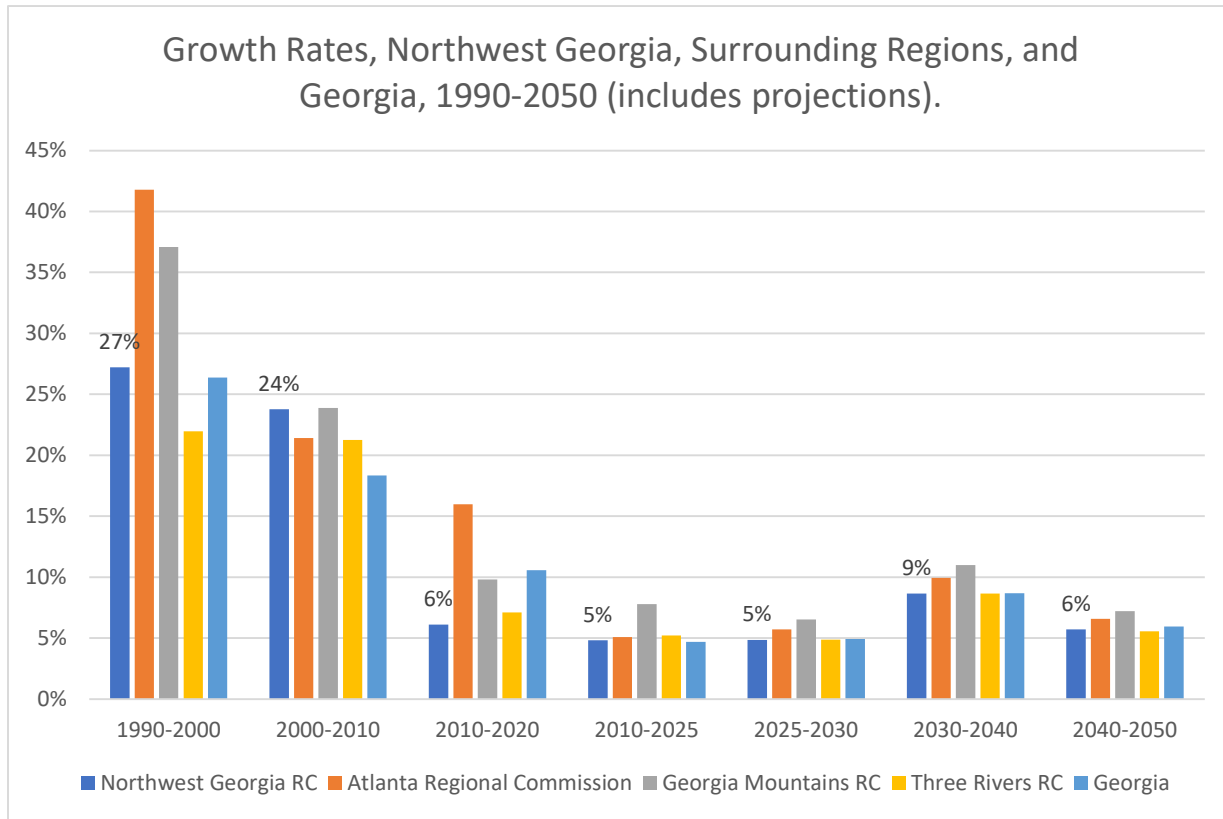
Northwest Georgia's population grew from 548,220 persons in 1990, to 915,929 persons in 2020 (1990, 2000, 2010, and 2020 Decennial Census). By 2025, the region's population will increase to 960,041, and by 2050, will reach 1,156,349 (Governor's Office of Population and Budget projections). The region's growth from 1990-2050 parallels that of Georgia.



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 Planning and Budget.



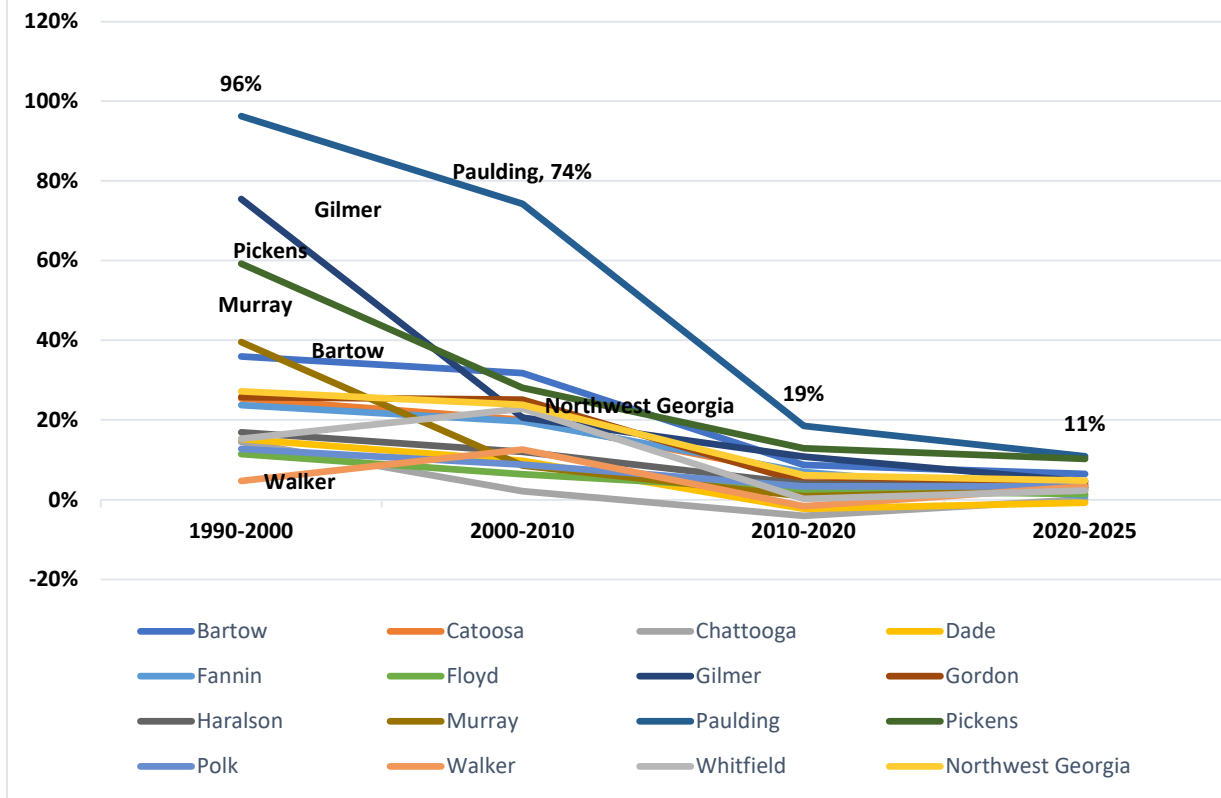
Northwest Georgia's highest population growth rate occurred from 1990-2000, and again from 2000-2010, outpacing Georgia's growth rate in 2000-2010. However, Georgia grew faster from 2010-2020. Population growth is expected to slowly increase at the state and regional level.



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 Planning and Budget



Growth Rates for Counties in Northwest Georgia, 1990-2025 (includes projections)



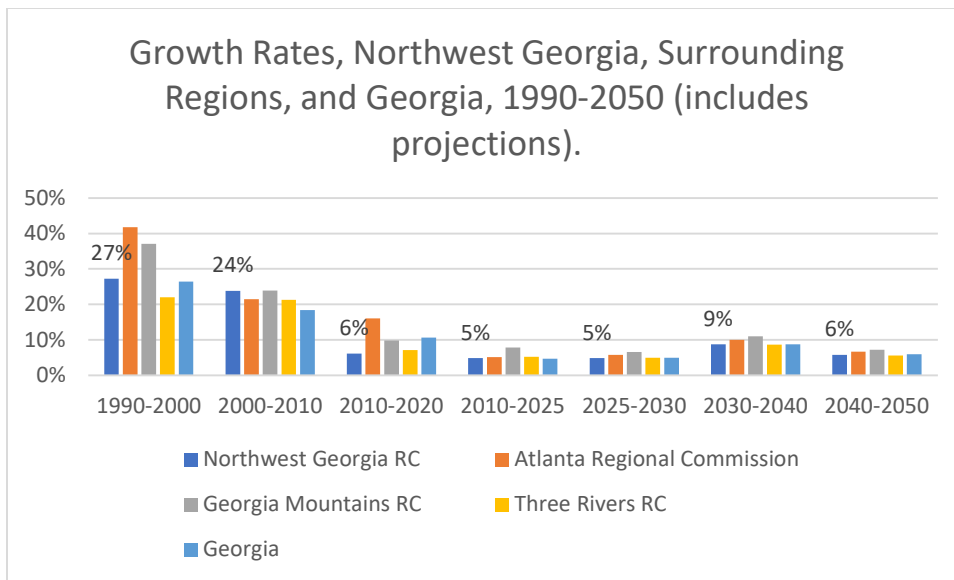
Source: Decennial Census 2010 and 2020, DEC Redistricting Data (PL 94-171), DEC 2000 Summary File 2 Demographic Profile, Summary of General Characteristics of Persons: 1990; Gov. Office of Planning and Budget

Paulding County experienced the highest growth from 1990-2050, from 96% growth from 1990-2000, to 19% from 2010-2020, and projected 11% in 2020-2025, followed by Bartow and Pickens Counties. Walker, Chattooga, Dade, and Floyd County saw slower growth. Catoosa, Gilmer, Gordon, Haralson, Murray, and Whitfield Counties saw higher growth in the 1990- 2010s, but slower growth since.

	1990	2000	2010	2020	2030	2040	2050
Northwest Georgia RC	548,220	697,410	863,217	915,929	1,006,650	1,093,811	1,156,349
Atlanta Regional Commission	2,488,149	3,527,786	4,283,261	4,967,514	5,519,403	6,068,385	6,467,613
Georgia Mountains RC	260,379	356,935	442,135	485,535	557,569	618,775	663,373
Three Rivers RC	331,195	403,944	489,781	524,586	578,802	628,898	663,921
Georgia	6,478,216	8,186,453	9,687,850	10,711,908	11,764,473	12,786,367	13,545,662

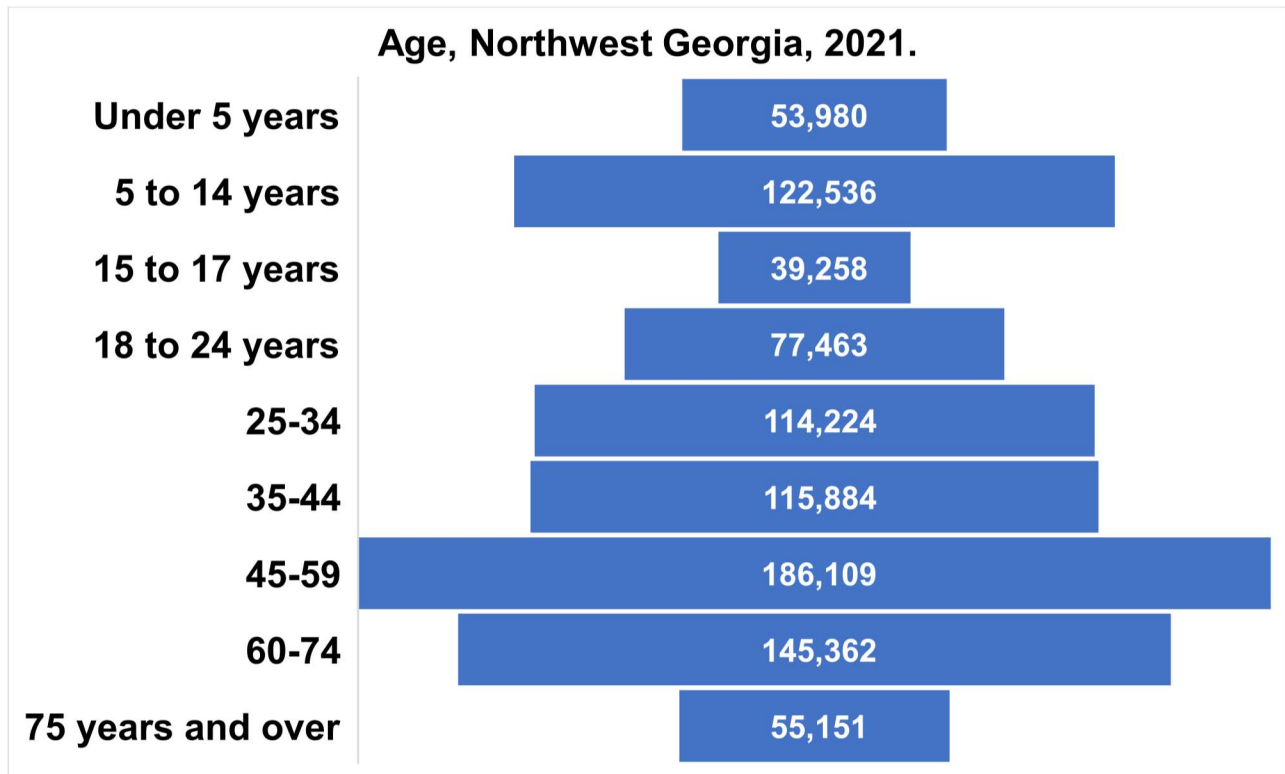
Source: Decennial Census 2010 and 2020, DEC Redistricting Data (PL 94-171), DEC 2000 Summary File 2 Demographic Profile, Summary of General Characteristics of Persons: 1990, Gov. Office of Planning and Budget





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 Planning and Budget.

Northwest Georgia’s growth is expected to reach 1 million persons before 2030, and continue to increase by 2040. Of surrounding regions, only the Atlanta Regional Commission will have higher population. Growth rates are similar to neighboring regions. Northwest Georgia’s highest growth rates are projected for 2030-2040, at 9% growth, or 86,000 persons during this decade.



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

The median age in Northwest Georgia is 41. The population is aging, with the largest bracket of those 45-59, but the population under 18 is significant as well.



The following residential data shows the region's overall housing and income conditions.

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.

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.

Housing Units	
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 Community Profile.

HOUSING COSTS	
Median (dollars) mortgage/month	\$ 1,220.13
Median (dollars) rent/ month	\$ 821.07

Source: 2021 American Community Survey 5-year estimates, DP04.



UNITS IN STRUCTURE	Total	Percent
Total housing units	372,886	
1-unit, detached	281,307	75%
1-unit, attached	7,188	2%
2 units	9,005	2%
3 or 4 units	9,387	3%
5 to 9 units	7,911	2%
10 to 19 units	5,819	2%
20 or more units	8,083	2%
Mobile home	43,905	12%

Source: 2021 American Community Survey 5-year estimates, DP04.

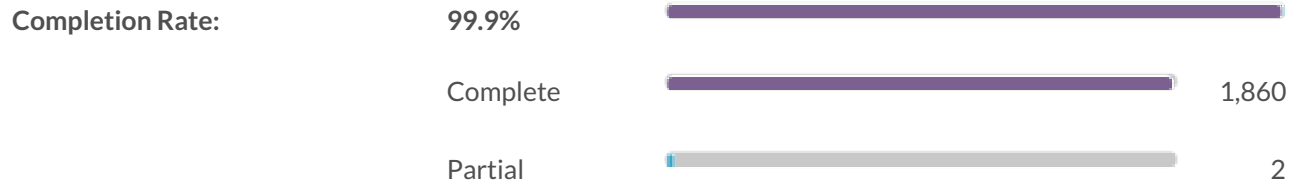
GROSS RENT AS A PERCENTAGE OF HOUSEHOLD INCOME (GRAPI)	Total	Percent
Occupied units paying rent (excluding units where GRAPI cannot be computed)	85,141	26%
Less than 15.0 percent	14,469	17%
15.0 to 19.9 percent	12,672	15%
20.0 to 24.9 percent	10,412	12%
25.0 to 29.9 percent	9,853	12%
30.0 to 34.9 percent	7,681	9%
35.0 percent or more	30,054	35%
Not computed	8,222	10%

Source: 2021 American Community Survey 5-year estimates, DP04.



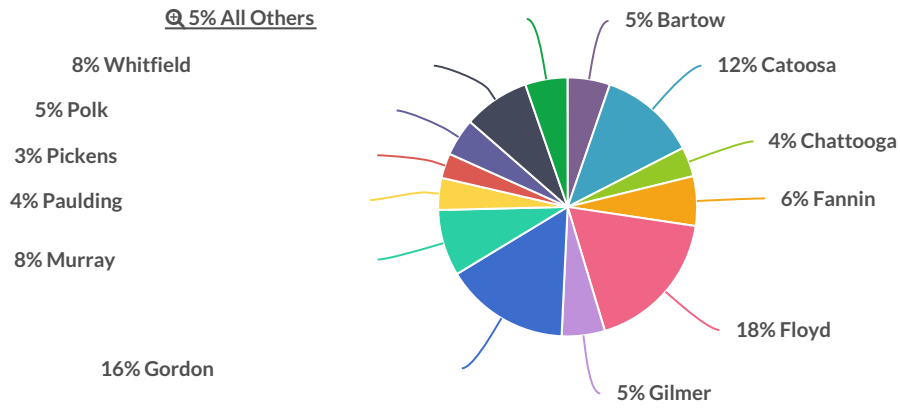
Report for REGIONAL PLAN SURVEY

Response Counts



Totals: 1,862

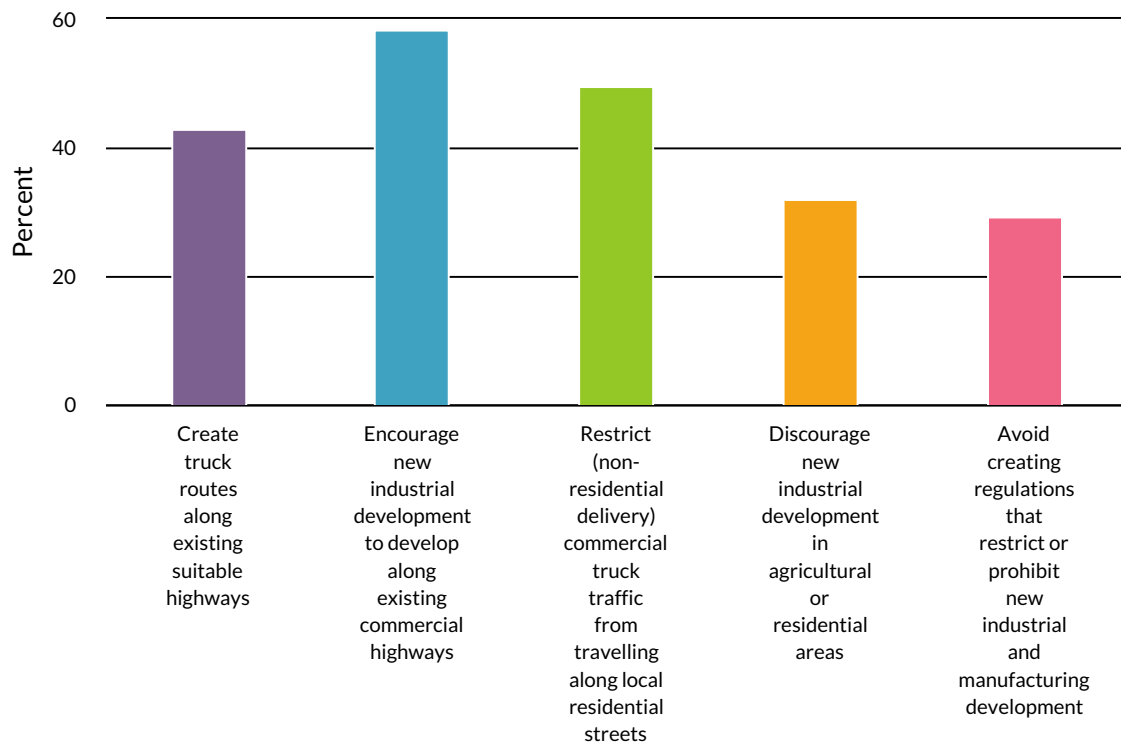
1. Which County do you live in?



Value	Percent	Responses
Bartow	5.3%	98
Catoosa	12.2%	227
Chattooga	3.7%	68
Dade	1.0%	18
Fannin	6.2%	115
Floyd	18.0%	334
Gilmer	5.4%	100
Gordon	15.6%	290
Haralson	0.9%	17
Murray	8.3%	154
Paulding	4.0%	74
Pickens	3.1%	58
Polk	4.7%	88
Walker	2.8%	53
Whitfield	8.3%	154
Other	0.6%	12

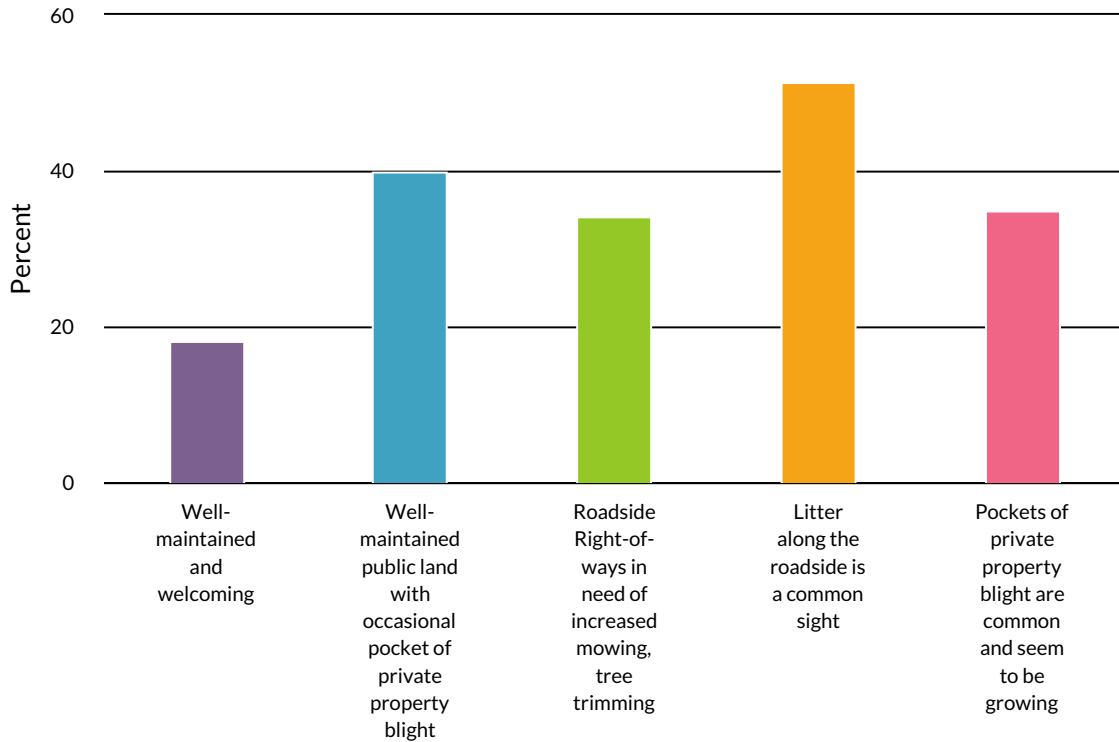
Totals: 1,860

2. With ever-increasing industrial and manufacturing growth in Northwest Georgia what steps should your county and/or city leadership take to address traffic safety and other issues associated with industrial development? (Check All That Apply)



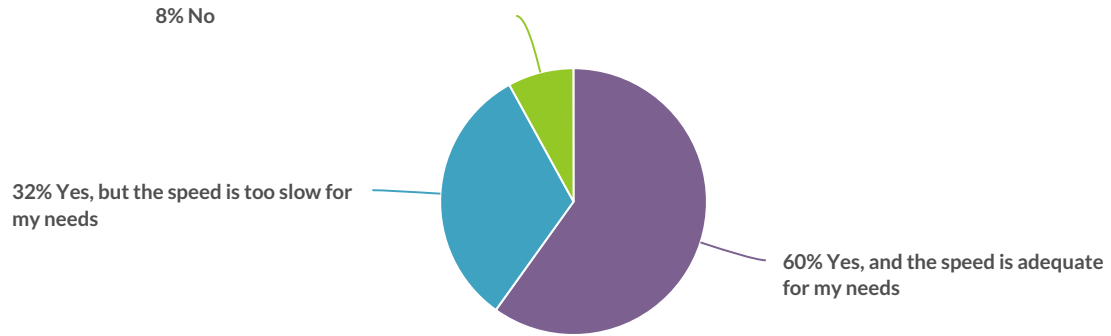
Value	Percent	Responses
Create truck routes along existing suitable highways	43.1%	793
Encourage new industrial development to develop along existing commercial highways	58.6%	1,077
Restrict (non-residential delivery) commercial truck traffic from travelling along local residential streets	49.8%	915
Discourage new industrial development in agricultural or residential areas	32.0%	588
Avoid creating regulations that restrict or prohibit new industrial and manufacturing development	29.5%	543

3. How do you feel about the overall appearance of your county or city? (Check All That Apply)



Value	Percent	Responses
Well-maintained and welcoming	18.2%	335
Well-maintained public land with occasional pocket of private property blight	40.1%	737
Roadside Right-of-ways in need of increased mowing, tree trimming	34.3%	632
Litter along the roadside is a common sight	51.6%	949
Pockets of private property blight are common and seem to be growing	35.1%	646

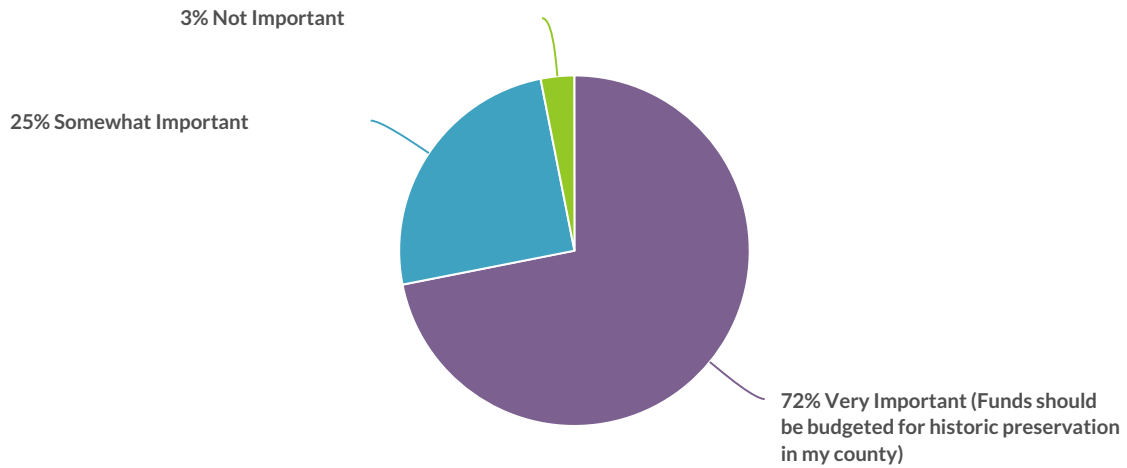
4. Do you have access to internet at your home, other than satellite provider options?
 (Please Read Carefully And Check Only One Of The Following)



Value	Percent	Responses
Yes, and the speed is adequate for my needs	59.9%	1,113
Yes, but the speed is too slow for my needs	32.1%	597
No	8.0%	148

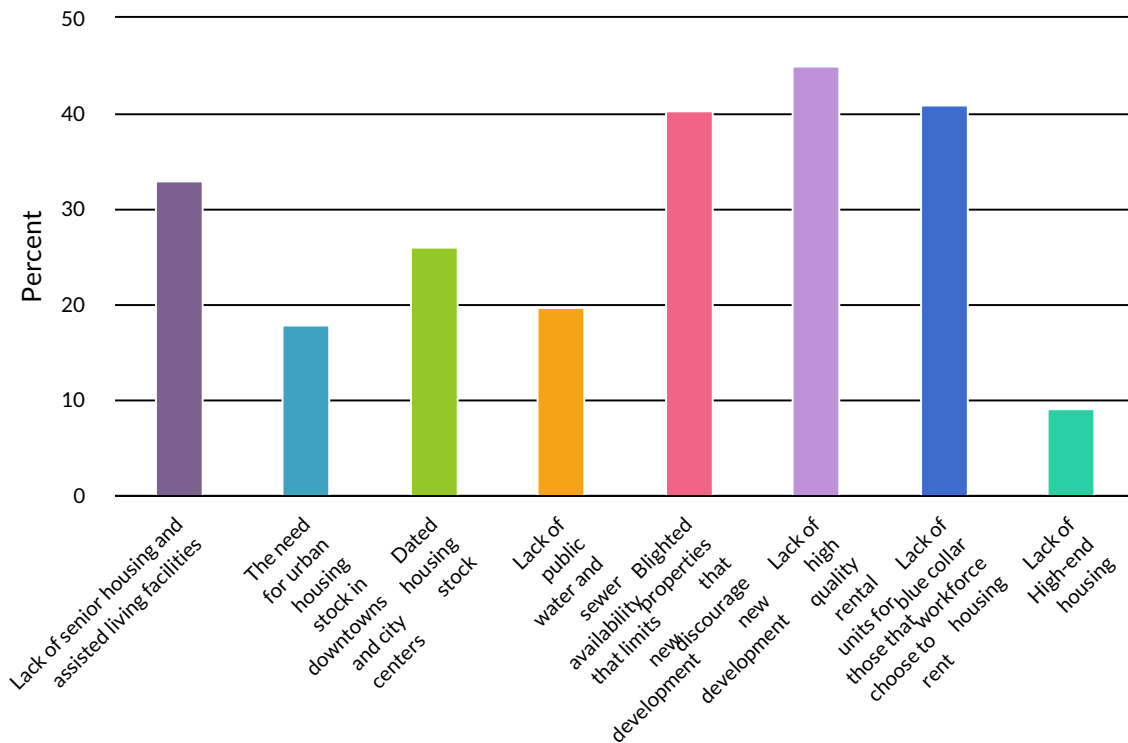
Totals: 1,858

5. Northwest Georgia is home to many historical structures, monuments and battlefields that are under constant risk of decay or demolition. These assets, once lost, are irreplaceable. How important to you is the preservation of your county's historic assets? (Check Only One Of The Following)



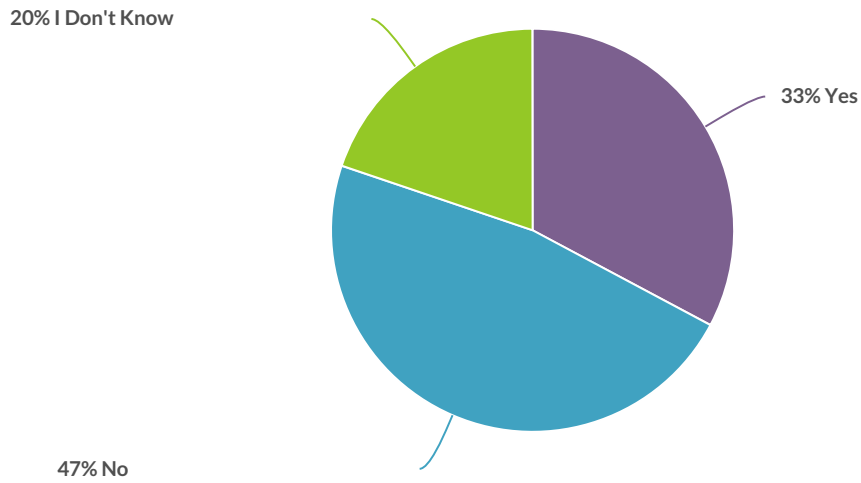
Value	Percent	Responses
Very Important (Funds should be budgeted for historic preservation in my county)	71.9%	1,325
Somewhat Important	25.0%	461
Not Important	3.1%	58
		Totals: 1,844

6. What do you consider to be the most relevant issues related to housing in your County? (Check All That Apply)



Value	Percent	Responses
Lack of senior housing and assisted living facilities	33.1%	581
The need for urban housing stock in downtowns and city centers	17.9%	315
Dated housing stock	26.2%	460
Lack of public water and sewer availability that limits new development	19.7%	346
Blighted properties that discourage new development	40.5%	710
Lack of high quality rental units for those that choose to rent	45.2%	794
Lack of blue collar workforce housing	41.1%	722
Lack of High-end housing	9.1%	160

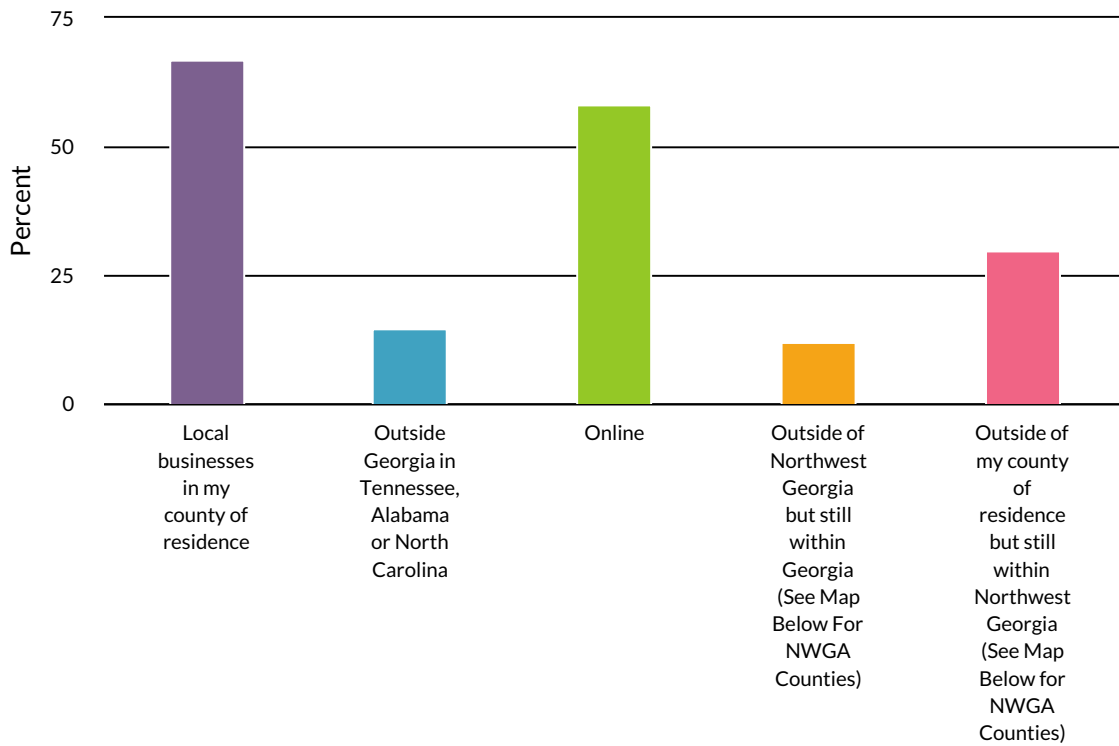
7. Is public transportation available in your county such as a transit service? (Check Only One)



Value	Percent	Responses
Yes	32.8%	609
No	47.4%	879
I Don't Know	19.8%	367

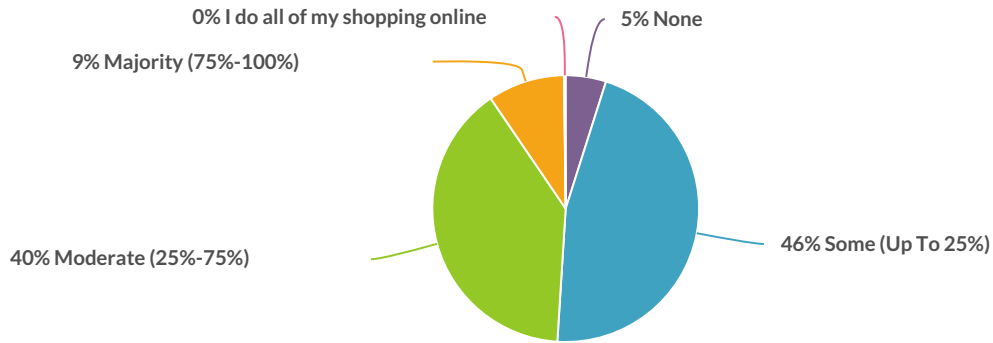
Totals: 1,855

8. Where do you typically do the majority of your shopping? (Check All That Apply)



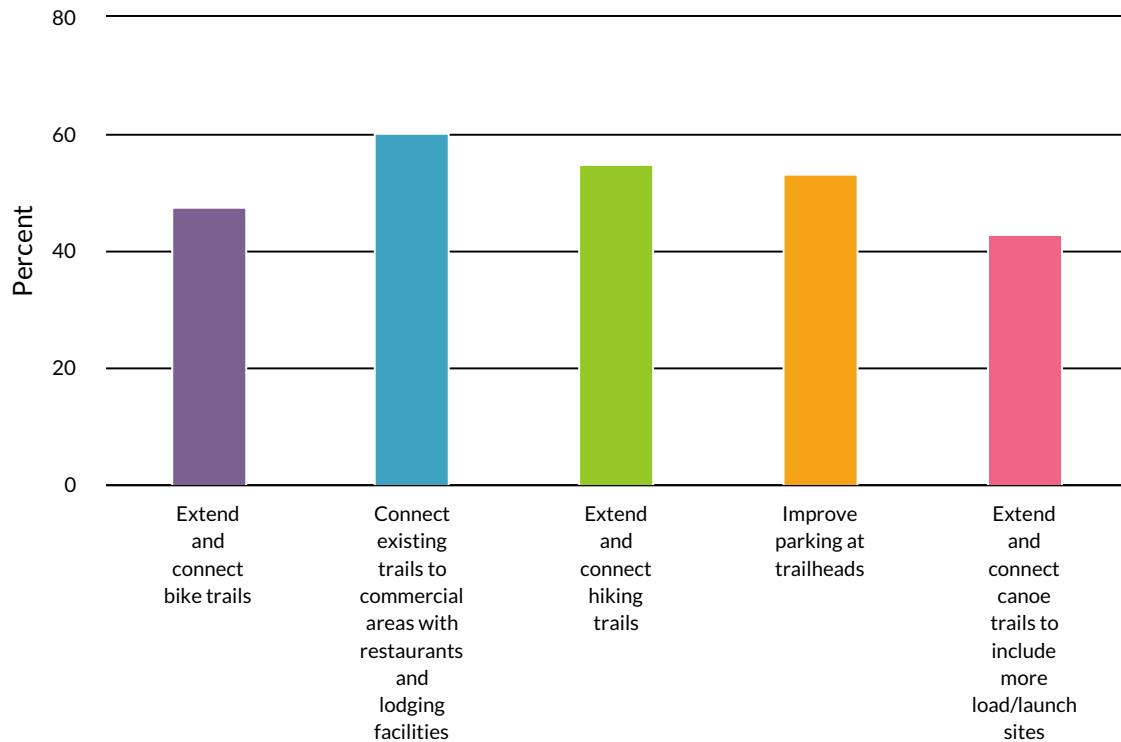
Value	Percent	Responses
Local businesses in my county of residence	67.2%	1,242
Outside Georgia in Tennessee, Alabama or North Carolina	14.6%	269
Online	58.2%	1,075
Outside of Northwest Georgia but still within Georgia (See Map Below For NWGA Counties)	12.1%	224
Outside of my county of residence but still within Northwest Georgia (See Map Below for NWGA Counties)	30.1%	556

9. How much of your total annual shopping do you tend to do online? (Check Only One)



Value	Percent	Responses
None	4.9%	91
Some (Up To 25%)	46.1%	855
Moderate (25%-75%)	39.5%	732
Majority (75%-100%)	9.3%	172
I do all of my shopping online	0.2%	4
		Totals: 1,854

10. Northwest Georgia is home to many diverse natural resources such as parks, trails and waterways, although public accessibility may sometimes be inconvenient. What should be done to improve public access to the region's natural resources? (Check All That Apply)



Value	Percent	Responses
Extend and connect bike trails	47.8%	813
Connect existing trails to commercial areas with restaurants and lodging facilities	60.5%	1,030
Extend and connect hiking trails	55.0%	936
Improve parking at trailheads	53.3%	908
Extend and connect canoe trails to include more load/launch sites	42.9%	730