

## Facility Condition Assessment and Master Planning Services

**August 2024**

**Roanoke County, VA**

**Submitted by:**

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ROANOKE COUNTY

FACILITY CONDITION ASSESSMENT AND MASTER PLANNING SERVICES |

August 2024

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# Executive Summary

In July of 2023, the County of Roanoke contracted with MGT of America Consulting, LLC (MGT) to conduct a demographic analysis and school facility use assessment. The objective is to determine the current usage of each school facility and to identify crucial demographics of residents, workers, and participants in recreational activities. Additionally, the analysis aims to explore emerging market trends and industries, assess current and future community priorities, identify desired projects and goals, explore avenues for business growth, and compare peer markets. The assessment will also involve analyzing initiatives that may have an impact on demographics within Roanoke County. The project included the following tasks:

- Project initiation
- County demographics data collection and analysis
- County economic conditions analysis
- School demographics data collection and analysis
- Enrollment projections
- Capacity and utilization analysis
- Final report

This report consists of seven sections, 1.0 through 7.0. Sections 1.0 - 6.0 describe the methodology, approach, and the data gathered as part of the project. Section 7.0 details findings, themes, and general recommendations based upon the analysis of the data. The sections with summaries are as follows:

## Section 1.0 – Introduction

Roanoke County, Virginia, situated in the picturesque Blue Ridge Mountains, stands as a flourishing economic center with an outstanding quality of life, drawing in both residents and businesses. Its diverse economy, spanning manufacturing and technology, provides a foundation for stability and expansion. Through strategic infrastructure investments and a prime location along major routes, the County maintains connectivity and competitiveness. Collaborative partnerships among the government, businesses, and educational institutions reinforce Roanoke County's economic strength, bolstered by a steadfast commitment to innovative education and an exceptional opportunity for personal and professional growth.

In the summer of 2023, Roanoke County initiated a strategic partnership with MGT of America Consulting, LLC, aiming to conduct a comprehensive evaluation. This assessment includes a demographic analysis and an in-depth review of school facility usage. The primary goal is to understand the current utilization of all school facilities, along with key demographics related to the community. An examination of emerging market trends and industries that could shape the County's future seeks to inform both current and anticipated community priorities. Ultimately, the goal is to facilitate informed decision-making and strategic planning for the future.

## Section 2.0 – Demographics

The population in Roanoke County grew by 5% over the past five years and is projected to grow by 4% over the next five years. Additionally, the population is projected to increase by 8% by 2033, which is a higher percentage increase than the state of Virginia (5%) and the nation (5%).

*Exhibit 2.0.1. Population: Roanoke County, Virginia, and Nation, 2023-2033.*

Area	2023 Population	2033 Population	Change	% Change
Roanoke County	98,507	105,906	7,399	8%
State	8,750,052	9,208,484	458,433	5%
Nation	335,839,277	352,569,519	16,730,242	5%

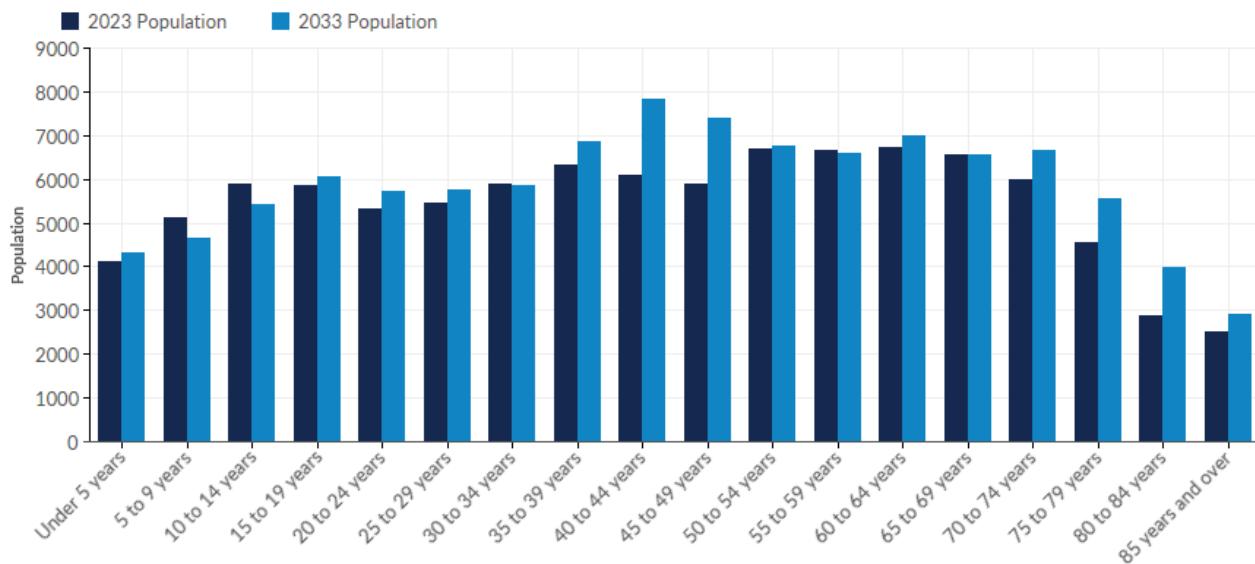
Source: LIGHTCAST, Q4 2023 Data Set.

## Population by Age

The projection of future data by *Lightcast* involves applying a cohort model to the data, anticipating the birth, death, and migration rates based on historical data, and adjusting for Census estimates. By advancing the population's age forward by one year and applying birth, death, and migration rates to the population, the cohort model generates demographic data for the projected years. Every year for which projections are made, this process is repeated. Following the cohort model's execution, forecasted years of data are contrasted to national estimates provided by the Census Bureau and are then modified to reflect the population's published growth rate.

Roanoke County demographics indicate decreasing traditional K-12 age population (5 to 19 years) at the local level by 2033. In Roanoke County, those cohorts are projected to decline by 10% (755 individuals). The 15-to-19-year group is expected to increase the largest in the school age population by 3% or 202 individuals. The 5 to 9 cohort is expected to decrease by 9% (483 individuals), while the 10 to 14 cohort is projected to decline by 8% (474 individuals).

*Exhibit 2.2. Population in Roanoke County by Age Cohort 2023-2033.*



## EXECUTIVE SUMMARY

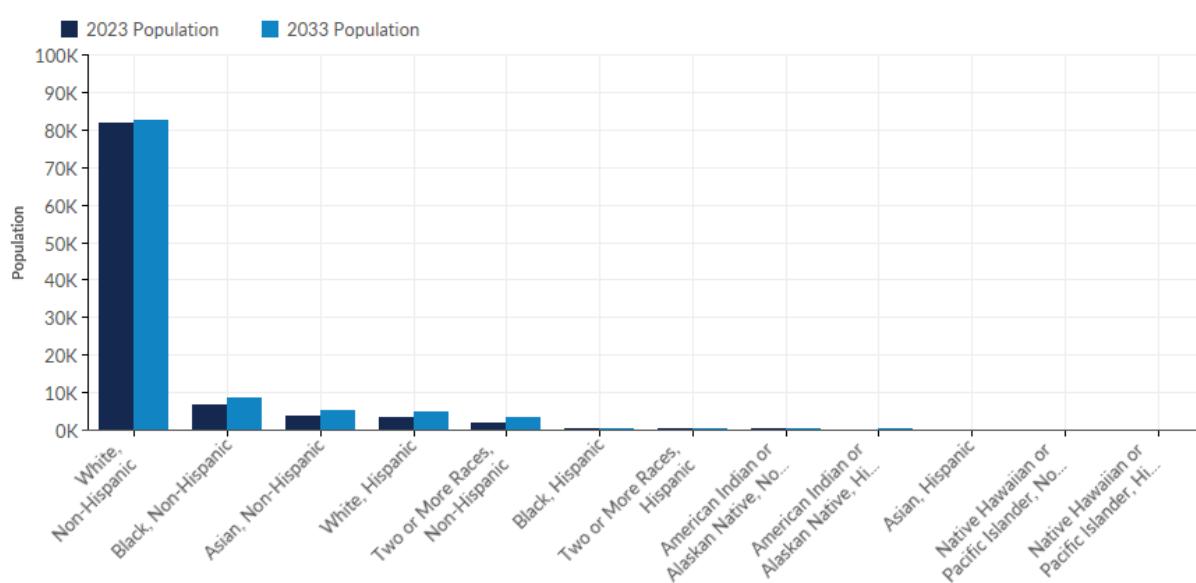
Age Cohort	2023 Population	2033 Population	Change	% Change	2033 % of Cohort
Under 5 years	4,105	4,309	203	5%	4.1%
5 to 9 years	5,135	4,652	(483)	(9%)	4.4%
10 to 14 years	5,890	5,415	(474)	(8%)	5.1%
15 to 19 years	5,846	6,048	202	3%	5.7%
20 to 24 years	5,325	5,712	387	7%	5.4%
25 to 29 years	5,450	5,769	319	6%	5.4%
30 to 34 years	5,880	5,852	(28)	(0%)	5.5%
35 to 39 years	6,327	6,872	545	9%	6.5%
40 to 44 years	6,094	7,816	1,722	28%	7.4%
45 to 49 years	5,884	7,411	1,527	26%	7.0%
50 to 54 years	6,699	6,774	74	1%	6.4%
55 to 59 years	6,655	6,593	(62)	(1%)	6.2%
60 to 64 years	6,732	6,992	261	4%	6.6%
65 to 69 years	6,567	6,561	(7)	(0%)	6.2%
70 to 74 years	5,996	6,668	671	11%	6.3%
75 to 79 years	4,544	5,562	1,018	22%	5.3%
80 to 84 years	2,861	3,981	1,120	39%	3.8%
85 years and over	2,516	2,920	404	16%	2.8%
Total	98,507	105,906	7,399	8%	100.0%

Source: LIGHTCAST, Q4 2023 Data Set.

## Population by Race and Ethnicity

All racial groups are projected to experience an increase in population by 2033 in Roanoke County. Those who identify as White, Non-Hispanic, are predicted to account for 77.8% after a 1% (602 person) growth in the population in Roanoke County. The diversity among all other racial populations will grow considerably in the next 10 years. Although they will make up 8.5% of the population by 2033, the Black (Non and Hispanic) population will experience a notable change with a 29% (2,141 individuals) increase in Roanoke County. The Asian (Non and Hispanic) population will increase by 1,376 (19%) in Roanoke County to account for 5.0% of the population. Collectively, those who identify as Hispanic will continue to make up a significant size of the population in Roanoke County with a 2033 cohort of 5.6%.

*Exhibit 2.3. Population in Roanoke County by Race/Ethnicity 2023-2033.*



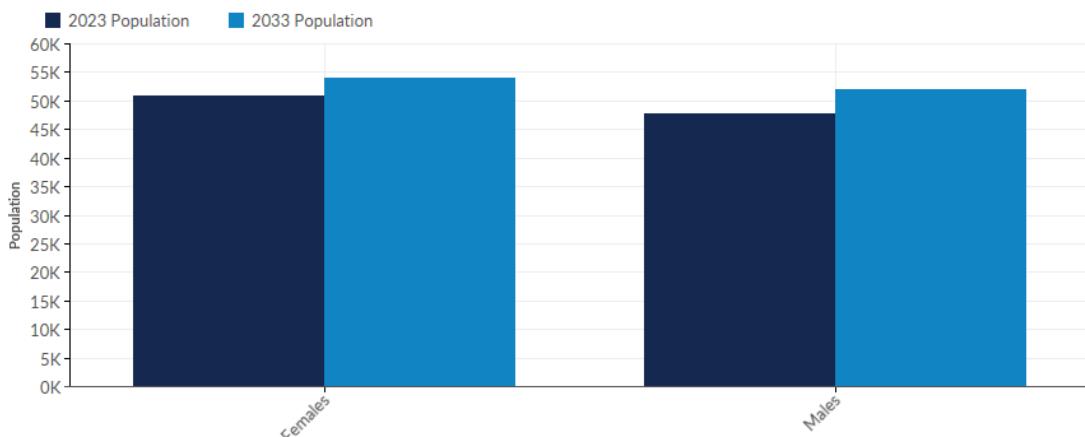
Race/Ethnicity	2023 Population	2033 Population	Change	% Change	2033 % of Cohort
White, non-Hispanic	81,817	82,418	602	1%	77.8%
Black, non-Hispanic	6,618	8,652	2,034	31%	8.2%
Asian, non-Hispanic	3,876	5,208	1,332	34%	4.9%
White, Hispanic	3,221	4,826	1,605	50%	4.6%
Two or More Races, Non-Hispanic	1,991	3,210	1,218	61%	3.0%
Black, Hispanic	273	380	107	39%	0.4%
Two or More Races, Hispanic	249	416	167	67%	0.4%
American Indian or Alaskan Native, Non-Hispanic	232	370	138	59%	0.3%
American Indian or Alaskan Native, Hispanic	120	213	93	78%	0.2%
Asian, Hispanic	52	96	44	84%	0.1%
Native Hawaiian or Pacific Islander, Non-Hispanic	40	74	34	87%	0.1%
Native Hawaiian or Pacific Islander, Hispanic	18	42	25	138%	0.0%
<b>Total</b>	<b>98,507</b>	<b>105,906</b>	<b>7,399</b>	<b>8%</b>	<b>100.0%</b>

Source: LIGHTCAST, Q4 2023 Data Set.

## Population by Gender

Currently, in Roanoke County, the female population is higher than the male population. This trend is expected to continue until 2033. However, the female cohort will increase at a lower rate (6% or 3,180 individuals) than the male cohort (9% or 4,220 individuals).

*Exhibit 2.4. Population in Roanoke County by Gender 2023-2033.*

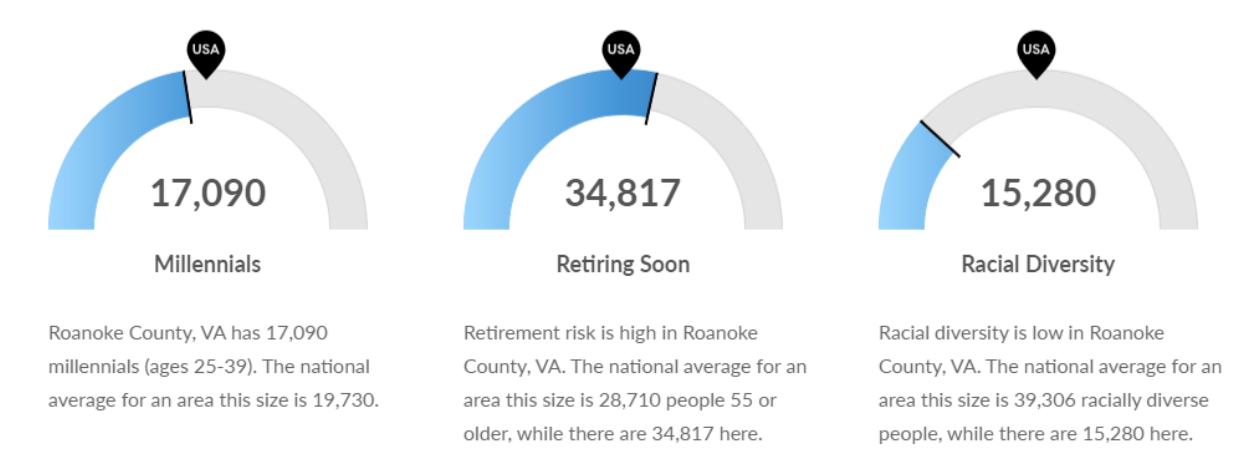


Source: LIGHTCAST, Q4 2023 Data Set.

## Population Characteristics - Social and Cultural Trends

Roanoke County has approximately 2,640 fewer millennials in the region (17,090 individuals) than the average area of comparable size (19,730 individuals). The County does have a larger population of 55 and older residence approaching retirement age (34,817 individuals) than a region of the same size (28,710 individuals). This represents a 6,107-person difference. The region does possess less racial diversity with a total of 15,280 diverse individuals compared to the average of 39,306 individuals in an area of comparable size.

*Exhibit 2.5. Population Characteristics Roanoke County.*



Source: LIGHTCAST, Q4 2023 Data Set.

## Household Income/Trends

In Roanoke County, the most common type of household is Married-Couple Family Households. These account for 18,511 housing units (48.4%). The Female Householder, No Spouse/Partner Present, Family Households account for 10,776 housing units, or 28.2% of the total in Roanoke County. Only 6,038 (15.8%) households are classified as Male Householder, No Spouse/Partner Present, Family Households.

*Exhibit 2.0.2. Household Characteristics, 2022.*

Cohabiting-Couple Households	Female Householder, No Spouse/Partner Present, Family Households	Male Householder, No Spouse/Partner Present, Family Households	Married-Couple Family Households	Total Households
2,887	10,776	6,038	18,511	38,212

Source: LIGHTCAST, Q4 2023 Data Set.

## EXECUTIVE SUMMARY

The 2021 median household income was \$74,622. This was a \$4,546 increase from the 2020 median income of \$70,076. The 2021 poverty level in the County increased by 1.5% to 8.1% from the 2020 rate of 6.6%. By 2021, the per capita income (income computed for every man, woman, and child in a particular group) was \$39,999. Data for 2020 was not present.

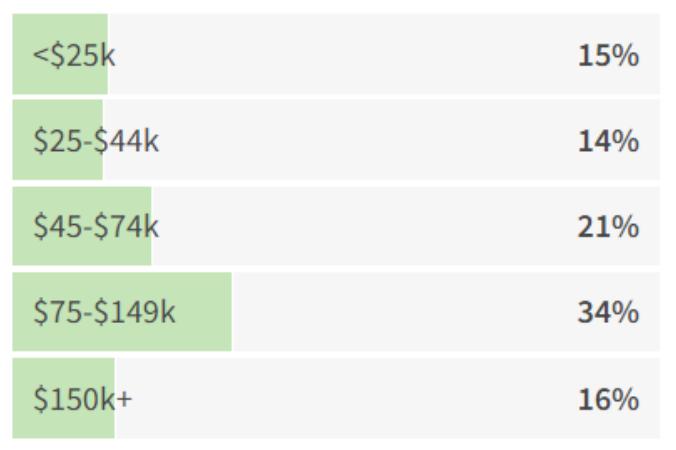
*Exhibit 2.7. Household Income and Poverty Levels, 2021.*

	Median Household Income 2021	Per Capita Income 2021	% Poverty Level 2021
2020	\$70,076	-	6.6%
2021	\$74,622	\$39,999	8.1%

Source: Census Quickfacts

The majority (34%) of Roanoke County residents earn between \$75k-\$149k. The second most popular income bracket is \$45k-\$74k where 21% of residents fall into this category. Approximately 15% of residents earn less than \$25k annually.

*Exhibit 2.0.3. Household Income Bracket Breakdown, 2021.*



Source: Niche Roanoke County Residents

As of 2022, the median value of a home was \$215,800 while the median rent was at \$1,029.

*Exhibit 2.9. Home and Rental Values, 2022.*

Median Home Value	Median Rent
\$215,800	\$1,029

Source: Census Quickfacts

## Residential and Commercial Occupancy

In total, there were 41,639 housing units in Roanoke County in 2022. Of these, 38,212 (91.8%) were occupied units. The remaining 3,427 (8.2%) were vacant units.

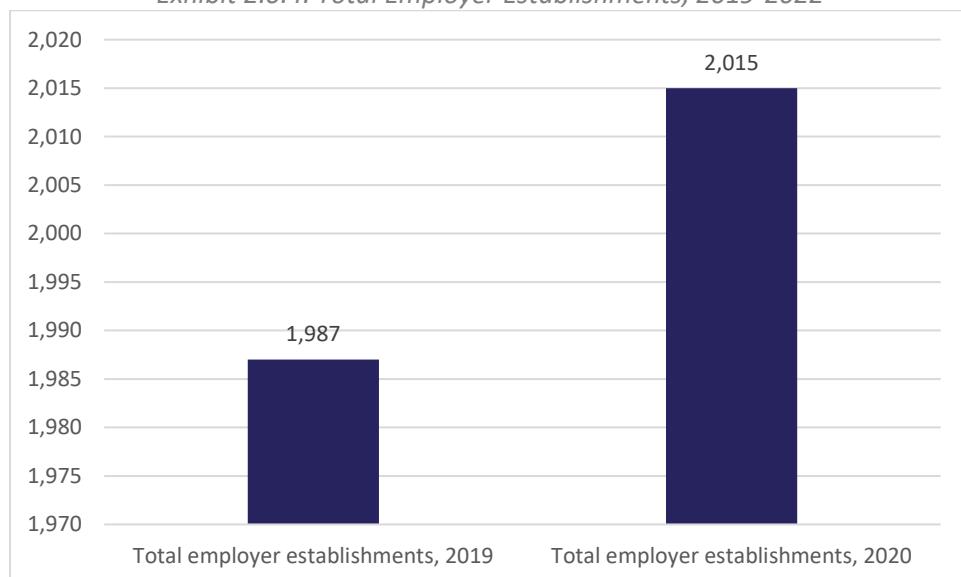
*Exhibit 2.10. Housing Units, 2022.*

Housing Units	Occupied Housing Units	Vacant Housing Units
<b>41,639</b>	<b>38,212</b>	<b>3,427</b>

Source: LIGHTCAST, Q4 2023 Data Set.

In 2019, there were a total of 1,987 total employer establishments. By 2020, there has been a 1.4% increase in the number of establishments to account for 2,015 establishments. Educational Services Health Care & Social Assistance had the most establishments with 893 total in 2020.<sup>1</sup> Finance & Insurance, and Real Estate, Rental & Leasing was the 2<sup>nd</sup> most prevalent industry with 678 establishments. Professional, Scientific & Management, and Administrative & Waste Management Services with 498 establishments was the 3<sup>rd</sup> most prevalent industry.

*Exhibit 2.0.4. Total Employer Establishments, 2019-2022*



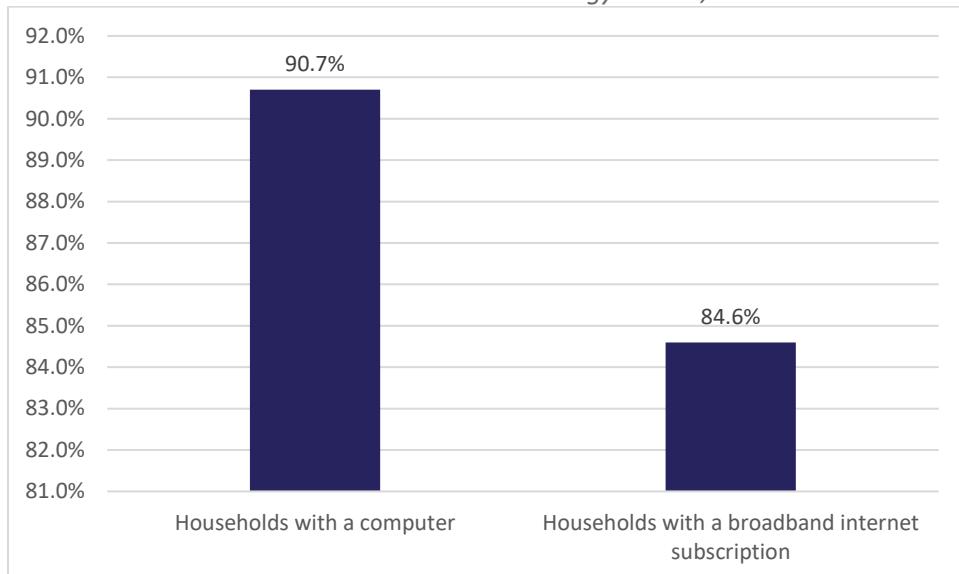
Source: Census Quickfacts

<sup>1</sup> Roanoke County, VA | Data USA. (2020). Datausa.io. <https://datausa.io/profile/geo/roanoke-county-va#economy>

## Computer and Internet Use

A total of 90.7% of Roanoke County residents own a computer, but 84.6% have access to a broadband internet subscription service. This represents 6.1% of computer-owning households without internet access.

*Exhibit 2.12. Household Technology Trends, 2022.*

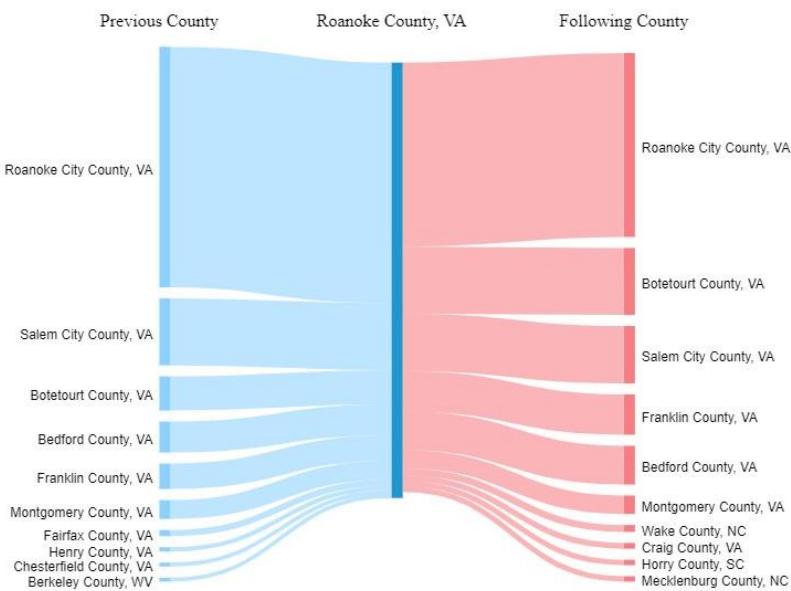


Source: LIGHTCAST, Q4 2023 Data Set.

## Migration Trends

By 2020, 2,112 individuals had moved from Roanoke City County to Roanoke County. In the same year, 1,615 individuals moved from Roanoke County to Roanoke City County. This suggests that the Roanoke MSA (Metropolitan Statistical Area) hosts the majority of regional migration. Although 504 residents moved from Roanoke County to Salem City County, Salem City County lost 587 people to Roanoke County. A total of 300 Botetourt County inhabitants relocated to Roanoke County, while 588 Roanoke County individuals relocated to Botetourt County. In 2020, the total net migration for Roanoke County was 172.

*Exhibit 2.13. Inbound and Outbound Migration Roanoke County, 2020.*



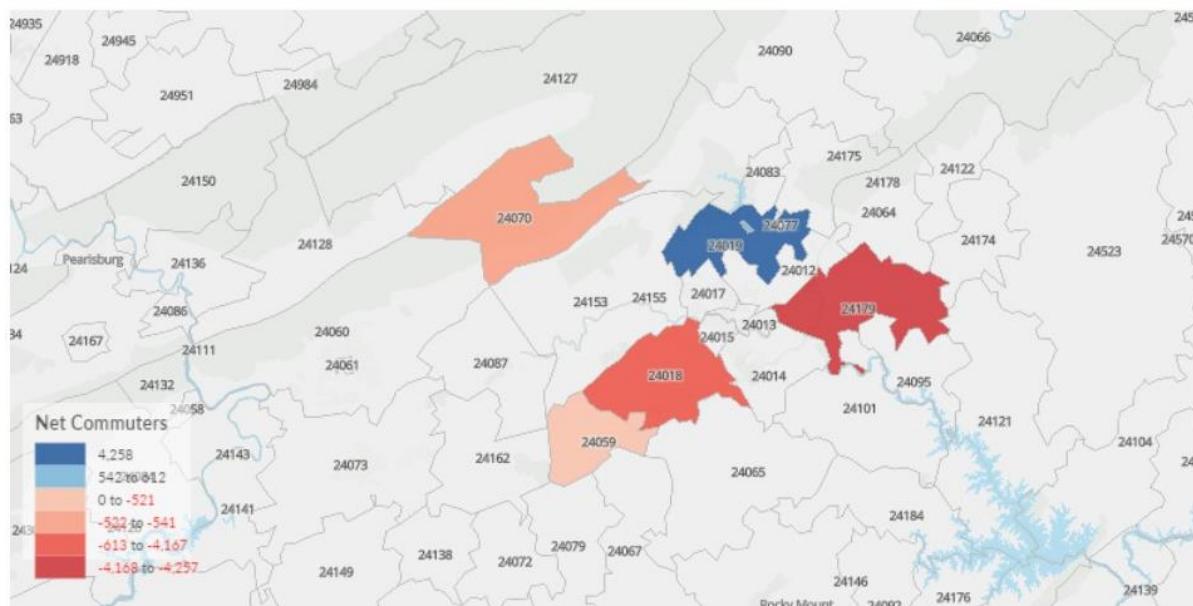
Top Previous Counties	Migrations	Top Following Counties	Migrations
Roanoke City County, VA	2,112	Roanoke City County, VA	1,615
Salem City County, VA	587	Botetourt County, VA	588
Botetourt County, VA	300	Salem City County, VA	504
Bedford County, VA	271	Franklin County, VA	354
Franklin County, VA	224	Bedford County, VA	340
Montgomery County, VA	165	Montgomery County, VA	161
Fairfax County, VA	54	Wake County, NC	61
Henry County, VA	38	Craig County, VA	51
Chesterfield County, VA	35	Horry County, SC	47
Berkeley County, WV	35	Mecklenburg County, NC	47

Source: LIGHTCAST, Q4 2023 Data Set.

## Residence and Work Trends

In 2022, zip code 24018 in Roanoke, which had 18,541 jobs, employed a majority of Roanoke County residents. With 16,912 employees, zip code 24019 in Roanoke was the 2<sup>nd</sup> most popular site for employment. Zip code 24179 in Vinton employs 5,364 people. Given the 19,154 residents of the zip code 24018 in Roanoke, this region was the preferred location for employees to reside. With 12,654 residents living in the 24019-zip code of Roanoke, this area was the second most popular area for employees to live. Once again, the Vinton zip code of 24179 was the third most populated region with 9,532 residents.

*Exhibit 2.14. Roanoke County Employee Residence and Work Trends, 2022.*



**Where Talent Works**

ZIP	Name	2022 Employment
24018	Roanoke, VA (in Roanoke county)	18,541
24019	Roanoke, VA (in Roanoke county)	16,912
24179	Vinton, VA (in Roanoke county)	5,364
24020	Roanoke, VA (in Roanoke county)	744
24070	Catawba, VA (in Roanoke county)	195

**Where Talent Lives**

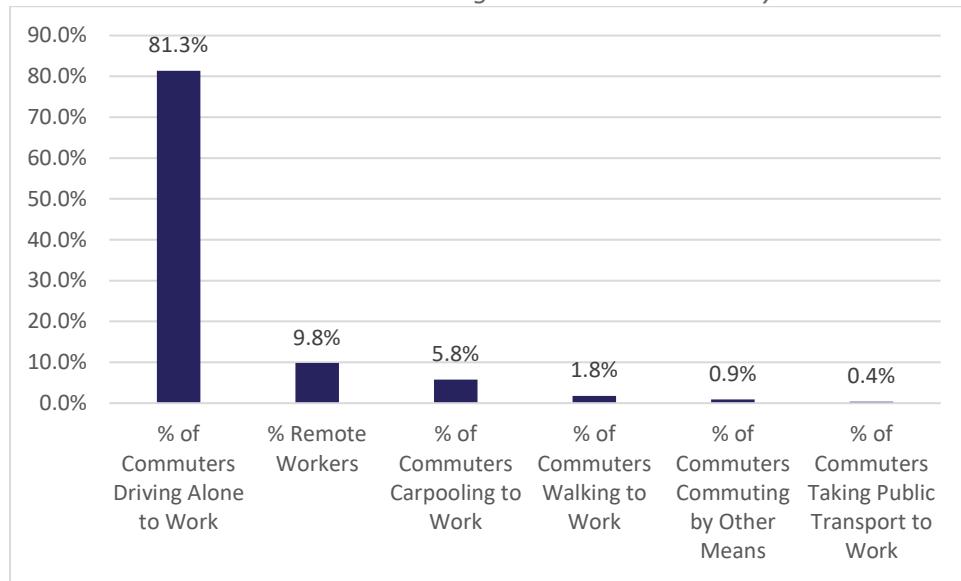
ZIP	Name	2022 Workers
24018	Roanoke, VA (in Roanoke county)	19,154
24019	Roanoke, VA (in Roanoke county)	12,654
24179	Vinton, VA (in Roanoke county)	9,532
24070	Catawba, VA (in Roanoke county)	717
24059	Bent Mountain, VA (in Roanoke cc)	501

Source: LIGHTCAST, Q4 2023 Data Set.

## Transportation Trend

Transportation for work is predominantly accomplished by driving alone with 81.3% of residents using this method to commute. Carpooling is the 2<sup>nd</sup> most prevalent mode of commuting which is completed by 5.8% of residents. Public transportation is the least prevalent mode of commuting with only 0.4% of residents choosing this modality. Remote work which requires no commuting is completed by 9.8% of residents.

*Exhibit 2.15. Commuting Trends Roanoke County.*



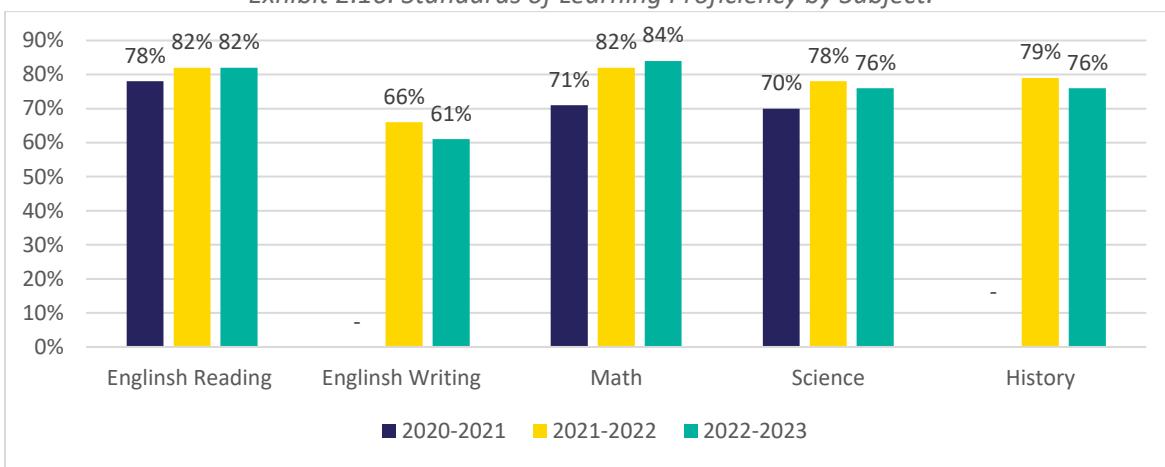
Source: LIGHTCAST, Q4 2023 Data Set.

## Education Overview

### STANDARDS OF LEARNING OVERVIEW

In 2022, the highest Standards of Learning (SOL) scores came from the Math section in which students earned an average score of 84%. Since 2020, scores in this subject have been steadily increasing. English Reading scores were the 2<sup>nd</sup> highest scores in 2022 at 82%. In 2020, the score was lower at 78%, but by 2021, the score remained steady at 82%. Science SOL scores have fluctuated over the past 3 academic years, with the lowest score of 70% in the year 2020, and the highest score of 78% in the year 2021. Both the English Writing and History sections did not provide scores in the 2020 academic year due to impacts of COVID-19. However, both subjects experienced decreases in scores from the 2021 academic year to the 2022 school year.

*Exhibit 2.16. Standards of Learning Proficiency by Subject.*

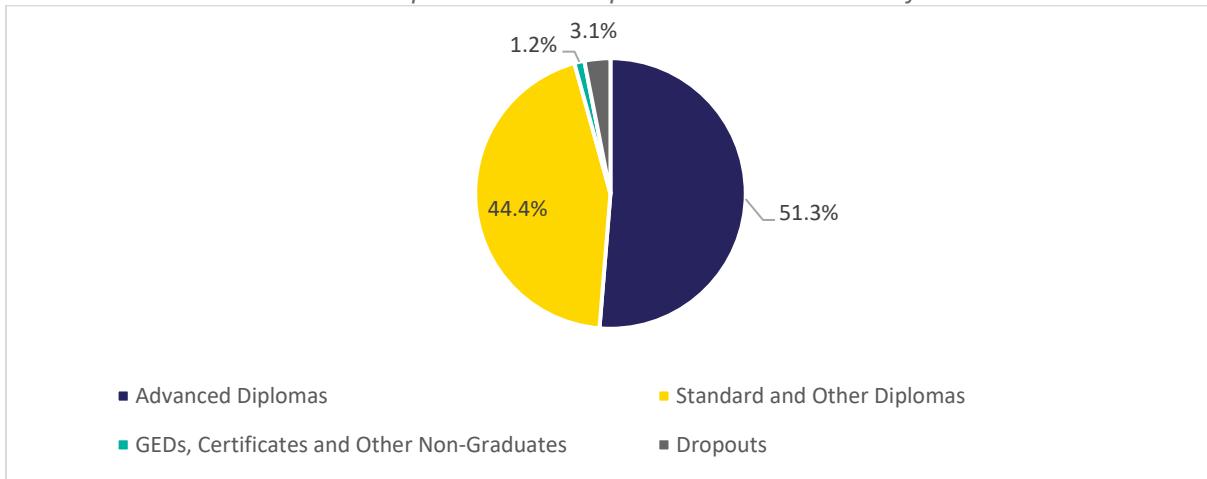


Source: Virginia Department of Education. Roanoke County Public Schools

## COMPLETION OUTCOMES

The following represents data from the Virginia Department of Education about educational outcomes for students who graduated from Roanoke County Public Schools in 2022. The majority of students (95.9%) went on to pursue diplomas (51.5% advanced and 44.4% standard and other) post-graduation. Standard and other diplomas include special diplomas. Another 1.2% opted to graduate high school through GEDs or certificates of completion. There was a 3.1% dropout rate within this cohort.

*Exhibit 2.17. Diplomas and Completion Outcomes Class of 2022.*

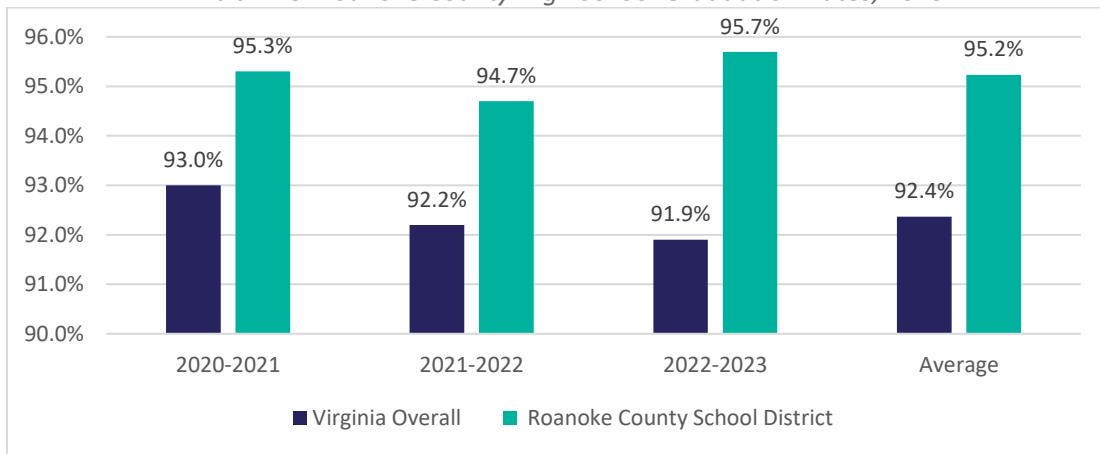


Source: Virginia Department of Education. Roanoke County Public Schools

## HIGH SCHOOL GRADUATION RATES

The average graduation rate for Roanoke County Public Schools since 2020 is 95.2%, slightly above the state rate of 92.4%. The highest graduation rate for RCPS Students was in the 2022-2023 academic year with 95.7% of students graduating. The lowest rate was in the 2021-2022 academic year with 94.7% of students graduating. In Virginia, the graduation rate has been declining since the 2020-2021 academic year. The highest rate occurred in the 2020-2021 academic year at a rate of 93.0%, while the lowest rate occurred in the 2022-2023 academic year at a rate of 91.9%.

*Exhibit 2.18. Roanoke County High School Graduation Rates, 2023.*

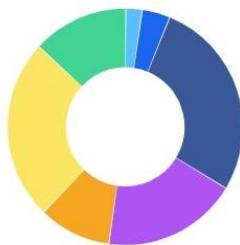


Source: Virginia Department of Education. Roanoke County Public Schools

## EDUCATIONAL ATTAINMENT

In terms of educational attainment, 10.0% of the residents in Roanoke County hold an associate degree, which is 1.1% higher than the national average. An additional 24.7% of inhabitants within the County possess a bachelor's degree, which is 3.9% higher than the average nationwide.

*Exhibit 2.19. Educational Attainment Roanoke County, 2022.*



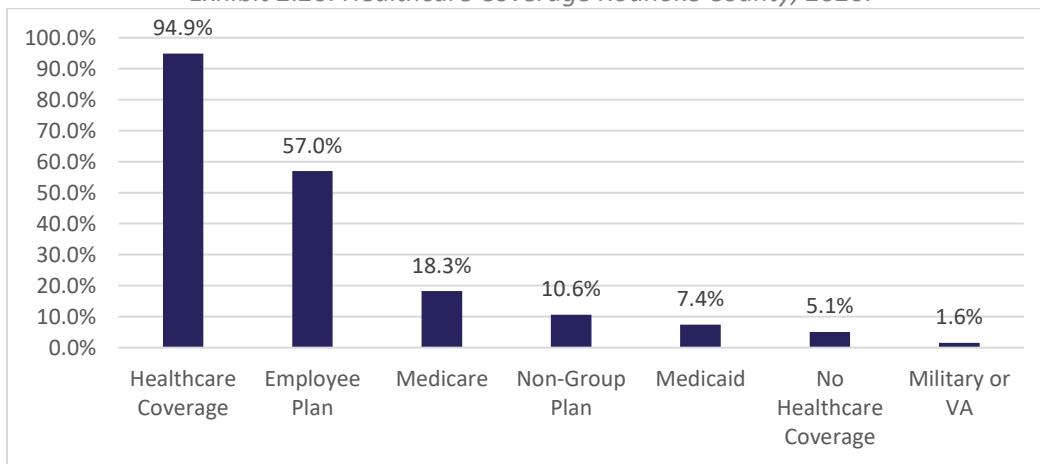
	% of Population	Population
Less Than 9th Grade	2.3%	1,591
9th Grade to 12th Grade	3.8%	2,708
High School Diploma	27.5%	19,376
Some College	18.6%	13,075
Associate's Degree	10.0%	7,012
Bachelor's Degree	24.7%	17,421
Graduate Degree and Higher	13.2%	9,281

Source: LIGHTCAST, Q4 2023 Data Set.

## Health Trends

In Roanoke County, by 2020, 94.9% of the population has access to health insurance, with 57.0% of the population covered by employer plans, 7.4% through Medicaid, 18.3% by Medicare, 10.6% via non-group policies, and 1.6% with military or VA programs.<sup>2</sup> Men made up 47.6% of the total insured people while women made up 52.4%. The percentage of people without health insurance decreased from 5.4% in 2019 to 5.1% in 2020.

*Exhibit 2.20. Healthcare Coverage Roanoke County, 2020.*



Source: US Census

In Roanoke County, primary care doctors saw 760 patients annually on average, up 0.93% from the year before (753 people). In contrast, dentists see 1,099 patients annually, while mental health professionals see 363 individuals.

<sup>2</sup> Roanoke County, VA / Data USA. (2020). Datausa.io. [https://datausa.io/profile/geo/roanoke-county-va?trade-flow-domestic\\_trade=ImportDollar#health](https://datausa.io/profile/geo/roanoke-county-va?trade-flow-domestic_trade=ImportDollar#health)

## Section 3.0 – Economic Conditions and Development

Roanoke County's labor force dynamics, as of 2023, reveals a 64.4% participation rate, with 97.9% of eligible residents employed and 2.1% unemployed. Job growth in the area since 2017 exceeded the national rate, adding 989 jobs for a total of 42,873 in 2023, with projections indicating a 5.5% increase by 2026. The County's major industries include Health Care and Social Assistance, Government, and Retail Trade. In 2022, Health Care and Social Assistance led with 6,475 employees, surpassing the national average. Manufacturing experienced substantial job growth, employing 4,058 people by 2022, and Construction added 483 jobs to reach 2,131. Roanoke County outperforms the national average in Health Care and Social Assistance and Retail Trade workforce, but the region's average worker salary of \$70,190 falls below the national average of \$73,771. Professional, Scientific, and Technical Services employ 3,716 people, exceeding the national average, but the average salary of \$71,261 indicates a lack of competitive advantage. In Tourism and Hospitality, Roanoke County employs 5,762 individuals, slightly below the comparable region's average. The County faces workforce and salary challenges but demonstrates strengths in industry diversity and job growth, reflecting a dynamic economic landscape.

### *Exhibit 3.0.5. Economic Overview*

<b>96,914</b>	<b>41,824</b>	<b>\$74.6K</b>
<b>Population (2022)</b>	<b>Total Regional Employment</b>	<b>Median Household Income (2021)</b>
Population grew by 3,014 over the last 5 years and is projected to grow by 5,020 over the next 5 years.	Jobs decreased by 62 over the last 5 years but are projected to grow by 3,403 over the next 5 years.	Median household income is \$5.6K above the national median household income of \$69.0K.

Source: LIGHTCAST, Q4 2023 Data Set.

## Labor Force Participation

Labor force participation provides an understanding of whether individuals are working, actively seeking a job, or unemployed and are not seeking work for any reason. The “Not in the labor Force” category refers to those who are not actively seeking work whereas those who are unemployed are actively seeking employment. The following presents the current labor force breakdown in Roanoke County as of 2023. According to data, out of the 64.4% of residents capable of participating in the labor force, 97.9% are employed whereas 2.1% are unemployed.

*Exhibit 3.0.6. Labor Force Breakdown in Roanoke County, 2023.*



Source: LIGHTCAST, Q4 2023 Data Set.

## Employment

Overall job growth in the area since 2017 increased by 2.4%, adding 989 jobs as of 2023 for a total of 42,873 jobs. This change outpaced the national growth rate of 3.8% by 1.4%. Between 2023 and 2027, projections indicate an additional 2,368 anticipated positions for a total of 45,241 jobs by 2026, a 5.5% increase.

*Exhibit 3.3. Job Growth for Roanoke County, 2016-2027.*



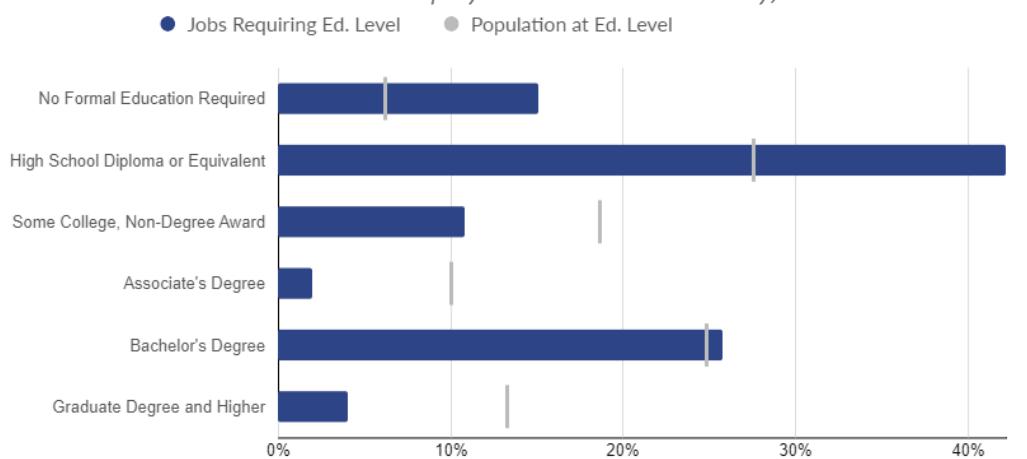
Source: LIGHTCAST, Q4 2023 Data Set.

## Underemployment

A comparison of the educational attainment of the population in Roanoke County to jobs that require a specific level of education indicate more jobs that require no formal education, a high school diploma or equivalency, or a bachelor's degree than the number of people who reached the education level in Roanoke County. This highlights the need for more people with education up to a bachelor's degree and shows potential underemployment of those with certificates (non-degree awards), associate degrees, or master's degrees. Comparatively, the same holds true for Virginia.

Nationally, employers are opting to focus on skills and experience allowing them to consider previously overlooked candidates.<sup>3</sup> In 2017, 51% of online job listings required a four-year degree. By 2021, that share has declined to 44%. This is consistent with the national trend of employers adjusting educational requirements for a variety of occupations, eliminating the need for a bachelor's degree for many intermediate and senior positions. In mandating a degree, 64% of nationwide working-age individuals without a degree are automatically excluded from consideration. This shift in how employers are focusing on skills-based hiring has the potential to change the way higher education operates. Projections indicate an additional 1.4 million jobs could open to workers without college degrees over the next five years.<sup>4</sup>

*Exhibit 3.4. Underemployment in Roanoke County, 2021.*



Source: LIGHTCAST, Q4 2023 Data Set.

<sup>3</sup> Lohr, S. (2022, April 8). A 4-year degree isn't quite the job requirement it used to be. The New York Times.

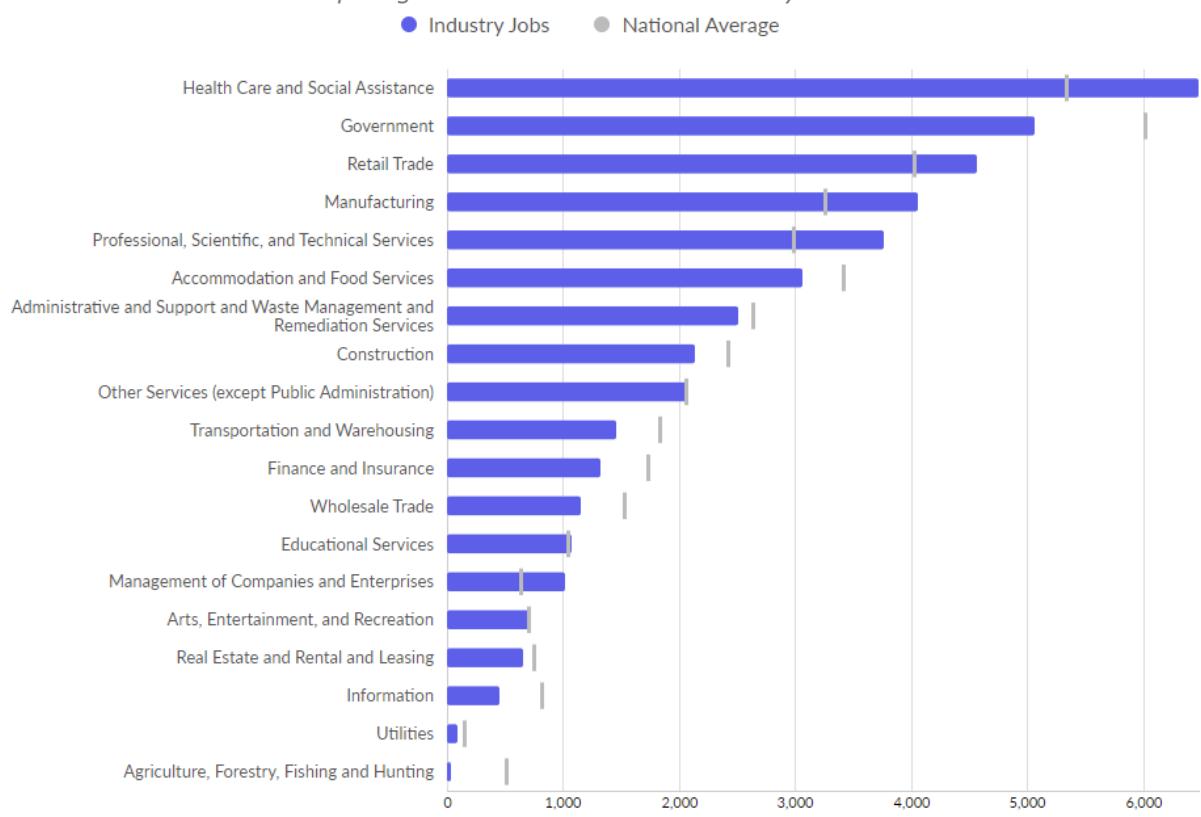
<sup>4</sup> The Burning Glass Institute. The Emerging Degree Reset: How the Shift to Skills-Based Hiring Holds the Keys to Growing the U.S. Workforce at a Time of Talent Shortage.

## Economic Drivers

### TOP LARGEST INDUSTRIES

The three major industries in Roanoke County are Health Care and Social Assistance, Government, and Retail Trade. The largest industry in 2022, with 6,475 employees, was Health Care and Social Assistance. In a region of comparable size across the country, 5,323 positions would be anticipated, a 1,152 job difference. The government contributed 5,063 employment opportunities in 2022, which is 934 fewer roles than the national average of 5,997 jobs in an area of comparable size. Given the 4,567 employment roles in 2022, the Retail Trade sector provided 551 more jobs than the national average of 4,016.

*Exhibit 3.5. Top Largest Industries in Roanoke County 2022.*

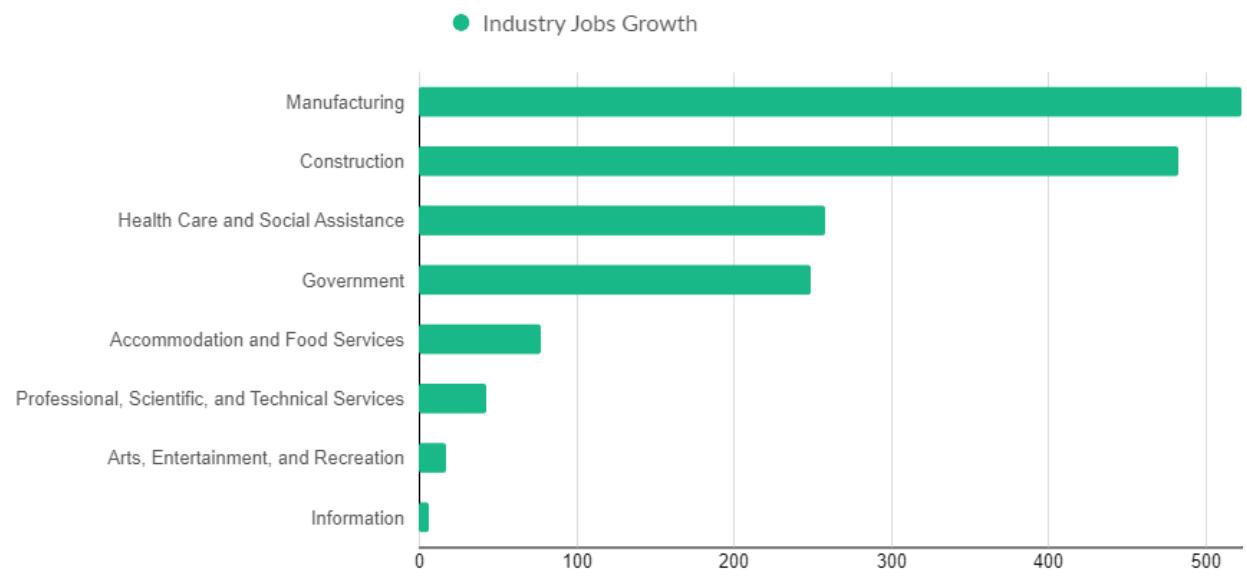


Source: LIGHTCAST, Q4 2023 Data Set.

## TOP GROWTH INDUSTRIES

The largest rise in jobs in Roanoke County since 2017 has been in the Manufacturing sector, which employed 4,058 people by 2022 after 523 new positions are added. Construction has experienced a 483 increase in jobs to account for 2,131 jobs by 2022. While there was only a 4% increase in jobs in the Health Care and Social Assistance industry, the addition of 258 jobs led to 6,475 employees in the associated roles.

*Exhibit 3.6. Top Growing Industries in Roanoke County 2022.*



Source: LIGHTCAST, Q4 2023 Data Set.

## Top 5 Industries for Economic Growth

### HEALTH CARE AND SOCIAL ASSISTANCE

Roanoke County surpasses the national average for an area of its size with a count of 6,217 health care and social assistance employees compared to the standard 5,251 employees. The region lacks a competitive edge, demonstrating an average salary of \$70,190 for workers, while the national average for a region this size is only \$73,771. Moreover, the region exhibits heightened demand, with job posting activity reaching 184 per month, surpassing the national average of 121 for areas of comparable size.

*Exhibit 3.7. Roanoke County Health Care and Social Assistance Overview.*



Roanoke County, VA is a hotspot for this kind of job. The national average for an area this size is 5,251\* employees, while there are 6,217 here.

Earnings per job are about the same as the national average. The national average salary for Health Care and Social Assistance in an area this size is \$73,771, while in Roanoke County, VA it is \$70,190. Earnings per jobs is the total industry earnings divided by the number of jobs in the industry.

Job posting activity is high in Roanoke County, VA. The national average for an area this size is 121\* job postings/mo, while there are 184 here.

\*National average values are derived by taking the national value for Health Care and Social Assistance and scaling it down to account for the difference in overall workforce size between the nation and Roanoke County, VA. In other words, the values represent the national average adjusted for region size.

Source: LIGHTCAST, Q4 2023 Data Set

## EXECUTIVE SUMMARY

From 2017 to 2027, Roanoke County is projected to experience an increase in Health Care and Social Assistance jobs by 20.8%, or 1,293 additional roles. This change outpaces the national average of a region of comparable size which is only projected to experience a 13.2% growth, or 692 new jobs.

*Exhibit 3.8. Roanoke County Health Care and Social Assistance Employment Trends, 2017-2027.*



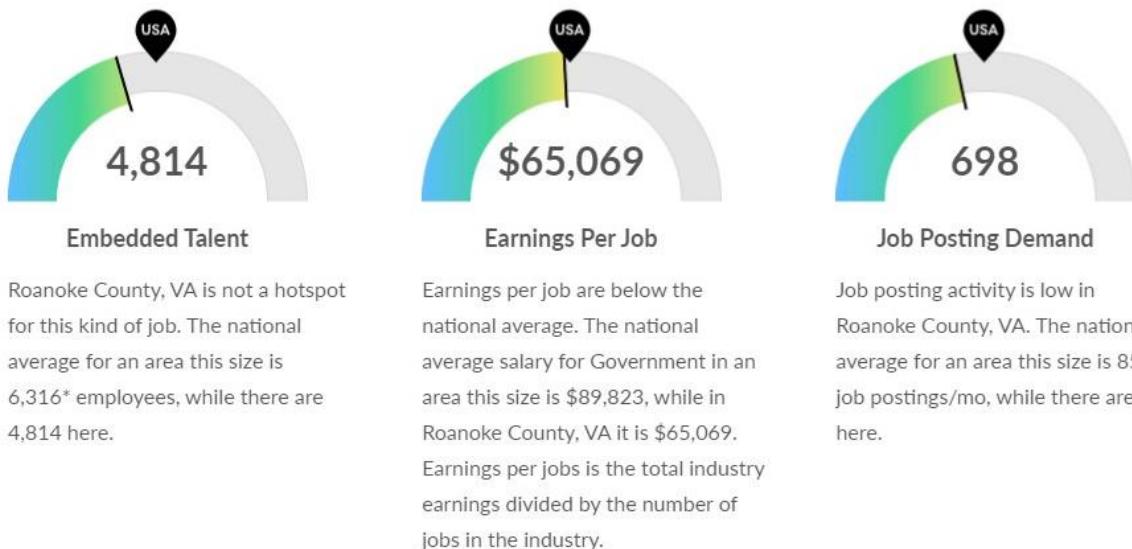
\*National average values are derived by taking the national value for Health Care and Social Assistance and scaling it down to account for the difference in overall workforce size between the nation and Roanoke County, VA. In other words, the values represent the national average adjusted for region size.

Source: LIGHTCAST, Q4 2023 Data Set

## GOVERNMENT

With 4,814 government employees as opposed to the average 6,316, Roanoke County's government workforce is below the national average for a region of its size. The average income for workers in the region is \$65,069, indicating that it lacks a competitive edge. For a region this size, the national average is approximately \$89,823. Further evidence of the region's low demand comes from the 698 job postings posted monthly, fewer than the 853 national average for regions of equivalent size.

*Exhibit 3.9. Roanoke County Government Overview.*



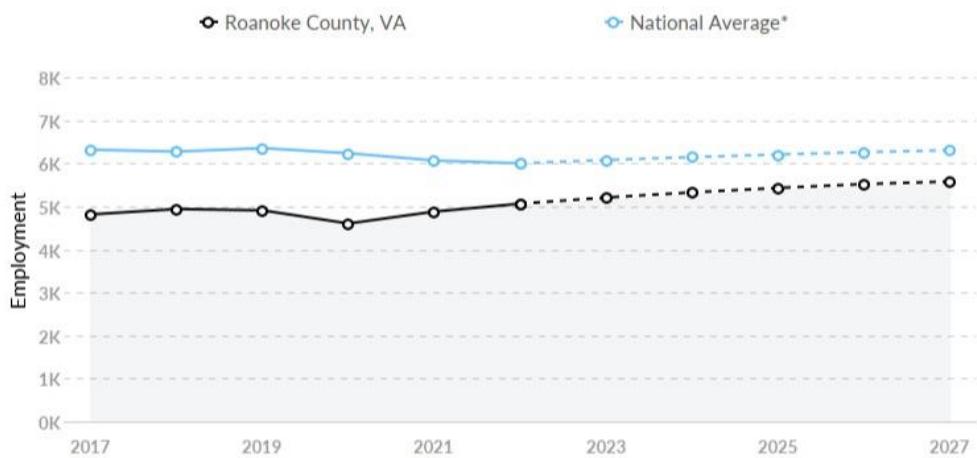
\*National average values are derived by taking the national value for Government and scaling it down to account for the difference in overall workforce size between the nation and Roanoke County, VA. In other words, the values represent the national average adjusted for region size.

Source: LIGHTCAST, Q4 2023 Data Set

## EXECUTIVE SUMMARY

Roanoke County is expected to experience a 15.9% rise in government employment, or 763 new positions, between 2017 and 2027. This shift is greater than the 0.2% decline, or 13 jobs lost, predicted for a region of comparable size nationally. Despite the decline, the national average for jobs has continually been greater than that of Roanoke County.

*Exhibit 3.10. Roanoke County Government Employment Trends, 2017-2027.*



Region	2017 Jobs	2027 Jobs	Change	% Change
● Roanoke County, VA	4,814	5,578	763	15.9%
● National Average	6,316	6,303	-13	-0.2%

\*National average values are derived by taking the national value for Government and scaling it down to account for the difference in overall workforce size between the nation and Roanoke County, VA. In other words, the values represent the national average adjusted for region size.

Source: LIGHTCAST, Q4 2023 Data Set

## RETAIL TRADE

Roanoke County has a higher workforce than the national average for a region of its size, with 4,737 retail trade employees compared to the average of 4,261. The region lacks an advantage in competition, demonstrated by the average worker income of \$40,928. The national average for a region this size is about \$47,711. The region has far less job listings than the national average of 76 for regions of comparable size, with only 58 posted per month.

*Exhibit 3.0.7 Roanoke County Retail Trade Overview.*



**Embedded Talent**  
Roanoke County, VA is a hotspot for this kind of job. The national average for an area this size is 4,261\* employees, while there are 4,737 here.

**Earnings Per Job**  
Earnings per job are below the national average. The national average salary for Retail Trade in an area this size is \$47,711, while in Roanoke County, VA it is \$40,928. Earnings per jobs is the total industry earnings divided by the number of jobs in the industry.

**Job Posting Demand**  
Job posting activity is low in Roanoke County, VA. The national average for an area this size is 76\* job postings/mo, while there are 58 here.

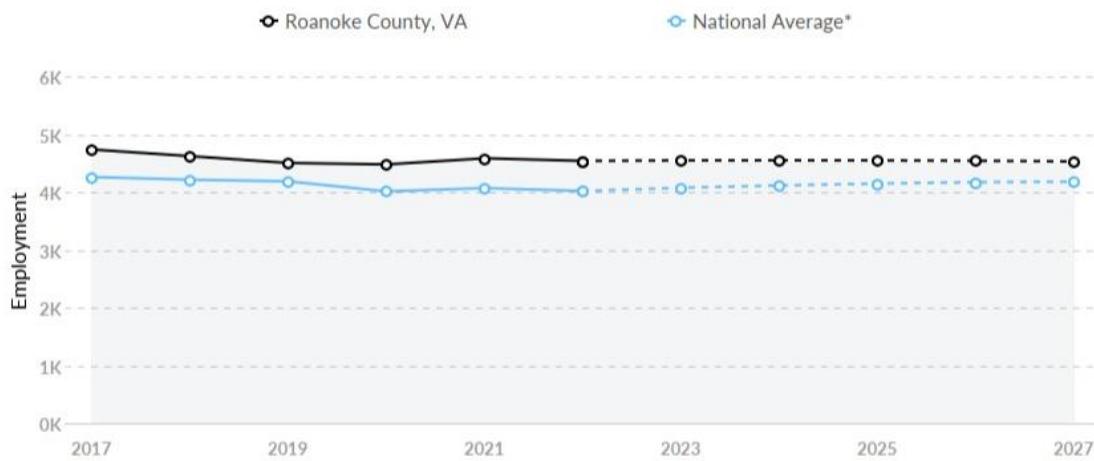
\*National average values are derived by taking the national value for Retail Trade and scaling it down to account for the difference in overall workforce size between the nation and Roanoke County, VA. In other words, the values represent the national average adjusted for region size.

Source: LIGHTCAST, Q4 2023 Data Set

## EXECUTIVE SUMMARY

Between 2017 and 2027, Roanoke County's Retail Trade employment is projected to decrease by 4.4%, or 207 positions. This change represents a larger loss than the 1.9% national decrease, or 82 positions eliminated, anticipated for a region of comparable size. Even with this downturn, Roanoke County's employment has consistently outperformed the national average.

*Exhibit 3.12. Roanoke County Retail Trade Employment Trends, 2017-2027.*



Region	2017 Jobs	2027 Jobs	Change	% Change
● Roanoke County, VA	4,737	4,531	-207	-4.4%
● National Average	4,261	4,179	-82	-1.9%

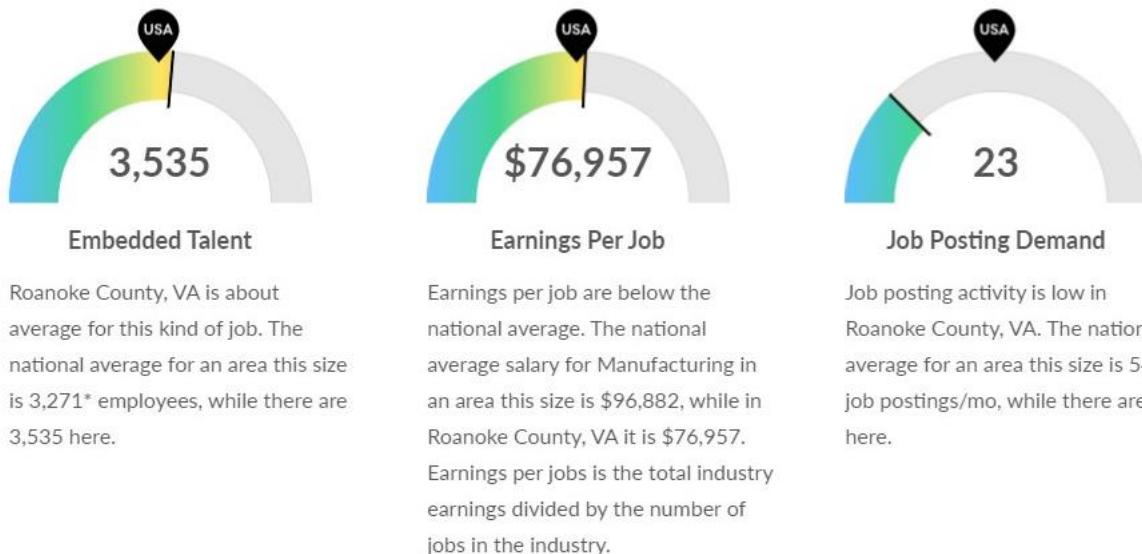
\*National average values are derived by taking the national value for Retail Trade and scaling it down to account for the difference in overall workforce size between the nation and Roanoke County, VA. In other words, the values represent the national average adjusted for region size.

Source: LIGHTCAST, Q4 2023 Data Set

## MANUFACTURING

In terms of Manufacturing employment, Roanoke County employs 3,535 individuals, compared to the national average of 3,271 for a region of its size. The average worker salary in Roanoke County is \$76,957, which shows that the County does not have a competitive advantage against a region of comparable size with an average wage of \$96,882. Only 23 job postings are issued in the region each month, much fewer than the 54 national average for regions of equivalent size.

*Exhibit 3.13. Roanoke County Manufacturing Overview.*



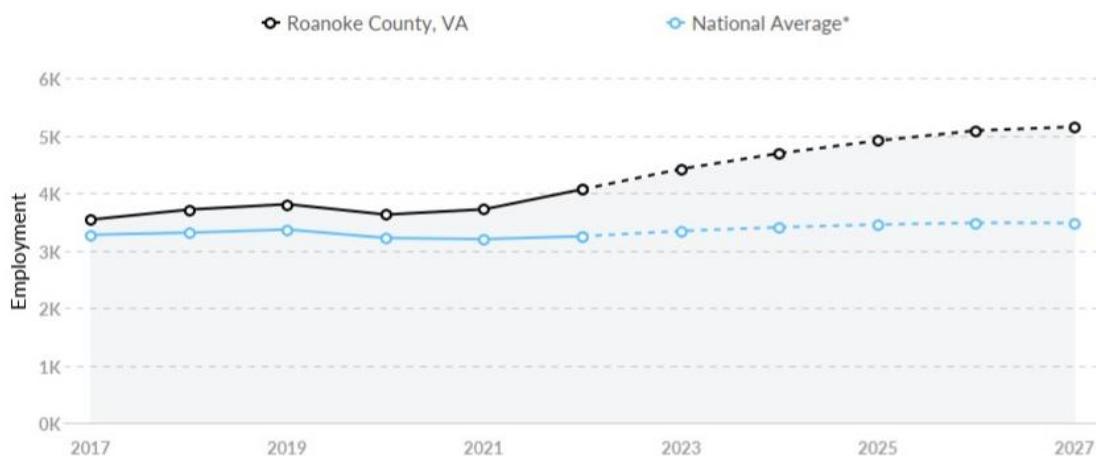
\*National average values are derived by taking the national value for Manufacturing and scaling it down to account for the difference in overall workforce size between the nation and Roanoke County, VA. In other words, the values represent the national average adjusted for region size.

Source: LIGHTCAST, Q4 2023 Data Set

## EXECUTIVE SUMMARY

Between 2017 and 2027, Roanoke County's Manufacturing employment is projected to increase by 45.7%, or 1,616 additional jobs. This change exceeds the 6.3% growth, or 205 extra positions, that the national average has projected for a region of comparable size. In addition to this growth, Roanoke County has consistently had a higher employment rate than the national average.

*Exhibit 3.0.8 Roanoke County Manufacturing Employment Trends, 2017-2027.*



Region	2017 Jobs	2027 Jobs	Change	% Change
● Roanoke County, VA	3,535	5,151	1,616	45.7%
● National Average	3,271	3,477	205	6.3%

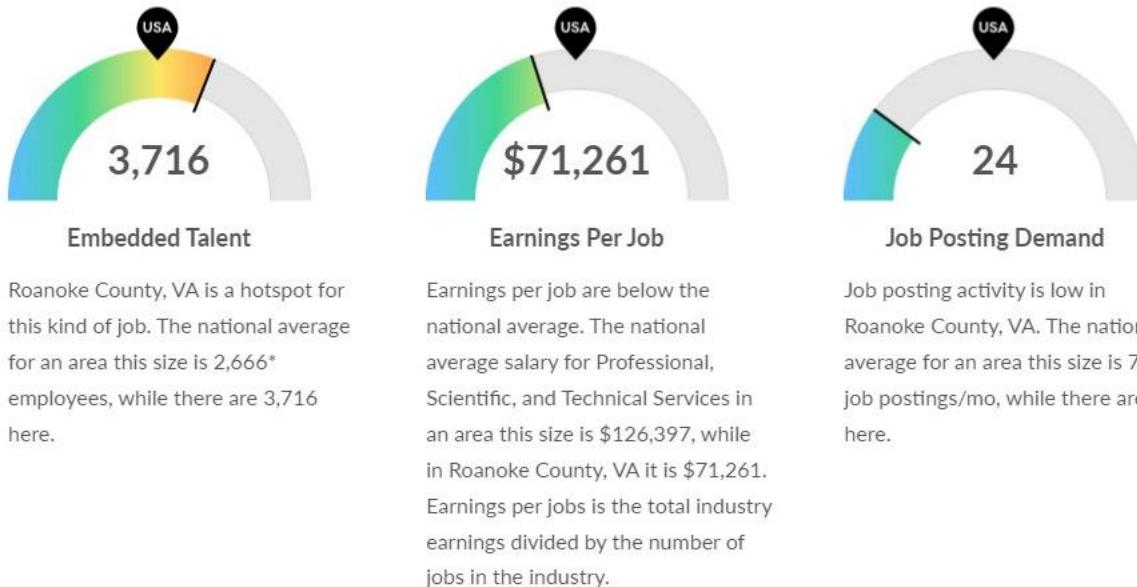
\*National average values are derived by taking the national value for Manufacturing and scaling it down to account for the difference in overall workforce size between the nation and Roanoke County, VA. In other words, the values represent the national average adjusted for region size.

Source: LIGHTCAST, Q4 2023 Data Set

## PROFESSIONAL, SCIENTIFIC, AND TECHNICAL SERVICES

The Professional, Scientific, and Technical Services workforce in Roanoke County employs 3,716 people, more than the national average for a region of its size (2,666). This region lacks a competitive advantage, as employees in the area earn an average salary of \$71,261. The national average for a region this size is about \$126,397. The County has 24 job listings every month, which is significantly less than the 72 average for similar-sized regions across the country.

*Exhibit 3.15. Roanoke County Professional, Scientific, and Technical Services Overview.*



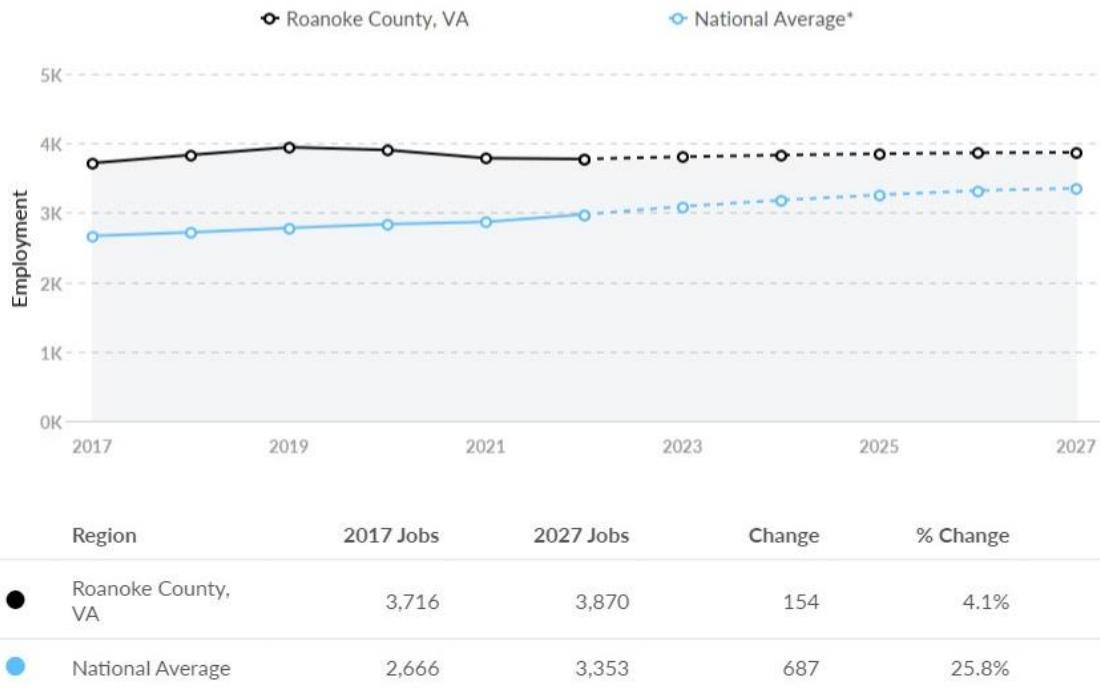
\*National average values are derived by taking the national value for Professional, Scientific, and Technical Services and scaling it down to account for the difference in overall workforce size between the nation and Roanoke County, VA. In other words, the values represent the national average adjusted for region size.

Source: LIGHTCAST, Q4 2023 Data Set

## EXECUTIVE SUMMARY

Between 2017 and 2027, Roanoke County is projected to experience a 4.1% increase in employment in Professional, Scientific, and Technical Services, or 154 new positions. This change is smaller than the national growth of 25.8%, or 687 new jobs, which was anticipated for a region of comparable size. The number of jobs in Roanoke County has consistently remained above the national average, even despite the slow development.

*Exhibit 3.16. Roanoke County Professional, Scientific, and Technical Services Employment Trends, 2017-2027.*



\*National average values are derived by taking the national value for Professional, Scientific, and Technical Services and scaling it down to account for the difference in overall workforce size between the nation and Roanoke County, VA. In other words, the values represent the national average adjusted for region size.

Source: LIGHTCAST, Q4 2023 Data Set

## Hiring Trends

### TOP EMPLOYERS HIRING

In 2022, 1,098 companies in Roanoke County posted 15,063 total job listings, of which 8,329 were unique postings. These figures provide a posting intensity of 2 to 1, or 1 unique job posting for every 2 postings. This indicates that they are undertaking an average effort to fill job openings. Carilion Clinic posted 1,363 unique postings accounting for 16.4% of those in the County. With 62 unique listings, Quest Diagnostics made up 0.7% of all job postings. The 5:1 posting intensity indicates high efforts in finding employees to fill roles. Lennox International published 151 job advertisements, accounting for 1.8% of all postings.

*Exhibit 3.17. Top Hiring Companies Roanoke County.*

Company	Total/Unique (Jun 2022 - Jun 2023)	Posting Intensity
Carilion Clinic	2,903 / 1,363	2 : 1 
Randstad	365 / 225	2 : 1 
Lennox International	244 / 151	2 : 1 
Medical Facilities Of America	168 / 128	1 : 1 
Carilion Services	160 / 103	2 : 1 
Commonwealth Of Virginia	161 / 98	2 : 1 
Virginia Western Community College	121 / 72	2 : 1 
Harmony Senior Services	102 / 63	2 : 1 
Roanoke County Public Schools	87 / 63	1 : 1 
Quest Diagnostics	327 / 62	5 : 1 

Source: LIGHTCAST, Q4 2023 Data Set.

## TOP OCCUPATIONS HIRING

The most sought-after profession was registered nurses, with 777 unique postings, or 9.3% of all those in the County. Requests for Retail Salespersons included 238 distinct ads, or 2.9% of all job postings. A total of 191 role requests, or 2.0% of all postings, were made by Secretaries and Administrative Assistants, Except Legal, Medical, and Executive.

*Exhibit 3.18. Top Hiring Occupations Roanoke County.*

Occupation (SOC)	Total/Unique (Jun 2022 - Jun 2023)	Posting Intensity
Registered Nurses	1,653 / 777	2 : 1 
Retail Salespersons	438 / 238	2 : 1 
Licensed Practical and Licensed Vocational Nurses	333 / 191	2 : 1 
Nursing Assistants	391 / 189	2 : 1 
Secretaries and Administrative Assistants, Except Legal, Medical, and Executive	282 / 166	2 : 1 
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	240 / 162	1 : 1 
First-Line Supervisors of Retail Sales Workers	294 / 149	2 : 1 
Heavy and Tractor-Trailer Truck Drivers	301 / 144	2 : 1 
Medical and Health Services Managers	213 / 143	1 : 1 
Customer Service Representatives	252 / 125	2 : 1 

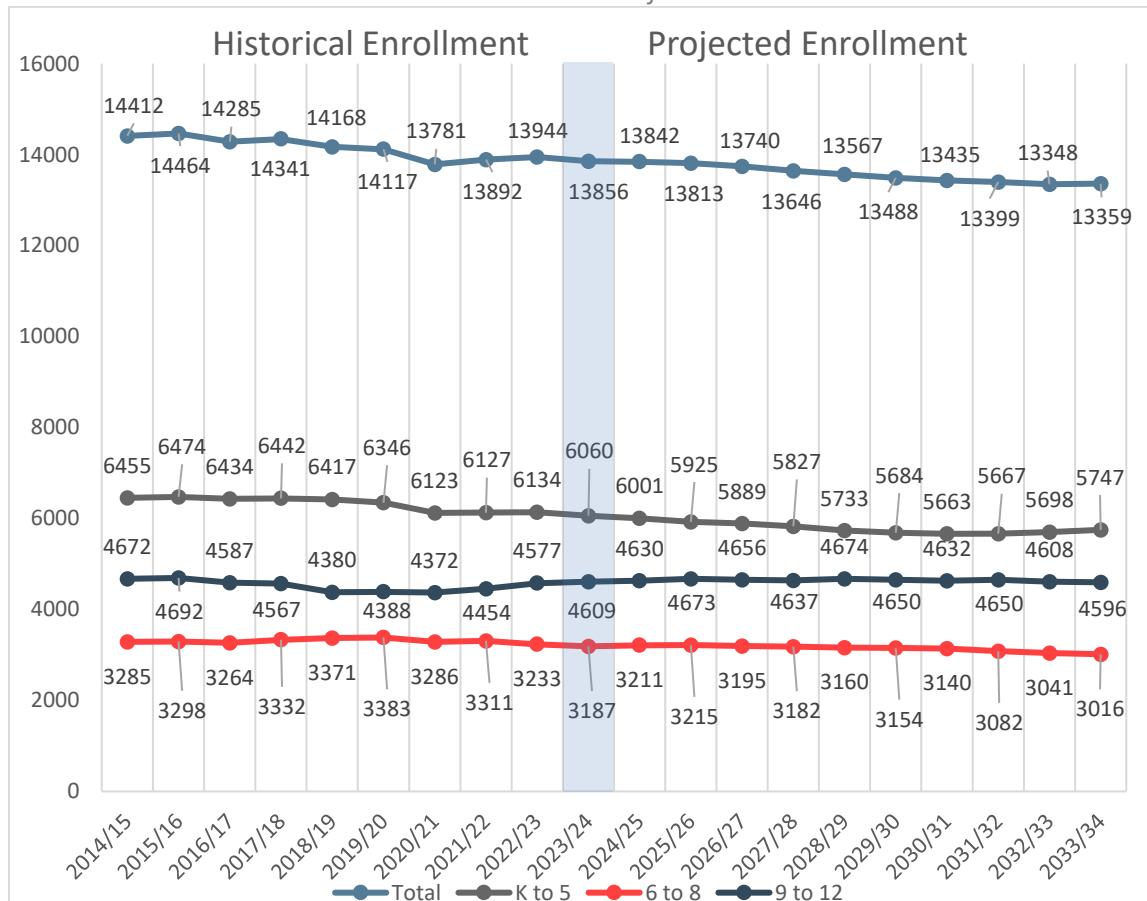
Source: LIGHTCAST, Q4 2023 Data Set.

## Section 4.0 – Enrollment Projections

Over the past three complete academic years, RCPS experienced a rise in student enrollment, starting at 13,692 in 2020–2021, reaching 13,731 in 2021–2022, and culminating in a notable surge to 13,819 in the most recent academic year, 2022–2023. The 10th grade emerged as the focal point of growth, witnessing a significant increase from 1,126 students in 2020–2021 to 1,217 students in 2022–2023, representing a 0.6% growth rate. Additional noteworthy shifts were observed in other grade levels. Grade 1 experienced a substantial rise, climbing from 844 students in 2020–2021 to 894 in 2022–2023, indicating a 0.5% increase. Similarly, Grade 11 saw a 0.5% increase, progressing from 1,035 students to 1,109 students over the same period.

Enrollment projections for the academic years from 2023-2024 indicate a period of relative stability for the upcoming year, with the district maintaining its current enrollment levels. However, a shift is anticipated in the subsequent years, as forecasts suggest a gradual decline in student numbers. According to current projections, enrollment is expected to stand at 13,567 in five years (by the academic year 2028-2029) and further decrease to 13,359 in ten years (by the academic year 2033-2034). This trajectory signifies an overall decline of 2.0% over the five-year period and a more substantial decrease of 3.5% by the end of the ten-year span.

*Exhibit 4.1. Historical and Projected Enrollment.*

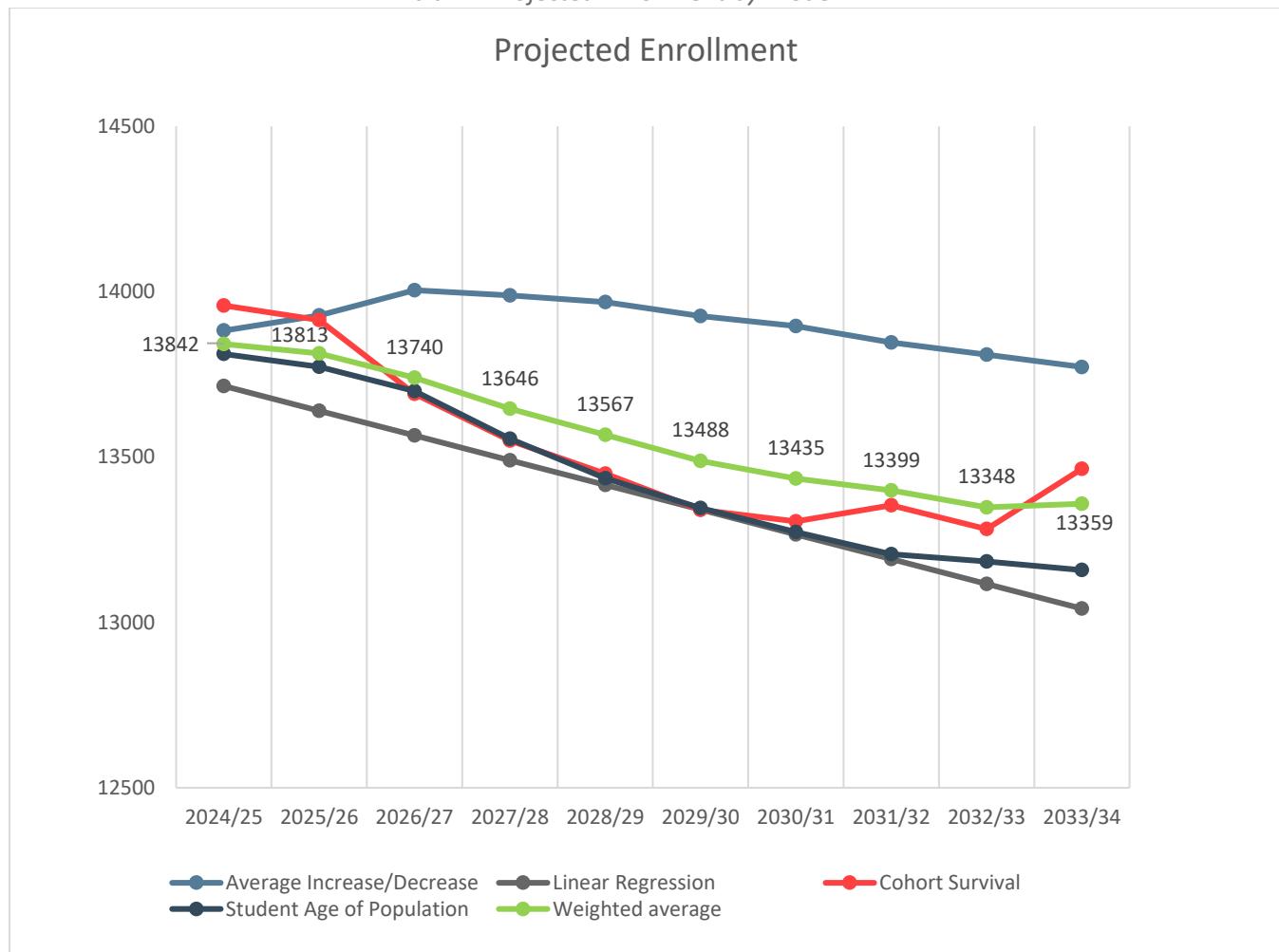


## Methodology

An enrollment projection is an estimate of future activity based on the historical data and information provided. To prepare projections for each school, MGT looked at such factors as historical live birth data, kindergarten capture rate, permit data, and student-age population rates as input. These factors helped to generate projections that are tailored to RCPS. To identify trends and prepare for adequate spaces, teaching staff, materials, and supplies, educational leaders can use several methods of projecting enrollment.

MGT utilized four base models: Average Percentage Increase, Cohort Survival, Linear Regression, and Student-Age of Population. MGT generates a weighted average of these four “base” models to arrive at its enrollment projection. A weighted average allows the analysis to reflect all the trends observed in the historical data and the over-arching themes from the qualitative information gathered in this process. The weighted average also works to maximize the strengths of each of the base models.

*Exhibit 4.2 Projected Enrollment by Model*



## Student Generation Rate

Student generation rate is defined as the number of students a school district can expect to gain from a new housing development measured as a number per housing unit. This is determined by dividing the number of students residing in a new housing development by the number of housing units within the same development. This calculation is illustrated below:



After reviewing past and current housing permits, MGT found 178 new single-family houses in multiple housing developments and 48 new units in multi-family developments. The 178 single-family houses yielded 65 students, resulting in a student generation rate of .365 students per new home. The 48 multi-family units yielded 5 students, resulting in a student generation rate of .104 per new unit.

## Section 5.0 – Capacity and Utilization

The functional capacity of a school is defined as the number of students a building can support based on the program of studies offered and educational standards. For this review, MGT used functional capacity set according to the *Fiscal Year 2022 RCPS Facility Update*. The functional capacity was then multiplied by a utilization factor to calculate the programmatic capacity for each school. In addition to the capacity number, MGT has created an “efficiency” score for each school. Using the building capacity data and the 2021/22 full-time enrollment, MGT defined the efficiency of each building, calculated by dividing enrollment by each building’s programmatic capacity. The key, below, shows building efficiency rates calculated using programmatic capacities and current enrollment at each school. The building efficiency rates are color-coded to identify best practices for building use.

Exhibit 5.1. Efficiency Rate Overview.

EFFICIENCY RATE	DESCRIPTION
> 110	Inadequate Space
95 - 110	Approaching Inadequate Space
80 - 95	Adequate Space
70 - 80	Approaching Inefficient Use of Space
< 70	Inefficient Use of Space

The current enrollment data for Roanoke County Public Schools (RCPS) indicates a total student population of 13,856 across elementary, middle, and high schools. The 2033 projected enrollment is slightly lower at 13,229. Analyzing the gross functional capacity per RCPS and per Virginia Department of Education (VDOE) standards, the district is currently operating at 84.61% of its RCPS capacity and 74.31% of its VDOE capacity. The utilization rates for individual school levels reveal variations, with elementary schools operating at 85.49% of RCPS capacity and 73.90% of VDOE capacity, middle schools at 72.83% of RCPS capacity and 64.79% of VDOE capacity, and high schools at 93.82% of RCPS capacity and 83.39% of VDOE capacity. Projections for 2033 show a slight decrease in overall enrollment but an increase in utilization rates, with the district expected to operate at 80.78% of RCPS capacity and 70.95% of VDOE capacity.

Exhibit 5.2. Enrollment, Capacity, and Utilization Overview.

Site Name	Current Enrollment	2033 Projected Enrollment	Gross Functional Capacity per RCPS	Gross Functional Capacity per VDOE	Current Utilization per RCPS Capacity	Current Utilization per VDOE Capacity	2033 Projected Utilization per RCPS Capacity	2033 Projected Utilization per VDOE Capacity
Elementary School Total/Avg	6,060	5,688	7,109	8,200	85.49%	73.90%	80.25%	69.37%
Middle School Total/Avg	3,187	3,033	4,376	4,919	72.83%	64.79%	69.31%	61.66%
High School Total/Avg	4,609	4,508	4,913	5,527	92.60%	82.42%	90.67%	80.84%
District Total	13,856	13,229	16,377	18,646	83.64%	74.31%	80.78%	70.62%

## Section 6.0 – Peer Review

### Introduction and Population

The analysis adopts a comprehensive benchmarking approach, considering a spectrum of benchmarks that encompass regional partnerships, neighboring counties, and national counterparts. The objective is to present a holistic perspective on Roanoke County's economic, social, and developmental position within both its local and broader regional context. The benchmarking framework is structured around three key categories and incorporates the following cities and counties.

<u>Roanoke Regional Partnership</u>	<u>Virginia Benchmarks</u>	<u>National Comparative Regions</u>
<ul style="list-style-type: none"> <li>• Roanoke, VA MSA</li> <li>• Ashville, NC MSA</li> <li>• Chattanooga, TN-GA MSA</li> <li>• Danville, VA MSA</li> <li>• Lynchburg, VA MSA</li> <li>• Martinsville, VA MSA</li> </ul>	<ul style="list-style-type: none"> <li>• Albemarle County, VA</li> <li>• Frederick County, VA</li> <li>• Hanover County, VA</li> <li>• Montgomery County, VA</li> <li>• Rockingham County, VA</li> <li>• Spotsylvania County, VA</li> <li>• Stafford County, VA</li> <li>• Suffolk City County, VA</li> </ul>	<ul style="list-style-type: none"> <li>• Albany, GA MSA</li> <li>• Florence, SC MSA</li> <li>• Joplin, MO MSA</li> <li>• Morgantown, WV MSA</li> <li>• Muncie, IN MSA</li> <li>• State College, PA MS</li> </ul>

## Roanoke Regional Partnership Population Overview

### POPULATION BY AGE

In Roanoke County, VA, the under 5 years cohort witnesses a 5% increase, while the 5 to 9 years group experiences a notable 9% decrease. The 40 to 49 years age group has significant increases – a solid 28% growth in the 40 to 44 years cohort and a substantial 26% increase in the 45 to 49 years cohort. In Asheville, NC MSA, the data reveals a 5% increase in the under 5 years cohort, and a 5% decrease in the 5 to 9 years group. The 40 to 49 years age group, however, sees considerable growth, with both the 40 to 44 years and 45 to 49 years cohorts expanding by 22%. Chattanooga, TN-GA MSA presents a 3% increase in the under 5 years cohort and varied trends in the 50 to 59 years cohort. Notably, the 70 years and over cohorts consistently show growth, particularly in the 80 to 84 years (22% growth) and 85 years and over (23% growth) groups. In the Danville, VA MSA, the under 5 years cohort experiences a substantial 8% increase, while both cohorts in the 50 to 59 years group exhibit decreases, with a 3% drop in the 50 to 54 years subset and a significant 18% decrease in the 55 to 59 years subset. Lynchburg, VA MSA includes a 2% increase in the under 5 years cohort and a 3% decrease in the 5 to 9 years group. The 55 to 59 years cohorts show decreases of 21%. Martinsville, VA MSA the under 5 years cohort experiences a substantial 14% increase, and the 5 to 9 years group exhibits a 5% increase. Across the 50 to 69 age groups, declines are evident, particularly in the 55 to 59 years cohort, with a substantial 23%.

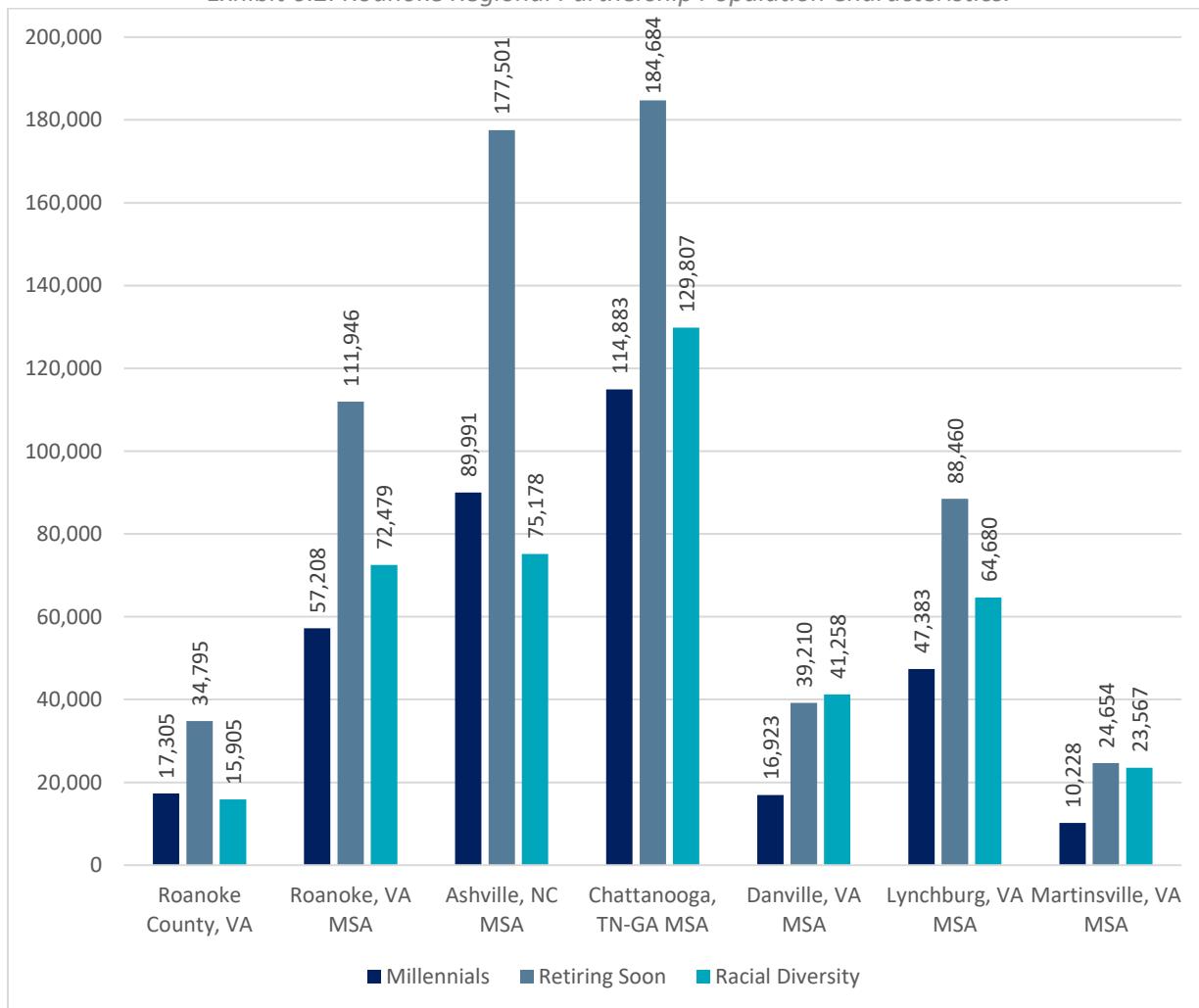
Exhibit 6.1. Roanoke Regional Partnership Population 2023-2033.



## POPULATION CHARACTERISTICS

Roanoke County, VA, has a lower count of millennials compared to the average for a region of similar size but boasts a significantly larger population of individuals aged 55 and older, with a substantial difference of 6,107 persons. However, it presents lower racial diversity than the regional average. Ashville, NC MSA faces a millennial deficit yet stands out with a considerable surplus in the population of individuals aged 55 and older, marked by a substantial difference of 34,831 persons. Racial diversity in this area is below the regional average. Chattanooga, TN-GA MSA reports fewer millennials but highlights a larger population of individuals aged 55 and older, with a notable difference of 12,515 persons. The region's racial diversity is also lower than the average for areas of comparable size. Danville, VA MSA, experiences a millennial deficit, yet its population of individuals aged 55 and older overshadows the regional average, and it demonstrates average racial diversity. Lynchburg, VA MSA, reports fewer millennials and a higher population of individuals aged 55 and older, marking a difference of 9,460 persons. The region exhibits significantly lower racial diversity compared to the average. Martinsville, VA MSA, faces a millennial deficit but maintains a sizeable population of individuals aged 55 and older close to the regional average, with a difference of 5,585 persons. Racial diversity is lower than the average for areas of comparable size.

*Exhibit 6.2. Roanoke Regional Partnership Population Characteristics.*

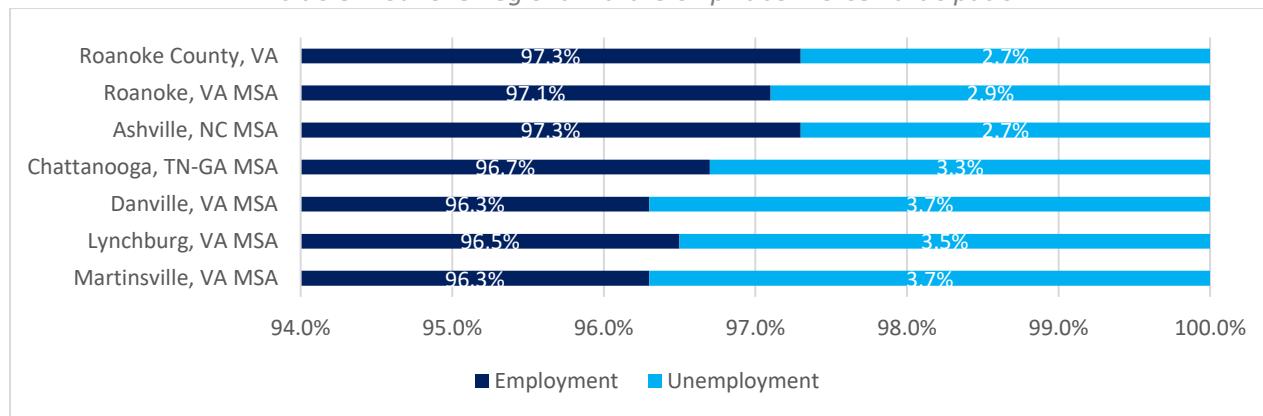


## Roanoke Regional Partnership Economic Overview

### LABOR FORCE

High levels of employment and comparatively low unemployment rates reflect a resilience in the labor markets. In Roanoke County, VA, and Ashville, NC MSA, approximately 97.3% of eligible residents actively participating in the labor force are employed, with minimal unemployment rates of 2.7%. Chattanooga, TN-GA MSA maintains a robust employment scenario with a 96.7% employment rate among the eligible residents in the labor force, resulting in a 3.3% unemployment rate. Danville, VA MSA, and Martinsville, VA MSA exhibit the weakest labor force, with 96.3% employment and a 3.7% unemployment rate among eligible residents each. Lynchburg, VA MSA, faces a slightly lower unemployment rate of 3.5% among its 57.2% eligible labor force participants.

*Exhibit 6.3. Roanoke Regional Partnership Labor Force Participation.*



### TOP INDUSTRIES

In 2023, Roanoke County, VA, revealed key sectors as Health Care and Social Assistance, Government, and Retail Trade. Notably, the Health Care sector exceeded the national average by 1,152 jobs. Ashville, NC MSA displayed economic diversity in 2022, with Health Care, Retail Trade, and Government playing pivotal roles. The region's commitment to healthcare was evident in the Health Care and Social Assistance sector, providing 32,569 jobs with an average wage of \$72,208. Chattanooga, TN-GA MSA demonstrated an industrially strong economy in 2022, led by Manufacturing, Government, and Health Care and Social Assistance. Manufacturing stood out with 38,832 jobs and an average wage of \$78,596. Danville, VA MSA, in 2023, featured Health Care and Social Assistance, Government, and Manufacturing as prominent sectors. Health Care led with 6,666 jobs and an average wage of \$59,817. Lynchburg, VA MSA, was led by Health Care and Social Assistance in 2023, with Manufacturing, and Educational Services as key industries. Given the 5,512 jobs by 2023, Manufacturing was the largest industry in the Martinsville, VA MSA. Roles in this sector earned an average wage of \$64,742.

*Exhibit 6.4. Roanoke Regional Partnership Top Industries.*

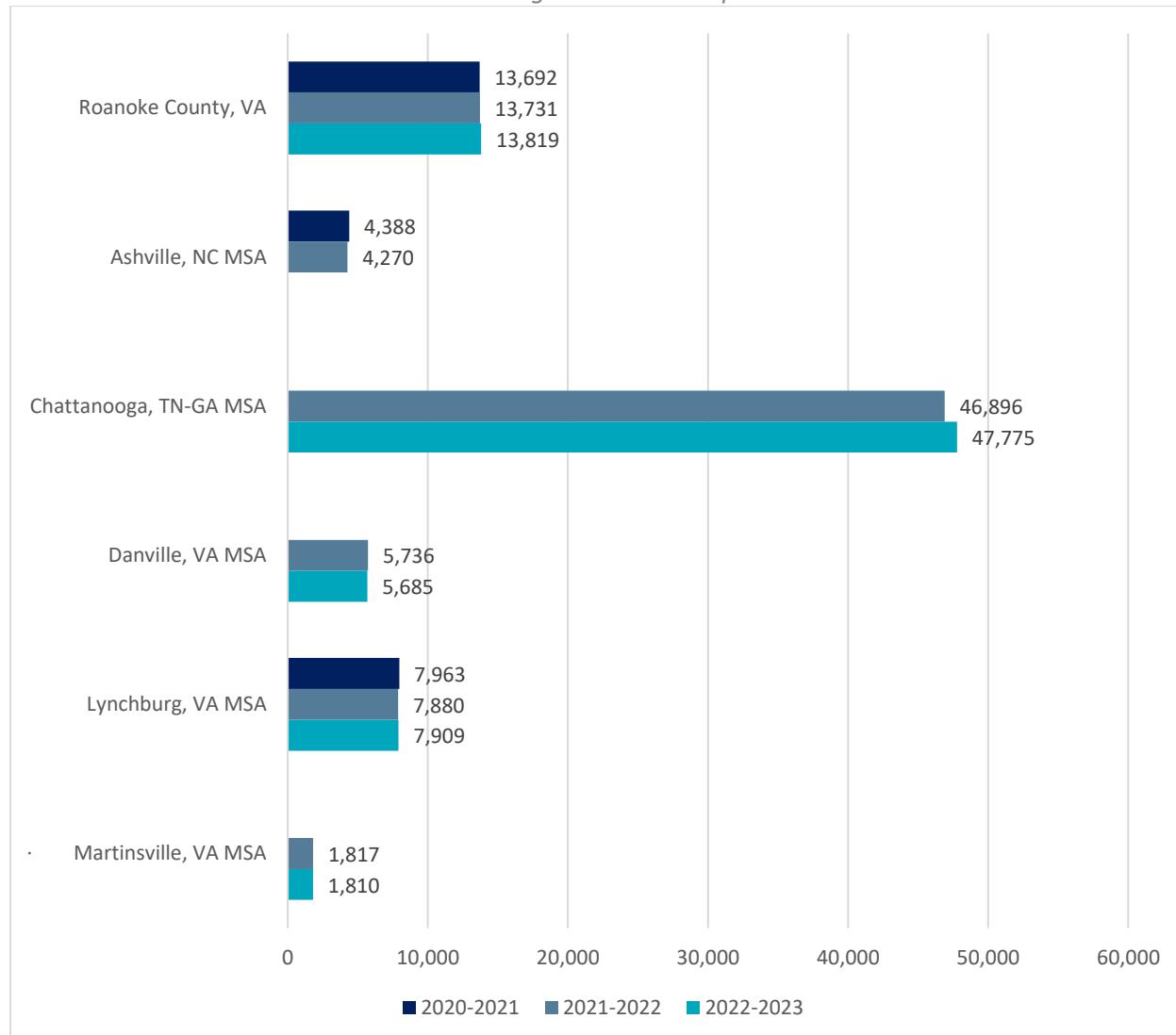
Area	1st Largest Industry	2nd Largest Industry	3rd Largest Industry
Roanoke County, VA	Health Care and Social Assistance	Government	Retail Trade
Roanoke, VA MSA	Health Care and Social Assistance	Government	Manufacturing
Ashville, NC MSA	Health Care and Social Assistance	Retail Trade	Government
Chattanooga, TN-GA MSA	Manufacturing	Government	Health Care and Social Assistance
Danville, VA MSA	Health Care and Social Assistance	Government	Manufacturing
Lynchburg, VA MSA	Health Care and Social Assistance	Manufacturing	Educational Services
Martinsville, VA MSA	Manufacturing	Government	Health Care and Social Assistance

## Roanoke Regional Partnership Educational Overview

### K-12 ENROLLMENT

Roanoke County, VA, has had an increase in total enrollment over the past three years, with growth noted in the 10th grade, although Grade 5 experienced a decline. (However, as noted in Enrollment Projections the 10-year forecast shows a slight decline going forward.) In Asheville, NC MSA, the highest enrollment was observed in Grades 9 and 11, and Grade 12 saw a notable increase. Chattanooga, TN-GA MSA experienced a 1.9% overall enrollment rise. Danville, VA MSA, reported the highest enrollment in Grades 8 and 9, with Grade 8 experiencing substantial growth. Lynchburg City County, VA, demonstrated an overall increase in enrollment, particularly in Pre-kindergarten. Martinsville, VA MSA, displayed the lowest enrollment in Grades 9 and 10, with Pre-kindergarten experiencing significant growth.

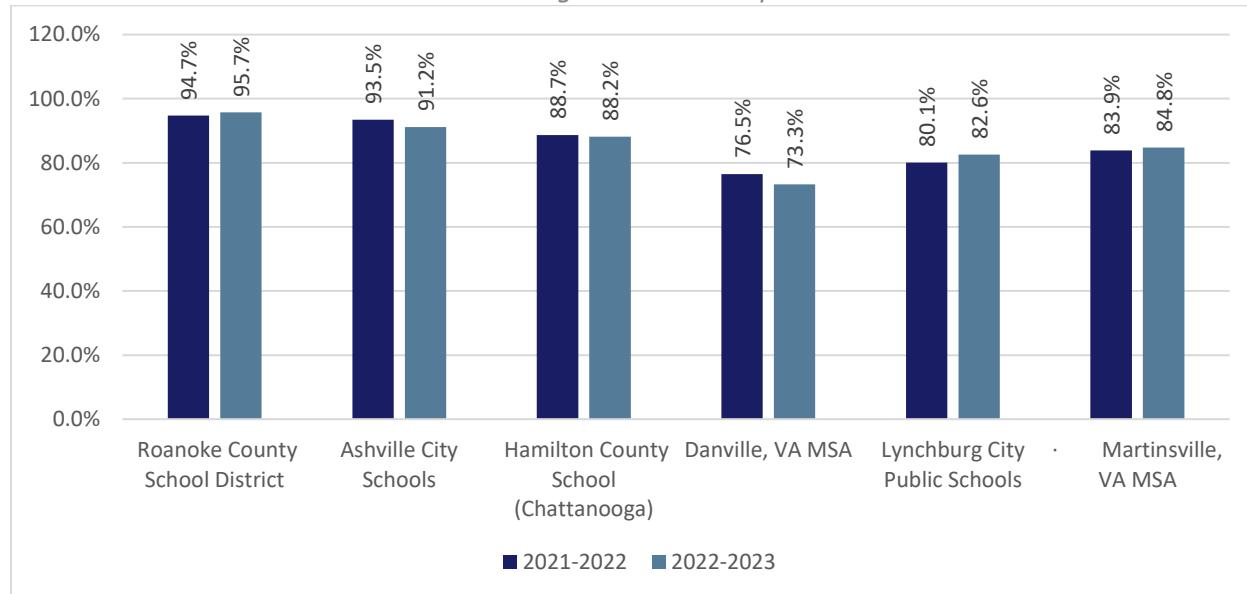
*Exhibit 6.4. Roanoke Regional Partnership K-12 Enrollment.*



## GRADUATION RATES

Roanoke County Public Schools (RCPS) has a graduation rate of 95.2% since 2020, reaching a high of 95.7% in the 2022-2023 academic year. This places RCPS at the lead among the benchmarked districts. By contrast, Danville City Public Schools reported the lowest graduation rate at 73.3%. Throughout the entire period, RCPS demonstrated the highest average graduation rate solidifying their position as the leading district in graduation rates among the benchmarked regions.

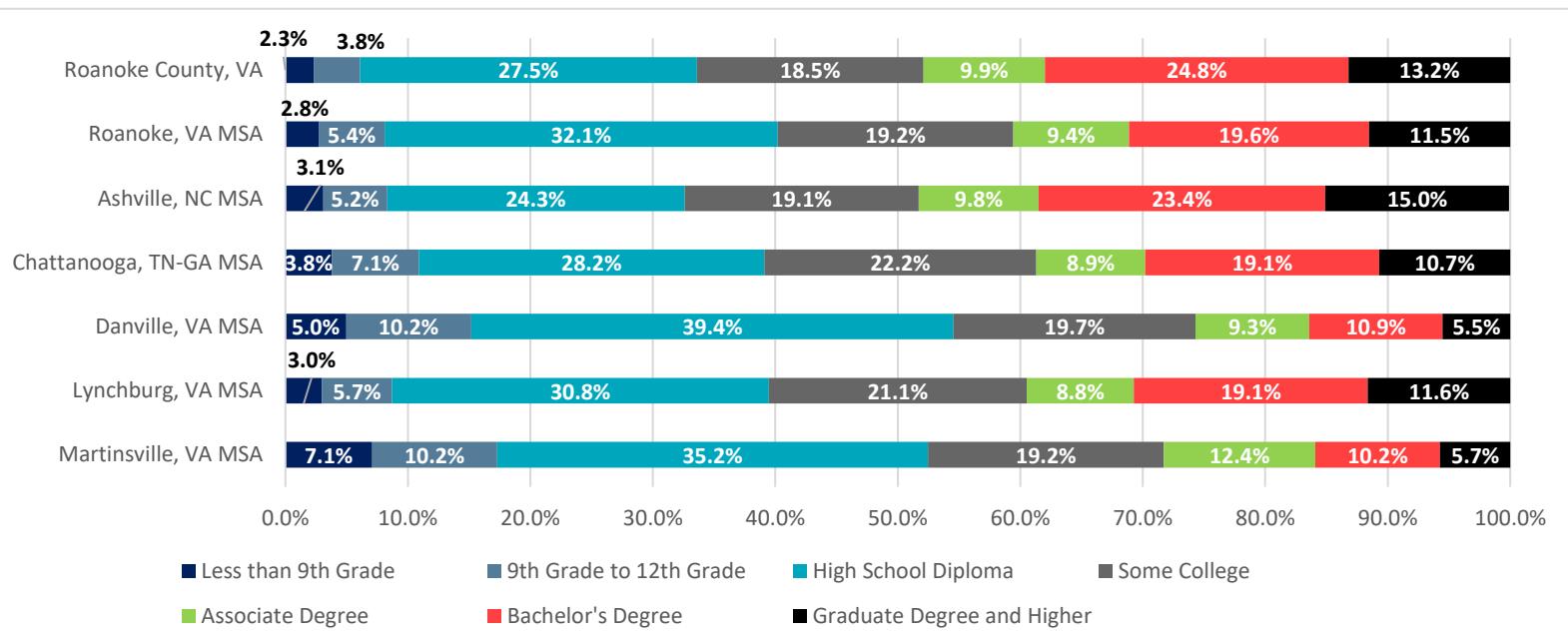
*Exhibit 6.5. Roanoke Regional Partnership Graduation Rates*



## EDUCATIONAL ATTAINMENT

In Roanoke County, VA, 9.9% hold associate degrees and 24.8% possess bachelor's degrees. In 2022, 233 graduates emerged, predominantly from Hollins University, despite a decline in completions since 2012. Asheville, NC MSA, 23.4% of residents have bachelor's degrees and 9.8% hold associate degrees. Despite a slight decline in completions, the region saw 3,732 graduates in 2022, with Asheville-Buncombe Technical Community College playing a prominent role. Chattanooga, TN-GA MSA presents 19.1% holding bachelor's degrees and 8.9% having associate degrees. In 2022, 5,542 completions indicated growth, notably driven by The University of Tennessee-Chattanooga. Danville, VA MSA, has 10.9% with bachelor's degrees and 9.3% holding associate degrees. Danville Community College leads with 779 completions in 2022, an increase since 2012. Lynchburg, VA MSA boasts 19.1% with bachelor's degrees and 8.8% with associate degrees. The 23,800 completions in 2022, led by Liberty University, signifies growth since 2012. Martinsville, VA MSA has 10.2% with bachelor's degrees and 12.4% with associate degrees. The 699 completions in 2022, led by Patrick & Henry Community College, demonstrate notable growth since 2012. In examining the postsecondary educational pipeline, Roanoke County experiences a 3% growth in graduates over five years. In contrast, Asheville witnesses a 9% decline, Chattanooga faces a 4% decrease, Danville records a 30% decrease, Lynchburg MSA shows 90% growth, and Martinsville records a solid 26% decline.

Exhibit 6.6. Roanoke Regional Partnership Educational Attainment



## Section 7.0 – Findings and Themes

The recommendations for Roanoke County encompass a comprehensive approach to address demographic, economic, and educational challenges. Demographically, the continued focus on revitalizing educational programs for youth, addressing the millennial deficit, supporting aging-in-place programs, and strategic planning for workforce development aims to cater to the diverse needs of the population. Economic development strategies should keep their emphasis on aligning educational programs with job market needs, diversifying industries, strengthening workforce development in growing sectors, enhancing recruitment strategies, and continuous training to bridge skills gaps. The educational sector's recommendations underscore the District's ongoing efforts to strengthen early education programs, providing targeted support, continuous improvement in SOL preparation, further technology integration, and supporting the historically strong graduation rate. These comprehensive initiatives aim to create a thriving community, foster economic resilience, and ensure a well-prepared and adaptable workforce for the future. The collaborative efforts involving educational institutions, businesses, community organizations, and residents are crucial for the successful implementation of these recommendations, contributing to the overall prosperity and well-being of Roanoke County.

## Demographic Recommendations

### Sustaining Excellence in Early Education Programs:

- Maintain funding high-quality prekindergarten initiatives and providing early childhood instructors with resources.
- Further promote parental engagement to build a strong foundation for academic success.
- Continued collaborations with neighborhood organizations to improve early childhood education's accessibility.
- Encourage the prioritization of early education in collaboration with programs such as The Virginia Preschool Initiative ~~in order to~~ maintain high early learning standards.

### Addressing the Millennial Deficit Through Targeted Programs:

- Continue advancing affordable housing, job training, and recreational spaces to attract millennials.
- Further initiatives such as the Roanoke Outside Foundation to engage and retain young professionals within the community.
- Develop the infrastructure even further to accommodate the demands of the shifting demographics within the populace.

### **Supporting an Aging Population with Aging-in-Place Programs:**

- Preserve and continue to support partnerships with senior service organizations such as the Local Office on Aging.
- Promote the development of Roanoke County as an older-friendly community.
- Sustain collaboration with local businesses and educational institutions to enhance opportunities.

### **Strategic Planning for Workforce Development:**

- Maintain the advancement of comprehensive workforce development through initiatives that optimize job preparedness for various age groups.
- Further address skill gaps and expand opportunities for professional growth.
- Continue to cooperate with local businesses, vocational institutions, and governmental organizations.
- Equip the population with skills needed for the evolving job market in Roanoke County.

## Economic Recommendations

### Aligning Educational Programs with Job Market Needs:

- Maintain efforts to align educational attainment and employment qualifications.
- Sustain collaboration with educational institutions, businesses, and government for targeted training.
- Encourage workforce qualifications that meet industry demands to enhance economic competitiveness.

### Diversifying Industries for Economic Stability:

- Continue encouraging growth in emerging sectors like technology, advanced manufacturing, and hospitality.
- Sustain collaboration with research institutions to attract innovative industries.
- Increase industry infrastructure by working with organizations such as the Economic Development Authority

## **Strengthening Workforce Development in Growing Sectors:**

- Continue focusing on training programs and apprenticeships for the manufacturing sector.
- Further develop skills in high-demand areas such as construction and health care.
- Sustain partnerships with industry leaders for specialized workforce development.
- Continue collaborating with major employers such as Carilion Clinic to refine comprehensive recruitment plans.

## **Strategic Planning for Workforce Development:**

- Further implement targeted marketing campaigns and competitive benefits packages.
- Sustain community engagement to attract a diverse talent pool.
- Encourage creation and maintenance of an attractive environment for skilled professionals to support regional economic growth.

## Educational Recommendations

### Celebrate Success and Continue Support for Growth:

- Continue to share the good news of School Community.
- District ranks 11 out of 131 school systems in Virginia (2024 Niche.com rankings).
- Ranks 7th in math scores and 8th in reading scores across Virginia (2024).
- Graduation rates are very strong.
- New CTE facility can be a game changer for school community.
- Lean into the school system as a factor in attracting families to the area.
- Maintain collaborations with community organizations to enhance educational support services.
- Continue the on-going assessment and adaptation of programs to meet the changing needs of the student population and to engage school community.

### Continuing Investment in Technology Integration:

- Maintain investments in digital resources, interactive learning platforms, and classroom technology. (1-1)
- Continue to provide access to online collaborative tools such as Brainfuse HelpNow from the Learning Lab to accommodate different learning styles.
- Sustain efforts to train educators in effective technology integration to maximize benefits.
- Continue to maintain, encourage, and expand students in developing critical thinking and digital literacy skills in preparation for a technologically driven future.

### **Sustaining Excellence in Graduation Rates:**

- Continue maintaining high graduation rates, building on the district's strong performance in this area.
- Further support students with initiatives like the Opportunity Ready Graduate initiative.
- Sustain efforts to provide a balanced curriculum that prepares students for both college and careers.
- Encourage ongoing analysis and improvement of graduation pathways to ensure continued success.

### **Sustaining Excellence in Early Education Programs:**

- Continue the significant investments in K-12 education to maintain and enhance Roanoke County's top-ranking educational standing.
- Expand promotion to innovative educational initiatives such as the C-Change Framework and the Opportunity Ready Graduate initiative.
- Sustain efforts to balance strong test scores with innovative learning experiences such as those found in the RCPS Online Academy .
- Encourage ongoing collaboration with local businesses and higher education institutions to prepare students for future opportunities.

# 1.0 Introduction

Nestled in the heart of the Blue Ridge Mountains, Roanoke County, Virginia, is not only a scenic haven but also a thriving economic hub. The community is complemented by an exceptional quality of life. The region's natural beauty, recreational opportunities, and a keen sense of community make it an appealing destination for residents and businesses.

Roanoke County is home to a mix of sectors, including manufacturing, healthcare, technology, and education. This diversified economy acts as a buffer against economic fluctuations, fostering stability and sustained growth. Manufacturing plays a significant role in Roanoke County's economic tapestry, with companies producing a range of goods, from advanced manufacturing to traditional crafts. The presence of innovative businesses in the technology sector further positions the County as a hub for research and development. The County's commitment to infrastructure development further strengthens its economic foundation. Investments in modernizing transportation networks, utilities, and telecommunications infrastructure ensure that Roanoke County remains competitive and attractive to businesses seeking a well-connected and accessible location.

Roanoke County's strategic location along major transportation routes, including I-81 and the Norfolk Southern Railway, enhances its connectivity and facilitates the efficient movement of goods. The Roanoke-Blacksburg Regional Airport serves as a key transportation hub, connecting the County to national and international markets. The Roanoke Regional Small Business Development Center and other local initiatives provide invaluable support to entrepreneurs, helping them navigate the complexities of starting and growing a business. This collaborative ecosystem fuels job creation and contributes to the overall economic vitality of the County.

Roanoke County's economic strength is underpinned by collaborative partnerships between local government, businesses, and educational institutions. Initiatives like the Roanoke Regional Partnership and the Roanoke-Blacksburg Technology Council foster collaboration, attract investment, and promote the exchange of ideas, contributing to the County's overall economic vibrancy.

Roanoke County values education and opportunity. The County's public schools are committed to providing a comprehensive education that goes beyond textbooks. In addition to traditional schools, Roanoke County is proud to host specialized institutions focusing on science, technology, engineering, and mathematics (STEM), as well as arts and Career and Technical Education (CTE). These programs empower students to excel in their chosen fields, fostering a spirit of innovation and creativity.

Roanoke County's commitment to education is evident in the numerous partnerships between schools and local businesses. These collaborations aim to bridge the gap between classroom learning and real-world applications, preparing students for a successful transition into the workforce. As the County continues to adapt to changing economic landscapes, its commitment to entrepreneurship, strategic infrastructure, innovative schools, and a high quality of life positions Roanoke County to be a beacon of economic strength in the heart of Virginia.

## 2.0 Demographics

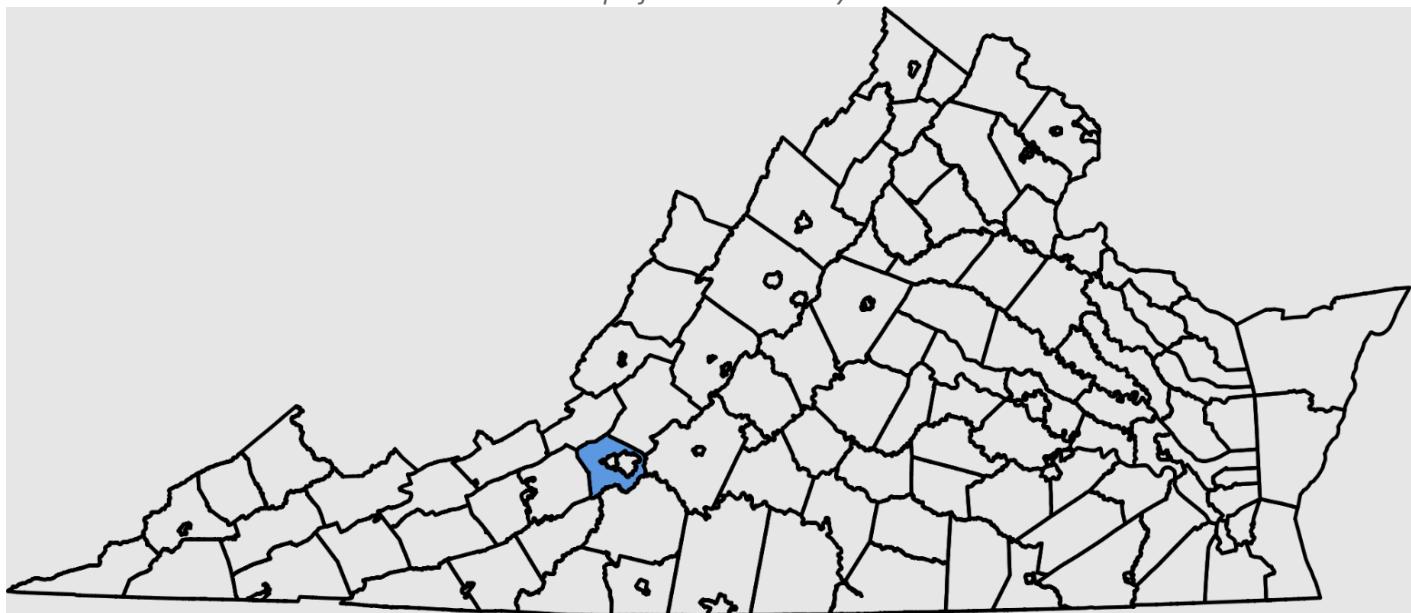
The population in Roanoke County grew by 5% over the past five years and is projected to grow by 4% over the next five years. Additionally, the population is projected to increase by 8% by 2033, which is a higher percentage increase than the state of Virginia (5%) and the nation (5%).

*Exhibit 2.0.1 Population: Roanoke County, Virginia, and Nation, 2023-2033.*

Area	2023 Population	2033 Population	Change	% Change
Roanoke County	98,507	105,906	7,399	8%
State	8,750,052	9,208,484	458,433	5%
Nation	335,839,277	352,569,519	16,730,242	5%

Source: LIGHTCAST, Q4 2023 Data Set.

*Exhibit 2.0.2 Map of Roanoke County*



Source: US News

## Population by Age

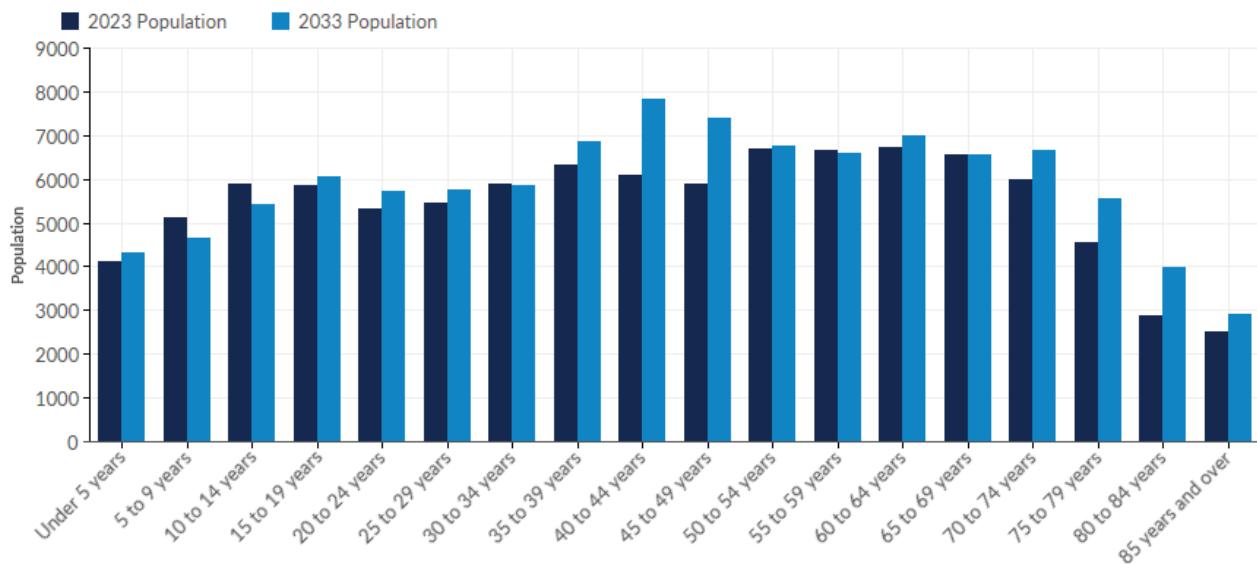
The projection of future data by Lightcast involves applying a cohort model to the data, anticipating the birth, death, and migration rates based on historical data, and adjusting for Census estimates. By advancing the population's age forward by one year and applying birth, death, and migration rates to the population, the cohort model generates demographic data for the projected years. Every year for which projections are made, this process is repeated. Following the cohort model's execution, forecasted years of data are contrasted to national estimates provided by the Census Bureau and are then modified to reflect the population's published growth rate.

Roanoke County demographics indicate decreasing traditional K-12 age population (5 to 19 years) at the local level by 2033. In Roanoke County, those cohorts are projected to decline by 10% (755 individuals). The 15-to-19-year group is expected to increase the largest in the school age population by 3% or 202 individuals. The 5 to 9 cohort is expected to decrease by 9% (483 individuals), while the 10 to 14 cohort is projected to decline by 8% (474 individuals).

Compared to the state of Virginia in **Exhibit 2.0.3**, the 2033 K-12 is estimated to grow by 1% (4,798 individuals). For the population that falls into the 15 to 19 age range, a 7% growth (38,514 persons) is expected in the next 10 years. The percentage of the population that falls into the 5 to 9 age range will experience a 6% (31,249 individual) decrease in the state. The 10 to 14 cohort in the state will experience a 0.4% (2,467 person) decrease.

## Roanoke County Population

*Exhibit 2.0.4 Population in Roanoke County by Age Cohort 2023-2033.*



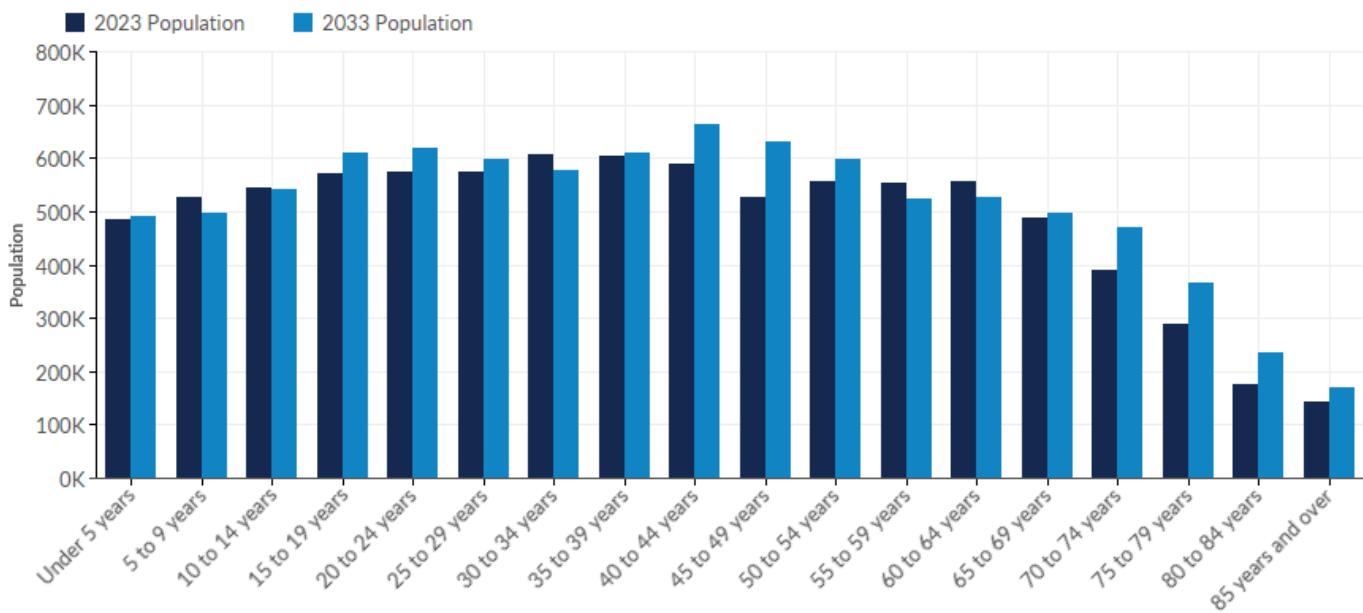
Age Cohort	2023 Population	2033 Population	Change	% Change	2033 % of Cohort
Under 5 years	4,105	4,309	203	5%	4.1%
5 to 9 years	5,135	4,652	(483)	(9%)	4.4%
10 to 14 years	5,890	5,415	(474)	(8%)	5.1%

Age Cohort	2023 Population	2033 Population	Change	% Change	2033 % of Cohort
15 to 19 years	5,846	6,048	202	3%	5.7%
20 to 24 years	5,325	5,712	387	7%	5.4%
25 to 29 years	5,450	5,769	319	6%	5.4%
30 to 34 years	5,880	5,852	(28)	(0%)	5.5%
35 to 39 years	6,327	6,872	545	9%	6.5%
40 to 44 years	6,094	7,816	1,722	28%	7.4%
45 to 49 years	5,884	7,411	1,527	26%	7.0%
50 to 54 years	6,699	6,774	74	1%	6.4%
55 to 59 years	6,655	6,593	(62)	(1%)	6.2%
60 to 64 years	6,732	6,992	261	4%	6.6%
65 to 69 years	6,567	6,561	(7)	(0%)	6.2%
70 to 74 years	5,996	6,668	671	11%	6.3%
75 to 79 years	4,544	5,562	1,018	22%	5.3%
80 to 84 years	2,861	3,981	1,120	39%	3.8%
85 years and over	2,516	2,920	404	16%	2.8%
Total	98,507	105,906	7,399	8%	100.0%

Source: LIGHTCAST, Q4 2023 Data Set.

## Virginia Population

Exhibit 2.0.5 Population in Virginia by Age Cohort 2023-2033.



Age Cohort	2023 Population	2033 Population	Change	% Change	2033 % of Cohort
Under 5 years	485,200	490,357	5,157	1%	5.3%
5 to 9 years	527,703	496,454	(31,249)	(6%)	5.4%
10 to 14 years	543,277	540,810	(2,467)	(0%)	5.9%
15 to 19 years	570,246	608,760	38,514	7%	6.6%

Age Cohort	2023 Population	2033 Population	Change	% Change	2033 % of Cohort
20 to 24 years	574,281	617,518	43,237	8%	6.7%
25 to 29 years	572,736	598,568	25,832	5%	6.5%
30 to 34 years	608,101	575,529	(32,572)	(5%)	6.2%
35 to 39 years	604,105	608,379	4,274	1%	6.6%
40 to 44 years	588,849	663,236	74,387	13%	7.2%
45 to 49 years	527,252	630,276	103,024	20%	6.8%
50 to 54 years	555,241	596,489	41,248	7%	6.5%
55 to 59 years	554,071	522,562	(31,509)	(6%)	5.7%
60 to 64 years	555,874	526,269	(29,605)	(5%)	5.7%
65 to 69 years	486,840	495,487	8,647	2%	5.4%
70 to 74 years	390,392	468,792	78,400	20%	5.1%
75 to 79 years	289,589	364,608	75,019	26%	4.0%
80 to 84 years	174,297	235,802	61,505	35%	2.6%
85 years and over	141,999	168,588	26,589	19%	1.8%
Total	8,750,052	9,208,484	458,431	5%	100.0%

Source: LIGHTCAST, Q4 2023 Data Set.

## Population by Race and Ethnicity

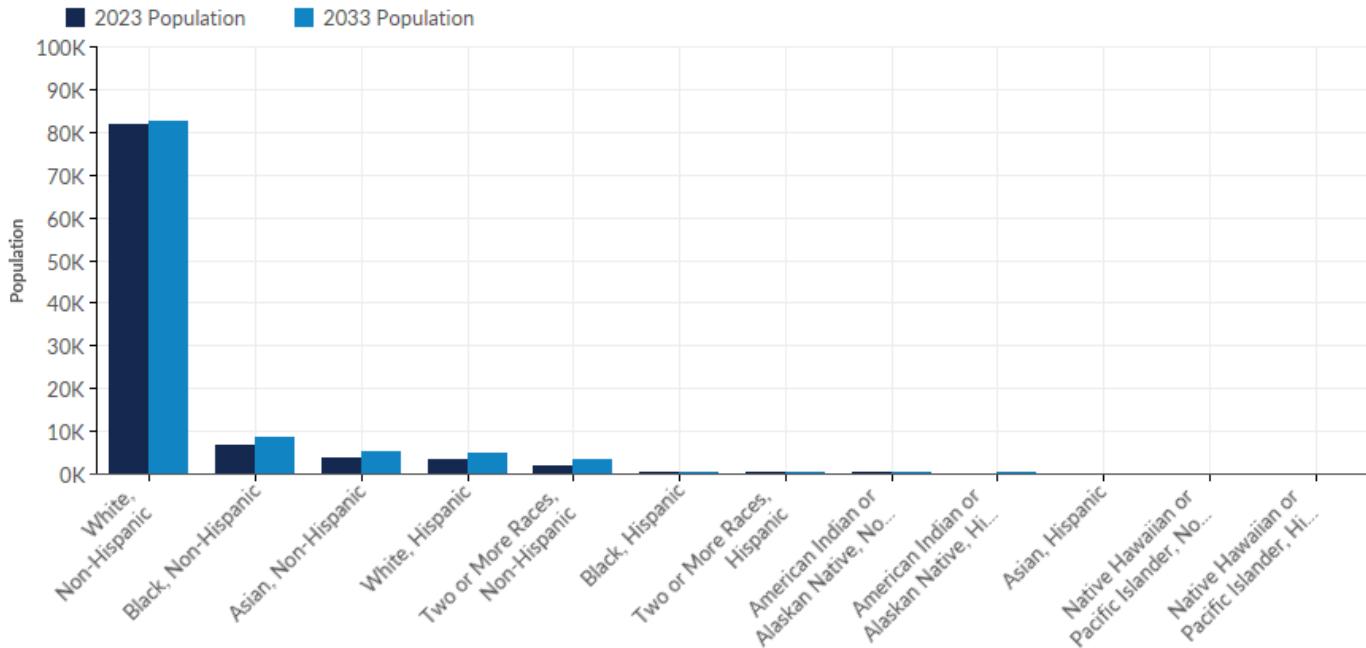
### Roanoke County Population

All racial groups are projected to experience an increase in population by 2033 in Roanoke County, but only the White, Non-Hispanic group will decrease in Virginia. Those who identify as White, Non-Hispanic, are predicted to account for 77.8% after a 1% (602 person) growth in the population in Roanoke County. The diversity among all other racial populations will grow considerably in the next 10 years. Although they will make up 8.6% of the population by 2033, the Black (Non and Hispanic) population will experience a notable change with a 29% (2,141 individual) increase in the Roanoke County. The Asian (Non and Hispanic) population will increase by 1,376 (19%) in Roanoke County to account for 5.0% of the population. Collectively, those who identify as Hispanic will continue to make up a significant size of the population in Roanoke County with a 2033 cohort of 5.7% as indicated in **Exhibit 2.5**.

As noted in **Exhibit 2.6**, in Virginia, the Black (Non and Hispanic) population is expected to raise by 28% (128,182 persons) to account for 20.5% of the population by 2033. The Asian (Non and Hispanic) cohort is projected to increase by 27% (125,411 individuals) to make up 8.4% of the state population. The Hispanic population is predicted to grow by 58% (266,845 residents) to comprise 13.1% of the 2023 Virginia population.

## DEMOGRAPHICS

*Exhibit 2.0.6 Population in Roanoke County by Race/Ethnicity 2023-2033.*

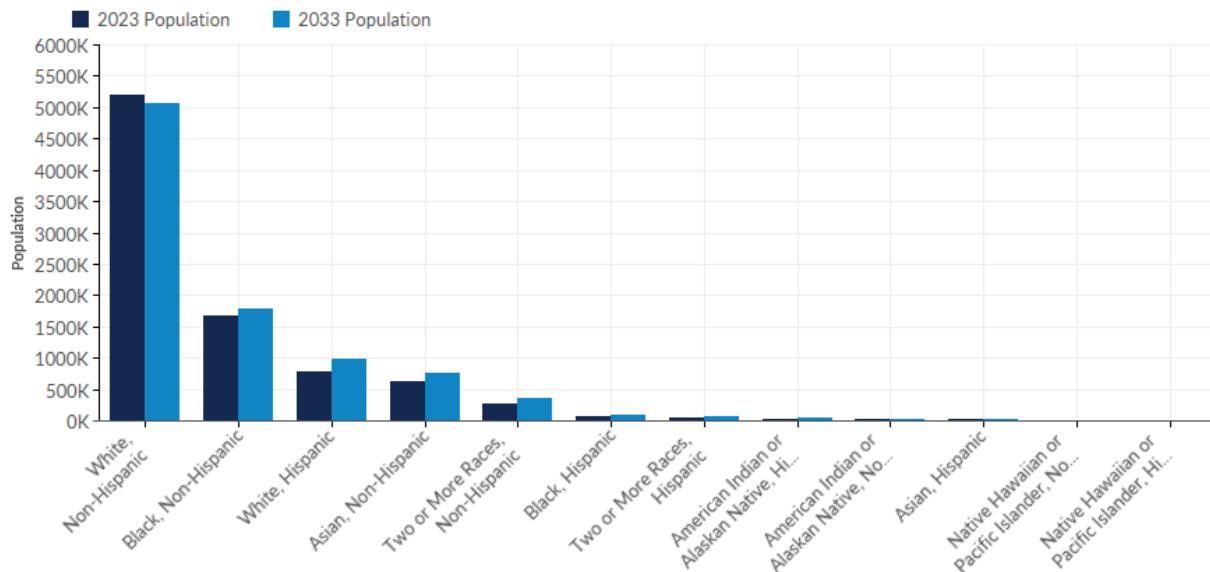


Race/Ethnicity	2023 Population	2033 Population	Change	% Change	2033 % of Cohort
White, Non-Hispanic	81,817	82,418	602	1%	77.8%
Black, Non-Hispanic	6,618	8,652	2,034	31%	8.2%
Asian, Non-Hispanic	3,876	5,208	1,332	34%	4.9%
White, Hispanic	3,221	4,826	1,605	50%	4.6%
Two or More Races, Non-Hispanic	1,991	3,210	1,218	61%	3.0%
Black, Hispanic	273	380	107	39%	0.4%
Two or More Races, Hispanic	249	416	167	67%	0.4%
American Indian or Alaskan Native, Non-Hispanic	232	370	138	59%	0.3%
American Indian or Alaskan Native, Hispanic	120	213	93	78%	0.2%
Asian, Hispanic	52	96	44	84%	0.1%
Native Hawaiian or Pacific Islander, Non-Hispanic	40	74	34	87%	0.1%
Native Hawaiian or Pacific Islander, Hispanic	18	42	25	138%	0.0%
<b>Total</b>	<b>98,507</b>	<b>105,906</b>	<b>7,399</b>	<b>8%</b>	<b>100.0%</b>

Source: LIGHTCAST, Q4 2023 Data Set.

## Virginia Population

Exhibit 2.0.7 Population in Virginia by Race/Ethnicity 2023-2033.



Race/Ethnicity	2023 Population	2033 Population	Change	% Change	2033 % of Cohort
White, Non-Hispanic	5,198,765	5,060,724	(138,042)	(3%)	55.0%
Black, Non-Hispanic	1,681,048	1,786,082	105,035	6%	19.4%
White, Hispanic	769,778	973,461	203,683	26%	10.6%
Asian, Non-Hispanic	634,822	753,994	119,172	19%	8.2%
Two or More Races, Non-Hispanic	267,530	364,358	96,827	36%	4.0%
Black, Hispanic	76,182	99,329	23,147	30%	1.1%
Two or More Races, Hispanic	42,903	63,751	20,848	49%	0.7%
American Indian or Alaskan Native, Hispanic	28,243	38,324	10,081	36%	0.4%
American Indian or Alaskan Native, Non-Hispanic	24,732	30,046	5,315	21%	0.3%
Asian, Hispanic	14,058	20,296	6,239	44%	0.2%
Native Hawaiian or Pacific Islander, Non-Hispanic	7,199	10,479	3,281	46%	0.1%
Native Hawaiian or Pacific Islander, Hispanic	4,794	7,641	2,847	59%	0.1%
Total	8,750,052	9,208,484	458,433	5%	100.0%

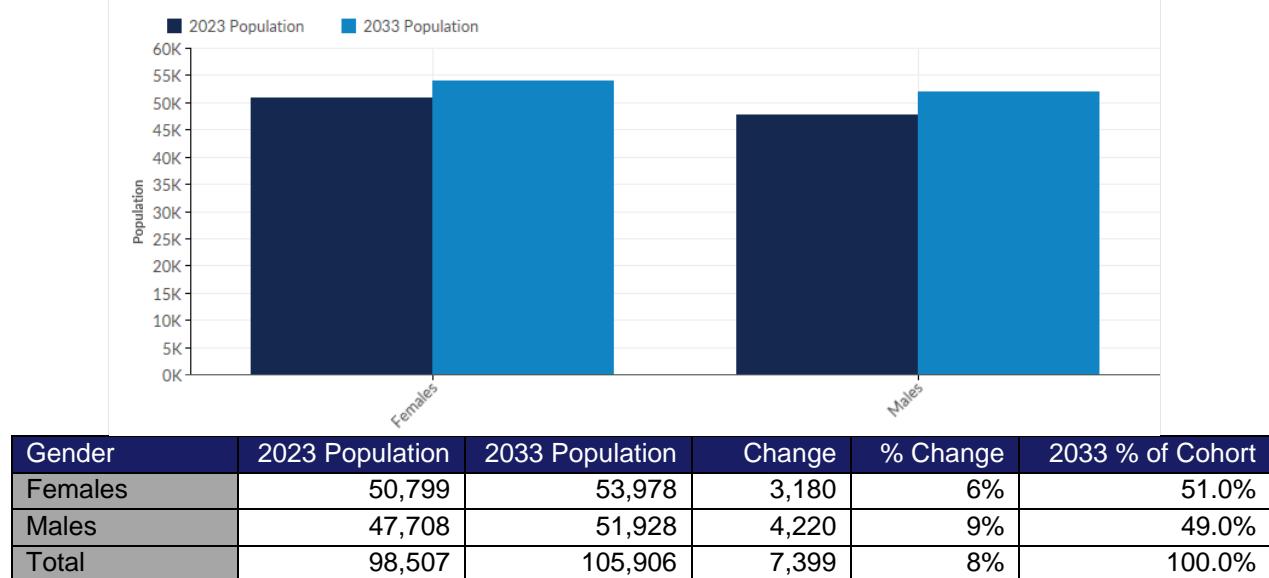
Source: LIGHTCAST, Q4 2023 Data Set.

## Population by Gender

Currently, in Roanoke County, the female population is higher than the male population. This trend is expected to continue until 2033. However, the female cohort is increase at a lower rate (6% or 3,180 individuals) than the male cohort (9% or 4,220 individuals).

### Roanoke County Population

Exhibit 2.0.8 Population in Roanoke County by Gender 2023-2033.

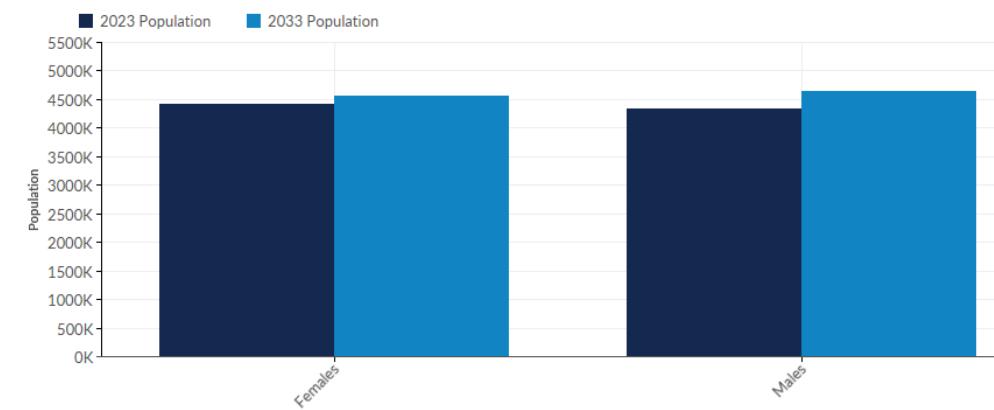


Source: LIGHTCAST, Q4 2023 Data Set.

In Virginia, the female population exceeds the male population, but by 2033, the male population will be slightly larger. This is expected due to the male population experiencing a 7% (299,686 person) increase, while the female cohort will only experience a 4% (158,747 person) increase.

### Virginia Population

Exhibit 2.0.9 Population in Virginia by Gender 2023-2033.



## DEMOGRAPHICS

Gender	2023 Population	2033 Population	Change	% Change	2033 % of Cohort
Females	4,409,849	4,568,596	158,747	4%	49.6%
Males	4,340,202	4,639,888	299,686	7%	50.4%
Total	8,750,052	9,208,484	458,433	5%	100.0%

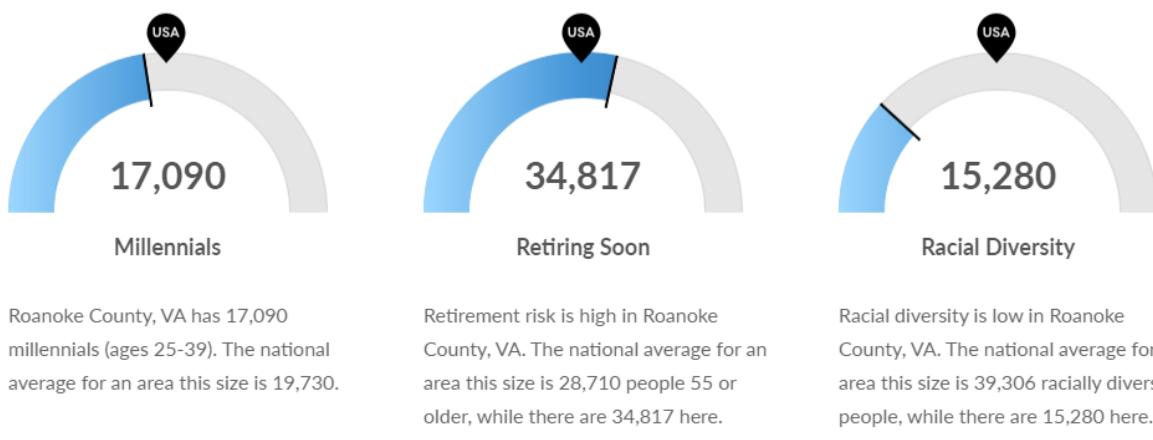
Source: LIGHTCAST, Q4 2023 Data Set.

Overall, the evolving population at the city, state, and national levels will present challenges and opportunities for Roanoke County Public Schools related to enrollment in the future. While the population will increase in diversity and be made up of a community of all age groups, enrollment could see limited growth because of declining numbers of those typically in the K-12 age range.

## Population Characteristics - Social and Cultural Trends

Roanoke County has approximately 2,640 fewer millennials in the region (17,090 persons) than the average area of comparable size (19,730 persons). The County does have a larger population of 55 and older residence approaching retirement age (34,817 individuals) than a region of the same size (28,710 individuals). This represents a 6,107-person difference. The region does possess less racial diversity with a total of 15,280 diverse individuals compared to the average of 39,306 individuals in an area of comparable size.

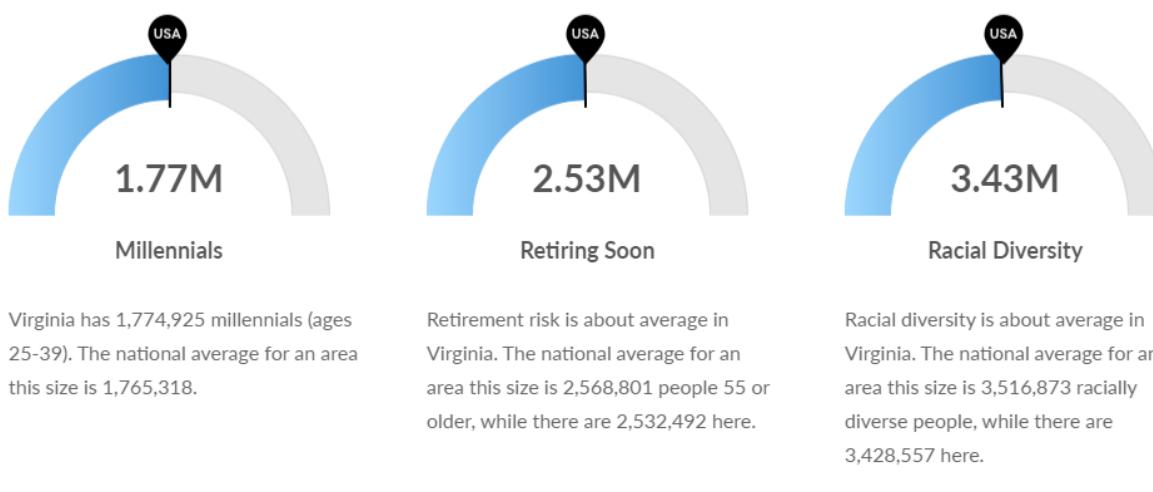
*Exhibit 2.0.10 Population Characteristics Roanoke County.*



Source: LIGHTCAST, Q4 2023 Data Set.

Within Virginia, the millennial population of 1,774,925 residents is similar to the national average of 1,765,318 residents. The statewide, soon to retire population is approximately 2,532,492 persons, with an average racially diverse population of 3,428,557 individuals.

*Exhibit 2.0.11 Population Characteristics Virginia.*



Source: LIGHTCAST, Q4 2023 Data Set.

## Household Income/Trends

In Roanoke County, the most common type of household is Married-Couple Family Households. These account for 18,511 housing units (48.4%). The Female Householder, No Spouse/Partner Present, Family Households account for 10,776 housing units, or 28.2% of the total in Roanoke County. Only 6,038 (15.8%) households are classified as Male Householder, No Spouse/Partner Present, Family Households.

*Exhibit 2.0.12 Household Characteristics, 2022.*

Cohabiting-Couple Households	Female Householder, No Spouse/Partner Present, Family Households	Male Householder, No Spouse/Partner Present, Family Households	Married-Couple Family Households	Total Households
<b>2,887</b>	<b>10,776</b>	<b>6,038</b>	<b>18,511</b>	<b>38,212</b>

Source: LIGHTCAST, Q4 2023 Data Set.

The 2021 median household income was \$74,622. This was a \$4,546 increase from the 2020 median income of \$70,076. The 2021 poverty level in the County increased by 1.5% to 8.1% from the 2020 rate of 6.6%. By 2021, the per capita income (income computed for every man, woman, and child in a particular group) was \$39,999. Data for 2020 was not present.

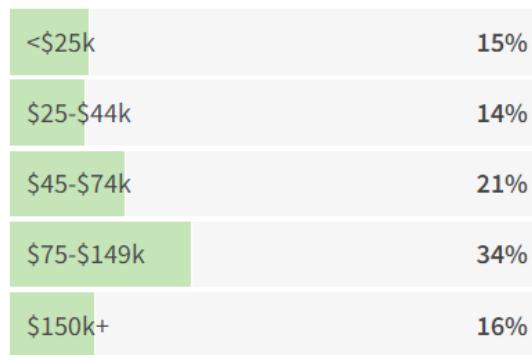
*Exhibit 2.0.13. Household Income and Poverty Levels, 2021.*

	Median Household Income 2021	Per Capita Income 2021	% Poverty Level 2021
2020	\$70,076	-	6.6%
2021	\$74,622	\$39,999	8.1%

Source: Census Quickfacts

The majority (34%) of Roanoke County residents earn between \$75k-\$149k. The second most popular income bracket is \$45k-\$74k where 21% of residents fall into this category. Approximately 15% of residents earn less than \$25k annually.

*Exhibit 2.0.14 Household Income Bracket Breakdown, 2021.*



Source: Niche Roanoke County Residents

As of 2022, the median value of a home was \$215,800 while the median rent was at \$1,029.

*Exhibit 2.0.15 Home and Rental Values, 2022.*

Median Home Value	Median Rent
\$215,800	\$1,029

Source: Census Quickfacts

## Residential and Commercial Occupancy

In total, there were 41,639 housing units in Roanoke County in 2022. Of these, 38,212 (91.8%) were occupied units. The remaining 3,427 (8.2%) were vacant units.

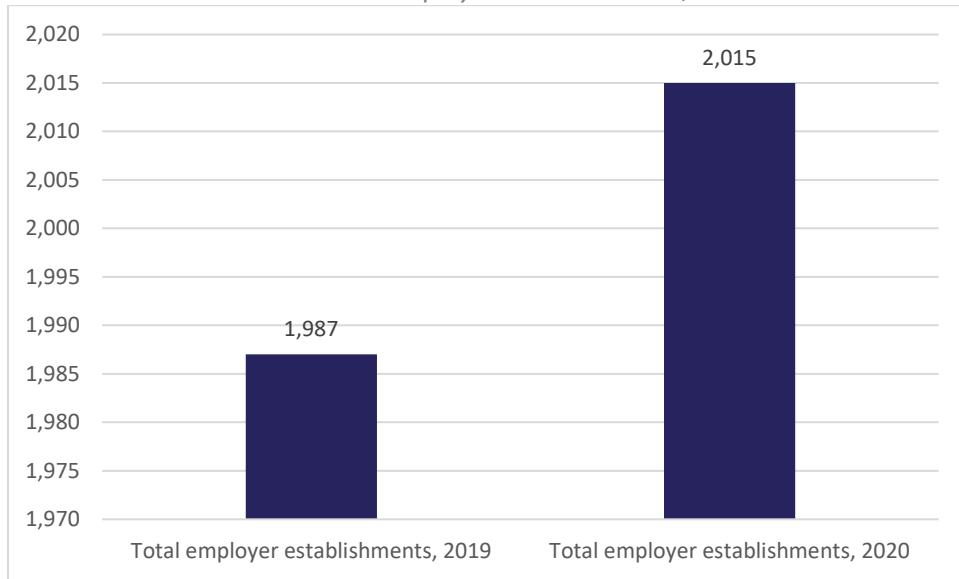
*Exhibit 2.0.16 Housing Units, 2022.*

Housing Units	Occupied Housing Units	Vacant Housing Units
<b>41,639</b>	<b>38,212</b>	<b>3,427</b>

Source: LIGHTCAST, Q4 2023 Data Set.

In 2019, there were a total of 1,987 total employer establishments. By 2020, there has been a 1.4% increase in the number of establishments to account for 2,015 establishments. Educational Services Health Care & Social Assistance had the most establishments with 893 total in 2020.<sup>5</sup> Finance & Insurance, and Real Estate, Rental & Leasing was the 2<sup>nd</sup> most prevalent industry with 678 establishments. Professional, Scientific & Management, and Administrative & Waste Management Services with 498 establishments was the 3<sup>rd</sup> most prevalent industry.

*Exhibit 2.0.17 Total Employer Establishments, 2019-2022*



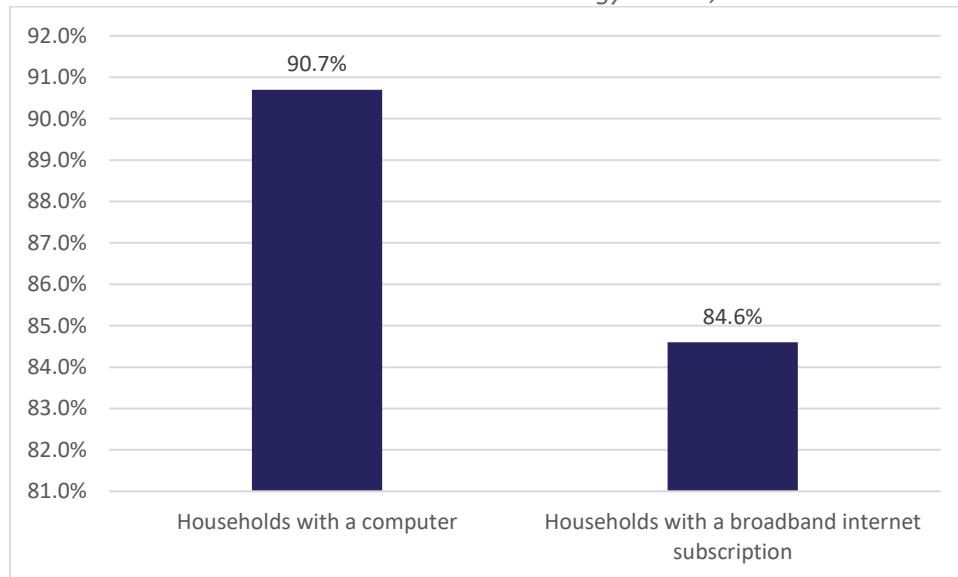
Source: Census Quickfacts

<sup>5</sup> Roanoke County, VA | Data USA. (2020). Datausa.io. <https://datausa.io/profile/geo/roanoke-county-va#economy>

## Computer and Internet Use

A total of 90.7% of Roanoke County residents own a computer, but 84.6% have access to a broadband internet subscription service. This represents 6.1% of computer-owning households without internet access.

*Exhibit 2.0.18 Household Technology Trends, 2022.*

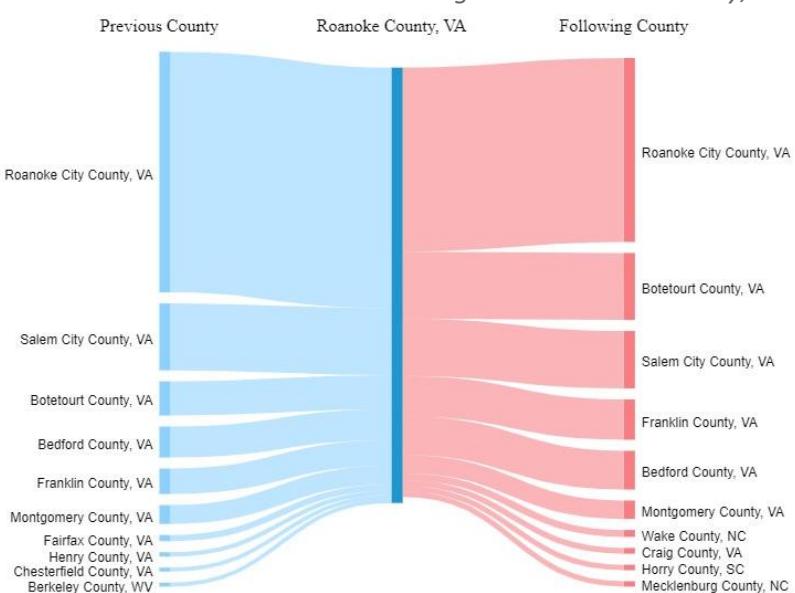


Source: LIGHTCAST, Q4 2023 Data Set.

## Migration Trends

By 2020, 2,112 individuals had moved from Roanoke City County to Roanoke County. In the same year, 1,615 individuals moved from Roanoke County to Roanoke City County. This suggests that the Roanoke MSA (Metropolitan Statistical Area) hosts the majority of regional migration. Although 504 residents moved from Roanoke County to Salem City County, Salem City County lost 587 people to Roanoke County. A total of 300 Botetourt County inhabitants relocated to Roanoke County, while 588 Roanoke County individuals relocated to Botetourt County. In 2020, the total net migration for Roanoke County was 172.

*Exhibit 2.0.19 Inbound and Outbound Migration Roanoke County, 2020.*



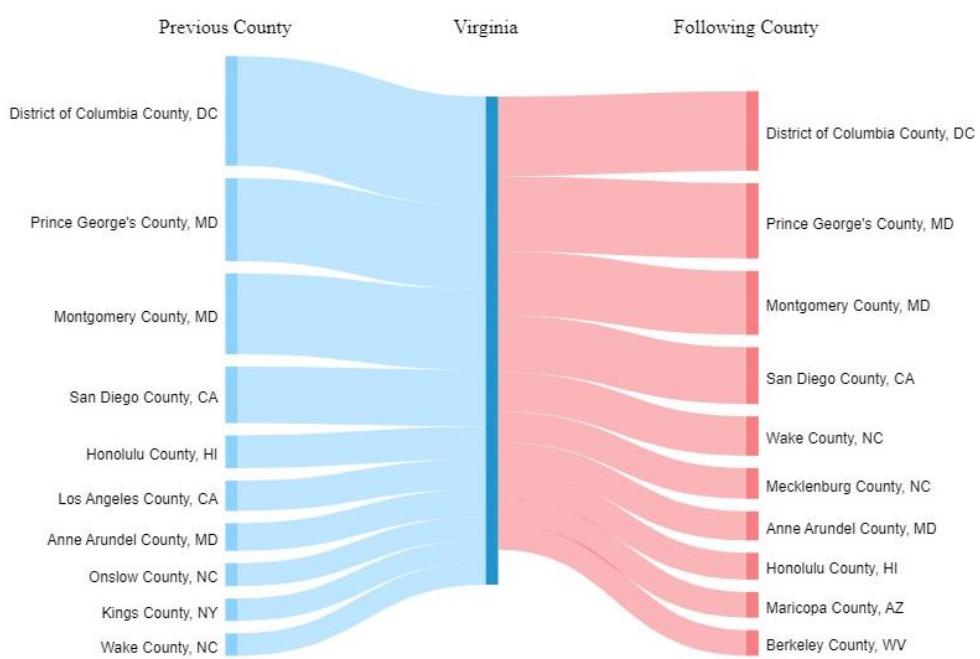
Top Previous Counties	Migrations	Top Following Counties	Migrations
Roanoke City County, VA	2,112	Roanoke City County, VA	1,615
Salem City County, VA	587	Botetourt County, VA	588
Botetourt County, VA	300	Salem City County, VA	504
Bedford County, VA	271	Franklin County, VA	354
Franklin County, VA	224	Bedford County, VA	340
Montgomery County, VA	165	Montgomery County, VA	161
Fairfax County, VA	54	Wake County, NC	61
Henry County, VA	38	Craig County, VA	51
Chesterfield County, VA	35	Horry County, SC	47
Berkeley County, WV	35	Mecklenburg County, NC	47

Source: LIGHTCAST, Q4 2023 Data Set.

## DEMOGRAPHICS

By 2020, 9,055 people had relocated from the District of Columbia County, DC to Virginia. In the same year, 6,571 people moved from Virginia to the District of Columbia County in Washington, DC. Prince George's County, Maryland gained 6,230 citizens from Virginia, while the same county also lost 6,850 residents to Virginia. A total of 6,674 Montgomery County, MD residents moved to Virginia, while 5,283 Virginia residents moved to Montgomery County. The total net migration for Virginia in 2020 was 8,595 people departing the state.

*Exhibit 2.0.20 Inbound and Outbound Migration Virginia, 2020.*



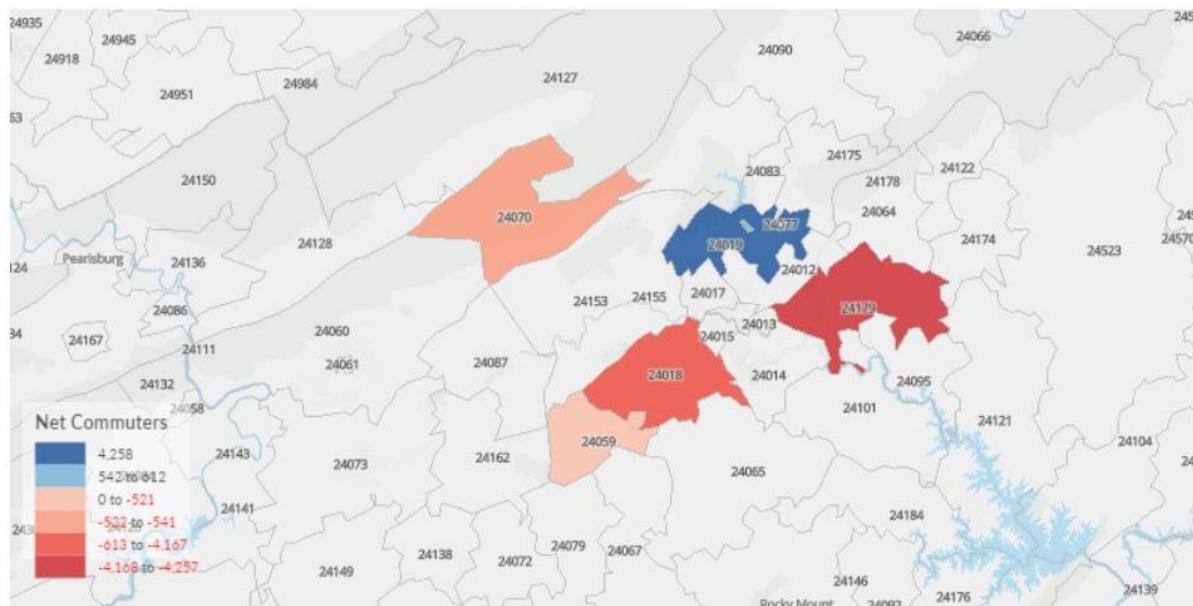
Top Previous Counties	Migrations	Top Following Counties	Migrations
District of Columbia County, DC	9,055	District of Columbia County, DC	6,571
Prince George's County, MD	6,850	Prince George's County, MD	6,230
Montgomery County, MD	6,674	Montgomery County, MD	5,283
San Diego County, CA	4,669	San Diego County, CA	4,689
Honolulu County, HI	2,715	Wake County, NC	3,247
Los Angeles County, CA	2,489	Mecklenburg County, NC	2,543
Anne Arundel County, MD	2,275	Anne Arundel County, MD	2,404
Onslow County, NC	1,898	Honolulu County, HI	2,221
Kings County, NY	1,857	Maricopa County, AZ	2,123
Wake County, NC	1,846	Berkeley County, WV	2,121

Source: LIGHTCAST, Q4 2023 Data Set.

## Residence and Work Trends

In 2022, zip code 24018 in Roanoke, which had 18,541 jobs, employed a majority of Roanoke County residents. With 16,912 employees, zip code 24019 in Roanoke was the 2<sup>nd</sup> most popular site for employment. The 24179 zip code in Vinton employs 5,364 people. Given the 19,154 residents of the zip code 24018 in Roanoke, this region was the preferred location for employees to reside. With 12,654 residents living in the 24019-zip code of Roanoke, this area was the second most popular area for employees to live. Once again, the Vinton zip code of 24179 was the third most populated region with 9,532 residents.

Exhibit 2.0.21 Roanoke County Employee Residence and Work Trends, 2022.



Where Talent Works

ZIP	Name	2022 Employment
24018	Roanoke, VA (in Roanoke county)	18,541
24019	Roanoke, VA (in Roanoke county)	16,912
24179	Vinton, VA (in Roanoke county)	5,364
24020	Roanoke, VA (in Roanoke county)	744
24070	Catawba, VA (in Roanoke county)	195

Where Talent Lives

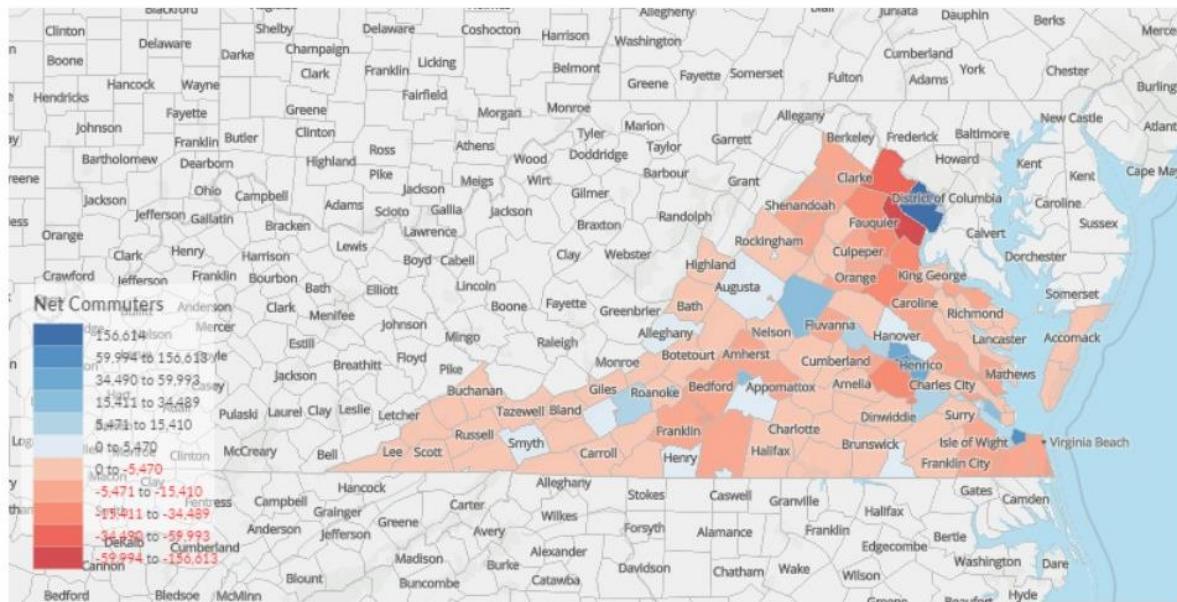
ZIP	Name	2022 Workers
24018	Roanoke, VA (in Roanoke county)	19,154
24019	Roanoke, VA (in Roanoke county)	12,654
24179	Vinton, VA (in Roanoke county)	9,532
24070	Catawba, VA (in Roanoke county)	717
24059	Bent Mountain, VA (in Roanoke cc)	501

Source: LIGHTCAST, Q4 2023 Data Set.

## DEMOGRAPHICS

In the top 5 zip codes in 2022, Fairfax County (zip code 51059) had 706,421 workers, which made it the most employed region. The 2nd most prevalent location for employment was Virginia Beach City County (zip code 51810), which had 215,494 workers. Given that county code 51059 had 549,807 workers, Fairfax County is where most employees opted to live. The 51107 county code in Loudoun County had 242,184 residents, making it the 2nd most popular place for workers to live.

Exhibit 2.0.22 Virginia Employee Residence and Work Trends, 2022.



Where Talent Works

County	Name	2022 Employment
51059	Fairfax County, VA	706,421
51810	Virginia Beach City County, VA	215,494
51087	Henrico County, VA	206,443
51107	Loudoun County, VA	200,542
51999	[Virginia, county not reported]	200,341

Where Talent Lives

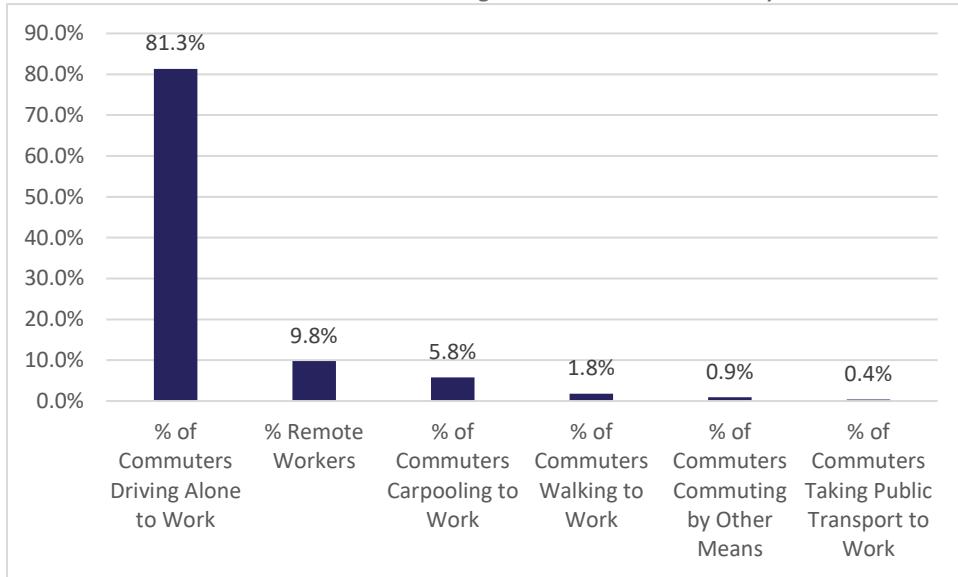
County	Name	2022 Workers
51059	Fairfax County, VA	549,807
51107	Loudoun County, VA	242,184
51153	Prince William County, VA	240,177
51810	Virginia Beach City County, VA	226,986
51999	[Virginia, county not reported]	200,341

Source: LIGHTCAST, Q4 2023 Data Set.

## Transportation Trend

Transportation for work is predominantly accomplished by driving alone with 81.3% of residents using this method to commute. Carpooling is the 2<sup>nd</sup> most prevalent mode of commuting which is completed by 5.8% of residents. Public transportation is the least prevalent mode of commuting with only 0.4% of residents choosing this modality. Remote work which requires no commuting is completed by 9.8% of residents.

*Exhibit 2.0.23 Commuting Trends Roanoke County.*



Source: LIGHTCAST, Q4 2023 Data Set.

## Education Overview

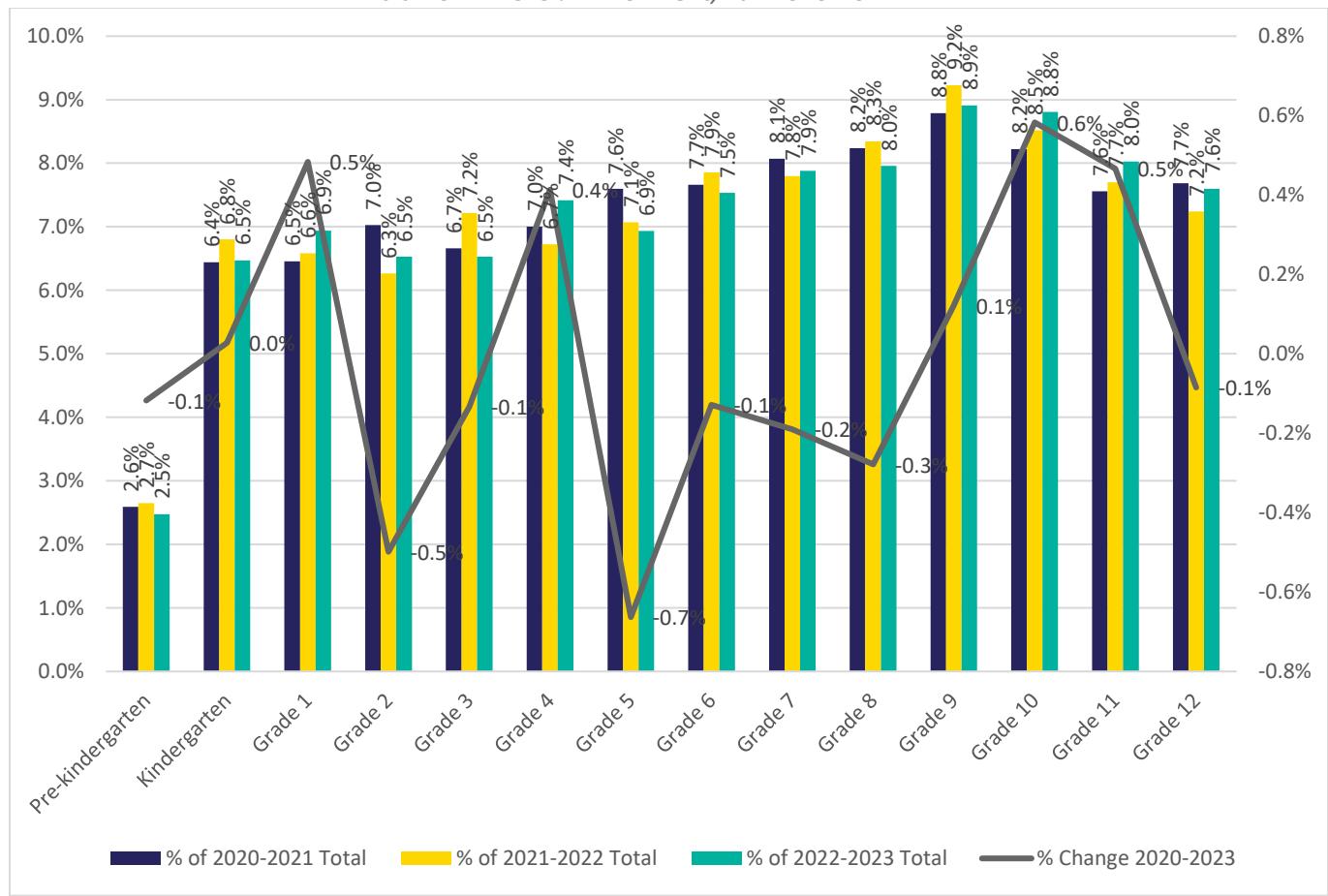
### Roanoke County Public Schools

#### ENROLLMENTS

The total number of students has increased over the last three years, going from 13,692 in 2020–2021 to 13,731 in 2021–2022 to 13,819 in 2022–2023. The greatest notable growth was observed at the 10th grade level, which went from 1,126 kids in 2020–2021 to 1,217 students in 2022–2023, an increase of 0.6%.

Also, there was a significant increase in the percentage of students in grade 1 which went from 844 enrollments in 2020–2021 to 894 in 2022–2023, a 0.5% increase. The enrollments for grade 11 also experienced a 0.5% increase, with 1,035 students in 2020–2021 to 1,109 students in 2022–2023. The number of grade 5 pupils fell significantly as well, from 1,040 overall in 2020–2021 to 958 students in 2022–2023. The largest percentage of students in each grade level from 2022 - 2023 was 8.9% in grade 9, followed by 8.8% in grade 10 and 8.0% in grade 8 and 11.

Exhibit 2.0.24 RCPS % Enrollment, Fall 2020-2022



Source: Virginia Department of Education. Roanoke County Public Schools

Exhibit 2.0.25 RCPS Enrollment by Grade, Fall 2020-2022.

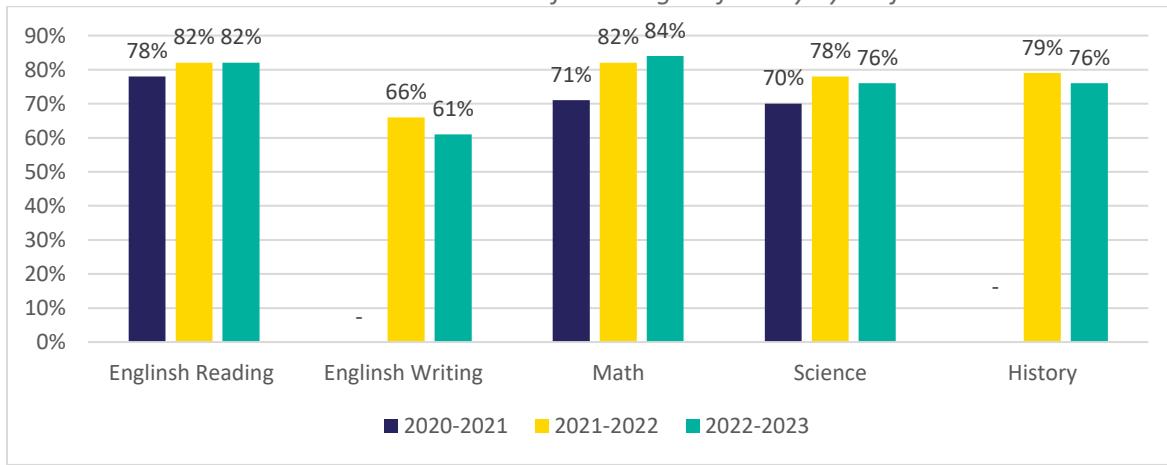
Grade	2020-2021	2021-2022	2022-2023
Pre-kindergarten	355	364	342
Kindergarten	882	934	894
Grade 1	884	904	959
Grade 2	962	860	902
Grade 3	912	991	902
Grade 4	959	923	1,025
Grade 5	1,040	971	958
Grade 6	1,049	1,079	1,041
Grade 7	1,105	1,071	1,089
Grade 8	1,128	1,146	1,100
Grade 9	1,203	1,267	1,231
Grade 10	1,126	1,170	1,217
Grade 11	1,035	1,057	1,109
Grade 12	1,052	994	1,050
Total Students	13,692	13,731	13,819

Source: Virginia Department of Education. Roanoke County Public Schools

## STANDARDS OF LEARNING OVERVIEW

In 2022, the highest Standards of Learning (SOL) scores came from the Math section in which students earned an average score of 84%. Since 2020, scores in this subject have been steadily increasing. English Reading scores were the 2<sup>nd</sup> highest scores in 2022 at 82%. In 2020, the score was lower at 78%, but by 2021, the score remained steady at 82%. Science SOL scores have fluctuated over the past 3 academic years, with the lowest score of 70% in the year 2020, and the highest score of 78% in the year 2021. Both the English Writing and History sections did not provide scores in the 2020 academic year due to impacts of COVID-19. However, both subjects experienced decreases in scores from the 2021 academic year to the 2022 school year.

Exhibit 2.0.26 Standards of Learning Proficiency by Subject.

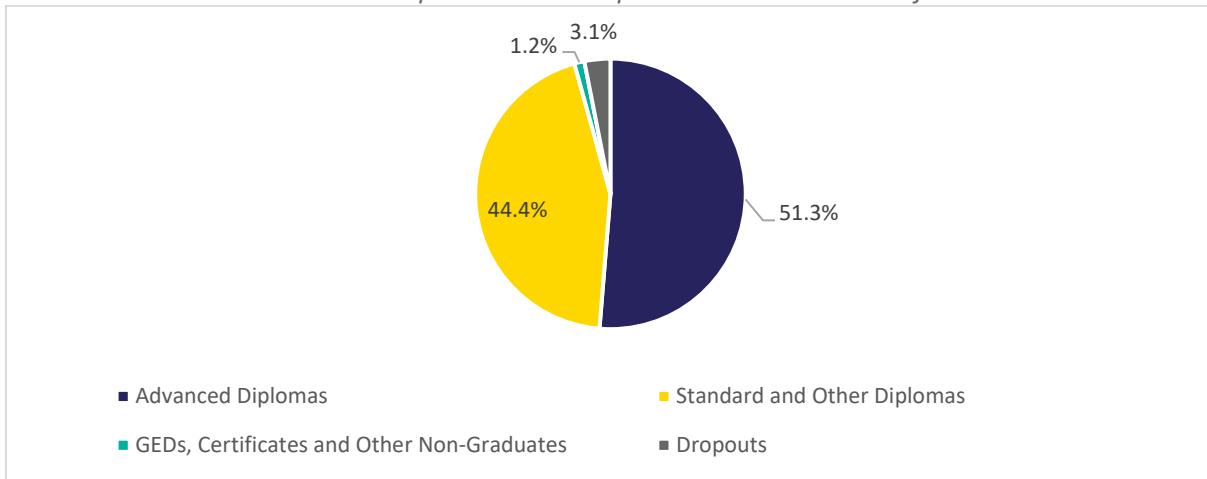


Source: Virginia Department of Education. Roanoke County Public Schools

## COMPLETION OUTCOMES

The following represents data from the Virginia Department of Education about educational outcomes for students who graduated from Roanoke County Public Schools in 2022. The majority of students (95.9%) went on to pursue diplomas (51.5% advanced and 44.4% standard and other) post-graduation. Standard and other diplomas include special diplomas. Another 1.2% opted to graduate high school through GEDs or certificates of completion. There was a 3.1% dropout rate within this cohort.

*Exhibit 2.0.27 Diplomas and Completion Outcomes Class of 2022.*

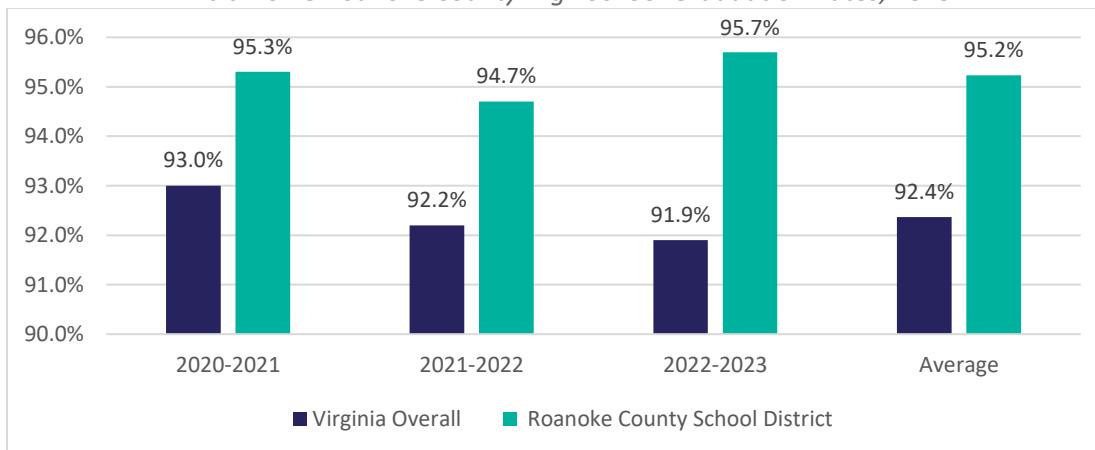


Source: Virginia Department of Education. Roanoke County Public Schools

## HIGH SCHOOL GRADUATION RATES

The average graduation rate for Roanoke County Public Schools since 2020 is 95.2%, slightly above the state rate of 92.4%. The highest graduation rate for RCPS Students was in the 2022-2023 academic year with 95.7% of students graduating. The lowest rate was in the 2021-2022 academic year with 94.7% of students graduating. In Virginia, the graduation rate has been declining since the 2020-2021 academic year. The highest rate occurred in the 2020-2021 academic year at a rate of 93.0%, while the lowest rate occurred in the 2022-2023 academic year at a rate of 91.9%.

*Exhibit 2.0.28 Roanoke County High School Graduation Rates, 2023.*

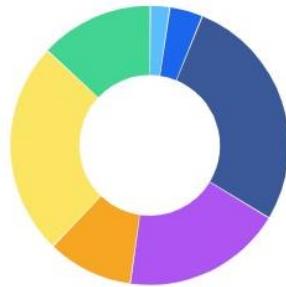


Source: Virginia Department of Education. Roanoke County Public Schools

## EDUCATIONAL ATTAINMENT

In terms of educational attainment, 10.0% of the residents in Roanoke County hold an associate degree, which is 1.1% higher than the national average. An additional 24.7% of inhabitants within the County possess a bachelor's degree, which is 3.9% higher than the average nationwide.

Exhibit 2.0.29 Educational Attainment Roanoke County, 2022.



	% of Population	Population
Less Than 9th Grade	2.3%	1,591
9th Grade to 12th Grade	3.8%	2,708
High School Diploma	27.5%	19,376
Some College	18.6%	13,075
Associate's Degree	10.0%	7,012
Bachelor's Degree	24.7%	17,421
Graduate Degree and Higher	13.2%	9,281

Source: LIGHTCAST, Q4 2023 Data Set.

Of the 233 completions from Roanoke County higher education institutions in 2022, all came from Hollins University. The majority of students (218) completed their education in person, while 15 students completed education requirements via distance education. Overall, since 2012, there has been a 33.2% decline in program completions.

Exhibit 2.0.30 Completion Trends Roanoke County, 2012-2022.

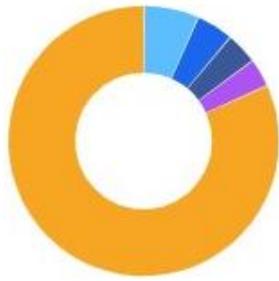


Source: LIGHTCAST, Q4 2023 Data Set.

## Postsecondary Educational Pipeline

In 2022, there were 2,367 graduates in Roanoke MSA, VA. This pipeline has shrunk by 14% over the last 5 years. The highest share of these graduates comes from "Business Administration and Management, General" (Bachelor's), "Biological and Physical Sciences" (Associate's), and "General Studies" (Associate's).

*Exhibit 2.30 Market Share by Program Roanoke MSA, 2022.*



Program	Completions (2022)	Market Share
Business Administration and Management, General (52.0201)	155	6.5%
Biological and Physical Sciences (30.0101)	105	4.4%
General Studies (24.0102)	90	3.8%
Computer and Information Sciences, General (11.0101)	80	3.4%
Other	1,937	81.8%

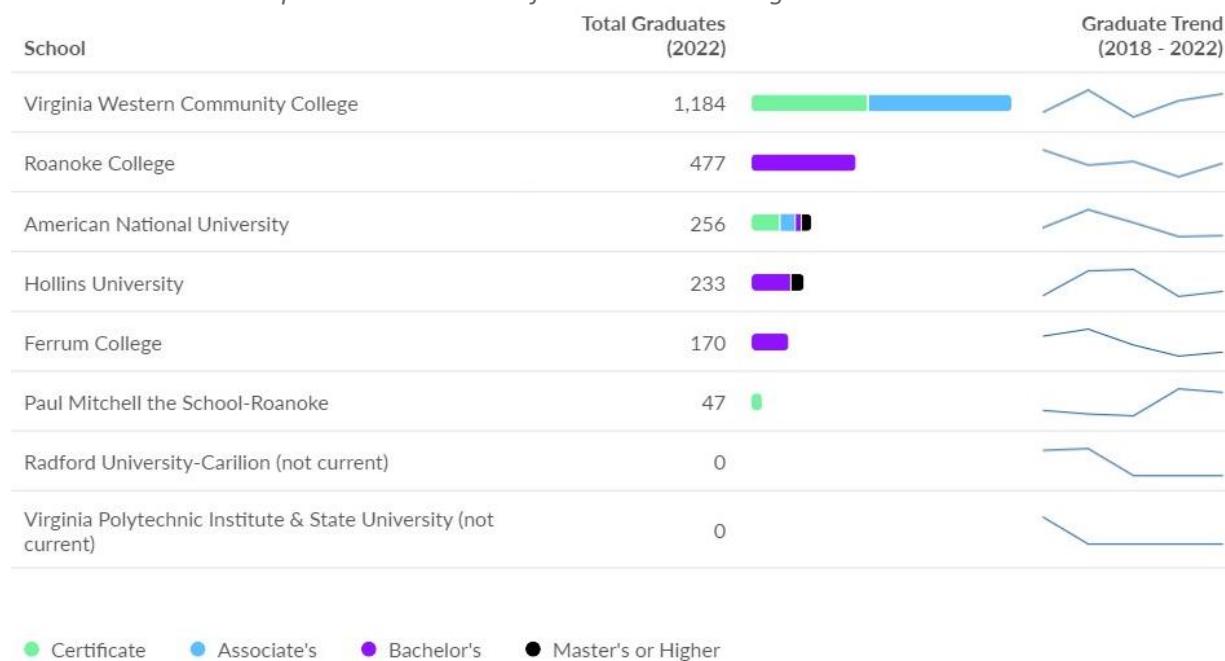
Source: LIGHTCAST, Q4 2023 Data Set

## DEMOGRAPHICS

Associate degrees accounted for 718 (30.3%) completions with the highest rate from Virginia Western Community College. With 845 completions, or 35.7%, Roanoke College offered the largest percentage of bachelor's degrees. Only 100 master's degrees were granted, with Hollins University accounting for the largest percentage.

By 2022, Virginia Western Community College had the highest annual growth rate, at 4.5%. Roanoke College experienced a notable 4.1% growth as well. The slowest growing university among the examined institutions was American National University, with a growth rate of only 2.4%. Paul Mitchell the School-Roanoke was the only institution with a decline in growth of 4.1%.

*Exhibit 2.31 Top Graduation Trends for Roanoke MSA Higher Education Institutions 2022.*



Source: LIGHTCAST, Q4 2023 Data Set

Fall 2021 enrollment at Virginia Tech (previously known as Virginia Polytechnic Institute and State University) was 37,279 students.<sup>6</sup> Undergraduate enrollments made up 79.8% of the total enrollments (29,760), with graduate enrollments accounting for the remaining 20.2% (7,519). In 2022, the university granted 2,117 master's degrees or higher and 7,257 bachelor's degrees. The 2016 cohort's overall graduation rate was 86%.

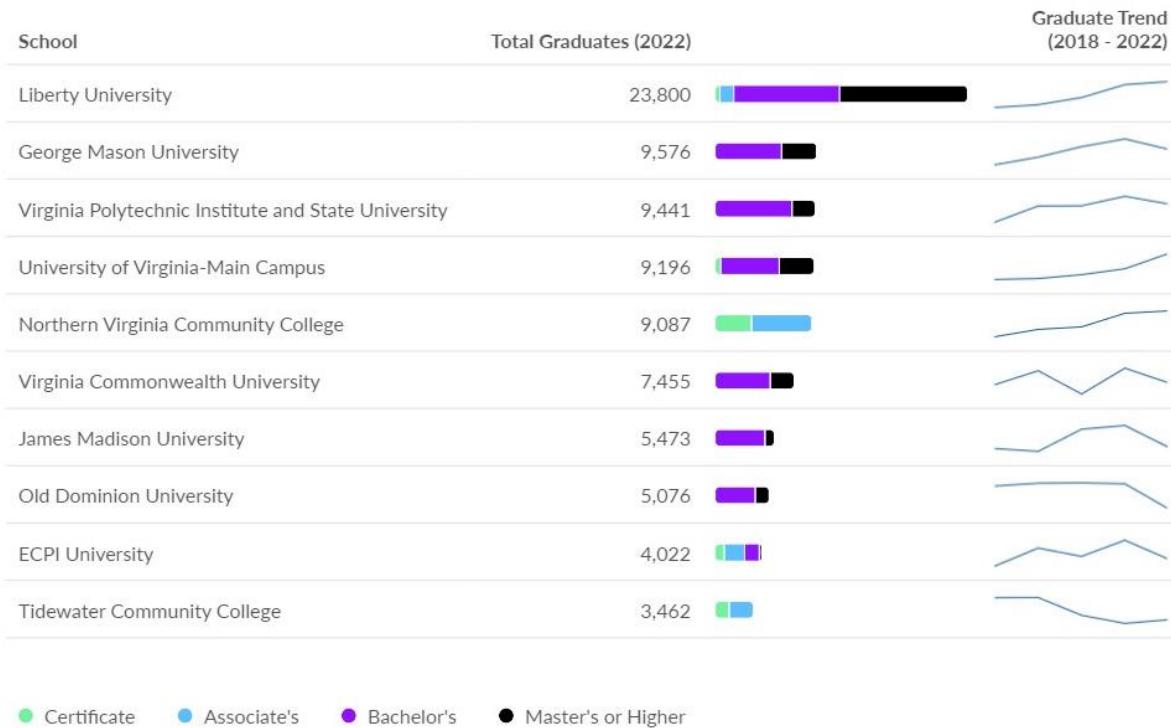
<sup>6</sup> IPEDS Data Center. (2022). Ed.gov.

<https://nces.ed.gov/ipeds/datacenter/institutionprofile.aspx?unitId=233921&sid=426dba77-0390-40bf-8ef6-4a61f229c669&rtid=6>

## DEMOGRAPHICS

In 2022, there were 140,813 graduates in Virginia. This pipeline has grown by 4% over the last 5 years. The highest share of these graduates come from "Liberal Arts and Sciences, General Studies and Humanities, Other" (Certificate), "Business Administration and Management, General" (Bachelor's), and "Psychology, General" (Bachelor's). There were 23,800 completions from Liberty University, or 17.0% of all Virginia graduates. George Mason University produced 9,576 graduates, or 6.8% of the total. Graduates from Virginia Polytechnic Institute and State University (9,441) accounted for 6.7% of program completions.

*Exhibit 2.32 Top 10 Graduation Trends for Virginia Colleges.*

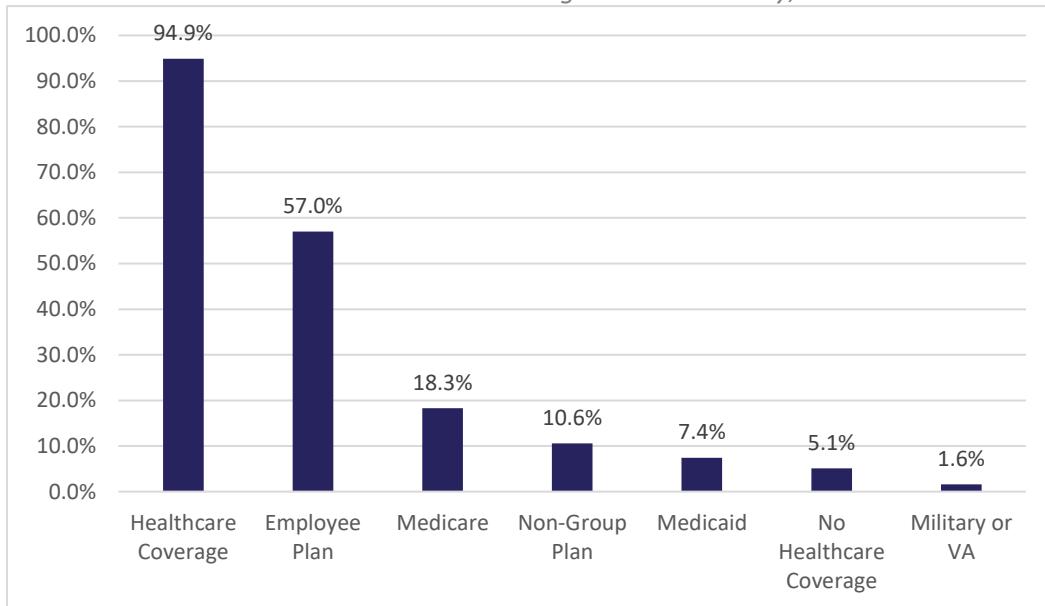


Source: LIGHTCAST, Q4 2023 Data Set

## Health Trends

In Roanoke County, by 2020, 94.9% of the population has access to health insurance, with 57.0% of the population covered by employer plans, 7.4% through Medicaid, 18.3% by Medicare, 10.6% via non-group policies, and 1.6% with military or VA programs.<sup>7</sup> Men made up 47.6% of the total insured people while women made up 52.4%. The percentage of people without health insurance decreased from 5.4% in 2019 to 5.1% in 2020.

*Exhibit 2.33 Healthcare Coverage Roanoke County, 2020.*



Source: US Census

In Roanoke County, primary care doctors saw 760 patients annually on average, up 0.93% from the year before (753 people). In contrast, dentists see 1,099 patients annually, while mental health professionals see 363 individuals.

<sup>7</sup> Roanoke County, VA / Data USA. (2020). Datausa.io. [https://datausa.io/profile/geo/roanoke-county-va?trade-flow-domestic\\_trade=ImportDollar#health](https://datausa.io/profile/geo/roanoke-county-va?trade-flow-domestic_trade=ImportDollar#health)

# 3.0 Economic Conditions and Development

A review of the economy in Roanoke County, the state of Virginia, and the United States of America provides insights that may influence the region.

*Exhibit 3.0.1 Economic Overview*

**96,914**

Population (2022)

Population grew by 3,014 over the last 5 years and is projected to grow by 5,020 over the next 5 years.

**41,824**

Total Regional Employment

Jobs decreased by 62 over the last 5 years but are projected to grow by 3,403 over the next 5 years.

**\$74.6K**

Median Household Income (2021)

Median household income is \$5.6K above the national median household income of \$69.0K.

Source: LIGHTCAST, Q4 2023 Data Set.

## Labor Force Participation

Labor force participation provides an understanding of whether individuals are working, actively seeking a job, or unemployed and are not seeking work for any reason. The “Not in the labor Force” category refers to those who are not actively seeking work whereas those who are unemployed are actively seeking employment. The following presents the current labor force breakdown in Roanoke County as of 2023. According to data, out of the 64.4% of residents capable of participating in the labor force, 97.9% are employed whereas 2.1% are unemployed.

*Exhibit 3.0.2 Labor Force Breakdown in Roanoke County, 2023.*



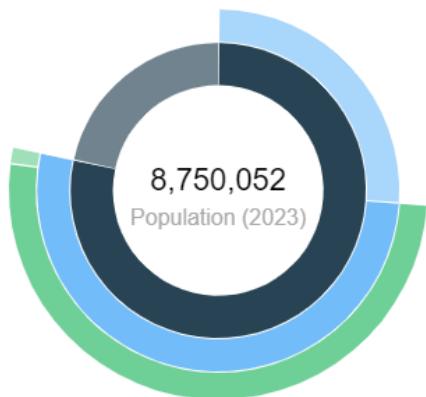
	Population
● 16+ Civilian Non-Institutionalized Population	79,657
● Not in Labor Force (16+)	27,849
● Labor Force	51,808
● Employed	50,432
● Unemployed	1,376
● Under 16, Military, and institutionalized Population	18,390

Source: LIGHTCAST, Q4 2023 Data Set.

## ECONOMIC CONDITIONS AND DEVELOPMENT

Out of the 66.7% of residents in Virginia who are in the labor force, 97.5% are employed, and 2.5% are unemployed.

*Exhibit 3.0.3 Labor Force Breakdown in Virginia, 2023.*



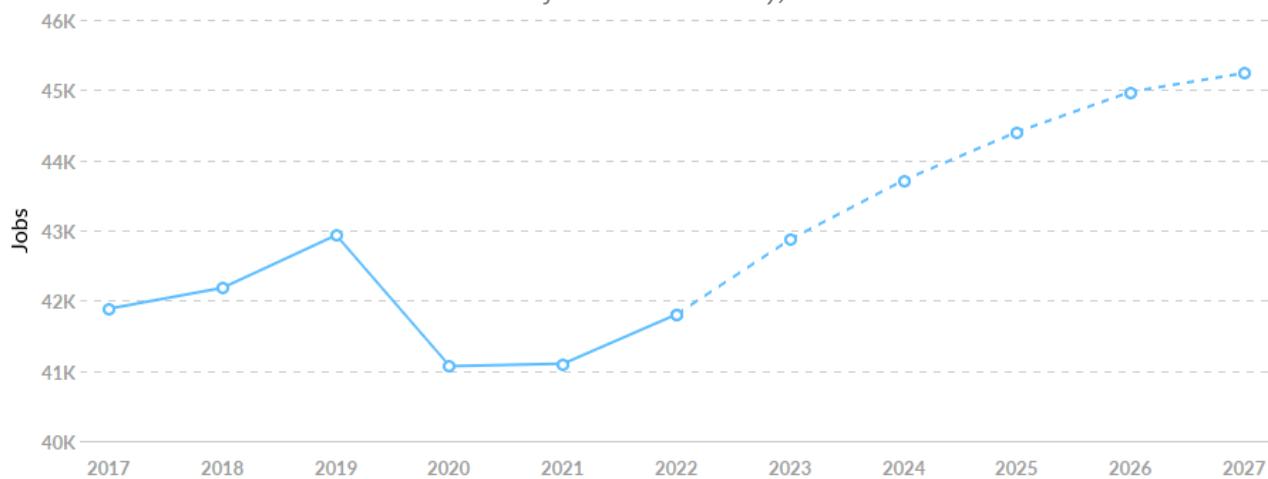
	Population
16+ Civilian Non-Institutionalized Population	6,847,751
Not in Labor Force (16+)	2,278,191
Labor Force	4,569,560
Employed	4,457,240
Unemployed	112,320
Under 16, Military, and institutionalized Population	1,902,301

Source: LIGHTCAST, Q4 2023 Data Set.

## Employment

Overall job growth in the area since 2017 increased by 2.4%, adding 989 jobs as of 2023 for a total of 42,873 jobs. This change outpaced the national growth rate of 3.8% by 1.4%. Between 2023 and 2027, projections indicate an additional 2,368 anticipated positions for a total of 45,241 jobs by 2026, a 5.5% increase.

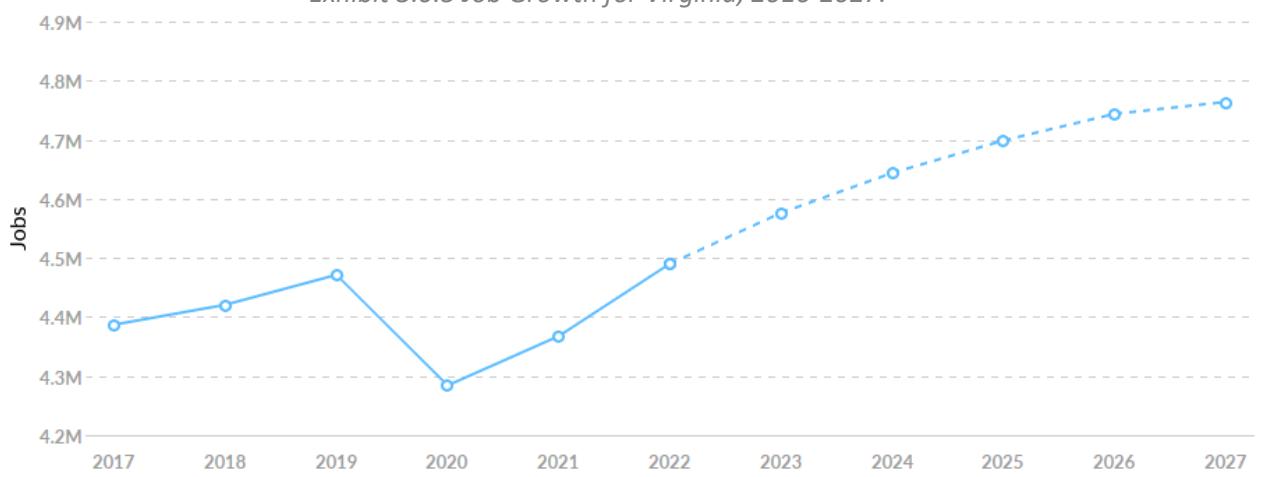
*Exhibit 3.0.4 Job Growth for Roanoke County, 2016-2027.*



Source: LIGHTCAST, Q4 2023 Data Set.

From 2017 to 2023, jobs increased by 4.3% in Virginia from 4,386,967 to 4,576,280. This change outpaced the national growth rate of 3.8% by 0.5%. By 2027, predictions indicate an estimate of 4,763,998 jobs, a 4.1% increase.

*Exhibit 3.0.5 Job Growth for Virginia, 2016-2027.*



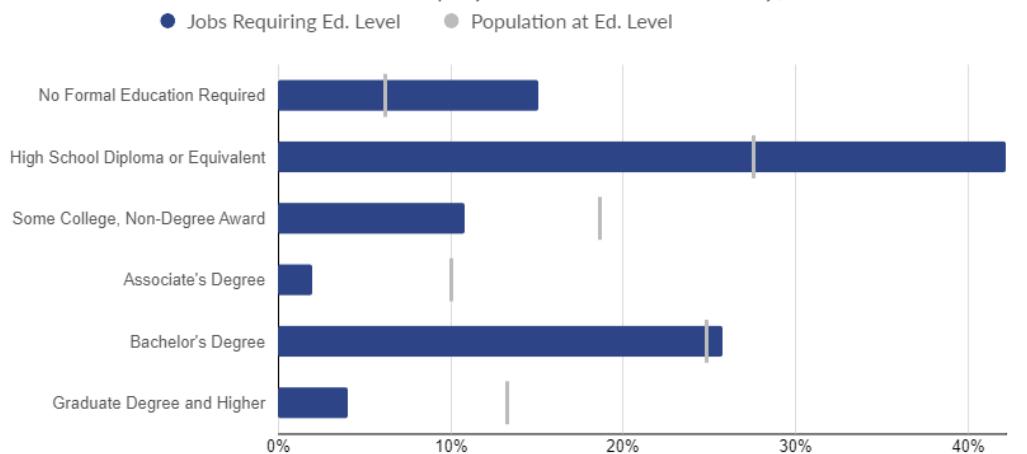
Source: LIGHTCAST, Q4 2023 Data Set.

## Underemployment

A comparison of the educational attainment of the population in Roanoke County to jobs that require a specific level of education indicate more jobs that require no formal education, a high school diploma or equivalency, or a bachelor's degree than the number of people who reached the education level in Roanoke County. This highlights the need for more people with education up to a bachelor's degree and shows potential underemployment of those with certificates (non-degree awards), associate degrees, or master's degrees. Comparatively, the same holds true for Virginia.

Nationally, employers are opting to focus on skills and experience allowing them to consider previously overlooked candidates.<sup>8</sup> In 2017, 51% of online job listings required a four-year degree. By 2021, that share has declined to 44%. This is consistent with the national trend of employers adjusting educational requirements for a variety of occupations, eliminating the need for a bachelor's degree for many intermediate and senior positions. In mandating a degree, 64% of nationwide working-age individuals without a degree are automatically excluded from consideration. This shift in how employers are focusing on skills-based hiring has the potential to change the way higher education operates. Projections indicate an additional 1.4 million jobs could open to workers without college degrees over the next five years.<sup>9</sup>

*Exhibit 3.0.6 Underemployment in Roanoke County, 2021.*



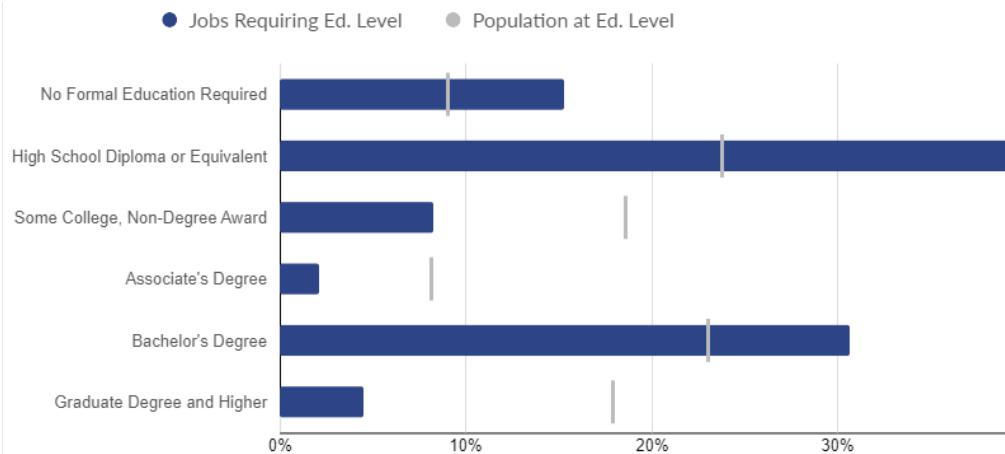
Source: LIGHTCAST, Q4 2023 Data Set.

<sup>8</sup> Lohr, S. (2022, April 8). A 4-year degree isn't quite the job requirement it used to be. The New York Times.

<sup>9</sup> The Burning Glass Institute. The Emerging Degree Reset: How the Shift to Skills-Based Hiring Holds the Keys to Growing the U.S. Workforce at a Time of Talent Shortage.

## ECONOMIC CONDITIONS AND DEVELOPMENT

*Exhibit 3.0.7 Underemployment in Virginia, 2021.*



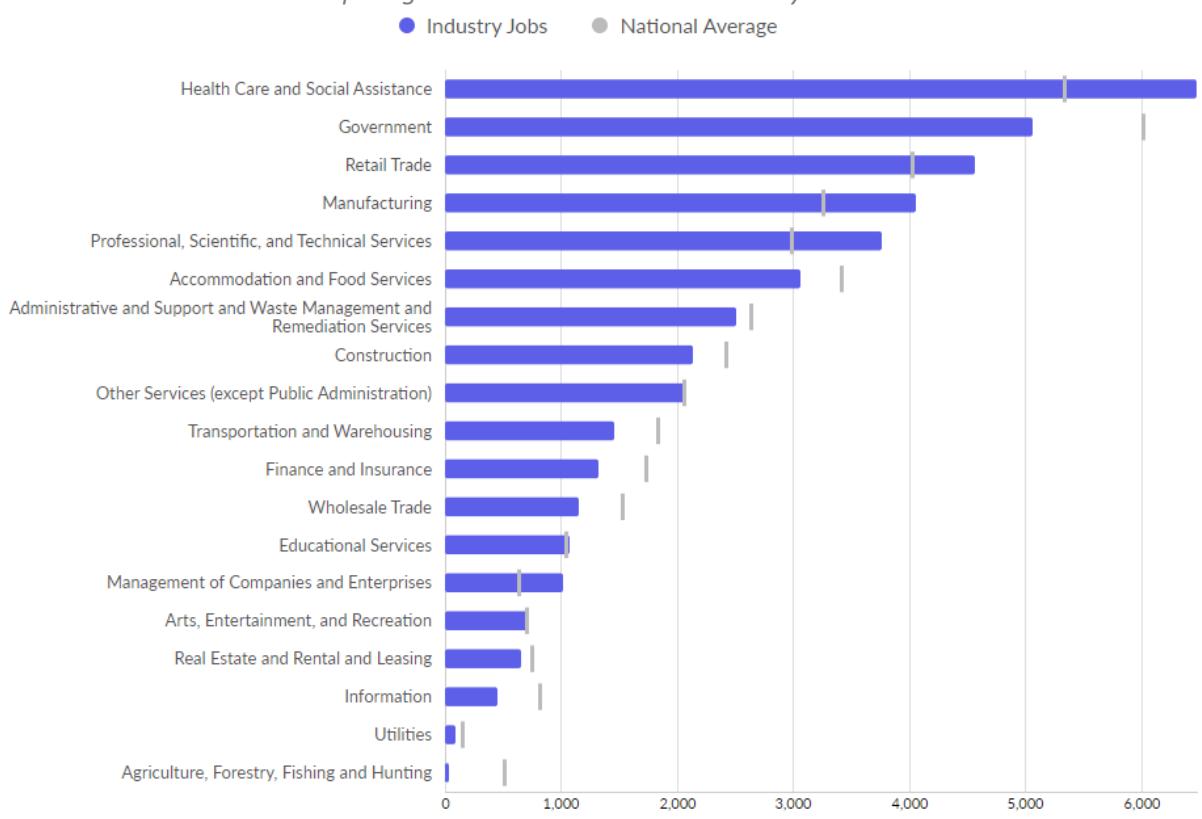
Source: LIGHTCAST, Q4 2023 Data Set.

## Economic Drivers

### Top Largest Industries

The three major industries in Roanoke County are Health Care and Social Assistance, Government, and Retail Trade. The largest industry in 2022, with 6,475 employees, was Health Care and Social Assistance. In a region of comparable size across the country, 5,323 positions would be anticipated, a 1,152 job difference. Government contributed 5,063 employment opportunities in 2022, which is 934 less roles than the national average of 5,997 jobs in an area of comparable size. Given the 4,567 employment roles in 2022, the Retail Trade sector provided 551 more jobs than the national average of 4,016.

Exhibit 3.0.8 Top Largest Industries in Roanoke County 2022.

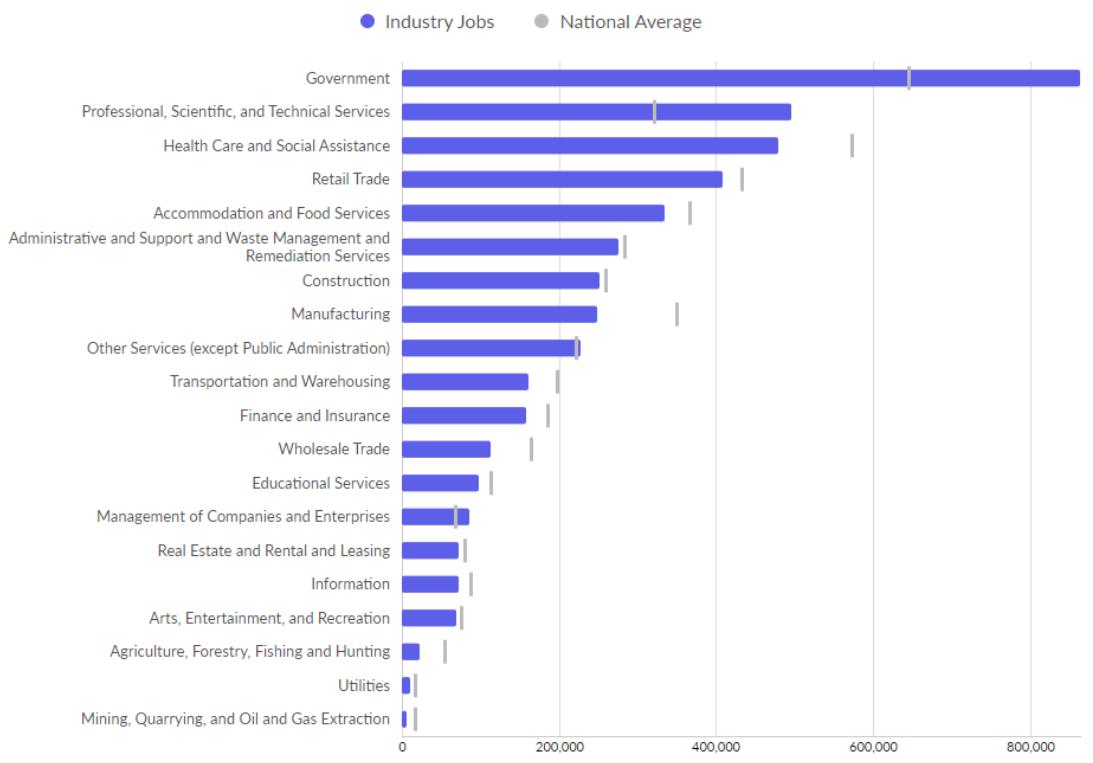


Source: LIGHTCAST, Q4 2023 Data Set.

## ECONOMIC CONDITIONS AND DEVELOPMENT

Virginia's top three industries are Government; Professional, Scientific, and Technical Services; and Health Care and Social Assistance. In 2022, with 863,918 jobs, Government was the largest industry. There would be an additional 219,803 jobs in the state compared to a region of equivalent size throughout the nation with 644,115 workers. Professional, Scientific, and Technical Services generated 496,747 employment possibilities in 2022, which was 177,234 more roles than the national average of 319,514 jobs in a region of comparable size. The Health Care and Social Assistance sector provided 91,779 fewer jobs than the national average of 571,770 in 2022, with 479,992 workers.

*Exhibit 3.0.9 Top Largest Industries in Virginia 2022.*

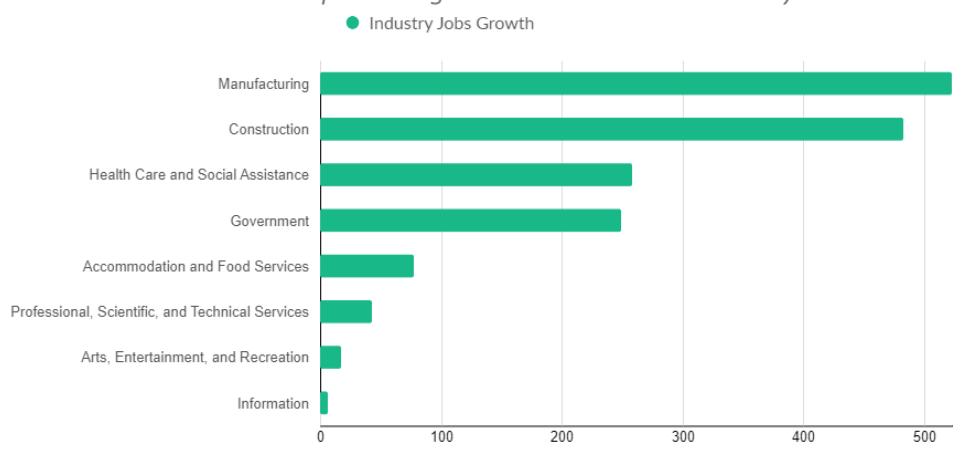


Source: LIGHTCAST, Q4 2023 Data Set.

## Top Growth Industries

The largest rise in jobs in Roanoke County since 2017 has been in the Manufacturing sector, which employed 4,058 people by 2022 after 523 new positions are added. Construction has experienced a 483 increase in jobs to account for 2,131 jobs by 2022. While there was only a 4% increase in jobs in the Health Care and Social Assistance industry, the addition of 258 jobs led to 6,475 employees in the associated roles.

*Exhibit 3.0.10 Top Growing Industries in Roanoke County 2022.*



Source: LIGHTCAST, Q4 2023 Data Set.

The largest rise in jobs in Virginia since 2017 has been in the Professional, Scientific, and Technical Services sector, which employed 496,747 people by 2022 after 45,192 new positions are added. Transportation and Warehousing has experienced a 24,369 increase in jobs to account for 161,575 jobs by 2022. While there was a 21,085 increase in jobs in the Health Care and Social Assistance industry, the additional jobs led to 479,992 employees in the associated roles.

*Exhibit 3.0.11 Top Growing Industries in Virginia 2022.*



Source: LIGHTCAST, Q4 2023 Data Set.

## Top Industries for Economic Growth

### Health Care and Social Assistance

Roanoke County surpasses the national average for an area of its size with a count of 6,217 health care and social assistance employees compared to the standard 5,251 employees. The region lacks a competitive edge, demonstrating an average salary of \$70,190 for workers, while the national average for a region this size is only \$73,771. Moreover, the region displays heightened demand, with job posting activity reaching 184 per month, surpassing the national average of 121 for areas of comparable size.

Exhibit 3.0.12 Roanoke County Health Care and Social Assistance Overview.



**Embedded Talent**  
Roanoke County, VA is a hotspot for this kind of job. The national average for an area this size is 5,251\* employees, while there are 6,217 here.

#### Earnings Per Job

Earnings per job are about the same as the national average. The national average salary for Health Care and Social Assistance in an area this size is \$73,771, while in Roanoke County, VA it is \$70,190. Earnings per job is the total industry earnings divided by the number of jobs in the industry.

#### Job Posting Demand

Job posting activity is high in Roanoke County, VA. The national average for an area this size is 121\* job postings/mo, while there are 184 here.

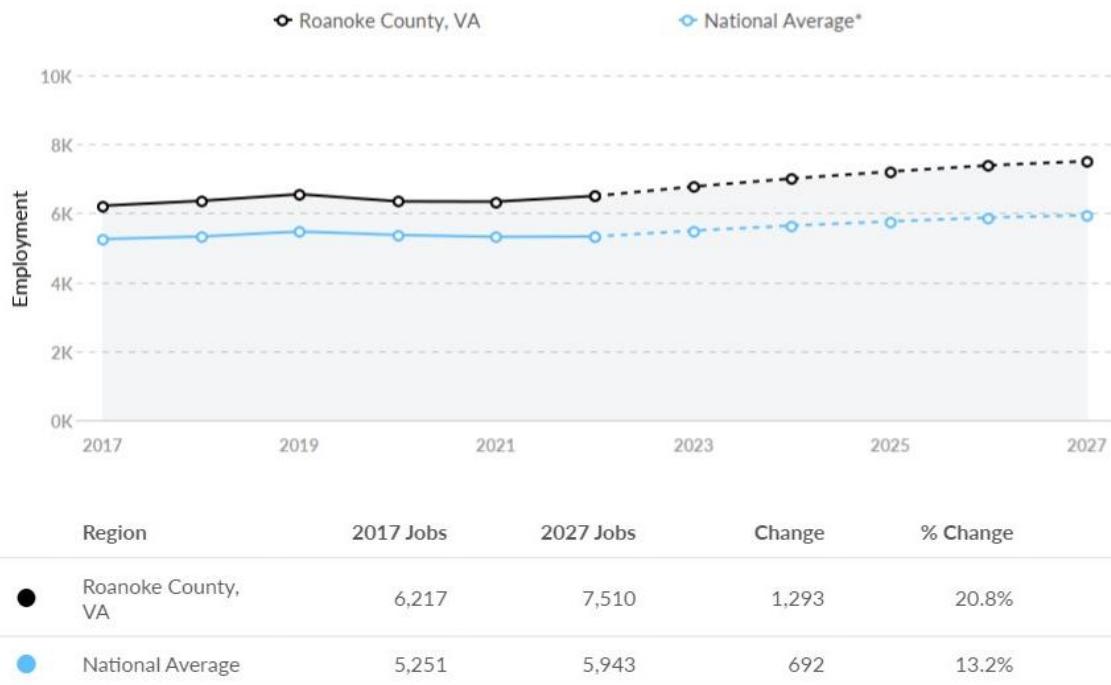
\*National average values are derived by taking the national value for Health Care and Social Assistance and scaling it down to account for the difference in overall workforce size between the nation and Roanoke County, VA. In other words, the values represent the national average adjusted for region size.

Source: LIGHTCAST, Q4 2023 Data Set

## ECONOMIC CONDITIONS AND DEVELOPMENT

From 2017 to 2027, Roanoke County is projected to experience an increase in Health Care and Social Assistance jobs by 20.8%, or 1,293 additional roles. This change outpaces the national average of a region of comparable size which is only projected to experience a 13.2% growth, or 692 new jobs.

*Exhibit 3.0.13 Roanoke County Health Care and Social Assistance Employment Trends, 2017-2027.*



\*National average values are derived by taking the national value for Health Care and Social Assistance and scaling it down to account for the difference in overall workforce size between the nation and Roanoke County, VA. In other words, the values represent the national average adjusted for region size.

Source: LIGHTCAST, Q4 2023 Data Set

## ECONOMIC CONDITIONS AND DEVELOPMENT

The occupational landscape in the Health Care and Social Assistance industry in 2022 was dominated by Healthcare Practitioners and Technical Occupations at 40.0%. Healthcare Support Occupations follow at 27.6%, emphasizing the need for support roles. Administrative functions are highlighted, with Office and Administrative Support Occupations at 10.7%. The remaining 10.6% encompasses various other roles, indicating the diverse workforce essential for the industry's functioning.

*Exhibit 3.0.14 Roanoke County Health Care and Social Assistance Top Occupations, 2022.*



Source: LIGHTCAST, Q4 2023 Data Set

Carilion Clinic provided the most unique job advertisements with 1,600 postings. Quest Diagnostics had a posting intensity of 4:1 indicating 4 postings per 1 unique position. This indicates they are placing above average efforts to hire talent for roles.

*Exhibit 3.0.15 Health Care and Social Assistance Top Companies Hiring.*

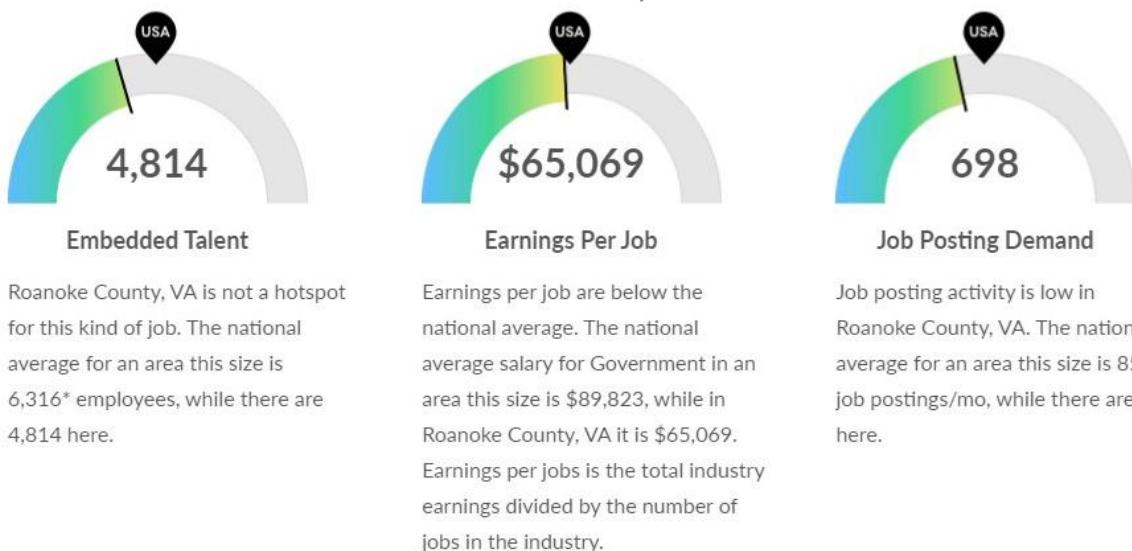
Company	Total/Unique (Nov 2022 - Nov 2023)	Posting Intensity
Carilion Clinic	4,244 / 1,600	3 : 1
Medical Facilities Of America	117 / 86	1 : 1
HCA Healthcare	105 / 48	2 : 1
Quest Diagnostics	194 / 48	4 : 1
Harmony Senior Services	69 / 47	1 : 1
NaphCare	57 / 23	2 : 1
Berkshire Health & Rehabilitation Center	27 / 22	1 : 1
Amedisys	24 / 18	1 : 1
Maxim Healthcare Services	24 / 17	1 : 1
US Oncology Network	26 / 16	2 : 1

Source: LIGHTCAST, Q4 2023 Data Set

## Government

With 4,814 government employees as opposed to the average 6,316, Roanoke County's government workforce is below the national average for a region of its size. The average income for workers in the region is \$65,069, indicating that it lacks a competitive edge. For a region this size, the national average is approximately \$89,823. Further evidence of the region's low demand comes from the 698 job postings posted monthly, fewer than the 853 national average for regions of equivalent size.

*Exhibit 3.0.16 Roanoke County Government Overview.*



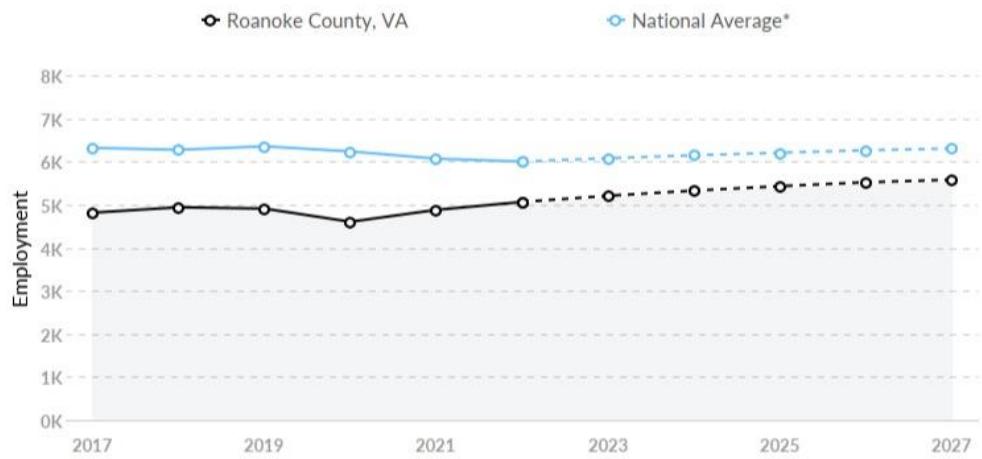
\*National average values are derived by taking the national value for Government and scaling it down to account for the difference in overall workforce size between the nation and Roanoke County, VA. In other words, the values represent the national average adjusted for region size.

Source: LIGHTCAST, Q4 2023 Data Set

## ECONOMIC CONDITIONS AND DEVELOPMENT

Roanoke County is expected to experience a 15.9% rise in government employment, or 763 new positions, between 2017 and 2027. This shift is greater than the 0.2% decline, or 13 jobs lost, predicted for a region of similar size nationally. Despite the decline, the national average for jobs has continually been greater than that of Roanoke County.

*Exhibit 3.0.17 Roanoke County Government Employment Trends, 2017-2027.*



Region	2017 Jobs	2027 Jobs	Change	% Change
Roanoke County, VA	4,814	5,578	763	15.9%
National Average	6,316	6,303	-13	-0.2%

\*National average values are derived by taking the national value for Government and scaling it down to account for the difference in overall workforce size between the nation and Roanoke County, VA. In other words, the values represent the national average adjusted for region size.

Source: LIGHTCAST, Q4 2023 Data Set

At 35.7%, Educational Instruction and Library Occupations composed the majority of the occupational landscape in the government sector in 2022. The necessity for support roles is highlighted by the 11.6% employment rate for Office and Administrative Support occupations. Careers in the Protective Service made up 10.7% of all government employment. The remaining 26.7% includes a wide range of additional roles, demonstrating the varied workforce necessary to the operation of the government.

*Exhibit 3.0.18 Roanoke County Government Top Occupations, 2022.*



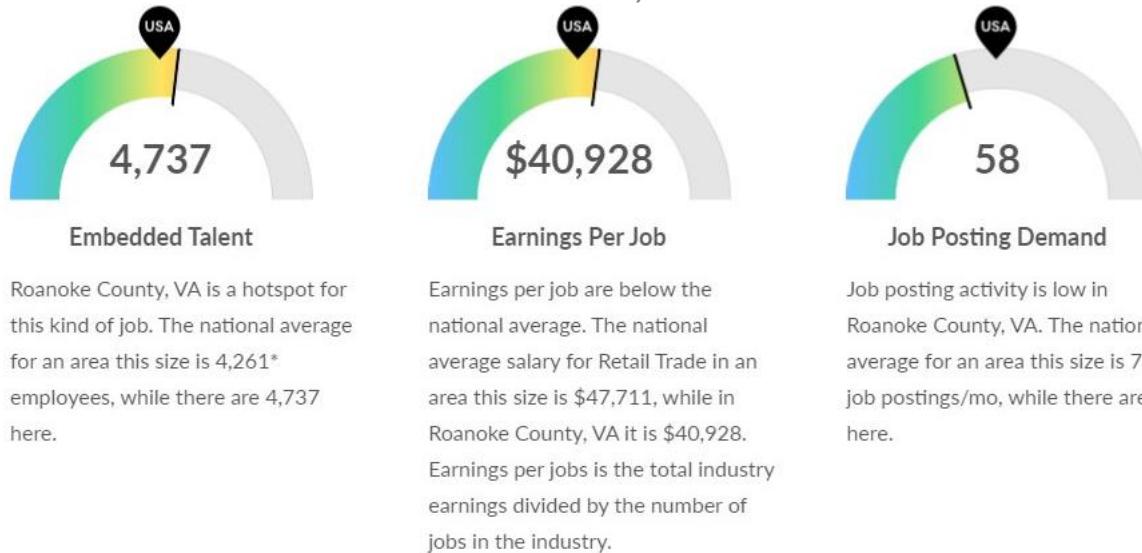
Occupation	% of Industry in Occupation (2022)
Educational Instruction and Library Occupations	35.7%
Office and Administrative Support Occupations	11.6%
Protective Service Occupations	10.7%
Healthcare Practitioners and Technical Occupations	7.0%
Community and Social Service Occupations	4.8%
Building and Grounds Cleaning and Maintenance Occupations	3.6%
Other	26.7%

Source: LIGHTCAST, Q4 2023 Data Set

## Retail Trade

Roanoke County has a higher workforce than the national average for a region of its size, with 4,737 retail trade employees compared to the average of 4,261. The region lacks an advantage in competition, demonstrated by the average worker income of \$40,928. The national average for a region this size is about \$47,711. The region has far less job listings than the national average of 76 for regions of comparable size, with only 58 posted per month.

*Exhibit 3.0.19 Roanoke County Retail Trade Overview.*



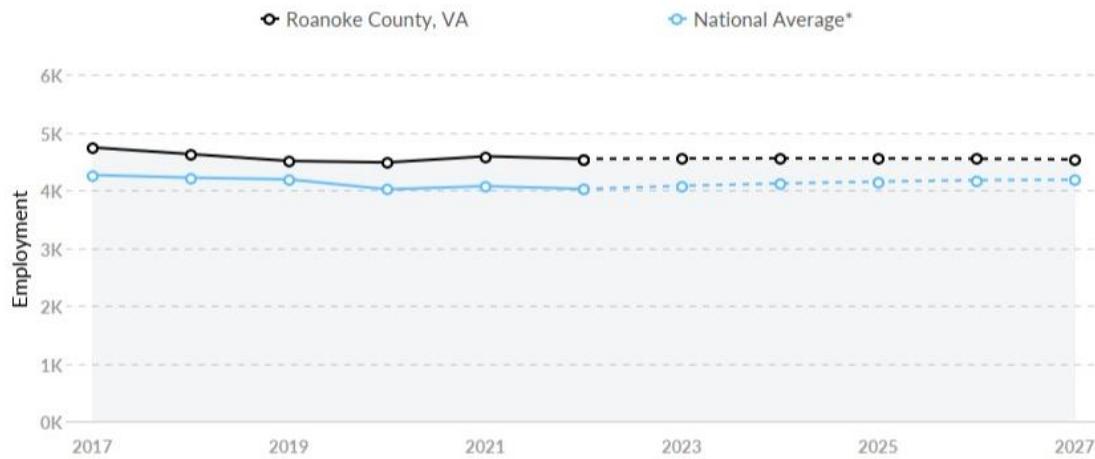
\*National average values are derived by taking the national value for Retail Trade and scaling it down to account for the difference in overall workforce size between the nation and Roanoke County, VA. In other words, the values represent the national average adjusted for region size.

Source: LIGHTCAST, Q4 2023 Data Set

## ECONOMIC CONDITIONS AND DEVELOPMENT

Between 2017 and 2027, Roanoke County's Retail Trade employment is projected to decrease by 4.4%, or 207 positions. This change represents a larger loss than the 1.9% national decrease, or 82 positions eliminated, anticipated for a region of comparable size. Even with this downturn, Roanoke County's employment has consistently outperformed the national average.

*Exhibit 3.0.20 Roanoke County Retail Trade Employment Trends, 2017-2027.*



Region	2017 Jobs	2027 Jobs	Change	% Change
Roanoke County, VA	4,737	4,531	-207	-4.4%
National Average	4,261	4,179	-82	-1.9%

\*National average values are derived by taking the national value for Retail Trade and scaling it down to account for the difference in overall workforce size between the nation and Roanoke County, VA. In other words, the values represent the national average adjusted for region size.

Source: LIGHTCAST, Q4 2023 Data Set

## ECONOMIC CONDITIONS AND DEVELOPMENT

In 2022, Sales and Related Occupations accounted for 51.9% of all occupations in the Retail Trade sector. The 17.4% employment rate for Transportation and Material Moving Occupations emphasizes the need for transportation-related jobs. Office and Administrative Support Occupations accounted for 9.1% of all Retail Trade employment. A diverse range of supplementary roles are included in the remaining 9.1%.

*Exhibit 3.0.21 Roanoke County Retail Trade Top Occupations, 2022.*



Occupation	% of Industry in Occupation (2022)
Sales and Related Occupations	51.9%
Transportation and Material Moving Occupations	17.4%
Office and Administrative Support Occupations	9.1%
Healthcare Practitioners and Technical Occupations	4.9%
Installation, Maintenance, and Repair Occupations	4.7%
Food Preparation and Serving Related Occupations	2.9%
Other	9.1%

Source: LIGHTCAST, Q4 2023 Data Set

Kroger provided the most unique job advertisements with 55 unique postings. CVS Health and TJX had a posting intensity of 4:1 indicating 4 postings per 1 unique position. This indicates they are placing above average efforts to hire talent for roles.

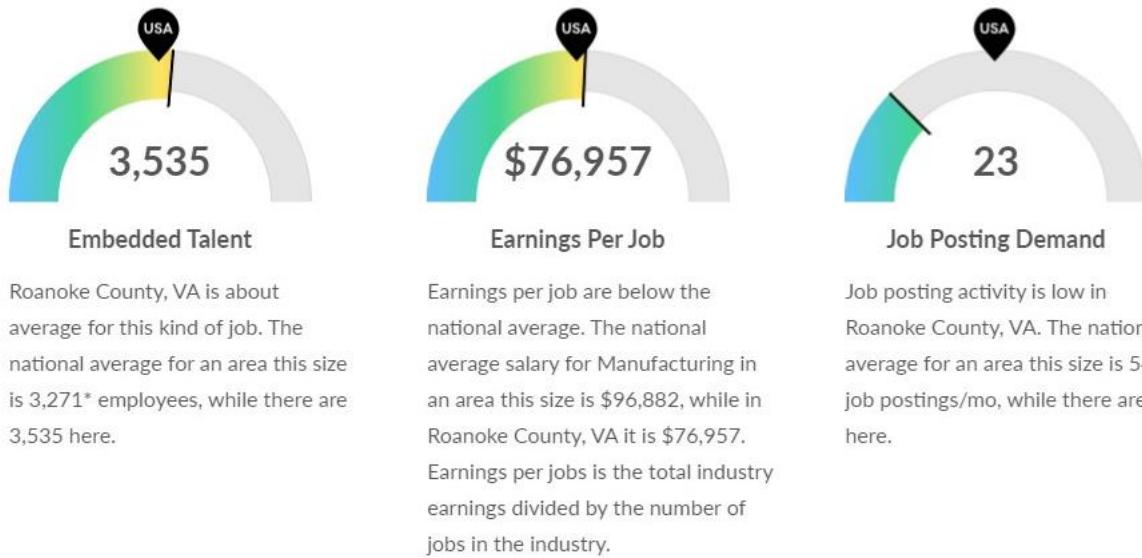
*Exhibit 3.0.22 Retail Trade Top Companies Hiring.*

Company	Total/Unique (Nov 2022 - Nov 2023)	Posting Intensity
Kroger	110 / 55	2:1
Dollar General	56 / 39	1:1
Food Lion	59 / 31	2:1
Lowe's	62 / 30	2:1
Walmart	53 / 29	2:1
Advance Auto Parts	76 / 28	3:1
CVS Health	109 / 26	4:1
TJX	104 / 24	4:1
PharMerica	41 / 21	2:1
Earth Fare	24 / 17	1:1

## Manufacturing

In terms of Manufacturing employment, Roanoke County employs 3,535 individuals, compared to the national average of 3,271 for a region of its size. The average worker salary in Roanoke County is \$76,957, which shows that the County does not have a competitive advantage against a region of comparable size with an average wage of \$96,882. Only 23 job postings are issued in the region each month, much fewer than the 54 national average for regions of equivalent size.

*Exhibit 3.0.23 Roanoke County Manufacturing Overview.*



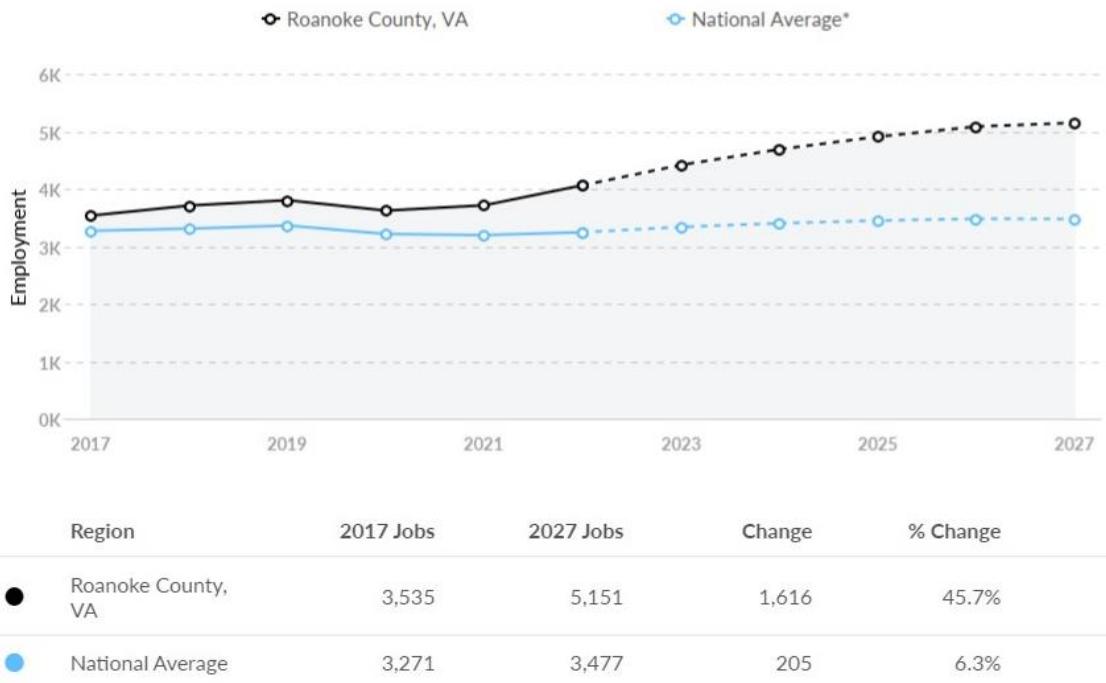
\*National average values are derived by taking the national value for Manufacturing and scaling it down to account for the difference in overall workforce size between the nation and Roanoke County, VA. In other words, the values represent the national average adjusted for region size.

Source: LIGHTCAST, Q4 2023 Data Set

## ECONOMIC CONDITIONS AND DEVELOPMENT

Between 2017 and 2027, Roanoke County's Manufacturing employment is projected to increase by 45.7%, or 1,616 additional jobs. This change exceeds the 6.3% growth, or 205 extra positions, that the national average has projected for a region of comparable size. In addition to this growth, Roanoke County has consistently had a higher employment rate than the national average.

*Exhibit 3.0.24 Roanoke County Manufacturing Employment Trends, 2017-2027.*



\*National average values are derived by taking the national value for Manufacturing and scaling it down to account for the difference in overall workforce size between the nation and Roanoke County, VA. In other words, the values represent the national average adjusted for region size.

Source: LIGHTCAST, Q4 2023 Data Set

## ECONOMIC CONDITIONS AND DEVELOPMENT

In the Manufacturing sector, Production Occupations (managers, assemblers and fabricators, food processing, etc.) accounted for 60.4% of all occupations in 2022. The 6.2% employment rate for Transportation and Material Moving Occupations emphasizes the need for transportation roles. The Manufacturing sector employed 6.0% of all careers in the fields of Architecture and Engineering. A wide range of supplementary roles make up the remaining 12.6%, illustrating the diverse workforce required to run the Manufacturing industry.

*Exhibit 3.0.25 Roanoke County Manufacturing Top Occupations, 2022.*



Source: LIGHTCAST, Q4 2023 Data Set

The Coca-Cola Company provided the most unique job advertisements with 40 postings. Bimbo Bakeries USA had a posting intensity of 3:1 indicating 3 postings per 1 unique position. This indicates they are placing above average efforts to hire talent for roles.

*Exhibit 3.0.26 Manufacturing Top Companies Hiring.*

Company	Total/Unique (Nov 2022 - Nov 2023)	Posting Intensity
The Coca-Cola Company	89 / 40	2 : 1
Trane Technologies	27 / 22	1 : 1
Bimbo Bakeries USA	54 / 17	3 : 1
Elbit Systems Of America	28 / 15	2 : 1
Optical Cable Corporation	16 / 12	1 : 1
Cse International Ltd	10 / 10	1 : 1
Eaton Corporation	22 / 10	2 : 1
Huntington Ingalls Industries	15 / 9	2 : 1
Steel Dynamics	9 / 9	1 : 1
Takeda Pharmaceutical Company	15 / 9	2 : 1

Source: LIGHTCAST, Q4 2023 Data Set

## Professional, Scientific, and Technical Services

The Professional, Scientific, and Technical Services workforce in Roanoke County employs 3,716 people, more than the national average for a region of its size (2,666). This region lacks a competitive advantage, as employees in the area earn an average salary of \$71,261. The national average for a region this size is about \$126,397. The County has 24 job listings every month, which is significantly less than the 72 average for similar-sized regions across the country.

*Exhibit 3.0.27 Roanoke County Professional, Scientific, and Technical Services Overview.*



**Embedded Talent**  
Roanoke County, VA is a hotspot for this kind of job. The national average for an area this size is 2,666\* employees, while there are 3,716 here.

**Earnings Per Job**  
Earnings per job are below the national average. The national average salary for Professional, Scientific, and Technical Services in an area this size is \$126,397, while in Roanoke County, VA it is \$71,261. Earnings per jobs is the total industry earnings divided by the number of jobs in the industry.

**Job Posting Demand**  
Job posting activity is low in Roanoke County, VA. The national average for an area this size is 72\* job postings/mo, while there are 24 here.

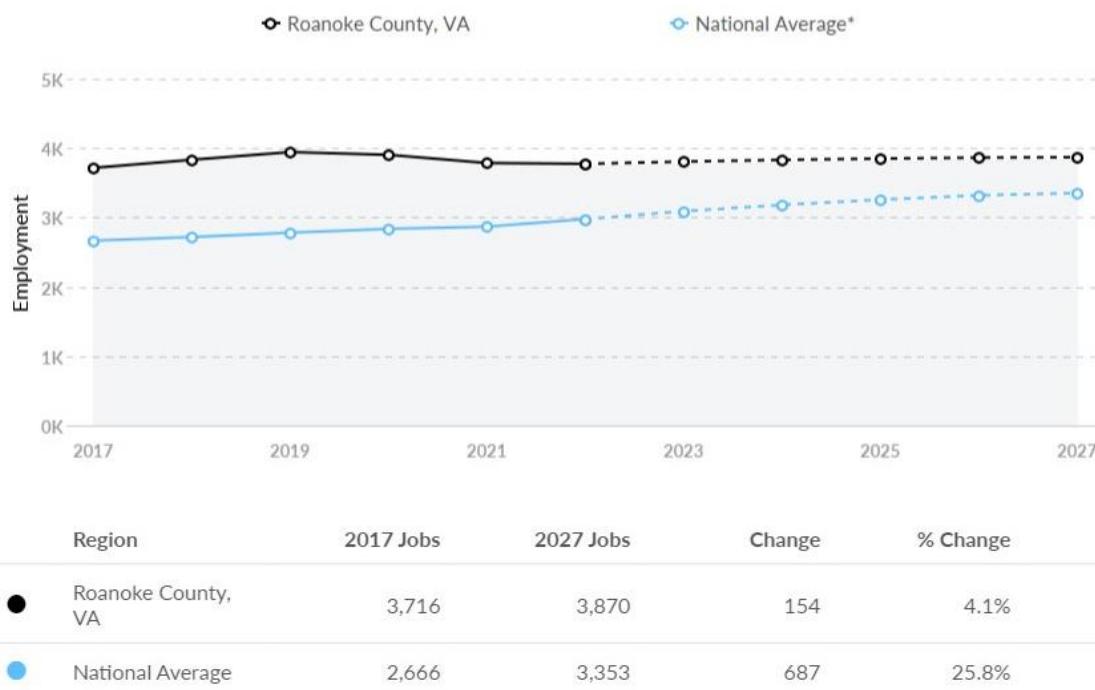
\*National average values are derived by taking the national value for Professional, Scientific, and Technical Services and scaling it down to account for the difference in overall workforce size between the nation and Roanoke County, VA. In other words, the values represent the national average adjusted for region size.

Source: LIGHTCAST, Q4 2023 Data Set

## ECONOMIC CONDITIONS AND DEVELOPMENT

Between 2017 and 2027, Roanoke County is projected to experience a 4.1% increase in employment in Professional, Scientific, and Technical Services, or 154 new positions. This change is smaller than the national growth of 25.8%, or 687 new jobs, which was anticipated for a region of comparable size. The number of jobs in Roanoke County has consistently remained above the national average, even despite the slow development.

*Exhibit 3.0.28 Roanoke County Professional, Scientific, and Technical Services Employment Trends, 2017-2027.*



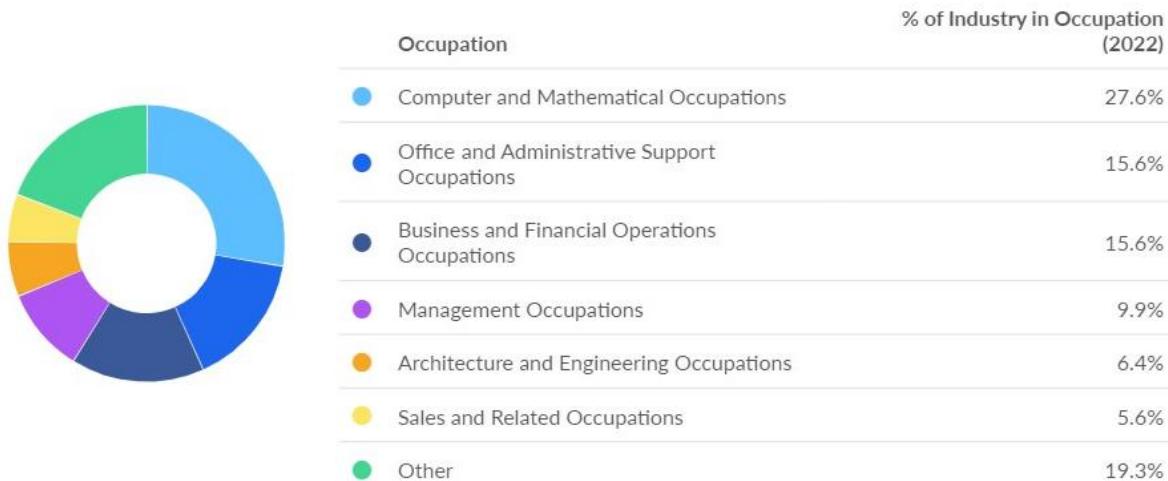
\*National average values are derived by taking the national value for Professional, Scientific, and Technical Services and scaling it down to account for the difference in overall workforce size between the nation and Roanoke County, VA. In other words, the values represent the national average adjusted for region size.

Source: LIGHTCAST, Q4 2023 Data Set

## ECONOMIC CONDITIONS AND DEVELOPMENT

In 2022, the majority of occupations in the Professional, Scientific, and Technical Services sector were Computer and Mathematical Occupations, with a share of 27.6%. The 15.6% employment rate for Office and Administrative Support Occupations emphasizes the need for support roles. Business and Financial Operations careers accounted for 15.6% of all employment in the sector as well. Numerous supplementary responsibilities contribute to the remaining 19.3%.

*Exhibit 3.0.29 Roanoke County Professional, Scientific, and Technical Services Top Occupations, 2022.*



Source: LIGHTCAST, Q4 2023 Data Set

Tmeic provided the most unique job advertisements with 29 postings. AECOM had a posting intensity of 3:1 indicating 3 postings per 1 unique position. This indicates they are placing above average efforts to hire talent for roles.

*Exhibit 3.0.30 Professional, Scientific, and Technical Services Top Companies Hiring.*

Company	Total/Unique (Nov 2022 - Nov 2023)	Posting Intensity
Tmeic	44 / 29	2 : 1
AECOM	64 / 23	3 : 1
Guidant Financial Group	45 / 23	2 : 1
CBIZ	17 / 14	1 : 1
Robert Half	8 / 8	1 : 1
Syms Strategic Group	16 / 8	2 : 1
Novocure	7 / 7	1 : 1
Retail Odyssey	12 / 7	2 : 1
Department Of Health	6 / 6	1 : 1
Lamar Advertising Company	7 / 6	1 : 1

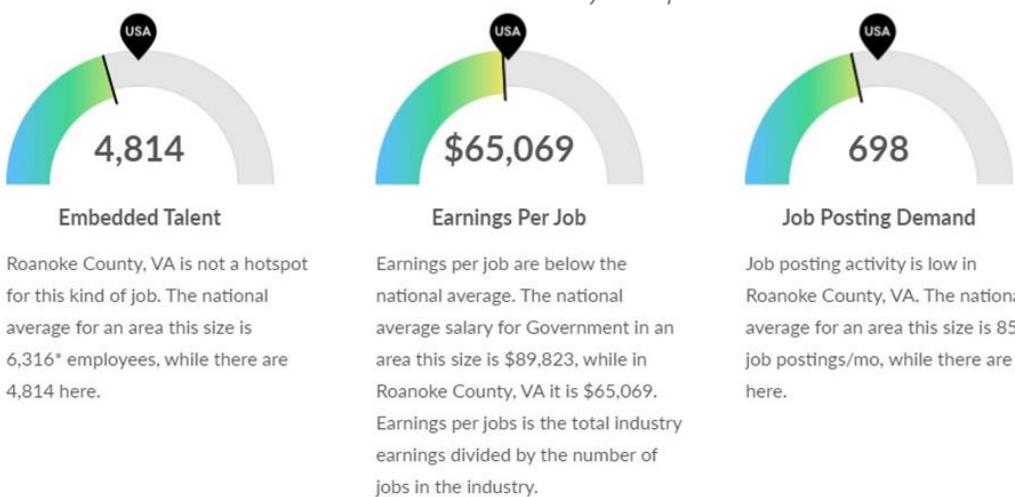
Source: LIGHTCAST, Q4 2023 Data Set

## Special Industry Overview

### Government

With 4,814 government employees as opposed to the average 6,316, Roanoke County's government workforce is below the national average for a region of its size. The average income for workers in the region is \$65,069, indicating that it lacks a competitive edge. For a region this size, the national average is approximately \$89,823. Further evidence of the region's low demand comes from the 698 job postings posted monthly, fewer than the 853 national average for regions of equivalent size.

*Exhibit 3.0.31 Government Industry Occupation Overview.*



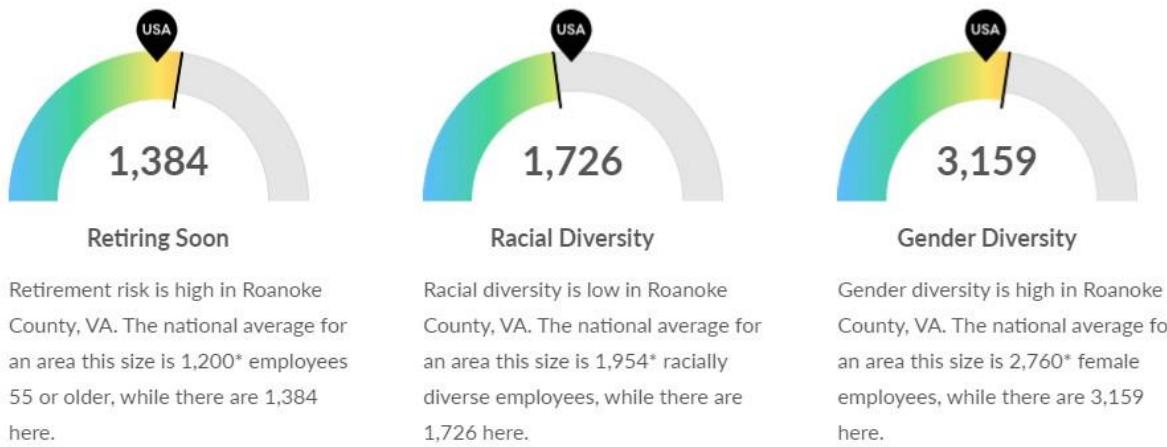
\*National average values are derived by taking the national value for Government and scaling it down to account for the difference in overall workforce size between the nation and Roanoke County, VA. In other words, the values represent the national average adjusted for region size.

Source: LIGHTCAST, Q4 2023 Data Set.

There are roughly 1,384 Government employees in Roanoke County who are 55 and older and on the verge of retirement. Given that this is 15.3% more than the national average for a region of this size, there is a larger need to fill these soon-to-be vacant positions with fresh, younger talent. Employee racial diversity is marginally lower (13.2%) than in an area of comparable size. This discrepancy may point to the necessity to advertise industrial positions to those who identify as racial or ethnic groups other than White, Non-Hispanic. Given the 3,159 employees who self-identify as female, the County has a gender diversity that is around 14.5% higher than a regional average across the nation.

## ECONOMIC CONDITIONS AND DEVELOPMENT

Exhibit 3.0.32 Government Industry Occupation Demographic Overview.



Source: LIGHTCAST, Q4 2023 Data Set.

Educational Instruction and Library Occupations, which account for 35.7% of positions, are the most prevalent occupations for government personnel. With 11.5% of the workforce, Office and Administrative Support Occupations are the next most common roles. The third most prevalent occupation, held by 10.7% of workers in the government sector, is Protective Service Occupations.

Exhibit 3.0.33 Government Industry Top Occupations.



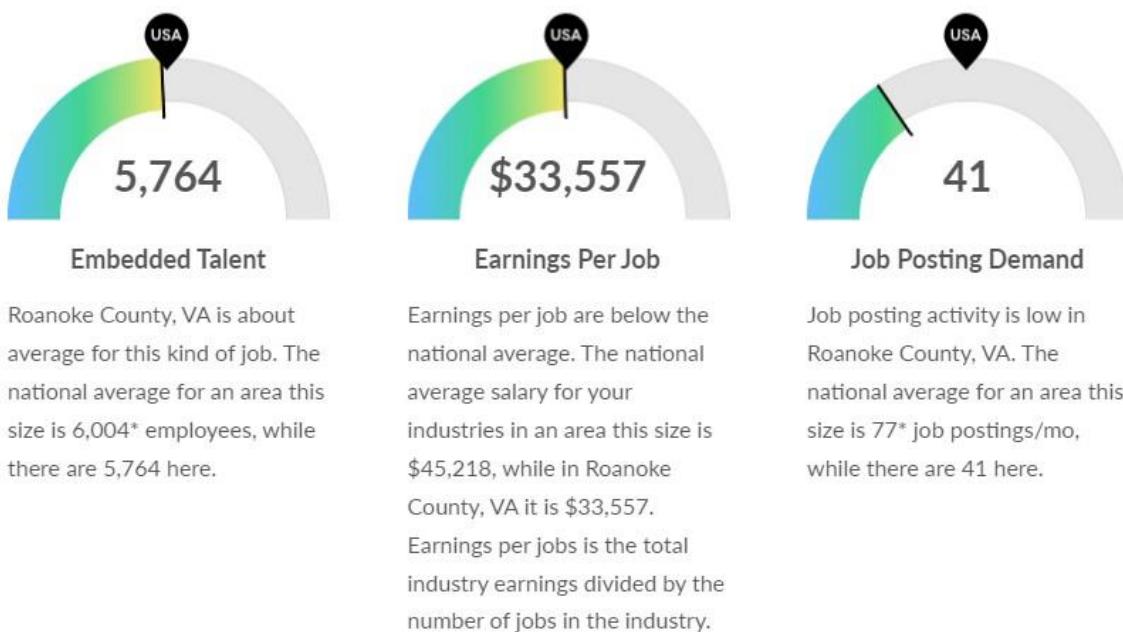
Occupation	% of Industry in Occupation (2022)
Educational Instruction and Library Occupations	35.7%
Office and Administrative Support Occupations	11.5%
Protective Service Occupations	10.7%
Healthcare Practitioners and Technical Occupations	7.0%
Community and Social Service Occupations	4.8%
Building and Grounds Cleaning and Maintenance Occupations	3.6%
Other	26.7%

Source: LIGHTCAST, Q4 2023 Data Set.

## Tourism and Hospitality

With 5,764 employees, Roanoke County's Tourism and Hospitality sector is slightly understaffed when compared to a similar region of equal size, with an average of 6,004 employees in the comparable region. According to estimates, individuals who work in Tourism and Hospitality earn \$33,557 per year. Given that a region of this size generally pays employees a salary of \$45,218, the County's employees make around 25.8% less than what is average for employees in the area. The County has a total of 41 job postings each month, which is 36 fewer than would be predicted for a region of this size.

*Exhibit 3.0.34 Tourism and Hospitality Industry Occupation Overview.*

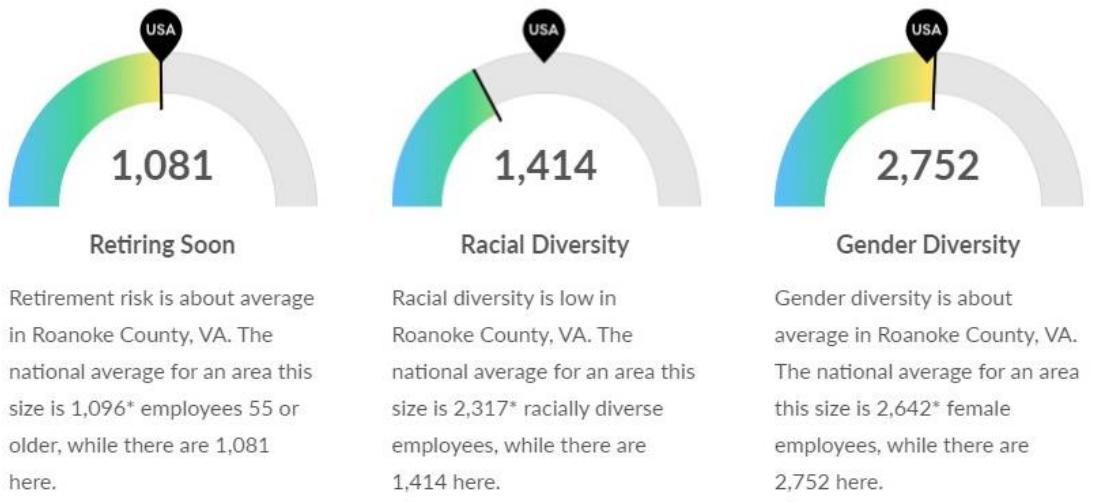


Source: LIGHTCAST, Q4 2023 Data Set.

## ECONOMIC CONDITIONS AND DEVELOPMENT

In Roanoke County, there are approximately 1,081 workers in the Tourism and Hospitality industries that are close to retiring. Given that this is 1.4% below the national average for a region of this size, there is an average requirement to fill these upcoming vacancies with new employees. Racial diversity among employees is substantially lower (39.0%) than in a region of comparable size. The County's gender diversity is about 4.2% greater than the national average given that 2,752 of its employees self-identify as female.

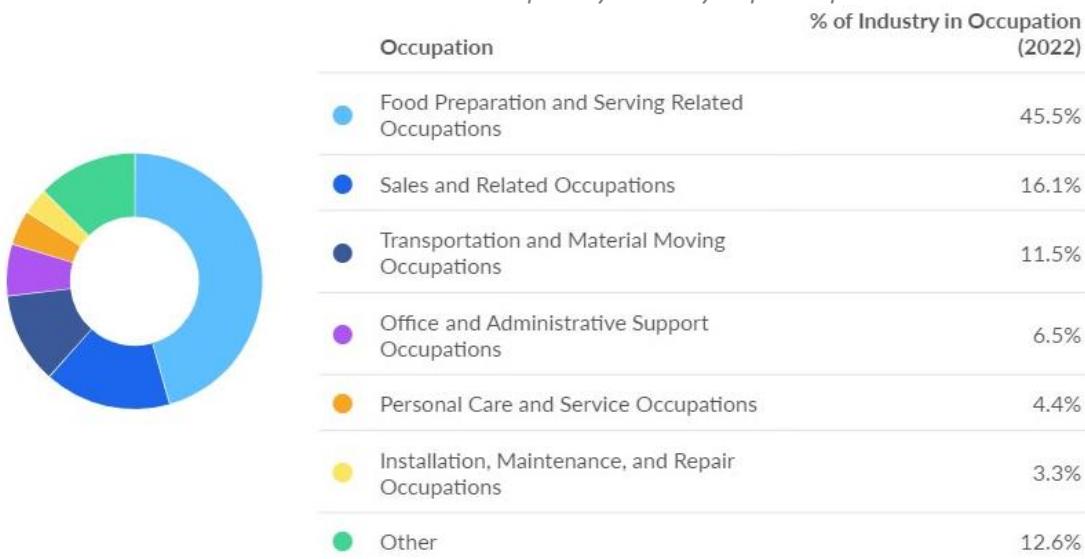
*Exhibit 3.0.35 Tourism and Hospitality Industry Occupation Demographic Overview.*



Source: LIGHTCAST, Q4 2023 Data Set.

The majority of jobs held by those working in Tourism and Hospitality are in occupations related to Food Preparation and Serving Related Occupations, which make up 45.5% of all positions. The next most prevalent roles are in Sales and Related Occupations, which account for 16.1% of the workforce. Transportation and Material Moving Occupations, which are held by 11.5% of workers in the tourism and hospitality sector, are the third most common occupation.

*Exhibit 3.0.36 Tourism and Hospitality Industry Top Occupations.*



Source: LIGHTCAST, Q4 2023 Data Set.

## Development

When contrasted to a comparable region of identical size, which has an average of 3,119 employees, Roanoke County's Development sector is understaffed with 2,571 employees. Employees who work in Development are calculated to earn \$66,695 annually. Employee salaries in the County are roughly 13.4% below the average compensation for employees in an area of this size is \$77,045 per year. Each month, the County posts an average of 32 jobs, which is only 1 less than would be expected for a region of this size and indicates average attempts to fill related roles.

*Exhibit 3.0.37 Development Industry Occupation Overview.*



### Embedded Talent

Roanoke County, VA is not a hotspot for this kind of job. The national average for an area this size is 3,119\* employees, while there are 2,571 here.

### Earnings Per Job

Earnings per job are below the national average. The national average salary for your industries in an area this size is \$77,045, while in Roanoke County, VA it is \$66,695. Earnings per jobs is the total industry earnings divided by the number of jobs in the industry.

### Job Posting Demand

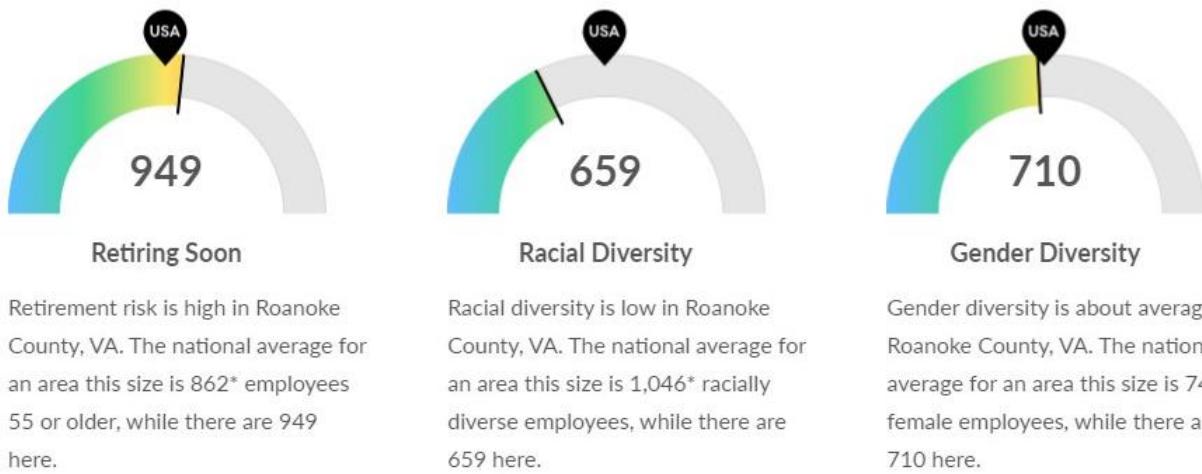
Job posting activity is about average in Roanoke County, VA. The national average for an area this size is 33\* job postings/mo, while there are 32 here.

Source: LIGHTCAST, Q4 2023 Data Set.

## ECONOMIC CONDITIONS AND DEVELOPMENT

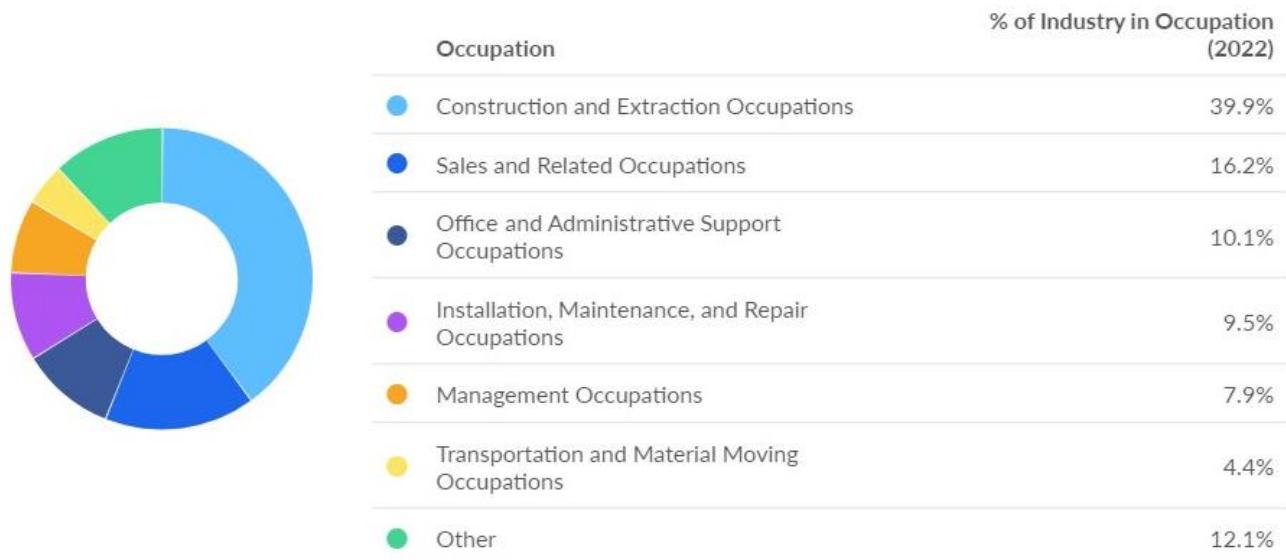
Around 949 employees in the Development sector in Roanoke County are approaching retirement. This is 10.1% above the national average for a region of this size, therefore there is a stronger need to hire new workers to fill these prospective positions. Employee racial diversity in the County is considerably lower (37.0%) than in an area of comparable size. Considering that just 710 of the County's employees self-identify as women, the gender diversity of the County is 4.6% lower than the national average.

*Exhibit 3.0.38 Development Industry Occupation Demographic Overview.*



Construction and Extraction Occupations, which account for 39.9% of all positions, account for the majority of the jobs held by those working in Development. With 16.2% of the workforce, Sales and Related Occupations are the next most common professions. The third most frequent occupation in the Development industry, held by 10.1% of employees, is Office and Administrative Support Occupations.

*Exhibit 3.0.39 Development Industry Top Occupations.*



Source: LIGHTCAST, Q4 2023 Data Set.

## Finance

Given the County's 1,782 employees, Roanoke County's Finance sector employs more people than an equivalently sized region with an average of 1,676 workers. It is estimated that employees in the Finance industry receive \$100,084 a year in salary. Employee salaries in the County are around 32.7% less than the \$148,689 average yearly salary for employees in a region of this size. The County posts 20 jobs each month on average, 15 fewer than would be predicted for a region of this size and a sign of less than average efforts to fill relevant positions.

*Exhibit 3.0.40 Finance Industry Occupation Overview.*



Roanoke County, VA is about average for this kind of job. The national average for an area this size is 1,676\* employees, while there are 1,782 here.

Earnings per job are below the national average. The national average salary for your industries in an area this size is \$148,689, while in Roanoke County, VA it is \$100,084. Earnings per jobs is the total industry earnings divided by the number of jobs in the industry.

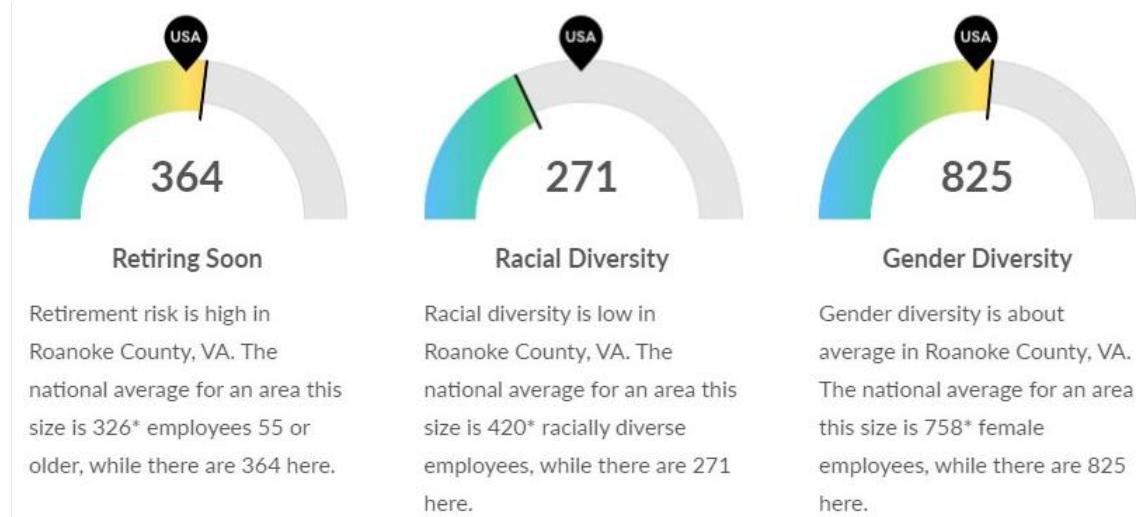
Job posting activity is low in Roanoke County, VA. The national average for an area this size is 35\* job postings/mo, while there are 20 here.

Source: LIGHTCAST, Q4 2023 Data Set.

## ECONOMIC CONDITIONS AND DEVELOPMENT

In Roanoke County, approximately 364 employees in the Finance industry are nearing retirement. For an area of this size, this is 11.6% above the national average, hence there is a greater need to hire new employees to fill the positions that are soon to be vacant. Compared to a region of comparable size, the County's employee racial diversity is significantly lower (35.5%). The gender diversity of the County is 8.8% greater than the national average considering 825 of the County's employees self-identify as women.

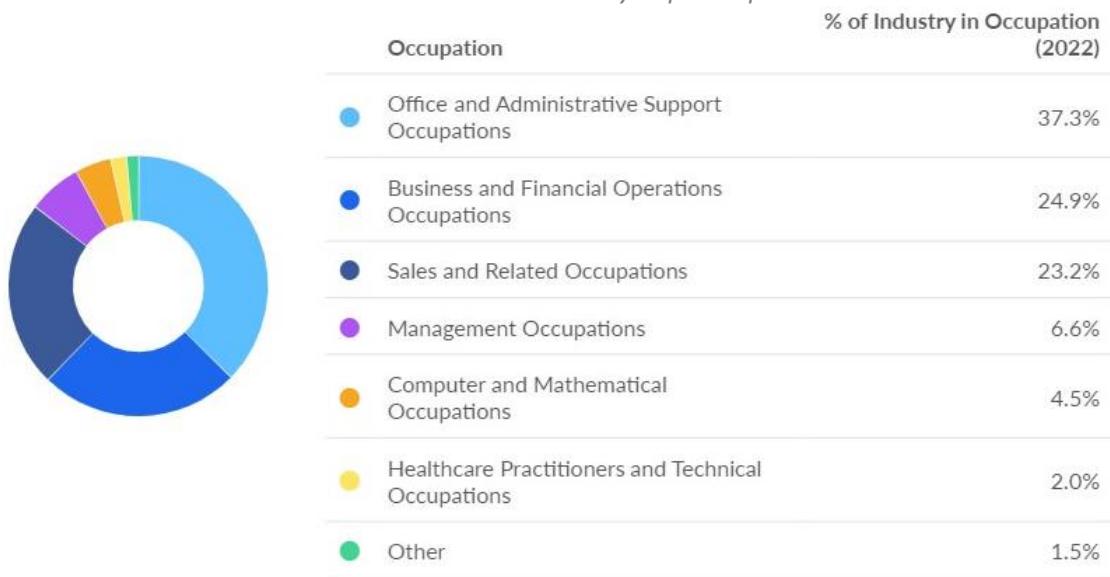
Exhibit 3.0.41 Finance Industry Occupation Demographic Overview



Source: LIGHTCAST, Q4 2023 Data Set.

Office and Administrative Support Occupations, which account for 37.3% of all positions, are where the majority of individuals employed in Finance work. Business and Financial Operations Occupations, which employ 24.9% of the workforce, are among the 2nd most common fields of employment. The third most prevalent occupation in the Finance industry is Sales and Related Occupations, which are held by 23.2% of employees.

Exhibit 3.0.42 Finance Industry Top Occupations.

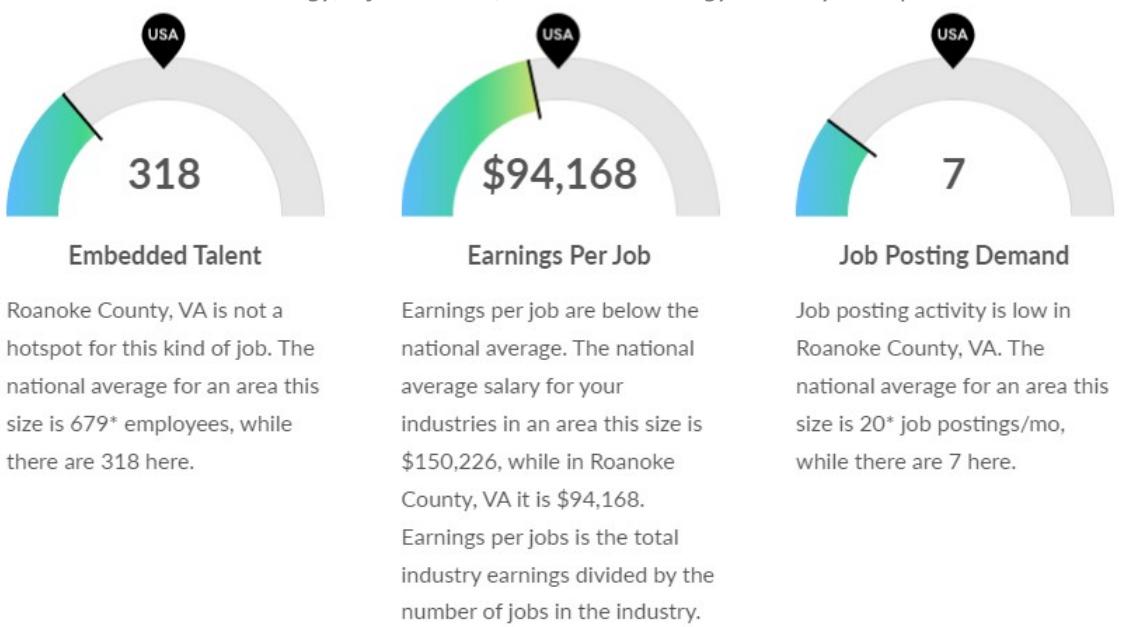


Source: LIGHTCAST, Q4 2023 Data Set.

## Technology, Life Sciences, and Biotechnology

In comparison to a comparable region of equal size, which has an average of 679 employees, Roanoke County's Technology, Life Sciences, and Biotechnology industry is understaffed with workers given the County's 318 employees. Employees in the sector make an estimated \$94,168 annually. The County's employee salaries are roughly 37.3% less than the comparable-sized region's average yearly salary of \$150,226. The County posts 7 jobs on average per month, which is 13 fewer than would be anticipated for a region of this size and indicates less effort than would be anticipated to fill pertinent roles.

*Exhibit 3.0.43 Technology, Life Sciences, and Biotechnology Industry Occupation Overview.*

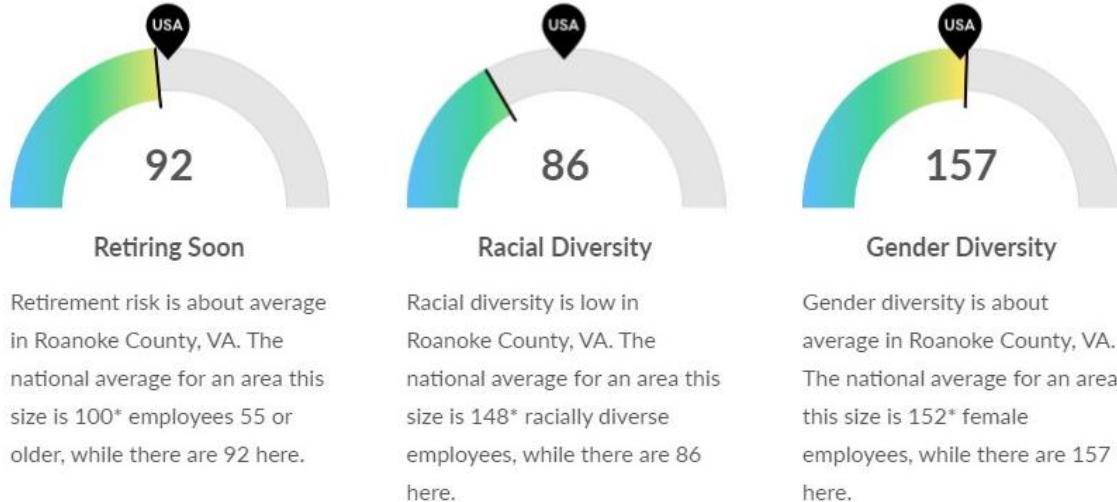


Source: LIGHTCAST, Q4 2023 Data Set.

## ECONOMIC CONDITIONS AND DEVELOPMENT

Approximately 92 workers in the sector are approaching retirement in Roanoke County. This is 8.0% below the national average for an area of this size, therefore there is a slightly lesser need to acquire new workers to fill the positions that will eventually be left vacant. The County's employee racial diversity is much lower (41.9%) when compared to a region of comparable size. Given that 157 of the County's employees self-identify as women, the County's gender diversity is 3.2% higher than the national average.

Exhibit 3.0.44 Technology, Life Sciences, and Biotechnology Industry Occupation Demographic Overview



Source: LIGHTCAST, Q4 2023 Data Set.

The majority of people engaged in Technology, Life Sciences, and Biotechnology work in Architecture and Engineering Occupations, which make up 38.2% of all positions. The second most frequent occupations are in the Computer and Mathematical Occupations, which account for 16.3% of the workforce. Business and Financial Operations Occupations, held by 11.0% of workers, are the 3rd most common occupation in the sector.

Exhibit 3.0.45 Technology, Life Sciences, and Biotechnology Industry Top Occupations.



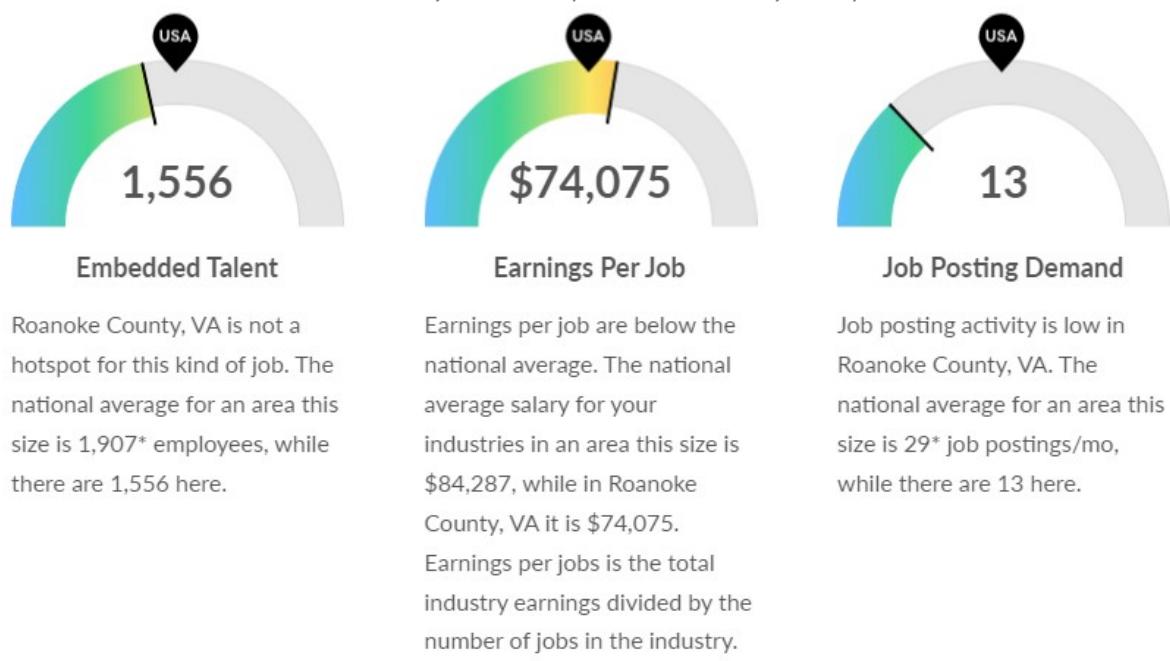
Occupation	% of Industry in Occupation (2022)
Architecture and Engineering Occupations	38.2%
Computer and Mathematical Occupations	16.3%
Business and Financial Operations Occupations	11.0%
Management Occupations	9.6%
Office and Administrative Support Occupations	9.1%
Construction and Extraction Occupations	4.0%
Other	11.8%

Source: LIGHTCAST, Q4 2023 Data Set.

## Mobility and Transportation

Given the County's 1,556 employees, Roanoke County's Mobility and Transportation business is understaffed in compared to a comparable region of equal size, which has an average of 1,907 workers. Employee salaries in the industry are reportedly \$74,075 per year. Employee earnings in the County are about 12.1% less than the \$84,287 average yearly wage in the region of comparable size. The county typically publishes 13 jobs per month, which is 16 fewer than would be expected for a region of size and suggests less effort than would be expected to fill relevant positions.

*Exhibit 3.0.46 Mobility and Transportation Industry Occupation Overview.*

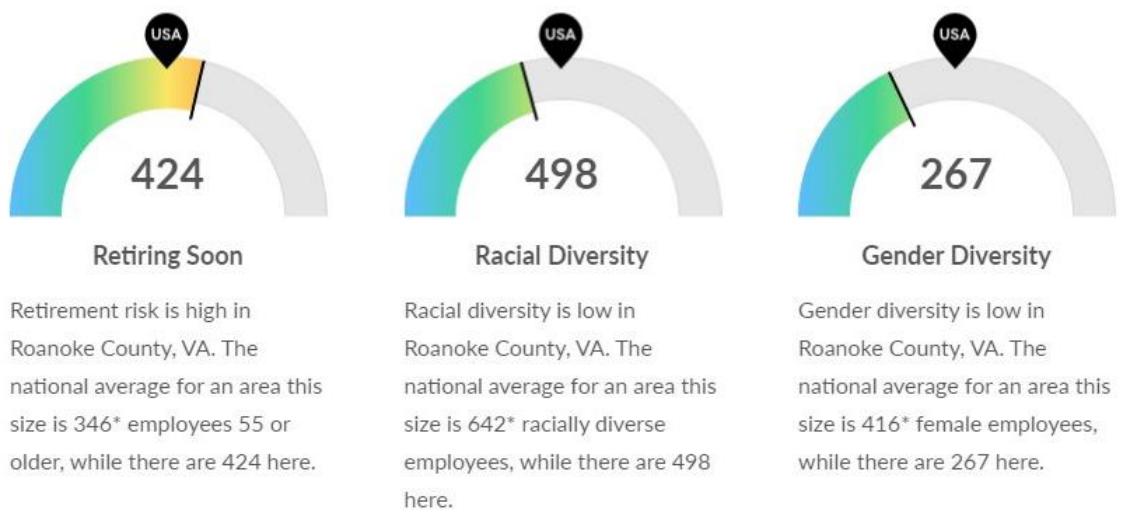


Source: LIGHTCAST, Q4 2023 Data Set.

## ECONOMIC CONDITIONS AND DEVELOPMENT

In Roanoke County, 424 workers in the industry are close to retiring. Given that this is 22.5% above the national average for a region of this size, it will be more necessary to fill the posts that will eventually become available. When compared to a region of comparable size, the County's employee racial diversity is significantly lower (22.4%). In light of the fact that 267 county employees self-identify as women, the County's gender diversity is 35.8% lower than the national average.

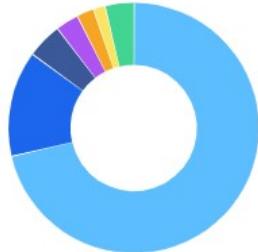
*Exhibit 3.0.47 Mobility and Transportation Industry Occupation Demographic Overview*



Source: LIGHTCAST, Q4 2023 Data Set.

Transportation and Material Moving Occupations employ the vast majority of people employed in Mobility and Transportation, accounting for 71.3% of all employees. Office and Administrative Support Occupations, which make up 13.7% of the workforce, are the second most prevalent occupations. The third most common occupation in this category is Installation, Maintenance, and Repair Occupations. These occupations are held by 4.6% of workers.

*Exhibit 3.0.48 Mobility and Transportation Industry Top Occupations.*



Occupation	% of Industry in Occupation (2022)
Transportation and Material Moving Occupations	71.3%
Office and Administrative Support Occupations	13.7%
Installation, Maintenance, and Repair Occupations	4.6%
Management Occupations	3.0%
Business and Financial Operations Occupations	2.2%
Production Occupations	1.5%
Other	3.7%

Source: LIGHTCAST, Q4 2023 Data Set.

## Hiring Trends

### Top Employers Hiring

In 2022, 1,098 companies in Roanoke County posted 15,063 total job listings, of which 8,329 were unique postings. These figures provide a posting intensity of 2 to 1, or 1 unique job posting for every 2 postings. This indicates that they are undertaking an average effort to fill job openings. Carilion Clinic posted 1,363 unique postings accounting for 16.4% of those in the County. With 62 unique listings, Quest Diagnostics made up 0.7% of all job postings. The 5:1 posting intensity indicates high efforts in finding employees to fill roles. Lennox International published 151 job advertisements, accounting for 1.8% of all postings.

*Exhibit 3.0.49 Top Hiring Companies Roanoke County.*

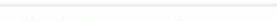
Company	Total/Unique (Jun 2022 - Jun 2023)	Posting Intensity
Carilion Clinic	2,903 / 1,363	2 : 1 
Randstad	365 / 225	2 : 1 
Lennox International	244 / 151	2 : 1 
Medical Facilities Of America	168 / 128	1 : 1 
Carilion Services	160 / 103	2 : 1 
Commonwealth Of Virginia	161 / 98	2 : 1 
Virginia Western Community College	121 / 72	2 : 1 
Harmony Senior Services	102 / 63	2 : 1 
Roanoke County Public Schools	87 / 63	1 : 1 
Quest Diagnostics	327 / 62	5 : 1 

Source: LIGHTCAST, Q4 2023 Data Set.

## Top Occupations Hiring

The most sought-after profession was registered nurses, with 777 unique postings. This is representative of 9.3% of all those in the County. Requests for Retail Salespersons included 238 distinct ads or 2.9% of all job postings. A total of 191 role requests, 2.0% of all postings, were made by Secretaries and Administrative Assistants, Except Legal, Medical, and Executive.

*Exhibit 3.0.50 Top Hiring Occupations Roanoke County.*

Occupation (SOC)	Total/Unique (Jun 2022 - Jun 2023)	Posting Intensity
Registered Nurses	1,653 / 777	2 : 1 
Retail Salespersons	438 / 238	2 : 1 
Licensed Practical and Licensed Vocational Nurses	333 / 191	2 : 1 
Nursing Assistants	391 / 189	2 : 1 
Secretaries and Administrative Assistants, Except Legal, Medical, and Executive	282 / 166	2 : 1 
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	240 / 162	1 : 1 
First-Line Supervisors of Retail Sales Workers	294 / 149	2 : 1 
Heavy and Tractor-Trailer Truck Drivers	301 / 144	2 : 1 
Medical and Health Services Managers	213 / 143	1 : 1 
Customer Service Representatives	252 / 125	2 : 1 

Source: LIGHTCAST, Q4 2023 Data Set.

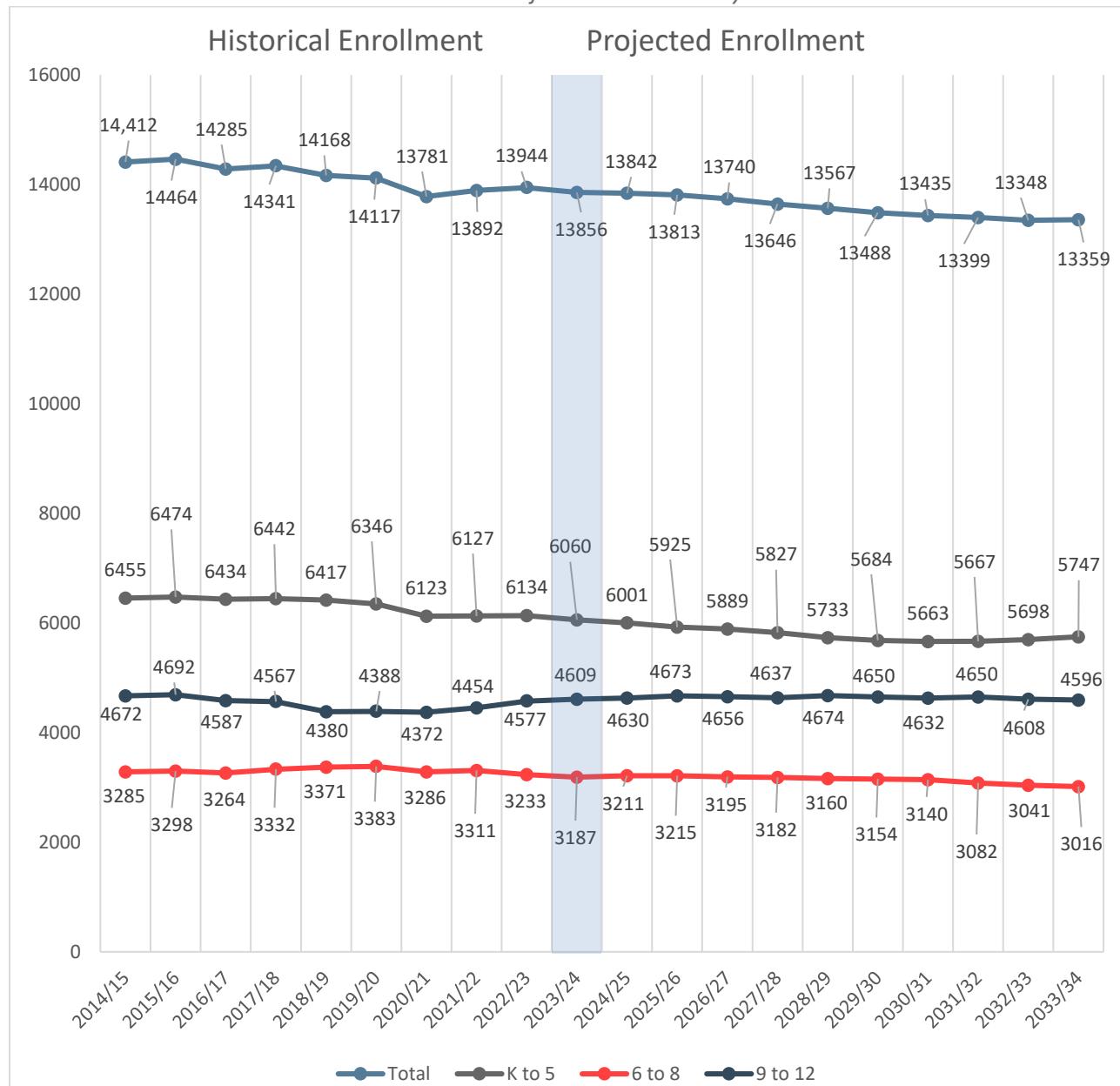
## Takeaways

- As of 2022 the region's population increased by 3.2% since 2017, growing by 3,014. Population is expected to increase by 5.2% between 2022 and 2027, adding 5,020.
- From 2017 to 2022, jobs declined by 0.2% in Roanoke County, VA from 41,887 to 41,824. This change fell short of the national growth rate of 3.8% by 4.0%. As the number of jobs declined, the labor force participation rate decreased from 64.6% to 64.3% between 2017 and 2022.
- Concerning educational attainment, 24.7% of Roanoke County, VA residents possess a bachelor's degree (3.9% above the national average), and 10.0% hold an associate degree (1.1% above the national average).
- The top three industries in 2022 are Restaurants and Other Eating Places, Education and Hospitals (Local Government), and Computer Systems Design and Related Services.

## 4.0 Enrollment Projections

Looking ahead to the academic years from 2023-2024, enrollment projections suggest a period of stability for the upcoming year with the district expected to maintain its current student numbers. However, a gradual decline is anticipated in the subsequent years. Current forecasts indicate an enrollment of 13,567 in five years (by the academic year 2028-2029) and a further decrease to 13,359 in ten years (by the academic year 2033-2034). This trajectory signifies an overall decline of 2.0% over the five-year period, followed by a more substantial decrease of 3.5% by the end of the ten-year span.

Exhibit 4.1 Historical and Projected Enrollment by Grade Band



## Methodology

An enrollment projection is an estimate of future activity based on the historical data and information provided. To prepare projections for each school, MGT looked at such factors as historical live birth data, kindergarten capture rate, permit data, and student-age population rates as input. These factors helped to generate projections that are tailored to RCPS. To identify trends and prepare for adequate spaces, teaching staff, materials, and supplies, educational leaders can use several methods of projecting enrollment.

MGT utilized four base models: Average Percentage Increase, Cohort Survival, Linear Regression, and Student-Age of Population. MGT generates a weighted average of these four “base” models to arrive at its enrollment projection. A weighted average allows the analysis to reflect all the trends observed in the historical data and the over-arching themes from the qualitative information gathered in this process. The weighted average also works to maximize the strengths of each of the base models.

### Average Percentage Increase Model

This model calculates future school enrollment growth based on the historical average growth from year to year for each grade level. This simple model multiplies the historical average percentage increase (or decrease) by the prior year’s enrollment to project future enrollment estimates. For example, if enrollment in the first grade decreased 5 percent from 2012 to 2013 and decreased 7 percent from 2013 to 2014, then the average percentage change would be a 6 percent decrease, and 6 percent would be the factor used to project future enrollment in this base model.

### Linear Regression Model

This model uses a statistical approach to estimate an unknown future value of a variable by performing calculations on known historical values. Once calculated, several future values for different future dates can then be plotted to provide a trend line or “regression line.” MGT has chosen a “straight-line” model to estimate future enrollment values, a model that finds the best fit based on the historical data.

### Cohort Survival Model

This model calculates the growth or decline in a grade level over a period of five years based on the ratio of students who attend each of the previous years, or the “survival rate.” This ratio is then applied to the incoming class to calculate the trends in that class as it “moves” or graduates through the school system. For example, if history shows that between the first and second grades the classes for the last ten years have grown by an average of 3.5 percent, then the size of incoming classes for the next ten years is calculated by multiplying them by 103.5 percent. If history shows a declining trend, the multiplying factor would be 100 percent minus the declining trend number. The determination of future kindergarten enrollment estimates is critical, especially for projections exceeding five years. There are two methods of projecting kindergarten. The first model is based on the correlation between historical birth rates (natality rates) obtained from zip code birth data and household counts from Census, and historical kindergarten

enrollment. The second model uses a linear regression line based on the historical kindergarten enrollment data.

## Student-Age of Population Model

This last model utilizes age related population data as its base data. Using the student-age population data and historical enrollment data

MGT created a Student Generation Factor (SGF) for each school level (Elementary, Middle, and High) based upon population of the age groups of those school levels. This factor indicates the number of students within each school level that can be expected based upon population projections. By using population projections and historical enrollment data, MGT projected future enrollment.

## Weighted Average

Once each of these four base models has been calculated, MGT generated a weighted average of each of the models. A weighted average allows the analysis to reflect all the trends observed in the historical data and the over-arching themes from the qualitative information gathered in this process.

The weighted average also works to maximize the strengths of each of the base models. Two models, the Average Percentage Increase Model, and the Linear Regression Model, emphasize historical data. These models are quite effective predictors if there is no expectation of unusual community growth or decline and student population rates have minimal fluctuation.

The Cohort Survival Model also uses historical enrollment numbers but considers student-mobility patterns and the effects of the birth rates in prior years. The Cohort Survival Model is perhaps the best-known predictive tool using this type of data. However, like the Annual Percentage Annual Increase Model and the Linear Regression Model, the Cohort Survival Model loses its predictive capabilities in communities that experience, or are expecting to experience, more rapid growth or rapid decline.

The Student-Age of Population Model allows the planner to consider projections for population growth within the school district and surrounding area. This model looks forward and is based on local population data as well as housing planning information.

## ENROLLMENT PROJECTIONS

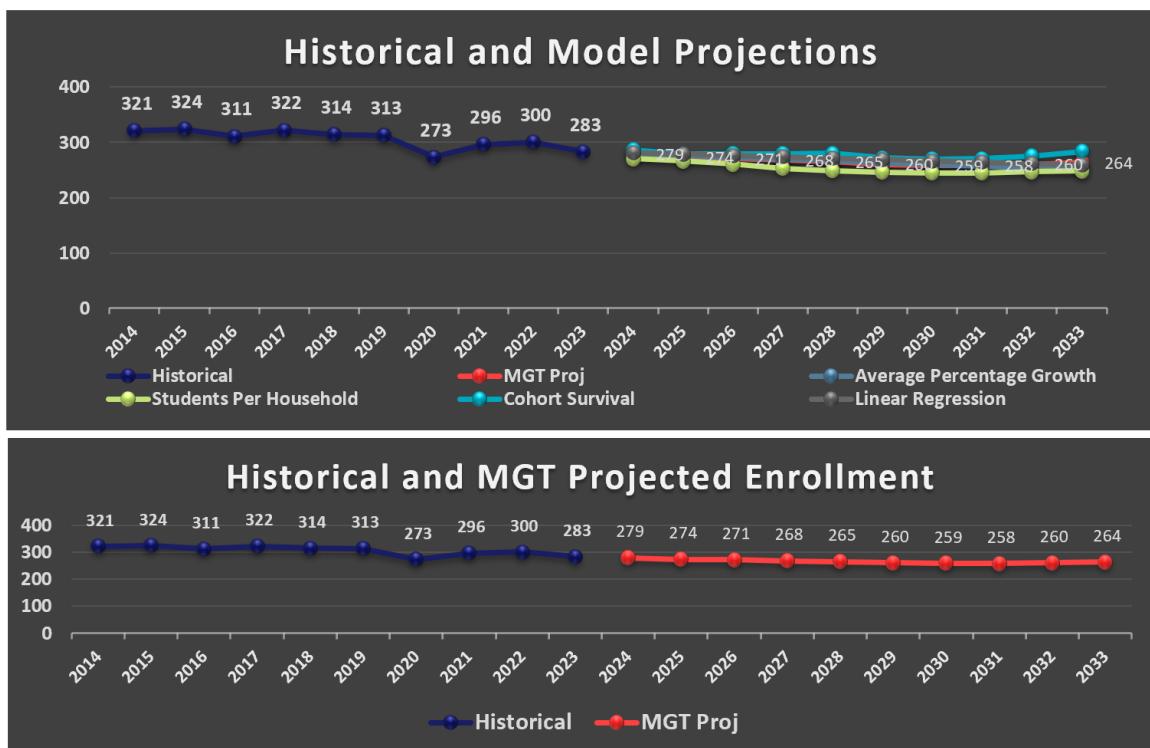
*Exhibit 4.2 Projected Enrollment by Model*

### Projected Enrollment

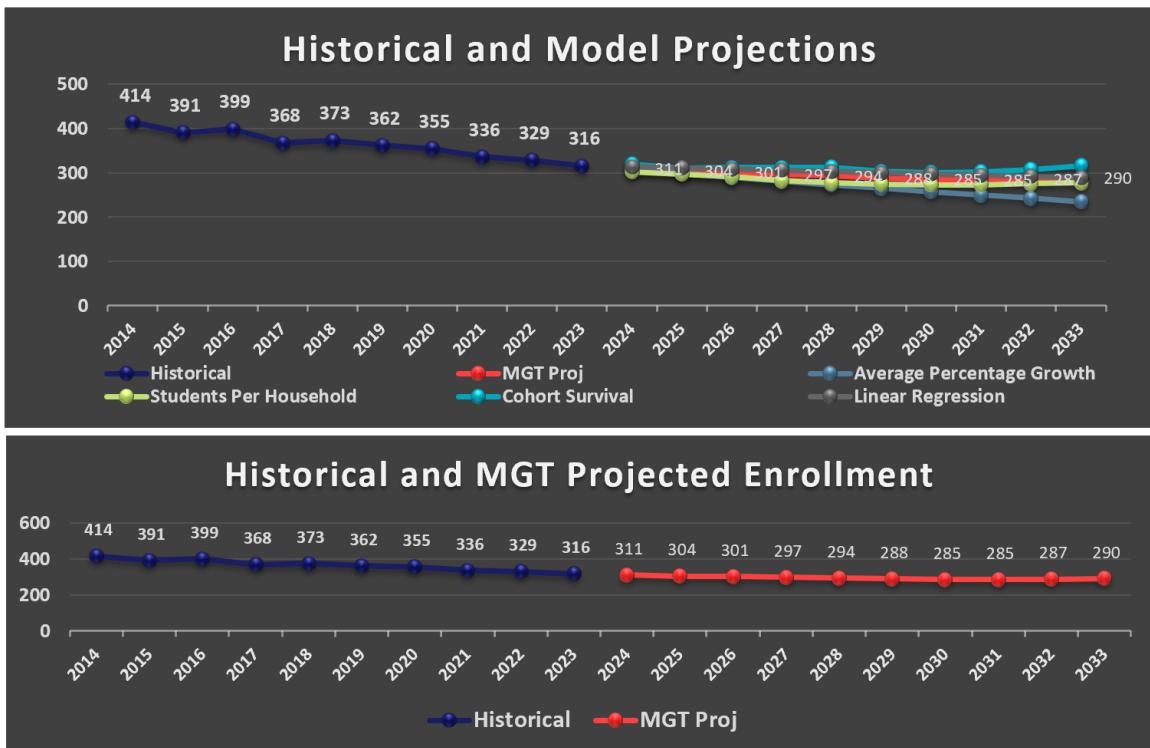


## ENROLLMENT PROJECTIONS

Exhibit 4.3 Historical and Projected Enrollment by School  
Back Creek Elem

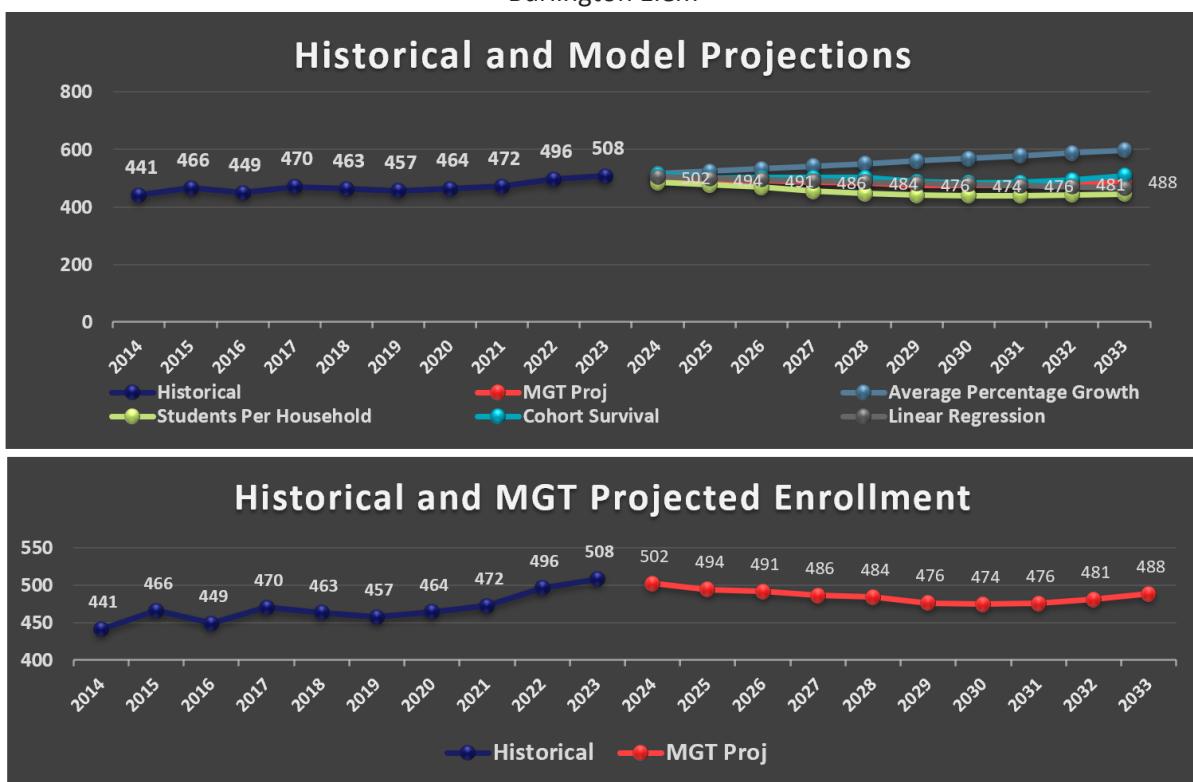


## Bonsack Elem

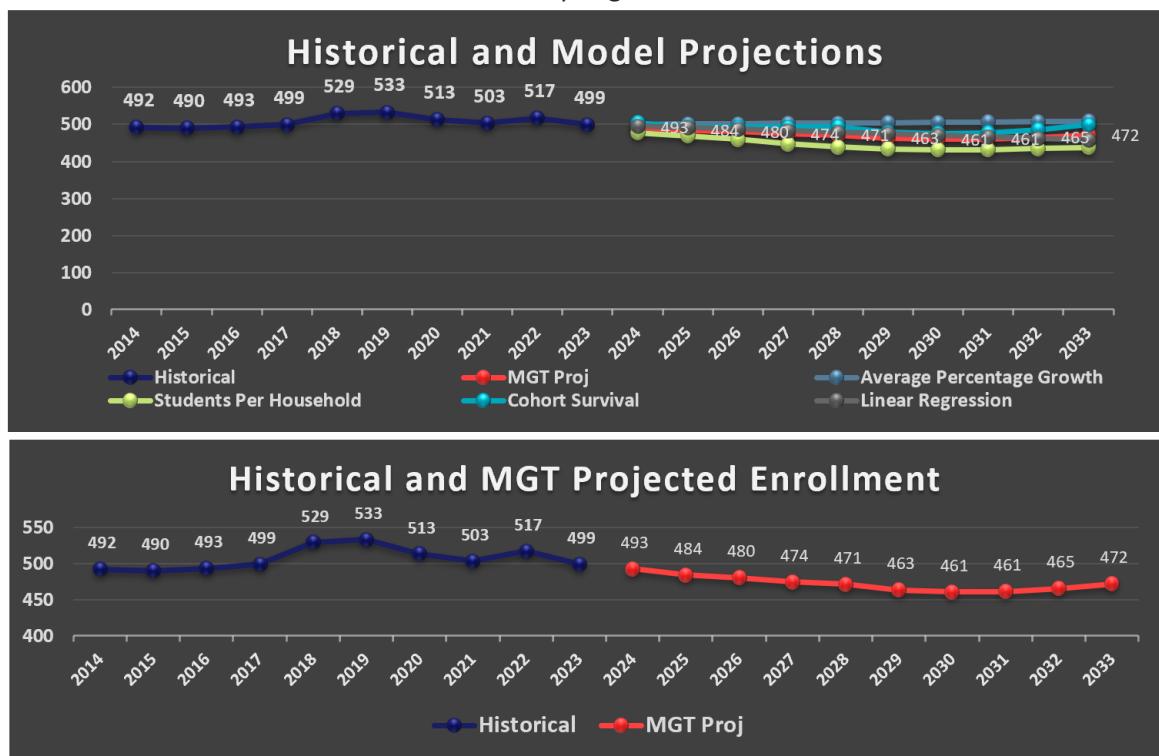


## ENROLLMENT PROJECTIONS

### Burlington Elem

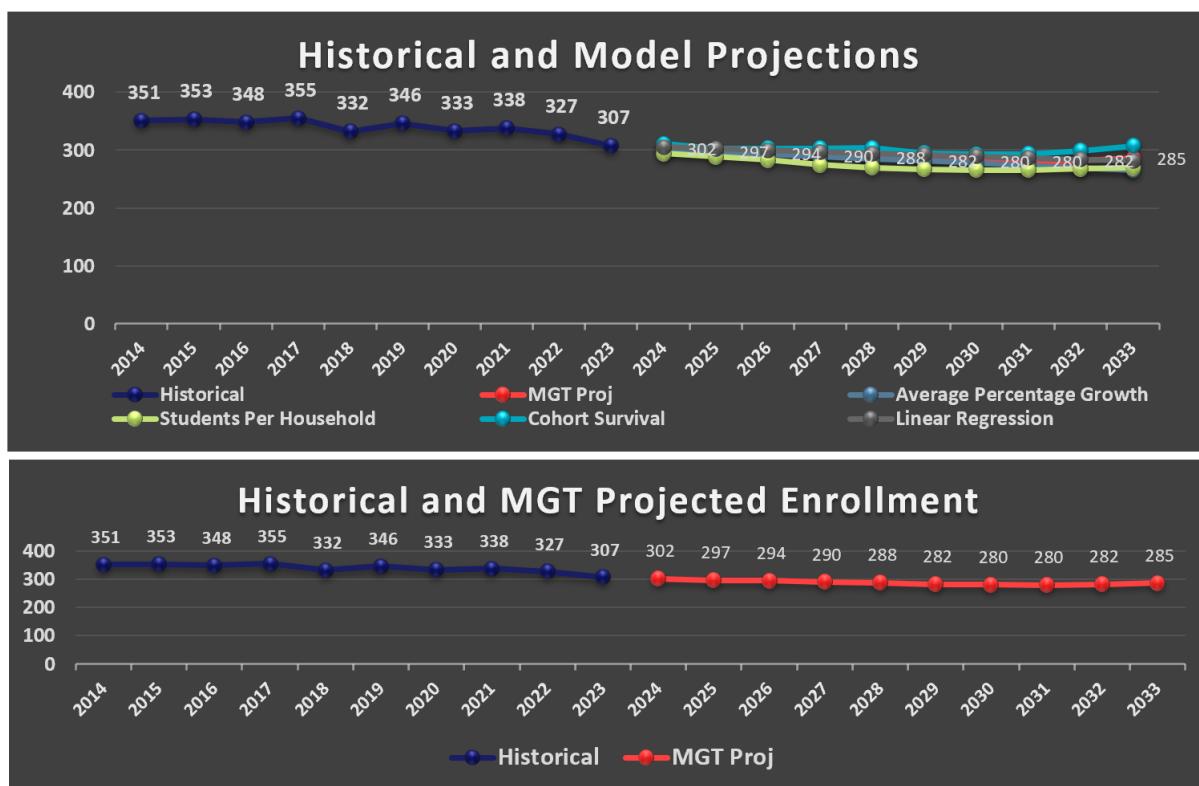


### Cave Spring Elem

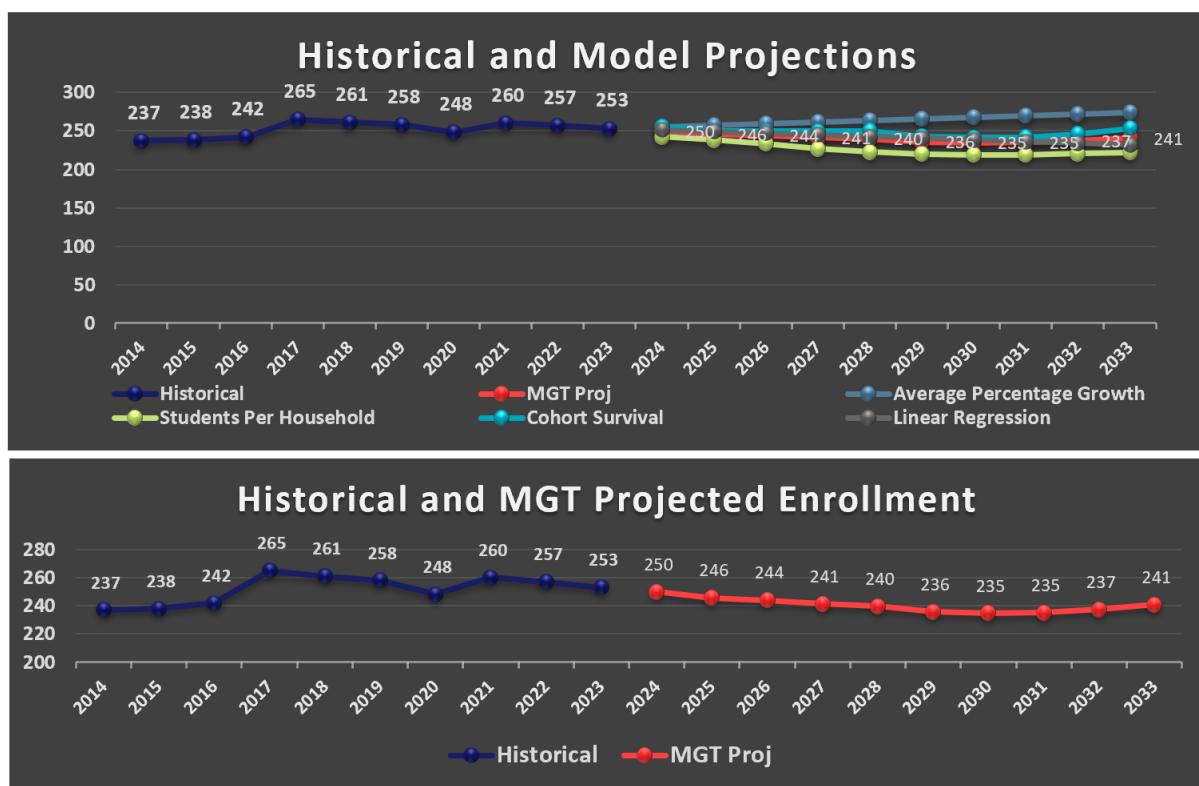


## ENROLLMENT PROJECTIONS

### Clearbrook Elem

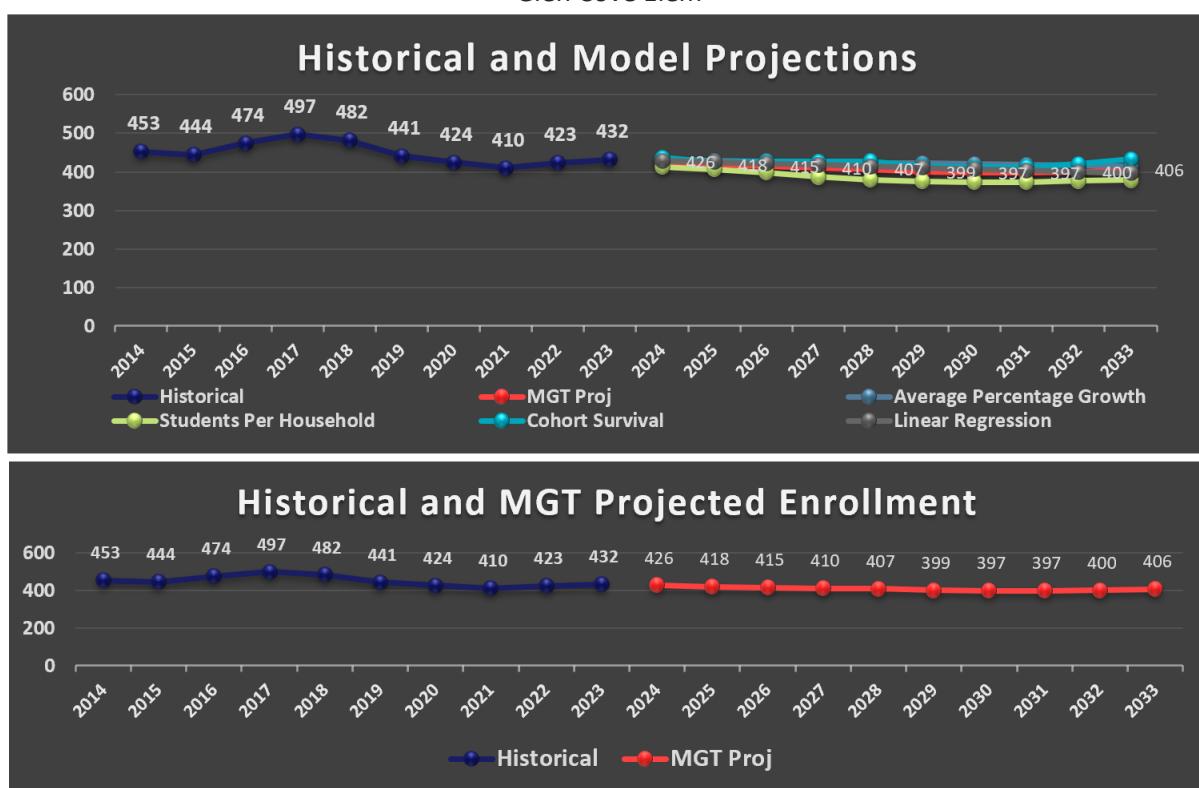


### Fort Lewis Elem

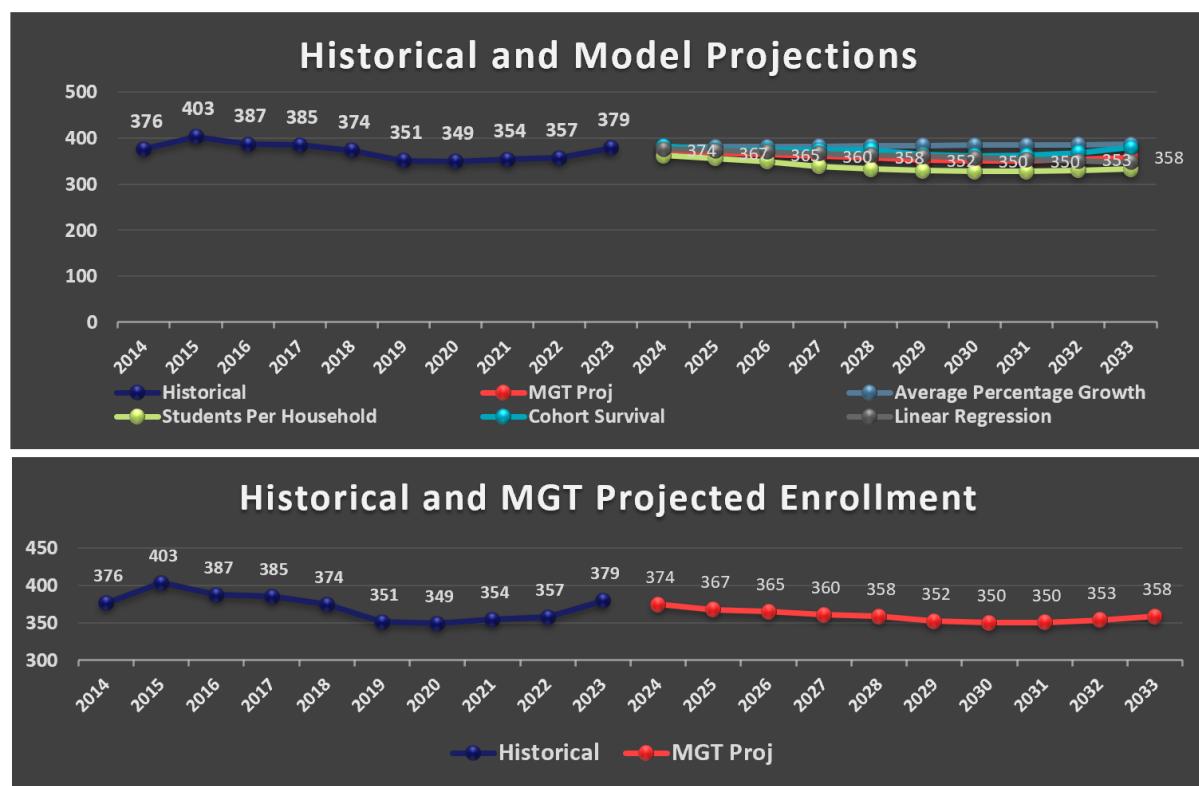


## ENROLLMENT PROJECTIONS

### Glen Cove Elem

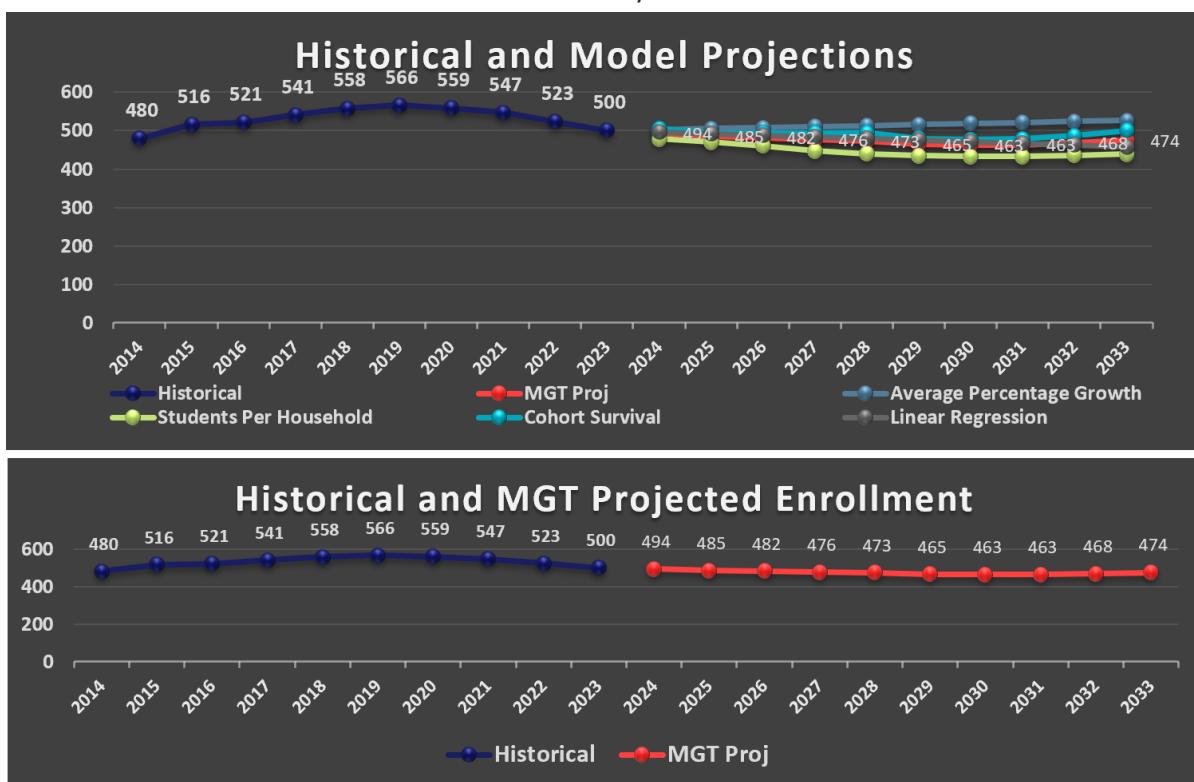


### Glenvar Elem

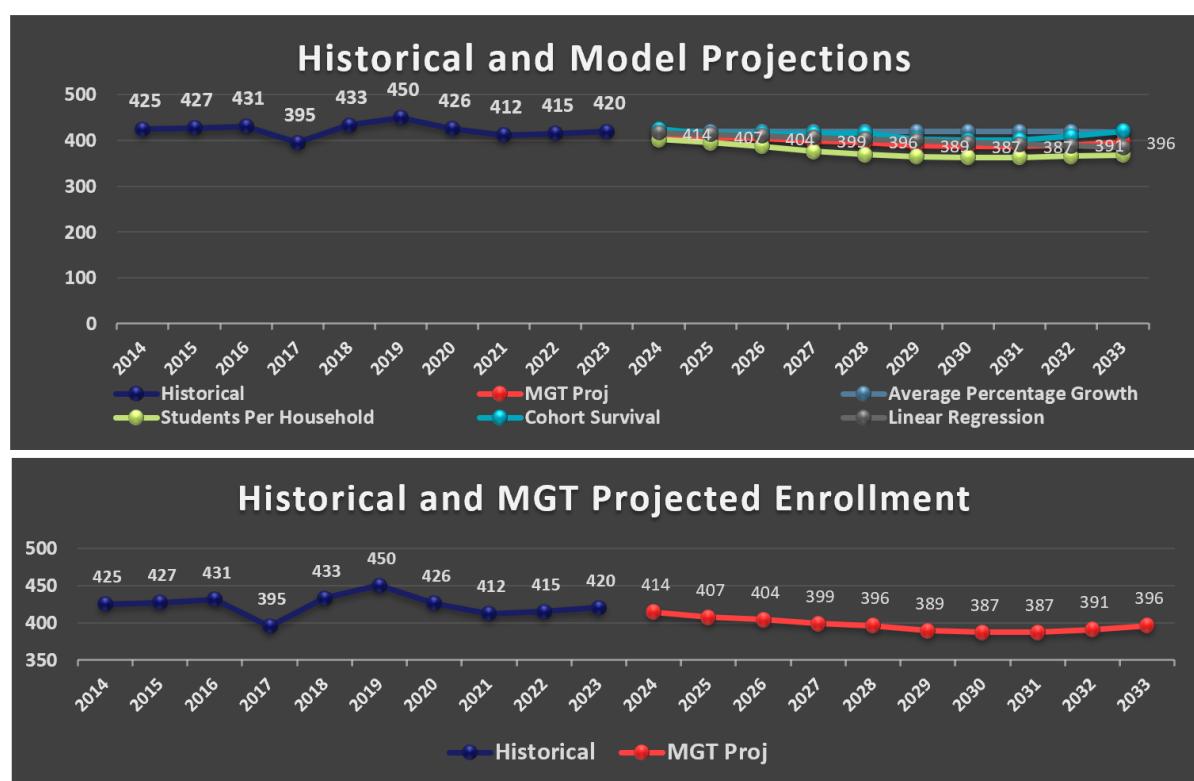


## ENROLLMENT PROJECTIONS

### Green Valley Elem

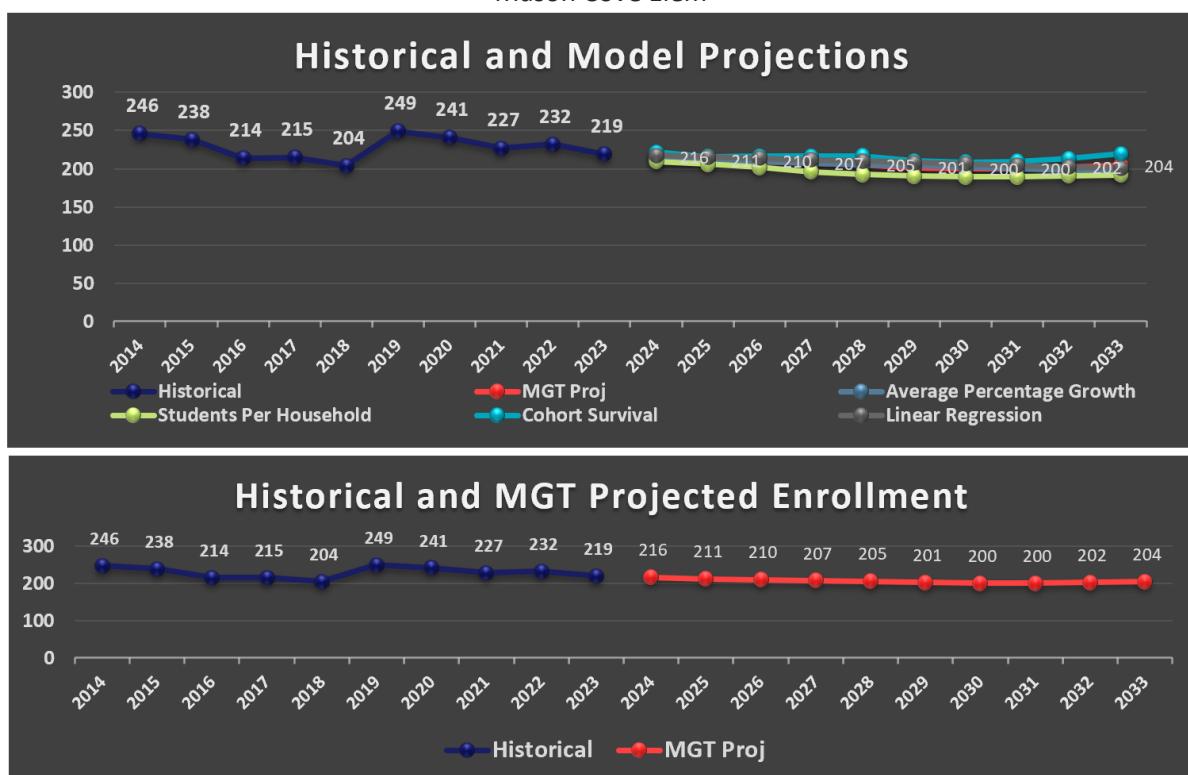


### Herman Horn Elem

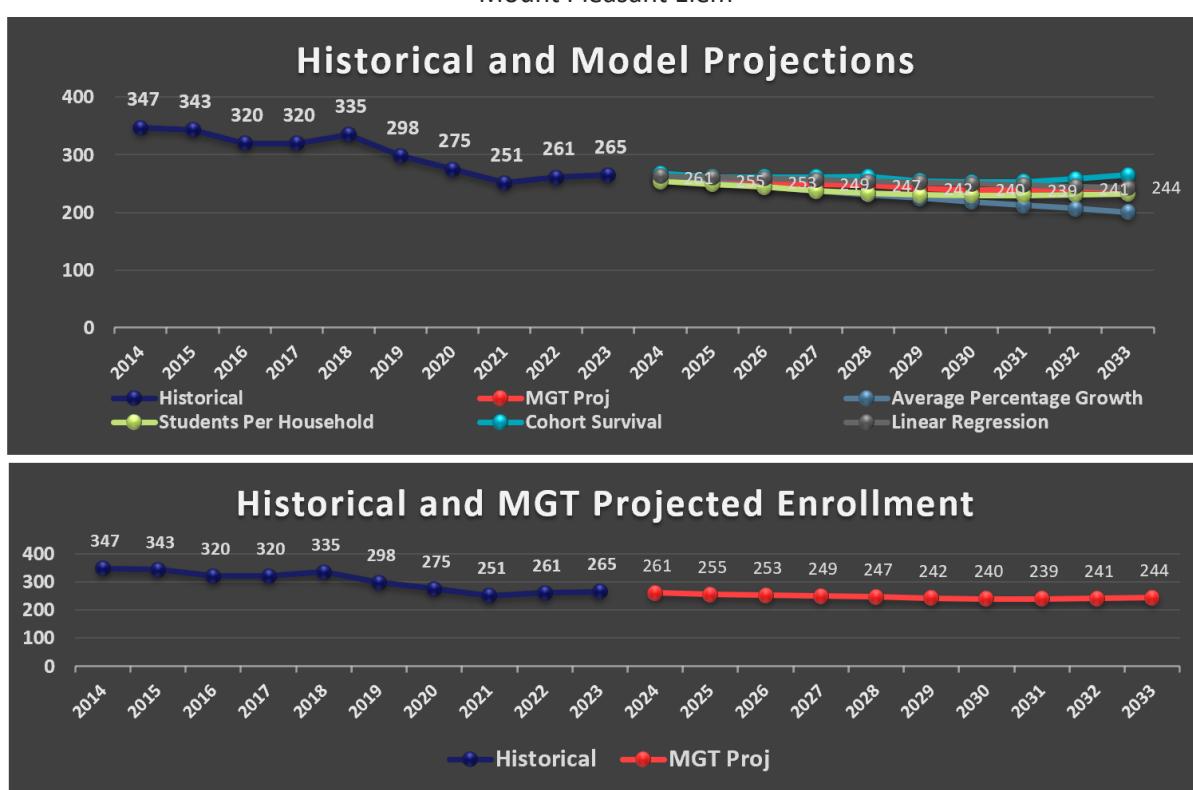


## ENROLLMENT PROJECTIONS

### Mason Cove Elem

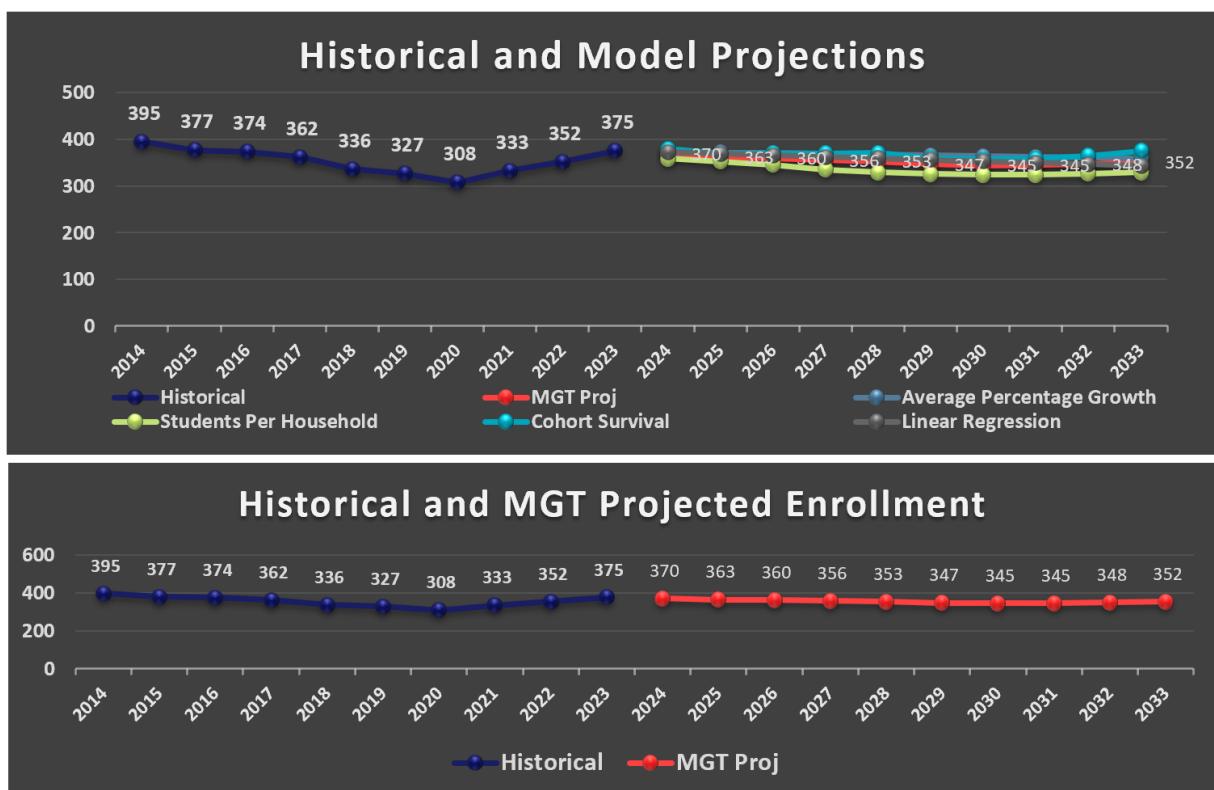


### Mount Pleasant Elem

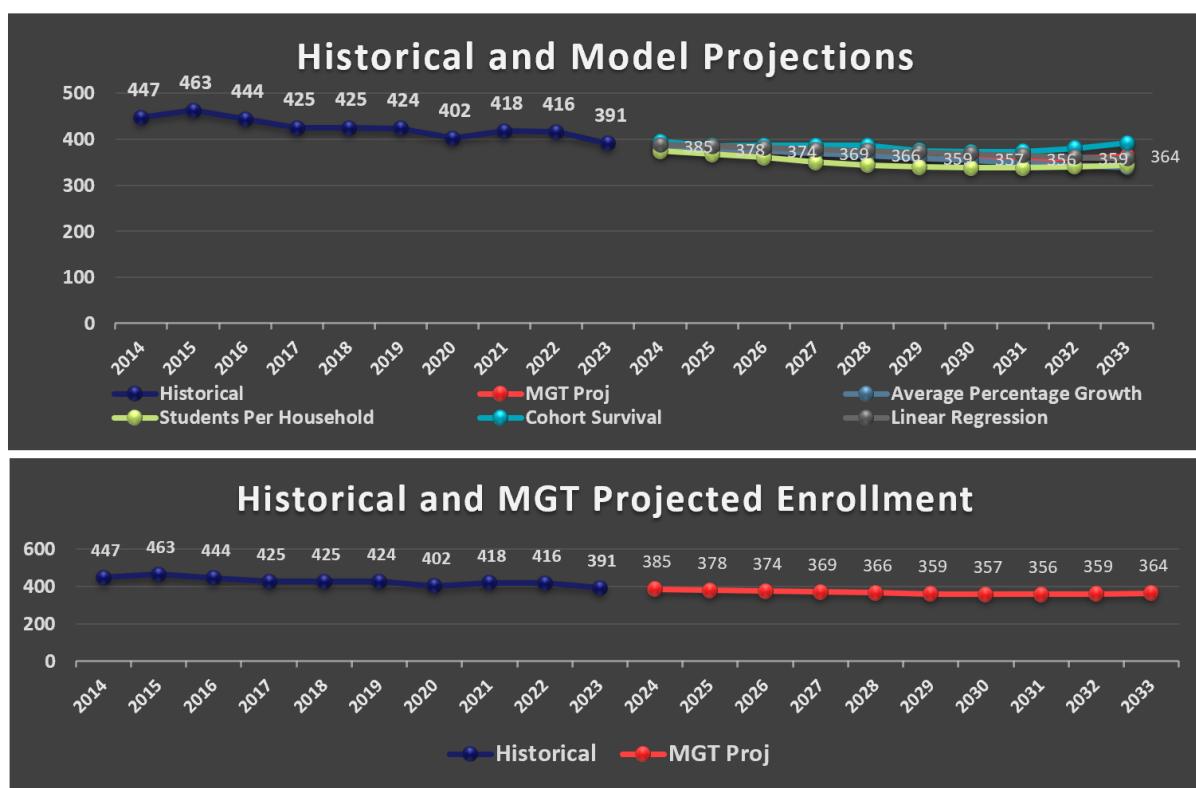


## ENROLLMENT PROJECTIONS

### Mountain View Elem

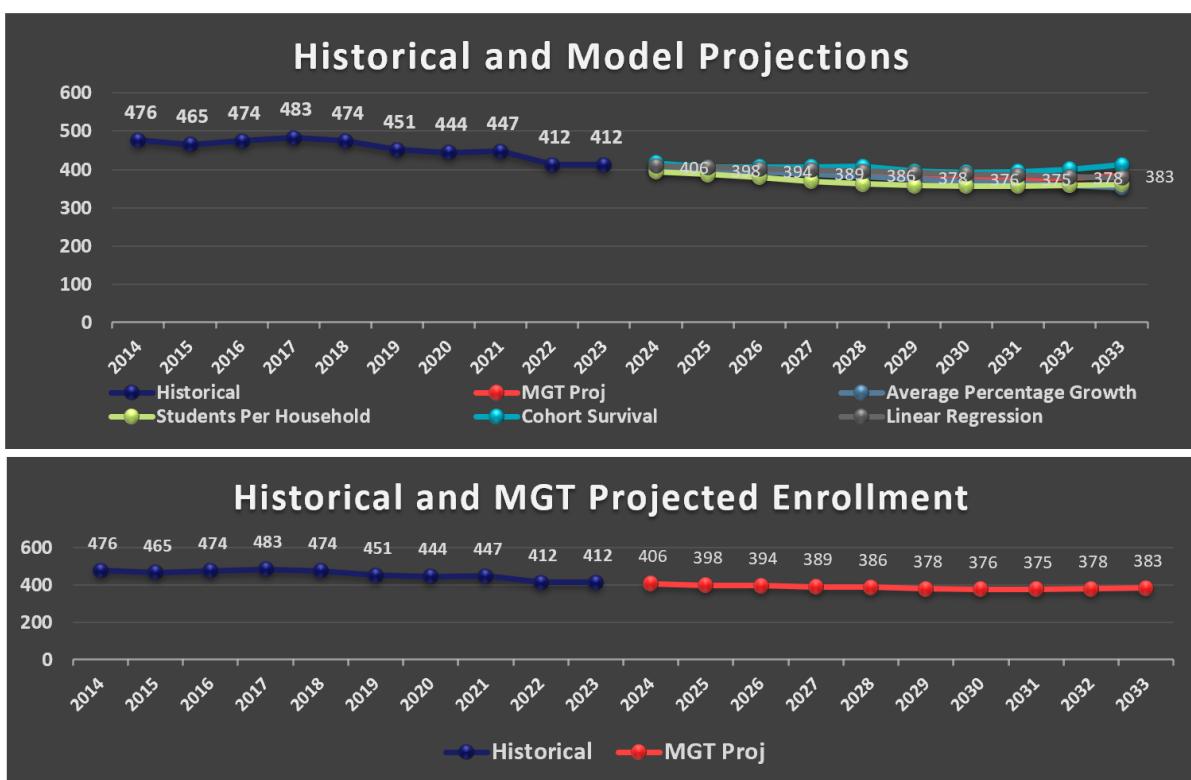


### Oak Grove Elem

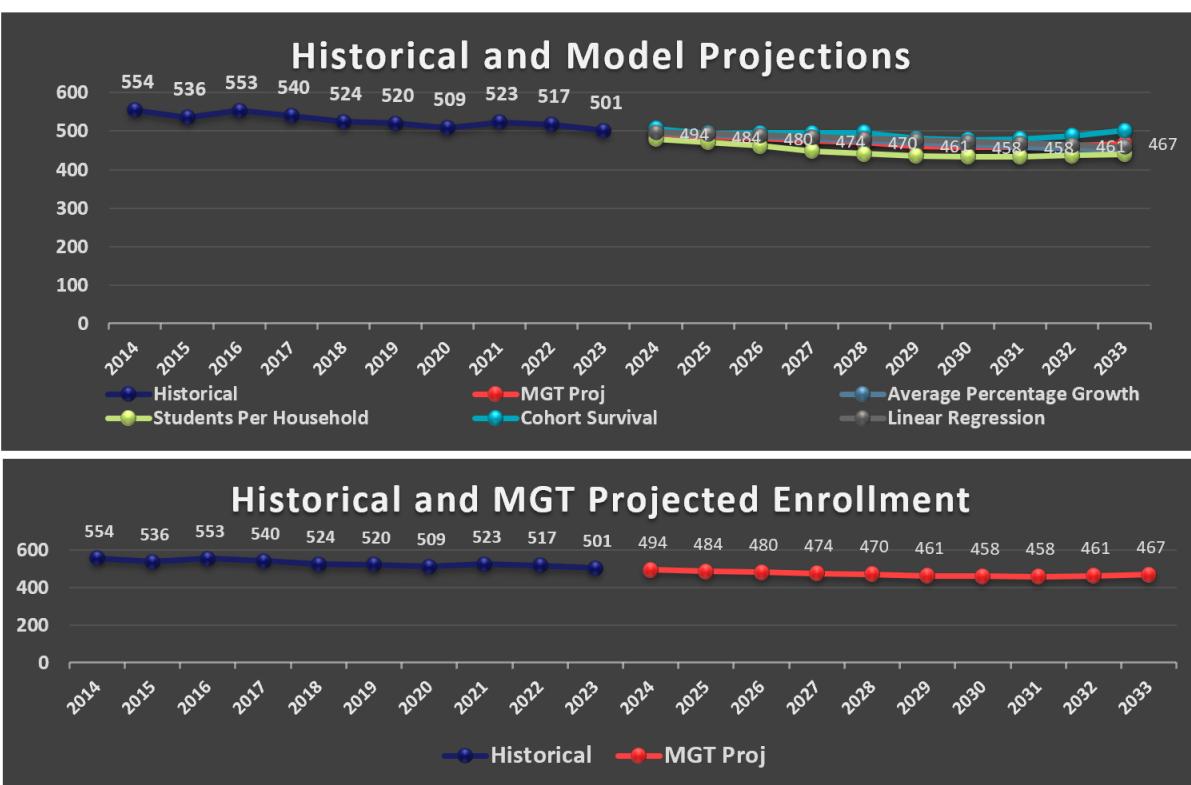


## ENROLLMENT PROJECTIONS

### Penn Forest Elem

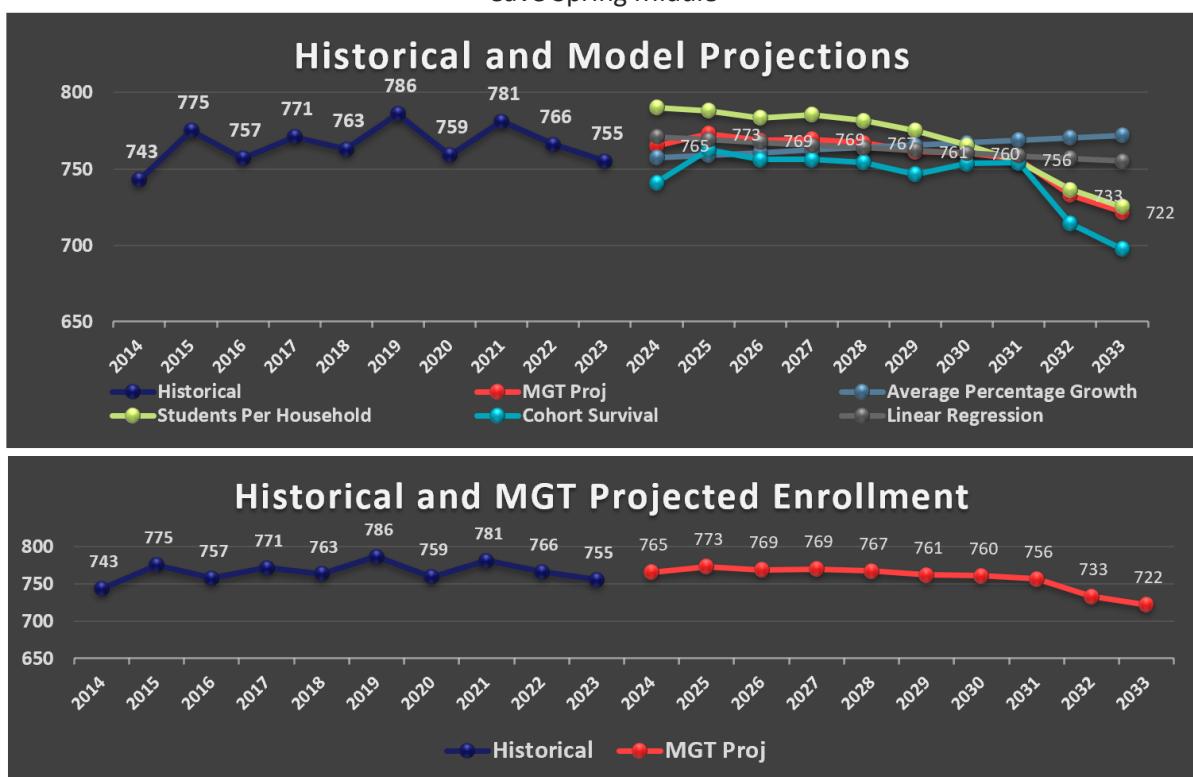


### W. E. Cundiff Elem

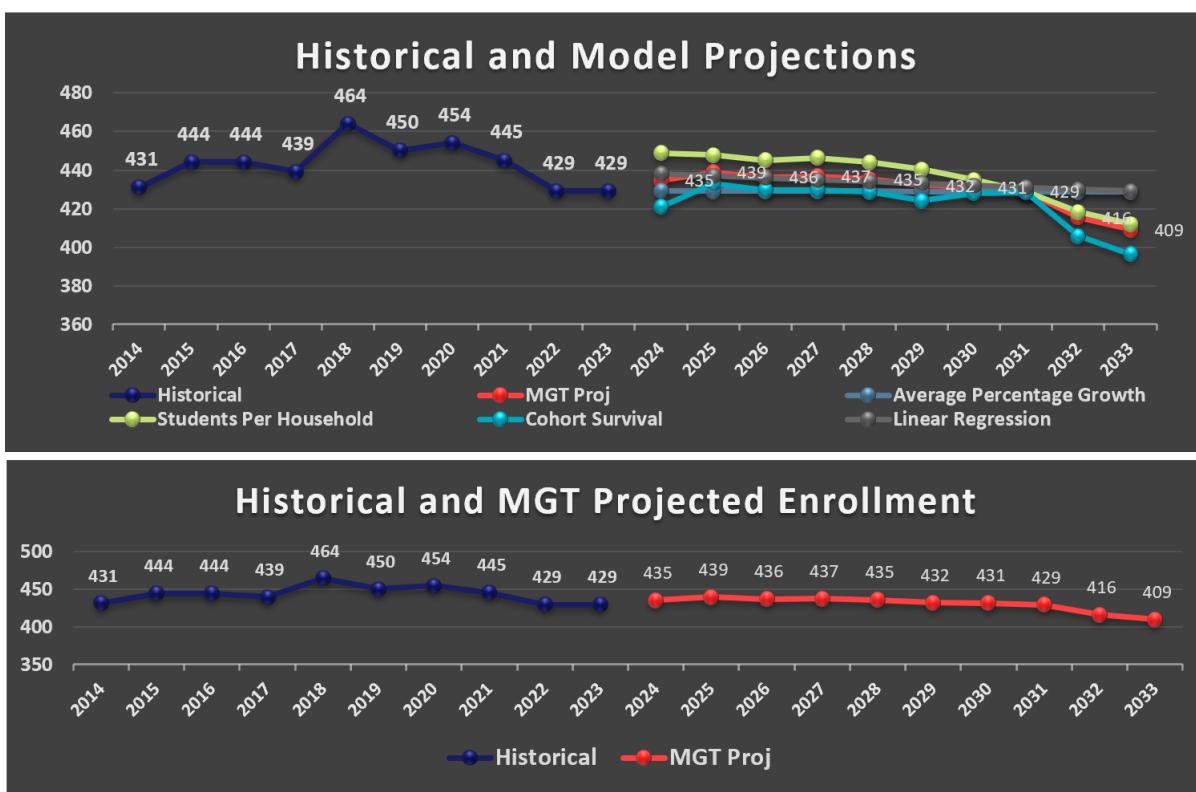


## ENROLLMENT PROJECTIONS

### Cave Spring Middle

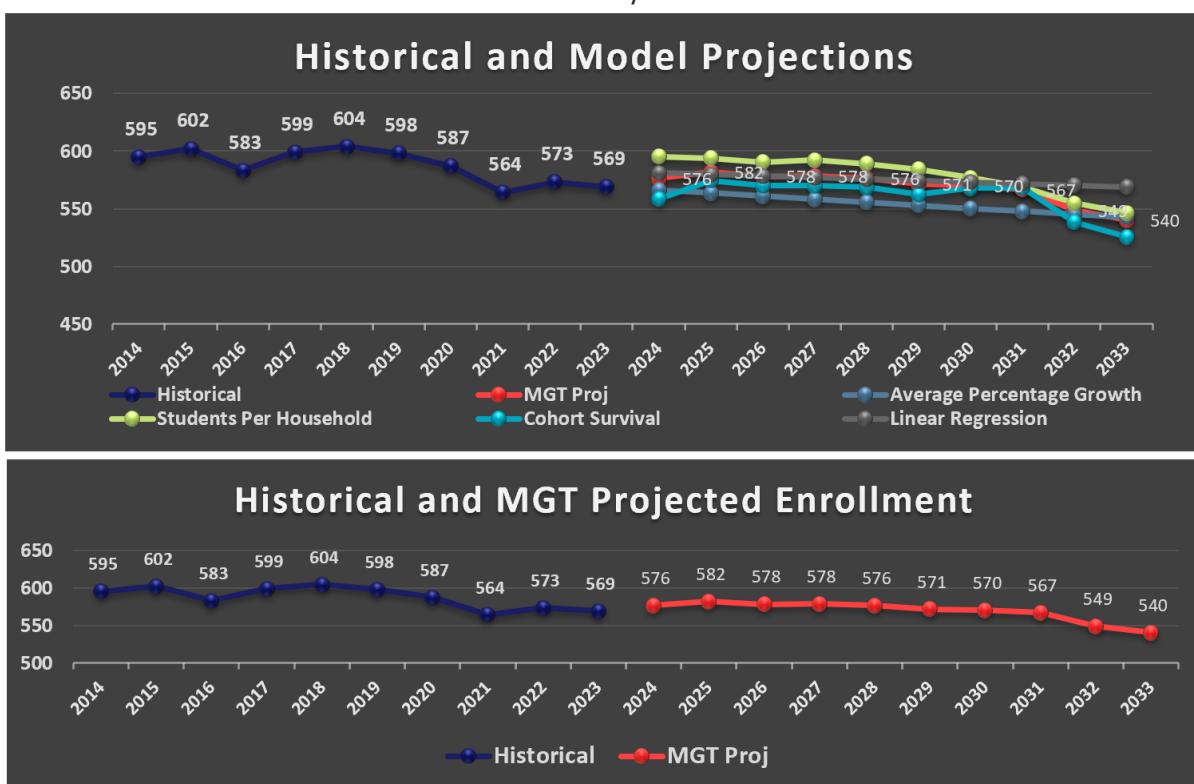


### Glenvar Middle

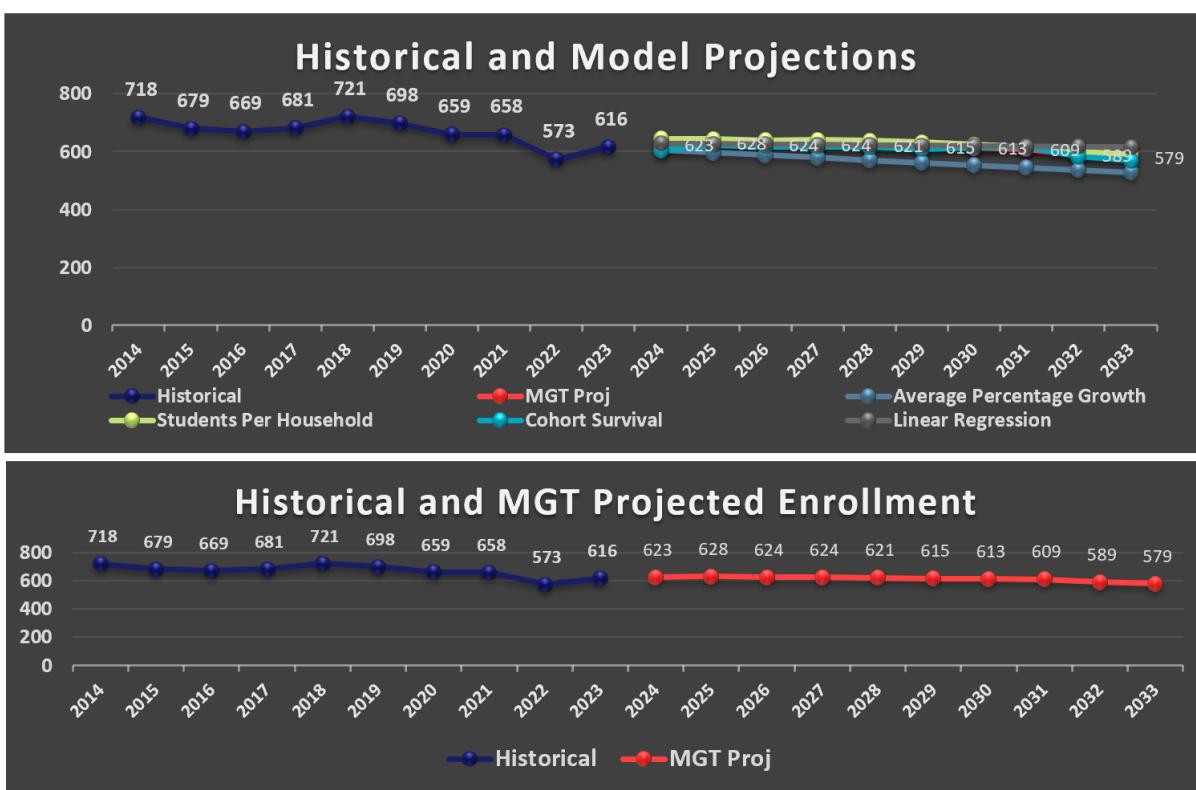


## ENROLLMENT PROJECTIONS

### Hidden Valley Middle

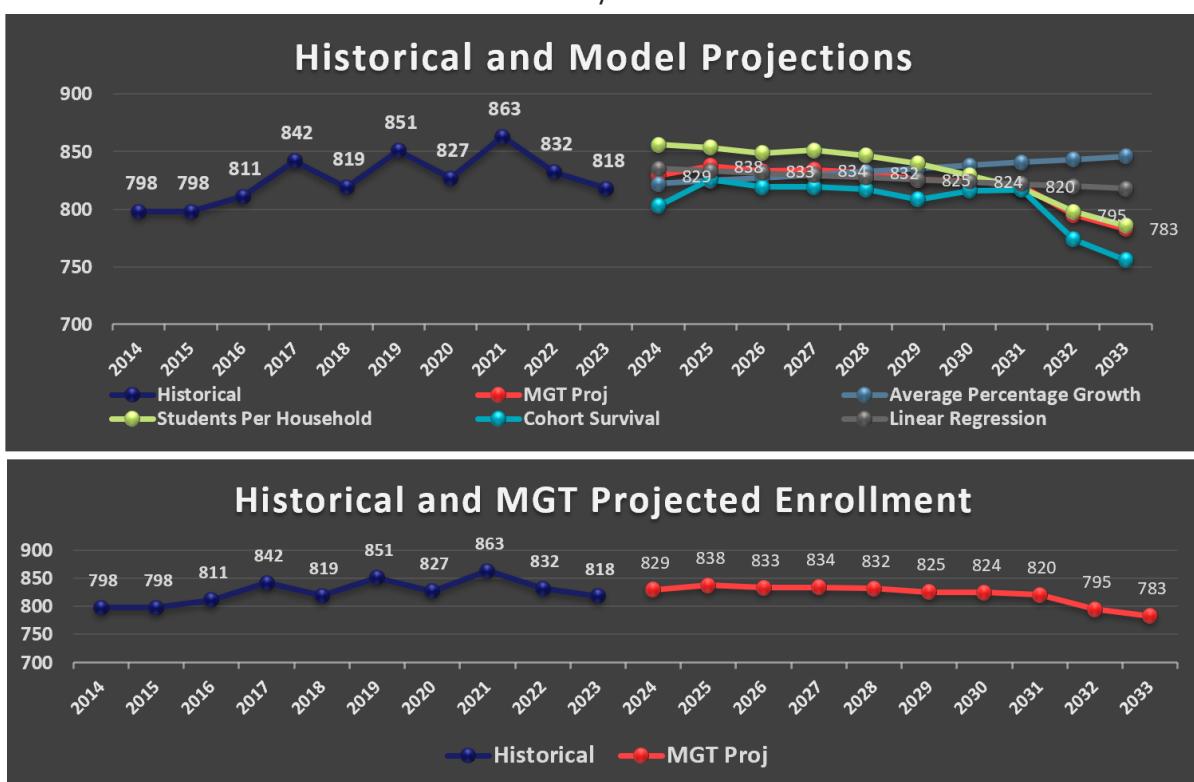


### Northside Middle

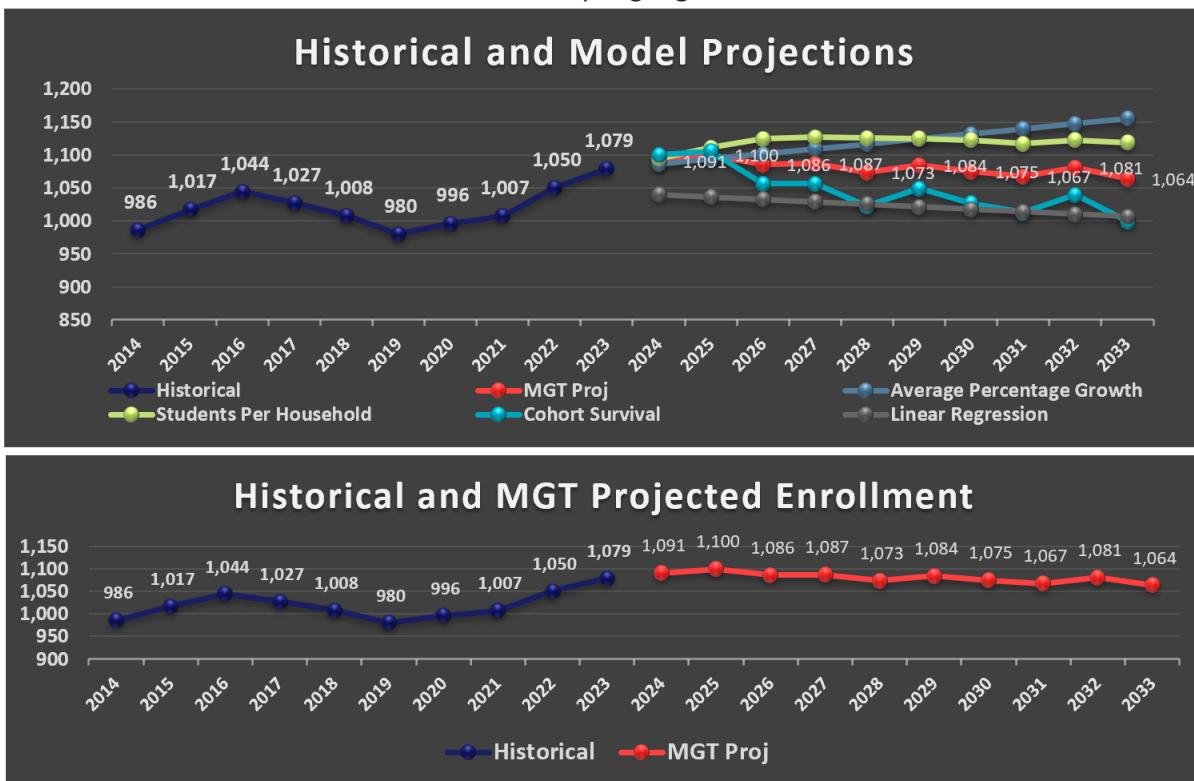


## ENROLLMENT PROJECTIONS

### William Byrd Middle

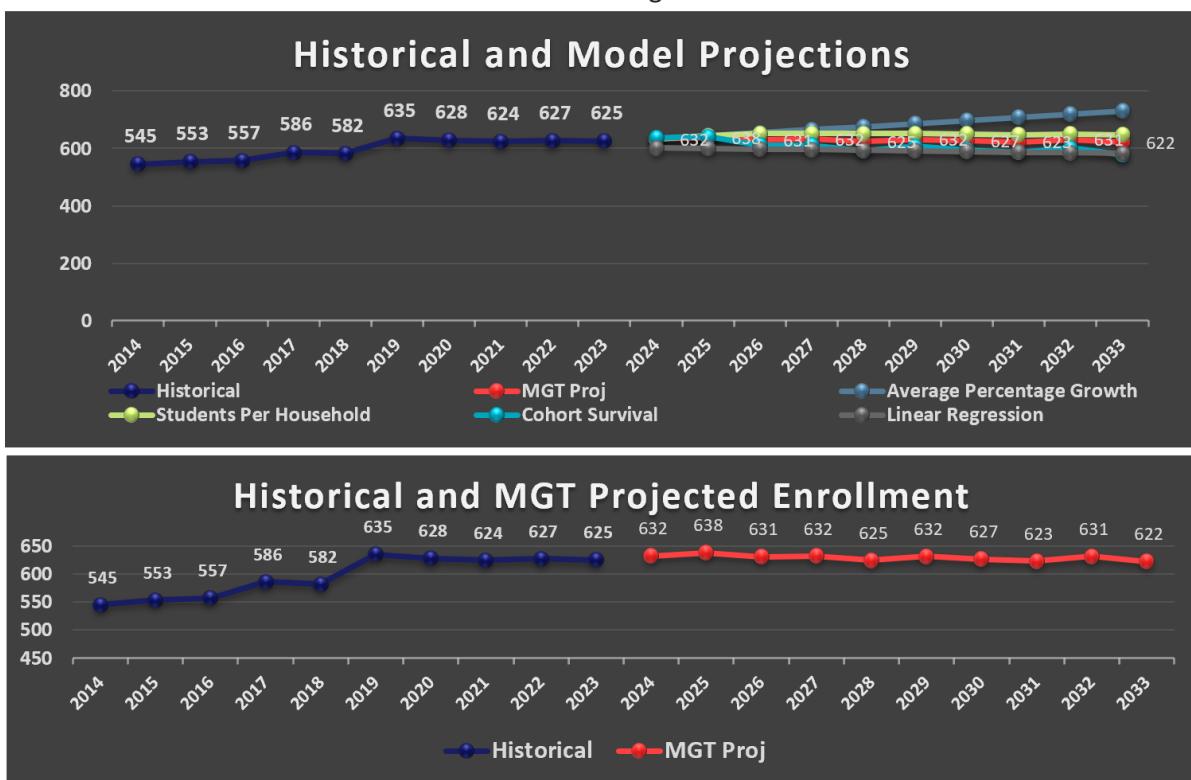


### Cave Spring High

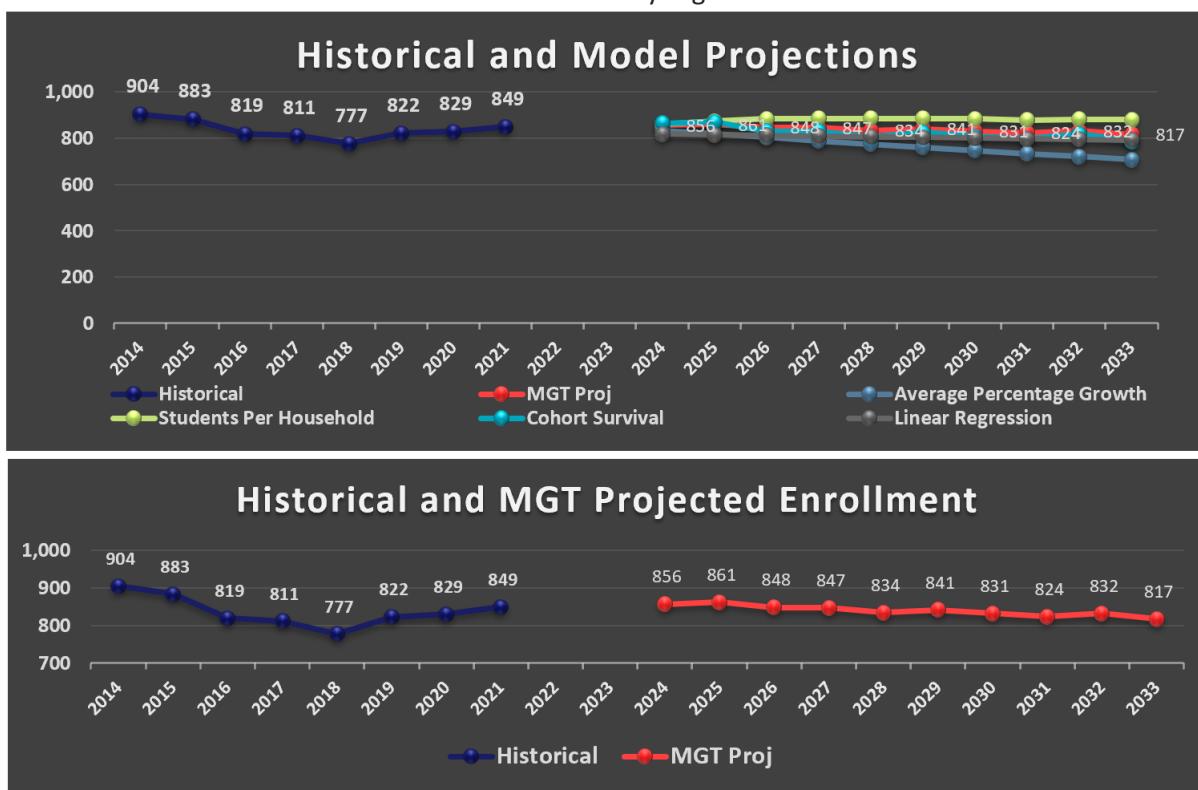


## ENROLLMENT PROJECTIONS

### Glenvar High

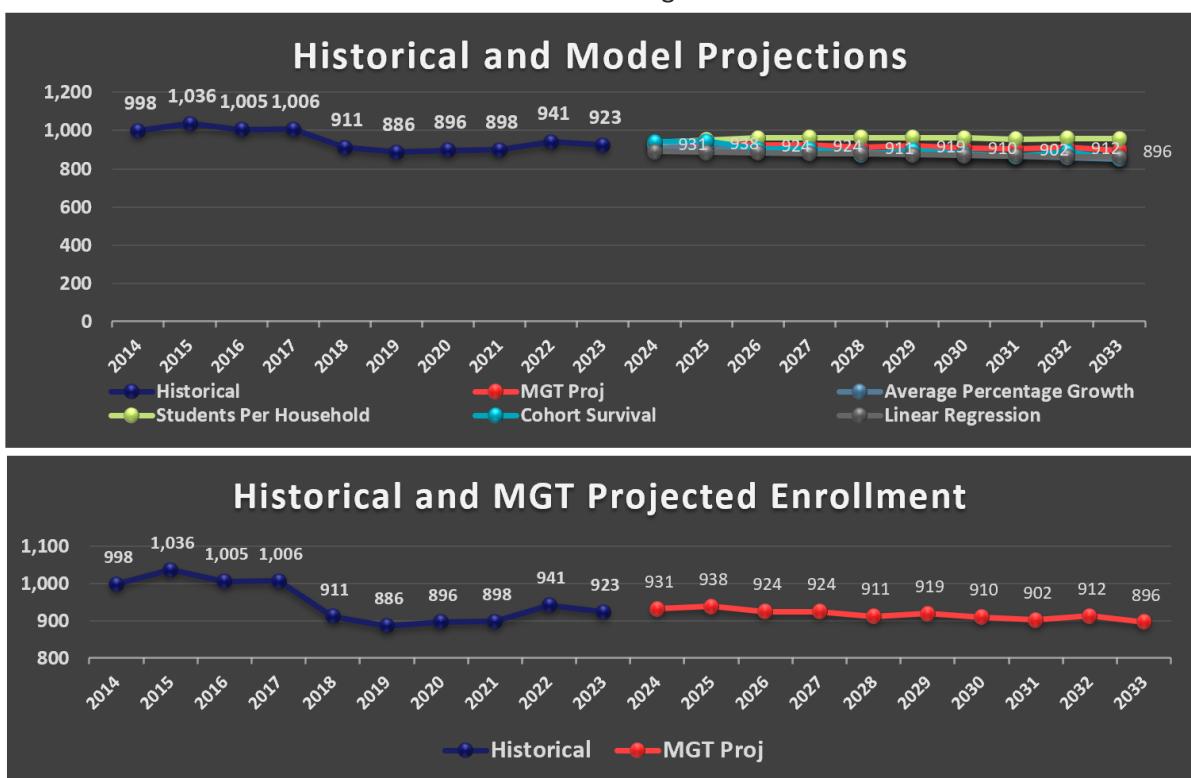


### Hidden Valley High

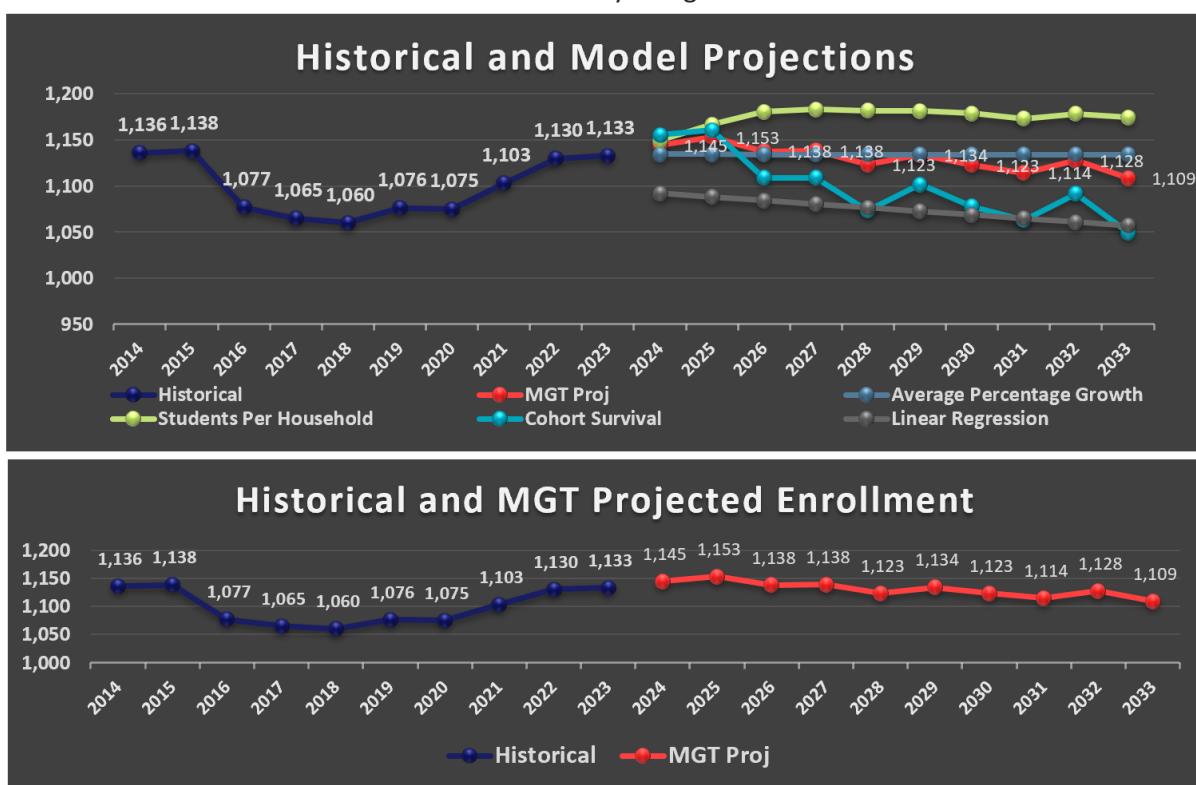


## ENROLLMENT PROJECTIONS

### Northside High



### William Byrd High



## Student Generation Rate

Student generation rate is defined as the number of students a school district can expect to gain from a new housing development measured as a number per housing unit. This is determined by dividing the number of students residing in a new housing development by the number of housing units within the same development. This calculation is illustrated below:



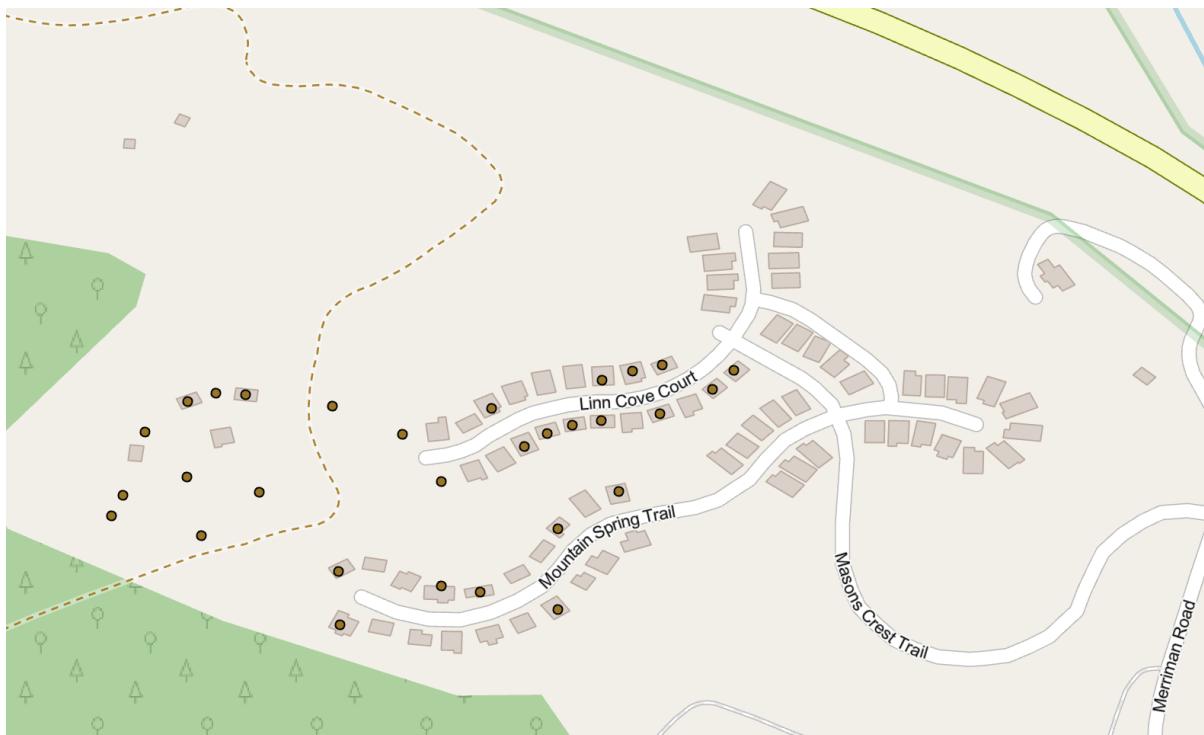
After reviewing past and current housing permits, MGT was able to locate 178 new single-family houses in multiple housing developments and 48 new units in multi-family developments. The 178 single-family houses yielded 65 students, resulting in a student generation rate of **.365** students per new home. The 48 multi-family units yielded 5 students, resulting in a student generation rate of **.104** per new unit.

**Exhibit 4.4** below illustrates where students live in new housing developments as well as satellite photos before and after construction.

*Exhibit 4.4 Housing Development Student Residence map and arial photos.*

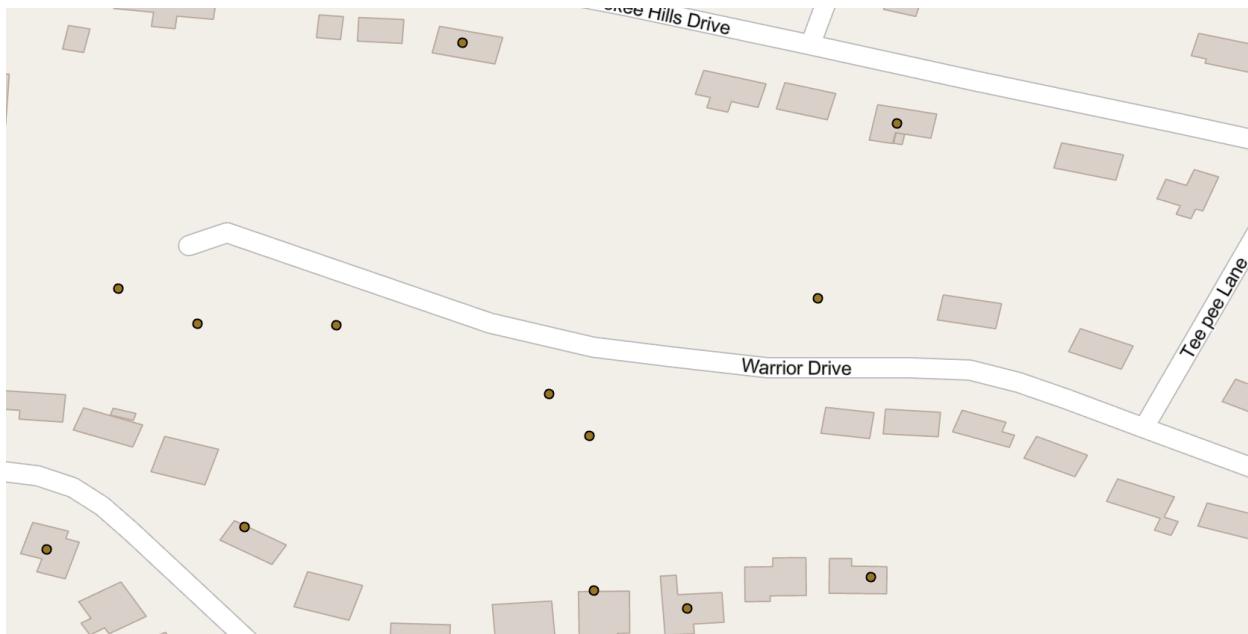
**Mason Creek Trail:**

- Single family Homes
- 30 new homes
- 16 students
- .533 per home potential generation rate



**Warrior Drive:**

- Single family Homes
- 21 new homes
- 6 students
- .286 per home potential generation rate



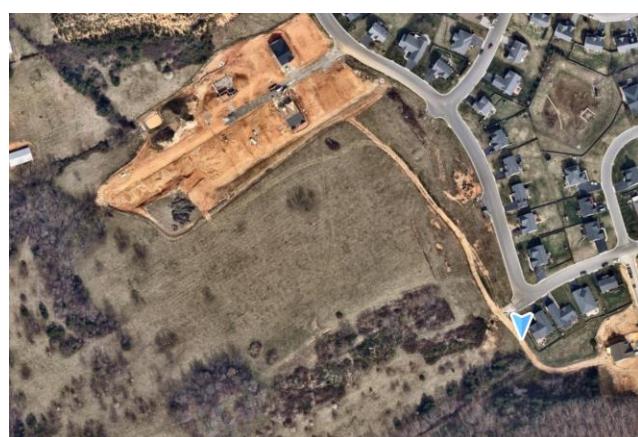
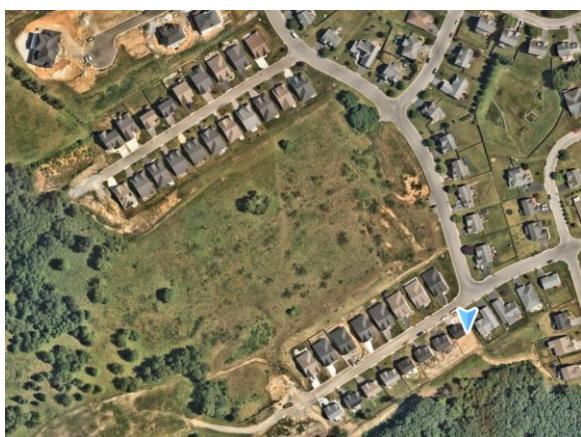
**Heys Lane:**

- Single family Homes
- 26 new homes
- 11 students
- .423 per home potential generation rate



**Russlen Dr. & Foxfield Ct.:**

- Single family Homes
- 36 new homes
- 5 students
- .139 per home potential generation rate



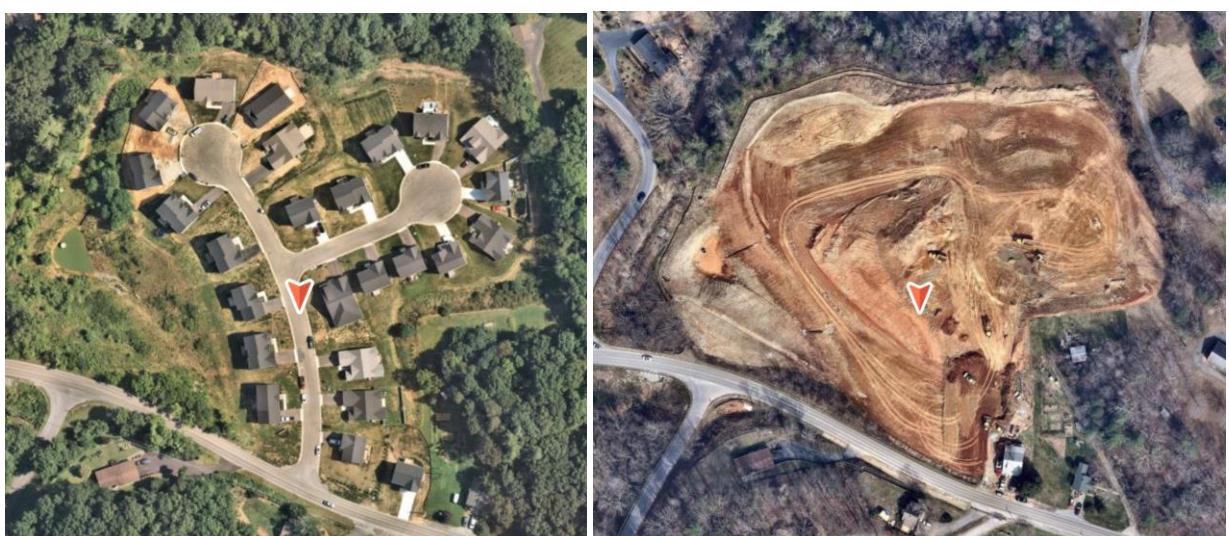
**Adam Dr, Matthew Dr. & Spring Grove Dr.:**

- Single family Homes
- 41 new homes
- 17 students
- .415 per home potential generation rate



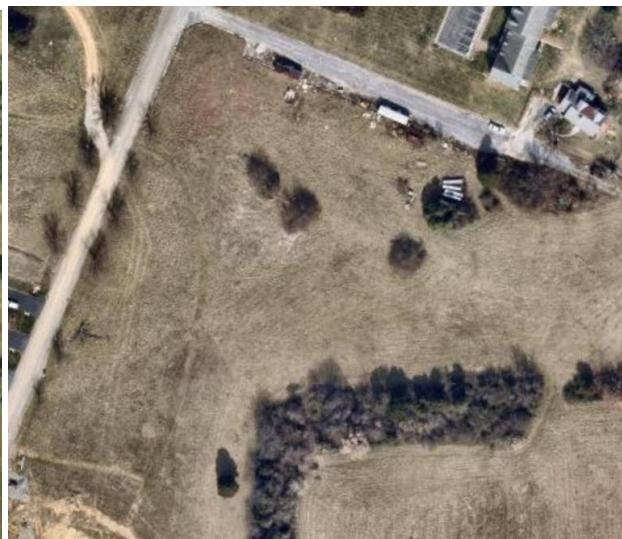
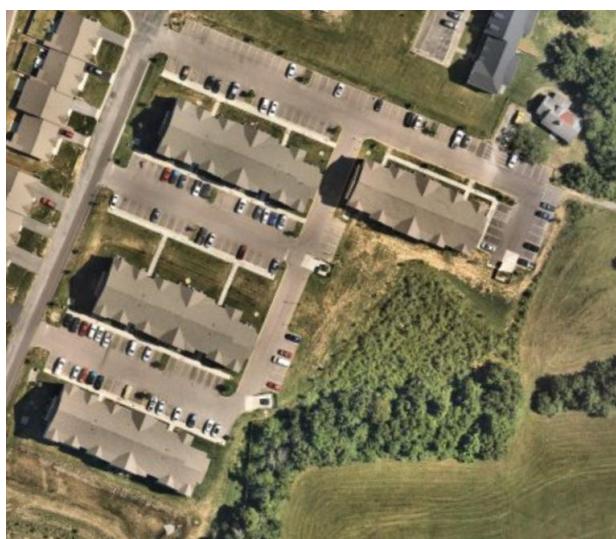
**Ivy Park Dr.:**

- Single family Homes
- 24 new homes
- 10 students
- .417 per home potential generation rate



**Carefree Ln.:**

- Multi-family apartments
- 48 new homes
- 5 students
- .104 per home potential generation rate



## 5.0 Capacity and Utilization

The functional capacity of an educational facility is defined as the number of students the facility can accommodate. More specifically, a school's capacity is the number of students which can be accommodated given the specific educational programs, the class schedules, the student-teacher ratios, and the size of the rooms. The utilization rate of a facility is calculated by dividing the current or projected enrollment of the educational facility by the capacity. The utilization rate is used to determine if the facility has excess space or if it lacks sufficient space for the given enrollment.

The functional capacity used by MGT is calculated using the *Instructional Space Model*. This model counts the number of the various types of instructional rooms and multiplies that number by the maximum students-per-room, or the *loading* factor, to identify the gross functional capacity for the school. The functional capacity is then multiplied by a scheduling factor, which considers the realities of how the space is used, to calculate the programmatic capacity for each school.

Grade Level	Utilization Factor
Elementary	.9
Middle	.85
High	.75

Typically, not all classrooms are scheduled for every period at a middle school or high school. For example, high school students move from room to room and enroll in a variety of courses. As a result, some rooms will be empty or will be less than fully occupied at any given time. Teacher preparation periods will also contribute to rooms not being used for instruction at a particular time. Therefore, MGT uses a 75% scheduling factor at high schools to reduce the gross capacity of the building to reflect the unused rooms. Middle schools are assigned an 85% scheduling factor. An elementary school has a much more static and consistent daily use, so MGT uses a 90% scheduling factor for elementary schools. For this review MGT used two different loading factors to calculate capacities. The First are the designated classroom maximums by RCPS and the second are the mandated maximum classroom sizes according to Virginia Statute 22.1-253.13:1.

In addition to the capacity number, MGT has created an "efficiency" score for each school. Using the building capacity data and the enrollment, MGT defined the efficiency of each building, calculated by dividing enrollment by each building's programmatic capacity. The key below shows building efficiency rates calculated using programmatic capacities and current enrollment at each school. The building efficiency rates are color-coded to identify best practices for building use.

EFFICIENCY RATE	DESCRIPTION
> 110	Inadequate Space
95 - 110	Approaching Inadequate Space
80 - 95	Adequate Space
70 - 80	Approaching Inefficient Use of Space
< 70	Inefficient Use of Space

## CAPACITY AND UTILIZATION

Nationally recognized “best practices” indicate capacity rates that are either too high or too low are problematic.

Too high means there is inadequate space for the enrollment and program. These schools are significantly over-utilized. They have no empty spaces and likely have expanded people/programs into every possible location in the building. The buildings with over-capacity are lacking in core spaces – restrooms, media center, cafeteria, hall spaces - to accommodate the enrollment. They may have to operate with multiple lunch periods and may have to move students at various times to reduce overcrowding in corridors.

Too low means there is inefficient use of space for the enrollment and program. These schools are significantly under-utilized. They may have empty spaces or may have expanded people/programs to occupy the spaces. They may or may not have created spaces for all required programs such as art and music because they may not have staff to lead these programs.

**Exhibit 5.1** identifies the enrollment, capacity, and utilization of each School based on the structure shown above. The analyzed data is based on both the information provided by RCPS and the Virginia Department of Education (VDOE).

**CAPACITY AND UTILIZATION**

*Exhibit 5.1 Capacity and Utilization Efficiency Rate*

Site Name	Current Enrollment	2033 Projected Enrollment	Gross Functional Capacity per RCPS	Gross Functional Capacity per VDOE	Current Utilization per RCPS Capacity	Current Utilization per VDOE Capacity	2033 Projected Utilization per RCPS Capacity	2033 Projected Utilization per VDOE Capacity
<b>Elementary</b>								
Back Creek	283	264	310	356	91.41%	79.41%	85.16%	74.16%
Bonsack	316	290	569	655	55.56%	48.23%	50.97%	44.27%
Burlington	508	488	535	616	95.02%	82.52%	91.21%	79.22%
Cave Spring	499	472	500	576	99.72%	86.63%	94.40%	81.94%
Clearbrook	307	285	310	356	99.16%	86.14%	91.94%	80.06%
Fort Lewis	253	241	232	266	108.96%	94.97%	103.88%	90.60%
Glen Cove	432	406	420	485	102.78%	89.05%	96.67%	83.71%
Glenvar	379	358	452	524	83.89%	72.36%	79.20%	68.32%
Green Valley	500	474	493	569	101.38%	87.90%	96.15%	83.30%
Herman L Horn	420	396	518	598	81.02%	70.28%	76.45%	66.22%
Masons Cove	219	204	239	274	91.48%	80.04%	85.36%	74.45%
Mount Pleasant	265	244	434	502	61.09%	52.77%	56.22%	48.61%
Mountain View	375	352	604	699	62.10%	53.63%	58.28%	50.36%
Oak Grove	391	364	544	626	71.93%	62.42%	66.91%	58.15%
Penn Forest	412	383	459	531	89.76%	77.59%	83.44%	72.13%
W E Cundiff	501	467	491	566	106.64%	88.50%	99.36%	82.51%
<b>Elementary School Total/Avg</b>	<b>6,060</b>	<b>5,688</b>	<b>7,109</b>	<b>8,200</b>	<b>85.49%</b>	<b>73.90%</b>	<b>80.25%</b>	<b>69.37%</b>
<b>Middle</b>								
Cave Spring	755	722	967	1,085	78.05%	69.61%	74.66%	66.54%
Glenvar	429	409	661	748	64.87%	57.35%	61.88%	54.68%
Hidden Valley	569	540	847	948	67.21%	60.04%	63.75%	56.96%
Northside	616	579	908	1,021	67.86%	60.34%	63.77%	56.71%
William Byrd	818	783	993	1,118	82.39%	73.18%	78.85%	70.04%
<b>Middle School Total/Avg</b>	<b>3,187</b>	<b>3,033</b>	<b>4,376</b>	<b>4,919</b>	<b>72.83%</b>	<b>64.79%</b>	<b>69.31%</b>	<b>61.66%</b>
<b>High</b>								
Cave Spring	1,079	1,064	995	1117	108.50%	96.62%	106.93%	95.26%
Glenvar	625	622	705	792	88.65%	78.91%	88.23%	78.54%
Hidden Valley	849	817	1079	1211	78.72%	70.14%	75.72%	67.46%
Northside	923	896	1131	1265	81.61%	72.95%	79.22%	70.83%
William Byrd	1,133	1,109	1004	1142	105.50%	99.19%	103.25%	92.11%
<b>High School Total/Avg</b>	<b>4,609</b>	<b>4,508</b>	<b>4,913</b>	<b>5,527</b>	<b>92.60%</b>	<b>82.42%</b>	<b>90.67%</b>	<b>80.84%</b>
<b>District Total</b>	<b>13,856</b>	<b>13,229</b>	<b>16,377</b>	<b>18,646</b>	<b>83.64%</b>	<b>74.31%</b>	<b>80.78%</b>	<b>70.62%</b>

# 6.0 Peer Review

## Introduction

The analysis spans a diverse range of benchmarks encompassing regional partnerships, neighboring counties, and national counterparts. The aim is to provide a holistic view of Roanoke County's economic, social, and developmental standing within its regional context and beyond. The benchmarking framework includes the following cities and counties among 3 key categories:

### Roanoke Regional Partnership

Roanoke County, VA  
Ashville, NC MSA  
Chattanooga, TN-GA MSA  
Danville, VA MSA  
Lynchburg, VA MSA  
Spartanburg County, SC  
Martinsville, VA MSA

### Virginia Benchmarks

Albemarle County, VA  
Frederick County, VA  
Hanover County, VA  
Montgomery County, VA  
Rockingham County, VA  
Spotsylvania County, VA  
Stafford County, VA  
Suffolk City County, VA

### National Comparative Regions

Albany, GA MSA  
Florence, SC MSA  
Joplin, MO MSA  
Morgantown, WV MSA  
Muncie, IN MSA  
State College, PA MSA

## Roanoke Regional Partnership Demographic Overview

The population of Roanoke County is projected to increase by 8% by 2033, the highest growth of the evaluated regions. The Lynchburg and Roanoke MSAs are the only regions projected to increase by 1%, the lowest of all the analyzed regions.

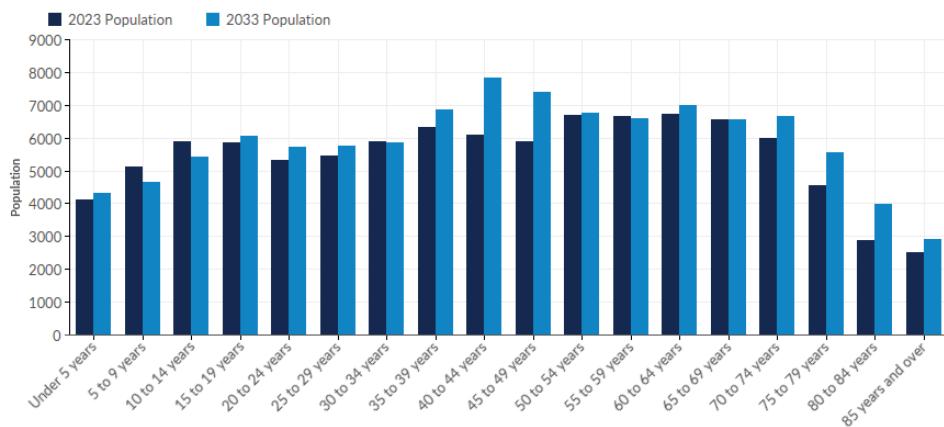
Area	2023 Population	2033 Population	Change	% Change
Roanoke County, VA	98,507	105,906	7,399	8%
Roanoke, VA MSA	315,515	318,313	2,798	1%
Ashville, NC MSA	481,135	516,429	35,294	7%
Chattanooga, TN-GA MSA	577,116	591,157	14,041	2%
Danville, VA MSA	102,854	106,575	3,720	4%
Lynchburg, VA MSA	264,559	266,902	2,343	1%

## Population by Age

### ROANOKE COUNTY, VA

- **Under 5 to 9 years:**
  - Under 5 years show a 5% increase, while 5 to 9 years experience a 9% decrease.
- **10 to 19 years:**
  - Both cohorts show decreases, with 10 to 14 years experiencing an 8% decline and 15 to 19 years showing a 3% increase.
- **20 to 29 years:**
  - Both cohorts show modest increases, with 20 to 24 years growing by 7% and 25 to 29 years increasing by 6%.
- **30 to 39 years:**
  - The 30 to 34 years group remains stable with a 0% change, while the 35 to 39 years group experiences a 9% increase.
- **40 to 49 years:**
  - Both cohorts show significant increases, with 40 to 44 years growing by 28% and 45 to 49 years increasing by 26%.
- **50 to 59 years:**
  - Both cohorts show slight changes, with 50 to 54 years growing by 1%, while 55 to 59 years experience a 1% decrease.
- **60 to 69 years:**
  - Both cohorts show moderate increases, with 60 to 64 years growing by 4% and 65 to 69 years remaining stable with a 0% change.
- **70 years and over:**
  - These cohorts consistently show increases. Notably, the 80 to 84 years and 85 years and over cohorts exhibit substantial growth of 39% and 16%, respectively.

Exhibit 6.1 Population in Roanoke County by Age Cohort 2023-2033.

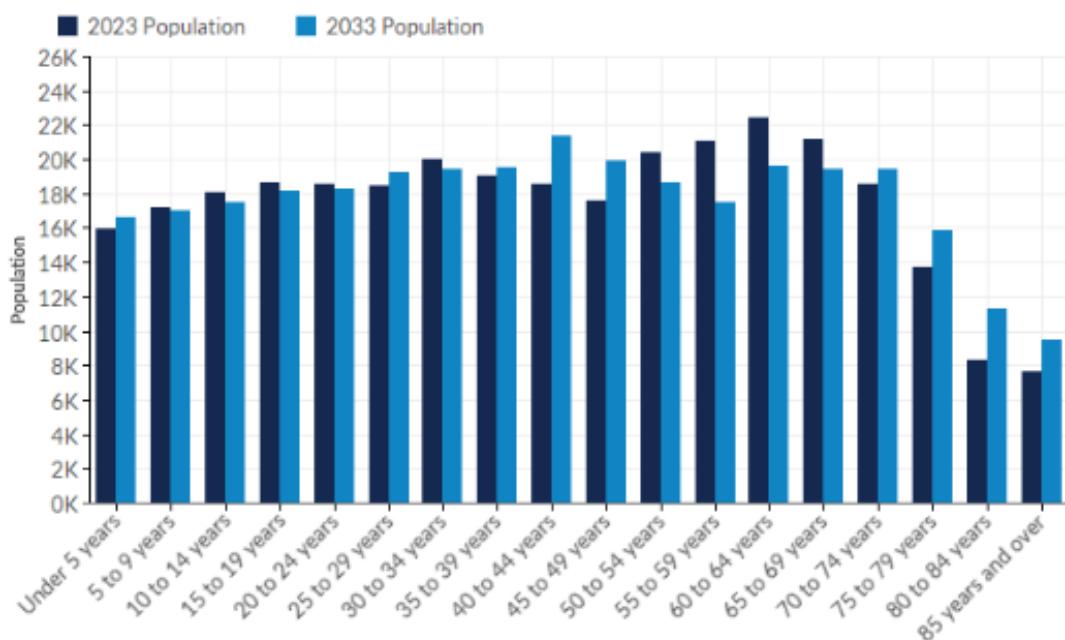


Source: LIGHTCAST, Q4 2023 Data Set

## ROANOKE, VA MSA

- **Under 5 to 9 years:**
  - Under 5 years show a 4% increase, while 5 to 9 years experience a 1% decrease.
- **10 to 19 years:**
  - Both cohorts show decreases, with 10 to 14 years experiencing a 3% decline and 15 to 19 years showing a 3% increase.
- **20 to 29 years:**
  - Both cohorts show changes, with 20 to 24 years decreasing by 2% and 25 to 29 years increasing by 4%.
- **30 to 39 years:**
  - The 30 to 34 years group decreases by 3%, while the 35 to 39 years group experiences a 3% increase.
- **40 to 49 years:**
  - Both cohorts show significant increases, with 40 to 44 years growing by 15% and 45 to 49 years increasing by 13%.
- **50 to 59 years:**
  - Both cohorts show significant decreases, with 50 to 54 years decreasing by 8%, while 55 to 59 years experience a 17% decrease
- **60 to 69 years:**
  - Both cohorts show decreases, with 60 to 64 years decreasing by 12% and 65 to 69 years decreasing by 8%.
- **70 years and over:**
  - These cohorts consistently show increases. Notably, the 80 to 84 years and 85 years and over cohorts exhibit substantial growth of 36% and 24%, respectively.

*Exhibit 6.2. Population in Roanoke County by Age Cohort 2023-2033.*



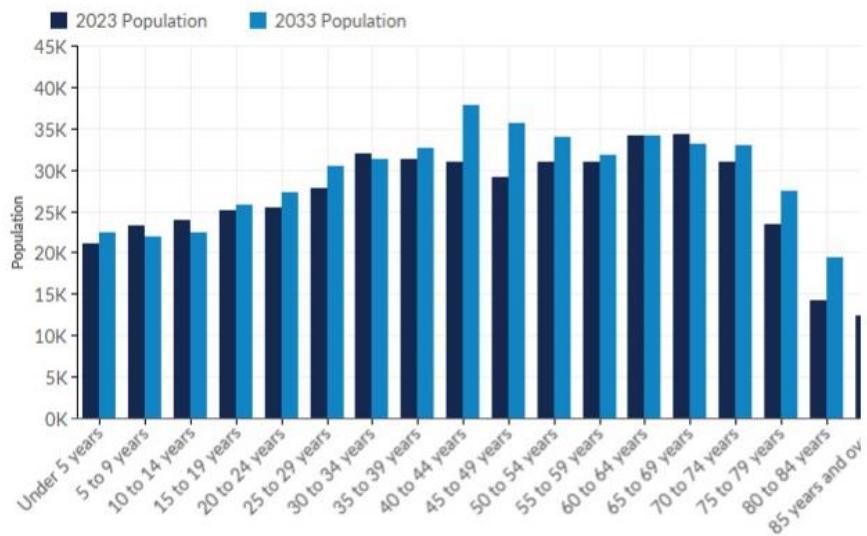
Age Cohort	2023 Population	2033 Population	Change	% Change	2033 % of Cohort
Under 5 years	15,973	16,604	631	4%	5.2%
5 to 9 years	17,176	17,024	(152)	(1%)	5.3%
10 to 14 years	18,033	17,477	(556)	(3%)	5.5%
15 to 19 years	18,702	18,212	(489)	(3%)	5.7%
20 to 24 years	18,603	18,271	(332)	(2%)	5.7%
25 to 29 years	18,418	19,199	781	4%	6.0%
30 to 34 years	20,046	19,422	(624)	(3%)	6.1%
35 to 39 years	19,073	19,569	495	3%	6.1%
40 to 44 years	18,585	21,365	2,780	15%	6.7%
45 to 49 years	17,624	19,925	2,301	13%	6.3%
50 to 54 years	20,388	18,689	(1,699)	(8%)	5.9%
55 to 59 years	21,116	17,463	(3,652)	(17%)	5.5%
60 to 64 years	22,393	19,628	(2,766)	(12%)	6.2%
65 to 69 years	21,127	19,385	(1,742)	(8%)	6.1%
70 to 74 years	18,519	19,424	905	5%	6.1%
75 to 79 years	13,745	15,820	2,074	15%	5.0%
80 to 84 years	8,349	11,322	2,973	36%	3.6%
85 years and over	7,645	9,517	1,872	24%	3.0%
<b>Total</b>	<b>315,515</b>	<b>318,313</b>	<b>2,798</b>	<b>1%</b>	<b>100.0%</b>

## ASHVILLE, NC MSA

- **Under 5 to 9 years:**
  - Under 5 years show a 6% increase, while 5 to 9 years experience a 6% decrease.
- **10 to 19 years:**
  - Both cohorts show decreases, with 10 to 14 years experiencing a 6% decline and 15 to 19 years showing a 2% increase.
- **20 to 29 years:**
  - Both cohorts show increases, with 20 to 24 years growing by 7% and 25 to 29 years increasing by 10%.
- **30 to 39 years:**
  - The 30 to 34 years group experiences a 2% decrease, while the 35 to 39 years group shows a 4% increase.
- **40 to 49 years:**
  - Both cohorts show significant increases, with 40 to 44 years growing by 22% and 45 to 49 years increasing by 22%.
- **50 to 59 years:**
  - Both cohorts show varied trends, with 50 to 54 years growing by 10%, while 55 to 59 years experiences a 3% increase.
- **60 to 69 years:**
  - Both cohorts show changes, with 60 to 64 years growing by 0%, and 65 to 69 years experiencing a 3% decrease.
- **70 years and over:**

- These cohorts consistently show increases. Notably, the 80 to 84 years and 85 years and over cohorts exhibit substantial growth of 37% and 29%, respectively.

Exhibit 6.3 Population in Asheville, NC MSA by Age Cohort 2023-2033.



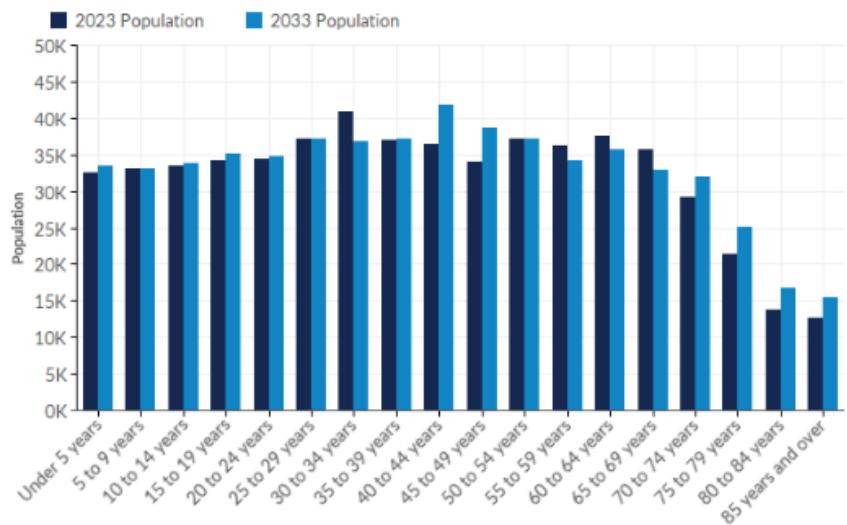
Age Cohort	2023 Population	2033 Population	Change	% Change	2033 % of Cohort
Under 5 years	21,068	22,367	1,299	6%	4.3%
5 to 9 years	23,285	21,903	-1,382	(6%)	4.2%
10 to 14 years	24,001	22,469	-1,532	(6%)	4.4%
15 to 19 years	25,089	25,698	609	2%	5.0%
20 to 24 years	25,510	27,335	1,825	7%	5.3%
25 to 29 years	27,741	30,429	2,688	10%	5.9%
30 to 34 years	31,893	31,273	-620	(2%)	6.1%
35 to 39 years	31,335	32,627	1,292	4%	6.3%
40 to 44 years	30,964	37,788	6,824	22%	7.3%
45 to 49 years	29,064	35,583	6,519	22%	6.9%
50 to 54 years	30,898	33,969	3,071	10%	6.6%
55 to 59 years	30,897	31,865	968	3%	6.2%
60 to 64 years	34,065	34,115	50	0%	6.6%
65 to 69 years	34,270	33,142	-1,128	(3%)	6.4%
70 to 74 years	31,031	32,983	1,952	6%	6.4%
75 to 79 years	23,377	27,421	4,044	17%	5.3%
80 to 84 years	14,219	19,451	5,232	37%	3.8%
85 years and over	12,429	16,010	3,581	29%	3.1%
Total	481,135	516,429	35,292	7%	100.0%

Source: LIGHTCAST, Q4 2023 Data Set

## CHATTANOOGA, TN-GA MSA

- **Under 5 to 9 years:**
  - Under 5 years show a 3% increase, while 5 to 9 years experience a 0% change.
- **10 to 19 years:**
  - Both cohorts show increases, with 10 to 14 years growing by 1% and 15 to 19 years increasing by 2%.
- **20 to 29 years:**
  - Both cohorts show modest changes, with 20 to 24 years growing by 1% and 25 to 29 years experiencing a 0% change.
- **30 to 39 years:**
  - The 30 to 34 years group experiences a 10% decrease, while the 35 to 39 years group shows a 0% change.
- **40 to 49 years:**
  - Both cohorts show significant increases, with 40 to 44 years growing by 15% and 45 to 49 years increasing by 14%.
- **50 to 59 years:**
  - Both cohorts show varied trends, with 50 to 54 years growing by 0%, while 55 to 59 years experiences a 6% decrease.
- **60 to 69 years:**
  - Both cohorts show decreases, with 60 to 64 years decreasing by 5%, and 65 to 69 years experiencing an 8% decrease.
- **70 years and over:**
  - These cohorts consistently show increases. Notably, the 80 to 84 years and 85 years and over cohorts exhibit substantial growth of 22% and 23%, respectively.

Exhibit 6.4 Population in Chattanooga, TN-GA MSA by Age Cohort 2023-2033.



Age Cohort	2023 Population	2033 Population	Change	% Change	2033 % of Cohort
Under 5 years	32,517	33,494	977	3%	5.7%
5 to 9 years	33,121	32,997	-124	0%	5.6%
10 to 14 years	33,488	33,776	289	1%	5.7%
15 to 19 years	34,273	35,121	848	2%	5.9%

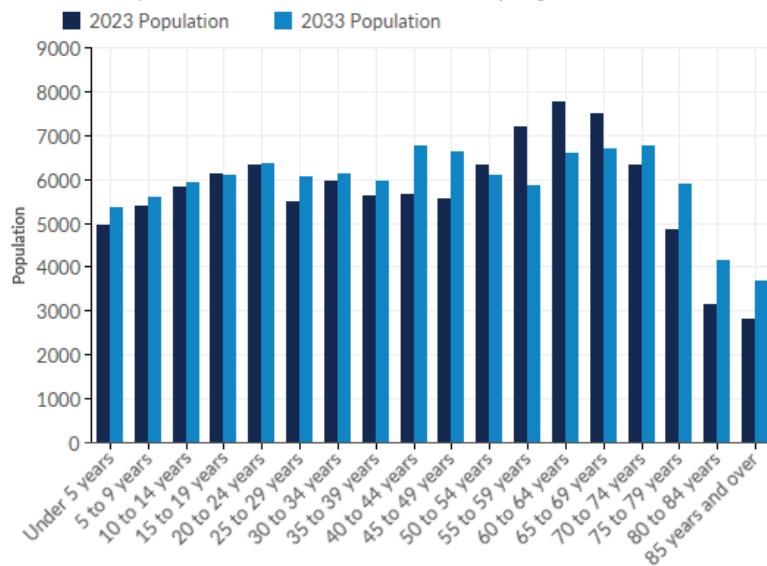
Age Cohort	2023 Population	2033 Population	Change	% Change	2033 % of Cohort
20 to 24 years	34,336	34,825	489	1%	5.9%
25 to 29 years	37,245	37,186	-60	0%	6.3%
30 to 34 years	40,975	36,751	-4,224	(10%)	6.2%
35 to 39 years	37,050	37,182	131	0%	6.3%
40 to 44 years	36,501	41,799	5,298	15%	7.1%
45 to 49 years	33,987	38,622	4,635	14%	6.5%
50 to 54 years	37,144	37,253	109	0%	6.3%
55 to 59 years	36,235	34,220	-2,014.75	(6%)	5.8%
60 to 64 years	37,632	35,691	-1,941	(5%)	6.0%
65 to 69 years	35,642	32,922	-2,720	(8%)	5.6%
70 to 74 years	29,201	32,008	2,807	10%	5.4%
75 to 79 years	21,454	25,077	3,623	17%	4.2%
80 to 84 years	13,714	16,754	3,039	22%	2.8%
85 years and over	12,601	15,481	2,880	23%	2.6%
<b>Total</b>	<b>577,116</b>	<b>591,157</b>	<b>14,041</b>	<b>2%</b>	<b>100.0%</b>

Source: LIGHTCAST, Q4 2023 Data Set

## DANVILLE, VA MSA

- **Under 5 to 9 years:**
  - Under 5 years show an 8% increase, while 5 to 9 years experience a 3% increase.
- **10 to 19 years:**
  - The 10 to 14 years group experiences a 2% increase, while the 15 to 19 years shows a 1% decrease.
- **20 to 29 years:**
  - Both cohorts show changes, with 20 to 24 years growing by 1% and 25 to 29 years experiencing a substantial 10% increase.
- **30 to 39 years:**
  - Both cohorts show modest increases, with 30 to 34 years growing by 2%, and 35 to 39 years experiencing a 6% increase.
- **40 to 49 years:**
  - Both cohorts exhibit increases, with 40 to 44 years growing by 19% and 45 to 49 years increasing by 19%.
- **50 to 59 years:**
  - Both cohorts show decreases, with 50 to 54 years decreasing by 3%, and 55 to 59 years experiencing a significant 18% decrease.
- **60 to 69 years:**
  - Both cohorts show decreases, with 60 to 64 years decreasing by 15%, and 65 to 69 years experiencing an 11% decrease.
- **70 years and over:**
  - These cohorts consistently show increases. Notably, the 80 to 84 years and 85 years and over cohorts exhibit substantial growth of 32% and 31%, respectively.

Exhibit 6.5 Population in Danville, VA MSA by Age Cohort 2023-2033.



Age Cohort	2023 Population	2033 Population	Change	% Change	2033 % of Cohort
Under 5 years	4,963	5,358	395	8%	5.0%
5 to 9 years	5,398	5,580	182	3%	5.2%
10 to 14 years	5,823	5,926	104	2%	5.6%

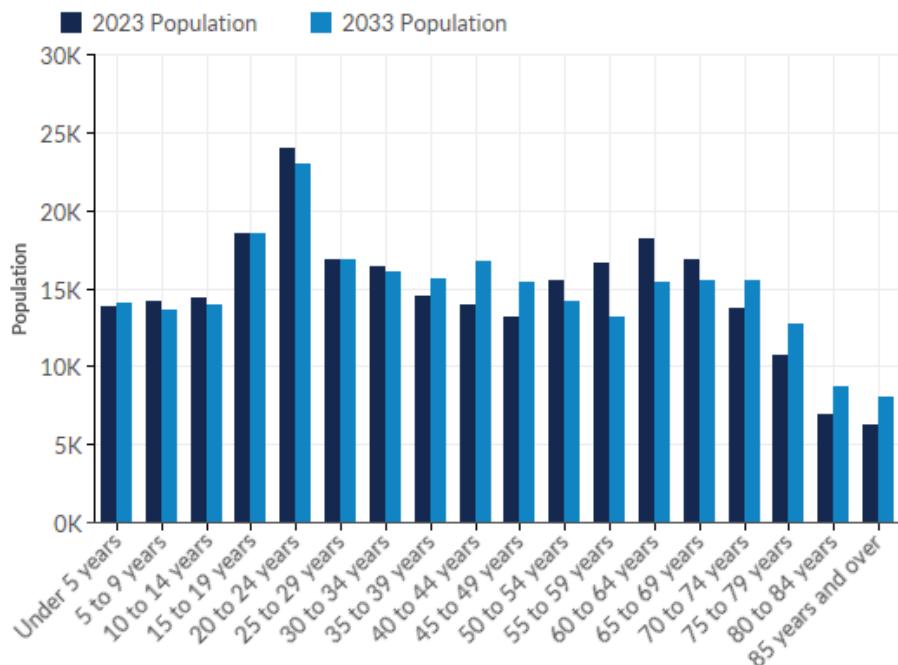
Age Cohort	2023 Population	2033 Population	Change	% Change	2033 % of Cohort
15 to 19 years	6,123	6,078	(45)	(1%)	5.7%
20 to 24 years	6,308	6,371	64	1%	6.0%
25 to 29 years	5,494	6,050	556	10%	5.7%
30 to 34 years	5,972	6,119	147	2%	5.7%
35 to 39 years	5,630	5,944	314	6%	5.6%
40 to 44 years	5,658	6,755	1,096	19%	6.3%
45 to 49 years	5,564	6,636	1,072	19%	6.2%
50 to 54 years	6,323	6,104	(219)	(3%)	5.7%
55 to 59 years	7,204	5,872	(1,332)	(18%)	5.5%
60 to 64 years	7,746	6,598	(1,148)	(15%)	6.2%
65 to 69 years	7,501	6,703	(798)	(11%)	6.3%
70 to 74 years	6,326	6,750	424	7%	6.3%
75 to 79 years	4,844	5,879	1,034	21%	5.5%
80 to 84 years	3,162	4,158	997	32%	3.9%
85 years and over	2,816	3,693	877	31%	3.5%
Total	102,854	106,575	3,720	4%	100.0%

Source: LIGHTCAST, Q4 2023 Data Set

## LYNCHBURG, VA MSA

- **Under 5 to 9 years:**
  - Under 5 years show a 2% increase, and 5 to 9 years exhibit a 3% decrease.
- **10 to 19 years:**
  - The 10 to 14 years group experiences a 2% decrease, while 15 to 19 years show no change (0%).
- **20 to 29 years:**
  - Both cohorts show decreases, with 20 to 24 years decreasing by 5%, and 25 to 29 years experiencing a 0% decrease.
- **30 to 39 years:**
  - Both cohorts exhibit changes, with 30 to 34 years decreasing by 3%, and 35 to 39 years experiencing a 7% increase.
- **40 to 49 years:**
  - Both cohorts show increases, with 40 to 44 years growing by 21% and 45 to 49 years increasing by 16%.
- **50 to 59 years:**
  - Both cohorts exhibit decreases, with 50 to 54 years decreasing by 9%, and 55 to 59 years experiencing a substantial 21% decrease.
- **60 to 69 years:**
  - Both cohorts show decreases, with 60 to 64 years decreasing by 16%, and 65 to 69 years experiencing an 8% decrease.
- **70 years and over:**
  - These cohorts consistently show decreases. Notably, the 80 to 84 years and 85 years and over cohorts exhibit substantial growth of 25% and 28%, respectively.

*Exhibit 6.6 Population in Lynchburg, VA MSA by Age Cohort 2023-2033.*



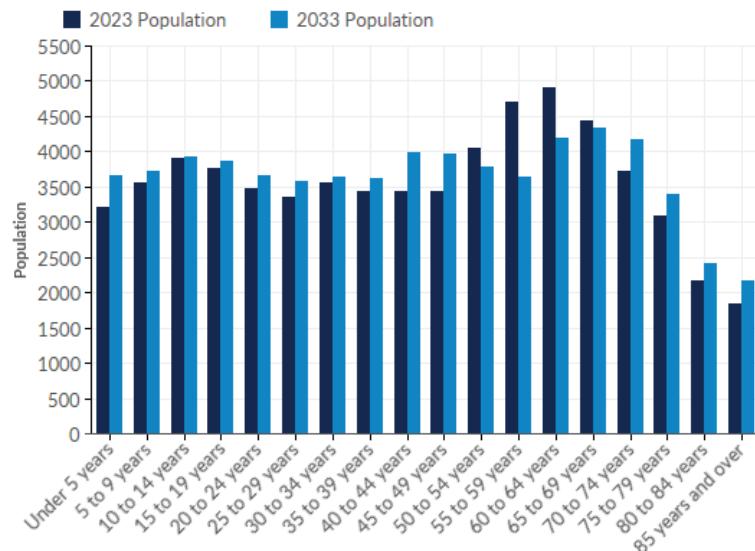
Age Cohort	2023 Population	2033 Population	Change	% Change	2033 % of Cohort
Under 5 years	13,773	14,069	296	2%	5.3%
5 to 9 years	14,125	13,649	(476)	(3%)	5.1%
10 to 14 years	14,350	13,995	(355)	(2%)	5.2%
15 to 19 years	18,555	18,555	(0)	(0%)	7.0%
20 to 24 years	24,003	22,920	(1,084)	(5%)	8.6%
25 to 29 years	16,880	16,839	(42)	(0%)	6.3%
30 to 34 years	16,432	16,010	(423)	(3%)	6.0%
35 to 39 years	14,549	15,603	1,054	7%	5.8%
40 to 44 years	13,889	16,757	2,868	21%	6.3%
45 to 49 years	13,187	15,358	2,171	16%	5.8%
50 to 54 years	15,516	14,115	(1,400)	(9%)	5.3%
55 to 59 years	16,625	13,209	(3,416)	(21%)	4.9%
60 to 64 years	18,214	15,390	(2,825)	(16%)	5.8%
65 to 69 years	16,853	15,524	(1,329)	(8%)	5.8%
70 to 74 years	13,676	15,532	1,856	14%	5.8%
75 to 79 years	10,716	12,690	1,975	18%	4.8%
80 to 84 years	6,938	8,645	1,707	25%	3.2%
85 years and over	6,278	8,042	1,765	28%	3.0%
<b>Total</b>	<b>264,559</b>	<b>266,902</b>	<b>2,343</b>	<b>1%</b>	<b>100.0%</b>

Source: LIGHTCAST, Q4 2023 Data Set

## MARTINSVILLE, VA MSA

- **Under 5 to 9 years:**
  - Under 5 years show a 14% increase, and 5 to 9 years exhibit a 5% increase.
- **10 to 19 years:**
  - The 10 to 14 years group experiences a 0% change, while 15 to 19 years show a more significant 3% increase.
- **20 to 29 years:**
  - Both cohorts show increases, with 20 to 24 years increasing by 5%, and 25 to 29 years experiencing a 6% increase.
- **30 to 39 years:**
  - Both cohorts exhibit increases, with 30 to 34 years increasing by 2%, and 35 to 39 years experiencing a 5% increase.
- **40 to 49 years:**
  - Both cohorts show increases, with 40 to 44 years growing by 16%, and 45 to 49 years increasing by 15%.
- **50 to 59 years:**
  - Both cohorts exhibit decreases, with 50 to 54 years decreasing by 6%, and 55 to 59 years experiencing a substantial 23% decrease.
- **60 to 69 years:**
  - Both cohorts show decreases, with 60 to 64 years decreasing by 15%, and 65 to 69 years experiencing a 2% decrease.
- **70 years and over:**
  - These cohorts consistently show increase. Notably, the 80 to 84 years and 85 years and over cohorts exhibit substantial increases of 12% and 19%, respectively.

*Exhibit 6.7 Population in Martinsville, VA MSA by Age Cohort 2023-2033.*



Age Cohort	2023 Population	2033 Population	Change	% Change	2033 % of Cohort
Under 5 years	3,202	3,655	453	14%	5.6%
5 to 9 years	3,554	3,727	173	5%	5.7%

Age Cohort	2023 Population	2033 Population	Change	% Change	2033 % of Cohort
10 to 14 years	3,899	3,916	16	0%	6.0%
15 to 19 years	3,759	3,870	111	3%	5.9%
20 to 24 years	3,467	3,656	189	5%	5.6%
25 to 29 years	3,356	3,569	213	6%	5.4%
30 to 34 years	3,548	3,635	88	2%	5.5%
35 to 39 years	3,435	3,610	175	5%	5.5%
40 to 44 years	3,429	3,993	564	16%	6.1%
45 to 49 years	3,441	3,962	521	15%	6.0%
50 to 54 years	4,047	3,792	(255)	(6%)	5.8%
55 to 59 years	4,705	3,644	(1,061)	(23%)	5.5%
60 to 64 years	4,912	4,181	(731)	(15%)	6.4%
65 to 69 years	4,439	4,331	(108)	(2%)	6.6%
70 to 74 years	3,714	4,173	459	12%	6.4%
75 to 79 years	3,085	3,399	313	10%	5.2%
80 to 84 years	2,164	2,421	257	12%	3.7%
85 years and over	1,832	2,175	343	19%	3.3%
Total	63,988	65,710	1,722	3%	100.0%

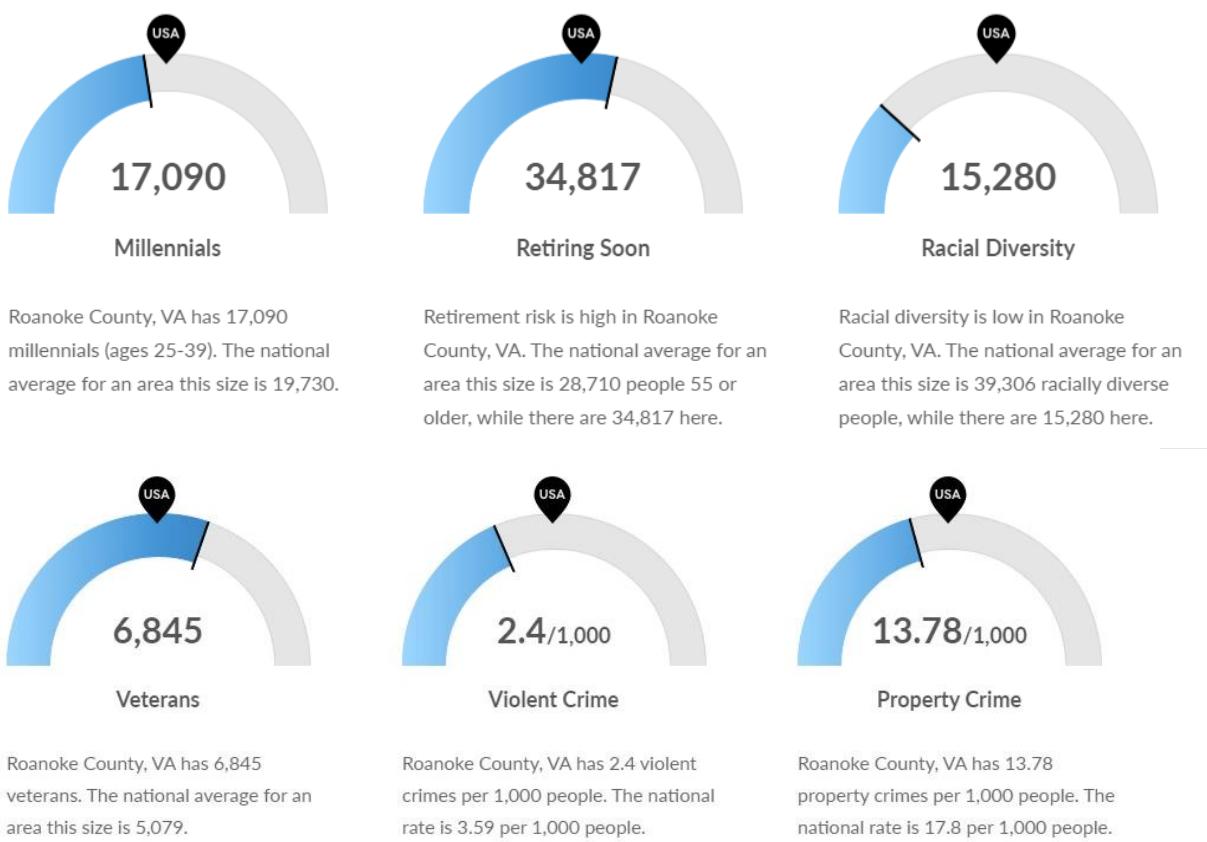
Source: LIGHTCAST, Q4 2023 Data Set

## Population Characteristics

### ROANOKE COUNTY, VA

Roanoke County has approximately 2,640 fewer millennials in the region (17,090 persons) than the average area of comparable size (19,730 persons). The County does have a larger population of 55 and older residence approaching retirement age (34,817 individuals) than a region of the same size (28,710 individuals). This represents a 6,107-person difference. The region has less racial diversity with 15,280 diverse individuals compared to the average of 39,306 individuals in an area of comparable size. Roanoke County has 6,845 veterans which is 1,772 more veterans than the average of 5,073 veterans found in an area this size. Violent crimes in Roanoke County are low considering that approximately 2.4 violent crimes per 1,000 people occur in the region as compared to the 3.6 violent crimes per 1,000 people nationally. Property crimes in Roanoke County (13.8 crimes per 1,000 people) are also considerably less than the national average of 17.8 property crimes per 1,000 people.

Exhibit 6.8 Population Characteristics Roanoke County.



Source: LIGHTCAST, Q4 2023 Data Set

## ROANOKE, VA MSA

The Roanoke MSA has approximately 6,709 fewer millennials in the region (57,208 persons) than the average area of comparable size (63,917 persons). The MSA does have a larger population of 55 and older residence approaching retirement age (111,946 individuals) than a region of the same size (94,202 individuals). This represents a 17,744-person difference. The region has less racial diversity with 72,479 diverse individuals compared to the average of 129,270 individuals in an area of comparable size. The Roanoke MSA has 19,829 veterans which is 3,759 more veterans than the average of 16,070 veterans found in an area this size. Violent crimes in Roanoke County are low considering that approximately 3.18 violent crimes per 1,000 people occur in the region as compared to the 3.6 violent crimes per 1,000 people nationally. Property crimes in the MSA (21.43 crimes per 1,000 people) are also considerably more than the national average of 18.22 property crimes per 1,000 people.

*Exhibit 6.9 Population Characteristics Roanoke County.*



Roanoke, VA has 57,208 millennials (ages 25-39). The national average for an area this size is 63,917.

Retirement risk is high in Roanoke, VA. The national average for an area this size is 94,202 people 55 or older, while there are 111,946 here.

Racial diversity is low in Roanoke, VA. The national average for an area this size is 129,270 racially diverse people, while there are 72,479 here.



Roanoke, VA has 19,829 veterans. The national average for an area this size is 16,070.

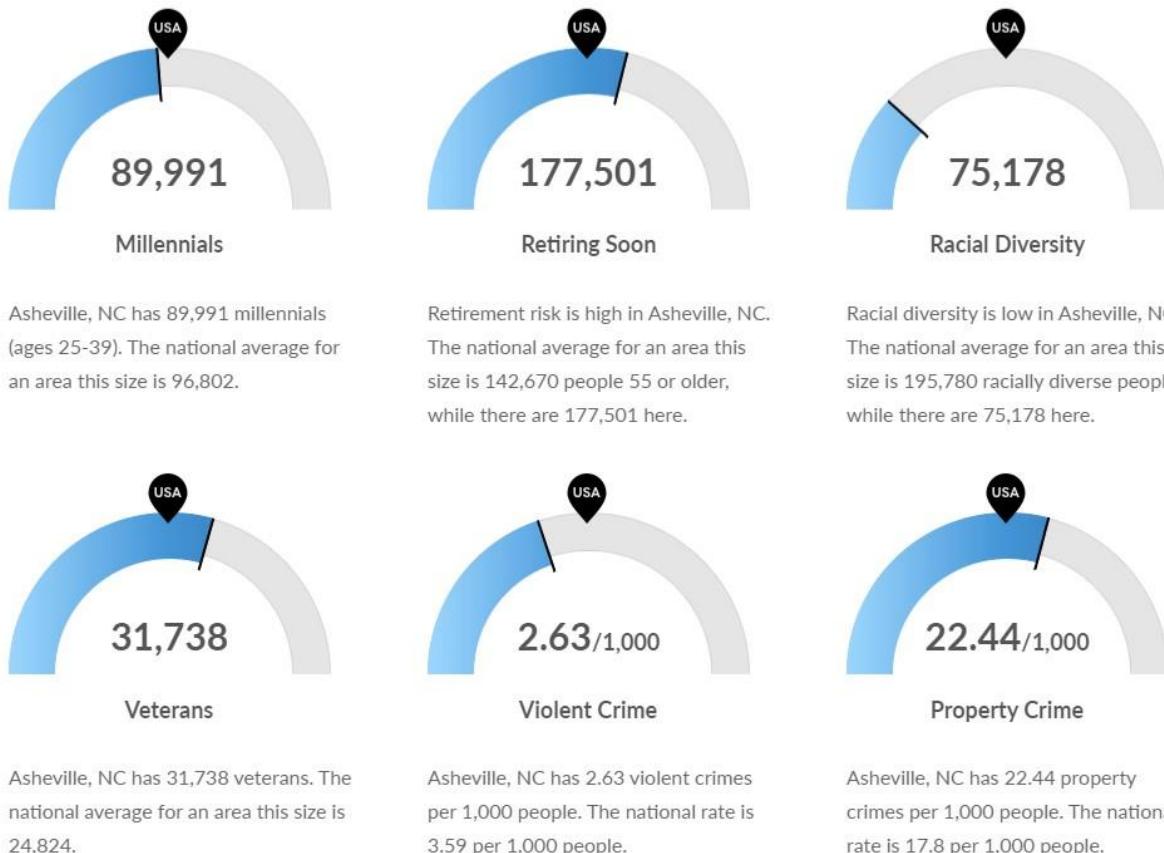
Roanoke, VA has 3.18 violent crimes per 1,000 people. The national rate is 3.6 per 1,000 people.

Roanoke, VA has 21.43 property crimes per 1,000 people. The national rate is 18.22 per 1,000 people.

## ASHVILLE, NC MSA

Ashville MSA has approximately 6,811 fewer millennials in the region (89,991 persons) than the average area of comparable size (96,802 persons). The MSA does have a larger population of 55 and older residence approaching retirement age (177,501 individuals) than a region of the same size (142,670 individuals). This represents a 34,831-person difference. The region has low racial diversity with 75,178 diverse individuals compared to the average of 195,780 individuals in an area of comparable size.

Exhibit 6.10 Population Characteristics Ashville MSA.



Source: LIGHTCAST, Q4 2023 Data Set

## CHATTANOOGA, TN-GA MSA

Chattanooga MSA has approximately 1,935 fewer millennials in the region (114,883 persons) than the average area of comparable size (116,818 persons). The MSA does have a larger population of 55 and older residence approaching retirement age (184,684 individuals) than a region of the same size (172,169 individuals). This represents a 12,515-person difference. The region has low racial diversity with 129,807 diverse individuals compared to the average of 236,261 individuals in an area of comparable size.

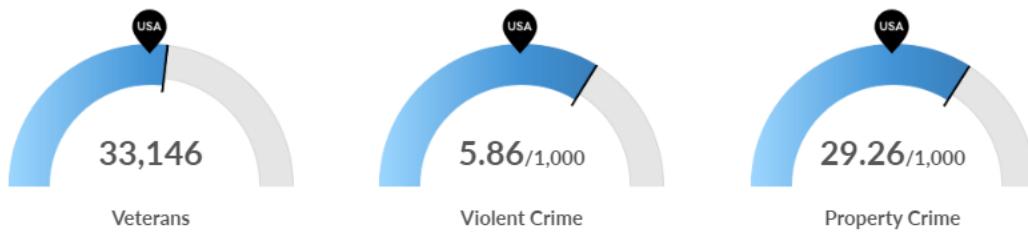
*Exhibit 6.11 Population Characteristics Chattanooga MSA.*



Chattanooga, TN-GA has 114,883 millennials (ages 25-39). The national average for an area this size is 116,818.

Retirement risk is about average in Chattanooga, TN-GA. The national average for an area this size is 172,169 people 55 or older, while there are 184,684 here.

Racial diversity is low in Chattanooga, TN-GA. The national average for an area this size is 236,261 racially diverse people, while there are 129,807 here.



Chattanooga, TN-GA has 33,146 veterans. The national average for an area this size is 29,791.

Chattanooga, TN-GA has 5.86 violent crimes per 1,000 people. The national rate is 3.59 per 1,000 people.

Chattanooga, TN-GA has 29.26 property crimes per 1,000 people. The national rate is 17.8 per 1,000 people.

Source: LIGHTCAST, Q4 2023 Data Set

## DANVILLE, VA MSA

Danville, VA MSA has approximately 3,854 fewer millennials in the region (16,923 persons) than the average area of comparable size (20,777 persons). The County does have a high population of 55 and older residents approaching retirement age (39,210 individuals) compared to a region of the same size (30,622 individuals). This represents an 8,588-person difference. The region has slightly lower racial diversity with 41,258 diverse individuals compared to the average of 42,021 individuals in an area of comparable size.

*Exhibit 6.12 Population Characteristics Danville, VA MSA.*



Danville, VA has 16,923 millennials (ages 25-39). The national average for an area this size is 20,777.

Retirement risk is high in Danville, VA. The national average for an area this size is 30,622 people 55 or older, while there are 39,210 here.

Racial diversity is about average in Danville, VA. The national average for an area this size is 42,021 racially diverse people, while there are 41,258 here.



Danville, VA has 7,083 veterans. The national average for an area this size is 5,224.

Danville, VA has 1.98 violent crimes per 1,000 people. The national rate is 3.6 per 1,000 people.

Danville, VA has 17.37 property crimes per 1,000 people. The national rate is 18.22 per 1,000 people.

Source: LIGHTCAST, Q4 2023 Data Set

## LYNCHBURG, VA MSA

Lynchburg, VA MSA has approximately 6,219 fewer millennials in the region (47,383 persons) than the average area of comparable size (53,602 persons). The county does have a higher population of 55 and older residents approaching retirement age (88,460 individuals) compared to a region of the same size (79,000 individuals). This represents a 9,460-person difference. The region has significantly lower racial diversity with 64,680 diverse individuals compared to the average of 108,409 individuals in an area of comparable size.

*Exhibit 6.13 Population Characteristics Lynchburg, VA MSA.*



Lynchburg, VA has 47,383 millennials (ages 25-39). The national average for an area this size is 53,602.

Retirement risk is high in Lynchburg, VA. The national average for an area this size is 79,000 people 55 or older, while there are 88,460 here.

Racial diversity is low in Lynchburg, VA. The national average for an area this size is 108,409 racially diverse people, while there are 64,680 here.



Lynchburg, VA has 17,282 veterans. The national average for an area this size is 13,477.

Lynchburg, VA has 2.23 violent crimes per 1,000 people. The national rate is 3.6 per 1,000 people.

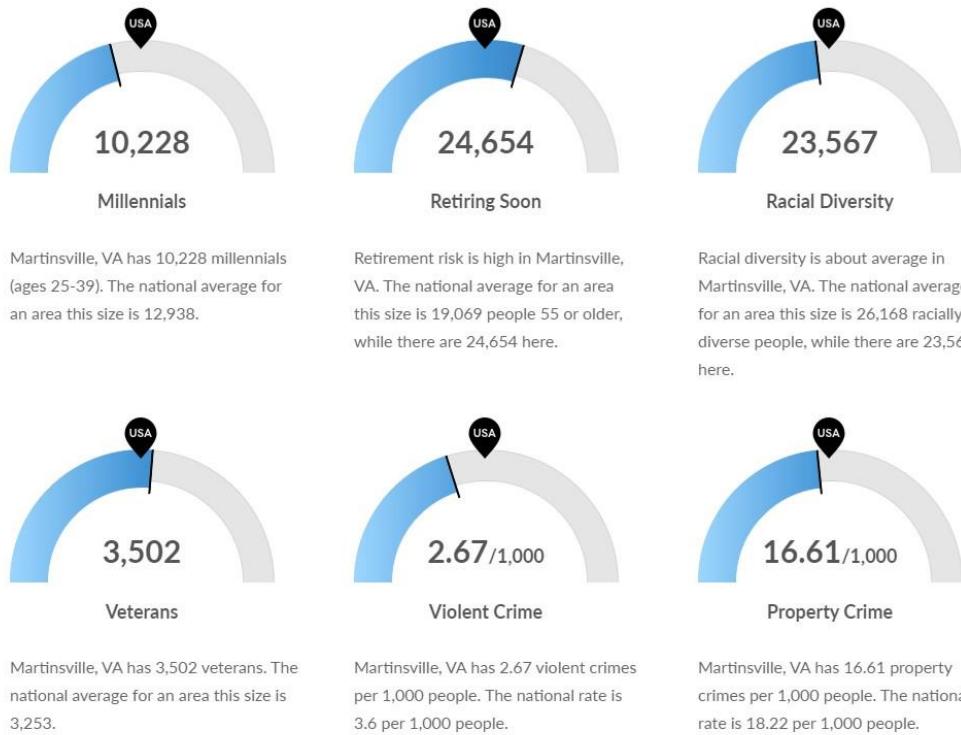
Lynchburg, VA has 14.52 property crimes per 1,000 people. The national rate is 18.22 per 1,000 people.

Source: LIGHTCAST, Q4 2023 Data Set

## MARTINSVILLE, VA MSA

The Martinsville, VA MSA has approximately 2,710 fewer millennials in the region (10,228 persons) than the average area of comparable size (12,938 persons). The county has a higher population of 55 and older residents approaching retirement age (24,654 individuals) compared to a region of the same size (19,069 individuals). This represents a 5,585-person difference. The region has slightly lower racial diversity with 23,567 diverse individuals compared to the average of 26,168 individuals in an area of comparable size.

*Exhibit 6.14 Population Characteristics Spartanburg County.*



Source: LIGHTCAST, Q4 2023 Data Set

# Roanoke Regional Partnership Economic Overview

## Labor Force Participation

Labor force participation provides an understanding of whether individuals are working, actively seeking a job, or unemployed and are not seeking work for any reason. The “Not in the labor Force” category refers to those who are not actively seeking work whereas those who are unemployed are actively seeking employment.

### ROANOKE COUNTY, VA

According to data, out of the 65.0% of residents capable of participating in the labor force, 97.3% are employed whereas 2.7% are unemployed.

*Exhibit 6.15 Labor Force Participation Roanoke County, September 2023.*



Source: LIGHTCAST, Q4 2023 Data Set

### ROANOKE, VA MSA

According to data, out of the 64.4% of residents capable of participating in the labor force, 97.6% are employed whereas 2.4% are unemployed.

*Exhibit 6.16 Labor Force Participation Roanoke, VA MSA, March 2024.*

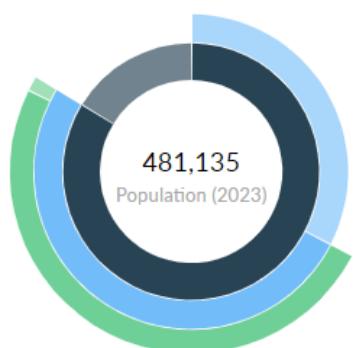


Source: LIGHTCAST, Q4 2023 Data Set

## ASHVILLE, NC MSA

According to data, out of the 61.1% of residents capable of participating in the labor force, 97.3% are employed whereas 2.7% are unemployed.

*Exhibit 6.17 Labor Force Participation Ashville MSA, September 2023.*



	Population
● 16+ Civilian Non-Institutionalized Population <a href="#">?</a>	402,467
● Not in Labor Force (16+) <a href="#">?</a>	156,756
● Labor Force <a href="#">?</a>	245,711
● Employed <a href="#">?</a>	239,198
● Unemployed <a href="#">?</a>	6,513
● Under 16, Military, and institutionalized Population	78,668

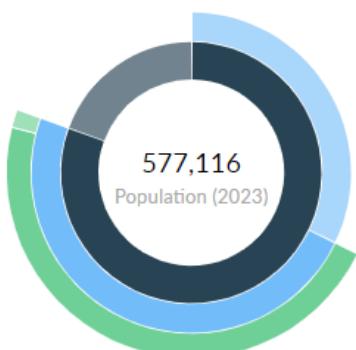
LIGHTCAST, Q4 2023 Data Set

Source:

## CHATTANOOGA, TN-GA MSA

According to data, out of the 60.1% of residents capable of participating in the labor force, 96.7% are employed whereas 3.3% are unemployed.

*Exhibit 6.18 Labor Force Participation Chattanooga MSA, September 2023.*



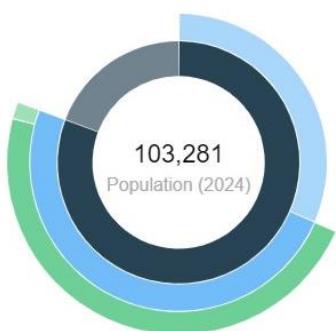
	Population
● 16+ Civilian Non-Institutionalized Population <a href="#">?</a>	464,303
● Not in Labor Force (16+) <a href="#">?</a>	185,459
● Labor Force <a href="#">?</a>	278,844
● Employed <a href="#">?</a>	269,649
● Unemployed <a href="#">?</a>	9,195
● Under 16, Military, and institutionalized Population	112,813

Source: LIGHTCAST, Q4 2023 Data Set

## DANVILLE, VA MSA

According to data, out of the 60.9% of residents capable of participating in the labor force, 96.7% are employed whereas 3.3% are unemployed.

*Exhibit 6.19 Labor Force Participation Danville, VA MSA, March 2024.*



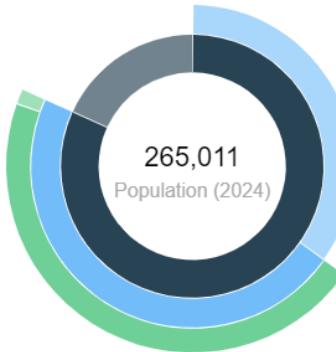
	Population
16+ Civilian Non-Institutionalized Population	83,309
Not in Labor Force (16+)	32,537
Labor Force	50,772
Employed	49,096
Unemployed	1,676
Under 16, Military, and institutionalized Population	19,972

Source: LIGHTCAST, Q4 2023 Data Set

## LYNCHBURG, VA MSA

According to data, out of the 57.5% of residents capable of participating in the labor force, 97.1% are employed whereas 2.9% are unemployed.

*Exhibit 6.20 Labor Force Participation Lynchburg, VA MSA, March 2024.*



	Population
16+ Civilian Non-Institutionalized Population	216,590
Not in Labor Force (16+)	92,041
Labor Force	124,549
Employed	120,955
Unemployed	3,594
Under 16, Military, and institutionalized Population	48,421

Source: LIGHTCAST, Q4 2023 Data Set

## MARTINSVILLE, VA MSA

According to data, out of the 58.3% of residents capable of participating in the labor force, 96.7% are employed whereas 3.3% are unemployed.

*Exhibit 6.21 Labor Force Participation Martinsville, VA MSA, March 2024.*



Source: LIGHTCAST, Q4 2023 Data Set

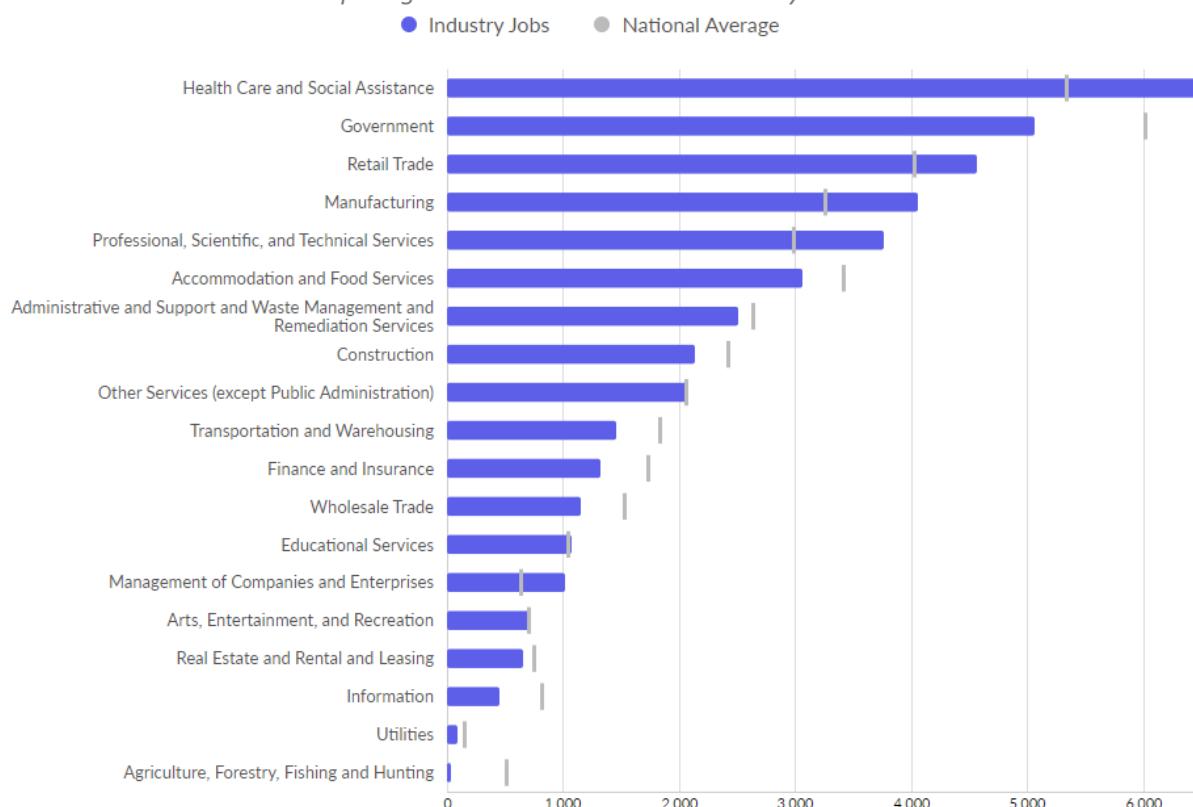
# Employment

## TOP LARGEST INDUSTRIES

### ROANOKE COUNTY, VA

The three major industries in Roanoke County are Health Care and Social Assistance, Government, and Retail Trade. The largest industry in 2022, with 6,475 employees, was Health Care and Social Assistance. In a region of comparable size across the country, 5,323 positions would be anticipated, a 1,152 job difference. The government contributed 5,063 employment opportunities in 2022, which is 934 more roles than the national average of 5,997 jobs in an area of comparable size. Given the 4,567 employment roles in 2022, the Retail Trade sector provided 551 more jobs than the national average of 4,016.

*Exhibit 6.22 Top Largest Industries in Roanoke County 2022.*

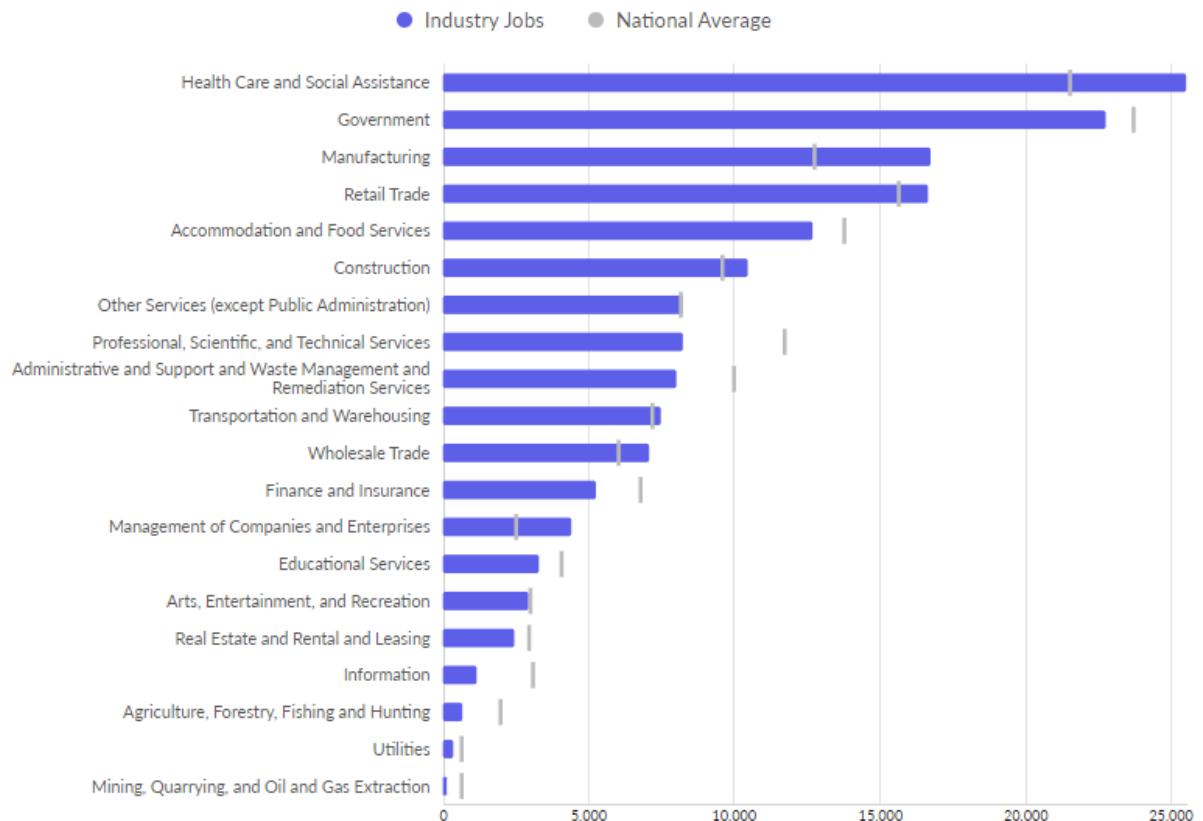


Source: LIGHTCAST, Q4 2023 Data Set.

## ROANOKE, VA MSA

The three major industries in the Roanoke MSA are Health Care and Social Assistance, Government, and Manufacturing. The largest industry in 2023, with 25,530 employees, was Health Care and Social Assistance. In a region of comparable size across the country, 21,490 positions would be anticipated, a 4,040 job difference. The Government sector contributed 22,783 employment opportunities in 2023, which is 898 fewer roles than the national average of 23,681 jobs in an area of comparable size. Given the 16,748 employment roles in 2023, the Manufacturing sector provided 4,071 more jobs than the national average of 12,677.

*Exhibit 6.23 Top Largest Industries in Roanoke County 2022.*

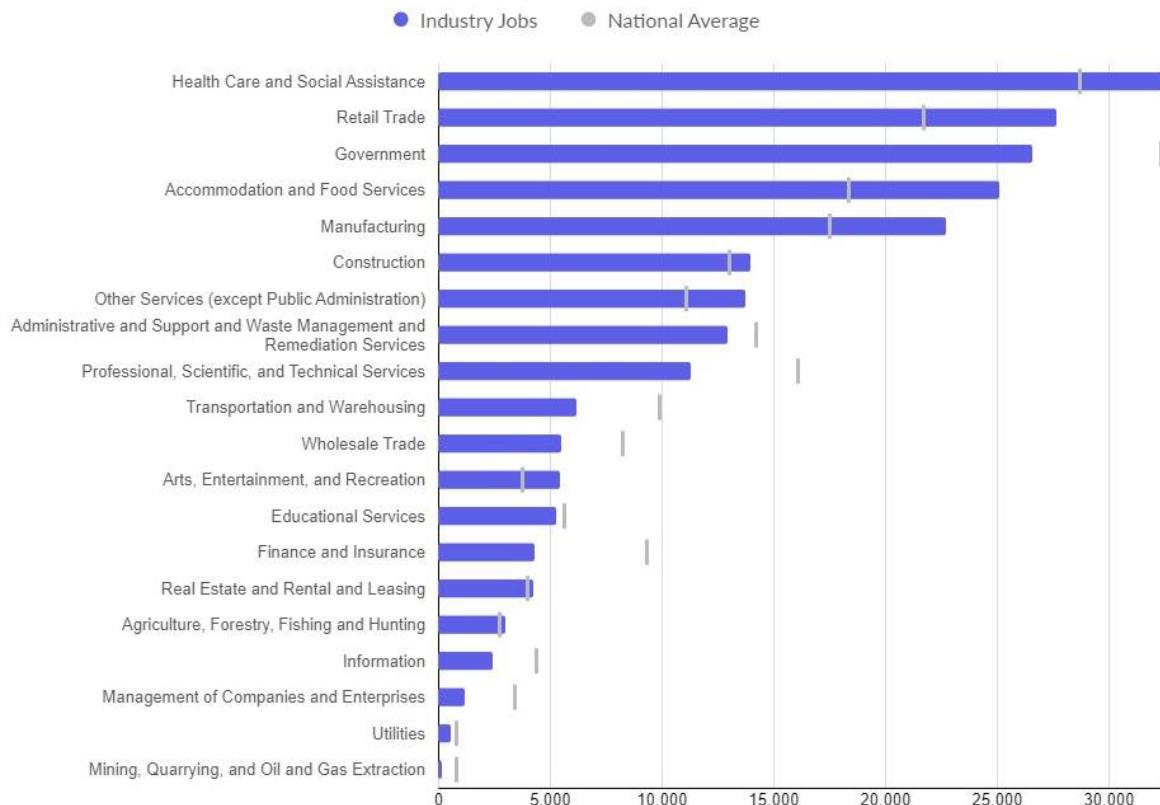


Source: LIGHTCAST, Q4 2023 Data Set.

## ASHVILLE, NC MSA

The three major industries in the Ashville MSA are Health Care and Social Assistance, Retail Trade, and Government. The largest industry in 2022, with 32,569 employees, was Health Care and Social Assistance. Employees in the industry can earn an average wage of \$72,208. The Retail Trade sector contributed 27,671 employment opportunities in 2022. An average wage of \$42,267 is expected for employees. Given the 26,630 employment roles in 2022, the Government industry provided employees a \$77,334 salary.

*Exhibit 6.24 Top Largest Industries in Ashville MSA 2022.*

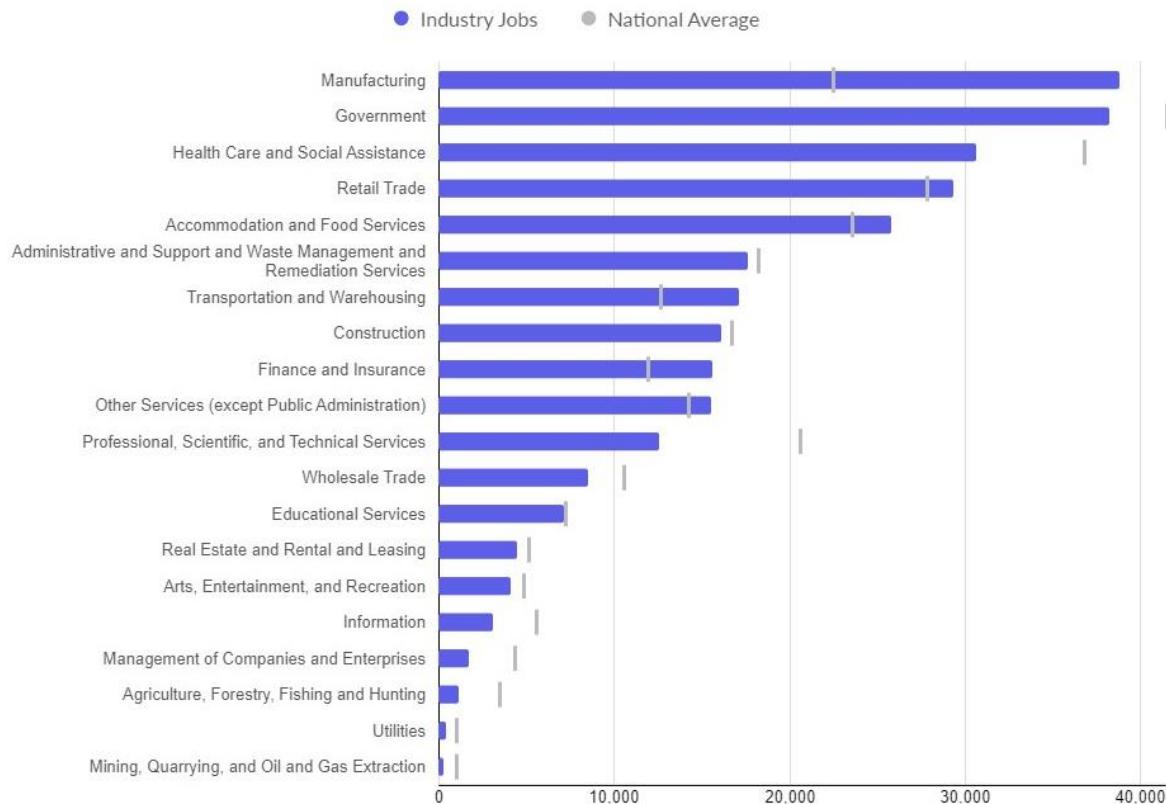


Source: LIGHTCAST, Q4 2023 Data Set

## CHATTANOOGA, TN-GA MSA

The three major industries in the Chattanooga MSA are Manufacturing, Government, and Health Care and Social Assistance. The largest industry in 2022, with 38,832 employees, was Manufacturing. Employees in the industry can earn an average wage of \$78,596. The Government sector contributed 38,257 employment opportunities in 2022. An average wage of \$92,173 is expected for employees. Given the 30,631 employment roles in 2022, the Health Care and Social Assistance industry provided employees with a \$70,232 salary.

*Exhibit 6.25 Top Largest Industries in Chattanooga MSA 2022.*

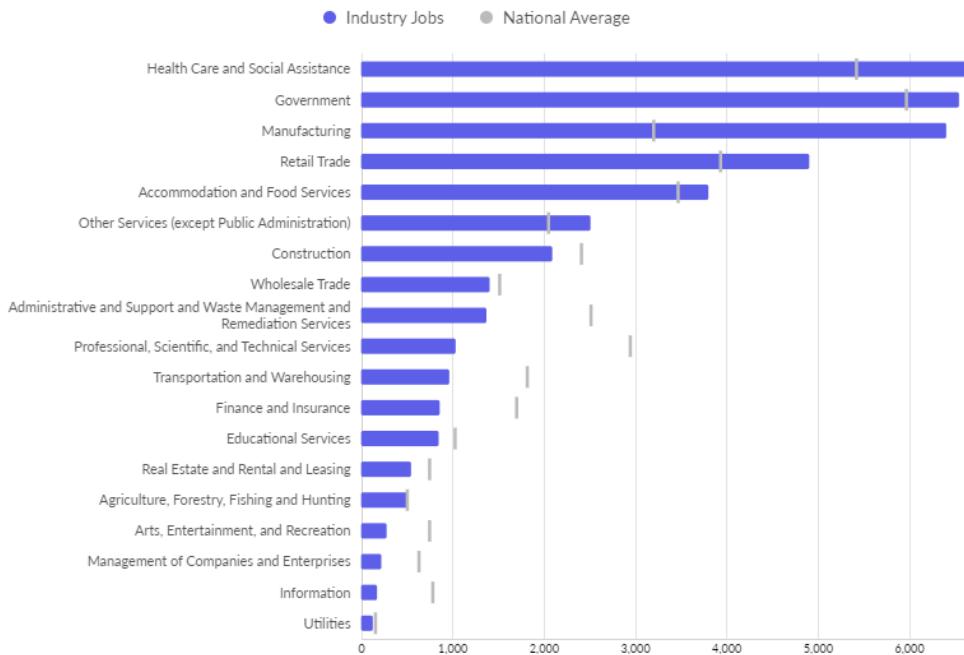


Source: LIGHTCAST, Q4 2023 Data Set

## DANVILLE, VA MSA

The three major industries in Danville, VA MSA are Health Care and Social Assistance, Manufacturing, and Government. The largest industry in 2023, with 6,666 employees, was Health Care and Social Assistance. Employees in the industry can earn an average wage of \$59,817. Given the 6,546 employment roles in 2023, the Government industry provided employees a \$63,475 salary. The Manufacturing sector contributed 6,405 employment opportunities in 2023. An average wage of \$81,811 is expected for employees.

*Exhibit 6.26 Top Largest Industries in Danville, VA MSA 2022.*

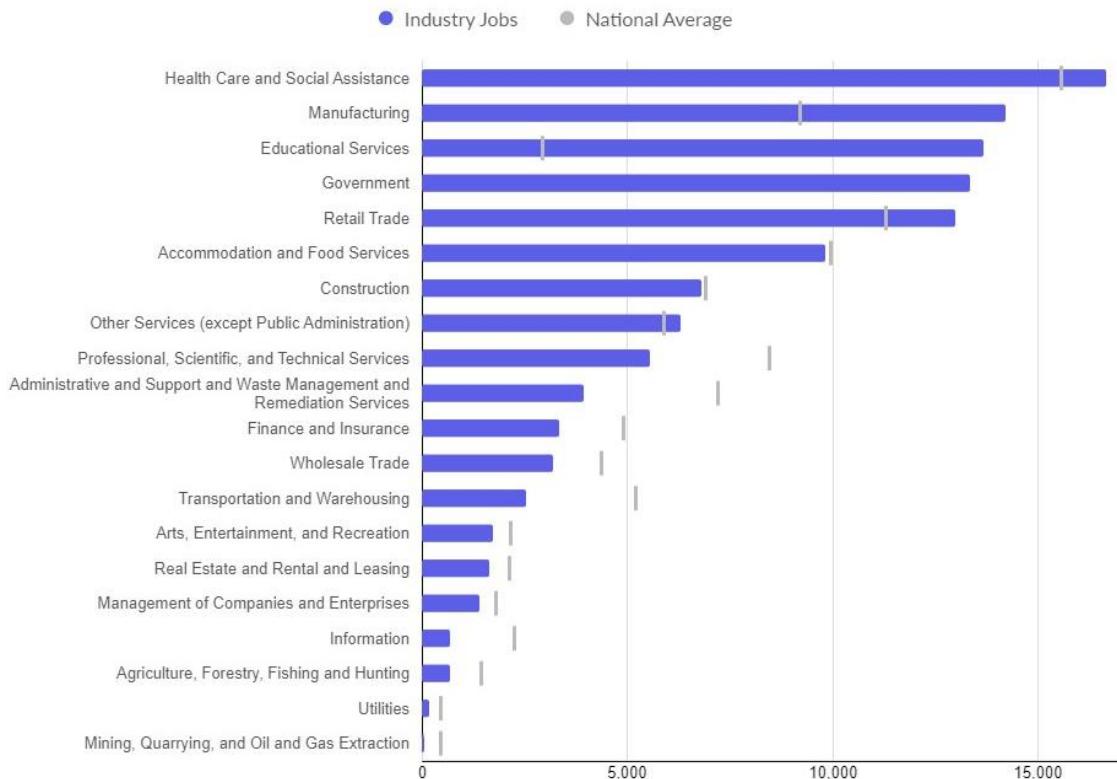


Source: LIGHTCAST, Q4 2023 Data Set

## LYNCHBURG, VA MSA

The three major industries in Lynchburg, VA MSA are Health Care and Social Assistance, Manufacturing, and Educational Services. The largest industry in 2023, with 16,681 employees, was Health Care and Social Assistance. Employees in the industry can earn an average wage of \$70,810. The Manufacturing sector contributed 14,232 employment opportunities in 2023. An average wage of \$90,685 is expected for employees. Given the 13,680 employment roles in 2023, the Educational Services industry provided employees a \$39,352 salary.

*Exhibit 6.27 Top Largest Industries in Lynchburg, VA MSA 2022.*

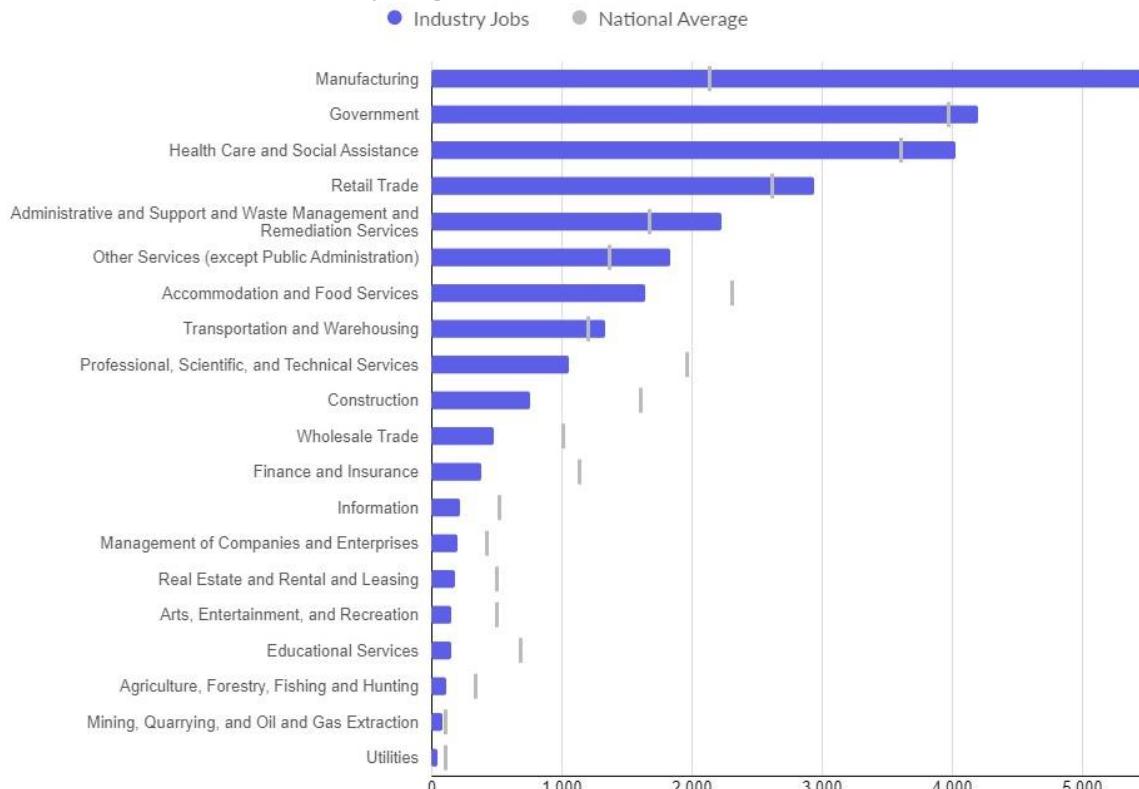


Source: LIGHTCAST, Q4 2023 Data Set

## MARTINSVILLE, VA MSA

The three major industries in Martinsville, VA MSA are Manufacturing, Government, and Health Care and Social Assistance. The largest industry in 2023, with 5,512 employees, was Manufacturing. Employees in the industry can earn an average wage of \$64,742. The Government sector contributed 4,202 employment opportunities in 2023. An average wage of \$60,028 is expected for employees. Given the 4,027 employment roles in 2023, the Health Care and Social Assistance industry provided employees a \$48,809 salary.

*Exhibit 6.28 Top Largest Industries in Martinsville, VA MSA 2022.*



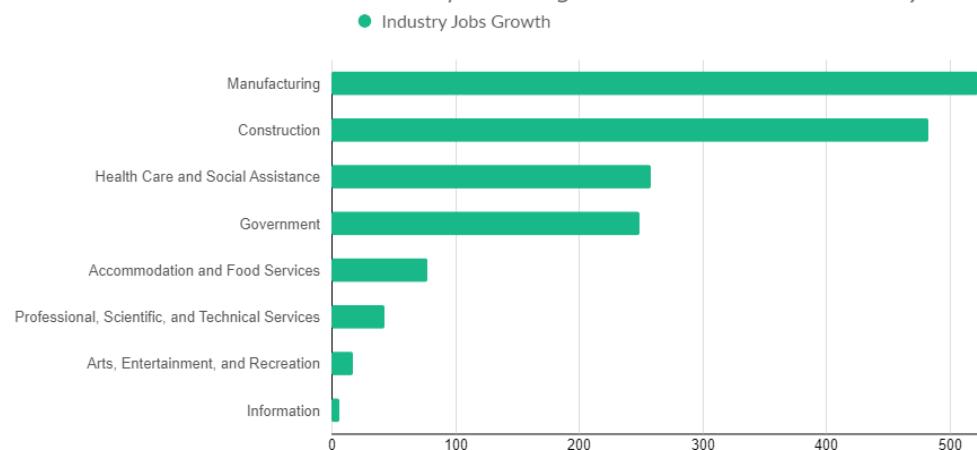
Source: LIGHTCAST, Q4 2023 Data Set

## TOP GROWTH INDUSTRIES

### ROANOKE COUNTY, VA

The largest rise in jobs in Roanoke County since 2018 has been in the Manufacturing sector, which employed 4,058 people by 2023 after 523 new positions are added. Construction has experienced a 483 increase in jobs to account for 2,131 jobs by 2023. While there was only a 4% increase in jobs in the Health Care and Social Assistance industry, the addition of 258 jobs led to 6,475 employees in the associated roles.

*Exhibit 6.29 Top Growing Industries in Roanoke County 2023.*

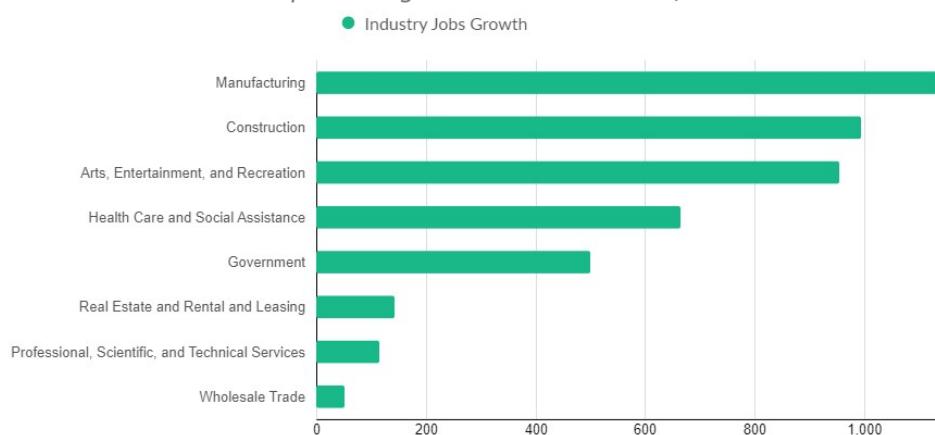


Source: LIGHTCAST, Q4 2023 Data Set

### ROANOKE, VA MSA

The largest rise in jobs in the MSA since 2018 has been in the Manufacturing sector, which employed 16,748 people by 2023 after 1,137 new positions were added. Construction has experienced a 995 increase in jobs to account for 10,452 jobs by 2023. While there was only a 4% increase in jobs in the Health Care and Social Assistance industry, the addition of 258 jobs led to 6,475 employees in the associated roles.

*Exhibit 6.30 Top Growing Industries in Roanoke, VA MSA 2023.*

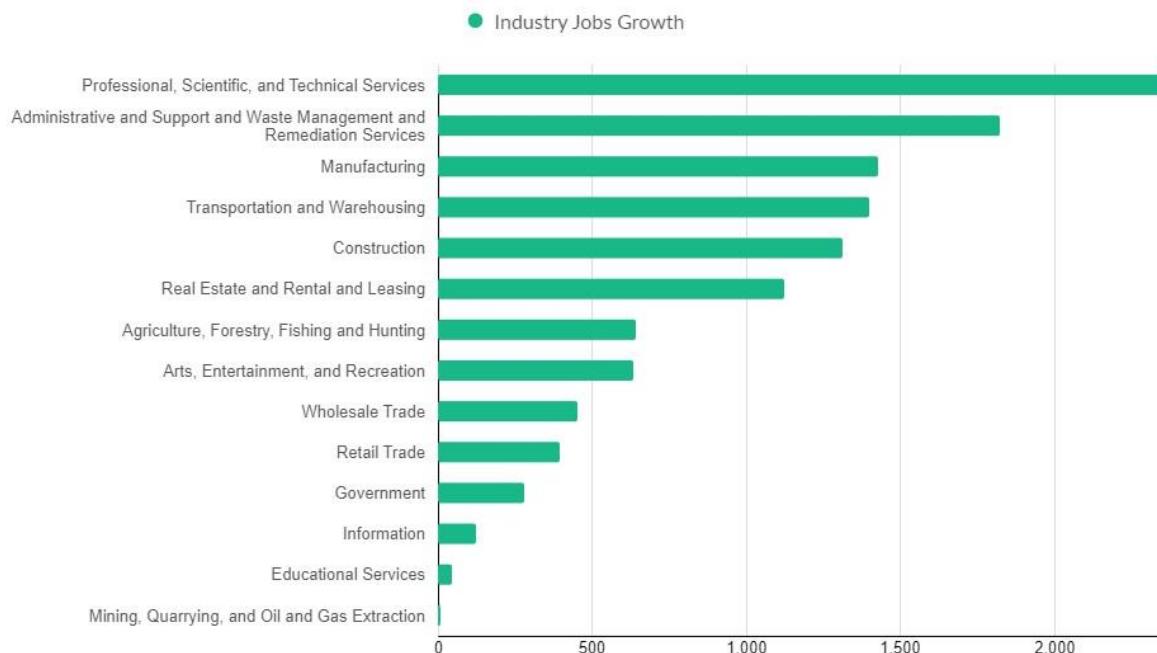


Source: LIGHTCAST, Q4 2023 Data Set

## ASHVILLE, NC MSA

The largest rise in jobs since 2018 has been in the Professional, Scientific, and Technical Services sector, which employed 11,330 people by 2022 after 2,359 new positions are added, a 26% increase. Administrative and Support and Waste Management and Remediation Services has experienced a 16% (1,825 job) increase in jobs to account for 12,982 jobs by 2023. While there was only a 7% increase in jobs in the Manufacturing industry, the addition of 1,430 jobs led to 22,725 employees in the associated roles.

*Exhibit 6.31 Top Growing Industries in Ashville MSA 2023.*

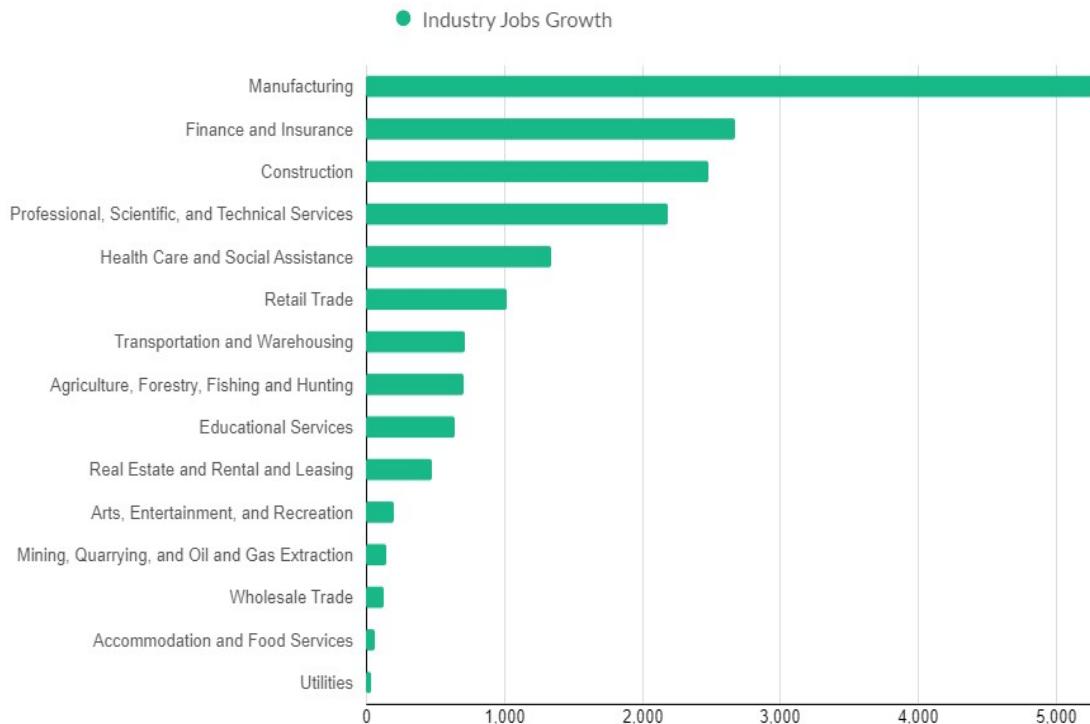


Source: LIGHTCAST, Q4 2023 Data Set

## CHATTANOOGA, TN-GA MSA

The largest rise in jobs since 2018 has been in the Manufacturing sector, which employed 38,832 people by 2023 after 5,265 new positions are added, a 16% increase. Finance and Insurance Services has experienced a 21% (2,678 job) increase in jobs to account for 15,587 jobs by 2023. While there was only an 18% increase in jobs in the Construction industry, the addition of 2,477 jobs led to 16,134 employees in the associated roles.

*Exhibit 6.32 Top Growing Industries in Chattanooga MSA 2023.*

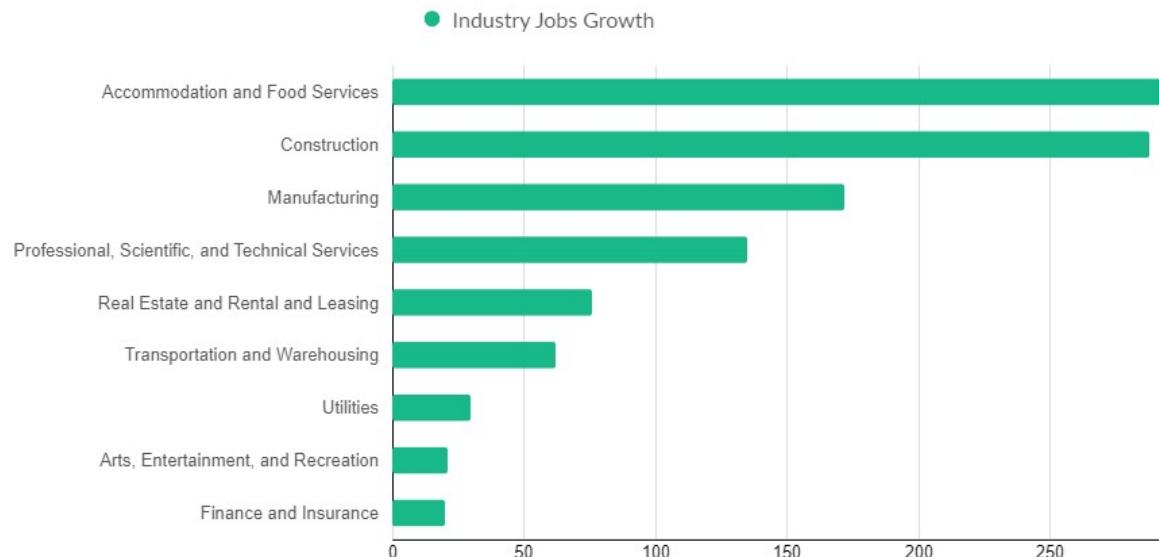


Source: LIGHTCAST, Q4 2023 Data Set

**DANVILLE, VA MSA**

The largest rise in jobs since 2018 has been in the Accommodation and Food Services sector, which employed 3,810 people by 2023 after 294 new positions are added, an 8% increase. Construction has experienced a 16% (288 job) increase in jobs to account for 2,096 jobs by 2023. While there was only a 3% increase in jobs in the Manufacturing industry, the addition of 172 jobs led to 6,405 employees in the associated roles.

*Exhibit 6.33 Top Growing Industries in Danville, VA MSA 2023.*



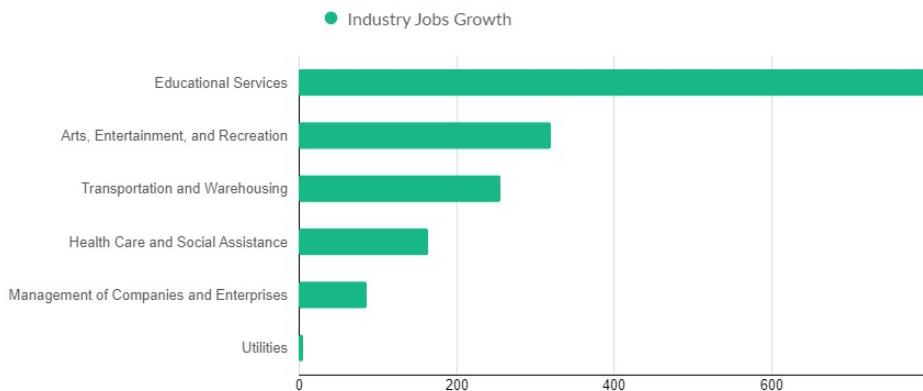
Source:

LIGHTCAST, Q4 2023 Data Set

## LYNCHBURG, VA MSA

The largest rise in jobs since 2018 has been in the Educational Services sector, which employed 13,680 people by 2023 after 1,239 new positions are added, a 10% increase. Arts, Entertainment, and Recreation has experienced a 45% (545 job) increase in jobs to account for 1,747 jobs by 2023. While there was only a 5% increase in jobs in the Construction industry, the addition of 305 jobs led to 6,827 employees in the associated roles.

*Exhibit 6.34 Top Growing Industries in Lynchburg, VA MSA 2023.*



Source:

LIGHTCAST, Q4 2023 Data Set

## MARTINSVILLE, VA MSA

The largest rise in jobs since 2018 has been in the Manufacturing sector, which employed 5,512 people by 2023 after 630 new positions are added, a 13% increase. Professional, Scientific, and Technical Services has experienced a 69% (434 job) increase in jobs to account for 1,061 jobs by 2023. While there was only a 12% increase in jobs in the Health Care and Social Assistance industry, the addition of 421 jobs led to 4,027 employees in the associated roles.

*Exhibit 6.35 Top Growing Industries in Martinsville, VA MSA 2023.*



Source: LIGHTCAST, Q4 2023 Data Set

# Roanoke Regional Partnership Educational Landscape

## K-12 Overview

### ENROLLMENTS

#### ROANOKE COUNTY, VA

The total number of students has increased over the last three years, going from 13,692 in 2020–2021 to 13,731 in 2021–2022 to 13,819 in 2022–2023. The greatest notable growth was observed at the 10th grade level, which went from 1,126 kids in 2020–2021 to 1,217 students in 2022–2023, an increase of 0.6%.

Also, there was a significant increase in the percentage of students in grade 1 which went from 844 enrollments in 2020–2021 to 894 in 2022–2023, a 0.5% increase. The enrollments for grade 11 also experienced a 0.5% increase, with 1,035 students in 2020–2021 to 1,109 students in 2022–2023. The number of grade 5 pupils fell significantly as well, from 1,040 overall in 2020–2021 to 958 students in 2022–2023. The largest percentage of students in each grade level from 2022 - 2023 was 8.9% in grade 9, followed by 8.8% in grade 10 and 8.0% in grade 8 and 11.

*Exhibit 6.36 Roanoke County School District Enrollment by Grade, Fall 2020-2022.*

Grade	2020-2021	2021-2022	2022-2023
Pre-kindergarten	355	364	342
Kindergarten	882	934	894
Grade 1	884	904	959
Grade 2	962	860	902
Grade 3	912	991	902
Grade 4	959	923	1,025
Grade 5	1,040	971	958
Grade 6	1,049	1,079	1,041
Grade 7	1,105	1,071	1,089
Grade 8	1,128	1,146	1,100
Grade 9	1,203	1,267	1,231
Grade 10	1,126	1,170	1,217
Grade 11	1,035	1,057	1,109
Grade 12	1,052	994	1,050
Total Students	13,692	13,731	13,819

Source: Virginia Department of Education. Roanoke County Public Schools

**ASHVILLE, NC MSA**

In the 2021-2022 academic year, the top two grades with the highest enrollment were Grade 9 and Grade 11, with 410 and 386 students, respectively. The top two grades with the lowest enrollment were Grade 3 and Grade 6, with 290 and 270 students, respectively. The grade with the greatest change since 2020 is Grade 12, which increased from 303 students in 2020-2021 to 339 students in 2021-2022. Overall, the total number of students increased from 4,388 in 2020-2021 to 4,270 in 2021-2022. Data for the 2022-2023 academic year was not available.

*Exhibit 6.37 Ashville City Schools Enrollment by Grade, Fall 2020-2022.*

Grade	2020-2021	2021-2022
Kindergarten	316	330
Grade 1	320	304
Grade 2	313	299
Grade 3	364	290
Grade 4	338	342
Grade 5	313	295
Grade 6	322	270
Grade 7	301	320
Grade 8	308	304
Grade 9	400	410
Grade 10	417	381
Grade 11	373	386
Grade 12	303	339
<b>Total Students</b>	<b>4,388</b>	<b>4,270</b>

Source: North Carolina Public Schools Statistical Profile

**CHATTANOOGA, TN-GA MSA**

The enrollment for Hamilton County School increased by 1.9% from 46,896 in 2021-2022 to 47,775 in 2022-2023. Data for individual grades was not provided.

*Exhibit 6.38 Hamilton County School Enrollment, Fall 2021-2022.*

Grade	2021-2022	2022-2023
<b>Total Students</b>	<b>46,896</b>	<b>47,775</b>

Source: Tennessee Department of Education

## DANVILLE CITY PUBLIC SCHOOLS

In the 2021-2022 academic year, the top two grades with the highest enrollment were Grade 8 and Grade 10, with 466 and 478 students, respectively. The top two grades with the lowest enrollment were Pre-kindergarten and Grade 12, with 261 and 291 students, respectively. The grade with the greatest change since 2021 is Grade 8, which increased from 402 students in 2021-2022 to 466 students in 2022-2023. Overall, the total number of students increased from 5,736 in 2021-2022 to 5,685 in 2022-2023.

*Exhibit 6.39 Danville City Public Schools Enrollment by Grade, Fall 2020-2021.*

Grade	2021-2022	2022-2023
Pre-kindergarten	253	261
Kindergarten	379	410
Grade 1	425	392
Grade 2	449	440
Grade 3	434	432
Grade 4	440	433
Grade 5	443	425
Grade 6	411	418
Grade 7	474	413
Grade 8	402	466
Grade 9	566	454
Grade 10	422	478
Grade 11	355	372
Grade 12	283	291
<b>Total Students</b>	<b>5,736</b>	<b>5,685</b>

Source: Virginia Department of Education. Danville City Public Schools

## LYNCHBURG CITY COUNTY, VA

In the 2022-2023 academic year, the top two grades with the highest enrollment were Grade 9 and Grade 10, with 636 and 675 students, respectively. The top two grades with the lowest enrollment were Pre-kindergarten and Grade 11, with 343 and 540 students, respectively. The grade with the greatest change since 2020 is Pre-kindergarten, which increased from 297 students in 2020-2021 to 343 students in 2022-2023. Overall, the total number of students increased from 7,963 in 2020-2021 to 7,909 in 2022-2023.

*Exhibit 6.40 Lynchburg City Public Schools Enrollment by Grade, Fall 2020-2022.*

Grade	2020-2021	2021-2022	2022-2023
Pre-kindergarten	297	320	343
Kindergarten	543	566	621
Grade 1	615	563	581
Grade 2	565	607	567
Grade 3	564	560	582
Grade 4	574	565	563

Grade 5	559	572	563
Grade 6	600	542	550
Grade 7	591	577	554
Grade 8	629	582	581
Grade 9	619	755	636
Grade 10	624	567	675
Grade 11	604	556	540
Grade 12	577	547	547
Postgraduate	2	1	6
<b>Total Students</b>	<b>7,963</b>	<b>7,880</b>	<b>7,909</b>

Source: Virginia Department of Education. Lynchburg City Public Schools

### MARTINSVILLE CITY PUBLIC SCHOOLS

In the 2022-2023 academic year, the top two grades with the highest enrollment were Grade 9 and Grade 10, with 156 and 159 students, respectively. The top two grades with the lowest enrollment were Pre-kindergarten and kindergarten, with 107 and 115 students, respectively. The grade with the greatest change since 2021 is Pre-kindergarten and grade 10, which increased by 10 students for each grade. Overall, the total number of students decreased from 1,817 in 2021-2022 to 1,810 in 2022-2023.

*Exhibit 6.41 Martinsville City Public Schools Enrollment by Grade, Fall 2021-2023.*

Grade	2021-2022	2022-2023
Pre-kindergarten	97	107
Kindergarten	125	115
Grade 1	136	131
Grade 2	118	137
Grade 3	116	120
Grade 4	131	118
Grade 5	136	125
Grade 6	134	132
Grade 7	136	127
Grade 8	132	134
Grade 9	159	156
Grade 10	149	159
Grade 11	125	130
Grade 12	123	119
<b>Total Students</b>	<b>1,817</b>	<b>1,810</b>

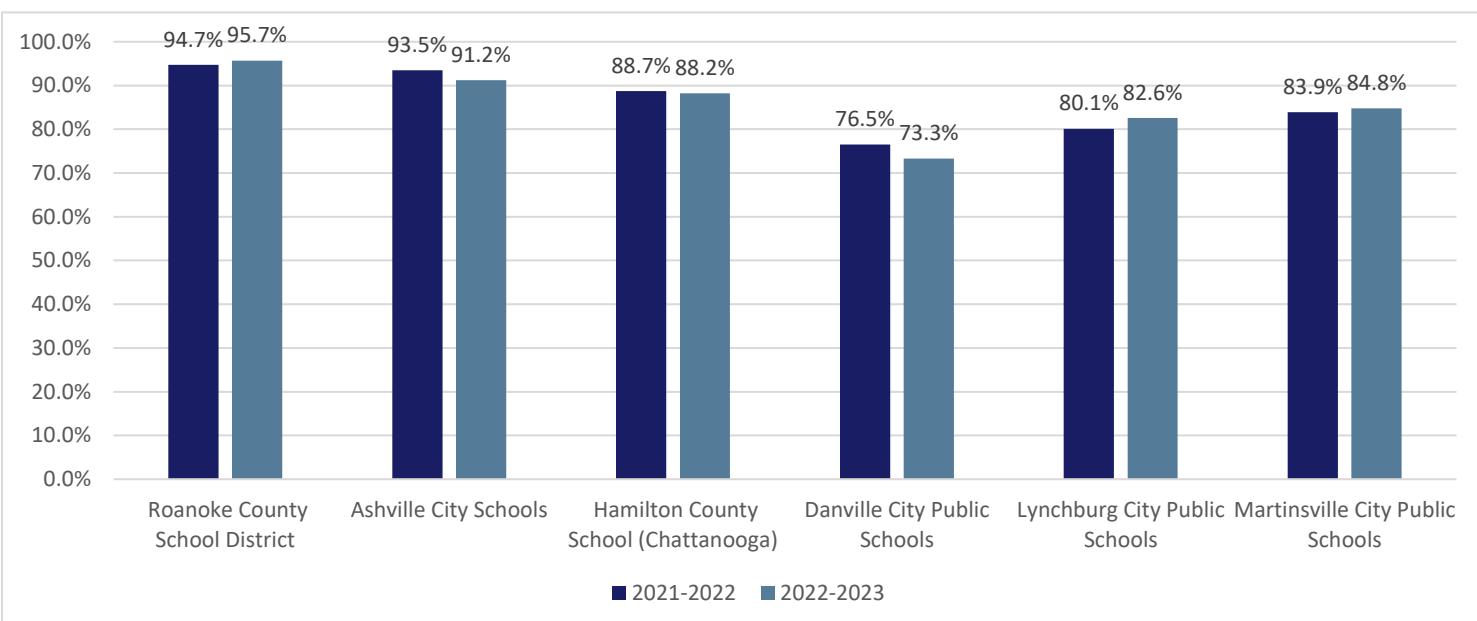
Source: Virginia Department of Education. Martinsville City Public Schools

## HIGH SCHOOL GRADUATION RATES

The average graduation rate for Roanoke County Public Schools (RCPS) since 2021 is 95.2%. The highest graduation rate for RCPS Students was in the 2022-2023 academic year with 95.7% of students graduating. Among the benchmarked districts, Roanoke County School District possessed the highest graduation rate in the 2022 academic year at a rate of 95.7%. Ashville City Schools had the second highest graduation rates with 91.2%. In the 2022-2023 academic year, Danville City Public Schools had the lowest graduation rate of 73.3%. At 95.2% Roanoke County School District accounted for the highest graduation average, while Danville City Public Schools maintained the lowest average of 74.9%.

*Exhibit 6.42 Roanoke County High School Graduation Rates, 2021-2023.*

District	2021-2022	2022-2023	Average
Roanoke County School District	94.7%	95.7%	<b>95.2%</b>
Ashville City Schools	93.5%	91.2%	<b>92.4%</b>
Hamilton County School (Chattanooga)	88.7%	88.2%	<b>88.5%</b>
Danville City Public Schools	76.5%	73.3%	<b>74.9%</b>
Lynchburg City Public Schools	80.1%	82.6%	<b>81.4%</b>
Martinsville, VA MSA	83.9%	84.8%	<b>84.4%</b>



Source: State Department of Education

## Educational Attainment

### ROANOKE COUNTY, VA

In terms of educational attainment, 9.9% of the residents in Roanoke County hold an associate degree, which is 1.1% higher than the national average. An additional 24.8% of inhabitants within the County possess a bachelor's degree, which is 3.9% higher than the average nationwide.

Exhibit 6.43 Educational Attainment Roanoke County, 2022.



	% of Population	Population
Less Than 9th Grade	2.3%	1,611
9th Grade to 12th Grade	3.8%	2,742
High School Diploma	27.5%	19,593
Some College	18.5%	13,232
Associate's Degree	9.9%	7,096
Bachelor's Degree	24.8%	17,664
Graduate Degree and Higher	13.2%	9,410

Source: LIGHTCAST, Q4 2023 Data Set

Of the 233 completions from Roanoke County higher education institutions in 2022, all came from Hollins University. Most students (218) completed their education in person, while 15 students completed education requirements via distance education. Overall, since 2012, there has been a 33.8% decline in program completions.

Exhibit 6.44 Completion Trends Roanoke County, 2012-2022.

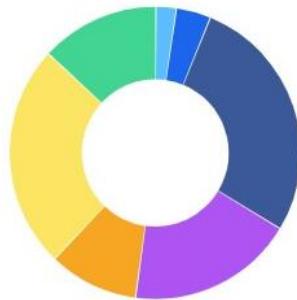


Source: LIGHTCAST, Q4 2023 Data Set

## ROANOKE, VA MSA

In terms of educational attainment, 9.9% of the residents in the Roanoke MSA hold an associate degree, which is 1.1% higher than the national average. An additional 24.8% of inhabitants within the County possess a bachelor's degree, which is 3.9% higher than the average nationwide.

*Exhibit 6.45 Educational Attainment Roanoke, VA MSA, 2022.*



	% of Population	Population
Less Than 9th Grade	2.3%	1,611
9th Grade to 12th Grade	3.8%	2,742
High School Diploma	27.5%	19,593
Some College	18.5%	13,232
Associate's Degree	9.9%	7,096
Bachelor's Degree	24.8%	17,664
Graduate Degree and Higher	13.2%	9,410

Source: LIGHTCAST, Q4 2023 Data Set

Of the 233 completions from Roanoke County higher education institutions in 2022, all came from Hollins University. Most students (218) completed their education in person, while 15 students completed education requirements via distance education. Overall, since 2012, there has been a 33.8% decline in program completions.

*Exhibit 6.46 Completion Trends Roanoke, VA MSA, 2012-2022.*

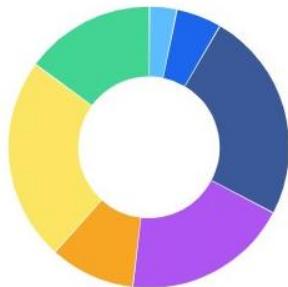


Source: LIGHTCAST, Q4 2023 Data Set

## ASHVILLE, NC MSA

Concerning educational attainment, 23.4% of Asheville, NC residents possess a bachelor's degree (2.6% above the national average), and 9.8% hold an associate degree (1.0% above the national average).

*Exhibit 6.47 Educational Attainment Asheville County, 2022.*

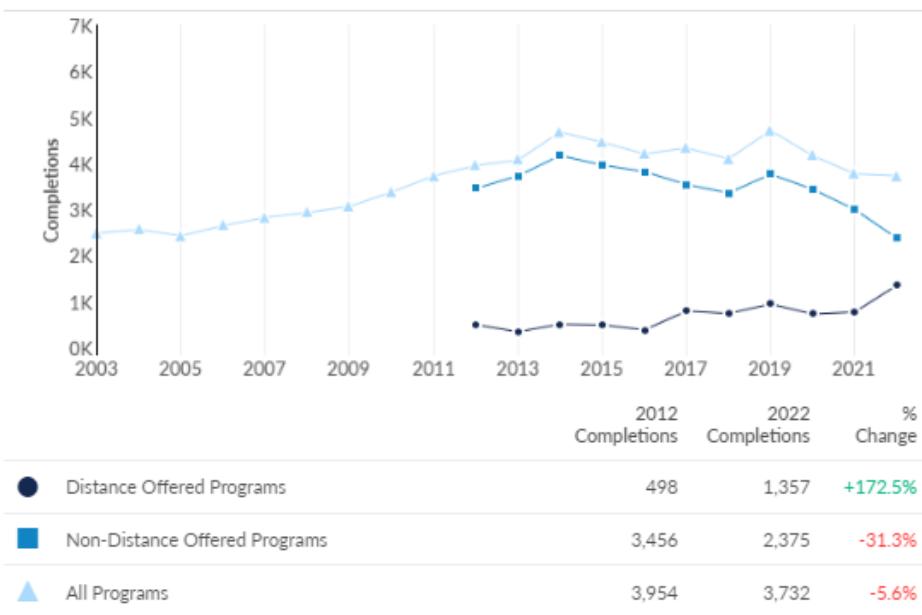


	% of Population	Population
Less Than 9th Grade	3.1%	11,228
9th Grade to 12th Grade	5.2%	18,678
High School Diploma	24.3%	86,762
Some College	19.1%	68,318
Associate's Degree	9.8%	35,057
Bachelor's Degree	23.4%	83,659
Graduate Degree and Higher	15.0%	53,728

Source: LIGHTCAST, Q4 2023 Data Set

Of the 3,732 completions from the Asheville MSA higher education institutions in 2022, the majority (1,001 completions) came from Asheville-Buncombe Technical Community College. Most students (208) completed their education in person, while 1,357 students completed education requirements via distance education. Overall, since 2012, there has been a 5.6% decline in program completions.

*Exhibit 6.48 Completion Trends Asheville County, 2012-2022.*



Source: LIGHTCAST, Q4 2023 Data Set

## CHATTANOOGA, TN-GA MSA

Concerning educational attainment, 19.1% of Chattanooga, TN-GA residents possess a bachelor's degree (1.7% below the national average), and 8.9% hold an associate degree (0.1% above the national average).

*Exhibit 6.49 Educational Attainment Chattanooga MSA, 2022.*



	% of Population	Population
Less Than 9th Grade	3.8%	15,369
9th Grade to 12th Grade	7.1%	28,749
High School Diploma	28.2%	114,845
Some College	22.2%	90,396
Associate's Degree	8.9%	36,332
Bachelor's Degree	19.1%	77,877
Graduate Degree and Higher	10.7%	43,499

Source: LIGHTCAST, Q4 2023 Data Set

Of the 5,542 completions from the Chattanooga MSA higher education institutions in 2022, the majority (2,551 completions) came from The University of Tennessee-Chattanooga. The majority of students (4,521) completed their education in person, while 1,021 students completed education requirements via distance education. Overall, since 2012, there has been a 6.2% growth in program completions.

*Exhibit 6.50 Completion Trends Chattanooga MSA, 2012-2022.*



Source: LIGHTCAST, Q4 2023 Data Set

## DANVILLE, VA MSA

Concerning educational attainment, 10.9% of Danville, VA residents possess a bachelor's degree (10.3% below the national average), and 9.3% hold an associate's degree (0.5% above the national average).

*Exhibit 6.51 Educational Attainment Danville, VA MSA, 2022*



	% of Population	Population
Less Than 9th Grade	5.0%	3,682
9th Grade to 12th Grade	10.2%	7,582
High School Diploma	39.4%	29,243
Some College	19.7%	14,651
Associate's Degree	9.3%	6,905
Bachelor's Degree	10.9%	8,078
Graduate Degree and Higher	5.5%	4,099

Source: LIGHTCAST, Q4 2023 Data Set

Of the 1,185 completions from the MSA higher education institutions in 2023, the majority (779 completions) came from Danville Community College. Most students (1,021) completed their education in person, while 164 students completed education requirements via distance education. Overall, since 2012, there has been a 29.5% decline in program completions.

*Exhibit 6.52 Completion Trends Danville, VA MSA, 2012-2023*

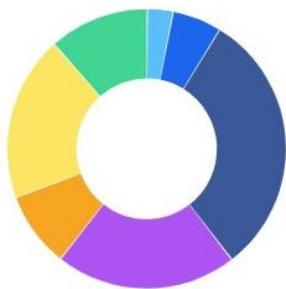


Source: LIGHTCAST, Q4 2023 Data Set

## LYNCHBURG, VA MSA

Concerning educational attainment, 19.1% of Lynchburg MSA residents possess a bachelor's degree (2.1% below the national average), and 8.8% hold an associate's degree (the same as the national average).

*Exhibit 6.53 Educational Attainment Lynchburg, VA MSA, 2022.*



	% of Population	Population
Less Than 9th Grade	3.0%	5,381
9th Grade to 12th Grade	5.7%	10,274
High School Diploma	30.8%	55,284
Some College	21.1%	37,844
Associate's Degree	8.8%	15,747
Bachelor's Degree	19.1%	34,317
Graduate Degree and Higher	11.6%	20,905

Source: LIGHTCAST, Q4 2023 Data Set

Of the 28,354 completions from the MSA higher education institutions in 2022, the majority (25,513 completions) came from Liberty University. The majority of students (25,326) completed their education via distance education, while 3,028 students completed education requirements in person. Overall, since 2012, there has been a 91.0% growth in program completions.

*Exhibit 6.54 Completion Trends Lynchburg, VA MSA, 2012-2022.*



Source: LIGHTCAST, Q4 2023 Data Set

## MARTINSVILLE, VA MSA

Concerning educational attainment, 10.2% of Martinsville MSA residents possess a bachelor's degree (11.0% below the national average), and 12.4% hold an associate's degree (3.5% above the national average).

*Exhibit 6.55 Educational Attainment Martinsville, VA MSA, 2022.*



	% of Population	Population
Less Than 9th Grade	7.1%	3,270
9th Grade to 12th Grade	10.2%	4,696
High School Diploma	35.2%	16,225
Some College	19.2%	8,875
Associate's Degree	12.4%	5,699
Bachelor's Degree	10.2%	4,700
Graduate Degree and Higher	5.7%	2,640

Source: LIGHTCAST, Q4 2023 Data Set

All 600 completions from the MSA higher education institutions in 2023, came from Patrick & Henry Community College. Most students (354) completed their education in person, while 246 students completed education requirements via distance education. Overall, since 2012, there has been a 26.4% decrease in program completions.

*Exhibit 6.56 Completion Trends Martinsville, VA MSA, 2012-2023.*



Source: LIGHTCAST, Q4 2023 Data Set

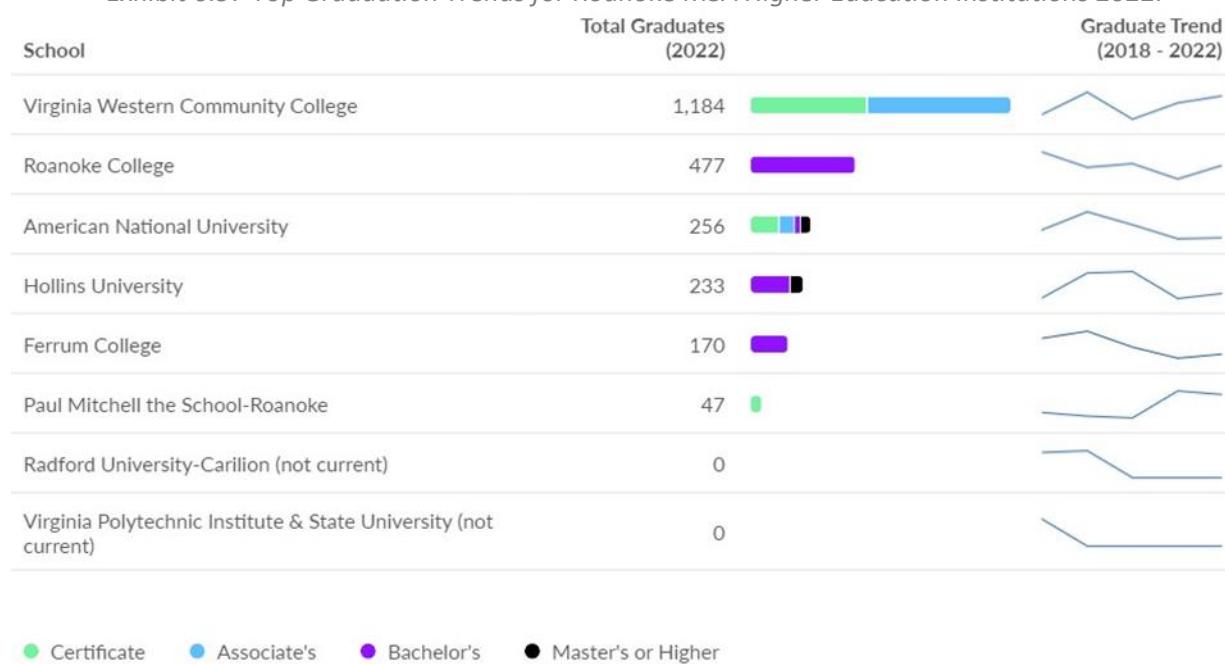
## Postsecondary Educational Pipeline

### ROANOKE MSA, VA

Associate degrees accounted for 718 (30.3%) completions with the highest rate from Virginia Western Community College. With 845 completions, or 35.7%, Roanoke College offered the largest percentage of bachelor's degrees. Only 100 master's degrees were granted, with Hollins University accounting for the largest percentage.

By 2022, Virginia Western Community College had the highest annual growth rate, at 4.5%. Roanoke College experienced a notable 4.1% growth as well. The slowest growing university among the examined institutions was American National University, with a growth rate of only 2.4%. Paul Mitchell the School-Roanoke was the only institution with a decline in growth of 4.1%.

*Exhibit 6.57 Top Graduation Trends for Roanoke MSA Higher Education Institutions 2022.*



Source: LIGHTCAST, Q4 2023 Data Set

Fall 2021 enrollment at Virginia Tech (previously known as Virginia Polytechnic Institute and State University) was 37,279 students.<sup>10</sup> Undergraduate enrollments made up 79.8% of the total enrollments (29,760), with graduate enrollments accounting for the remaining 20.2% (7,519). In 2022, the university granted 2,117 master's degrees or higher and 7,257 bachelor's degrees. The 2016 cohort's overall graduation rate was 86%.

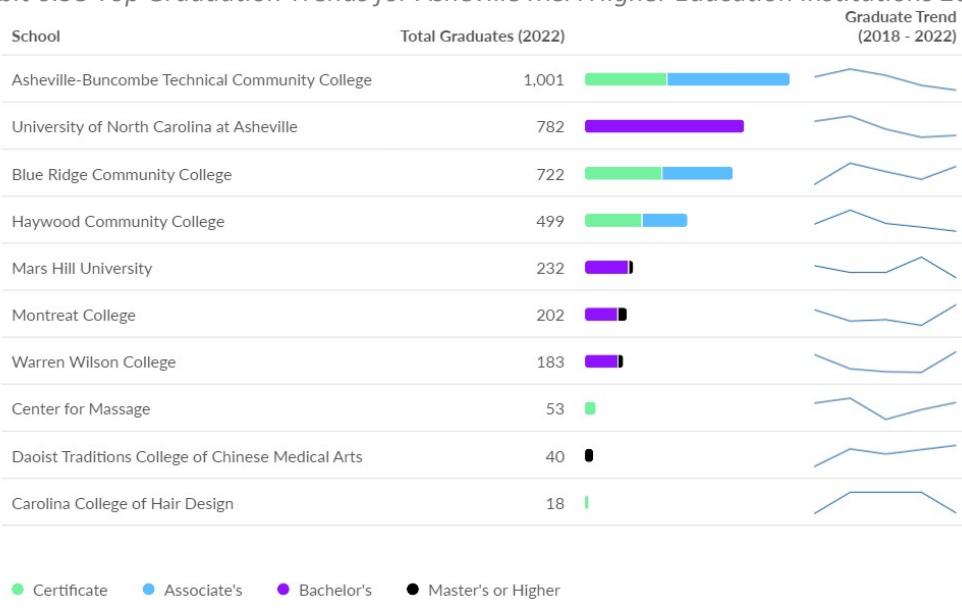
<sup>10</sup> IPEDS Data Center. (2022). Ed.gov.

<https://nces.ed.gov/ipeds/datacenter/institutionprofile.aspx?unitId=233921&sid=426dba77-0390-40bf-8ef6-4a61f229c669&rtid=6>

## ASHVILLE, NC MSA

In 2022, there were 3,732 graduates in Asheville, NC. This pipeline has shrunk by 9% over the last 5 years. The highest share of these graduates come from "Liberal Arts and Sciences/Liberal Studies" (Associate's), "Registered Nursing/Registered Nurse" (Associate's), and "Business Administration and Management, General" (Bachelor's).

*Exhibit 6.58 Top Graduation Trends for Asheville MSA Higher Education Institutions 2022.*

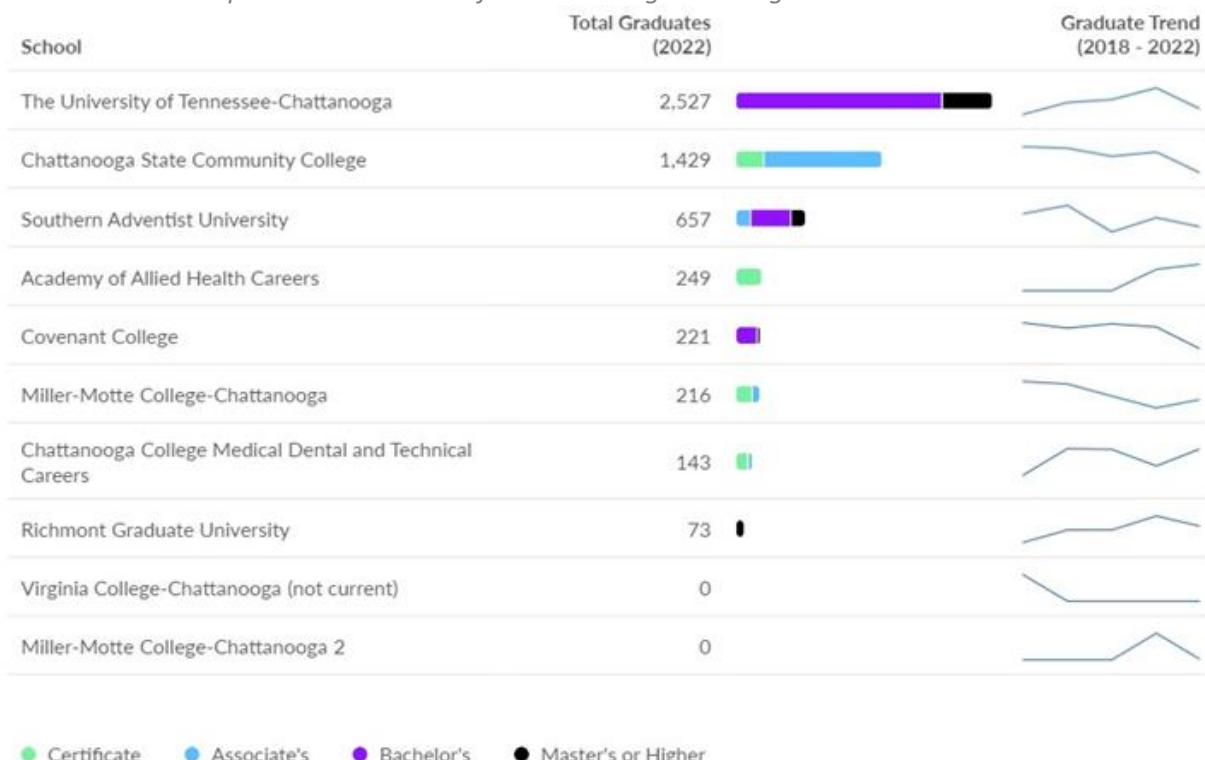


Source: LIGHTCAST, Q4 2023 Data Set

## CHATTANOOGA, TN-GA MSA

In 2022, there were 5,515 graduates in Chattanooga, TN-GA. This pipeline has shrunk by 4% over the last 5 years. The highest share of these graduates come from "Liberal Arts and Sciences/Liberal Studies" (Associate's), "Business Administration and Management, General" (Bachelor's), and "Registered Nursing/Registered Nurse" (Associate's).

*Exhibit 6.59 Top Graduation Trends for Chattanooga MSA Higher Education Institutions 2022.*

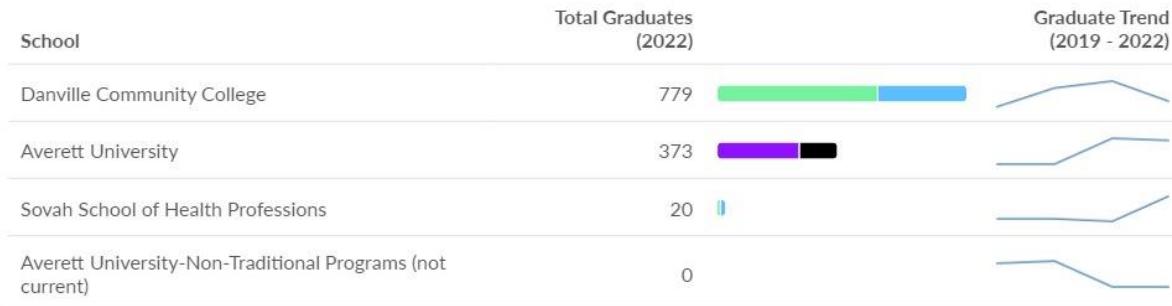


Source: LIGHTCAST, Q4 2023 Data Set

## DANVILLE, VA MSA

In 2022, there were 1,172 graduates in Danville, VA. This pipeline has remained stable (neither grown nor shrunk) over the last 4 years. The highest share of these graduates come from "Liberal Arts and Sciences, General Studies and Humanities, Other" (Certificate), "Liberal Arts and Sciences/Liberal Studies" (Associate's), and "Business Administration and Management, General" (Bachelor's).

*Exhibit 6.60 Top Graduation Trends for Danville, VA MSA Higher Education Institutions 2022.*



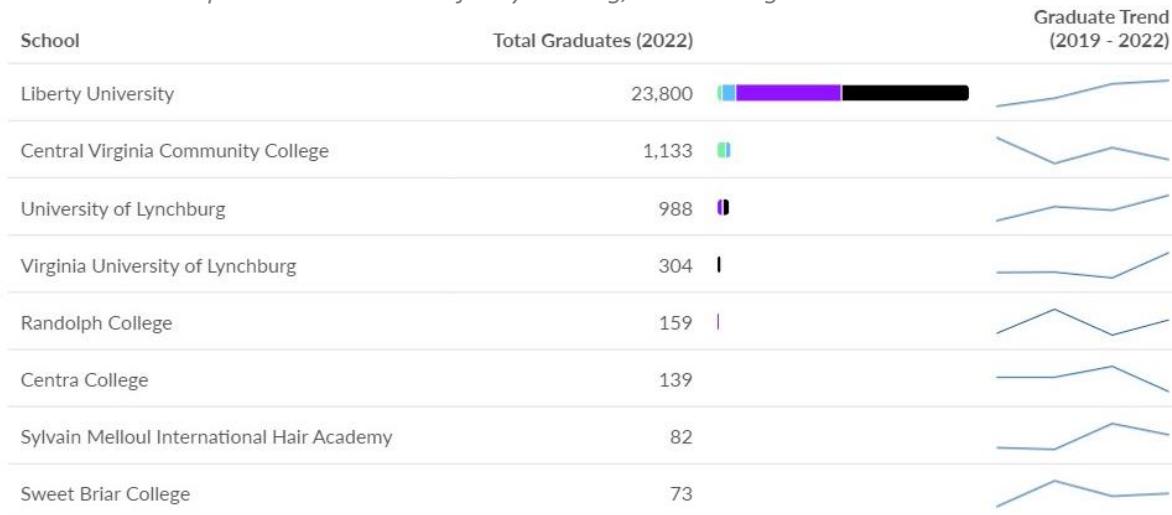
● Certificate   ● Associate's   ● Bachelor's   ● Master's or Higher

Source: LIGHTCAST, Q4 2023 Data Set

## LYNCHBURG, VA MSA

In 2022, there were 26,678 graduates in Lynchburg, VA. This pipeline has grown by 22% over the last 4 years. The highest share of these graduates come from "Business Administration and Management, General" (Bachelor's), "Business Administration and Management, General" (Master's or Higher), and "Multi-/Interdisciplinary Studies, Other" (Bachelor's).

*Exhibit 6.61 Top Graduation Trends for Lynchburg, VA MSA Higher Education Institutions 2022.*



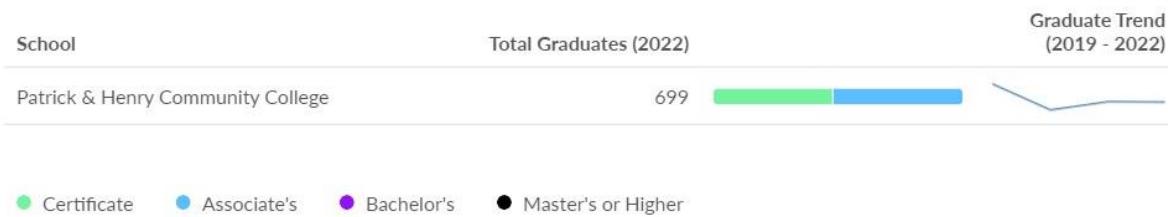
● Certificate   ● Associate's   ● Bachelor's   ● Master's or Higher

Source: LIGHTCAST, Q4 2023 Data Set

**MARTINSVILLE, VA MSA**

In 2022, there were 699 graduates in Martinsville, VA. This pipeline has shrunk by 14% over the last 4 years. The highest share of these graduates come from "Liberal Arts and Sciences/Liberal Studies" (Associate's), "Liberal Arts and Sciences, General Studies and Humanities, Other" (Certificate), and "Registered Nursing/Registered Nurse" (Associate's).

*Exhibit 6.62 Top Graduation Trends for Martinsville, VA MSA Higher Education Institutions 2022.*



Source: LIGHTCAST, Q4 2023 Data Set

## Virginia Benchmarks Demographics

Spotsylvania County is projected to have the highest 10-year growth with a 26% increase. The population of Stafford County is projected to increase by 25% by 2033, the 2nd highest growth of the evaluated regions. Montgomery County is the only region projected to decline with a 0.1% decrease in the population.

*Exhibit 6.63 Population of Virginia Benchmarked regions, 2023-2033.*

Area	2023 Population	2033 Population	Change	% Change
Albemarle County, VA	116,467	131,178	14,711	13%
Frederick County, VA	97,330	117,447	20,117	21%
Hanover County, VA	115,075	132,905	17,830	15%
Montgomery County, VA	99,026	98,905	-121	0.1%
Rockingham County, VA	86,658	96,260	9,602	11%
Spotsylvania County, VA	150,628	189,884	39,256	26%
Stafford County, VA	167,532	209,036	41,504	25%
Suffolk City County, VA	100,653	119,414	18,761	19%

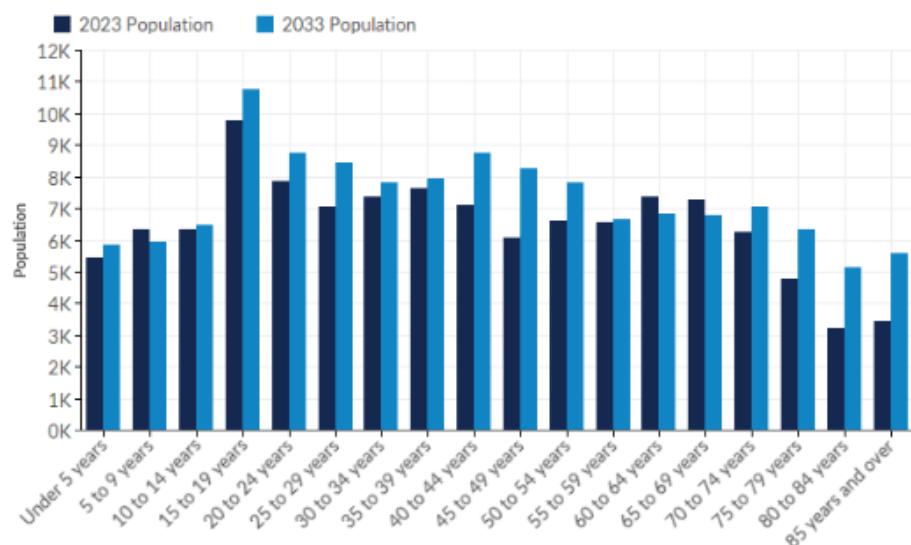
Source: LIGHTCAST, Q4 2023 Data Set

## Population by Age

### ALBEMARLE COUNTY, VA

- **Under 5 to 9 years:**
  - Under 5 years show a 7% increase, while 5 to 9 years experience a 7% decrease.
- **10 to 19 years:**
  - The 10 to 14 years group experiences a 3% increase, while 15 to 19 years show a 10% increase.
- **20 to 29 years:**
  - Both cohorts show significant increases, with 20 to 24 years growing by 12% and 25 to 29 years experiencing a substantial 20% increase.
- **30 to 39 years:**
  - Both cohorts show modest increases, with 30 to 34 years growing by 6%, and 35 to 39 years experiencing a 4% increase.
- **40 to 49 years:**
  - Both cohorts exhibit increases, with 40 to 44 years growing by 23% and 45 to 49 years increasing by 36%.
- **50 to 59 years:**
  - Both cohorts show increases, with 50 to 54 years growing by 18%, and 55 to 59 years experiencing a 1% increase.
- **60 to 69 years:**
  - Both cohorts show decreases, with 60 to 64 years decreasing by 7%, and 65 to 69 years experiencing a 6% decrease.
- **70 years and over:**
  - These cohorts consistently show increases. Notably, the 80 to 84 years and 85 years and over cohorts exhibit substantial growth of 59% and 62%, respectively.

Exhibit 6.64 Population in Albemarle County by Age Cohort 2023-2033.



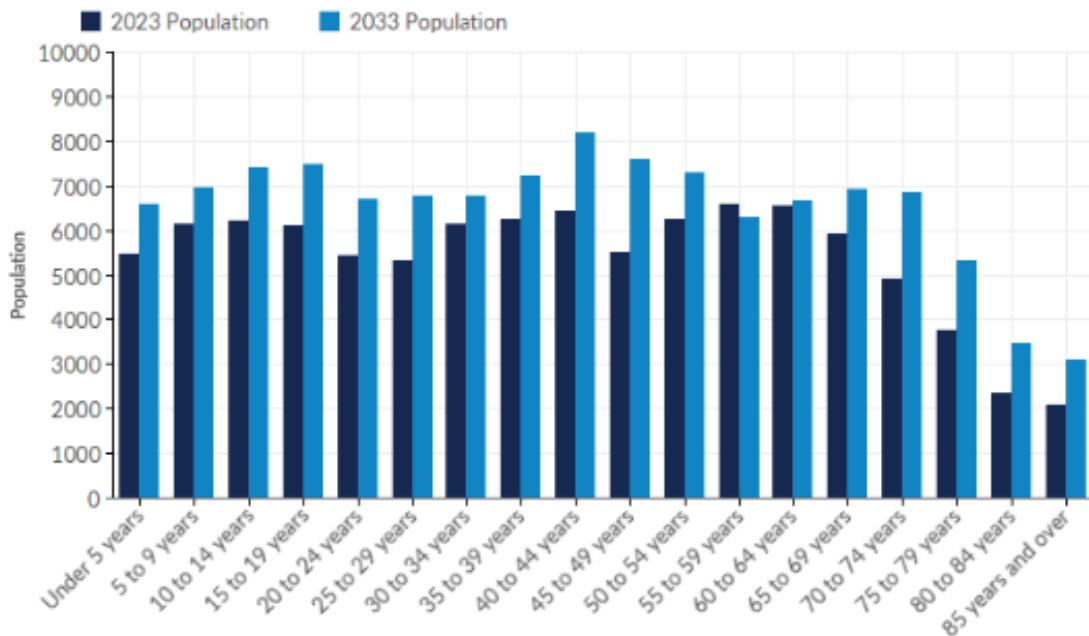
Age Cohort	2023 Population	2033 Population	Change	% Change	2033 % of Cohort
Under 5 years	5,459	5,851	392	7%	4.5%
5 to 9 years	6,346	5,923	-423	-7%	4.5%
10 to 14 years	6,313	6,488	175	3%	5.0%
15 to 19 years	9,784	10,740	956	10%	8.2%
20 to 24 years	7,843	8,766	923	12%	6.7%
25 to 29 years	7,045	8,434	1,389	20%	6.4%
30 to 34 years	7,358	7,814	456	6%	6.0%
35 to 39 years	7,616	7,957	341	4%	6.1%
40 to 44 years	7,106	8,759	1,653	23%	6.7%
45 to 49 years	6,084	8,252	2,168	36%	6.3%
50 to 54 years	6,610	7,826	1,216	18%	6.0%
55 to 59 years	6,560	6,637	77	1%	5.1%
60 to 64 years	7,371	6,822	-549	-7%	5.2%
65 to 69 years	7,253	6,793	-460	-6%	5.2%
70 to 74 years	6,265	7,054	789	13%	5.4%
75 to 79 years	4,787	6,344	1,557	33%	4.8%
80 to 84 years	3,232	5,152	1,920	59%	3.9%
85 years and over	3,435	5,566	2,131	62%	4.2%
<b>Total</b>	<b>116,467</b>	<b>131,178</b>	<b>14,711</b>	<b>13%</b>	<b>100.0%</b>

Source: LIGHTCAST, Q4 2023 Data Set

## FREDERICK COUNTY, VA

- **Under 5 to 9 years:**
  - Under 5 years show a 21% increase.
  - 5 to 9 years experience a 13% increase.
- **10 to 19 years:**
  - The 10 to 14 years group will experience a 19% increase.
  - The 15 to 19 years show a 22% increase.
- **20 to 29 years:**
  - The 20 to 24 years grow by 24%, reflecting growth in the young adult population.
  - The 25 to 29 years will experience a 28% increase.
- **30 to 39 years:**
  - The 30 to 34 years will grow by 11%.
  - The 35 to 39 years will experience a 15% increase.
- **40 to 49 years:**
  - The 40 to 44 years will grow by 27%.
  - The 45 to 49 years will increase by 37%.
- **50 to 59 years:**
  - The 50 to 54 years will grow by 16%.
  - The 55 to 59 years will experience a 5% decrease.
- **60 to 69 years:**
  - The 60 to 64 years will increase by 2%.
  - The 65 to 69 years will experience a 17% increase.
- **70 years and over:**
  - Notably, the 80 to 84 years and 85 years and over cohorts exhibit growth of 46% and 50%, respectively.
  -

*Exhibit 6.65 Population in Frederick County by Age Cohort 2023-2033.*



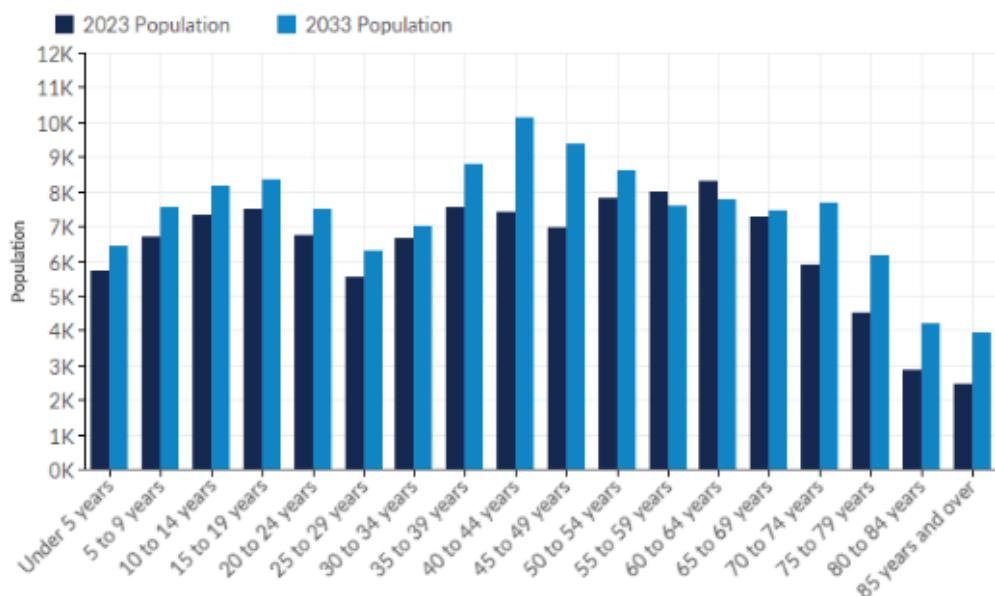
Age Cohort	2023 Population	2033 Population	Change	% Change	2033 % of Cohort
Under 5 years	5,450	6,580	1,130	21%	5.6%
5 to 9 years	6,152	6,965	813	13%	5.9%
10 to 14 years	6,207	7,413	1,206	19%	6.3%
15 to 19 years	6,115	7,466	1,351	22%	6.4%
20 to 24 years	5,426	6,703	1,277	24%	5.7%
25 to 29 years	5,298	6,769	1,471	28%	5.8%
30 to 34 years	6,122	6,777	655	11%	5.8%
35 to 39 years	6,252	7,203	951	15%	6.1%
40 to 44 years	6,419	8,181	1,762	27%	7.0%
45 to 49 years	5,510	7,570	2,060	37%	6.5%
50 to 54 years	6,240	7,269	1,029	16%	6.2%
55 to 59 years	6,584	6,270	-314	-5%	5.3%
60 to 64 years	6,548	6,663	115	2%	5.7%
65 to 69 years	5,918	6,929	1,011	17%	5.9%
70 to 74 years	4,900	6,841	1,941	40%	5.8%
75 to 79 years	3,771	5,312	1,541	41%	4.5%
80 to 84 years	2,349	3,441	1,092	46%	2.9%
85 years and over	2,069	3,094	1,025	50%	2.6%
Total	97,330	117,447	20,116	21%	100.0%

Source: LIGHTCAST, Q4 2023 Data Set

## HANOVER COUNTY, VA

- **Under 5 to 9 years:**
  - Under 5 years show a 12% increase.
  - The 5 to 9 years will experience a 12% increase.
- **10 to 19 years:**
  - The 10 to 14 years group will experience an 11% increase.
  - The 15 to 19 years show a 12% increase.
- **20 to 29 years:**
  - The 20 to 24 years will grow by 12%.
  - The 25 to 29 years will experience a 13% increase.
- **30 to 39 years:**
  - The 30 to 34 years will grow by 5%.
  - The 35 to 39 years will experience a 17% increase.
- **40 to 49 years:**
  - The 40 to 44 years will grow by 37%.
  - The 45 to 49 years will increase by 35%.
- **50 to 59 years:**
  - The 50 to 54 years will grow by 10%.
  - The 55 to 59 years will experience a 5% decrease.
- **60 to 69 years:**
  - The 60 to 64 years will decrease by 6%.
  - The 65 to 69 years will experience a 3% increase.
- **70 years and over:**
  - Notably, the 80 to 84 years and 85 years and over cohorts exhibit growth of 46% and 61%, respectively.

*Exhibit 6.66 Population in Hanover County by Age Cohort 2023-2033.*



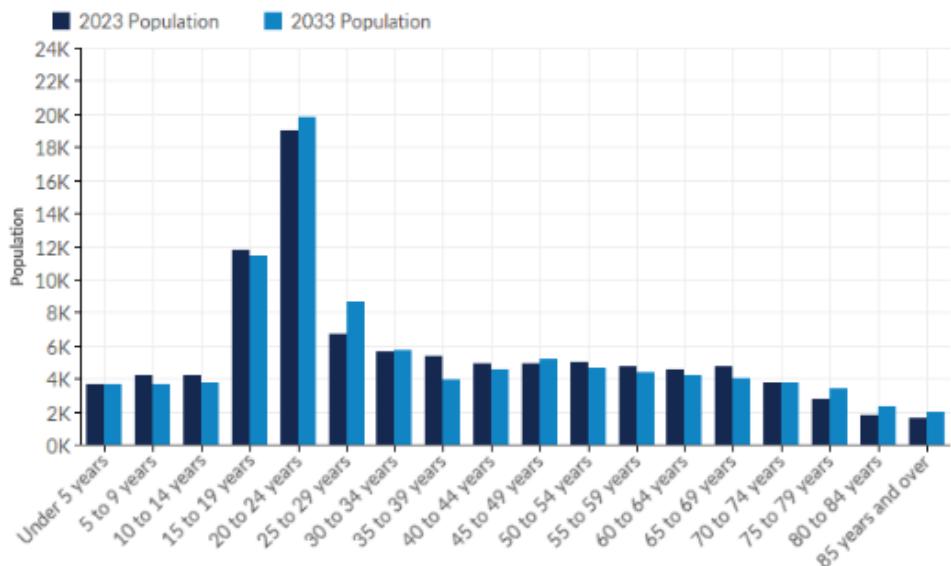
Age Cohort	2023 Population	2033 Population	Change	% Change	2033 % of Cohort
Under 5 years	5,727	6,440	713	12%	4.9%
5 to 9 years	6,712	7,537	825	12%	5.7%
10 to 14 years	7,320	8,149	829	11%	6.1%
15 to 19 years	7,478	8,349	871	12%	6.3%
20 to 24 years	6,725	7,512	787	12%	5.7%
25 to 29 years	5,530	6,274	744	13%	4.7%
30 to 34 years	6,630	6,989	359	5%	5.3%
35 to 39 years	7,523	8,803	1,280	17%	6.6%
40 to 44 years	7,402	10,141	2,739	37%	7.6%
45 to 49 years	6,950	9,371	2,421	35%	7.1%
50 to 54 years	7,829	8,599	770	10%	6.5%
55 to 59 years	7,975	7,568	-407	-5%	5.7%
60 to 64 years	8,318	7,780	-538	-6%	5.9%
65 to 69 years	7,251	7,442	191	3%	5.6%
70 to 74 years	5,905	7,665	1,760	30%	5.8%
75 to 79 years	4,485	6,172	1,687	38%	4.6%
80 to 84 years	2,874	4,190	1,316	46%	3.2%
85 years and over	2,440	3,923	1,483	61%	3.0%
<b>Total</b>	<b>115,075</b>	<b>132,905</b>	<b>17,830</b>	<b>15%</b>	<b>100.0%</b>

Source: LIGHTCAST, Q4 2023 Data Set

## MONTGOMERY COUNTY, VA

- **Under 5 to 9 years:**
  - Under 5 years show a 0% change, or a loss of 17 children.
  - The 5 to 9 years will experience a 13% decrease.
- **10 to 19 years:**
  - The 10 to 14 years group will experience an 11% decrease.
  - The 15 to 19 years show a 2% decrease.
- **20 to 29 years:**
  - The 20 to 24 years will grow by 4%.
  - The 25 to 29 years will experience a 30% increase.
- **30 to 39 years:**
  - The 30 to 34 years will grow by 1%.
  - The 35 to 39 years will experience a 27% decrease.
- **40 to 49 years:**
  - The 40 to 44 years will decline by 7%.
  - The 45 to 49 years will increase by 6%.
- **50 to 59 years:**
  - The 50 to 54 years will decline by 7%.
  - The 55 to 59 years will experience a 9% decrease.
- **60 to 69 years:**
  - The 60 to 64 years will decrease by 8%.
  - The 65 to 69 years will experience a 15% decrease.
- **70 years and over:**
  - Notably, the 80 to 84 years and 85 years and over cohorts exhibit growth of 33% and 22%, respectively.

*Exhibit 6.67 Population in Montgomery County by Age Cohort 2023-2033.*



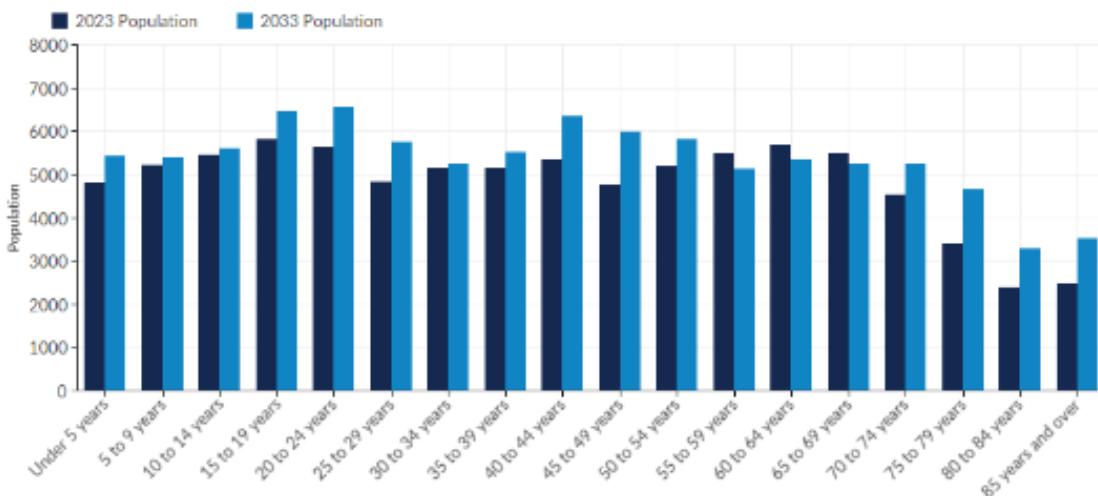
Age Cohort	2023 Population	2033 Population	Change	% Change	2033 % of Cohort
Under 5 years	3,670	3,653	-17	0%	3.7%
5 to 9 years	4,182	3,639	-543	-13%	3.7%
10 to 14 years	4,222	3,740	-482	-11%	3.8%
15 to 19 years	11,739	11,464	-275	-2%	11.6%
20 to 24 years	18,961	19,804	843	4%	20.0%
25 to 29 years	6,648	8,628	1,980	30%	8.7%
30 to 34 years	5,644	5,704	60	1%	5.8%
35 to 39 years	5,394	3,935	-1,459	-27%	4.0%
40 to 44 years	4,886	4,554	-332	-7%	4.6%
45 to 49 years	4,894	5,199	305	6%	5.3%
50 to 54 years	4,954	4,600	-354	-7%	4.7%
55 to 59 years	4,766	4,354	-412	-9%	4.4%
60 to 64 years	4,546	4,198	-348	-8%	4.2%
65 to 69 years	4,713	4,022	-691	-15%	4.1%
70 to 74 years	3,707	3,772	65	2%	3.8%
75 to 79 years	2,757	3,367	610	22%	3.4%
80 to 84 years	1,767	2,353	586	33%	2.4%
85 years and over	1,575	1,920	345	22%	1.9%
<b>Total</b>	<b>99,026</b>	<b>98,905</b>	<b>-119</b>	<b>0%</b>	<b>100.0%</b>

Source: LIGHTCAST, Q4 2023 Data Set

## ROCKINGHAM COUNTY, VA

- **Under 5 to 9 years:**
  - Under 5 years show a 13% increase.
  - The 5 to 9 years will experience a 4% increase.
- **10 to 19 years:**
  - The 10 to 14 years group will experience a 3% increase.
  - The 15 to 19 years show an 11% increase.
- **20 to 29 years:**
  - The 20 to 24 years will grow by 16%.
  - The 25 to 29 years will experience a 19% increase.
- **30 to 39 years:**
  - The 30 to 34 years will grow by 1%.
  - The 35 to 39 years will experience a 7% increase.
- **40 to 49 years:**
  - The 40 to 44 years will grow by 19%.
  - The 45 to 49 years will increase by 26%.
- **50 to 59 years:**
  - The 50 to 54 years will grow by 12%.
  - The 55 to 59 years will experience a 6% decrease.
- **60 to 69 years:**
  - The 60 to 64 years will decrease by 6%.
  - The 65 to 69 years will experience a 4% decrease.
- **70 years and over:**
  - Notably, the 80 to 84 years and 85 years and over cohorts exhibit growth of 38% and 42%, respectively.

Exhibit 6.68 Population in Rockingham County by Age Cohort 2023-2033.



Age Cohort	2023 Population	2033 Population	Change	% Change	2033 % of Cohort
Under 5 years	4,798	5,399	601	13%	5.6%
5 to 9 years	5,195	5,392	197	4%	5.6%

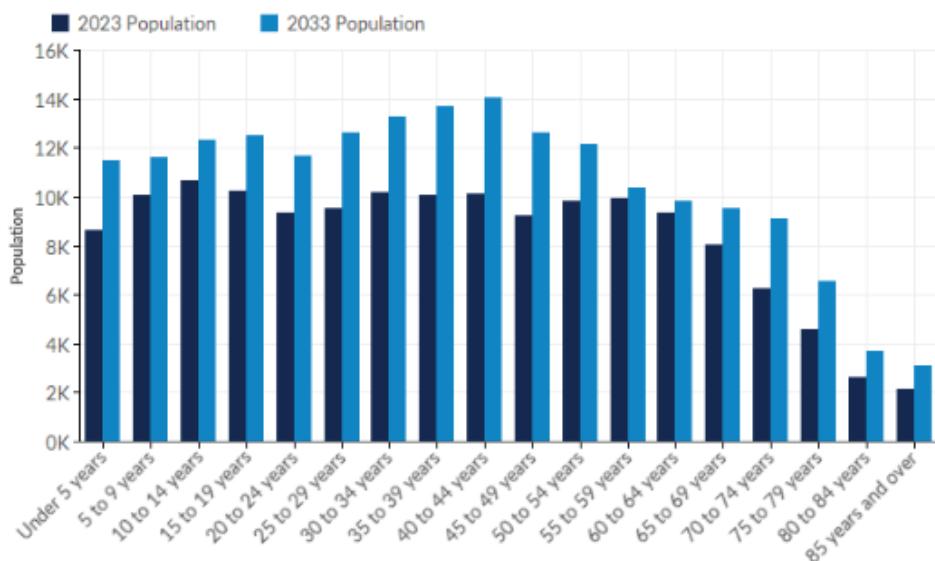
Age Cohort	2023 Population	2033 Population	Change	% Change	2033 % of Cohort
10 to 14 years	5,448	5,587	139	3%	5.8%
15 to 19 years	5,812	6,466	654	11%	6.7%
20 to 24 years	5,622	6,537	915	16%	6.8%
25 to 29 years	4,821	5,727	906	19%	6.0%
30 to 34 years	5,156	5,221	65	1%	5.4%
35 to 39 years	5,154	5,493	339	7%	5.7%
40 to 44 years	5,329	6,324	995	19%	6.6%
45 to 49 years	4,745	5,968	1,223	26%	6.2%
50 to 54 years	5,185	5,786	601	12%	6.0%
55 to 59 years	5,464	5,115	-349	-6%	5.3%
60 to 64 years	5,683	5,317	-366	-6%	5.5%
65 to 69 years	5,462	5,245	-217	-4%	5.5%
70 to 74 years	4,529	5,243	714	16%	5.5%
75 to 79 years	3,399	4,646	1,247	37%	4.8%
80 to 84 years	2,379	3,278	899	38%	3.4%
85 years and over	2,476	3,519	1,043	42%	3.7%
Total	86,658	96,260	9,606	11%	100.0%

Source: LIGHTCAST, Q4 2023 Data Set

## SPOTSYLVANIA COUNTY, VA

- **Under 5 to 9 years:**
  - Under 5 years show a 33% increase.
  - The 5 to 9 years will experience a 15% increase.
- **10 to 19 years:**
  - The 10 to 14 years group will experience a 15% increase.
  - The 15 to 19 years show a 22% increase.
- **20 to 29 years:**
  - The 20 to 24 years will grow by 24%.
  - The 25 to 29 years will experience a 33% increase.
- **30 to 39 years:**
  - The 30 to 34 years will grow by 31%.
  - The 35 to 39 years will experience a 36% increase.
- **40 to 49 years:**
  - The 40 to 44 years will grow by 39%.
  - The 45 to 49 years will increase by 37%.
- **50 to 59 years:**
  - The 50 to 54 years will grow by 23%.
  - The 55 to 59 years will experience a 4% increase.
- **60 to 69 years:**
  - The 60 to 64 years will increase by 5%.
  - The 65 to 69 years will experience a 19% increase.
- **70 years and over:**
  - Notably, the 80 to 84 years and 85 years and over cohorts exhibit growth of 41% and 43%, respectively.

*Exhibit 6.69 Population in Spotsylvania County by Age Cohort 2023-2033.*



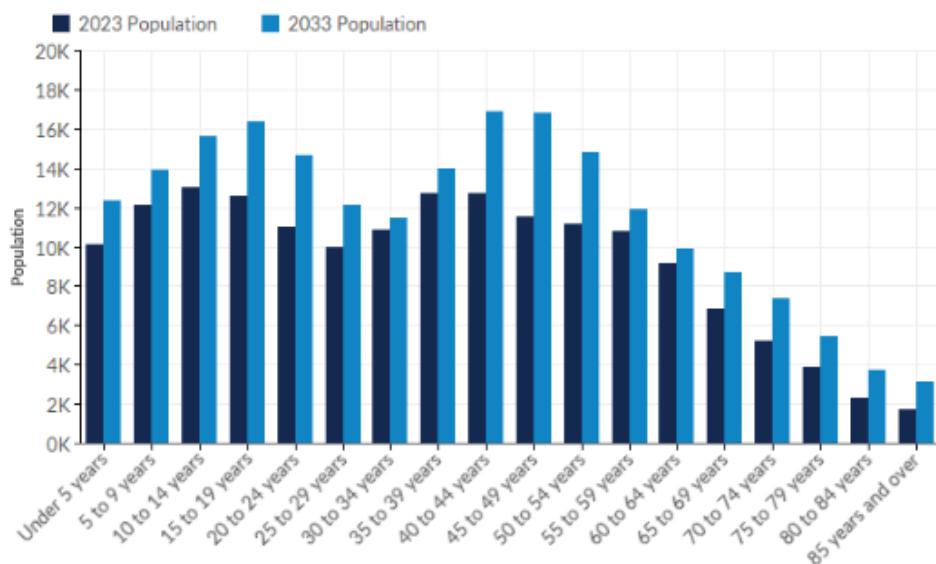
Age Cohort	2023 Population	2033 Population	Change	% Change	2033 % of Cohort
Under 5 years	8,628	11,452	2,824	33%	6.0%
5 to 9 years	10,059	11,610	1,551	15%	6.1%
10 to 14 years	10,654	12,289	1,635	15%	6.5%
15 to 19 years	10,241	12,480	2,239	22%	6.6%
20 to 24 years	9,354	11,633	2,279	24%	6.1%
25 to 29 years	9,493	12,623	3,130	33%	6.7%
30 to 34 years	10,156	13,278	3,122	31%	7.0%
35 to 39 years	10,081	13,686	3,605	36%	7.2%
40 to 44 years	10,106	14,055	3,949	39%	7.4%
45 to 49 years	9,196	12,625	3,429	37%	6.7%
50 to 54 years	9,822	12,107	2,285	23%	6.4%
55 to 59 years	9,909	10,353	444	4%	5.5%
60 to 64 years	9,333	9,817	484	5%	5.2%
65 to 69 years	8,019	9,506	1,487	19%	5.0%
70 to 74 years	6,216	9,077	2,861	46%	4.8%
75 to 79 years	4,601	6,521	1,920	42%	3.4%
80 to 84 years	2,601	3,680	1,079	41%	1.9%
85 years and over	2,158	3,092	934	43%	1.6%
<b>Total</b>	<b>150,628</b>	<b>189,884</b>	<b>39,257</b>	<b>26%</b>	<b>100.0%</b>

Source: LIGHTCAST, Q4 2023 Data Set

## STAFFORD COUNTY, VA

- **Under 5 to 9 years:**
  - Under 5 years show a 22% increase.
  - The 5 to 9 years will experience a 14% increase.
- **10 to 19 years:**
  - The 10 to 14 years group will experience a 20% increase.
  - The 15 to 19 years show a 30% increase.
- **20 to 29 years:**
  - The 20 to 24 years will grow by 33%.
  - The 25 to 29 years will experience a 22% increase.
- **30 to 39 years:**
  - The 30 to 34 years will grow by 6%.
  - The 35 to 39 years will experience a 10% increase.
- **40 to 49 years:**
  - The 40 to 44 years will grow by 33%.
  - The 45 to 49 years will increase by 46%.
- **50 to 59 years:**
  - The 50 to 54 years will grow by 33%.
  - The 55 to 59 years will experience a 10% increase.
- **60 to 69 years:**
  - The 60 to 64 years will increase by 8%.
  - The 65 to 69 years will experience a 26% increase.
- **70 years and over:**
  - Notably, the 80 to 84 years and 85 years and over cohorts exhibit growth of 60% and 84%, respectively.

*Exhibit 6.70 Population in Stafford County by Age Cohort 2023-2033.*



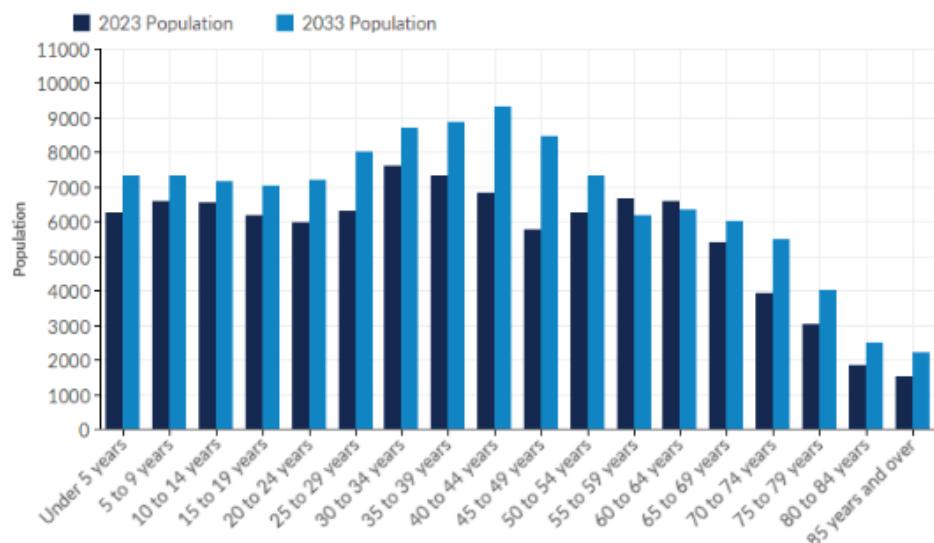
Age Cohort	2023 Population	2033 Population	Change	% Change	2033 % of Cohort
Under 5 years	10,122	12,307	2,185	22%	5.9%
5 to 9 years	12,155	13,898	1,743	14%	6.7%
10 to 14 years	12,982	15,591	2,609	20%	7.5%
15 to 19 years	12,540	16,331	3,791	30%	7.8%
20 to 24 years	11,017	14,675	3,658	33%	7.0%
25 to 29 years	9,937	12,097	2,160	22%	5.8%
30 to 34 years	10,826	11,477	651	6%	5.5%
35 to 39 years	12,730	14,006	1,276	10%	6.7%
40 to 44 years	12,681	16,853	4,172	33%	8.1%
45 to 49 years	11,502	16,830	5,328	46%	8.1%
50 to 54 years	11,142	14,806	3,664	33%	7.1%
55 to 59 years	10,789	11,871	1,082	10%	5.7%
60 to 64 years	9,128	9,888	760	8%	4.7%
65 to 69 years	6,873	8,683	1,810	26%	4.2%
70 to 74 years	5,176	7,392	2,216	43%	3.5%
75 to 79 years	3,882	5,456	1,574	41%	2.6%
80 to 84 years	2,342	3,738	1,396	60%	1.8%
85 years and over	1,707	3,134	1,427	84%	1.5%
<b>Total</b>	<b>167,532</b>	<b>209,036</b>	<b>41,502</b>	<b>25%</b>	<b>100.0%</b>

Source: LIGHTCAST, Q4 2023 Data Set

## SUFFOLK CITY COUNTY, VA

- **Under 5 to 9 years:**
  - Under 5 years show a 16% increase.
  - The 5 to 9 years will experience an 11% increase.
- **10 to 19 years:**
  - The 10 to 14 years group will experience a 9% increase.
  - The 15 to 19 years show a 14% increase.
- **20 to 29 years:**
  - The 20 to 24 years will grow by 20%.
  - The 25 to 29 years will experience a 27% increase.
- **30 to 39 years:**
  - The 30 to 34 years will grow by 14%.
  - The 35 to 39 years will experience a 21% increase.
- **40 to 49 years:**
  - The 40 to 44 years will grow by 36%.
  - The 45 to 49 years will increase by 47%.
- **50 to 59 years:**
  - The 50 to 54 years will grow by 17%.
  - The 55 to 59 years will experience an 8% decrease.
- **60 to 69 years:**
  - The 60 to 64 years will decrease by 4%.
  - The 65 to 69 years will experience a 12% increase.
- **70 years and over:**
  - Notably, the 80 to 84 years and 85 years and over cohorts exhibit growth of 35% and 44%, respectively.

*Exhibit 6.71 Population in Suffolk City County by Age Cohort 2023-2033.*



Age Cohort	2023 Population	2033 Population	Change	% Change	2033 % of Cohort
Under 5 years	6,276	7,299	1,023	16%	6.1%

Age Cohort	2023 Population	2033 Population	Change	% Change	2033 % of Cohort
5 to 9 years	6,597	7,335	738	11%	6.1%
10 to 14 years	6,551	7,156	605	9%	6.0%
15 to 19 years	6,157	7,018	861	14%	5.9%
20 to 24 years	5,982	7,204	1,222	20%	6.0%
25 to 29 years	6,280	7,995	1,715	27%	6.7%
30 to 34 years	7,600	8,698	1,098	14%	7.3%
35 to 39 years	7,327	8,874	1,547	21%	7.4%
40 to 44 years	6,847	9,341	2,494	36%	7.8%
45 to 49 years	5,765	8,471	2,706	47%	7.1%
50 to 54 years	6,262	7,333	1,071	17%	6.1%
55 to 59 years	6,676	6,156	-520	-8%	5.2%
60 to 64 years	6,570	6,336	-234	-4%	5.3%
65 to 69 years	5,397	6,018	621	12%	5.0%
70 to 74 years	3,941	5,486	1,545	39%	4.6%
75 to 79 years	3,043	3,997	954	31%	3.4%
80 to 84 years	1,855	2,501	646	35%	2.1%
85 years and over	1,525	2,195	670	44%	1.8%
<b>Total</b>	<b>100,653</b>	<b>119,414</b>	<b>18,762</b>	<b>19%</b>	<b>100.0%</b>

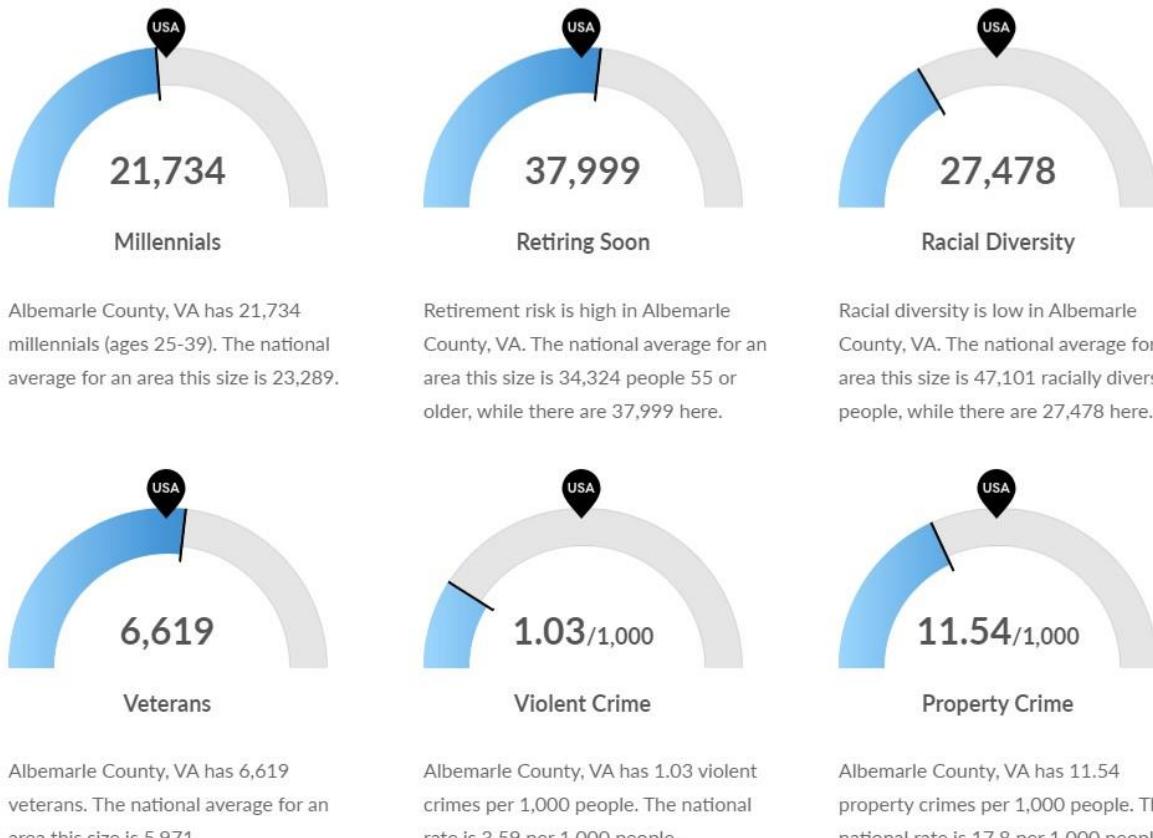
Source: LIGHTCAST, Q4 2023 Data Set

## Population Characteristics

### ALBEMARLE COUNTY, VA

Albemarle County has approximately 1,555 fewer millennials in the region (21,734 persons) than the average area of comparable size (23,289 persons). The County also has an above average population of 55 and older residents approaching retirement age (37,999 individuals) than a region of the same size (34,324 individuals). The region has a lower racial diversity with 27,478 diverse individuals compared to the average of 47,101 individuals in an area of comparable size.

*Exhibit 6.72 Population Characteristics Albemarle County.*



Source: LIGHTCAST, Q4 2023 Data Set

## FREDERICK COUNTY, VA

Frederick County has approximately 1,989 fewer millennials in the region (17,338 persons) than the average area of comparable size (19,327 persons). The County also has an above average population of 55 and older residents approaching retirement age (31,165 individuals) than a region of the same size (28,485 individuals). The region has a lower racial diversity with 19,598 diverse individuals compared to the average of 39,089 individuals in an area of comparable size.

Exhibit 7.73 Population Characteristics Frederick County.



Frederick County, VA has 17,338 millennials (ages 25-39). The national average for an area this size is 19,327.

Retirement risk is about average in Frederick County, VA. The national average for an area this size is 28,485 people 55 or older, while there are 31,165 here.

Racial diversity is low in Frederick County, VA. The national average for an area this size is 39,089 racially diverse people, while there are 19,598 here.



Frederick County, VA has 6,439 veterans. The national average for an area this size is 4,936.

Frederick County, VA has 0.83 violent crimes per 1,000 people. The national rate is 3.59 per 1,000 people.

Frederick County, VA has 9.79 property crimes per 1,000 people. The national rate is 17.8 per 1,000 people.

Source: LIGHTCAST, Q4 2023 Data Set

## HANOVER COUNTY, VA

Hanover County has approximately 3,784 fewer millennials in the region (19,180 persons) than the average area of comparable size (22,964 persons). The County also has an above average population of 55 and older residents approaching retirement age (38,329 individuals) than a region of the same size (33,845 individuals). The region has lower racial diversity with 19,938 diverse individuals compared to the average of 46,445 individuals in an area of comparable size.

*Exhibit 6.74 Population Characteristics Hanover County.*



Hanover County, VA has 19,180 millennials (ages 25-39). The national average for an area this size is 22,964.

Retirement risk is high in Hanover County, VA. The national average for an area this size is 33,845 people 55 or older, while there are 38,329 here.

Racial diversity is low in Hanover County, VA. The national average for an area this size is 46,445 racially diverse people, while there are 19,938 here.



Source: LIGHTCAST, Q4 2023 Data Set

## MONTGOMERY COUNTY, VA

Montgomery County has approximately 2,410 fewer millennials in the region (17,703 persons) than the average area of comparable size (20,113 persons). The County also has a below average population of 55 and older residents approaching retirement age (23,640 individuals) than a region of the same size (29,643 individuals). The region has a lower racial diversity with 16,796 diverse individuals compared to the average of 40,678 individuals in an area of comparable size.

*Exhibit 6.75 Population Characteristics Montgomery County.*



Montgomery County, VA has 17,703 millennials (ages 25-39). The national average for an area this size is 20,113.

Retirement risk is low in Montgomery County, VA. The national average for an area this size is 29,643 people 55 or older, while there are 23,640 here.

Racial diversity is low in Montgomery County, VA. The national average for an area this size is 40,678 racially diverse people, while there are 16,796 here.



Montgomery County, VA has 3,894 veterans. The national average for an area this size is 5,189.

Montgomery County, VA has 1.49 violent crimes per 1,000 people. The national rate is 3.59 per 1,000 people.

Montgomery County, VA has 11.98 property crimes per 1,000 people. The national rate is 17.8 per 1,000 people.

Source: LIGHTCAST, Q4 2023 Data Set

## ROCKINGHAM COUNTY, VA

Rockingham County has approximately 2,383 fewer millennials in the region (14,981 persons) than the average area of comparable size (14,981 persons). The County also has an above average population of 55 and older residents approaching retirement age (28,800 individuals) than a region of the same size (25,592 individuals). The region has a lower racial diversity with 11,885 diverse individuals compared to the average of 35,119 individuals in an area of comparable size.

*Exhibit 6.76 Population Characteristics Rockingham County.*



Rockingham County, VA has 14,981 millennials (ages 25-39). The national average for an area this size is 17,364.

Retirement risk is high in Rockingham County, VA. The national average for an area this size is 25,592 people 55 or older, while there are 28,800 here.

Racial diversity is low in Rockingham County, VA. The national average for an area this size is 35,119 racially diverse people, while there are 11,885 here.



Rockingham County, VA has 4,290 veterans. The national average for an area this size is 4,435.

Rockingham County, VA has 0.98 violent crimes per 1,000 people. The national rate is 3.59 per 1,000 people.

Rockingham County, VA has 5.42 property crimes per 1,000 people. The national rate is 17.8 per 1,000 people.

Source: LIGHTCAST, Q4 2023 Data Set

## SPOTSYLVANIA COUNTY, VA

Spotsylvania County has approximately 1,175 fewer millennials in the region (28,652 persons) than the average area of comparable size (29,827 persons). The County also has a below average population of 55 and older residents approaching retirement age (41,665 individuals) than a region of the same size (43,960 individuals). The region has a lower racial diversity with 54,380 diverse individuals compared to the average of 60,324 individuals in an area of comparable size.

*Exhibit 6.77 Population Characteristics Spotsylvania County.*



Spotsylvania County, VA has 28,652 millennials (ages 25-39). The national average for an area this size is 29,827.

Retirement risk is about average in Spotsylvania County, VA. The national average for an area this size is 43,960 people 55 or older, while there are 41,665 here.

Racial diversity is about average in Spotsylvania County, VA. The national average for an area this size is 60,324 racially diverse people, while there are 54,380 here.



Spotsylvania County, VA has 14,273 veterans. The national average for an area this size is 7,558.

Spotsylvania County, VA has 1.1 violent crimes per 1,000 people. The national rate is 3.59 per 1,000 people.

Spotsylvania County, VA has 5.6 property crimes per 1,000 people. The national rate is 17.8 per 1,000 people.

Source: LIGHTCAST, Q4 2023 Data Set

## STAFFORD COUNTY, VA

Stafford County has approximately 305 fewer millennials in the region (32,916 persons) than the average area of comparable size (33,221 persons). The County also has a below average population of 55 and older residence approaching retirement age (38,651 individuals) than a region of the same size (48,962 individuals). The region has a higher racial diversity with 74,529 diverse individuals compared to the average of 67,189 individuals in an area of comparable size.

*Exhibit 6.78. Population Characteristics Stafford County.*



Stafford County, VA has 32,916 millennials (ages 25-39). The national average for an area this size is 33,221.

Retirement risk is low in Stafford County, VA. The national average for an area this size is 48,962 people 55 or older, while there are 38,651 here.

Racial diversity is high in Stafford County, VA. The national average for an area this size is 67,189 racially diverse people, while there are 74,529 here.



Stafford County, VA has 20,975 veterans. The national average for an area this size is 8,483.

Stafford County, VA has 1.97 violent crimes per 1,000 people. The national rate is 3.59 per 1,000 people.

Stafford County, VA has 7.46 property crimes per 1,000 people. The national rate is 17.8 per 1,000 people.

Source: LIGHTCAST, Q4 2023 Data Set

## SUFFOLK CITY COUNTY, VA

Stafford County has approximately 629 more millennials in the region (20,665 persons) than the average area of comparable size (20,036 persons). The County also has a below average population of 55 and older residents approaching retirement age (28,340 individuals) than a region of the same size (29,530 individuals). The region has a higher racial diversity with 51,879 diverse individuals compared to the average of 40,522 individuals in an area of comparable size.

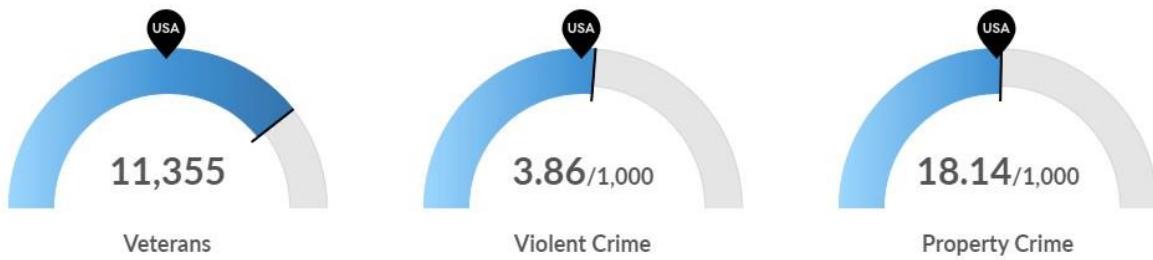
*Exhibit 6.79 Population Characteristics Suffolk City County.*



Suffolk City County, VA has 20,665 millennials (ages 25-39). The national average for an area this size is 20,036.

Retirement risk is about average in Suffolk City County, VA. The national average for an area this size is 29,530 people 55 or older, while there are 28,340 here.

Racial diversity is high in Suffolk City County, VA. The national average for an area this size is 40,522 racially diverse people, while there are 51,879 here.



Suffolk City County, VA has 11,355 veterans. The national average for an area this size is 5,057.

Suffolk City County, VA has 3.86 violent crimes per 1,000 people. The national rate is 3.59 per 1,000 people.

Suffolk City County, VA has 18.14 property crimes per 1,000 people. The national rate is 17.8 per 1,000 people.

Source: LIGHTCAST, Q4 2023 Data Set

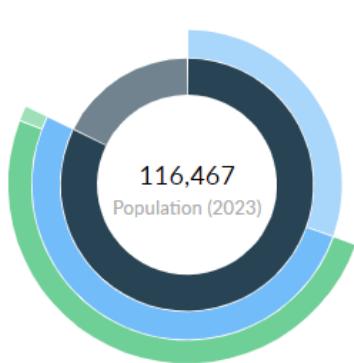
## Virginia Benchmarks Economic Overview

### Labor Force Participation

#### ALBEMARLE COUNTY, VA

According to data, out of the 63.1% of residents capable of participating in the labor force, 97.3% are employed whereas 2.7% are unemployed.

*Exhibit 6.73. Labor Force Participation Albemarle County, September 2023.*



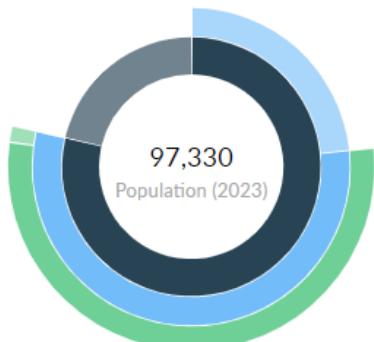
	Population
16+ Civilian Non-Institutionalized Population <a href="#">?</a>	95,698
Not in Labor Force (16+) <a href="#">?</a>	35,358
Labor Force <a href="#">?</a>	60,340
Employed <a href="#">?</a>	58,692
Unemployed <a href="#">?</a>	1,648
Under 16, Military, and institutionalized Population	20,769

Source: LIGHTCAST, Q4 2023 Data Set

## FREDERICK COUNTY, VA

According to data, out of the 70.3% of residents capable of participating in the labor force, 97.4% are employed whereas 2.6% are unemployed.

*Exhibit 6.74 Labor Force Participation Frederick County, September 2023.*



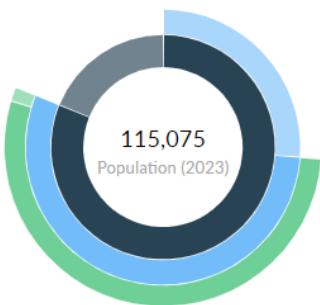
	Population
16+ Civilian Non-Institutionalized Population <a href="#">?</a>	76,407
Not in Labor Force (16+) <a href="#">?</a>	22,686
Labor Force <a href="#">?</a>	53,721
Employed <a href="#">?</a>	52,321
Unemployed <a href="#">?</a>	1,400
Under 16, Military, and institutionalized Population	20,923

Source: LIGHTCAST, Q4 2023 Data Set

## HANOVER COUNTY, VA

According to data, out of the 67.8% of residents capable of participating in the labor force, 97.4% are employed whereas 2.6% are unemployed.

*Exhibit 6.75 Labor Force Participation Hanover County, September 2023.*



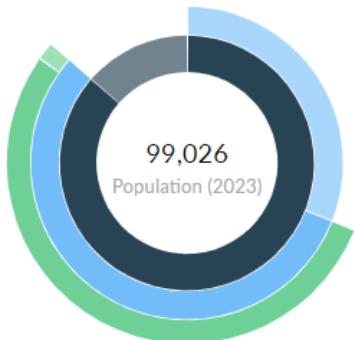
	Population
16+ Civilian Non-Institutionalized Population <a href="#">?</a>	93,275
Not in Labor Force (16+) <a href="#">?</a>	30,039
Labor Force <a href="#">?</a>	63,236
Employed <a href="#">?</a>	61,572
Unemployed <a href="#">?</a>	1,664
Under 16, Military, and institutionalized Population	21,800

Source: LIGHTCAST, Q4 2023 Data Set

## MONTGOMERY COUNTY, VA

According to data, out of the 64.1 % of residents capable of participating in the labor force, 97.0% are employed whereas 3.0% are unemployed.

*Exhibit 6.76 Labor Force Participation Montgomery County, September 2023.*



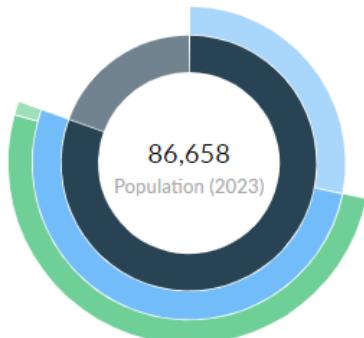
	Population
16+ Civilian Non-Institutionalized Population <a href="#">?</a>	85,525
Not in Labor Force (16+) <a href="#">?</a>	30,682
Labor Force <a href="#">?</a>	54,843
Employed <a href="#">?</a>	53,218
Unemployed <a href="#">?</a>	1,625
Under 16, Military, and institutionalized Population	13,501

Source: LIGHTCAST, Q4 2023 Data Set

## ROCKINGHAM COUNTY, VA

According to data, out of the 65.2% of residents capable of participating in the labor force, 97.6% are employed whereas 2.4% are unemployed.

*Exhibit 6.77 Labor Force Participation Rockingham County, September 2023.*



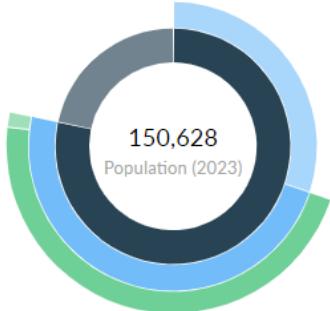
	Population
16+ Civilian Non-Institutionalized Population <a href="#">?</a>	69,751
Not in Labor Force (16+) <a href="#">?</a>	24,301
Labor Force <a href="#">?</a>	45,450
Employed <a href="#">?</a>	44,347
Unemployed <a href="#">?</a>	1,103
Under 16, Military, and institutionalized Population	16,906

Source: LIGHTCAST, Q4 2023 Data Set

## SPOTSYLVANIA COUNTY, VA

According to data, out of the 61.6% of residents capable of participating in the labor force, 96.9% are employed whereas 3.1% are unemployed.

*Exhibit 6.78 Labor Force Participation Spotsylvania County, September 2023.*



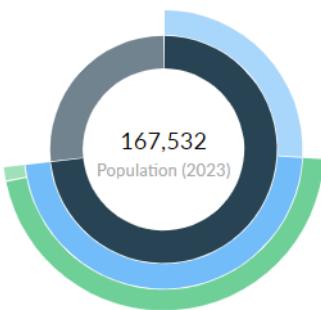
	Population
16+ Civilian Non-Institutionalized Population <a href="#">?</a>	117,870
Not in Labor Force (16+) <a href="#">?</a>	45,311
Labor Force <a href="#">?</a>	72,559
Employed <a href="#">?</a>	70,321
Unemployed <a href="#">?</a>	2,238
Under 16, Military, and institutionalized Population	32,758

Source: LIGHTCAST, Q4 2023 Data Set

## STAFFORD COUNTY, VA

According to data, out of the 64.7% of residents capable of participating in the labor force, 96.9% are employed whereas 3.1% are unemployed.

*Exhibit 6.79 Labor Force Participation Stafford County, September 2023.*



	Population
16+ Civilian Non-Institutionalized Population <a href="#">?</a>	122,677
Not in Labor Force (16+) <a href="#">?</a>	43,282
Labor Force <a href="#">?</a>	79,395
Employed <a href="#">?</a>	76,947
Unemployed <a href="#">?</a>	2,448
Under 16, Military, and institutionalized Population	44,854

Source: LIGHTCAST, Q4 2023 Data Set

## SUFFOLK CITY COUNTY, VA

According to data, out of the 61.1% of residents capable of participating in the labor force, 96.7% are employed whereas 3.3% are unemployed.

*Exhibit 6.80 Labor Force Participation Suffolk City County, September 2023.*



Source: LIGHTCAST, Q4 2023 Data Set

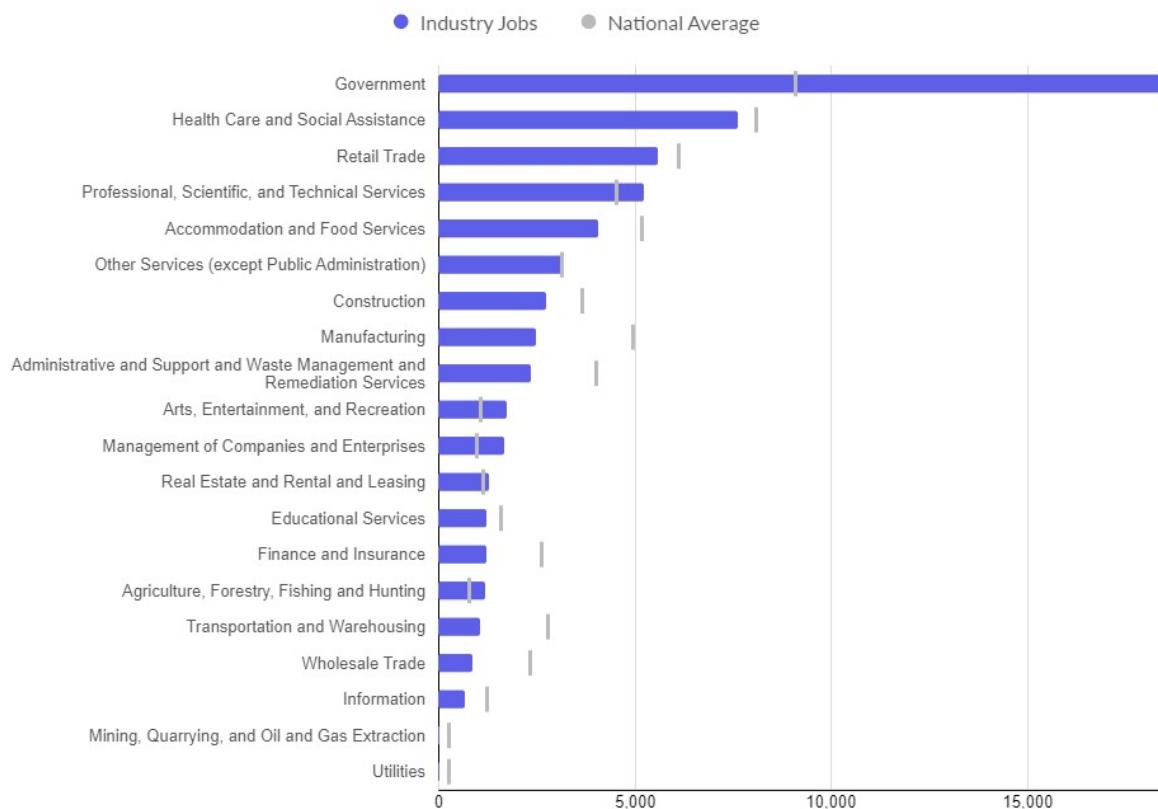
# Employment

## TOP LARGEST INDUSTRIES

### ALBEMARLE COUNTY, VA

The three major industries in Albemarle County are Government, Health Care and Social Assistance, and Retail Trade. The largest industry in 2022, with 18,517 employees, was the Government. Employees in the industry can earn an average wage of \$ 103,942. The Health Care and Social Assistance sector contributed 7,640 employment opportunities in 2022. An average wage of \$71,218 is expected for employees. Given the 5,575 employment roles in 2022, the Retail Trade industry provided employees a \$47,129 salary.

*Exhibit 6.81 Top Largest Industries in Albemarle County 2022.*

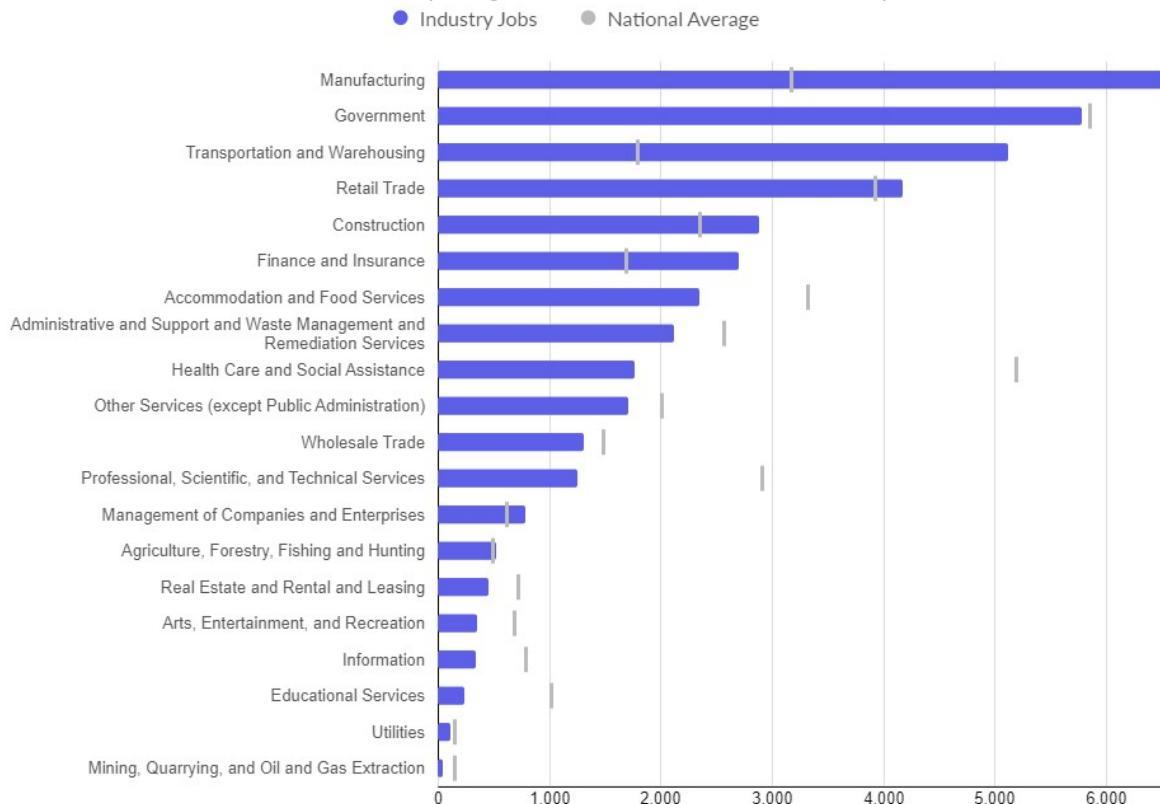


Source: LIGHTCAST, Q4 2023 Data Set

## FREDERICK COUNTY, VA

The three major industries in Frederick County are Manufacturing, Government, and Transportation and Warehousing. The largest industry in 2022, with 6,539 employees, was Manufacturing. Employees in the industry can earn an average wage of \$87,317. The Government sector contributed 5,790 employment opportunities in 2022. An average wage of \$81,877 is expected for employees. Given the 5,128 employment roles in 2022, the Transportation and Warehousing industry provided employees with a \$68,836 salary.

*Exhibit 6.82 Top Largest Industries in Frederick County 2022.*

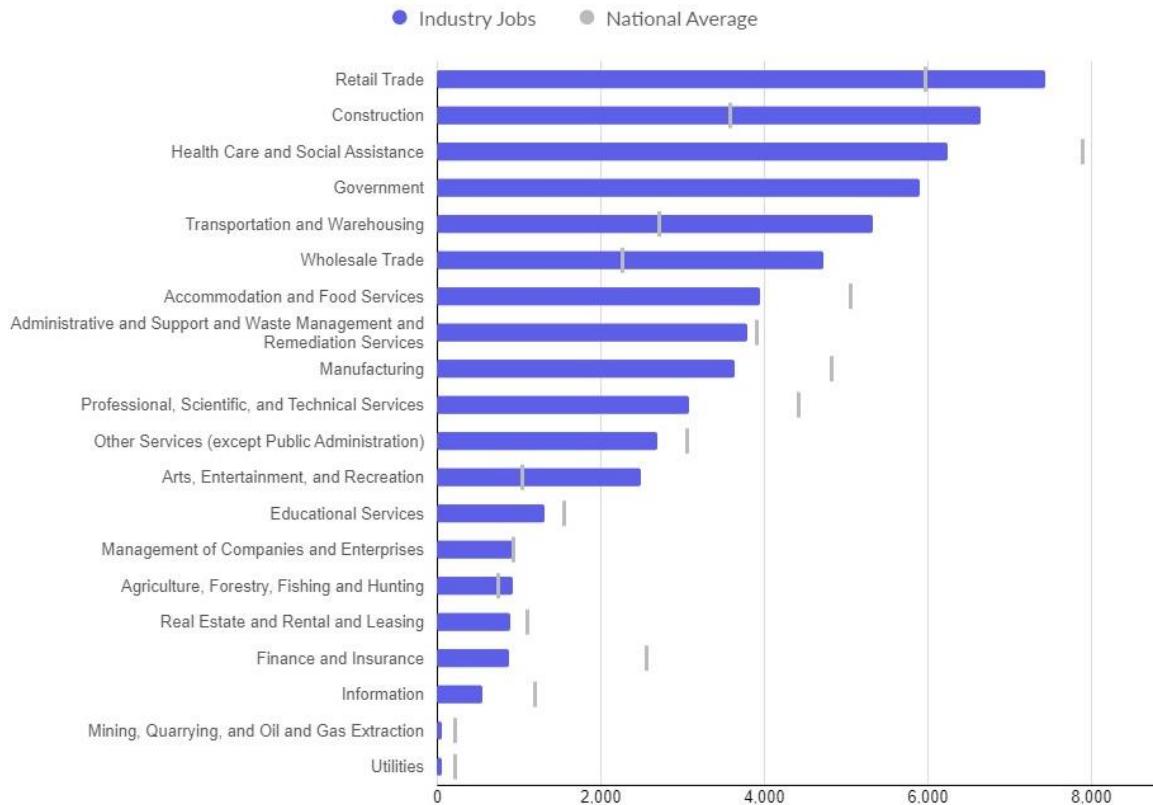


Source: LIGHTCAST, Q4 2023 Data Set

## HANOVER COUNTY, VA

The three major industries in Hanover County are Retail Trade, Construction, and Health Care and Social Assistance. The largest industry in 2022, with 7,441 employees, was Retail Trade. Employees in the retail trade sector can earn an average wage of \$50,451. The Construction sector contributed 6,648 employment opportunities in 2022. An average wage of \$76,955 is expected for employees. Given the 6,252 employment roles in 2022, the Health Care and Social Assistance industry provided employees with a \$74,634 salary.

*Exhibit 6.83 Top Largest Industries in Hanover County 2022.*



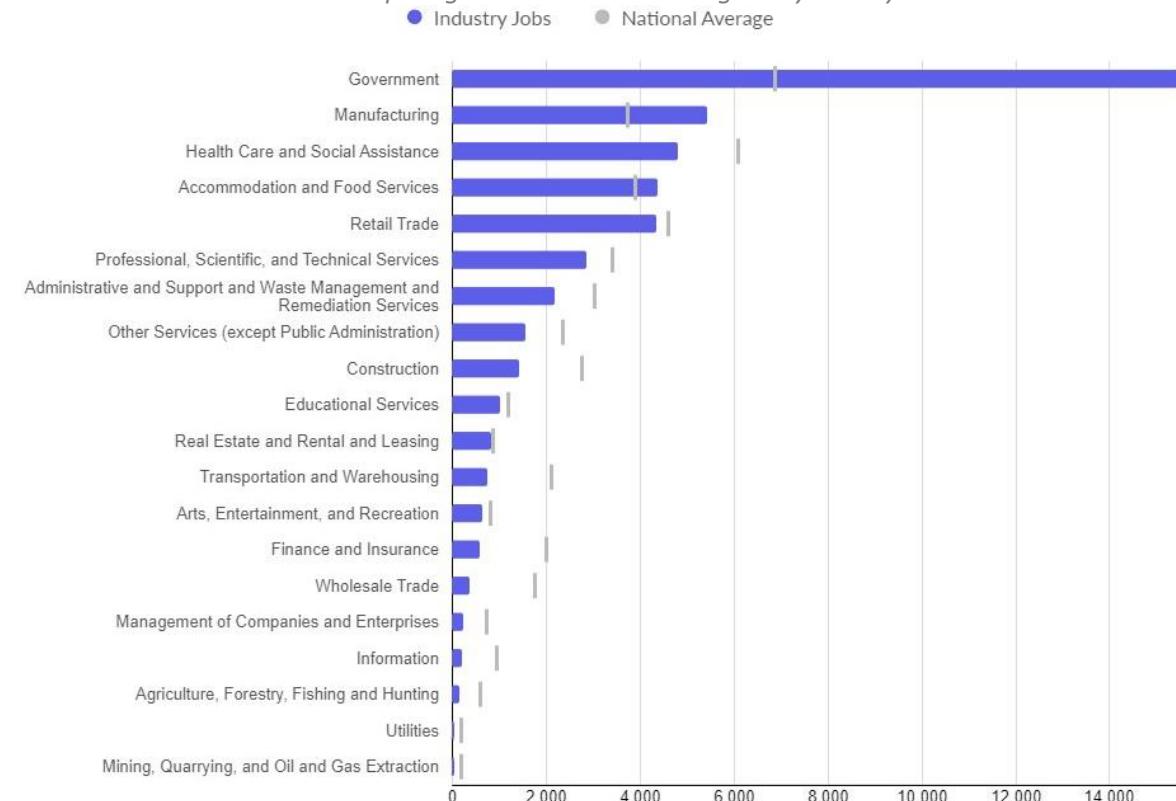
Source: LIGHTCAST, Q4 2023 Data Set

## MONTGOMERY COUNTY, VA

The three major industries in Montgomery County are Government, Manufacturing, and Health Care and Social Assistance. The largest industry in 2022, with 15,504 employees, was Government.

Employees in the industry can earn an average wage of \$83,469. The Manufacturing sector contributed 5,446 employment opportunities in 2022. An average wage of \$79,543 is expected for employees. Given the 4,811 employment roles in 2022, the Health Care and Social Assistance industry provided employees with a \$63,593 salary.

6.84 Top Largest Industries in Montgomery County 2022.



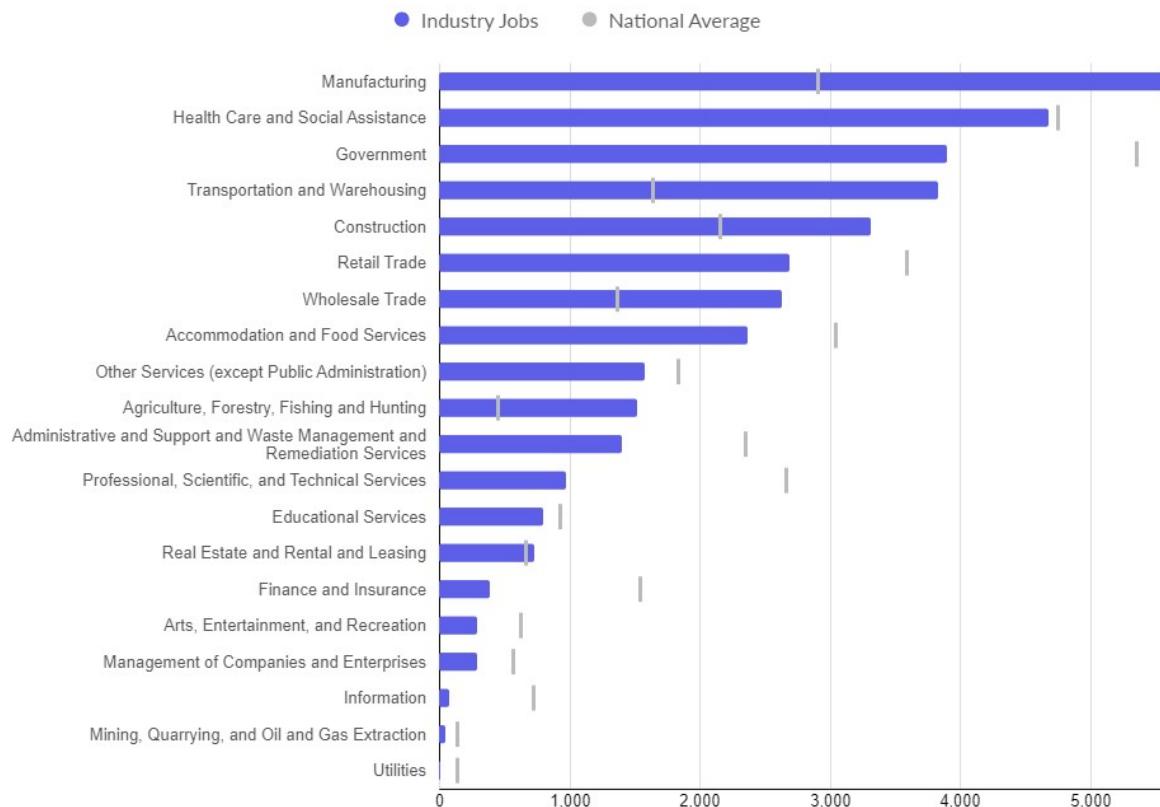
Source: LIGHTCAST, Q4 2023 Data Set

## ROCKINGHAM COUNTY, VA

The three major industries in Rockingham County are Manufacturing, Health Care and Social Assistance, and Government. The largest industry in 2022, with 5,585 employees, was Manufacturing.

Employees in the industry can earn an average wage of \$78,338. The Health Care and Social Assistance sector contributed 4,674 employment opportunities in 2022. An average wage of \$66,960 is expected for employees. Given the 3,902 employment roles in 2022, the Government industry provided employees a \$58,440 salary.

*Exhibit 6.85 Top Largest Industries in Rockingham County 2022.*

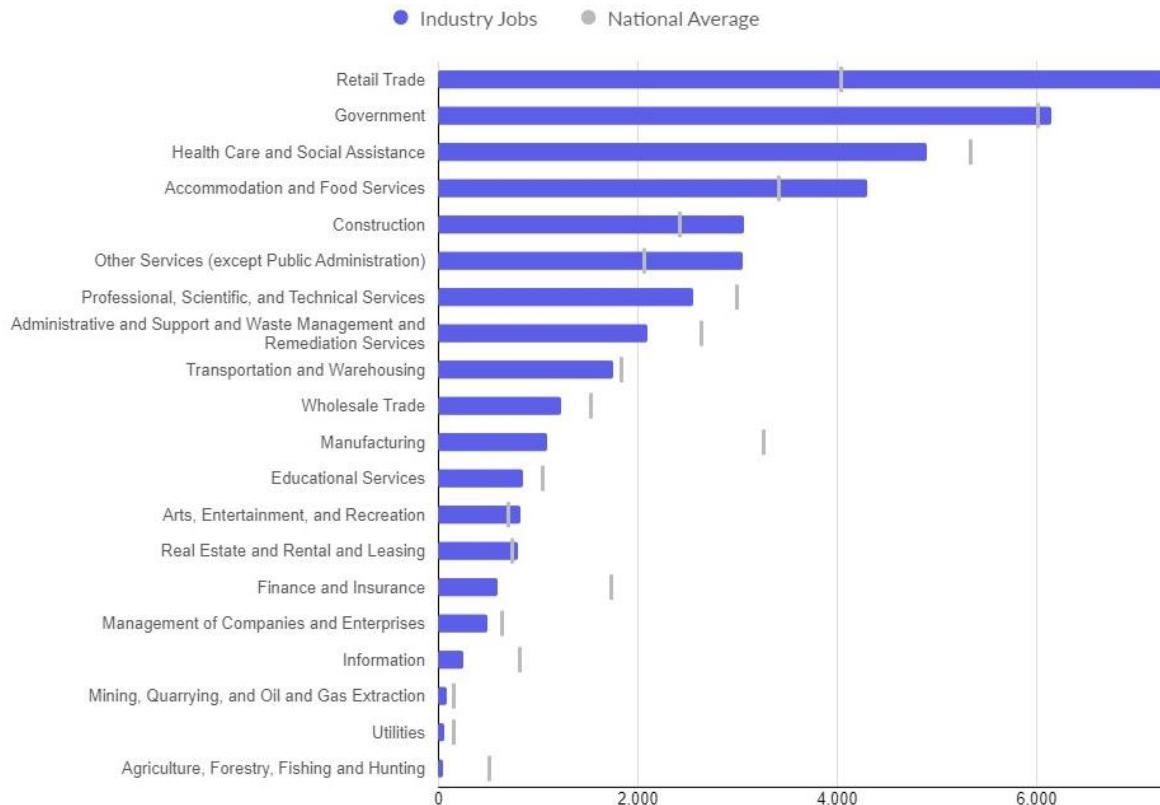


Source: LIGHTCAST, Q4 2023 Data Set

## SPOTSYLVANIA COUNTY, VA

The three major industries in Spotsylvania County are Retail Trade, Government, and Health Care and Social Assistance. The largest industry in 2022, with 7,293 employees, was Retail Trade. Employees in the industry can earn an average wage of \$46,411. The Government sector contributed 6,152 employment opportunities in 2022. An average wage of \$72,324 is expected for employees. Given the 4,897 employment roles in 2022, the Health Care and Social Assistance industry provided employees a \$59,352 salary.

*Exhibit 6.86 Top Largest Industries in Spotsylvania County 2022.*

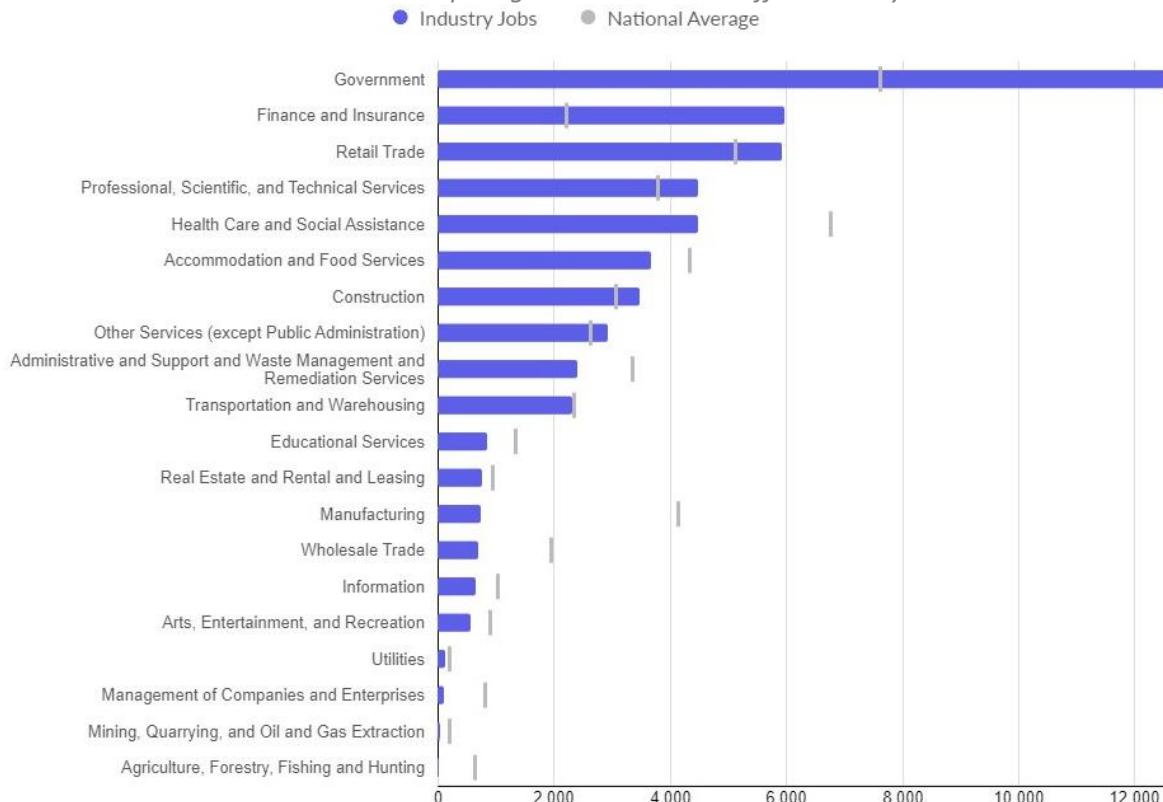


Source: LIGHTCAST, Q4 2023 Data Set

## STAFFORD COUNTY, VA

The three major industries in Stafford County are Government, Finance and Insurance, and Retail Trade. The largest industry in 2022, with 12,536 employees, was Government. Employees in the industry can earn an average wage of \$117,415. The Finance and Insurance sector contributed 5,965 employment opportunities in 2022. An average wage of \$87,580 is expected for employees. Given the 5,928 employment roles in 2022, the Retail Trade industry provided employees with a \$42,256 salary.

*Exhibit 6.87 Top Largest Industries in Stafford County 2022.*

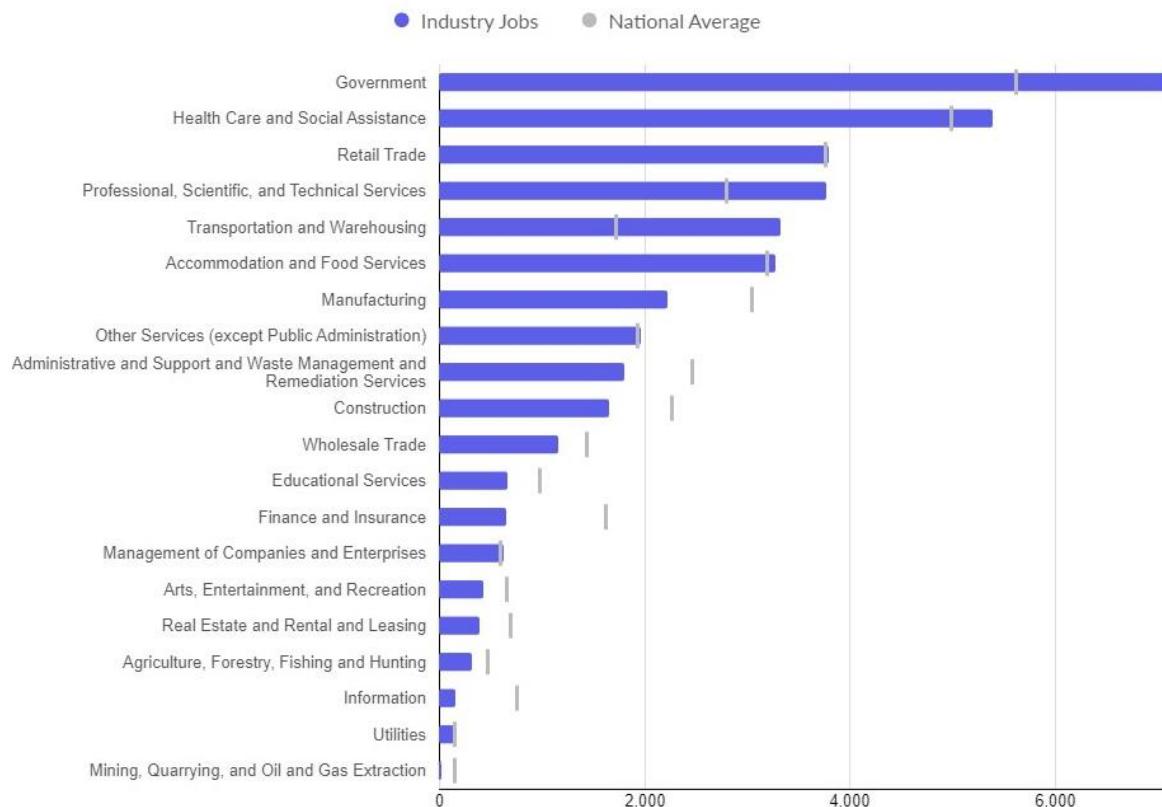


Source: LIGHTCAST, Q4 2023 Data Set

## SUFFOLK CITY COUNTY, VA

The three major industries in Suffolk County are Government, Health Care and Social Assistance, and Retail Trade. The largest industry in 2022, with 7,089 employees, was Government. Employees in the industry can earn an average wage of \$91,592. The Health Care and Social Assistance sector contributed 5,395 employment opportunities in 2022. An average wage of \$65,754 is expected for employees. Given the 3,803 employment roles in 2022, the Retail Trade industry provided employees a \$37,171 salary.

*Exhibit 6.88 Top Largest Industries in Suffolk City County 2022.*



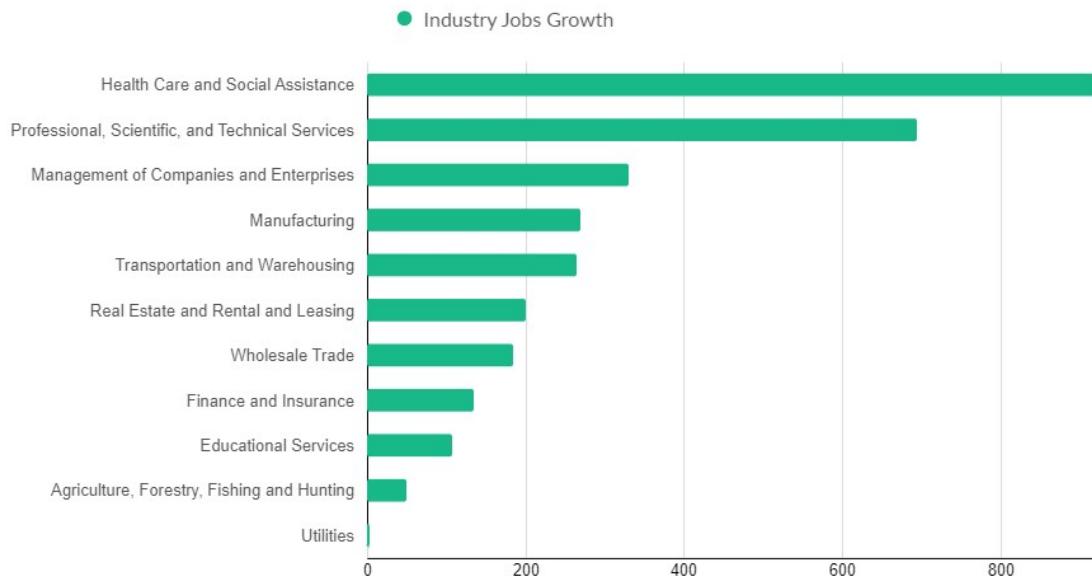
Source: LIGHTCAST, Q4 2023 Data Set

## TOP GROWING INDUSTRIES

### ALBEMARLE COUNTY, VA

The largest rise in jobs since 2017 has been in the Health Care and Social Assistance sector, which employed 7,640 people by 2022 after 919 new positions are added, a 14% increase. Professional, Scientific, and Technical Services has experienced a 15% (695 job) increase in jobs to account for 5,242 jobs by 2022. While there was a 25% increase in jobs in the Management of Companies and Enterprises industry, the addition of 331 jobs led to 1,673 employees in the associated roles.

*Exhibit 6.89 Top Growing Industries in Albemarle County 2022.*



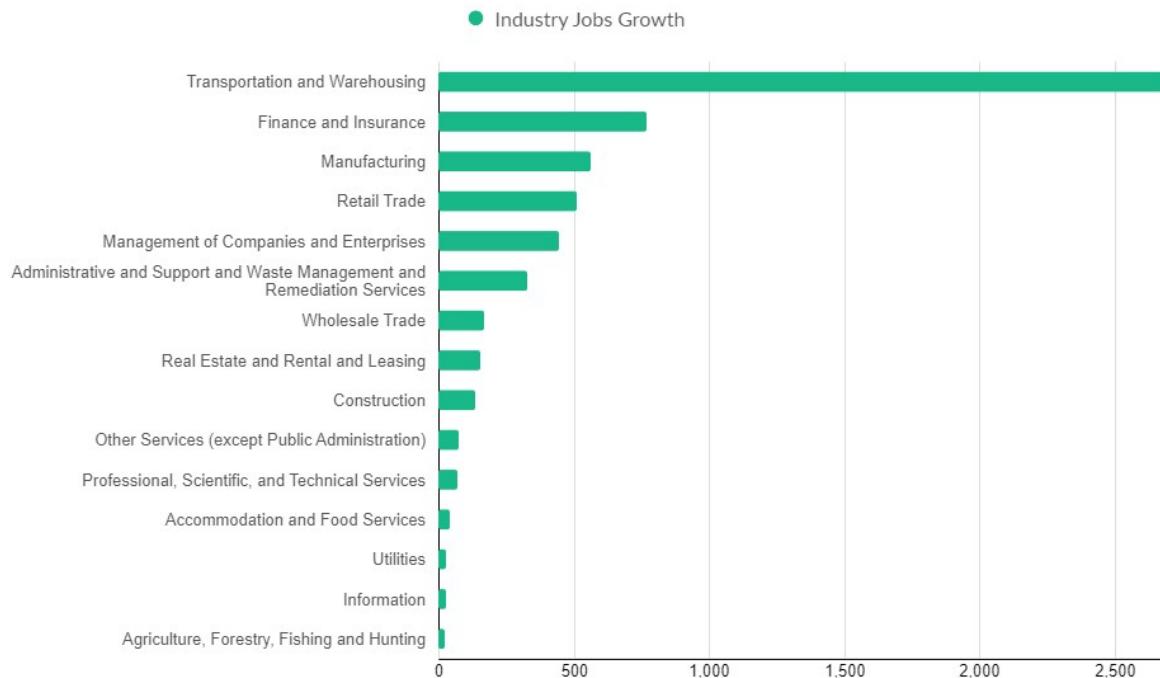
Source:

LIGHTCAST, Q4 2023 Data Set

## FREDERICK COUNTY, VA

The largest rise in jobs since 2017 has been in the Transportation and Warehousing sector, which employed 5,128 people by 2022 after 2,689 new positions are added, a 110% increase. Finance and Insurance has experienced a 40% (769 job) increase in jobs to account for 2,700 jobs by 2022. While there was a 9% increase in jobs in the Manufacturing industry, the addition of 563 jobs led to 6,539 employees in the associated roles.

*Exhibit 6.90 Top Growing Industries in Frederick County 2022.*

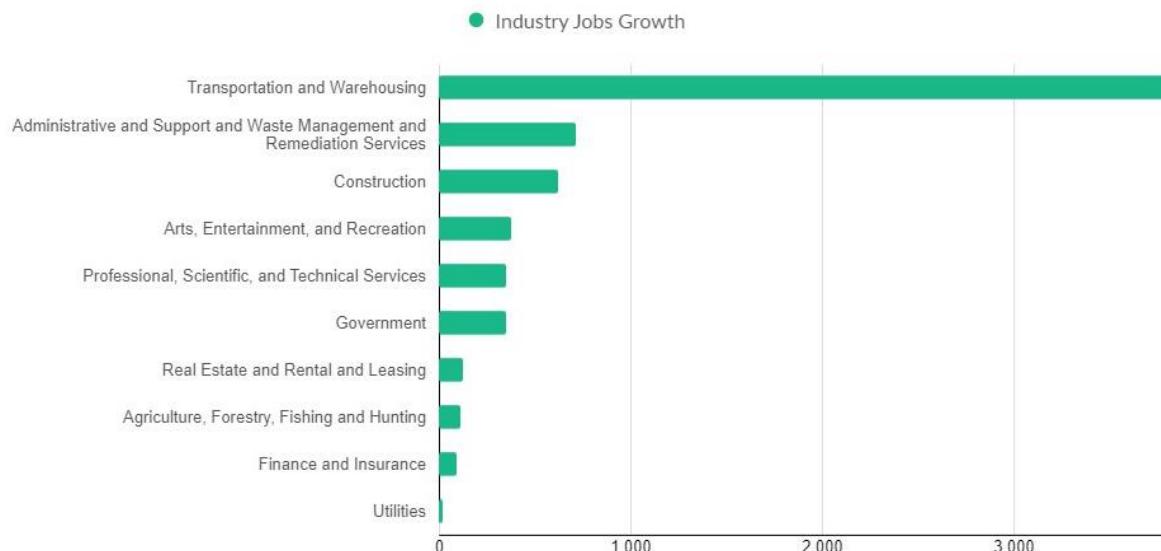


Source: LIGHTCAST, Q4 2023 Data Set

## HANOVER COUNTY, VA

The largest rise in jobs since 2017 has been in the Transportation and Warehousing sector, which employed 5,338 people by 2022 after 3,795 new positions are added, a 246% increase. Administrative and Support and Waste Management and Remediation Services has experienced a 23% (717 job) increase in jobs to account for 3,804 jobs by 2022. While there was a 10% increase in jobs in the Construction industry, the addition of 622 jobs led to 6,648 employees in the associated roles.

*Exhibit 6.91 Top Growing Industries in Hanover County 2022.*

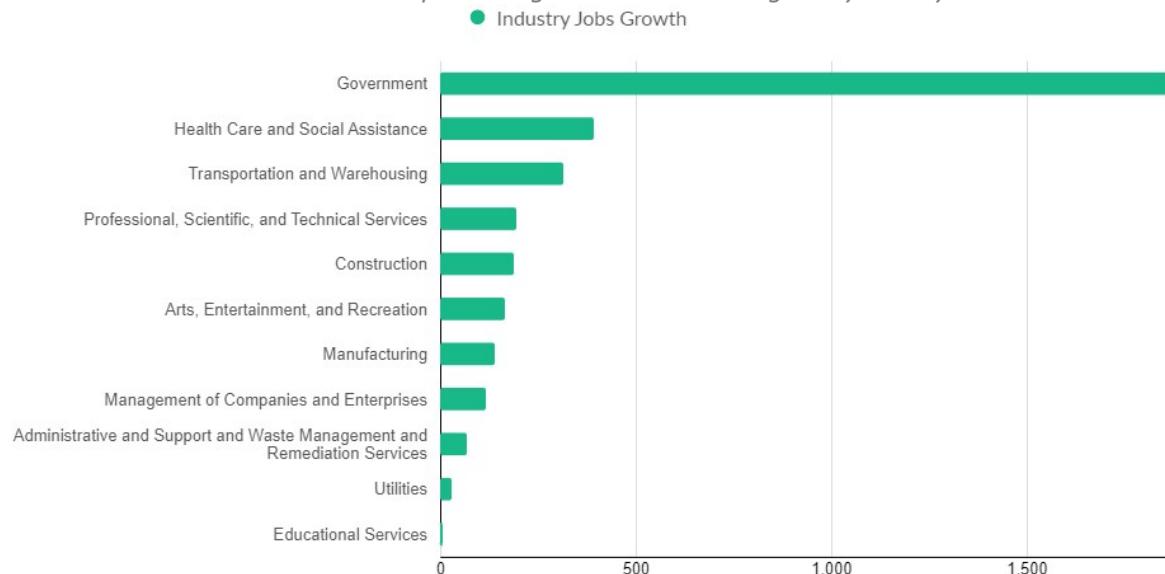


Source: LIGHTCAST, Q4 2023 Data Set

## MONTGOMERY COUNTY, VA

The largest rise in jobs since 2017 has been in the Government sector, which employed 15,504 people by 2022 after 1,862 new positions are added, a 14% increase. Health Care and Social Assistance has experienced a 9% (394 job) increase in jobs to account for 4,811 jobs by 2022. While there was a 69% increase in jobs in the Transportation and Warehousing industry, the addition of 314 jobs led to 769 employees in the associated roles.

*Exhibit 6.92 Top Growing Industries in Montgomery County 2022.*

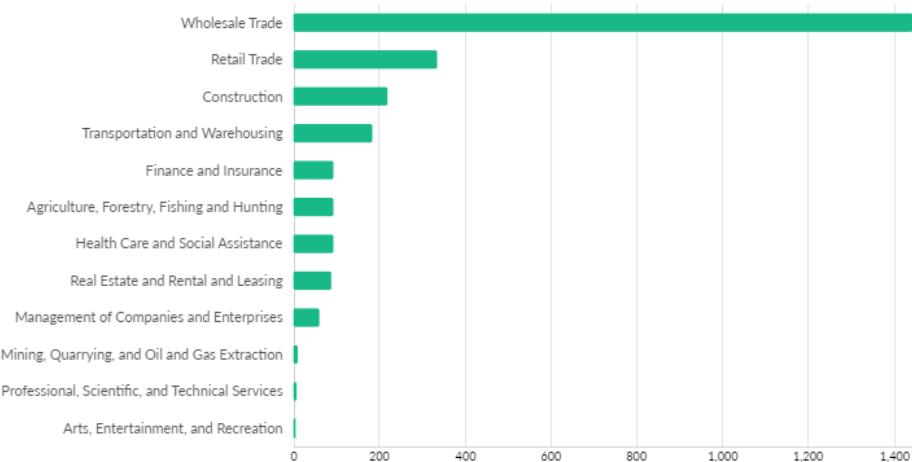


Source: LIGHTCAST, Q4 2023 Data Set

## ROCKINGHAM COUNTY, VA

The largest rise in jobs since 2017 has been in the Wholesale Trade sector, which employed 2,628 people by 2022 after 1,444 new positions are added, a 122% increase. Retail Trade has experienced a 14% (335 job) increase in jobs to account for 2,685 jobs by 2022. While there was a 7% increase in jobs in the Construction industry, the addition of 219 jobs led to 3,311 employees in the associated roles.

*Exhibit 6.93 Top Growing Industries in Rockingham County 2022.*

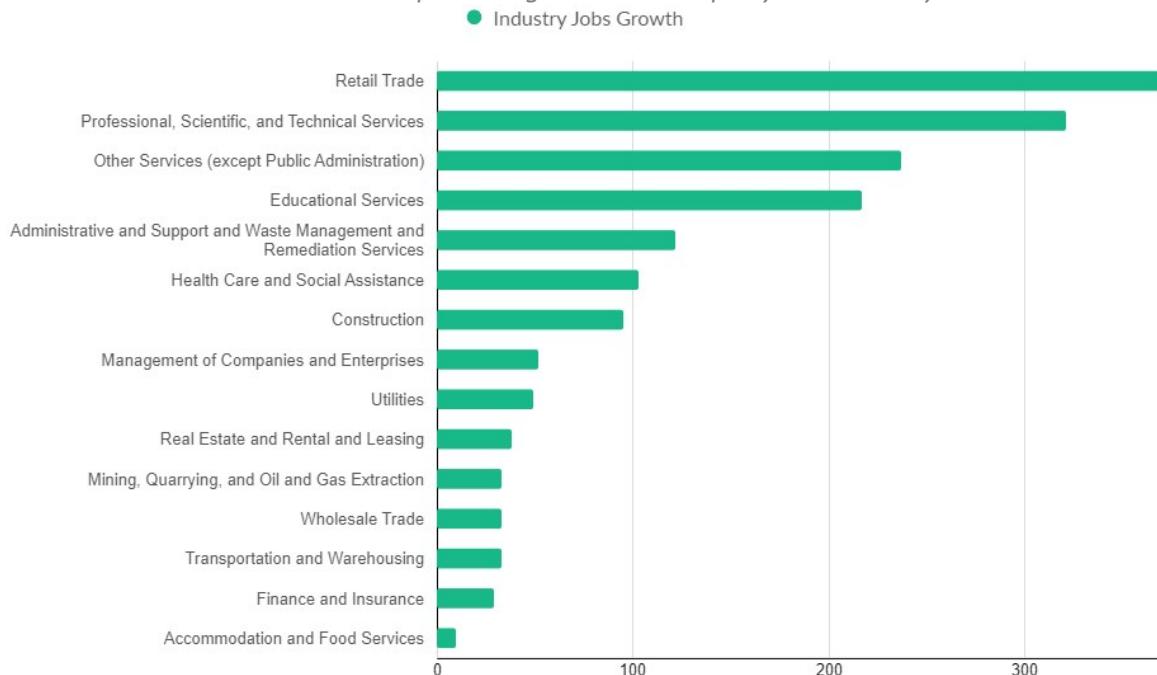


Source: LIGHTCAST, Q4 2023 Data Set

## SPOTSYLVANIA COUNTY, VA

The largest rise in jobs since 2017 has been in the Retail Trade sector, which employed 7,293 people by 2022 after 371 new positions are added, a 5% increase. Professional, Scientific, and Technical Services has experienced a 14% (321 job) increase in jobs to account for 2,560 jobs by 2022. While there was an 8% increase in jobs in the Other Services (except Public Administration) industry, the addition of 237 jobs led to 3,053 employees in the associated roles.

*Exhibit 6.94 Top Growing Industries in Spotsylvania County 2022.*

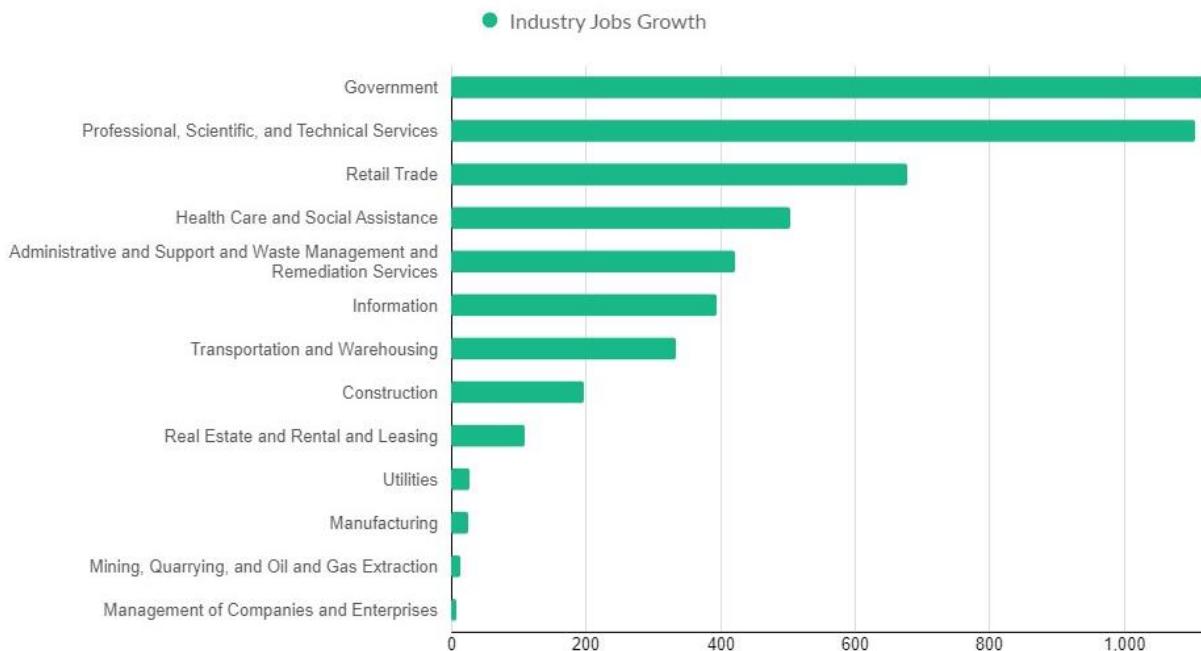


Source: LIGHTCAST, Q4 2023 Data Set

## STAFFORD COUNTY, VA

The largest rise in jobs since 2017 has been in the Government sector, which employed 12,536 people by 2022 after 1,120 new positions are added, a 10% increase. Professional, Scientific, and Technical Services have experienced a 33% (1,107 job) increase in jobs to account for 4,495 jobs by 2022. While there was a 13% increase in jobs in the Retail Trade industry, the addition of 679 jobs led to 5,928 employees in the associated roles.

*Exhibit 6.95 Top Growing Industries in Stafford County 2022.*

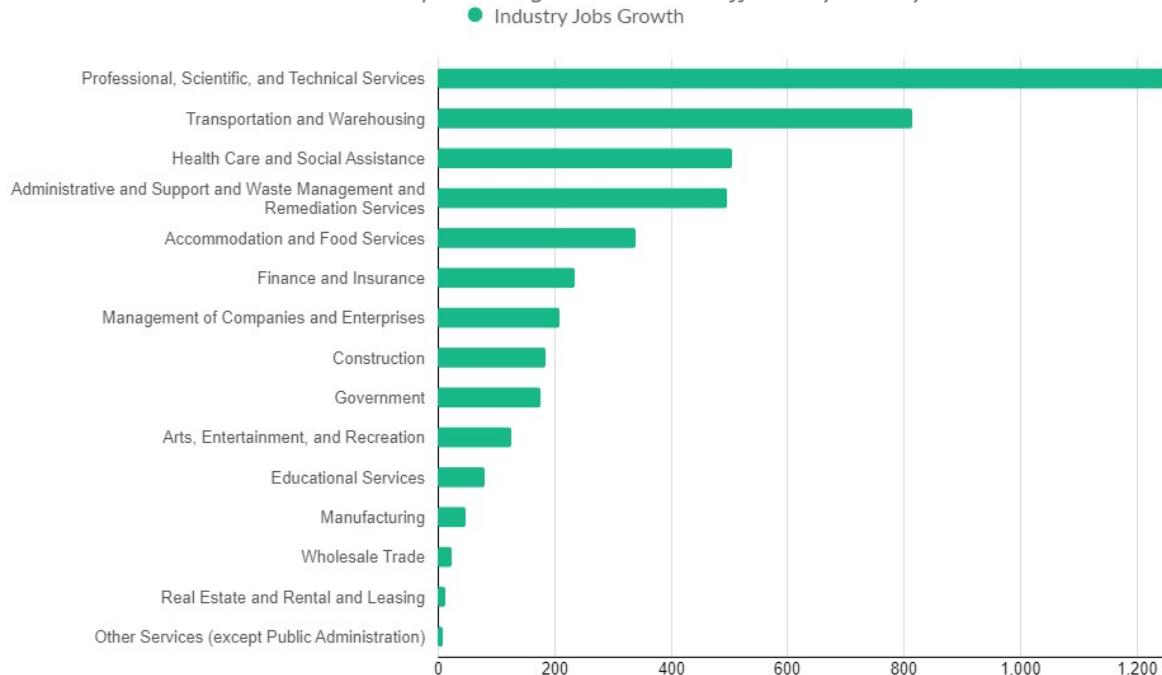


Source: LIGHTCAST, Q4 2023 Data Set

## SUFFOLK CITY COUNTY, VA

The largest rise in jobs since 2017 has been in the Professional, Scientific, and Technical Services sector, which employed 3,769 people by 2022 after 1,249 new positions are added, a 50% increase. Transportation and Warehousing has experienced a 33% (815 job) increase in jobs to account for 3,322 jobs by 2022. While there was a 10% increase in jobs in the Health Care and Social Assistance industry, the addition of 505 jobs led to 5,395 employees in the associated roles.

*Exhibit 6.96 Top Growing Industries in Suffolk City County 2022.*



Source: LIGHTCAST, Q4 2023 Data Set

# Virginia Benchmarks Educational Landscape

## K-12 Overview

### ENROLLMENTS

#### ALBEMARLE COUNTY, VA

In the 2022-2023 academic year, the top two grades with the highest enrollment are Grade 10 and Grade 12, with 1,177 and 1,142 students, respectively. The top two grades with the lowest enrollment are Pre-kindergarten and Grade 6, with 307 and 958 students, respectively. The grade with the greatest change since 2020 is Pre-kindergarten, which increased from 219 students in 2020-2021 to 307 students in 2022-2023. Overall, the total number of students increased from 13,532 in 2020-2021 to 13,970 in 2022-2023.

*Exhibit 6.97 Albemarle County Public Schools Enrollments 2020-2022.*

Grade	2020-2021	2021-2022	2022-2023
Pre-kindergarten	219	258	307
Kindergarten	854	998	1,034
Grade 1	1,015	947	1,060
Grade 2	986	1,035	982
Grade 3	975	1,019	1,073
Grade 4	992	1,011	1,044
Grade 5	990	978	994
Grade 6	1,072	972	958
Grade 7	1,047	1,076	971
Grade 8	1,064	1,058	1,051
Grade 9	1,039	1,138	1,123
Grade 10	1,132	1,052	1,177
Grade 11	1,065	1,118	1,054
Grade 12	1,082	1,089	1,142
Total Students	13,532	13,749	13,970

Source: Virginia Department of Education. Albemarle County Public Schools

## FREDERICK COUNTY, VA

In the 2022-2023 academic year, the top two grades with the highest enrollment are Grade 9 and Grade 10, with 1,262 and 1,225 students, respectively. The top two grades with the lowest enrollment are Pre-kindergarten and Kindergarten, with 134 and 911 students, respectively. The grade with the greatest change since 2020 is Grade 1, which increased from 917 students in 2020-2021 to 1,075 students in 2022-2023. Overall, the total number of students increased from 13,521 in 2020-2021 to 13,962 in 2022-2023.

*Exhibit 6.98 Frederick County Public Schools Enrollments 2020-2022.*

Grade	2020-2021	2021-2022	2022-2023
Pre-kindergarten	118	130	134
Kindergarten	908	1,030	911
Grade 1	917	960	1,075
Grade 2	940	968	984
Grade 3	971	981	1,020
Grade 4	941	1,006	1,028
Grade 5	989	992	1,032
Grade 6	1,045	1,034	1,021
Grade 7	1,088	1,068	1,045
Grade 8	1,174	1,145	1,091
Grade 9	1,163	1,328	1,262
Grade 10	1,090	1,099	1,225
Grade 11	1,075	1,047	1,057
Grade 12	1,102	1,088	1,077
Total Students	13,521	13,876	13,962

Source: Virginia Department of Education. Frederick County Public Schools

**HANOVER COUNTY, VA**

In the 2022-2023 academic year, the top two grades with the highest enrollment are Grade 9 and Grade 11, with 1,440 and 1,406 students, respectively. The top two grades with the lowest enrollment are Pre-kindergarten and Kindergarten, with 323 and 1,058 students, respectively. The grade with the greatest change since 2020 is Pre-kindergarten, which increased from 173 students in 2020-2021 to 323 students in 2022-2023. Overall, the total number of students increased from 16,519 in 2020-2021 to 17,066 in 2022-2023.

*Exhibit 6.99 Hanover County Public Schools Enrollments 2020-2022.*

Grade	2020-2021	2021-2022	2022-2023
Pre-kindergarten	173	227	323
Kindergarten	947	1,106	1,058
Grade 1	1,067	1,133	1,196
Grade 2	1,091	1,152	1,190
Grade 3	1,116	1,192	1,231
Grade 4	1,198	1,181	1,265
Grade 5	1,224	1,251	1,256
Grade 6	1,294	1,242	1,294
Grade 7	1,322	1,332	1,260
Grade 8	1,355	1,355	1,363
Grade 9	1,447	1,440	1,440
Grade 10	1,430	1,426	1,405
Grade 11	1,428	1,393	1,406
Grade 12	1,427	1,435	1,379
Total Students	16,519	16,865	17,066

Source: Virginia Department of Education. Hanover County Public Schools

**MONTGOMERY COUNTY, VA**

In the 2022-2023 academic year, the top two grades with the highest enrollment are Grade 9 and Grade 10, with 808 and 847 students, respectively. The top two grades with the lowest enrollment are Pre-kindergarten and Kindergarten, with 202 and 628 students, respectively. The grade with the greatest change since 2020 is Grade 8, which decreased from 816 students in 2020-2021 to 722 students in 2022-2023. Overall, the total number of students increased from 9,711 in 2020-2021 to 9,730 in 2022-2023.

*Exhibit 6.90. Montgomery County Public Schools Enrollments 2020-2022.*

Grade	2020-2021	2021-2022	2022-2023
Pre-kindergarten	198	202	202
Kindergarten	673	670	628
Grade 1	665	701	688
Grade 2	709	666	722
Grade 3	748	701	684
Grade 4	712	744	712
Grade 5	722	715	765
Grade 6	706	748	734
Grade 7	760	721	748
Grade 8	816	751	722
Grade 9	741	880	808
Grade 10	789	741	847
Grade 11	712	779	730
Grade 12	760	685	740
Total Students	9,711	9,704	9,730

Source: Virginia Department of Education. Montgomery County Public Schools

## ROCKINGHAM COUNTY, VA

In the 2022-2023 academic year, the top two grades with the highest enrollment are Grade 10 and Grade 11, with 941 and 926 students, respectively. The top two grades with the lowest enrollment are Pre-kindergarten and Grade 2, with 421 and 752 students, respectively. The grade with the greatest change since 2020 is Pre-kindergarten, which increased from 334 students in 2020-2021 to 421 students in 2022-2023. Overall, the total number of students increased from 11,354 in 2020-2021 to 11,516 in 2022-2023.

*Exhibit 6.0.11 Rockingham County Public Schools Enrollments 2020-2022.*

Grade	2020-2021	2021-2022	2022-2023
Pre-kindergarten	334	394	421
Kindergarten	760	767	848
Grade 1	802	749	821
Grade 2	749	814	752
Grade 3	795	755	831
Grade 4	794	786	806
Grade 5	836	800	805
Grade 6	885	829	829
Grade 7	857	879	852
Grade 8	899	846	894
Grade 9	963	973	914
Grade 10	926	930	941
Grade 11	922	908	926
Grade 12	832	880	876
Total Students	11,354	11,310	11,516

Source: Virginia Department of Education. Rockingham County Public Schools

## SPOTSYLVANIA COUNTY, VA

In the 2022-2023 academic year, the top two grades with the highest enrollment are Grade 9 and Grade 10, with 2,208 and 2,135 students, respectively. The top two grades with the lowest enrollment are Pre-kindergarten and Kindergarten, with 489 and 1,607 students, respectively. The grade with the greatest change since 2020 is Pre-kindergarten, which increased from 401 students in 2020-2021 to 489 students in 2022-2023. Overall, the total number of students increased from 23,038 in 2020-2021 to 24,260 in 2022-2023.

*Exhibit 6.92 Spotsylvania County Public Schools Enrollments 2020-2022.*

Grade	2020-2021	2021-2022	2022-2023
Pre-kindergarten	401	441	489
Kindergarten	1,362	1,639	1,607
Grade 1	1,562	1,560	1,728
Grade 2	1,549	1,687	1,654
Grade 3	1,599	1,605	1,746
Grade 4	1,669	1,692	1,671
Grade 5	1,716	1,767	1,794
Grade 6	1,700	1,776	1,833
Grade 7	1,908	1,785	1,821
Grade 8	1,914	1,957	1,830
Grade 9	1,978	2,243	2,208
Grade 10	2,027	1,910	2,135
Grade 11	1,815	1,885	1,796
Grade 12	1,836	1,847	1,948
Postgraduate	2	2	-
<b>Total Students</b>	<b>23,038</b>	<b>23,796</b>	<b>24,260</b>

Source: Virginia Department of Education. Spotsylvania County Public Schools

**STAFFORD COUNTY, VA**

In the 2022-2023 academic year, the top two grades with the highest enrollment are Grade 9 and Grade 10, with 2,771 and 2,722 students, respectively. The top two grades with the lowest enrollment are Pre-kindergarten and Kindergarten, with 576 and 1,891 students, respectively. The grade with the greatest change since 2020 is Pre-kindergarten, which increased from 474 students in 2020-2021 to 576 students in 2022-2023. Overall, the total number of students increased from 29,395 in 2020-2021 to 31,160 in 2022-2023.

*Exhibit 6.93 Stafford County Public Schools Enrollments 2020-2022.*

Grade	2020-2021	2021-2022	2022-2023
Pre-kindergarten	474	527	576
Kindergarten	1,757	2,084	1,891
Grade 1	1,924	2,038	2,285
Grade 2	1,957	2,039	2,180
Grade 3	2,011	2,088	2,145
Grade 4	2,094	2,151	2,201
Grade 5	2,160	2,232	2,281
Grade 6	2,244	2,267	2,306
Grade 7	2,426	2,398	2,352
Grade 8	2,451	2,522	2,522
Grade 9	2,563	2,794	2,771
Grade 10	2,544	2,540	2,722
Grade 11	2,306	2,312	2,401
Grade 12	2,484	2,481	2,527
Total Students	29,395	30,473	31,160

Source: Virginia Department of Education. Stafford County Public Schools

## SUFFOLK CITY COUNTY, VA

In the 2022-2023 academic year, the top two grades with the highest enrollment are Grade 9 and Grade 10, with 1,498 and 1,146 students, respectively. The top two grades with the lowest enrollment are Pre-kindergarten and Grade 12, with 522 and 838 students, respectively. The grade with the greatest change since 2020 is Pre-kindergarten, which increased from 348 students in 2020-2021 to 522 students in 2022-2023. Overall, the total number of students increased from 13,869 in 2020-2021 to 14,490 in 2022-2023.

*Exhibit 6.94 Suffolk Public Schools Enrollments 2020-2022.*

Grade	2020-2021	2021-2022	2022-2023
Pre-kindergarten	348	401	522
Kindergarten	898	999	1,006
Grade 1	963	981	1,115
Grade 2	951	997	1,027
Grade 3	1,014	945	1,044
Grade 4	1,035	1,024	990
Grade 5	1,053	1,034	1,046
Grade 6	1,031	1,059	1,086
Grade 7	1,114	1,070	1,073
Grade 8	1,109	1,116	1,103
Grade 9	1,271	1,516	1,498
Grade 10	1,091	1,073	1,146
Grade 11	999	970	996
Grade 12	992	863	838
Total Students	13,869	14,048	14,490

Source: Virginia Department of Education. Suffolk Public Schools

## High School Graduation Rates

In the three academic years from 2020-2021 to 2022-2023, the Virginia overall graduation rate decreased from 93.0% to 91.9%, with an average rate of 92.4%. Among the benchmarked districts, Roanoke County School District maintained the highest graduation rate in the 2022 academic year at a rate of 95.7%. In the same year, Suffolk City County School District had the lowest graduation rate of 86.3%. On average, Hanover County School District had the highest graduation rate at 95.4%, while Suffolk City County School District maintained the lowest average of 86.3%.

*Exhibit 6.95 Virginia Benchmarks High School Graduation Rates, 2020-2022.*

	2020-2021	2021-2022	2022-2023	Average
Virginia Overall	93.0%	92.2%	91.9%	<b>92.4%</b>
Roanoke County School District	95.3%	94.7%	95.7%	<b>95.2%</b>
Albemarle County School District	96.4%	94.3%	94.0%	<b>94.9%</b>
Frederick County School District	93.7%	94.6%	93.4%	<b>93.9%</b>
Hanover County School District	95.4%	95.2%	95.6%	<b>95.4%</b>
Montgomery County School District	95.1%	95.4%	95.4%	<b>95.3%</b>
Rockingham County School District	93.0%	94.5%	94.4%	<b>94.0%</b>
Spotsylvania County School District	90.3%	90.5%	90.5%	<b>90.4%</b>
Stafford County School District	94.7%	94.7%	93.5%	<b>94.3%</b>
Suffolk City County School District	86.1%	84.7%	88.2%	<b>86.3%</b>

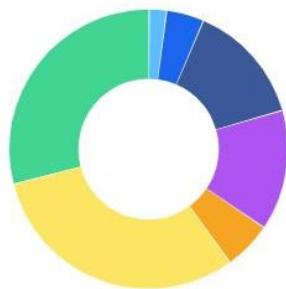
Source: Virginia Department of Education.

## Educational Attainment

### ALBEMARLE COUNTY, VA

Concerning educational attainment, 30.9% of Albemarle County, VA residents possess a bachelor's degree (10.1% above the national average), and 5.6% hold an associate degree (3.2% below the national average).

*Exhibit 6.96 Educational Attainment Albemarle County, 2022.*

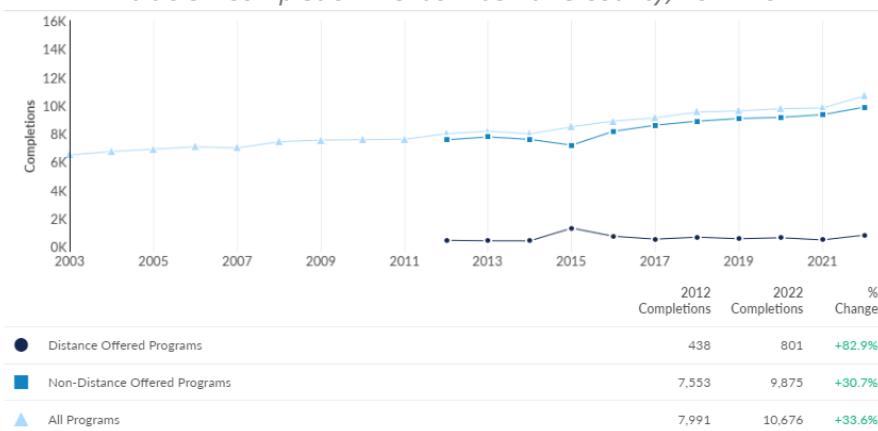


	% of Population	Population
Less Than 9th Grade	2.0%	1,589
9th Grade to 12th Grade	4.4%	3,462
High School Diploma	14.1%	11,143
Some College	14.0%	11,044
Associate's Degree	5.6%	4,427
Bachelor's Degree	30.9%	24,450
Graduate Degree and Higher	29.1%	23,046

Source: LIGHTCAST, Q4 2023 Data Set

Of the 10,676 completions from the Albemarle County higher education institutions in 2022, the majority of completions (9,615) came from University of Virginia-Main Campus. Most students (9,875) completed their education in person, while 801 students completed education requirements via distance education. Overall, since 2012, there has been a 33.6% growth in program completions.

*Exhibit 6.97 Completion Trends Albemarle County, 2012-2022.*



Source: LIGHTCAST, Q4 2023 Data Set

## FREDERICK COUNTY, VA

Concerning educational attainment, 15.6% of Frederick County, VA residents possess a bachelor's degree (5.3% below the national average), and 8.2% hold an associate degree (0.7% below the national average).

*Exhibit 6.98 Educational Attainment Frederick County, 2022.*

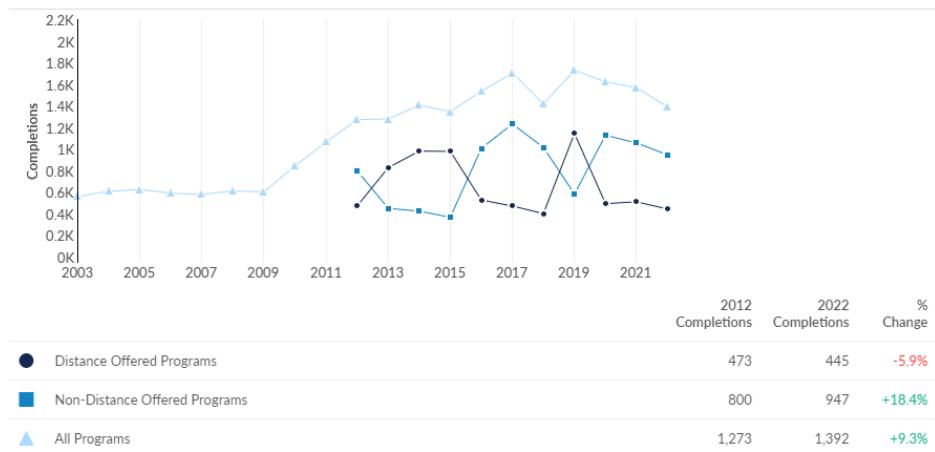


	% of Population	Population
Less Than 9th Grade	5.1%	3,355
9th Grade to 12th Grade	7.0%	4,659
High School Diploma	31.4%	20,847
Some College	21.1%	14,031
Associate's Degree	8.2%	5,426
Bachelor's Degree	15.6%	10,339
Graduate Degree and Higher	11.7%	7,741

Source: LIGHTCAST, Q4 2023 Data Set

Of the 1,392 completions from the Frederick County higher education institutions in 2022, all completions came from Laurel Ridge Community College. Most students (947) completed their education in person, while 445 students completed education requirements via distance education. Overall, since 2012, there has been a 9.3% growth in program completions.

*Exhibit 6.99 Completion Trends Frederick County, 2012-2022.*

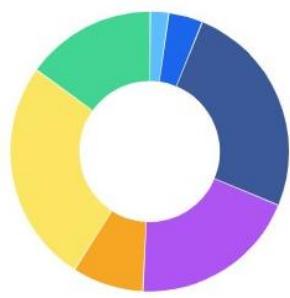


Source: LIGHTCAST, Q4 2023 Data Set

## HANOVER COUNTY, VA

Concerning educational attainment, 25.9% of Hanover County, VA residents possess a bachelor's degree (5.0% above the national average), and 8.3% hold an associate degree (0.5% below the national average).

*Exhibit 6.100 Educational Attainment Hanover County, 2022.*



	% of Population	Population
Less Than 9th Grade	2.1%	1,698
9th Grade to 12th Grade	4.0%	3,147
High School Diploma	25.1%	19,940
Some College	19.5%	15,509
Associate's Degree	8.3%	6,575
Bachelor's Degree	25.9%	20,564
Graduate Degree and Higher	15.1%	12,034

Source: LIGHTCAST, Q4 2023 Data Set

Of the 413 completions from the Hanover County higher education institutions in 2022, the majority (384 completions) came from Randolph-Macon College. All students completed their education in person. Overall, since 2012, there has been a 40.5% growth in program completions.

*Exhibit 6.101 Completion Trends Hanover County, 2012-2022.*



Source: LIGHTCAST, Q4 2023 Data Set

## MONTGOMERY COUNTY, VA

Concerning educational attainment, 21.3% of Montgomery County, VA residents possess a bachelor's degree (0.4% above the national average), and 6.5% hold an associate degree (2.3% below the national average).

*Exhibit 6.102 Educational Attainment Montgomery County, 2022.*



	% of Population	Population
Less Than 9th Grade	1.3%	730
9th Grade to 12th Grade	4.0%	2,222
High School Diploma	23.6%	13,269
Some College	18.5%	10,411
Associate's Degree	6.5%	3,660
Bachelor's Degree	21.3%	11,934
Graduate Degree and Higher	24.8%	13,904

Source: LIGHTCAST, Q4 2023 Data Set

Of the 10,490 completions from the Montgomery County higher education institutions in 2022, the majority (10,020 completions) came from Virginia Polytechnic Institute and State University. The majority of students (9,969) completed their education in person, while 521 students completed education requirements via distance education. Overall, since 2012, there has been a 23.3% growth in program completions.

*Exhibit 6.103 Completion Trends Montgomery County, 2012-2022.*

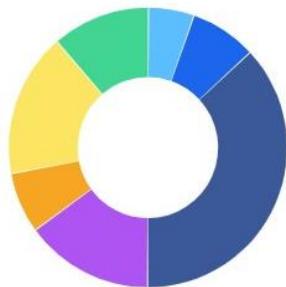


Source: LIGHTCAST, Q4 2023 Data Set

## ROCKINGHAM COUNTY, VA

Concerning educational attainment, 16.7% of Rockingham County, VA residents possess a bachelor's degree (4.1% below the national average), and 7.0% hold an associate degree (1.8% below the national average).

*Exhibit 6.104. Educational Attainment Rockingham County, 2022.*



	% of Population	Population
Less Than 9th Grade	5.3%	3,125
9th Grade to 12th Grade	7.7%	4,549
High School Diploma	36.9%	21,757
Some College	14.9%	8,781
Associate's Degree	7.0%	4,147
Bachelor's Degree	16.7%	9,830
Graduate Degree and Higher	11.4%	6,700

Source: LIGHTCAST, Q4 2023 Data Set

Of the 369 completions from the Rockingham County higher education institutions in 2022, all completions came from Bridgewater College. Most students (351) completed their education in person, while 18 students completed education requirements via distance education. Overall, since 2012, there has been a 4.2% decline in program completions.

*Exhibit 6.105 Completion Trends Rockingham County, 2012-2022.*



Source: LIGHTCAST, Q4 2023 Data Set

## SPOTSYLVANIA COUNTY, VA

Concerning educational attainment, 20.7% of Spotsylvania County, VA residents possess a bachelor's degree (0.1% below the national average), and 8.1% hold an associate degree (0.7% below the national average).

*Exhibit 6.106 Educational Attainment Spotsylvania County, 2022.*



	% of Population	Population
Less Than 9th Grade	2.6%	2,604
9th Grade to 12th Grade	5.8%	5,712
High School Diploma	26.3%	26,032
Some College	23.3%	23,080
Associate's Degree	8.1%	8,047
Bachelor's Degree	20.7%	20,495
Graduate Degree and Higher	13.1%	12,918

Source: LIGHTCAST, Q4 2023 Data Set

Of the 116 completions from the Spotsylvania County higher education institutions in 2022, all completions came from Eastern Virginia Career College. All students completed their education in person. Overall, since 2012, there has been a 40.5% decline in program completions.

*Exhibit 6.107 Completion Trends Spotsylvania County, 2012-2022.*

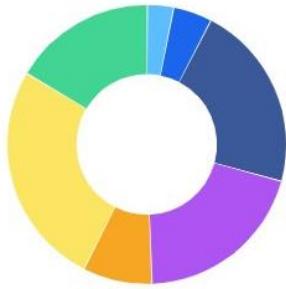


Source: LIGHTCAST, Q4 2023 Data Set

## STAFFORD COUNTY, VA

Concerning educational attainment, 26.1% of Stafford County, VA residents possess a bachelor's degree (5.2% above the national average), and 8.0% hold an associate degree (0.8% below the national average). The region does not have data regarding program completions due to the lack of higher education institutions.

*Exhibit 6.108 Educational Attainment Stafford County, 2022.*



	% of Population	Population
Less Than 9th Grade	3.0%	3,228
9th Grade to 12th Grade	4.5%	4,765
High School Diploma	21.6%	22,939
Some College	20.2%	21,364
Associate's Degree	8.0%	8,516
Bachelor's Degree	26.1%	27,637
Graduate Degree and Higher	16.6%	17,563

Source: LIGHTCAST, Q4 2023 Data Set

## SUFFOLK CITY COUNTY, VA

Concerning educational attainment, 19.1% of Suffolk City County, VA residents possess a bachelor's degree (1.8% below the national average), and 9.2% hold an associate degree (0.3% above the national average).

*Exhibit 6.109 Educational Attainment Suffolk City County, 2022.*



	% of Population	Population
Less Than 9th Grade	3.6%	2,417
9th Grade to 12th Grade	5.5%	3,718
High School Diploma	26.2%	17,680
Some College	23.9%	16,136
Associate's Degree	9.2%	6,194
Bachelor's Degree	19.1%	12,899
Graduate Degree and Higher	12.7%	8,552

Source: LIGHTCAST, Q4 2023 Data Set

Overall, since 2012, there has been a 100.0% decline in program completions due to the lack of higher education institutions in the region.

*Exhibit 6.110 Completion Trends Suffolk City County, 2012-2022.*



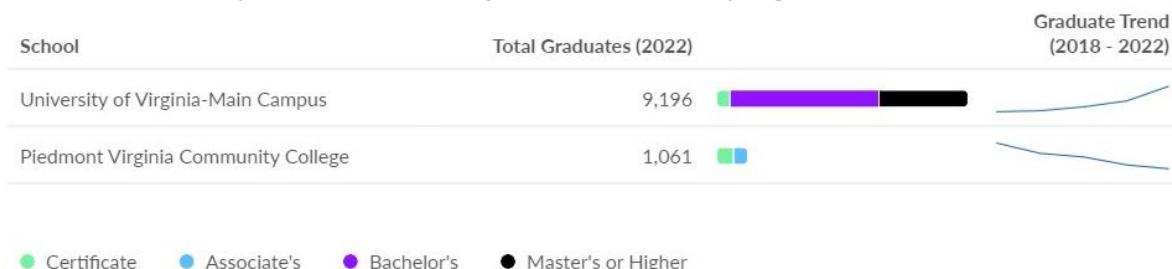
Source: LIGHTCAST, Q4 2023 Data Set

## Postsecondary Educational Pipeline

### ALBEMARLE COUNTY, VA

In 2022, there were 10,257 non distance graduates in Albemarle County. This pipeline has grown by 9% over the last 5 years. The highest share of these graduates come from "Liberal Arts and Sciences/Liberal Studies" (Bachelor's), "Business Administration and Management, General" (Master's or Higher), and "Liberal Arts and Sciences, General Studies and Humanities, Other" (Certificate).

*Exhibit 6.111 Top Graduation Trends for Albemarle County Higher Education Institutions 2022.*



Source: LIGHTCAST, Q4 2023 Data Set

### FREDERICK COUNTY, VA

In 2022, there were 1,392 graduates in Frederick County, VA. This pipeline has shrunk by 2% over the last 5 years. The highest share of these graduates come from "Liberal Arts and Sciences/Liberal Studies" (Associate's), "Liberal Arts and Sciences, General Studies and Humanities, Other" (Certificate), and "Allied Health Diagnostic, Intervention, and Treatment Professions, Other" (Certificate).

*Exhibit 6.112 Top Graduation Trends for Frederick County Higher Education Institutions 2022.*

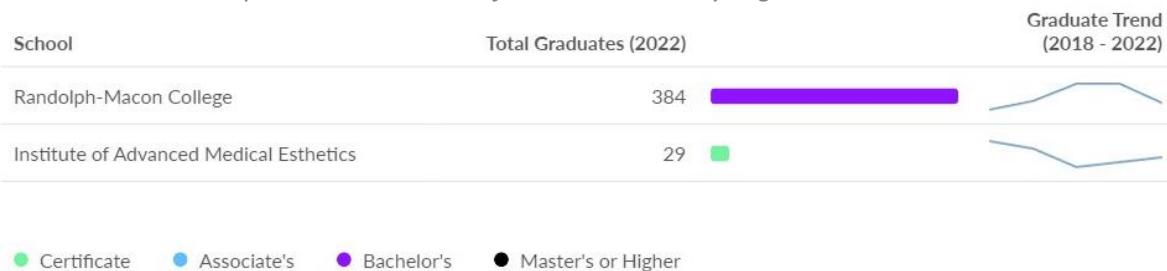


Source: LIGHTCAST, Q4 2023 Data Set

## HANOVER COUNTY, VA

In 2022, there were 413 graduates in Hanover County, VA. This pipeline has shrunk by 2% over the last 5 years. The highest share of these graduates come from "Business/Commerce, General" (Bachelor's), "Biology/Biological Sciences, General" (Bachelor's), and "Communication, General" (Bachelor's).

*Exhibit 6.113 Top Graduation Trends for Hanover County Higher Education Institutions 2022.*

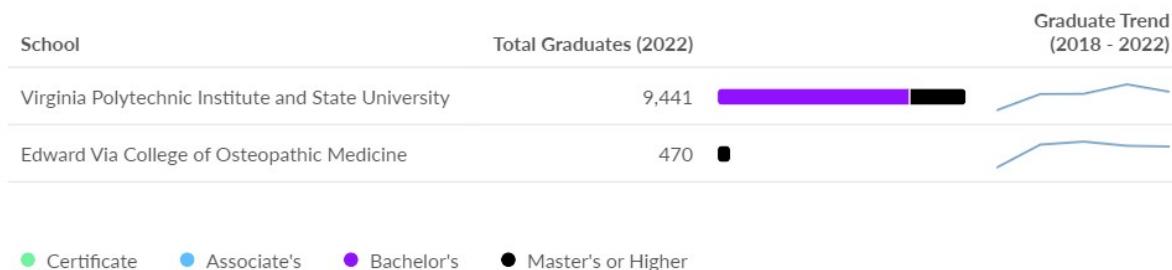


Source: LIGHTCAST, Q4 2023 Data Set

## MONTGOMERY COUNTY, VA

In 2022, there were 9,911 graduates in Montgomery County, VA. This pipeline has grown by 12% over the last 5 years. The highest share of these graduates come from "Osteopathic Medicine/Osteopathy" (Master's or Higher), "Management Science" (Bachelor's), and "Mechanical Engineering" (Bachelor's).

*Exhibit 6.114 Top Graduation Trends for Montgomery County Higher Education Institutions 2022.*



Source: LIGHTCAST, Q4 2023 Data Set

## ROCKINGHAM COUNTY, VA

In 2022, there were 369 graduates in Rockingham County, VA. This pipeline has shrunk by 10% over the last 5 years. The highest share of these graduates come from "Business Administration and Management, General" (Bachelor's), "Sports, Kinesiology, and Physical Education/Fitness, General" (Bachelor's), and "Biology/Biological Sciences, General" (Bachelor's).

*Exhibit 6.115 Top Graduation Trends for Rockingham County Higher Education Institutions 2022.*

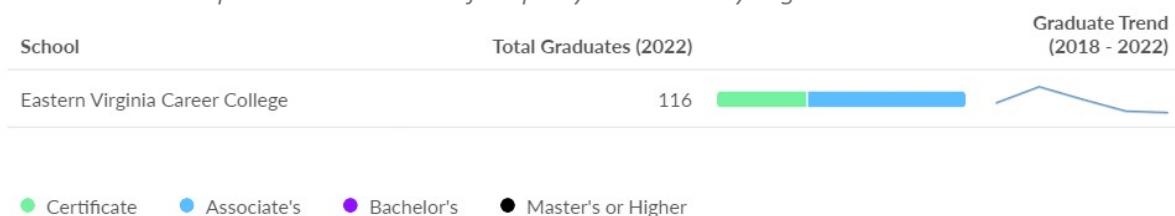


Source: LIGHTCAST, Q4 2023 Data Set

## SPOTSYLVANIA COUNTY, VA

In 2022, there were 116 graduates in Spotsylvania County, VA. This pipeline has shrunk by 18% over the last 5 years. The highest share of these graduates come from "Registered Nursing/Registered Nurse" (Associate's), "Occupational Therapist Assistant" (Associate's), and "Licensed Practical/Vocational Nurse Training" (Certificate).

*Exhibit 6.116 Top Graduation Trends for Spotsylvania County Higher Education Institutions 2022.*



Source: LIGHTCAST, Q4 2023 Data Set

## STAFFORD COUNTY, VA

Over the last 5 years, no schools in Stafford County, VA produced graduates.

## SUFFOLK CITY COUNTY, VA

Over the last 5 years, no schools in Suffolk City County, VA produced graduates.

## National Comparative Regions Demographics

Joplin, MO MSA is projected to have the highest 10-year growth with a 9% increase. The population of Morgantown, WV MSA is projected to increase by 2% by 2033, the 2nd highest growth of the evaluated regions. Florence, SC MSA is projected to decline the greatest with a 9% decrease in the population. Overall, the majority of the regions analyzed are projected to experience declining populations.

*Exhibit 6.117 Population of National Comparative Regions, 2023-2033.*

Area	2023 Population	2033 Population	Change	% Change
Albany, GA MSA	145,127	140,583	-4,544	-3%
Florence, SC MSA	197,230	179,374	-17,856	-9%
Joplin, MO MSA	185,981	201,971	15,990	9%
Morgantown, WV MSA	141,627	144,428	2,801	2%
Muncie, IN MSA	111,508	106,817	-4,691	-4%
State College, PA MSA	157,043	143,875	-13,168	-8%

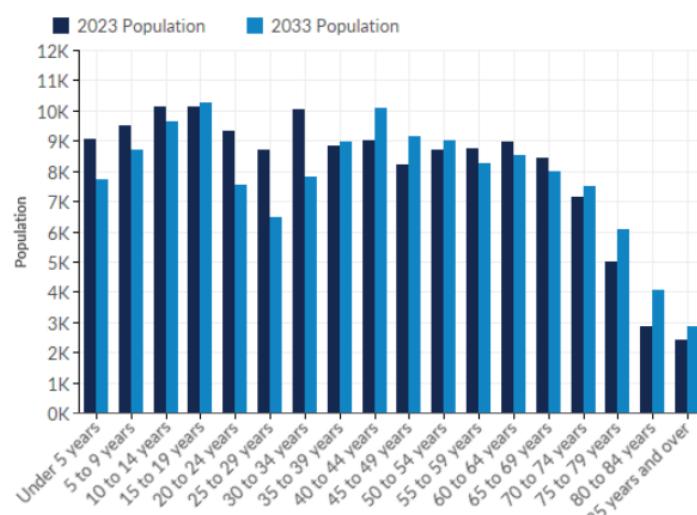
Source: LIGHTCAST, Q4 2023 Data Set

## Population By Age

### ALBANY, GA MSA

- **Under 5 to 9 years:**
  - Under 5 years show a 15% decrease.
  - The 5 to 9 years will experience an 8% decrease.
- **10 to 19 years:**
  - The 10 to 14-years group will experience a 5% decrease.
  - The 15 to 19 years show a 1% increase.
- **20 to 29 years:**
  - The 20 to 24 years will shrink by 19%.
  - The 25 to 29 years will experience a 26% decrease.
- **30 to 39 years:**
  - The 30 to 34 years will shrink by 22%.
  - The 35 to 39 years will experience a 2% increase.
- **40 to 49 years:**
  - The 40 to 44 years will grow by 12%.
  - The 45 to 49 years will increase by 11%.
- **50 to 59 years:**
  - The 50 to 54 years will grow by 3%.
  - The 55 to 59 years will experience a 6% decrease.
- **60 to 69 years:**
  - The 60 to 64 years will decrease by 5%.
  - The 65 to 69 years will experience a 6% decrease.
- **70 years and over:**
  - Notably, the 80 to 84 years and 85 years and over cohorts exhibit growth of 43% and 20%, respectively.

Exhibit 6.118 Population in Albany, GA MSA by Age Cohort 2023-2033.



Age Cohort	2023 Population	2033 Population	Change	% Change	2033 % of Cohort
Under 5 years	9,042	7,699	-1,343	-15%	5.5%

PEER REVIEW

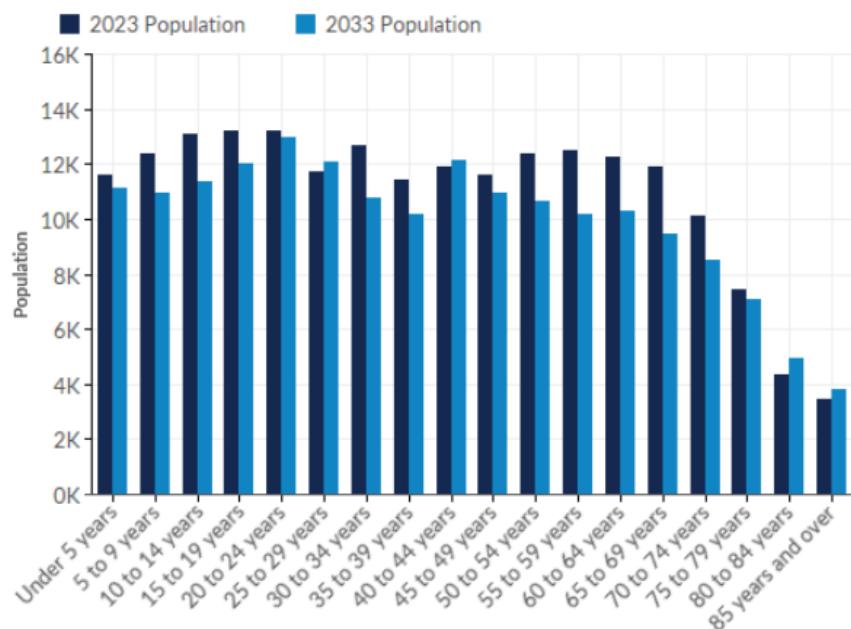
5 to 9 years	9,509	8,711	-798	-8%	6.2%
10 to 14 years	10,116	9,646	-470	-5%	6.9%
15 to 19 years	10,140	10,262	122	1%	7.3%
20 to 24 years	9,306	7,532	-1,774	-19%	5.4%
25 to 29 years	8,683	6,467	-2,216	-26%	4.6%
30 to 34 years	10,024	7,808	-2,216	-22%	5.6%
35 to 39 years	8,843	8,977	134	2%	6.4%
40 to 44 years	9,017	10,096	1,079	12%	7.2%
45 to 49 years	8,219	9,154	935	11%	6.5%
50 to 54 years	8,703	9,005	302	3%	6.4%
55 to 59 years	8,725	8,233	-492	-6%	5.9%
60 to 64 years	8,988	8,536	-452	-5%	6.1%
65 to 69 years	8,442	7,971	-471	-6%	5.7%
70 to 74 years	7,130	7,500	370	5%	5.3%
75 to 79 years	4,997	6,055	1,058	21%	4.3%
80 to 84 years	2,847	4,066	1,219	43%	2.9%
85 years and over	2,395	2,865	470	20%	2.0%
<b>Total</b>	<b>145,127</b>	<b>140,583</b>	<b>-4,543</b>	<b>-3%</b>	<b>100.0%</b>

Source: LIGHTCAST, Q4 2023 Data Set

## FLORENCE, SC MSA

- **Under 5 to 9 years:**
  - The under 5 years show a 4% decrease.
  - The 5 to 9 years will experience an 11% decrease.
- **10 to 19 years:**
  - The 10 to 14 years group will experience a 13% decrease.
  - The 15 to 19 years show a 9% decrease.
- **20 to 29 years:**
  - The 20 to 24 years will shrink by 2%.
  - The 25 to 29 years will experience a 3% increase.
- **30 to 39 years:**
  - The 30 to 34 years will shrink by 15%.
  - The 35 to 39 years will experience an 11% decrease.
- **40 to 49 years:**
  - The 40 to 44 years will grow by 2%.
  - The 45 to 49 years will decrease by 6%.
- **50 to 59 years:**
  - The 50 to 54 years will shrink by 14%.
  - The 55 to 59 years will experience an 18% decrease.
- **60 to 69 years:**
  - The 60 to 64 years will decrease by 16%.
  - The 65 to 69 years will experience a 21% decrease.
- **70 years and over:**
  - Notably, the 80 to 84 years and 85 years and over cohorts exhibit growth of 13% and 9%, respectively.

Exhibit 6.119 Population in Florence, SC MSA by Age Cohort 2023-2033.



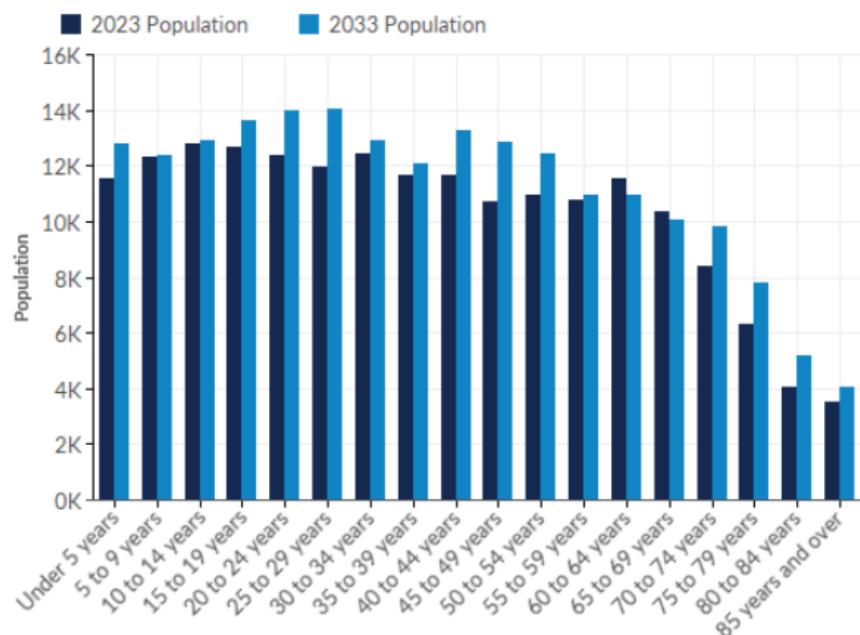
Age Cohort	2023 Population	2033 Population	Change	% Change	2033 % of Cohort
Under 5 years	11,600	11,102	-498	-4%	6.2%
5 to 9 years	12,380	10,959	-1,421	-11%	6.1%
10 to 14 years	13,069	11,343	-1,726	-13%	6.3%
15 to 19 years	13,214	12,041	-1,173	-9%	6.7%
20 to 24 years	13,233	12,966	-267	-2%	7.2%
25 to 29 years	11,702	12,101	399	3%	6.8%
30 to 34 years	12,691	10,747	-1,944	-15%	6.0%
35 to 39 years	11,433	10,152	-1,281	-11%	5.7%
40 to 44 years	11,914	12,133	219	2%	6.8%
45 to 49 years	11,586	10,940	-646	-6%	6.1%
50 to 54 years	12,363	10,652	-1,711	-14%	5.9%
55 to 59 years	12,468	10,184	-2,284	-18%	5.7%
60 to 64 years	12,233	10,293	-1,940	-16%	5.7%
65 to 69 years	11,901	9,450	-2,451	-21%	5.3%
70 to 74 years	10,133	8,524	-1,609	-16%	4.8%
75 to 79 years	7,460	7,059	-401	-5%	3.9%
80 to 84 years	4,371	4,929	558	13%	2.8%
85 years and over	3,479	3,797	318	9%	2.1%
<b>Total</b>	<b>197,230</b>	<b>179,374</b>	<b>-17,858</b>	<b>-9%</b>	<b>100.0%</b>

Source: LIGHTCAST, Q4 2023 Data Set

## JOPLIN, MO MSA

- **Under 5 to 9 years:**
  - Under 5 years show an % increase.
  - The 5 to 9 years will experience a 0% (57 person) increase.
- **10 to 19 years:**
  - The 10 to 14-year-old group will experience a 1% increase.
  - The 15 to 19 years show an 8% increase.
- **20 to 29 years:**
  - The 20 to 24 years will grow by 13%.
  - The 25 to 29 years will experience a 17% increase.
- **30 to 39 years:**
  - The 30 to 34 years will grow by 4%.
  - The 35 to 39 years will experience a 4% increase.
- **40 to 49 years:**
  - The 40 to 44 years will grow by 13%.
  - The 45 to 49 years will increase by 20%.
- **50 to 59 years:**
  - The 50 to 54 years will grow by 13%.
  - The 55 to 59 years will experience a 2% increase.
- **60 to 69 years:**
  - The 60 to 64 years will decrease by 5%.
  - The 65 to 69 years will experience a 3% decrease.
- **70 years and over:**
  - Notably, the 80 to 84 years and 85 years and over cohorts exhibit growth of 29% and 14%, respectively.

Exhibit 6.120 Population in Joplin, MO MSA by Age Cohort 2023-2033.



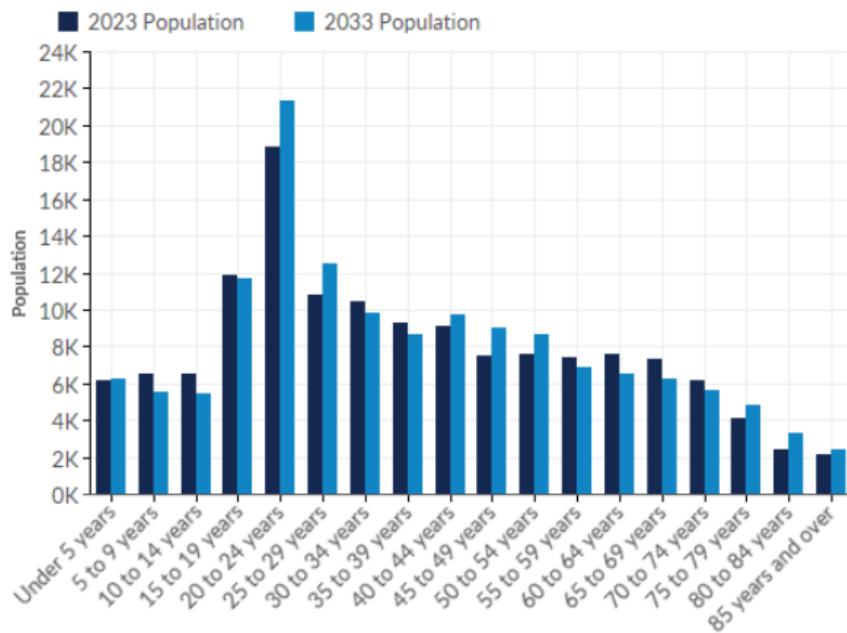
Age Cohort	2023 Population	2033 Population	Change	% Change	2033 % of Cohort
Under 5 years	11,519	12,809	1,290	11%	6.3%
5 to 9 years	12,329	12,386	57	0%	6.1%
10 to 14 years	12,811	12,918	107	1%	6.4%
15 to 19 years	12,654	13,605	951	8%	6.7%
20 to 24 years	12,397	14,001	1,604	13%	6.9%
25 to 29 years	11,958	14,034	2,076	17%	7.0%
30 to 34 years	12,434	12,923	489	4%	6.4%
35 to 39 years	11,666	12,081	415	4%	6.0%
40 to 44 years	11,674	13,241	1,567	13%	6.6%
45 to 49 years	10,705	12,861	2,156	20%	6.4%
50 to 54 years	10,954	12,425	1,471	13%	6.2%
55 to 59 years	10,746	10,958	212	2%	5.4%
60 to 64 years	11,517	10,918	-599	-5%	5.4%
65 to 69 years	10,367	10,030	-337	-3%	5.0%
70 to 74 years	8,388	9,807	1,419	17%	4.9%
75 to 79 years	6,310	7,762	1,452	23%	3.8%
80 to 84 years	4,043	5,198	1,155	29%	2.6%
85 years and over	3,509	4,017	508	14%	2.0%
<b>Total</b>	<b>185,981</b>	<b>201,971</b>	<b>15,993</b>	<b>9%</b>	<b>100.0%</b>

Source: LIGHTCAST, Q4 2023 Data Set

## MORGANTOWN, WV MSA

- **Under 5 to 9 years:**
  - Under 5 years show a 1% increase.
  - The 5 to 9 years will experience a 15% decrease.
- **10 to 19 years:**
  - The 10 to 14 years group will experience a 17% decrease.
  - The 15 to 19 years show a 1% decrease.
- **20 to 29 years:**
  - The 20 to 24 years will grow by 13%.
  - The 25 to 29 years will experience a 16% increase.
- **30 to 39 years:**
  - The 30 to 34 years will shrink by 6%.
  - The 35 to 39 years will experience a 6% decrease.
- **40 to 49 years:**
  - The 40 to 44 years will grow by 6%.
  - The 45 to 49 years will decrease by 20%.
- **50 to 59 years:**
  - The 50 to 54 years will shrink by 14%.
  - The 55 to 59 years will experience a 7% decrease.
- **60 to 69 years:**
  - The 60 to 64 years will decrease by 15%.
  - The 65 to 69 years will experience a 14% decrease.
- **70 years and over:**
  - Notably, the 80 to 84 years and 85 years and over cohorts exhibit growth of 39% and 15%, respectively.

Exhibit 6.121 Population in Morgantown, WV MSA by Age Cohort 2023-2033.



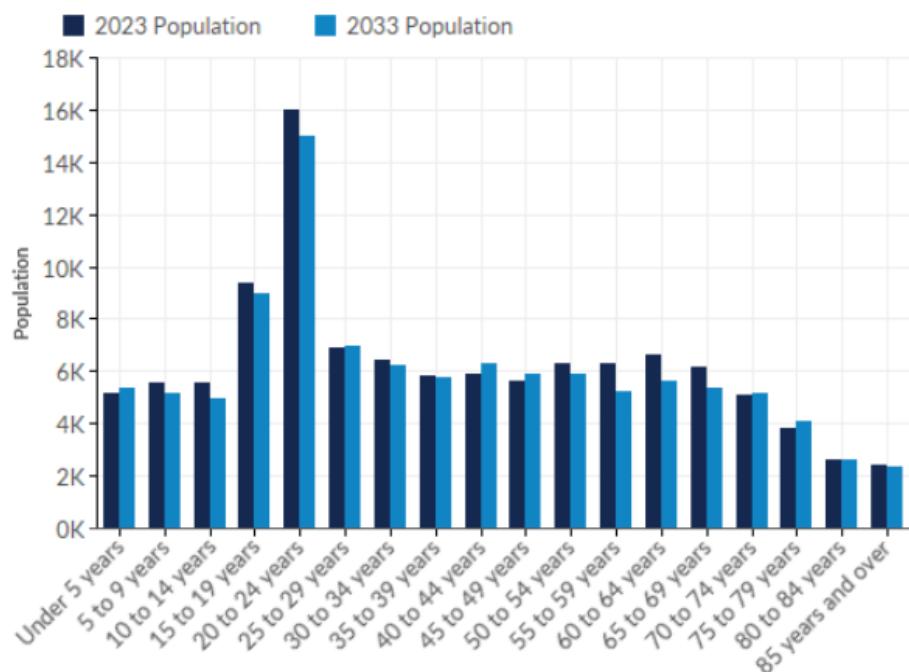
Age Cohort	2023 Population	2033 Population	Change	% Change	2033 % of Cohort
Under 5 years	6,174	6,237	63	1%	4.3%
5 to 9 years	6,486	5,500	-986	-15%	3.8%
10 to 14 years	6,535	5,447	-1,088	-17%	3.8%
15 to 19 years	11,849	11,686	-163	-1%	8.1%
20 to 24 years	18,813	21,352	2,539	13%	14.8%
25 to 29 years	10,771	12,522	1,751	16%	8.7%
30 to 34 years	10,399	9,803	-596	-6%	6.8%
35 to 39 years	9,234	8,648	-586	-6%	6.0%
40 to 44 years	9,142	9,685	543	6%	6.7%
45 to 49 years	7,527	9,045	1,518	20%	6.3%
50 to 54 years	7,621	8,686	1,065	14%	6.0%
55 to 59 years	7,377	6,830	-547	-7%	4.7%
60 to 64 years	7,590	6,483	-1,107	-15%	4.5%
65 to 69 years	7,280	6,276	-1,004	-14%	4.4%
70 to 74 years	6,172	5,649	-523	-8%	3.9%
75 to 79 years	4,125	4,797	672	16%	3.3%
80 to 84 years	2,410	3,338	928	39%	2.3%
85 years and over	2,123	2,445	322	15%	1.7%
Total	141,627	144,428	2,801	2%	100.0%

Source: LIGHTCAST, Q4 2023 Data Set

## MUNCIE, IN MSA

- **Under 5 to 9 years:**
  - Under 5 years show a 3% increase.
  - The 5 to 9 years will experience a 7% decrease.
- **10 to 19 years:**
  - The 10 to 14 years group will experience an 11% decrease.
  - The 15 to 19 years show a 4% decrease.
- **20 to 29 years:**
  - The 20 to 24 years will shrink by 7%.
  - The 25 to 29 years will experience a 1% increase.
- **30 to 39 years:**
  - The 30 to 34 years will shrink by 3%.
  - The 35 to 39 years will experience a 0% (21 person) decrease.
- **40 to 49 years:**
  - The 40 to 44 years will grow by 6%.
  - The 45 to 49 years will decrease by 5%.
- **50 to 59 years:**
  - The 50 to 54 years will shrink by 6%.
  - The 55 to 59 years will experience a 17% decrease.
- **60 to 69 years:**
  - The 60 to 64 years will decrease by 15%.
  - The 65 to 69 years will experience a 12% decrease.
- **70 years and over:**
  - Notably, the 80 to 84 years cohort will exhibit growth of 1%.

Exhibit 6.122 Population in Muncie, IN MSA by Age Cohort 2023-2033.



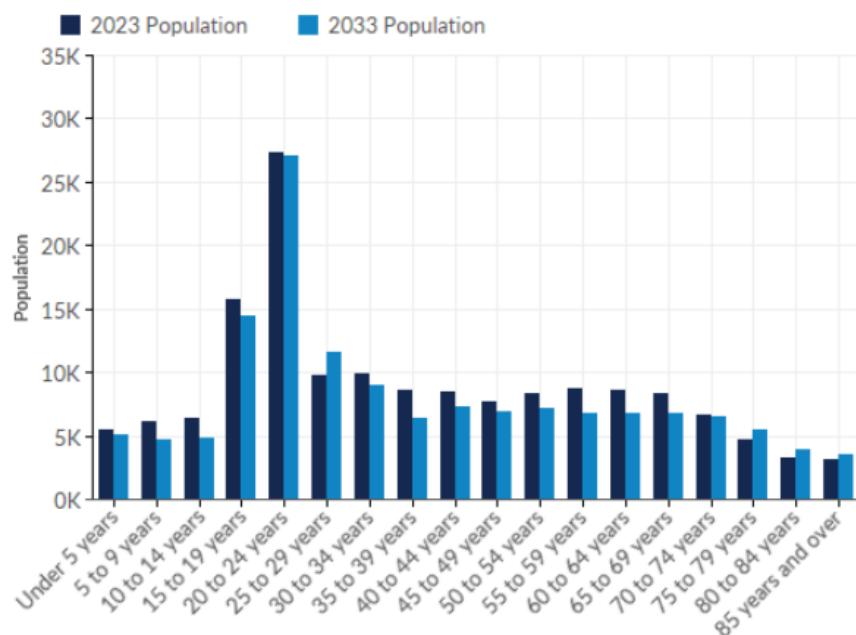
Age Cohort	2023 Population	2033 Population	Change	% Change	2033 % of Cohort
Under 5 years	5,184	5,345	161	3%	5.0%
5 to 9 years	5,548	5,135	-413	-7%	4.8%
10 to 14 years	5,536	4,951	-585	-11%	4.6%
15 to 19 years	9,382	8,965	-417	-4%	8.4%
20 to 24 years	16,022	14,979	-1,043	-7%	14.0%
25 to 29 years	6,921	6,984	63	1%	6.5%
30 to 34 years	6,410	6,190	-220	-3%	5.8%
35 to 39 years	5,796	5,775	-21	0%	5.4%
40 to 44 years	5,911	6,282	371	6%	5.9%
45 to 49 years	5,606	5,901	295	5%	5.5%
50 to 54 years	6,284	5,903	-381	-6%	5.5%
55 to 59 years	6,279	5,220	-1,059	-17%	4.9%
60 to 64 years	6,624	5,603	-1,021	-15%	5.3%
65 to 69 years	6,148	5,381	-767	-12%	5.0%
70 to 74 years	5,070	5,169	99	2%	4.8%
75 to 79 years	3,814	4,087	273	7%	3.8%
80 to 84 years	2,579	2,614	35	1%	2.5%
85 years and over	2,394	2,331	-63	-3%	2.2%
<b>Total</b>	<b>111,508</b>	<b>106,817</b>	<b>-4,693</b>	<b>-4%</b>	<b>100.0%</b>

Source: LIGHTCAST, Q4 2023 Data Set

## STATE COLLEGE, PA MSA

- **Under 5 to 9 years:**
  - Under 5 years show a 7% decrease.
  - The 5 to 9 years will experience a 24% decrease.
- **10 to 19 years:**
  - The 10 to 14 years group will experience a 25% decrease.
  - The 15 to 19 years show an 8% decrease.
- **20 to 29 years:**
  - The 20 to 24 years will shrink by 1%.
  - The 25 to 29 years will experience a 19% increase.
- **30 to 39 years:**
  - The 30 to 34 years will shrink by 9%.
  - The 35 to 39 years will experience a 26% decrease.
- **40 to 49 years:**
  - The 40 to 44 years will shrink by 15%.
  - The 45 to 49 years will decrease by 6%.
- **50 to 59 years:**
  - The 50 to 54 years will shrink by 15%.
  - The 55 to 59 years will experience a 23% decrease.
- **60 to 69 years:**
  - The 60 to 64 years will decrease by 21%.
  - The 65 to 69 years will experience a 19% decrease.
- **70 years and over:**
  - Notably, the 80 to 84 years and 85 years and over cohorts exhibit growth of 22% and 11%, respectively.

Exhibit 6.123 Population in State College, PA MSA by Age Cohort 2023-2033.



Age Cohort	2023 Population	2033 Population	Change	% Change	2033 % of Cohort
Under 5 years	5,413	5,021	-392	-7%	3.5%
5 to 9 years	6,147	4,696	-1,451	-24%	3.3%
10 to 14 years	6,415	4,837	-1,578	-25%	3.4%
15 to 19 years	15,729	14,455	-1,274	-8%	10.1%
20 to 24 years	27,369	27,075	-294	-1%	18.8%
25 to 29 years	9,721	11,600	1,879	19%	8.1%
30 to 34 years	9,871	8,953	-918	-9%	6.2%
35 to 39 years	8,617	6,351	-2,266	-26%	4.4%
40 to 44 years	8,503	7,235	-1,268	-15%	5.0%
45 to 49 years	7,645	6,940	-705	-9%	4.8%
50 to 54 years	8,356	7,096	-1,260	-15%	4.9%
55 to 59 years	8,732	6,705	-2,027	-23%	4.7%
60 to 64 years	8,590	6,817	-1,773	-21%	4.7%
65 to 69 years	8,383	6,759	-1,624	-19%	4.7%
70 to 74 years	6,574	6,555	-19	0%	4.6%
75 to 79 years	4,652	5,411	759	16%	3.8%
80 to 84 years	3,190	3,878	688	22%	2.7%
85 years and over	3,137	3,491	354	11%	2.4%
<b>Total</b>	<b>157,043</b>	<b>143,875</b>	<b>-13,169</b>	<b>-8%</b>	<b>100.0%</b>

Source: LIGHTCAST, Q4 2023 Data Set

## Population Characteristics

### ALBANY, GA MSA

Albany MSA has approximately 2,052 fewer millennials in the region (27,591 persons) than the average area of comparable size (29,643 persons). The County also has an average population of 55 and older residents approaching retirement age (43,065 individuals) than a region of the same size (43,065 individuals). The region has a higher racial diversity with 86,921 diverse individuals compared to the average of 59,953 individuals in an area of comparable size.

*Exhibit 6.124 Population Characteristics Albany, GA MSA.*



Albany, GA has 27,591 millennials (ages 25-39). The national average for an area this size is 29,643.

Retirement risk is about average in Albany, GA. The national average for an area this size is 43,689 people 55 or older, while there are 43,065 here.

Racial diversity is high in Albany, GA. The national average for an area this size is 59,953 racially diverse people, while there are 86,921 here.



Albany, GA has 10,223 veterans. The national average for an area this size is 7,608.

Albany, GA has 9.76 violent crimes per 1,000 people. The national rate is 3.59 per 1,000 people.

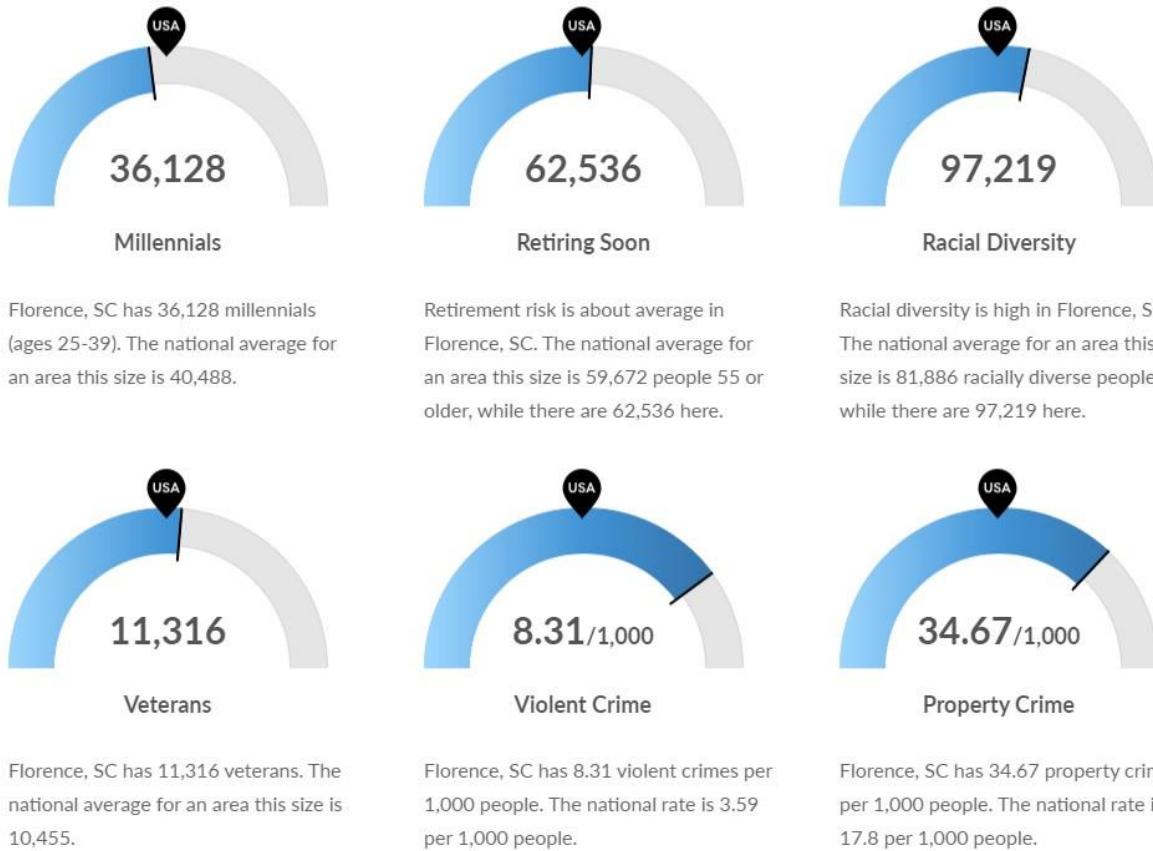
Albany, GA has 28.28 property crimes per 1,000 people. The national rate is 17.8 per 1,000 people.

Source: LIGHTCAST, Q4 2023 Data Set

## FLORENCE, SC MSA

Florence MSA has approximately 4,360 fewer millennials in the region (36,128 persons) than the average area of comparable size (40,488 persons). The County also has a higher population of 55 and older residents approaching retirement age (62,536 individuals) than a region of the same size (59,672 individuals). The region has a higher racial diversity with 97,219 diverse individuals compared to the average of 81,886 individuals in an area of comparable size.

*Exhibit 6.125 Population Characteristics Florence, SC MSA.*



Source: LIGHTCAST, Q4 2023 Data Set

## JOPLIN, MO MSA

Joplin MSA has approximately 1,663 fewer millennials in the region (35,768 persons) than the average area of comparable size (37,431 persons). The County also has an average population of 55 and older residents approaching retirement age (54,254 individuals) than a region of the same size (55,167 individuals). The region has a lower racial diversity with 31,261 diverse individuals compared to the average of 75,704 individuals in an area of comparable size.

*Exhibit 6.126 Population Characteristics Joplin, MO MSA.*



Joplin, MO has 35,768 millennials (ages 25-39). The national average for an area this size is 37,431.

Retirement risk is about average in Joplin, MO. The national average for an area this size is 55,167 people 55 or older, while there are 54,254 here.

Racial diversity is low in Joplin, MO. The national average for an area this size is 75,704 racially diverse people, while there are 31,261 here.



Joplin, MO has 11,367 veterans. The national average for an area this size is 9,595.

Joplin, MO has 3.58 violent crimes per 1,000 people. The national rate is 3.59 per 1,000 people.

Joplin, MO has 34.89 property crimes per 1,000 people. The national rate is 17.8 per 1,000 people.

Source: LIGHTCAST, Q4 2023 Data Set

## MORGANTOWN, WV MSA

Morgantown MSA has approximately 1,858 more millennials in the region (30,537 persons) than the average area of comparable size (28,679 persons). The County also has a lower population of 55 and older residents approaching retirement age (37,029 individuals) than a region of the same size (42,267 individuals). The region has a lower racial diversity with 14,773 diverse individuals compared to the average of 58,002 individuals in an area of comparable size.

*Exhibit 6.127 Population Characteristics Morgantown, WV MSA.*



Morgantown, WV has 30,537 millennials (ages 25-39). The national average for an area this size is 28,679.

Retirement risk is low in Morgantown, WV. The national average for an area this size is 42,267 people 55 or older, while there are 37,029 here.

Racial diversity is low in Morgantown, WV. The national average for an area this size is 58,002 racially diverse people, while there are 14,773 here.



Morgantown, WV has 7,528 veterans. The national average for an area this size is 7,390.

Morgantown, WV has 0.79 violent crimes per 1,000 people. The national rate is 3.59 per 1,000 people.

Morgantown, WV has 8.07 property crimes per 1,000 people. The national rate is 17.8 per 1,000 people.

Source: LIGHTCAST, Q4 2023 Data Set

## MUNCIE, IN MSA

Muncie MSA has approximately 3,753 fewer millennials in the region (19,027 persons) than the average area of comparable size (22,780 persons). The County also has an average population of 55 and older residents approaching retirement age (32,988 individuals) than a region of the same size (33,574 individuals). The region has a lower racial diversity with 15,915 diverse individuals compared to the average of 46,072 individuals in an area of comparable size.

Exhibit 6.128 Population Characteristics Muncie, IN MSA.



Muncie, IN has 19,027 millennials (ages 25-39). The national average for an area this size is 22,780.

Retirement risk is about average in Muncie, IN. The national average for an area this size is 33,574 people 55 or older, while there are 32,988 here.

Racial diversity is low in Muncie, IN. The national average for an area this size is 46,072 racially diverse people, while there are 15,915 here.



Muncie, IN has 6,124 veterans. The national average for an area this size is 5,879.

Muncie, IN has 5.12 violent crimes per 1,000 people. The national rate is 3.59 per 1,000 people.

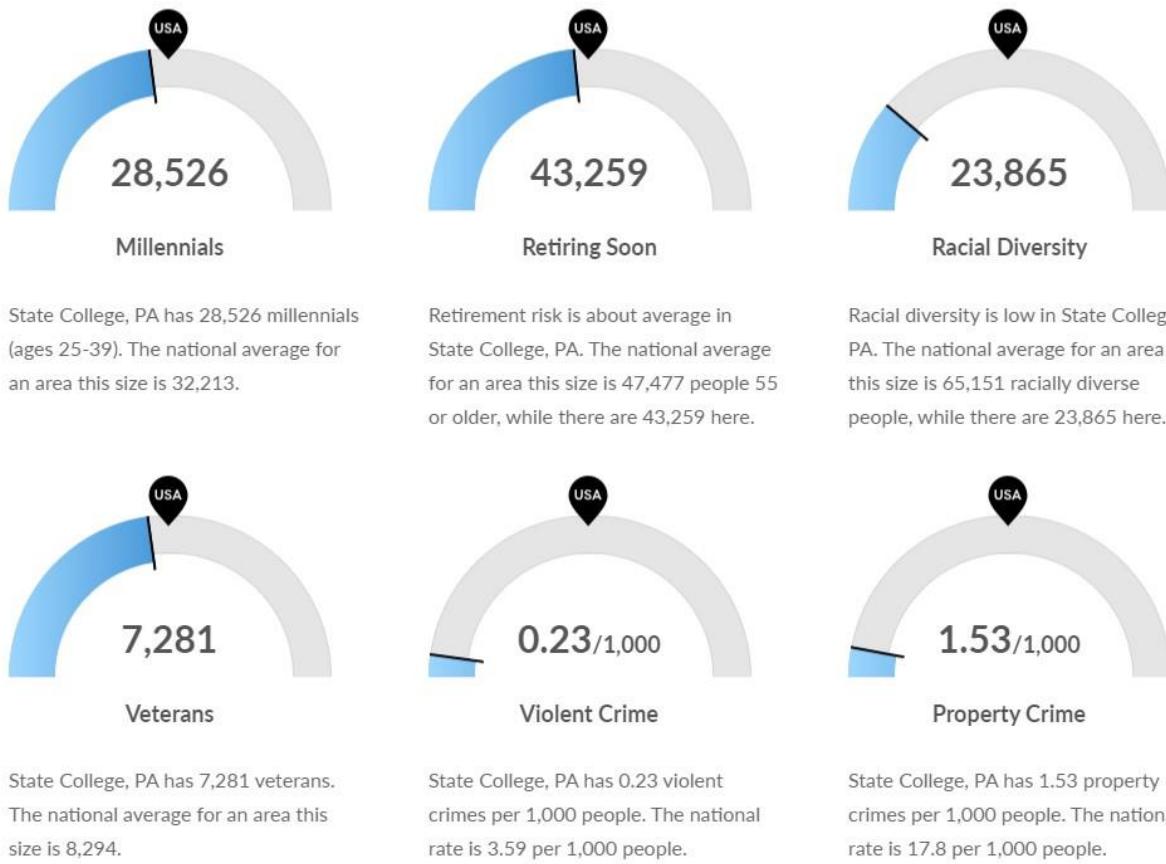
Muncie, IN has 13.18 property crimes per 1,000 people. The national rate is 17.8 per 1,000 people.

Source: LIGHTCAST, Q4 2023 Data Set

## STATE COLLEGE, PA MSA

State College MSA has approximately 3,687 fewer millennials in the region (28,526 persons) than the average area of comparable size (32,213 persons). The County also has a lower population of 55 and older residents approaching retirement age (43,259 individuals) than a region of the same size (47,477 individuals). The region has a lower racial diversity with 23,865 diverse individuals compared to the average of 65,151 individuals in an area of comparable size.

*Exhibit 6.129 Population Characteristics State College, PA MSA.*



Source: LIGHTCAST, Q4 2023 Data Set

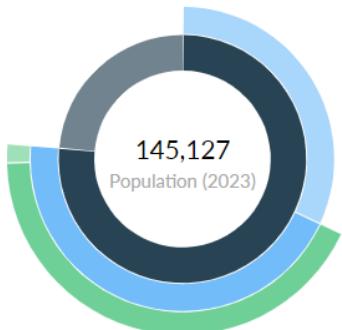
# National Comparative Regions Economic Overview

## Labor Force Participation

### ALBANY, GA MSA

According to data, out of the 58.2% of residents capable of participating in the labor force, 96.1% are employed whereas 3.9% are unemployed.

*Exhibit 6.130 Labor Force Participation Albany, GA MSA, September 2023.*



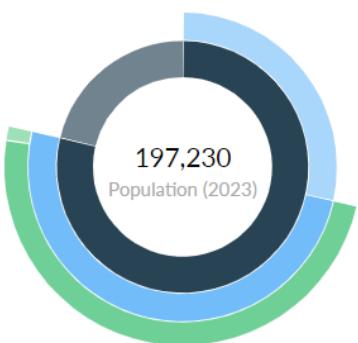
	Population
16+ Civilian Non-Institutionalized Population <a href="#">?</a>	110,752
Not in Labor Force (16+) <a href="#">?</a>	46,312
Labor Force <a href="#">?</a>	64,440
Employed <a href="#">?</a>	61,914
Unemployed <a href="#">?</a>	2,526
Under 16, Military, and institutionalized Population	34,375

Source: LIGHTCAST, Q4 2023 Data Set

### FLORENCE, SC MSA

According to data, out of the 63.8% of residents capable of participating in the labor force, 97.3% are employed whereas 2.7% are unemployed.

*Exhibit 6.131 Labor Force Participation Florence, SC MSA, September 2023.*



	Population
16+ Civilian Non-Institutionalized Population <a href="#">?</a>	155,110
Not in Labor Force (16+) <a href="#">?</a>	56,095
Labor Force <a href="#">?</a>	99,015
Employed <a href="#">?</a>	96,380
Unemployed <a href="#">?</a>	2,635
Under 16, Military, and institutionalized Population	42,120

Source: LIGHTCAST, Q4 2023 Data Set

## JOPLIN, MO MSA

According to data, out of the 59.6% of residents capable of participating in the labor force, 97.4% are employed whereas 2.6% are unemployed.

*Exhibit 6.132 Labor Force Participation Joplin, MO MSA, September 2023.*

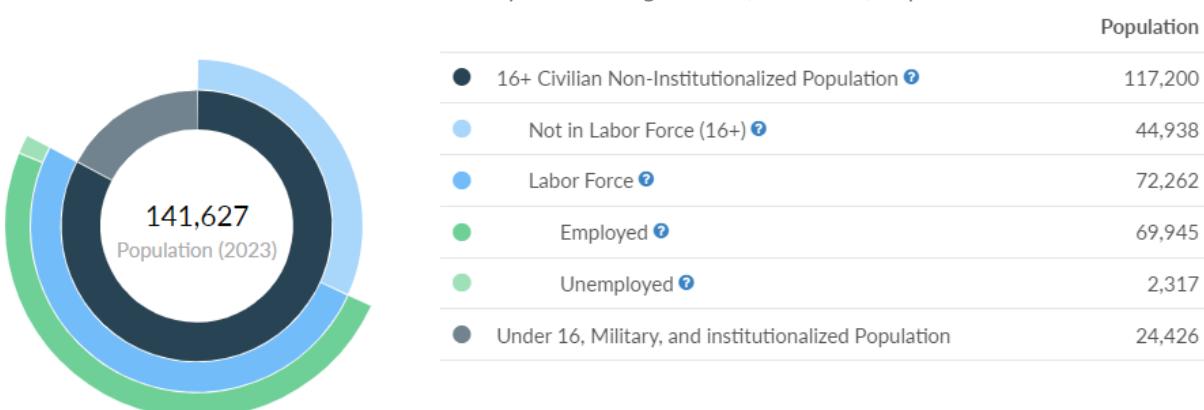


Source: LIGHTCAST, Q4 2023 Data Set

## MORGANTOWN, WV MSA

According to data, out of the 61.7% of residents capable of participating in the labor force, 96.8% are employed whereas 3.2% are unemployed.

*Exhibit 6.133 Labor Force Participation Morgantown, WV MSA, September 2023.*

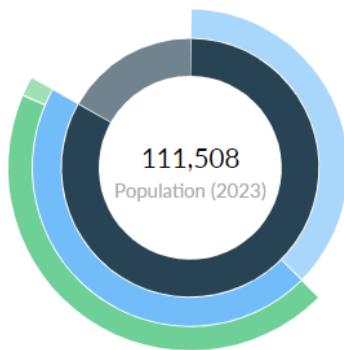


Source: LIGHTCAST, Q4 2023 Data Set

## MUNCIE, IN MSA

According to data, out of the 55.0% of residents capable of participating in the labor force, 96.8% are employed whereas 3.8% are unemployed.

*Exhibit 6.134 Labor Force Participation Muncie, IN MSA, September 2023.*



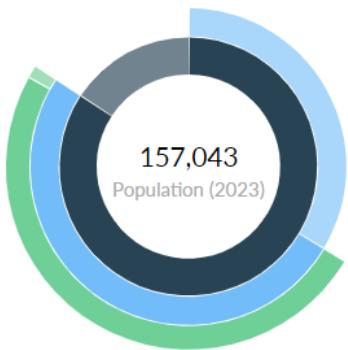
	Population
16+ Civilian Non-Institutionalized Population	92,728
Not in Labor Force (16+)	41,749
Labor Force	50,979
Employed	49,025
Unemployed	1,954
Under 16, Military, and institutionalized Population	18,780

Source: LIGHTCAST, Q4 2023 Data Set

## STATE COLLEGE, PA MSA

According to data, out of the 60.1% of residents capable of participating in the labor force, 97.7% are employed whereas 2.3% are unemployed.

*Exhibit 6.135 Labor Force Participation State College, PA MSA, September 2023.*



	Population
16+ Civilian Non-Institutionalized Population	132,190
Not in Labor Force (16+)	52,709
Labor Force	79,481
Employed	77,677
Unemployed	1,804
Under 16, Military, and institutionalized Population	24,853

Source: LIGHTCAST, Q4 2023 Data Set

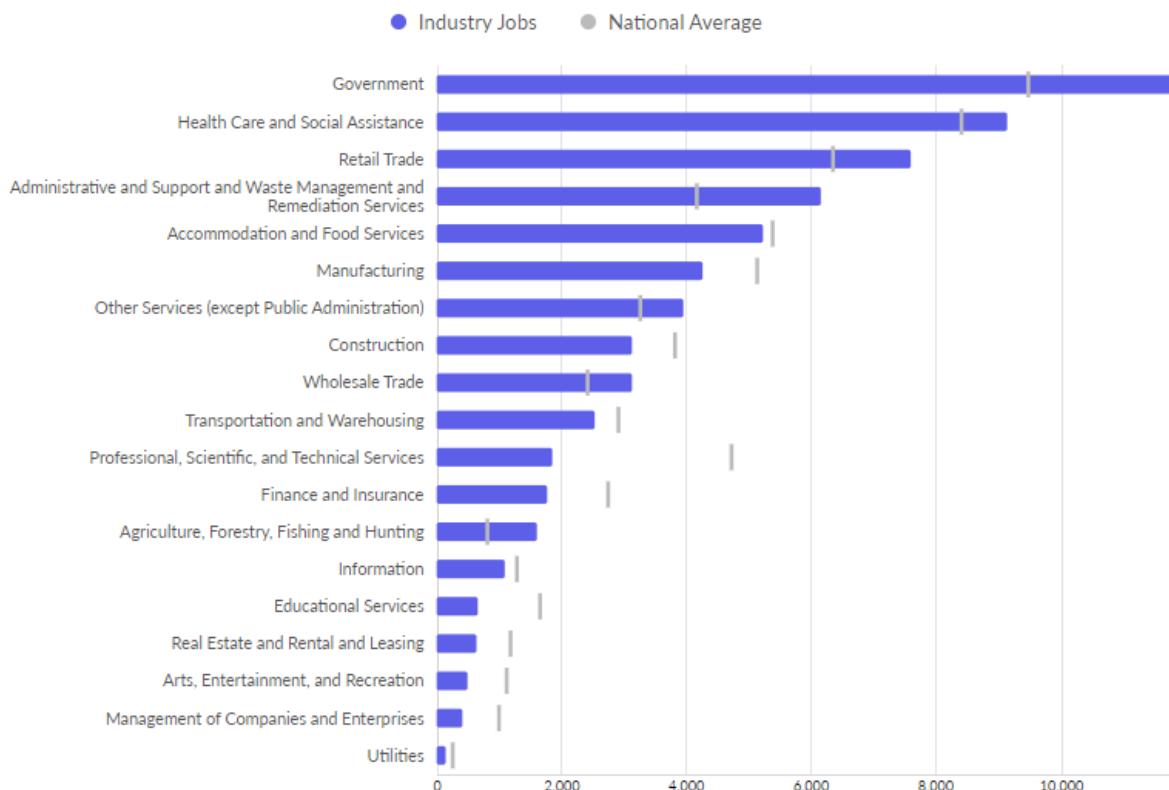
# Employment

## TOP LARGEST INDUSTRIES

### ALBANY, GA MSA

The three major industries in the Albany MSA are Government, Health Care and Social Assistance, and Retail Trade. The largest industry in 2022, with 11,801 employees, was Government. Employees in the industry can earn an average wage of \$71,036. The Health Care and Social Assistance sector contributed 9,149 employment opportunities in 2022. An average wage of \$70,436 is expected for employees. Given the 7,589 employment roles in 2022, the Retail Trade industry provided employees with a \$38,693 salary.

Exhibit 6.136. Top Largest Industries in Albany MSA 2022.

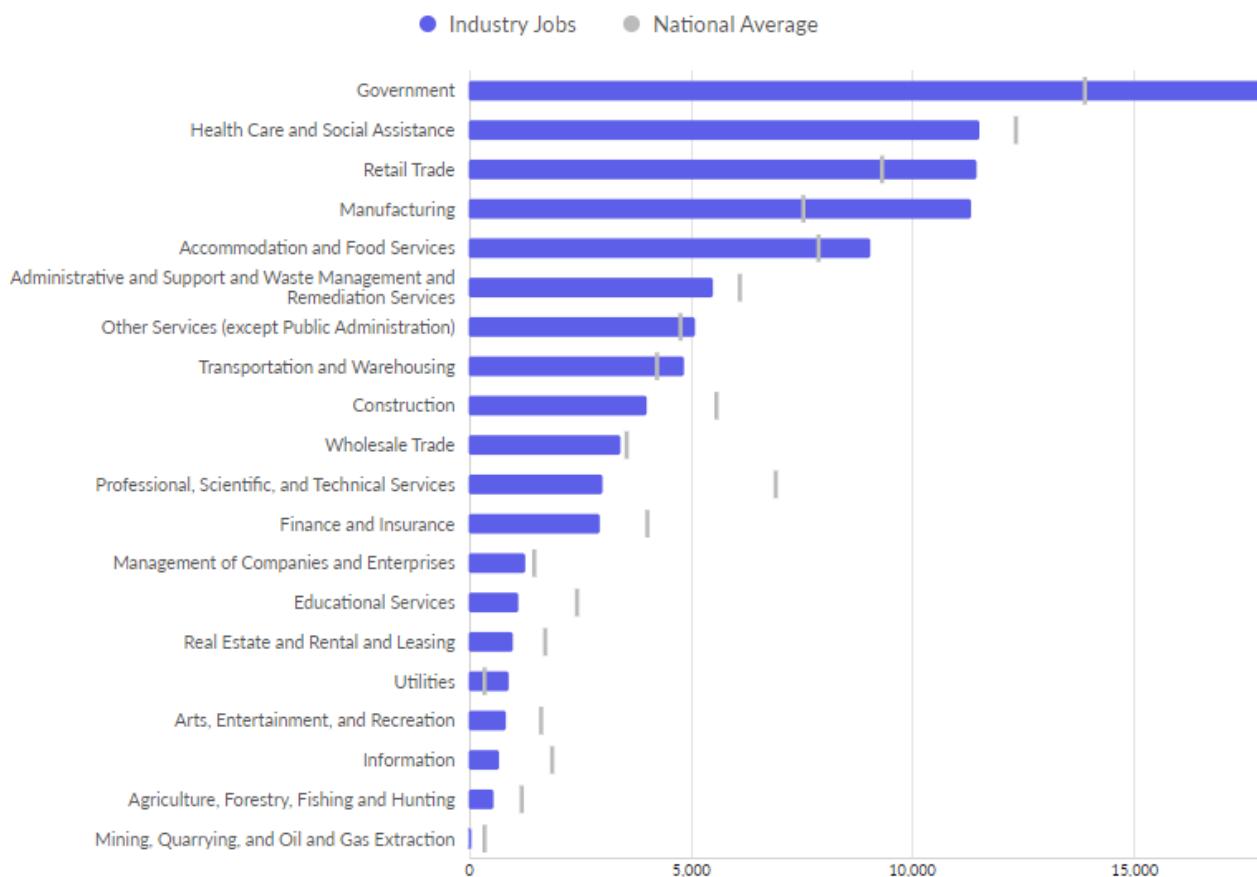


Source: LIGHTCAST, Q4 2023 Data Set

## FLORENCE, SC MSA

The three major industries in the Florence MSA are Government, Health Care and Social Assistance, and Retail Trade. The largest industry in 2022, with 17,845 employees, was Government. Employees in the industry can earn an average wage of \$66,861. The Health Care and Social Assistance sector contributed 11,534 employment opportunities in 2022. An average wage of \$66,322 is anticipated for workers. Given the 11,459 employment roles in 2022, the Retail Trade industry provided employees with a \$37,369 salary.

*Exhibit 6.137 Top Largest Industries in Florence MSA 2022.*

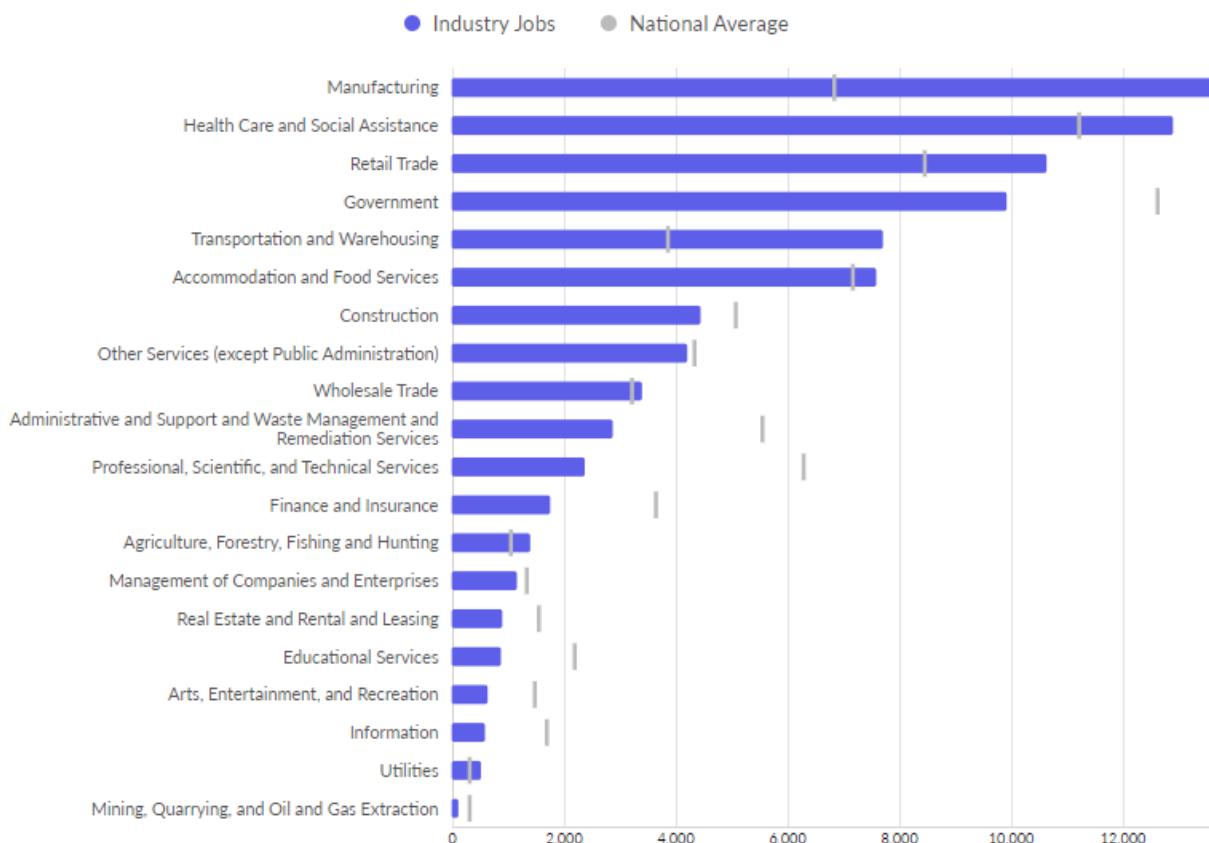


Source: LIGHTCAST, Q4 2023 Data Set

## JOPLIN, MO MSA

The three major industries in the Joplin MSA are Manufacturing, Health Care and Social Assistance, and Retail Trade. The largest industry in 2022, with 13,649 employees, was Manufacturing. Employees in the industry can earn an average wage of \$68,019. The Health Care and Social Assistance sector contributed 12,900 employment opportunities in 2022. An average wage of \$66,406 is expected for employees. Given the 10,643 employment roles in 2022, the Retail Trade industry provided employees with a \$38,967 salary.

Exhibit 6.138 Top Largest Industries in Joplin MSA 2022.

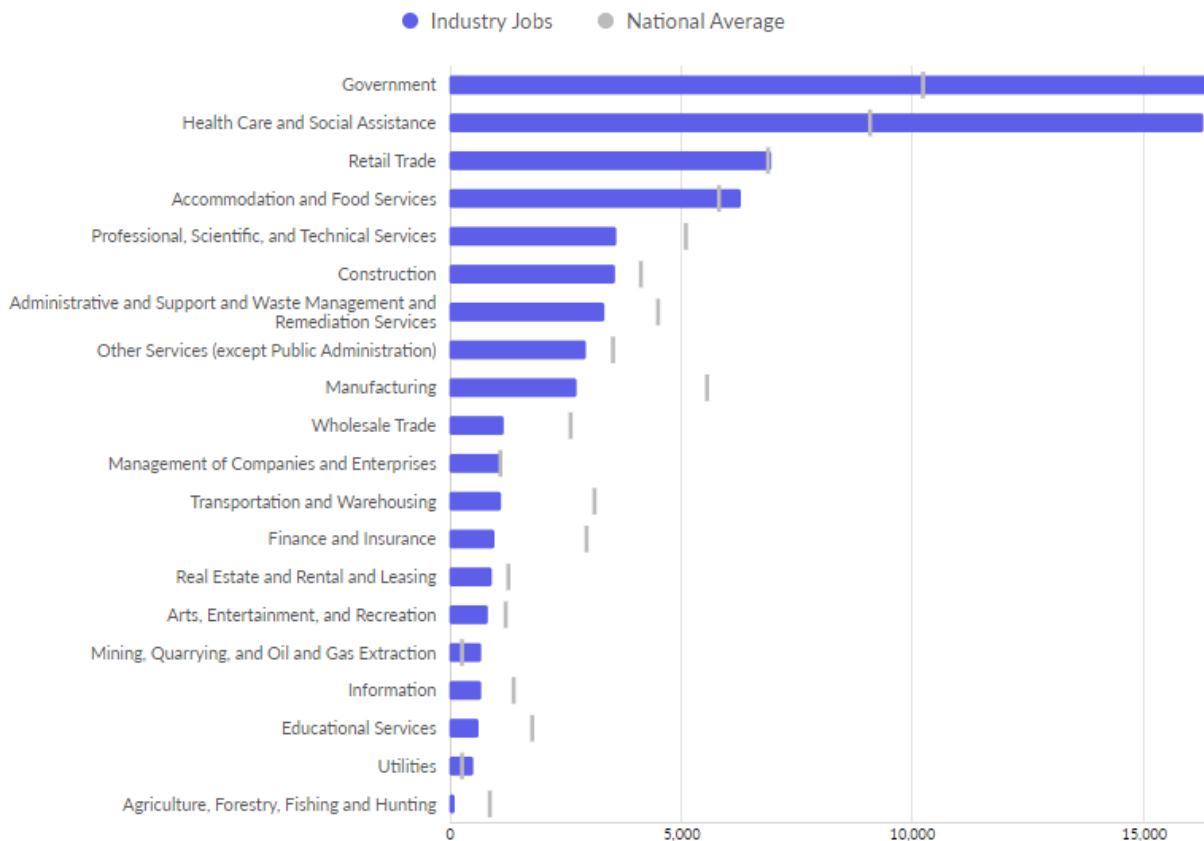


Source: LIGHTCAST, Q4 2023 Data Set

## MORGANTOWN, WV MSA

The three major industries in the Morgantown MSA are Government, Health Care and Social Assistance, and Retail Trade. The largest industry in 2022, with 16,397 employees, was Government. Employees in the industry can earn an average wage of \$79,034. The Health Care and Social Assistance sector contributed 16,286 employment opportunities in 2022. An average wage of \$85,785 is expected for employees. Given the 6,943 employment roles in 2022, the Retail Trade industry provided employees with a \$38,681 salary.

*Exhibit 6.139 Top Largest Industries in Morgantown MSA 2022.*

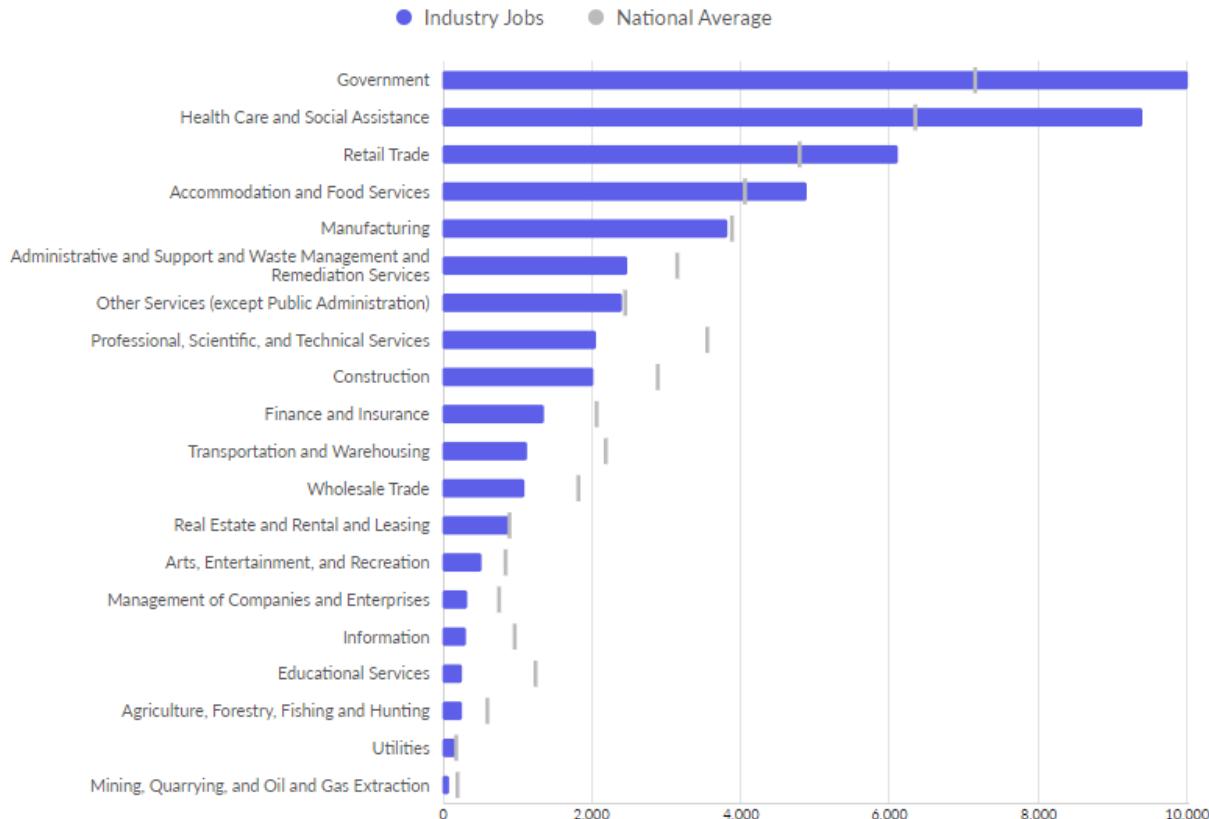


Source: LIGHTCAST, Q4 2023 Data Set

## MUNCIE, IN MSA

The three major industries in the Muncie MSA are Government, Health Care and Social Assistance, and Retail Trade. The largest industry in 2022, with 10,016 employees, was Government. Employees in the industry can earn an average wage of \$58,223. The Health Care and Social Assistance sector contributed 9,410 employment opportunities in 2022. An average wage of \$74,968 is expected for employees. Given the 6,125 employment roles in 2022, the Retail Trade industry provided employees with a \$41,260 salary.

*Exhibit 6.140 Top Largest Industries in Muncie MSA 2022.*

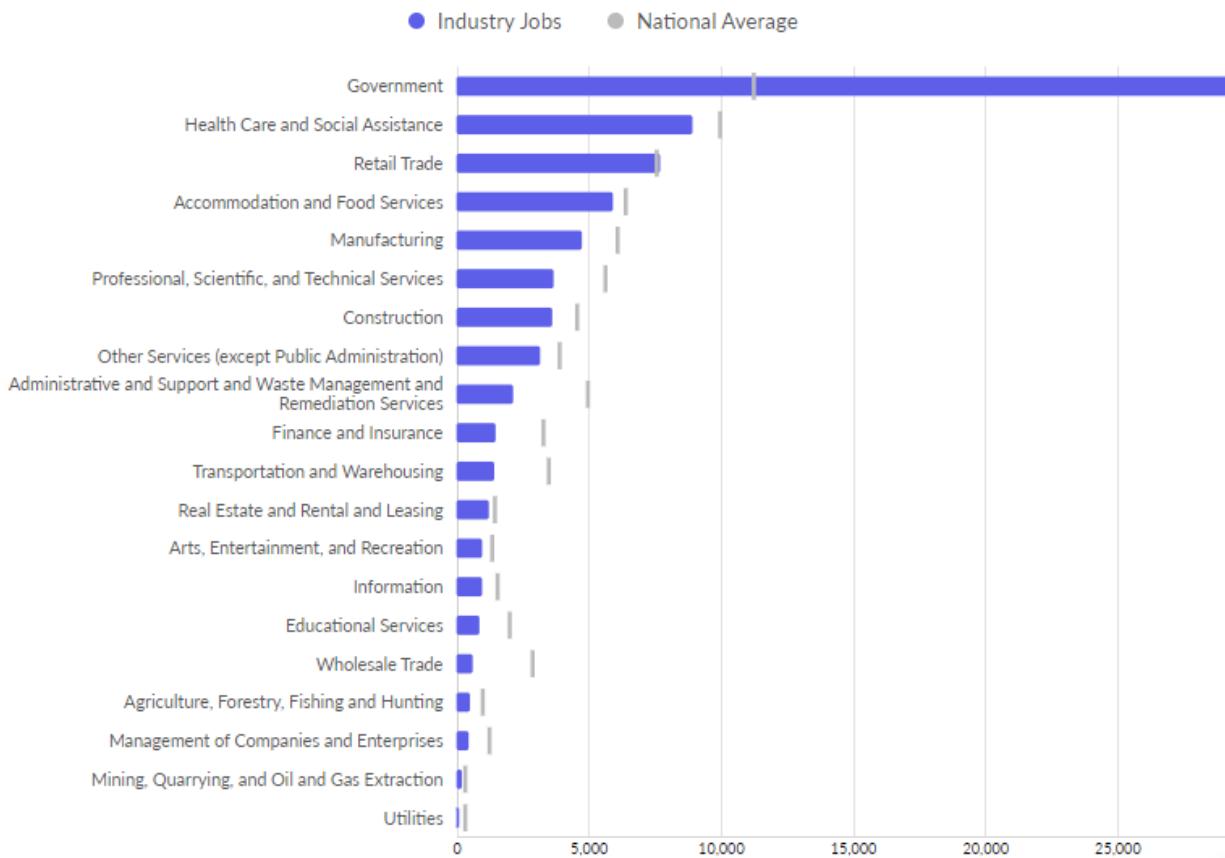


Source: LIGHTCAST, Q4 2023 Data Set

## STATE COLLEGE, PA MSA

The three major industries in the State College MSA are Government, Health Care and Social Assistance, and Retail Trade. The largest industry in 2022, with 29,219 employees, was Government. Employees in the industry can earn an average wage of \$88,779. The Health Care and Social Assistance sector contributed 8,923 employment opportunities in 2022. An average wage of \$78,397 is expected for employees. Given the 7,677 employment roles in 2022, the Retail Trade industry provided employees with a \$38,773 salary.

*Exhibit 6.141 Top Largest Industries in State College MSA 2022.*



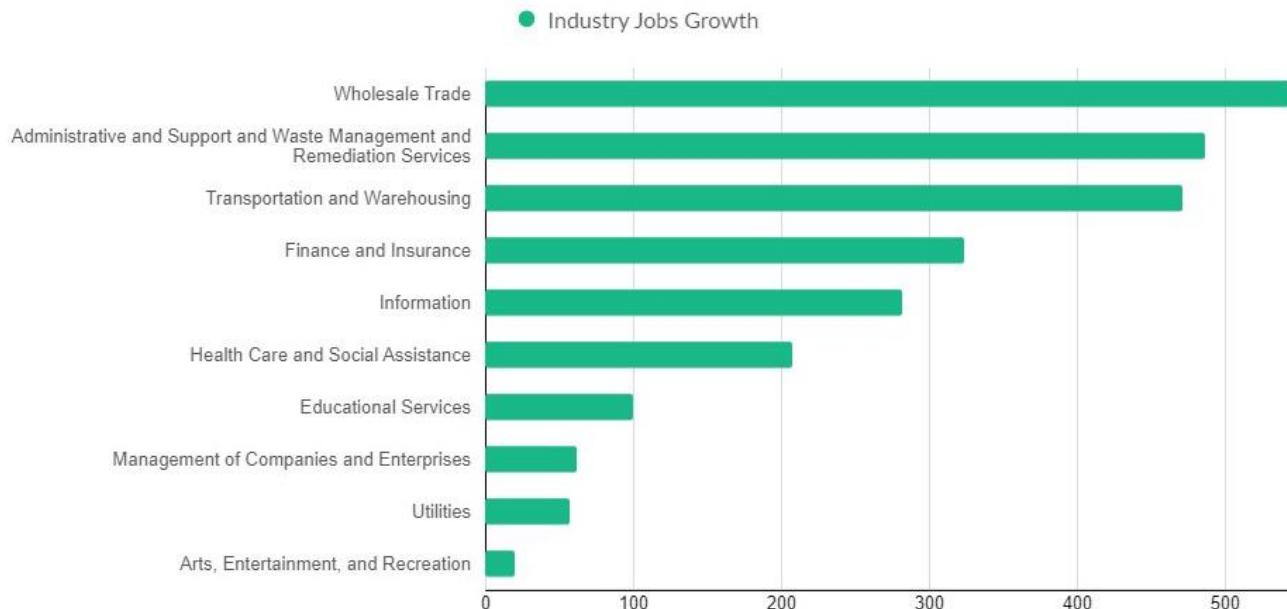
Source: LIGHTCAST, Q4 2023 Data Set

## TOP GROWING INDUSTRIES

### ALBANY, GA MSA

The largest rise in jobs since 2017 has been in the Wholesale Trade sector, which employed 3,131 people by 2022 after 546 new positions are added, a 21% increase. Administrative and Support and Waste Management and Remediation Services has experienced a 9% (487 job) increase in jobs to account for 6,150 jobs by 2022. While there was a 23% increase in jobs in the Transportation and Warehousing industry, the addition of 472 jobs led to 2,533 employees in the associated roles.

*Exhibit 6.142 Top Growing Industries in Albany MSA 2022.*

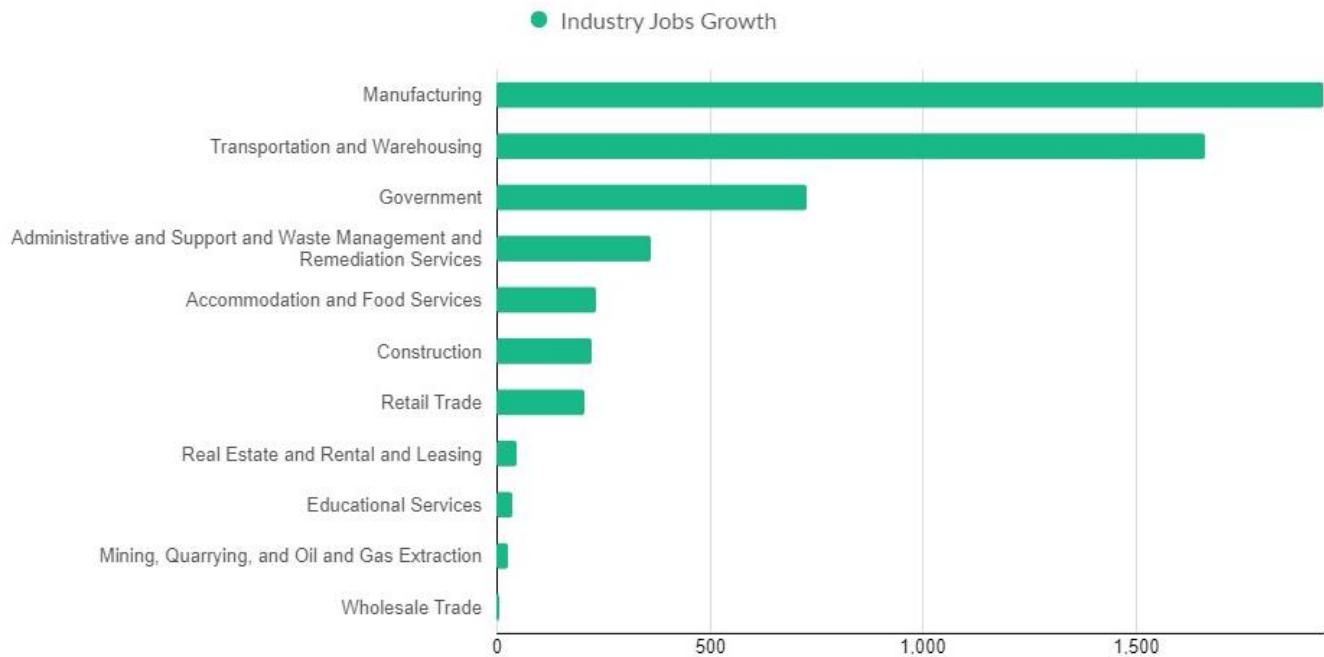


Source: LIGHTCAST, Q4 2023 Data Set

## FLORENCE, SC MSA

The largest rise in jobs since 2017 has been in the Manufacturing sector, which employed 11,345 people by 2022 after 1,940 new positions are added, a 21% increase. Transportation and Warehousing has experienced a 52% (1,664 job) increase in jobs to account for 4,867 jobs by 2022. While there was a 4% increase in jobs in the Government industry, the addition of 727 jobs led to 17,845 employees in the associated roles.

*Exhibit 6.143 Top Growing Industries in Florence MSA 2022.*

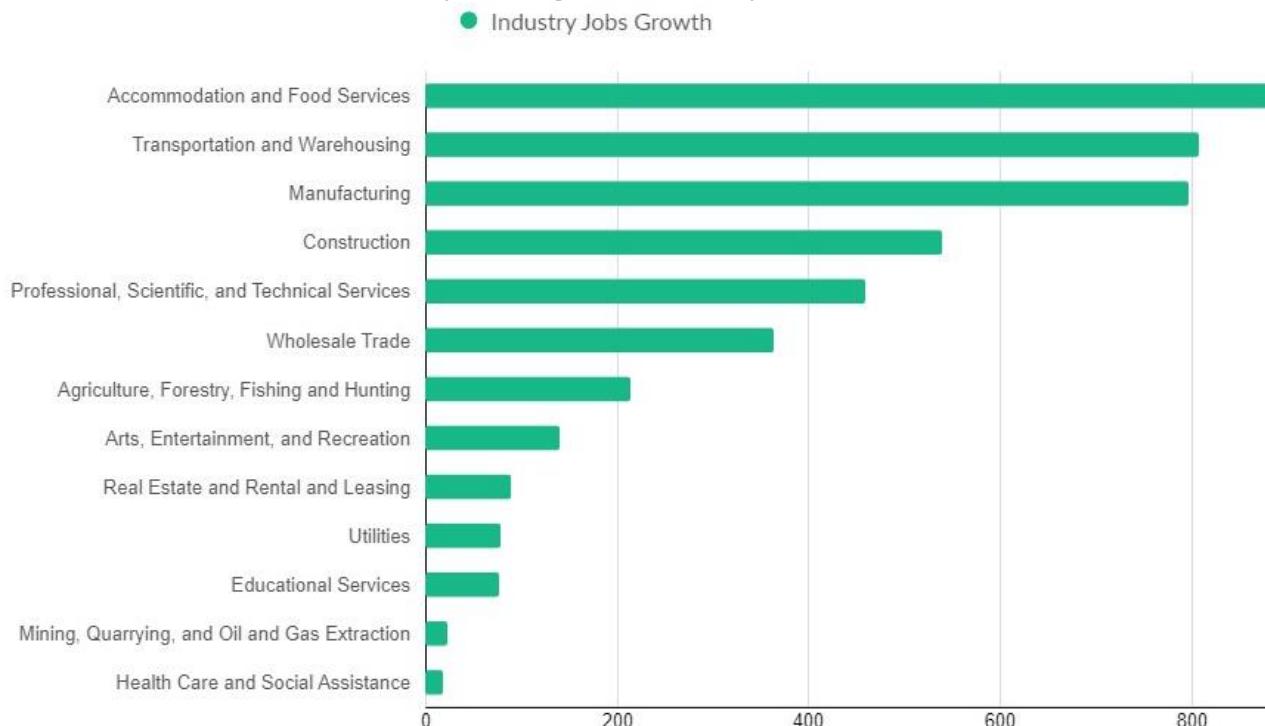


Source: LIGHTCAST, Q4 2023 Data Set

**JOPLIN, MO MSA**

The largest rise in jobs since 2017 has been in the Accommodation and Food Services sector, which employed 7,595 people by 2022 after 884 new positions are added, a 13% increase. Transportation and Warehousing has experienced a 12% (809 job) increase in jobs to account for 7,729 jobs by 2022. While there was a 6% increase in jobs in the Manufacturing industry, the addition of 797 jobs led to 13,649 employees in the associated roles.

*Exhibit 6.144 Top Growing Industries in Joplin MSA 2022.*

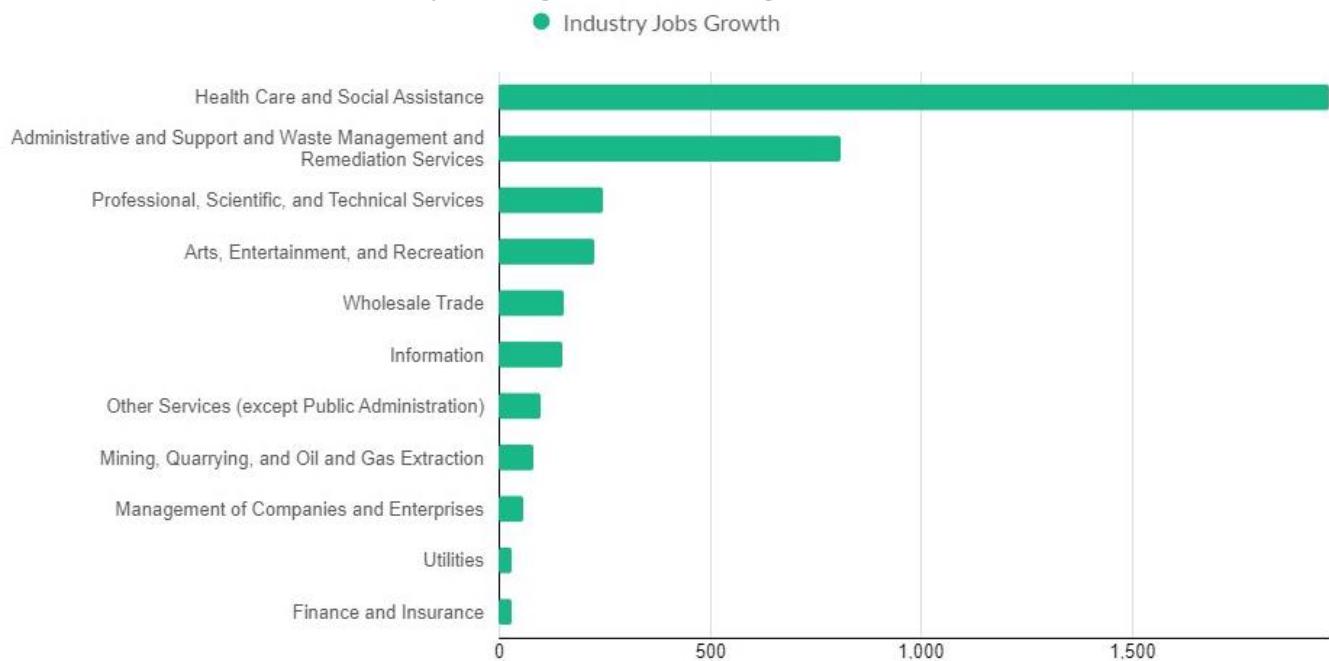


Source: LIGHTCAST, Q4 2023 Data Set

## MORGANTOWN, WV MSA

The largest rise in jobs since 2017 has been in the Health Care and Social Assistance sector, which employed 16,286 people by 2022 after 1,966 new positions are added, a 14% increase. Administrative and Support and Waste Management and Remediation Services has experienced a 32% (809 job) increase in jobs to account for 3,346 jobs by 2022. While there was a 7% increase in jobs in the Professional, Scientific, and Technical Services industry, the addition of 246 jobs led to 3,592 employees in the associated roles.

*Exhibit 6.145 Top Growing Industries in Morgantown MSA 2022.*

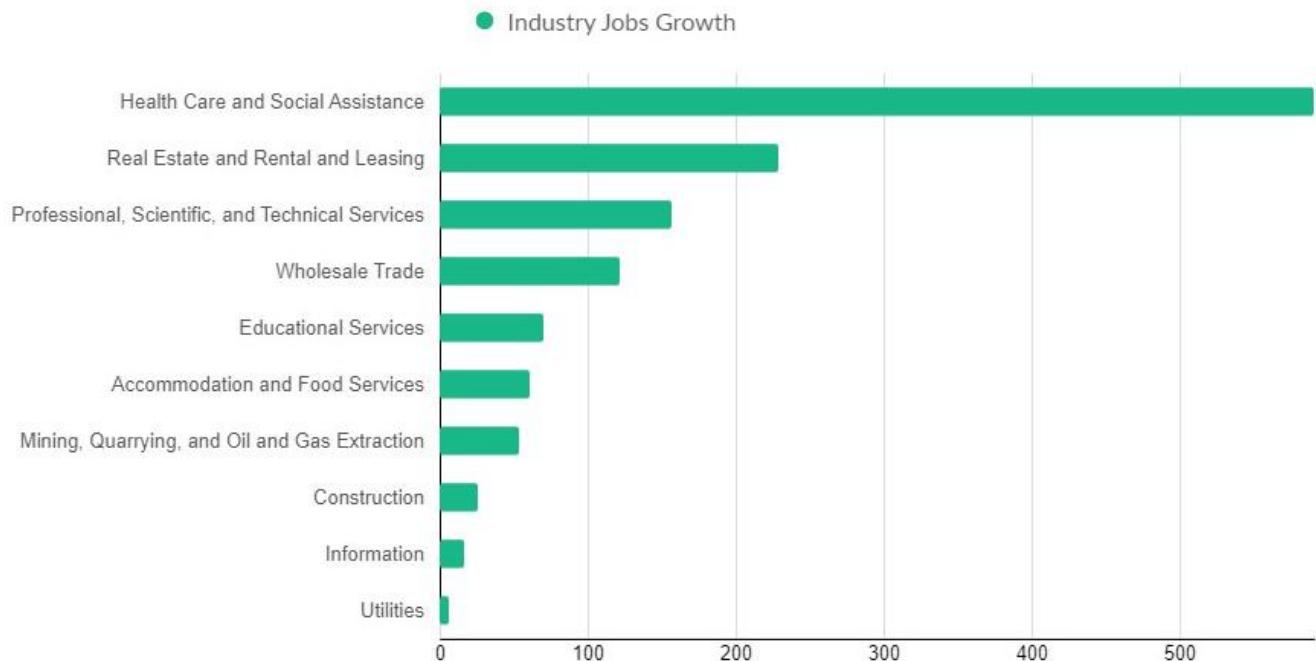


Source: LIGHTCAST, Q4 2023 Data Set

**MUNCIE, IN MSA**

The largest rise in jobs since 2017 has been in the Health Care and Social Assistance sector, which employed 9,410 people by 2022 after 591 new positions are added, a 7% increase. Real Estate and Rental and Leasing has experienced a 34% (229 job) increase in jobs to account for 907 jobs by 2022. While there was an 8% increase in jobs in the Professional, Scientific, and Technical Services industry, the addition of 157 jobs led to 2,058 employees in the associated roles.

*Exhibit 6.146 Top Growing Industries in Muncie MSA 2022.*

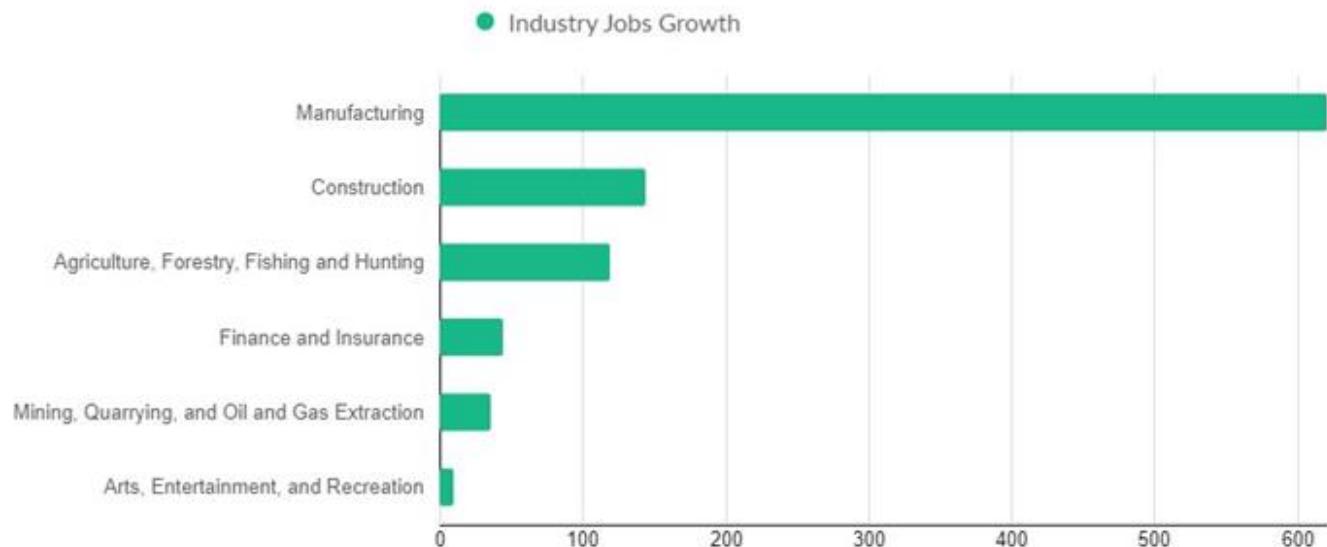


Source: LIGHTCAST, Q4 2023 Data Set

### STATE COLLEGE, PA MSA

The largest rise in jobs since 2017 has been in the Manufacturing sector, which employed 4,730 people by 2022 after 621 new positions are added, a 15% increase. Construction has experienced a 4% (144 job) increase in jobs to account for 3,635 jobs by 2022. While there was a 32% increase in jobs in the Agriculture, Forestry, Fishing and Hunting industry, the addition of 119 jobs led to 493 employees in the associated roles.

*Exhibit 6.147 Top Growing Industries in State College MSA 2022.*



Source: LIGHTCAST, Q4 2023 Data Set

# National Comparative Regions Educational Landscape

## K-12 Overview

### ALBANY, GA MSA

Dougherty County, Lee County, Terrell County, and Worth County schools were evaluated and combined for each year. In the 2022-2023 academic year, the top two grades with the highest enrollment are Grade 7 and Grade 9, with 1,842 and 2,057 students, respectively. The top two grades with the lowest enrollment are Pre-kindergarten and Grade 12, with 848 and 1,388 students, respectively. The grade with the greatest change since 2020 is kindergarten, which increased from 1,620 students in 2020-2021 to 1,721 students in 2022-2023. Overall, the total number of students decreased from 24,013 in 2020-2021 to 23,482 in 2022-2023.

*Exhibit 6.148 Albany City School District Enrollment by Grade, Fall 2020-2022.*

Grade	2020-2021	2021-2022	2022-2023
Pre-kindergarten	802	832	848
Kindergarten	1,620	1,669	1,721
Grade 1	1,781	1,665	1,724
Grade 2	1,760	1,720	1,691
Grade 3	1,835	1,705	1,728
Grade 4	1,860	1,797	1,738
Grade 5	1,927	1,809	1,773
Grade 6	1,927	1,861	1,811
Grade 7	1,957	1,830	1,842
Grade 8	1,915	1,886	1,801
Grade 9	1,915	1,993	2,057
Grade 10	1,763	1,760	1,765
Grade 11	1,565	1,538	1,595
Grade 12	1,386	1,408	1,388
Total Students	<b>24,013</b>	<b>23,473</b>	<b>23,482</b>

Source: University of Georgia- Carl Vinson Institute of Government

## FLORENCE, SC MSA

In the 2022-2023 academic year, the top two grades with the highest enrollment are Grade 8 and Grade 9, with 1,658 and 1,658 students, respectively. The top two grades with the lowest enrollment are Pre-kindergarten and Grade 12, with 881 and 1,301 students, respectively. The grade with the greatest change since 2020 is pre-kindergarten, which increased from 580 students in 2020-2021 to 802 students in 2022-2023. Overall, the total number of students decreased from 21,155 in 2020-2021 to 21,151 in 2022-2023.

*Exhibit 6.149 Florence School Districts Enrollment by Grade, Fall 2020-2022.*

Grade	2020-2021	2021-2022	2022-2023*
Pre-kindergarten	580	802	881
Kindergarten	1,522	1,575	1,603
Grade 1	1,554	1,531	1,600
Grade 2	1,495	1,522	1,480
Grade 3	1,610	1,509	1,540
Grade 4	1,662	1,584	1,537
Grade 5	1,556	1,630	1,578
Grade 6	1,699	1,514	1,645
Grade 7	1,774	1,671	1,567
Grade 8	1,760	1,736	1,658
Grade 9	1,754	1,899	1,848
Grade 10	1,590	1,488	1,646
Grade 11	1,318	1,296	1,267
Grade 12	1,281	1,344	1,301
<b>Total Students</b>	<b>21,155</b>	<b>21,101</b>	<b>21,151</b>

Source: South Carolina School Report Cards

\*Data for district 4 unavailable for total calculations.

## JOPLIN, MO MSA

In the 2022-2023 academic year, the top two grades with the highest enrollment are Grade 3 and Grade 9, with 598 and 581 students, respectively. The top two grades with the lowest enrollment are Pre-kindergarten and kindergarten, with 292 and 528 students, respectively. The grade with the greatest change since 2020 is pre-kindergarten, which increased from 196 students in 2020-2021 to 292 students in 2022-2023. Overall, the total number of students increased from 7,636 in 2020-2021 to 7,699 in 2022-2023.

*Exhibit 6.150 Joplin School District Enrollment by Grade, Fall 2020-2022.*

Grade	2020-2021	2021-2022	2022-2023
Pre-kindergarten	196	265	292
Kindergarten	544	621	528
Grade 1	615	557	616
Grade 2	572	594	576
Grade 3	594	558	598
Grade 4	546	589	569
Grade 5	559	544	596
Grade 6	606	555	545
Grade 7	596	599	556
Grade 8	591	609	587
Grade 9	573	591	591
Grade 10	583	589	581
Grade 11	565	569	535
Grade 12	496	545	529
<b>Total Students</b>	<b>7,636</b>	<b>7,785</b>	<b>7,699</b>

Source: Missouri Department of Education

## MORGANTOWN, WV MSA

In the 2022-2023 academic year, the top two grades with the highest enrollment are grade 9 and Grade 11, with 967 and 887 students, respectively. The top two grades with the lowest enrollment are Pre-kindergarten and Grade 7, with 636 and 745 students, respectively. The grade with the greatest change since 2020 is Grade 1, which increased from 734 students in 2020-2021 to 845 students in 2022-2023. Overall, the total number of students decreased from 11,062 in 2020-2021 to 10,707 in 2022-2023.

*Exhibit 6.151 Monongalia County Schools Enrollment by Grade, Fall 2020-2022.*

Grade	2020-2021	2021-2022	2022-2023
Pre-kindergarten	570	646	636
Kindergarten	789	828	818
Grade 1	734	803	845
Grade 2	768	747	814
Grade 3	800	775	759
Grade 4	820	818	809
Grade 5	756	826	816
Grade 6	820	749	824
Grade 7	804	823	745
Grade 8	801	809	819
Grade 9	857	861	967
Grade 10	951	944	859
Grade 11	823	822	887
Grade 12	769	809	809
<b>Total Students</b>	<b>11,062</b>	<b>11,260</b>	<b>10,707</b>

Source: West Virginia Department of Education

**MUNCIE, IN MSA**

In the 2022-2023 academic year, the top two grades with the highest enrollment are Kindergarten and Grade 1, with 428 and 412 students, respectively. The top two grades with the lowest enrollment are Pre-kindergarten and Grade 12, with 163 and 323 students, respectively. The grade with the greatest change since 2020 is Grade 4, which increased from 360 students in 2021-2022 to 417 students in 2022-2023. Overall, the total number of students decreased from 5,141 in 2020-2021 to 5,080 in 2022-2023.

*Exhibit 6.152 Muncie Community Schools Enrollment by Grade, Fall 2020-2022.*

Grade	2021-2022	2022-2023
Pre-kindergarten	170	163
Kindergarten	443	428
Grade 1	386	412
Grade 2	396	365
Grade 3	435	395
Grade 4	360	417
Grade 5	411	377
Grade 6	382	366
Grade 7	342	374
Grade 8	359	342
Grade 9	386	377
Grade 10	376	390
Grade 11	370	351
Grade 12	325	323
<b>Total Students</b>	<b>5,141</b>	<b>5,080</b>

Source: Indiana Department of Education

## STATE COLLEGE, PA MSA

In the 2022-2023 academic year, the top two grades with the highest enrollment are Grade 10 and Grade 12, with 465 and 581 students, respectively. The top two grades with the lowest enrollment are Kindergarten and Grade 2, with 433 and 465 students, respectively. The grade with the greatest change since 2020 is Grade 4, which increased from 470 students in 2020-2021 to 521 students in 2022-2023. Overall, the total number of students increased from 6,721 in 2020-2021 to 6,781 in 2022-2023.

*Exhibit 6.153 State College School District Enrollment by Grade, Fall 2020-2022.*

Grade	2020-2021	2021-2022	2022-2023
Kindergarten	420	448	433
Grade 1	454	444	467
Grade 2	495	478	465
Grade 3	476	514	482
Grade 4	470	472	521
Grade 5	483	477	493
Grade 6	499	503	484
Grade 7	490	500	524
Grade 8	564	504	503
Grade 9	557	616	565
Grade 10	619	576	611
Grade 11	596	617	589
Grade 12	598	627	644
Total Students	<b>6,721</b>	<b>6,776</b>	<b>6,781</b>

Source: Pennsylvania Department of Education

## High School Graduation Rates

Among the benchmarked districts, State College School District maintained the highest graduation rate in the 2022 academic year at a rate of 96.8%. Florence School District 3 had the lowest graduation rate of 72.5%. On average, State College School District had the highest graduation rate at 95.0%, while Florence School District 4 maintained the lowest average of 48.5%.

*Exhibit 6.154 National Comparative Regions High School Graduation Rates, 2020-2022.*

	2021-2022	2022-2023	Average
Albany City School District	89.9%	87.0%	<b>88.5%</b>
Florence School District 1	94.3%	93.3%	<b>93.8%</b>
Florence School District 2	71.7%	73.7%	<b>72.7%</b>
Florence School District 3	76.1%	72.5%	<b>74.3%</b>
Florence School District 4	48.5%	-	<b>48.5%</b>
Florence School District 5	77.0%	82.4%	<b>79.7%</b>
Joplin School District	81.9%	83.5%	<b>82.7%</b>
Monongalia County Schools (Morgantown)	94.7%	95.0%	<b>94.9%</b>
Muncie Community Schools	84.6%	-	<b>84.6%</b>
State College School District	93.2%	96.8%	<b>95.0%</b>

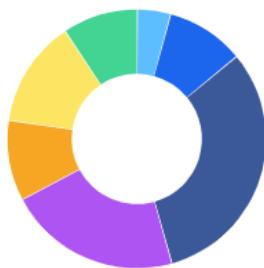
Source: State Department of Education

## Educational Attainment

### ALBANY, GA MSA

Concerning educational attainment, 13.4% of Albany, GA residents possess a bachelor's degree (7.5% below the national average), and 10.1% hold an associate degree (1.2% above the national average).

*Exhibit 6.155 Educational Attainment Albany MSA, 2022.*



	% of Population	Population
Less Than 9th Grade	4.2%	4,018
9th Grade to 12th Grade	9.8%	9,436
High School Diploma	31.6%	30,507
Some College	21.6%	20,880
Associate's Degree	10.1%	9,704
Bachelor's Degree	13.4%	12,917
Graduate Degree and Higher	9.4%	9,073

Source: LIGHTCAST, Q4 2023 Data Set

Of the 3,007 completions from the Albany MSA higher education institutions in 2022, the majority (1,559 completions) came from Albany Technical College. The majority of students (1,547) completed their education via distance learning, while 1,460 students completed education requirements in person. Overall, since 2012, there has been a 34.7% decline in program completions.

*Exhibit 6.156 Completion Trends Albany MSA, 2012-2022.*



Source: LIGHTCAST, Q4 2023 Data Set

## FLORENCE, SC MSA

Concerning educational attainment, 14.3% of Florence, SC residents possess a bachelor's degree (6.6% below the national average), and 10.9% hold an associate degree (2.1% above the national average).

*Exhibit 6.157 Educational Attainment Florence MSA, 2022.*



	% of Population	Population
Less Than 9th Grade	3.6%	4,872
9th Grade to 12th Grade	10.0%	13,515
High School Diploma	33.9%	45,791
Some College	18.8%	25,347
Associate's Degree	10.9%	14,707
Bachelor's Degree	14.3%	19,272
Graduate Degree and Higher	8.6%	11,634

Source: LIGHTCAST, Q4 2023 Data Set

Of the 1,681 completions from the Florence MSA higher education institutions in 2022, the majority (666 completions) came from Francis Marion University. The majority of students (1,524) completed their education in person, while 157 students completed education requirements via distance learning. Overall, since 2012, there has been a 7.6% decline in program completions.

*Exhibit 6.158 Completion Trends Florence MSA, 2012-2022.*

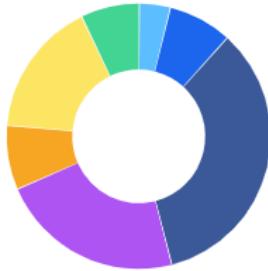


Source: LIGHTCAST, Q4 2023 Data Set

## JOPLIN, MO MSA

Concerning educational attainment, 16.6% of Joplin, MO residents possess a bachelor's degree (4.2% below the national average), and 7.8% hold an associate degree (1.0% below the national average).

*Exhibit 6.159 Educational Attainment Joplin MSA, 2022.*



	% of Population	Population
Less Than 9th Grade	3.8%	4,664
9th Grade to 12th Grade	7.8%	9,609
High School Diploma	34.3%	42,134
Some College	22.5%	27,719
Associate's Degree	7.8%	9,605
Bachelor's Degree	16.6%	20,399
Graduate Degree and Higher	7.2%	8,816

Source: LIGHTCAST, Q4 2023 Data Set

Of the 3,018 completions from the Joplin MSA higher education institutions in 2022, the majority (1,311 completions) came from Missouri Southern State University. The majority of students (2,172) completed their education in person, while 846 students completed education requirements via distance learning. Overall, since 2012, there has been a 35.9% increase in program completions.

*Exhibit 6.160 Completion Trends Joplin MSA, 2012-2022.*

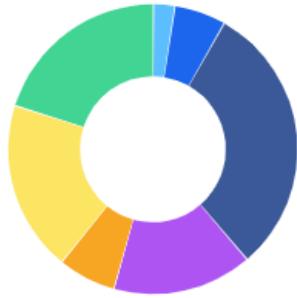


Source: LIGHTCAST, Q4 2023 Data Set

## MORGANTOWN, WV MSA

Concerning educational attainment, 19.1% of Morgantown, WV residents possess a bachelor's degree (1.8% below the national average), and 6.5% hold an associate degree (2.3% below the national average).

*Exhibit 6.161 Educational Attainment Morgantown MSA, 2022.*



	% of Population	Population
Less Than 9th Grade	2.4%	2,183
9th Grade to 12th Grade	5.8%	5,288
High School Diploma	30.5%	27,934
Some College	15.6%	14,313
Associate's Degree	6.5%	5,950
Bachelor's Degree	19.1%	17,471
Graduate Degree and Higher	20.2%	18,491

Source: LIGHTCAST, Q4 2023 Data Set

Of the 7,020 completions from the Morgantown MSA higher education institutions in 2022, the majority (6,534 completions) came from West Virginia University. The majority of students (5,318) completed their education in person, while 1,702 students completed education requirements via distance learning. Overall, since 2012, there has been a 4.8% increase in program completions.

*Exhibit 6.162 Completion Trends Morgantown MSA, 2012-2022.*

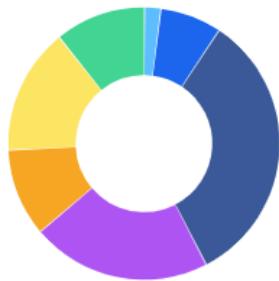


Source: LIGHTCAST, Q4 2023 Data Set

## MUNCIE, IN MSA

Concerning educational attainment, 15.1% of Muncie, IN residents possess a bachelor's degree (5.8% below the national average), and 10.4% hold an associate degree (1.6% above the national average).

Exhibit 6.163 Educational Attainment Muncie MSA, 2022.



	% of Population	Population
Less Than 9th Grade	1.9%	1,359
9th Grade to 12th Grade	7.3%	5,128
High School Diploma	33.0%	23,119
Some College	21.4%	14,987
Associate's Degree	10.4%	7,280
Bachelor's Degree	15.1%	10,538
Graduate Degree and Higher	10.8%	7,548

Source: LIGHTCAST, Q4 2023 Data Set

Of the 6,581 completions from the Muncie MSA higher education institutions in 2022, the majority (6,518 completions) came from Ball State University. The majority of students (4,205) completed their education via distance learning, while 2,376 students completed education requirements in person. Overall, since 2012, there has been a 30.2% increase in program completions.

Exhibit 6.164 Completion Trends Muncie MSA, 2012-2022.

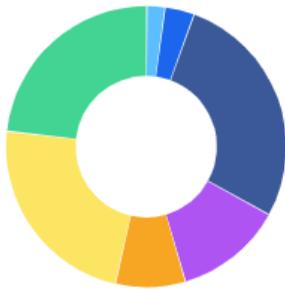


Source: LIGHTCAST, Q4 2023 Data Set

## STATE COLLEGE, PA MSA

Concerning educational attainment, 23.2% of State College, PA residents possess a bachelor's degree (2.4% above the national average), and 8.1% hold an associate degree (0.8% below the national average).

*Exhibit 6.165 Educational Attainment State College MSA, 2022.*

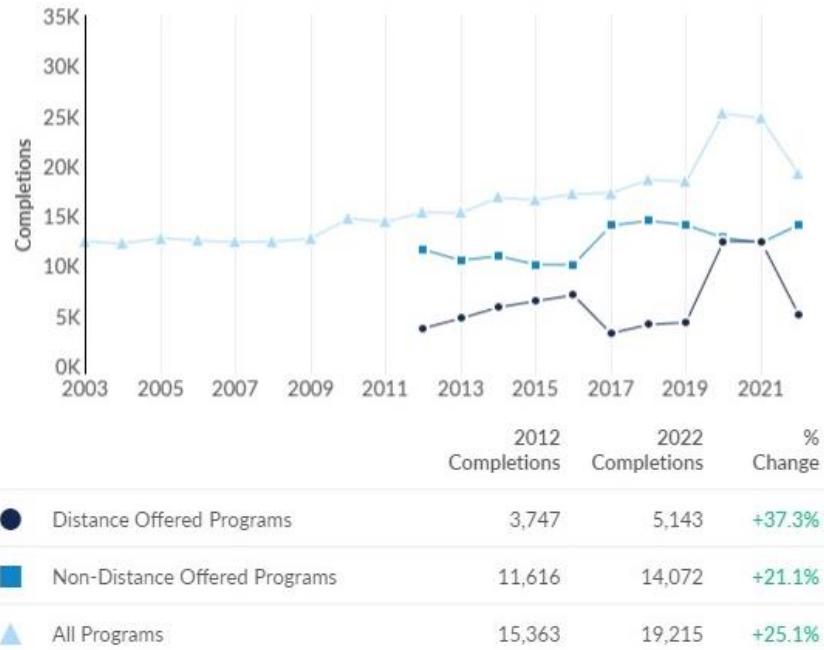


	% of Population	Population
Less Than 9th Grade	2.1%	2,023
9th Grade to 12th Grade	3.4%	3,287
High School Diploma	27.5%	26,614
Some College	12.4%	12,030
Associate's Degree	8.1%	7,814
Bachelor's Degree	23.2%	22,486
Graduate Degree and Higher	23.3%	22,567

Source: LIGHTCAST, Q4 2023 Data Set

Of the 19,215 completions from the State College MSA higher education institutions in 2022, the majority (13,826 completions) came from Pennsylvania State University-Main Campus. The majority of students (14,072) completed their education in person, while 5,143 students completed education requirements via distance learning. Overall, since 2012, there has been a 25.1% increase in program completions.

*Exhibit 6.166 Completion Trends State College MSA, 2012-2022.*



Source: LIGHTCAST, Q4 2023 Data Set

## Postsecondary Educational Pipeline

### ALBANY, GA MSA

In 2022, there were 3,000 graduates in Albany, GA. This pipeline has shrunk by 15% over the last 5 years. The highest share of these graduates come from "Liberal Arts and Sciences/Liberal Studies" (Associate's), "Business Administration and Management, General" (Certificate), and "Registered Nursing/Registered Nurse" (Associate's).

*Exhibit 6.167 Top Graduation Trends for Albany MSA Higher Education Institutions 2022.*

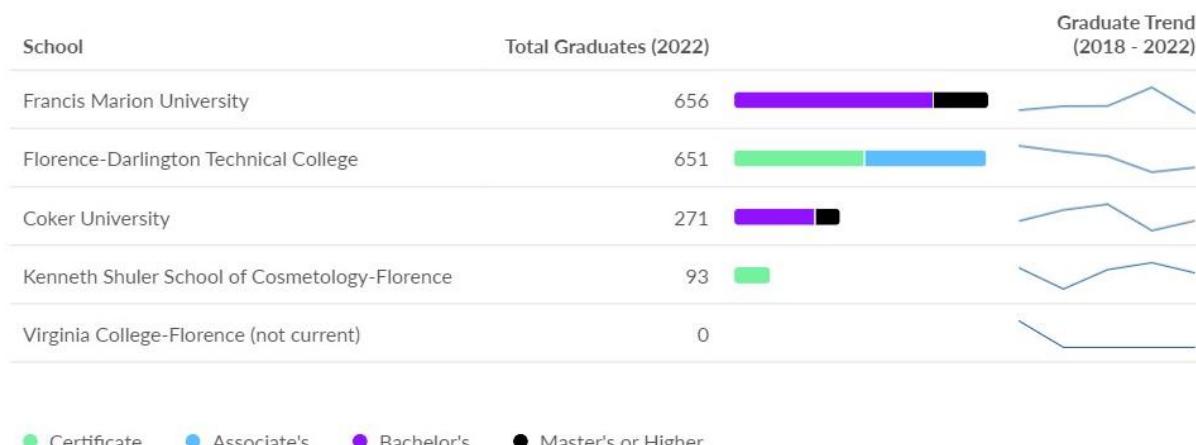


Source: LIGHTCAST, Q4 2023 Data Set

### FLORENCE, SC MSA

In 2022, there were 1,671 graduates in Florence, SC. This pipeline has shrunk by 19% over the last 5 years. The highest share of these graduates come from "Biology/Biological Sciences, General" (Bachelor's), "Psychology, General" (Bachelor's), and "Business Administration and Management, General" (Bachelor's).

*Exhibit 6.168 Top Graduation Trends for Florence MSA Higher Education Institutions 2022.*

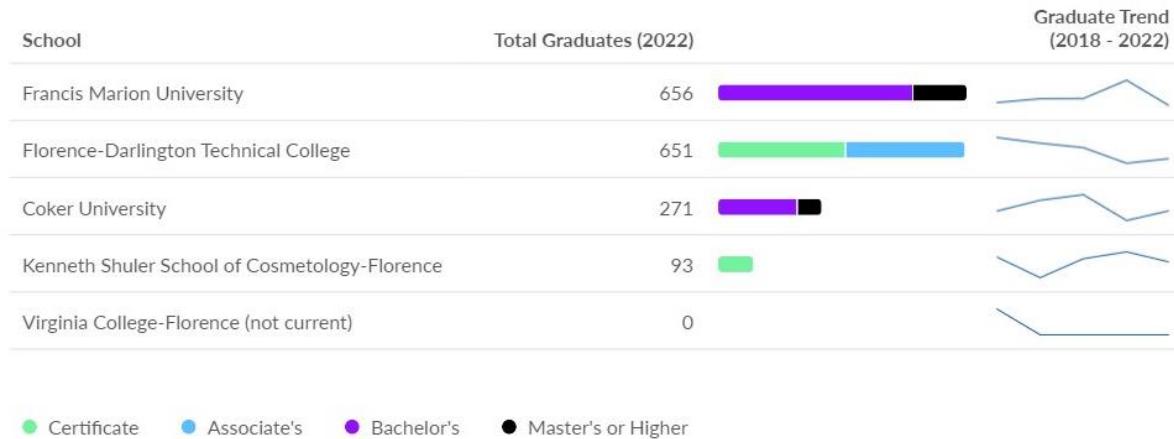


Source: LIGHTCAST, Q4 2023 Data Set

## JOPLIN, MO MSA

In 2022, there were 3,016 graduates in Joplin, MO. This pipeline has shrunk by 1% over the last 5 years. The highest share of these graduates come from "General Studies" (Associate's), "Truck and Bus Driver/Commercial Vehicle Operator and Instructor" (Certificate), and "Business/Commerce, General" (Bachelor's).

*Exhibit 6.169 Top Graduation Trends for Joplin MSA Higher Education Institutions 2022.*

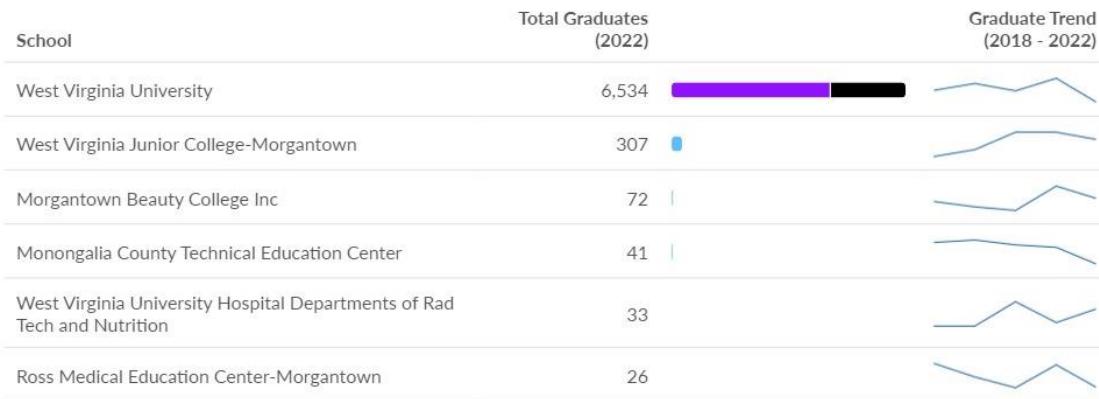


Source: LIGHTCAST, Q4 2023 Data Set

## MORGANTOWN, WV MSA

In 2022, there were 7,013 graduates in Morgantown, WV. This pipeline has remained stable (neither increased nor decreased) over the last 5 years. The highest share of these graduates come from "Registered Nursing/Registered Nurse" (Bachelor's), "General Studies" (Bachelor's), and "Journalism" (Bachelor's).

*Exhibit 6.170 Top Graduation Trends for Morgantown MSA Higher Education Institutions 2022.*



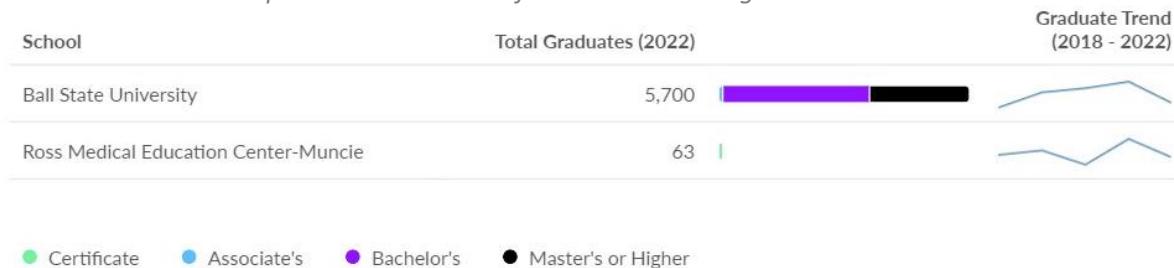
Source:

LIGHTCAST, Q4 2023 Data Set

## MUNCIE, IN MSA

In 2022, there were 5,763 graduates in Muncie, IN. This pipeline has grown by 2% over the last 5 years. The highest share of these graduates come from "Education/Teaching of Individuals with Multiple Disabilities" (Master's or Higher), "Special Education and Teaching, Other" (Master's or Higher), and "Digital Communication and Media/Multimedia" (Bachelor's).

*Exhibit 6.171 Top Graduation Trends for Muncie MSA Higher Education Institutions 2022.*



Source: LIGHTCAST, Q4 2023 Data Set

## STATE COLLEGE, PA MSA

In 2022, there were 18,188 graduates in State College, PA. This pipeline has grown by 2% over the last 5 years. The highest share of these graduates come from "Information Science/Studies" (Bachelor's), "Psychology, General" (Bachelor's), and "Finance, General" (Bachelor's).

*Exhibit 6.172 Top Graduation Trends for State College MSA Higher Education Institutions 2022.*



Source: LIGHTCAST, Q4 2023 Data Set

## 7.0 Findings and Themes

### Demographic Recommendations

#### Sustaining Excellence in Early Education Programs:

- Maintain funding high-quality prekindergarten initiatives and providing early childhood instructors with resources.
- Further promote parental engagement to build a strong foundation for academic success.
- Continued collaborations with neighborhood organizations to improve early childhood education's accessibility.
- Encourage the prioritization of early education in collaboration with programs such as The Virginia Preschool Initiative in order to maintain high early learning standards.

#### Addressing the Millennial Deficit Through Targeted Programs:

- Continue advancing affordable housing, job training, and recreational spaces to attract millennials.
- Further initiatives such as the Roanoke Outside Foundation to engage and retain young professionals within the community.
- Develop the infrastructure even further to accommodate the demands of the shifting demographics within the populace.

## Supporting an Aging Population with Aging-in-Place Programs:

- Preserve and continue to support partnerships with senior service organizations such as the Local Office on Aging.
- Promote the development of Roanoke County as an older-friendly community.
- Sustain collaboration with local businesses and educational institutions to enhance opportunities.

## Strategic Planning for Workforce Development:

- Maintain the advancement of comprehensive workforce development through initiatives that optimize job preparedness for various age groups.
- Further address skill gaps and expand opportunities for professional growth.
- Continue to cooperate with local businesses, vocational institutions, and governmental organizations.
- Equip the population with skills needed for the evolving job market in Roanoke County.

## Economic Recommendations

### Aligning Educational Programs with Job Market Needs:

- Maintain efforts to align educational attainment and employment qualifications.
- Sustain collaboration with educational institutions, businesses, and government for targeted training.
- Encourage workforce qualifications that meet industry demands to enhance economic competitiveness.

### Diversifying Industries for Economic Stability:

- Continue encouraging growth in emerging sectors like technology, advanced manufacturing, and hospitality.
- Sustain collaboration with research institutions to attract innovative industries.
- Increase industry infrastructure by working with organizations such as the Economic Development Authority

## Strengthening Workforce Development in Growing Sectors:

- Continue focusing on training programs and apprenticeships for the manufacturing sector.
- Further develop skills in high-demand areas such as construction and health care.
- Sustain partnerships with industry leaders for specialized workforce development.
- Continue collaborating with major employers such as Carilion Clinic to refine comprehensive recruitment plans.

## Strategic Planning for Workforce Development:

- Further implement targeted marketing campaigns and competitive benefits packages.
- Sustain community engagement to attract a diverse talent pool.
- Encourage creation and maintenance of an attractive environment for skilled professionals to support regional economic growth.

## Educational Recommendations

### Celebrate Success and Continue Support for Growth:

- Continue to share the good news of School Community.
- District ranks 11 out of 131 school systems in Virginia (2024 Niche.com rankings).
- Ranks 7th in math scores and 8th in reading scores across Virginia (2024).
- Graduation rates are very strong.
- New CTE facility can be a game changer for school community.
- Lean into the school system as a factor in attracting families to the area.
- Maintain collaborations with community organizations to enhance educational support services.
- Continue the on-going assessment and adaptation of programs to meet the changing needs of the student population and to engage school community.

### Continuing Investment in Technology Integration:

- Maintain investments in digital resources, interactive learning platforms, and classroom technology. (1-1)
- Continue to provide access to online collaborative tools such as Brainfuse HelpNow from the Learning Lab to accommodate different learning styles.
- Sustain efforts to train educators in effective technology integration to maximize benefits.
- Continue to maintain, encourage, and expand students in developing critical thinking and digital literacy skills in preparation for a technologically driven future.

## Sustaining Excellence in Graduation Rates:

- Continue maintaining high graduation rates, building on the district's strong performance in this area.
- Further support students with initiatives like the Opportunity Ready Graduate initiative.
- Sustain efforts to provide a balanced curriculum that prepares students for both college and careers.
- Encourage ongoing analysis and improvement of graduation pathways to ensure continued success.

## Sustaining Excellence in Early Education Programs:

- Continue the significant investments in K-12 education to maintain and enhance Roanoke County's top-ranking educational standing.
- Expand promotion to innovative educational initiatives such as the C-Change Framework and the Opportunity Ready Graduate initiative.
- Sustain efforts to balance strong test scores with innovative learning experiences such as those found in the RCPS Online Academy .
- Encourage ongoing collaboration with local businesses and higher education institutions to prepare students for future opportunities.