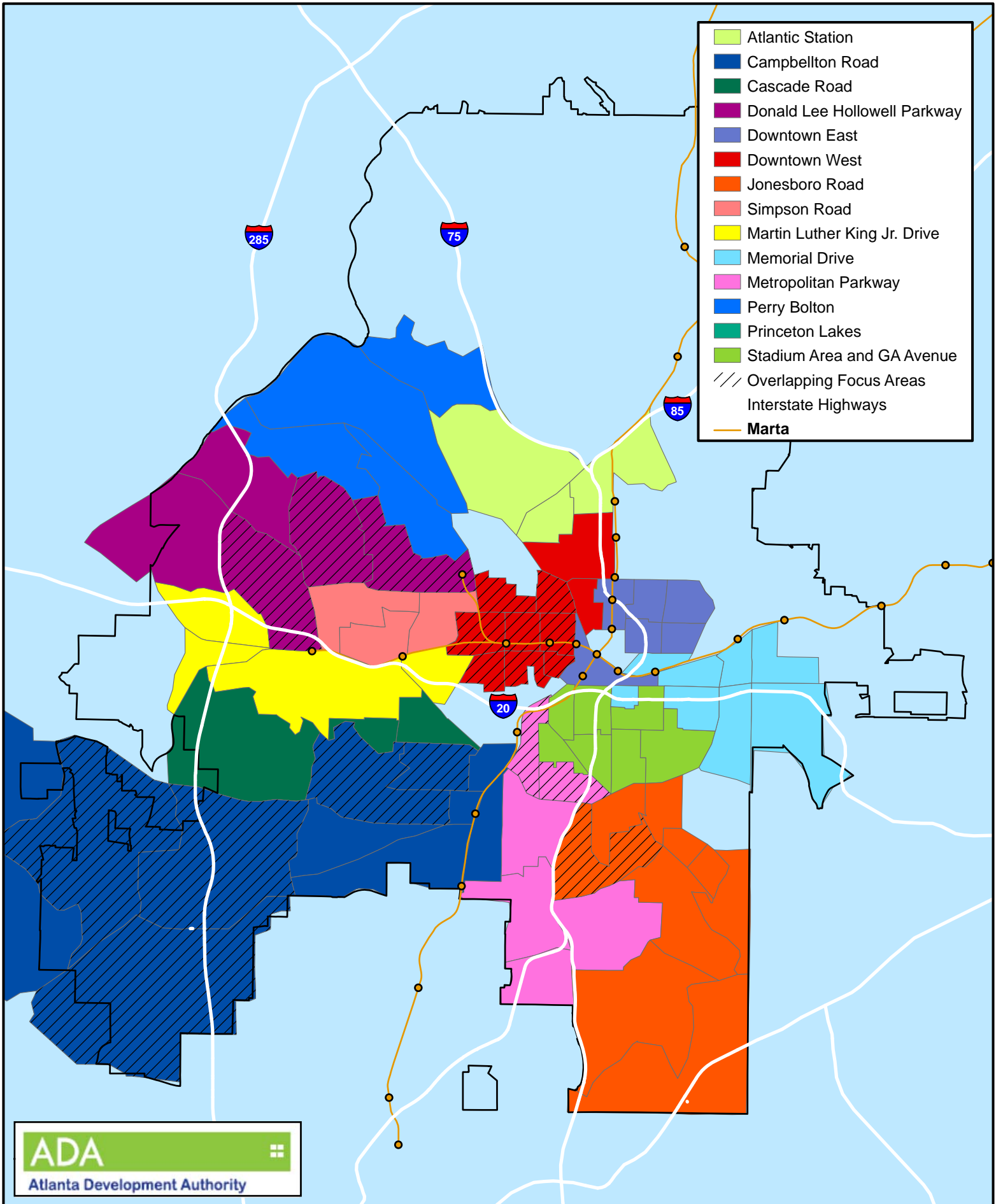


Atlanta Economic Development Focus Areas



City of Atlanta
Analysis of 14 Economic Development Focus Areas (EDFA's)

Economic Data Indicators															
EDFA	Atlanta (city)	Atl. Station	Dtown East	Dtown West	Cascade	Campbellton	Hollowell	Jonesboro	Memorial	Metropolitan	ML King Jr.	Perry-Bolton	Princeton	Simpson	Stadium
AREA															
Total Acres	97,981	2,875	1,513	2,660	10,793	9,766	5,608	7,695	3,114	4,817	4,611	7,445	4,007	4,160	2,720
Total Square Miles	153	4	2	4	17	15	9	12	5	8	7	12	6	7	4
POPULATION															
2008 Population	524,695	16,134	21,993	35,893	42,484	42,514	29,607	38,544	25,632	31,920	38,780	34,188	11,644	31,604	22,627
Age															
Ages 5-17	85,480	2,574	3,509	5,727	6,778	6,783	4,724	6,150	4,090	5,093	6,187	5,455	1,858	5,043	3,610
Ages 18-64	363,320	10,941	14,914	24,341	28,810	28,831	20,078	26,138	17,382	21,647	26,299	23,185	7,896	21,432	15,345
Ages 65 and Over	52,612	1,584	2,160	3,525	4,172	4,175	2,907	3,785	2,517	3,135	3,808	3,357	1,143	3,104	2,222
Educational Attainment															
High School Graduate (includes GED)	60,915	757	2,408	3,440	6,491	6,730	4,703	5,815	3,760	5,189	5,394	4,195	1,344	5,401	2,771
Associate Degree	10,003	258	380	457	864	847	314	494	599	587	585	449	331	494	295
Bachelors Degree	57,706	2,676	1,773	1,336	3,089	2,692	919	547	2,302	868	1,374	2,473	413	1,280	1,239
Masters Degree	23,848	1,180	636	676	1,942	1,429	563	90	736	290	693	651	329	820	489
Doctorate Degree	4,043	255	75	152	328	222	44	35	56	64	126	188	16	74	55
2008 Population Density (persons/acre)	5	6	15	13	4	4	5	5	8	7	8	5	3	8	8
2008 Population Density (persons/sq mi)	3,427	3,592	9,300	8,636	2,519	2,786	3,379	3,206	5,268	4,241	5,383	2,939	1,860	4,862	5,325
INCOME															
2008 # Households	175,875	5,037	7,113	7,388	13,040	13,722	8,254	9,243	9,545	8,738	10,884	9,817	3,050	10,544	6,514
2008 Median Household Income	35,058	46,562	25,757	17,334	38,350	31,796	21,910	22,662	27,551	25,337	21,100	24,979	29,726	20,787	22,596
2008 Spending Power (mhi*households) \$millions	6,166	235	183	128	500	436	181	209	263	221	230	245	91	219	147
2008 Income Density (spending power/sq mi) \$millions	40	52	77	31	30	29	21	17	54	29	32	21	14	34	35
POVERTY															
2008 Population Below Poverty	105,883	2,231	5,327	7,743	6,678	8,750	9,929	14,048	7,033	8,595	10,301	8,102	1,435	9,943	6,959
2008 % Population Below Poverty	19.8	13.8	24.2	21.6	15.7	20.6	33.5	36.4	27.4	26.9	26.6	23.7	12.3	31.5	30.8
CRIME															
2008 # of Violent and Property Crimes	46,176	951	1,921	2,231	1,850	1,939	1,639	2,764	1,080	2,153	2,704	670	883	1,199	2,698
2008 Crime Rate (per 100,000)	8,619	5,893	8,734	6,217	4,354	4,561	5,536	7,171	4,214	6,745	6,972	1,959	7,580	3,794	11,922
HOUSING															
2008 # Housing Units	232,258	8,290	11,579	10,587	15,385	16,353	10,025	12,108	11,543	11,537	14,461	13,305	4,742	13,254	9,445
2008 # of Occupied Units	172,201	5,030	6,953	7,342	12,934	13,681	8,279	9,216	9,629	8,787	10,855	9,799	3,077	10,485	6,538
2008 # of Owner-Occupied Homes	76,031	1,829	1,444	1,564	8,836	7,235	3,817	3,141	4,079	3,880	3,469	4,430	1,142	4,331	2,554
2008 Housing Units (per acre)	2	3	8	4	1	2	2	2	4	2	3	2	1	3	3
2008 % of Owner-Occupied Homes	44.2	36.4	20.8	21.3	68.3	52.9	46.1	34.1	42.4	44.2	32.0	45.2	37.1	41.3	39.1
2008 Median Home Value	152,616	277,000	125,617	101,490	99,029	87,171	68,760	54,511	111,500	61,186	77,450	83,867	88,000	63,789	93,267
JOBS															
2006 # of Jobs	410,592	23,869	72,235	25,791	3,804	9,651	5,426	11,313	11,658	6,194	4,882	10,776	3,211	2,761	5,386
2006 # Jobs (per acre)	4	8	48	10	0	1	1	1	4	1	1	1	1	1	2
2006 # Jobs (per sq mi)	2,682	5,314	30,547	6,206	226	632	619	941	2,396	823	678	926	513	425	1,267
LABOR															
June 2008 Labor Force	231,503	6,972	9,503	15,510	18,358	18,371	12,793	16,655	11,076	13,793	16,757	14,773	5,031	13,656	9,777
June 2008 Employment	216,100	6,507	8,869	14,475	17,140	17,152	11,940	15,544	10,337	12,873	15,639	13,787	4,697	12,745	9,125
June 2008 Unemployment	15,403	465	634	1,035	1,218	1,219	854	1,111	739	920	1,118	986	334	911	652
HOME MORTGAGES															
June 2008 # of Mortgages	124,234	1,619	629	354	1,702	1,499	755	514	1,142	830	390	1,205	1,717	497	784
June 2008 # of Foreclosure Starts (18 mo.)	7,021	45	29	33	159	143	89	53	51	92	45	75	141	60	66
June 2008 % of Foreclosure Starts	5.7	2.8	4.6	9.3	9.4	9.5	11.8	10.3	4.4	11.1	11.5	6.2	8.2	12.1	8.5

City of Atlanta Economic Development Focus Areas Economic Index – February 2009

Description

The Economic Index (Index) provides a quantitative evaluation of the economic strength of the City of Atlanta (City) Economic Development Focus Areas (EDFA) relative to the City as a whole. The EDFAs differ from Tax Allocation Districts (TAD) and Economic Priority Corridors in that the EDFAs include residential areas located just outside the TADs and/or the Priority Corridors. An EDFA may cross a TAD or Priority Corridor geographical boundary. The Index evaluates each EDFA based on the following 11 indicators:

- 2008 Population Density (persons sq mile)
- 2008 Income Density (\$ millions)
- 2008 Median Family Income
- 2008 % Population Below Poverty
- 2008 Crime Rate (# of crimes per 100,000)
- 2008 Median Home Value
- 2008 % Owner-Occupied Homes
- 2006 # Jobs (per sq mile)
- June 2008 % Foreclosure Starts (18 month period)

The Index scores for each EDFA are compared to those values for the City using as a baseline (e.g. City = 100, Campbellton Road = 65.0). The Index lists the scores by indicator and EDFA.

NOTE: An Index score reflects the aggregate economic strength of an EDFA. In no way does the score reflect the economic strength an individual household or business relative to the City. This Index is specific to EDFAs and should not be used compare or evaluate other economic areas such as TADs or Priority Corridors.

**City of Atlanta Economic Development Focus Areas
Economic Index – February 2009**

Data Sources

Indicator(s)	Area(s)	Data Source
Total Acres	City, Census Tract	Atlanta Regional Commission ¹
Total Square Miles (Acres*640)	City, Census Tract	
2008 Population	City	City of Atlanta, Bureau of Planning ²
2008 Population Density	Census Tract	U.S. Census Bureau (via FFEIC) ³

**City of Atlanta Economic Development Focus Areas
Economic Index – February 2009**

Indicator(s)	Area(s)	Data Source
2008 Ages 5-17 Population	City, Census Tract	U.S. Census Bureau (via FFEIC) ³
2008 Ages 18-64 Population		
2008 Ages 65 and Over Population		
2008 # of Households		
2008 Median Household Income		
2008 Spending Power (MHI * Households) \$millions		
2008 Income Density (Spending Power/ Sq Mi) \$millions		
2008 Population Below Poverty		
2008 % Population Below Poverty		
2008 # of Occupied Homes		
2008 # of Owner-Occupied Homes		
2008 % of Owner-Occupied Homes		
2008 Median Home Value		
2008 # Violent & Property Crimes		
	Census Tract	City of Atlanta Police Department ⁴
2008 # Crime Rate (per 100,000) Based on ARC 2008 Population (489,791)	City	City of Atlanta, Bureau of Planning ²
	Census Tract	City of Atlanta Police Department ⁴
2006 # Jobs	City, Census Tract	Atlanta Regional Commission ⁵
2006 # Jobs (per sq mi)		
June 2008 Labor Force	City, Census Tract	U.S. Department of Housing and Urban Development ⁶
June 2008 Employment		
June 2008 Unemployment		
June 2008 BLS Unemployment Rate		
June 2008 # of Mortgages		
June 2008 # of Foreclosures		
June 2008 % of Foreclosure Starts		

¹ Atlanta Regional Commission (ARC) 2008 Population Estimates (Census Tracts for GIS tab)
<http://www.atlantaregional.com/documents/Population08.XLS>

NOTE: The total of the ARC census tracts for the City is 489,791, which is less than the US Census Bureau's 2007 Estimate of 519,145. The Census Bureau does not have available 2007

City of Atlanta Economic Development Focus Areas Economic Index – February 2009

or 2008 population estimates by census tracts. Therefore, the Index used the ARC census tract data for the EDFA 2008 population estimates.

² City of Atlanta, Bureau of Planning, GIS Database

³ Federal Financial Institutions Examination Council's (FFIEC) 2008 Census Data Windows Application (made available based on The Home Mortgage Disclosure Act (HMDA), enacted by Congress in 1975)

<http://www.ffiec.gov/WebCensus/software/Census2008.exe>

NOTE: Both ARC and the US Census Bureau does not have available 2008 population estimates by census tract and age. Therefore, the Index used the FFIEC census tract data for the EDFA 2008 population estimates by age.

⁴ City of Atlanta, Georgia Police Department Part I Crime Database

<http://www.atlantapd.org/files/CrimeData/PI-2008.zip>

⁵ Atlanta Regional Commission (ARC) Employment Estimates

<http://www.atlantaregional.com/documents/Masteremp.xls>

⁶ US Department of Housing and Urban Development (HUD)

Neighborhood Stabilization Program – Local Level Foreclosure Data

http://www.huduser.org/datasets/nsp_foreclosure_data.html

NOTE: Using data from the Mortgage Bankers Association National Delinquency Survey as of June 2008, HUD has calculated the approximate number of foreclosure starts for all of 2007 and the first six months of 2008 (“Foreclosure starts over 18 months”)

Methodology

The following Fulton County, Georgia census tracts most closely correspond to the EDFAs:

Economic Dev. Focus Area (EDFA)	Census Tracts
Atlantic Station	5, 6, 89.02
Campbellton Road	61, 62, 66.01, 66.02, 76.01, 76.02, 77.01, 77.02, 78.02, 80, 103.03
Cascade Road	60, 61, 77.01, 78.02, 79, 80, 81.01
Donald Lee Hollowell	82.01, 82.02, 85, 86.01, 86.02
Downtown East	17, 18, 19, 28, 29, 35
Downtown West	10, 21, 22, 23, 24, 25, 26, 36, 38, 39
Jonesboro Road	55.02, 64, 67, 68.01, 68.02, 70.02, 71, 72, 73
Memorial Drive*	31, 32, 33, 48, 50, 52, 205, 209

**City of Atlanta Economic Development Focus Areas
Economic Index – February 2009**

Economic Dev. Focus Area (EDFA)	Census Tracts
Metropolitan	58, 63, 65, 67, 70.01, 74, 75
MLK Jr. Drive	24, 25, 26, 36, 38, 39, 40, 78.07, 78.08, 81.02
Perry Bolton	85, 86.01, 87.01, 87.02, 88, 89.01
Princeton Lakes	77.02
Simpson Road	22, 23, 24, 25, 26, 82.01, 83.01, 83.02, 84
Stadium Area and GA Avenue	44, 46, 49, 53, 55.01, 56, 57, 58, 63

*** Census tracts 205 and 209 are in DeKalb County, but are within the City of Atlanta limits**

Assumptions

- There may be some census tracts that exist in two different EDFAs
- Does not include tracts outside the City limits, even if they feed an EDFA (at this time)
- Cascade Road EDFA does not include the newly annexed census tract
- Boundaries of EDFAs do not coincide with TAD or Priority Corridor boundaries
- Does not include an analysis of the Atlanta BeltLine area

The following Atlanta, Georgia Police Department police beats most closely correspond to the EDFAs:

Economic Dev. Focus Area (EDFA)	Police Beats
Atlantic Station	501
Campbellton Road	403, 406, 407
Cascade Road	402, 403, 411
Donald Lee Hollowell	102, 106
Downtown East	507, 509
Downtown West	506, 508
Jonesboro Road	306, 307, 309, 310, 611
Memorial Drive	304, 606
Metropolitan	303, 305, 306, 404, 405
MLK Drive	103, 107, 401, 402
Perry Bolton	209
Princeton Lakes	410
Simpson Road	103, 105
Stadium Area and GA Avenue	301, 302, 303, 304

There may be some police beats that exist in two different EDFAs

City of Atlanta Economic Development Focus Areas Economic Index – February 2009

The Index scores for the City have a baseline of 100. For each indicator, the EDFAs receive a higher Index score when their value is more than City. For example

2008 City Population Density – 3,409 persons per square mile

2008 Downtown East Population Density – 8,502 persons per square mile

Downtown East Index score for Population Density = $(8,502 / 3,409) * 100 = 249.4$

Likewise, the EDFAs receive a lower Index score when their value is less than City. For example

2008 Cascade Road Population Density – 2,303 persons per square mile

Cascade Road Index score for Population Density = $(2,303 / 3,409) * 100 = 67.6$

The following table shows the desired Index score relative the baseline City score for each indicator:

Indicator Qualities	
Desire >= Baseline	Desire <= Baseline
2008 Income Density (\$ millions)	2008 Population Density (persons sq mi)
2008 Median Home Value	2008 % Population Below Poverty
2008 % Owner-Occupied Homes	2008 Crime Rate (per 100,000)
2006 # Jobs (per sq mi)	June 2008 % of Foreclosure Starts

The overall Index score is the average of the indicator Index scores. At this time, the weights for all the indicators are equal. Adjustments to give an indicator more or less weight, the overall Index scores will change accordingly.

How the Census Bureau Measures Poverty

<http://www.census.gov/hhes/www/poverty/povdef.html>

In general, the poverty income level varies by family size, sex of the head of household, number of children under 18 years of age, and farm-nonfarm residence. Based on poverty guidelines defined by the Social Security Administration in 1964, the various income levels are now called poverty thresholds. The Office of Management and Budget adopted this methodology for all federal agencies including the Census Bureau.

NOTE: The poverty thresholds are used throughout the United States and do not vary by geographic region.

City of Atlanta Economic Development Focus Areas Economic Index – February 2009

The Census Bureau's current poverty threshold table (as of 2007) is as follows:

Poverty Thresholds for 2007 by Size of Family and Number of Related Children Under 18 Years

Size of Family Unit	Weighted Average Thresholds	Related children under 18 years								
		None	One	Two	Three	Four	Five	Six	Seven	8 or more
One person (unrelated individual)	10,590									
Under 65 years	10,787	10,787								
65 years and over	9,944	9,944								
Two people	13,540									
Householder under 65 years	13,954	13,884	14,291							
Householder 65 years and over	12,550	12,533	14,237							
Three people	16,530	16,218	16,689	16,705						
Four people	21,203	21,386	21,736	21,027	21,100					
Five people	25,080	25,791	26,166	25,364	24,744	24,366				
Six people	28,323	29,664	29,782	29,168	28,579	27,705	27,187			
Seven people	32,233	34,132	34,345	33,610	33,098	32,144	31,031	29,810		
Eight people	35,816	38,174	38,511	37,818	37,210	36,348	35,255	34,116	33,827	
Nine people or more	42,739	45,921	46,143	45,529	45,014	44,168	43,004	41,952	41,691	40,085
Source: U.S. Census Bureau										

The threshold table is available at

<http://www.census.gov/hhes/www/poverty/threshld/thresh07.xls>.

The following results are the Index scores by indicator and EDFA: