



# Fulton County 2025 Comprehensive Plan

By

Fulton County  
Environment and Community Development Department

2005Z-0036  
June 2005 Draft





**Fulton County Board of Commissioners**

Karen C. Handel, District 1 (At Large), Chairman

Robb Pitts, District 2 (At Large)

Lynne Riley, District 3

Tom Lowe, District 4

Emma I. Darnell, District 5 Vice-Chair

Nancy A. Boxill, District 6

William "Bill" Edwards, District 7

**Fulton County Community Zoning Board**

Charles M. Hood, District 1 (At Large)

Robert (Bob) Wiley, District 2 (At Large)

Richard L. Teters, Jr., District 3

Susan Maziar, District 4

Wallace V. Lindsey, Senior, District 5

Kwanza Hall, District 6

Sandra B. Hardy, District 7

**Fulton County Manager's Office**

Thomas Andrews, County Manager

Terry L. Todd, Deputy County Manager

**2005Z-0036**  
**June 2005 Draft**





## **Fulton County Department of Environment and Community Development**

Steven R. Cover, AICP, Director

Alice Wakefield, Deputy Director, Planning Division

Kimberly Sanders, Assistant Director, Environmental Programs

Beth McMillan, Assistant Director, Comprehensive Planning

Jessica Lavandier, Project Manager

Ellen Byrdsell

Timothy Carvana

Vicki Coleman

Corlette Dennard

Geneasa Elias

Debra Jennings

Shirley King

Michelle Macauley

Lynnette Roberts

Alexander "Sandy" Speer

Betsy Berns Stark

Carolyn Stewart





Special thanks to the Steering committee members who devoted many hours learning about Fulton County and helping to shape this plan; to the residents, property owners, community leaders and business owners who attended many public meetings and provided comments which made the Plan a document which addresses their concerns and goals for Fulton County; and to the many staff of Fulton County departments, City staff and adjacent governments who assisted in the effort, providing information and sharing their professional knowledge which made this document relevant and accurate. There are too many people to name but please know that your efforts and participation are greatly appreciated by the stakeholders and staff of Fulton County.

Special thanks to the staff of the E&CD Technical Services Division for their assistance in the preparation of the computerized Land Use Plan Maps and other plan maps and in creating and updating Focus Fulton web site. Special thanks also go to the staffs of the E&CD Environment, Community Development, and Current Planning divisions who made contributions and attended community meetings. Many thanks go to J.J. Anderson, Lieutenant, Fulton County Police Department who attended every steering committee and every community meeting. Thanks to former staff member, John Maximuk, for his efforts in the preparation of this plan.





## TABLE OF CONTENTS

<b>Element #</b>	<b>Title</b>	<b>Page</b>
Element 1	Population	1-1
Element 2	Economic Development	2-1
Element 3	Housing	3-1
Element 4	Natural and Cultural Resources	4-1
Element 5	Community Facilities and Services	5-1
Element 6	Land Use	6-1
Element 7	Intergovernmental Coordination	7-1
Element 8	Transportation	8-1
Element 9	Implementation	9-1
Element 10	Community Participation	10-1
Appendix A	Population	A-1
Appendix B	Existing Land Use Maps and 2025 Land Use Map Changes	B-1
Appendix C	Regional Transportation Model Fulton County Road Segment Data	C-1
Appendix D	2003 Annual Average Daily Traffic (AADT)	D-1
Appendix E	Bridge Construction Report (Sufficiency Ratings)	E-1
Appendix F	Roadway in Fulton County with Level of Service (LOS)	F-1
Appendix G	2005-2010 Transportation Improvement Projects	G-1
Appendix H	Functional Road Classification by Planning Area	H-1
Appendix I	Glossary	I-1
Appendix J	Transmittal Resolution	J-1





## Introduction

Focus Fulton, Fulton County's Comprehensive Plan, is a 20 year policy plan (2005-2025) designed to articulate and implement a vision of how Fulton County will grow in ways that sustain its stakeholders' values. Focus Fulton is the first county-wide planning process undertaken since 1988. The face of Fulton County was changed dramatically over the last 15 years. Quality of life, employment opportunities and the County's natural beauty continue to make Fulton one of the premier places to live, work and play. The key to maintaining this quality of life and shaping future development is the comprehensive plan.

The Comprehensive Plan establishes policies and provides a framework for adapting to the changing conditions over time. The building blocks of the Comprehensive Plan are the elements required by the state's Department of Community Affairs (DCA). The vision, goals, policies and strategies for each element in the plan were developed over an 18 month process working with the citizens of the county, a 50 member steering committee comprised of neighborhood representatives, developers, attorneys, and business representatives and Fulton County staff. Regular Steering Committee meetings were held with presentations by experts in the field of the plan elements. Subcommittees, corresponding to the plan elements, were formed to focus in depth on each element.

## The Georgia Planning Act

In 1989, the State of Georgia adopted the Georgia Planning Act. The Act establishes Minimum Planning Standards and Procedures for Local Comprehensive Planning by local governments (counties and cities) in the State of Georgia. The Minimum Standards call for the development of 20 year Comprehensive plans every ten (10) years. The Minimum Planning Standards also established the three step planning process in developing comprehensive plans. The three steps are Inventory of Existing Conditions, Assessment of Current and Future Needs and, Articulation of Goals and an associated implementation program.

Furthermore, the Minimum Planning Standards established the elements to be included in Comprehensive Plans. These elements are listed below.

- Element 1.                Population: This element includes historic, current and forecast population, households, age distribution, educational attainment, and income.
- Element 2.                Economic Development: This element includes historic, current and forecast economic base, employment and earnings by sector, income, labor force, employment rates, labor force participation by sex, economic development resources, economic development strategies, retention/expansion and incentives.
- Element 3.                Housing: This element includes historic, current and forecast of housing types, housing units, age & condition of housing units, owner & renter characteristics, housing cost, cost burden, and occupancy levels.
- Element 4.                Natural and Cultural Resources: This element includes discussion of public water supply sources, water supply watersheds, ground water recharge





areas, wetlands, protected rivers, flood plains, soil types, steep slopes, prime agricultural & forest land, plant & animal habitats, major park & conservation areas, scenic views and cultural and historic resources.

- Element 5. Community Facilities and Services: This element includes information on general government, water supply, sewer and wastewater, solid waste, public safety, recreation & parks, hospitals & health care, libraries & cultural facilities and stormwater management.
- Element 6. Land Use: This element will include identification of existing land uses, assessment of current and future land use needs based on population and employment forecasts.
- Element 7. Inter-Governmental Coordination: This element includes an inventory of intergovernmental coordination with adjacent local governments, school boards, special districts, independent development authorities, utilities and interrelated state programs.
- Element 8. Transportation: This element includes an inventory, assessment of current and future needs of transportation facilities (streets, roads, highways, bridge, bicycle and pedestrian facilities), public transportation and services, railroads & airports.
- Element 9. Implementation: This element includes vision, policies, and strategies for each of the plan element and an implementation schedule.
- Element 10. Planning Process This section describes the planning process undertaken for the development of this plan.

One of the main purposes of this Comprehensive Plan is to provide policies that guide the development of the County in the context of future growth. The plan reflects the community's vision, establishes a long term plan to implement policies and improve coordination at the City, County, Regional and State levels. These policies can be looked to by stakeholders and by all levels of government in planning for growth. Specifically, the plan will be used by the County to guide decisions about proposed ordinances, policies and programs and to assist departments in the development of the scope of the County's short term work program.





# 1. \_\_\_\_\_ POPULATION

Introduction_____	1-2
Total Population_____	1-6
Seasonal Population _____	1-11
Daytime Population _____	1-12
Households _____	1-13
Number of Households_____	1-13
Average Size of Households_____	1-16
Age Distribution_____	1-19
Racial Composition _____	1-23
Educational Attainment _____	1-25
Dropout Rates _____	1-28
Standardized Achievement Test Scores_____	1-29
High School Grads to Post-Secondary Education _____	1-35
Income _____	1-35
Average Per Capita Income _____	1-35
Average Household Income_____	1-35
Household Income Distribution _____	1-36







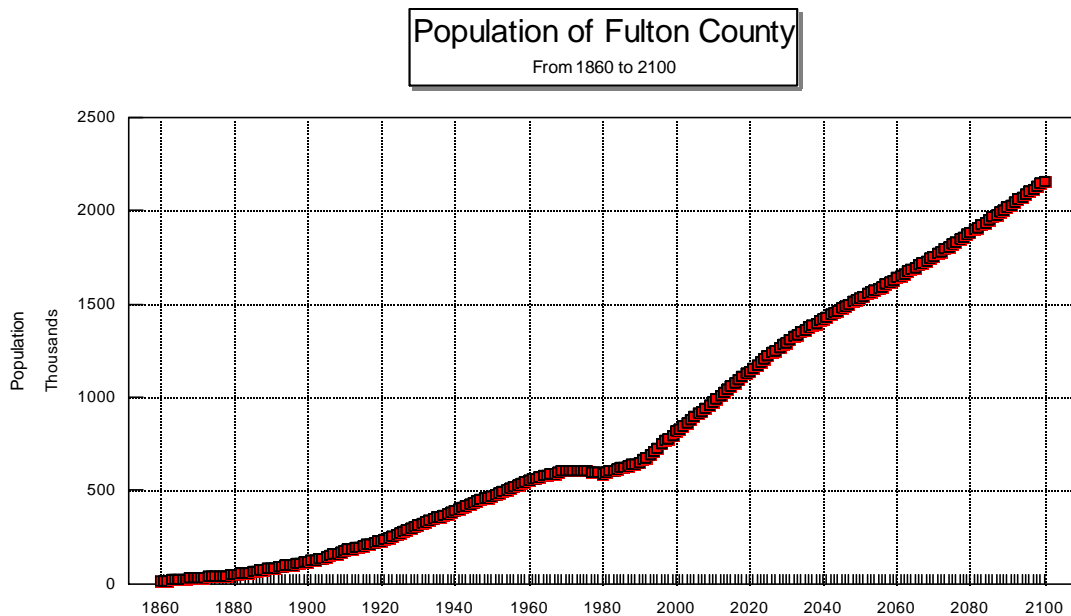
## 1.0.0.0. POPULATION

### Introduction

The Population Element provides the framework for the development of the Comprehensive Plan. The information in the Population Element paints a picture of where the county has been, the way it is now and forecasts how it will be in the future. This information is critical in determining future service needs, infrastructure requirements, and housing demand among others.

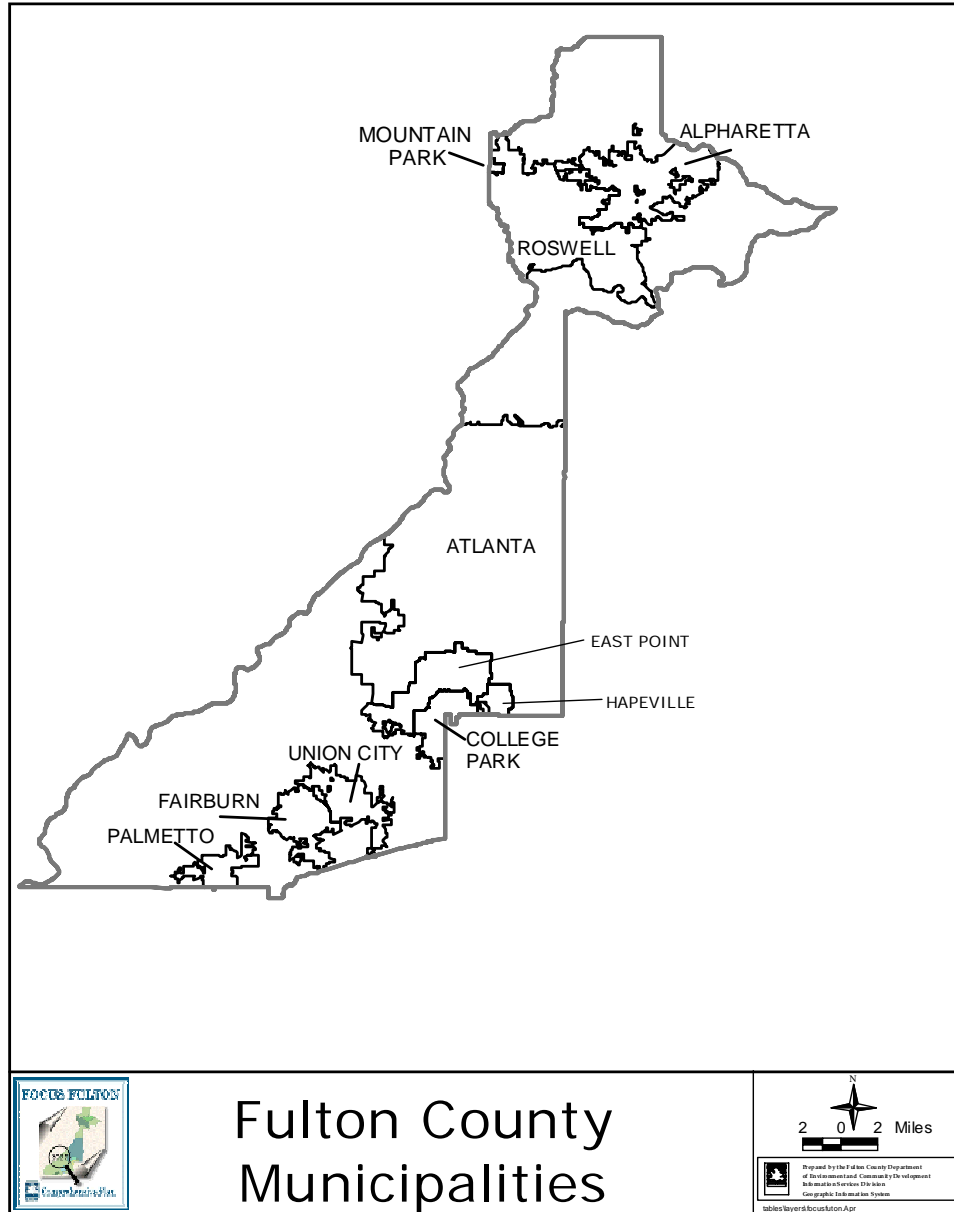
Fulton County is located at the center of the 28 county Atlanta Metropolitan Statistical Area (MSA) and the 10 county Atlanta Regional Commission (ARC) Region (see map in Appendix A). Fulton County originally was comprised of the cities of Atlanta, College Park, East Point and Hapeville. It acquired its odd and elongated shape in 1932. At that time, Milton County and its county-seat Alpharetta and the Cobb County city of Roswell merged into Fulton County. To the south, Campbell County and its county seat Fairburn and the cities of Palmetto, and Union City also merged with Fulton County. Fulton County has a total area of 534.5 square miles or 342,094 acres (Map 1-1).

Fulton County's population has grown steadily since its creation more than 150 years ago in 1853 and it is projected to continue to grow (Graph 1-1). Transportation has been the main engine of that growth since construction of the railroads in the 1830s. At that time, railroads were remaking the settlement patterns of America.



Graph 1-1: Fulton Population 1860-2100

Source: Fulton County Department of Environment and Community Development annual counts, estimates and forecasts based on decennial United States Bureau of the Census, counts for 1860-2000, a building permit model for current estimates and forecasts through 2040, and share of the state and nation thereafter.



Map 1-1: Fulton County Municipalities



Many of the cities in Fulton County, particularly those in South Fulton and the City of Atlanta, owe their existence to the railroads. In the 20<sup>th</sup> century, transportation continued to fuel the growth of the City of Atlanta and Fulton County as well as the surrounding cities and counties with the construction of Hartsfield-Jackson Airport, the interstate highway system and continued investment in the rail network.

Today Fulton County and the City of Atlanta sit at the center of railroads, MARTA, the airport, and highway transportation networks. Hartsfield-Jackson Atlanta International Airport is the busiest in the world (with 83.6 million passengers taking off or landing in 2004). The cargo rail network transports large tonnage of goods through the region. The MARTA rail transit system handles 500,000 riders boarding each day, and the interstate highway network carries average daily traffic volumes close to the highest in the nation (over 300,000 in some stretches of I-285 and I-85).

The transportation infrastructure is also the engine of job growth and creation. Thirteen of the US's largest corporations (of the Fortune 500) are headquartered in the Atlanta Region. Due in part to the transportation network, the economy of Fulton County and the Atlanta Region have prospered. This has creating numerous jobs which bring population into the County and the region.

### **Forecasting Sources, Methods**

Fulton County's Department of Environment and Community Development (E&CD) uses a building permit model to estimate population. The forecasts are based on a gradual reduction in permits as the remaining vacant buildable land diminishes. This model was calibrated to the 1990 to 2000 US Census, but is different than the Census Bureau's Estimates ([www.census.gov](http://www.census.gov), click on estimates) and Atlanta Regional Commission's (ARC) County Forecasts to 2030 found on their website ([www.atlantaregional.com](http://www.atlantaregional.com)).

Building permits issued for new housing units are a leading indicator of population growth. Permits suggest that most counties in the region have exceeded the Atlanta Regional Commission's (ARC) forecasts and those prepared by Woods & Poole Economics, Inc. for the Georgia Department of Community Affairs (DCA) (This forecast can be found at DCA's "Plan Builder" located at their website [www.GeorgiaPlanning.com](http://www.GeorgiaPlanning.com)). For instance, the 2005 Fulton County population estimate of 904,801 persons already is very close to the Woods & Poole forecast of 905,240 for 2020. The building permit model estimates can be contrasted with the ARC census tract forecasts which E&CD prorates up to the higher E&CD countywide totals and uses for small area forecasts.

Fulton County uses a permit driven method which starts with total housing units from the previous year which are incremented with 95% of housing units authorized by building permits issued (5% are never completed for whatever reason) and decremented with 0.46% to account for losses due to demolitions and net conversions. This results in the current year total housing units. From the total housing units are subtracted the number of vacant units to obtain





households. Households times average household size yields total household population to which is added group quarters population to get total population.

The vacant housing units are estimated by assuming a vacancy rate and multiplying it times the total housing units calculated above. The assumption is that the vacancy rates will remain at the 2000 level unless hard data indicates a change. Average household size will be discussed in Section 1.2.2.0 which follows, but generally average household size has been declining over time, and the nation's household size measured in each decennial census from 1790 to 2000 has declined. Annual census surveys have noted some brief increases, but these are generally during severe recessions. The current 2004 estimate of household size is 2.39 persons per household.

The model assumes that there will be a gradual reduction in the number of permits issued reflecting the increasing difficulty in obtaining permits and the decreasing availability of suitable vacant land. Table 1-1 which follows is the current output of the model. As time permits, this model will be updated and refined to establish the holding capacity of the land under the land use policies to be determined by this plan. This is then a system with feedback loops. It is also a system which involves ten independent cities which also have their own policies, plans and permit issuing capability. Six of those cities: Alpharetta, East Point, Fairburn, Hapeville, Roswell and Union City fall entirely within Fulton County, but four extend beyond the County boundaries: Atlanta into DeKalb County, College Park into Clayton County, Mountain Park into Cherokee County and Palmetto into Coweta County. The 2004 permitted units show 16,919 units yielding a 2005 population estimate of 904,796 persons in Fulton County. This table will be recalculated to reflect the jump in permitting activity. Each table in this element indicates the sources. The specific source of data is given instead of just indicating: "Census Bureau", a specific web site, or published table number and publication title is indicated.

**Table 1-1: Fulton County, Georgia, Annual Demographic Counts, Estimates and Forecasts, 1990 to 2030**

Year	Total Units Permitted	Total Housing Units	Vacant Housing Units	Total Households	Average Household Size	Population in Households	Group Quarters Population	Total Population
<b>1990</b>	<b>6,192</b>	<b>297,503</b>	<b>40,363</b>	<b>257,140</b>	<b>2.44</b>	<b>626,974</b>	<b>21,977</b>	<b>648,951</b>
1991	3,836	302,008	39,249	262,758	2.45	643,968	22,891	666,859
1992	3,914	304,253	37,804	266,449	2.44	651,415	23,478	674,893
1993	5,107	306,562	36,340	270,222	2.49	671,610	24,538	696,149
1994	7,805	309,994	34,976	275,018	2.50	686,994	25,440	712,434
1995	8,916	315,973	33,847	282,126	2.48	700,407	26,283	726,690
1996	8,124	322,980	32,753	290,227	2.49	721,476	27,431	748,906
1997	8,103	329,202	31,504	297,698	2.48	738,232	28,433	766,665
1998	8,098	335,375	30,179	305,196	2.46	752,094	29,339	781,433
1999	9,157	341,515	28,781	312,733	2.45	767,260	30,310	797,570
2000	9,621	348,632	27,390	321,242	2.44	784,622	31,384	816,006
2001	10,855	356,157	27,981	328,176	2.43	797,039	31,950	828,988
2002	10,824	364,820	28,662	336,158	2.41	811,795	32,583	844,378
2003	12,297	373,413	29,337	344,076	2.40	826,178	33,206	859,384
2004	12,197	383,366	30,119	353,247	2.39	843,333	33,939	877,272





**Table 1-1: Fulton County, Georgia, Annual Demographic Counts, Estimates and Forecasts, 1990 to 2030**

Year	Total Units Permitted	Total Housing Units	Vacant Housing Units	Total Households	Average Household Size	Population in Households	Group Quarters Population	Total Population
2005	12,097	393,177	30,890	362,288	2.37	859,928	34,662	894,589
2006	11,997	402,849	31,649	371,199	2.36	875,967	35,367	911,334
2007	11,897	412,380	32,398	379,982	2.35	891,460	36,044	927,504
2008	11,797	421,772	33,136	388,636	2.33	906,411	36,705	943,116
2009	11,697	431,026	33,863	397,163	2.32	920,828	37,341	958,169
2010	11,597	440,142	34,579	405,562	2.30	934,717	37,961	972,678
2011	11,497	449,120	35,285	413,835	2.30	952,347	38,720	991,067
2012	11,397	457,962	35,979	421,983	2.30	969,630	39,466	1,009,096
2013	11,297	466,668	36,663	430,005	2.29	986,569	40,200	1,026,769
2014	11,197	475,239	37,337	437,902	2.29	1,003,167	40,921	1,044,089
2015	11,097	483,675	38,000	445,676	2.29	1,019,426	41,631	1,061,057
2016	10,997	491,977	38,652	453,325	2.28	1,035,349	42,300	1,077,649
2017	10,897	500,146	39,294	460,852	2.28	1,050,938	42,956	1,093,894
2018	10,797	508,182	39,925	468,257	2.28	1,066,196	43,599	1,109,795
2019	10,697	516,085	40,546	475,539	2.27	1,081,126	44,229	1,125,355
2020	10,597	523,857	41,156	482,701	2.27	1,095,730	44,846	1,140,576
2021	10,497	531,498	41,757	489,741	2.27	1,111,712	45,523	1,157,236
2022	10,397	539,008	42,347	496,662	2.27	1,127,422	46,190	1,173,612
2023	10,297	546,389	42,927	503,462	2.27	1,142,860	46,846	1,189,706
2024	10,197	553,641	43,496	510,144	2.27	1,158,028	47,492	1,205,520
2025	10,097	560,764	44,056	516,708	2.27	1,172,926	48,128	1,221,054
2026	9,997	567,759	44,606	523,153	2.27	1,187,557	48,759	1,236,316
2027	9,897	574,626	45,145	529,481	2.27	1,201,922	49,380	1,251,302
2028	9,797	581,367	45,675	535,692	2.27	1,216,021	49,991	1,266,012
2029	9,697	587,981	46,194	541,787	2.27	1,229,857	50,592	1,280,449
2030	9,597	594,470	46,704	547,766	2.27	1,243,429	51,183	1,294,612

Assumptions: 95.00%: of permitted units are actually built. Recent comparisons of permits to Certificates of Occupancy show 97%. 0.46%: times the previous year's housing units accounts for net demolition and conversion loss. These rates when used iteratively from the 1990 census counts and annual permitted units produce the 2000 census count numbers. 100: Annual reduction in number of permits as the supply of easily developed land diminishes.

Source: Building permits for all of Fulton County through 2002 are from the Census Bureau at [www.census.gov](http://www.census.gov), click on "C" go to "Construction" and go to "Building Permits". Year 1990 and 2000 data except for permitted units are from the 1990 and 2000 Census and are available on the web site: [www.census.gov](http://www.census.gov), select "Your gateway to Census 2000" and spool down to "Summary File 1" column on right. 1990 data is further down next to the bottom in the middle column.

**Bold numbers are Census Counts or actual Permitted Units**

### 1.1.1.0 Total Population

#### 1.1.1.1 Inventory

Fulton County has an estimated 2005 population of 904,796 and the 10 county Atlanta Region has a population of 3,923,462. The 28 county Atlanta Metropolitan Statistical Area (MSA) contains 4.9 million people, which is more than half of Georgia's population of 9.1 million people (Table 1-2). Almost all of the population growth in the MSA from 1980 to 2005 has been in the Atlanta





suburbs. The population of the Atlanta Region has been increasing as a percentage of the State of Georgia; from approximately 12% in 1900 to almost 42% in 2000. The suburban portion of the Atlanta Region grew by nearly 2 million people between 1980 and 2000. The population in counties to the north and east seemed to be generally higher than those in the south and west. This suggests a new center of population for the region some twelve miles to the north east of downtown Atlanta (approximately in the vicinity of Peachtree-DeKalb airport). The growth edge appears to be in a wide band about fifteen miles from this center.

Fulton County is the 52<sup>nd</sup> largest county in the nation based on the 2000 Census Bureau population estimates and the most populous county in Georgia. It contained 14% of the state's population in 1960. Since 1980, Fulton County has had 10% of the state's population. It will continue to be close to 10% over the next 20 years. Fulton County had 60% of the Atlanta Region's population in 1950. However, as a result of growth in surrounding counties as well as an increase in the number of Counties making up the Atlanta Region, Fulton County's share of the Atlanta Region's population dropped from 25% to 23% between 1990 and 2000 (Table 1-3).

After losing population between 1970 and 1980, Fulton County added 59,047 residents between 1980 and 1990. The annual rate of growth accelerated from 0.81% to 2.31% between 1990 and 2000 when the population grew by 167,055. The fast rate of growth continued between 2000 and 2004 and is projected to continue over the next 20 years, albeit at a slower rate. Fulton County is currently growing at a rate of 2.08% with the region growing at a current annual rate of 2.14% per year. Both are growing at a faster rate than the state's current growth rate of 1.68% and the United States growth rate of 0.92%.

One leading indicator of growth is the number of building permits issued for new housing units. The Atlanta Metropolitan Area (28 County) had the highest number of permitted privately-owned housing units in the nation in 2003 and again in 2004. Its 2004 tally of 74,457 units permitted was highest of all 360 regions including Phoenix (64,229), New York (57,222), Houston (53,229) and Dallas (53,010). In 2003, Fulton County issued 12,297 permits (including the City of Atlanta and the nine other incorporated Cities), but for 2004, 16,919 permits were issued making it the highest in the region and setting a 25 year record. This is a level never experienced before and contrasts with the 6,192 permits issued in 1990. Building permit activity has shown an average of over 10,000 new units constructed each year in Fulton County for the last four years. Fulton County is forecast to have a million residents in 2012 and 1,221,054 by 2025. This is an increase of 316,353 or 35%.

Between 2000 and 2005 Fulton County's total population grew by 88,795 people from 816,006 in 2000 to an estimated 904,796 in 2005. In this period there were 66,881 births, 30,391 deaths and 52,305 net in-migrants. Thus the net natural increase (births minus deaths) was 36,490 or 41.1% of the total growth while net migration was 58.9%. Note that births (66,881) were much higher than in-migrants (52,305); thus the County is to a large extent, accommodating its own children.

On April 15, 2005, the U.S. Census Bureau released population estimates indicating that the 2004 population of Fulton County was 814,438, a loss of 1,568 people from the 2000 Census count of 816,006. This estimate is obviously flawed given that 43,597 units of housing were permitted in





the four years, 2000, 2001, 2002, and 2003, and the number of licensed drivers in Fulton County increased from 564,124 in 2000 to 664,701 in 2003. This increase of 100,577 licensed drivers coupled with increases in school enrollments suggests that the Census Bureau has underestimated Fulton County's population. It is the intent of E&CD to submit a formal challenge over the next several months. For more census statistics and forecasts on Fulton County, please see Table 1 in Appendix A.

**Table 1-2: US, Georgia, Atlanta MSA, ARC and Fulton County Population 1970-2030**

Year	United States Population	United States Growth Rate	Georgia Population	Annual Georgia Growth Rate	28 County Metro. Statistical Area (MSA)	MSA Growth Rate	ARC-10 County Population	Annual ARC Growth Rate	Fulton County Population	Annual Fulton County Growth Rate	Fulton County Share of Georgia
1970	203,211,926	1.15%	4,587,930	1.43%	1,842,331	2.69%	1,503,122	3.01%	607,592	0.77%	13.24%
1980	226,545,805	1.20%	5,462,982	1.63%	2,326,639	2.21%	1,896,277	2.20%	589,904	-0.62%	10.80%
1990	248,709,873	1.12%	6,478,216	1.59%	3,069,425	2.63%	2,514,066	2.68%	648,951	0.81%	10.02%
1995	265,304,468	1.21%	7,314,038	2.34%	3,630,363	3.28%	2,951,174	3.13%	726,690	2.00%	9.94%
2000	281,421,906	1.15%	8,186,453	2.22%	4,247,981	3.12%	3,429,379	2.98%	816,006	1.59%	9.97%
2004	292,849,400	0.92%	8,829,383	1.68%	4,708,297	2.14%	3,549,149	0.95%	877,273	2.08%	9.94%
2005	295,507,134	0.92%	8,925,796	1.49%	4,931,336	1.70%	3,579,092	0.84%	904,796	3.14%	10.14%
2006	298,211,600	0.91%	9,058,453	1.44%	4,954,383	1.67%	3,609,035	0.90%	911,334	0.72%	10.06%
2007	300,892,700	0.90%	9,191,110	1.43%	4,977,430	1.66%	3,638,977	0.88%	927,504	1.77%	10.09%
2008	303,573,800	0.89%	9,323,766	1.42%	5,000,000	1.65%	3,668,920	0.87%	943,116	1.68%	10.12%
2009	306,254,900	0.88%	9,456,423	1.41%	5,023,524	1.64%	3,698,862	0.86%	958,169	1.60%	10.13%
2010	308,936,000	0.88%	9,589,080	1.16%	5,046,571	1.39%	3,728,805	0.61%	972,678	1.51%	10.14%
2015	322,366,000	0.84%	10,230,578	1.28%	5,445,900	1.53%	4,007,320	1.44%	1,061,057	1.63%	10.37%
2020	335,805,000	0.81%	10,843,753	1.13%	5,855,860	1.45%	4,285,836	1.34%	1,140,576	1.35%	10.52%
2025	349,439,000	0.80%	11,438,622	1.08%	6,279,373	1.40%	4,564,351	1.26%	1,221,054	1.29%	10.67%
2030	363,584,000	0.77%	12,017,838	0.85%	6,551,872	0.85%	4,762,425	0.85	1,294,612	1.11%	10.77%

Source: U.S. Census Bureau, www.census.gov census counts and estimates released through 04/26/2005. Regional forecasts were based on Woods and Poole Economics, Inc. provided by Georgia Department of Community Affairs (DCA) and updated with Census Estimates. Fulton County's estimates and forecasts are determined using a building permit method. Revised 04/26/2005

**Table 1-3: Population Growth and Forecasts**

Year	United States	Georgia		Atlanta Region (ARC) 10 County		Fulton County		Atlanta (Total Including DeKalb Portion)	
		#	% of US	#	% of GA	#	% of Region	#	% Fulton
1900	75,994,575	2,216,331	2.92	258,541	11.85	117,363	45.39	89,872	76.58
1950	150,679,361	3,444,578	2.29	792,211	23.00	473,572	59.78	331,314	69.96
1990	248,709,873	6,478,216	2.60	2,514,066	38.81	648,951	25.81	394,017	60.72
2000	281,421,906	8,186,453	2.91	3,429,379	41.89	816,006	23.79	416,474	51.04
2005	295,507,134	8,925,796	3.02	3,579,092	40.10	904,796	25.28	455,624	50.36
2010	308,935,581	9,589,080	3.09	3,728,805	38.88	972,678	26.08	494,632	50.85
2015	322,365,787	10,230,578	3.10	4,007,320	39.17	1,061,057	26.48	537,354	50.64
2020	335,804,546	10,843,753	3.23	4,285,836	39.52	1,140,576	26.61	575,862	50.49
2025	349,439,199	11,438,622	3.27	4,564,351	39.90	1,221,054	26.75	616,216	50.47
2030	363,584,435	12,017,838	3.31	4,762,425	39.62	1,294,612	27.18	635,263	49.07

Source: U.S. Census Bureau counts, estimates and 04/21/2005 forecasts and Fulton County Department of Environment and Community Development estimates, forecasts and calculations revised through 04/26/2005.





Population in Cities: According to the 2000 Census, approximately 73% of Fulton County's population is in its 10 cities. The City of Atlanta grew in the 1990s and 2000s, after a declining population in the 1970s and 1980s. The City of Atlanta, the state's largest city, has a 2005 population of 455,624 of which 424,873 is in Fulton County. Mountain Park, the smallest city in Fulton County, has a population of 562 of which 551 is in Fulton County (Table 1-4). Except for the City of Atlanta, some of the growth in the cities has resulted from annexation of unincorporated areas. In 2004, two-thirds of the building permits were issued in the cities. Due to this level of permitting activity, the cities are forecasted to continue to grow.

Population in unincorporated Fulton County: Fulton County Environment and Community Development Department has created four planning areas to recognize parts of the County which have very different characteristics (see Map 1-2). The planning areas are: North Fulton, an area of 79.5 square miles and located north of the Chattahoochee River, Sandy Springs, an area of 38.7 square miles north of the City of Atlanta and south of the Chattahoochee River, Southwest Fulton, the area west of the City of Atlanta and east of the Chattahoochee River with 25.6 square miles, and South Fulton, an area of 158 square miles south of the City of Atlanta.

According to the 2000 US Census, the unincorporated portion of Fulton County had a population of 229,916 persons. Population in the unincorporated areas has grown from 17% in 1980 to a forecasted 27% in 2005 as a percentage of the Fulton County population. Between 1980 and 2005, unincorporated Fulton County experienced dramatic growth, growing by 144% (Table 1-5). North Fulton, the fastest growing planning area, grew by 638% between 1980 and 2005. Unincorporated Fulton County is forecasted to grow by almost 44% between 2005 and 2025. South Fulton, projected to be the fastest growing planning area between 2005 and 2025, is expected to grow by 101% and is expected to be more populous than North Fulton by 2035.

**Table 1-4: 1980-2025 Population and Forecasts in Fulton County Cities and Unincorporated Areas**

Area	1980	1990	2000	2005	2010	2015	2020	2025
<b>Cities:</b> (Only the Fulton County portions are shown here, the remainders are at the bottom)								
Alpharetta	3,128	13,002	34,854	37,132	42,120	44,027	45,509	47,194
Atlanta (1.)	387,739	357,704	386,699	447,245	462,908	505,054	542,985	582,678
College Park (2.)	21,143	17,337	18,810	18,968	20,797	21,937	22,871	23,622
East Point	37,486	34,697	39,595	38,653	44,704	47,579	50,021	52,763
Fairburn	3,466	4,878	5,464	8,561	9,075	11,038	12,926	14,831
Hapeville	6,166	5,483	6,180	6,175	6,849	7,441	7,970	8,490
Mountain Park (3.)	376	242	496	500	606	642	672	687
Palmetto (4.)	1,941	2,652	3,073	4,225	4,492	5,661	6,529	7,396
Roswell	23,337	53,743	79,334	82,912	90,587	94,911	98,325	101,274
Union City	4,780	10,210	11,621	15,250	15,264	17,008	18,620	20,003
City Total	489,585	499,808	586,126	659,621	696,643	755,367	807,366	859,997
<b>Unincorporated Planning Areas:</b>								
North Fulton	12,859	34,152	91,400	93,192	100,300	106,553	111,850	117,211
Sandy Springs	46,877	68,243	85,835	86,698	92,529	97,546	101,678	105,861
SW Fulton	8,863	10,210	11,300	12,851	15,152	17,368	19,446	21,541
South Fulton	31,720	36,538	41,345	52,439	66,639	80,611	94,000	107,489
Unincorporated Fulton Total	100,319	149,143	229,880	245,180	274,620	302,078	326,975	352,103
Fulton County	589,904	648,951	816,006	904,796	972,678	1,061,057	1,140,576	1,221,054



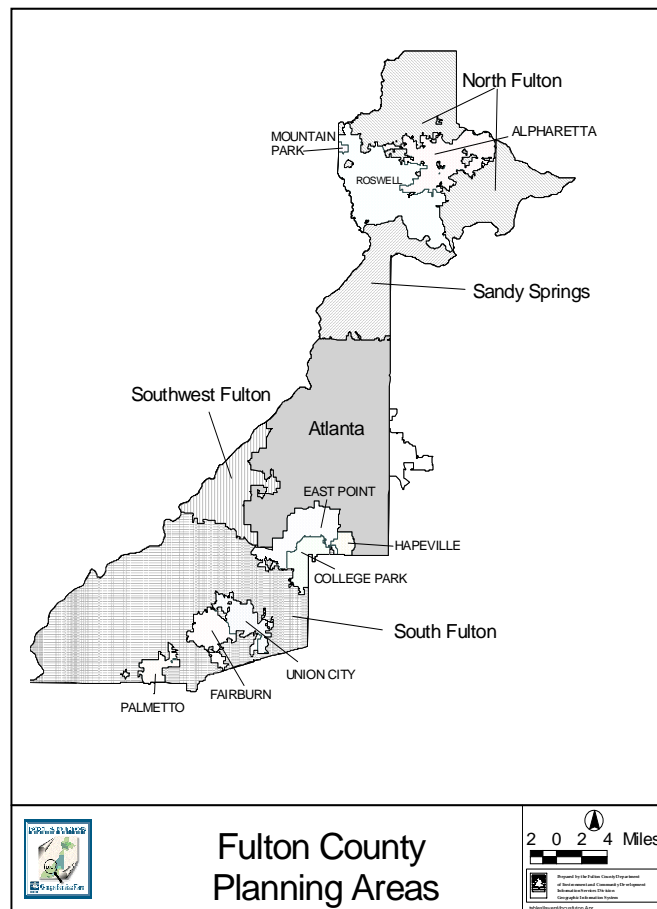




**Table 1-4: 1980-2025 Population and Forecasts in Fulton County Cities and Unincorporated Areas**

Area	1980	1990	2000	2005	2010	2015	2020	2025
<b>City Remainders in Other Counties:</b>								
(1.) in DeKalb	37,283	33,539	29,779	32,370	31,724	32,301	32,877	33,538
(2.) in Clayton	3,489	3,395	1,544	1,433	1,400	1,300	1,200	1,100
(3.) in Cherokee	2	12	10	10	15	19	23	27
(4.) in Coweta	46,877	321	327	449	843	1,286	1,729	2,171

Source: U.S. Bureau of the Census, Census Counts for 1980, 1990, and 2000. Permitted Unit Population Estimating Model for 2005 by E&CD. Forecasts are based on ARC modified to Fulton County control totals. Revised 04/26/2005.



Map 1-2: Fulton County Planning Areas



**Table 1-5: Population Increase by Planning Area**

Planning Area	1980-2005		2005-2025	
	Population Increase	Percent Growth	Population Increase	Percent Growth
North Fulton	80,333	624.72%	24,019	25.77%
Sandy Springs	39,821	84.95%	19,163	22.10%
Southwest Fulton	3,988	45.00%	8,690	67.62%
South Fulton	20,719	65.32%	55,050	104.98%
Unincorporated Fulton	144,861	144.40%	106,923	43.61%

Source: Table 1-4 calculations by E&CD. Revised: 04/26/2005

#### 1.1.1.2. Assessment

Fulton County was formed in 1853 and its population as a County was first counted at 14,427 in the United States Census of 1860. Graph 1-1 shows the population counted in each census from 1860 through 2000, population estimates through 2005 and forecasts through 2100. The reason for the dip from 1970 to 1980 has been speculated as “white flight”, but also probably related to the buildout of the city of Atlanta and a decline in average household size and maybe due to undercounting by the Census Bureau. Almost all of the population decline was in the City of Atlanta, which lost 71,951 people between 1970 and 1980 (East Point lost 4,084 people and Hapeville lost 4,084, likely due to interstate highway construction and the expansion of Hartsfield-Jackson Airport). The entire county lost just 17,688, meaning that the unincorporated part was growing quite rapidly in this period.

Between 1980 and 2004, two million people were added to the Atlanta Region. This rapid growth of population separated from their work places has created heavy traffic volumes ranking among the highest in the nation. As a strategy to address burdened infrastructure, some residents at community meetings for this plan suggested that growth be stopped. This is unrealistic since the County's births far exceed its deaths and growth continues in the world, the nation, the state, and particularly the region. The 2003 to 2004 growth rate for Fulton County was 2.08% and 2.16% for the City of Atlanta, compared to 1.19% for the world, 0.92% for the nation, 1.68% for the state and 2.14% for the Atlanta MSA (28 county). These growth rates are not believed to be sustainable at these levels, particularly considering the lackluster economic growth in 2004 and anticipated in 2005. Despite slow economic growth after the 2000 recession, building permits for new housing units are being issued in unprecedented numbers (12,297 units permitted in 2003 and 16,919 in 2004).

#### 1.1.2.0 Seasonal Population

##### 1.1.2.1 Inventory

Seasonal population is not a significant factor in Fulton County. There were just 2,416 vacant seasonal housing units counted in the 2000 Census, but this was up from 545 in 1990. These are units held for occasional or seasonal use, but there is no fixed “season” in Fulton County as there might be in a beach or mountain resort. There are seasonal events and major attractions in





Atlanta which draw significant crowds. The Dogwood Festival, which has been a well organized event and has been running each year since 1936, draws about 300,000 people (100,000 per day). The Renaissance Festival, numerous music festivals, community festivals, sporting events, such as the Tour de Georgia, also draw large crowds into Fulton County throughout the year.

#### **1.1.2.2 Assessment**

Many other places in the United States have created festivals and events which add significantly to their quality of life. Annapolis, Maryland, for instance has huge tourism loads for a city of 35,000. It has a Sailboat show which draws as many as 100,000 people over a four day period. New Orleans is perhaps the most extreme with its Mardi Gras and Jazz Festival. The 1895 Cotton States and International Exposition, at the site of the current day Piedmont Park, drew nearly a million people in its 100 day time length. This event enriched the lives of Atlanta's and many of the improvements remain to this day. One hundred and one years later the 1996 Olympic Games had 10,318 athletes from 197 nations, was covered by 15,108 media persons and was watched by well over a billion people throughout the world.

The new 200 million dollar Atlanta Aquarium is scheduled to open in the fall of 2005 and construction is well underway. Based on Baltimore City's much smaller National Aquarium which drew 1.6 million people in 2004 and the Monterey Bay Aquarium which drew 1.7 million in 2003 , it is likely that Atlanta's will draw nearly 2 million in 2006. Its collection of 55,000 animals from 500 species will be five times as large as Baltimore's. This together with a new World of Coca-Cola building is anticipated to increase the number of visitors to the County. But the 5,500 people per day average are not in the same league as the 750,000 daily in-commuters to jobs and universities located in Fulton County.

#### **1.1.3.0 Daytime Population**

Daytime population is an estimate of the number of people who would be counted in Fulton County at working hours (at noon for example) on a typical day. It is the resident population less the out commuters plus the in commuters plus the occupants of hotels plus non-hotel visitors to major attractions in the County. There are others who may also be in Fulton, but are not counted because of lack of information (such as day students at local colleges and universities, persons visiting professional offices).

#### **1.1.3.1 Inventory**

The daytime population is significant in Fulton County (Table 1-6). The number of in-commutes is very large due to the location of job centers in the Airport, Downtown, Midtown, Buckhead, Perimeter, Fulton Industrial Boulevard and along GA 400. The large number of hotel rooms and convention facilities, such as Georgia World Congress Center and the International Congress Center, make convention attendants an important component of the day time population.

The number of important attractions located in Fulton County such as The King Center, The World of Coca-Cola Center, CNN Center, The Atlanta History Center, The Woodruff Arts Center, the Atlanta Zoo, the Margaret Mitchell House, Centennial Olympic Park as well as Major League





sporting events and numerous art events attract 34 million day visitors per year to Fulton County. In addition, major university day students are unmeasured but significant. The Hartsfield Jackson Atlanta International Airport, although mostly located in Clayton County generates very large hotel occupancy in Fulton County.

Table 1-6: Fulton County Daytime Population in 2000 and 2004		
Population	2000	2004
Resident Population	816,006	873,002
- Out-commuters	119,572	127,924
+ In-Commuters	717,702	754,678
+ Hotel Occupants	6,903	7,385
+ Day Trip Population	60,486	64,711
= Daytime Population	1,481,525	1,571,852
Source: 2000 Census, 2004 estimates Fulton County E&CD		

#### 1.1.3.1. Assessment

The daytime population estimate gives a sense of how many people are present in Fulton County during the working hours of a typical day. The components measure the commuting of County residents out to jobs elsewhere, the number of outside residents commuting to jobs located in Fulton County, and people visiting Fulton County either staying in hotels or spending part of the day to visit major attractions or to attend an event. There are many others who could be added or subtracted to this total (examples are day students, people visiting professional offices, people visiting friends and relatives, etc.), but estimating these would amount to guesses since no source of data could be provided.

The land use and planning aspects are numerous. The daily workers and visitors here generate demand for parking, office space, transit services, meals, and sundry goods and services. The movement of people to and from work, to and from restaurants, to and from secondary business locations generate pedestrian, transit and vehicular trips. These impact the sidewalks, transit and streets of the County as well as water, sewer and emergency services.

#### 1.2.0.0. Households

##### 1.2.1.0 Number of Households

##### 1.2.1.1 Inventory

Total population includes household population and group quarters population (Tables 1-7 and 1-8). The household population lives in occupied housing units also called households. Group quarter's population resides in nursing homes, college dormitories, military barracks, and prison, jail or detention facilities. Fulton County census tracts with colleges such as Georgia Institute of Technology and Atlanta University Center; with military installation, such as Fort McPherson; and with jails such as the Federal Penitentiary and the Fulton County jail have large group quarters population. Of all of Fulton County's 2000 population, just 3.85% were in group quarters. The





bulk of the group quarter's population falls in the City of Atlanta (28,857 in Atlanta City's Fulton County portion or 7.46% of its population of 386,699). Group quarter's population is projected to remain at a constant share of total population.

The number of households in Fulton County has increased by 62.63% from 1980 to 2005, a higher rate than the 53.38% increase in total population. This is largely due to the decline in average household size (Table 1-9). The number of households is projected to increase by 42% by 2025, while the population is projected to increase by 36%.

The North Fulton planning area has the highest number of households, corresponding to its highest population of the Planning Areas. The unincorporated part of Fulton County had just 847 persons in group quarters or 0.37% of its population. Most of this (486) was in Sandy Springs nursing homes.

**Table 1-7: Fulton County Household Population and Household Size**

	1980	1990	2000	2005	2010	2015	2020	2025
Total Population	589,904	648,951	816,006	904,589	972,678	1,061,057	1,140,576	1,221,054
Group Quarters Population	18,046	21,977	31,384	35,057	37,961	41,631	44,846	48,128
Household Population	571,858	626,974	784,622	859,928	934,717	1,019,426	1,095,730	1,172,926
Number of Households	225,308	257,140	321,242	362,288	405,562	445,676	482,701	516,708
Number of Families	144,901	155,887	185,721	204,361	223,073	238,876	251,939	262,429
% family HH are of total Households	64.3%	60.6%	57.8%	56.4%	55.5%	53.5%	52.1%	50.7%
Average HH Size	2.538	2.438	2.442	2.374	2.305	2.287	2.270	2.290

Source: Fulton County E&CD permit driven population model and Census Bureau Census of Population and Housing Printed Report for Georgia, 1980, www.census.gov website 100% counts for 1990 (STF-1) and 2000 (SF-1). Revised: 4/26/2005

**Table 1-8: Summary of Total Population, Group Quarters Population, Household Population, Average Household Size, Households, Vacant Housing Units and Total Housing Units for Cities and Planning Areas of Fulton County, in 2000**

City or Fulton County Planning Area	Fulton Part and Part Elsewhere	Population	Group Quarters	Household Population	Average Household Size	Households	Vacant Housing Units	Total Housing Units
Incorporated Cities:								
Alpharetta	All Fulton	34,854	80	34,774	2.62	13,259	1,411	14,670
City of Atlanta	Fulton Part	386,695	28,857	357,838	2.29	156,156	13,218	169,374
	DeKalb Part	29,779	90	29,689	2.45	12,111	5,440	17,551
	Tot. Atlanta	416,474	28,947	387,527	2.30	168,267	18,658	186,925
College Park	Fulton Part	18,838	153	18,685	2.59	7,208	391	7,599
	Clayton Part	1,544	13	1,531	2.52	607	73	752





**Table 1-8: Summary of Total Population, Group Quarters Population, Household Population, Average Household Size, Households, Vacant Housing Units and Total Housing Units for Cities and Planning Areas of Fulton County, in 2000**

City or Fulton County Planning Area	Fulton Part and Part Elsewhere	Population	Group Quarters	Household Population	Average Household Size	Households	Vacant Housing Units	Total Housing Units
	Tot. Col. Pk.	20,382	166	20,216	2.56	7,887	464	8,351
East Point	All Fulton	39,595	438	39,157	2.70	14,479	1,158	15,637
Fairburn	All Fulton	5,464	117	5,347	2.77	1,931	74	2,005
Hapeville	All Fulton	6,180	6	6,174	2.60	2,373	165	2,538
Mountain Park	Fulton Part	496	0	496	3.14	158	85	243
	Cherokee Pt.	10	0	10	2.00	5	0	5
	Tot. Mtn. Pk.	506	0	506	3.10	163	85	248
Palmetto	Fulton Part	3,073	0	3,073	2.74	1,121	40	1,161
	Coweta Pt.	327	0	327	2.77	118	4	122
	Tot. Palmetto	3,400	0	3,400	2.74	1,239	44	1,283
Roswell	All Fulton	79,334	628	78,706	2.65	29,659	1,641	31,300
Union City	All Fulton	11,621	251	11,370	2.52	4,510	822	5,332
Planning Areas:								
North		91,309	140	91,169	2.86	31,898	1,106	33,004
Northeast		71,215	112	71,103	2.90	24,509	639	25,359
Northwest		20,094	28	20,066	2.72	7,389	467	7,645
Sandy Springs		85,781	486	85,295	2.17	39,346	3,448	42,794
South		39,681	120	39,561	2.76	14,330	3,342	17,672
Southwest		13,085	101	12,984	2.74	4,743	559	5,302
Total Unincorporated Fulton County		229,856	847	229,009	2.54	90,317	8,455	98,772
Total Cities in Fulton County		586,150	30,537	555,613	2.41	230,925	18,935	249,860
All of Fulton County		816,006	31,384	784,622	2.44	321,242	27,390	348,632

Source: Fulton County Department of Environment and Community Development (DECD) based on the 2000 Census with estimates of portions of cities in adjacent counties. 03/09/2005

**Table 1-9: 2000 Household Population and Household Size by Planning Area**

	Fulton County	Unincorporated Fulton County	North Fulton	Sandy Springs	Southwest Fulton	South Fulton
Household Population	784,622	229,067	91,295	85,349	11,199	41,224
# of Households	321,242	88,860	30,798	39,309	4,250	14,503
# of families	185,721	58,928	25,207	19,718	2,954	11,049
%family households	57.8%	66.3%	81.8%	50.2%	69.5%	76.2%
Avg. HH size	2.44	2.58	2.96	2.17	2.64	2.84

Source: U.S. Census, Census 2000 from www.census.gov, Special E&CD GIS tabulation of SF-1 which contains the 100% counts.





Table 1-10: Household Forecasts in Unincorporated Fulton County

Planning Area	2000	2005	2010	2015	2020	2025	Diff 2005-2025
North Fulton	31,898	36,508	41,408	43,935	46,133	47,924	11,416
Sandy Springs	39,346	42,683	46,076	48,770	51,097	53,554	10,871
Southwest Fulton	4,743	5,539	6,393	7,868	9,302	10,794	5,255
South Fulton	14,330	16,955	19,781	24,686	29,468	34,350	17,395
Total	90,317	101,685	113,658	125,259	136,000	146,622	44,937

Source: E&CD GIS Special tabulation of 2000 Census Counts and E&CD Forecasts

### 1.2.1.2 Assessment

Table 1-7, showing total households, indicates a growth of 154,480 households, or 42%, between 2005 and 2025 in Fulton County. Table 1-10 indicates household forecasts by Planning Area. These forecasts are parallel to the population growth. The unincorporated Fulton County is to gain 44,937 households, or 44%. This translates to the addition of 50,962 housing units in unincorporated Fulton County, the difference being vacant units. While unincorporated Fulton County adds new units, the plan sets policies to guide the location of these housing units. The policies call for live-work land use designations on or within walking distance of major existing or proposed transportation corridors. It also calls for mixed uses and residences in close proximity to commercial and office uses to encourage the ability of residents to walk to stores and offices.

Moreover, the percentage of family households is forecasted to decrease from 56% in 2005 to 50% in 2025. In unincorporated Fulton County, the percentage of family households varies between the Planning Areas. North Fulton has the highest percentage of family households with 82% and Sandy Springs has the lowest with 50%. This may have implications in the type and location of housing units.

### 1.2.2.0 Average Size of Households

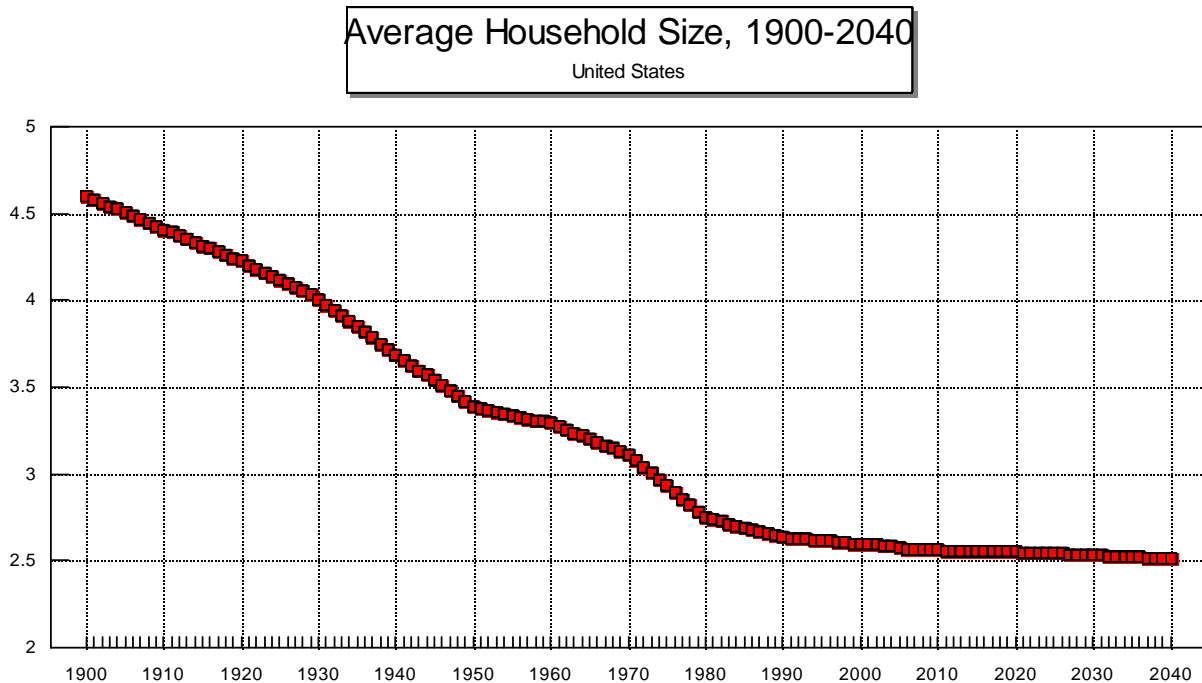
#### 1.2.2.1 Inventory

Population per household has been generally decreasing in the United States since the first census in 1790 and is expected to continue to decrease but at a very slow rate. Graph 1-2 illustrates the rapid decline in average household size from 1900 to 1980, and the gradual decrease since 1980. The household size in Georgia and in Fulton County parallels the decline in the nation. Fulton County's household size has decreased from 2.54 persons per household in 1980 to 2.37 persons per households in 2005. Household size is forecasted to decrease to 2.27 by 2025.

Compared to the 10 counties in the ARC Atlanta Region, Fulton County has the smallest household size. The counties at the periphery of the Atlanta Region have the largest households (Gwinnett – 2.88 Henry and Rockdale – 2.87), while those closer to the core, have the smallest households (Cobb – 2.64 and DeKalb- 2.62).



The average household size is also very variable within the County. According to the 2000 US Census, the average household size in unincorporated Fulton County was 2.58, higher than the Fulton County average household size of 2.44. In unincorporated Fulton County, household size varied from 2.17 to 2.90. According to ARC, high-growth suburban areas tend to have higher household sizes since they appeal to young families. The average household sizes in North Fulton of 2.96 and in South Fulton of 2.84 reflect this trend. On the other hand, the population per household was lowest in Sandy Springs. Sandy Springs has older neighborhoods, very affluent areas and a larger number of apartment units, all of which are factors in smaller household size.



Graph 1-2. Average Household Size in the United States, 1900-2040

#### 1.2.2.2. Assessment

Household size is affected by the state of the economy. It tends to slow in the rate of decline or even increase slightly during recessions. This is because adult children tend to not form their own households, double up, or move back with their parents when they are unemployed. The year 2000 was a recession year and the economy is only now beginning to pick up steam.

Other factors that drive household size down include: high divorce rates, which produce family fragments living separately, and the aging of the population, resulting in the increasing numbers of widows or widowers living alone. The Census Bureau has not provided current projections of





household size, but does conduct the annual American Community Survey that includes household composition and size.

Large numbers of Hispanic immigrants, many uncounted, have large household sizes and counter the 210 year downward trend in household size. The Atlanta Region has had a much lower share of the Hispanic immigrant population than the national average. This trend may be changing.

Population per household is expected to continue to decline countywide through the year 2025. The decline in average household size in the United States is most obvious at the extremes; the percentage of single occupant housing units has doubled from 1950 to 2003, while the percentage of households containing five or more people has dropped from 22.6% in 1960 to 9.81% in 2003.

Fulton County and Georgia should mirror the nation in this regard. But while the share of single occupant households has increased in nation, State and County, the number of households with five or more persons has increased in both the State and the County, while it declined in the nation. Moreover, Fulton County has a larger share of single person households than the US and Georgia. Table 1-11 presents 1990 and 2000 Census counts of households by size for the nation, State and County

The average household size is a key factor in the building permit driven demographic estimating and forecasting model. Households are multiplied by average household size to obtain household population. The final population is the sum of household population and group quartered population. Since the average household size has only three significant digits, small variances can result in fairly large differences in the household population. The assumption of continually declining household size may be endangered if the share of large households begins to increase.

**Table 1-11: Households by Size: 1990 and 2000 From Census Counts**

<b>Year</b>	<b>All Households</b>	<b>One Person</b>	<b>Two Persons</b>	<b>Three Persons</b>	<b>Four Persons</b>	<b>Five or More Persons</b>	<b>Persons Per Household</b>
<b>United States</b>							
1990	91,947,413	22,592,150	29,447,615	15,971,656	13,857,123	10,078,866	2.63
2000	105,480,101	27,227,982	34,419,634	17,452,353	14,970,059	11,410,073	2.59
Percent share:							
1990	100.00%	24.57%	32.03%	17.37%	15.07%	10.96%	
2000	100.00%	25.81%	32.63%	16.55%	14.19%	10.82%	
<b>Georgia</b>							
	<b>All Households</b>	<b>One Person</b>	<b>Two Persons</b>	<b>Three Persons</b>	<b>Four Persons</b>	<b>Five or More Persons</b>	<b>Persons Per Household</b>
1990	2,366,618	537,892	741,946	457,914	383,427	245,436	2.68
2000	3,006,369	710,577	963,712	551,335	460,281	320,464	2.65
Percent share:							
1990	100.00%	22.73%	31.35%	19.35%	16.20%	10.37%	
2000	100.00%	23.64%	32.06%	18.34%	15.31%	10.66%	





**Table 1-11: Households by Size: 1990 and 2000 From Census Counts**

Year	All Households	One Person	Two Persons	Three Persons	Four Persons	Five or More Persons	Persons Per Household
Fulton County							
1990	257,142	79,679	79,233	42,923	32,183	23,122	2.44
2000	321,242	103,473	98,237	49,126	39,484	30,922	2.44
Percent share:							
1990	100.00%	30.99%	30.81%	16.69%	12.52%	8.99%	
2000	100.00%	32.21%	30.58%	15.29%	12.29%	9.63%	
U.S. Census Bureau, Census 2000 and 1990, SF-3 Sample Data, 2000: Tables H16 & H18, 1990: H018.							

The physical size of housing in the United States has been increasing. In 1970, the average size per unit constructed was 1,500 square feet. In 2004, each unit was estimated to be 2,391 square feet, and by 2025 the average units is forecasted to be about 3,000 square feet. The average household size in 1970 was 3.11 persons resulting in 482 square feet per occupant. In 2004, the average household size had declined to 2.57 people per household and the square footage per occupant was 844. By 2025, if current trends continue, there will be nearly 1,200 square feet per occupant. The effect of this is to consume more land if floor area ratios (FAR) are constant. At the same time, the number of single person households has increased from 18.2% in 1980 to 25% in 2005 and the number of family households has decreased from 64% in 1980 to 58% in 2005.

In 2004, 95% of permitted housing were single family units many with four bedrooms despite an average household size of 2.37 persons per household and a trend towards even smaller sizes in the future. Moreover, the acreage per housing unit has been increasing rather than decreasing. This may indicate that new housing is not taking into consideration the changing household size and composition.

### **1.3.0.0 Age Distribution**

#### **1.3.1.1 Inventory**

The median age of the population increased from 29.5 in 1980 to 32.7 in 2000 to 34.0 in 2025. However, Fulton County has a large percentage of its population in the young working ages of both genders aged 19 through 40 as compared to the United States. This is balanced by much lower percentages of the population in ages 58 through 95. The school age population is also low in ages 10 through 18. Table 1-12 tabulates population by age from 1980 through 2025 by five year age groups.





**Table 1-12: Population by Age in Fulton County**

Age Interval	1980	1990	2000	2005	2010	2015	2020	2025
Under 5	40,242	48,217	56,819	61,698	67,345	74,751	80,663	85,978
5 to 9	43,163	43,704	58,129	60,014	62,177	68,471	75,084	80,792
10 to 14	45,608	40,643	54,118	59,646	59,349	63,524	69,136	75,608
15 to 19	52,578	46,403	55,166	61,910	66,850	67,869	71,813	77,945
20 to 24	60,320	56,317	64,660	75,131	81,550	88,327	88,883	93,935
25 to 29	59,503	64,640	78,488	85,874	90,896	100,166	107,397	108,181
30 to 34	52,435	62,582	73,046	73,962	76,526	86,897	94,563	101,324
35 to 39	38,836	57,079	71,884	69,339	68,157	73,314	82,205	89,314
40 to 44	30,397	51,878	65,966	70,342	67,821	67,736	72,080	80,591
45 to 49	27,353	38,503	58,192	69,261	72,795	69,194	68,366	72,568
50 to 54	28,065	28,586	50,940	61,697	56,400	66,297	69,063	64,809
55 to 59	26,702	23,653	35,031	47,138	41,801	50,173	58,379	60,754
60 to 64	23,246	21,954	24,577	31,498	41,801	50,173	58,379	60,754
65 to 69	20,932	20,255	19,125	21,785	27,582	36,823	43,782	50,895
70 to 74	16,763	15,911	16,634	16,981	19,102	24,376	32,289	50,895
75 to 79	11,761	12,948	13,896	14,832	15,203	17,347	22,040	29,316
80 to 84	6,982	8,931	9,753	11,664	12,489	12,883	14,734	18,877
85 +	5,018	6,747	9,582	12,027	14,788	17,219	18,956	21,639
Median age	29.5	32.0	32.7	33.2	30.4	33.4	33.7	34.0
Total Population	589,904	648,951	816,006	904,796	972,678	1,161,057	1,140,576	1,221,054

Source: U.S. Census Bureau, Census for 1980, 1990 and 2000 and forecasts by Fulton County E&CD driven by U.S. Census Bureau Projections to 2100 benchmarked to the 2000 Census counts. Revised: 04/27/2005

Table 1-13 aggregates the population into six age groups representing major stages in life such as 0 to 4 years old (preschool children), 5 through 17 (total school age) and 18 through 44 year old group (starting their own households and careers). By age 44, the birth rates are close to zero and most careers are mature and settled. The peak earning years (45 through 64) contains people who have become very skilled in their careers and have historically reached their peak earnings. After age 65, there are two groups- the age 65 through 84 year olds who are still largely active, self sufficient and able, and the 85 and over group who are increasingly frail, increasingly dependent on others for transportation, health care and other services and have high rates of living in assisted living facilities and nursing homes (247 people in the 2000 Census listed their ages as 100 and over, however Census Bureau studies show a tendency of people to over-report ages in these ages).

**Table 1-13: 1980-2025 Fulton County Stage of Life Age Group Population**

Stage of Life	1980	1990	2000	2005	2010	2015	2020	2025
0-4 Preschool	40,242	48,217	56,819	62,180	67,345	74,751	80,663	85,978
5-17 School Age	120,318	112,189	145,347	156,030	161,636	172,732	187,308	203,167
18-44 Family Forming	262,522	311,057	376,110	395,668	411,691	443,599	473,852	504,523
45-64 Peak Earning	105,366	112,696	168,740	212,296	242,843	261,328	266,952	268,270
65-84 Younger Seniors	56,438	58,045	59,408	66,363	74,377	91,429	112,844	137,475
85 + Older Senior	5,018	6,747	9,582	12,264	14,788	17,219	18,956	21,639





**Table 1-13: 1980-2025 Fulton County Stage of Life Age Group Population**

Stage of Life	1980	1990	2000	2005	2010	2015	2020	2025
Total Population	589,904	648,951	816,006	904,801	972,680	1,061,058	1,140,575	1,221,052
<b>Percents of the Total:</b>								
0-4 Preschool	6.8%	7.4%	7.0%	6.9%	6.9%	7.0%	7.1%	7.0%
5-17 School Age	20.4%	17.3%	17.8%	17.2%	16.6%	16.3%	16.4%	16.6%
18-44 Family Forming	44.5%	47.9%	46.1%	43.7%	42.3%	41.8%	41.5%	41.3%
45-64 Peak Earning	17.9%	17.4%	20.7%	23.5%	25.0%	24.6%	23.4%	22.0%
65-84 Younger Seniors	9.6%	8.9%	7.3%	7.3%	7.6%	8.6%	9.9%	11.3%
85 + Older Senior	0.9%	1.0%	1.2%	1.4%	1.5%	1.6%	1.7%	1.8%
<b>Total Population</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

Source: U.S. Census Bureau for 1980, 1990 and 2000. 1990 and 2000 are available on the Census Bureau's web site: [www.census.gov](http://www.census.gov) and the 1980 figures were obtained from the Atlanta-Fulton Central Library. Fulton County E&CD using a building permit method to forecast total population and drove age changes with national change rates using Jennifer Cheeseman Day's 1999 to 2100 forecasts adjusted to the 2000 census counts. Revised: 04/27/2005

In Fulton County, the largest group is the family forming persons age 18 to 44 with an estimated 43.7% of the population or 391,202 in 2005. It is expected to rise to 504,523 persons by 2025. The second largest group, with 212,296 or 23.5%, is age group 45 to 64. This is the group with greatest growth in the next five years. The population age 65 years and over is increasing dramatically as the "Baby Boom" begins to enter this age group. The younger seniors (age 65 to 84) currently number 65,614 and are forecast to increase to 137,475 by 2025, double the current figure. The 85 and older age group currently number 12,126 persons, and are expected to nearly double by 2025. If life expectancy is increased significantly by medical breakthroughs, this group could increase even more.

**Table 1-14: Stage of Life Age Group Population for Unincorporated Fulton County in 2000**

Stage of Life	North Fulton	Sandy Springs	Southwest Fulton	South Fulton	Total Unincorp.
0-4 Preschool	8,170	4,691	783	2,762	16,406
5-17, School Age	21,660	10,589	2,147	8,808	43,204
18-44 Family Forming	37,922	43,617	4,681	15,771	101,991
45-64 Peak Earning	19,842	18,558	2,909	10,871	52,180
65-84 Younger Seniors	3,519	7,178	715	2,836	14,248
85 + Older Senior	322	1,201	65	296	1,884
Total Population	91,435	85,834	11,300	41,344	229,913
<b>Percents of the Total:</b>					
0-4 Preschool	8.9%	5.5%	6.9%	6.68%	7.14%
5-17, School Age	23.7%	12.3%	19%	21.30%	18.8%
18-44 Family Forming	41.5%	50.8%	41.4%	38.14%	44.4%
45-64 Peak Earning	21.7%	21.6%	25.7%	26.3%	22.7%
65-84 Younger Seniors	3.8%	8.4%	6.3%	6.8	6.2%
85 + Older Senior	0.3%	1.4%	0.6%	0.7%	0.82%
<b>Total Population</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

Source: United States Bureau of the Census, Census 2000, special tabulations using GIS by Planning area

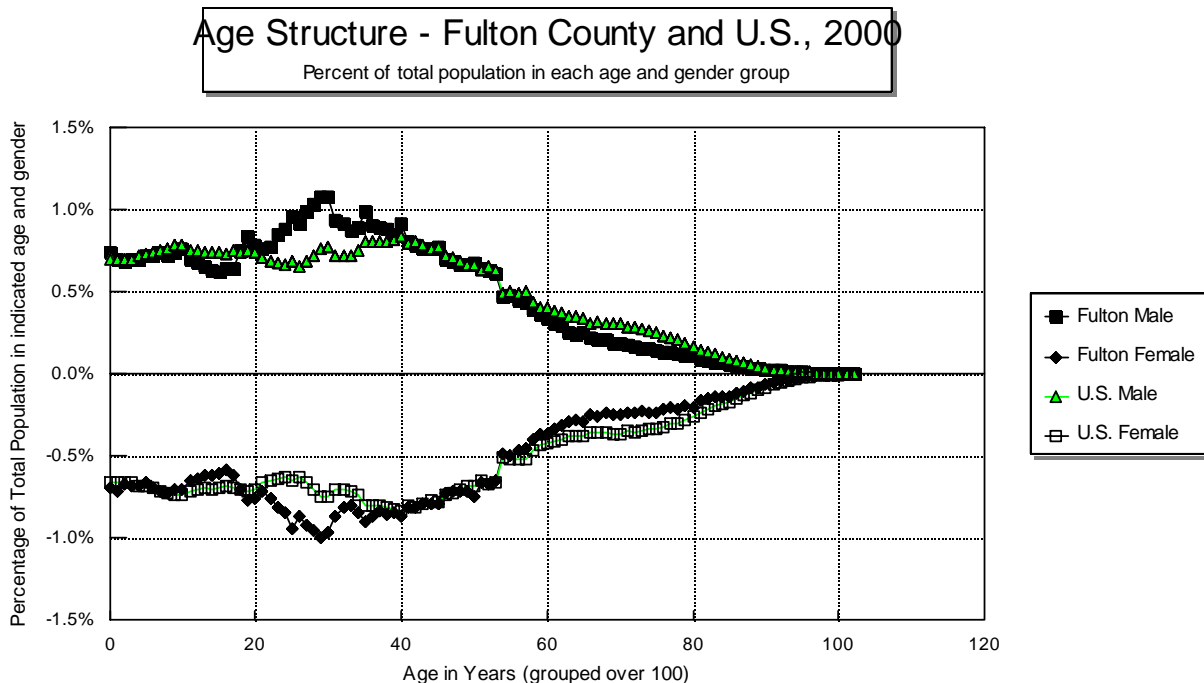
Table 1-14 aggregates the population in the unincorporated Fulton County into the six age groups. The Planning Areas have different age structures reflecting the period when growth





occurred. Given recent growth in North Fulton, it is not surprising that it has the highest percentage of preschool age children between 0 and age 4, (8.9%) while Sandy Springs had 5.5%, South Fulton 6.7%, and Southwest had 6.9%. Similarly the school age population is highest in North Fulton (23.7%) contrasted with 12.3% in Sandy Springs, 19.0% in Southwest Fulton and 21.3% in South Fulton and. Sandy Springs had the highest percentage in the 18 to 44 family forming group, followed by North Fulton at 41.5%, Southwest Fulton had 41.4%, while South Fulton had 38.1% and. Persons in the peak earning age (45 to 64) are generally higher in the unincorporated area than in the County. In this category, South Fulton had the highest at 26.3%, followed by Southwest at 25.7%, North Fulton at 21.7% and Sandy Springs at 21.5%. Sandy Springs has a higher percentage of the 65 years and older population. This is to be expected since Sandy Springs developed earlier than the other Planning Areas. Younger Seniors, age 65 to 84 years are 3.8% in North Fulton, 8.4% in Sandy Springs, 6.3% in Southwest Fulton and 6.9% in South Fulton. The remaining group, older seniors age 85 and over, constitute 0.35% of North Fulton, 1.4% of Sandy Springs, 0.58% of Southwest Fulton and 0.72% of South Fulton.

### 1.3.1.2 Assessment



Graph 1-3. Age Structure in Fulton County Contrasted with the United States

Source: U.S. Bureau of the Census, Census 2000 single year of age tabulations from the Census Bureau's web site

Graph 1-3 contrasts the percentage of the population in each single year of age from 0 to 110 and over for the United States and for Fulton County in the 2000 Census (the female population is displayed as negatives to make the chart work, so the females are below the 0% center and



males above it). The graph clearly shows that Fulton County's population is much more concentrated in the working and first home buying ages of 20 through 40 years than the nation. It is believed that the higher concentrations in the young working ages are due to the greater employment opportunities in Fulton County at the time of the Census. Since 2000, the County and the nation have been adversely affected a recession which only now is regaining employment losses. This is balanced by lower shares in other ages particularly the 60 through 80 years and the 10 through 18 year olds. This is almost symmetrical indicating that both genders share in these age differences. Note also that the females over age 65 outnumber the males; this difference is particularly noticeable after age 80.

#### **1.4.0.0 Racial Composition**

##### **1.4.1.1. Inventory**

According to the 2000 Census, Fulton County is almost half White (48.1%) and half African-American (44.5%) with less than ten percent of the population being of other races (Table 1-15). In the 2000 Census, Fulton County ranked 15<sup>th</sup> largest in the U.S. in the number of African Americans. The percentage of African Americans and Whites has been declining since 1980 and is projected to continue to decline. However, the percent of African Americans is declining at a faster rate. Hispanic persons are an ethnic group and can be of any race. They are listed by the Census Bureau as a separate group. The 2000 Census counted Hispanics to be 5.9% of the County. This population, constituting just 2.1% of Fulton's population in 1990, is projected to be 13% of the population by 2025. It is likely that this ethnic group will continue to grow much more rapidly than other racial groups. In the US, Hispanics have overtaken African Americans as the largest minority group in America, but not in Fulton County. The Asian population stands at just 3.0% of the population. The 2000 Census for the first time enabled people to indicate multiple races. The "Other races" category tends to be checked by Hispanic, and Middle Eastern individuals who do not feel the other listed categories fit them.

**Table 1-15: Fulton County Population by Race**

<b>Race</b>	<b>1980</b>	<b>1990</b>	<b>1995</b>	<b>2000</b>	<b>2005</b>	<b>2010</b>	<b>2015</b>	<b>2020</b>	<b>2025</b>
White	280,334	309,901	353,603	392,598	434,140	462,621	484,306	517,089	550,303
White %	47.52%	47.75%	48.66%	48.11%	48.53%	47.56%	45.64%	45.34%	45.07%
African American	303,508	324,008	343,337	363,565	388,341	420,781	463,470	489,193	512,843
Percent	51.45%	49.93%	47.25%	44.57%	43.41%	43.26%	43.68%	42.89%	42.00%
Am.Ind,Esk,Aleut	644	981	1,223	1,514	1,789	1,945	2,228	2,509	2,931
Percent	0.11%	0.15%	0.17%	0.19%	0.20%	0.20%	0.21%	0.22%	0.24%
Asian/Pacific Is.	2,926	8,380	15,899	25,169	29,521	38,129	52,098	62,732	75,095
Percent	0.50%	1.29%	2.19%	3.08%	3.30%	3.92%	4.91	5.50%	6.15%
Other	2,492	5,681	12,628	21,216	25,496	30,056	35,333	40,719	46,400
Percent	0.42%	0.88%	1.74%	2.6	2.85%	3.09%	3.33%	3.57%	3.80%
Two+ races	NA	NA	NA	11,853	15,302	19,146	23,622	28,334	33,482
Percent	NA	NA	NA	1.45%	1.71%	1.97%	2.23%	2.48%	2.74%
Spanish Origin	7,574	13,373	28,886	48,056	60,474	74,313	105,151	131,965	163,133
Percent	1.28%	2.06%	3.97%	5.89%	6.76%	7.64%	9.91%	11.57%	13.36%

Source: US Census Bureau, Census counts for 1980, 1990 and 2000. Forecasts by Fulton County E&CD based on a shift share method using U.S. population forecasts to 2100.





Table 1-16 shows the 1990 and 2000 census population percentages of major racial groups in the County, the United States and Georgia. In 2000, Fulton County's population had a higher percent of African Americans and a lower percent of Whites than the United States and the State of Georgia.

<b>Table 1-16: US, Georgia, &amp; Fulton County Percent of Population by Race: 1990 and 2000</b>						
	<b>1990</b>			<b>2000</b>		
	<b>US</b>	<b>Georgia</b>	<b>Fulton</b>	<b>US</b>	<b>Georgia</b>	<b>Fulton County</b>
White	83.93	71.01	47.7	81.05	65.13	48.11
African American	12.27	26.96	49.93	12.69	28.80	44.57
Asian/Pacific Islander	3.00	1.17	1.29	3.76	2.40	3.08
Other	0.80	0.86	0.88	2.50	3.66	1.03
Spanish Origin	9.00	1.68	2.06	12.55	5.32	5.89

Source: U.S. Census Bureau, from the web site: [www.census.gov](http://www.census.gov), Summary File 1, 100% counts.

There is considerable variation in the racial mix of the Planning Areas in Fulton County (Table 1-17). The White population was 83.3% in North Fulton, 77.6% in Sandy Springs, 3.0% in Southwest Fulton and 21.6% in South Fulton. The African-American population was 5.3% in North Fulton, 12.0% in Sandy Springs, 95.5% in Southwest Fulton and 75.3% in South Fulton. This represents a great deal of variation from Fulton County's total White population of 48.1% and African American population of 44.5%. American Indian population, totaling just 1,514 persons in 2000, is less than one percent in all Planning Areas: 0.11% in North Fulton, 0.18% in Sandy Springs, 0.07% in Southwest Fulton 0.19% in South Fulton. Asian and Pacific Islander population including Hawaiians also varies greatly: 8.6% in North Fulton, 3.3% in Sandy Springs, 0.3% in Southwest Fulton and 0.5% in South Fulton. The "Other" group, slightly smaller than Asians, is 1.1% in North Fulton, 4.9% in Sandy Springs, 0.27% in Southwest Fulton and 0.9% in South Fulton.

Hispanic population may be of any race and is listed separately in the Census. Here again there are large variations among the planning areas: North Fulton had 3.5%, Sandy Springs had 9.9%, Southwest Fulton 0.8% and South Fulton 1.8%. Note that Sandy Springs had the largest concentration but its 9.9% was still much lower than the 12.55% in the United States.

<b>Table 1-17: 2000 Fulton County &amp; Planning Area Population by Race</b>					
<b>Race</b>	<b>Fulton Co</b>	<b>North Fulton</b>	<b>Sandy Springs</b>	<b>Southwest Fulton</b>	<b>South Fulton</b>
White	392,598	76,195	66,573	341	8,944
White %	48.11%	83.33%	77.56%	3.02%	21.63%
African American	363,565	4,878	10,333	10,791	31,151
African American %	44.57%	5.33%	12.04%	95.5%	75.34%
Am. Indian, Eskimo & Aleut	1,514	101	154	8	80
Percent	0.19%	0.11	0.18%	0.07%	0.19%
Asian/Pacific Islander	25,169	7,837	2,821	35	221
Asian/Pacific Islander %	3.08%	8.57%	3.29%	0.31%	0.53%
Other	21,216	972	4,241	30	379
Other %	2.6	1.06%	4.94%	0.27%	0.92%







Table 1-17: 2000 Fulton County & Planning Area Population by Race

Race	Fulton Co	North Fulton	Sandy Springs	Southwest Fulton	South Fulton
Two or more races	11,853	1,425	1,669	86	548
Two or more races %	1.45%	1.56%	1.94%	0.76%	1.33%
Spanish Origin	48,056	3,186	8,517	95	749
Spanish Origin %	5.89%	3.48%	9.92%	0.84%	1.81%
Source: U.S. Census Bureau, Census 2000 SF-1 tabulations with percent calculations by DE&CD.					

#### 1.4.1.2 Assessment

In Fulton County, the percentage of African American population peaked at 51.45% in 1980 and was estimated to be 43.6% in 2004. Fulton County's historic high shares of African Americans will very gradually lessen. In the very long range, it is expected that Fulton County will approach the national rate currently about 13%. For the 2025 period, a figure of about 42% for Fulton County is more reasonable. The racial composition will be tracked by the annual American Community Surveys of the U.S. Census Bureau and E&CD will revise its forecasts from time to time if actual trends depart from its forecasts.

The Hispanic population was less than 1% of the total in 1970 (3,996 people) and just 1.3% in 1980 (7,574 people). In 2005, it stands at 6.76% (60,474 people). Since Fulton County is still far below the national average of 12.55%, it is expected that their share of the population will increase faster than the increases projected for the nation and by 2025 this could grow to 163,133 or 13.4% of population. This will be monitored and adjusted as American Community Survey data shows divergence from the forecasts. The impact on the Fulton County is an increasing task of educating non-English speakers. Already the children of recent Hispanic immigrants are learning English, and educational programs (including adult education) are focusing on English as a second language.

#### 1.5.0.0 Educational Attainment

##### 1.5.1.1. Inventory

The United States is a leader in the world in possessing well equipped and staffed colleges and universities. The result of these resources is that the U.S. has 44.5 million college graduates or 24.4 percent of its adult population age 25 and over. Only Norway, with 25.6%, has a greater percentage and the world total is just 4%. The United States, with 4.6% of the world's adult population, has 28% of the world's college graduates. These figures are not static and the U.S. is rapidly increasing its pool of college graduates. Table 1-18 presents 2000 Census data for the educations attainment of the population over 25 years old for the United States, Georgia, ARC and Fulton County.

High School (or G.E.D) completion is increasing in the United States. Only 13.5% of adults in 1910 achieved high school graduation, but by 1970 had passed the 50% mark and was measured at 55.2%. Since that time, high school graduation has been seen as a must for all school systems





in the United States. By 2000 84.1% of adults (including older adults born at times where it was still difficult to complete high school) had achieved high school graduation. In the future, it is believed that by 2025 91.5% of Americans will have achieved high school graduation or more. There will be a threshold so that great improvements beyond 90% will be increasingly harder to accomplish.

While the United States has significantly reduced the share of people with less than 5 years of education, Fulton County started with higher shares in this category. In 1960, with the beginning of the civil rights movement, 8.3 % of U.S. population was in this category while 12.0% of Fulton County's adults fell into this category. Since then Fulton County has caught up with the nation.

Approximately 84.0% of Fulton County's population age 25 and over has a high school diploma or higher, compared with 80.4% in the United States and 78.6% in Georgia. College or higher attainment in Fulton (41.4%) was much higher than the nation at 24.4%, Georgia's at 24.3% and ARC at 33%. The Census Bureau's annual American Community Survey for 2001 ranked Fulton as the fifteenth highest County in the nation by percent of the population with a bachelor's degree or more.

**Table 1-18: Educational Attainment for population 25 years+ For US, Georgia, ARC & Fulton County**

Educational Attainment	United States	Georgia	ARC	Fulton County
Less than 9 <sup>th</sup> Grade	7.55%	7.58%	4.84%	5.14%
9 <sup>th</sup> to 12 <sup>th</sup> Grade (no diploma)	12.05%	13.85%	9.07%	10.85%
High School graduate (or GED)	28.63%	28.65%	23.51%	19.36%
Some College, no degree	21.05%	20.41%	23.25%	18.55%
Associate Degree	6.32%	5.20%	6.34%	4.7%
Bachelor's Degree	15.54%	16.00%	22.52%	26.65%
Graduate or Professional Degree	8.86%	8.30%	10.47%	14.73%
High School Graduate or higher	80.4%	78.6%	86.1%	84.0%
Bachelor's degree or higher	24.4%	24.3%	33.0%	41.4%

Source: Census SF-3 Data from profiles on the Census Bureau web site: [www.census.gov](http://www.census.gov).

Table 1-19 shows the educational attainment of unincorporated Fulton County and the Planning Areas. Approximately 92.3% of the unincorporated population age 25 and over has a high school diploma or higher, compared with 84% for Fulton County. North Fulton has 96.5%, Sandy Springs has 94.3%, South Fulton has 82.0% and Southwest Fulton has 85.2%. In Fulton County, 41.4% of the population has a bachelor's degree or higher and in unincorporated Fulton County, 51.5% of the population has a bachelor's degree or higher. North Fulton has 61.5%, Sandy Springs has 60.8%, South Fulton has 21.0% and Southwest Fulton has 31.2%. Of the ten incorporated cities, Alpharetta achieved 57.1%, followed by Roswell at 52.6% and Atlanta at 34.6%.

**Table 1-19: Educational Attainment for population 25 years+, for Unincorporated Fulton & Planning Areas**

Educational Attainment	North Fulton	Sandy Springs	Southwest Fulton	South Fulton	Unincorporated Fulton
Less than 9 <sup>th</sup> Grade	1.33%	2.58%	3.85%	5.00%	2.68%
9 <sup>th</sup> to 12 <sup>th</sup> Grade (no diploma)	2.20%	3.15%	10.94%	12.99%	5.23%
High School graduate (or GED)	11.03%	10.95%	25.02%	28.72%	15.37%





**Table 1-19: Educational Attainment for population 25 years+, for Unincorporated Fulton & Planning Areas**

Educational Attainment	North Fulton	Sandy Springs	Southwest Fulton	South Fulton	Unincorporated Fulton
Some College, no degree	18.19%	16.56%	24.15%	26.71%	19.65%
Associate Degree	5.73%	5.99%	4.80%	5.56%	5.74%
Bachelor's Degree	41.87%	39.59%	17.71%	14.22%	34.15%
Graduate or Professional Degree	19.66%	21.17%	13.53%	6.8%	17.37%
High School Graduate or higher	96.5%	94.3%	85.2%	82.0%	92.3%
Bachelor's degree or higher	61.5%	60.8%	31.2%	21.0%	51.5%

Source: Census SF-3 Data from profiles on the Census Bureau

Table 1-20 shows educational attainment in neighboring Counties in the ARC Atlanta Region. Of the ARC Counties, Fayette County has the highest high school graduation rate, with 92.4%, while Clayton's rate of 80.1% is the lowest. Fulton County leads the Region in the attainment of Bachelor's degree or higher with 41.4%, followed by Cobb County with 39.8%, DeKalb with 36.3%, Fayette with 36.2%, and Forsyth at 34.6%.

**Table 1-20: Educational Attainment for population 25 years and over in Surrounding Counties**

Educational Attainment	Cobb	Gwinnett	DeKalb	Fayette	Douglas	Cherokee	Clayton
Less than 9 <sup>th</sup> Grade	3.87	4.56	5.65	2.22	5.52	5.79	6.44
9 <sup>th</sup> to 12 <sup>th</sup> Grade (no diploma)	7.34	8.15	9.3	5.40	13.33	9.77	13.49
High School graduate (or GED)	20.75	22.0	20.32	24.02	34.62	27.30	31.89
Some College, no degree	22.43	23.94	22.39	24.95	22.02	23.73	25.54
Associate Degree	5.85	7.29	6.05	7.23	5.25	6.43	6.0
Bachelor's Degree	28.02	24.08	22.74	23.91	13.45	19.63	12.21
Graduate or Professional Degree	11.73	9.98	13.56	12.26	5.78	7.35	4.43
High School Graduate or higher	88.88	87.3	85.1	92.4	81.1	84.4	80.1
Graduate or Professional degree	39.8	34.1	36.3	36.2	19.2	27.0	16.6

Source: Census SF-3 Data from profiles on the Census Bureau web site: [www.census.gov](http://www.census.gov).

### 1.5.1.2. Assessment

The 2000 census recorded that in the U.S. 80.4% of persons age 25 and over had graduated from high school (including GED) and 24.4% had graduated from college; but this is changing. In 1910 just 2.7% of the adult population possessed college degrees and by 1960 that figure had increased to 7.7%, by 1990 21.3% had college degrees and the last census in 2000 counted 25.6%. If this trend has continued the current figure for 2005 is 27.8%. By 2025 it is likely that 32% to 35% of U.S. adults will possess a college degree or more.

Fulton County and the Atlanta Region have a much higher college graduation rates than the national average or Georgia, which was slightly below the national average with 24.3%. In 2000, 41.4% of Fulton County's population had achieved college graduation or more, while the 28 County Atlanta MSA reached 31.4% and the 10 County ARC region was 34.8%.

Despite strong and growing educational attainment, Fulton County can and should be doing better. This region and Fulton County are competing in the marketplace of the world. Fulton





County's high schools are tasked to reduce and hopefully eliminate dropouts, teach language skills to those with limited English language proficiency, and hold themselves accountable to meeting and exceeding reasonable thresholds on national tests. This plan's creation has included representation by the Fulton County Board of Education and includes goals set by the school system. At all community meetings, the issues of overcrowding and low achievements were raised. Even in areas where there was high test performance, citizens believe the school system can do better.

Many homebuyers consider the quality of each neighborhood's schools and prospective employers tend to locate in areas where employees have the skills and education matching their requirements. Therefore, the best school districts tend to attract and retain the best new residents or employers.

### **1.5.2.0 Dropout Rates**

#### **1.5.2.1 Inventory**

The Fulton County Public School system and the Atlanta Public School System both serve Fulton County. The Atlanta Public School system serves the City of Atlanta while the Fulton County Public School system serves the rest of Fulton County. This report will focus on the Fulton County Public School system. During the 2002-2003 school year, Fulton County Public Schools had a dropout rate of 3.8% compared with 5.5% for the state. The County and the State are working hard to lower the dropout rates. The rates are highest among students who indicate Native American race/ethnicity and lowest among Asians according to the 2002-2003 State of Georgia K-12 Annual Report Card on K-12 Public Schools. Hispanics have high dropout rates and the number of Hispanic students in the schools is rapidly increasing.

The "Dropout rate" has been replaced by the "Graduation rate" in all Georgia schools and the following describes what it is and how it is calculated. To comply with the No Child Left Behind Act (NCLB), Georgia has defined a graduate as a student who leaves high school with a Regular Diploma (this does not include Certificates of Attendance or Special Education Diplomas) in the standard time (i.e., 4 years). In prior years, Georgia has reported a completion rate that allowed the inclusion of students receiving a Certificate of Attendance or a Special Education Diploma. Because of the NCLB timeline for reporting information, graduation rate is calculated by using information in the relevant Student Records.

The actual graduation rate calculation is a proxy calculation; in other words, the lack of unique statewide student identifiers does not allow for tracking of individual students across the four high school years. The graduation rate reflects the percentage of students who entered ninth grade in a given year and were in the graduating class four years later. The 2003-2004 K-12 Report Card provides the 2002, 2003, and the 2004 graduation rates.

Completers are those students who exit from high school with some credential. Some exit with regular diplomas and others exit with either a Special Education Diploma or a Certificate of Attendance. Graduates are completers who have met course and assessment criteria. Graduates have completed a high-school program of study of a minimum of 22 Carnegie units and have





passed the four subject areas (English, Mathematics, Science, and Social Studies) of the Georgia High School Graduation Test and the Georgia High School Writing Test.

### 1.5.2.2 Assessment

According to the Georgia Department of Education, each year in Georgia the 12th grade class is approximately 40% smaller than the 9th grade class four years earlier. Georgia has one of the highest dropout rates in the country. In an era of increasing mobility, dropout rates are very hard to calculate. It is argued that many students drop out of one school, but are enrolled in a public school elsewhere, or enroll in a private school. To deal with this the state and all its school systems use "graduation rates". There is also a tendency for students who fail to graduate to enroll in G.E.D. classes. This is usually fueled by the fact that all but the low skill jobs require high school graduation, and to and increasing degree, require college or graduate degrees. Colleges require graduation from high school.

In response to citizen concern that a significant proportion of their tax dollars was being devoted to public education, but with disappointing results, the Governor's Office of Student Achievement was formed to focus attention and resources on searching for solutions to this problem at a statewide level. One way to do this is to issue an annual "Report Card on K-12 Public Schools" which can be accessed through the web site: <http://reportcard.gaosa.org>. This report provides metrics to track progress or lack of progress.

The report card for Fulton County indicates that for the 2003-2004 school year the graduation rate was 72.9%. This is lower than the 74.0% in 2002-2003 and that was lower than 2001-2002 at 76.8%. According to a recent study by the Civil Rights Project at Harvard University, Fulton County has a graduation rate of 68%.

### 1.5.3.0 Standardized Achievement Test Scores

The Scholastic Assessment Test (SAT) scores for Fulton County (2004) were 523 for verbal and 533 for Math, making the total 1,056 (Table 1-21). These scores are excellent compared with Georgia's 494 verbal, 498 math and 987 total, and very good compared with the national scores of 508 verbal, 518 math and 1,026 total. Unlike many states, Georgia has a very high percentage of high school seniors taking the SAT which tends to lower its scores (Table 1-21) (these scores do not include the private schools).

Table 1-21: Average SAT Scores for Schools in Fulton County, 2002 to 2004 Fulton County Public Schools									
School	2004			2003			2002		
	Verbal	Math	Total	Verbal	Math	Total	Verbal	Math	Total
Benjamin Bannecker	407	412	819	398	401	799	407	417	824
Centennial	560	572	1132	543	551	1094	540	555	1095
Chattahoochee	545	577	1122	551	581	1132	531	564	1095
Creekside	438	430	868	431	425	856	431	441	872





**Table 1-21: Average SAT Scores for Schools in Fulton County, 2002 to 2004**  
**Fulton County Public Schools**

School	2004			2003			2002		
	Verbal	Math	Total	Verbal	Math	Total	Verbal	Math	Total
Independence	498	486	984	514	469	983	499	474	973
McClarlin	357	380	737	398	396	794	368	374	742
Milton	546	560	1106	542	560	1102	531	545	1076
North Springs	550	558	1108	532	546	1078	551	567	1118
Northview	540	570	1110	504	527	1031	N/A	N/A	N/A
Riverwood	528	531	1059	508	521	1029	503	531	1034
Roswell	554	563	1117	554	563	1117	541	555	1096
Tri-Cities	416	405	821	418	405	823	422	423	845
Westlake	460	446	906	452	436	888	435	439	874
System	523	533	1056	519	530	1049	511	528	1039
State	494	493	987	493	491	984	489	491	980
National	508	518	1026	507	819	1026	504	516	1020

Source: Georgia Department of Education, Charlotte Robinson, Testing at 404-656-6854 Georgia and United States figures are found on the College Board web site: [www.collegeboard.com](http://www.collegeboard.com).

The Fulton County Public Schools (FCPS) did not meet its 2003-2004 Adequate Yearly Progress (AYP) thresholds. 2,573 FCPS students took Advance Placement Tests (12.2% of high school enrollment). 71% of FCPS takers scored well. In 2003-2004, FCPS students scored 21.5 on ACT test. The public school students in the State scored 20.0 and in the nation the score was 20.9 (Table 1-22).

**Table 1-22: Average ACT Scores in Fulton County, City of Atlanta, Georgia, and United States - 2001-2003**

School System/School Year	2003-2004		2002-2003		2001-2002	
	Score	# Tested	Score	# Tested	Score	# Tested
Fulton County Public Schools		1,022		925		
Composite	21.5		20.9		20.3	Not Available
English	20.9		20.3		19.7	
Mathematics	21.7		21.0		20.5	
Reading	21.8		21.1		20.6	
Science Reasoning	21.1		20.6		20.2	
Atlanta City Public Schools		397		355		
Composite	17.5		18.2		17.8	
English	16.6		17.7		17.2	
Mathematics	17.1		17.9		17.8	
Reading	17.9		18.4		17.8	
Science Reasoning	17.7		18.1		17.9	





Table 1-22: Average ACT Scores in Fulton County, City of Atlanta, Georgia, and United States - 2001-2003						
School System/School Year	2003-2004		2002-2003		2001-2002	
Test	Score	# Tested	Score	# Tested	Score	# Tested
Total of the Two Systems		1,419		1,280		
Composite	20.4		20.2		19.6	
English	19.7		19.6		19.0	
Mathematics	20.4		20.1		19.8	
Reading	20.7		20.4		19.8	
Science Reasoning	20.1		19.8		19.6	
Georgia Systems		20,510		18,863		
Composite	20.0		19.8		19.8	
English	19.5		19.3		19.2	
Mathematics	19.9		19.7		19.8	
Reading	20.3		20.1		20.0	
Science Reasoning	19.9		19.7		19.7	
United States Systems		1,171,460		1,175,059		
Composite	20.9		20.8		20.8	
English	20.4		20.3		20.2	
Mathematics	20.7		20.6		20.6	
Reading	21.3		21.2		21.1	
Science Reasoning	20.9		20.8		20.8	
Source: Georgia Governor's Office of Student Achievement, 2003-2004 Annual Report Card on K-12 Public Schools, from the web site: <a href="http://reportcard.gaosa/k12/reports">http://reportcard.gaosa/k12/reports</a>						

### 1.5.3.2 Assessment

The SAT is a test which has been around for a long time. The old College Boards were established in 1901 by the Educational Testing Service and expanded into the Scholastic Aptitude Tests in 1926. These tests have been accused of supporting meritocracy and being discriminatory to minorities and low income applicants. The tests have taken these charges very seriously and have sought make the tests as level as possible. A whole new test has been devised after a great deal of thought and it now has three parts, including an essay. This test was put in service March 13, 2005. Because of the long history of the SATs, the Educational Testing Services' large panels of professional teachers generating the questions, and their willingness to change the test after valid criticism, the test is well regarded. For this reason, well over a million college-bound graduating seniors take it. It is not intended to rank states, and in fact the Educational Testing Service makes it clear that scores alone are poor measures of school performance. Looking at the tables it is noted that some of the higher ranking states have very low shares of test takers. Georgia has chosen to encourage a very high percentage of its graduating seniors to take the SAT tests, and has used the scores as one way of evaluating the quality of its schools and trying to promote the best efforts of educators. In the long run, this will probably be good for Georgia students. But the starting point was low and posting gains on these very difficult tests will be hard indeed.



#### **1.5.4.0 High School Graduates to Post-Secondary Education**

##### **1.5.4.1 Inventory**

The only information regarding Fulton County Public School graduates enrolled in post-secondary education is the High School Feedback Report from the Board of Regents of the University System of Georgia (USG); for the 2000-2001 high school graduates. The 2000-2001 report indicates of 3,235 students that graduated from Fulton County high schools, 1,380 enrolled in Georgia University colleges. This represents 47% of graduates compared to 35% for all high school graduates. Of these 1,380 students, 660 attended research universities; 188 regional universities; 268 state universities; 0 state colleges; and 264, two year colleges.

Of the students from the Fulton County System that attended a USG institution, 1,059 students received a HOPE scholarship. This represents 77%, nearly the same as the rate for all Georgia high school graduates entering USG universities. The high school grade point average calculated for students from Fulton County Schools who enrolled in USG institutions was 3.1, the same as the statewide systems average. The average grade point average at the end of the first year of college was 2.6 for Fulton System graduates, the same as for statewide systems.

The SAT scores from Fulton County Schools enrolled in USG schools was 529 verbal, 538 math and 1,067 composite; this compares with 507 verbal, 505 math and 1,012 for all USG freshmen. Six percent of Fulton County School graduates had not completed the college preparatory curriculum when they first enrolled in college, compared to 8 percent statewide. 13% of students from Fulton County schools were required to take remedial courses in English, reading or mathematics (termed Learning Support) compared with 19% of all Georgia freshmen.

Of 5,351 high school graduates in 2002, 3,281 were from Fulton County Public Schools (FCPS) and 2,146 from Atlanta Public Schools (APS). A total of 1,981 or 34.4% entered Georgia Public Colleges and Universities. Graduation rates from private schools have not been determined but are roughly 12% of County enrollments.

The Fulton County's Public School System prepares a "Follow-Up Report" on each year's graduates to determine their intentions following graduation. The largest single category is to attend a four year college. Fulton County' finds that 84.1% of students intend to attend a four-year college, 4.9% to attend a technical institute, and 12.4% a two-year college (respondents could select more than one category).

Actual enrollment of high school graduates in the University System of Georgia is given in a table 1-23. Information in this table is presented for both Fulton County Public Schools and Atlanta City Public Schools. Not shown are the graduation intentions of graduating seniors of the 23 private schools covering grades 9 through 12 located in Fulton County. A list of these is found on the Georgia Department of Education's web site: <[http://www.doe.k12/\\_dbs/schools/private](http://www.doe.k12/_dbs/schools/private). Finally there is a report from the Board of Regents of the University System of Georgia to Fulton County Public Schools itemizing the schools attended in 2001-2002 by FCPS 2001 graduates (Table 1-24).





**Table 1-23: High School Graduates Entering Post-Secondary Education**

Fulton County Public School System:	Year	
	2001	2002
Number of Graduates Being Reported	3,139	3,281
Graduates Entering Georgia Public Colleges		
Number	1,435	1,554
Percent	40.8%	43.1%
Requiring Learning Support Number	190	188
Requiring Learning Support Percent	13.2%	12.1%
Graduates Entering Georgia Technical and Adult Schools		
Number	84	67
Percent	2.4%	1.9%
Atlanta City Public School System:		
Number of Graduates Being Reported	2,070	2,146
Graduates Entering Georgia Public Colleges		
Number	356	427
Percent	17.2%	19.9%
Requiring Learning Support Number	114	153
Requiring Learning Support Percent	32.0%	35.8%
Graduates Entering Georgia Technical and Adult Schools		
Number	99	108
Percent	4.8%	5.0%
Fulton Plus Atlanta School Systems		
Number of Graduates Being Reported	5,209	5,427
Graduates Entering Georgia Public Colleges		
Number	1,791	1,981
Percent	32.1%	34.4%
Requiring Learning Support Number	304	341
Requiring Learning Support Percent	17.0%	17.2%
Graduates Entering Georgia Technical and Adult Schools		
Number	183	175
Percent	3.3%	3.0%
Georgia State Public School Systems		
Number of Graduates Being Reported	69,197	70,628
Graduates Entering Georgia Public Colleges		
Number	24,980	27,333
Percent	36.1%	38.7%
Requiring Learning Support Number	4,771	5,119
Requiring Learning Support Percent	19.1%	18.7%
Graduates Entering Georgia Technical and Adult Schools		
Number	6,691	5,875
Percent	9.7%	8.3%

Source: GAOSA Annual Report Cards on K-12 Public Schools, Indicators Section<<http://reportcard.gaosa.org>>





Table 1-24: University System of Georgia, High School Feedback Data Summary

College or University	Number of Freshmen Enrolled from Fulton County Public High Schools	Number of Freshmen Enrolled from All Georgia Public High Schools	Number of Freshmen Enrolled from Private High Schools	All Georgia Freshmen	Percent From FCPS	Percent From Private H.S.
Ga Institute of Technology	137	1,186	150	1,336	10.3%	11.2%
Georgia State University	192	1,985	107	2,092	9.2%	5.1%
University of Georgia	373	3,123	591	3,714	10.0%	15.9%
<b>Total</b>	<b>702</b>	<b>6,294</b>	<b>848</b>	<b>7,142</b>	<b>9.8%</b>	<b>11.9%</b>
Georgia Southern University	130	2,153	283	2,436	5.3%	11.6%
Valdosta State University	44	1,326	133	1,459	3.0%	9.1%
<b>Total Regional Universities</b>	<b>174</b>	<b>3,479</b>	<b>416</b>	<b>3,895</b>	<b>4.5%</b>	<b>10.7%</b>
Albany State University	19	358	1	359	5.3%	0.3%
Armstrong Atlantic State U	2	330	99	429	0.5%	23.1%
Augusta State University	0	526	81	607	0.0%	13.3%
Clayton College & State U	22	390	20	410	5.4%	4.9%
Columbus State University	12	661	76	737	1.6%	10.3%
Fort Valley State University	22	351	4	355	6.2%	1.1%
Georgia College & State U	17	685	143	828	2.1%	17.3%
Georgia Southwestern State	0	182	49	231	0.0%	21.2%
Kennesaw State University	53	1,223	31	1,254	4.2%	2.5%
North Georgia College & State	33	570	41	611	5.4%	6.7%
Savannah State University	11	305	14	319	3.4%	4.4%
Southern Polytechnic State U	22	357	32	389	5.7%	8.2%
University of West Georgia	63	1,481	79	1,560	4.0%	5.1%
<b>Total State Universities</b>	<b>276</b>	<b>7,419</b>	<b>670</b>	<b>8,089</b>	<b>3.4%</b>	<b>8.3%</b>
Dalton State College	0	529	2	531	0.0%	0.4%
Macon State College	0	472	82	554	0.0%	14.8%
<b>Total State Colleges</b>	<b>0</b>	<b>1,001</b>	<b>84</b>	<b>1,085</b>	<b>0.0%</b>	<b>7.7%</b>
Abraham Baldwin Agricultural	5	699	50	749	0.7%	6.7%
Atlanta Metropolitan College	46	143	2	145	31.7%	1.4%
Bainbridge College	0	218	5	223	0.0%	2.2%
Coastal Georgia Community	0	245	2	247	0.0%	0.8%
Dalton College	0	448	87	535	0.0%	16.3%
East Georgia College	11	370	60	430	2.6%	14.0%
Floyd College	0	483	17	500	0.0%	3.4%
Gainsville College	9	863	30	893	1.0%	3.4%
Georgia Perimeter College	213	2,048	130	2,178	9.8%	6.0%
Gordon College	14	758	59	817	1.7%	7.2%
Middle Georgia College	10	558	39	597	1.7%	6.5%
South Georgia College	1	272	12	284	0.4%	4.2%
Waycross College	0	138	3	141	0.0%	2.1%
<b>Total Two-Year Colleges</b>	<b>309</b>	<b>7,243</b>	<b>496</b>	<b>7,739</b>	<b>4.0%</b>	<b>6.4%</b>
University System Total	1,461	25,436	2,514	27,950	5.2%	9.0%

Source: Board of Regents of the University System of Georgia, Strategic Research and Analysis, University System of Georgia, High School Feedback Data Summary for School Systems, 2001 Georgia High School Graduates, University System Institutions Attended, 2001-2002, Fulton County Schools.



#### 1.5.4.2 Assessment

A combination of FCPS and ACPS systems shows a total 34.4% of graduating seniors continuing to Georgia public colleges. What is unknown is how many attend private colleges and universities or out of state public colleges. Two factors may be causing low rates: poor preparation in public schools and lack of student financial resources. In addition there seems to be some unevenness along race and Hispanic origin. Asians are doing very well, Whites doing well, Blacks doing less well and Hispanics, faced with limited English speaking abilities, doing not well at all. The HOPE scholarship program is an excellent program that provides financial aid to students.

#### 1.6.0.0 Income

##### 1.6.1.0 Average per Capita Income

##### 1.6.1.1 Inventory

Table 1-25 shows the per capita income from 1980 to 2000 for the U.S., the State of Georgia and Fulton County in 2003 dollars. In 2000, Fulton County's per capita income was \$45,605, while Georgia's was \$28,103 and the US's was \$29,760.

Table 1-25: 1980-2000 Per Capita Income for the US, Georgia and Fulton County			
Year	US	Georgia	Fulton County
1980	\$10,183	\$8,474	\$11,086
1985	\$14,705	\$13,143	\$17,464
1990	\$19,572	\$17,722	\$26,327
1995	\$23,255	\$21,806	\$33,253
2000	\$29,760	\$28,103	\$45,605
Source: Census Bureau, STF-3 sample data, web site: <a href="http://www.census.gov">www.census.gov</a> for 1990 and 2000. Published Census report for 1980 from the Atlanta-Fulton County Central Library Reference Room Closed stacks. The 1985 was interpolated between the 1980 and 1990 census data.			

##### 1.6.1.2 Assessment

Fulton County's per capita income is higher than the U.S. per capita income as well as Georgia's per capita income. This may be due to the number of higher paying jobs in Fulton County and to the higher cost of living. Between 1990 and 2000 Fulton County's per capita income increased faster than both the US and Georgia. However, according to the American Community Survey, between 2000 and 2003, Fulton County's per capita income dropped by \$1,397, probably due to the recession and the loss of high paying technology jobs.



## 1.6.2.0 Average Household Income

### 1.6.2.1.1 Inventory

The 2000 Census reported that Fulton County's median household income was \$47,321 and the mean (average) household income was \$74,928 (Table 1-26). Fulton County has a higher Mean Household Income than the US and Georgia. Georgia's median household income is \$42,433 and the mean household income is \$56,612. Large differences between the medians and means indicate larger disparity between the ordinary household and the very rich.

Unincorporated Fulton County has a higher median household income (\$54,685) and mean household income (\$76,793) than Fulton County. In unincorporated Fulton County, North Fulton has the highest median (\$78,830) and mean (\$145,131) household income, followed by Sandy Springs (\$77,801 and \$109,254).

### 1.6.2.1.2. Assessment

Household income determines the ability of each household to pay for goods and services. This plays a major role in determining the house price a household is able to afford. If current median household income in 2005 is about \$66,452 and 25% were devoted to mortgage repayment and interest rates were about 6.5% for a 30 year fixed rate mortgage then one could afford a house costing \$216,870 (not including taxes, insurance, utilities, maintenance, etc.).

## 1.6.3.0 Household Income Distribution

### 1.6.3.1 Inventory

Table 1-26 contrasts the 1999 income tabulated from the 2000 Census by income categories listed for the United States, Georgia and Fulton County.

Table 1-26: Household Income Distribution in the US, Georgia and Fulton County in 1999 expressed as percent shares of total households.			
Income Range	United States	Georgia	Fulton County
Less than \$10,000	9.54	10.13	11.24
\$10,000 to \$14,999	6.31	5.85	5.27
\$15,000 to \$19,999	6.25	5.91	5.38
\$20,000 to \$24,999	6.57	6.37	5.56
\$25,000 to \$29,999	6.44	6.37	5.49
\$30,000 to \$34,999	6.37	6.22	5.47
\$35,000 to \$39,999	5.91	5.87	4.98
\$40,000 to \$44,999	5.65	5.78	4.58
\$45,000 to \$49,999	4.97	5.07	4.04
\$50,000 to \$59,999	9.04	9.24	7.58
\$60,000 to \$74,999	10.43	10.48	8.91
\$75,000 to \$99,999	10.23	10.36	9.97
\$100,000 to \$124,999	5.20	5.25	6.80





**Table 1-26: Household Income Distribution in the US, Georgia and Fulton County in 1999 expressed as percent shares of total households.**

Income Range	United States	Georgia	Fulton County
\$125,000 to \$149,999	2.52	2.54	3.93
\$150,000 to \$199,999	2.20	2.20	4.32
\$200,000 or more	2.37	2.36	6.48
Median household Income	\$41,994	\$42,433	\$47,321
Mean household Income	\$56,644	\$56,612	\$74,928
Per Capita Income	\$21,587	\$21,154	\$30,003

Source: US Bureau of Census, 2000 Census, SF-3 sample data from the Census web site: [www.census.gov](http://www.census.gov). Median is the middle value such that half have higher incomes and half have lower incomes. Mean is the average and tends to be distorted by a relatively few extraordinary high values.

Table 1-27 shows the income distribution within the Planning Areas of unincorporated Fulton County.

**Table 1-27: Household Income Distribution in 1999 in Unincorporated Fulton County**

Income Range	North Fulton	Sandy Springs	Southwest Fulton	South Fulton	Unincorporated Fulton
Less than \$10,000	2.16	4.27	8.57	6.91	4.25
\$10,000 to \$14,999	1.07	3.39	4.31	4.36	2.82
\$15,000 to \$19,999	1.33	3.25	4.59	5.50	3.07
\$20,000 to \$24,000	1.63	3.92	6.23	6.02	3.64
\$25,000 to \$29,999	1.83	4.16	6.21	7.19	4.02
\$30,000 to \$34,999	2.48	5.33	4.51	7.21	4.65
\$35,000 to \$39,999	2.32	5.99	4.96	6.79	4.82
\$40,000 to \$44,999	2.68	5.48	3.49	5.86	4.48
\$45,000 to \$49,000	2.66	4.87	4.89	5.49	4.22
\$50,000 to \$59,000	6.06	8.79	8.86	11.78	8.40
\$60,000 to \$74,999	9.41	11.03	10.00	12.35	10.66
\$75,000 to \$99,999	16.22	11.04	14.70	11.29	13.06
\$100,000 to \$124,999	14.69	7.45	7.13	4.73	9.43
\$125,000 to \$149,999	9.59	4.16	4.70	1.94	5.65
\$150,000 to \$199,999	11.41	5.75	3.65	1.24	6.76
\$200,000 or more	14.44	11.13	3.23	1.33	10.06
Median Household Income	\$78,830	\$77,801	\$52,133	\$45,692	\$54,685
Mean Household Income	\$145,131	\$109,254	\$73,209	\$64,164	\$76,793

Source: US Bureau of Census, 2000 Census, SF-3 sample data from the Census web site: [www.census.gov](http://www.census.gov).

### 1.6.3.2 Assessment

Fulton County has much higher percentage shares of households in the income categories over \$100,000 and also households with incomes less than \$10,000 than Georgia and the US. Household incomes are higher in Unincorporated Fulton County than in Fulton County. North Fulton household income is significantly higher than other planning areas. In North Fulton, 66% of the households earn more than \$75,000 a year (compared to 39% in Sandy Springs, 33% in Southwest Fulton and 20% in South Fulton). On the other hand, the percentage of households earning less than \$10,000 a year is highest in Southwest Fulton.





## 2. \_\_\_\_\_ ECONOMIC DEVELOPMENT

Introduction_____	2-2
Economic Base _____	2-2
Employment by Sector _____	2-2
Earnings by Sector _____	2-10
Average Weekly Wages Paid _____	2-12
Personal Income by Type _____	2-15
Major Economic Activities _____	2-18
Special or Unique Economic Activities _____	2-19
Labor Force _____	2-26
Employment by Occupation _____	2-26
Employment Status _____	2-28
Unemployment Rates _____	2-29
Commuting Patterns _____	2-31
Local Economic Development Resources _____	2-32
Local Development Agencies _____	2-32
Economic Development Programs or Tools _____	2-35
Education and Training Opportunities _____	2-38





## 2.0.0.0 ECONOMIC DEVELOPMENT

### Introduction

Fulton County has one of the strongest economies in Georgia. It is both stable and diverse. The County's stable economy helps workers, educators, investors, businesses, and the government, anticipate future economic conditions.

Fulton County and the Atlanta Region are expected to continue to grow and recent publications appear to support this continued growth. In 2004, *Inc.* Magazine ranked the Atlanta Region as the number one place to locate a business and it is rated as one of the best places for small business. *Places Rated Almanac's* ranks the Atlanta area as the 33<sup>rd</sup> best metro area (of 354) in the United States and Woods & Poole Economics, Inc. lists the Atlanta region as second in the nation in job growth. The high educational attainment levels (84.0% of the population 25 years and over are high school graduates and 41.4% are college graduates) in the 2000 Census ranked Fulton 21<sup>st</sup> highest in the nation.

The Atlanta metropolitan area has a gross metropolitan product of 177.9 billion dollars (2002 figures from Global Insight) ranking it eighth in the nation. It is 32nd in the list of Gross Products of Countries and Metro Areas. It is above Indonesia, Denmark and Turkey, but just below Saudi Arabia (191.0 billion) and Poland.

The Economic Development Element includes a range of information including history and forecasts of job types in Fulton County by industry type (such as agriculture, trade, and construction), earnings, weekly wages, unemployment rates, and economic development efforts. The goal of this element is to understand weaknesses and seek ways to mitigate problems which may arise, as well as to analyze strengths and seek ways to take advantage of economic resources.

### 2.1.0.0. Economic Base

Economic diversity is critical for a large dynamic economy if it is to withstand downturns and recessions in specific industries while offering a range of opportunities for job seekers and entrepreneurs. Fortunately, Fulton County has a growing and diverse economy with a wide range of industries, with both small and large businesses. This section focuses on the diversity of businesses in Fulton County (including its 10 municipalities) and makes comparisons to the State of Georgia (Tables 2-1 & 2-2).

### 2.1.1.0. Employment by Sector

#### 2.1.1.1. Inventory

Fulton County is one of the major employment centers in the 10 county Atlanta Region. While Fulton County has approximately 25% of the region's population, it has 36% of the jobs. In addition, the county has 17% of the jobs within the state of Georgia. The number of jobs in Fulton County increased from 591,989 jobs in 1980 to 715,509 in 1990, a 17.2% increase, and to





899,556 in 2000, a 25.7% increase. The increase in the number of jobs has fueled the population growth in Fulton County and in surrounding counties.

Between 1980 and 1990, farm, manufacturing, wholesale trade and federal military government sectors lost 12,070 jobs. Between 1990 and 2000 farm, mining, federal civilian and military government sectors lost 13,381 jobs. In contrast, between 1980 and 1990, all other sectors of the economy added 135,590 jobs with agricultural services (+1,256 or 85%), services (78,887 or 54%), transportation, communications and utilities (TCU) (+20,410 or 37%), finance, insurance and real estate (FIRE) (17,016 or 27%) sectors leading in job creation. Between 1990 and 2000, 187,428 jobs were added with agricultural services (1,472 or 54%), services (113,858 or 51%) FIRE (18,832 or 23%) and retail trade (21,689 or 22%) showing the largest increases (Table 2-1). According to the 2003 American Community Survey, there was been a net loss of 23,479 jobs between 2000 and 2003. The retail (-15,213) construction (-13,723), information (-9,006) and FIRE (-2,565) sectors led in job loss.

Table 2-1: 1980-2000 Fulton County Employment by Sector <sup>1</sup>

Sector	1980	1985	1990	1995	2000	% Change 1980-1990	% Change 1990-2000
Farm	580	553	421	331	321	-27.4%	-23.75%
Agricultural Services	1,467	2,317	2,725	3,236	4,197	85.75%	54.02%
Mining	651	1,066	798	589	480	22.58%	-39.85%
Construction	22,858	28,146	24,240	22,856	28,327	6.05%	16.86%
Manufacturing	56,576	57,486	52,771	57,227	56,244	-6.73%	6.58%

<sup>1</sup> The top growing industries in Fulton County are expected to include services and retail trade. According to the Census Bureau, retail includes: store retailers which operate fixed point-of-sale locations, located and designed to attract a high volume of walk-in customers. In addition to retailing merchandise, some types of store retailers are also engaged in the provision of after-sales services, such as repair and installation. As a general rule, establishments engaged in retailing merchandise and providing after-sales services are in this classification. Also included are establishments engaged in the direct sale (non-store) of products, such as home heating oil dealers and home delivery newspaper routes.

Also included in this classification are non-store retailers which, like store retailers, are organized to serve the general public, but their retailing methods differ. The establishments of this sub-sector reach customers and market merchandise with methods such as the broadcasting of "infomercials," the broadcasting and publishing of direct-response advertising, the publishing of paper and electronic catalogs, door-to-door solicitation, in-home demonstration, selling from portable stalls (street vendors, except food), and distribution through vending machines.

The Services sector includes establishments primarily engaged in providing a wide variety of services for individuals, business and government establishments, and other organizations. These include hotels and other lodging places as well as food services; personal services such as hair, dry cleaning and laundries; business services such as printing, copying, photography, and office cleaning; repairs such as automotive and mechanical; amusement services such as movies and theaters; health care provision (doctors, dentists, etc.); legal services; engineering, architecture, survey, laboratory and other professional and technical jobs, scientific services; educational institutions including testing and tutoring services; membership organizations such as museums, zoological organizations, etc.; and other miscellaneous services.

Transportation, Communications, and Utilities are defined as Transportation - air, bus and rail passenger service; Communications - radio and television broadcasting, paging and beeper services, leasing telephone lines or other methods of telephone transmission, such as optical fiber lines and microwave or satellite facilities, and reselling the use of such methods to others; and Utilities - electric, gas, and sanitary services, except railroad transportation and the U.S. Postal Service.

FIRE is defined as businesses which provide financial, insurance, and real estate services.





**Table 2-1: 1980-2000 Fulton County Employment by Sector <sup>1</sup>**

<b>Sector</b>	<b>1980</b>	<b>1985</b>	<b>1990</b>	<b>1995</b>	<b>2000</b>	<b>% Change 1980-1990</b>	<b>% Change 1990-2000</b>
TCU	53,757	58,594	74,167	73,652	87,784	37.97%	18.36%
Wholesale Trade	68,230	71,742	60,825	53,815	61,794	-10.85%	1.59%
Retail Trade	86,975	95,264	96,300	103,596	117,989	10.72%	22.52%
FIRE	62,553	69,892	79,569	81,176	98,401	27.2%	23.67%
Services	143,865	181,720	222,752	269,921	336,610	54.83%	51.11%
Fed Civilian Govt	23,169	20,885	25,037	25,107	22,546	8.06%	-9.95%
Fed Military Govt	5,663	5,145	4,962	5,011	4,490	-12.38%	-9.51%
State & Local Govt	65,645	61,367	70,942	73,827	80,373	8.07%	13.29%
<b>Total</b>	<b>591,989</b>	<b>654,177</b>	<b>715,509</b>	<b>770,344</b>	<b>899,556</b>	<b>17.26%</b>	<b>25.72%</b>

Source: Georgia Department of Community Affairs

The number of jobs in Georgia increased by 34% (943,300 jobs) between 1980 and 1990 and by 32% between 1990 and 2000 (1,169,360 jobs). Between 1980 and 1990, farming (22,273 jobs or -23%) and the federal military government sectors (1,550 or -2%) lost jobs. The sectors which gained the most jobs were agricultural (15,055 or 92%), services (373,756 or 74%), construction (73,109 or 53%), retail trade (198,981 or 49%) and TCU (63,760 or 42%). From 1990 to 2000, farming and mining lost jobs. During the same time, agricultural (23,342 or 74%), services (514,863 or 59%) and FIRE (100,976 or 41%) sectors gained jobs (Table 2-2).

**Table 2-2: 1980-2000 State of Georgia Employment by Sector**

<b>Sector</b>	<b>1980</b>	<b>1985</b>	<b>1990</b>	<b>1995</b>	<b>2000</b>	<b>% Change 1980-1990</b>	<b>% Change 1990-2000</b>
Farm	96,559	82,370	74,286	68,780	67,356	-23%	-9%
Agricultural	16,432	24,574	31,487	44,659	54,829	92%	74%
Mining	8,808	10,241	10,590	9,408	9,522	20%	-10%
Construction	139,233	196,913	212,342	236,159	296,572	53%	40%
Manufacturing	528,812	565,278	572,477	603,394	613,992	8%	7%
TCU	152,583	177,746	216,343	241,886	296,267	42%	37%
Wholesale Trade	174,084	214,310	228,213	242,508	276,326	31%	21%
Retail Trade	407,627	520,232	606,608	724,946	816,701	49%	35%
FIRE	199,887	225,090	244,947	269,183	345,923	23%	41%
Services	502,841	664,476	876,597	1,125,360	1,391,460	74%	59%
Fed Civilian Govt	84,599	92,561	102,981	98,336	92,262	22%	-10%
Fed Military Govt	92,295	98,319	90,745	94,733	93,789	-2%	3%
State & Local Govt	343,553	352,189	422,991	469,941	504,969	23%	19%
<b>Total</b>	<b>2,747,310</b>	<b>3,224,300</b>	<b>3,690,610</b>	<b>4,229,290</b>	<b>4,859,970</b>	<b>34%</b>	<b>32%</b>

Source: Woods and Poole - DCA

Fulton County mirrors the State of Georgia in many ways: jobs involving federal military and civilian, and manufacturing are declining in Fulton County and the State of Georgia. Service, retail trade, TCU and FIRE jobs have increased dramatically throughout Georgia and Fulton County; however, it is a larger percentage of the workforce in Fulton County.







The comparison of employment by sector between Georgia and Fulton County shows that in 2000 both had a high concentration of jobs in services (37% for Fulton County and 29% for Georgia), retail trade (13% for Fulton County and 17% for Georgia) and in state and local government (9% in Fulton County and 10% in Georgia). In contrast, the FIRE and TCU sectors have a stronger role in Fulton County's employment than in Georgia's, while manufacturing is an important sector in Georgia's employment (Table 2-3).

Between 2000 and 2025, the services sector is forecasted to continue to grow in Georgia's and Fulton County's economy. By 2025, services will account for 40% of Fulton County's employment and 33% of Georgia's employment. Retail trade is also forecasted to continue to grow. Farm, mining, construction, manufacturing, wholesale, federal military and civilian government will continue to decline in both Fulton and in Georgia, while FIRE will start declining. TCU will decline in Fulton County and grow in Georgia, while the state and local government sector will grow in Fulton and decline in Georgia.

**Table 2-3: Employment by Sector comparison between Fulton County and Georgia**

Sector	1980	1985	1990	1995	2000	2005	2010	2015	2020	2025
<b>Farm</b>										
Fulton	0.1%	0.1%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Georgia	3.5%	2.6%	2.0%	1.6%	1.4%	1.2%	1.1%	1.0%	0.9%	0.8%
<b>Agricultural</b>										
Fulton	0.2%	0.4%	0.4%	0.4%	0.5%	0.5%	0.5%	0.5%	0.5%	0.5%
Georgia	0.6%	0.8%	0.9%	1.1%	1.1%	1.1%	1.2%	1.2%	1.2%	1.2%
<b>Mining</b>										
Fulton	0.1%	0.2%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.0%
Georgia	0.3%	0.3%	0.3%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%
<b>Construction</b>										
Fulton	3.9%	4.3%	3.4%	3.0%	3.1%	3.1%	3.0%	2.9%	2.8%	2.7%
Georgia	5.1%	6.1%	5.8%	5.6%	6.1%	6.1%	5.9%	5.8%	5.7%	5.5%
<b>Manufacturing</b>										
Fulton	9.6%	8.8%	7.4%	7.4%	6.3%	6.1%	6.0%	5.8%	5.6%	5.3%
Georgia	19.2%	17.5%	15.5%	14.3%	12.6%	12.1%	11.6%	11.0%	10.5%	10.0%
<b>Transportation, Communications and Utilities</b>										
Fulton	9.1%	9.0%	10.4%	9.6%	9.8%	9.3%	8.9%	8.5%	8.1%	7.8%
Georgia	5.6%	5.5%	5.9%	5.7%	6.1%	6.2%	6.2%	6.2%	6.1%	6.0%
<b>Wholesale Trade</b>										
Fulton	11.5%	11.0%	8.5%	7.0%	6.9%	6.8%	6.7%	6.6%	6.5%	6.4%
Georgia	6.3%	6.6%	6.2%	5.7%	5.7%	5.7%	5.7%	5.7%	5.7%	5.7%
<b>Retail Trade</b>										
Fulton	14.7%	14.6%	13.5%	13.4%	13.1%	13.9%	14.3%	14.4%	14.5%	14.5%
Georgia	14.8%	16.1%	16.4%	17.1%	16.8%	17.1%	17.3%	17.5%	17.7%	17.8%
<b>Finance, Insurance, and Real Estate</b>										
Fulton	10.6%	10.7%	11.1%	10.5%	10.9%	10.6%	10.3%	10.0%	9.7%	9.4%
Georgia	7.3%	7.0%	6.6%	6.4%	7.1%	7.1%	7.0%	6.9%	6.8%	6.8%
<b>Services</b>										
Fulton	24.3%	27.8%	31.1%	35.0%	37.4%	37.2%	37.6%	38.3%	39.2%	40.3%
Georgia	18.3%	20.6%	23.8%	26.6%	28.6%	29.3%	30.1%	31.1%	32.2%	33.4%
<b>Federal Civilian Government</b>										
Fulton	3.9%	3.2%	3.5%	3.3%	2.5%	2.3%	2.1%	1.9%	1.8%	1.7%
Georgia	3.1%	2.9%	2.8%	2.3%	1.9%	1.8%	1.6%	1.5%	1.4%	1.3%





**Table 2-3: Employment by Sector comparison between Fulton County and Georgia**

Sector	1980	1985	1990	1995	2000	2005	2010	2015	2020	2025
<b>Federal Military Government</b>										
Fulton	1.0%	0.8%	0.7%	0.7%	0.5%	0.5%	0.5%	0.5%	0.4%	0.4%
Georgia	3.4%	3.0%	2.5%	2.2%	1.9%	1.8%	1.7%	1.6%	1.5%	1.4%
<b>State and Local Government</b>										
Fulton	11.1%	9.4%	9.9%	9.6%	8.9%	9.7%	10.2%	10.6%	10.8%	10.9%
Georgia	12.5%	10.9%	11.5%	11.1%	10.4%	10.4%	10.4%	10.3%	10.2%	10.1%

Source: DCA Web Site, Woods and Poole

**Table 2-4: Employment by Sector: Fulton County 2005-2025 Forecasts**

Sector	2000	2005	2010	2015	2020	2025	Change 2000- 2010	%Change 2010-2025
Farm	321	315	308	300	293	287	-4.05%	-6.82%
Agricultural	4,197	4,316	4,512	4,733	4,966	5,208	7.51%	15.43%
Mining	480	499	513	527	541	556	6.88%	8.38%
Construction	28,327	28,678	29,074	29,506	29,977	30,488	2.64%	4.86%
Manufacturing	56,244	56,894	57,563	58,112	58,593	59,058	2.35%	2.60%
TCU	87,784	86,409	85,457	85,270	85,797	87,095	-2.65%	1.92%
Wholesale Trade	61,794	63,348	64,552	66,107	68,229	71,123	4.46%	10.18%
Retail Trade	117,989	129,154	137,449	144,723	152,255	160,882	16.49%	17.05%
FIRE	98,401	98,533	99,112	100,330	102,222	104,895	0.72%	5.83%
Services	336,610	346,127	362,526	384,897	413,228	448,117	7.70%	23.61%
Fed Civ Govt	22,546	21,071	19,977	19,244	18,837	18,737	-11.39%	-6.21%
Fed Mil Govt	4,490	4,559	4,615	4,655	4,678	4,684	2.78%	1.50%
State-Local Govt	80,373	90,378	98,567	106,171	113,785	121,799	22.64%	23.57%
Total	899,556	930,281	964,225	1,004,580	1,053,400	1,112,930	7.19%	15.42%

Source: Georgia Department of Community Affairs

Employment in Fulton County is forecasted to continue to grow by 182,649 jobs between 2005 and 2025. The rate of growth is expected to slow to 7% from 2000-2010 and then increase to 15% from 2010-2025. Between 2000 and 2010, services (25,916), retail trade (19,460 jobs), and state and local government (18,194 jobs) are the sectors that are forecasted to add the most jobs. Between 2010 and 2025, services (85,591), retail trade (23,433) and state and local government (23,232) will be the sectors leading in job creation.

In contrast, employment in Georgia is forecasted to grow at 16% (763,680 jobs) between 2000 and 2010 and 22% (1,266,700 jobs) between 2010 and 2025 to 6,890,350 jobs. Services, retail, wholesale agricultural services and TCU sectors will have the fastest growth between 2000 and 2025. Farming and the federal civilian government are expected to decline (Tables 2-4 & 2-5).

In Fulton County, services, state and local government, retail trade, and FIRE are forecasted to be the top economic sectors by 2025. In Georgia, services, retail trade, local government and manufacturing are forecasted to be the top economic sectors by 2025.





**Table 2-5: Employment by Sector - Georgia 2005-2025 Forecasts**

Sector	2000	2005	2010	2015	2020	2025	Change 2000-2010	%Change 2010-2025
Farm	67,356	64,877	62,438	60,240	58,297	56,584	-7.30%	-9.38%
Agriculture	54,829	60,079	65,359	70,538	75,465	80,033	19.21%	22.45%
Mining	9,522	9,645	9,813	10,047	10,324	10,653	3.06%	8.56%
Construction	296,572	316,876	333,895	349,870	365,279	380,526	12.58%	13.97%
Manufacturing	613,992	632,106	649,864	665,184	677,683	687,263	5.84%	5.75%
TCU	296,267	322,804	347,846	371,521	392,902	411,295	17.41%	18.24%
Wholesale Trade	276,326	300,312	322,310	344,504	367,022	389,992	16.64%	21.00%
Retail Trade	816,701	893,996	973,979	1,055,500	1,138,660	1,223,640	19.26%	25.63%
FIRE	345,923	369,137	392,407	416,440	440,943	465,714	13.44%	18.68%
Services	1,391,460	1,532,290	1,692,630	1,873,380	2,074,950	2,298,230	21.64%	35.78%
Fed Civilian Govt	92,262	91,889	91,883	92,089	92,439	92,936	-0.41%	1.15%
Fed Military Govt	93,789	95,235	96,403	97,224	97,709	97,839	2.79%	1.49%
State-Local Govt	504,969	546,388	584,820	622,628	659,644	695,636	15.81%	18.95%
Total	4,859,970	5,235,630	5,623,650	6,029,160	6,451,320	6,890,350	15.71%	22.52%

Source: Georgia Plan Builder, Woods and Poole, Georgia Department of Community Affairs

The six top growth industries in Fulton County and in Georgia are summarized in the Table 2-6.

**Table 2-6: Growing Industries in Fulton County**

SIC #	Industry Name	2000	Forecast 2010	Change
7300	Business services, Total	119,766	157,039	37,273
8700	Engineering and Management Services Total	34,141	62,826	28,685
9300	Local Government, Excluding Education & Hospitals	36,100	52,832	16,732
8000	Health Services	47,975	63,590	15,615
4500	Transportation by Air, Total	26,811	37,180	10,369
9200	State Government, Excluding education and Hospitals	23,638	31,771	8,133
<b>Fastest Growing Industries in the State of Georgia</b>				
7360	Personnel Supply Services	139,419	232,406	92,987
8700	Engineering and Management Services, Total	89,910	174,651	84,741
8010	Offices & Clinics of Medical Doctors	55,377	96,854	41,477
8740	Management and Public Relations	32,461	65,104	32,643
8720	Accounting, Auditing & Bookkeeping	21,948	47,451	25,503
8350	Child Day Care Services	27,046	46,616	19,570

Source: Georgia Department of Labor Web Site

The number of full and part-time jobs in each City within Fulton County and in each planning area is shown in Table 2-7. This forecast was generated by the Department of Environment and Community Development using data obtained from the U.S. Bureau of Economic Analysis, tract level data generated by ARC, and Fulton County forecasts county-wide. The forecasts are lower than those by Woods and Poole shown in Table 2-4.





**Table 2-7: Total Full-Time and Part-Time Jobs By Place of Work, 2000 to 2030 (BEA Series based)**

Planning Area or City/Town		2000	2005	2010	2015	2020	2025	Change 05-25	% Change 05-25
Incorporated Cities:									
Alpharetta	All in Fulton County	47,085	56,150	63,408	68,808	72,593	72,905	16,755	29.84%
City of Atlanta	in Fulton County	531,368	554,853	560,653	575,164	578,044	565,394	10,541	1.90%
	in DeKalb County	11,356	11,858	11,982	12,292	12,353	12,083	225	1.90%
	Total Atlanta	542,724	566,711	572,635	587,455	590,397	577,477	10,766	1.90%
College Park	in Fulton County	10,724	11,821	12,540	13,254	13,677	13,682	1,861	15.75%
	in Clayton County	904	996	1,057	1,117	1,153	1,153	157	15.75%
	Total College Park	11,627	12,817	13,597	14,371	14,830	14,835	2,018	15.75%
East Point	in Fulton County	17,601	18,353	18,521	19,898	20,820	21,339	2,986	16.27%
Fairburn	in Fulton County	4,572	5,297	5,851	6,533	7,051	7,601	2,304	43.50%
Hapeville	in Fulton County	34,122	35,602	35,948	36,342	36,033	34,523	-1,080	-3.03%
Mountain Park	in Fulton County	60	84	105	133	157	179	95	112.99%
	in Cherokee County	1	2	2	3	3	4	2	112.99%
	Total Mountain Park	62	86	107	136	160	183	97	112.99%
Palmetto	in Fulton County	561	848	1,107	1,430	1,707	2,090	1,242	146.44%
	in Coweta County	105	158	207	267	318	390	232	146.44%
	Total Palmetto	665	1,006	1,314	1,697	2,025	2,479	1,473	146.44%
Roswell	in Fulton County	45,485	51,597	56,053	61,187	64,864	66,350	14,754	28.59%
Union City	in Fulton County	7,419	8,121	8,563	9,391	9,992	10,575	2,454	30.22%
Planning Areas:									
North		41,390	53,447	64,045	72,965	79,470	84,553	31,106	58.20%
Northeast		34,403	43,908	52,216	59,295	64,421	68,139	24,231	55.19%
Northwest		6,987	9,538	11,829	13,670	15,048	16,414	6,876	72.10%
Sandy Springs		137,480	141,286	145,092	151,509	148,163	161,861	20,575	14.56%
South		17,050	20,949	24,279	29,008	32,705	37,231	16,282	77.72%
Southwest		19,893	21,132	21,804	23,307	24,121	25,574	4,442	21.02%
Total Unincorporated Fulton County		215,813	192,905	203,004	217,495	220,037	241,081	48,176	24.97%
Total Cities in Fulton County		698,996	742,727	762,752	792,140	804,937	794,638	51,911	6.99%
All of Fulton County		914,809	979,541	1,017,958	1,068,929	1,089,396	1,103,858	124,317	12.69%
Source: US Bureau of Economic Analysis, E&CD, ARC									

Fulton County led the region in employment growth and has the region's largest concentration of employment centers. Fifty-eight percent (58%) of Fulton County's jobs are within the City of Atlanta where major employment centers are located in such areas as Buckhead, Midtown and Downtown. In North Fulton, numerous office parks are located in the cities of Alpharetta and Roswell along Georgia 400. In south Fulton, major employment centers include Fulton Industrial, Hapeville's Ford plant and Hartsfield-Jackson Airport. Approximately 20% of Fulton County's jobs are located within the unincorporated areas, with 64% of those jobs being located within Sandy Springs in the Perimeter area (Table 2-7).





### **2.1.1.2. Assessment**

The number of jobs in the Atlanta Region increased by 34% during the 1990s; Fulton County in comparison saw a 26% employment increase. Although the county's employment growth lagged compared to the region, it was responsible for approximately 30% of the region's growth. Moreover, Fulton County led the 10 county Atlanta Region in job growth and has the largest concentration of employment. Many of the Region's major employment centers are located in Fulton County.

Industries such as retail, FIRE, and services experienced most of the employment growth within the county. However, based on the growth rates of these industries at both the state and Atlanta Regional level, much of Fulton County's industry growth can be attributed to industry wide growth rather than to specific local activity.

The county's declining industries include the construction, manufacturing and federal government sectors. The Pentagon announced that Fort McPherson is on the list of military bases to be closed. This may result in further decreases in federal jobs. In most cases, the local industry decline can be attributed to the rapid growth and development occurring in many of the surrounding counties of the growing Atlanta Region. The decline in manufacturing and increases in the services sector mirrors trends in the rest of country. The approval of NAFTA and the increase of manufacturing in Asia and particularly China have led to loss of manufacturing jobs in the US. Moreover, the mild recession in the early 2000s and the bust of the dot.com companies, such as IXL, have also led to job losses in Fulton County.

Over the next 20 years, Fulton County is forecasted to add approximately 182,649 jobs to its economy. Many of those jobs are forecasted for the retail and services industry. Industry diversification is important to any local economy if it is to protect itself from market fluctuations. Fulton County has approximately 51% of its employment invested in both the services and retail industry sectors. A strategy for industry diversification should be developed to minimize potential risks to the local economy.

In an effort to strengthen and diversify the economy, the Economic Development Department works to retain existing businesses, assist in the expansion of local businesses and in the relocation of businesses to Fulton County. The TCU sector should be encouraged to develop. Although the sector's local employment growth has slowed in recent years, it continues to remain as an area of specialization for the county and the region. In addition, transportation logistics is a growing industry in which the county could continue to benefit due to its proximity to three major interstates and the world's busiest airport, and accessibility to rail. Within the service sector, bio-sciences and bio-technology, computer software/services, and telecommunications will be encouraged to grow. This will be accomplished by encouraging existing businesses to expand and attracting international companies and corporate headquarters.

Economic Development strategies are targeted to geographic areas of Fulton County. In North Fulton, the Economic Development Department is examining ways to retain existing corporate headquarters, to continue attracting telecommunications businesses, and technology oriented companies.





In the Fulton Industrial Business District in unincorporated Southwest Fulton and in other industrial districts, the Economic Development Department is working with its partners to retain and attract manufacturing businesses, particularly suppliers of existing businesses, micro-electronic manufacturing and refrigerated storage. This will be accomplished in part by encouraging the conversion of older industrial spaces, the expansion of existing businesses into older facilities.

Fulton County is also working to develop the South Fulton Parkway as an employment center, with an emphasis on bio-science, nano-technology and research parks. The Economic Development department is working to attract office space and research facilities.

Although retail is a large industry in Fulton County, some areas are underserved. The Economic Development Department is working on the retention and redevelopment of retail along Old National Highway and at Shannon Mall. In addition, efforts are being made to expand retail in other areas of South and Southwest Fulton. Promoting mixed use developments and developing a business plan for Old National Highway are two strategies to be used.

Fulton County's strategies are consistent with the Metro Atlanta Chamber of Commerce efforts to develop new businesses in target industry clusters that include corporate headquarters, biosciences, transportation logistics, telecommunications, and computer software & services.

### **2.1.2.0 Earnings by Sector**

#### **2.1.2.1. Inventory**

The earnings by sector shows the percentage of the total wages, salaries and other earned income paid to those working in the 13 economic sectors in both Fulton County and in Georgia. The services sector accounts for a growing percentage of Fulton County's earnings. This sector experienced the greatest amount of growth from 19% in 1980 to 30% in 1990 and 35% in 2005. Percentage of earnings in financial, insurance and real estate (FIRE) increased from 9% in 1980 to 11.6% in 1990 to 12% in 2000. Transportation, communications and utilities (TCU) had modest increases from 14% in 1980 to 15% in 2000. Although wholesale trade (9% in 2000), manufacturing (7.9% in 2000), retail trade (5.78%) and state and local government (7.54%) sectors have strong earnings, they declined between 1980 and 2000 (Table 2-8).

Trends in Georgia mirror those of Fulton County. In Georgia, the service sector also experienced the strongest growth increasing from 15.6% in 1980 to 22% in 1990 and to 26.7% in 2000. FIRE grew from 5.4% in 1980 to 6.4% in 1990 and to 7.5% in 2000. TCU experienced modest growth from 9.3% in 1980 to 9.9% in 2000. Manufacturing and wholesale trade, at both the state and local government, have had significant earnings. However, earnings in these sectors have and are forecasted to continue declining.

The service industry is projected to be sector with the greatest single earnings. It is forecasted to grow from 35% in 2000 to over 40% in 2025. In Georgia, the service sector accounted for 27% of earnings in 2000 and it is expected to grow to almost 34% by 2025. In the United States, the service industry is expected to grow from 29% in 2000 to 37% in 2025. By 2025 in Fulton County, TCU (13%), FIRE (12%), state and local governments (9%), wholesale trade (8%) and manufacturing (7%) will be sectors with strong earnings; however, between 2000 and 2025 they





are forecasted to drop. By 2025 in Georgia, manufacturing (12%), TCU (10%), state and local government (10%), retail trade (9%), and wholesale (8%) will be the sectors with the strongest earnings, however, these sectors will also decrease over the next 20 years. By 2025 in the United States, the service sector is expected to contribute 37% of earnings followed by manufacturing (13%), state and local governments (11%) and Financial, Insurance and Real Estate (FIRE) at 10%.

**Table 2-8: Fulton County, Georgia & Nation Earnings by Sector (%) in 1996 dollars**

Sector	1980	1985	1990	1995	2000	2005	2010	2015	2020	2025
<b>Farm</b>										
Fulton	0.02%	0.02%	0.01%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Georgia	0.16%	1.27%	1.36%	1.40%	0.98%	0.93%	0.89%	0.85%	0.82%	0.79%
U.S.	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
<b>Agriculture</b>										
Fulton	0.12%	0.18%	0.21%	0.20%	0.23%	0.23%	0.24%	0.24%	0.24%	0.24%
Georgia	0.37%	0.41%	0.46%	0.53%	0.59%	0.60%	0.61%	0.62%	0.62%	0.62%
U.S.	0%	1%	1%	1%	1%	1%	1%	1%	1%	1%
<b>Mining</b>										
Fulton	0.34%	0.19%	0.04%	0.05%	0.03%	0.02%	0.02%	0.02%	0.02%	0.02%
Georgia	0.65%	0.48%	0.36%	0.29%	0.27%	0.25%	0.22%	0.21%	0.19%	0.18%
U.S.	2%	2%	1%	1%	1%	1%	1%	1%	1%	1%
<b>Construction</b>										
Fulton	4.23%	4.50%	3.49%	2.84%	3.12%	3.01%	2.90%	2.78%	2.65%	2.51%
Georgia	5.66%	6.57%	5.82%	5.39%	6.00%	5.86%	5.67%	5.46%	5.26%	5.06%
U.S.	6%	6%	6%	5%	6%	6%	6%	5%	5%	5%
<b>Manufacturing</b>										
Fulton	11.42%	10.36%	8.66%	9.50%	7.91%	7.86%	7.76%	7.60%	7.38%	7.10%
Georgia	22.54%	20.03%	17.51%	16.84%	14.86%	14.45%	14.05%	13.59%	13.08%	12.53%
U.S.	24%	21%	19%	18%	16%	15%	15%	14%	13%	13%
<b>TCU</b>										
Fulton	14.06%	12.91%	12.81%	14.62%	14.99%	14.49%	13.99%	13.53%	13.07%	12.62%
Georgia	9.33%	8.85%	8.75%	9.43%	9.89%	9.99%	10.01%	9.96%	9.84%	9.63%
U.S.	7%	7%	7%	7%	7%	7%	7%	6%	6%	6%
<b>Wholesale Trade</b>										
Fulton	14.68%	13.69%	10.89%	8.68%	9.17%	8.90%	8.56%	8.24%	7.94%	7.67%
Georgia	8.87%	9.04%	8.86%	8.17%	8.44%	8.36%	8.21%	8.05%	7.88%	7.71%
U.S.	7%	6%	6%	6%	6%	6%	6%	6%	6%	6%
<b>Retail Trade</b>										
Fulton	9.51%	9.15%	7.10%	6.33%	5.78%	5.97%	5.99%	5.93%	5.82%	5.71%
Georgia	10.33%	10.64%	9.17%	9.08%	8.99%	8.97%	8.93%	8.87%	8.80%	8.71%
U.S.	10%	10%	9%	9%	9%	9%	8%	8%	8%	8%
<b>FIRE</b>										
Fulton	9.23%	10.22%	11.61%	11.74%	12.54%	12.54%	12.50%	12.41%	12.27%	12.09%
Georgia	5.44%	5.59%	6.43%	6.86%	7.57%	7.66%	7.73%	7.78%	7.81%	7.82%
U.S.	6%	6%	7%	8%	9%	9%	9%	10%	10%	10%
<b>Services</b>										
Fulton	19.57%	23.69%	29.79%	32.13%	34.68%	35.27%	36.32%	37.63%	39.10%	40.69%
Georgia	15.63%	17.36%	21.95%	24.33%	26.77%	27.78%	29.02%	30.44%	32.02%	33.73%
U.S.	18%	21%	25%	27%	29%	31%	32%	34%	35%	37%
<b>Federal –Civilian</b>										
Fulton	6.48%	5.19%	5.12%	4.97%	3.61%	3.25%	2.95%	2.71%	2.52%	2.36%
Georgia	5.64%	5.11%	4.66%	4.17%	3.39%	3.11%	2.87%	2.67%	2.49%	2.33%
U.S.	4%	4%	4%	4%	3%	3%	3%	3%	3%	2%







Table 2-8: Fulton County, Georgia & Nation Earnings by Sector (%) in 1996 dollars

Sector	1980	1985	1990	1995	2000	2005	2010	2015	2020	2025
<b>Federal-Military</b>										
Fulton	0.70%	0.82%	0.64%	0.55%	0.39%	0.38%	0.38%	0.36%	0.35%	0.33%
Georgia	3.72%	3.68%	2.69%	2.49%	2.06%	1.94%	1.83%	1.72%	1.62%	1.53%
U.S.	2%	2%	2%	2%	1%	1%	1%	1%	1%	1%
<b>State and Local Govt</b>										
Fulton	9.63%	9.07%	9.62%	8.39%	7.54%	8.07%	8.38%	8.55%	8.64%	8.66%
Georgia	11.67%	10.97%	11.97%	11.01%	10.18%	10.10%	9.95%	9.78%	9.58%	9.37%
U.S.	11%	12%	12%	12%	11%	11%	11%	11%	11%	11%

Source: Woods and Poole – DCA

### 2.1.2.2. Assessment

Fulton County shows the service sector generating a significant portion of the earnings within its economy. Similar to the employment, to minimize the impact of market fluctuations, the County should diversify its economy by encouraging the TCU sector as referenced in section 2.1.1.2. and by retaining manufacturing and promoting diverse employment opportunities.

The manufacturing sector will experience only slight declines in earnings over the next 20 years. Its employment declines are more pronounced than its earnings decline. Increases in manufacturing productivity generally result in declining employment while employee wages increase.

Although employment within the retail industry is forecasted to increase, the earnings from the retail sector is forecasted to decline. With the decline in retail earnings, the average wage for employees within the retail sector can expect to decline as well.

### 2.1.3.0. Average Weekly Wages Paid

#### 2.1.3.1. Inventory

In this section, the average weekly wages paid in 12 economic sectors for Georgia and Fulton County for 1990, 1995 and 1999 are discussed. The weekly wage summary provides a measure of average earning levels per worker for each economic sector. Overall, weekly wages for all employment sectors were higher in Fulton County than in Georgia. The weekly wages in both grew between 1990 and 1999. Fulton County's weekly wages grew 22% from \$529 to \$647 between 1990 and 1995 and grew 29% from \$647 to \$834 between 1995 and 1999. In 2003, the average weekly wage in Fulton County was \$960, and increase of 12% from 1999. In the State of Georgia, wages grew by 20% between 1990 and 1995 and by 24% between 1995 and 1999 (Table 2-9).

Table 2-9: Current and Historic Weekly Wages Paid in Fulton County and Georgia

Sector	1990	1995	1999	1990-1995 % Change	1995-1999 % Change
<b>Agriculture, Forestry &amp; Fishing</b>					
Fulton	\$342	\$352	\$505	3%	43%
Georgia	\$276	\$322	\$390	17%	21%







Table 2-9: Current and Historic Weekly Wages Paid in Fulton County and Georgia					
Sector	1990	1995	1999	1990-1995 % Change	1995-1999 % Change
<b>Mining</b>					
Fulton	\$405	\$600	\$910	48%	52%
Georgia	\$589	\$734	\$866	25%	18%
<b>Construction</b>					
Fulton	\$513	\$625	\$792	22%	27%
Georgia	\$434	\$508	\$623	17%	23%
<b>Manufacturing</b>					
Fulton	\$588	\$782	\$1006	33%	29%
Georgia	\$450	\$555	\$684	23%	23%
<b>Transportation, Communications and Utilities</b>					
Fulton	\$645	\$847	\$1111	31%	31%
Georgia	\$603	\$737	\$895	22%	21%
<b>Wholesale Trade</b>					
Fulton	\$691	\$828	\$1141	20%	38%
Georgia	\$603	\$729	\$932	21%	28%
<b>Retail Trade</b>					
Fulton	\$288	\$319	\$382	11%	20%
Georgia	\$236	\$275	\$335	17%	22%
<b>Finance, Insurance and Real Estate</b>					
Fulton	\$679	\$869	\$1185	28%	36%
Georgia	\$544	\$693	\$900	27%	30%
<b>Services</b>					
Fulton	\$490	\$607	\$784	24%	29%
Georgia	\$414	\$501	\$611	21%	22%
<b>Federal Government</b>					
Fulton	NA	NA	NA		
Georgia	\$543	\$666	\$808	23%	21%
<b>State Government</b>					
Fulton	NA	\$569	\$694		22%
Georgia	\$451	\$493	\$579	9%	17%
<b>Local Government</b>					
Fulton	NA	NA	NA		
Georgia	\$387	\$440	\$523	14%	19%
<b>All industries</b>					
Fulton	\$529	\$647	\$834	22%	29%
Georgia	\$424	\$509	\$629	20%	24%
Source: U.S Bureau of Labor Statistics					

The highest wages in 1999 for both Fulton County and the State of Georgia were in FIRE (Fulton \$1,185 and Georgia \$900) wholesale (Fulton \$1,141 and Georgia \$932) and TCU (Fulton \$1,111 and Georgia \$895) sectors. Manufacturing had high weekly wages in Fulton County (\$1,006) and mining had strong wages in Georgia (\$866).

The weekly wages in the services sector (\$784 in Fulton and \$611 in Georgia), the sector with the highest employment in both Fulton County and Georgia, were below the average for all industries. The largest increases in weekly wages between 1990 and 1999 in both Fulton County and Georgia were in the FIRE, manufacturing, TCU, wholesale and mining sectors. Weekly wages in the federal government showed strong gains in Georgia as well. Overall, wages in Fulton County in both 2001 and 2002 were at least one-third greater than wages for the State of Georgia.





According to the Georgia Department of Labor, the TCU sector had the highest weekly wages in Fulton and in Georgia in 2001 and 2002. This was followed by management, information, financial and wholesale trade. Accommodation and food services, leisure and hospitality were the sectors with the lowest weekly wages (Table 2-10). However, leisure and hospitality, wages are almost 50% higher in Fulton County than throughout the State of Georgia.

<b>Table 2-10: Weekly Wage Comparisons in dollars, Georgia and Fulton County: 2001 and 2002</b>				
<b>Year</b>	<b>2001</b>		<b>2002</b>	
<b>Industry</b>	<b>Georgia</b>	<b>Fulton</b>	<b>Georgia</b>	<b>Fulton</b>
Total, All Occupations	\$676	\$918	\$687	\$935
Goods Producing Occupations	\$696	\$1,012	\$707	\$1,021
Construction	\$686	\$900	\$693	\$909
Wholesale Trade	\$1,021	\$1,207	\$1,019	\$1,226
Retail Trade	\$433	\$506	\$440	\$518
Transportation	\$807	Na	\$824	\$998
Utilities	\$1,235	Na	\$1,292	\$1,654
Information	\$1,101	\$1,286	\$1,098	\$1,303
Financial	\$944	\$1,309	\$975	\$1,323
Real Estate	\$669	\$861	\$697	\$870
Professional & Business	\$799	\$1,028	\$806	\$1,033
Management	\$1,122	\$1,361	\$1,153	\$1,352
Administration & Waste Mgt	\$473	\$559	\$485	\$574
Education - Local Govt.	\$571	\$700	\$598	\$740
Education – Private	\$644	\$772	\$667	\$801
Education – State	\$582	\$767	\$610	\$795
Education – Federal	\$1,050	\$375	\$1,139	\$491
Health Care and Social Assistance				
Private	\$654	\$797	\$678	\$835
Local	\$558	\$670	\$586	\$695
State	\$505	\$587	\$527	Na
Federal	\$1,036	\$375	\$1,122	\$491
Leisure & Hospitality	\$288	\$436	\$293	\$450
Accommodation, Food Services	\$257	\$369	\$259	\$375
Other Services	\$451	\$536	\$466	\$564
Public Administration – local	\$568	\$686	\$584	\$716
Public Administration - State	\$633	\$762	\$654	\$799
Public Administration - Federal	\$914	\$1,107	\$984	\$1,185
Unclassified	\$745	\$1,025	\$724	\$988
Source: Georgia Department of Labor. Note: The employment sectors have changed.				

### 2.1.3.2. Assessment

Overall, Fulton County continues to see job growth, while the average wage earned for all economic sectors continues to increase as well. Between 1990 and 1999, County wages increased faster than the number of jobs added to the economy. The increasing wages compared to jobs generated is a general indication of improving prosperity. The industries showing the greatest





earning increases in comparison to jobs generated include manufacturing, construction, and FIRE. Industries such as TCU, retail, and services have shown slight increases.

Based upon the industry earnings, employment figures and wages paid, a significant portion of Fulton County's workers (54%) are employed in industries that pay less than the average weekly wages. With the 20 year employment forecast for industries such as retail (14%), services (40%), state and local government (10%) the County must strive to balance the number of generated jobs with the wages earned within these industries. That is, to not only employ workers, but to also attract companies from industries that provide adequate incomes.

The disparity between wages and housing costs demonstrates the need to encourage affordable housing. Housing costs that are too prohibitive can be a deterrent to employers searching to locate their companies in cities where the cost of living is comparable to their current employee salaries. The Department of Environment & Community Development is working to create an inclusionary zoning policy as a tool to promote affordable housing that will close the gap between disparate employee wages and housing cost.

#### 2.1.4.0 Personal Income by Type

##### 2.1.4.1. Inventory

The following section provides an inventory of personal income. Personal income is generally comprised of three components. The first component is gross earnings by place of work, which includes earned income such as wages and salaries, other labor incomes, and proprietor incomes (business owner's income). The second component is the residential adjustment to earnings, which accounts for income generated by those who live outside Fulton County but commute into the County for work. And the final component is unearned income which accounts for such things as dividends, interest, rents, and transfer payments.

In Fulton County, total personal income increased from \$11,902,900,000 in 1980 to \$20,005,900,000 in 1990 (a 68% increase) and to \$33,287,300,000 in 2000 (a 66% increase). Income is projected to grow at a much slower rate over the next 20 years, 18% between 2000 and 2010 and 32% between 2010 and 2025. The highest increases in income were in dividends, interest and rents (127% between 1980 and 1990 and 45% between 1990 and 2000) and in proprietor's income (95% between 1980 and 1990 and 115% between 1990 and 2000). The residential adjustment (those who work in Fulton County but live outside of the County) increased by 20% between 1980-1990 and by 41% between 1990 and 2000 (Table 2-11). This means that the number of those that work in Fulton County but do not live in Fulton County increased.

**Table 2-11: Personal Income by Type in Fulton County from 1980 to 2000 (1996 \$)**

Income	1980	1985	1990	1995	2000
Wages & Salaries	\$15,307,900	\$18,293,400	\$21,207,400	\$24,307,700	\$33,287,300
Other labor Income	\$1,875,440	\$2,253,520	\$2,731,200	\$3,250,080	\$3,549,400
Proprietor's Income	\$1,088,910	\$1,360,440	\$2,126,510	\$3,068,430	\$4,576,620
Dividends, interest & rent	\$1,993,510	\$3,087,500	\$4,535,080	\$5,177,860	\$6,552,660
Transfer Payments to persons	\$1,319,480	\$1,426,390	\$1,621,550	\$2,277,630	\$2,325,570
- Social Ins. Contributions	\$832,262	\$1,196,910	\$1,519,670	\$1,815,990	\$2,511,400





**Table 2-11: Personal Income by Type in Fulton County from 1980 to 2000 (1996 \$)**

Income	1980	1985	1990	1995	2000
Residence Adjustment	-8,850,130	-9,682,850	-10,696,200	-11,365,900	-15,109,300
Total	\$11,902,900	\$15,541,500	\$20,005,900	\$33,899,900	\$33,287,300

Source: Woods & Poole. Figures in \$1000s. Residential adjustment refers to people who earn their income in Fulton County but live in another County or who work in the State of Georgia but live in another State.

The proportion of income from wages and salaries, other labor income and proprietor's income is forecasted to decrease over the next 20 years, while income from dividends, interests and rents is forecasted to increase. Social Security contributions are forecasted to increase. After a decline in the residential adjustment, it is forecasted to increase slightly, which means that an increasing number of Fulton County's workers will be commuting from other jurisdictions. Wages are expected to remain higher in Fulton County than in the state. This reflects the higher cost of living and the types of jobs in the Atlanta Region.

**Table 2-12: Personal Income by Type in Fulton County from 2005 to 2025 (1996 \$)**

Income	2005	2010	2015	2020	2025
Wages & Salaries	\$36,795,700	\$39,948,700	\$43,555,900	\$47,739,800	\$48,608,700
Other labor Income	\$3,800,920	\$4,072,000	\$4,380,680	\$4,737,080	\$5,153,660
Proprietor's Income	\$4,898,460	\$5,266,460	\$5,685,590	\$6,167,480	\$6,728,380
Dividends, interest & rent	\$7,166,410	\$7,815,380	\$8,498,030	\$9,212,060	\$9,954,630
Transfer Payments to persons	\$2,593,510	\$2,899,380	\$3,247,410	\$3,643,940	\$4,096,340
- Social Ins. Contributions	\$2,835,680	\$3,203,430	\$3,617,150	\$4,086,360	\$4,623,070
Residence Adjustment	-16,760,300	-18,528,800	-20,512,100	-22,764,900	-25,354,200
Total	\$35,659,100	\$38,269,700	\$41,238,300	\$44,649,100	\$48,608,700

Source: Woods & Poole. Figures in \$1000s. Residential adjustment refers to people who earn their income in Fulton County but live in another County or who work in the State of Georgia but live in another State.

The majority of personal income in Fulton County and in Georgia comes from wages and salaries. This is followed by incomes such as dividends, interest and rent and then by other labor income (Table 2-13).

**Table 2-13: Personal Income by Type from 1980 to 2025 in Fulton and Georgia (in 1996 \$)**

Income	1980	1985	1990	1995	2000	2005	2010	2015	2020	2025
Wages & Salaries										
Fulton	128.6%	117.7%	106.0%	97.6%	101.8%	103.2%	104.4%	105.6%	106.9%	108.3%
Georgia	64.1%	62.1%	60.4%	59.0%	61.2%	61.1%	61.0%	60.9%	60.9%	60.9%
Other labor Income										
Fulton	15.8%	14.5%	13.6%	13.0%	10.6%	10.6%	10.6%	10.6%	10.6%	10.6%
Georgia	8.4%	8.7%	8.7%	8.6%	6.8%	6.7%	6.6%	6.5%	6.4%	6.3%
Proprietor's Income										
Fulton	9.1%	8.7%	10.6%	10.3%	13.7%	13.7%	13.7%	13.8%	13.8%	13.8%
Georgia	6.5%	6.9%	7.1%	7.9%	8.6%	8.5%	8.4%	8.3%	8.2%	8.2%
Dividends, interest & rent										
Fulton	16.7%	19.9%	22.7%	20.8%	19.7%	20.1%	20.4%	20.6%	20.6%	20.5%





Table 2-13: Personal Income by Type from 1980 to 2025 in Fulton and Georgia (in 1996 \$)

Income	1980	1985	1990	1995	2000	2005	2010	2015	2020	2025
Georgia	13.0%	15.8%	17.3%	16.3%	16.8%	16.7%	16.7%	16.6%	16.5%	16.3%
Transfer Payments to persons										
Fulton	11.1%	9.2%	8.1%	9.1%	6.9%	7.3%	7.6%	7.9%	8.1%	8.4%
Georgia	11.7%	10.7%	10.9%	12.6%	11.1%	11.2%	11.4%	11.6%	11.9%	12.2%
-Social Ins. Contributions										
Fulton	6.9%	7.7%	7.6%	7.3%	7.5%	7.9%	8.4%	8.7%	9.1%	9.5%
Georgia	3.5%	4.1%	4.3%	4.4%	4.5%	4.7%	4.8%	5.0%	5.2%	5.3%
Residence Adjustment										
Fulton	-74.3%	-62.3%	-53.5%	-45.6%	-45.4%	-47.0%	-48.4%	-49.7%	-50.9%	-52.2%
Georgia	-0.2%	-0.2%	-0.1%	-0.1%	-0.1%	0.3%	0.7%	1.0%	1.21%	1.35%

Source: Woods and Poole, Georgia Department of Community Affairs. Residential adjustment refers to people who earn their income in Fulton County but live in another County or who work in the State of Georgia but live in another State.

#### 2.1.4.2. Assessment

Fulton County will continue to experience slight increases in the wages and salaries generated by its workers over the next 20 years. The County workforce and residents earn a significant portion of their personal income, approximately 35.3%, from unearned activities such as dividends, interest, and rent, transfer payments, and social security. Currently, dividends, interest, and rent income is 20% and it is forecasted to remain at that level for the next 20 years. This high-level of unearned income is often a measure of accumulated wealth. In addition, it is an indication of funds potentially available for investments in small businesses.

The County's transfer payments show an increase of 1% between 2005 and 2025. Transfer payments largely include such payments as social security retirement, government pensions, welfare, disability, and unemployment compensation. With the county's growing population, the number of jobs generated over the next 20 years, and the low unemployment rate, the slight increase in transfer payments indicates no real decline in the county's overall prosperity from such things as unemployment and welfare. As a result, no significant increase in County services associated with welfare and disability are expected. The transfer payments, in fact, may indicate the presence of social security retirements and pensions. Furthermore, older age groups are often responsible for a larger share of the income generated from dividends, rents, and interest. As a result, the increasing income generated from dividends, rents, and interest, combined with transfer payments may indicate a growing senior population. With an increasing senior population, County services, healthcare services and housing should reflect that growing demand.

As the leading county in the Atlanta Region in employment generation, affordable housing is a major factor of the commuting patterns of Fulton County's workers. As of 2005, approximately 47% of the total personal income generated in Fulton County is made by nonresidents as measured by the residential adjustment. In 20 years, it is forecasted to be 52%. Commuting patterns of Fulton County workers indicates a need for an affordable housing or workforce housing policy. Policies such as these could assist Fulton County with retaining more of its income that is currently





being lost to other counties in the region that are less expensive, but cannot currently offer the same employment opportunities.

#### **2.1.5.0. Major Economic Activities**

##### **2.1.5.1. Inventory**

The Economic Development Department, in partnership with local chambers of commerce, is working on a variety of economic development activities. The major economic activities in 2004 and 2005, as reported by the Metro Atlanta Chamber of Commerce and by the Atlanta Journal and Constitution are listed below. Over the last several years there have been announcements of expansions as well as lay-offs. Some of these are:

- The Pentagon announced that Fort McPherson is on the list of military bases to be closed.
- Air Tran Airways announced the construction of a 76,000 sq ft maintenance hangar facility at Hartsfield Jackson Airport.
- Alteon Training will open a 52,000 sq ft operations and aviation training center in College Park that provides services to airlines.
- Atlanta Symphony unveiled the design of its new Symphony Hall, scheduled to open at the end of the decade.
- Corautus Genetics, a gene transfer therapy company relocated its headquarters from California to Atlanta. Their offices are located at Advanced Technology Development Center at Technology Square.
- Georgia Aquarium, a 5 million gallon and 400,000 sq ft facility will open at the end of 2005.
- Cingular purchased ATT wireless.
- DelMonte announced that it would locate a warehouse and distribution center in South Fulton.
- Delta announced a major restructuring and elimination of jobs.
- Hughes Supply Company announced that it would locate its Southeast Regional Distribution Center in Fulton County.
- Inhibitex, a biopharmaceutical company, announced plans to build its headquarters in North Fulton.
- Newell Rubermaid, a Fortune 200 corporation, relocated its corporate headquarters from Illinois to Fulton County. Up to 250 employees will be located at its current Sandy Springs location.
- Novelis, aluminum rolled products, announced that it would located its headquarters in the City of Atlanta.
- Rayovac Corporation (aka Spectrum Brands Inc), maker of consumer products, relocated its world headquarters from Wisconsin to the Perimeter business district in Fulton County.
- Rusken Packaging Inc. will open a 66,000 sq ft manufacturing facility in the Fulton Industrial Business District.
- PSI Group announced that it would open a distribution center in South Fulton.
- Prime Source will open a 42,000 sq ft manufacturing plant in the Fulton Industrial Business District.
- SBC and ATT merged; this may lead to the elimination of jobs.
- Wachovia merged with SouthTrust bank and relocated its Wachovia Southern Banking Group to Atlanta.





- Ford announced that its Hapeville Plant will be re-tooled.
- UPS announced the purchase of Overnite.

#### **2.1.5.2. Assessment**

The central location in the Southeastern US, affordable cost of living, low cost of operating a business, strong business climate, and educated workforce are strengths of the Atlanta Region and Fulton County that attract US and international companies and lead to the expansion of existing companies. Many factors influencing the relocation and expansion of businesses within Fulton County are corporation mergers, outsourcing of high tech jobs, loss of manufacturing jobs, escalating home values, and the lack of workforce and affordable housing.

Even though there has been an overall decline in manufacturing, warehousing and distribution, there were several expansions in 2004. To encourage and promote this, the 2025 Land Use Map will continue to indicate areas that are appropriate for industrial and business park type uses, particularly in areas such as Fulton Industrial and Oakley Industrial.

In South Fulton, the Department of Economic Development is working to develop a business plan for Old National. The plan would identify ways to attract retail to the retail spaces that are currently vacant. In addition, it would identify ways to retain the businesses that are currently located within the corridor. With Old National's proximity to the airport, an aviation park or aviation related businesses would be encouraged.

And finally, Class A Office space will be essential to economic development in South Fulton. Companies interested in locating to southern metro Atlanta can quickly relocate and be operational in areas that offer existing Class A office space. This office space will be essential to the Economic Development Department in attracting corporate headquarters to South Fulton.

#### **2.1.6.0. Special or Unique Economic Activities**

##### **2.1.6.1. Inventory**

Fulton County has a diverse economy and the transportation network has been a key factor in the County's growth. The location of government offices, major employment centers, corporate headquarters, meeting and convention spaces, numerous educational and non-profit institutions, arts and cultural institutions, sports facilities, and retail centers make Fulton County a growing and thriving community.

1. Government: Federal Government: The largest concentration of Federal government operations outside of Washington, DC is located in Atlanta. The Atlanta Metro Area is the regional headquarters for the US Government. These include the Sixth District Federal Reserve Bank, Fourth District of the Federal Home Loan Bank, as well as regional offices of every major department of the executive branch. The new federal center in downtown Atlanta consolidates many of these government agencies.







**State Government:** As the State Capitol, Atlanta is home to the Georgia General Assembly and other state offices. Atlanta has the largest concentration of state employment, activities and facilities in Georgia.

**Local Government:** Fulton County government, the 10 municipalities in Fulton County, the Fulton County Public Schools, as well as, the Atlanta Public Schools make up the bulk of local government employment. The Fulton County Public Schools employ 9,900 employees and Fulton County Government has 6,000 employees.

2. **Education:** Many top colleges and universities are located in Fulton County, including Georgia State University, Georgia Institute of Technology, Spelman College, Morehouse College, Morehouse School of Medicine, Clark Atlanta and Morris Brown College, American Intercontinental University, Art Institute of Atlanta, and the Atlanta College of Art. Other technical and private educational institutions are also located in Fulton County.

Atlanta offers current and future members of the technology community opportunities to retool among the 43 colleges and universities, and 9 technical institutions. Furthermore, Atlanta ranks second nationally in the production of engineering and related technology graduates and fourth in computer science degrees, according to a study by the Atlanta Regional Consortium for Higher Education (ARCHS). With such a large concentration of colleges, universities and technical schools, and even private training programs, numerous resources are available for continuing education, executive training for employees, and research and development opportunities. According to a recent Philadelphia Inquirer analysis, the top five places for college-educated people are Washington, D.C. (where 38 percent of adults have bachelor's degrees), San Francisco (37 percent), Atlanta (36 percent), Minneapolis (35 percent) and Boston (35 percent).

Metro Atlanta's economy also benefits from Georgia being a national leader in providing state-funded training programs and incentives that produce technology talent. These programs include the Intellectual Capital Partnership Program (ICAPP), Quick Start and Georgia Globe (Global Learning online for Business and Education). The state's HOPE (Helping Outstanding Pupils Educationally) scholarship program has increased enrollment in state colleges in Georgia and in Fulton County.

3. **Transportation:** Transportation was the catalysts for the creation of Fulton County and several of its cities. It also continues to be an important element in the County's and the Region's economic engine. The transportation system in Atlanta, according to the ARC, "makes it possible for people to commute long distances to work, contributing to the diversity of housing choices in the region."

**Surface Transportation:** Atlanta is one of five cities in the United States served by three interstate multi-state highway systems running east-west (I-20); northwest to south-east (I-75); and northeast to southwest (I-85) and around the core of the region, aka as the perimeter (I-285). According to the Atlanta Chamber of Commerce, over 80% of the U.S. commercial and consumer market can be reached within two truckload delivery days from Atlanta.







Air Transportation: Hartsfield-Jackson International Airport, covering 4,700 acres, is the busiest in the world and served approximately 79 million passengers in 2003 and 83 million passengers and 862,230 metric tons of freight in 2004. Hartsfield-Jackson International Airport serves 24 airlines with 200 destinations worldwide with 2,400 daily flights. The airport is tenth in the nation and 22<sup>nd</sup> in the world in air cargo volumes. The airport is one of the largest employment centers in Georgia and it has an estimated annual regional economic impact of \$16.8 billion.

The 900 acre Brown Field Airport, operated by Fulton County since 1950, serves corporate jets and accommodates any landing at any time. It is the third busiest airport in Georgia and serves as a "primary reliever" airport to Hartsfield-Jackson International Airport. Flight schools operate out of Brown Field Airport. The airport accommodates 131,000 operations each year. (An operation is defined as either one aircraft take-off or one aircraft landing.) The airport generates \$74 million yearly in economic activity.

Rail Transportation: Georgia is sixth in the nation in ground transportation with over 4,700 rail miles statewide. Major rail hubs for CSX and Norfolk and Southern are located in Fulton County.

Public Transportation: Fulton County along with DeKalb County supports the state's largest public transportation system, the Metropolitan Atlanta Regional Transportation Authority (MARTA). It has 38 rail stations and 375 bus and van routes.

4. Corporate Headquarters: Fulton County is the location of many corporate headquarters (Table 2-14). A brief description of each of these companies is provided below.

Table 2-14: Fortune 500 Companies & Rank with Corporate Headquarters in Fulton County	
Rank	Company
42	United Parcel Service
80	BellSouth
91	Coca-Cola
94	Georgia-Pacific
112	Coca-Cola Enterprises
150	Delta Air Lines
178	Southern Company
261	Newell Rubbermaid
272	SunTrust Banks
314	Mirant
318	Cox Communications
Source: Fortune Magazine web site, List published April 5, 2004	





United Parcel Service (UPS), headquartered in Sandy Springs, is the world's largest package delivery company and a global leader in supply chain services, offering an extensive range of options for synchronizing the movement of goods, information and funds. UPS serves more than 200 countries and territories worldwide and operates the largest franchise shipping chain, *The UPS Store*.

Atlanta is home for BellSouth. The company began offering phone service in Atlanta in 1882. In addition to phone service, Bell South's business range from providing scanners at grocery stores to point-of-sale-terminals in places such as department stores and hardware stores.

Coca Cola was created in Atlanta in 1886 by pharmacist John S Pemberton. Coca-Cola' is the most recognized trademark, recognized by 94% of the world's population and is the most widely recognized word after "OK". The 'Coca-Cola' company has more than 1,200 bottling plants around the world. Coca Cola Enterprises is a subsidiary of Coca Cola Company.

The Georgia Pacific Corporation was founded in 1927 in Augusta, GA., as the Georgia Hardwood Lumber Co., a wholesaler of hardwood lumber. In 1982, the Company moved its headquarters from Portland, OR to Atlanta. The Georgia-Pacific Corporation has grown through expansion and acquisitions to become one of the world's leading manufacturers and marketers of tissue, packaging, paper, building products and related chemicals. Georgia-Pacific employs some 55,000 people at more than 300 locations in North America and Europe. Consumer products include paper towels, paper napkins, bath and facial tissue, disposable plates, cups, utensils and other foodservice products, and office printing and copying papers. Building products include plywood, oriented strand board, gypsum wallboard and related installation materials, lumber, particleboard, medium density fiberboard, hardboard and related chemicals.

Delta is a Delaware corporation headquartered in Hapeville, Georgia. Delta traces its roots back to 1924, when Huff Daland Dusters was founded as the world's first aerial crop dusting organization. In 1928, the company became Delta Air Service. In 1941, the company moved its headquarters to Atlanta. Delta Air Lines, Inc. provides air transportation for passengers and freight throughout the United States and around the world. As of January 31, 2005 Delta announced a major schedule change at its Super Hub at Atlanta's Hartsfield Jackson International Airport. The new schedule includes 1,042 daily non-stop flights to 217 domestic and international destinations from Atlanta. This includes service every 60-90 minutes to the top 37 cities served from Atlanta. Delta also serves 55 international cities in 36 countries. Delta Airlines recently closed its Dallas/Fort Worth hub, which added 72 flights per day to its Atlanta Super Hub. It is estimated that Delta will eliminate 7,000 jobs or 10% of it's workforce in the next 18 months as part of a turnaround plan aimed at saving the airline from having to file for bankruptcy protection.

The Southern Company, a holding company for Alabama Power, Georgia Power, Gulf Power, and Mississippi Power, has been headquartered in Atlanta since 1950. Southern Company's service territory in the Southeast encompasses more than 120,000 square miles, spanning parts of four states — most of Alabama and Georgia, the panhandle of Florida, and 23 counties in southeastern Mississippi. Southern Company provides electricity (retail and wholesale), fiber optic networks, wireless services and natural gas.





Newell Manufacturing Company recently relocated its corporate headquarters to Sandy Springs. Newell Rubbermaid produces products and brands within five groups - Cleaning & Organization, Home & Family, Home Fashions, Office Products and Tools & Hardware.

SunTrust Banks, Inc., headquartered in Atlanta, is one of the nation's largest commercial banking organizations. As of June 30, 2004, SunTrust had total assets of \$128.1 billion and total deposits of \$85.5 billion. The company operates through an extensive distribution network primarily in Florida, Georgia, Maryland, Tennessee, Virginia and the District of Columbia and also serves customers in selected markets nationally. SunTrust's primary businesses include deposit, credit, trust and investment services. Through various subsidiaries, the company provides credit cards, mortgage banking, insurance, brokerage and capital markets services.

The Mirant Company, a spin off of the Southern Company, owns or controls some 14,000 megawatts (MW) of generating capacity in the U.S.. The company's risk management and marketing activities are located in Sandy Springs. The company is currently in bankruptcy.

Cox Enterprises, Inc. is a multi-service broadband communications company with approximately 6.7 million total customers, including 6.4 million basic cable subscribers. As the nation's third-largest cable television provider, Cox offers analog cable television, advanced digital video service, an array of other communications and entertainment services, including local and long distance telephone, high-speed internet access, and commercial voice and data services. The company is majority-owned by Atlanta-based media company Cox Enterprises, Inc. The company wholly owns and operates cable systems throughout the United States. Cox Enterprises' annual revenues exceed \$8 billion, with extensive interests in newspapers (Atlanta Journal Constitution), television, radio, internet sites and automobile auctions.

The Metro Atlanta Chamber is focused on attracting companies in numerous industry clusters. In 2004, approximately 32 companies with 100 or more employees expanded or relocated in the metro area, and several other companies with less than 100 employees did the same.

New headquarters relocations include Cooper Wiring Devices, a division of Cooper Lighting, which is relocating from the state of New York, bringing 115 new jobs; the Netherlands-based Hagemeyer North America, a wholesaler electrical parts distributor, which relocated its headquarters from South Carolina, bringing 250 jobs; and Acuity Specialty Products Group, which consolidated its headquarters in Atlanta resulting in 100 new jobs. Other recently relocated headquarters include Newell Rubbermaid and Novellis.

5. Conventions and Meetings: Conventions and meeting are an important component of Fulton County's economy. Several facilities are located in Fulton County; these include the Georgia World Congress Center, with 950,000 square feet, the Inforum, the Atlanta Market Center in the City of Atlanta, and the Georgia International Convention Center, with a 40,000 sq ft ballroom, in College Park.

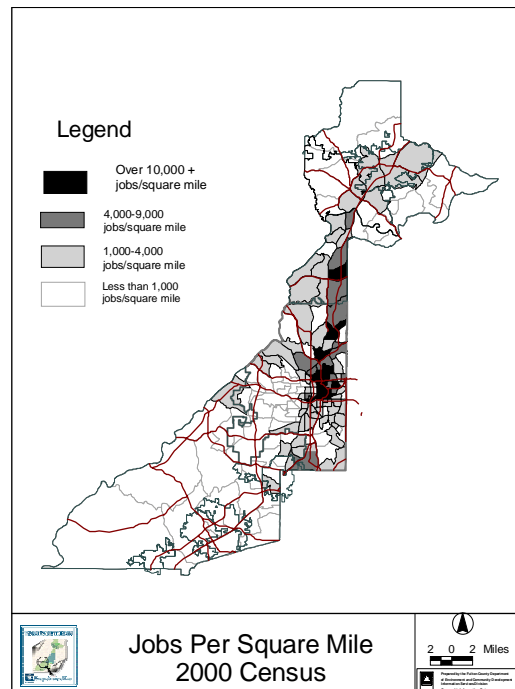




6. Professional Sports: Fulton County is home to the Braves (baseball), Hawks (basketball), Falcons (football), Thrasher (hockey) and the Georgia Force (arena football) professional sports teams which offer leisure as well as world wide recognition. Professional sports facilities in Fulton County include the Georgia Dome, Turner Field, Phillips Arena, Georgia World Congress Center, OMNI Coliseum, Wolf Creek Shooting Complex, Georgia Tech Aquatic Center, the Dick Lane Velodrome and Wills Park Equestrian Center. Many major sporting events are hosted in Fulton County such as the Peachtree Road Race, the Georgia Games, SEC Football championship, the Peach Bowl, the Tour de Georgia and PGA tours and on occasions national championships such as the Super Bowl are held in Fulton County.
7. Research and Development: Many of the educational institutions in Fulton County also conduct research and development. Much research and development is occurring through the Manufacturing Research Center, the Microelectronic Research Center, Advanced Technology Development Center (ATDC) and Georgia Center for Advanced Telecommunications Technology (GCATT), all associated with Georgia Institute of Technology. Businesses and universities are further included through the collaborative partnerships of the Georgia Biomedical Partnership, a non-profit consortium linking Atlanta's biomedical and research entities, the Georgia Cancer Coalition (GCC) which is a statewide network of people and organizations – doctors, hospitals, government agencies, public health centers, universities, businesses, non-profit organizations to create new initiatives, develop new treatment options, conduct research, provide education and encourage cancer prevention.
8. Telecommunications: Metropolitan Atlanta has the world's largest toll free dialing area. Fulton County is home to Bell South, Scientific Atlanta, and Cox Communications, Cable News Network (CNN), Turner Broadcasting System (TBS) as well numerous cable news and television stations.
9. Health Care: Numerous hospitals, medical centers, hospices, nursing homes and convalescent centers are located in Fulton County. Some of the hospitals in Fulton County include Atlanta Medical Center, Children's Health Care of Atlanta, Georgia Poison Control, Grady Health System, Hughes Spalding Children's Hospital, Emory Crawford Long Hospital, North Fulton Regional, Northside, Piedmont, St. Joseph, Shepherd Spinal Center and South Fulton Medical Center.
10. Warehousing and Distribution: Due to the extensive railroad network, air transportation and interstate access, Fulton County has a large concentration of warehousing and distribution facilities. Fulton Industrial Boulevard, along the Chattahoochee River in SW Fulton has a large concentration of these facilities. Approximately 30,000 employees work for the 1,000 companies located in 50 million square feet of space along Fulton Industrial Boulevard. Plus, the Georgia Tech Logistics Institute is one of the leading logistics industry research centers in the world.
11. Retail: Several regional malls, Lenox, Phipps Plaza, Greenbrier, Shannon and North Point are located in Fulton County.



12. Arts and Culture: Georgia and the Atlanta Region's major art and cultural institutions, such as the Woodruff Arts Center and the Fox Theatre, are located in Fulton County. Moreover, many attractions such as the Zoo, the Botanical Gardens and the World of Coke are located in Fulton County. Many cultural institutions and attractions are funded by the Fulton County Arts Council, the largest source of funding for the arts in Georgia.
13. Major Employment Centers: The Atlanta region's main employment centers are located throughout Fulton County in Downtown Atlanta, Midtown, Buckhead, Perimeter, GA 400 corridor Hartsfield-Jackson Airport and Fulton Industrial District. Map 2-1 shows the location of census tracts with high employment.



Map 2-1: Jobs per Census Tracts

14. Center for Non-profits: Many non-profits from local ones such as the Woodruff Foundation, the Atlanta Food Bank and Hands on Atlanta to large international such as Care International, the Boys and Girls Club and the Carter Center are located in Fulton County.

#### 2.1.6.2. Assessment

The diversity of Fulton County's economy has resulted in many special and unique economic activities. They are all expected to continue to play a defining role in the County's economy. Tourism will continue to be a major source of economic development not only for Fulton County but for the Atlanta region as well. As the convention industry grows within the Atlanta region, Fulton



County can maintain its advantage over surrounding counties and states because of its close proximity to Hartsfield-Jackson airport and accessibility to Marta.

Sports will remain a major attraction for Fulton County. With the City of Atlanta being home to four professional sports teams, the facilities are in place to not only accommodate the professional sporting events, but the large collegiate and non-sporting events as well. Professional and collegiate sporting events draw visitors that spend millions in hotel accommodations and other retail services.

Fulton County's new aquarium, within the city of Atlanta, will be an added family attraction that will draw visitors from around and outside of the state of Georgia. Located near Centennial Olympic Park, the aquarium will also be located adjacent to the newly relocated World of Coke museum. The combined attractions will make a significant impact to Fulton County's economy.

As the economy in the Atlanta Region continues to thrive, the location of government agencies, corporate headquarters, major employment centers, non-profits, will play an important role in Fulton County's economy.

#### 2.2.0.0. Labor Force

##### 2.2.1.0. Employment by Occupation

##### 2.2.1.1. Inventory

Employment by occupation includes the jobs held by residents in a geographic area. Table 2-15 shows the number of jobs and the percentage in 13 employment categories in 1990 and 2000 held by Fulton County residents. The number of jobs held by Fulton County residents increased by 22% from 320,149 in 1990 to 392,627 in 2000. In 1990, the largest categories of employment in Fulton County were clerical and administrative support (17%) executive, administrative and managerial (16%), followed by professional and technical specialty (15%) and sales. In 2000, professional and technical specialty became the largest category that Fulton County residents had jobs in with 22.7%, followed by executive, administrative and managerial with 20.8%. Clerical and administrative support dropped to 13.9% while sales dropped slightly to 13.7%.

**Table 2-15: Fulton County Employment by Occupation in 1990 and 2000**

Category	1990	1990 Percent	2000	2000 Percent
Executive, Administrative & Managerial	53,051	16.5%	81,784	20.8%
Professional and technical specialty	48,573	15.2%	89,212	22.7%
Technicians and related support	11,919	3.7%	NA	NA
Sales Occupations	46,191	14.4%	54,007	13.7%
Administrative Support, including clerical	54,893	17.1%	54,813	13.9%
Private Household Service	2,496	0.8%	NA	NA
Protective Service	5,167	1.6%	NA	NA
Service Occupations, other	36,825	11.5%	50,372	12.8%
Farming, Fishing and Forestry	3,240	1.0%	640	0.2%
Precision Production, Craft and Repair	21,255	6.6%	15,628	4.0%
Machine Operators, Assemblers, Inspectors	12,899	4.0%	23,508	6.0%
Transportation and Material Moving	11,323	3.5%	20,014	5.1%







**Table 2-15: Fulton County Employment by Occupation in 1990 and 2000**

Category	1990	1990 Percent	2000	2000 Percent
Handlers, Equipment Cleaners, Laborers	12,317	3.8%	NA	NA
Total employed over the age of 16 years	320,149	100%	392,627	100%

Source: US Bureau of Census, Georgia Plan Builder

In 1990, Clerical and Administrative Support was the occupation with the highest employment in the US (16.3%), Georgia (16%) and Fulton County (17.5%). This was followed by executive, administrative and managerial jobs (US-12.3%, Georgia-12.3% and Fulton-16.5%) and professional and technical specialty (US-14.1%, Georgia-12.4% and Fulton-15.23%). In 2000, professional and technical specialty became the occupation with the highest percentage of jobs held by its residents (US-20.2%, Georgia-18.7% and Fulton-22.7%). This was followed by clerical and administrative support (US-15.4%, Georgia-15.1% and Fulton-13.9%) and by executive, administrative and managerial (US-13.4%, Georgia-14% and Fulton-20.8%). The percentage of residents with jobs in service occupations, machine operators, assemblers, and inspectors and transportation and material moving increased while the percentage of residents with jobs in sales, precision production and farming, fishing and forestry declined (Table 2-16).

**Table 2-16: US, Georgia and Fulton County Employment by Occupation**

Category	1990			2000		
	US	GA	Fulton	US	GA	Fulton
Executive, Administrative and Managerial (not Farm)	12.3%	12.3%	16.5%	13.4%	14.0%	20.8%
Professional and Technical Specialty	14.1%	12.4%	15.2%	20.2%	18.7%	22.7%
Technicians & Related Support	3.7%	3.6%	3.7%	NA	NA	NA
Sales	11.8%	12.3%	14.4%	11.2%	11.6%	13.7%
Clerical and Administrative Support	16.3%	16.0%	17.1%	15.4%	15.1%	13.9%
Private Household Services	0.45%	0.5%	0.8%	NA	NA	NA
Protective Services	1.7%	1.7%	1.6%	NA	NA	NA
Service Occupations (not Protective & Household)	11.0%	9.8%	11.5%	12.0%	11.6%	12.8%
Farming, Fishing and Forestry	2.5%	2.2%	1.0%	0.7%	0.6%	0.2%
Precision Production, Craft, and Repair	11.3%	11.9%	6.6%	8.5%	9.0%	4.0%
Machine Operators, Assemblers & Inspectors	6.8%	8.5%	4.0%	9.4%	10.8%	6.0%
Transportation & Material Moving	4.1%	4.6%	3.5%	6.1%	6.6%	5.1%
Handlers, Equipment Cleaners, Helpers & Laborers	3.9%	4.3%	3.8%	NA	NA	NA

Source: US Bureau of Census- Georgia Plan Builder

### 2.2.1.2. Assessment

Based on the county's population and educational attainment, Fulton County employs an array of professional and skilled employees. In comparison to rest of the Atlanta Region, Fulton County residents have the highest percentage of educational attainment with 41% of its residents having Bachelors degree or higher. Maintaining an educated and skilled labor force will be essential to attracting a diverse range of employers. The increase in service and professional jobs held by Fulton County residents mirrors the employment trends discussed in the Employment by Sector section.





## 2.2.2.0. Employment Status

### 2.2.2.1. Inventory

This section examines the employment status of the total labor force, the civilian labor force, the military labor force and the labor force participation by sex for Fulton County, Georgia and the US. Between 1990 and 2000, Fulton County's labor force increased by 25% from 1990 in 344,956 to 431,553 in 2000. In 2000, 67.7% of the population was in the labor force, a slight reduction from 1990. An increase in the civilian labor force was balanced by a small decrease in armed forces. However, employed civilians decreased from 62.9% in 1990 to 61.6% in 2000. The unemployment rate increased from 4.64% in 1990 to 6.0% in 2000. The male labor force decreased from 75.4% to 75.2% and the female labor force also decreased from 61.1% in 1990 to 60.7% in 2000. Male unemployment was higher than female labor force unemployment (Table 2-17). According to the 2003 American Community Survey, the number of people in the labor force was 428,193, a decline from the 2000 figure.

**Table 2-17: Fulton County Labor Force Participation in 1990 – 2000**

Category	1990		2000	
	Number	Percent	Number	Percent
In Labor Force	344,956	67.8%	431,553	67.7%
Civilian Labor Force	343,768	67.6%	430,872	67.6%
Civilian Employed	320,149	62.5%	392,627	61.6%
Civilian Unemployed	23,619	4.6%	38,245	6.0%
In Armed Forces	1,188	0.23%	681	0.1%
Not in Labor Force	163,638	37.2%	205,464	32.2%
Total	508,594	100%	637,017	100%
Males				
In Labor Force	179,749	75.4%	232,858	75.2%
Civilian Labor Force	178,793	75.0%	232,343	75.0%
Civilian Employed	166,991	70.0%	211,687	68.3%
Civilian Unemployed	11,802	4.9%	20,656	6.7%
In Armed Forces	956	0.4%	515	0.2%
Not in Labor Force	58,637	24.6%	76,832	24.8%
Total Males	238,386	100%	309,690	100%
Females				
In Labor Force	165,207	61.1%	198,695	60.7%
Civilian Labor Force	164,975	61.0%	198,529	60.6%
Civilian Employed	153,158	56.7%	180,940	55.3%
Civilian Unemployed	11,817	4.4%	17,589	5.4%
In Armed Forces	232	0.1%	166	0.0%
Not in Labor Force	105,001	38.9%	128,632	39.3%
Total Females	270,208		327,327	

Source: US Bureau of Census – Georgia Plan Builder

In the US, Georgia and Fulton County, the percent of the population in the labor force decreased slightly between 1990 and 2000. However, the decline was sharper in the US and Georgia than in Fulton County. In 2000, Fulton County had a higher percentage of its population in the civilian labor force (67.6%) than the US (63.4%) and Georgia (65%) and conversely a smaller percentage of its labor force in the armed forces (US-0.5%, Georgia-1.0%, and Fulton-0.1%). The percent of







employed civilians decreased in the US, Georgia and Fulton County. The percentage of the population not in the labor force increased in the US and in Georgia and remained unchanged in Fulton County. Similarly, the male civilian labor force decreased slightly in the US and Georgia and remained unchanged in Fulton County. In 2000, Fulton County had a higher percentage of the female population in the labor force (60.7%) than the US (57.5% and Georgia (55.6%). However, between 1990 and 2000, the percentage of females in the labor force decreased in Fulton County from 61.1% in 1990 to 60.7% in 2000 and increased in US and Georgia (Table 2-18).

Table 2-18: Employment Status in USA, Georgia and Fulton County, 1990-2000						
Category	1990			2000		
	US	Georgia	Fulton	US	Georgia	Fulton
In Labor Force	65.3%	67.9%	67.8%	63.9%	66.0%	67.7%
Civilian Labor Force	64.4%	66.4%	67.6%	63.4%	65.0%	67.6%
Civilian Employed	60.3%	62.6%	62.9%	59.7%	61.4%	61.6%
Civilian Unemployed	4.0%	3.8%	4.6%	3.7%	3.6%	6.00%
In Armed Forces	0.9%	1.5%	0.2%	0.5%	1.0%	0.1%
Not In Labor Force	34.7%	32.1%	32.2%	36.0%	33.9%	32.2%
Male Civilian Labor Force	72.8%	73.9%	75%	69.8%	71.2%	75%
Male Civilian Unemployed	4.6%	3.80	4.9%	3.9%	3.5%	6.6%
Female in Labor Force	56.8%	55.8%	61.1%	57.5%	55.6%	60.7%
Female Civilian Unemployed	3.5%	3.8%	4.3%	3.3%	3.6%	5.4%
Source: US Bureau of Census- Georgia Plan Builder						

### 2.2.2.2 Assessment

Fulton County has a higher percentage of the population in the labor force than the US and Georgia. This may be due to the large number of jobs in the County. The number of jobs has been a magnet for population growth. When the number of jobs decreases, those relocating to Fulton County for job related reasons may also decrease. The higher percentage of females in the Fulton County labor force compared to the State and the US may be because Fulton County has a higher percentage of its population that is college educated and because the County has a diverse job base that is able to offer employment opportunities to women. In addition, the higher cost of living may require women to enter and stay in the labor force.

The percentage of the labor force in the armed services may decrease if Fort McPherson is closed and may increase in Georgia if the recommendations of the Base Realignment Commission are implemented.

### 2.2.3.0. Unemployment Rates

#### 2.2.3.1. Inventory

Fulton County's labor force is defined as persons employed over the age of 16 years old. The number of employed residents has consistently increased from 1990 to the latest current information available in March 2005 from the Georgia Department of Labor. The number of unemployed and the employment rate decreased from a high 25,215 people and a rate of 7.4% in 1992 until 2000 when 15,117 were unemployed and the unemployment rate was 3.7%. With a





recession and the loss of jobs, in technology, retail trade and construction, the number of unemployed increased to 29,332 and the unemployment rate increased to 6.7% in 2003. With the improvement in the economy in 2004, the unemployment rate fell to 5.5% (Table 2-19).

Table 2-19: Fulton County Labor Statistics				
Year	Labor Force	Employed	Unemployed	Unemployment Rate
1990	341,032	321,756	19,276	5.7%
1995	363,188	343,427	19,761	5.4%
2000	410,281	395,164	15,117	3.7%
2003	436,798	407,466	29,332	6.7%
2004	433,218	409,309	23,909	5.5%
2005	427,044	402,932	24,112	5.6%
Source: Georgia DOL, DCA				

Georgia, Fulton County and the other counties in the Atlanta Region have experienced a lower unemployment rate than the US since 1994. However, Fulton County had the highest unemployment rate in the ten county region between 1994 and 2000. Since 2003, Clayton County had the highest unemployment rate in the Atlanta Region while Fayette County had the lowest unemployment rate (Table 2-20).

Table 2-20: Unemployment Rates for US, Georgia and Atlanta Region										
Government	1994	1995	1996	1997	1998	1999	2000	2003	2004	2005*
US	6.1%	5.6%	5.4%	4.9%	4.5%	4.2%	4.0%	6.3%	5.6%	5.2%
Georgia	5.2%	4.9%	4.6%	4.5%	4.2%	4.0%	3.7%	5.4%	4.6%	5.0%
<b>Fulton</b>	<b>5.8%</b>	<b>5.4%</b>	<b>5.0%</b>	<b>4.6%</b>	<b>4.1%</b>	<b>3.9%</b>	<b>3.7%</b>	<b>6.7%</b>	<b>5.5%</b>	<b>5.6%</b>
Dekalb	5.4%	4.9%	4.4%	4.5%	4.1%	3.9%	3.6%	6.5%	5.5%	5.5%
Cobb	4.2%	3.6%	3.0%	3.0%	2.7%	2.6%	2.5%	4.7%	4.1%	4.3%
Clayton	5.6%	5.1%	4.5%	4.1%	3.8%	3.5%	3.6%	6.9%	5.8%	5.8%
Gwinnett	3.7%	3.2%	2.8%	2.6%	2.5%	2.4%	2.3%	4.6%	3.6%	4.2%
Rockdale	3.8%	3.4%	3.1%	3.2%	2.9%	2.5%	2.6%	5.0%	4.4%	5.3%
Henry	3.7%	3.4%	2.8%	2.6%	2.3%	2.0%	2.1%	4.9%	4.3%	4.5%
Douglas	4.0%	3.6%	3.2%	3.1%	3.0%	2.9%	2.7%	5.3%	4.7%	5.0%
Cherokee	3.4%	3.5%	2.6%	2.4%	2.2%	2.0%	2.0%	4.6%	3.7%	3.8%
Fayette	2.9%	2.6%	2.3%	2.3%	2.3%	1.8%	1.9%	3.5%	2.9%	3.9%
Source: Georgia Department of Labor *As of March 2005										

### 2.2.3.2. Assessment

Fulton County is the leading employment generator within the Atlanta region. In more recent years, the County still continues to experience a slightly higher unemployment rate relative to both the state and the U.S. One explanation for the unemployment rates is the job growth is continuously being exceeded by an even stronger growth in the size of the labor force. Fulton County's population is continuing to grow and therefore the size of the labor force is increasing as well.

One trend also influencing unemployment rates, within specific industries, is companies outsourcing their human resources overseas. The availability of inexpensive labor, in Asia and





Central America, has caused layoffs in recent years within the technology and manufacturing industries. The Department of Economic Development is working to retain the existing technology industry within Fulton County.

Another factor that may be contributing to the unemployment rate is the portion of the labor force with low skills and education. Fulton County is working to address unemployment/underemployment for many of its residents through the department of Human Service's Workforce Development. The Department of Economic Development is also working to encourage private industries to develop training and re-training programs for high school drop outs.

#### 2.2.4.0. Commuting Patterns

##### 2.2.4.1. Inventory

The number of jobs in Fulton County increased by 25% between 1990 and 2000 to 715,509 jobs. Due to the location of major employment centers, Fulton County has more jobs than the other counties in the Atlanta Region. As a result, many of the Fulton County residents in the labor force are able to find employment within the County. In 1990 and in 2000, approximately 70% of Fulton County's resident labor force worked in the County (Table 2-21). Most of the residents that worked outside of the county, worked in an adjacent county. Thirty-seven percent of those working in Fulton County live in Fulton County.

Table 2-21: Labor Force by Place of Work				
Category	1990		2000	
	Number	Percent	Number	Percent
Worked in County of Residence	221,309	70.9%	265,870	69.9%
Worked outside county of Residence	90,740	29.1%	114,471	30.1%
Total	312,049	100%	380,341	100%
Source: US Bureau of Census				

The concentration and diversity of jobs in Fulton County attracts residents from surrounding counties. The majority (68%) of those employed in Fulton County live in surrounding counties. Many that are employed in Fulton County reside in Dekalb (17%), Cobb (13%) and Gwinnett (8%) counties (Table 2-22). Even though the percentages of the total workforce do not seem like large numbers (e.g. 2% from Douglas County and 6% from Clayton County), the actual numbers – 14,253 workers from Douglas County and 40,271 workers from Clayton County are large enough to create congestion on the interstates and state roads which lead from one county to another.

Table 2-22: County of Residence of Persons Working in Fulton County, 2000		
County	Employees	
	Number	% of Total
Fulton	265,870	37%
Dekalb	121,921	17%
Cobb	92,014	13%
Gwinnett	57,737	8%





**Table 2-22: County of Residence of Persons Working in Fulton County, 2000**

County	Employees	
	Number	% of Total
Clayton	40,271	6%
Cherokee	17,494	2%
Forsyth	15,251	2%
Fayette	14,745	2%
Douglas	14,253	2%
Henry	14,157	2%
Coweta	8,855	1%
Paulding	7,432	1%
Rockdale	4,792	1%
<b>Total</b>	<b>674,792</b>	<b>94%</b>

Source: US Census Bureau

These figures do not include visitors who live outside the region, people who work in other counties and travel to conduct business with Fulton County companies, or people traveling to Fulton County for entertainment, medical care, education, worship, and other purposes.

#### **2.2.4.2. Assessment**

As the region's leading employment generator, Fulton County draws its workers from all of the surrounding counties. While Fulton County has the benefit of being served by three interstate highways, traffic congestion is a problem that is adversely impacting the quality of life of the county's residents and workers. With the region's 20 year population forecast and many of the jobs being located within Fulton County, worker commute times and distances can only be expected to increase.

Transportation options will be essential to economic development in Fulton County and the Atlanta Region. Transit-Oriented Development and promoting housing near employment centers will play a larger role in the development of the county as worker commute times lengthen. Companies that consider locating to the Atlanta Region may be deterred by lengthy commute times for their employees. Fulton County provides accessibility to MARTA throughout all of its major job centers except in North Fulton. In addition, several transportation management associations working with the Atlanta Regional Commission are working to promote alternatives to driving alone as a means of reducing traffic congestion.

#### **2.3.0.0. Local Economic Development Resources**

#### **2.3.1.0. Local Development Agencies**

##### **2.3.1.1. Inventory**

1. Fulton County: The mission of the Economic Development Department is to market and promote Fulton County through comprehensive programs designed to promote the location of new and expanding business. Marketing, Financial Services and Business Services are the three divisions of the Economic Development Department. The services provided are designed to





encourage residential, commercial and industrial growth in Fulton County, thereby creating jobs and expanding the tax base.

- a. **Marketing:** The Marketing Division works to attract new industrial, commercial, retail and residential business. Demographic information, print advertising and client presentations are provided regarding the quality of life enjoyed by the residents of Fulton County and those who work here. The staff arranges tours of potential sites and buildings, facilitates the permitting process with Environment and Community Development, and arranges presentations from government, utility and banking personnel about doing business in Fulton County. The Marketing Division also cultivates relationships with statewide development agencies in order to keep Fulton County as a good candidate for business location.
- b. **Financial Services:** The mission of the Financial Services Division is to provide new or expanding businesses with financing for real estate, machinery, equipment, and working capital through the programs listed below. The division also provides review and makes recommendations to the Board of Commissioners (BOC) on tax allocation districts (TADs) and community improvement districts (CIDs).
  1. Through the Development Authority of Fulton County, eligible companies (projects in excess of \$10 million) may access taxable revenue bond financing.
  2. Small and medium-sized businesses with a good track record and promising growth can qualify for low down payment, below-market fixed rates, and longer terms than conventional financing with the county's revolving loan program. The Economic Development Department works directly with prospective borrowers and lenders to tailor financing packages that meet program guidelines and the credit capacity of the business.
  3. The FCBI (Fulton County Business Incubator) provides affordable office space, shared services, and business support in an atmosphere that greatly increases the chances of success for 13 emerging companies.
- c. **Business Services:** The Business Services Division is responsible for retention and expansion of businesses within Fulton County, working closely with community based business organizations, agencies and the private sector. This division provides assistance in locating commercial real estate, monitoring quality of life conditions, supporting community development programs and addressing business issues and concerns. These issues and concerns include crime prevention, beautification, signage compliance, zoning violations, and transportation assessments. The division works closely with the Code Enforcement Division of the Environment and Community Development Department to assist with compliance issues. Economic Development staff responds to any inquiries and provides continuous service when a company becomes part of the Fulton County community.



- d. International Affairs: Fulton County's unique location offers businesses access to "The Americas" and the world through the County's international infrastructure, multilingual workforce and pro-business environment. Fulton County has a major concentration of Consular Corps and international representative offices, including a representative office in Munich, Germany. Fulton County's international team works closely with economic development partners to foster bilateral trade and investment, and raise the County's international business profile
- e. Special Projects: To harness long and short term business development projects and to promote aggressive economic development program in Fulton County, the Special Projects Division implements the Fulton County Economic Development Comprehensive Plan. The program concentrates on: marketing potential business opportunities, coordinating projects, initiating programs that support and create viable live-work centers, attracting target industries, and developing traditional and non-traditional workforce opportunities.

2. Chambers of Commerce: Several Chambers of Commerce operate in Fulton County. The Greater North Fulton Chamber of Commerce includes the area north of the City of Atlanta (Sandy Springs, Alpharetta, Mountain Park, and Roswell and unincorporated North Fulton). The South Fulton Chamber of Commerce includes unincorporated South Fulton and the Cities of College Park, East Point, Fairburn, Hapeville, Union City and Palmetto. The Airport Area Chamber of Commerce serves the area around Hartsfield-Jackson Airport and the Metro Area Atlanta Chamber of Commerce serves the Atlanta Region. The Chambers provide many services, including strategic planning, recruitment, networking, business promotion, newsletters, coordination and participation in local government activities, involving members through committee and events and provision of assistance in advertising and job promotion.

The Metro Atlanta Chamber of Commerce provides numerous economic development services in the Atlanta Region. Over the past several years, the Metro Chamber has formed public/private initiatives that address regional issues such as transportation, water resources and growth. Their work has led to the formation of the Georgia Regional Transportation Alliance and the North Georgia Water Quality Resource. More recently, the Metro Growth Quality Task Force studied population growth, housing, land use and transportation.

3. Local Business Associations: Business owners have been forming organizations to act in their common interests to maintain and enhance the economic health of an area. Organizations in Fulton County include the Sandy Springs Business Association, the Cascade Merchants Association, the Old National Merchants Association, the Fulton Industrial Business Association, and organizations in the Cities of Fairburn and Union City.

#### **2.3.1.2. Assessment**

The Department of Economic Development is working to encourage small business development. Start-up venture financing companies and the creation of a banking center will be used to assist new businesses with funding. In addition, training programs for small business entrepreneurs will be used as a tool to improve the success rate of small firms. The Fulton County business incubator





is currently used to support small business. The incubator will also be expanded to encourage such businesses as micro-electronics, nano-technology, and other professional services.

The Economic Development Department will continue to collaborate and provide funding to community based organizations and chambers of commerce that work to encourage economic and employment development, particularly in areas where traditional support is limited. Moreover, the Development Authority will continue to work and support companies with the issuance of bonds.

### **2.3.2.0. Economic Development Programs or Tools**

#### **2.3.2.1. Inventory**

1. Fulton County: The Fulton County Department of Economic Development provides building and site location assistance; financing for commercial and industrial projects; taxable and tax-exempt financing; creative business financing; long term, fixed-rate loans with low down payments; business retention and expansion services; import/export services; area site tours; project management assistance; liaison with other County departments on development projects; and information and research services.

Development Authority of Fulton County: Created in 1973, the Development Authority has issued over \$2 billion in both taxable and tax-exempt bonds. The bonds provided financing for more than 190 businesses that were relocating to, or expanding existing facilities in, the County. These relocations and expansions created or retained more than 335,000 jobs in Fulton County. Since 1990 alone, the Development Authority issued over a \$1 billion in taxable and tax-exempt bonds. Under the auspices of the Development Authority – and the Policy for Development Incentives created by the County Board of Commissioners – financing is provided for firms that range from small companies and major corporations to cultural and educational institutions.

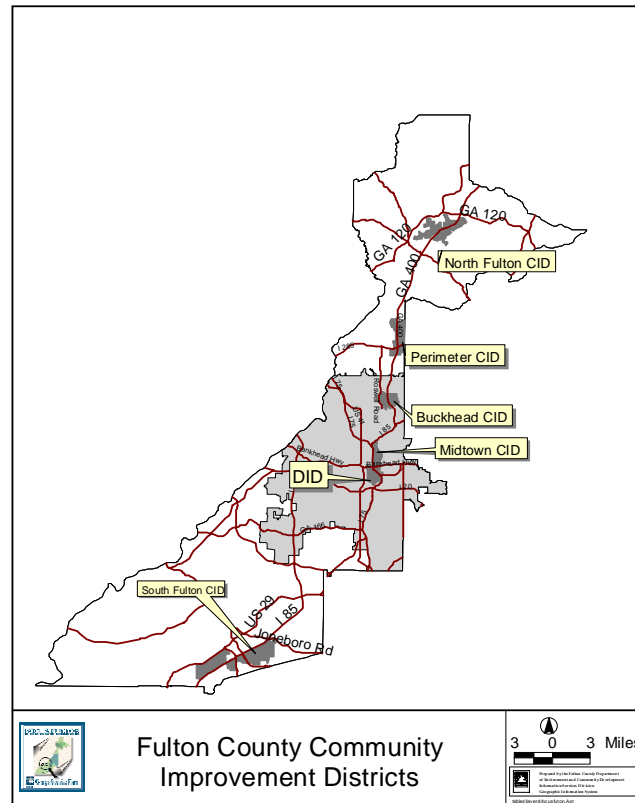
Joint Development Authority of Metropolitan Atlanta: This Authority works to address economic development as a region. Participating in the Joint Development Authority of Metropolitan Atlanta are Clayton, DeKalb, Rockdale and Fulton counties. Thus, the combined population of the Joint Authority's participating counties represents approximately 25% of the population of Georgia. By participating in the alliance, the member counties enable each company that is located within its jurisdiction to take advantage of a \$1,000-per-job state tax credit. The Joint Authority's Board of Directors meets quarterly – in January, April, July and October.

2. Community Improvement District (CID): Community Improvement Districts (Map 2-2) are a self-taxing area, self governing group, where private property owners vote to assess themselves additional property taxes in order to address critical issues such as traffic and safety. It takes the agreement of a simple majority of the commercial property owners within the district to create a CID. In addition, it is required that this simple majority of owners represent at least 75% of the taxable value of the commercial property owners located within the proposed CID boundary. There are several CID's in unincorporated Fulton County, one in Sandy Springs and the other in South Fulton and several within Fulton





County's municipalities. These CIDs have provided funding for transportation studies and projects.

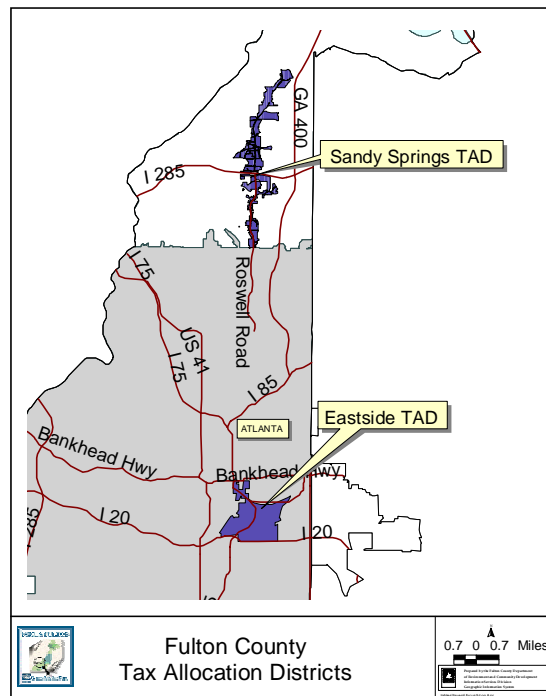


Map 2-2: Fulton County Community Improvement Districts

3. Community Development Block Grant Program: The Community Development division of the Environment and Community Development Department administers the Community Development Block Grant (CDBG) Program in Fulton County outside the City of Atlanta. The County's CDBG funds are used to address a variety of housing, infrastructure, economic development and public service needs in the county. CDBG programs are used for neighborhood revitalization, development of affordable housing, economic development, infrastructure improvements, public facilities and public services.
4. Tax Allocation District (TAD): This is a tool used to pay for infrastructure and other improvements in underdeveloped or blighted areas in order to stimulate economic development and to enhance the surrounding neighborhoods. As properties within the TAD



are redeveloped and improved, the property values increase. The local jurisdiction receives increased tax revenues to make improvements in the TAD without raising taxes or dipping into the jurisdiction's current tax revenues. The Sandy Springs TAD is the only one in unincorporated Fulton County (Map 2-2). There are several TADs in the City of Atlanta and in East Point .



Map 2-3: Tax Allocation Districts

5. The Enterprise Zone Employment Act of 1997: In this program, the Board of Commissioners may designate areas in need of revitalization as Enterprise Zones. The program provides certain tax exemptions to qualifying businesses that create new jobs as a result of location, expansion, or facility modernization in underdeveloped areas.
6. Transportation Management Associations (TMA): Fulton County has several TMA's which create transportation options for geographic areas with large employment concentrations. These are listed in the Transportation Element of this plan.

### 2.3.2.2. Assessment

The Board of Commission approves the abatement of taxes in tax allocation districts in an effort to



promote redevelopment and revitalization. Fulton County's forecasted growth and development within Sandy Springs should allow the funding from this TAD to aid in the necessary upgrades to infrastructure in Sandy Springs. The possible incorporation of Sandy Springs will have little if no effect on the TAD financing that has already been adopted.

Because Fulton County would like to encourage more development of small businesses, the Economic Development Department would like to increase the use of the Community Development Block Grant Funding for the revolving loan program. Increasing the loan program may improve the success rate of small business, as well as minimize the financial burden assumed by many small business owners.

### **2.3.3.0. Education and Training Opportunities**

#### **2.3.3.1. Inventory**

The following agencies educate and train Fulton County's workforce.

1. Private Assistance: There are many social service agencies which provide job training and job finding assistance to people as well as help in taking their GED.
2. Atlanta Regional Workforce Board: The Atlanta Regional Commission coordinates the local regional workforce board which provides job training and job seeking resources to Atlanta Region residents, including Fulton County residents.
3. Vocational and Technical Schools: Numerous vocation and technical schools in the Metro Atlanta area, such as Atlanta Area Tech, teach students skills in the areas of computers; nursing and medical assistance; legal; business and office administration; massage; skin, nail and hair care; court reporting; broadcasting; aviation maintenance; truck driving; carpentry; writing; photography; art; graphic design; fashion design; modeling; merchandising; construction; real estate; psychology; foreign languages; accounting; culinary arts; appliance repair; bartending; and circus arts.
4. Fulton County Human Services Department: The Fulton County Workforce Preparation Employment Service offers a variety of services through four "one-stop" career centers and 22 electronic access network sites strategically located throughout Fulton County. Employment and training services, as well as associated supportive services are provided at these to area youth, adults and dislocated workers.

Through these facilities, and in collaboration with numerous state and local agencies and organizations, employers and job seekers alike have access to free individualized services that link current labor market and financial information, employment readiness, skill upgrade and support services to a single unified system.

5. Electronic Access Network: The Georgia Department of Labor has developed an automated system that supports the delivery of Workforce Investment Act (WIA) services and meets WIA reporting and performance accountability requirements. These automated systems are





part of Georgia's One Stop Career Network and are known in Fulton County as the Electronic Access Network Sites. Services provided include Outreach and Recruitment Assistance, Labor Market Information, Unemployment Insurance Information, Hiring Incentive Information, Tax Credit Information, Job Ready Candidates for Vacancies, Job Training Resources, Space For Interviewing Candidates, Rapid Response Information, Training Information

6. Youth Services: The Youth Services Program (provided by the Human Services Department) is designed to provide assistance to youth in obtaining vocational training and unsubsidized employment. The program targets in-school, out of school and at-risk youth. These services are provided through collaborations with existing providers. Where gaps in service exist, services are purchased through community providers.

#### **2.3.3.2 Assessment**

A skilled and educated workforce is essential to attracting and retaining business to Fulton County. While a significant percentage of the county's residents are highly educated, many opportunities are available for citizens who require additional skills and training. The Economic Development Department is working to match employers with well suited employees. In South Fulton, one effort is to encourage this match is to attract a local state and/or private college campus. Building additional skills and capacities of the South Fulton residents makes it possible to attract corporate headquarters and offices in that area of the county.

