

An aerial, high-angle photograph of a community meeting. Numerous people are seated around several round tables, engaged in conversation. The scene is dimly lit, with a blue color overlay. The text 'Forward Together' is superimposed over the center of the image. The word 'Forward' is in a white, sans-serif font. A green arrow with a motion blur effect points from the end of 'Forward' towards the word 'Together', which is in a larger, white, italicized sans-serif font.

# Forward Together

A Shared Vision for Economic Prosperity

Genesee County, Michigan

# Our Vision for Economic Vitality

***In 2040, Genesee County is a top-five community in Michigan based on jobs, talent, livability, and equity***



# FORWARD TOGETHER: DASHBOARD UPDATE 2025

## VISION STATEMENT:

In 2040, Genesee County is a top-five community in Michigan based on jobs, talent, livability, and equity

**WHY TOP 5?** Genesee County is the 5th most populous county in the state of Michigan. The Forward Together dashboard positions the County to evaluate our economic progress in comparison to the other 83 counties and aim for top five in these key measurements.

## Forward Together

A Shared Vision for Economic Prosperity

The Forward Together process was launched in 2019 through a unique partnership between the City of Flint, Genesee County, and Flint & Genesee Group. This process was open, inclusive, and resulted in a new, shared vision for the economic vitality of the county and its communities.



### AVERAGE WAGES

2023

\$1,109

Per week average wage for workers in the county

23<sup>rd</sup>

out of the 83 Michigan counties



### NET IN-MIGRATION

2022

-799

People moved out of Genesee County

77<sup>th</sup>

out of the 83 Michigan counties



### EDUCATIONAL ATTAINMENT

2023

34%

of residents over 25 have a postsecondary degree

32<sup>nd</sup>

out of the 83 Michigan counties



### GROSS DOMESTIC PRODUCT GROWTH RATE

2022-2023

1.9%

Growth in GDP

48<sup>th</sup>

out of the 83 Michigan counties



### FAMILY POVERTY RATE

2022

11.4%

Families living below the poverty line

75<sup>th</sup>

out of the 83 Michigan counties



## AVERAGE WAGES

2023

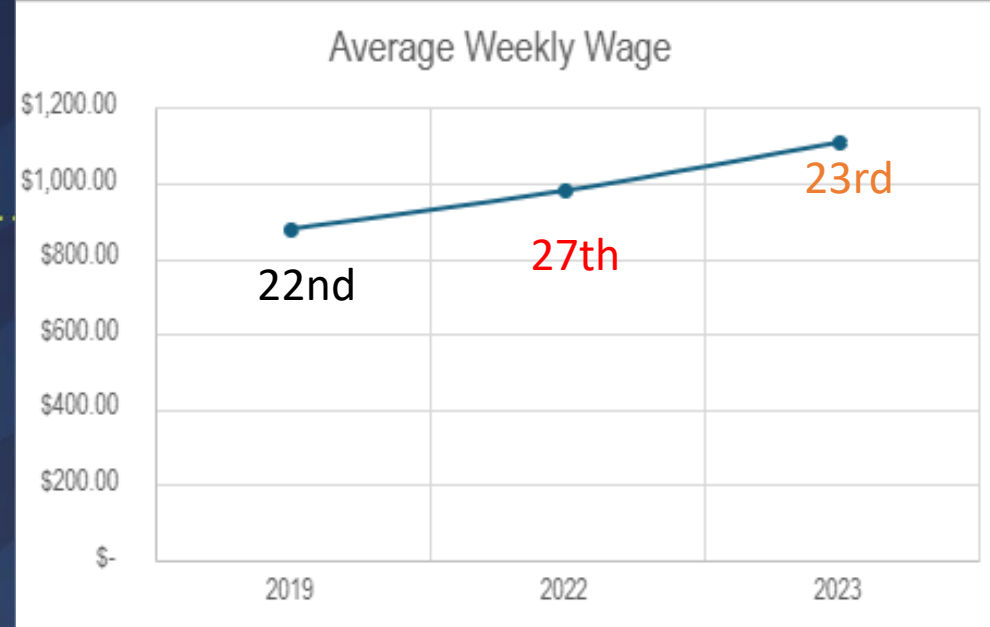
# \$1,109

Per week average wage for workers in the county

## 23<sup>rd</sup>

out of the 83 Michigan counties

## Trend: 2019-2023



### Top 5:

- #1 – Oakland County: \$1,526
- #2 – Wayne County: \$1,460
- #3 – Washtenaw County: \$1,412
- #4 – Midland County: \$1,373
- #5 – Macomb County: \$1,366

## What are we seeing?

- Wages are going up across the State.
- We are regaining our pre-Covid ranking.
- Genesee County needs to add \$257 to get to top 5.

## Additional Background:

- Nine of the 10 large Michigan counties reported average weekly wage gains from the fourth quarter of 2022 to the fourth quarter of 2023.
- Genesee County had the largest gain (+6.1%), followed by Macomb County (+4.7%) and Wayne County (+4.7%).



## NET IN-MIGRATION

2022

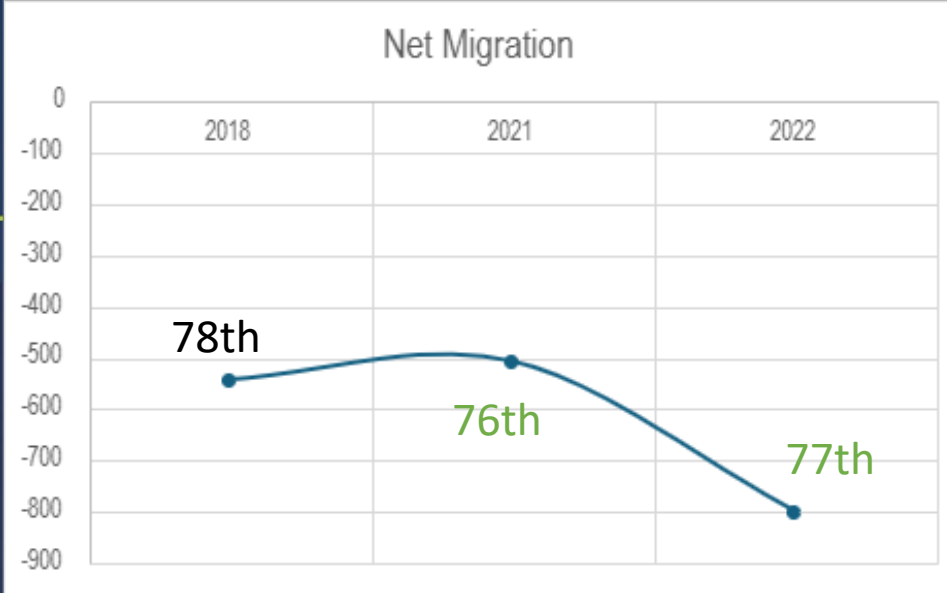
# -799

People moved out of Genesee County

# 77<sup>th</sup>

out of the 83 Michigan counties

## Trend: 2018-2022



### Top 5:

- #1 – Ottawa +1422
- #2 – Livingston +1070
- #3 – Lapeer +668
- #4 – Muskegon +612
- #5 – Barry +600

## What are we seeing?

- We're falling in numbers but gaining slightly in ranking.
- Genesee County has been steadily at the bottom in Net In-Migration.
- The Top 5 are neighbors to counties with Metros, especially around Grand Rapids.
- Livingston and Lapeer are Genesee County neighbors. Watch Shiawassee in the next five years.

## Additional Background:

- Consistent bottom ranking counties: Wayne, Oakland, Kent, Washtenaw, Ingham, Kalamazoo, Genesee, Macomb.
- These are also the counties with the largest GDPs.
- We had to change sources to get more consistent updates.



## EDUCATIONAL ATTAINMENT

2023

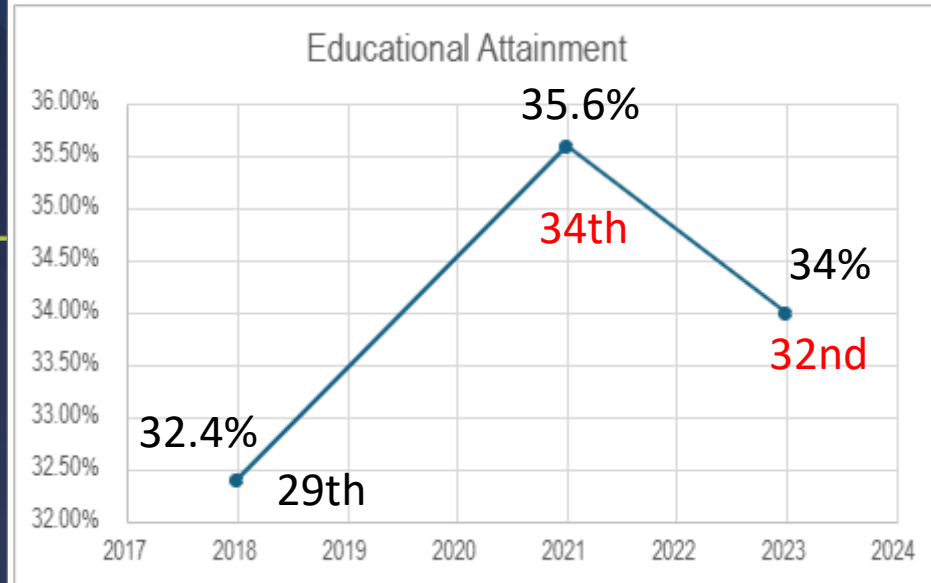
# 34%

of residents over 25 have a postsecondary degree

# 32<sup>nd</sup>

out of the 83 Michigan counties

## Trend: 2018-2023



### Top 5:

- #1 – Washtenaw (64.80%)
- #2 – Leelanau (58.8%)
- #3 – Oakland (58.4%)
- #4 – Keweenaw (52.8%)
- #5 – Grand Traverse (51%)

## What are we seeing?

- We've improved in percentage since 2018 but fallen in ranking. This means other counties are growing faster.
- Our percentage has declined since 2021 which could reflect a loss of educated population.
- Even though we slipped in percentage from 2021 to 2023, we moved up in ranking, which likely reflects the State's overall population losses.

## Additional Background:

- The State of Michigan and Genesee County share a goal of 60% of residents with a post-secondary degree or credential by 2030.
- The numbers here do not reflect credentials.
- Breaking down demographics is important to invest in equity.





## GROSS DOMESTIC PRODUCT GROWTH RATE

2022-2023

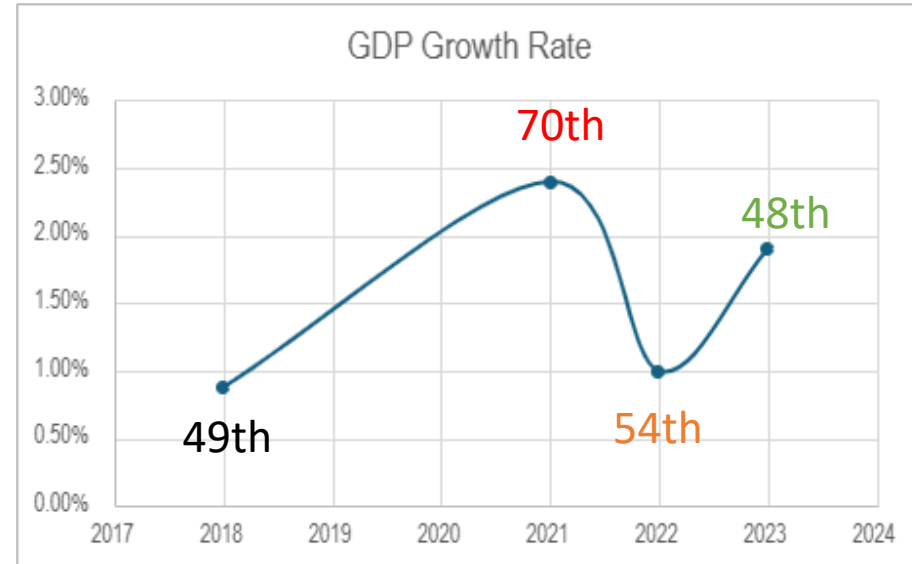
# 1.9%

Growth in GDP

# 48<sup>th</sup>

out of the 83  
Michigan counties

## Trend: 2018-2023



### Top 5 GDP Growth:

- #1 – Cass 24.6%
- #2 – Huron 10.1%
- #3 – Ionia 9.6%
- #4 – Clare 8.7%
- #5 – Keweenaw 8.3%

### Top 5 GDP:

- #1 – Oakland \$115M (GTH: 42)
- #2 – Wayne \$102M (GTH: 65)
- #3 – Kent \$46M (GTH: 74)
- #4 – Macomb \$42M (GTH: 61)
- #5 – Washtenaw \$28M (GTH: 33)
- ...
- #9 – Genesee \$17M (GTH: 48)

## What are we seeing?

- GDP Growth Rate is a volatile measurement.
- Our biggest growth year was our lowest ranking.
- Smaller communities have a lot more room for growth.

## Additional Background:

- Since Forward Together inception, this is the metric that we would recommend changing.
- Instead we should measure GDP.
- Genesee County ranks 9<sup>th</sup> in GDP.
- Genesee County is above the average growth rate of the top five counties, which is 1.66%.



## FAMILY POVERTY RATE

2022

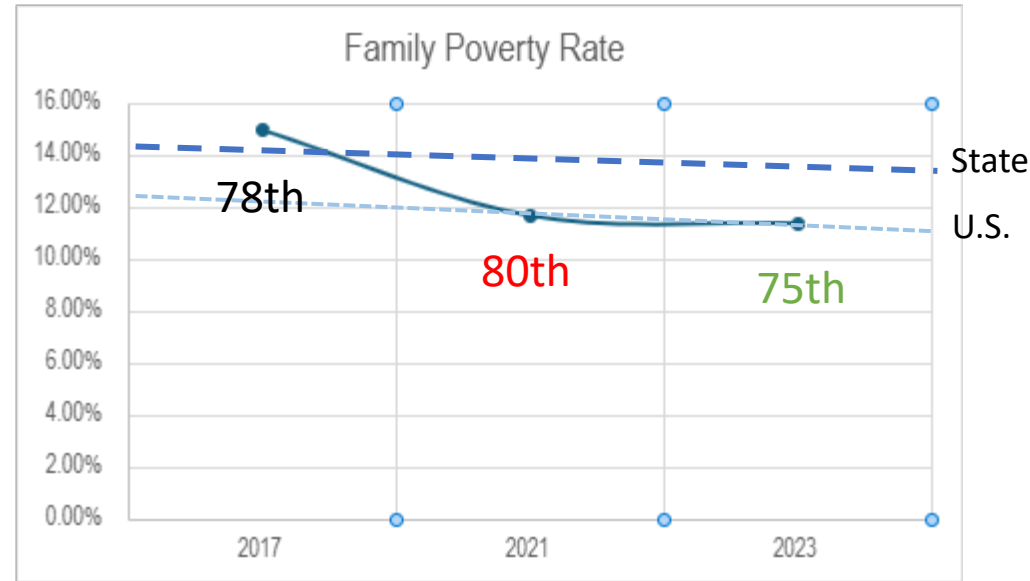
# 11.4%

Families living below the poverty line

## 75<sup>th</sup>

out of the 83 Michigan counties

## Trend: 2017-2023



### Top 5:

- #1 – Livingston 3%
- #2 – Leelanau 3.60%
- #3 – Ottawa 4.20%
- #4 – Clinton 4.3%
- #5 – Oakland 4.7%

## What are we seeing?

- Genesee County’s Family Poverty Rate has fallen below the State and is nearly the same as the Nation.
- In one year, Genesee County gained 5 spots in the county rankings.
- There is a lot of room for improvement, but we are improving faster than other counties in the State.

## Additional Background:

- State Family Poverty Rate: 13.5%
- U.S. Family Poverty Rate: 11.1%
- Other Metros:
  - Wayne – 28.5%
  - Washtenaw – 14.6%
  - Macomb – 10.6%



### Economic Mobility

2020\*

5.9%

6.8% in 2014

\*no new data post-Covid



### Median Household Income

2023

\$60,673

\$57,003 in 2022



### Workforce Participation

2023

58.3%

58.1% in 2022



### 3<sup>rd</sup> Grade Reading Proficiency

2024

36.06%

35.06% in 2023



# COMMUNITY SCORECARD

### SNAP Recipient Households

2023

32,082

33,083 in 2022



### Total Jobs

2023

133,895

130,274 in 2022



### Private Establishments

2023

8,116

7,315 in 2022



# Key Takeaways: Optimism!

- We see growth in nearly every dashboard metric and green arrows on the scorecard.
- Stability! Our county rankings are at Pre-Covid levels.
- Transformational projects will push all the dashboard metrics and rankings.
- Economic development does not know geography. Municipalities are inter-connected and neighboring counties will grow, too.
- Equity needs to be prioritized. Economic Mobility is low and Genesee County lost position in Educational Attainment.
- Demand is increasing (Jobs & Wages); we need to improve the supply (Talent & Place).

# How can partners help?

## **Municipalities:**

- Encourage housing development.
- Create great places that attract young workers.
- Watch your neighboring communities. Growth is not confined to geographic borders.
- Invest in infrastructure and support schools.
- Partner with Economic Alliance.
- Be a destination! Will you attract business, talent, and/or tourists? Zone and invest accordingly.



# How can partners help?

## **Non-Profits/Philanthropy:**

- Support equity, reaching residents in greatest need.
- Education is essential for residents to engage in a growing economy.
- Quality housing and unique places are essential to meet economic demands.

# How can partners help?

## **Policy-Makers:**

- Business incentives help us compete with other states.
- Invest in K-12. Job creators need prepared talent.
- Postsecondary access, especially STEM pathways.
- Housing investment (affordable and market rate)
- Placemaking initiatives create attractive, vibrant communities.
- Destination marketing for visitors and future residents generates economic impact and fills talent gaps.

# How can partners help?

## **Businesses:**

- Ensure HR practices are barrier-free and considerate of a diverse workforce.
- Become a Make Your Move employer/use the toolkit.
- Hire college interns and teen workers.
- Create community engagement opportunities for employees.
- Engage with K-12 and higher ed institutions.
- Sponsor events that attract visitors and create great places; donate to non-profits that serve communities in need. They are cultivating your workforce and your customers.



# How can partners help?

## Residents:

- Volunteer! Create communities where residents thrive and others want to live and visit.
- Support literacy efforts.
- Become a Certified Tourism Ambassador.
- Say good things about Genesee County.
- Invest in yourself and/or encourage higher education attainment.
- Engage civically to ensure decision-makers are supporting growth.

It's time to shift from reverse to drive!

[ForwardTogetherGenesee.org](http://ForwardTogetherGenesee.org)

