

# The Changing Demographics of Knoxville

**Presentation to Leadership Knoxville  
April 11, 2013**



# The Changing Demographics of Knoxville

## 1. Population Characteristics

- 50 years of growth
- Suburbanization
- Aging population
- Racial change

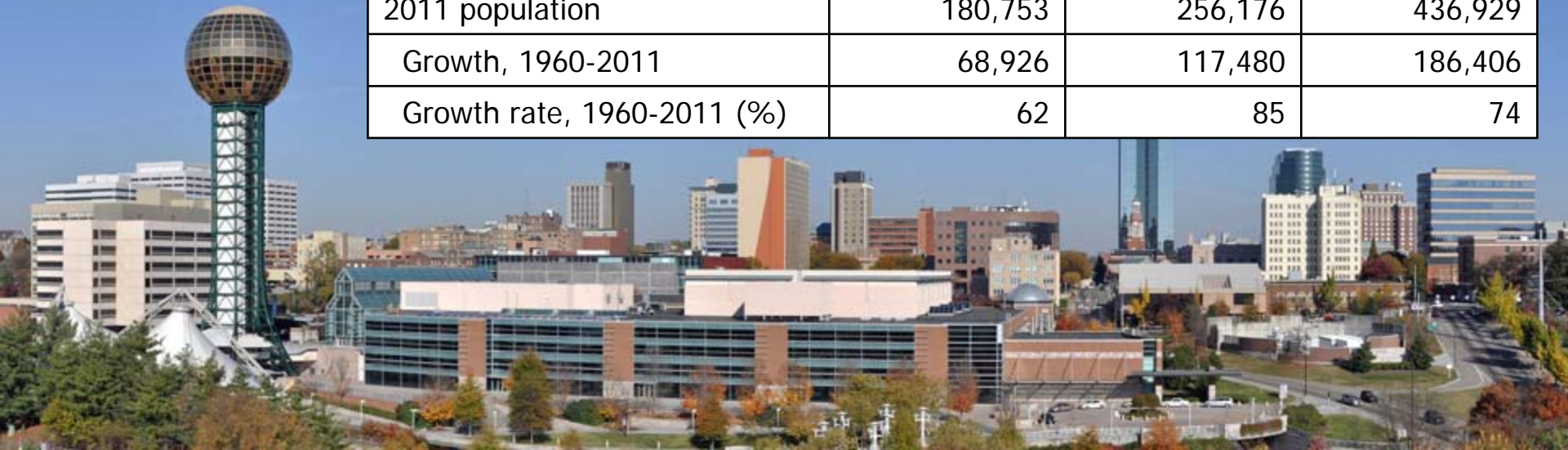




# • 50 Years of Population Growth

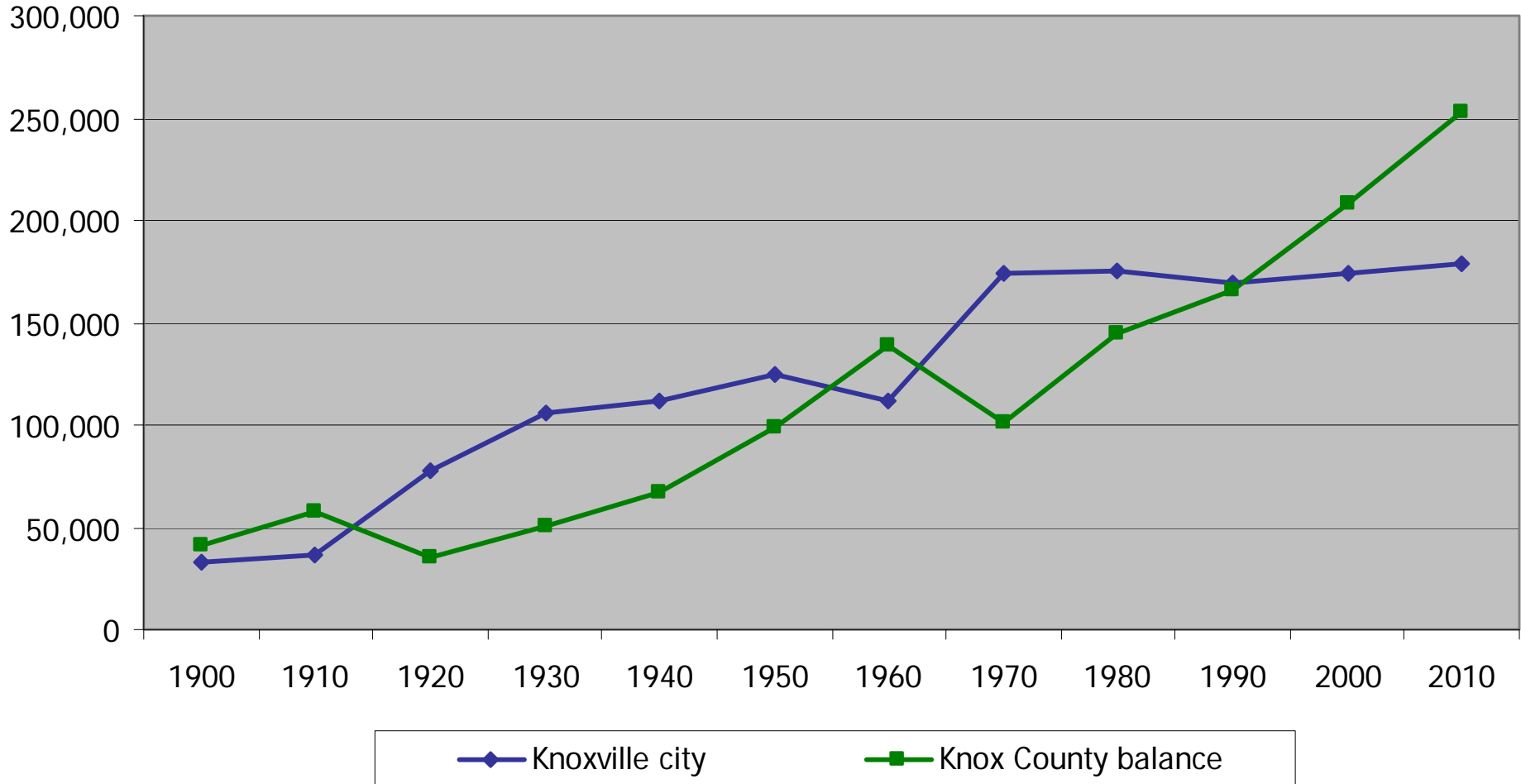
- Nearly even population totals inside and outside City of Knoxville in 1960
- Knox County reported average annual population growth of 1.4 percent between 1960 and 2011
- Growth outside city limits more than 1.5 times city growth

<b>Population Growth</b>	<b>City of Knoxville</b>	<b>Knox County Balance</b>	<b>Knox County Total</b>
1960 population	111,827	138,696	250,523
2011 population	180,753	256,176	436,929
Growth, 1960-2011	68,926	117,480	186,406
Growth rate, 1960-2011 (%)	62	85	74



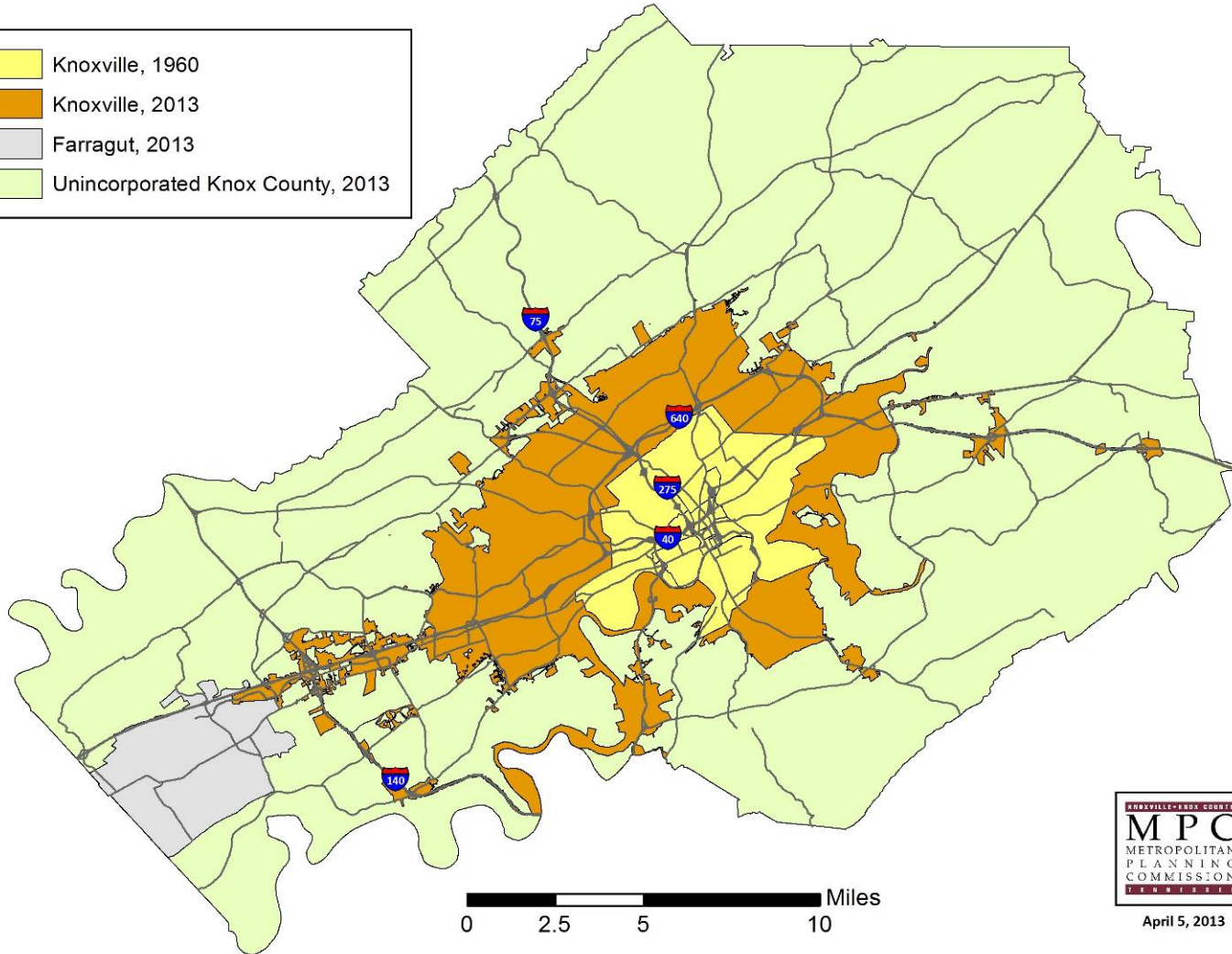
- **50 Years of Population Growth**

**Knoxville and Knox County Population, 1900-2010**



# • 50 Years of Population Growth

## KNOXVILLE CITY LIMITS, 1960 AND 2013



## • Suburbanization in Full Swing

- City population density 15 times greater than suburban and rural areas in 1960
- By 2011, city density dropped to 40 percent of levels in 1960: Corporate limits expanded 300 percent and development took less intense form
- Settlement outside city limits showing higher suburban density by 2011

Population Density	City of Knoxville	Knox County Balance	Knox County Total
<b>1960</b>			
Land area (square miles)	26	500	526
Density (persons per square mile)	4,252	278	476
<b>2011</b>			
Land area (square miles)	104	422	526
Density (persons per square mile)	1,738	607	831

- I-40/Cedar Bluff Rd Interchange-Early 1960s





- **I-40/Cedar Bluff Rd Interchange-Recent**





- I-40/Lovell Rd Interchange-Early 1960s





- **I-40/Lovell Rd Interchange-Recent**





# • Rebalance of Male and Female Population

- Post-war (WWII, Korea) 1960s population saw females outnumbering males
- By 2011, gender balance in local population

Population by Gender	City of Knoxville	Knox County Total
<b>1960</b>		
Male	46%	48%
Female	54%	52%
<b>2011</b>		
Male	50%	49%
Female	50%	51%

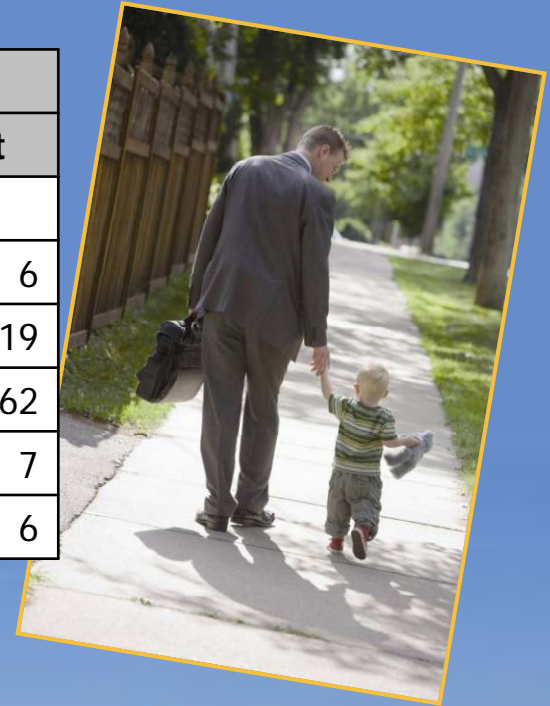




# • Knoxville's Population is Aging

- Shares of population in five age groupings are shown for 2011 population

Population by Age	2011 Knox County	
	Estimate	Percent
Total population	436,929	
Under 5 years	25,873	6
5 to 19 years	82,162	19
20 to 64 years	271,290	62
65 to 74 years	31,266	7
75 years and over	26,338	6



# • Knoxville's Population is Aging

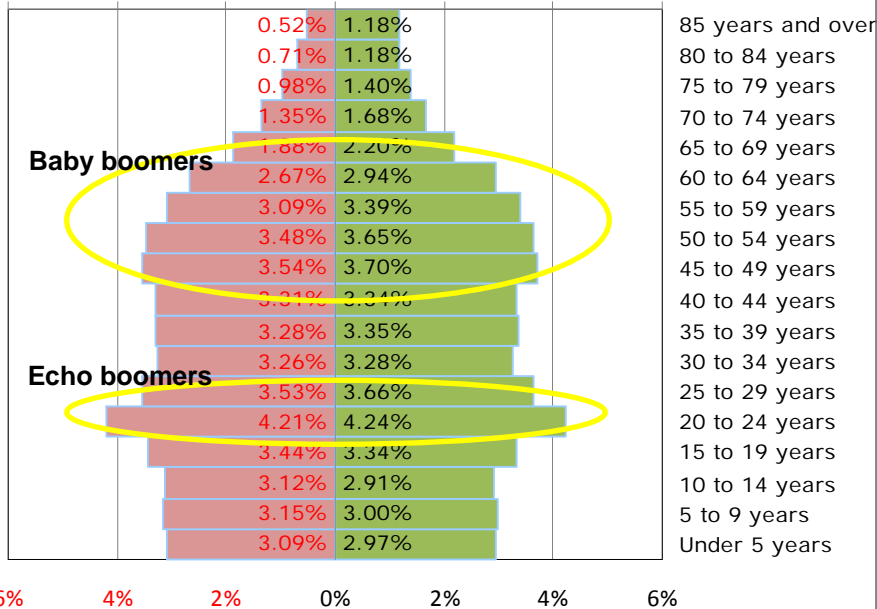
- Baby boomers born 1946-1964
- Now between 45 and 65 years old
- In 2040, boomers will be 75 to 95 years old
- Echo boomers (Gen Y/Millennials) now in their 20s
- Another mini-boom projected to begin soon

## Knox: 2010 Population

Est.  
Population:  
432,226

Male: 210,085

Female: 222,141



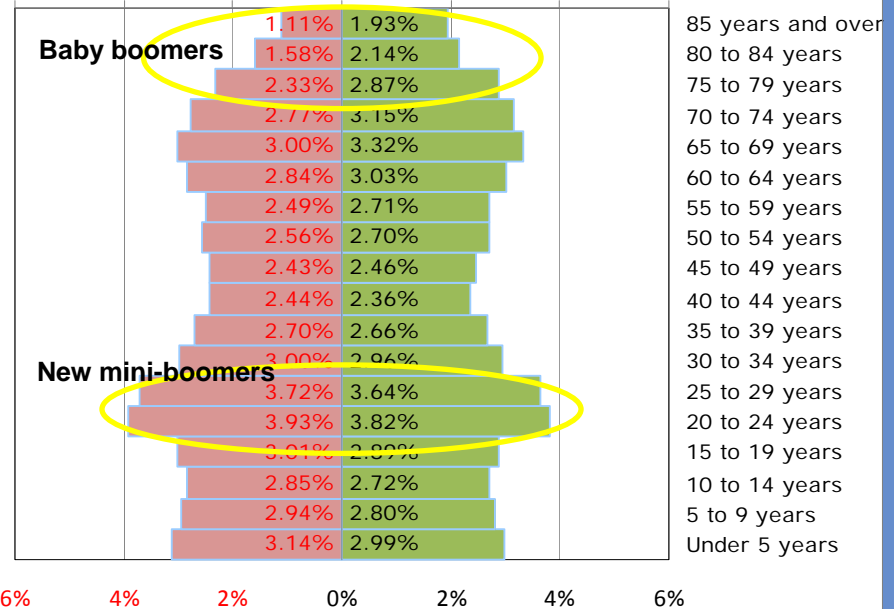
Source: Tennessee State Data Center, January 2012.

## Knox: 2040 Population

Est.  
Population:  
566,175

Male: 276,566

Female: 289,609



Source: Tennessee State Data Center, January 2012.

# • Knoxville's Population is Aging

- Smaller cohort, under 18 years of age
- Larger cohorts, 18 to 64 years of age and 65 years and over
- Sizeable increase in median age from 1960 to 2011



Population by Age	1960 Knox County		2011 Knox County	
	Estimate	Percent	Estimate	Percent
Total population	250,523		436,929	
Under 18 years	86,803	35	94,082	22
18 to 64 years	143,370	57	285,243	65
65 years and over	20,350	8	57,604	13
Median age (years)	29		37	



# • Racial Change

- Modest growth in population diversity
- “Some Other Race” grew to 5 percent share of county population
- Black/African American share of total population unchanged in 50 years

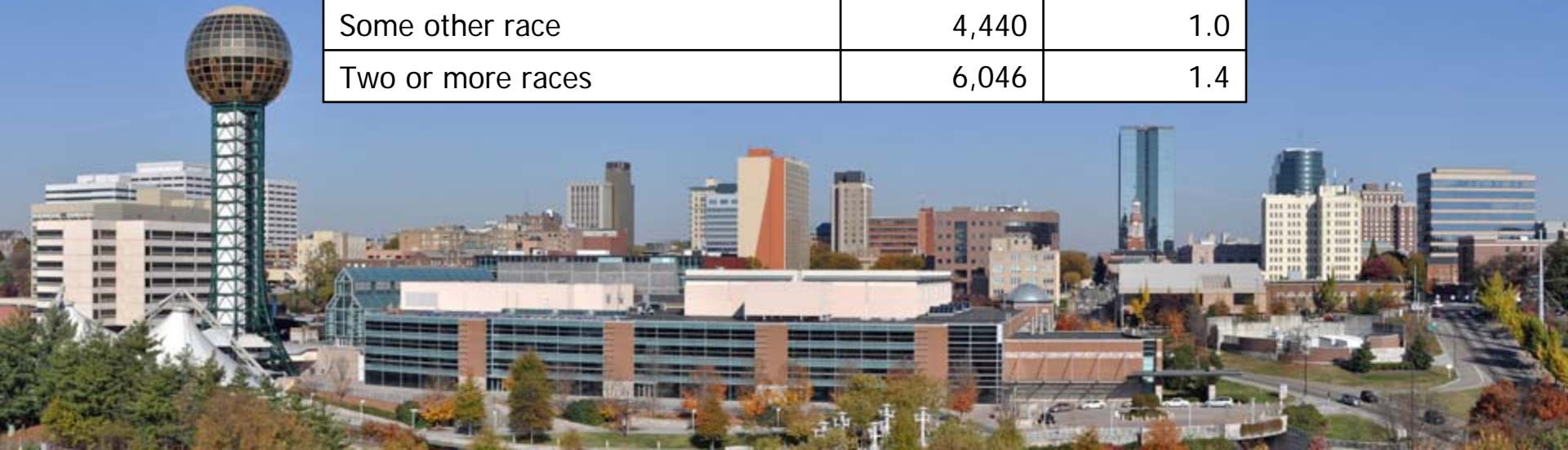


Population by Race	1960 Knox County		2011 Knox County	
	Estimate	Percent	Estimate	Percent
Total population	250,523		436,929	
White	227,603	91	375,275	86
Black or African American	22,709	9	41,458	9
Some other race	211	0	20,196	5

# • Racial Change

- Small gains in Asian and other races comprise 5 percent share of non-White population growth

Population by Race	2011 Knox County	
	Estimate	Percent
Total population	436,929	
White	375,275	85.9
Black or African American	41,458	9.5
American Indian and Alaska Native	696	0.2
Asian	8,973	2.1
Native Hawaiian/Pacific Islander	41	0.0
Some other race	4,440	1.0
Two or more races	6,046	1.4



# • Racial Change

- More racial diversity in City of Knoxville than remainder of Knox County
- City diversity comparable to state and national averages

Race Composition (%), 2011	City of Knoxville	Knox County Balance	Knox County Total	Tennessee	United States
White	78	92	86	78	74
Black or African American	17	4	9	17	13
Some other race	5	4	5	5	13





## • Hispanic/Latino Population

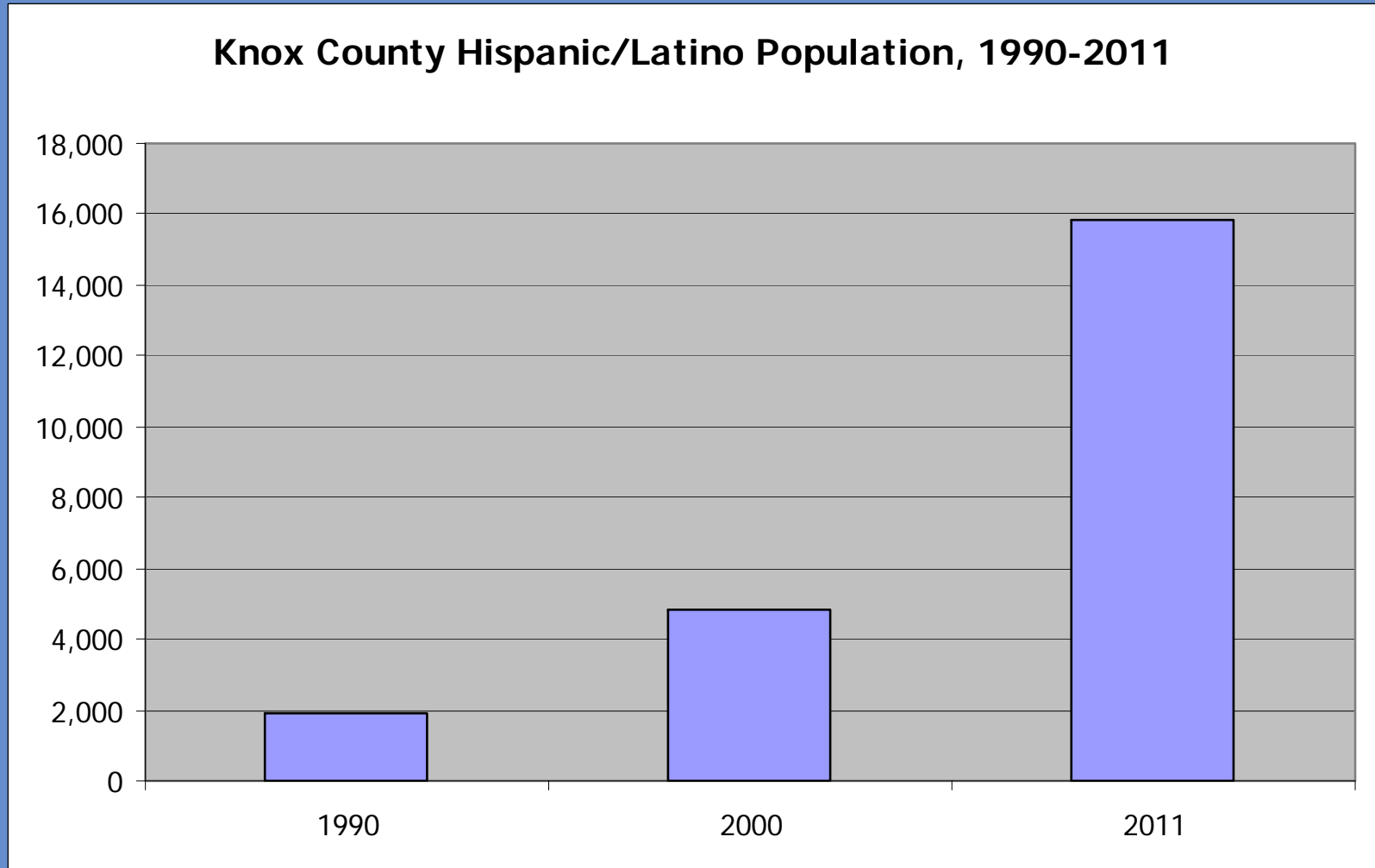
- Similar to racial diversity, City of Knoxville reports higher share of Hispanic/Latino population than remainder of Knox County
- Knoxville area Hispanic population share considerably smaller than national average, comparable to state figures

Population by Ethnicity, 2011	City of Knoxville		Knox County Total	
	Estimate	Percent	Estimate	Percent
Total population	180,753		436,929	
Hispanic or Latino (of any race)	10,138	6	15,824	4
Not Hispanic or Latino	170,615	94	421,105	96

Ethnicity Composition (%), 2011	City of Knoxville	Knox County Balance	Knox County Total	Tennessee	United States
Hispanic or Latino (of any race)	6	2	4	5	17
Not Hispanic or Latino	94	98	96	95	83

# • Hispanic/Latino Population

- While shares of Hispanic/Latino population remain low, overall growth has been considerable since 1990



# The Changing Demographics of Knoxville

## 2. Social Characteristics

- Household types
- Education attainment
- Disability status





## • Household Types Vary Across Area

- Nearly even split between family and non-family households in City of Knoxville
- Knox County remainder shows dominance of family households, comprised primarily of married couples
- Single-parent households growing in number both in city and county: 15 percent of households countywide

Household Type, 2011	City of Knoxville		Knox County Balance		Knox County Total	
	Estimate	Percent	Estimate	Percent	Estimate	Percent
Total households	82,487		98,219		180,706	
Family households	38,340	46	68,637	70	106,977	59
Married couple family	24,551	30	56,025	57	80,576	45
Male householder, no wife present	3,861	5	4,298	4	8,159	5
Female householder, no husband present	9,928	12	8,314	8	18,242	10
Nonfamily households	44,147	54	29,582	30	73,729	41

# • Shrinking Households

- Fewer family households and smaller family sizes mark major shift toward 1- and 2-person households

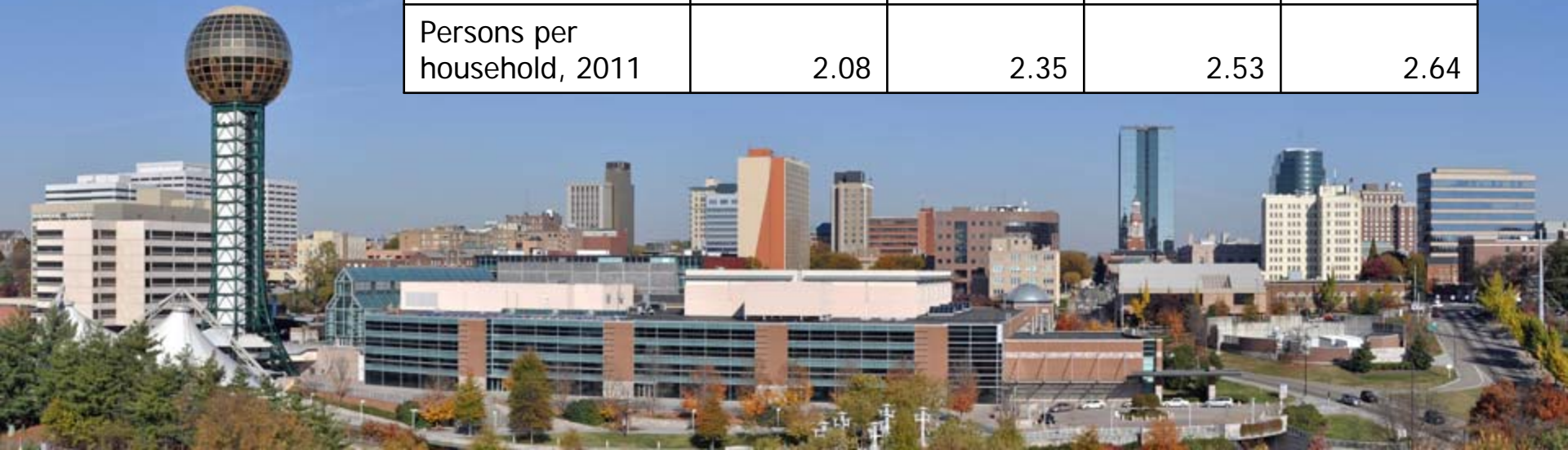
Knox County Persons Per Household	1960		2011	
	Estimate	Percent	Estimate	Percent
Occupied housing units	72,576		180,706	
1-person households	7,576	10	62,404	35
2-person households	20,077	28	63,312	35
Total 1- and 2-person households	27,653	38	125,716	70



# • Shrinking Households

- Average household size declined steadily since 1960
- City of Knoxville averages consistently lower than county, state, and nation
- Shrinking averages reflect changes in household/family types over past 50 years

Average Household Size	City of Knoxville	Knox County	Tennessee	United States
Persons per household, 1960	3.12	3.34	3.48	3.29
Persons per household, 2011	2.08	2.35	2.53	2.64





## • Education of Working Age Population

- Today's employers need well-educated workforce
- High school diploma no longer sufficient for many occupations
- About 40 percent of city and county working age population has high school education or less
- Substantial improvement since 1960 but more needed

Education Attainment, 2011	City of Knoxville		Knox County Balance		Knox County Total	
	Estimate	Percent	Estimate	Percent	Estimate	Percent
Population 25 years and over	117,577		172,919		290,496	
Less than high school	14,492	12	15,724	9	30,216	10
High school graduate	32,932	28	46,819	27	79,751	27
Some college, no degree	22,689	19	37,411	22	60,100	21
Associate's degree	11,114	9	14,323	8	25,437	9
Bachelor's degree	21,161	18	37,748	22	58,909	20
Graduate or professional degree	15,189	13	20,894	12	36,083	12

## • State of Local Education Attainment 50 Years Ago

- More than 60 percent of local working age White population did not complete high school; better than state but worse than nation
- Local college education attainment rates comparable to national average for White and non-White population
- Non-White population reported higher drop-out rates and lower college education rates than White population

<b>Education Attainment, 1960 (% Share of Group Total)</b>	<b>City of Knoxville</b>	<b>Knox County</b>	<b>Tennessee</b>	<b>United States</b>
White population 25 years and over				
Less than 4 years high school	63	60	67	57
High school	21	22	20	26
Some college, bachelor's degree, or higher	16	17	13	17
Non-White population 25 years and over				
Less than 4 years high school	74	75	86	78
High school	17	16	8	14
Some college, bachelor's degree, or higher	9	9	6	8

- **Disparity in Education Attainment Still Prevalent**
  - High school drop-out rate among Black/African American population is double that for White population in Knoxville
  - Hispanic drop-out rate is over 3 times higher than rate for general Knox County population
  - Attainment rates for Bachelor's degree or higher are notably lower among Black/African American and Hispanic populations

<b>Percentage of Population (25 yrs+) with Less than High School Diploma by Race, 2011</b>	<b>City of Knoxville</b>	<b>Knox County</b>	<b>Tennessee</b>	<b>United States</b>
White	10	10	15	12
Black/African American	22	17	18	18
Hispanic/Latino	38	34	37	37

<b>Percentage of Population (25 yrs+) with Bachelor's Degree or Higher by Race, 2011</b>	<b>City of Knoxville</b>	<b>Knox County</b>	<b>Tennessee</b>	<b>United States</b>
White	34	34	25	30
Black/African American	10	18	18	18
Hispanic/Latino	15	21	12	13



# • Disability Status of Local Population

- One in three seniors report a disability
- Expect size of disabled population to grow considerably as Baby Boomers age

Population by Disability Status, 2011	Knoxville		Knox County	
	Estimate	Percent	Estimate	Percent
Total civilian non-institutionalized population	179,013		433,076	
With a disability	20,983	12	45,931	11
Under 18 years	32,966	18	93,987	22
With a disability	1,146	3	3,505	4
18 to 64 years	123,324	69	283,035	65
With a disability	11,582	9	23,211	8
65 years and over	22,723	13	56,054	13
With a disability	8,255	36	19,215	34

# The Changing Demographics of Knoxville

## 3. Housing Characteristics

- Housing occupancy
- Household size
- Tenure
- Housing mix



## • Occupied and Vacant Housing Units

- Knox County housing market reports stronger recovery from 2008-09 market bust compared to state and nation
- 92 percent of county units occupied
- Homeowner and rental unit vacancies lower than TN and US averages

Housing Occupancy, 2011	Knox County		Tennessee		United States	
	Estimate	Percent	Estimate	Percent	Estimate	Percent
Total housing units	195,678		2,829,125		132,316,248	
Occupied	180,706	92	2,467,428	87	114,991,725	87
Vacant	14,972	8	361,697	13	17,324,523	13
Homeowner vacancy rate	1.6		2.3		2.4	
Rental vacancy rate	5.9		8.5		7.4	



- **Shrinking Households: Greater Demand for Housing Units**
  - Average household size 3.34 persons per unit in 1960
  - Shrunk to 2.35 persons per unit by 2011
  - At 1960 rate and 2011 population, about 127,000 housing units needed
  - Smaller household sizes resulted in demand for 53,000 additional housing units

<b>Impacts of Shrinking Household Size on Housing Need</b>	<b>Knox County</b>	
	<b>1960</b>	<b>2011</b>
Total population in households	242,594	425,072
Occupied housing units	72,576	180,706
Average household size	3.34	2.35
2011 units needed based on 1960 household size		127,267
Additional units in 2011 to accommodate shrinking household size		53,439

# • Housing Tenure

- Consistent with population trend, more housing units found outside city than within
- City units almost equally split between owner- and renter-occupied units
- Outside city, owner-occupied units hold 3:1 lead over rentals

Housing Tenure, 2011	City of Knoxville		Knox County Balance		Knox County Total	
	Estimate	Percent	Estimate	Percent	Estimate	Percent
Occupied housing units	82,487		98,219		180,706	
Owner occupied	40,331	49	75,115	76	115,446	64
Renter occupied	42,156	51	23,104	24	65,260	36



## • Tenure by Race of Householder

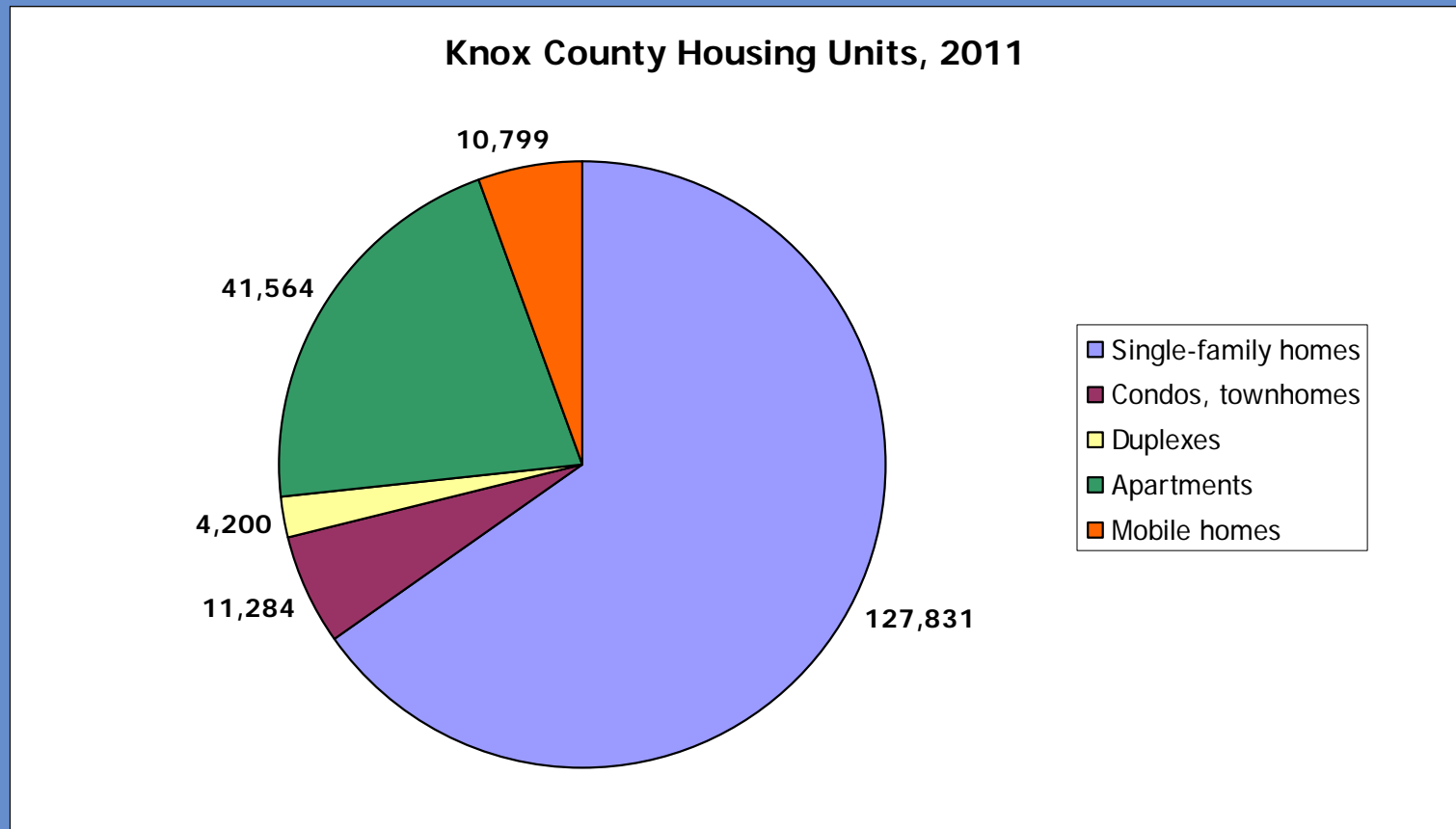
- Most African American householders in city rent homes rather than own; more evenly balanced in county
- Hispanic householders in city tend to rent; slight edge to homeownership among county Hispanics

Housing Tenure by Race, 2011	City of Knoxville	Knox County Balance	Knox County Total
<b>White householder</b>			
Owner occupied	55	78	69
Renter occupied	45	22	31
<b>Black/African American householder</b>			
Owner occupied	22	52	29
Renter occupied	78	48	71
<b>Hispanic/Latino householder</b>			
Owner occupied	38	54	42
Renter occupied	62	46	58



## • Housing Mix

- Two-thirds of Knox County housing units are single-family detached
- Second largest share found in apartment market, comprising 21 percent of areawide inventory



## • Housing Mix

- Single-family detached units comprise largest shares of both city and county inventories
- Greater share of apartments in city
- Most mobile homes located outside city
- Countywide housing mix closely mirrors national averages

Housing Mix (% Share), 2011	City of Knoxville	Knox County Balance	Knox County Total	Tennessee	United States
Single-family homes	55	74	65	68	61
Condos, townhomes	6	6	6	3	6
Duplexes	3	2	2	3	4
Apartments	35	10	21	15	22
Mobile homes	1	9	6	10	6

# The Changing Demographics of Knoxville

## 4. Economic Characteristics

- Employment by industry
- Major employers
- Unemployment
- Income





## • Employment by Industry

- Notable shifts from 1960 industry shares to 2011 shares
- Sharp decline in Manufacturing segment
- Large increase in Services sector
- Agriculture industry shrunk to fewer than 1,000 workers

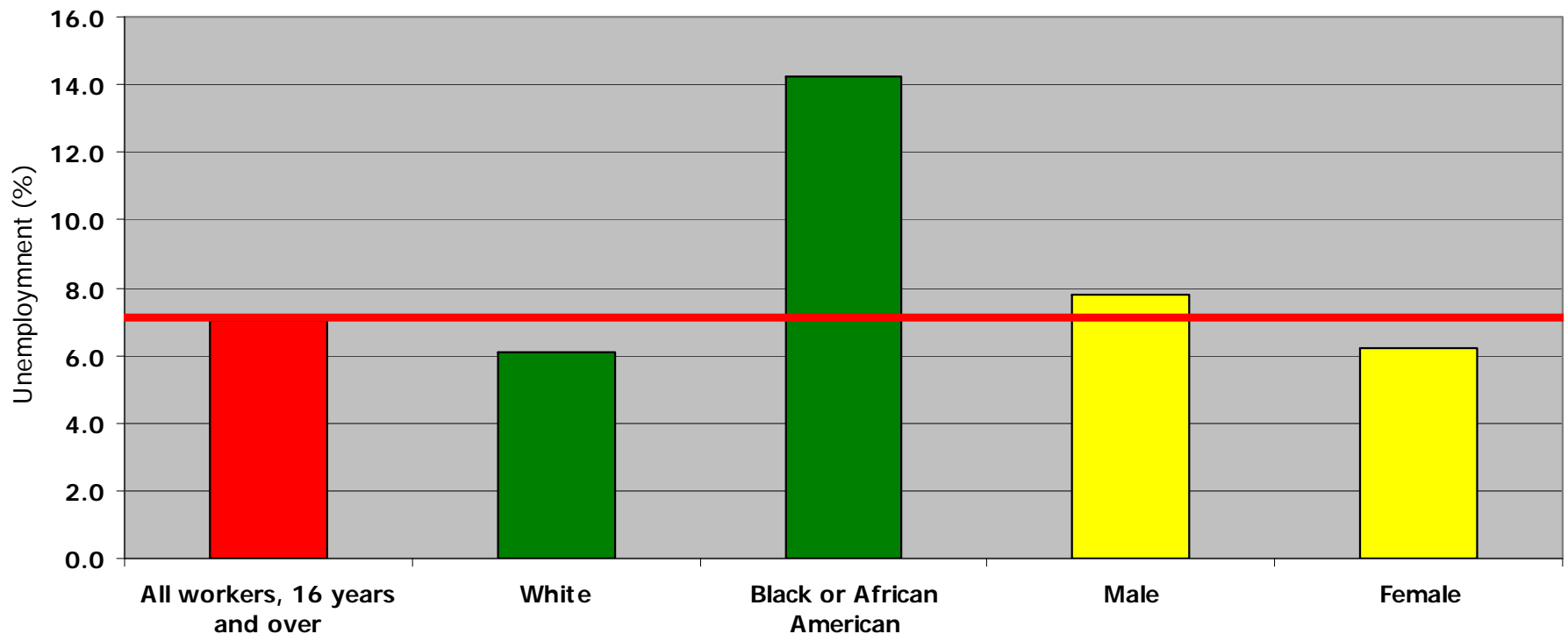
Knox County Employment by Industry	1960		2011	
	Estimate	Percent	Estimate	Percent
Employed persons	89,351		214,561	
Agriculture, forestry, fishing, mining	2,541	2.8	907	0.4
Construction	5,856	6.6	12,869	6.0
Manufacturing	23,102	25.9	15,375	7.2
Transportation, utilities	6,644	7.4	10,050	4.7
Wholesale and retail trade	18,922	21.2	38,054	17.7
Finance, insurance, real estate	3,184	3.6	13,654	6.4
Services	21,799	24.4	116,820	54.4
Public administration	2,942	3.3	6,832	3.2
Industry not reported	4,361	4.9	0	0.0

<b>Major Regional Employers, 2010</b>	<b>Workers</b>	<b>Activity</b>
U.S. Department of Energy, Oak Ridge	13,925	Government
University of Tennessee	9,326	Education
Covenant Health	9,000	Health Services
Knox County Schools	6,945	Education
Tennova Health Partners	5,700	Health Services
Wal-Mart Stores	4,336	Retail
K-VA-T Food Stores	3,983	Retail
University Health System	3,802	Health Services
State of Tennessee	3,750	Government
McGhee-Tyson Air National Guard Base	3,493	Military
Knox County Government	3,037	Government
Denso Manufacturing	2,700	Manufacturing
Kroger Co.	2,544	Retail
Clayton Homes	2,542	Manufacturing, Corporate HQ
Blount Memorial Hospital	2,256	Health Services
McDonald's	1,870	Restaurants
East Tennessee Children's Hospital	1,834	Health Services
Yum! Brands	1,771	Restaurants
U.S. Postal Service	1,747	Government
Blount County Government	1,662	Government
Cracker Barrel	1,547	Restaurants
Blount County Schools	1,500	Education
City of Knoxville	1,492	Government
United Parcel Service (UPS)	1,474	Distribution
Tennessee Valley Authority (TVA)	1,290	Utilities, Development Authority

# • Unemployment in Knox County

- Countywide unemployment at 7.0 percent in 2011 for workers 16 years of age and over
- Disproportionate rate among African American workers, more than double county average
- Unemployment rate of male workers 1.6 percentage points higher than female workers

**Knox County Unemployment Rates (%) by Race and Gender, 2011**

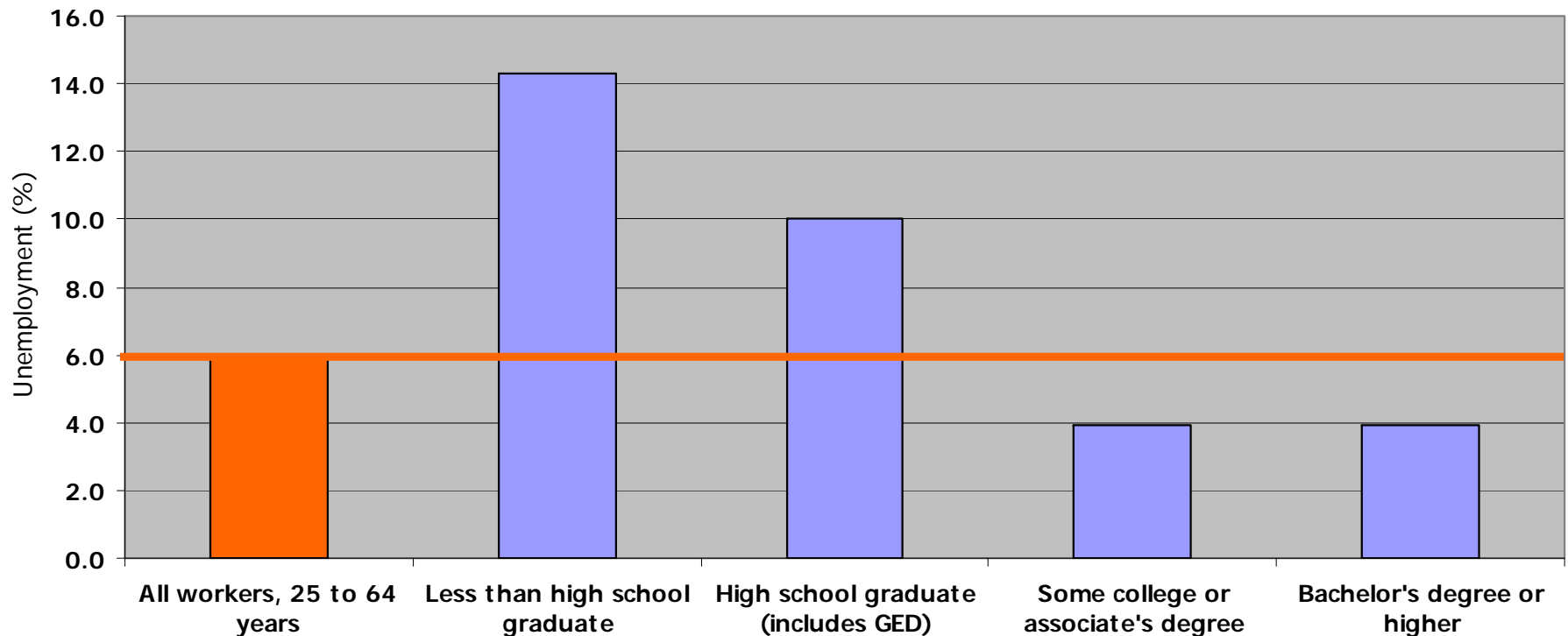




# • Unemployment in Knox County

- Countywide unemployment at 5.9 percent in 2011 for workers 25 to 64 years of age
- Workers with high school education or less report 2.5 to 3.5 times higher unemployment rates than those with college experience

**Knox County Unemployment Rates (%) by Education Attainment, 2011**



## • Income

- Households in city underperforming countywide median incomes
- Overall county figures stronger than statewide medians
- Local numbers below national medians
- Lower cost of living in East Tennessee offsets income differences

<b>Income, 2011</b>	<b>City of Knoxville</b>	<b>Knox County Total</b>	<b>Tennessee</b>	<b>United States</b>
Median household income	\$33,726	\$44,580	\$41,693	\$50,502
Median family income	\$49,073	\$60,667	\$52,273	\$61,455
Per capita income	\$23,327	\$27,064	\$23,320	\$26,708

## • Income Differences by Race and Gender

- White householders moderately outperform local, state, national medians
- African American householders in city and county balance earn half the areawide medians
- Female earners report two-thirds the income of male earners

<b>Income Comparisons, 2011</b>	<b>City of Knoxville</b>	<b>Knox County Total</b>	<b>Tennessee</b>	<b>United States</b>
Median household income, White householder	\$37,725	\$48,662	\$44,689	\$53,444
Compared to areawide median (%)	112	109	107	106
Median household income, Black/African American householder	\$15,287	\$22,295	\$29,352	\$33,223
Compared to areawide median (%)	45	50	70	66
Median household income, Hispanic/Latino householder	\$32,408	\$34,676	\$32,015	\$39,589
Compared to areawide median (%)	96	78	77	78
Median income (dollars), male	\$26,300	\$30,737	\$27,382	\$31,460
Median income (dollars), female	\$18,009	\$20,919	\$17,665	\$20,525
Compared to male median (%)	68	68	65	65

# The Changing Demographics of Knoxville

## 5. Time to Think Regionally

- Knox County adds 50,000 new residents each decade
- Knoxville urbanized area extends into Anderson, Blount, Loudon, and Sevier
- About 300,000 new residents and 250,000 new jobs expected in metro area over next 30 years





# • Issues Extend Beyond Knox County Boundaries

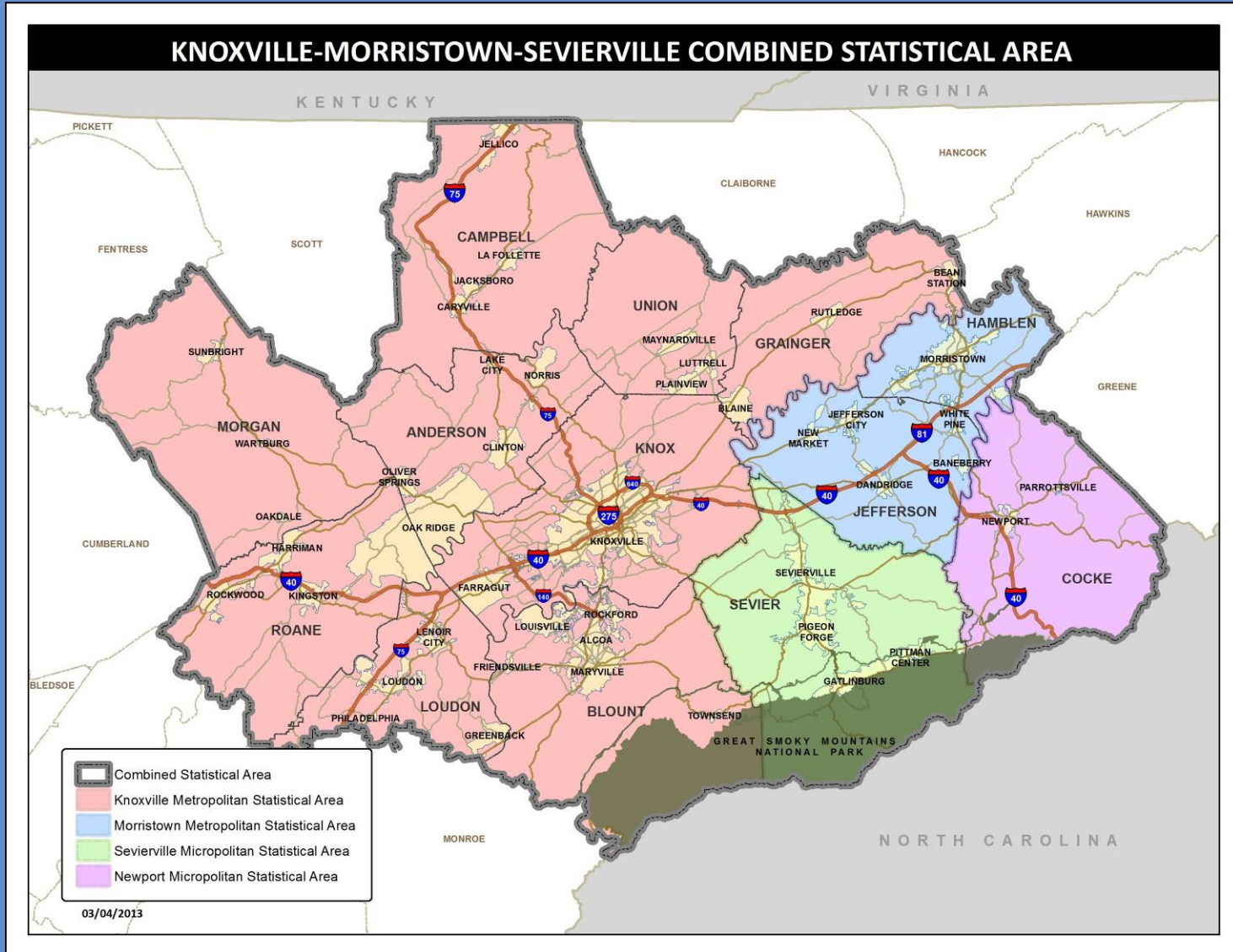
- Economic growth
- Housing demand
- Infrastructure needs
- Environmental challenges
- Health concerns







- **Knoxville Metropolitan Statistical Area, 2013**
  - Nine-county region comprises new Knoxville MSA







- **Knoxville Metropolitan Statistical Area, Component Counties, 2013**

- Expansion to 9-county region captures 140,000 additional people

County	2013 Definition	2003 Definition
Anderson	75,129	75,129
Blount	123,010	123,010
Campbell	40,716	
Grainger	22,657	
Knox	432,226	432,226
Loudon	48,556	48,556
Morgan	21,987	
Roane	54,181	
Union	19,109	19,109
<b>Knoxville MSA</b>	<b>837,571</b>	<b>698,030</b>
Population Gain	139,541	



# Thinking and Planning Regionally: Plan East Tennessee

- PlanET, or Plan East Tennessee, is a partnership of local governments, businesses, non-profits, and community organizations coming together to have a regional conversation about the future of a five-county region.
- Included in this region are five counties (Anderson, Blount, Knox, Loudon, and Union) covering more than 1,900 square miles, with a total population of 702,729, ranking it third among metropolitan areas in Tennessee.
- The region often earns accolades for livability, credited to a favorable climate, low cost of living, access to natural resources, an active arts and cultural community, and a diverse economy.

## • **Shared Opportunities**

- The PlanET region shares several opportunities and assets which make the five-county area a special place:
- People and places rooted in Appalachian Mountains, with strong sense of history and independent nature
- Region is small-town friendly with big-city amenities
- Productive farms and places where you can live away from it all; but also suburban and urban neighborhoods and one of nation's strongest research and technology corridors

### **Regional Strengths**

- ORNL, UT, and the region's medical centers
- The region's history/Appalachian heritage
- Combination of urban/suburban/rural settings
- Natural beauty of mountains, rivers, and open spaces
  - Good range of regional amenities

## • **Shared Opportunities**

- Tennessee's flagship state university and several smaller educational institutions located in region
- Region has wealth of natural and recreational assets, including Norris Lake, Tennessee River, and part of Great Smoky Mountains National Park
- Low cost of living makes area more affordable than many other metropolitan areas

### **Regional Strengths**

- ORNL, UT, and the region's medical centers
  - The region's history/Appalachian heritage
- Combination of urban/suburban/rural settings
- Natural beauty of mountains, rivers, and open spaces
  - Good range of regional amenities



- **Shared Challenges**

- Despite these assets, the PlanET area also faces several challenges:
- Region struggles with economic and social disparities and physical issues related to growth
- Many residents in the five counties live in poverty and have limited employment prospects
- Incidences of some diseases and obesity are on the rise for children and adults

- Regional Challenges**

- Need for quality jobs
    - Quality of the region's schools
    - More transportation options
    - Lack of places to walk or ride bikes
    - Aging/deteriorating infrastructure and maintenance
      - Drug use
      - Poor air quality
      - Poor water quality

## • **Shared Challenges**

- Many streams/lakes polluted and poor air quality affects region's health and environmental assets
- Some rural areas lack infrastructure that would improve lives of residents
- Majority of region's households spend large portions of monthly income on transportation – not just because of rising gas prices, but because many homes located far away from region's employment and commercial centers

### **Regional Challenges**

- **Need for quality jobs**
- **Quality of the region's schools**
  - **More transportation options**
- **Lack of places to walk or ride bikes**
- **Aging/deteriorating infrastructure and maintenance**
  - **Drug use**
  - **Poor air quality**
  - **Poor water quality**

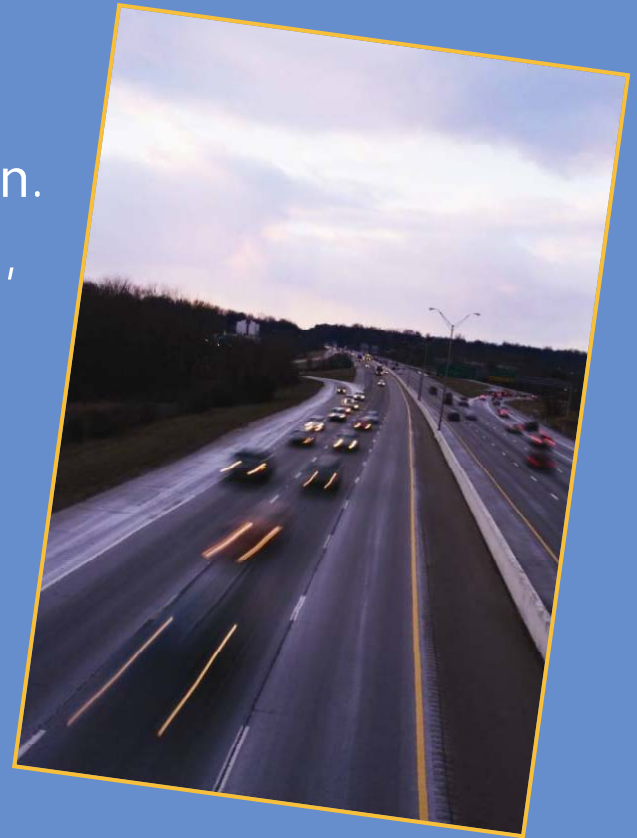
- **Drivers**

- Behind these challenges and other trends and issues affecting the five PlanET counties are the following eight “drivers”:
  - Demographic shifts. The region’s senior (65 and over) population grew by 24 percent and its non-white population grew by nearly 34 percent between 2000 and 2010.
  - Dispersed development patterns and separation of land use types. In 2007, the average regional household spent nearly 59 percent of its income on housing and transportation.
  - Loss of agricultural land. Farmland comprised 33 percent of the region’s total land area in 1992; by 2007 this figure had dropped to 28 percent.



## • Drivers

- Few transportation options. The minimum residential density required to support basic bus service is 6 to 8 dwelling units per acre. The region's overall density was 1.4 dwelling units per acre in 2010.
- Location decisions. In 2009, more than one-third of the region's workers commuted to employment in another county in the region.
- Rising energy costs. Between 2000 and 2007, the percentage of income devoted to transportation costs rose by eleven percent for the average regional household.



























## • Drivers

- Low educational attainment, low wages and limited job advancement opportunities. The average wage for the region's ten projected fastest-growing jobs is \$13.18, which translates to approximately \$27,400 per year for full-time workers and \$20,600 for those working 30 hours per week.
- Food, activity and lifestyle. Nearly two-thirds of the region's residents are overweight or obese, and rates of diabetes and cardiovascular disease have grown over the past decade.



# REGIONAL LIVABILITY REPORT CARD

The Report Card summarizes ratings for all of the focus area trends/issues sections found on pages 8 – 39 of the PlanET Livability Report. It provides a brief overview of the region's strengths and areas that need improvement. Ratings are based on overall regional statistics and not how a particular community or county performs in a given area.

Trends/Issues	 REGIONAL STRENGTH	 IN GOOD SHAPE; CONTINUETO IMPROVE	 CAUTION: NEEDS IMPROVEMENT	 REGIONAL WEAKNESS; NEEDS ATTENTION
<b>Economy</b>				
Economic Engines				
Employment Levels				
Workers				
Jobs				
<b>Transportation &amp; Infrastructure</b>				
Regional Commutes & Highway Congestion				
Transportation Costs				
Alternatives to Automobile Transportation				
Air Travel				
Infrastructure & Development				
<b>Housing &amp; Neighborhoods</b>				
Housing Values, Sales, & Rentals				
Housing Tenure				
Housing Affordability				
<b>Healthy Communities</b>				
Rates of Disease/Illness				
Health Insurance				
Access to Medical Services & Healthy Foods				
Crime				
<b>Environment</b>				
Air Quality				
Water Quality				
Agriculture				
Parks, Recreation, & Tourism				

## PlanET LIVABILITY REPORT CARD

Based on existing conditions data and analysis



### Regional Strengths

- Economic Engines
- Regional Commutes & Highway Congestion
- Housing Affordability
- Parks, Recreation & Tourism



### Regional Weaknesses

- Jobs
- Transportation Costs
- Rates of Disease/Illness
- Air Quality
- Agriculture

# REGIONAL LEADERSHIP DIALOGUE PRIORITIES

## ECONOMY & WORKFORCE

- Low educational attainment
- Quality of the region's schools
- Large number of low-skill jobs with limited opportunities for advancement

## TRANSPORTATION & INFRASTRUCTURE

- Limited alternatives to auto transportation
- Rising transportation costs that have outpaced household income growth
- Areas without broadband Internet service

## HOUSING & NEIGHBORHOODS

- Homelessness
- Cost of commuting from neighborhoods that are far from employment & commercial centers
- Affordable housing for the low-income/aging population

## HEALTHY COMMUNITIES

- Drug use
- High rates of obesity
- Access to affordable medical care

## ENVIRONMENT

- Poor air quality & associated health issues
- Loss of farmland & farming as a way of life
- Balancing economic benefits of recreation, tourism with environmental protection



# Thinking and Planning Regionally: Plan East Tennessee

- PlanET enjoys widespread support from over sixty groups at the local and state levels and across the region's private, public, institutional, and non-profit sectors.
- By the end of 2013, the PlanET partnership will have a plan for action that will lay out strategies and prioritizes investments to reach the region's goals, as well as tools for implementation, including leadership and capacity-building programs.
- The plan will focus on the region, but will not lose sight of the individual communities that makes the region such a special place.
- It will also help residents solve tough issues together so that they grow and innovate in ways that benefit the entire regional community.







**Identification of many regional strengths  
and challenges emerged from the public  
participation process**



**The region's senior (65 and over) population grew by 24 percent and its non-white population grew by nearly 34 percent between 2000 and 2010.**

- The aging of the Baby Boomer generation and an influx of retirees have increased the number of senior citizens in the region.
- The region also has seen substantial growth in its minority population.
- These population changes are bringing new housing, service, medical, and transportation needs to the region.

## DEMOGRAPHIC SHIFTS

*“The region needs services and centers to support aging in place.”*

*“We need more doctors who can speak Spanish to serve our Hispanic population.”*

# DISPERSED DEVELOPMENT PATTERNS & SEPARATION OF LAND USE TYPES



- Land use and zoning regulations have encouraged the separation of land uses.
- The region has a development pattern in which residents must drive to reach workplaces, shopping, doctors' offices, other services, and recreation sites.

**In 2009, the average regional household spent over 52 percent of its monthly income on housing and transportation expenses.**

*“We need more connected communities—schools, jobs, and housing—and integrated neighborhoods, making communities more walkable and not as dependent on cars.”*



# LOSS OF AGRICULTURAL LAND



- Growing production costs, crop changes, and reduced profitability have led to thousands of acres of the region's farmland being sold for suburban development.
- The region is losing sources of locally grown food and open space that provides important environmental benefits.

*“Agricultural land should be seen as a resource to protect and use, not as a nuisance.”*

**The region lost almost 61,000 acres of farmland between 1992 and 2007.**

*“We need more agricultural education. We need to attract a new generation of workers interested in farming.”*



*“It’s difficult to reach retail and grocery stores by any means of transportation other than automobiles.”*

## FEW TRANSPORTATION OPTIONS

- Most areas of the region do not have residential densities that support transit service, so residents have no option other than to drive.
- Riding a bicycle or walking generally is not a choice because employment, commercial, and recreation areas are too far away from most suburban and rural homes.

**The minimum residential density required to support basic bus service is 6-8 dwelling units/acre. The region’s overall density was 1.4 dwelling units/acre in 2010.**





- Choosing where you live usually relates to housing cost, neighborhood services, and cultural preferences.

*“Decent jobs are far away and it requires long travel times [to get to them].”*

**In 2009, almost 43 percent of the region’s workers commuted out of their home county for employment.**

## LOCATION DECISIONS

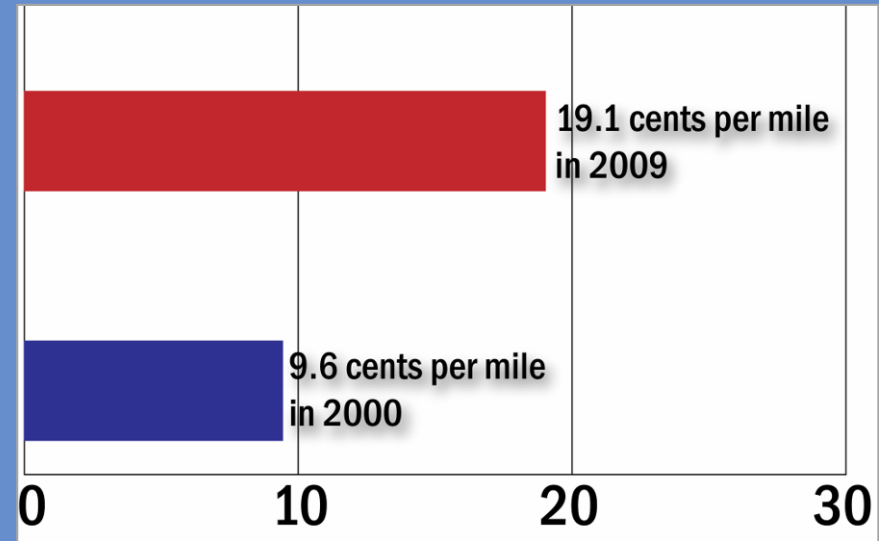
- Many of the region’s lower- and middle-income households only can afford lower-cost units located farther away from employment and commercial areas.
- These households face high transportation costs that affect their ability to purchase needed goods and services.

*“In the future, our cars will be more energy efficient and some will be powered by alternative technologies.”*

## RISING ENERGY COSTS

- The region’s residents, on average, pay more than twice the standard for affordable monthly transportation costs (which is 15 percent of household income).
- This means they have less money to spend each month on housing, food, medical services, clothing and entertainment.
- They also are strongly affected by fluctuating gas prices because they are so auto-dependent.

## Growth in the Average Cost of Auto Use

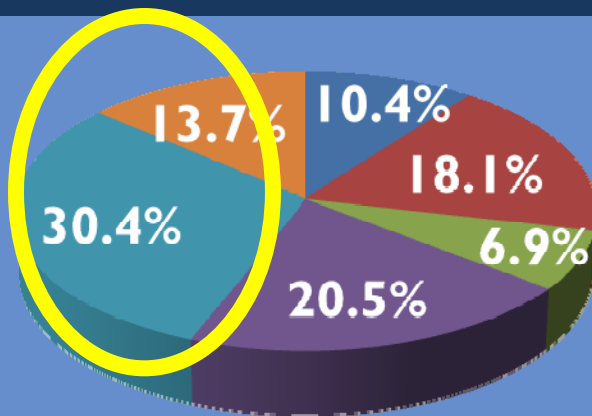


Source: Center for Neighborhood Technology

**In 2009, the average regional household spent 31 percent of its income on transportation expenses. Increases in transportation costs since 2000 have outpaced growth in regional household income.**

- Unemployment is high in the region for workers who did not graduate from high school or have only a high-school education.
- Advancement opportunities for workers may be limited if employers do not invest in job training that would help build employment skills.

**In 2010, 44 percent of the region's working age residents had only a high-school diploma or did not complete high school.**



- Graduate/Professional Degree
- Bachelor's Degree
- Associate's Degree
- Some College; No Degree
- High-School Diploma or Equivalent
- Did Not Graduate High School

## LOW EDUCATIONAL ATTAINMENT, LOW WAGES, & LIMITED JOB ADVANCEMENT OPPORTUNITIES

*“We have to have a better fit between the education/training of students and good available jobs in a changing workforce.”*

*“We need improvement in the quality of schools. Excellence in schools attracts excellence in economic development.”*



*“We need more healthy lifestyle choices (restaurants, grocery stores, etc.) within a better built environment.”*

*“Recreational facilities should be available to all areas and communities.”*

- People often make food choices based on convenience and low cost. This can lead to unhealthy diets.
- Getting regular exercise may be difficult because the region’s physical environment does not support walking to destinations or recreational facilities close to homes.
- Today the region is seeing consequences of these lifestyles: low rates of physical activity, health issues, and associated economic costs.

## FOOD, ACTIVITY, & LIFESTYLE



**Nearly two-thirds of the region’s residents are overweight or obese, and rates of diabetes and cardiovascular disease have grown over the past decade.**

The following agencies are resources that serve all or part of the PlanET five-county region:

- **Knoxville Regional Transportation Planning Organization**
- **East Tennessee Development District**
- **East Tennessee Quality Growth**
- **Knoxville Oak Ridge Innovation Valley**
- **Knoxville Regional Accessible Transportation Coalition**
- **Regional Clean Air Coalition**
- **East Tennessee Community Design Center**
- **University of Tennessee, Center for Business and Economic Research**
- **University of Tennessee, College of Architecture and Design**
- **East Tennessee Green Building Council**
- **Knoxville Area Urban League**
- **Knoxville Leadership Foundation, Neighborhood Housing**
- **Loudon County Economic Development Agency**
- **Knoxville Knox County Community Action Committee**
- **Knox Housing Partnership**
- **Knoxville's Community Development Corporation**
- **Maryville College**
- **Oak Ridge Energy Corridor Coalition**
- **Oak Ridge National Laboratory, Center for Transportation Analysis**
- **Union County Chamber of Commerce**
- **University of Tennessee, Office of Research**
- **East Tennessee Human Resource Agency**
- **Knox County Health Department**
- **Legacy Parks Foundation**



## Join the Conversation

Visit the PlanET website for additional information and to find out how you can participate in the planning process:

[www.planeasttn.org](http://www.planeasttn.org)