

Texoma Economic Development District

# COMMUNITY OUTCOMES & BENCHMARKING



**TEXOMA COUNCIL OF GOVERNMENTS**



Prepared by Mysidewalk.com with assistance and funding from the Economic Development Administration (EDA), U.S. Department of Commerce

Texoma Council of Governments  
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## Outcomes and Benchmarking

Every government in the United States sets their own priorities. These priorities are designed to enhance the lives of residents, businesses and the area's overall image. Yet, not every place sees the same returns on its investments. This report measures the outcomes of past local priorities. It also identifies current benchmarks to help set new goals for the future. The report includes 12 outcome indicators across 5 priority areas. Every indicator is measured across time starting with a historic figure followed by the most current figure. The priorities and outcome indicators include:

- **Retaining and Attracting New Residents**

- total population

- **Providing Economic Opportunities**

- number of jobs
- unemployment rate

- **Maximizing Affordability**

- per capita income
- median household income
- percent of income spent on housing and transportation for median income families

- **Building a Culture of Health and Safety**

- life expectancy at birth
- violent crime
- property crime

- **Educating for a More Prosperous Future**

- population without high school diploma or equivalent
- ACT or SAT participation
- college educated population

## Peer Benchmarks

Total Area (acres)		Acres	% Diff.*
Texoma 3 counties	No data		
Cooke County, TX	575,041.2		0%
Grayson County, TX	626,686		0%
Fannin County, TX	575,285.6		0%
Total Population		Residents	% Diff.*
Texoma 3 counties	209,001		
Cooke County, TX	40,428	↓	80.7%
Grayson County, TX	133,527	↓	36.1%
Fannin County, TX	35,046	↓	83.2%
Daytime Working Population		Workers over Age 16	% Diff.*
Texoma 3 counties	47,120		
Cooke County, TX	17,142	↓	63.6%
Grayson County, TX	49,274	↑	4.6%
Fannin County, TX	9,346	↓	80.2%

Sources: CTPP 2012-2016; US Census Bureau 2020; US Census Bureau ACS 5-year 2016-2020

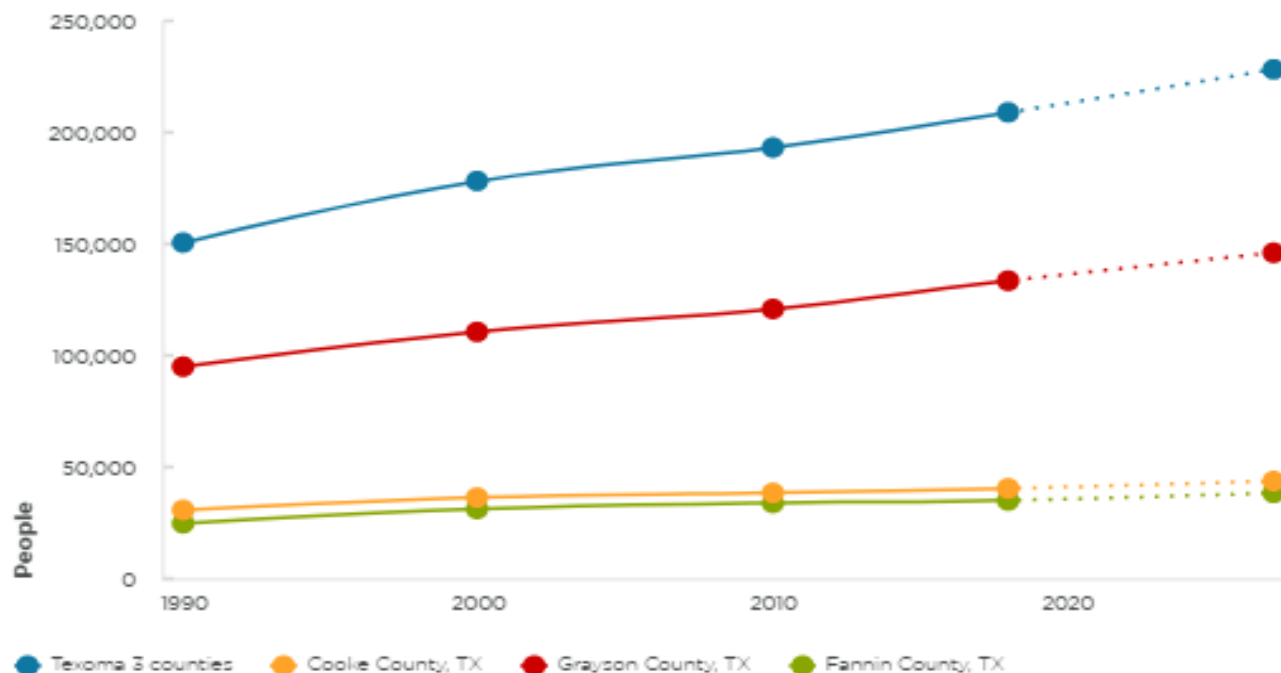
## Retaining and Attracting New Residents

An increasing total population can indicate high resident and business satisfaction. Retaining residents while attracting new ones is a positive sign of some competitive advantage. A decrease in the population, however, indicates that residents are moving away and choosing other communities they prefer.

<b>Total Population (2010)</b> <b>193,229</b> People Texoma 3 counties	<b>Total Population (Current)</b> <b>209,001</b> People Texoma 3 counties
<b>38,437</b> People Cooke County, TX	<b>40,428</b> People Cooke County, TX
<b>120,877</b> People Grayson County, TX	<b>133,527</b> People Grayson County, TX
<b>33,915</b> People Fannin County, TX	<b>35,046</b> People Fannin County, TX

Sources: US Census Bureau 2010; US Census Bureau ACS 5-year 2016-2020

### Total Population



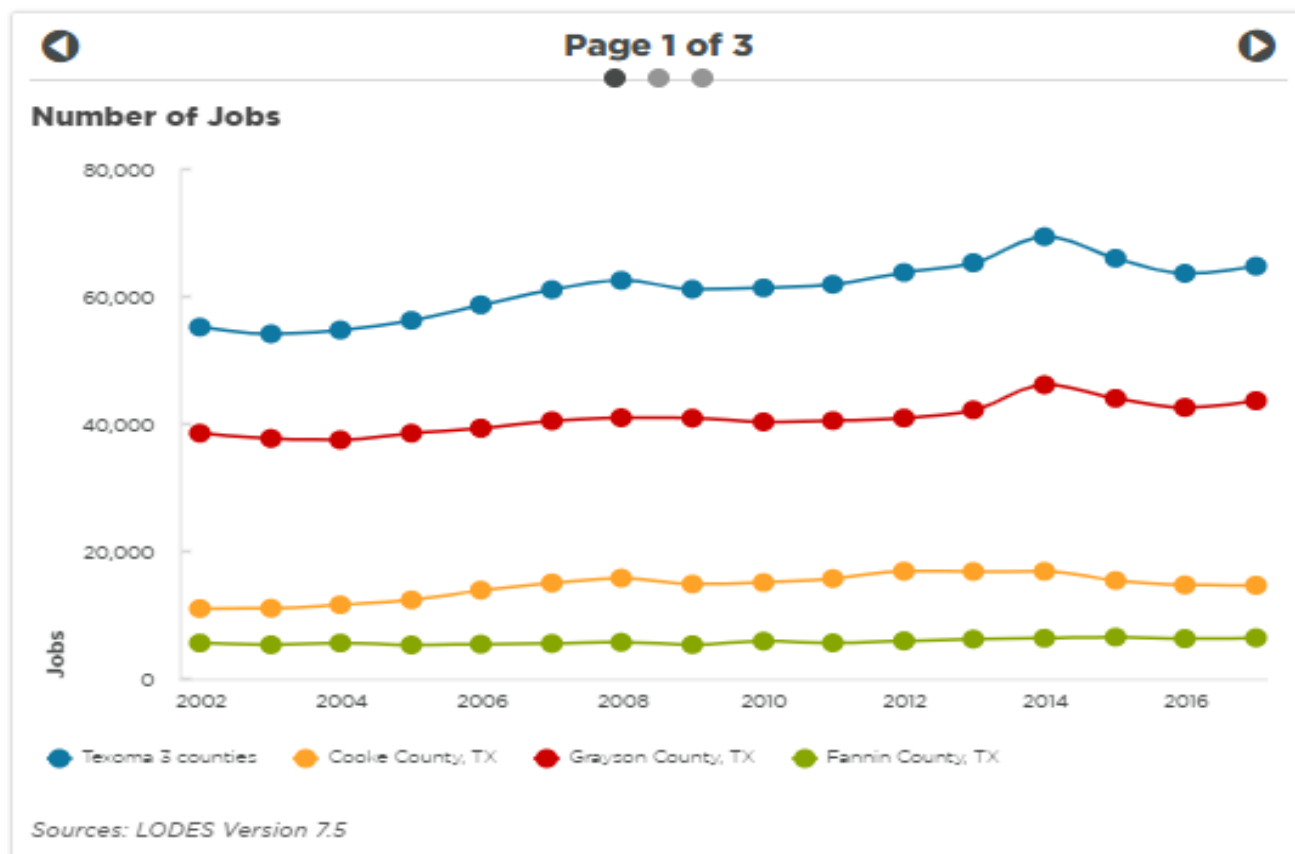
Sources: US Census Bureau; US Census Bureau ACS 5-year

## Providing Economic Opportunities

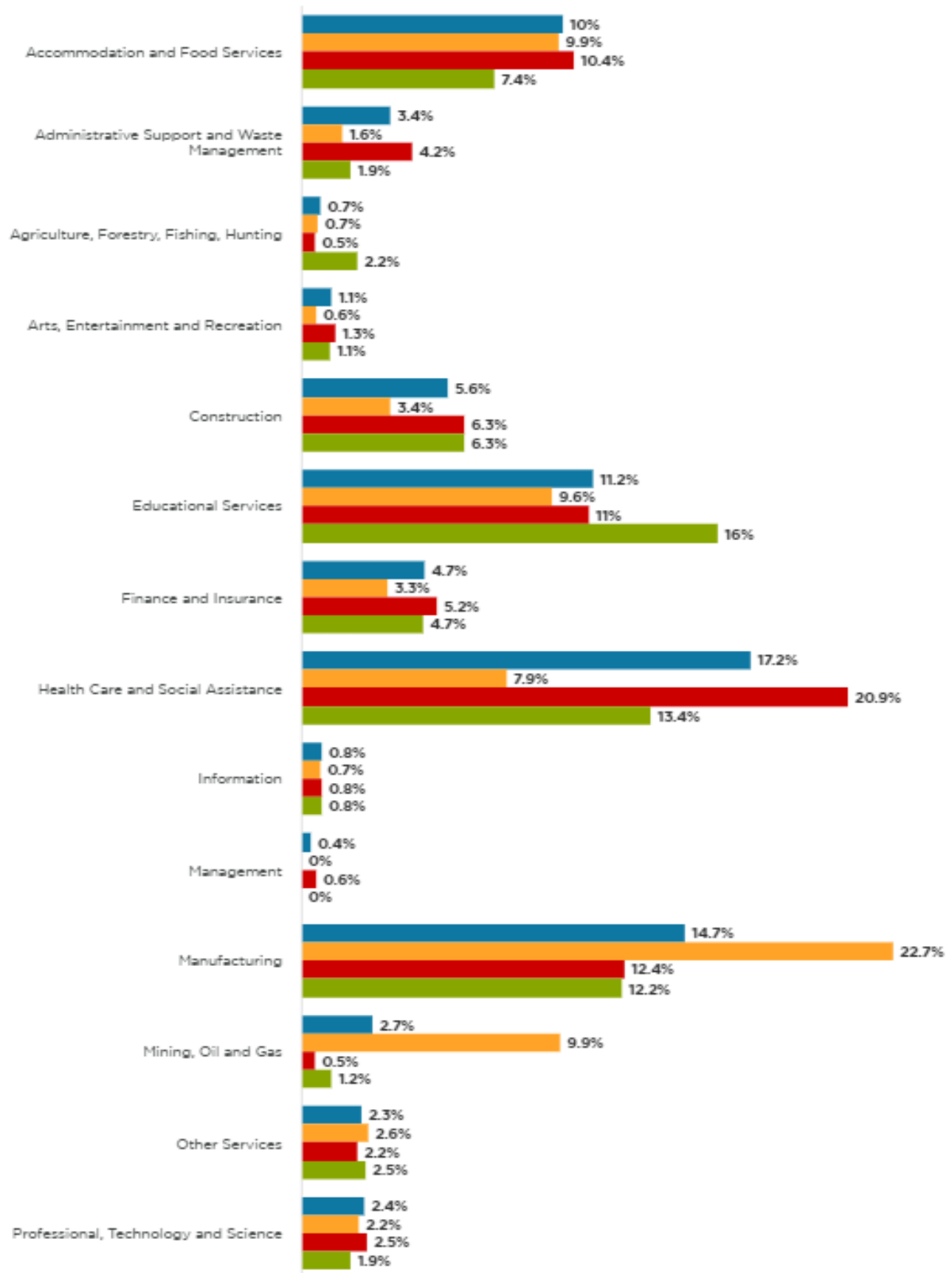
A household's ability to make a living is dependent on their access to good jobs. A resident's access to good jobs relies on the area's ability to attract new job opportunities. Beyond new jobs, underemployed residents need to be connected to those opportunities. By increasing the number of jobs and decreasing unemployment a city can improve its economic outcomes.

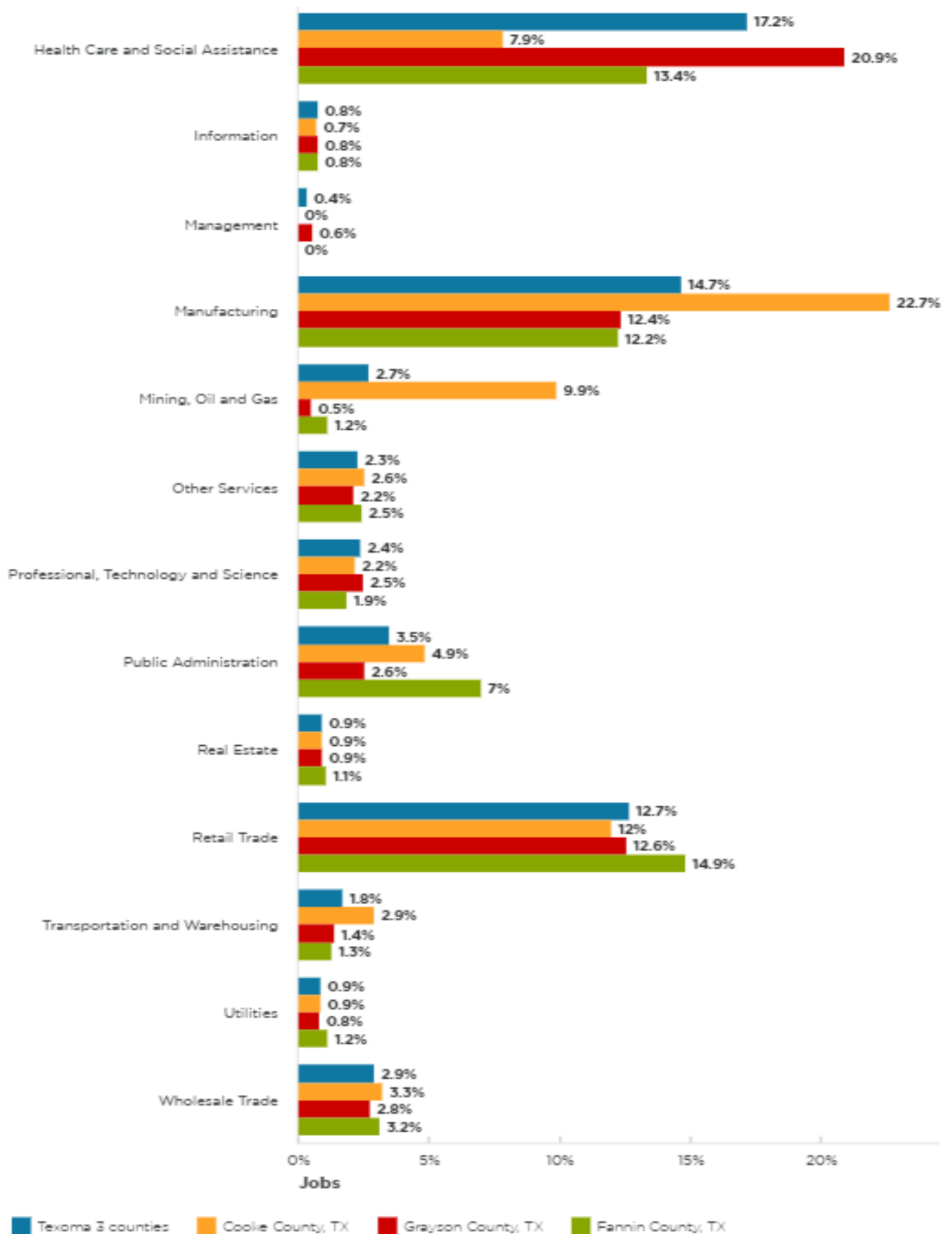
<b>Number of Jobs (2010)</b> <b>61,377</b> Jobs Texoma 3 counties	<b>Number of Jobs (Current)</b> <b>64,794</b> Jobs Texoma 3 counties
<b>15,126</b> Jobs Cooke County, TX	<b>14,686</b> Jobs Cooke County, TX
<b>40,338</b> Jobs Grayson County, TX	<b>43,666</b> Jobs Grayson County, TX
<b>5,913</b> Jobs Fannin County, TX	<b>6,442</b> Jobs Fannin County, TX

Sources: LODES Version 7.5 2010, 2017



## Number of Jobs by Sector





Sources: LODS Version 7.5 2017



## Unemployment

### Unemployment Rate (2010)

**4.7%**

of people over age 16

Texoma 3 counties

**4.7%**

of people over age 16

Cooke County, TX

**4.9%**

of people over age 16

Grayson County, TX

**4.1%**

of people over age 16

Fannin County, TX

### Unemployment Rate (Current)

**2.7%**

of people over age 16

Texoma 3 counties

**2.6%**

of people over age 16

Cooke County, TX

**2.7%**

of people over age 16

Grayson County, TX

**2.5%**

of people over age 16

Fannin County, TX

Sources: US Census Bureau 2010; US Census Bureau ACS 5-year 2016-2020

## Total Unemployed Population



Sources: US Census Bureau; US Census Bureau ACS 5-year

## Maximizing Affordability

A rising income is a good indicator of a healthy, more competitive local economy. Additionally, measuring the income residents spend on life's biggest expenses, like housing and transportation, uncovers what's leftover for essentials. Essentials like food, medical expenses and other goods and services. Maximizing affordability within a city increases both the resident's quality of life and their ability to handle whatever life throws at them.

### Per Capita Income (2010)

**\$23,576**

Texoma 3 counties

**\$23,738**

Cooke County, TX

**\$24,380**

Grayson County, TX

**\$20,330**

Fannin County, TX

### Per Capita Income (Current)

**\$30,099**

Texoma 3 counties

**\$32,078**

Cooke County, TX

**\$29,157**

Grayson County, TX

**\$28,882**

Fannin County, TX

### Median Household Income (2010)

**\$49,950**

Texoma 3 counties

**\$52,126**

Cooke County, TX

**\$50,303**

Grayson County, TX

**\$45,902**

Fannin County, TX

### Median Household Income (Current)

**\$64,136**

Texoma 3 counties

**\$62,733**

Cooke County, TX

**\$58,296**

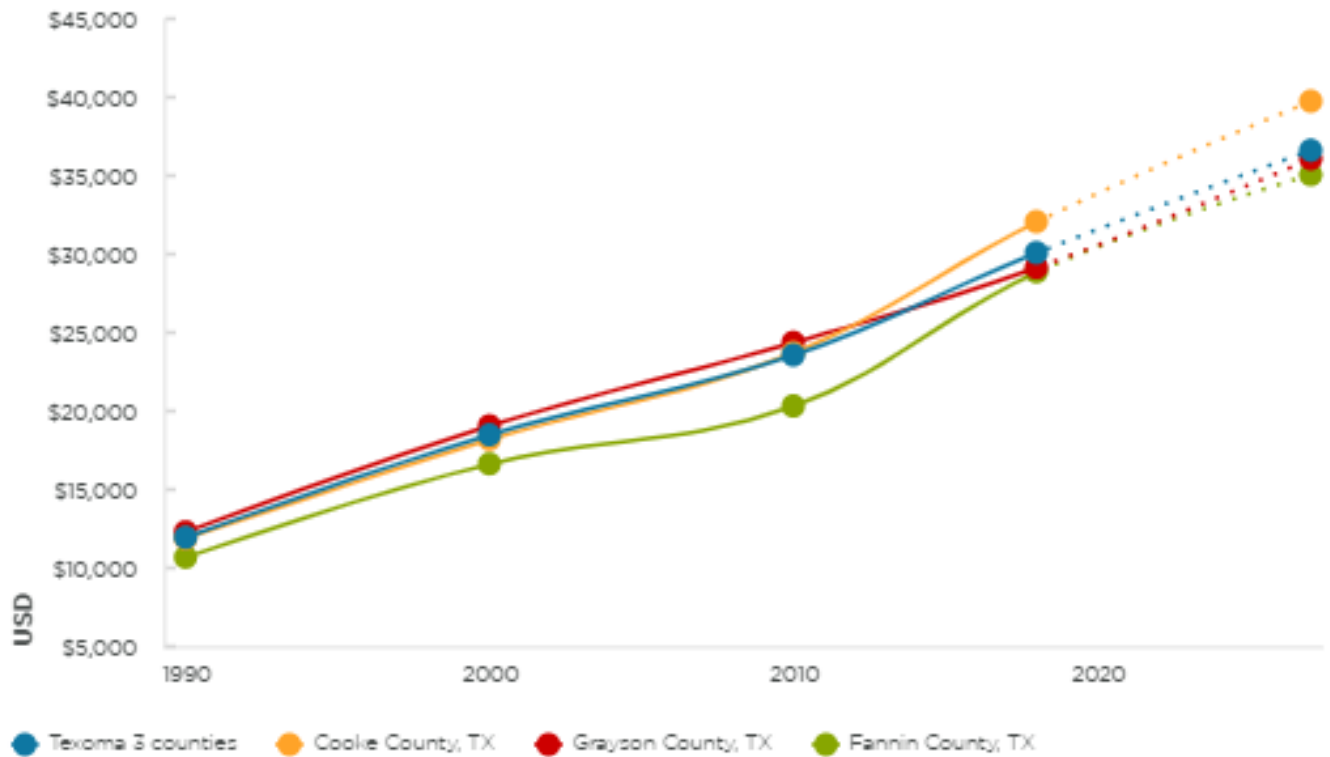
Grayson County, TX

**\$57,898**

Fannin County, TX

Sources: US Census Bureau 2010; US Census Bureau ACS 5-year 2016-2020

## Per Capita Income



Sources: US Census Bureau; US Census Bureau ACS 5-year

## Income Spent on Housing and Transportation

### Income Spent on Housing and Transportation (2012)

**56.8%**

of income for median income families

Texoma 3 counties

**55.2%**

of income for median income families

Cooke County, TX

**56.4%**

of income for median income families

Grayson County, TX

**60.3%**

of income for median income families

Fannin County, TX

### Income Spent on Housing and Transportation (Current)

**58.5%**

of income for median income families

Texoma 3 counties

**55.4%**

of income for median income families

Cooke County, TX

**58.4%**

of income for median income families

Grayson County, TX

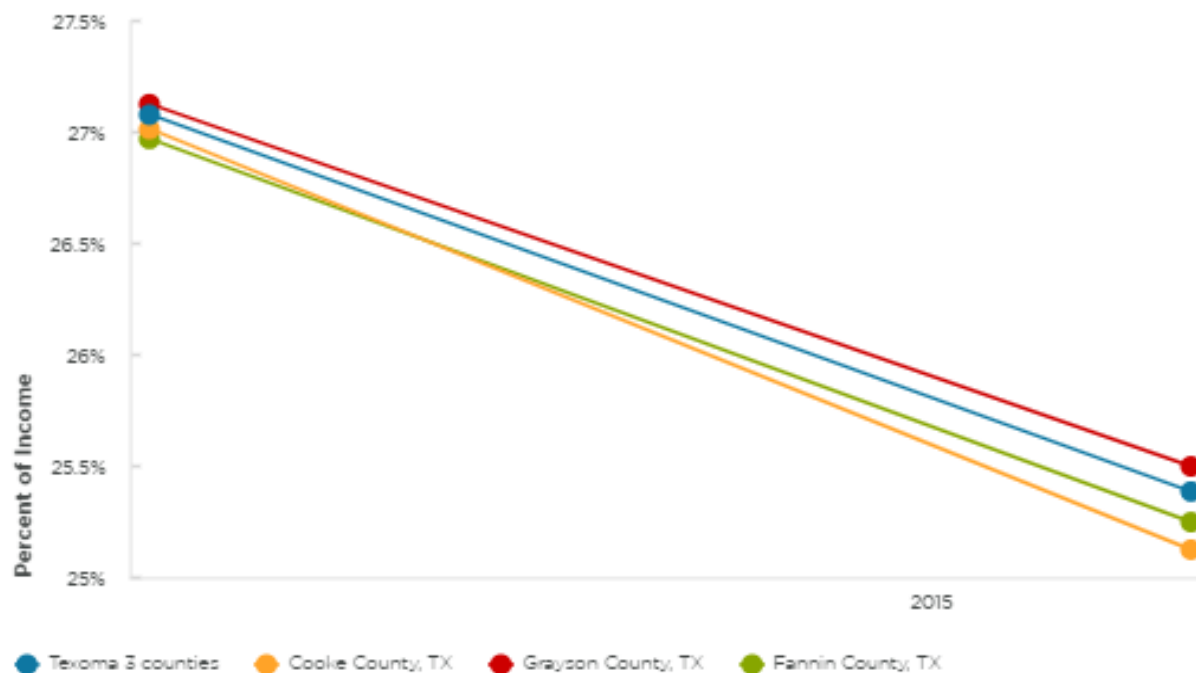
**62.9%**

of income for median income families

Fannin County, TX

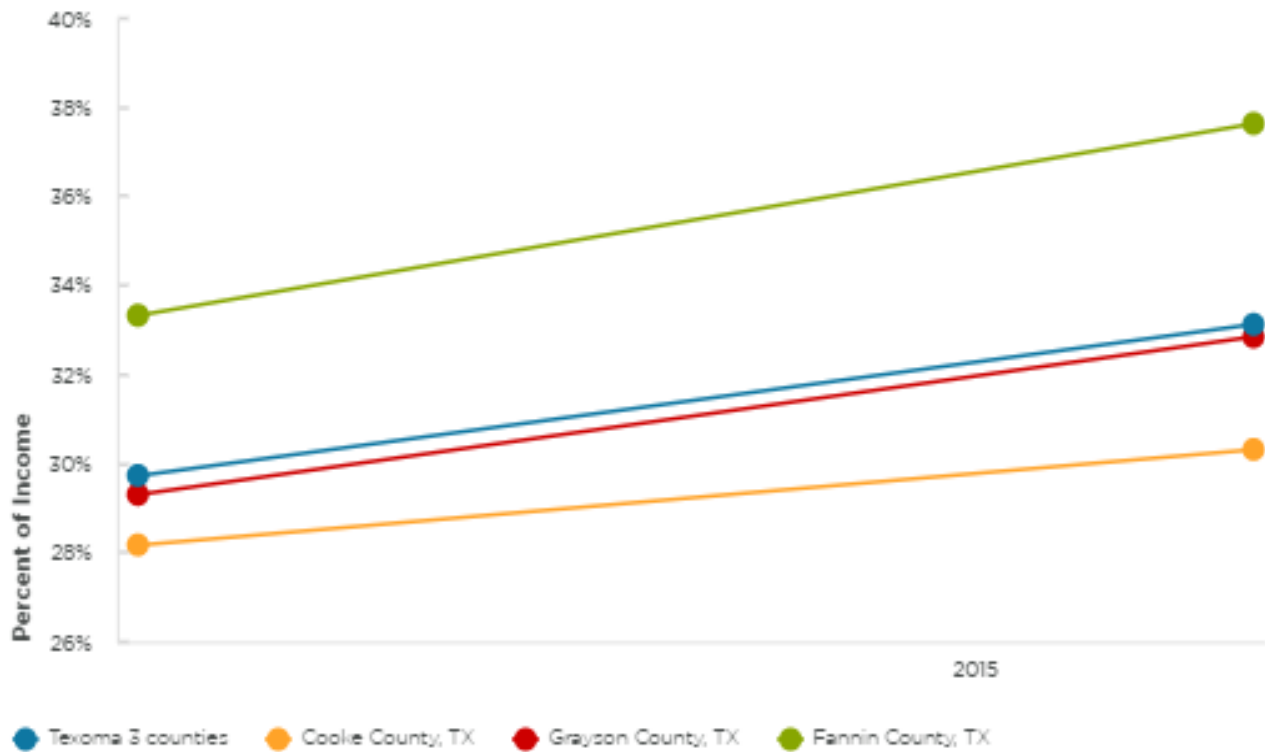
Sources: US HUD & DOT LAI V2.0 2012; US HUD & DOT LAI V3.0 2016

## Income Spent on Housing for Median Income Families



Sources: US HUD & DOT LAI V2.0; US HUD & DOT LAI V3.0

### Income Spent on Transportation for Median Income Families



Sources: US HUD & DOT LAI V2.0; US HUD & DOT LAI V3.0

## Building a Culture of Health and Safety

Your zip code can predict your life expectancy, or how long you are likely to live. The same can be said for a community's crime rate. That means choosing one area over another can dramatically change a resident's health and safety outcomes. Increasing life expectancy and decreasing crime indicates an area's success in treating health as more than health care and safety as more than catching criminals. Building a culture of health and safety means getting all partners to own their outcomes.

### Life Expectancy at Birth

**76.2**

years

Texoma 3 counties

**76.6**

years

Cooke County, TX

**76**

years

Grayson County, TX

**76.6**

years

Fannin County, TX

Sources: CDC NCHS USALEEP 2010-2015

## Crime

### Violent Crime (2013)

**No data**

of total Part 1 Crime

Texoma 3 counties

**No data**

of total Part 1 Crime

Cooke County, TX

**11.1%**

of total Part 1 Crime

Grayson County, TX

**15.8%**

of total Part 1 Crime

Fannin County, TX

### Violent Crime (Current)

**No data**

of total Part 1 Crime

Texoma 3 counties

**12.1%**

of total Part 1 Crime

Cooke County, TX

**18.6%**

of total Part 1 Crime

Grayson County, TX

**16.9%**

of total Part 1 Crime

Fannin County, TX

### Property Crime (2013)

**No data**

of total Part 1 Crime

Texoma 3 counties

**No data**

of total Part 1 Crime

Cooke County, TX

**88.9%**

of total Part 1 Crime

Grayson County, TX

**84.2%**

of total Part 1 Crime

Fannin County, TX

### Property Crime (Current)

**No data**

of total Part 1 Crime

Texoma 3 counties

**87.9%**

of total Part 1 Crime

Cooke County, TX

**81.4%**

of total Part 1 Crime

Grayson County, TX

**83.1%**

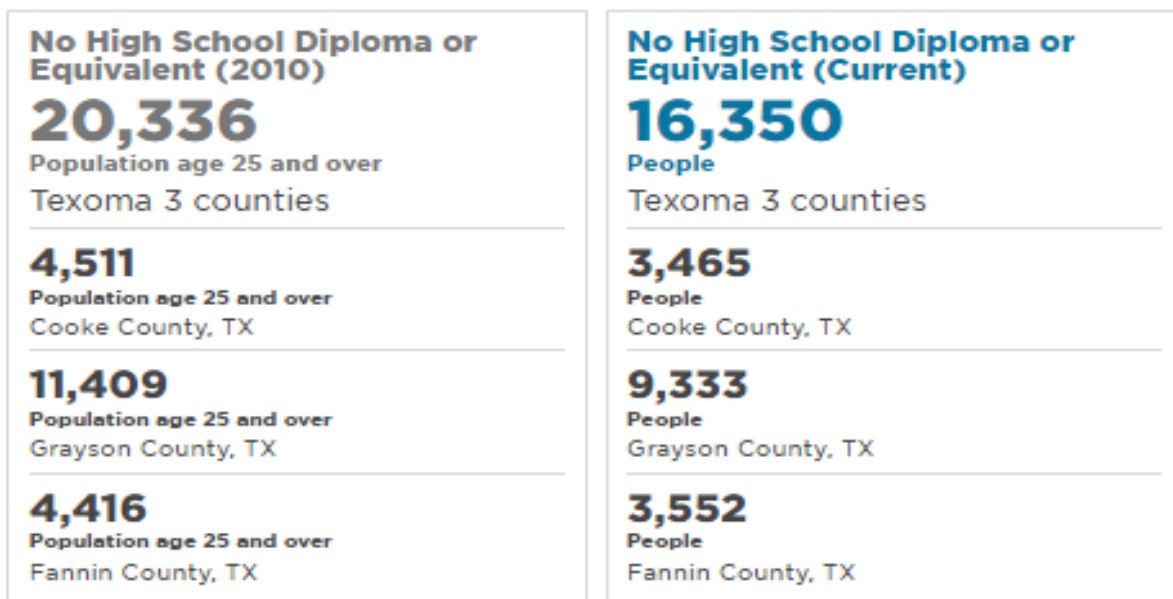
of total Part 1 Crime

Fannin County, TX

Sources: FBI UCR 2013, 2018

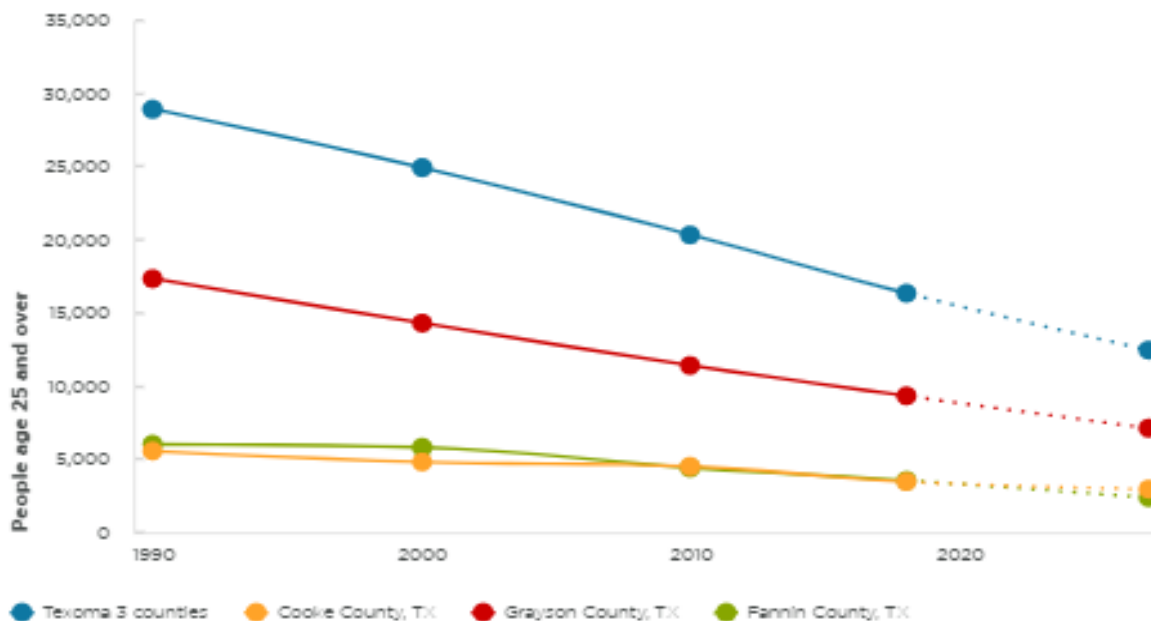
## Educating For a More Prosperous Future

It takes 18 years to achieve a high school diploma and another 4 years for a bachelor's degree. Today's employees are demanding a higher education for those entering the workforce. The outcomes listed here indicate the success or struggle of your incoming workforce. Increasing high school graduation, ACT/SAT participation, and attracting a college-educated workforce all point to a prosperous future.



Sources: US Census Bureau 2010; US Census Bureau ACS 5-year 2016-2020

### Population Age 25 and Over Without High School Diploma or Equivalent



Sources: US Census Bureau; US Census Bureau ACS 5-year



## SAT/ACT Participation

### SAT/ACT Participation (2013-2014)

**1,360**

Students

Texoma 3 counties

**355**

Students

Cooke County, TX

**861**

Students

Grayson County, TX

**144**

Students

Fannin County, TX

### SAT/ACT Participation (Current)

**No data**

Students

Texoma 3 counties

**356**

Students

Cooke County, TX

**1,136**

Students

Grayson County, TX

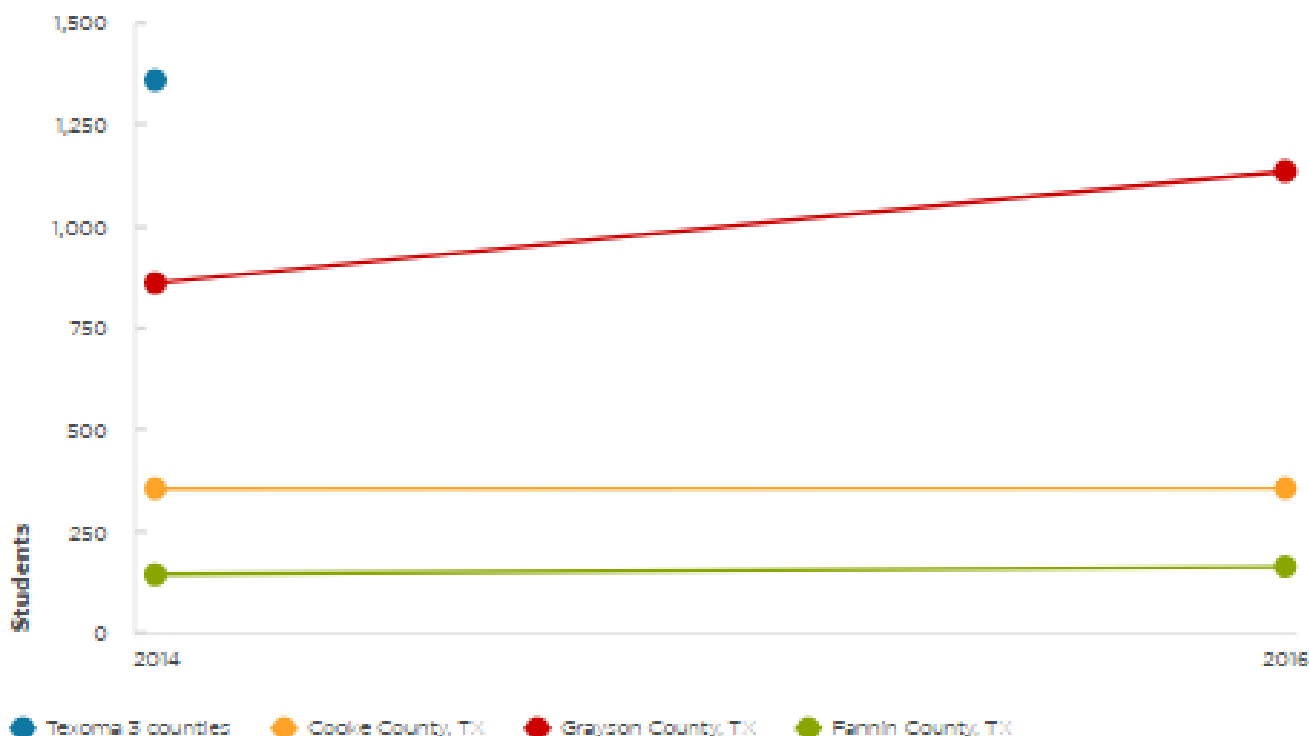
**163**

Students

Fannin County, TX

Sources: CRDC 2013-2014, 2015-2016

## Total Student SAT/ACT Participation



Sources: CRDC

## College Educated Population

### Percent College Educated

**20.4%**

Texoma 3 counties

**21.8%**

Cooke County, TX

**20.6%**

Grayson County, TX

**17.9%**

Fannin County, TX

Sources: US Census Bureau ACS 5-year 2016-2020