

2019 Comprehensive Economic Development Strategy



Serving Carteret, Craven, Duplin, Greene, Jones, Lenoir, Onslow, Pamlico, and Wayne Counties

Supported by the Economic Development Administration

Member Governments	2
Introduction	4
County and Regional Profiles	5
SWOT Analysis	36
Strategic Direction and Action Plan	37
Evaluation Framework	42

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This Comprehensive Economic Development Strategy (CEDS) was developed by Eastern Carolina Council (ECC) with assistance from the region's economic developers and member governments. ECC's region consists of nine counties and 62 municipalities. The geography of the region varies significantly from rural agriculture to urbanizing areas and coastal tourist towns. This diversity creates a challenge when developing region-wide initiatives. By seeking broad input from governments in our region, we sought to identify common and/or universal needs. This document should be used as a plan of action for both ECC and our member governments. Activities identified should be included in departmental work plans. The success of this CEDS will be evaluated annually and the document will be updated and amended to ensure work plans are aligned with the changing needs within the region.

The following profile sheets offer a broad overview of the population and economic conditions for the region and each of our counties. By looking at population trends, educational attainment, tourism spending, agriculture, housing, and overall economic factors, we can begin to identify factors that informed the SWOT analysis and Action Plan that follows. One identified factor was the concentration of population in the oldest age brackets. Because of its significance to the region's future, we included population pyramids illustrating this trend separate from the profile sheets. The top-heavy population profile illustrates an aging population with low birth rates. It also illustrates in-migration of retirees and out-migration of the young. These trends present specific challenges with workforce availability and social service providers, which will be addressed below.

Source: https://datavizcatalogue.com/methods/population_pyramid.html

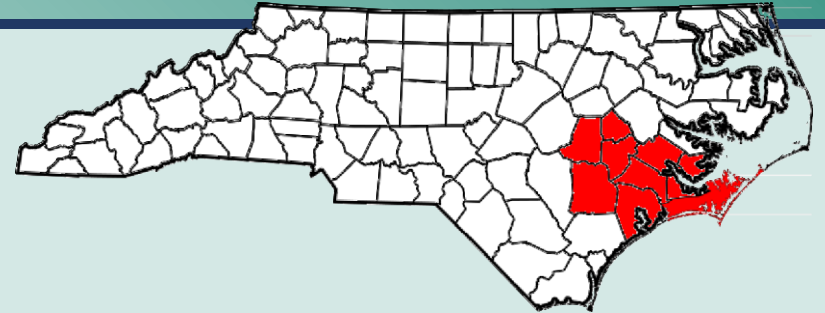
EASTERN CAROLINA COUNCIL REGION

POPULATION^{1,5}



2019 Population Statistics

% Male:	Median Age:	2010 Census:
49%	41	633,028
% Female:	Ages 18-34:	2019 Estimate:
50%	162,857	662,583
% Minority:	Ages 35-64:	2025 Projection:
27%	227,227	684,026
	Ages 65+:	2030 Projection:
	107,425	699,397



TOURISM⁸

Visitor Spending (Millions):
\$1,121.32

Tax Revenue (Millions):
\$101.72



EDUCATION³

Percent High School:
83%

Percent Bachelor's:
10%

Percent Associate's:
18%

Percent Master & Above:
12%

AGRICULTURE²

Revenue from Agritourism:
\$2,342,000


Number of Farms:
2,984

Direct to Consumer Sales:
\$3,296,000

Acres of Farms:
910,981

Value of Animal Products:
\$2,427,492,000



USING⁶


Median Home Value:
\$117,000

Occupied Housing Units:
243,074

Vacancy Rate:
19%

Rental Rate:
34%

Average Monthly Rental Rate:
\$754




LARGEST INDUSTRIES PERCENTAGE OF ECONOMY⁶

Retail Trade	15.37%
Health Care and Social Assistance	15.26%
Accommodation and Food Services	10.53%
Manufacturing	9.23%
Public Administration	7.17%

7

ECONOMICS^{4,6,7}



Total Number of Jobs:
251,064

Inflow of Workers:
87,573

Live and Work in Region:
99,798

Outflow of Workers:
118,948

Average Retail Trade Industry Pay:
\$485.30

Average Health Care and Social Assistance Industry Pay:
\$757.78

Average Accommodation and Food Services Industry Pay:
\$289.17

Average Manufacturing Industry Pay:
\$799.67

Average Public Administration Industry Pay:
\$886.83

Median Household Income:
\$41,766


Per Capita Income:
\$209,341

% Families Below Poverty Level:
14%

Labor Force Participation:
59%

Unemployment Rate:
9%

Food Insecurity Rate:
18%



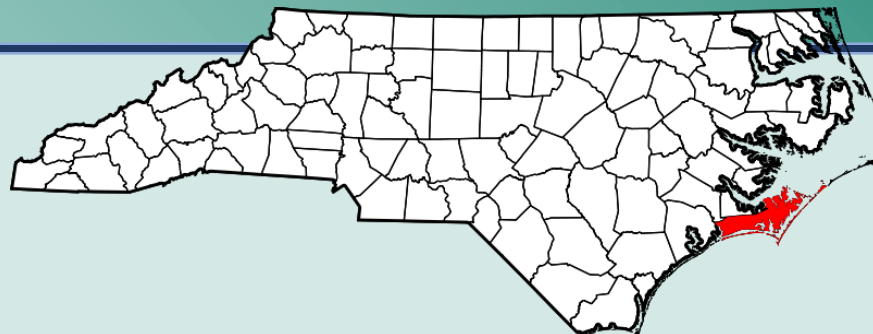
CARTERET COUNTY

POPULATION^{1,5}



2019 Population Statistics

% Male:	Median Age:	2010 Census:
49%	48	66,469
% Female:	Ages 18-34:	2019 Estimate:
50%	12,992	71,084
% Minority:	Ages 35-64:	2025 Projection:
10%	28,142	74,244
	Ages 65+:	2030 Projection:
	17,911	76,957



TOURISM⁸

Visitor Spending (Millions):
\$377.05

Tax Revenue (Millions):
\$39.13



EDUCATION³

Percent High School:	Percent Bachelor's:
91%	27%
Percent Associate's:	Percent Master & Above:
11%	11%

AGRICULTURE²

Revenue from Agritourism:
No Data


Number of Farms:
158

Direct to Consumer Sales:
\$439,000

Acres of Farms:
62,764

Value of Animal Products:
\$497,000



 USING⁶

Median Home Value:
\$197,700

Occupied Housing Units:
30,000


Vacancy Rate:
40%

Rental Rate:
27%

Average Monthly Rental Rate:
\$864



ECONOMICS^{4,6,7}



Total Number of Jobs:
30,386

Inflow of Workers:
8,130

Live and Work in County:
13,497

Outflow of Workers:
12,413

Average Retail Trade Industry Pay:
\$491

Average Accommodation and Food Services Industry Pay:
\$336

Average Health Care and Social Assistance Industry Pay:
\$925

Average Public Administration Industry Pay:
\$803

Average Educational Services Industry Pay:
\$788

Median Household Income:
\$51,584


Per Capita Income:
\$30,903

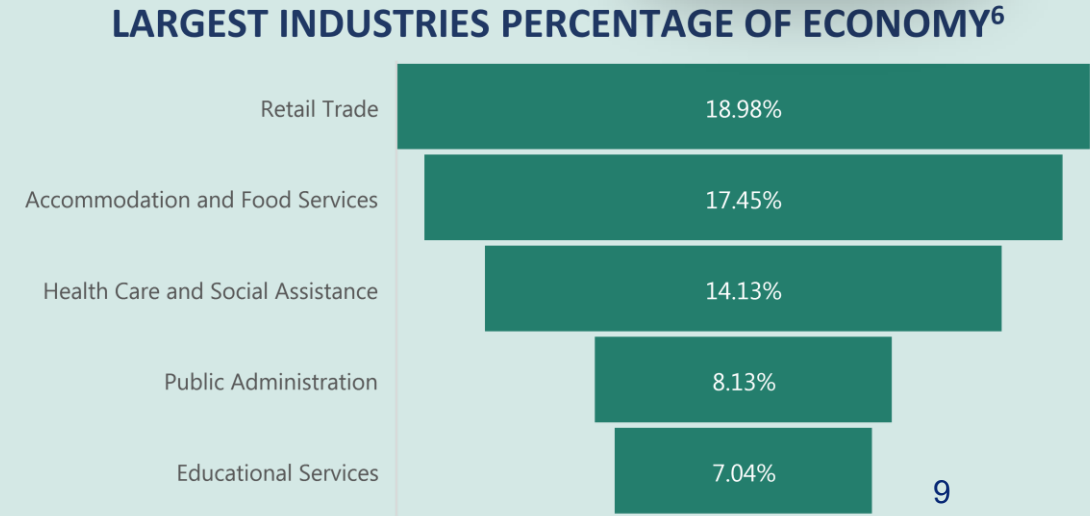
% Families Below Poverty Level:
9%

Labor Force Participation:
58%

Unemployment Rate:
5%

Food Insecurity Rate:
12%





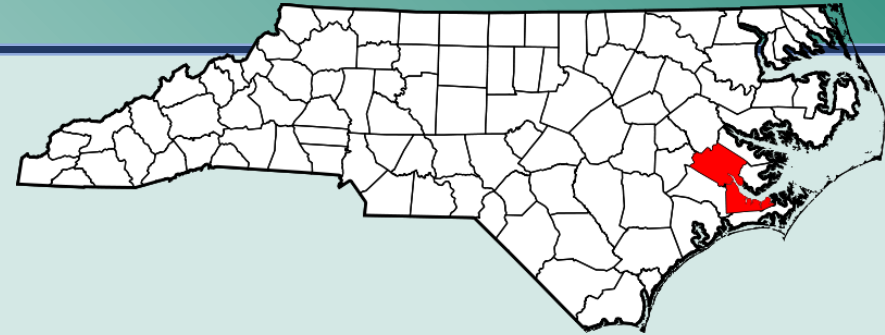
CRAVEN COUNTY

POPULATION^{1,5}



2019 Population Statistics

% Male:	Median Age:	2010 Census:
49%	36	103,505
% Female:	Ages 18-34:	2019 Estimate:
51%	23,529	103,580
% Minority:	Ages 35-64:	2025 Projection:
30%	35,638	103,609
	Ages 65+:	2030 Projection:
	17,884	103,616



TOURISM⁸

Visitor Spending (Millions):
\$149.15

Tax Revenue (Millions):
\$11.38



EDUCATION³

Percent High School: 88%	Percent Bachelor's: 24%
Percent Associate's: 11%	Percent Master & Above: 9%

AGRICULTURE²

Revenue from Agritourism:
No Data


Number of Farms:
245

Direct to Consumer Sales:
\$636,000

Acres of Farms:
81,360

Value of Animal Products:
\$34,830,000



 USING⁶

Median Home Value:
\$156,500

Occupied Housing Units:
40,571


Vacancy Rate:
13%

Rental Rate:
37%

Average Monthly Rental Rate:
\$871



ECONOMICS^{4,6,7}



Total Number of Jobs:
39,784

Inflow of Workers:
14,457

Live and Work in County:
18,382

Outflow of Workers:
17,533

Average Health Care and Social Assistance Industry Pay:
\$903

Average Public Administration Industry Pay:
\$1,212

Average Retail Trade Industry Pay:
\$518

Average Accommodation and Food Services Industry Pay:
\$292

Average Manufacturing Industry Pay:
\$1,072

Median Household Income:
\$49,391


Per Capita Income:
\$26,830

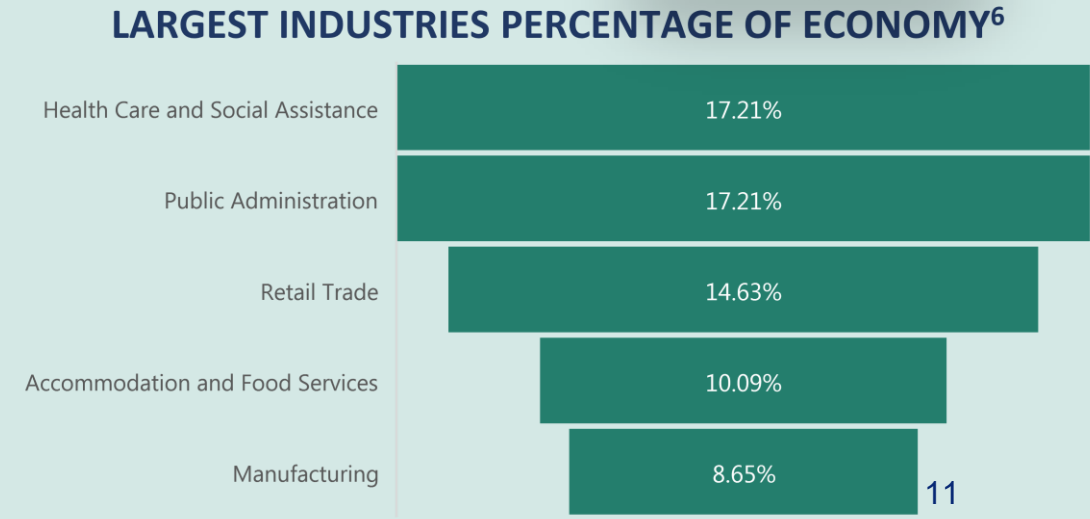
% Families Below Poverty Level:
10%

Labor Force Participation:
62%

Unemployment Rate:
8%

Food Insecurity Rate:
14%





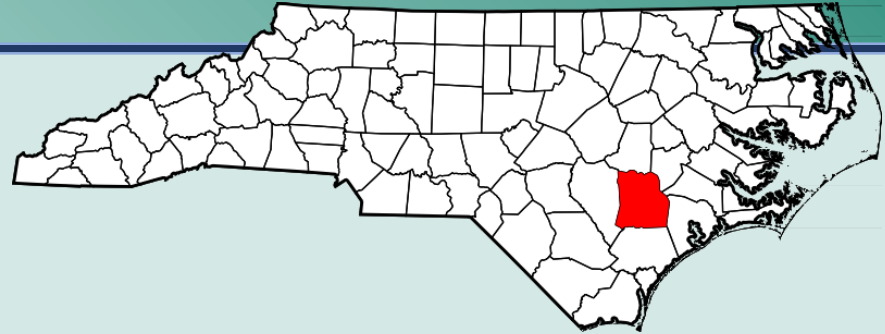
DUPLIN COUNTY

POPULATION^{1,5}



2019 Population Statistics

% Male:	Median Age:	2010 Census:
49%	39	58,505
% Female:	Ages 18-34:	2019 Estimate:
51%	12,860	59,429
% Minority:	Ages 35-64:	2025 Projection:
29%	21,869	58,369
	Ages 65+:	2030 Projection:
	10,673	57,655



TOURISM⁸

Visitor Spending (Millions):
\$43.38

Tax Revenue (Millions):
\$3.93



EDUCATION³

Percent High School: 73%	Percent Bachelor's: 11%
Percent Associate's: 9%	Percent Master & Above: 3%

AGRICULTURE²

Revenue from Agritourism:
\$302,000


Number of Farms:
820

Direct to Consumer Sales:
\$1,185,000

Acres of Farms:
243,098

Value of Animal Products:
\$1,163,900,000



USING⁶


Median Home Value:
\$88,800

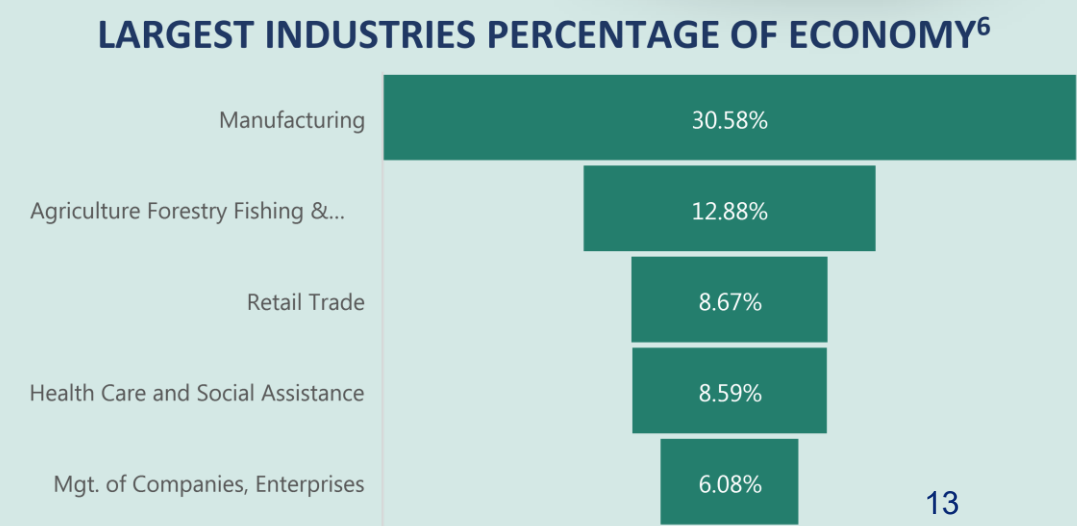
Occupied Housing Units:
21,669

Vacancy Rate:
16%


Rental Rate:
30%

Average Monthly Rental Rate:
\$640





ECONOMICS^{4,6,7}



Total Number of Jobs:
23,866

Inflow of Workers:
11,190

Live and Work in County:
7,730

Outflow of Workers:
12,606

Average Manufacturing Industry Pay:
\$718

Average Agriculture/Forestry/Fishing/Hunting Industry Pay:
\$625

Average Retail Trade Industry Pay:
\$479

Average Health Care and Social Assistance Industry Pay:
\$667

Average Mgt. of Companies, Enterprises Industry Pay:
\$1,197

Median Household Income:
\$36,679

Per Capita Income:
\$18,529

% Families Below Poverty Level:
18%

Labor Force Participation:
59%

Unemployment Rate:
9%

Food Insecurity Rate:
21%



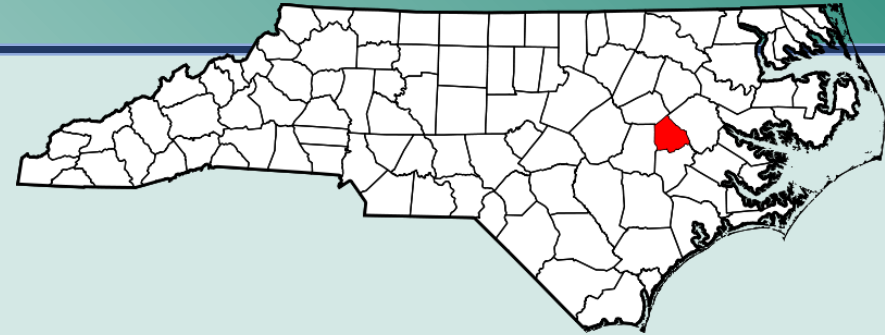
GREENE COUNTY

POPULATION^{1,5}



2019 Population Statistics

% Male:	Median Age:	2010 Census:
54%	41	21,362
% Female:	Ages 18-34:	2019 Estimate:
46%	4,588	21,301
% Minority:	Ages 35-64:	2025 Projection:
40%	8,786	21,298
	Ages 65+:	2030 Projection:
	3,540	21,300



TOURISM⁸

Visitor Spending (Millions):
\$6.11

Tax Revenue (Millions):
\$0.56



EDUCATION³

Percent High School:	Percent Bachelor's:
75%	10%
Percent Associate's:	Percent Master & Above:
10%	3%

AGRICULTURE²

Revenue from Agritourism:
No Data

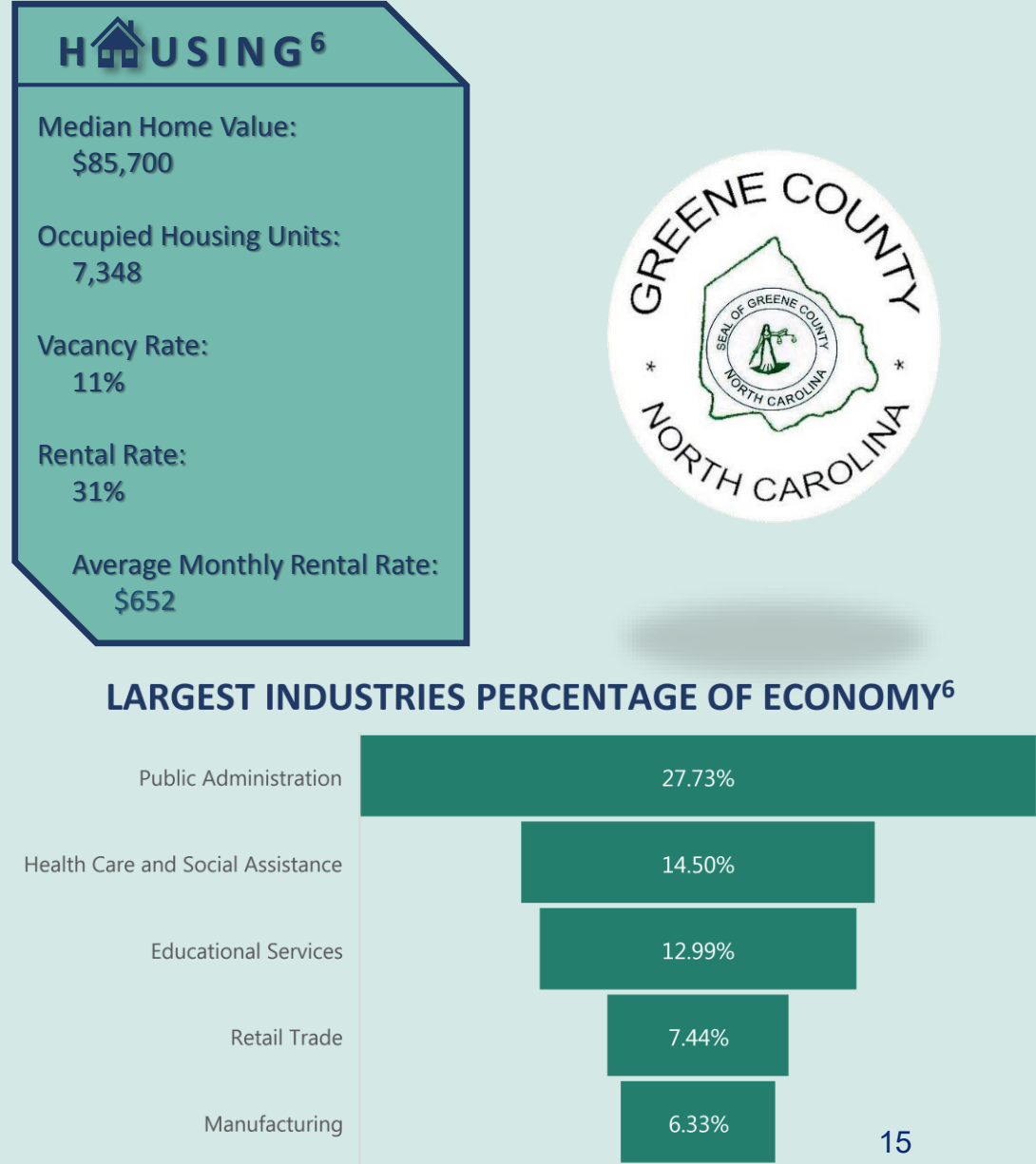
Number of Farms:
207

Direct to Consumer Sales:
\$49,000

Acres of Farms:
83,322



Value of Animal Products:
\$172,469,000



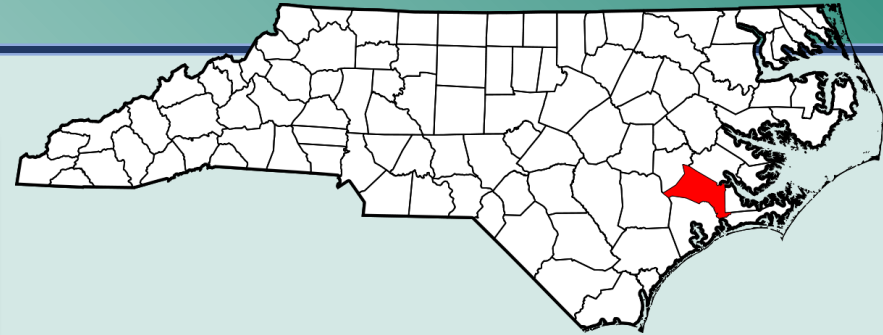
JONES COUNTY

POPULATION^{1,5}



2019 Population Statistics

% Male:	Median Age:	2010 Census:
48%	43	10,153
% Female:	Ages 18-34:	2019 Estimate:
52%	2,146	10,102
% Minority:	Ages 35-64:	2025 Projection:
32%	3,819	10,099
	Ages 65+:	2030 Projection:
	2,173	10,100



TOURISM⁸

Visitor Spending (Millions):
\$4.39

Tax Revenue (Millions):
\$0.41



EDUCATION³

Percent High School:	Percent Bachelor's:
82%	14%
Percent Associate's:	Percent Master & Above:
8%	3%

AGRICULTURE²

Revenue from Agritourism: No Data


Number of Farms: 177

Direct to Consumer Sales:
\$60,000

Acres of Farms:
65,649

Value of Animal Products:
\$184,059,000



 **USING⁶**

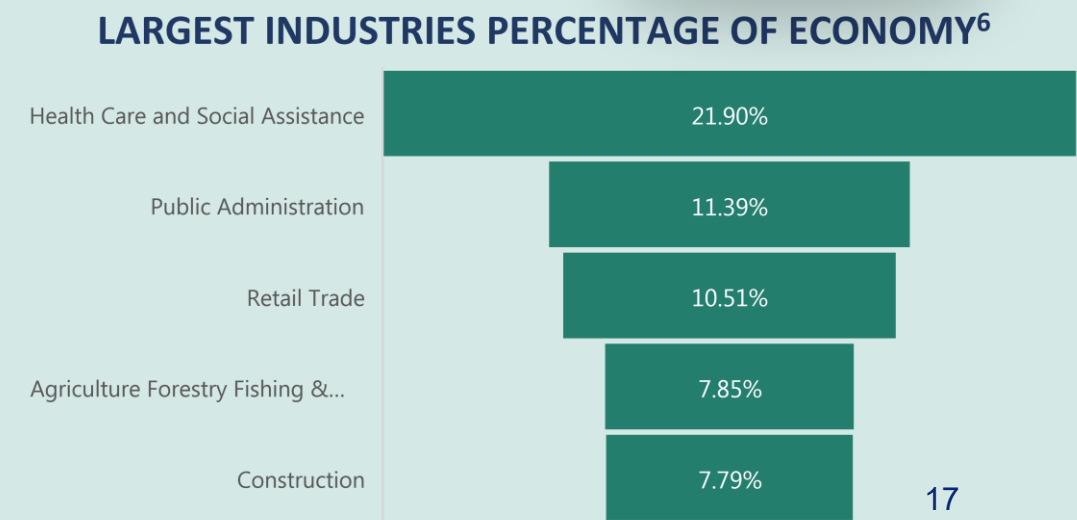
Median Home Value:
\$92,700

Occupied Housing Units:
4,148


Vacancy Rate:
16%

Rental Rate:
27%

Average Monthly Rental Rate:
\$621



ECONOMICS^{4,6,7}



Total Number of Jobs:
4,195

Inflow of Workers:
945

Live and Work in County:
513

Outflow of Workers:
3,139

Average Health Care and Social Assistance Industry Pay:
\$862

Average Public Administration Industry Pay:
\$685

Average Retail Trade Industry Pay:
\$449

Average Agriculture/Forestry/Fishing/Hunting Industry Pay:
\$665

Average Construction Industry Pay:
\$678

Median Household Income:
\$37,256


Per Capita Income:
\$21,058

% Families Below Poverty Level:
21%

Labor Force Participation:
55%

Unemployment Rate:
12%

Food Insecurity Rate:
22%



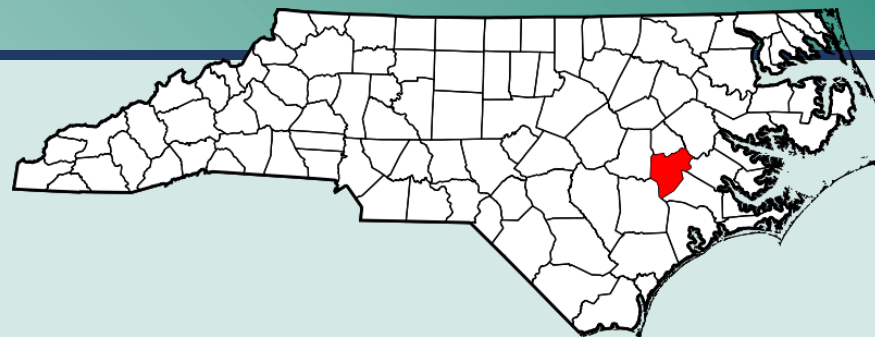
LENOIR COUNTY

POPULATION^{1,5}



2019 Population Statistics

% Male:	Median Age:	2010 Census:
48%	42	59,495
% Female:	Ages 18-34:	2019 Estimate:
52%	11,838	57,118
% Minority:	Ages 35-64:	2025 Projection:
45%	21,467	56,429
	Ages 65+:	2030 Projection:
	11,362	55,855



TOURISM⁸

Visitor Spending (Millions):
\$93.48

Tax Revenue (Millions):
\$7.02



EDUCATION³

Percent High School: 80%	Percent Bachelor's: 14%
Percent Associate's: 11%	Percent Master & Above: 5%

AGRICULTURE²

Revenue from Agritourism: \$7,000


Number of Farms:
386

Direct to Consumer Sales:
\$666,000

Acres of Farms:
113,708

Value of Animal Products:
\$238,137,000



 USING⁶

Median Home Value:
\$93,500

Occupied Housing Units:
23,263


Vacancy Rate:
16%

Rental Rate:
40%

Average Monthly Rental Rate:
\$690



ECONOMICS^{4,6,7}



Total Number of Jobs:
26,753

Inflow of Workers:
15,671

Live and Work in County:
10,327

Outflow of Workers:
13,015

Average Manufacturing Industry Pay:
\$786

Average Health Care and Social Assistance Industry Pay:
\$717

Average Retail Trade Industry Pay:
\$553

Average Accommodation and Food Services Industry Pay:
\$267

Average Educational Services Industry Pay:
\$745

Median Household Income:
\$37,515


Per Capita Income:
\$21,594

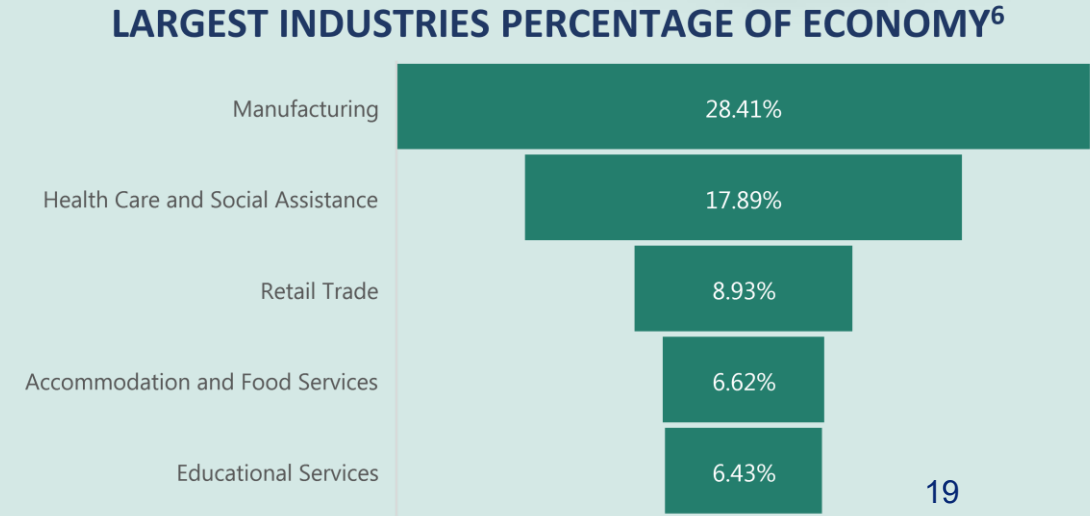
% Families Below Poverty Level:
17%

Labor Force Participation:
58%

Unemployment Rate:
12%

Food Insecurity Rate:
26%





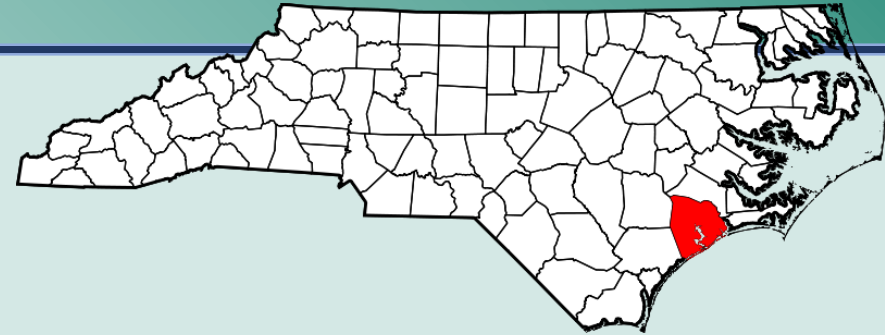
ONSLOW COUNTY

POPULATION^{1,5}



2019 Population Statistics

% Male:	Median Age:	2010 Census:
51%	26	177,772
% Female:	Ages 18-34:	2019 Estimate:
48%	64,267	201,213
% Minority:	Ages 35-64:	2025 Projection:
18%	56,274	214,719
	Ages 65+:	2030 Projection:
	19,462	225,971



TOURISM⁸

Visitor Spending (Millions):
\$249.19

Tax Revenue (Millions):
\$22.46



EDUCATION³

Percent High School: 91%	Percent Bachelor's: 20%
Percent Associate's: 10%	Percent Master & Above: 61%

AGRICULTURE²

Revenue from Agritourism:
\$2,018,000


Number of Farms:
340

Direct to Consumer Sales:
\$83,000

Acres of Farms:
52,473

Value of Animal Products:
\$148,110,000



 USING⁶

Median Home Value:

\$154,400

Occupied Housing Units:

63,093

Vacancy Rate:

19%

Rental Rate:


46%

Average Monthly Rental Rate:

\$987



ECONOMICS^{4,6,7}



Total Number of Jobs:

61,301

Inflow of Workers:

15,354

Live and Work in County:

25,353

Outflow of Workers:

26,004

Average Retail Trade Industry Pay:

\$519

Average Accommodation and Food Services Industry Pay:

\$314

Average Health Care and Social Assistance Industry Pay:

\$847

Average Educational Services Industry Pay:

\$798

Average Public Administration Industry Pay:

\$1,057

Median Household Income:

\$48,162

Per Capita Income:

\$23,141

% Families Below Poverty Level:

11%

Labor Force Participation:


72%

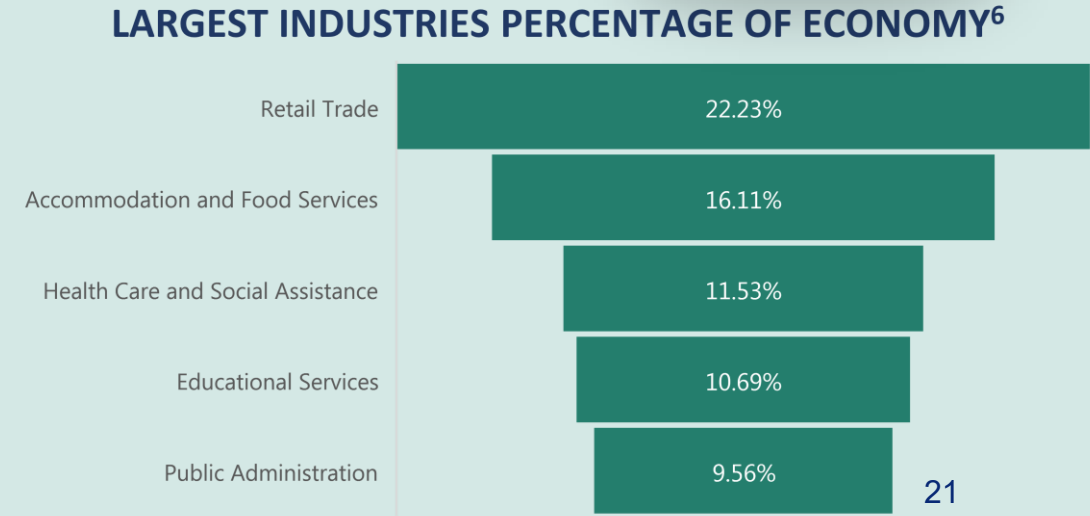
Unemployment Rate:

11%

Food Insecurity Rate:

11%





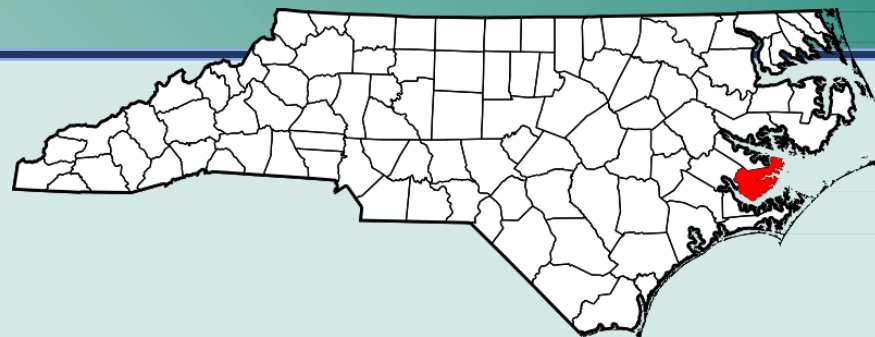
PAMLICO COUNTY

POPULATION^{1,5}



2019 Population Statistics

% Male:	Median Age:	2010 Census:
52%	50	13,144
% Female:	Ages 18-34:	2019 Estimate:
48%	2,437	13,292
% Minority:	Ages 35-64:	2025 Projection:
21%	5,003	13,404
	Ages 65+:	2030 Projection:
	3,853	13,495



TOURISM⁸

Visitor Spending (Millions):
\$19.65

Tax Revenue (Millions):
\$2.97



EDUCATION³

Percent High School:
86%

Percent Bachelor's:
19%

Percent Associate's:
10%

Percent Master & Above:
7%

AGRICULTURE²

Revenue from Agritourism:
\$0.00


Number of Farms:
100

Direct to Consumer Sales:
\$25,000

Acres of Farms:
43,262

Value of Animal Products:
\$400,000



 USING⁶

Median Home Value:
\$150,600

Occupied Housing Units:
5,395

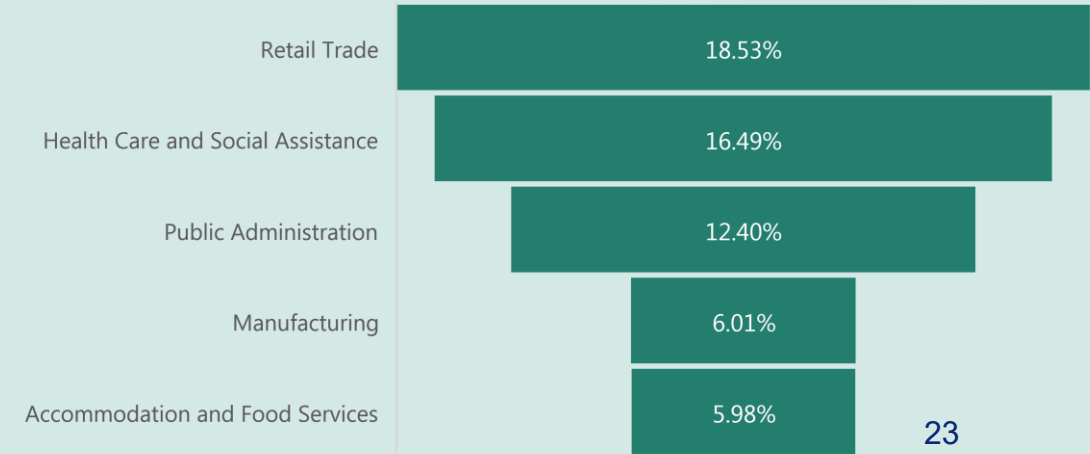
Vacancy Rate:
30%

Rental Rate:
25%


Average Monthly Rental Rate:
\$716



LARGEST INDUSTRIES PERCENTAGE OF ECONOMY⁶



ECONOMICS^{4,6,7}



Total Number of Jobs:
5,129

Inflow of Workers:
1,388

Live and Work in County:
1,320

Outflow of Workers:
2,965

Average Retail Trade Industry Pay:
\$457

Average Health Care and Social Assistance Industry Pay:
\$529

Average Public Administration Industry Pay:
\$764

Average Manufacturing Industry Pay:
\$576

Average Accommodation and Food Services Industry Pay:
\$249

Median Household Income:
\$45,211


Per Capita Income:
\$25,461

% Families Below Poverty Level:
9%

Labor Force Participation:
50%

Unemployment Rate:
8%

Food Insecurity Rate:
14%



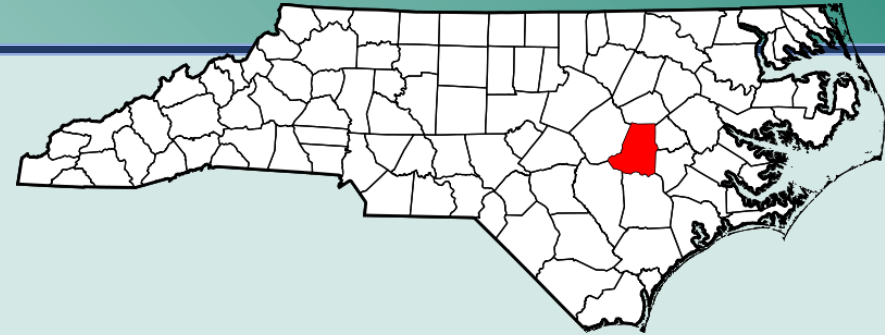
WAYNE COUNTY

POPULATION^{1,5}



2019 Population Statistics

% Male:	Median Age:	2010 Census:
49%	38	122,623
% Female:	Ages 18-34:	2019 Estimate:
51%	28,200	125,464
% Minority:	Ages 35-64:	2025 Projection:
36%	46,229	131,855
	Ages 65+:	2030 Projection:
	20,567	134,448



TOURISM⁸

Visitor Spending (Millions):
\$178.92

Tax Revenue (Millions):
\$13.86



EDUCATION³

Percent High School:	Percent Bachelor's:
84%	20%
Percent Associate's:	Percent Master & Above:
11%	6%

AGRICULTURE²

Revenue from Agritourism:
\$15,000

Number of Farms:
551

Direct to Consumer Sales:
\$153,000

Acres of Farms:
165,345

Value of Animal Products:
\$485,090,000



1. US Census Bureau, 2010 Census

2. USDA Census

3. US Census Bureau, American Community Survey, 5 Year Data (2013-2017)

4. US Census Bureau, Center for Economic Studies (CES), OnTheMap (2017)

5. NC Office of Budget and Management County/State Population Projections, Sex and Single Years of Age (2000 – 2038)


6. NC Commerce, Access NC, Demographics Reports (2018/2019)

7. Feeding America, Overall Food Insecurity

8. Economic Impact Studies, Visit NC 2018

County Logo Image Source: Wayne County, <https://www.waynegov.com/>

County Map Image Source: Wayne County, <https://carolinastrategy.files.wordpress.com/2013/07/wayne>

 USING⁶

Median Home Value:
\$117,000

Occupied Housing Units:
47,587

Vacancy Rate:
12%

Rental Rate:
39%

Average Monthly Rental Rate:
\$743



ECONOMICS^{4,6,7}



Total Number of Jobs:
50,460

Inflow of Workers:
18,326

Live and Work in County:
21,382

Outflow of Workers:
24,731

Average Health Care and Social Assistance Industry Pay:
\$767

Average Retail Trade Industry Pay:
\$499

Average Manufacturing Industry Pay:
\$898

Average Accommodation and Food Services Industry Pay:
\$277

Average Educational Services Industry Pay:
\$700

Median Household Income:
\$41,766


Per Capita Income:
\$23,163

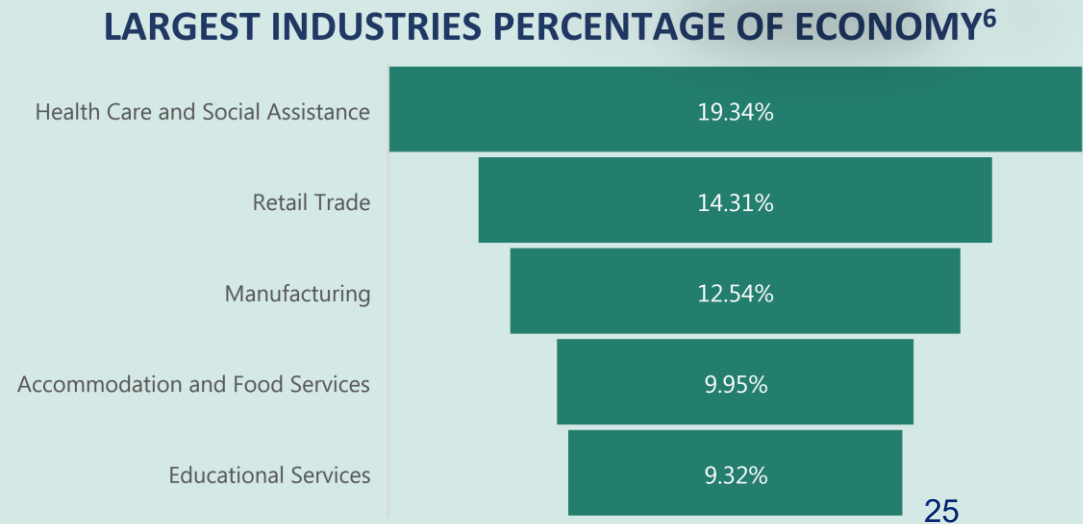
% Families Below Poverty Level:
16%

Labor Force Participation:
61%

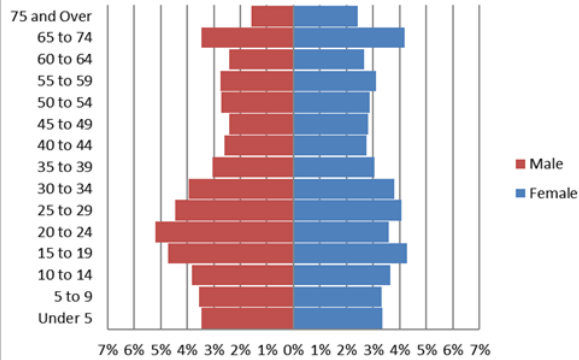
Unemployment Rate:
10%

Food Insecurity Rate:
19%

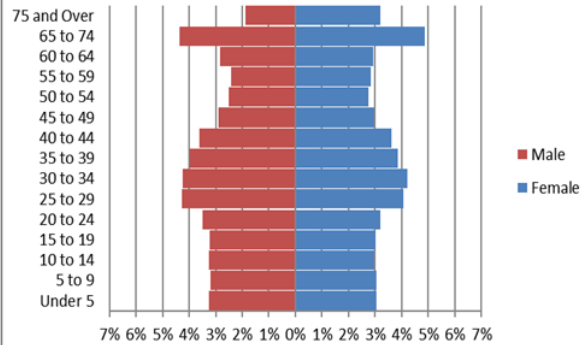




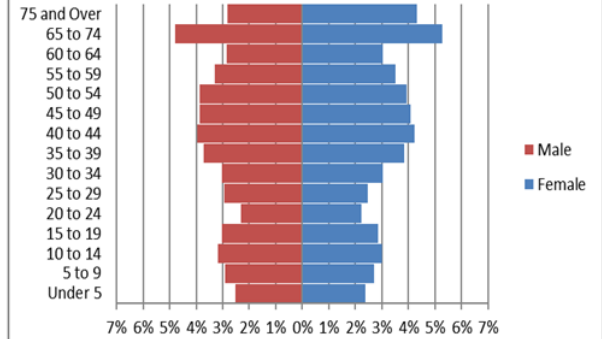
**Percent of Population by Age
Regional Trends 1980**



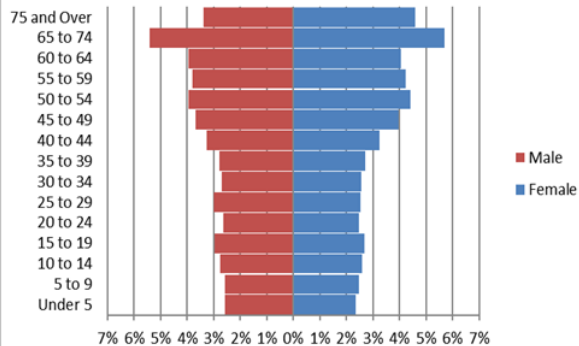
**Percent of Population by Age
Regional Trends 1990**



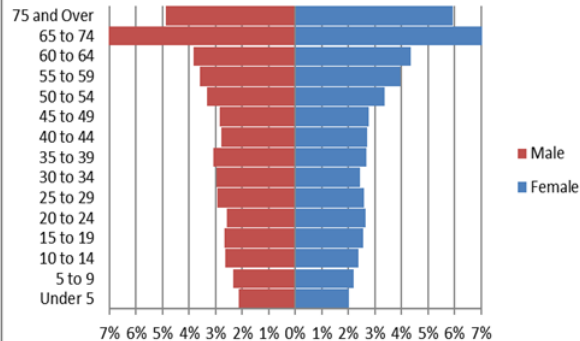
**Percent of Population by Age
Regional Trends 2000**



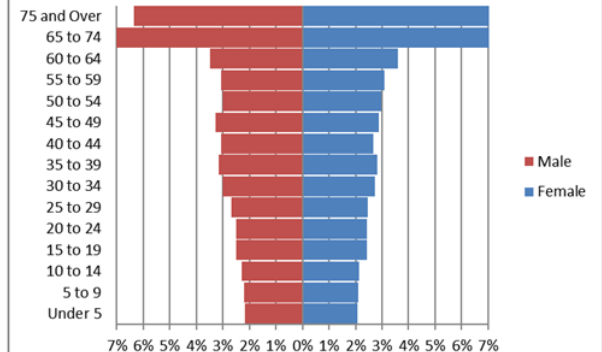
**Percent of Population by Age
Regional Trends 2010**



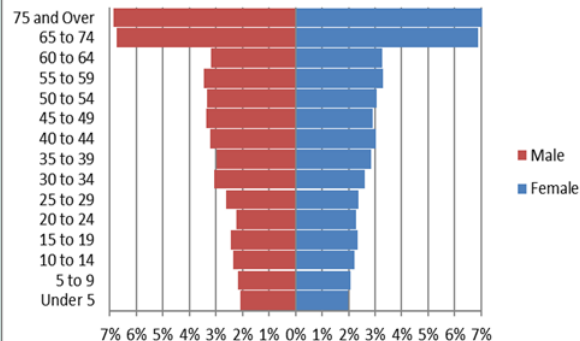
**Percent of Population by Age
Regional Trends 2020**



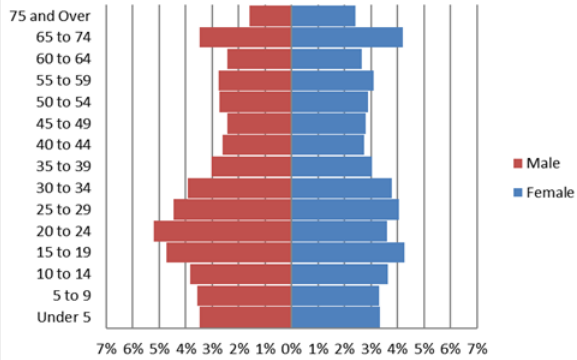
**Percent of Population by Age
Regional Trends 2030**



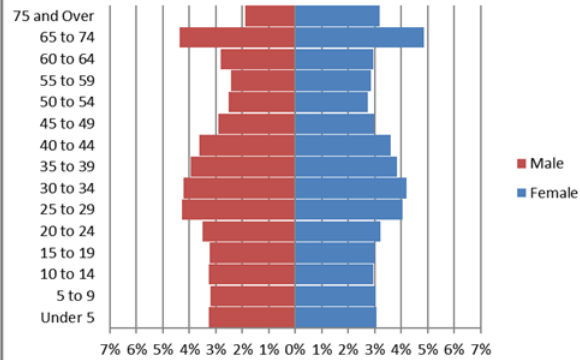
**Percent of Population by Age
Regional Trends 2040**



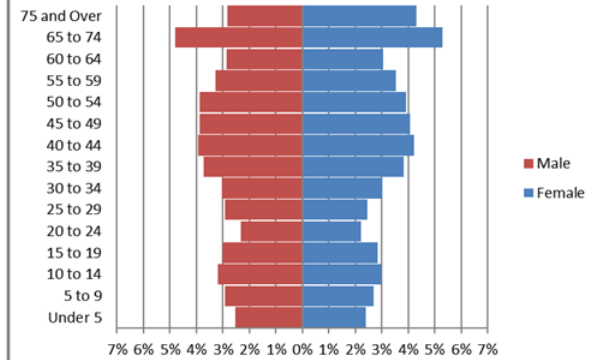
**Percent of Population by Age
Carteret County 1980**



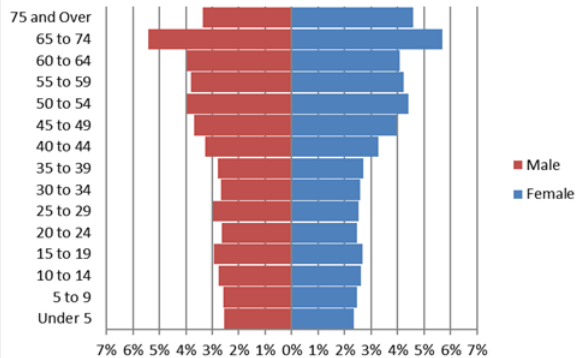
**Percent of Population by Age
Carteret County 1990**



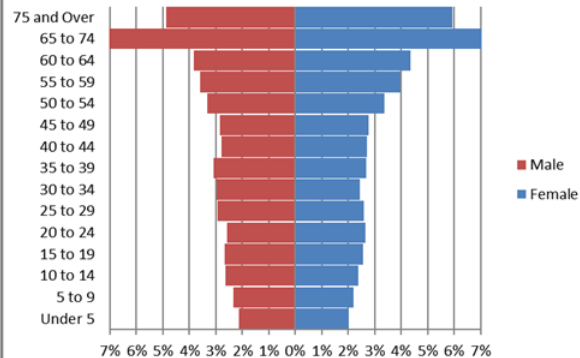
**Percent of Population by Age
Carteret County 2000**



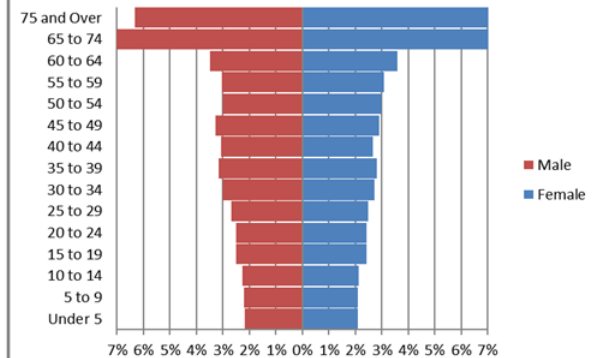
**Percent of Population by Age
Carteret County 2010**



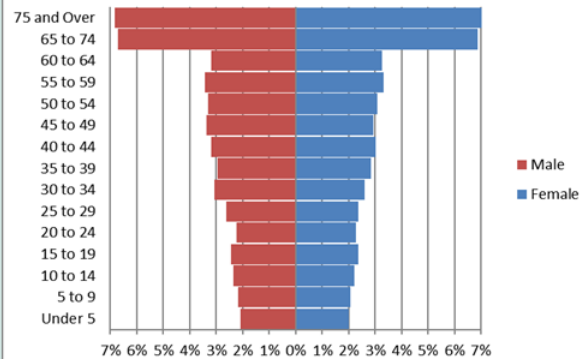
**Percent of Population by Age
Carteret County 2020**



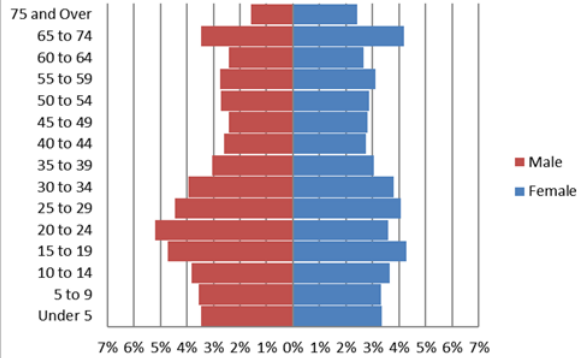
**Percent of Population by Age
Carteret County 2030**



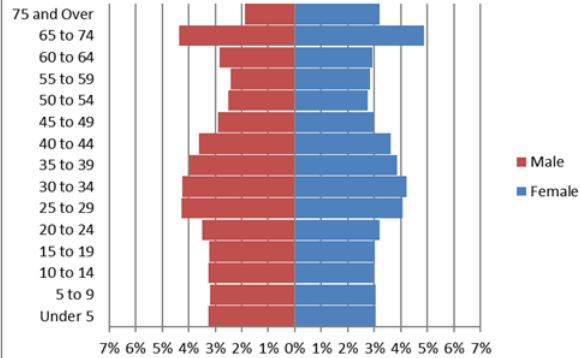
**Percent of Population by Age
Carteret County 2040**



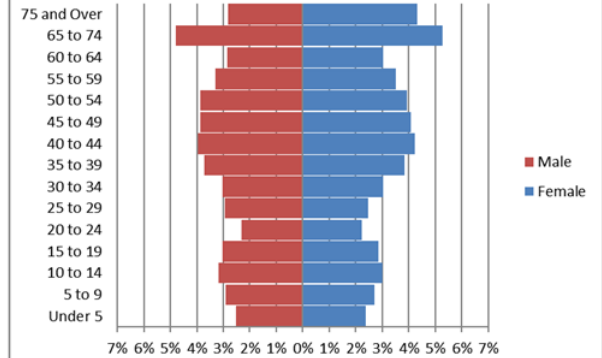
**Percent of Population by Age
Craven County 1980**



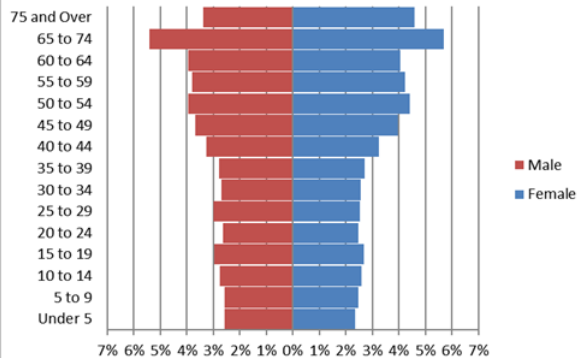
**Percent of Population by Age
Craven County 1990**



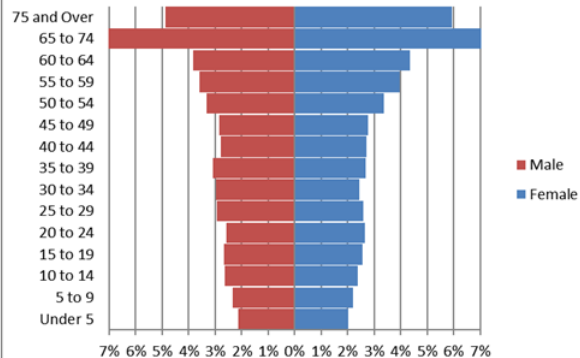
**Percent of Population by Age
Craven County 2000**



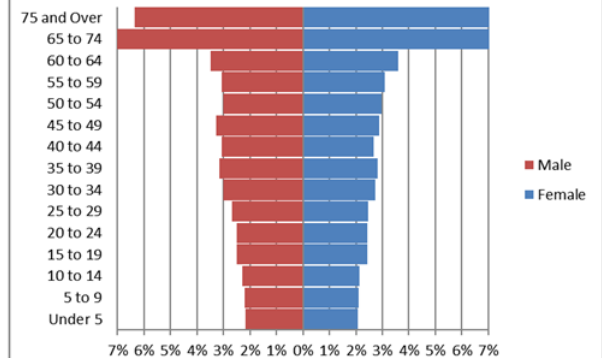
**Percent of Population by Age
Craven County 2010**



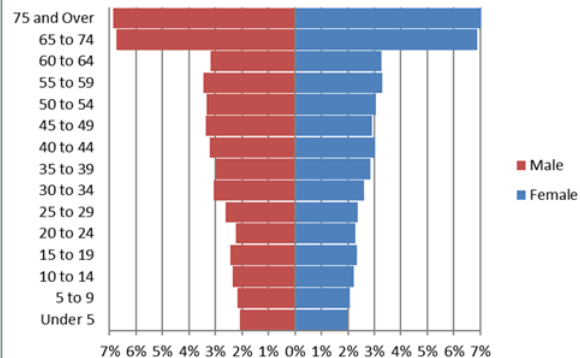
**Percent of Population by Age
Craven County 2020**



**Percent of Population by Age
Craven County 2030**

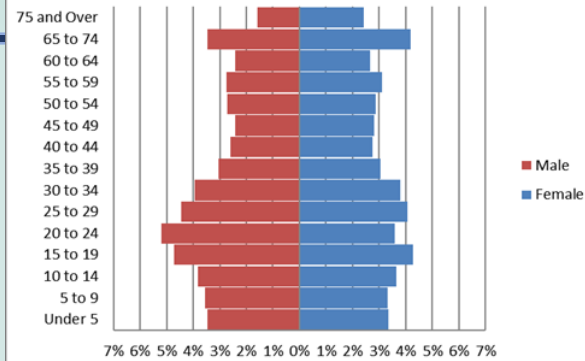


**Percent of Population by Age
Craven County 2040**



Percent of Population by Age
Duplin County 1980

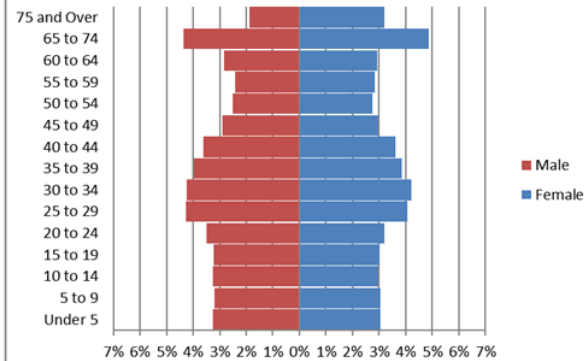
Age Group	Male (%)	Female (%)
75 and Over	1.5	2.5
65 to 74	3.5	4.5
60 to 64	3.0	3.5
55 to 59	2.5	3.0
50 to 54	2.5	3.0
45 to 49	2.5	3.0
40 to 44	2.0	3.0
35 to 39	2.5	3.5
30 to 34	3.5	4.0
25 to 29	4.0	4.5
20 to 24	5.0	4.0
15 to 19	4.5	4.5
10 to 14	3.5	3.5
5 to 9	3.0	3.5
Under 5	3.0	3.5



Percent of Population by Age Duplin County 1990

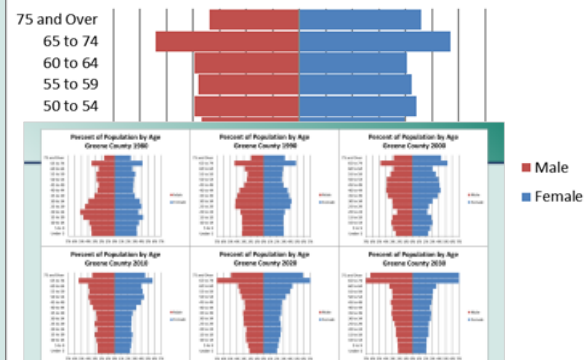
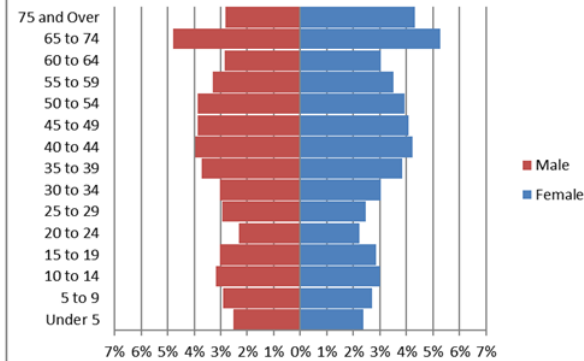
This population pyramid displays the percentage of the population in Duplin County for the year 1990, categorized by age groups and sex. The x-axis represents the percentage, ranging from 0% to 7% on both sides of the central axis. The y-axis lists age groups from 'Under 5' to '75 and Over'. Males are represented by red bars extending to the left, and females by blue bars extending to the right. The data shows a relatively stable population distribution across age groups, with a slight increase in the percentage of the population aged 60 and older.

Age Group	Male (%)	Female (%)
75 and Over	1.8	3.2
65 to 74	3.8	4.8
60 to 64	2.5	3.2
55 to 59	2.2	3.0
50 to 54	2.2	3.0
45 to 49	2.5	3.2
40 to 44	3.0	3.5
35 to 39	3.5	3.8
30 to 34	3.8	4.2
25 to 29	3.8	4.2
20 to 24	3.2	3.5
15 to 19	3.0	3.2
10 to 14	3.0	3.2
5 to 9	3.0	3.2
Under 5	3.0	3.2

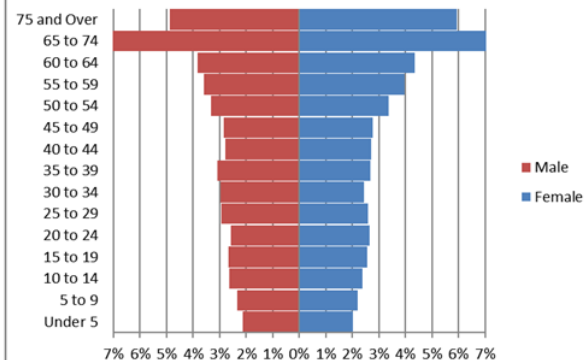


Percent of Population by Age
Duplin County 2000

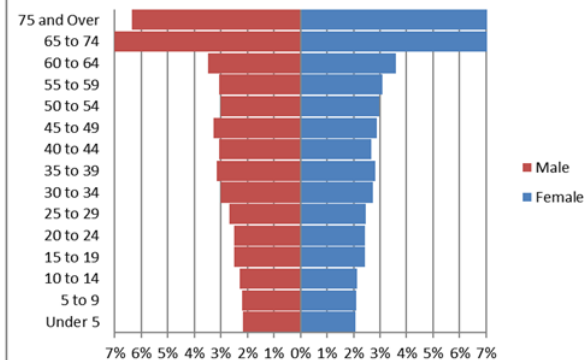
Age Group	Male (%)	Female (%)
75 and Over	2.0	4.0
65 to 74	4.5	5.0
60 to 64	3.0	3.0
55 to 59	2.5	3.0
50 to 54	2.5	3.5
45 to 49	2.5	3.5
40 to 44	3.0	4.0
35 to 39	2.5	3.5
30 to 34	2.0	3.0
25 to 29	2.0	2.5
20 to 24	2.0	2.5
15 to 19	2.0	2.5
10 to 14	2.0	2.5
5 to 9	2.0	2.5
Under 5	2.0	2.5



Age Group	Male (%)	Female (%)
75 and Over	4.2	6.2
65 to 74	6.5	6.7
60 to 64	3.8	4.5
55 to 59	3.5	4.2
50 to 54	3.2	3.8
45 to 49	2.8	3.2
40 to 44	2.5	2.8
35 to 39	2.2	2.5
30 to 34	2.0	2.2
25 to 29	1.8	2.0
20 to 24	1.6	1.8
15 to 19	1.5	1.6
10 to 14	1.4	1.5
5 to 9	1.3	1.4
Under 5	1.8	2.0

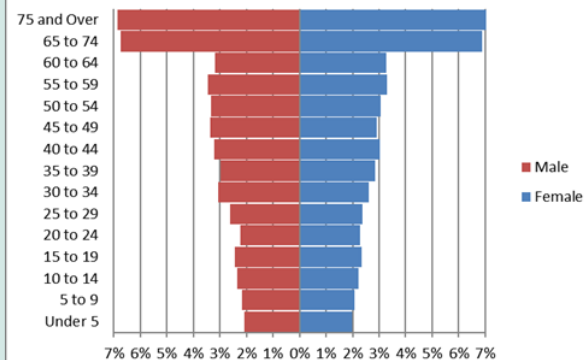


Age Group	Male (%)	Female (%)
75 and Over	6.5	6.8
65 to 74	6.2	6.5
60 to 64	2.8	3.5
55 to 59	2.5	3.2
50 to 54	2.2	2.8
45 to 49	2.0	2.5
40 to 44	1.8	2.2
35 to 39	1.8	2.2
30 to 34	1.8	2.2
25 to 29	1.5	2.0
20 to 24	1.5	2.0
15 to 19	1.5	2.0
10 to 14	1.5	2.0
5 to 9	1.5	2.0
Under 5	1.5	2.0

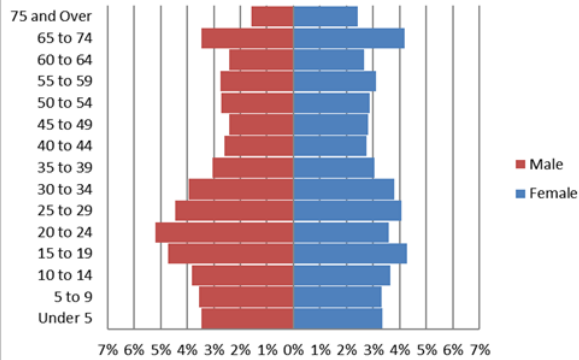


Population pyramid showing the percentage of the population in each age group, split by gender. The chart shows a higher percentage of males in the 75 and Over age group and a higher percentage of females in the 65 to 74 age group.

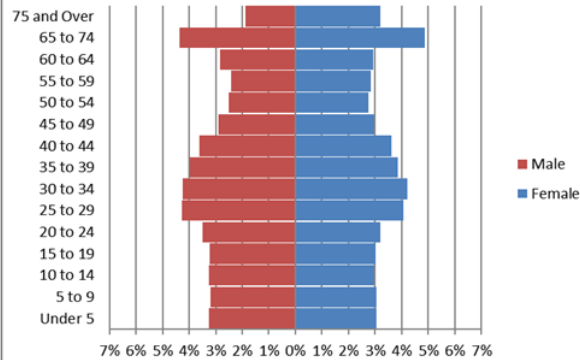
Age Group	Male (%)	Female (%)
75 and Over	6.8	6.8
65 to 74	6.5	6.8
60 to 64	2.8	3.2
55 to 59	2.5	3.2
50 to 54	2.5	3.0
45 to 49	2.5	3.0
40 to 44	2.5	3.0
35 to 39	2.5	3.0
30 to 34	2.5	2.8
25 to 29	2.0	2.5
20 to 24	2.0	2.5
15 to 19	2.0	2.5
10 to 14	2.0	2.5
5 to 9	2.0	2.5
Under 5	2.0	2.5



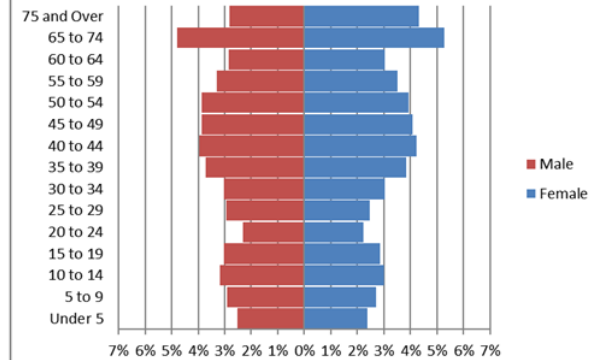
**Percent of Population by Age
Greene County 1980**



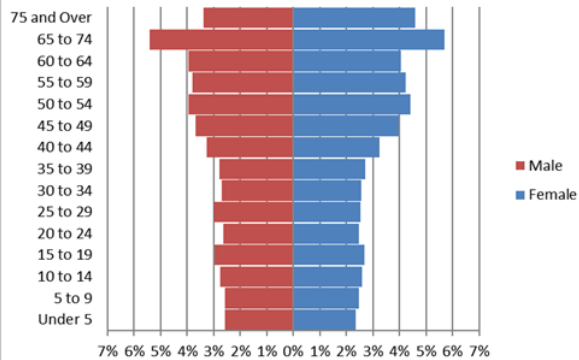
**Percent of Population by Age
Greene County 1990**



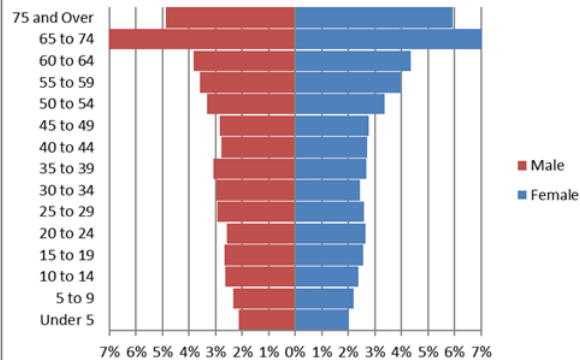
**Percent of Population by Age
Greene County 2000**



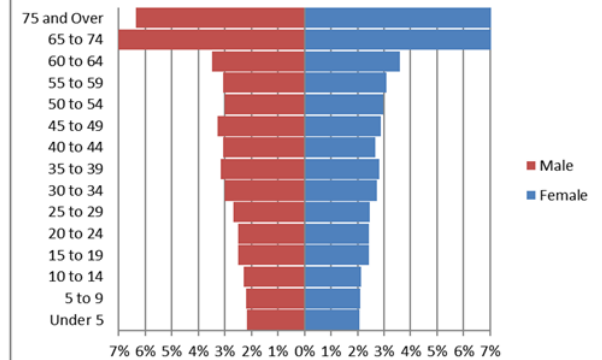
**Percent of Population by Age
Greene County 2010**



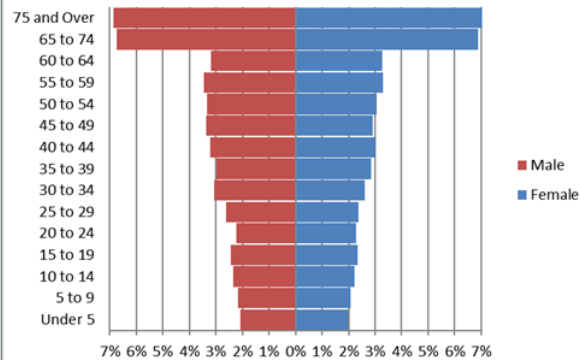
**Percent of Population by Age
Greene County 2020**



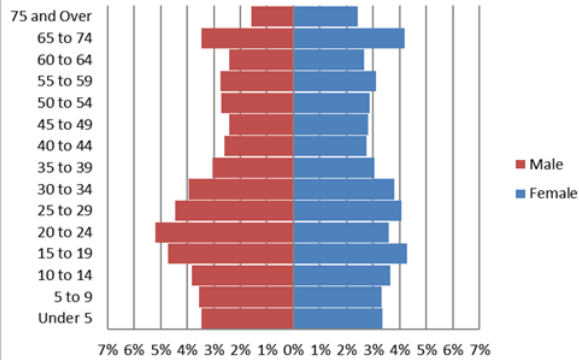
**Percent of Population by Age
Greene County 2030**



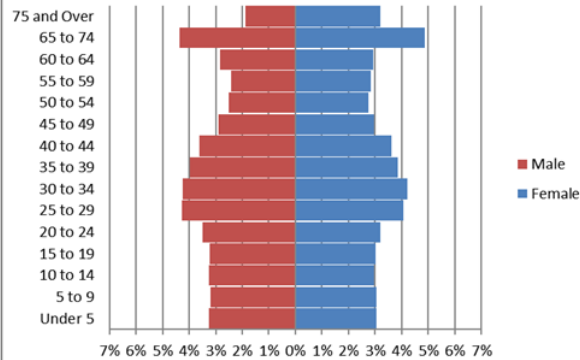
**Percent of Population by Age
Greene County 2040**



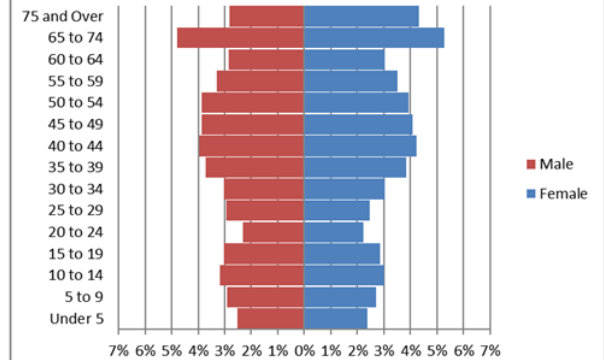
**Percent of Population by Age
Jones County 1980**



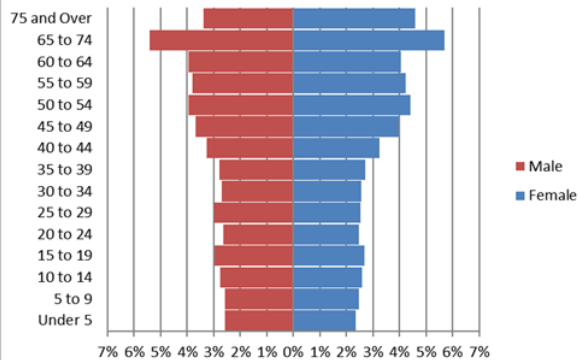
**Percent of Population by Age
Jones County 1990**



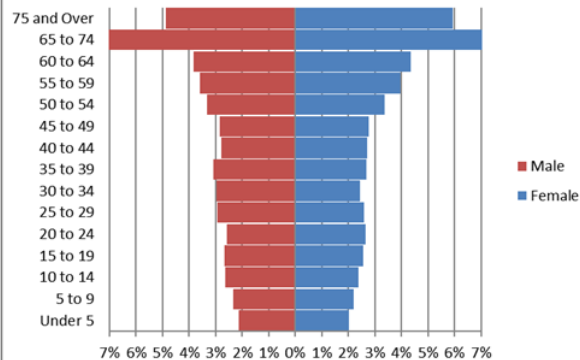
**Percent of Population by Age
Jones County 2000**



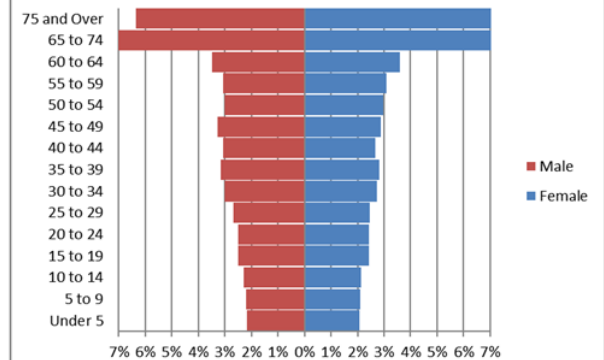
**Percent of Population by Age
Jones County 2010**



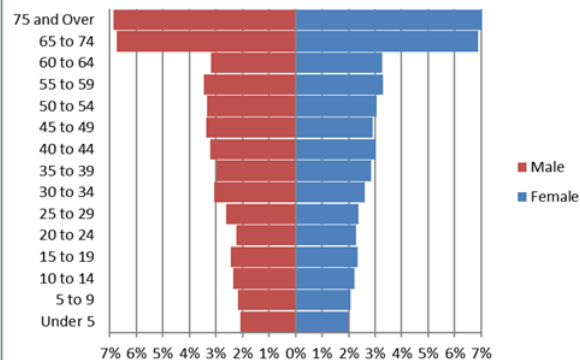
**Percent of Population by Age
Jones County 2020**



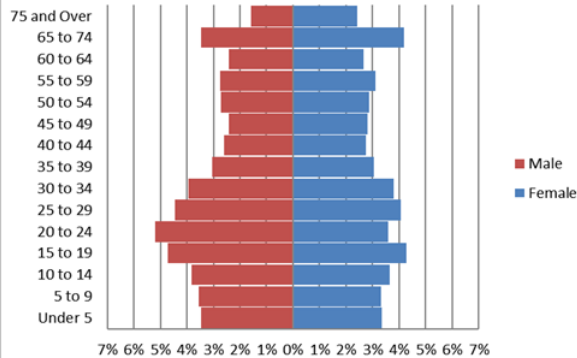
**Percent of Population by Age
Jones County 2030**



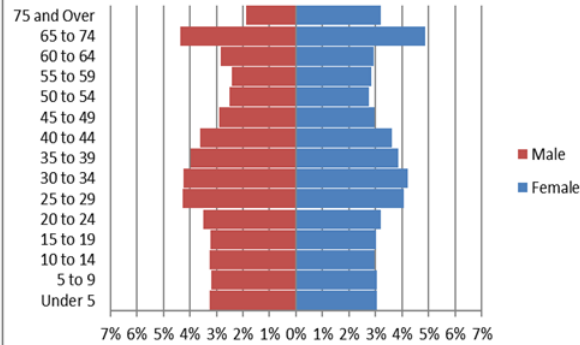
**Percent of Population by Age
Jones County 2040**



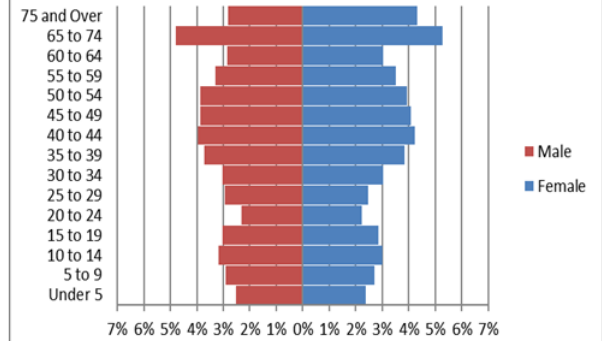
**Percent of Population by Age
Lenior County 1980**



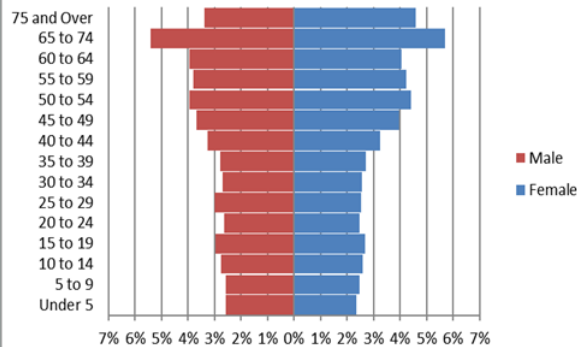
**Percent of Population by Age
Lenior County 1990**



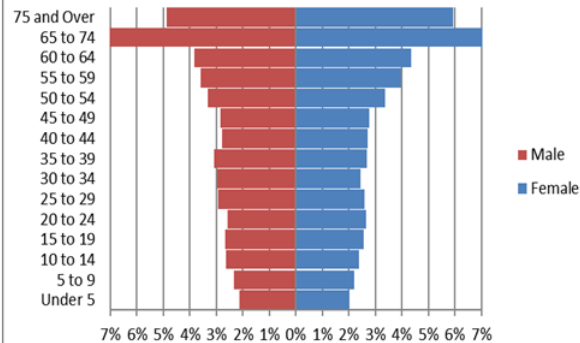
**Percent of Population by Age
Lenior County 2000**



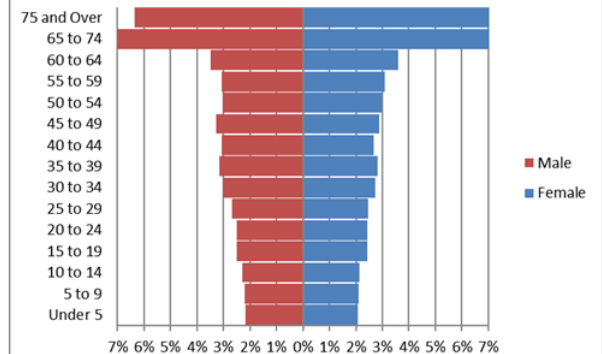
**Percent of Population by Age
Lenior County 2010**



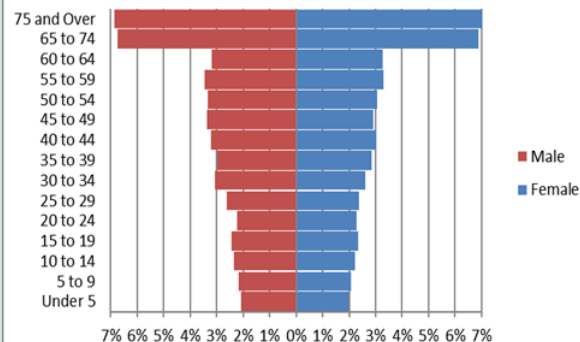
**Percent of Population by Age
Lenior County 2020**



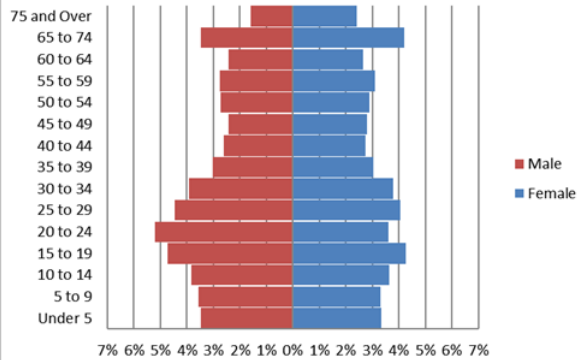
**Percent of Population by Age
Lenior County 2030**



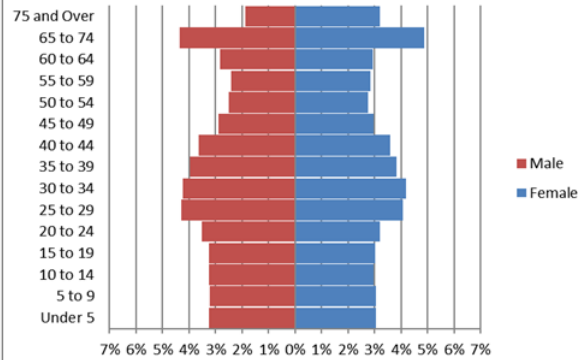
**Percent of Population by Age
Lenior County 2040**



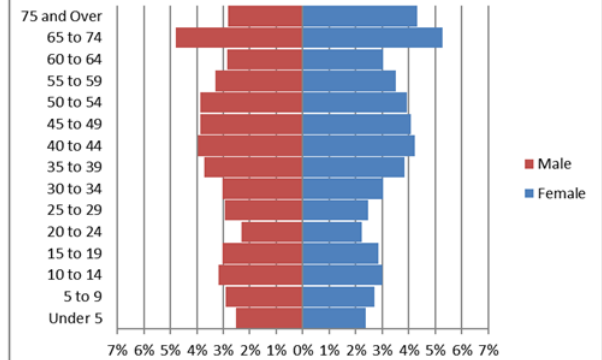
**Percent of Population by Age
Onslow County 1980**



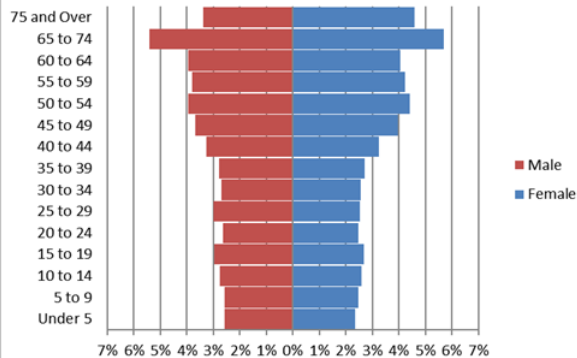
**Percent of Population by Age
Onslow County 1990**



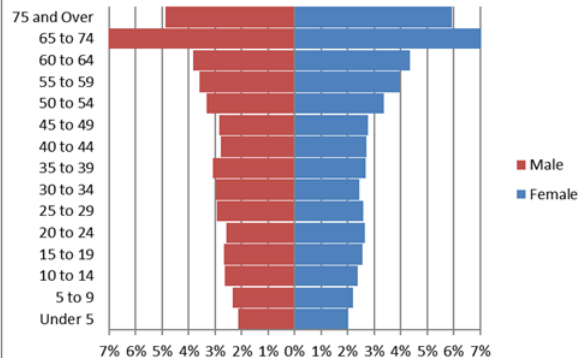
**Percent of Population by Age
Onslow County 2000**



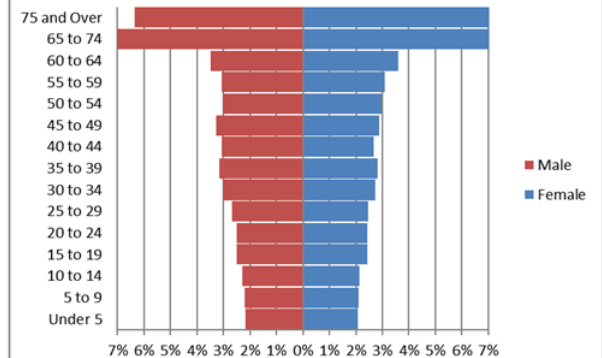
**Percent of Population by Age
Onslow County 2010**



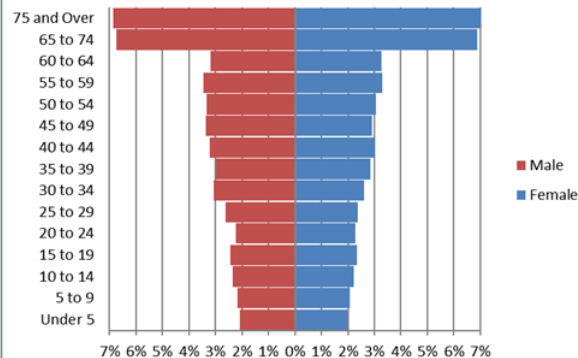
**Percent of Population by Age
Onslow County 2020**



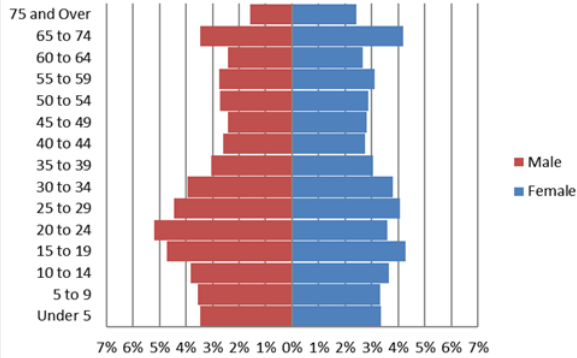
**Percent of Population by Age
Onslow County 2030**



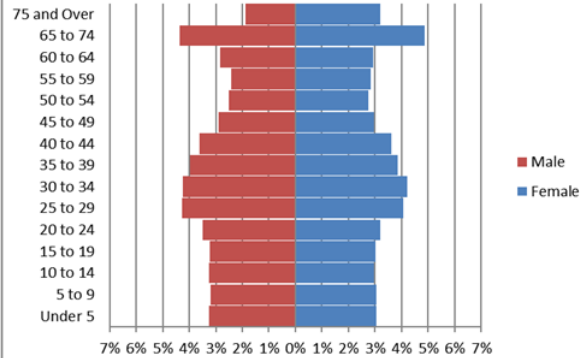
**Percent of Population by Age
Onslow County 2040**



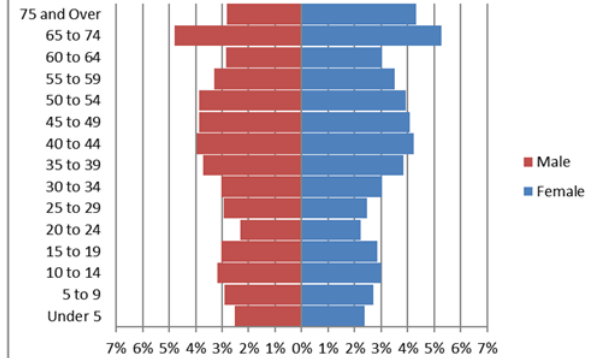
**Percent of Population by Age
Pamlico County 1980**



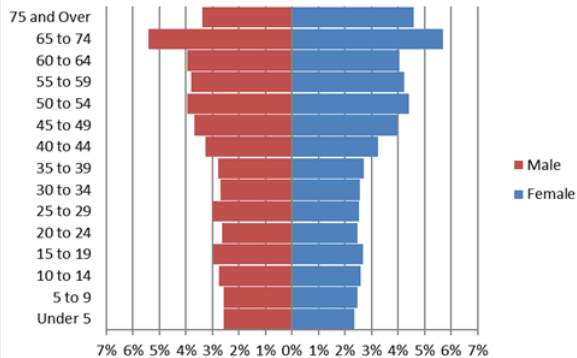
**Percent of Population by Age
Pamlico County 1990**



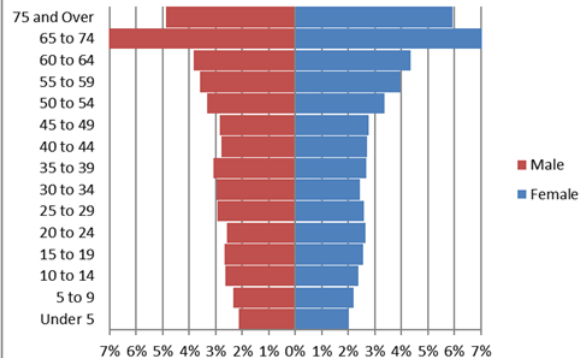
**Percent of Population by Age
Pamlico County 2000**



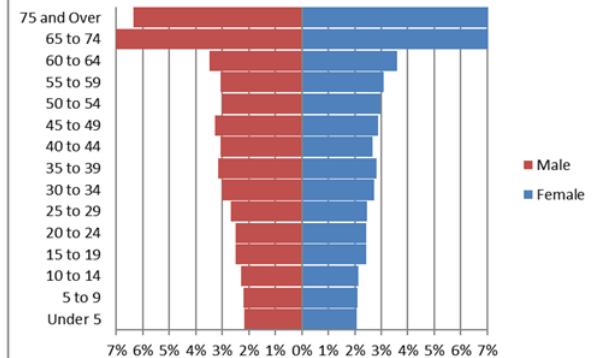
**Percent of Population by Age
Pamlico County 2010**



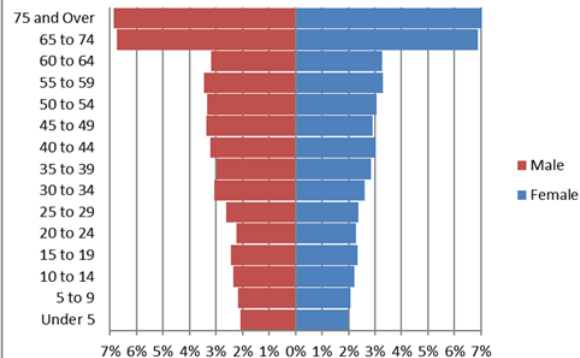
**Percent of Population by Age
Pamlico County 2020**



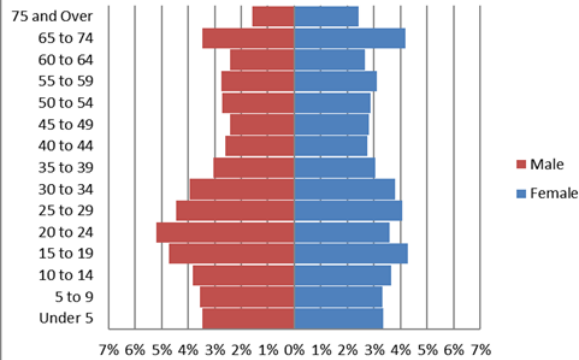
**Percent of Population by Age
Pamlico County 2030**



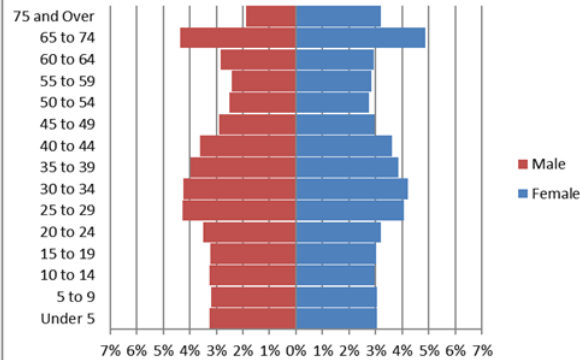
**Percent of Population by Age
Pamlico County 2040**



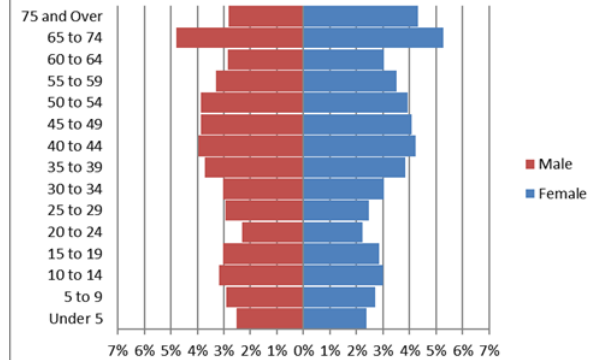
**Percent of Population by Age
Wayne County 1980**



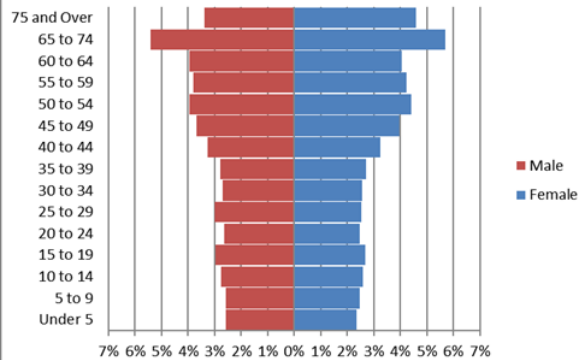
**Percent of Population by Age
Wayne County 1990**



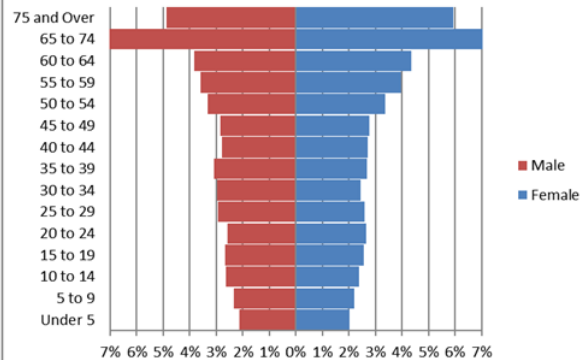
**Percent of Population by Age
Wayne County 2000**



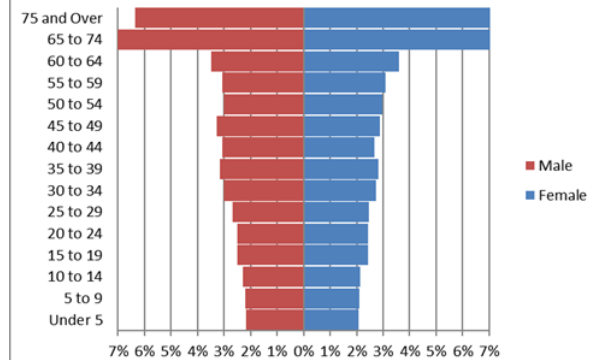
**Percent of Population by Age
Wayne County 2010**



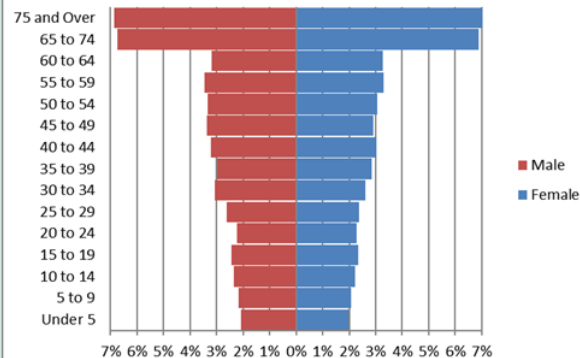
**Percent of Population by Age
Wayne County 2020**



**Percent of Population by Age
Wayne County 2030**



**Percent of Population by Age
Wayne County 2040**



A common evaluation tool used in strategic planning is the SWOT Analysis. SWOT stands for Strengths, Weaknesses, Opportunities, and Threats. Strengths and weaknesses are typically internal to the group or entity and opportunities and threats are usually external forces or factors. The results of this SWOT analysis are used to determine focus areas and create the action plan. Source: https://www.mindtools.com/pages/article/newTMC_05.htm

Strengths:

- Access to healthcare
- Agriculture
- Cost of living
- Growing cultural diversity
- Higher Education
- Highway and non-highway transportation infrastructure (Airport, rail, port)
- History, heritage, and culture
- Inexpensive land
- Location (middle of the east coast, water access)
- Manufacturing base with an international component
- Military facilities
- Natural Environment
- Tourism

Weaknesses:

- Availability of skilled workforce
- Distance to large cities
- Employment growth
- Globalization
- High concentration of jobs in low-wage occupations
- Infrastructure, especially outside of municipalities (water, sewer, gas, broadband)
- Lack of adequate public transportation
- Lack of affordable housing
- Lack of a mechanism to market vacant buildings in small towns
- Percent of the economy that is reliant on the military
- Population growth in unprepared areas
- Transportation limitations (Highways other than US 70, rail limitations through New Bern and Morehead City)

Opportunities:

- Aquaculture
- Attracting remote workers
- Conversion of US 70 to I-42
- Global TransPark
- Growth of military operations
- Port of Morehead City expansion
- Recruit a satellite campus of a 4-year university
- Regional partnerships
- Retirees
- Small town rejuvenation
- Telecommuting businesses
- Tourism
- Upgrade of Highway 24 from Swansboro to Fayetteville
- Vacant buildings in small towns
- World market access

Threats:

- BRAC changes or closures of the military facilities
- Climate change and sea-level rise (impacts on military facilities)
- Declining agriculture sector
- Declining commercial fishing industry
- Food availability/food deserts
- Increased cost of property insurance after disasters
- Lack of affordable housing
- Lack of economic diversification
- Lack of regional unity
- Natural and Man-made disasters
- Out-migration of young and skilled sections of the population vs. in-migration of retirees
- Trade and immigration regulations

Based on our SWOT analysis, the needs within our region, and the capabilities of our organization, the following will be the focus areas of our CEDS:

Infrastructure

Workforce

Growth Preparedness

Aging Population

Goal 1: Assist communities with meeting their infrastructure needs.

ECC's region has a growing need for infrastructure upgrades and expansion. This infrastructure includes water and sewer systems, stormwater facilities, electric and natural gas distribution systems, broadband access, recreational facilities, transportation facilities, and housing stock. Having access to and available capacity within these systems is key when recruiting business and industry to the region. As we assist communities with infrastructure needs, we will advise that infrastructure should be built in locations and using techniques that will minimize the likelihood of damage from future natural disasters.



Tactic 1: ECC will partner with NC Commerce and broadband vendors to educate communities about broadband. ECC will also continue to encourage NCDOT to include additional conduit for broadband infrastructure when constructing or upgrading roadways.

Tactic 2: ECC will assist communities with mapping, inventory, and asset management plans for water, sewer, and stormwater systems.

Tactic 3: ECC will assist communities with finding, applying for, and administering grants to upgrade and expand infrastructure.

Tactic 4: ECC will continue to support transportation infrastructure improvements by housing and supporting the Eastern Carolina and Down East Rural Transportation Planning Organizations.

Goal 2: Increase the quality and availability of skilled workers in our region.

For industries to be successful, they need access to a skilled workforce. ECC's region is experiencing a shortage of skilled workers. By increasing the availability of workforce training programs as well as providing affordable housing options and amenities that the workers need, ECC's region can become more competitive in industrial recruiting.

Tactic 1: ECC will continue to assist communities and local community colleges find, apply for and administer grants to create or expand opportunities for worker training programs.

Tactic 2: ECC will explore ways to assist communities with expanding workforce housing opportunities.



Goal 3: Ensure communities are prepared for the expected growth in the region after Interstate 42 is completed.

In 2012, a study was conducted to look at the impacts of the upgrade of US 17 and the conversion of US 70 into I-42. The study found that population growth in our region will have a significant upward shift in the trend correlating with the completion of these highway projects. If communities are unprepared for growth, the development is more likely to occur in an inefficient sprawling pattern which will complicate the delivery of public services.



Tactic 1: ECC will assist communities with comprehensive and/or land use planning efforts as required by new legislation (Session Law 2019-III).

Tactic 2: ECC will assist communities with ordinance updates as required by new legislation (Session Law 2019-III).

Tactic 3: ECC will continue to assist communities with disaster recovery and mitigation to increase resiliency and lessen the impact of future disasters as growth occurs.

Goal 4: Ensure communities are prepared to meet the needs of a large aging population and the expected growth of this segment of the population.

The current population and projection trends indicate the largest segments of the region's population will fall in the oldest age categories (65 and older). This has been referred to as a silver tsunami. Having a significant portion of the population in the oldest categories presents challenges for the region's social service providers. Specific challenges this presents are funding, transportation and overwhelming the capacity of facilities.

- Tactic 1: ECC will assist communities to prepare for increased demand in services and support by seeking other revenue streams to meet the needs and demands.
- Tactic 2: ECC will work with local transit systems and local private providers to bridge the gap in providing services 24/7 for both medical and general transportation.
- Tactic 3: ECC will continue to provide evidence-based programs in an effort to educate older adults with preventative measures for better health through self-management to prevent premature institutionalizations and health issues.



Goal 1: Assist communities with meeting their infrastructure needs.

Tactic 1: Percentage of the region that has broadband access

Tactic 2: Number of communities assisted with mapping, inventory, and asset management plans for water, sewer, and stormwater systems

Tactic 3: Number of grant applications completed

Tactic 4: DERPO and ECRPO continue to be hosted by ECC

Goal 2: Increase the quality and availability of skilled workers in our region.

Tactic 1: Number of grant applications completed

Tactic 2: Number of communities assisted with workforce housing expansion

Goal 3: Ensure communities are prepared for the expected growth in the region after Interstate 42 is completed.

Tactic 1: Number of communities assisted with comprehensive and/or land use planning efforts

Tactic 2: Number of communities assisted with ordinance updates

Tactic 3: Number of communities assisted with disaster recovery and mitigation

Goal 4: Ensure communities are prepared to meet the needs of a large aging population and the expected growth of this segment of the population.

Tactic 1: Number of communities assisted with funds from new revenue streams

Tactic 2: Increase in ridership in both medical and general transportation

Tactic 3: Number of people trained in evidence-based programs

Image sources:

<https://chiefexecutive.net/manufacturing-ambitious-infrastructure-program/>

<https://www.hutteimmigration.com/professional-and-skilled-workers>

<https://www.ncdhhs.gov/assistance/aging-and-adult-services>

<https://www.witn.com/content/news/Cold-weather-doesnt-stop-New-Bern-Publics-Works-employees-who-work-outside-505170351.html>