

## EMPLOYER SERVICES PROGRAM Activity Centers Profiles

### Atlantic Station Activity Center Segmentation:

Comprising of the smallest area by square foot, Atlantic Station is home to 2,500 jobs. However, Atlantic Station pulls employees mainly from the inner suburbs and areas such as Midtown and along I-20, as 51% percent of the commute trips are less than 10 miles.

#### Demographic makeup:

- 56% Female/43% Male (ACS)
- 53% Caucasian (ACS)
- Starting families, have young children(ESRI)
- Median Age 32.5 (ESRI)
- Median Household income: \$45,013 (ESRI)

#### Core Demographic Target Group:

##### Milk and Cookies, Metro Renters

- Fifty-eight percent have attended college; more than 20 percent hold bachelor’s or graduate degrees.
- To save time in their busy lives, they frequently buy prepared dinners from the grocery store and fast food
- Although half of the households have children, they also have working parents.

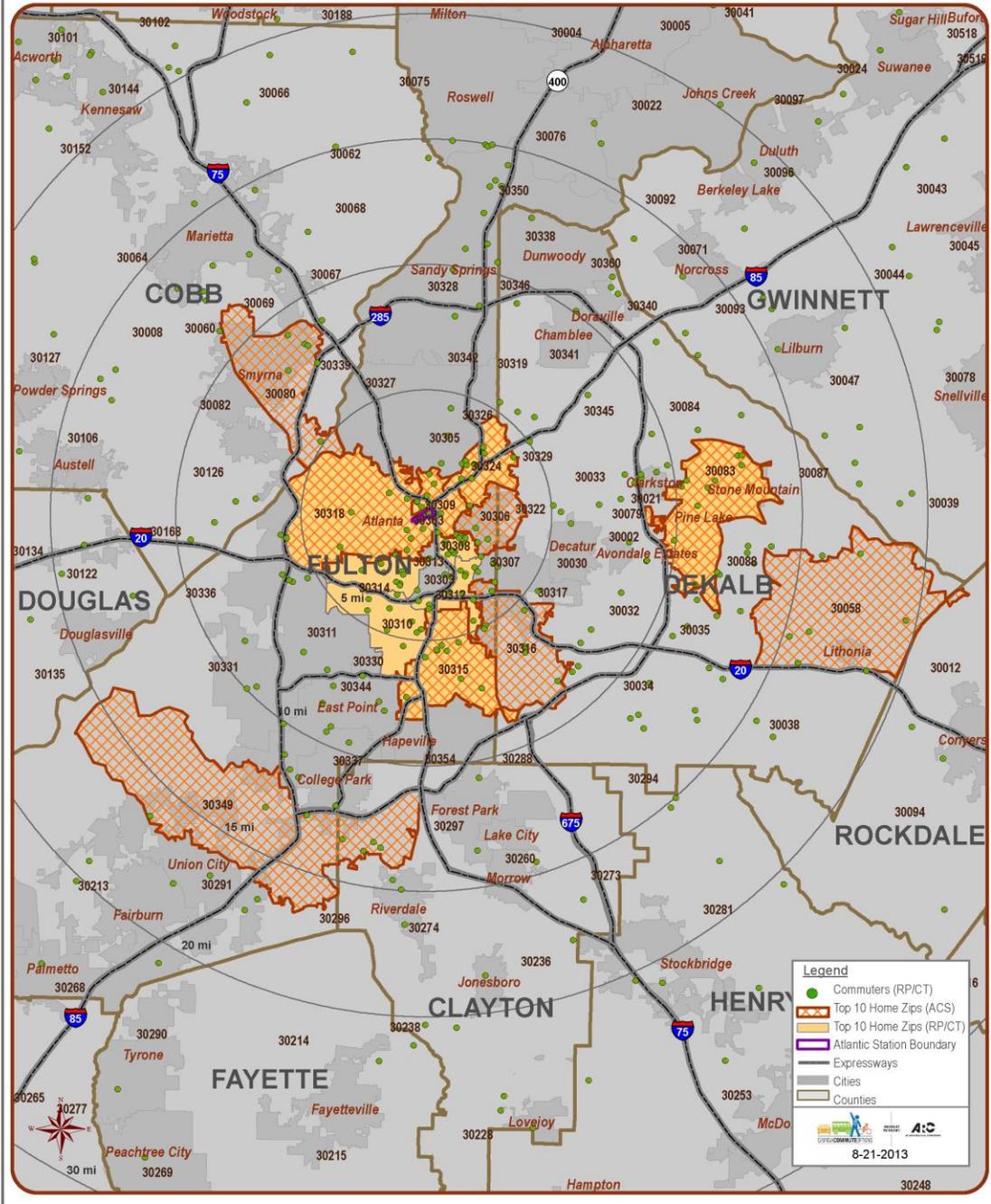
Traffic Inflow	2,511
Traffic Outflow	829
% of Trips Less than 10 miles	51%
Gender	Female
Ethnicity	Caucasian
Median Age	32.5
Median Household Income	\$45,013
Dominate Professional Industry	Retail, Food Service, Real Estate, Leasing
Market Segments	Metro Renters, Milk and Cookies
Transportation Infrastructure	Atlantic Station Shuttle, 7 Local bus lines, 2 Xpress bus lines

ACS - American Commuter Survey

ESRI - Environmental Systems Research Institute – Tapestry Tool

# Atlantic Station Activity Center

505 Commuters



Red hashes highlights represent Top 10 home destination zip codes (ACS), Yellow indicates the Top 10 home destinations as indicated by RidePro/CommuteTrak. Red/Yellow Hash marked zip codes represent an area that is both a Top 10 home zip code destination (ACS) and Top 10 RidePro/CommuteTrak zip code home destination. Green dots are all commuters in RidePro/CT.

**Buckhead Activity Center Segmentation:**

Census data reveals that there are approximately 95,000 jobs in the Buckhead coverage area with nearly 87,000 (93%) of those employed in the area live outside of the area. However, 66% of the trips to work are within less than 10 miles.

Demographic makeup:

- 52% Female/47% Male (ACS)
- 62% Caucasian (ACS)
- 43% Single/ 43% Married with no Children (ESRI)
- Median Age 32.4 (ESRI)
- Median Household income: \$65,841 (ESRI)

Core Demographic Target Group:

Enterprising Professionals, Suburban Splendor

- Young and mobile group with growing consumer clout. They rely on cell phones and e-mail to stay in touch.
- These working professionals are employed in various industries such as management, finance, computer, sales and office/administrative support.

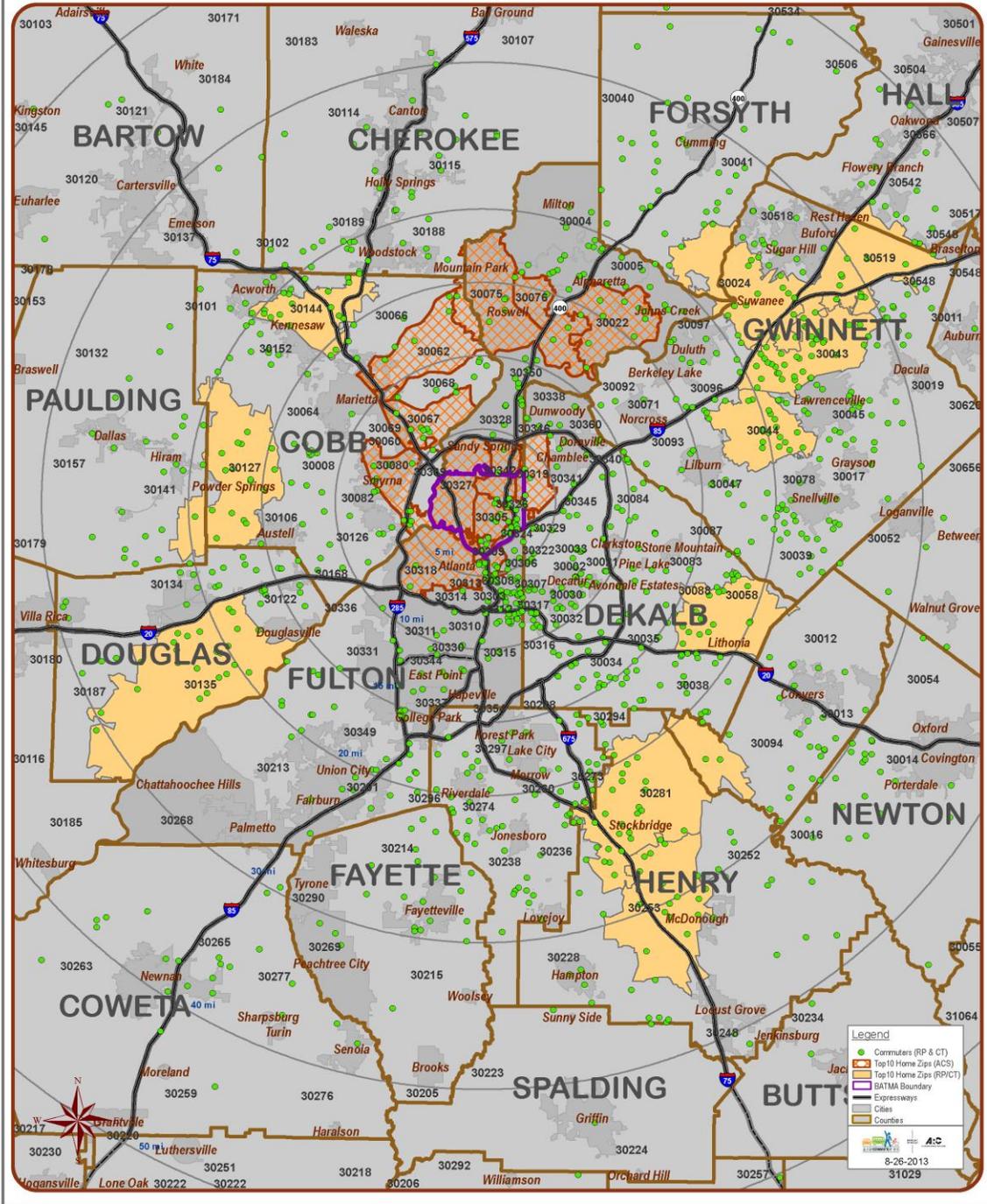
Traffic Inflow	87,763
Traffic Outflow	27,157
% of Trips Less than 10 miles	66%
Gender	Female
Ethnicity	Caucasian
Median Age	32
Median Household Income	\$65,841
Dominate Professional Industry	Professional Services, Health Care, Finance & Insurance
Market Segments	Enterprising Professionals, Suburban Splendor
Transportation Infrastructure	Two Heavy Rail lines, 18 Local bus lines, 5 Xpress bus lines, BUC shuttle

ACS - American Commuter Survey

ESRI - Environmental Systems Research Institute – Tapestry Tool

# Buckhead Activity Center

1,412 Commuters



Orange highlights represent Top 10 home destination zip codes (ACS); Yellow indicates the top 10 home destinations as indicated by RidePro/CT. Green dots are all commuters in RidePro/CT.

## Central Perimeter Activity Center Segmentation:

The Central Perimeter area has the highest concentration of commuters that live in a single direction from the work site. Though most commute trips are along SR 400, like Midtown, this area has one of the highest concentrations of commuters living over 10 miles from their jobs.

### Demographic makeup:

- 56% Female/43 % Male (ACS)
- 63% Caucasian (ACS)
- Mixture of single/married without children (ESRI)
- Median Age 36.8 (ESRI)
- Median Household income: \$73,751 (ESRI)

### Core Demographic Target Group:

#### Boomburbs, Enterprising Professionals

- Commuting links these dual-career households with their suburban lifestyle. Many work outside their resident county; 35 % cross county lines to work (compared to 23 % for the United States).
- 43% of the households are singles who live alone or share housing with roommates, and 43% are married couple families

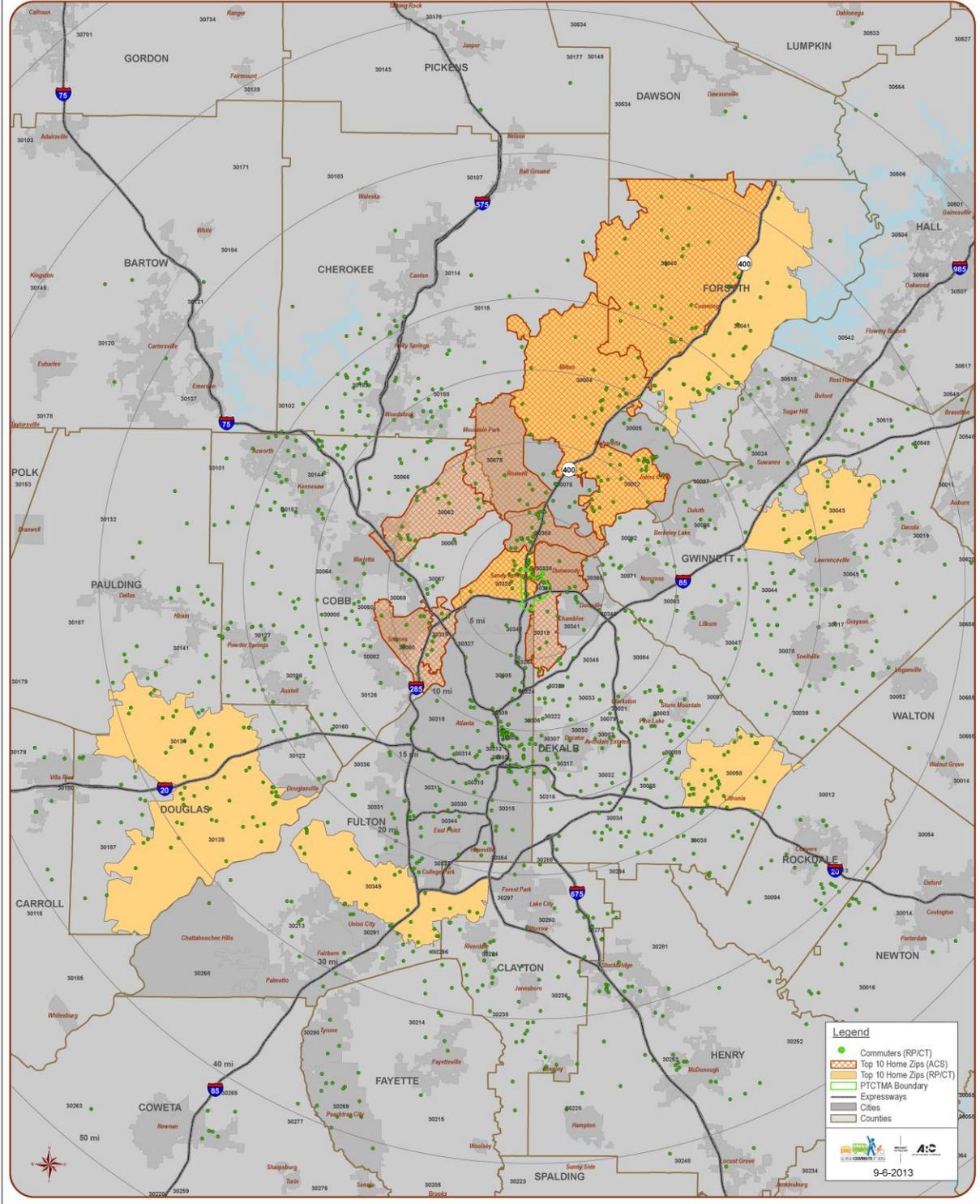
Traffic Inflow	72,047
Traffic Outflow	4,044
% of Trips Less than 10 miles	36%
Gender	Female
Ethnicity	Caucasian
Median Age	36.3
Median Household Income	\$73,751
Dominate Professional Industry	Health Care, Professional Services, Administration Services
Market Segments	Boomburbs, Enterprising Professionals
Transportation Infrastructure	One Heavy Rail line, 5 Local bus lines, 12 Property Shuttles, 2 Xpress bus lines

ACS - American Commuter Survey

ESRI - Environmental Systems Research Institute – Tapestry Tool

# Central Perimeter Activity Center

2,088 Commuters



Red hashes highlights represent Top 10 home destination zip codes (ACS), Yellow indicates the Top 10 home destinations as indicated by CommuteTrak/RidePro. Red/Yellow Hash marked zip codes represent an area that is both a Top 10 home zip code destination (ACS) and Top 10 CommuteTrak/RidePro code home destination.

**Clifton Corridor Activity Center Segmentation:**

Clifton Corridor is home to over 31,000 jobs with 90% of those employed in the area live outside of the area. These commuters are primarily within the perimeter and the immediate suburbs of DeKalb County.

Demographic makeup:

- 62% Female/37 % Male (ACS)
- 49% Caucasian/ 40% African American (ACS)
- Mixture of young professionals & starter families with kids (ESRI)
- Median Age 33.8 (ESRI)
- Median Household income: \$43,336 (ESRI)

Core Demographic Target Group:

Milk and Cookies, Metro Renters

- Upscale living on a family allowance, represents young, affluent married couples who are starting their families or already have young children
- Approximately 90% of the housing is apartments; 37% in high-rise buildings

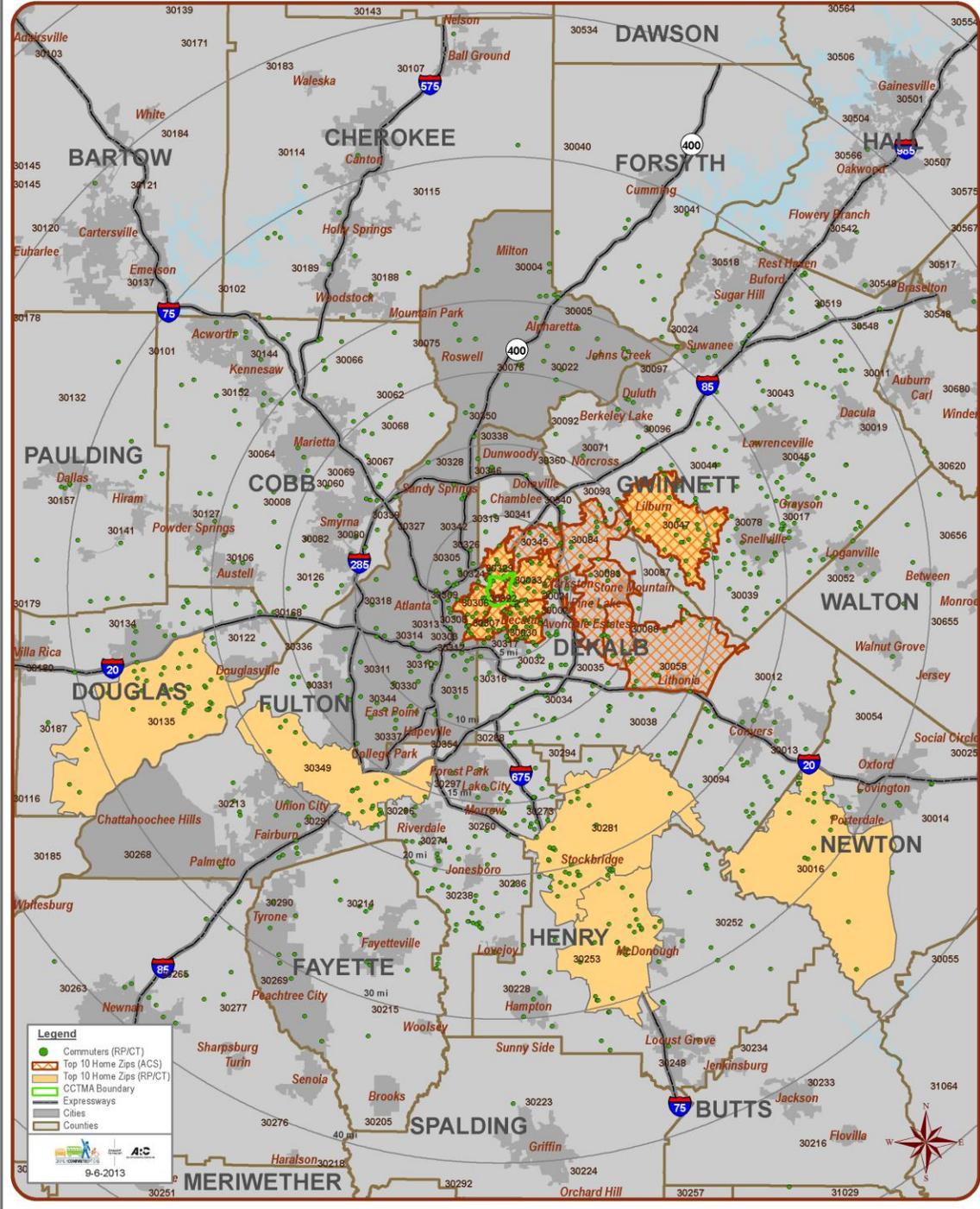
Traffic Inflow	30,797
Traffic Outflow	2,519
% of Trips Less than 10 miles	45%
Gender	Female
Ethnicity	Caucasian
Median Age	34.9
Median Household Income	\$52,941
Dominate Professional Industry	Educational Services, Health Care, Administration & Support
Market Segments	Milk and Cookies ,Metro Renters
Transportation Infrastructure	Cliff Shuttle, Georgia Tech Trolley, 6 Local bus

ACS - American Commuter Survey

ESRI - Environmental Systems Research Institute – Tapestry Tool

# Clifton Corridor Activity Center

1,399 Commuters



Red hashes highlights represent Top 10 home destination zip codes (ACS), Yellow indicates the Top 10 home destinations as indicated by CommuteTrak/RidePro. Red/Yellow Hash marked zip codes represent an area that is both a Top 10 home zip code destination (ACS) and Top 10 CommuteTrak/RidePro zip code home destination. Green dots are all commuters in RidePro/CT.

## Downtown Atlanta Activity Center Segmentation:

There are approximately 109,000 jobs in the Downtown Atlanta coverage area with nearly 108,000 (99%) of those employed in the area live outside of the area. On average most of the trips originate along the I-20, I-285 and I-75 corridors with 52% of the trips happening within 10 miles of the Downtown Atlanta boundary.

### Demographic makeup:

- 53% Female/46 % Male (ACS)
- 47% Caucasian/ 46% African American (ACS)
- Have kids, with an average family size of 3.3 (ESRI)
- Median Age 33.8 (ESRI)
- Median Household income: \$43,336 (ESRI)

### Core Demographic Target Group:

Milk and Cookies, Family Foundations

- Some workers are retiring. More than 20 % of the employed residents work for the government
- They spend money on their families and home maintenance projects. Careful consumers, they watch their budgets

Traffic Inflow	108,461
Traffic Outflow	2,742
% of Trips Less than 10 miles	52%
Gender	Female
Ethnicity	Caucasian/ African American
Median Age	35.5
Median Household Income	\$43,336
Dominate Professional Industry	Public Administration, Professional Services, Health Care
Market Segments	Milk and Cookies, Family Foundations
Transportation Infrastructure	Atlanta Street Car**, Four Heavy Rail lines 26 Local bus lines, 24 Xpress bus lines

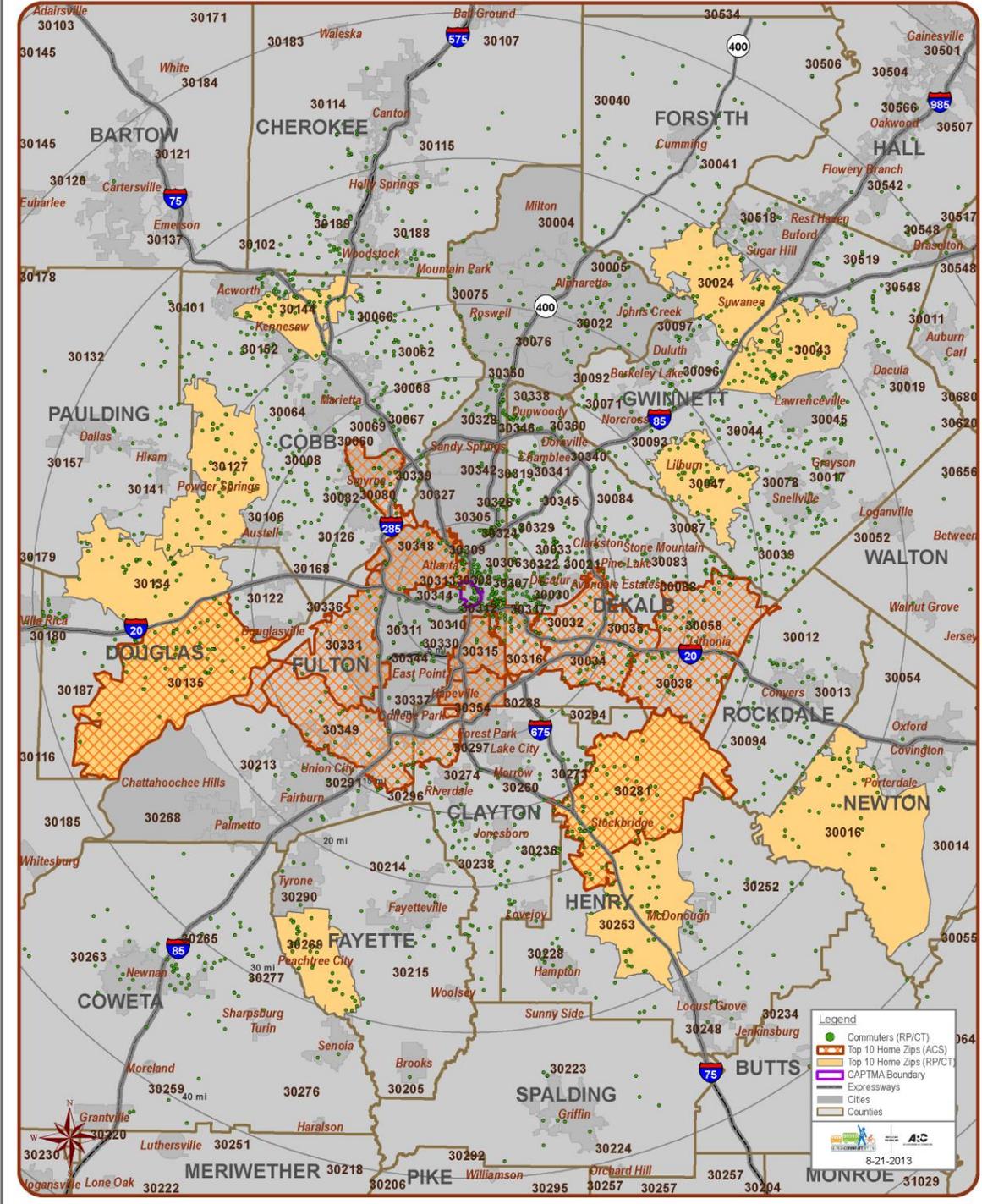
\*\* Starting in 2014

ACS - American Commuter Survey

ESRI - Environmental Systems Research Institute - Tapestry Tool

# Downtown Atlanta Activity Center

3,099 Commuters



Red hashes highlights represent Top 10 home destination zip codes (ACS), Yellow indicates the Top 10 home destinations as indicated by RidePro/CommuteTrak. Red/Yellow Hash marked zip codes represent an area that is both a Top 10 home zip code destination (ACS) and Top 10 RidePro/CommuteTrak zip code home destination. Green dots are all commuters in RidePro/CT.

**Midtown Atlanta Activity Center Segmentation:**

31% of the commute trips are less than 10 miles in Midtown Atlanta; this young demographic chooses to live within the perimeter or in the closely located suburbs along I-75. Of the approximate 74,000 jobs in the area, 96% of the commuters work in the area but live outside the Midtown Atlanta boundary area.

**Demographic makeup:**

- 52% Female/47% Male (ACS)
- 59% Caucasian (ACS)
- Starting families, have young children(ESRI)
- Median Age 33.6 (ESRI)
- Median Household income: \$55,234 (ESRI)

**Core Demographic Target Group:**

**Metro Renters, Young and Restless**

- Young, educated singles, this group is just beginning their professional careers. This younger population is also more diverse than the US population
- 85 % rent apartments in multiunit buildings. 85 % have moved in the last five years.

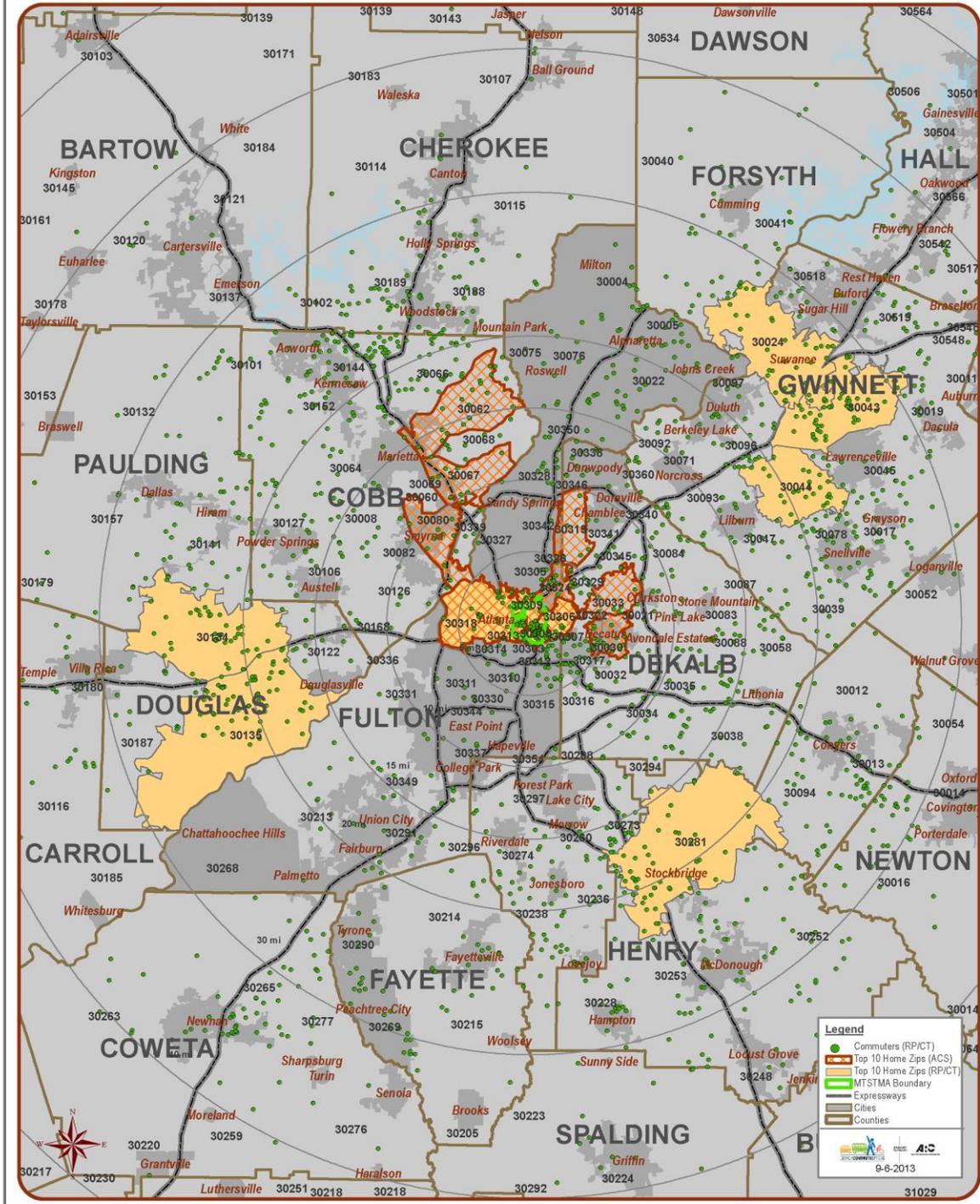
<b>Traffic Inflow</b>	71,639
<b>Traffic Outflow</b>	11,967
<b>% of Trips Less than 10 miles</b>	31%
<b>Gender</b>	Female
<b>Ethnicity</b>	Caucasian
<b>Median Age</b>	33.6
<b>Median Household Income</b>	\$55,234
<b>Dominate Professional Industry</b>	Professional Services, Public Administration
<b>Market Segments</b>	Metro Renters, Young and Restless
<b>Transportation Infrastructure</b>	Two Heavy Rail line, 23 Local bus lines, Tech Trolley, Atlantic Station Shuttle, 23 Xpress bus lines

ACS - American Commuter Survey

ESRI - Environmental Systems Research Institute – Tapestry Tool

# Midtown Atlanta Activity Center

2,956 Commuters



Red hashes highlights represent Top 10 home destination zip codes (ACS), Yellow indicates the Top 10 home destinations as indicated by CommuteTrak/RidePro. Red/Yellow Hash marked zip codes represent an area that is both a Top 10 home zip code destination (ACS) and Top 10 CommuteTrak/RidePro zip code home destination. Green dots are all commuters in RidePro/CT.

MARKET SEGEMENT GLOSSARY	Demographic	Socioeconomic	Residential	Preferences
Milk and Cookies	Upscale living on a family allowance, represents young, affluent married couples who are starting their families or already have young children	58 % have attended college; more than 20 % hold bachelor's or graduate degrees	71% households have at least two vehicles. A family with two or more workers, more than one child, and two or more vehicles is the norm for these neighborhoods	Although they may still own a motorcycle or small car, they prefer larger vehicles
Family Foundations	Family is the cornerstone of life in these neighborhoods that are a mix of married couples, single parents and young and adult children. Diversity is low; 84% of the population is black	Although education attainment levels are below the US level, a slightly higher proportion of residents aged 25 or older have graduated from high school	These small urban communities are located in large metropolitan areas, primarily. Because these residents tend to stay put, very little household growth has occurred since 2000	Active in their communities, Family Foundations residents attend church, serve on church boards, help with fundraising projects, and participate in civic activities. They spend money on their families and home maintenance project
Boomburbs	Boomburbs is the fastest-growing market in the United States; the population has been growing at a rate of 4.51 % annually since 2000. There is little ethnic diversity in the population; most of the residents are white	Residents are well educated: more than 50 % of the population aged 25 years and older hold a bachelor's or graduate degree	Commuting links these dual-career households with their suburban lifestyle. Many work outside their resident county; 35 % cross county lines to work (compared to 23 % for the United States).	This is also the top market to own big-screen TVs, DVD players, digital camcorders, video game systems, and scanners as well as owning or leasing full-size SUVs
Enterprising Professionals	43% of the households are singles who live alone or share housing with roommates, and 43% are married couple families	This is an educated group: approximately half of the population aged 25 years and older hold a bachelor's or graduate degree; more than three in four have attended college	Move frequently to find growth opportunities and better jobs, especially in cities such as Chicago, Atlanta, and Seattle. They prefer to own instead of rent in newer neighborhoods of townhouses or apartments	They are young and mobile with growing consumer clout. They rely on cell phones and e-mail to stay in touch. They go online to download videos and music, track their investments, and shop for items, including personal computers and software
Suburban Splendor	Suburban Splendor residents are families who live in growing suburban neighborhoods. Married couple families with and without children comprise 8 in 10 of these households	These successful suburbanites are the epitome of upward Mobility. Well educated, more than half the population aged 25 years and older hold a bachelor's or graduate degree.	Having two-income households commonly require multiple vehicles, it is not surprising that 85% of these households own two or more vehicles	This market prefers to own or lease a minivan or full-size SUV and is one of the top markets for owning or leasing a luxury car
Metro Renters	Young, educated singles, residents of Metro Renters neighborhoods are just beginning their professional careers. This younger population is also more diverse than the US population; 11.5% of the residents are Asian	More than 80% of these residents have attended college; 17% are still enrolled in undergraduate or graduate school.	Approximately 90% of the housing is apartments; 37% in high-rise buildings	They go online frequently to look for jobs, make travel arrangements, download music, research real estate, watch videos, and shop.
Young and Restless	Change is the constant for Young and Restless households. Neighborhoods are diverse. 56 % of the residents are white; however, an above-average representation of blacks, Hispanics, and Asians also live in these neighborhoods.	They are educated; 36% aged 25 years or older hold a bachelor's or graduate degree; 69% have attended college. These ethnically diverse folks are very career-oriented	85 % rent apartments in multiunit buildings. 85 % have moved in the last five years.	They go online to communicate with friends and family, shop, bank, and look for jobs. Domestic vehicles have a slight edge in this market



**2014-15 Overhead Calculation**  
(attached in 2014-15 Employer Services Budget Spreadsheet)

*(Only those elements of indirect costs listed below will be allowed as Overhead for this project)*  
*(Costs shown should be annual estimated costs for each category)*

Fringe Benefits	Estimated Cost
Vacation, Holiday/Paid Leave	\$ -
Payroll Taxes	\$ -
Group Insurance	\$ -
Retirement Benefits	\$ -
Employee Welfare	\$ -
Total	\$ -

*(If your Employer Services element is part of a larger organization then use a fair share of total costs for this calculation)*

General Overhead	Rent	\$ -
	Utilities	\$ -
	Business Insurance	\$ -
	Property Tax	\$ -
	Computer Hardware and Software	\$ -
	Website Hosting and Maintenance	\$ -
	Total	\$ -

Overhead Cost	\$ -
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Overhead Rate	(Overhead Costs/Total Labor Costs)
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Total Estimated Cost	(Total Labor Cost + Overhead)
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