

City Council Strategic Outcomes Update

February 11-12, 2021



Greensboro's Strategic Outcomes

Council Update: October 2020

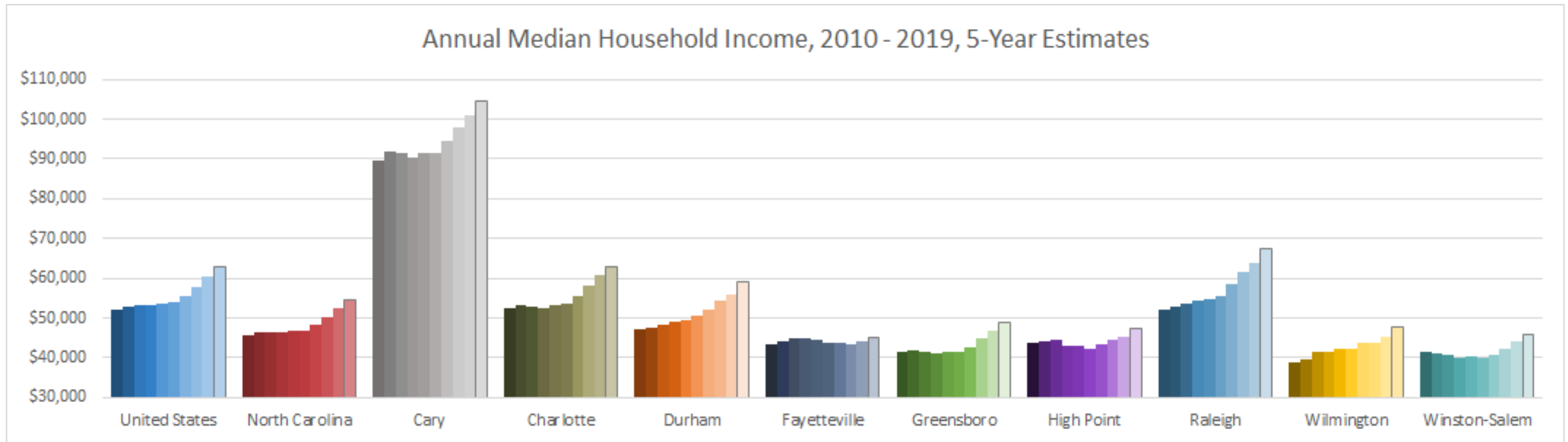
Reviewed the Status of Each Strategic Outcome

- Documented Current Status
- Defined the Gap Between Current Status and Goal
- Documented Various Strategies Underway and in Consideration for Achieving the Goal

Additional Peer, Historical, and other comparison information updates

 **Raise per capita and median household income by 15% by 2025**

Peer Comparisons – Median Household Income



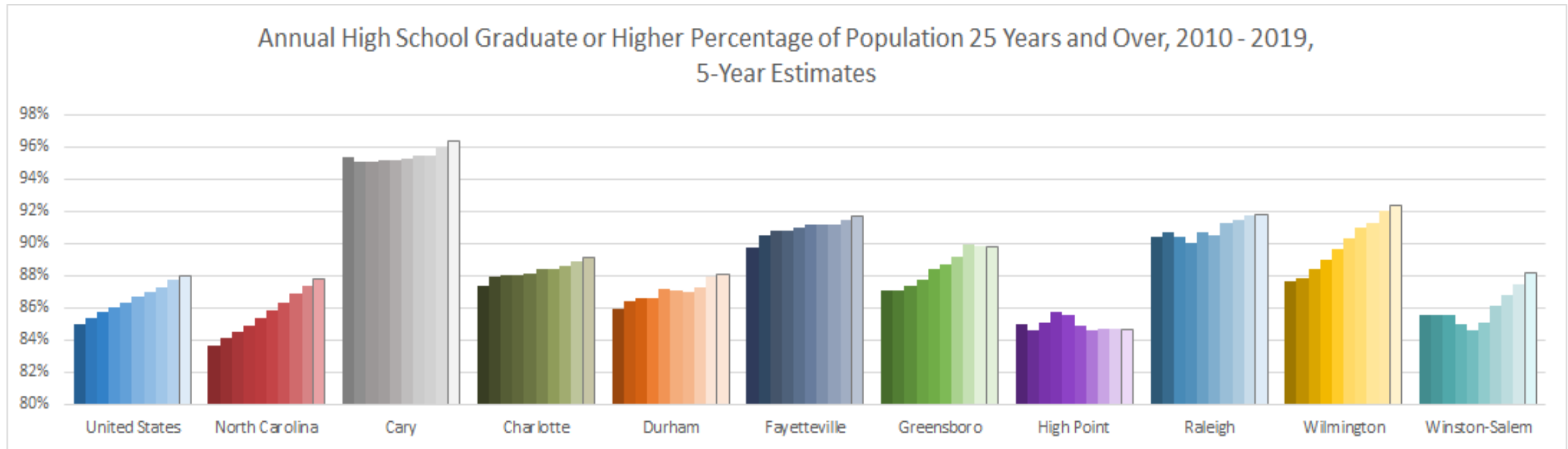
Greensboro's Median Household Income: \$48,964

- increased 18% (between 5-year estimates 2015 – 2019)

Note: Income data from the American Community Survey, 2020

 **Raise per capita and median household income by 15% by 2025**

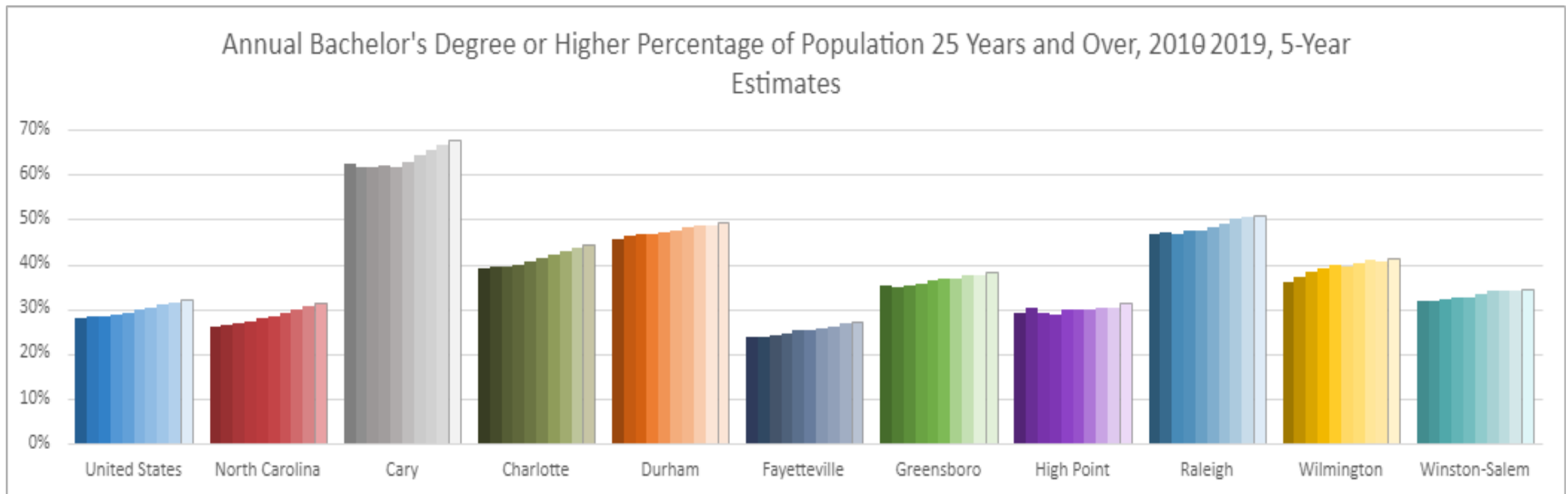
Peer Comparisons – Educational Attainment – High School



Note: Income data from the American Community Survey, 2020

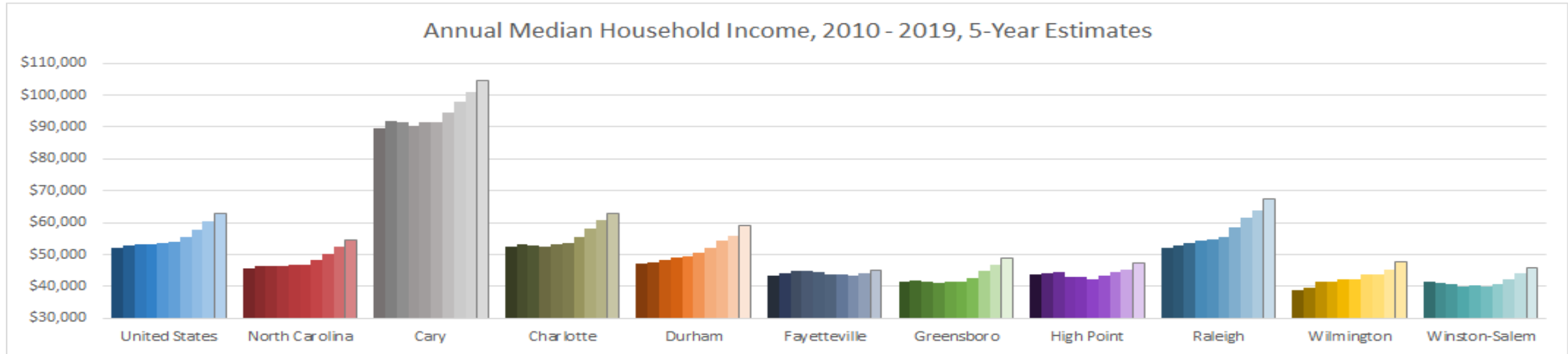
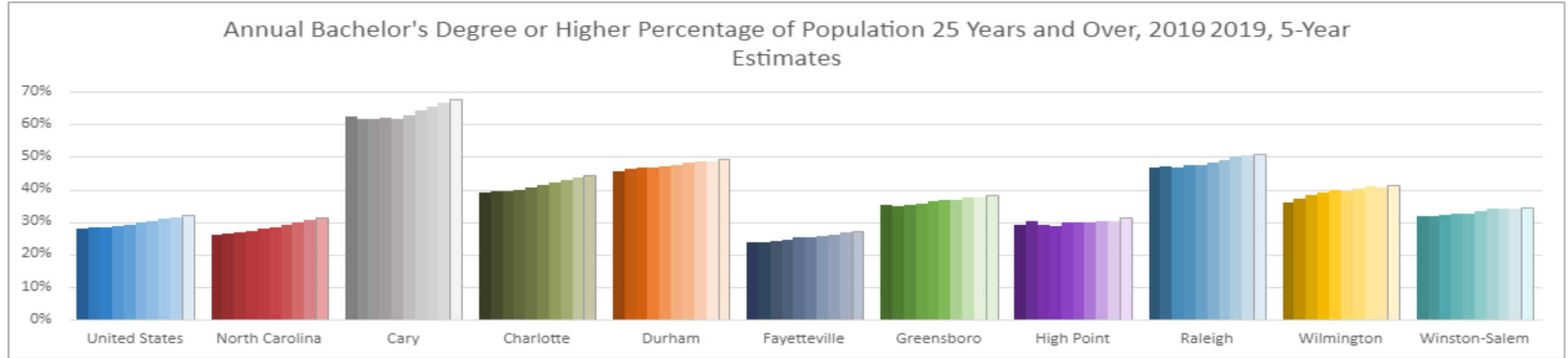
 **Raise per capita and median household income by 15% by 2025**

Peer Comparisons – Educational Attainment – Bachelor's Degree



Note: Income data from the American Community Survey, 2020

Raise per capita and median household income by 15% by 2025 **Peer Comparisons – Education and Income**



Note: Income data from the American Community Survey, 2020

- 🌱 **Raise per capita and median household income by 15% by 2025**

Development Landscape

Building Permits

2020

- 4,118 Permits
- \$1,168,389 Permit Fees
- \$508,925,402 Construction Value

2019

- 4,135 Total Permits
- \$1,122,089 Permit Fees
- \$510,608,345 Construction Value

- Permits and construction values on pace with previous year despite pandemic

Reduce violent crime overall by 20% by 2022

Current Status

Violent Crimes Total 2020 = 2,745

Violent Crimes Total 2019 = 2,478

End of Year 2019 to End of Year 2020 Total Change: +11%

Homicide	+36%
Rape	-16%
Aggravated Assault	+18%
Robbery	-6%

Goal

- Reduce Violent Crime 10% annually for 2021 and 2022
- Total Violent Crimes by end 2022 = 2,194

Reduce violent crime overall by 20% by 2022

Mid-Year Position Additions

Homicide Program Technician

Assigned to Homicide Squad Mid year add, currently in the hiring process. Job responsibilities are currently being handled by a roster employee.

Crime Analyst

NIBIN Mid year add, currently in the hiring process. Job responsibilities are being completed by the Crime Analysis Unit as a whole.

5 Detectives

added to the Investigative Bureau. Job responsibilities are currently being completed by current CID Detectives.

- 🌱 **Increase by 20% the number of people that can reach their place of employment without the use of their personal vehicle by 2023**

Current Status

Use of Alternatives

- Approximately 10% of workers traveling by means other than personal vehicle or carpool

Goal

- 20% increase of workers using alternate = 11% total usage

Alternative Transportation 2017

- Bike Lanes – 41.9 miles, 15.4% of pop. within ¼ mile
- Sidewalks – 542 miles, 91.5%
- GTA Services – 49%

- ⑥ Increase by 20% the number of people that can reach their place of employment without the use of their personal vehicle by 2023

Use of Alternatives by Peers

	Use of Alternative
Charlotte	15.2%
Durham	19.0%
Fayetteville	13.4%
Greensboro	10.5%
Greenville	9.7%
Raleigh	13.8%
Winston Salem	9.8%
State of North Carolina	9.2%
United States	14.7%