2018

Nassau County, FL
Growth Trends Report

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MADE IN
NASSAU COUNTY
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Nassau County
**DEPARTMENT OF PLANNING
AND ECONOMIC OPPORTUNITY**
FLORIDA

Context Statement

As Nassau County enters an era of transition we, collectively, have been granted an opportunity that most will never have. An opportunity to actively craft our future. The question is, what will we do with the opportunity?

Will we as a community commit to governance through dynamic collaboration? Will we place a priority on cultivating lasting public value? Will we put aside our differences in the spirit of developing strong and active networks? Will we proactively engage the full spectrum of citizens? Will we commit, with vigor, to build broad consensus on key issues? Will we maintain a proper perspective in light of our commonalities and shared goals within the context of our local community?

No matter how different we are, we share one overarching similarity, a desire to create a vibrant and dynamic community that provides a high quality-of-life and quality-of-place for our families and ourselves. The type of community that inspires connections with the natural and built environment. A community that promotes day-to-day social engagement and inter-personal connections amongst community members. A community that facilitates the creation of places that are not only beautiful in form but functional for day-to-day life. A community that prioritizes a generational approach to securing the unique character of Nassau County.

While we may disagree as to what constitutes an acceptable quality-of-life threshold or the proper means of ensuring the historic character of our communities are preserved, there are certain quality-of-life characteristics that are universal - good schools, quality public infrastructure, access to healthcare, entertainment, recreation, and nature, availability of high-wage jobs, fiscal stability and security, and most of all, a sense of place - a sense that you exist in a place that is worth caring about. A place that is worth your personal investment of time, energy and capital. A place you are proud to call home and where you and your family feel secure.

We must make planning, policy and design decisions that put people at the center of the equation. We must establish a people first agenda, an agenda that places a priority on quality-of-life and generational sustainability - an agenda that places value in maintaining the unique character of Nassau County so that our children's children will know the place we have all come to love.

This report provides twelve tools that will assist in the decision making process as Nassau County moves into this exciting future that we have the power to shape. The provided twelve tools are not intended to be viewed as a comprehensive, all-inclusive or static list, but rather a set of practical tools Nassau County has the current capacity to implement. To paraphrase Charles Lindblom, real change, lasting change is not revolutionary, but rather evolutionary. People in general have a propensity to treat the symptoms of a problem and ignore the root cause of an issue. Ultimately, these tools are intended to address the root cause of many of the challenges facing Nassau County over the course of time - in an evolutionary manner. As such, there is no illusion these efforts will be swift, result in instant gratification or address all of our issues. However, the path towards tomorrow starts today. As such, I offer the following:

Embrace the opportunity, appreciate the challenge, be open to innovation and strive to maintain proper perspective.

Taco E. Pope, AICP
Director, Nassau County, FL
Dept. of Planning & Economic Opportunity

Contents

EXISTING CONDITIONS
Population & Demographics

Full-time Population Estimate 2017(BEBR): 80,456[8]
(BEBR estimates 80,456 persons. The US Census Bureau estimates 82,721 persons for 2017)

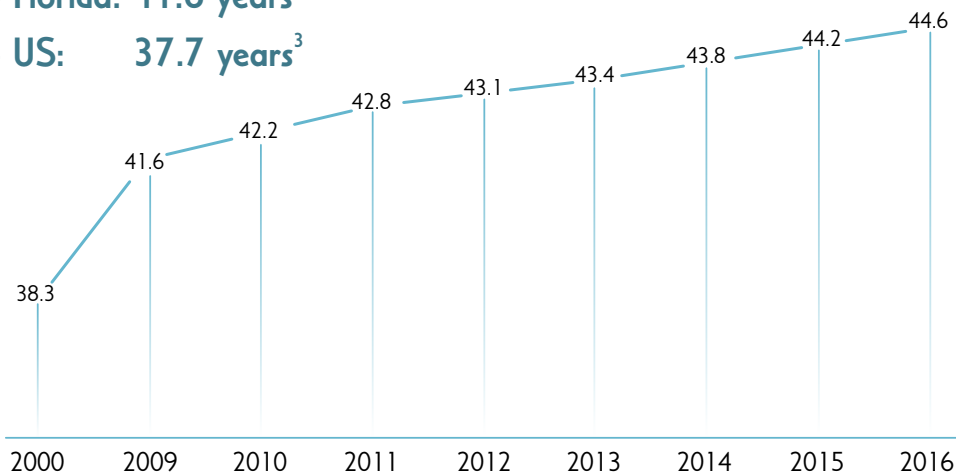**Annual Tourists (Amelia Island): 652,100[10]**
(Tourism on Amelia Island has increased by 51% since 2011, 432,100)

Footnote references found on back page

Median Age 2016 Nassau: 44.6 years[3]
Median Age 2016 Florida: 41.6 years[3]
Median Age 2016 US: 37.7 years[3]

	38.3	41.6	42.2	42.8	43.1	43.4	43.8	44.2	44.6
	2000	2009	2010	2011	2012	2013	2014	2015	2016

GRAPH 1. AGE IN NASSAU COUNTY FROM 2000-2016[13, 14]

2016 Nassau County
White: 87.5%[3]
Black or African American: 6.2%[3]
Hispanic or Latino: 3.8%[3]
Asian: 1%[3]
Other: 1.5%[3]

Under 5: 5.1%
Between 6 and 18: 20.0%
Between 18 and 65: 53.3%
Over 65: 21.4%
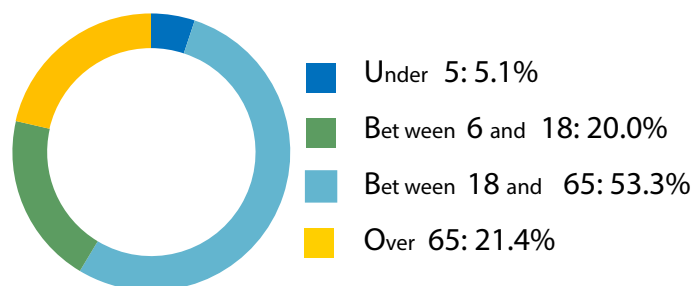
GRAPH 2. AGE IN NASSAU COUNTY BY % OF POPULATION(2016)

2016 State of Florida
White: 55.6%[3]
Black or African American: 15.4%[3]
Hispanic or Latino: 24.1%[3]
Asian: 2.6%[3]
Other: 2.3%[3]

MALE: 49.2%
FEMALE: 50.8%

Female 2016 Nassau: 50.8%[4]
(State of Florida is also 50.8%)

Male 2016 Nassau: 49.2%[4]
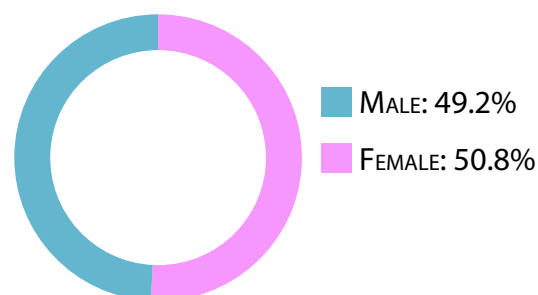
GRAPH 3. GENDER IN NASSAU COUNTY

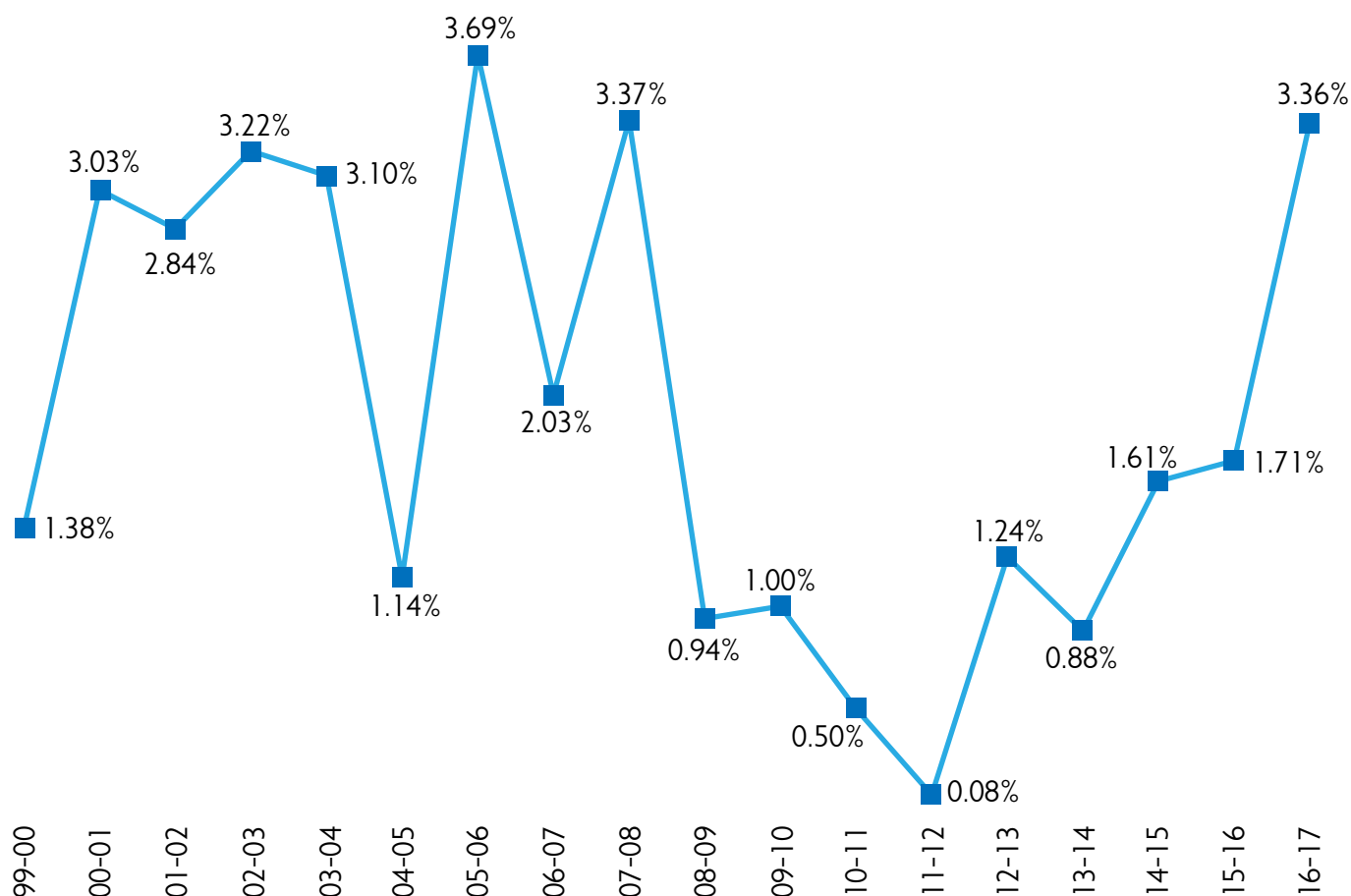| Year	Population
2000	57,663
2001	59,409
2002	61,094
2003	63,062
2004	65,016
2005	65,759
2006	68,188
2007	69,569
2008	71,915
2009	72,588
2010	73,314
2011	73,684
2012	73,745
2013	74,661
2014	75,321
2015	76,536
2016	77,814
2017	80,456 *
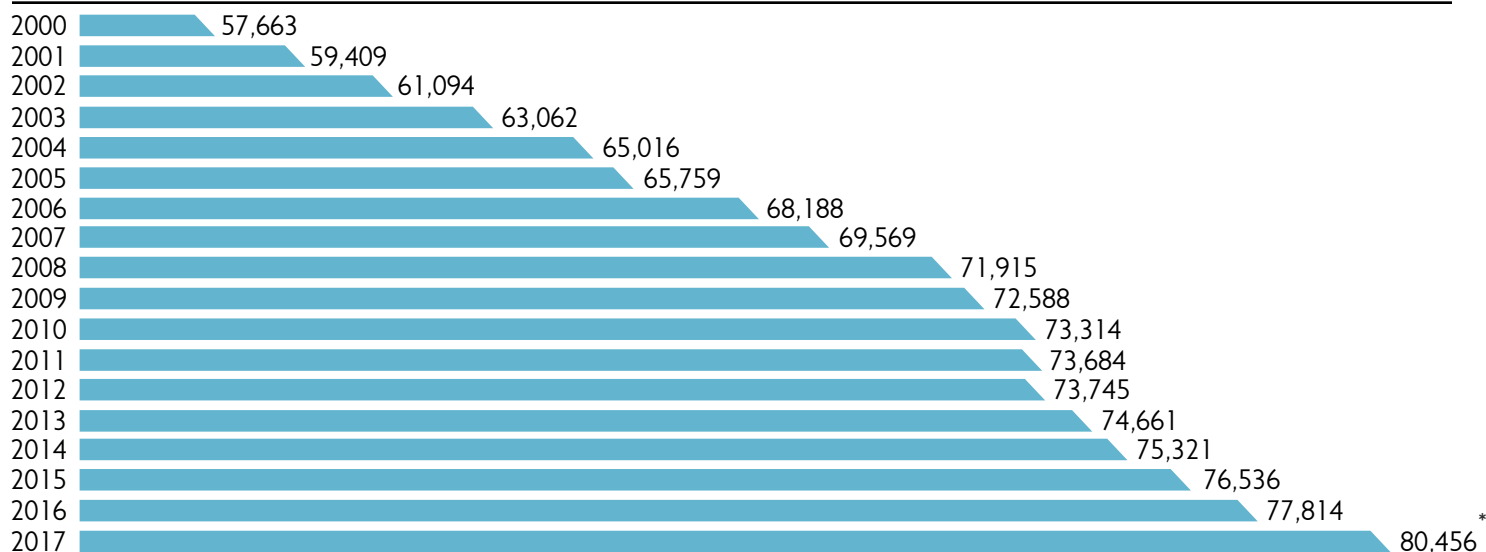
GRAPH 4. POPULATION IN NASSAU COUNTY FROM 2000-2017[8]

*80,456 persons is the population estimate from the University of Florida's Bureau of Economic and Business Research (BEBR produces Florida's official state and local population estimates and projections). However, the US Census Bureau has published a population estimate for 2017 at 82,721 persons**. If using US Census Bureau's estimates Nassau experienced an astronomical 6.3% increase in population from 2016 to 2017.

**Florida DEO's Beureau of Labor Market statistics utilized US Census estimates (82,721) in the April 2018 publication of the Summary of Employment, Demographics, and Commuting Patterns for Nassau County, Florida.

Period	Percent Change
99-00	1.38%
00-01	3.03%
01-02	2.84%
02-03	3.22%
03-04	3.10%
04-05	1.14%
05-06	3.69%
06-07	2.03%
07-08	3.37%
08-09	0.94%
09-10	1.00%
10-11	0.50%
11-12	0.08%
12-13	1.24%
13-14	0.88%
14-15	1.61%
15-16	1.71%
16-17	3.36%

GRAPH 5. ANNUAL POPULATION PERCENT CHANGE FROM 1999-2017[8]
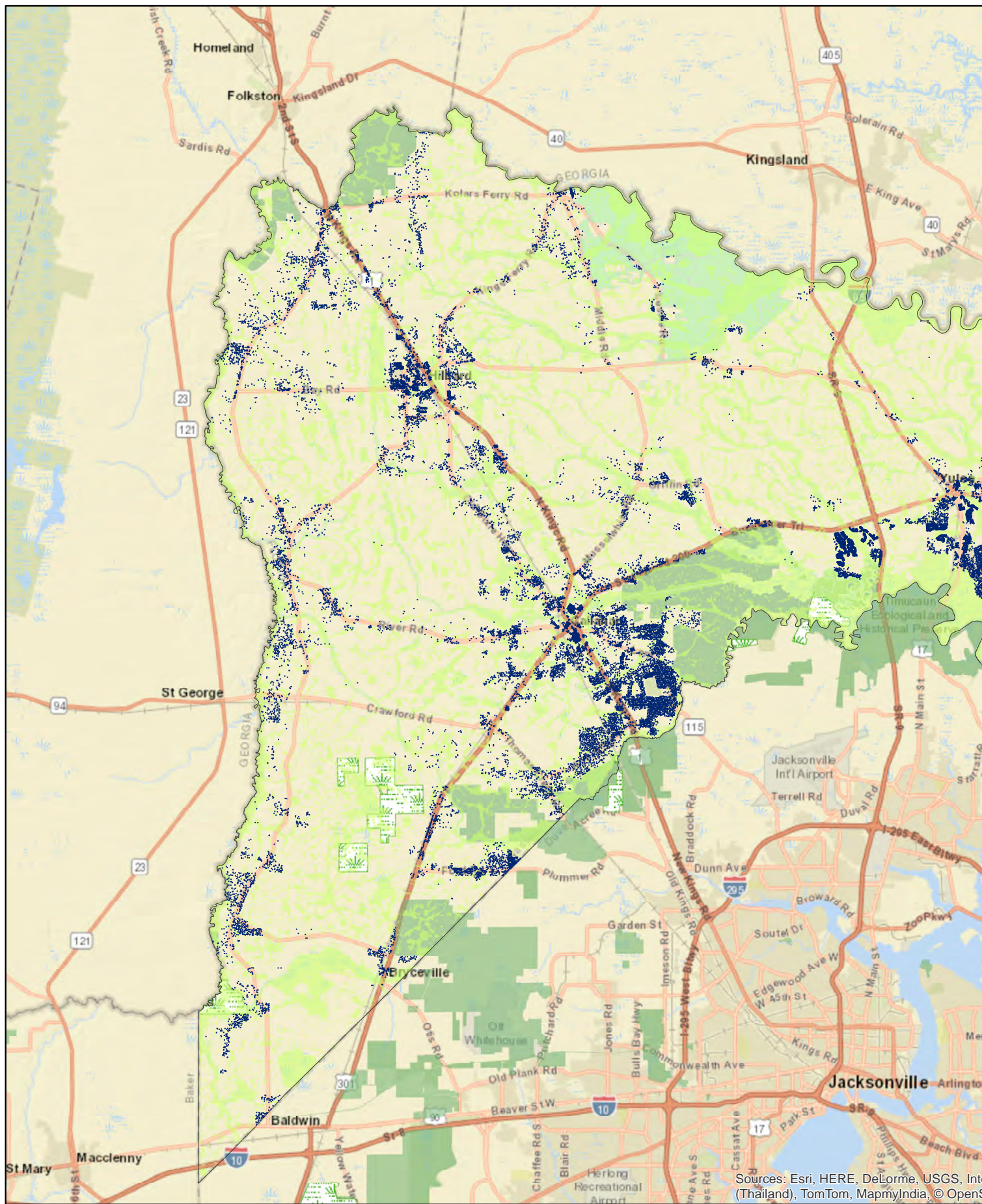
Figure 1. 2018 Population Dot Density

Population Disbursement 2017

Legend

- Wetlands
- White Oak Plantation Overlay
- Mitigation Banks
- Florida Managed Areas

Population Density*

1 dot = 1 person

*Density disbursement is based upon 2017 parcel data. The dot-density utilizes property use codes to locate existing dwelling units illustrating the disbursement of County citizens.

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Nassau County provides the data within this exhibit as a public resource of general information for use "as is." Nassau County DPEO (Dept. of Planning and Economic Opportunity) provides this information with the understanding that it is not guaranteed to be accurate, correct or complete and any conclusions drawn from such information are the sole responsibility of the user. Further, Nassau County DPEO

Miles

0   2.5   5   10
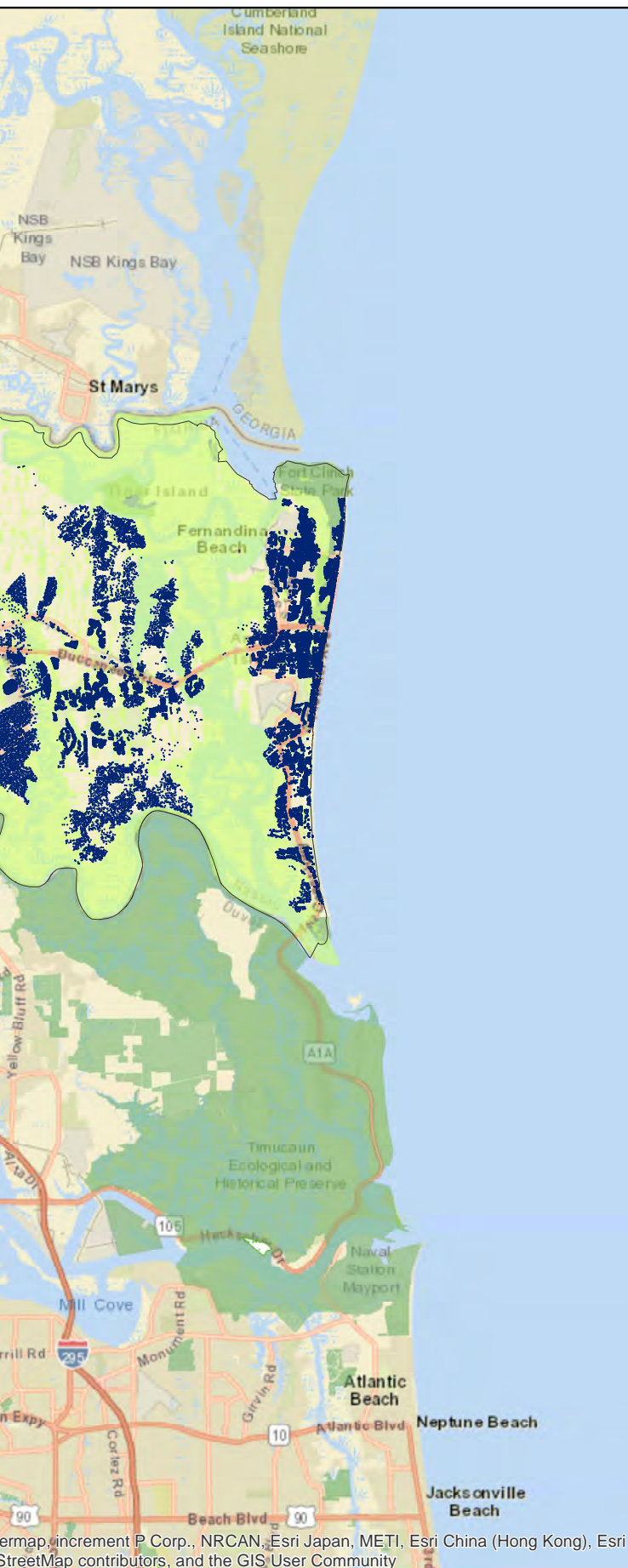
Demographics & Employment

Median Household Income 2016 Nassau: $59,196[3]
(Mean Household Income Nassau 2016: 79,482[3])

Median Household Income 2016 Florida: $48,900[3]
(Mean Household Income Nassau 2016: 69,936[3])

Jacksonville MSA Area Median Income (AMI) 2016: $64,400[2]

Per Capita Income 2016 Nassau: $31,141[3]

Per Capita Income 2016 Florida: $27,598[3]

Individuals Below the Poverty Level Nassau: 12.7%[3]

Individuals Below the Poverty Level Florida: 16.1%[3]

Graduation Rates Nassau:
High School: 90.9%[3]
Bachelor's Degree: 24.5%[3]

Employment Information:

30,745 number of workers living in Nassau County[15]

19,733 number of workers who live in Nassau County but are employed outside Nassau County[15]

64.2% of the workers in Nassau County are employed outside of Nassau County[15]

29.4 minutes is the mean travel time to work[3]

12,591 of the 19,733 workers who work outside Nassau work in Duval County[15]

19,360 is the number of total workers who are employed in Nassau County[15]
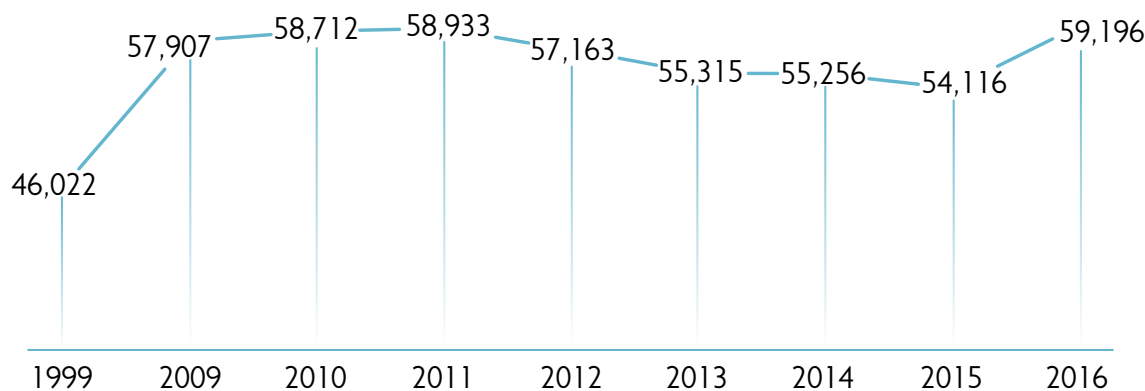
8,348 is the number of people who live outside Nassau County but work in Nassau County[15]

43.1% of those working in Nassau County live outside Nassau County[15]

11,012 is the number of workers who live and work in Nassau County[15]

71% of the 11,012 workers living and working in Nassau County work in the service industry[15]

3.4% Unemployment Rate Nassau (Feb. 2018)[15]

Area Median Income: The median divides the income distribution into two equal parts: one-half of the cases falling below the median income and one-half above the median. HUD uses the median income for families in metropolitan and non-metropolitan areas to calculate income limits for eligibility in a variety of housing programs. HUD estimates the median family income for an area in the current year and adjusts that amount for different family sizes so that family incomes may be expressed as a percentage of the area median income.

Per Capita Income: The mean income computed for every man, woman, and child in a particular group including those living in group quarters. It is derived by dividing the aggregate income of a particular group by the total population in that group

Graph with values: 46,022 (1999); 57,907 (2009); 58,712 (2010); 58,933 (2011); 57,163 (2012); 55,315 (2013); 55,256 (2014); 54,116 (2015); 59,196 (2016)

GRAPH 6. MEDIAN INCOME IN NASSAU COUNTY 1999- 2016[13,14]
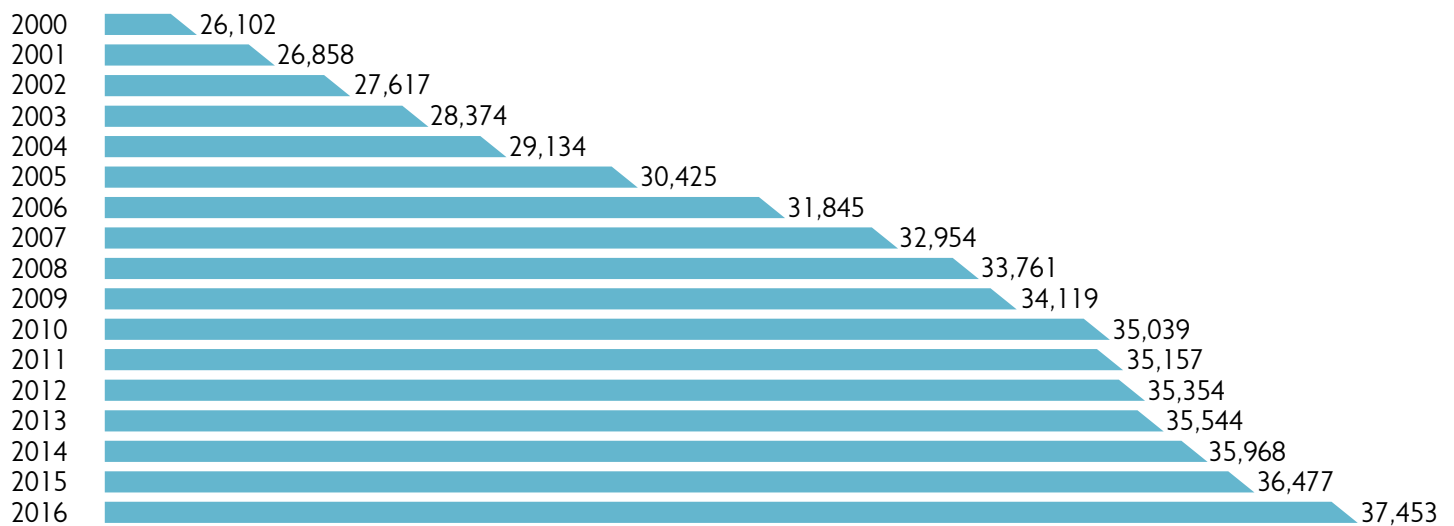
Housing

Total Housing Units: 37,453[4]
Persons Per Household: 2.62[4]
Owner-occupied Units: 76.1%[4]
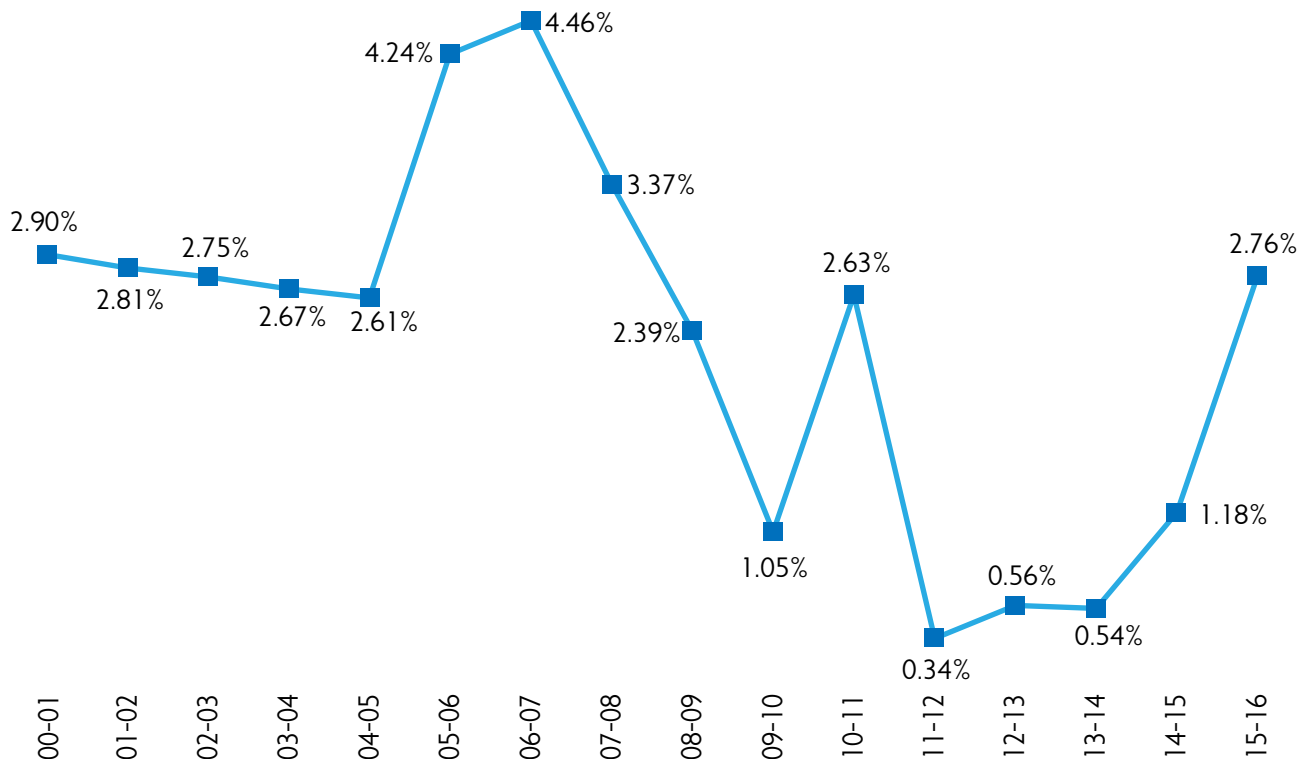
GRAPH 7. PERCENT CHANGE IN TOTAL HOUSING UNITS FROM 2000-2017[4]
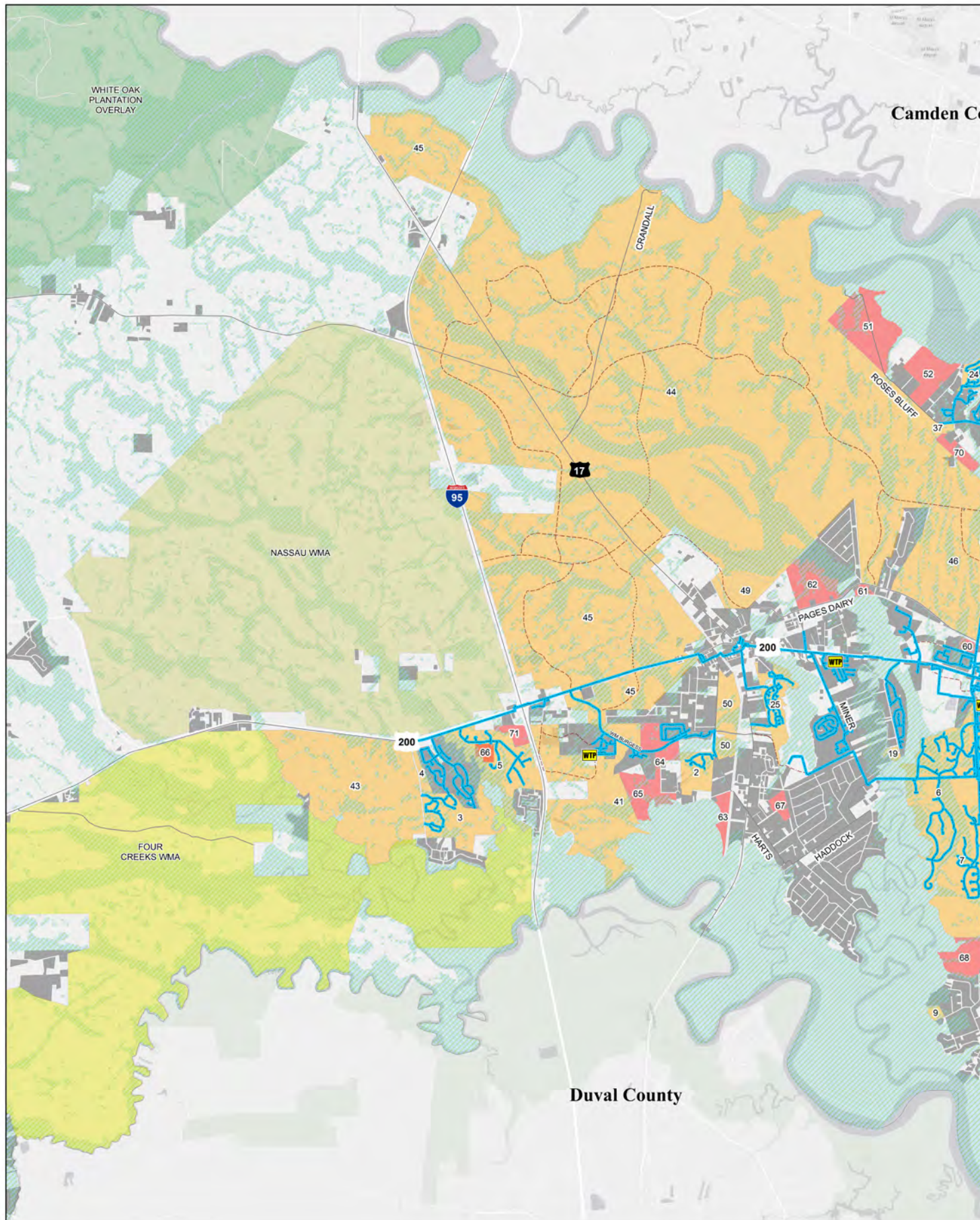

GRAPH 8. TOTAL HOUSING UNITS IN NASSAU COUNTY FROM 2000-2016[4]

FIGURE 2. RESIDENTIAL DEVELOPMENT TRACKER