



Fulton County Board of Commissioners
Agenda Item Summary

17-0520

BOC Meeting Date
6/21/2017

Requesting Agency

Strategy and Performance Management

Commission Districts Affected

All Districts

Requested Action *(Identify appropriate Action or Motion, purpose, cost, timeframe, etc.)*

Presentation: All People have Economic Opportunities Performance Management Report.

Requirement for Board Action *(Cite specific Board policy, statute or code requirement)*

This item is for informational purposes only.

Is this Item related to a Strategic Priority Area? *(If yes, note strategic priority area below)*

Yes All People have economic opportunities

Is this a purchasing item?

No

Summary & Background

(First sentence includes Agency recommendation. Provide an executive summary of the action that gives an overview of the relevant details for the item.)

Scope of Work: This item will be a presentation of the All People have Economic Opportunities Performance Management Report.

Community Impact: The Performance Report looks at measure from a Countywide perspective and at a departmental level for this priority area.

Department Recommendation: Receive the report for this priority area.

Community Concerns: The Strategy and Performance Management Office is not aware of any issues or concerns with the report.

History of BOC Agenda Item: The first All People have Economic Opportunities report was presented to the BOC in 2016.

Contract & Compliance Information

(Provide Contractor and Subcontractor details.)

Agency Director Approval		County Manager's Approval
Typed Name and Title	Phone	
Signature	Date	

Revised 03/12/09 (Previous versions are obsolete)

Agency Director Approval		County Manager's Approval
Typed Name and Title	Phone	
Signature	Date	

Revised 03/12/09 (Previous versions are obsolete)

Solicitation Information	NON-MFBE	MBE	FBE	TOTAL
No. Bid Notices Sent:				
No. Bids Received:				
Total Contract Value	.			
Total M/FBE Values	.			
Total Prime Value	.			
Fiscal Impact / Funding Source	(Include projected cost, approved budget amount and account number, source of funds, and any future funding requirements.)			
.				
Exhibits Attached	(Provide copies of originals, number exhibits consecutively, and label all exhibits in the upper right corner.)			
Source of Additional Information	(Type Name, Title, Agency and Phone)			

Agency Director Approval		County Manager's Approval
Typed Name and Title	Phone	
Signature	Date	

Revised 03/12/09 (Previous versions are obsolete)

Procurement**Contract Attached:**

.

Previous Contracts:

.

Solicitation Number:

.

Submitting Agency:

.

Staff Contact:

.

Contact Phone:

.

Description:.**FINANCIAL SUMMARY****Total Contract Value:**

Original Approved Amount: .

Previous Adjustments: .

This Request: .

TOTAL: .

MBE/FBE Participation:

Amount: . %: .

Amount: . %: .

Amount: . %: .

Amount: . %: .

Grant Information Summary:

Amount Requested: .

☐

Cash

Match Required: .

☐

In-Kind

Start Date: .

☐

Approval to Award

End Date: .

☐

Apply & Accept

Match Account \$: .

Funding Line 1:

.

Funding Line 2:

.

Funding Line 3:

.

Funding Line 4:

.

KEY CONTRACT TERMS**Start Date:**

.

End Date:

.

Cost Adjustment:

.

Renewal/Extension Terms:

.

ROUTING & APPROVALS

(Do not edit below this line)

X	Originating Department:	Rowicki, Mike	Date: 6/6/2017
.	County Attorney:	.	Date: .
.	Purchasing/Contract Compliance:	.	Date: .
.	Finance/Budget Analyst/Grants Admin:	.	Date: .
.	Grants Management:	.	Date: .
X	County Manager:	Anderson, Dick	Date: 6/7/2017



All People Have Economic Opportunities

June 2017



2016 KEY AREA ACHIEVEMENTS

Planning and Community Services:

- ✓ Increased site inspection, Plan Review services, technical ability and customer service through outsourcing to a private contractor.
- ✓ Start mandatory inspections on M4.

Development Authority:

- ✓ Created 1,250 jobs and \$400M investment in 1.2M ft.² on Fulton Industrial Blvd. Through UPS.
- ✓ Established Software development center with 800 jobs in Fulton through Honeywell.
- ✓ \$63M investment and addition of 275 new jobs through Global Payments
- ✓ Created 250 new jobs in Buckhead through GE Digital Hub.

Public Works (transportation):

- ✓ The intersection improvements at Fairburn Road at Utoy Springs Road and the sidewalks along Fairburn Road started construction in 2016 and was completed during the first quarter of 2017.
- ✓ The multi-use trail within the Wolf Creek Amphitheater property began construction.

Housing and Community Development:

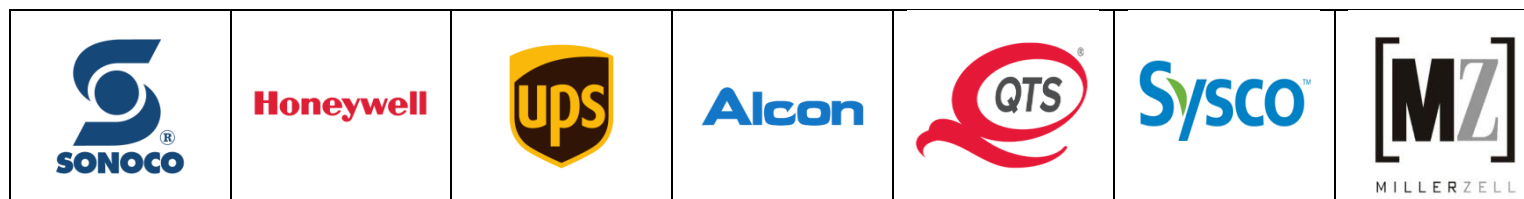
- ✓ Community Services Program: BOC approval of \$1,020,627 to support Fulton County nonprofit work with Economic Stability/Poverty Initiatives that served 193,997 individuals.

AREA OBJECTIVES

AREA MEASURES

Business Development	<ul style="list-style-type: none"> ▪ New and existing business licenses ▪ Consumer price index ▪ Commercial and industrial property ▪ Building Permits Issued
Employment	<ul style="list-style-type: none"> ▪ Employment rate ▪ Employment rate for young male adults ▪ Income distribution index ▪ Median household income
Business Climate Perception	<ul style="list-style-type: none"> ▪ Percentage of businesses that say that Fulton County is a great place to do business ▪ Percentage of expenditures on transportation in Fulton County ▪ Number of people employed by Fulton County businesses ▪ Broadband connection rate
Workforce Readiness	<ul style="list-style-type: none"> ▪ Percentage of residents with a high school diploma or GED ▪ Percentage of residents with a college degree (2 or 4-year advanced degrees) ▪ Percentage of public high school students who demonstrate college readiness ▪ Public high school students' graduation rate

Business Development and Expansions in Fulton County



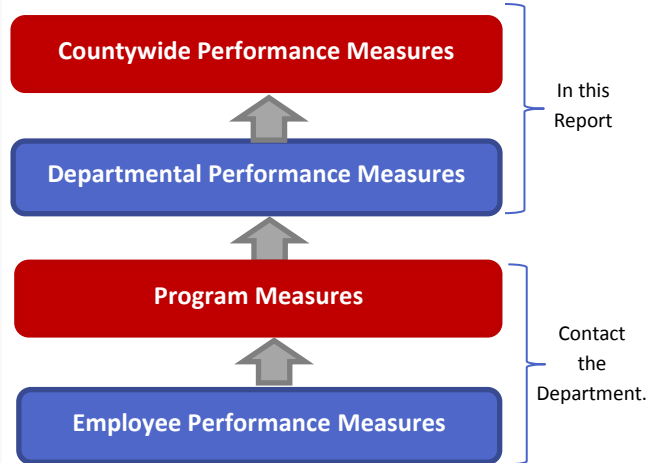
Companies that Select Fulton has partnered with to create over 3,340 jobs opportunities for residents in our community.
Packet Page -343-

ALL PEOPLE HAVE ECONOMIC OPPORTUNITY PERFORMANCE REPORT

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Performance Framework



How to Read the Dashboards



ALL PEOPLE HAVE ECONOMIC OPPORTUNITY PERFORMANCE REPORT

Priority Area Sponsor(s)



Liz Hausmann, Commissioner , District 1

Executive Sponsor: All People Have Economic Opportunity

"During the past year, Fulton has taken major steps to attract quality jobs to our County for the benefit of our residents, the biggest step being the passage of TSPLOST. Our new economic development office, Select Fulton, serves our residents by engaging potential employers, learning their needs, and showing them how Fulton can meet those needs."

2016-2019 AREA STRATEGIES

- Gather economic data, convene county stakeholders, and organize public resources.
- Ensure county work force can meet business demands and opportunities.
- Ensure County hiring practices, professional development programs, procurement guidelines, and capital investments link to County economic development needs.
- Pursue opportunities that link to regional economic development efforts, target areas with the greatest need, and increase revenue.

2017 STRATEGIC INITIATIVES

- Implement and provide oversight for the Transportation Special Purpose Local Options Sale Tax.
- Establish a countywide reporting standard for GASB 77 on local government tax abatements and enhance ROI and governance approach.
- Ensure job opportunities through partnerships with public, private, nonprofit entities to create Workforce Development initiatives.
- Establish marketing campaign encouraging investment in Fulton cities and community improvement districts for economic development and job creation.

AGENCIES AND DEPARTMENTS IN PRIORITY AREA



Housing and Community Development

Frankie Atwater, Director



**Development Authority/
Select Fulton**

Al Nash, Director



Planning and Community Services

Randy Beck, Director



Public Works (Transportation)

David Clark, Director

Benchmark Counties

Ten U.S. counties have been identified as being appropriate for use as general benchmarks for Fulton County based on similarity in total population, land area and the presence of a large principal city. The table below illustrates the similarity of each benchmark county to Fulton on a number of other measures including the number of municipalities, household income, racial/ethnic distribution and age structure. The color shading indicates the degree of similarity to Fulton County with yellow indicating a very similar value, red a lower value and green a higher value.

County	Fulton	Hennepin	Shelby	Mecklenburg	Milwaukee	Wake	Franklin	Cuyahoga	Allegheny	Orange	Travis
State	GA	MN	TN	NC	WI	NC	OH	OH	PA	FL	TX
Principal City	Atlanta	Minneapolis	Memphis	Charlotte	Milwaukee	Raleigh	Columbus	Cleveland	Pittsburgh	Orlando	Austin
Total Population	1,010,562	1,223,149	938,069	1,034,070	957,735	1,024,198	1,251,722	1,255,921	1,230,459	1,288,126	1,176,558
Number of Municipalities	14	45	8	10	19	13	26	57	4	10	16
Median Household Income (\$)*	56,642	65,033	46,213	56,472	43,385	66,579	51,890	44,203	52,390	47,556	59,620
Households Below Poverty Line (%)*	13.3	8.50	16.8	12	17.6	7.9	13.2	14.5	9	13.4	12.2
Racial and Ethnic Composition (%)											
White	46.4	75.6	42	58.9	65.1	68.7	69.3	64.2	80.7	68.7	80.5
Black	44.3	12.7	53.5	32.3	27.1	21.3	22.5	30.3	13.4	23.3	8.9
Asian	6.9	7.4	2.6	5.7	4.2	6.7	4.8	3.1	3.6	5.6	6.7
Multiracial	2	3.1	1.5	2.3	2.7	2.4	3	2.1	2.1	2.6	2.5
Hispanic (all races)	7.5	6.9	6.1	12.8	14.5	10.1	5.2	5.6	2	29.8	33.9
Age (%)											
Under 5	6.3	6.7	7.2	6.9	7.2	6.4	7.2	5.8	5.3	6.2	6.8
Under 18	22.9	22.2	25.4	24.4	24.3	24.7	23.2	21.4	19	22.6	22.8
Over 65	10.8	12.8	12.1	10.3	12.4	10.3	11.1	16.8	17.7	11	8.7
Physical Area (sq. mi.)	526.64	553.59	763.17	523.84	241.4	835.22	532.19	457.19	730.08	903.43	990.2
Population Density (sq. mi.)	1,918.89	2209.49	1229.17	1974.02	3967.42	1226.26	2352.02	2747.04	1685.38	1425.82	1188.2

Data from 2015 American Communities Survey unless noted

* 2014 American Communities Survey

Key



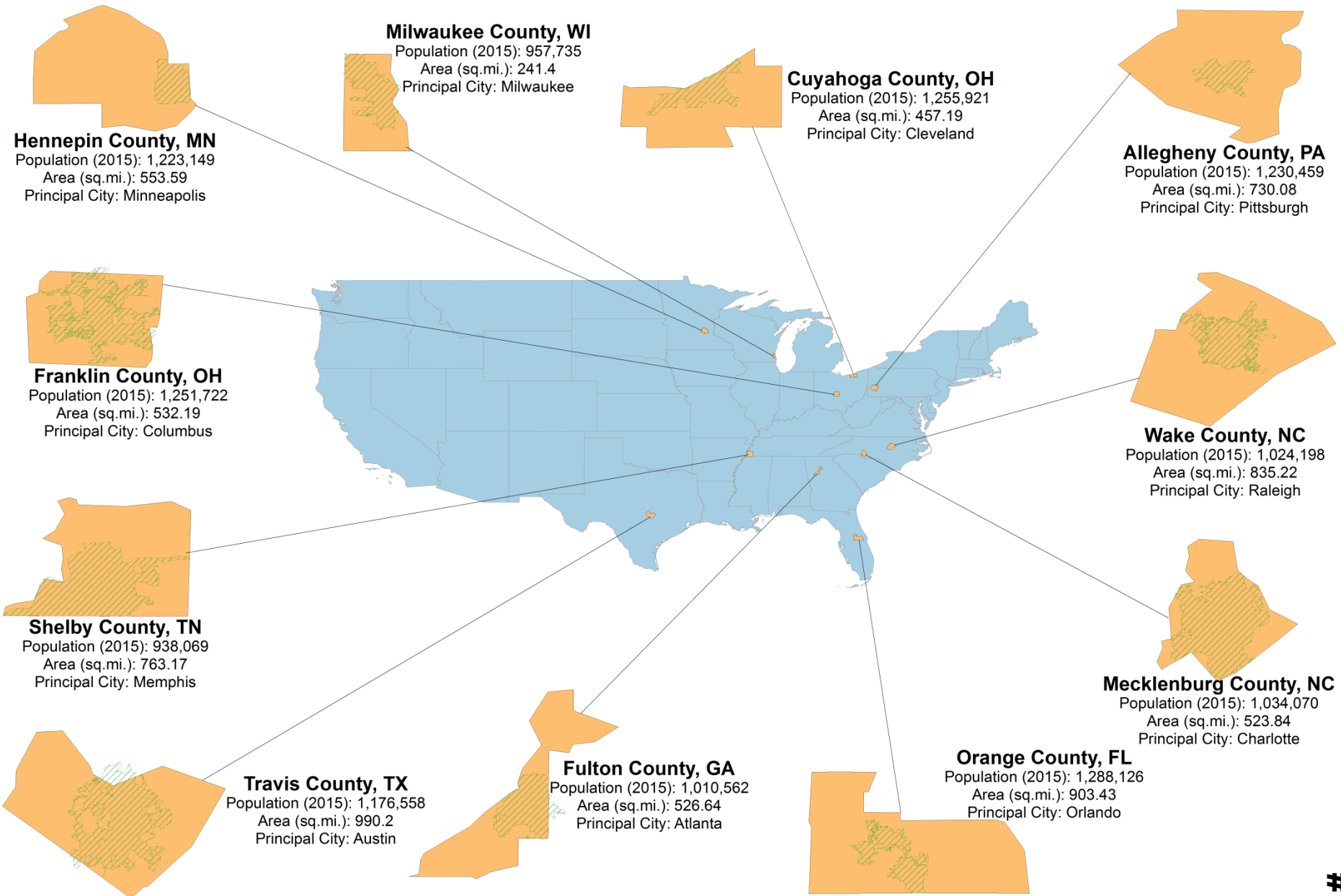
Lower

Same

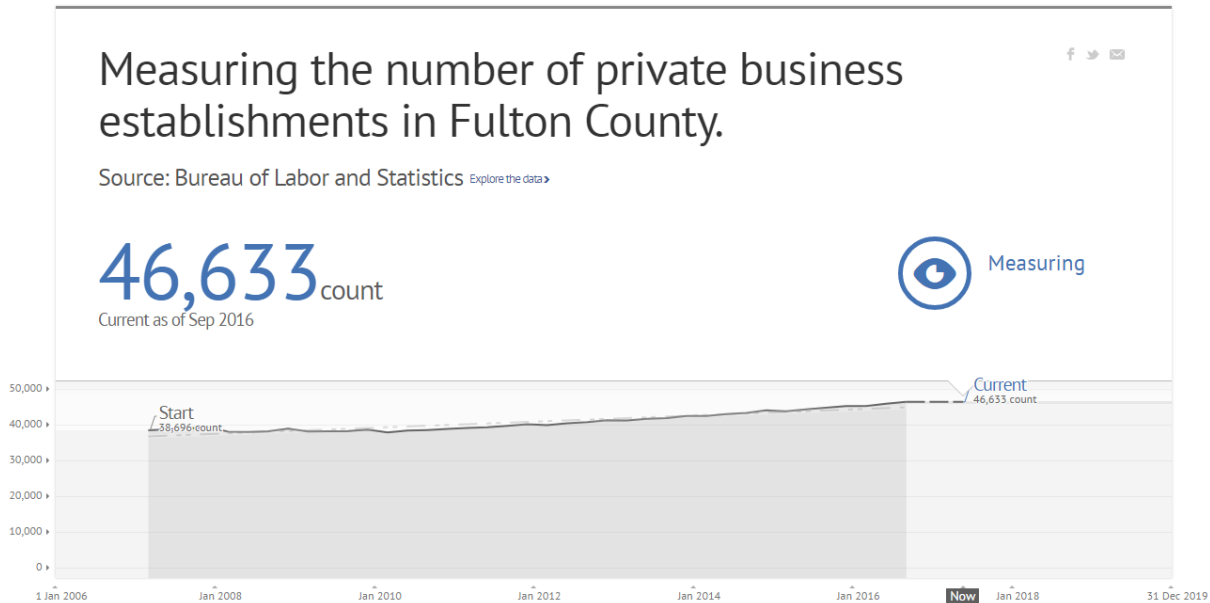
Higher

Colors indicate value relative to Fulton County value

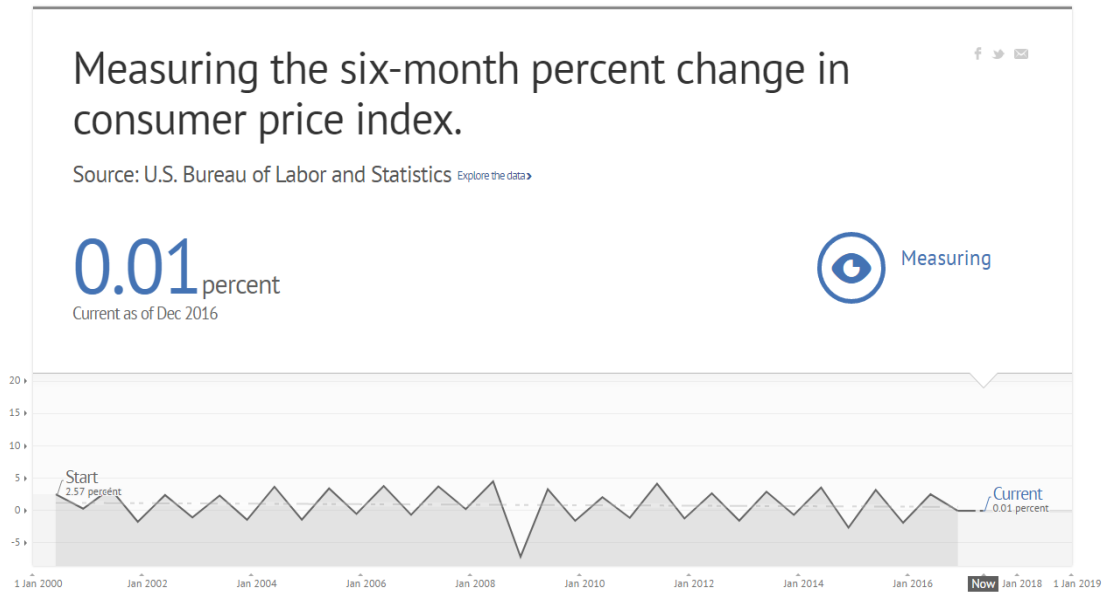
Fulton County and Ten U.S. Benchmark Counties



OBJECTIVE 1: Business Development

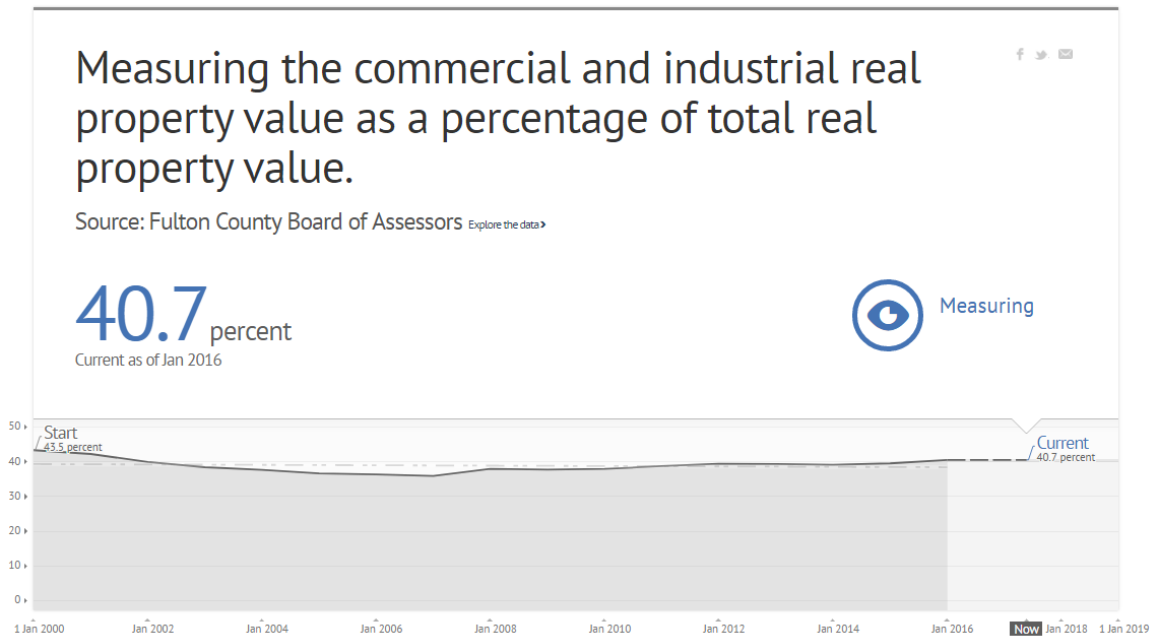


There has been a substantial increase in the total number of private businesses in Fulton County over the past ten years, growing nearly 20% over that time period. Fulton County ranked first among its national benchmark counties in the number of private businesses as of the third quarter of 2016.



The consumer price index for Atlanta metro area has increased on average just under 1% every six months for the past 5 years. This rate places the Atlanta area ahead of the average for class A metro areas (population over 1.5 million) in all regions except the West.

OBJECTIVE 1: Business Development

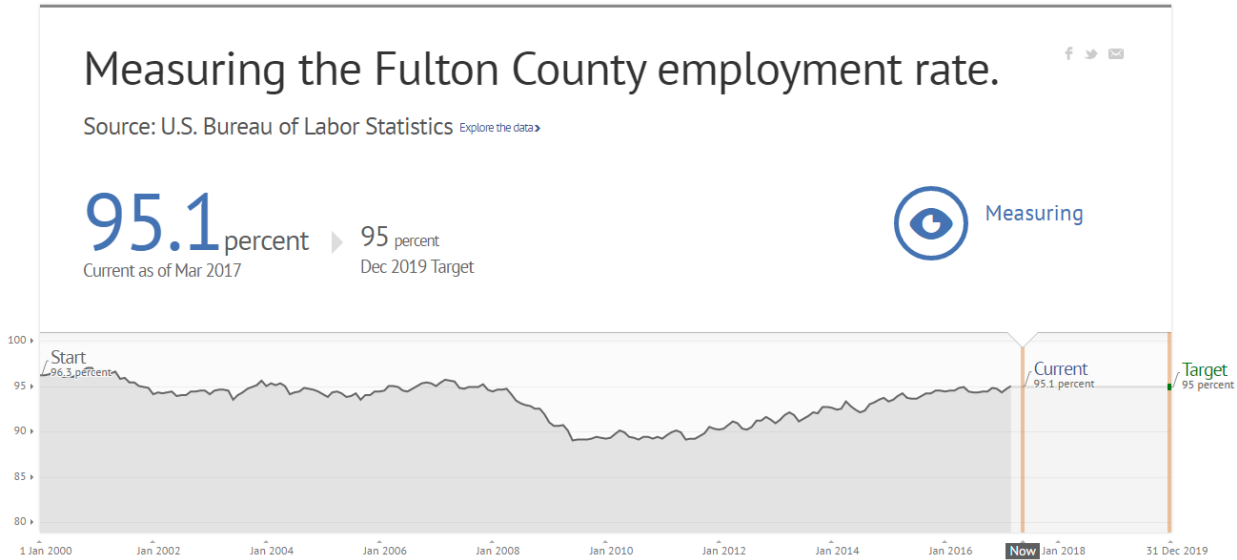


The value of commercial and industrial buildings and land in the county as a proportion of all real property value has hovered around 40% for the past sixteen year, beginning the period at a high of 43.5%, dipping to a low of 36.1% in 2007 and rising gradually to a 2016 value of 40.7%.



The number of new housing units permitted in Fulton County fell dramatically during the recession and has yet to fully rebound to pre-recession levels. The quarterly number of units permitted has been highly seasonal over the past three years, generally peaking in spring. The second quarter of 2016 saw a nine year high of 3,664 units permitted. Fulton County ranked second among its national benchmark counties.

OBJECTIVE 2: Employment

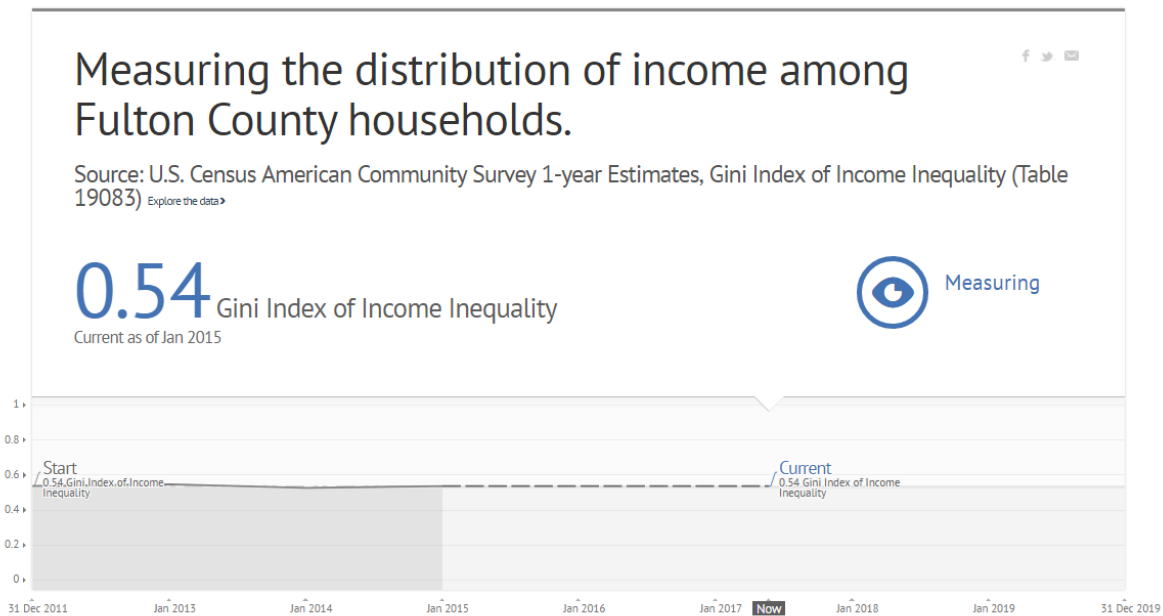


The employment rate remained fairly steady through 2016 after showing a slow upward trend that began in 2009. The March 2017 employment rate for the County of 95.1% is just above what is generally considered the full employment rate of 95%.

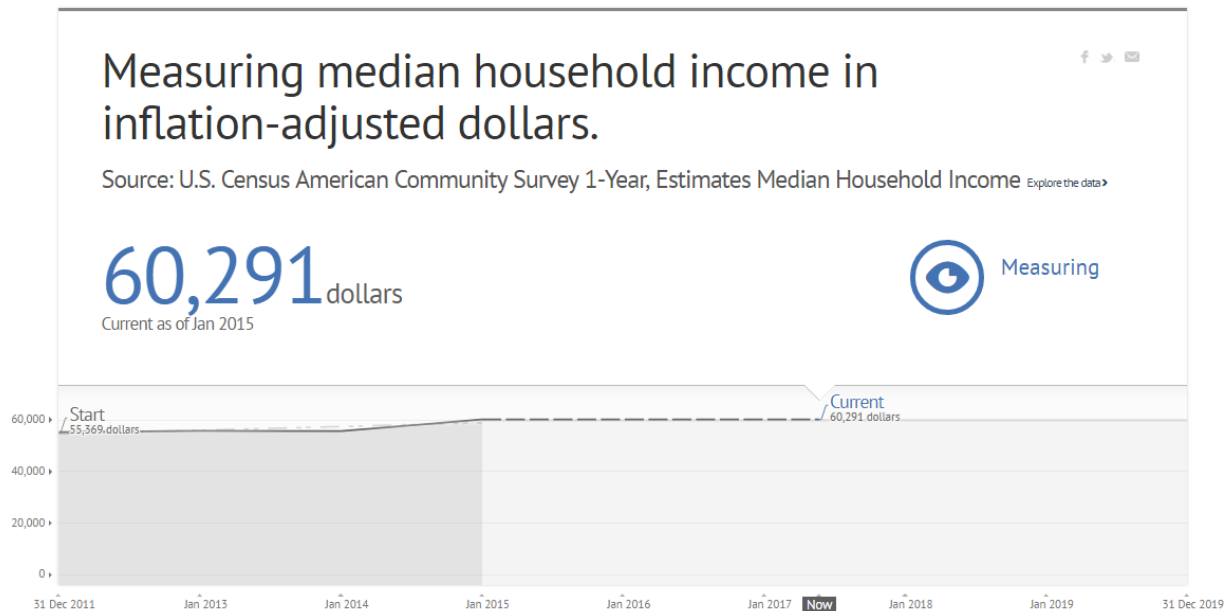


The employment rate among young male adult residents has seen steady and significant growth (+3.5%) since 2012. Compared to national benchmark counties, Fulton County has the 3rd lowest employment rate among young male adults. The nationwide employment rate of male adult age 20 to 34 is 89.7%.

OBJECTIVE 2: Employment



The Gini index for Fulton County was 0.54 in 2015, higher than that for the U.S., Georgia and the Atlanta metro area, all of which have an index of around 0.48. A higher Gini index indicates a greater inequality in income distribution. Fulton also has the greatest income inequality among its national benchmark counties.



The median household income rose steadily from \$55,369 in 2012 to \$60,291 in 2015. Among its national benchmark counties, Fulton County ranks fourth in terms of median household income. The median household income for the U.S. was \$55,775 in 2015.

OBJECTIVE 3: Business Climate Perception

The **Business Climate Satisfaction Rate** performance measure is based on a survey currently being conducted by Kennesaw State University. Results will be delivered to the County as soon as the minimum number of survey responses from the business community are received and tabulated.



Spending on roadway infrastructure by all Fulton County and its local jurisdictions remained fairly constant over the past few years with a slight increase in 2015. The largest expenditures were made by Atlanta (35%), Sandy Springs (17%) and Johns Creek (13%). Fulton's contribution toward the overall expenditures was about 4%.

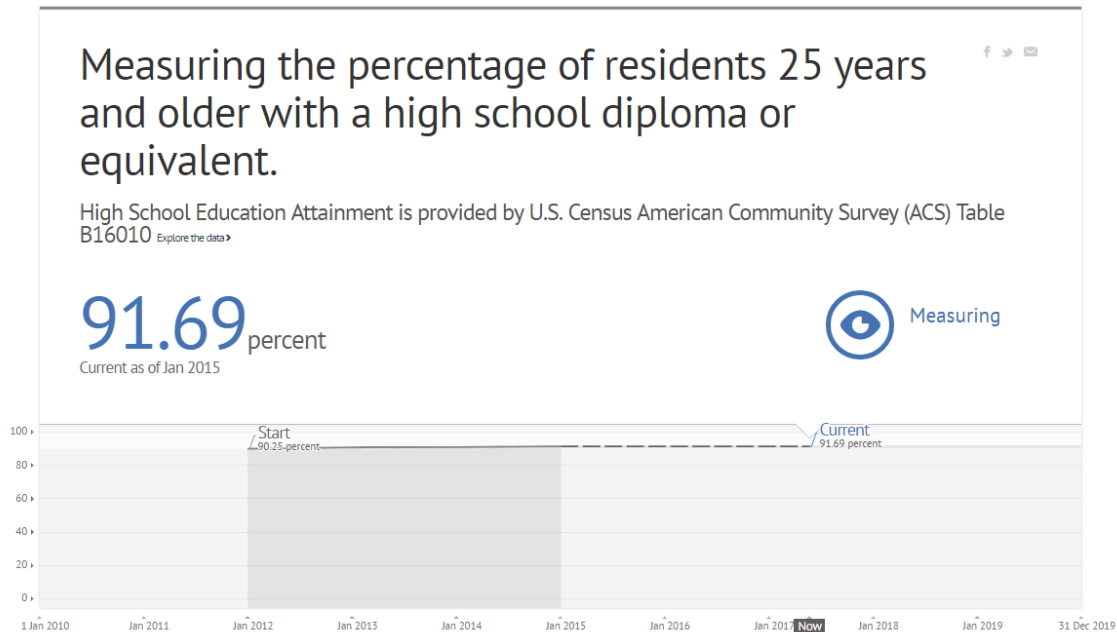
OBJECTIVE 3: Business Climate Perception



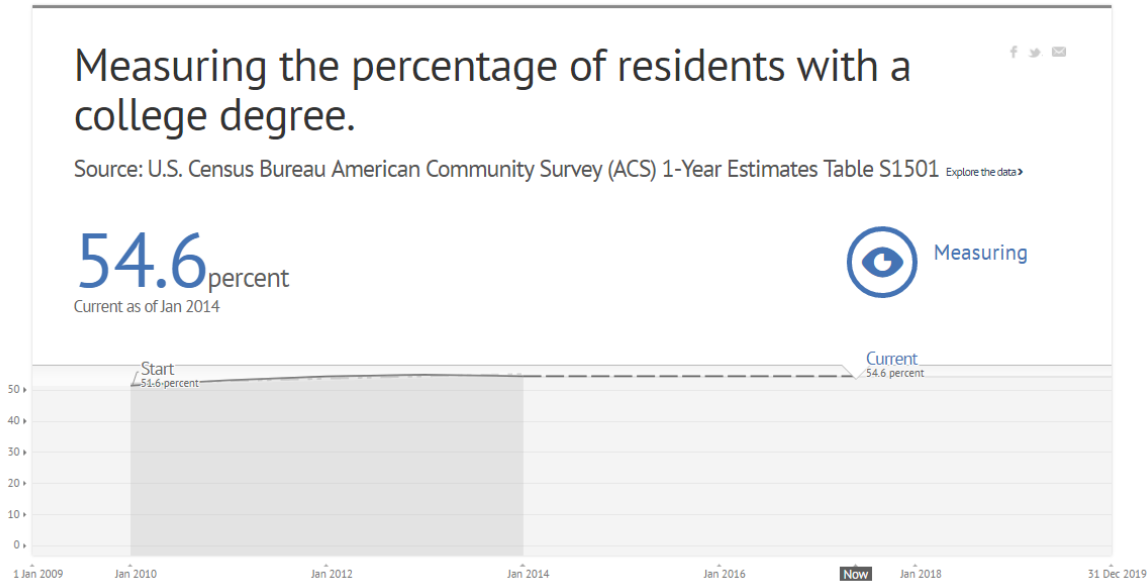
The total number of people employed by private business in Fulton County has generally followed a steadily increasing trend since 2009. As of September 2016, the total number employed in private industries in Fulton County has reached a fifteen year high of 733 thousand people. As of September 2016, Fulton ranked second only to Hennepin County, MN (Minneapolis) in the number of people employed by private industry.

Gigabit Internet Availability by businesses is currently being researched.

OBJECTIVE 4: Workforce Readiness

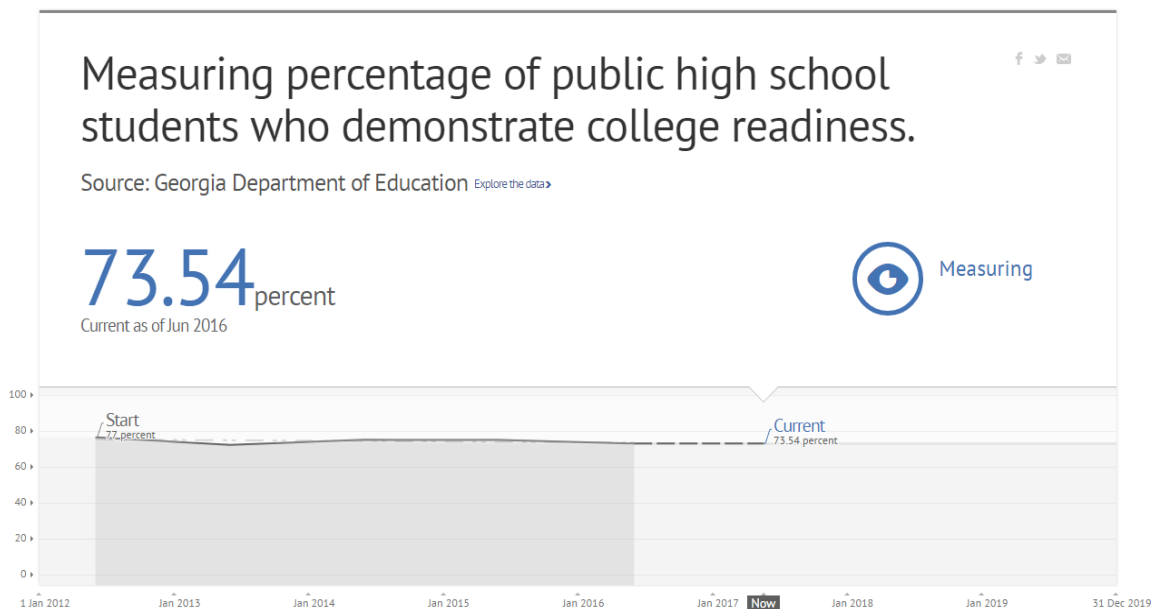


The percent of Fulton County residents with high school diploma and equivalent has remained just above 90%, increasing slightly from 90.3% in 2012 to 91.7% in 2015. Fulton County ranks fourth highest in this area among its national benchmark counties.

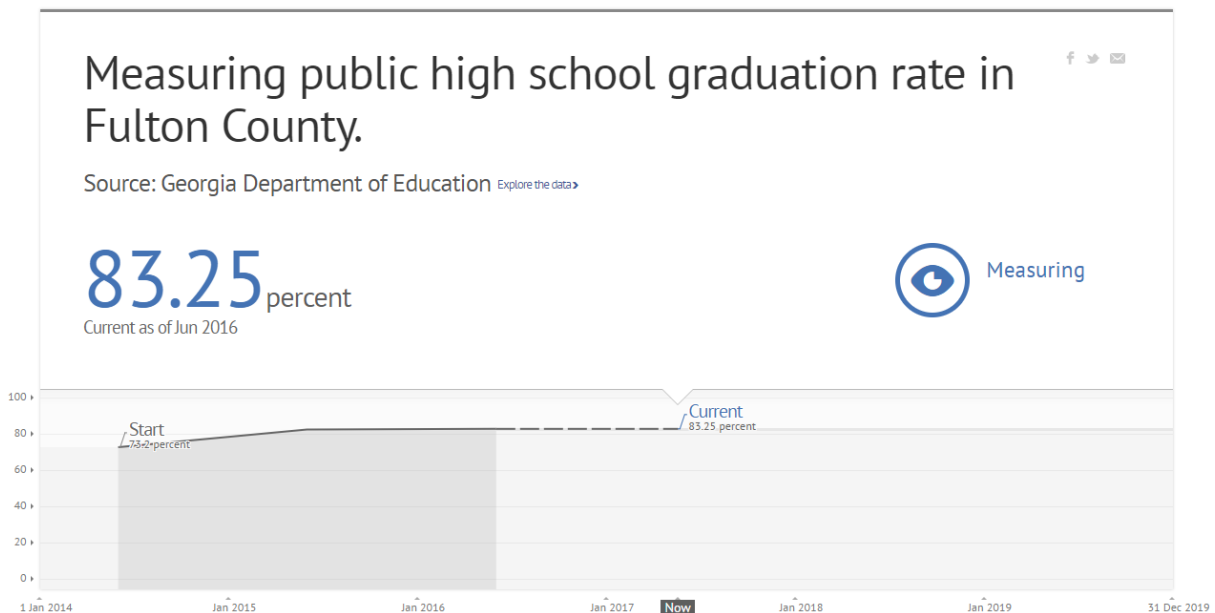


Fulton County has the third highest percentage of college-educated residents among its national benchmark counties -- 55.4% of the residents in Fulton County have 2-year college degrees or higher. Fulton County has the highest percentage (20.2%) of residents with graduate or professional degrees among its benchmark counties.

OBJECTIVE 4: Workforce Readiness



The percentage of high school graduates who have demonstrated readiness for post high school education (defined by Georgia Department of Education) has remained fairly steady, ranging between 72% and 77% over the past few years. Overall, high school graduates from Fulton County school systems rank just above the state average; however, the percentage of students demonstrating post-high school readiness varies widely by high school, ranging from 26.8% for Douglass High School to 100% for four schools in north Fulton.



There has been a substantial trend upward in the high school graduation rate over the last three years. The dramatic increase in the graduation rate reflected in 2014 is likely attributable to the fact that the state of Georgia changed the testing requirements for graduation during that period. Among individual high schools, the 2016 graduation rate ranged from 66.8% for Therrell High School to 97.4% for Milton High School.

SELECT FULTON DASHBOARD

Economic Impact of the Fulton County Development Authority Activity Summary

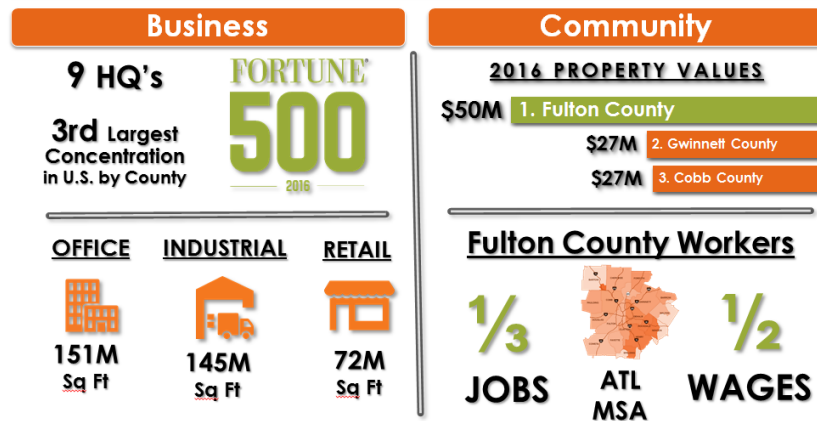
Summary – DAFC active revenue bond projects in 2016

(Projects approved during past 10 years and receiving an abatement in 2016)

Revenue bond program	Active abatements - 2016
Number of projects	56 projects*
Planned new capital investment in Fulton County	\$5.1 billion (planned completion in the past 10 years)
Job commitments	30,165
Fulton County property taxes** generated in 2016	\$15.3 million
Estimated 2016 Fulton County property taxes generated assuming <u>no</u> new capital investment by projects	\$10.1 million
Net new property taxes generated in 2016 due to new capital investment	\$5.2 million (\$15.3M - \$10.1M)

FULTON LEADS TOP COUNTIES (2016)

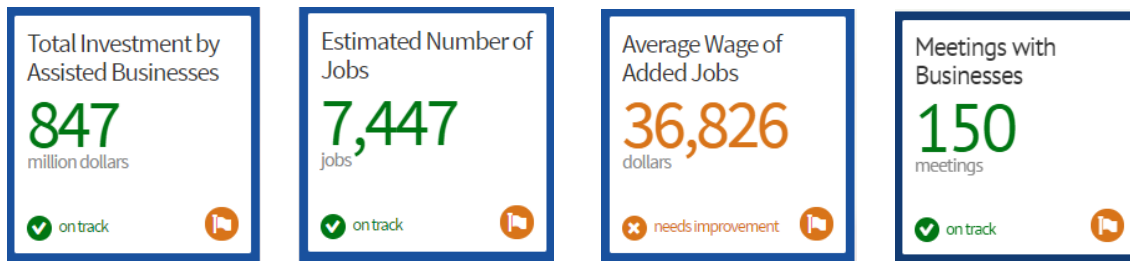
FULTON COUNTY IS HOME TO THE LARGEST CONCENTRATION OF OFFICE, INDUSTRIAL AND RETAIL REAL ESTATE IN GEORGIA

Summary of economic contributions in 2016 active abatement projects (actual results)

Type of property	Total employment (actual)	Total labor income (\$M)	Total economic output (\$M)
Office buildings	35,963	\$3,259	\$5,945
Retail and Restaurants	1,651	\$77	\$92
Manufacturing	4,360	\$426	\$1,845
Residential buildings	170	\$8	\$46
Data centers	1,383	\$120	\$320
Parking facilities	2,017	\$60	\$97
Hotel	3,082	\$142	\$396
Warehouse	1,314	\$68	\$164
Total all projects	49,940	\$4,160	\$8,905

2017 GOALS BY DEPARTMENT

Select Fulton/Fulton County Development Authority



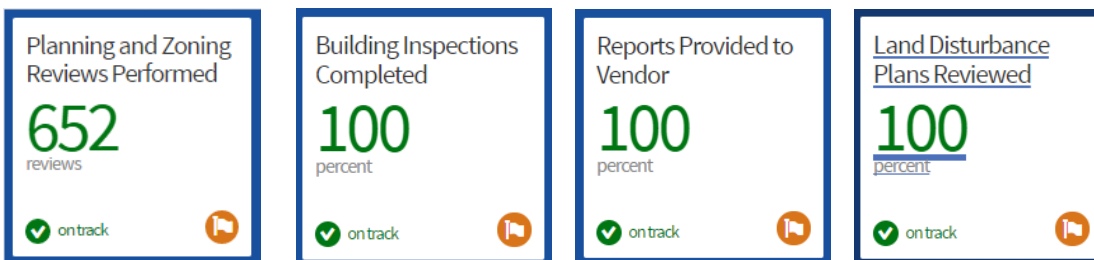
Housing and Community Development



Public Works (Transportation)

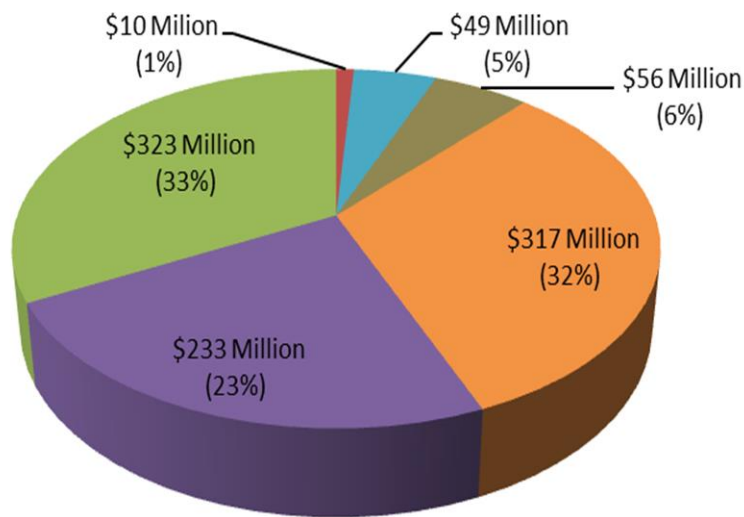


Planning and Community Services



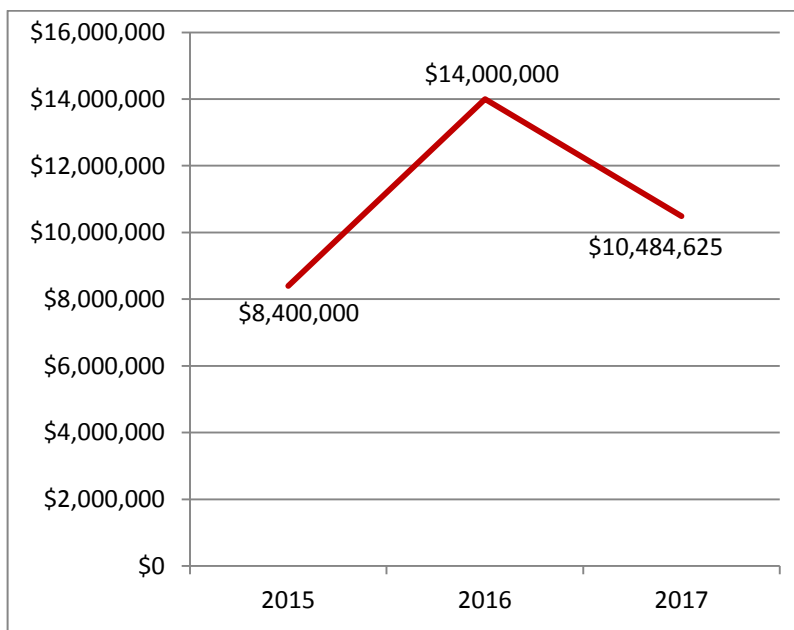
17-0520 JORITY AREA FINANCIAL SNAPSHOT

2017 Budget by all Priority Areas



- People have economic opportunities
- People are Self Sufficient
- People lives are Culturally and Recreationally Enriched
- People are Healthy
- People Trust Government is Efficient, Effective & Fiscally Sound
- People are Safe

Area Investment Trend (\$millions)



Departmental Budgets for Priority

Department: **Budget Amount:**

Source:

http://www.fultoncountygga.gov/images/stories/Finance/Budget/FY2017_Final_Adopted_Budget_Booklet.pdf

Development Authority

\$941,118

Housing & Comm. Development

\$765,839

Public Works Transportation

\$5,441,961

Planning & Comm. Services

\$1,980,399

Other

\$1,355,308

2017 Strategic Initiatives

- ❖ Implement and provide oversight for the Transportation Special Purpose Local Options Sale Tax.
- ❖ Establish a countywide reporting standard for GASB 77 on local government tax abatements and enhance ROI and governance approach.
- ❖ Ensure job opportunities through partnerships with public, private, nonprofit entities to create Workforce Development initiatives.
- ❖ Establish marketing campaign encouraging investment in Fulton cities and community improvement districts for economic development and job creation.

