



SUBMISSION FORM

All submission forms must include the following information. Separate submission forms must be turned in for each eligible program. **Deadline: July 1, 2023.** Please include this submission form with the electronic entry. If you do not receive an email confirming receipt of your entry within 3 days of submission, please contact [Gage Harter](#).

PROGRAM INFORMATION


County: Roanoke
Program Title: Economic Development GIS Automation
Program Category: Information Technology

CONTACT INFORMATION

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SIGNATURE OF COUNTY ADMINISTRATOR OR DEPUTY/ASSISTANT COUNTY ADMINISTRATOR

Name: Richard Caywood
Title: County Administrator
Signature: Richard Caywood

 Digitally signed by Richard Caywood
DN: cn=Richard Caywood, o=Roanoke County, ou=County Administration,
email=rcaywood@roanokecountyva.gov, c=US
Date: 2023.07.05 10:56:07 -04'00'

EXECUTIVE SUMMARY

Developers and potential employers are looking for feasible locations to meet their specific criteria. Roanoke County's GIS data can help developers determine what type of site is right for their location. GIS staff is often requested to provide data to Economic Development staff to support potential new investors in the County. One frequent request is residential housing development in potential locations.

The goal is to provide Economic Development staff and their interested parties the information they need in a timely and efficient manner. With this new script and process, the amount of time required to provide information is reduced from several days of work to a few hours. GIS staff populate script with necessary locations and generate all needed data for reports and maps. Script also provides framework to create any other analysis which may be required in the future. The project demonstrates the power of GIS to process geographic data from a variety of sources and integrate into a single project, outputting both spreadsheets and maps.

Roanoke County, Virginia

GIS Automation for Potential Economic Development

BRIEF OVERVIEW

Developers and potential employers are looking for feasible locations to meet their specific criteria. Roanoke County's GIS data can help developers determine what type of site is right for their location. GIS staff is often requested to provide data to Economic Development staff to support potential new investors in the County. One frequent request is residential housing development in potential locations. GIS can provide this information maximizing existing GIS data and available GIS software toolsets.

These requests were first a time-consuming manual process of downloading data, using GIS software to query, analyze and display needed data. After several requests, an automated process was developed to provide needed information to the end user in a timely and efficient manner. The project demonstrates the power of GIS to process geographic data from a variety of sources and integrate into a single project outputting both spreadsheets and maps. It allows GIS staff to spend minimum time and provide both Economic Development staff and their interested parties the information they need to make informed decisions.

Roanoke County, Virginia

GIS Automation for Potential Economic Development

THE PROBLEM OR CHALLENGE

GIS Staff is often requested to provide data to Economic Develop staff to support potential new employers in the County. GIS staff needed to assemble requested data in a specified format to support possible development locations. Sometimes these locations are near adjacent localities and data would need to be acquired and integrated into solutions.

The Cities of Roanoke and Salem lie within Roanoke County's borders; the County is also surrounded by five Counties. Each locality was slightly different and data attribution would have to be adjusted for consistency. The data sets would need to be integrated into any results depending on the location of requested sites. Also, various queries and analysis would need to be conducted on parcel, zoning and real estate data. Performing this analysis resulted in many intermediate datasets and made management and replication of the process difficult.

AWARD CRITERIA

Business recruitment is a key activity in promoting economic growth for any County government. It allows Counties to improve their revenue base and secure funding for maintaining services for their residents. Also, quality job creation and reduced unemployment can reduce reliance on various health and human services.

GIS and Economic Development staff work together frequently to facilitate interaction with potential developers and employers. Staff can now quickly provide data to help developers make informed decisions on potential development sites. Collaboration

Roanoke County, Virginia

GIS Automation for Potential Economic Development

between Economic Development and GIS staff with automation is a key tool for providing timely and accurate reports and maps.

SOLUTION

GIS Services staff maintain parcel outlines, address data, street centerlines, and zoning data to create the foundation of GIS in the County of Roanoke. This approach ensures data consistency across the County's various departments and assorted applications.

GIS Services was able to leverage Esri's ArcGIS for Enterprise Platform technology to integrate this GIS foundation with data from surrounding localities and provide a script tool set to efficiently provide necessary reports and maps.

This solution provides a python script to perform data acquisition, attribution, analysis, and map generation. Using Microsoft SQL Server, Esri's ArcGIS Enterprise platform and Python, GIS Services was able to develop a script to pull data from a regionally shared database and other localities' Open Data GIS portals. Appropriate fields were added and data was loaded so each dataset had common fields to use for analysis.

After identifying the potential site, address buffers were created around the site for 1,2,3, and 5 miles. These buffers are used for queries and analysis to create a final dataset. Also, recent and ongoing residential construction was identified by subdivisions, along with current market value and timespan of development for each.

Maps are automatically generated and exported to a PDF format as part of the final results. This final dataset was used to populate spreadsheets for each buffer distance.

Roanoke County, Virginia

GIS Automation for Potential Economic Development

Now, the script allows GIS staff to spend minimum time and provide both Economic Development staff and their interested parties the information they need to make informed decisions.

FINANCES AND STAFFING

The total one-time project cost for the CIP Application was \$2,340 which was used to design, develop, configure, and support this project. The largest project cost in developing the application is personnel time, not including the County's investment in the overall GIS Enterprise infrastructure. A total of 65 personnel hours was used to complete this project. The hours were used to design, develop, configure, and maintain the enterprise GIS resources for the Economic Development Automation script.

As part of the County's overall GIS Enterprise infrastructure, the Esri Small Government Enterprise License Agreement is \$50,000. The license provides unlimited access to ArcGIS for Enterprise software along with technical support from Esri. Other software licenses, such as MS SQL Server and SAP Crystal Reports, total \$5,000 and are essential in implementing this program; these costs are associated with the GIS Enterprise infrastructure.

SUPPLEMENTAL MATERIALS

Please see the attached



ACS Key Population & Household Facts

Ring buffer: 0 - 1 mile radius

Latitude: 37.3506
Longitude: -79.9491

	2017-2021 ACS Estimate	Percent	MOE(±)	Reliability
TOTALS				
Total Population	3,825		236	High
Total Households	1,373		99	High
Housing Units	1,514		96	High
POPULATION 15+ BY MARITAL STATUS				
Total	3,355	100%	210	High
Never married	1,343	40.0%	149	High
Married	1,543	46.0%	112	High
Widowed	163	4.9%	72	Medium
Divorced	306	9.1%	64	Medium
POPULATION 25+ BY EDUCATIONAL ATTAINMENT				
Total	2,443	100%	201	High
No schooling	22	0.9%	71	Low
Nursery School	0	0.0%	0	
Kindergarden	0	0.0%	0	
1st to 4th Grade	0	0.0%	20	
5th to 8th Grade	1	0.0%	15	Low
Some High School	108	4.4%	34	Medium
High School Diploma	525	21.5%	148	Medium
GED	103	4.2%	57	Medium
Some College	526	21.5%	161	Medium
Associates degree	279	11.4%	85	Medium
Bachelors degree	562	23.0%	84	High
Masters degree	222	9.1%	49	Medium
Professional school degree	32	1.3%	14	Medium
Doctorate degree	63	2.6%	35	Medium



ACS Key Population & Household Facts

Ring buffer: 0 - 1 mile radius

Latitude: 37.3506
Longitude: -79.9491

	2017-2021 ACS Estimate	Percent	MOE(±)	Reliability
CIVILIAN EMPLOYED POPULATION 16+ BY OCCUPATION				
Total	1,829	100%	156	High
Management	161	8.8%	33	Medium
Business and financial operations	154	8.4%	59	Medium
Computer and mathematical	37	2.0%	16	Medium
Architecture and engineering	7	0.4%	13	Low
Life, physical, and social science	12	0.7%	20	Low
Community and social services	56	3.1%	19	Medium
Legal	5	0.3%	22	Low
Education, training, and library	224	12.2%	66	Medium
Arts, design, entertainment, sports, and media	46	2.5%	15	Medium
Healthcare practitioner, technologists, and technicians	135	7.4%	34	Medium
Healthcare support	49	2.7%	44	Low
Protective service	21	1.1%	25	Low
Food preparation and serving related	45	2.5%	32	Low
Building and grounds cleaning and maintenance	28	1.5%	28	Low
Personal care and service	36	2.0%	20	Medium
Sales and related	196	10.7%	56	Medium
Office and administrative support	249	13.6%	33	High
Farming, fishing, and forestry	0	0.0%	0	High
Construction and extraction	83	4.5%	28	Medium
Installation, maintenance, and repair	10	0.5%	15	Low
Production	66	3.6%	89	Low
Transportation and material moving	209	11.4%	110	Medium
CIVILIAN EMPLOYED POPULATION 16+ BY INDUSTRY				
Total	1,829	100%	156	High
Agriculture, forestry, fishing and hunting	0	0.0%	0	High
Mining, quarrying, and oil and gas extraction	0	0.0%	0	High
Construction	60	3.3%	29	Medium
Manufacturing	146	8.0%	111	Low
Wholesale trade	101	5.5%	65	Medium
Retail trade	192	10.5%	67	Medium
Transportation and warehousing	94	5.1%	59	Medium
Utilities	51	2.8%	32	Medium
Information	66	3.6%	26	Medium
Finance and insurance	69	3.8%	31	Medium
Real estate and rental and leasing	16	0.9%	12	Low
Professional, scientific, and technical services	83	4.5%	22	Medium
Management of companies and enterprises	0	0.0%	0	High
Administrative and support and waste management services	50	2.7%	28	Medium
Educational services	307	16.8%	69	Medium
Health care and social assistance	365	20.0%	76	Medium
Arts, entertainment, and recreation	10	0.5%	14	Low
Accommodation and food services	100	5.5%	30	Medium
Other services, except public administration	67	3.7%	24	Medium
Public administration	51	2.8%	14	Medium

Source: U.S. Census Bureau, 2017-2021 American Community Survey

Reliability: High Medium Low

March 13, 2023



ACS Key Population & Household Facts

Ring buffer: 0 - 1 mile radius

Latitude: 37.3506
Longitude: -79.9491

	2017-2021			
	ACS Estimate	Percent	MOE(±)	Reliability
HISPANIC OR LATINO ORIGIN BY RACE				
Total	3,825	100%	236	High
Not Hispanic or Latino	3,678	96.2%	244	High
White alone	2,967	77.6%	203	High
Black or African American alone	380	9.9%	101	Medium
American Indian and Alaska Native alone	0	0.0%	0	
Asian alone	120	3.1%	71	Medium
Native Hawaiian and Other Pacific Islander alone	9	0.2%	17	Low
Some other race alone	0	0.0%	0	
Two or more races	201	5.3%	117	Medium
Hispanic or Latino	146	3.8%	107	Low
White alone	42	1.1%	34	Low
Black or African American alone	0	0.0%	0	
American Indian and Alaska Native alone	0	0.0%	0	
Asian alone	0	0.0%	0	
Native Hawaiian and Other Pacific Islander alone	0	0.0%	0	
Some other race alone	99	2.6%	129	Low
Two or more races	5	0.1%	24	Low
RACE				
Total	3,825	100%	236	High
White alone	3,010	78.7%	202	High
Black or African American alone	380	9.9%	101	Medium
American Indian and Alaska Native alone	0	0.0%	0	
Asian alone	120	3.1%	71	Medium
Native Hawaiian and Other Pacific Islander alone	9	0.2%	17	Low
Some other race alone	99	2.6%	129	Low
Two or more races	206	5.4%	114	Medium
TOTAL POPULATION BY AGE				
Total Population	3,825	100%	236	High
Under 5 years	151	3.9%	33	Medium
5 to 9 years	199	5.2%	78	Medium
10 to 14 years	119	3.1%	35	Medium
15 to 19 years	463	12.1%	128	Medium
20 to 24 years	449	11.7%	83	High
25 to 29 years	189	4.9%	77	Medium
30 to 34 years	233	6.1%	64	Medium
35 to 39 years	122	3.2%	27	Medium
40 to 44 years	149	3.9%	37	Medium
45 to 49 years	246	6.4%	51	Medium
50 to 54 years	207	5.4%	60	Medium
55 to 59 years	218	5.7%	36	High
60 to 64 years	284	7.4%	77	Medium
65 to 69 years	308	8.1%	82	Medium
70 to 74 years	200	5.2%	47	Medium
75 to 79 years	126	3.3%	39	Medium
80 to 85 years	79	2.1%	57	Low
85 years and over	84	2.2%	35	Medium



ACS Key Population & Household Facts

Ring buffer: 0 - 1 mile radius

Latitude: 37.3506
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	2017-2021		MOE(±)	Reliability
	ACS Estimate	Percent		
POPULATION BY SEX BY AGE				
Total	3,825	100%	236	
Male Population	1,563	40.9%	171	
Under 5 years	105	2.7%	32	
5 to 9 years	94	2.5%	74	
10 to 14 years	55	1.4%	28	
15 to 19 years	42	1.1%	22	
20 to 24 years	103	2.7%	50	
25 to 29 years	146	3.8%	70	
30 to 34 years	130	3.4%	67	
35 to 39 years	64	1.7%	26	
40 to 44 years	57	1.5%	28	
45 to 49 years	111	2.9%	40	
50 to 54 years	108	2.8%	64	
55 to 59 years	99	2.6%	25	
60 to 64 years	118	3.1%	73	
65 to 69 years	133	3.5%	121	
70 to 74 years	73	1.9%	35	
75 to 79 years	51	1.3%	27	
80 to 85 years	20	0.5%	23	
85 years and over	53	1.4%	34	
Female Population	2,261	59.1%	139	
Under 5 years	47	1.2%	25	
5 to 9 years	104	2.7%	42	
10 to 14 years	64	1.7%	28	
15 to 19 years	421	11.0%	134	
20 to 24 years	347	9.1%	66	
25 to 29 years	42	1.1%	33	
30 to 34 years	104	2.7%	30	
35 to 39 years	58	1.5%	22	
40 to 44 years	92	2.4%	26	
45 to 49 years	135	3.5%	33	
50 to 54 years	98	2.6%	33	
55 to 59 years	119	3.1%	27	
60 to 64 years	166	4.3%	72	
65 to 69 years	175	4.6%	43	
70 to 74 years	127	3.3%	35	
75 to 79 years	75	2.0%	30	
80 to 85 years	58	1.5%	64	
85 years and over	31	0.8%	22	



ACS Key Population & Household Facts

Ring buffer: 0 - 1 mile radius

Latitude: 37.3506
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	2017-2021			
	ACS Estimate	Percent	MOE(±)	Reliability
TOTAL HOUSEHOLDS BY INCOME				
Total	1,373	100%	99	■
Less than \$10,000	34	2.5%	34	■
\$10,000 to \$14,999	21	1.5%	13	■
\$15,000 to \$19,999	33	2.4%	32	■
\$20,000 to \$24,999	61	4.4%	47	■
\$25,000 to \$29,999	80	5.8%	81	■
\$30,000 to \$34,999	89	6.5%	99	■
\$35,000 to \$39,999	17	1.2%	28	■
\$40,000 to \$44,999	37	2.7%	18	■
\$45,000 to \$49,999	33	2.4%	14	■
\$50,000 to \$59,999	83	6.0%	24	■
\$60,000 to \$74,999	191	13.9%	52	■
\$75,000 to \$99,999	222	16.2%	59	■
\$100,000 to \$124,999	191	13.9%	83	■
\$125,000 to \$149,999	77	5.6%	33	■
\$150,000 to \$199,999	66	4.8%	28	■
\$200,000 or more	139	10.1%	97	■
Median Household Income	\$75,776		N/A	■
Average Household Income	\$93,743		\$12,134	■
HOUSEHOLDS WITH HOUSEHOLDER AGE <25 YEARS BY INCOME				
Total	36	100%	58	■
Less than \$10,000	0	0.0%	0	
\$10,000 to \$14,999	0	0.0%	0	
\$15,000 to \$19,999	0	0.0%	0	
\$20,000 to \$24,999	0	0.0%	0	
\$25,000 to \$29,999	10	27.8%	62	■
\$30,000 to \$34,999	7	19.4%	28	■
\$35,000 to \$39,999	0	0.0%	0	
\$40,000 to \$44,999	0	0.0%	0	
\$45,000 to \$49,999	0	0.0%	0	
\$50,000 to \$59,999	0	0.0%	0	
\$60,000 to \$74,999	19	52.8%	70	■
\$75,000 to \$99,999	0	0.0%	0	
\$100,000 to \$124,999	0	0.0%	0	
\$125,000 to \$149,999	0	0.0%	0	
\$150,000 to \$199,999	0	0.0%	0	
\$200,000 or more	0	0.0%	0	
Median Household Income for HHR <25	\$60,789		N/A	■
Average Household Income for HHR <25	N/A		N/A	■



ACS Key Population & Household Facts

Ring buffer: 0 - 1 mile radius

Latitude: 37.3506
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	2017-2021 ACS Estimate	Percent	MOE(±)	Reliability
HOUSEHOLDS WITH HOUSEHOLDER AGE 25-44 YEARS BY INCOME				
Total	329	100%	46	High
Less than \$10,000	4	1.2%	14	Low
\$10,000 to \$14,999	6	1.8%	11	Low
\$15,000 to \$19,999	5	1.5%	19	Low
\$20,000 to \$24,999	0	0.0%	0	
\$25,000 to \$29,999	0	0.0%	0	
\$30,000 to \$34,999	1	0.3%	39	Low
\$35,000 to \$39,999	6	1.8%	18	Low
\$40,000 to \$44,999	12	3.6%	19	Low
\$45,000 to \$49,999	3	0.9%	18	Low
\$50,000 to \$59,999	23	7.0%	20	Low
\$60,000 to \$74,999	29	8.8%	15	Medium
\$75,000 to \$99,999	92	28.0%	87	Low
\$100,000 to \$124,999	57	17.3%	26	Medium
\$125,000 to \$149,999	16	4.9%	28	Low
\$150,000 to \$199,999	22	6.7%	18	Low
\$200,000 or more	53	16.1%	53	Low
Median Household Income for HHr 25-44	\$93,904		N/A	Low
Average Household Income for HHr 25-44	N/A		N/A	Low
HOUSEHOLDS WITH HOUSEHOLDER AGE 45-64 YEARS BY INCOME				
Total	520	100%	84	High
Less than \$10,000	18	3.5%	40	Low
\$10,000 to \$14,999	0	0.0%	3	
\$15,000 to \$19,999	0	0.0%	0	
\$20,000 to \$24,999	6	1.2%	13	Low
\$25,000 to \$29,999	14	2.7%	22	Low
\$30,000 to \$34,999	57	11.0%	111	Low
\$35,000 to \$39,999	0	0.0%	2	
\$40,000 to \$44,999	15	2.9%	20	Low
\$45,000 to \$49,999	9	1.7%	15	Low
\$50,000 to \$59,999	32	6.2%	13	Medium
\$60,000 to \$74,999	81	15.6%	50	Medium
\$75,000 to \$99,999	68	13.1%	28	Medium
\$100,000 to \$124,999	63	12.1%	19	Medium
\$125,000 to \$149,999	43	8.3%	34	Low
\$150,000 to \$199,999	40	7.7%	23	Medium
\$200,000 or more	75	14.4%	89	Low
Median Household Income for HHr 45-64	\$83,833		N/A	Low
Average Household Income for HHr 45-64	N/A		N/A	Low



ACS Key Population & Household Facts

Ring buffer: 0 - 1 mile radius

Latitude: 37.3506
Longitude: -79.9491

	2017-2021			
	ACS Estimate	Percent	MOE(±)	Reliability
HOUSEHOLDS WITH HOUSEHOLDER AGE 65+ BY INCOME				
Total	489	100%	72	
Less than \$10,000	12	2.5%	20	
\$10,000 to \$14,999	14	2.9%	8	
\$15,000 to \$19,999	28	5.7%	37	
\$20,000 to \$24,999	55	11.2%	52	
\$25,000 to \$29,999	57	11.7%	91	
\$30,000 to \$34,999	24	4.9%	13	
\$35,000 to \$39,999	10	2.0%	41	
\$40,000 to \$44,999	10	2.0%	15	
\$45,000 to \$49,999	22	4.5%	19	
\$50,000 to \$59,999	27	5.5%	17	
\$60,000 to \$74,999	61	12.5%	27	
\$75,000 to \$99,999	62	12.7%	22	
\$100,000 to \$124,999	71	14.5%	137	
\$125,000 to \$149,999	19	3.9%	28	
\$150,000 to \$199,999	5	1.0%	11	
\$200,000 or more	10	2.0%	30	
Median Household Income for HHR 65+	\$53,904		N/A	
Average Household Income for HHR 65+	N/A		N/A	

Data Note: N/A means not available.

2017-2021 ACS Estimate: The American Community Survey (ACS) replaces census sample data. Esri is releasing the 2017-2021 ACS estimates, five-year period data collected monthly from January 1, 2017 through December 31, 2021. Although the ACS includes many of the subjects previously covered by the decennial census sample, there are significant differences between the two surveys including fundamental differences in survey design and residency rules.

Margin of error (MOE): The MOE is a measure of the variability of the estimate due to sampling error. MOEs enable the data user to measure the range of uncertainty for each estimate with 90 percent confidence. The range of uncertainty is called the confidence interval, and it is calculated by taking the estimate +/- the MOE. For example, if the ACS reports an estimate of 100 with an MOE of +/- 20, then you can be 90 percent certain the value for the whole population falls between 80 and 120.

Reliability: These symbols represent threshold values that Esri has established from the Coefficients of Variation (CV) to designate the usability of the estimates. The CV measures the amount of sampling error relative to the size of the estimate, expressed as a percentage.

- High Reliability: Small CVs (less than or equal to 12 percent) are flagged green to indicate that the sampling error is small relative to the estimate and the estimate is reasonably reliable.
- Medium Reliability: Estimates with CVs between 12 and 40 are flagged yellow-use with caution.
- Low Reliability: Large CVs (over 40 percent) are flagged red to indicate that the sampling error is large relative to the estimate. The estimate is considered very unreliable.



ACS Key Population & Household Facts

Ring buffer: 1 - 3 mile radius

Latitude: 37.3506
Longitude: -79.9491

	2017-2021 ACS Estimate	Percent	MOE(±)	Reliability
TOTALS				
Total Population	25,885		1,372	High
Total Households	10,676		553	High
Housing Units	11,470		552	High
POPULATION 15+ BY MARITAL STATUS				
Total	21,020	100%	1,040	High
Never married	6,725	32.0%	565	High
Married	9,340	44.4%	483	High
Widowed	1,895	9.0%	330	High
Divorced	3,060	14.6%	360	High
POPULATION 25+ BY EDUCATIONAL ATTAINMENT				
Total	18,525	100%	954	High
No schooling	239	1.3%	113	Medium
Nursery School	7	0.0%	15	Low
Kindergarden	0	0.0%	0	Low
1st to 4th Grade	47	0.3%	35	Low
5th to 8th Grade	247	1.3%	93	Medium
Some High School	1,071	5.8%	218	Medium
High School Diploma	5,355	28.9%	588	High
GED	859	4.6%	248	Medium
Some College	4,166	22.5%	456	High
Associates degree	1,991	10.7%	196	High
Bachelors degree	3,145	17.0%	339	High
Masters degree	1,094	5.9%	217	Medium
Professional school degree	183	1.0%	57	Medium
Doctorate degree	122	0.7%	30	Medium



ACS Key Population & Household Facts

Ring buffer: 1 - 3 mile radius

Latitude: 37.3506
Longitude: -79.9491

	2017-2021 ACS Estimate	Percent	MOE(±)	Reliability
CIVILIAN EMPLOYED POPULATION 16+ BY OCCUPATION				
Total	12,097	100%	743	
Management	1,130	9.3%	374	
Business and financial operations	506	4.2%	93	
Computer and mathematical	295	2.4%	67	
Architecture and engineering	94	0.8%	31	
Life, physical, and social science	23	0.2%	19	
Community and social services	190	1.6%	56	
Legal	30	0.2%	28	
Education, training, and library	834	6.9%	153	
Arts, design, entertainment, sports, and media	240	2.0%	71	
Healthcare practitioner, technologists, and technicians	739	6.1%	180	
Healthcare support	411	3.4%	126	
Protective service	270	2.2%	101	
Food preparation and serving related	441	3.6%	78	
Building and grounds cleaning and maintenance	259	2.1%	112	
Personal care and service	173	1.4%	75	
Sales and related	1,477	12.2%	202	
Office and administrative support	1,885	15.6%	258	
Farming, fishing, and forestry	0	0.0%	0	
Construction and extraction	501	4.1%	160	
Installation, maintenance, and repair	365	3.0%	138	
Production	876	7.2%	179	
Transportation and material moving	1,360	11.2%	221	
CIVILIAN EMPLOYED POPULATION 16+ BY INDUSTRY				
Total	12,097	100%	743	
Agriculture, forestry, fishing and hunting	2	0.0%	10	
Mining, quarrying, and oil and gas extraction	0	0.0%	0	
Construction	586	4.8%	165	
Manufacturing	1,588	13.1%	265	
Wholesale trade	453	3.7%	132	
Retail trade	1,212	10.0%	256	
Transportation and warehousing	815	6.7%	143	
Utilities	266	2.2%	150	
Information	206	1.7%	42	
Finance and insurance	836	6.9%	222	
Real estate and rental and leasing	242	2.0%	139	
Professional, scientific, and technical services	574	4.7%	97	
Management of companies and enterprises	6	0.0%	27	
Administrative and support and waste management services	445	3.7%	132	
Educational services	1,078	8.9%	163	
Health care and social assistance	1,763	14.6%	273	
Arts, entertainment, and recreation	161	1.3%	82	
Accommodation and food services	883	7.3%	136	
Other services, except public administration	385	3.2%	84	
Public administration	596	4.9%	149	

Source: U.S. Census Bureau, 2017-2021 American Community Survey

Reliability: high medium low

March 13, 2023



ACS Key Population & Household Facts

Ring buffer: 1 - 3 mile radius

Latitude: 37.3506
Longitude: -79.9491

	2017-2021 ACS Estimate	Percent	MOE(±)	Reliability
HISPANIC OR LATINO ORIGIN BY RACE				
Total	25,885	100%	1,372	High
Not Hispanic or Latino	23,475	90.7%	1,343	High
White alone	17,950	69.3%	984	High
Black or African American alone	3,649	14.1%	718	High
American Indian and Alaska Native alone	46	0.2%	34	Low
Asian alone	1,011	3.9%	500	Medium
Native Hawaiian and Other Pacific Islander alone	1	0.0%	11	Low
Some other race alone	125	0.5%	152	Low
Two or more races	693	2.7%	149	Medium
Hispanic or Latino	2,410	9.3%	642	Medium
White alone	1,005	3.9%	446	Medium
Black or African American alone	42	0.2%	36	Low
American Indian and Alaska Native alone	0	0.0%	0	
Asian alone	0	0.0%	0	
Native Hawaiian and Other Pacific Islander alone	0	0.0%	0	
Some other race alone	660	2.5%	461	Low
Two or more races	703	2.7%	270	Medium
RACE				
Total	25,885	100%	1,372	High
White alone	18,955	73.2%	1,041	High
Black or African American alone	3,691	14.3%	718	High
American Indian and Alaska Native alone	46	0.2%	34	Low
Asian alone	1,011	3.9%	500	Medium
Native Hawaiian and Other Pacific Islander alone	1	0.0%	11	Low
Some other race alone	786	3.0%	468	Medium
Two or more races	1,396	5.4%	294	Medium
TOTAL POPULATION BY AGE				
Total Population	25,885	100%	1,372	High
Under 5 years	1,752	6.8%	319	High
5 to 9 years	1,580	6.1%	283	High
10 to 14 years	1,533	5.9%	261	High
15 to 19 years	1,179	4.6%	192	High
20 to 24 years	1,316	5.1%	204	High
25 to 29 years	2,144	8.3%	403	High
30 to 34 years	1,595	6.2%	202	High
35 to 39 years	1,533	5.9%	229	High
40 to 44 years	1,361	5.3%	239	High
45 to 49 years	1,302	5.0%	215	High
50 to 54 years	1,367	5.3%	240	High
55 to 59 years	1,856	7.2%	315	High
60 to 64 years	1,802	7.0%	248	High
65 to 69 years	1,567	6.1%	184	High
70 to 74 years	1,618	6.3%	313	High
75 to 79 years	1,034	4.0%	133	High
80 to 85 years	599	2.3%	87	High
85 years and over	745	2.9%	155	Medium



ACS Key Population & Household Facts

Ring buffer: 1 - 3 mile radius

Latitude: 37.3506
Longitude: -79.9491

	2017-2021		MOE(±)	Reliability
	ACS Estimate	Percent		
POPULATION BY SEX BY AGE				
Total	25,885	100%	1,372	
Male Population	12,417	48.0%	756	
Under 5 years	835	3.2%	212	
5 to 9 years	973	3.8%	250	
10 to 14 years	759	2.9%	173	
15 to 19 years	708	2.7%	173	
20 to 24 years	532	2.1%	140	
25 to 29 years	966	3.7%	168	
30 to 34 years	867	3.3%	136	
35 to 39 years	731	2.8%	134	
40 to 44 years	664	2.6%	137	
45 to 49 years	643	2.5%	187	
50 to 54 years	868	3.4%	224	
55 to 59 years	964	3.7%	263	
60 to 64 years	822	3.2%	148	
65 to 69 years	691	2.7%	106	
70 to 74 years	492	1.9%	95	
75 to 79 years	405	1.6%	89	
80 to 85 years	213	0.8%	40	
85 years and over	284	1.1%	101	
Female Population	13,468	52.0%	773	
Under 5 years	917	3.5%	239	
5 to 9 years	607	2.3%	134	
10 to 14 years	774	3.0%	196	
15 to 19 years	471	1.8%	76	
20 to 24 years	784	3.0%	151	
25 to 29 years	1,177	4.5%	367	
30 to 34 years	728	2.8%	151	
35 to 39 years	802	3.1%	186	
40 to 44 years	697	2.7%	198	
45 to 49 years	659	2.5%	105	
50 to 54 years	499	1.9%	104	
55 to 59 years	893	3.4%	176	
60 to 64 years	980	3.8%	197	
65 to 69 years	876	3.4%	148	
70 to 74 years	1,126	4.4%	298	
75 to 79 years	629	2.4%	99	
80 to 85 years	387	1.5%	81	
85 years and over	462	1.8%	119	



ACS Key Population & Household Facts

Ring buffer: 1 - 3 mile radius

Latitude: 37.3506
Longitude: -79.9491

	2017-2021			
	ACS Estimate	Percent	MOE(±)	Reliability
TOTAL HOUSEHOLDS BY INCOME				
Total	10,676	100%	553	🟡
Less than \$10,000	501	4.7%	235	🟡
\$10,000 to \$14,999	331	3.1%	128	🟡
\$15,000 to \$19,999	490	4.6%	121	🟡
\$20,000 to \$24,999	741	6.9%	332	🟡
\$25,000 to \$29,999	472	4.4%	105	🟡
\$30,000 to \$34,999	477	4.5%	90	🟢
\$35,000 to \$39,999	366	3.4%	68	🟢
\$40,000 to \$44,999	268	2.5%	93	🟡
\$45,000 to \$49,999	525	4.9%	122	🟡
\$50,000 to \$59,999	999	9.4%	185	🟢
\$60,000 to \$74,999	1,349	12.6%	271	🟡
\$75,000 to \$99,999	1,246	11.7%	205	🟢
\$100,000 to \$124,999	1,455	13.6%	204	🟢
\$125,000 to \$149,999	640	6.0%	106	🟢
\$150,000 to \$199,999	477	4.5%	106	🟡
\$200,000 or more	339	3.2%	64	🟢
Median Household Income	\$61,485		N/A	🔴
Average Household Income	\$73,956		\$5,090	🟢
HOUSEHOLDS WITH HOUSEHOLDER AGE <25 YEARS BY INCOME				
Total	318	100%	97	🟡
Less than \$10,000	14	4.4%	22	🔴
\$10,000 to \$14,999	16	5.0%	34	🔴
\$15,000 to \$19,999	28	8.8%	36	🔴
\$20,000 to \$24,999	0	0.0%	0	
\$25,000 to \$29,999	32	10.1%	63	🔴
\$30,000 to \$34,999	11	3.5%	26	🔴
\$35,000 to \$39,999	15	4.7%	71	🔴
\$40,000 to \$44,999	0	0.0%	0	
\$45,000 to \$49,999	101	31.8%	117	🔴
\$50,000 to \$59,999	49	15.4%	79	🔴
\$60,000 to \$74,999	31	9.7%	72	🔴
\$75,000 to \$99,999	0	0.0%	0	
\$100,000 to \$124,999	21	6.6%	26	🔴
\$125,000 to \$149,999	0	0.0%	0	
\$150,000 to \$199,999	0	0.0%	0	
\$200,000 or more	0	0.0%	0	
Median Household Income for HHR <25	\$46,667		N/A	🔴
Average Household Income for HHR <25	N/A		N/A	🔴



ACS Key Population & Household Facts

Ring buffer: 1 - 3 mile radius

Latitude: 37.3506
Longitude: -79.9491

	2017-2021			
	ACS Estimate	Percent	MOE(±)	Reliability
HOUSEHOLDS WITH HOUSEHOLDER AGE 25-44 YEARS BY INCOME				
Total	3,315	100%	343	
Less than \$10,000	114	3.4%	66	
\$10,000 to \$14,999	78	2.4%	67	
\$15,000 to \$19,999	112	3.4%	111	
\$20,000 to \$24,999	177	5.3%	135	
\$25,000 to \$29,999	61	1.8%	61	
\$30,000 to \$34,999	106	3.2%	54	
\$35,000 to \$39,999	50	1.5%	20	
\$40,000 to \$44,999	73	2.2%	48	
\$45,000 to \$49,999	100	3.0%	53	
\$50,000 to \$59,999	365	11.0%	122	
\$60,000 to \$74,999	506	15.3%	236	
\$75,000 to \$99,999	603	18.2%	174	
\$100,000 to \$124,999	501	15.1%	116	
\$125,000 to \$149,999	231	7.0%	91	
\$150,000 to \$199,999	115	3.5%	39	
\$200,000 or more	123	3.7%	52	
Median Household Income for HHr 25-44	\$71,925		N/A	
Average Household Income for HHr 25-44	N/A		N/A	
HOUSEHOLDS WITH HOUSEHOLDER AGE 45-64 YEARS BY INCOME				
Total	3,478	100%	337	
Less than \$10,000	256	7.4%	223	
\$10,000 to \$14,999	55	1.6%	40	
\$15,000 to \$19,999	73	2.1%	84	
\$20,000 to \$24,999	34	1.0%	19	
\$25,000 to \$29,999	61	1.8%	30	
\$30,000 to \$34,999	164	4.7%	78	
\$35,000 to \$39,999	105	3.0%	43	
\$40,000 to \$44,999	104	3.0%	69	
\$45,000 to \$49,999	132	3.8%	68	
\$50,000 to \$59,999	298	8.6%	99	
\$60,000 to \$74,999	463	13.3%	123	
\$75,000 to \$99,999	377	10.8%	85	
\$100,000 to \$124,999	625	18.0%	144	
\$125,000 to \$149,999	292	8.4%	53	
\$150,000 to \$199,999	276	7.9%	94	
\$200,000 or more	164	4.7%	39	
Median Household Income for HHr 45-64	\$74,776		N/A	
Average Household Income for HHr 45-64	N/A		N/A	



ACS Key Population & Household Facts

Ring buffer: 1 - 3 mile radius

Latitude: 37.3506
Longitude: -79.9491

	2017-2021 ACS Estimate	Percent	MOE(±)	Reliability
HOUSEHOLDS WITH HOUSEHOLDER AGE 65+ BY INCOME				
Total	3,565	100%	339	High
Less than \$10,000	118	3.3%	36	Medium
\$10,000 to \$14,999	183	5.1%	107	Medium
\$15,000 to \$19,999	277	7.8%	77	Medium
\$20,000 to \$24,999	529	14.8%	304	Medium
\$25,000 to \$29,999	317	8.9%	80	Medium
\$30,000 to \$34,999	196	5.5%	50	Medium
\$35,000 to \$39,999	197	5.5%	56	Medium
\$40,000 to \$44,999	90	2.5%	44	Medium
\$45,000 to \$49,999	193	5.4%	84	Medium
\$50,000 to \$59,999	288	8.1%	65	Medium
\$60,000 to \$74,999	349	9.8%	76	Medium
\$75,000 to \$99,999	266	7.5%	58	Medium
\$100,000 to \$124,999	308	8.6%	94	Medium
\$125,000 to \$149,999	117	3.3%	36	Medium
\$150,000 to \$199,999	86	2.4%	32	Medium
\$200,000 or more	52	1.5%	35	Low
Median Household Income for HHR 65+	\$39,048		N/A	Low
Average Household Income for HHR 65+	N/A		N/A	Low

Data Note: N/A means not available.

2017-2021 ACS Estimate: The American Community Survey (ACS) replaces census sample data. Esri is releasing the 2017-2021 ACS estimates, five-year period data collected monthly from January 1, 2017 through December 31, 2021. Although the ACS includes many of the subjects previously covered by the decennial census sample, there are significant differences between the two surveys including fundamental differences in survey design and residency rules.

Margin of error (MOE): The MOE is a measure of the variability of the estimate due to sampling error. MOEs enable the data user to measure the range of uncertainty for each estimate with 90 percent confidence. The range of uncertainty is called the confidence interval, and it is calculated by taking the estimate +/- the MOE. For example, if the ACS reports an estimate of 100 with an MOE of +/- 20, then you can be 90 percent certain the value for the whole population falls between 80 and 120.

Reliability: These symbols represent threshold values that Esri has established from the Coefficients of Variation (CV) to designate the usability of the estimates. The CV measures the amount of sampling error relative to the size of the estimate, expressed as a percentage.

- High Reliability: Small CVs (less than or equal to 12 percent) are flagged green to indicate that the sampling error is small relative to the estimate and the estimate is reasonably reliable.
- Medium Reliability: Estimates with CVs between 12 and 40 are flagged yellow-use with caution.
- Low Reliability: Large CVs (over 40 percent) are flagged red to indicate that the sampling error is large relative to the estimate. The estimate is considered very unreliable.



ACS Key Population & Household Facts

Ring buffer: 3 - 5 mile radius

Latitude: 37.3506
Longitude: -79.9491

	2017-2021 ACS Estimate	Percent	MOE(±)	Reliability
TOTALS				
Total Population	51,405		2,004	High
Total Households	21,094		759	High
Housing Units	23,546		797	High
POPULATION 15+ BY MARITAL STATUS				
Total	42,480	100%	1,627	High
Never married	16,021	37.7%	1,031	High
Married	17,357	40.9%	658	High
Widowed	3,413	8.0%	395	High
Divorced	5,689	13.4%	488	High
POPULATION 25+ BY EDUCATIONAL ATTAINMENT				
Total	36,615	100%	1,422	High
No schooling	609	1.7%	116	High
Nursery School	0	0.0%	0	
Kindergarden	0	0.0%	0	
1st to 4th Grade	118	0.3%	95	Low
5th to 8th Grade	722	2.0%	188	Medium
Some High School	2,861	7.8%	450	High
High School Diploma	11,203	30.6%	814	High
GED	2,294	6.3%	342	High
Some College	7,017	19.2%	511	High
Associates degree	3,518	9.6%	362	High
Bachelors degree	5,836	15.9%	707	High
Masters degree	1,721	4.7%	195	High
Professional school degree	447	1.2%	131	Medium
Doctorate degree	269	0.7%	147	Medium



ACS Key Population & Household Facts

Ring buffer: 3 - 5 mile radius

Latitude: 37.3506
Longitude: -79.9491

	2017-2021 ACS Estimate	Percent	MOE(±)	Reliability
CIVILIAN EMPLOYED POPULATION 16+ BY OCCUPATION				
Total	24,489	100%	1,165	High
Management	1,517	6.2%	206	High
Business and financial operations	1,112	4.5%	181	High
Computer and mathematical	802	3.3%	313	Medium
Architecture and engineering	266	1.1%	100	Medium
Life, physical, and social science	177	0.7%	138	Low
Community and social services	455	1.9%	141	Medium
Legal	171	0.7%	83	Medium
Education, training, and library	963	3.9%	135	High
Arts, design, entertainment, sports, and media	344	1.4%	109	Medium
Healthcare practitioner, technologists, and technicians	1,087	4.4%	164	High
Healthcare support	1,053	4.3%	216	Medium
Protective service	664	2.7%	152	Medium
Food preparation and serving related	1,524	6.2%	288	High
Building and grounds cleaning and maintenance	1,227	5.0%	308	Medium
Personal care and service	1,006	4.1%	192	High
Sales and related	1,905	7.8%	199	High
Office and administrative support	3,416	13.9%	395	High
Farming, fishing, and forestry	158	0.6%	138	Low
Construction and extraction	1,263	5.2%	387	Medium
Installation, maintenance, and repair	747	3.1%	189	Medium
Production	2,021	8.3%	346	High
Transportation and material moving	2,612	10.7%	310	High
CIVILIAN EMPLOYED POPULATION 16+ BY INDUSTRY				
Total	24,489	100%	1,165	High
Agriculture, forestry, fishing and hunting	34	0.1%	15	Medium
Mining, quarrying, and oil and gas extraction	6	0.0%	9	Low
Construction	1,318	5.4%	393	Medium
Manufacturing	2,805	11.5%	366	High
Wholesale trade	545	2.2%	157	Medium
Retail trade	2,471	10.1%	298	High
Transportation and warehousing	1,951	8.0%	292	High
Utilities	209	0.9%	65	Medium
Information	416	1.7%	93	Medium
Finance and insurance	1,454	5.9%	253	High
Real estate and rental and leasing	254	1.0%	91	Medium
Professional, scientific, and technical services	1,035	4.2%	145	High
Management of companies and enterprises	34	0.1%	27	Low
Administrative and support and waste management services	1,005	4.1%	252	Medium
Educational services	1,523	6.2%	251	High
Health care and social assistance	4,405	18.0%	506	High
Arts, entertainment, and recreation	344	1.4%	97	Medium
Accommodation and food services	1,967	8.0%	304	High
Other services, except public administration	1,439	5.9%	241	High
Public administration	1,276	5.2%	192	High

Source: U.S. Census Bureau, 2017-2021 American Community Survey

Reliability: High Medium Low

March 13, 2023



ACS Key Population & Household Facts

Ring buffer: 3 - 5 mile radius

Latitude: 37.3506
Longitude: -79.9491

	2017-2021 ACS Estimate	Percent	MOE(±)	Reliability
HISPANIC OR LATINO ORIGIN BY RACE				
Total	51,405	100%	2,004	High
Not Hispanic or Latino	48,144	93.7%	1,880	High
White alone	25,989	50.6%	1,141	High
Black or African American alone	18,552	36.1%	1,434	High
American Indian and Alaska Native alone	60	0.1%	42	Low
Asian alone	1,282	2.5%	235	High
Native Hawaiian and Other Pacific Islander alone	52	0.1%	43	Low
Some other race alone	39	0.1%	80	Low
Two or more races	2,171	4.2%	691	Medium
Hispanic or Latino	3,261	6.3%	725	Medium
White alone	1,196	2.3%	384	Medium
Black or African American alone	616	1.2%	333	Medium
American Indian and Alaska Native alone	0	0.0%	0	
Asian alone	63	0.1%	116	Low
Native Hawaiian and Other Pacific Islander alone	0	0.0%	0	
Some other race alone	212	0.4%	157	Low
Two or more races	1,173	2.3%	473	Medium
RACE				
Total	51,405	100%	2,004	High
White alone	27,185	52.9%	1,189	High
Black or African American alone	19,168	37.3%	1,493	High
American Indian and Alaska Native alone	60	0.1%	42	Low
Asian alone	1,345	2.6%	229	High
Native Hawaiian and Other Pacific Islander alone	52	0.1%	43	Low
Some other race alone	251	0.5%	164	Medium
Two or more races	3,345	6.5%	850	Medium
TOTAL POPULATION BY AGE				
Total Population	51,405	100%	2,004	High
Under 5 years	2,950	5.7%	360	High
5 to 9 years	2,963	5.8%	378	High
10 to 14 years	3,012	5.9%	396	High
15 to 19 years	2,854	5.6%	336	High
20 to 24 years	3,010	5.9%	432	High
25 to 29 years	3,816	7.4%	510	High
30 to 34 years	3,595	7.0%	403	High
35 to 39 years	3,128	6.1%	332	High
40 to 44 years	2,799	5.4%	425	High
45 to 49 years	3,638	7.1%	425	High
50 to 54 years	3,025	5.9%	359	High
55 to 59 years	3,862	7.5%	427	High
60 to 64 years	3,094	6.0%	287	High
65 to 69 years	3,236	6.3%	310	High
70 to 74 years	2,596	5.1%	288	High
75 to 79 years	1,517	3.0%	216	High
80 to 85 years	872	1.7%	150	High
85 years and over	1,439	2.8%	290	Medium



ACS Key Population & Household Facts

Ring buffer: 3 - 5 mile radius

Latitude: 37.3506
Longitude: -79.9491

	2017-2021			
	ACS Estimate	Percent	MOE(±)	Reliability
POPULATION BY SEX BY AGE				
Total	51,405	100%	2,004	
Male Population	25,413	49.4%	1,178	
Under 5 years	1,604	3.1%	280	
5 to 9 years	1,549	3.0%	318	
10 to 14 years	1,671	3.3%	340	
15 to 19 years	1,597	3.1%	247	
20 to 24 years	1,471	2.9%	306	
25 to 29 years	1,911	3.7%	329	
30 to 34 years	1,462	2.8%	242	
35 to 39 years	1,580	3.1%	190	
40 to 44 years	1,409	2.7%	363	
45 to 49 years	1,862	3.6%	314	
50 to 54 years	1,663	3.2%	274	
55 to 59 years	1,928	3.8%	304	
60 to 64 years	1,550	3.0%	211	
65 to 69 years	1,606	3.1%	217	
70 to 74 years	1,093	2.1%	187	
75 to 79 years	573	1.1%	123	
80 to 85 years	405	0.8%	88	
85 years and over	479	0.9%	104	
Female Population	25,992	50.6%	1,166	
Under 5 years	1,346	2.6%	226	
5 to 9 years	1,414	2.8%	205	
10 to 14 years	1,341	2.6%	202	
15 to 19 years	1,257	2.4%	218	
20 to 24 years	1,539	3.0%	299	
25 to 29 years	1,905	3.7%	390	
30 to 34 years	2,133	4.1%	324	
35 to 39 years	1,548	3.0%	273	
40 to 44 years	1,390	2.7%	223	
45 to 49 years	1,776	3.5%	286	
50 to 54 years	1,362	2.6%	232	
55 to 59 years	1,934	3.8%	300	
60 to 64 years	1,544	3.0%	186	
65 to 69 years	1,629	3.2%	212	
70 to 74 years	1,503	2.9%	219	
75 to 79 years	944	1.8%	177	
80 to 85 years	467	0.9%	122	
85 years and over	960	1.9%	272	



ACS Key Population & Household Facts

Ring buffer: 3 - 5 mile radius

Latitude: 37.3506
Longitude: -79.9491

	2017-2021			
	ACS Estimate	Percent	MOE(±)	Reliability
TOTAL HOUSEHOLDS BY INCOME				
Total	21,094	100%	759	
Less than \$10,000	1,799	8.5%	333	
\$10,000 to \$14,999	1,138	5.4%	196	
\$15,000 to \$19,999	1,359	6.4%	260	
\$20,000 to \$24,999	1,234	5.9%	296	
\$25,000 to \$29,999	1,309	6.2%	276	
\$30,000 to \$34,999	984	4.7%	202	
\$35,000 to \$39,999	1,100	5.2%	208	
\$40,000 to \$44,999	689	3.3%	125	
\$45,000 to \$49,999	916	4.3%	172	
\$50,000 to \$59,999	1,773	8.4%	283	
\$60,000 to \$74,999	1,604	7.6%	232	
\$75,000 to \$99,999	2,646	12.5%	288	
\$100,000 to \$124,999	2,306	10.9%	337	
\$125,000 to \$149,999	833	3.9%	120	
\$150,000 to \$199,999	826	3.9%	152	
\$200,000 or more	579	2.7%	117	
Median Household Income	\$50,087		N/A	
Average Household Income	\$67,678		\$4,379	
HOUSEHOLDS WITH HOUSEHOLDER AGE <25 YEARS BY INCOME				
Total	822	100%	208	
Less than \$10,000	272	33.1%	141	
\$10,000 to \$14,999	104	12.7%	86	
\$15,000 to \$19,999	33	4.0%	64	
\$20,000 to \$24,999	53	6.4%	49	
\$25,000 to \$29,999	94	11.4%	41	
\$30,000 to \$34,999	5	0.6%	13	
\$35,000 to \$39,999	66	8.0%	64	
\$40,000 to \$44,999	28	3.4%	34	
\$45,000 to \$49,999	29	3.5%	66	
\$50,000 to \$59,999	60	7.3%	93	
\$60,000 to \$74,999	18	2.2%	18	
\$75,000 to \$99,999	30	3.6%	34	
\$100,000 to \$124,999	30	3.6%	19	
\$125,000 to \$149,999	0	0.0%	0	
\$150,000 to \$199,999	0	0.0%	0	
\$200,000 or more	0	0.0%	0	
Median Household Income for HHR <25	\$20,158		N/A	
Average Household Income for HHR <25	N/A		N/A	



ACS Key Population & Household Facts

Ring buffer: 3 - 5 mile radius

Latitude: 37.3506
Longitude: -79.9491

	2017-2021 ACS Estimate	Percent	MOE(±)	Reliability
HOUSEHOLDS WITH HOUSEHOLDER AGE 25-44 YEARS BY INCOME				
Total	6,254	100%	508	High
Less than \$10,000	266	4.3%	156	Medium
\$10,000 to \$14,999	351	5.6%	99	Medium
\$15,000 to \$19,999	273	4.4%	82	Medium
\$20,000 to \$24,999	155	2.5%	89	Medium
\$25,000 to \$29,999	277	4.4%	79	Medium
\$30,000 to \$34,999	319	5.1%	145	Medium
\$35,000 to \$39,999	229	3.7%	118	Medium
\$40,000 to \$44,999	120	1.9%	42	Medium
\$45,000 to \$49,999	195	3.1%	75	Medium
\$50,000 to \$59,999	673	10.8%	218	Medium
\$60,000 to \$74,999	674	10.8%	179	Medium
\$75,000 to \$99,999	1,144	18.3%	218	High
\$100,000 to \$124,999	923	14.8%	263	Medium
\$125,000 to \$149,999	310	5.0%	87	Medium
\$150,000 to \$199,999	193	3.1%	90	Medium
\$200,000 or more	153	2.4%	64	Medium
Median Household Income for HHr 25-44	\$65,219		N/A	Low
Average Household Income for HHr 25-44	N/A		N/A	Low
HOUSEHOLDS WITH HOUSEHOLDER AGE 45-64 YEARS BY INCOME				
Total	7,505	100%	508	High
Less than \$10,000	677	9.0%	154	Medium
\$10,000 to \$14,999	315	4.2%	106	Medium
\$15,000 to \$19,999	445	5.9%	166	Medium
\$20,000 to \$24,999	486	6.5%	221	Medium
\$25,000 to \$29,999	470	6.3%	204	Medium
\$30,000 to \$34,999	192	2.6%	54	Medium
\$35,000 to \$39,999	325	4.3%	108	Medium
\$40,000 to \$44,999	304	4.1%	82	Medium
\$45,000 to \$49,999	374	5.0%	121	Medium
\$50,000 to \$59,999	517	6.9%	104	Medium
\$60,000 to \$74,999	370	4.9%	104	Medium
\$75,000 to \$99,999	960	12.8%	181	High
\$100,000 to \$124,999	944	12.6%	195	Medium
\$125,000 to \$149,999	370	4.9%	71	High
\$150,000 to \$199,999	452	6.0%	123	Medium
\$200,000 or more	302	4.0%	50	High
Median Household Income for HHr 45-64	\$52,823		N/A	Low
Average Household Income for HHr 45-64	N/A		N/A	Low



ACS Key Population & Household Facts

Ring buffer: 3 - 5 mile radius

Latitude: 37.3506
Longitude: -79.9491

	2017-2021 ACS Estimate	Percent	MOE(±)	Reliability
HOUSEHOLDS WITH HOUSEHOLDER AGE 65+ BY INCOME				
Total	6,513	100%	454	High
Less than \$10,000	584	9.0%	214	Medium
\$10,000 to \$14,999	368	5.7%	119	Medium
\$15,000 to \$19,999	608	9.3%	189	Medium
\$20,000 to \$24,999	540	8.3%	175	Medium
\$25,000 to \$29,999	468	7.2%	168	Medium
\$30,000 to \$34,999	468	7.2%	132	Medium
\$35,000 to \$39,999	479	7.4%	116	Medium
\$40,000 to \$44,999	237	3.6%	81	Medium
\$45,000 to \$49,999	319	4.9%	102	Medium
\$50,000 to \$59,999	523	8.0%	123	Medium
\$60,000 to \$74,999	541	8.3%	104	High
\$75,000 to \$99,999	511	7.8%	88	High
\$100,000 to \$124,999	409	6.3%	81	Medium
\$125,000 to \$149,999	153	2.3%	51	Medium
\$150,000 to \$199,999	181	2.8%	51	Medium
\$200,000 or more	124	1.9%	83	Low
Median Household Income for HHR 65+	\$37,128		N/A	Low
Average Household Income for HHR 65+	N/A		N/A	Low

Data Note: N/A means not available.

2017-2021 ACS Estimate: The American Community Survey (ACS) replaces census sample data. Esri is releasing the 2017-2021 ACS estimates, five-year period data collected monthly from January 1, 2017 through December 31, 2021. Although the ACS includes many of the subjects previously covered by the decennial census sample, there are significant differences between the two surveys including fundamental differences in survey design and residency rules.

Margin of error (MOE): The MOE is a measure of the variability of the estimate due to sampling error. MOEs enable the data user to measure the range of uncertainty for each estimate with 90 percent confidence. The range of uncertainty is called the confidence interval, and it is calculated by taking the estimate +/- the MOE. For example, if the ACS reports an estimate of 100 with an MOE of +/- 20, then you can be 90 percent certain the value for the whole population falls between 80 and 120.

Reliability: These symbols represent threshold values that Esri has established from the Coefficients of Variation (CV) to designate the usability of the estimates. The CV measures the amount of sampling error relative to the size of the estimate, expressed as a percentage.

- High Reliability: Small CVs (less than or equal to 12 percent) are flagged green to indicate that the sampling error is small relative to the estimate and the estimate is reasonably reliable.
- Medium Reliability: Estimates with CVs between 12 and 40 are flagged yellow-use with caution.
- Low Reliability: Large CVs (over 40 percent) are flagged red to indicate that the sampling error is large relative to the estimate. The estimate is considered very unreliable.

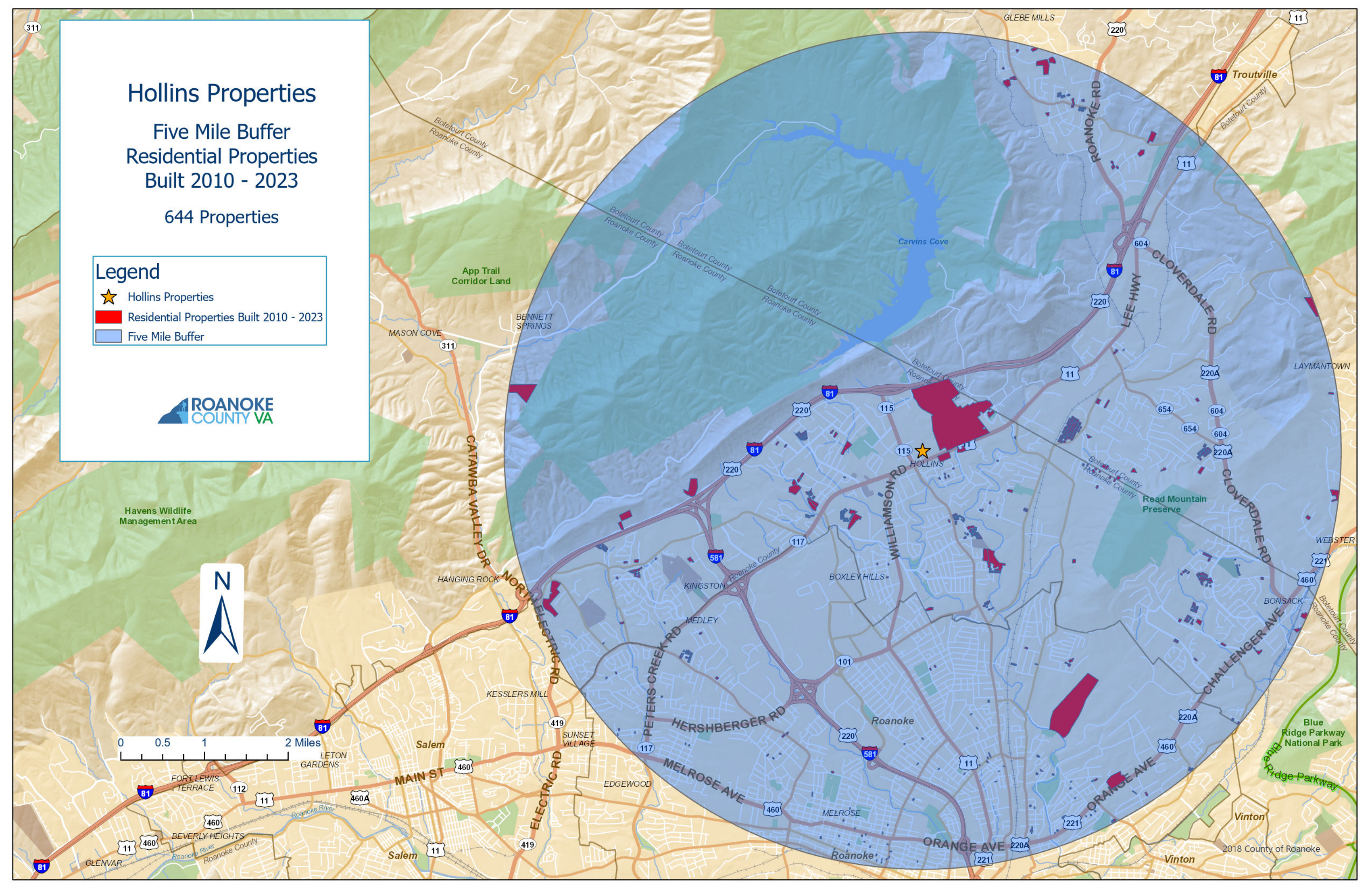
Hollins Properties

Five Mile Buffer
Residential Properties
Built 2010 - 2023

644 Properties

Legend

- ★ Hollins Properties
- Residential Properties Built 2010 - 2023
- Five Mile Buffer



Residential Status Report

Map #	Ref #	Name of Development	Latitude	Longitude	Development Commencement Date	Buildout # of Units	Units Constructed 2010 - 2021	Current # of Units	# of Units Under Construction	Typical Package Price
5 Mile	1	Botetourt County, City of Roanoke and Salem Parcels with no Subdivision Data					441			
5 Mile	3	Aprils Meadow	37.32038498	-79.86338806	2022	3	1	2	1	311k
5 Mile	4	Autumn Drive	37.3056488	-79.882164	2019	7	2	6	1	111k
5 Mile	5	Barrens Village	37.35322952	-79.96773529	2019	1	1	1		292k
5 Mile	6	Belle Haven	37.35061264	-79.97631073	2018	19	3	19		64k
5 Mile	7	Bellevue Estates	37.34539032	-79.91269684	2010	4	1	4		120k
5 Mile	8	Boxley Hills	37.32653427	-79.95680237	2014	6	1	6		39k
5 Mile	9	Buckland South	37.35318756	-79.97472382	2016	43	30	30	13	313k
5 Mile	10	Captains Grove	37.33193207	-79.95883942	2016	5	2	5		98k
5 Mile	11	Carriage Park	37.34235382	-79.97225952	2011	16	11	14	2	309k
5 Mile	12	Charleston Estates	37.32447052	-79.93414307	2010	20	9	16	4	212k
5 Mile	13	Cottages At Stonelyn	37.34298325	-79.95780182	2012	7	7	7		261k
5 Mile	14	Glen Haven	37.3164711	-80.01737976	2010	3	1	2	1	153k
5 Mile	15	Green Ridge Court	37.33301544	-80.01805878	2010	23	20	22	1	185k
5 Mile	16	Green Ridge Place	37.32019424	-80.01346588	1999	2	1	2		171k
5 Mile	17	Green Tree	37.32897568	-80.01074219	2014	8	7	8		311k
5 Mile	18	Hollins Gardens	37.34915161	-79.94278717	2020	8	1	7	1	39k
5 Mile	19	Keswick Court	37.3286705	-79.88619995	2011	6	6	6		329k
5 Mile	20	Meadewood	37.34399414	-79.92966461	2018	4	1	4		97k
5 Mile	21	Millers Landing	37.34902954	-79.93251038	2010	2	1	2		207k
5 Mile	22	Mountain Meadows Estates	37.30707169	-79.87812805	2015	4	2	4		111k
5 Mile	23	Nicholas Hills	37.32021332	-80.00419617	2011	1	1	1		330k
5 Mile	24	North Lakes	37.32822418	-80.00993347	2012	10	5	10		164k
5 Mile	25	Otterview Gardens	37.35372925	-79.96850586	2020	4	1	4		118k
5 Mile	26	Starmount	37.3454361	-79.96499634	2022	7	1	6	1	73k
5 Mile	27	Stokes Manor	37.33153534	-79.93289948	2010	22	14	21	1	243k
5 Mile	28	Stonegate	37.34552383	-79.90553284	2012	7	3	7		291k
5 Mile	29	Summerdean	37.34423065	-79.93271637	2011	35	4	33	2	41k
5 Mile	30	Summerdean Gardens	37.34051132	-79.93583679	2013	8	4	6	2	193k
5 Mile	31	Summerdean Heights	37.33967972	-79.93238068	2011	1	1	1		239k
5 Mile	32	Sun Valley	37.32834244	-79.95037842	1999	15	1	15		62k
5 Mile	33	The Orchards	37.32894516	-79.88782501	2010	43	28	34	9	368k
5 Mile	34	THE VILLAGE AT TINKER CREEK	37.33631516	-79.93697357	2017	72	35	54	18	224k
5 Mile	35	Timber Ridge	37.33053207	-80.00695801	2011	2	1	2		141k
5 Mile	36	Village At Stonegate	37.34842682	-79.91342926	2010	17	6	17		204k
5 Mile	37	Village Green	37.33929062	-79.96515656	2011	134	84	123	11	141k
5 Mile	38	Villages At Tinker Creek	37.33946991	-79.94056702	2010	58	43	56	2	215k
5 Mile	39	Villas Of The Valley	37.33924103	-79.97341919	2010	32	31	32		163k
5 Mile	40	Wedgwood	37.32191086	-79.89065552	2014	20	15	19	1	260k
5 Mile	41	WEDGWOOD	37.32191086	-79.89065552	2017	19	12	19		322k
5 Mile	42	Wisteria Place	37.33061218	-79.89131927	2018	11	5	5	6	463k
						709	844	632	77	