

WHO LIVES HERE:

DEMOGRAPHICS, INCOME & EMPLOYMENT

Resident Profile

The chart/summary graphic to the right provides a brief profile of those living in Allen Homes and the Choice Neighborhood as compared to residents of the Augusta/Richmond County. Of particular note is the median age of Allen Homes residents (14), which is very young compared to the Choice Neighborhood (40) and the city (35). This also reflects a high number of single parents living at Allen Homes (68% compared to approximately 23% for the Choice Neighborhood and city). There is also a sharp contrast in median household income, with city household incomes of \$56,695 nearly double Choice Neighborhood household incomes of \$27,944 (ESRI 2022 estimates), which are more than double Allen Homes household incomes of \$9,528 (Augusta Housing Authority at time of application).

POPULATION

AGE

RACE & ETHNICITY

POVERTY RATE

UNEMPLOYMENT

HOUSEHOLDS

HOUSING

FIGURE 4 | Resident Demographics

Demographics at a glance

	CITY OF AUGUSTA	CHOICE NEIGHBORHOOD	ALLEN HOMES
	202,081 **	9,396	388
MEDIAN AGE	35.3	40.1	14
UNDER 15	19%	14.7%	50.5%
15-24	14.5%	18.2%	16.2%
25-34	16.1%	12.1%	13.9%
35-64	34.9%	34.8%	16.8%
65+	15.5%	20.2%	2.6%
BLACK	58.4%	68.9%	97.9%
WHITE	34.3%	25.4%	0.3%
OTHER	2.0%	3.1%	0.0%
HISPANIC	5.3%	2.6%	1.8%
	20.6%	41.5%	NOT AVAILABLE
	7.6%	11.9%	NOT AVAILABLE
# HOUSEHOLDS	77,478	3,883	141
AVG. HOUSEHOLD SIZE	2.44	2.00	-
SINGLE-MOTHER HH (2010)	22.7% *	23.0% *	68.1%
MEDIAN HH INCOME	\$44,715	\$20,633	\$9,528
TOTAL # UNITS	88,332	5,061	150
HOMEOWNERSHIP RATE	44.0%	16.6%	NOT APPLICABLE
VACANCY	12.3%	23.3%	7.3%***
MEDIAN HOME VALUE	\$138,165	\$78,606	NOT APPLICABLE

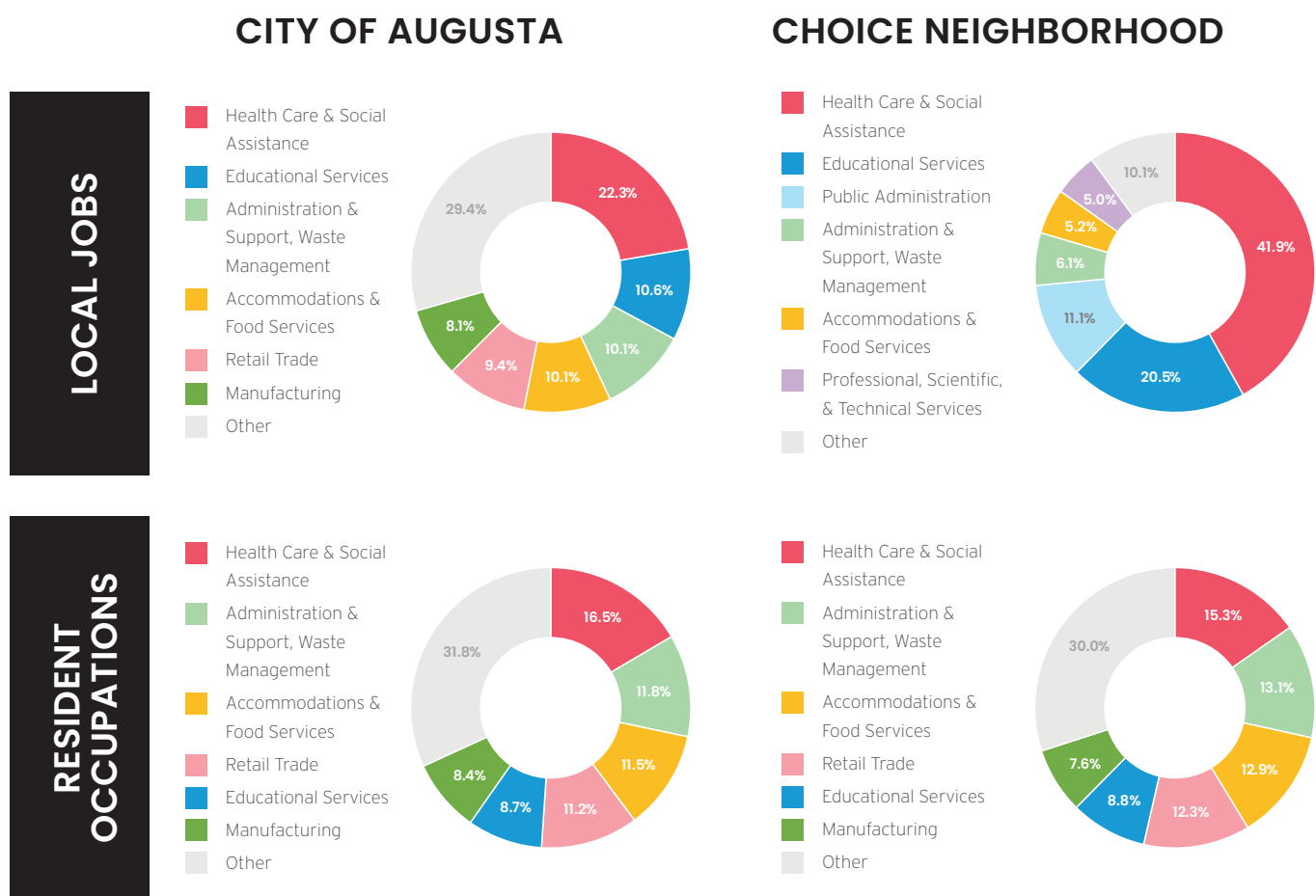


FIGURE 5 | Job Sectors

Employment Opportunities

The Laney Walker-Harrisburg Choice neighborhood provides a large number of jobs to the region. More than 30% of the jobs within Augusta stem from the neighborhood. Of the top ten largest non-manufacturing employers within the city (according to the Augusta Economic Development Authority), six are within the neighborhood including: Augusta University (6,775 jobs), Augusta University Hospitals (5,341 jobs), and Piedmont Augusta (3,000 jobs). Additionally, numerous Richmond County Schools, Augusta-Richmond County offices (City Hall and Augusta Health Department), as well as the Charlie Norwood VA Medical Center are located in the Choice neighborhood.

The majority of jobs within the neighborhood are Health Care & Social Services (41.9%) and Educational Services (20.5%). While some neighborhood residents work within those sectors (15.3% and 8.8% respectively), there is a lack of Manufacturing and Retail Trade positions within the neighborhood which collectively make up 20% of the residents' jobs.

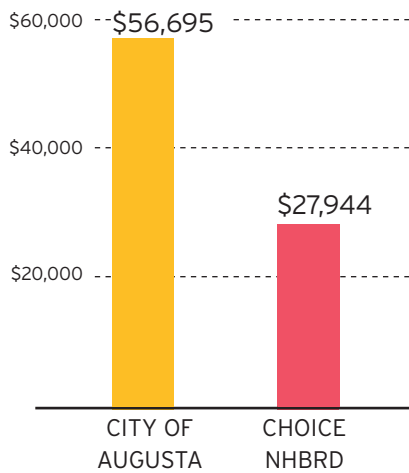


FIGURE 6 | Median Income

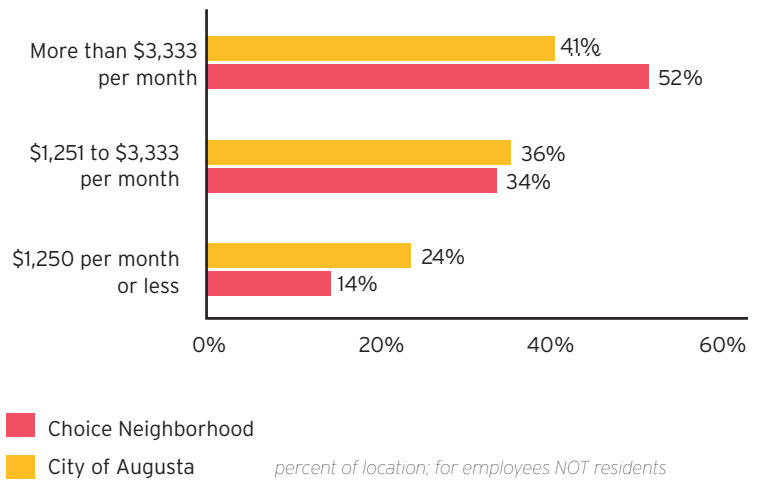


FIGURE 7 | Monthly Income

Rates of Employment

While Augusta's citywide unemployment rate is 5.1%, the rate for the Choice Neighborhood is much higher at 8.2% (ESRI 2022 estimates). And based on the Choice neighborhood survey, this rate is more than double for Allen Homes residents with 25% of survey respondents unemployed and looking for a job.

Unlike many other distressed neighborhoods across the country where residents are faced with low incomes and high rates unemployment, the Laney Walker-Harrisburg Choice Neighborhood is an employment hub for the city of Augusta. Jobs available within the Choice neighborhood are higher paying positions (than reflected by neighborhood resident incomes) with 52% of the jobs paying more than \$3,333 per month. Only 14% of the jobs within the Choice Neighborhood pay less than 1,250 per month.

The Choice Neighborhood is an employment hub, supplying more than 30% of Augusta's jobs and offering high paying positions. Yet, resident employment rates and incomes do not reflect this.



Source: Assets & Needs Assessment Survey

Challenge of Finding Educated Workers

There is a mismatch between jobs in the neighborhood and jobs of residents: most employed neighborhood residents (81%) work outside of the neighborhood boundary. Meanwhile there are 30,446 jobs within the neighborhood, but 98% of those are taken by workers from outside the neighborhood.

There is not a shortage of jobs within the Choice Neighborhood. But many of the jobs within the neighborhood likely require bachelors or advanced degrees. The number of people who have a bachelors or advanced degree is twice as high for people working in the Choice Neighborhood (26%) as completed to people living in the Choice Neighborhood (13%).

Only **2%** of jobs in the neighborhood are held by residents.

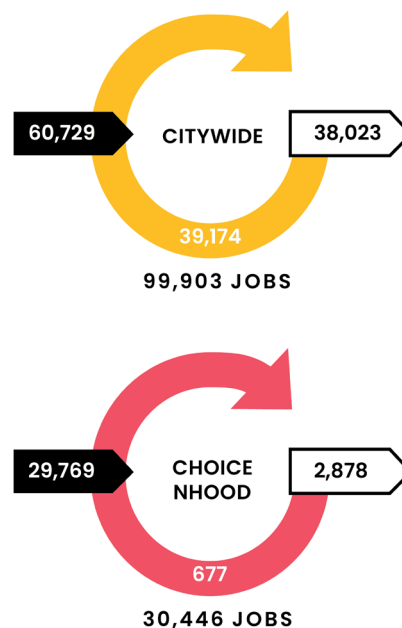


FIGURE 9 | Inflow / Outflow Employment

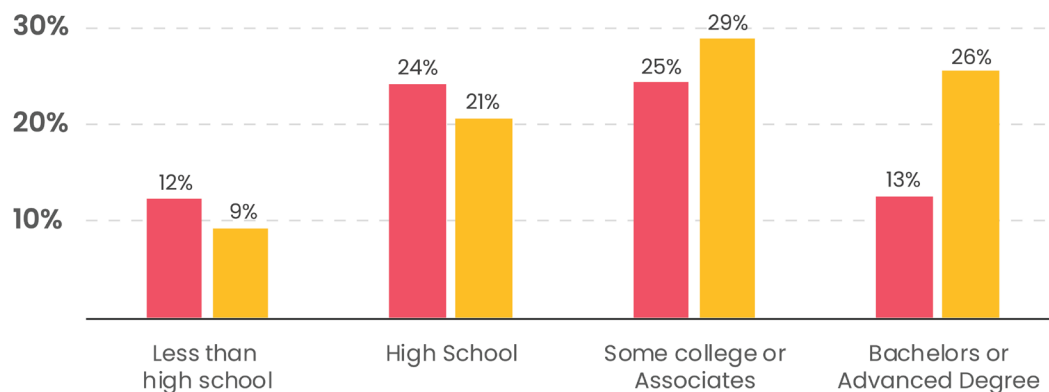


FIGURE 8 | Educational Attainment

Residents of the Choice Neighborhood
Workers of the Choice Neighborhood

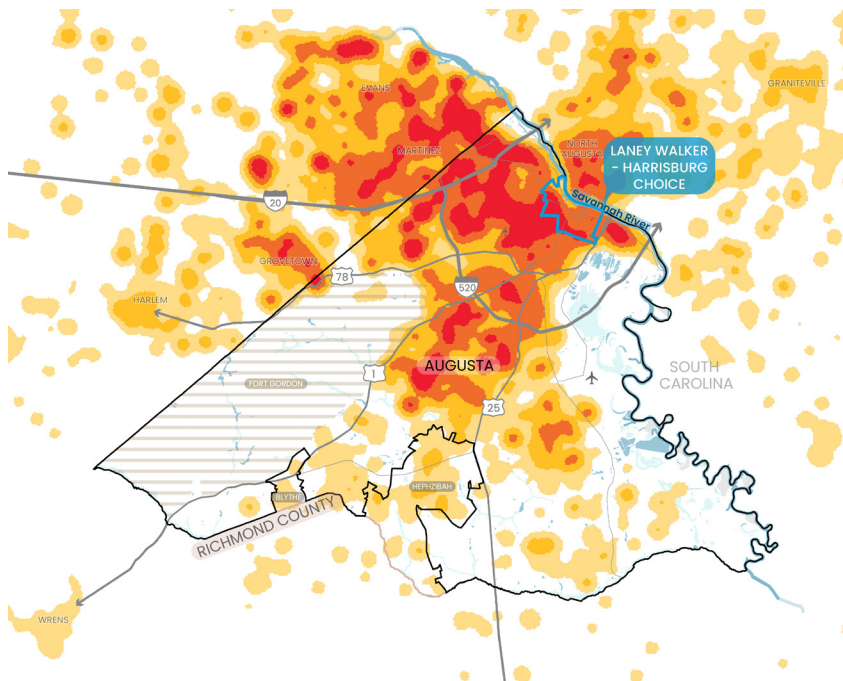


FIGURE 10 | Workers Distance to Home

Lowest
Highest

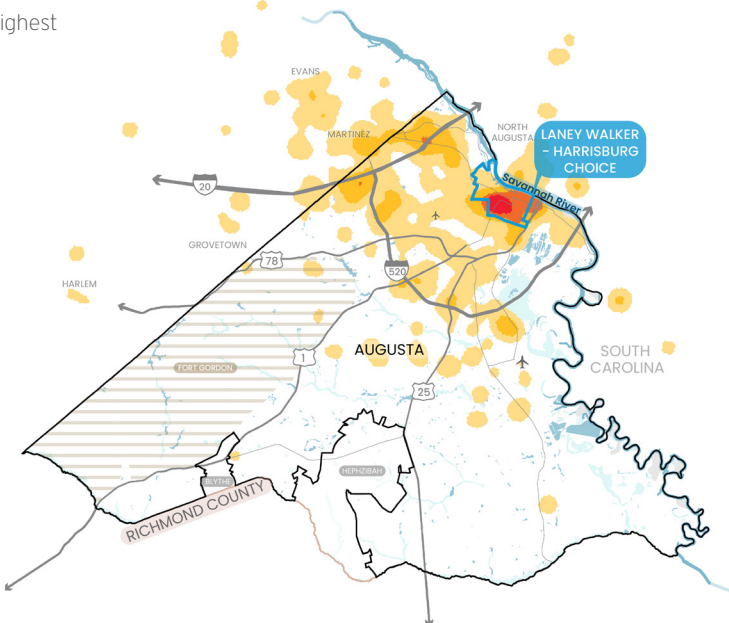


FIGURE 11 | Residents Distance to Home

Lowest
Highest

Getting to Work

Given that 81% of employed Choice Neighborhood residents are working outside of the neighborhood, where are they working? According to the Census, 61% of residents are traveling less than 10 miles, but there is a large percentage (28%) of residents who travel more than 50 miles to get to work.

“IF EMPLOYED, WHERE DO YOU WORK?”

in the Choice Neighborhood

0% **17%**

in Augusta

82% **68%**

outside Augusta

12% **10%**

Allen Homes Choice Neighborhood

Source: Assets & Needs Assessment Survey

ECONOMIC DEVELOPMENT

Augusta is supported by a diverse array of economic activities, including many that stem back to its founding with an emphasis on manufacturing, the military, and medicine. The city's cost of living, geography, and a young, diverse, educated, and upwardly mobile workforce are just a few reasons many forward-thinking and international companies now call Augusta home.

MAJOR DRIVERS

Manufacturing

Building on the city's legacy of industry and manufacturing,

Augusta is focused on seven sectors:

1. Advanced Manufacturing
2. Aerospace
3. Chemical Manufacturing
4. Food Manufacturing
5. Customer Service
6. Cybersecurity And Data Centers
7. Logistics

Companies like EZ GO Textron, Cardinal Health, Graphic Packaging, Kellogg's, Augusta Coca-Cola, Kimberly-Clark, John Deere, Starbucks, Lockheed Martin Corporation, and Occidental Chemical Corporation have substantial operations in the city.

Did you know?



Due to its proximity to the Savannah River, Augusta was one of the main industrial centers of the South pre- and post-Civil War. Industry continued to grow after transportation advancements and the construction of the canal spurring new factories and mills to open.



Georgia Cyber Center (Source: Augusta University)



Fort Gordon (Source: U.S. Army Garrisons)

Military

Augusta played a critical role in the Revolutionary and American Civil War, and today it plays a major role in guarding the nation's security through the U.S. Army Cyber Command headquarters at Fort Gordon, located about 10 miles from the Choice Neighborhood. The Cyber Command HQ oversees five regional cyber centers in Arizona, Hawaii, Germany, Korea, and Kuwait and conducts global operations 24/7 with 16,500 soldiers, civilian employees, and contractors who operate and defend military networks and protect critical U.S. infrastructure against global cyber threats.

Fort Gordon employs over 29,000 and is the city's largest single employer.

Fort Gordon employs over 29,000 and is the city's largest single employer, supporting the need for services and housing across the city. The headquarters has also led to spinoff industries in data centers and cyber security including the new Hull McKnight Georgia Cyber Innovation and Training Center, located downtown in the Choice Neighborhood.

Medicine

Healthcare is the top industry in Augusta, providing more than 51,000 jobs within the Augusta Metropolitan Statistical Area (MSA) with nine major hospitals serving 18 counties and beyond. Within the Choice Neighborhood, the Augusta University Health Science Campus and Veterans Administration Hospital anchor a major medical services and employment hub that includes the Children's Hospital of Georgia—the region's only hospital dedicated to serving children. Augusta University is a public research university and academic medical center. The University, including Augusta University Health, contributed \$2.6 billion to the state's economy in the fiscal year 2019, according to a recent report from the Selig Center for Economic Growth at the University of Georgia's Terry College of Business.

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Children's Hospital of Georgia (Source: AugustaTomorrow)



Tourism

In the late 1800s and early 1900s, the natural beauty of Augusta and the surrounding area attracted wealthy patrons for winter retreats, giving rise to golf courses and polo fields. Today, Augusta is synonymous with the Masters, the most prestigious professional golf tournament in the United States. It is one of four major championships held in the country each year. It is the only major hosted on the same course—the Augusta National Golf Club, located just outside of the Choice Neighborhood. The tournament's annual economic impact is estimated in excess of \$100 million.

The Augusta Canal is the only fully intact American industrial canal in continuous operation and has been designated a National Heritage Area. The waterway is now a popular recreation destination where visitors enjoy land and water

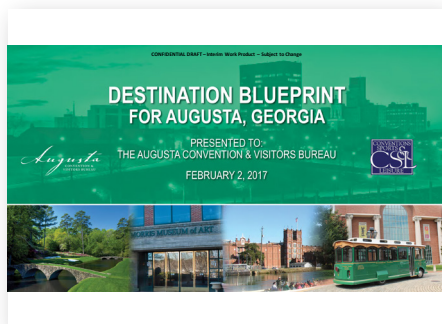
trails for paddling, hiking, and cycling. The heritage area hosts guided history and nature tours on replica canal cargo boats departing from the Augusta Canal Discovery Center, housed in a former textile mill. The Canal cuts across the Choice Neighborhood from Harrisburg to Laney Walker and has tremendous potential to become an even greater amenity and destination while supporting neighborhood revitalization efforts.



Did you know?

Augusta grew as a winter retreat for people escaping the harsh northeast winter. Golf became an attraction for families looking for outdoor recreational activities.

Building on Recent Plans



DESTINATION BLUEPRINT (2017)

This plan outlines strategies to make the city more attractive to tourism and visitation, from within the local region and afar. It focuses on revitalizing downtown and capitalizing on the history, culture, and natural resources of the city, while also considering the need for downtown densification and improvements to the overall quality of public space.



Relevance to our plan:

- + Refined connections from downtown to the river, making the river more of a destination
- + A more defined organization of the downtown area, “defining downtown” more clearly
- + Concentrated city branding, harnessing the potential of public art to create a sense of identity and authenticity
- + New public events, including amateur sports and outdoor / adventure experiences