DRAFT – August 21, 2024

WORK SOURCE GEORGIA

Connecting Talent with Opportunity

REQUIRED ELEMENTS FOR THE SUBMISSION OF LOCAL AND REGIONAL PLANS UNDER THE WORKFORCE INNOVATION AND OPPORTUNITY ACT FOR THE STATE OF GEORGIA

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Overview:

This document details the requirements for the submission of Local and Regional Plans in accordance with Workforce Innovation and Opportunity Act (WIOA) law and regulations. According to WIOA § 108, "each local board shall develop and submit to the Governor a comprehensive 4-year local plan, in partnership with the chief elected official. The local plan shall support the strategy described in the State plan in accordance with WIOA § 102(b)(1)(E) and, otherwise, be consistent with the State plan." The guidance below encompasses all federal criteria for local and regional plans and includes state specific criteria.

According to WIOA § 102(b)(1)(E), "if the local area is part of a planning region, the local board shall comply with WIOA § 106(c) and applicable federal regulations in the preparation and submission of a regional plan." All Local Workforce Development Areas (LWDAs) within a region must jointly complete the following planning guidance as a region. The Technical College System of Georgia's Office of Workforce Development (OWD) understands that some questions are specific to each LWDA; however, the plan should be written from a regional perspective and submitted as one document. The single regional plan shall be signed by all Local Area Directors, Chief Local Elected Officials and Local Workforce Development Board Chairmen in the region. The plan must also be approved by all Local Workforce Development Boards in the region.

The current regional breakdown of the State of Georgia is as follows, with an asterisk indicating where a regional plan is required:

Region 1	WorkSource Northwest Georgia
Region 2	WorkSource Georgia Mountains
Region 3*	WorkSource Atlanta, WorkSource Cobb, WorkSource Dekalb, WorkSource Fulton, WorkSource ARC
Region 4	WorkSource Three Rivers
Region 5	WorkSource Northeast Georgia
Region 6	WorkSource Middle Georgia
Region 7*	WorkSource CSRA, WorkSource East Central Georgia
Region 8*	WorkSource Lower Chattahoochee, WorkSource Middle Flint
Region 9	WorkSource Heart of Georgia
Region 10	WorkSource Southwest Georgia
Region 11	WorkSource Southern Georgia
Region 12	WorkSource Coastal

Also, according to WIOA § 108, "at the end of the first 2-year period of the 4- year local plan, each local board shall review the local plan; and the local board, in partnership with the chief elected official, shall prepare and submit modifications to the local plan to reflect changes in labor market and economic

conditions or in other factors affecting the implementation of the local plan." The plan should be a living document in order to reflect the changes in characteristics in the region. Each region is encouraged to make modifications as necessary.

It is also expected that each region will endeavor to work closely will core partner representatives and providers within the region. The plan should represent the entire workforce system and illustrate all services available to participants in the area. All core partners contributed to the development of the State Plan and the unified vision is evident throughout the document.

Executive Summary:

This document is the 2024 - 2027 Regional Plan for WorkSource Metro Atlanta that comprises ten counties and five Local Workforce Development Areas: City of Atlanta, Cobb, DeKalb, Fulton, and Atlanta Regional (Cherokee, Clayton, Douglas, Fayette, Gwinnett, Henry and Rockdale counties). This plan strives for WorkSource Metro Atlanta and its partners to work collaboratively in the Atlanta region for the betterment of the community and customers they serve with regards to workforce development. This plan discusses the following in the Atlanta region:

- Targeting industries and jobs that are growing and need staff based on data analysis. Targeting skills needed for those targeted industries and jobs to inform the type of education, training, and up/re-skilling needed by prospective employers.
- Focusing on collaboration with businesses and increasing employer engagement with small, medium, and large businesses.
- Improving customer service by standardizing processes, providing greater digital access, and equitable opportunities across the region. Ensuring programs provided to customers are quality based on metrics and accountability.
- Fostering better relationships between workforce development and economic development partners in the region and improving economic mobility.
- Coordinating with education and training/credentialing providers on teaching skills needed in the region's workforce, both virtually and in-person.
- Outreach with the WorkSource brand to expand awareness of workforce resources and services to those with barriers to employment.

Strategic Elements, Governance and Structure:

1. **Identification of the Fiscal Agent & Governance Structure:** Provide an identification of the entity responsible for the disbursal of grant funds described in WIOA § 107(d)(12)(B)(i)(III) as determined by the chief elected official. This section should also include a description of the responsibility assigned to each of the following entities, as applicable for the LWDA:

The Georgia Region 3: Metro Atlanta Region is comprised of the following Local Workforce Development Areas:

- City of Atlanta, Area 3
- Cobb County, Area 4
- DeKalb County, Area 5
- Fulton County, Area 6
- Atlanta Regional, Area 7 (serving the counties of Cherokee, Clayton, Douglas, Fayette, Gwinnett, Henry, and Rockdale); Fiscal Agent: Atlanta Regional Commission

These five local boards have each prepared Local Workforce Innovation and Opportunity Act (WIOA) Plans that fully support and complement the material and data included in this Regional WIOA Workforce Plan. As such, the specific information for each board's fiscal agent is found in its Local WIOA Workforce Plan, a description of the responsibilities assigned to each entity can be found below.

a. *Chief Local Elected Official and/or Local Elected Official Board*

The chief elected official in a local area shall serve as the local grant recipient for, and shall be liable for any misuse of, the grant funds allocated to the local area under sections 128 and 133, unless the chief elected official reaches an agreement with the Governor for the Governor to act as the local grant recipient and bear such liability.

b. *Fiscal Agent*

To assist in administration of the grant funds, the chief elected official or the Governor, where the Governor serves as the local grant recipient for a local area, may designate an entity to serve as a local grant subrecipient for such funds or as a local fiscal agent. Such designation shall not relieve the chief elected official or the Governor of the liability for any misuse of grant funds as described in subclause (I).

c. *Local Workforce Development Board*

The local board shall develop a budget for the activities of the local board in the local area, consistent with the local plan and the duties of the local board under this section, subject to the approval of the chief elected official. The local board may solicit and accept grants and donations from sources other than Federal funds made available under this Act.

d. *Program Administrator (if a separate entity from Fiscal Agent)*

See Local Workforce Development Agency (LWDA) plans for more information.

2. **Description of Strategic Planning Elements:** Provide a description of the strategic planning elements listed below. A complete answer will rely on a variety of data sources and employer input and will describe how the information was gathered and what stakeholders were consulted.

   a. *Provide an analysis of the regional economic conditions including existing and emerging in-demand industry sectors and occupations, and the employment needs of employers in those industry sectors and occupations. Include the listing of occupations in demand within the region and describe how the list was developed citing source data.*

Overview

Between 2018 and 2023, job growth in the Metro Atlanta Region outpaced the national rate, increasing by 6.6% compared to 3.6%, marking a 3.0% difference. However, despite the rise in job numbers, the labor force participation rate declined slightly from 67.8% to 67.4% during the same period.

By 2023, the region experienced a population surge of 4.2%, adding 195,600 residents since 2018. Projections suggest a further 3.4% increase in population by 2028, equating to an additional 164,809 individuals. As the population grows, so does the average living wage, which currently stands at $41.31, surpassing the $33.87 national average across all occupations.

Educational attainment remains a concern, with 55% of residents in the Metro Atlanta Region holding less than a bachelor's degree.

PROJECTED CHANGE IN EMPLOYMENT, 2023 – 2027

Table 1

		5 YEAR PROJECTION (2023 – 2027)		EMPLOYMENT DEMAND		
NAICS, Metro Atlanta Region	INDUSTRY	# CHANGE	% CHANGE	AVG. ANNUAL EMPLOYMENT DEMAND	% NEW	% REPLACEMENT
11	Agriculture, Forestry, Fishing and Hunting	105	5.04%	21	8%	92%
21	Mining, Quarrying, and Oil and Gas Extraction	54	4.81%	11	9%	91%
22	Utilities	193	2.45%	39	5%	95%
23	**Construction**	**6,567**	**4.51%**	**1,313**	**9%**	**91%**
31	Manufacturing	4,608	3.77%	922	7%	93%
42	Wholesale Trade	3,786	3.08%	757	6%	94%
44	**Retail Trade**	**4,613**	**1.86%**	**923**	**3%**	**97%**

-	-	5 YEAR PROJECTION (2023 – 2027)		EMPLOYMENT DEMAND		
NAICS, Metro Atlanta Region	INDUSTRY	# CHANGE	% CHANGE	AVG. ANNUAL EMPLOYMENT DEMAND	% NEW	% REPLACEMENT
48	Transportation and Warehousing	14,692	7.23%	2,938	11%	89%
51	Information	6,416	6.82%	1,283	13%	87%
52	Finance and Insurance	6,706	5.58%	1,341	12%	88%
53	Real Estate and Rental and Leasing	3,198	5.45%	640	10%	90%
54	Professional, Scientific, and Technical Services	18,204	7.50%	3,641	15%	85%
55	Management of Companies and Enterprises	5,934	8.08%	1,187	15%	85%
56	Administrative and Support and Waste Management and Remediation Services	9,583	4.63%	1,917	7%	93%
61	Educational Services	6,944	3.69%	1,389	7%	93%
62	Health Care and Social Assistance	23,147	7.73%	4,629	13%	87%
71	Arts, Entertainment, and Recreation	3,228	7.28%	646	9%	91%
72	Accommodation and Food Services	10,102	4.54%	2,020	5%	95%
81	Other Services (except Public Administration)	6,142	5.42%	1,228	8%	92%
92	Public Administration	3,890	3.73%	778	7%	93%
99	Unclassified	899	5.42%	180	9%	91%

		5-YEAR PROJECTION (2023 – 2027)		EMPLOYMENT DEMAND		
NAICS, Metro Atlanta Region	INDUSTRY	# CHANGE	% CHANGE	AVG. ANNUAL EMPLOYMENT DEMAND	% NEW	% REPLACEMENT
TOTAL – ALL INDUSTRIES		139,467				

Bold designates the largest industries by number of jobs in 2023.
Red designates industries that are projected to lose the most jobs.
Green designates industries that are projected to add the most jobs.

Source: JobsEQ 2023Q3

PROJECTED CHANGE IN EMPLOYMENT, 2025 - 2030

Table 1

NAICS, Metro Alanta Region	Industry	5-Year Projections # Change	5-Year Projections % Change	Employment Demand Avg. Annual	Employment Demand % New	Employment Demand % Replacement
11	Agriculture, Forestry, Fishing and Hunting	54	3%	11	4%	96%
21	Mining, Quarrying, and Oil and Gas Extraction	60	5%	12	11%	89%
22	Utilities	308	4%	62	8%	92%
23	Construction	6,675	4%	1335	10%	90%
31	Manufacturing	3,003	2%	601	5%	95%
42	Wholesale Trade	4,183	3%	837	6%	94%
44	Retail Trade	3,144	1%	629	2%	98%
48	Transportation and Warehousing	6,274	3%	1255	6%	94%
51	Information	3,960	5%	792	10%	90%
52	Finance and Insurance	3,590	3%	718	7%	93%
53	Real Estate and Rental and Leasing	1,875	3%	375	6%	94%
54	**Professional, Scientific, and Technical Services**	12,223	5%	2445	11%	89%
55	Management of Companies and Enterprises	2,595	4%	519	8%	92%
56	**Administrative and Support and Waste Management and Remediation Services**	3,959	2%	792	4%	96%
61	Educational Services	962	0%	192	1%	99%
62	**Health Care and Social Assistance**	18,443	5%	3689	10%	90%
71	Arts, Entertainment, and Recreation	2,422	5%	484	6%	94%
72	Accommodation and Food Services	8,230	4%	1646	4%	96%
81	Other Services (except Public Administration)	4,235	4%	847	6%	94%

92	Public Administration	1,518	1%	304	3%	97%
99	Unclassified	334	3%	67	6%	94%
	Total - All Industries	88,342	3%	17668	6%	94%

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Bold designates the largest industries by number of jobs in 2023

Red designates industries that are projected to lose the most jobs.

Green designates industries that are projected to add the most jobs.

Source: JobsEQ 2025Q4

Despite the increasing job opportunities in the Metro Atlanta Region, Georgia experienced a drop in its unemployment rate from 3.2% in January 2023, marking the first decline in over a year and reducing the state's unemployment rate to 3.1%.

The lowest unemployment rate recorded in the Metro Atlanta Region was in Q4 2022 at 2.7%, while the highest was observed in Q2 2020. The following table illustrates the unemployment rates for each area as of January 2023.

~~**UNEMPLOYMENT RATE FOR METRO ATLANTA REGION, 2019- 2023**~~

~~*Table 2*~~

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~~QUARTER – YEAR~~	~~UNEMPLOYMENT RATE~~
~~Q1 2019~~	~~3.8%~~
~~Q2 2019~~	~~3.4%~~
~~Q3 2019~~	~~3.1%~~
~~Q4 2019~~	~~3.1%~~
~~Q1 2020~~	~~3.7%~~
~~Q2 2020~~	~~11.1%~~
~~Q3 2020~~	~~8.0%~~
~~Q4 2020~~	~~5.6%~~
~~Q1 2021~~	~~4.9%~~
~~Q2 2021~~	~~4.3%~~
~~Q3 2021~~	~~4.1%~~
~~Q4 2021~~	~~3.2%~~
~~Q1 2022~~	~~3.1%~~
~~Q2 2022~~	~~2.8%~~
~~Q3 2022~~	~~3.0%~~
~~Q4 2022~~	~~2.7%~~
~~Q1 2023~~	~~3.2%~~
~~Q2 2023~~	~~3.2%~~
~~Q3 2023~~	~~3.4%~~
~~Q4 2023~~	~~3.2%~~

~~*Source: JobsEQ 2023Q3*~~

UNEMPLOYMENT RATE FOR METRO ATLANTA REGION 2022 - 2026

Table 2

QUARTER - YEAR	UNEMPLOYMENT RATE
Q1 2022	3.1%
Q2 2022	3.0%
Q3 2022	3.1%
Q4 2022	3.2%
Q1 2023	3.2%
Q2 2023	3.2%
Q3 2023	3.3%
Q1 2024	3.3%
Q2 2024	3.4%
Q3 2024	3.4%
Q3 2024	3.6%
Q4 2024	3.5%
Q1 2025	3.4%
Q2 2025	3.3%
Q3 2025	3.4%
Q4 2025	3.7%
Q1 2026	3.5%

Source: JobsEQ 2025Q4

The table below reflects the five industries that are currently in-demand and the five industries that are projected to be in-demand in the next five years in Metro Atlanta region.

TOP FIVE EXISTING & EMERGING IN-DEMAND INDUSTRIES, 2024 – 2029

Table 3

~~TOP 5 *EXISTING* REGIONAL IN-DEMAND INDUSTRIES~~	~~TOP 5 *EMERGING* IN-DEMAND INDUSTRIES~~
~~Healthcare~~	~~Transportation and Warehousing~~
~~Information Technology~~	~~Health Care and Social Assistance~~
~~Transportation, Distribution, and Logistics~~	~~Professional/ Scientific/ Technical Services~~
~~Skilled Trades~~	~~Finance and Insurance~~
~~Advanced Manufacturing~~	~~Management of Companies and Enterprises~~

Source: Lightcast Market Snapshot

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TOP FIVE EXISTING AND EMERGING IN-DEMAND INDUSTRIES 2025-2030	
Table 3	
Industry	**Industry**
Healthcare	Health Care and Social Assistance
Information Technology	Government
Transportation, Distribution, and Logistics	Professional, Scientific, and Technical Services
Skilled Trades	Accommodation and Food Services
Advanced Manufacturing	Transportation and Warehousing

Source: JobsEQ 2025Q4

Although these industries have been designated as priority sectors for the metro Atlanta area, certain local boards have identified supplementary industries to concentrate on within their respective areas.

These additional sectors are detailed in each of the Local Workforce Plans, which complement and enhance the Regional Workforce Plan.

Healthcare

Healthcare encompasses various sub-industries such as physician offices, hospitals, home health services, and nursing homes, collectively providing over 195,000 jobs in the Atlanta region in 2019. General and Medical Surgical Hospitals alone constitute almost one third of this industry's employment, with over 75,000 jobs. Another significant sub-industry is Offices of Physicians (excluding Mental Health Specialists), which accounts for over 58,000 jobs. The tables below illustrate the primary sub-industries within each sector.

~~**HEALTHCARE INDUSTRY OVERVIEW, 2023**~~

~~*Table 4*~~

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~~NAICS, Metro Atlanta Region~~	~~INDUSTRY~~	~~2023~~	~~% OF JOBS~~	~~LOCATION QUOTIENT~~	~~AVG. ANNUAL WAGES~~
~~622110~~	~~General Medical and Surgical Hospitals~~	~~75,828~~	~~25%~~	~~0.77~~	~~$85,130~~
~~621111~~	~~Offices of Physicians (except Mental Health Specialists)~~	~~58,753~~	~~20%~~	~~1.25~~	~~$99,718~~
~~624410~~	~~Childcare Services~~	~~23,397~~	~~8%~~	~~1.23~~	~~$30,680~~
~~621610~~	~~Home Health Care Services~~	~~20,574~~	~~7%~~	~~0.73~~	~~$38,668~~
~~621210~~	~~Offices of Dentists~~	~~17,049~~	~~6%~~	~~1.02~~	~~$67,114~~

~~*Source: JobsEQ, 2023Q3*~~

Healthcare Industry Overview, 6 Digit NAICS – Metro Atlanta Region					
Table 4					
NAICS	Industry	2025 Jobs	% of Jobs	LQ	Avg Ann Wages
622110	General Medical and Surgical Hospitals	93,806	27%	0.90	$92,311
621111	Offices of Physicians (except Mental Health Specialists)	65,106	19%	1.34	$109,646
621610	Home Health Care Services	27,341	8%	0.87	$38,785
624410	Child Care Services	22,537	7%	1.16	$32,200
621210	Offices of Dentists	17,654	5%	1.03	$71,972
					Source: JobsEQ 2025Q4

Although the Metro Atlanta region is recognized as a hub for healthcare talent, the national average employment within the healthcare industry for areas of comparable size is 332,622, whereas in the Metro Atlanta Region, it stands at 271,061. Furthermore, online job postings average 7,439 in the Metro Atlanta Region, slightly below the national average of 7,445 for regions of similar size.

Earnings per job surpass the national average, with Health Care and Social Assistance workers in the Metro Atlanta Region earning an average of $84,361, compared to the national average of $75,677 for areas of similar size. Earnings per job are calculated by dividing the total industry earnings by the number of jobs in the industry.

~~HISTORIC CHANGE IN HEALTHCARE INDUSTRY EMPLOYMENT~~

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~~*Table 5*~~

~~NAICS, Metro Atlanta Region~~	~~INDUSTRY~~	~~5-YEAR EMPLOYMENT~~			
		~~2018 JOBS~~	~~2023 JOBS~~	~~# CHANGE~~	~~% CHANGE~~
~~622110~~	~~General Medical and Surgical Hospitals~~	~~77,271~~	~~75,828~~	~~-1,443~~	~~-2%~~
~~621111~~	~~Offices of Physicians (except Mental Health Specialists)~~	~~45,612~~	~~58,753~~	~~13,141~~	~~29%~~
~~624410~~	~~Childcare Services~~	~~22,971~~	~~23,397~~	~~426~~	~~2%~~
~~621610~~	~~Home Health Care Services~~	~~14,380~~	~~20,574~~	~~6,194~~	~~43%~~
~~621210~~	~~Offices of Dentists~~	~~15,533~~	~~17,049~~	~~1,516~~	~~10%~~
~~624120~~	~~Services for the Elderly and Persons with Disabilities~~	~~8,738~~	~~10,134~~	~~1,396~~	~~16%~~
~~TOTAL - HEALTH CARE INDUSTRY~~		~~266,276~~	~~299,360~~	~~33,084~~	~~12%~~

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~~*Source: JobsEQ, 2023Q3*~~

Historic Change in Healthcare Industry Employment, 6 Digit NAICS - Metro Atlanta Region					
Table 5					
		5-Year Employment			
NAICS	Industry	2020 Jobs	2025 Jobs	# Change	% of Change
622110	General Medical and Surgical Hospitals	71,123	93,806	22,683	32%

621111	Offices of Physicians (except Mental Health Specialists)	54,902	65,106	10,204	19%
621610	Home Health Care Services	15,705	27,341	11,636	74%
624410	Child Care Services	19,529	22,537	3,008	15%
621210	Offices of Dentists	14,539	17,654	3,115	21%
623110	Nursing Care Facilities (Skilled Nursing Facilities)	10,640	12,821	2,181	20%
	Total Healthcare Industry	268,996	341,524	72,528	27%

Source: JobsEQ 2025Q4

Employment in the Healthcare industry is expected to continue to grow, expanding by 8%, with over 23,100 new jobs. The Offices of Physicians (Except Mental Health Specialists) sub-industry is projected to drive employment growth in the industry, adding over 4,000 jobs, respectively. The employment demand will largely be driven by replacement demand, which accounts for 87% of annual employment demand. The Healthcare sub-industries that are projected to add the most jobs over the next five years are summarized in the following table.

~~PROJECTED CHANGE IN HEALTHCARE INDUSTRY, WORKSOURCE METRO ATLANTA~~

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~~*Table 6*~~

		~~*5-YEAR PROJECTIONS (2024 – 2029)*~~		~~*EMPLOYMENT DEMAND*~~		
~~NAICS, Metro Atlanta Region~~	~~INDUSTRY~~	~~# CHANGE~~	~~% CHANGE~~	~~AVG. ANNUAL~~	~~% NEW~~	~~% REPLACEMENT~~
~~622110~~	~~General Medical and Surgical Hospitals~~	~~3,950~~	~~5%~~	~~790~~	~~11%~~	~~89%~~
~~621111~~	~~Offices of Physicians (except Mental Health Specialists)~~	~~4,075~~	~~7%~~	~~815~~	~~14%~~	~~86%~~
~~624410~~	~~Childcare Services~~	~~586~~	~~3%~~	~~117~~	~~4%~~	~~96%~~
~~621610~~	~~Home Health Care Services~~	~~2,566~~	~~12%~~	~~513~~	~~18%~~	~~82%~~
~~621210~~	~~Offices of Dentists~~	~~1,139~~	~~7%~~	~~228~~	~~12%~~	~~88%~~
~~624120~~	~~Services for the Elderly and Persons with Disabilities~~	~~1,656~~	~~16%~~	~~331~~	~~19%~~	~~81%~~
~~TOTAL – HEALTHCARE INDUSTRY~~		~~23,147~~	~~8%~~	~~4629~~	~~13%~~	~~87%~~

~~*Source: JobsEQ, 2023Q3*~~

Projected Change in Healthcare Industry, 6 Digit NAICS - Metro Atlanta Region

Table 6

NAICS	Industry	5-Year Projections # Change	5-Year Projections % Change	Employment Demand Avg. Annual	Employment Demand % New	Employment Demand % Replacement
622110	General Medical and Surgical Hospitals	2,949	3%	590	8%	92%
621111	Offices of Physicians (except Mental Health Specialists)	3,247	5%	649	11%	89%
621610	Home Health Care Services	2,704	10%	541	14%	86%
624410	Child Care Services	226	1%	45	1%	99%
621210	Offices of Dentists	793	4%	159	9%	91%
621410	Family Planning Centers	42	11%	8	21%	79%
	Total Healthcare Industry	18,443	5%	3689	10%	90%

Source: JobsEQ 2025Q4

Information Technology

The Metro Atlanta area hosts a significant number of jobs in the Information Technology sector, totaling more than 74,200 positions. This sector encompasses a variety of businesses, including data centers, software designers, and consultants. Among its sub-industries, the primary ones include Wired Telecommunications Carriers, Software Publishers, Motion Picture and Video Production, and Data Processing, Hosting, and Related Services, collectively representing over 69% of the workforce.

~~IT INDUSTRY OVERVIEW~~

~~*Table 7*~~

~~NAICS, Metro Atlanta Region~~	~~INDUSTRY~~	~~2023 JOBS~~	~~% OF JOBS~~	~~LOCATION QUOTIENT~~	~~AVG ANNUAL WAGES~~
~~513210~~	~~Software Publishers~~	~~20,237~~	~~22%~~	~~1.92~~	~~$155,807~~
~~518210~~	~~Computing Infrastructure Providers, Data Processing, Web Hosting, and Related Services~~	~~17,408~~	~~19%~~	~~2.14~~	~~$157,598~~
~~517111~~	~~Wired Telecommunications Carriers~~	~~14,226~~	~~15%~~	~~1.86~~	~~$130,359~~
~~512110~~	~~Motion Picture and Video Production~~	~~12,354~~	~~13%~~	~~2.93~~	~~$98,992~~
~~517810~~	~~All Other Telecommunications~~	~~5,977~~	~~6%~~	~~8.25~~	~~$208,111~~
~~516120~~	~~Television Broadcasting Stations~~	~~4,027~~	~~4%~~	~~3.63~~	~~$216,728~~

~~*Source: JobsEQ, 2023Q3*~~

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Information Technology Industry Overview, 6 Digit NAICS - Metro Atlanta Region

Table 7

NAICS	Industry	2025 Jobs	% of Jobs	Location Quotient	Avg Ann Wages
513210	Software Publishers	18,850	23%	1.81	$180,958
518210	Computing Infrastructure Providers, Data Processing, Web Hosting, and Related Services	17,740	21%	2.19	$181,169

517111	Wired Telecommunications Carriers	12,712	15%	1.83	$146,063
512110	Motion Picture and Video Production	7,710	9%	2.09	$98,264
517810	All Other Telecommunications	4,852	6%	6.65	$221,411
516120	Television Broadcasting Stations	3,191	4%	3.08	$167,730

Source: JobsEQ 2025Q4

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From 2018 to 2023, the Information Technology industry saw an increase of over 3,000 jobs, resulting in a 3% expansion in employment. This growth was primarily propelled by the Motion Picture and Video Production sub-industry, which contributed over 1,200 jobs.

HISTORIC CHANGE IN IT INDUSTRY EMPLOYMENT

Table 8

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NAICS, Metro Atlanta Region	INDUSTRY	5 YEAR EMPLOYMENT			
		2018	2023	# CHANGE	% CHANGE
513210	Software Publishers	13,792	20,237	6,445	47%
518210	Computing Infrastructure Providers, Data Processing, Web Hosting, and Related Services	10,554	17,408	6,854	65%
517111	Wired Telecommunications Carriers	24,009	14,226	-9,783	-41%
512110	Motion Picture and Video Production	11,080	12,354	1,274	11%
517810	All Other Telecommunications	1,404	5,977	4,573	326%
516120	Television Broadcasting Stations	4,691	4,027	-664	-14%
516210	Media Streaming Distribution Services, Social Networks, and Other Media Networks and Content Providers	6,596	3,219	-3,377	-51%
517112	Wireless Telecommunications Carriers (except Satellite)	5,044	2,651	-2,393	-47%
TOTAL - INFORMATION TECHNOLOGY INDUSTRY		91,033	94,054	3,021	3%

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Source: JobsEQ, 2023Q3

Historic Change in Information Technology Industry Employment, 6 Digit NAICS - Metro Atlanta Region

Table 8

NAICS	Industry	5-Year Employment 2020 Jobs	2025 Jobs	Empl Change	% Changes
513210	Software Publishers	16,403	18,850	2,447	15%
518210	Computing Infrastructure Providers, Data Processing, Web Hosting, and Related Services	12,450	17,740	5,290	42%
517111	Wired Telecommunications Carriers	21,466	12,712	-8,754	-41%
512110	Motion Picture and Video Production	9,298	7,710	-1,588	-17%
517810	All Other Telecommunications	2,187	4,852	2,665	122%

516120	Television Broadcasting Stations	4,895	3,191	-1,704	-35%
	Total - Information Technology Industry	89,075	83,416	-5,659	-6%

Source: JobsEQ 2025Q4

3

Expectations indicate that the Information Technology sector will sustain growth in the next five years. Projections suggest an addition of over 6,400 jobs, resulting in a 7% expansion in employment. This growth is mainly fueled by Software Publishers, Data Processing, Hosting, and Related Services, as well as Motion Picture and Video Production. The demand for employment will predominantly stem from replacement demand, which encompasses 87% of the annual employment demand.

~~**PROJECTED CHANGE IN IT INDUSTRY**~~

~~*Table 9*~~

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~~*5-YEAR PROJECTIONS (2024—2029)*~~				~~*EMPLOYMENT DEMAND*~~		
~~**NAICS, Metro Atlanta Region**~~	~~**INDUSTRY**~~	~~**# CHANGE**~~	~~**% CHANGE**~~	~~**AVG. ANNUAL**~~	~~**% NEW**~~	~~**% REPLACEMENT**~~
~~**513210**~~	~~Software Publishers~~	~~2,379~~	~~12%~~	~~476~~	~~24%~~	~~76%~~
~~**518210**~~	~~Computing Infrastructure Providers, Data Processing, Web Hosting, and Related Services~~	~~1,720~~	~~10%~~	~~344~~	~~20%~~	~~80%~~
~~**517111**~~	~~Wired Telecommunications Carriers~~	~~305~~	~~2%~~	~~61~~	~~5%~~	~~95%~~
~~**512110**~~	~~Motion Picture and Video Production~~	~~760~~	~~6%~~	~~152~~	~~12%~~	~~88%~~
~~**517810**~~	~~All Other Telecommunications~~	~~161~~	~~3%~~	~~32~~	~~6%~~	~~94%~~
~~**TOTAL - INFORMATION TECHNOLOGY INDUSTRY**~~		~~**6,416**~~	~~**7%**~~	~~**1283**~~	~~**13%**~~	~~**87%**~~

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~~*Source: JobsEQ, 2023Q3*~~

Projected Change in Information Technology Industry Employment, 6 Digit NAICS - Metro Atlanta Region

Table 9

		5-Year Projections		Employment Demand		
NAICS	Industry	# Change	% Change	Avg. Annual	% New	% Replacement
513210	Software Publishers	1,992	11%	398	23%	77%
518210	Computing Infrastructure Providers, Data Processing, Web Hosting, and Related Services	1,919	11%	384	22%	78%
517111	Wired Telecommunications Carriers	-394	-3%	-79	-8%	108%
512110	Motion Picture and Video Production	275	4%	55	8%	92%
517810	All Other Telecommunications	-128	-3%	-26	-7%	107%
	Total - Information Technology Industry	3,960	5%	792	10%	90%

Source: JobsEQ 2025Q4

Transportation, Distribution, and Logistics

The Transportation, Distribution, and Logistics sector encompasses various segments such as Truck Freight, Air Transportation, and Warehousing. As depicted in the subsequent table, the most significant sub-industries consist of Scheduled Passenger Air Transportation, and General Warehousing and Storage.

~~TDL INDUSTRY OVERVIEW~~

~~*Table 10*~~

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~~NAICS, Metro Atlanta Region~~	~~INDUSTRY~~	~~2019 JOBS~~	~~% OF JOBS~~	~~LOCATION QUOTIENT~~	~~AVG ANNUAL WAGES~~
~~493110~~	~~General Warehousing and Storage~~	~~47,928~~	~~24%~~	~~1.72~~	~~$44,611~~
~~481111~~	~~Scheduled Passenger Air Transportation~~	~~34,555~~	~~17%~~	~~4.54~~	~~$132,884~~
~~492110~~	~~Couriers and Express Delivery Services~~	~~22,415~~	~~11%~~	~~1.37~~	~~$48,317~~
~~484121~~	~~General Freight Trucking, Long-Distance, Truckload~~	~~13,183~~	~~6%~~	~~1.33~~	~~$68,039~~
~~488510~~	~~Freight Transportation Arrangement~~	~~12,222~~	~~6%~~	~~2.68~~	~~$82,170~~

~~*Source: JobsEQ, 2023Q3*~~

Transportation, Distribution & Logistics Industry Overview, 6 Digit NAICS - Metro Atlanta Region

Table 10

NAICS	Industry	Empl	% of Jobs	Location Quotient	Avg Ann Wages
493110	General Warehousing and Storage	40,225	20%	1.42	$53,392
481111	Scheduled Passenger Air Transportation	35,164	18%	4.41	$136,562
492110	Couriers and Express Delivery Services	24,531	12%	1.43	$49,075
484121	General Freight Trucking, Long-Distance, Truckload	13,712	7%	1.49	$67,550
488510	Freight Transportation Arrangement	11,226	6%	2.61	$80,235

Source: JobsEQ 2025Q4

Over the last five years, the Transportation, Distribution, and Logistics sector has experienced growth, contributing to the addition of over 40,000 jobs, thereby expanding employment by 25%. The principal sub-industries within the Transportation and Logistics sector are outlined in the table below.

~~HISTORIC CHANGE IN TDL INDUSTRY EMPLOYMENT~~

~~*Table 11*~~

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~~NAICS, Metro~~	~~INDUSTRY~~	~~*5 YEAR EMPLOYMENT*~~			
		~~2014~~	~~2019~~	~~# CHANGE~~	~~% CHANGE~~

Atlanta Region					
493110	General Warehousing and Storage	22,948	47,928	24,980	109%
481111	Scheduled Passenger Air Transportation	39,126	34,555	-4,571	-12%
492110	Couriers and Express Delivery Services	17,664	22,415	4,751	27%
484121	General Freight Trucking, Long-Distance, Truckload	12,417	13,183	766	6%
488510	Freight Transportation Arrangement	7,961	12,222	4,261	54%
TOTAL - TRANSPORTATION & LOGISTIC INDUSTRY		162,227	203,181	40,954	25%

Source: JobsEQ, 2023Q3

Historic Change Transportation, Distribution , & Logistics , 6 Digit NAICS - Metro Atlanta Region

Table 11

NAICS	Industry	5 Year Employment 2020 Jobs	2025 Jobs	Empl Change	% of Change
493110	General Warehousing and Storage	30,715	40,225	9,510	31%
481111	Scheduled Passenger Air Transportation	24,660	35,164	10,504	43%
492110	Couriers and Express Delivery Services	22,494	24,531	2,037	9%
484121	General Freight Trucking, Long-Distance, Truckload	12,501	13,712	1,211	10%
488510	Freight Transportation Arrangement	9,347	11,226	1,879	20%
Total - Transportation & Logistic Industry		164,689	197,273	32,584	20%

Source: JobsEQ 2025Q4

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Growth in the TDL industry is projected to continue, but at a lower rate over the next five years. Specifically, Transportation, Distribution, and Logistics in the Atlanta region was expected to add over 14,000 jobs, expanding employment by 7%. The sub-industries that are expected to add the most jobs over the next five years are summarized in the following table.

5

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PROJECTED CHANGE IN TDL INDUSTRY

Table 12

NAICS, Metro Atlanta Region	INDUSTRY	5-YEAR PROJECTIONS (2024-2029) # CHANGE	% CHANGE	EMPLOYMENT DEMAND AVG. ANNUAL	% NEW	% REPLACEMENT
493110	General Warehousing and Storage	4,965	10%	993	14%	86%
481111	Scheduled Passenger Air Transportation	1,636	5%	327	8%	92%

492110	Couriers and Express Delivery Services	2,419	11%	484	16%	84%
TOTAL - TRANSPORTATION & LOGISTICS INDUSTRY		14,692	7%	2938	11%	89%

Source: JobsEQ, 2023Q3

Projected Change Transportation & Logistics Industry, 6 Digit NAICS - Metro Atlanta Region

Table 12

		5-Year Projections		Employment Demand		
NAICS	Industry	# Change	% Change	Avg. Annual	% New	% Replacement
493110	General Warehousing and Storage	1,418	4%	284	6%	94%
481111	Scheduled Passenger Air Transportation	724	2%	145	4%	96%
492110	Couriers and Express Delivery Services	914	4%	183	6%	94%
Total - Transportation & Logistics Industry		6,274	3%	1255	6%	94%

Source: JobsEQ 2025Q4

6

Construction Industry

The Construction sector comprises various sub-industries, such as Nonresidential Electrical Contractors and Other Wiring Installation Contractors, Commercial and Institutional Building Construction, and Nonresidential Plumbing, Heating, and Air-Conditioning Contractors. The primary sub-industries are outlined in the table below.

SKILLED TRADES INDUSTRY OVERVIEW

Table 13

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NAICS, Metro Atlanta Region	INDUSTRY	2023 JOBS	% OF JOBS	LOCATION QUOTIENT	AVG ANNUAL WAGES
236220	Commercial and Institutional Building Construction	14,242	10%	1.14	$102,288
238212	Nonresidential electrical contractors	13,229	9%	1.18	$79,119
236118	Residential Remodelers	11,113	8%	0.92	$60,341
238222	Nonresidential plumbing and HVAC contractors	10,764	7%	1.12	$82,661

238221	Residential plumbing and HVAC contractors	8,573	6%	0.71	$60,106
236115	New Single-Family Housing Construction (except For-Sale Builders)	7,394	5%	0.89	$87,742
237310	Highway, Street, and Bridge Construction	6,083	4%	0.71	$75,045

Source: JobsEQ, 2023Q3

Skilled Trades Industry Overview , 6 Digit NAICS - Metro Atlanta Region
Table 13

NAICS	Industry	2025 Jobs	% of Jobs	Location Quotient	Avg Ann Wages
238212	Nonresidential electrical contractors	16,095	11%	1.30	$91,195
236220	Commercial and Institutional Building Construction	15,675	10%	1.21	$117,933
238222	Nonresidential plumbing and HVAC contractors	12,799	9%	1.25	$98,379
236118	Residential Remodelers	11,074	7%	0.92	$63,157
238221	Residential plumbing and HVAC contractors	8,771	6%	0.72	$67,217
236115	New Single-Family Housing Construction (except For-Sale Builders)	7,763	5%	0.98	$97,373
237310	Highway, Street, and Bridge Construction	7,083	5%	0.79	$82,833

Source: JobsEQ 2025Q4

From 2018 to 2023, the Construction industry saw an increase of over 19,000 jobs, marking a 16% expansion in employment. Residential Remodelers and Commercial and Institutional Building Construction played a significant role in this growth, collectively contributing over 5,500 jobs. The Construction sub-industries that have experienced the most substantial job additions over the past five years are outlined in the following table.

HISTORIC CHANGE IN SKILLED TRADES INDUSTRY EMPLOYMENT

Table 14

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NAICS, Metro Atlanta Region	INDUSTRY	5 YEAR EMPLOYMENT			
		2018	2023	# CHANGE	% CHANGE
236220	Commercial and Institutional Building Construction	11,882	14,242	2,360	20%
238212	Nonresidential electrical contractors	12,398	13,229	831	7%
236118	Residential Remodelers	7,930	11,113	3,183	40%
238222	Nonresidential plumbing and HVAC contractors	9,795	10,764	969	10%
TOTAL - SKILLED TRADES INDUSTRY		125,983	145,736	19,753	16%

Source: JobsEQ, 2023Q3

Historic Change in Skilled Trades Industry, 6 Digit NAICS - Metro Atlanta Region
Table 14

NAICS	Industry	5 Year Employment 2020 Jobs	2025 Jobs	Empl Change	% of Change
238212	Nonresidential electrical contractors	12,489	16,095	3,606	29%
236220	Commercial and Institutional Building Construction	12,984	15,675	2,691	21%
238222	Nonresidential plumbing and HVAC contractors	10,172	12,799	2,627	26%
236118	Residential Remodelers	9,856	11,074	1,218	12%
238221	Residential plumbing and HVAC contractors	7,513	8,771	1,258	17%
	Total - Skilled Trades Industry	134,142	150,110	15,968	12%

Source: JobsEQ 2025Q4

Anticipated growth in the Construction sector is expected to persist over the upcoming five years. Projections indicate an increase of over 6,500 jobs, leading to a 5% expansion in employment. This growth is primarily fueled by Nonresidential Electrical Contractors, Residential Remodelers, Nonresidential Plumbing and HVAC Contractors, and Residential Plumbing and HVAC Contractors. Annually, the Construction industry is forecasted to have over 1,300 job openings. Replacement demand is poised to drive a significant portion, constituting 91% of the annual employment demand.

~~**PROJECTED CHANGE IN SKILLED TRADES INDUSTRY**~~

~~*Table 15*~~

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~~NAICS, Metro Atlanta Region~~	~~INDUSTRY~~	~~5 YEAR PROJECTIONS (2024-2029)~~ ~~# CHANGE~~	~~% CHANGE~~	~~EMPLOYMENT DEMAND~~ ~~AVG. ANNUAL~~	~~% NEW~~	~~% REPLACEMENT~~
~~236220~~	~~Commercial and Institutional Building Construction~~	~~4,965~~	~~35%~~	~~993~~	~~75%~~	~~25%~~
~~238212~~	~~Nonresidential electrical contractors~~	~~646~~	~~5%~~	~~129~~	~~10%~~	~~90%~~
~~236118~~	~~Residential Remodelers~~	~~527~~	~~5%~~	~~105~~	~~10%~~	~~90%~~
~~238222~~	~~Nonresidential plumbing and HVAC contractors~~	~~464~~	~~4%~~	~~93~~	~~9%~~	~~91%~~
~~238221~~	~~Residential plumbing and HVAC contractors~~	~~428~~	~~5%~~	~~86~~	~~10%~~	~~90%~~
~~TOTAL~~	~~SKILLED TRADES INDUSTRY~~	~~6,567~~	~~5%~~	~~1313~~	~~9%~~	~~91%~~

~~*Source: JobsEQ, 2023Q3*~~

Projected Change Skilled Trades Industry, 6 Digit NAICS - Metro Atlanta Region
Table 15

NAICS	Industry	5-Year Projections # Change	5-Year Projections % Change	Employment Demand Avg. Annual	Employment Demand % New	Employment Demand % Replacement
238212	Nonresidential electrical contractors	730	5%	146	9%	91%
236220	Commercial and Institutional Building Construction	647	4%	129	9%	91%
238222	Nonresidential plumbing and HVAC contractors	481	4%	96	8%	92%
236118	Residential Remodelers	554	5%	111	11%	89%
238221	Residential plumbing and HVAC contractors	426	5%	85	10%	90%
	Total - Skilled Trades Industry	6,675	4%	1335	10%	90%

Source: JobsEQ 2025Q4

~~The table below illustrates the industries expected to expand within the Clean Tech sector. Among them, the Solar Photovoltaic Installer, HVAC Installer, and Battery Storage Installer industries are anticipated to exhibit the most significant growth, each projected to exceed 7% over the next five years. Notably, the HVAC Installer and Energy Efficiency Technician industry in the Metro Atlanta Region employed more than 10,000 residents in 2023. Moreover, this sector experienced remarkable growth of more than 40% from 2018 to 2023.~~

~~**SKILLED TRADES - CLEAN TECH INDUSTRY OVERVIEW**~~

~~***Table 16***~~

~~NAICS, Metro Atlanta Region~~	~~INDUSTRY~~	~~EMPLOYMENT~~	~~GROWTH % (2018-2023)~~	~~PROJECTED GROWTH % (2023-2028)~~	~~HOURLY WAGES~~
~~**49-9021.00**~~	~~HVAC Installer~~	~~7873~~	~~34%~~	~~8%~~	~~$24.55~~
~~**47-4099.03**~~	~~Energy Efficiency Technician~~	~~2606~~	~~15%~~	~~4%~~	~~$23.29~~
~~**49-2095.00**~~	~~EVSE Technician~~	~~416~~	~~15%~~	~~5%~~	~~$31.26~~
~~**47-2231.00**~~	~~Solar Photovoltaic Installer~~	~~218~~	~~220%~~	~~9%~~	~~$25.00~~
~~**49-2092**~~	~~Battery Storage Installer~~	~~301~~	~~39%~~	~~8%~~	~~$26.15~~

~~*Source: Lightcast, Accenture Research*~~

7

Advanced Manufacturing Industry

The Advanced Manufacturing sector encompasses various sub-industries, such as Commercial Printing, Plastic Product Manufacturing, and Aircraft Manufacturing. The primary sub-industries in Advanced Manufacturing are outlined in the following table.

~~**ADVANCED MANUFACTURING INDUSTRY OVERVIEW**~~

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Table 17

NAICS, Metro Atlanta Region	INDUSTRY	2023 JOBS	% OF JOBS	LOCATION QUOTIENT	AVG ANNUAL WAGES
336411	Aircraft Manufacturing	4,886	4%	1.27	$138,273
323111	Commercial Printing (except Screen and Books)	4,692	4%	1.04	$62,392
326199	All Other Plastics Product Manufacturing	3,725	3%	0.74	$65,130
311812	Commercial Bakeries	3,089	3%	1.33	$65,671

Source: JobsEQ, 2023Q3

Advanced Manufacturing Industry Overview, 6 Digit NAICS - Metro Atlanta Region

Table 16

NAICS	Industry	2025 Job	% of Jobs	Location Quotient	Avg Ann Wages
336411	Aircraft Manufacturing	4,558	4%	1.10	$144,314
323111	Commercial Printing (except Screen and Books)	4,212	3%	1.01	$65,413
326199	All Other Plastics Product Manufacturing	3,603	3%	0.78	$72,264
311812	Commercial Bakeries	3,259	3%	1.32	$66,368
332322	Sheet Metal Work Manufacturing	2,834	2%	1.51	$60,201
333415	Air-Conditioning and Warm Air Heating Equipment and Commercial and Industrial Refrigeration Equipment Manufacturing	2,691	2%	1.66	$84,626

Source: JobsEQ 2025Q4

From 2018 to 2023, the Advanced Manufacturing industry saw an increase of 2,000 jobs, resulting in a 2% expansion in employment. This growth was primarily driven by Air-Conditioning and Warm Air Heating Equipment, Commercial and Industrial Refrigeration Equipment Manufacturing, Soft Drink Manufacturing, and Commercial Bakeries, which collectively added almost 1,500 jobs. The largest sub-industries within Advanced Manufacturing are outlined in the following table.

HISTORIC CHANGE IN ADVANCE MANUFACTURING INDUSTRY EMPLOYMENT

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Table 18

NAICS, Metro Atlanta Region	INDUSTRY	5-YEAR EMPLOYMENT			
		2018 JOBS	2023 JOBS	# CHANGE	% CHANGE
336411	Aircraft Manufacturing	5,023	4,886	-137	-3%
323111	Commercial Printing (except Screen and Books)	6,055	4,692	-1,363	-23%
326199	All Other Plastics Product Manufacturing	4,530	3,725	-805	-18%
311812	Commercial Bakeries	2,528	3,089	561	22%

312111	Soft Drink Manufacturing	2,080	2,531	451	22%
333415	Air-Conditioning and Warm Air Heating Equipment and Commercial and Industrial Refrigeration Equipment Manufacturing	1,941	2,493	552	28%
TOTAL - ADVANCED MANUFACTURING INDUSTRY		119,513	122,190	2,677	2%

Source: JobsEQ, 2023Q3

Historic Change in Advanced Manufacturing Industry, 6 Digit NAICS, Metro Atlanta Region
Table 17

		Employment		5 - Year History	
NAICS	Industry	2020 Jobs	2025 Jobs	Empl Change	% Change
336411	Aircraft Manufacturing	4,515	4,558	43	1%
323111	Commercial Printing (except Screen and Books)	5,029	4,212	-817	-16%
326199	All Other Plastics Product Manufacturing	3,927	3,603	-324	-8%
311812	Commercial Bakeries	2,368	3,259	891	38%
332322	Sheet Metal Work Manufacturing	2,024	2,834	810	40%
333415	Air-Conditioning and Warm Air Heating Equipment and Commercial and Industrial Refrigeration Equipment Manufacturing	2,071	2,691	620	30%
Total - Advanced Manufacturing Industry		113,872	121,798	7,926	7%

Source: JobsEQ 2025Q4

Advanced manufacturing is anticipated to experience notable growth over the next five years. Projections indicate an addition of over 4,600 jobs. The demand for employment will primarily stem from replacement demand, which constitutes 93% of the annual employment demand.

8

PROJECTED CHANGE IN ADVANCED MANUFACTURING INDUSTRY
Table 19

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		5-YEAR PROJECTIONS (2024-2029)		EMPLOYMENT DEMAND		
NAICS, Metro Atlanta Region	INDUSTRY	# CHANGE	% CHANGE	AVG. ANNUAL	% NEW	% REPLACEMENT
336411	Aircraft Manufacturing	227	5%	45	10%	90%
323111	Commercial Printing (except Screen and Books)	-199	-4%	-40	-9%	109%
326199	All Other Plastics Product Manufacturing	179	5%	36	9%	91%
311812	Commercial Bakeries	167	5%	33	7%	93%

312111	Soft Drink Manufacturing	222	9%	44	12%	88%
333415	Air-Conditioning and Warm Air Heating Equipment and Commercial and Industrial Refrigeration Equipment Manufacturing	130	5%	26	10%	90%
311991	Perishable Prepared Food Manufacturing	268	11%	54	15%	85%
TOTAL - ADVANCED MANUFACTURING INDUSTRY		4,608	4%	922	7%	93%

Source: JobsEQ, 2023Q3

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Projected Change in Advanced Manufacturing Industry, 6 Digit NAICS, Metro Atlanta Region

Table 18

		5-Year Projections		Employment Demand		
NAICS	Industry	# Change	% Change	Avg. Annual	% New	% Replacement
336411	Aircraft Manufacturing	172	4%	34	8%	92%
323111	Commercial Printing (except Screen and Books)	-234	-6%	-47	-12%	112%
326199	All Other Plastics Product Manufacturing	177	5%	35	9%	91%
311812	Commercial Bakeries	130	4%	26	6%	94%
332322	Sheet Metal Work Manufacturing	106	4%	21	7%	93%
333415	Air-Conditioning and Warm Air Heating Equipment and Commercial and Industrial Refrigeration Equipment Manufacturing	65	2%	13	5%	95%
Total - Advanced Manufacturing Industry		3,003	2%	601	5%	95%

Source: JobsEQ 2025Q4

~~INDUSTRY ANALYSIS~~

~~*Table 20*~~

~~NAICS, Metro Atlanta Region~~	~~INDUSTRY~~	~~TOTAL EMPLOYMENT (2023)~~	~~HOURLY WAGE ($/HR.)~~	~~AVERAGE ANNUAL WAGES~~
~~62~~	~~Health Care and Social Assistance~~	~~352,944~~	~~$32.86~~	~~$68,350~~
~~44~~	~~Retail Trade~~	~~310,205~~	~~$20.58~~	~~$42,807~~
~~72~~	~~Accommodation and Food Services~~	~~267,515~~	~~$13.37~~	~~$27,801~~
~~54~~	~~Professional, Scientific, and Technical Services (IT)~~	~~263,227~~	~~$53.09~~	~~$110,433~~
~~61~~	~~Educational Services~~	~~230,361~~	~~$29.85~~	~~$62,096~~
~~48~~	~~Transportation and Warehousing~~	~~221,300~~	~~$31.49~~	~~$65,496~~
~~23~~	~~Construction (Skilled Trades)~~	~~186,073~~	~~$34.49~~	~~$71,742~~
~~31~~	~~Manufacturing (Advanced Manufacturing)~~	~~180,225~~	~~$35.71~~	~~$74,272~~
~~42~~	~~Wholesale Trade~~	~~141,689~~	~~$46.94~~	~~$97,641~~
~~81~~	~~Other Services (except Public Administration)~~	~~133,985~~	~~$19.38~~	~~$40,308~~
~~52~~	~~Finance and Insurance~~	~~127,846~~	~~$59.53~~	~~$123,814~~
~~92~~	~~Public Administration~~	~~122,834~~	~~$36.54~~	~~$76,011~~
~~51~~	~~Information~~	~~99,077~~	~~$65.12~~	~~$135,453~~
~~55~~	~~Management of Companies and Enterprises~~	~~75,920~~	~~$76.05~~	~~$158,182~~
~~53~~	~~Real Estate and Rental and Leasing~~	~~64,568~~	~~$38.74~~	~~$80,576~~
~~71~~	~~Arts, Entertainment, and Recreation~~	~~50,726~~	~~$19.91~~	~~$41,419~~
~~99~~	~~Unclassified~~	~~19,837~~	~~$36.98~~	~~$76,918~~
~~22~~	~~Utilities~~	~~10,662~~	~~$58.99~~	~~$122,706~~
~~11~~	~~Agriculture, Forestry, Fishing and Hunting~~	~~5,929~~	~~$19.38~~	~~$40,319~~
~~21~~	~~Mining, Quarrying, and Oil and Gas Extraction~~	~~1,639~~	~~$41.68~~	~~$86,686~~

~~***Bold** designates the in-demand industries.*~~

~~*Source: JobsEQ 2023Q3*~~

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INDUSTRY ANALYSIS

Table 19

NAICS - METRO ATLANTA	INDUSTRY	TOTAL EMPLOYMENT	HOURLY WAGE ($/HR)	AVERAGE ANNUAL WAGES
11	Agriculture, Forestry, Fishing and Hunting	1,913	$ 24.86	$51,704
21	Mining, Quarrying, and Oil and Gas Extraction	1,105	$ 52.24	$108,663
22	Utilities	7,922	$ 71.11	$147,914
23	Construction	150,110	$ 40.67	$84,591

31	Manufacturing	121,798	$ 40.41	$84,048
42	Wholesale Trade	122,725	$ 50.72	$105,489
44	**Retail Trade**	**242,408**	**$ 21.60**	**$44,936**
48	Transportation and Warehousing	197,273	$ 35.52	$73,889
51	Information	83,416	$ 74.78	$155,547
52	Finance and Insurance	118,181	$ 68.32	$142,107
53	Real Estate and Rental and Leasing	59,434	$ 41.07	$85,418
54	**Professional, Scientific, and Technical Services**	**244,320**	**$ 58.72**	**$122,134**
55	Management of Companies and Enterprises	71,714	$ 80.48	$167,388
56	Administrative and Support and Waste Management and Remediation Services	188,334	$ 29.41	$61,181
61	Educational Services	196,704	$ 34.72	$72,226
62	**Health Care and Social Assistance**	**341,524**	**$ 35.69**	**$74,240**
71	Arts, Entertainment, and Recreation	49,234	$ 22.68	$47,179
72	**Accommodation and Food Services**	**226,806**	**$ 14.64**	**$30,442**
81	Other Services (except Public Administration)	117,181	$ 21.62	$44,961
92	Public Administration	111,799	$ 41.47	$86,267
99	Unclassified	9,669	$ 43.13	$89,701

***Bold** designates the in-demand industries*

Source: JobsEQ 2025Q4

Occupational Analysis

The occupations with the highest projected annual employment demand are presented in the table below. Note, while the occupations in this table have a high demand for new workers, many offer low wages.

~~**PROJECTED CHANGE IN EMPLOYMENT, OCCUPATIONS WITH THE GREATEST ANNUAL DEMAND**~~

~~***TABLE 21***~~

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		5-YEAR PROJECTION (2024-2029)		EMPLOYMENT DEMAND		
SOC, Atlanta Region	OCCUPATION	# CHANGE	% CHANGE	AVG. ANNUAL	% OF NEW	% REPLACEMENT
53-7060	Laborers and Material Movers	9,201	8%	1840	9%	91%
41-2030	Retail Salespersons	2,461	4%	492	5%	95%
53-3030	Driver/Sales Workers and Truck Drivers	5,396	8%	1079	12%	88%
43-4050	Customer Service Representatives	1,800	3%	360	4%	96%
35-3020	Fast Food and Counter Workers	7,503	13%	1501	10%	90%
43-6010	Secretaries and Administrative Assistants	65	0%	13	0%	100%
41-2010	Cashiers	-423	-1%	-85	-1%	101%
15-1250	Software and Web Developers, Programmers, and Testers	6,334	13%	1267	25%	75%
11-1020	General and Operations Managers	3,705	9%	741	16%	84%
37-2010	Building Cleaning Workers	3,192	7%	638	9%	91%
43-9060	Office Clerks, General	1,112	3%	222	4%	96%
13-1190	Miscellaneous Business Operations Specialists	2,450	7%	490	15%	85%
29-1140	Registered Nurses	2,716	7%	543	21%	79%
35-3030	Waiters and Waitresses	4,863	13%	973	11%	89%
35-2010	Cooks	5,904	17%	1181	17%	83%
25-2020	Elementary and Middle School Teachers	1,956	6%	391	14%	86%

Source: JobsEQ, 2023Q3

PROJECTED CHANGE IN EMPLOYMENT, OCCUPATIONS WITH THE GREATEST ANNUAL DEMAND

Table 20

		5 Year Projection		Employment Demand		
SOC, Atlanta Region	Occupation	# Change	% Change	Avg. Annual	% of New	% Replacement
35-3023	Fast Food and Counter Workers	2,704	4%	541	3%	97%
41-2031	Retail Salespersons	1,186	2%	237	2%	98%
53-7062	Laborers and Freight, Stock, and Material Movers, Hand	1,670	3%	334	4%	96%
41-2011	Cashiers	-1,330	-3%	-266	-3%	103%
43-4051	Customer Service Representatives	-648	-1%	-130	-2%	102%
35-3031	Waiters and Waitresses	481	1%	96	1%	99%
53-7065	Stockers and Order Fillers	2,576	6%	515	7%	93%

11-1021	General and Operations Managers	2,538	4%	508	9%	91%
43-9061	Office Clerks, General	-681	-2%	-136	-3%	103%
31-1122	Personal Care Aides	2,434	9%	487	11%	89%
37-2011	Janitors and Cleaners, Except Maids and Housekeeping Cleaners	827	3%	165	4%	96%
53-3032	Heavy and Tractor-Trailer Truck Drivers	1,481	4%	296	7%	93%
35-2014	Cooks, Restaurant	2,166	9%	433	10%	90%
13-1199	Business Operations Specialists, All Other	1,445	4%	289	8%	92%
35-1012	First-Line Supervisors of Food Preparation and Serving Workers	949	4%	190	6%	94%

Source: JobsEQ 2025Q4

The table below showcases occupations with the highest average annual employment demand, coupled with the living wage for a one-adult/one-child household in the Atlanta MSA, as determined by MIT's living wage calculator. These positions predominantly consist of management and supervisory roles in the office or manufacturing industry, healthcare occupations, professional occupations, information technology occupations, and skilled trades.

~~PROJECTED CHANGE IN EMPLOYMENT, OCCUPATIONS PAYING A LIVING WAGE~~

~~Table 22~~

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-	-	***~~5-YEAR PROJECTION (2024-2029)~~***		***~~EMPLOYMENT DEMAND~~***		
~~SOC, Atlanta Region~~	***~~OCCUPATION~~***	***~~# CHANGE~~***	***~~% CHANGE~~***	***~~AVG. ANNUAL~~***	***~~% OF NEW~~***	***~~% REPLACEMENT~~***
~~11-1020~~	~~General and Operations Managers~~	~~$132,300~~	~~3,632~~	~~6%~~	~~726~~	~~13%~~
~~15-1250~~	~~Software and Web Developers, Programmers, and Testers~~	~~$127,200~~	~~6,496~~	~~15%~~	~~1299~~	~~32%~~
~~29-1140~~	~~Registered Nurses~~	~~$97,900~~	~~2,475~~	~~6%~~	~~495~~	~~17%~~
~~41-4010~~	~~Sales Representatives, Wholesale and Manufacturing~~	~~$90,700~~	~~1,431~~	~~5%~~	~~286~~	~~9%~~
~~11-9190~~	~~Miscellaneous Managers~~	~~$130,900~~	~~1,786~~	~~6%~~	~~357~~	~~13%~~
~~13-2010~~	~~Accountants and Auditors~~	~~$94,800~~	~~1,731~~	~~6%~~	~~346~~	~~13%~~
~~13-1110~~	~~Management Analysts~~	~~$120,300~~	~~1,654~~	~~8%~~	~~331~~	~~16%~~
~~13-1080~~	~~Logisticians and Project Management Specialists~~	~~$107,600~~	~~1,721~~	~~9%~~	~~344~~	~~19%~~
~~13-1160~~	~~Market Research Analysts and Marketing Specialists~~	~~$89,100~~	~~1,811~~	~~10%~~	~~362~~	~~18%~~

11-2020	Marketing and Sales Managers	$170,600	1,063	6%	213	14%
13-2050	Financial Analysts and Advisors	$115,600	1,194	7%	239	18%
23-1010	Lawyers and Judicial Law Clerks	$186,900	1,159	7%	232	26%
41-3020	Insurance Sales Agents	$103,800	1,083	8%	217	16%
15-1210	Computer and Information Analysts	$117,700	1,549	11%	310	26%
15-1240	Database and Network Administrators and Architects	$127,500	780	6%	156	16%
11-3030	Financial Managers	$185,100	1,541	12%	308	24%

Source: JobsEQ, 2023Q3

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PROJECTED CHANGE IN EMPLOYMENT OCCUPATIONS PAYING A LIVING WAGE

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Table 21

SOC, Atlanta Region	Occupation	5 Year Projection # Change	5 Year Projection % Change	Employment Demand Avg. Annual	Employment Demand % of New	Employment Demand % Replacement
15-1252	Software Developers	3,109	9%	622	26%	74%
35-3023	Fast Food and Counter Workers	2,704	4%	541	3%	97%
53-7065	Stockers and Order Fillers	2,576	6%	515	7%	93%
11-1021	General and Operations Managers	2,538	4%	508	9%	91%
29-1141	Registered Nurses	1,867	4%	373	13%	87%
53-7062	Laborers and Freight, Stock, and Material Movers, Hand	1,670	3%	334	4%	96%
53-3032	Heavy and Tractor-Trailer Truck Drivers	1,481	4%	296	7%	93%
13-1111	Management Analysts	1,468	6%	294	12%	88%
13-1199	Business Operations Specialists, All Other	1,445	4%	289	8%	92%
11-3031	Financial Managers	1,311	9%	262	20%	80%
11-9199	Managers, All Other	1,287	4%	257	10%	90%
31-9092	Medical Assistants	1,150	8%	230	11%	89%
29-1171	Nurse Practitioners	1,127	20%	225	44%	56%
13-2011	Accountants and Auditors	1,123	4%	225	10%	90%
11-3021	Computer and Information Systems Managers	1,087	9%	217	21%	79%
13-1071	Human Resources Specialists	908	5%	182	11%	89%
13-1161	Market Research Analysts and Marketing Specialists	899	5%	180	10%	90%
15-2051	Data Scientists	839	18%	168	37%	63%
37-2011	Janitors and Cleaners, Except Maids and Housekeeping Cleaners	827	3%	165	4%	96%
13-1082	Project Management Specialists	820	5%	164	12%	88%

Source: JobsEQ 2025Q4

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Assessing employer demand for various occupations can also be accomplished by analyzing online job postings. In the Atlanta region, over 38,500 job advertisements were posted online seeking registered nurses. Other prominent occupations included those related to the information technology, business services, and transportation industries. The following table presents the top 15 occupations by the number of job advertisements posted in 2023.

TOP OCCUPATIONS BY NUMBER OF JOB POSTINGS, 2023

Table 23

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O*NET CODE, Metro Atlanta Region	OCCUPATION	JOB POSTINGS
29-1141	Registered Nurses	38,580
99-9999	Unclassified Occupation	27,872
15-1252	Software Developers	24,017
41-2031	Retail Salespersons	21,545
41-4012	Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	18,276
41-1011	First-Line Supervisors of Retail Sales Workers	16,345
15-1299	Computer Occupations, All Other	12,866
43-4051	Customer Service Representatives	12,803
53-3032	Heavy and Tractor-Trailer Truck Drivers	12,598
11-9199	Managers, All Other	12,400
35-3023	Fast Food and Counter Workers	11,400
53-7062	Laborers and Freight, Stock, and Material Movers, Hand	10,064
49-9071	Maintenance and Repair Workers, General	9,991
11-9051	Food Service Managers	9,664
11-1021	General and Operations Managers	9,346
11-9111	Medical and Health Services Managers	9,090
11-2022	Sales Managers	8,045
53-7065	Stockers and Order Fillers	6,841
43-6014	Secretaries and Administrative Assistants, Except Legal, Medical, and Executive	6,583
35-3031	Waiters and Waitresses	6,509

Source: Lightcast - 01/01/2023 - 12/31/2023

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TOP OCCUPATIONS BY NUMBER OF POSTINGS - 2025

Table 22

O*NET CODE - Metro Atlanta Regional	Occupation (SOC)	Job Postings
29-1141	Registered Nurses	187,051
15-1252	Software Developers	42,241
41-2031	Retail Salespersons	48,616
53-3032	Heavy and Tractor-Trailer Truck Drivers	38,166
15-1299	Computer Occupations, All Other	34,244
41-1011	First-Line Supervisors of Retail Sales Workers	34,203
40-4012	Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	27,949
43-4051	Customer Service Representatives	29,258
13-1082	Project Management Specialists	23,096
11-1021	General and Operations Managers	22,945
49-9071	Maintenance and Repair Workers, General	21,908
29-2034	Radiologic Technologists and Technicians	27,281
11-2022	Sales Managers	18,635
11-9111	Medical and Health Services Managers	20,614
11-3011	Financial Managers	18,992

Source: Labor Insights

The table below displays the automation impacts on healthcare occupations. Personal Care Aides are projected to create over 27,000 jobs, while Nursing Assistants are expected to generate over 22,000 jobs. Together, these two occupations exhibit the highest projected growth in the Healthcare Industry over the next 5 years.

~~**OCCUPATIONAL ANALYSIS IN HEALTHCARE INDUSTRY**~~

~~***Table 24***~~

~~O*NET CODE, Metro Atlanta Region~~	~~OCCUPATION TITLE~~	~~EMPLOYMENT SIZE~~	~~HOURLY WAGE ($/HR.)~~	~~MEAN ANN. WAGES~~	~~PROJECTED GROWTH (2018-2028)~~
~~31-1122~~	~~Personal Care Aides~~	~~24,423~~	~~$13.70~~	~~$28,500~~	~~27,749~~
~~31-1131~~	~~Nursing Assistants~~	~~20,894~~	~~$18.13~~	~~$37,700~~	~~22,211~~
~~31-9092~~	~~Medical Assistants~~	~~16,221~~	~~$19.95~~	~~$41,500~~	~~17,942~~
~~31-1121~~	~~Home Health Aides~~	~~8,550~~	~~$13.70~~	~~$28,500~~	~~9,721~~
~~31-9091~~	~~Dental Assistants~~	~~7,138~~	~~$21.68~~	~~$45,100~~	~~7,702~~
~~31-9097~~	~~Phlebotomists~~	~~2,917~~	~~$21.49~~	~~$44,700~~	~~3,140~~

O*NET CODE, Metro Atlanta Region	OCCUPATION TITLE	EMPLOYMENT SIZE	HOURLY WAGE ($/HR.)	MEAN ANN. WAGES	PROJECTED GROWTH (2018-2028)
31-9011	Massage Therapists	2,875	$24.71	$51,400	3,228
31-9096	Veterinary Assistants and Laboratory Animal Caretakers	2,231	$16.68	$34,700	2,557
31-2021	Physical Therapist Assistants	1,934	$33.85	$70,400	2,257
31-9099	Healthcare Support Workers, All Other	1,844	$21.01	$43,700	1,980
31-9093	Medical Equipment Preparers	998	$22.02	$45,800	1,063
31-9094	Medical Transcriptionists	893	$15.10	$31,400	909
31-2022	Physical Therapist Aides	876	$15.43	$32,100	924
31-1132	Orderlies	811	$16.97	$35,300	860
31-2011	Occupational Therapy Assistants	734	$36.59	$76,100	857
31-9095	Pharmacy Aides	384	$18.37	$38,200	396
31-1133	Psychiatric Aides	301	$13.75	$28,600	323
31-2012	Occupational Therapy Aides	40	$17.02	$35,400	43
31-0000	Healthcare Support Occupations	94,062	$17.93	$37,300	103,911
31-1122	Personal Care Aides	24,423	$13.70	$28,500	27,749

Source: Lightcast, Accenture Research

OCCUPATIONAL ANALYSIS IN HEALTHCARE INDUSTRY

Table 23

O*NET CODE - Metro Atlanta Region	OCCUPATION TITLE	EMPLOYMENT SIZE	HOURLY WAGE ($/HR)	MEAN ANNUAL WAGES	PROJECTED JOB GROWTH
31-1128	Home Health and Personal Care Aides	30,431	$14.89	$29,504.43	36,833
31-1131	Nursing Assistants	20,097	$19.13	$39,694.30	22,092
31-1132	Orderlies	1,185	$18.34	$37,395.07	1,312
31-1133	Psychiatric Aides	521	$18.12	$38,428.85	556
31-2011	Occupational Therapy Assistants	639	$28.96	$60,405.67	843
31-2012	Occupational Therapy Aides	57	$21.49	$37,521.91	71
31-2021	Physical Therapist Assistants	1,126	$33.85	$72,293.40	1,583
31-2022	Physical Therapist Aides	614	$15.49	$32,348.28	770
31-9011	Massage Therapists	1,375	$29.94	$58,676.64	1,634
31-9091	Dental Assistants	5,292	$23.07	$46,507.39	5,879
31-9092	Medical Assistants	13,897	$20.86	$42,790.63	16,386
31-9093	Medical Equipment Preparers	1,029	$25.01	$49,691.49	1,192

31-9094	Medical Transcriptionists	1,135	$15.82	$29,078.09	1,229
31-9095	Pharmacy Aides	394	$18.59	$37,004.54	419
31-9096	Veterinary Assistants and Laboratory Animal Caretakers	1,687	$17.21	$35,304.36	1,900
31-9097	Phlebotomists	2,566	$23.48	$46,851.73	2,825
31-9099	Healthcare Support Workers, All Other	663	$23.31	$45,086.42	799

Source: Lightcast

The table below depicts the automation impacts on IT occupations. Most of the occupations have a high potential for automation. Software Developer is leading this trend, projected to grow significantly over the next 5 years, bringing in over 43,900 jobs in the Atlanta Metro Region.

OCCUPATIONAL ANALYSIS IN IT INDUSTRY

Table 25

O*NET CODE, Metro Atlanta Region	OCCUPATION TITLE	EMPLOYMENT SIZE	HOURLY WAGE ($/HR.)	MEAN ANNUAL WAGES	PROJECTED GROWTH (2018-2028)
15-1252	Software Developers	37,797	$63.32	$131,700	43,926
15-1232	Computer User Support Specialists	17,221	$31.97	$66,500	18,337
15-1211	Computer Systems Analysts	11,092	$53.65	$111,600	12,062
15-1299	Computer Occupations, All Other	10,687	$50.19	$104,400	11,563
15-1244	Network and Computer Systems Administrators	6,575	$53.80	$111,900	6,912
15-1241	Computer Network Architects	4,645	$68.46	$142,400	4,886
15-1231	Computer Network Support Specialists	4,112	$41.20	$85,700	4,401
15-1212	Information Security Analysts	3,847	$62.69	$130,400	4,565
15-2051	Data Scientists	3,798	$56.68	$117,900	4,580
15-1253	Software Quality Assurance Analysts and Testers	3,766	$52.74	$109,700	4,281
15-2031	Operations Research Analysts	2,990	$43.03	$89,500	3,442
15-1251	Computer Programmers	2,614	$49.90	$103,800	2,571
15-1255	Web and Digital Interface Designers	2,577	$49.47	$102,900	2,878
15-1242	Database Administrators	1,930	$52.16	$108,500	2,074
15-1243	Database Architects	1,806	$73.56	$153,000	1,963
15-1254	Web Developers	1,339	$46.97	$97,700	1,497
15-1221	Computer and Information Research Scientists	411	$52.88	$110,000	473
15-2041	Statisticians	374	$56.73	$118,000	445
15-2011	Actuaries	365	$67.45	$140,300	423

O*NET CODE, Metro Atlanta Region	OCCUPATION TITLE	EMPLOYMENT SIZE	HOURLY WAGE ($/HR.)	MEAN ANNUAL WAGES	PROJECTED GROWTH (2018-2028)
15-2099	Mathematical Science Occupations, All Other	151	$47.21	$98,200	165
15-2021	Mathematicians	28	$55.87	$116,200	30

Source: Lightcast, Accenture Research

OCCUPATIONAL ANALYSIS IN IT INDUSTRY

Table 24

O*NET CODE - Metro Atlanta Region	OCCUPATION TITLE	EMPLOYMENT SIZE	HOURLY WAGE ($/HR.)	MEAN ANNUAL WAGES	PROJECTED GROWTH
15-1211	Computer Systems Analysts	8,351	$55.15	$109,614.55	9,088
15-1212	Information Security Analysts	4,811	$62.63	$129,987.07	5,569
15-1221	Computer and Information Research Scientists	142	$63.95	$127,204.26	183
15-1231	Computer Network Support Specialists	2,564	$44.60	$86,811.33	2,655
15-1232	Computer User Support Specialists	15,978	$31.83	$61,037.97	16,040
15-1241	Computer Network Architects	4,332	$68.45	$138,206.83	4,548
15-1242	Database Administrators	2,014	$51.80	$106,292.47	2,064
15-1243	Database Architects	2,057	$70.53	$148,100.86	2,179
15-1244	Network and Computer Systems Administrators	5,795	$49.72	$99,686.45	5,877
15-1251	Computer Programmers	1,355	$50.82	$100,131.80	1,401
15-1252	Software Developers	34,339	$64.47	$133,605.94	38,115
15-1253	Software Quality Assurance Analysts and Testers	5,687	$48.04	$96,594.23	6,041
15-1254	Web Developers	1,186	$47.82	$86,564.52	1,294
15-1255	Web and Digital Interface Designers	2,057	$58.65	$112,322.36	2,207
15-1299	Computer Occupations, All Other	11,652	$53.35	$104,608.82	12,427
15-2011	Actuaries	843	$78.45	$154,381.48	1,021
15-2021	Mathematicians	73	$51.45	$108,783.39	76
15-2031	Operations Research Analysts	2,967	$40.69	$76,401.83	3,362
15-2041	Statisticians	468	$56.88	$114,187.75	512
15-2051	Data Scientists	5,562	$56.53	$107,178.71	6,681
15-2099	Mathematical Science Occupations, All Other	30	$48.99	$94,215.32	35

Source: Lightcast

The table below illustrates the automation impacts on Transportation, Distribution, and Logistics (TDL) occupations; all occupations in this sector have potential for automation. Laborers and Freight, Stock, and Material Movers, Hand are projected to have the highest potential for automation, with more than 81,000 projected growth.9

OCCUPATIONAL ANALYSIS IN TDL INDUSTRY

Table 26

O*NET CODE, Metro Atlanta Region	OCCUPATION TITLE	EMPLOYMENT SIZE	HOURLY WAGE ($/HR.)	MEAN ANNUAL WAGE	PROJECTED GROWTH (2018-2028)
53-7062	Laborers and Freight, Stock, and Material Movers, Hand	75,763	$18.27	$38,000	81,052
53-7065	Stockers and Order Fillers	53,724	$17.16	$35,700	57,958
53-3032	Heavy and Tractor-Trailer Truck Drivers	48,617	$27.69	$57,600	51,702
53-7051	Industrial Truck and Tractor Operators	31,339	$22.36	$46,500	33,297
53-3033	Light Truck Drivers	22,759	$22.50	$46,800	24,888
53-1047	First-Line Supervisors of Transportation and Material Moving Workers, Except Aircraft Cargo Handling Supervisors	15,295	$30.82	$64,100	16,350
53-7064	Packers and Packagers, Hand	12,503	$15.05	$31,300	12,964
53-3031	Driver/Sales Workers	11,473	$15.24	$31,700	12,438
53-2031	Flight Attendants	8,372	$33.89	$70,500	9,072
53-7061	Cleaners of Vehicles and Equipment	8,350	$15.38	$32,000	8,859
53-3051	Bus Drivers, School	7,746	$19.71	$41,000	8,098
53-2011	Airline Pilots, Copilots, and Flight Engineers	6,319	$110.43	$229,700	6,599
53-3054	Taxi Drivers	4,976	$15.72	$32,700	5,682
53-3052	Bus Drivers, Transit and Intercity	3,379	$22.45	$46,700	3,606
53-3053	Shuttle Drivers and Chauffeurs	3,347	$16.20	$33,700	3,619
53-7081	Refuse and Recyclable Material Collectors	2,555	$24.04	$50,000	2,724
53-6021	Parking Attendants	2,342	$14.18	$29,500	2,446
53-6031	Automotive and Watercraft Service Attendants	2,069	$14.52	$30,200	2,171
53-3099	Motor Vehicle Operators, All Other	1,482	$15.87	$33,000	1,618
53-7063	Machine Feeders and Offbearers	1,101	$19.86	$41,300	1,194
53-2012	Commercial Pilots	1,092	$73.13	$152,100	1,155
53-2021	Air Traffic Controllers	668	$80.96	$168,400	703

O*NET CODE, Metro Atlanta Region	OCCUPATION TITLE	EMPLOYMENT SIZE	HOURLY WAGE ($/HR.)	MEAN ANNUAL WAGE	PROJECTED GROWTH (2018-2028)
53-6051	Transportation Inspectors	652	$50.05	$104,100	688
53-6032	Aircraft Service Attendants	646	$20.29	$42,200	682
53-2022	Airfield Operations Specialists	575	$30.91	$64,300	606
53-7199	Material Moving Workers, All Other	560	$17.93	$37,300	594
53-7021	Crane and Tower Operators	557	$28.27	$58,800	585
53-4031	Railroad Conductors and Yardmasters	475	$33.99	$70,700	500
53-4011	Locomotive Engineers	460	$35.53	$73,900	484
53-6061	Passenger Attendants	414	$17.74	$36,900	438
53-6099	Transportation Workers, All Other	367	$16.35	$34,000	389
53-7011	Conveyor Operators and Tenders	361	$20.05	$41,700	389
53-3011	Ambulance Drivers and Attendants, Except Emergency Medical Technicians	252	$18.75	$39,000	261
53-4022	Railroad Brake, Signal, and Switch Operators and Locomotive Firers	238	$20.14	$41,900	251
53-4041	Subway and Streetcar Operators	219	$27.45	$57,100	232
53-5021	Captains, Mates, and Pilots of Water Vessels	203	$50.10	$104,200	212
53-7121	Tank Car, Truck, and Ship Loaders	160	$45.38	$94,400	170
53-7072	Pump Operators, Except Wellhead Pumpers	148	$25.91	$53,900	159
53-1041	Aircraft Cargo Handling Supervisors	141	$38.37	$79,800	149
53-5011	Sailors and Marine Oilers	109	$22.07	$45,900	115
53-6041	Traffic Technicians	107	$24.47	$50,900	113
53-4013	Rail Yard Engineers, Dinkey Operators, and Hostlers	83	$21.25	$44,200	88
53-6011	Bridge and Lock Tenders	56	$22.88	$47,600	58
53-4099	Rail Transportation Workers, All Other	42	$28.27	$58,800	44

O*NET CODE, Metro Atlanta Region	OCCUPATION TITLE	EMPLOYMENT SIZE	HOURLY WAGE ($/HR.)	MEAN ANNUAL WAGE	PROJECTED GROWTH (2018-2028)
53-7071	Gas Compressor and Gas Pumping Station Operators	39	$30.58	$63,600	41
53-7041	Hoist and Winch Operators	38	$29.62	$61,600	40
53-5031	Ship Engineers	37	$44.23	$92,000	39
53-5022	Motorboat Operators	24	$20.29	$42,200	25
53-7073	Wellhead Pumpers	17	$31.68	$65,900	18
53-7031	Dredge Operators	13	$25.53	$53,100	14

Source: Lightcast, Accenture Research

OCCUPATIONAL ANALYSIS IN TDL INDUSTRY

Table 25

O*NET CODE - Metro Atlanta Region	OCCUPATION TITLE	EMPLOYMENT SIZE	HOURLY WAGE ($/HR)	MEDIAN ANNAUL WAGE	PROJECTED GROWTH
53-7062	Laborers and Freight, Stock, and Material Movers, Hand	65,423	$19.66	$39,346.17	66,516
53-7065	Stockers and Order Fillers	41,855	$19.30	$37,304.13	44,830
53-3032	Heavy and Tractor-Trailer Truck Drivers	36,382	$28.38	$59,230.55	38,812
53-7051	Industrial Truck and Tractor Operators	25,345	$23.39	$45,769.51	26,381
53-3033	Light Truck Drivers	15,725	$24.08	$45,448.47	16,977
53-1047	First-Line Supervisors of Transportation and Material Moving Workers, Except Aircraft Cargo Handling Supervisors	14,116	$32.62	$64,501.85	14,900
53-2011	Airline Pilots, Copilots, and Flight Engineers	10,366	$172.25	$401,841.55	11,299
53-7064	Packers and Packagers, Hand	10,113	$16.99	$32,968.95	9,818
53-2031	Flight Attendants	9,814	$38.21	$76,338.66	11,126
53-3051	Bus Drivers, School	7,285	$19.26	$38,357.45	7,402
53-3031	Driver/Sales Workers	6,481	$18.11	$34,545.44	6,995
53-7061	Cleaners of Vehicles and Equipment	6,142	$16.21	$32,044.12	6,374
53-6021	Parking Attendants	2,547	$14.80	$30,977.53	2,727
53-7081	Refuse and Recyclable Material Collectors	2,508	$23.32	$45,572.81	2,650
53-3052	Bus Drivers, Transit and Intercity	2,152	$25.03	$48,971.84	2,241
53-3053	Shuttle Drivers and Chauffeurs	1,990	$17.07	$34,372.61	2,133
53-6031	Automotive and Watercraft Service Attendants	1,737	$15.48	$31,621.75	1,757
53-3099	Motor Vehicle Operators, All Other	1,441	$17.07	$32,010.84	1,491
53-2021	Air Traffic Controllers	909	$80.66	$181,417.65	978

Source: Lightcast

The table below outlines the automation impacts on Skilled Trades occupations. Almost all of the occupations in this category have a high potential for automation. Additionally, all Skilled Trades occupations are projected to experience growth by 2028. Construction

Laborers are leading this growth trend, with over 29,800 new jobs projected.10

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OCCUPATIONAL ANALYSIS IN SKILLED TRADES INDUSTRY

Table 27

O*NET CODE, Metro Atlanta Region	OCCUPATION TITLE	EMPLOYMENT SIZE	HOURLY WAGE ($/HR.)	MEAN ANNUAL WAGE	PROJECTED GROWTH (2018-2028)
47-2061	Construction Laborers	27,926	$20.10	$41,800	29,815
47-1011	First-Line Supervisors of Construction Trades and Extraction Workers	15,844	$38.37	$79,800	16,773
47-2111	Electricians	14,792	$29.33	$61,000	15,985
47-2031	Carpenters	14,125	$26.11	$54,300	14,830
11-9021	Construction Managers	10,321	$51.35	$106,800	10,997
47-2073	Operating Engineers and Other Construction Equipment Operators	7,254	$24.04	$50,000	7,707
47-2152	Plumbers, Pipefitters, and Steamfitters	6,793	$30.10	$62,600	7,175
51-4121	Welders, Cutters, Solderers, and Brazers	6,773	$24.33	$50,600	7,131
47-2211	Sheet Metal Workers	2,528	$25.53	$53,100	2,637
47-2051	Cement Masons and Concrete Finishers	2,501	$24.62	$51,200	2,578
47-2081	Drywall and Ceiling Tile Installers	1,404	$25.91	$53,900	1,481
47-3015	Helpers--Pipelayers, Plumbers, Pipefitters, and Steamfitters	947	$19.86	$41,300	998
47-3012	Helpers--Carpenters	379	$21.68	$45,100	386
47-3011	Helpers--Brickmasons, Blockmasons, Stonemasons, and Tile and Marble Setters	127	$18.03	$37,500	127
47-3014	Helpers--Painters, Paperhangers, Plasterers, and Stucco Masons	84	$15.58	$32,400	88

Source: Lightcast, Accenture Research

OCCUATIONAL ANAYSIS IN SKILLED TRADES INDUSTRY

Table 26

O*NET CODE - Metro Atlanta Region	OCCUPATION TITLE	EMPLOYMENT SIZE	HOURLY WAGE ($/HR)	MEDIAN ANNAUL WAGE	PROJECTED GROWTH
47-2061	Construction Laborers	13,643	$20.83	$41,031.79	15,019

47-1011	First-Line Supervisors of Construction Trades and Extraction Workers	13,144	$40.50	$79,787.60	14,232
47-2111	Electricians	10,911	$31.34	$61,927.33	12,375
47-2073	Operating Engineers and Other Construction Equipment Operators	6,228	$24.79	$50,200.92	6,704
47-2031	Carpenters	5,931	$25.45	$52,821.51	6,643
11-9021	Construction Managers	4,692	$57.28	$106,582.04	5,295
47-2152	Plumbers, Pipefitters, and Steamfitters	4,229	$30.67	$61,093.56	4,747
47-4011	Construction and Building Inspectors	2,401	$34.70	$67,720.51	2,520
47-4098	Miscellaneous Construction and Related Workers	1,609	$25.11	$48,747.35	1,639
47-2141	Painters, Construction and Maintenance	1,608	$22.76	$46,648.54	1,637
47-2211	Sheet Metal Workers	1,559	$27.96	$51,296.30	1,692
47-3013	Helpers--Electricians	1,440	$20.67	$41,030.32	1,525
47-2051	Cement Masons and Concrete Finishers	1,436	$24.74	$49,846.10	1,541
47-2181	Roofers	1,080	$23.60	$48,920.16	1,167
47-3019	Helpers, Construction Trades, All Other	950	$21.93	$44,307.88	959
47-3015	Helpers--Pipelayers, Plumbers, Pipefitters, and Steamfitters	793	$20.53	$41,117.55	860
47-2071	Paving, Surfacing, and Tamping Equipment Operators	791	$22.84	$45,819.92	874
47-2151	Pipelayers	735	$24.40	$48,626.49	747
47-4051	Highway Maintenance Workers	624	$20.62	$41,218.44	712
47-2081	Drywall and Ceiling Tile Installers	557	$26.83	$55,409.58	525
47-2121	Glaziers	500	$26.35	$52,772.74	505

Source: Lightcast

The table below illustrates the automation impacts on Advanced Manufacturing occupations. While Fiberglass Laminators and Fabricators have a low potential for projected growth, First-Line Supervisors of Production and Operating Workers are expected to experience a high potential projected growth of 12,000 jobs.

~~OCCUPATIONAL ANALYSIS IN ADVANCED MANUFACTURING INDUSTRY~~

~~Table 28~~

~~O*NET CODE, Metro Atlanta Region~~	~~OCCUPATION TITLE~~	~~EMPLOYMENT SIZE~~	~~HOURLY WAGE ($/HR.)~~	~~MEAN ANNUAL WAGE~~	~~PROJECTED GROWTH (2018-2028)~~
~~51-1011~~	~~First-Line Supervisors of Production and Operating Workers~~	~~11,754~~	~~$34.52~~	~~$71,800~~	~~12,293~~
~~51-4121~~	~~Welders, Cutters, Solderers, and Brazers~~	~~6,773~~	~~$24.33~~	~~$50,600~~	~~7,131~~
~~51-9111~~	~~Packaging and Filling Machine Operators and Tenders~~	~~6,544~~	~~$19.38~~	~~$40,300~~	~~6,992~~
~~17-2112~~	~~Industrial Engineers~~	~~4,317~~	~~$49.86~~	~~$103,700~~	~~4,758~~
~~51-4041~~	~~Machinists~~	~~3,491~~	~~$25.91~~	~~$53,900~~	~~3,684~~

O*NET CODE, Metro Atlanta Region	OCCUPATION TITLE	EMPLOYMENT SIZE	HOURLY WAGE ($/HR.)	MEAN ANNUAL WAGE	PROJECTED GROWTH (2018-2028)
51-9198	Helpers--Production Workers	2,574	$17.31	$36,000	2,567
51-3092	Food Batchmakers	1,839	$20.53	$42,700	2,001
49-9044	Millwrights	858	$30.19	$62,800	907
51-2031	Engine and Other Machine Assemblers	614	$25.67	$53,400	574
51-4111	Tool and Die Makers	368	$28.80	$59,900	370
51-9162	Computer Numerically Controlled Tool Programmers	280	$34.33	$71,400	314
51-2051	Fiberglass Laminators and Fabricators	233	$18.99	$39,500	246

Source: Lightcast, Accenture Research

OCCUPATIONAL ANALYSIS IN ADVANCED MANUFACTURING INDUSTRY

Table 27

O*NET CODE - Metro Atlanta Region	OCCUPATION TITLE	EMPLOYEMENT SIZE	HOURLY WAGE ($/HR.)	MEDIAN ANNUAL WAGES	PROJECTED GROWTH
51-2098	Miscellaneous Assemblers and Fabricators	15,217	$19.81	$39,919.78	15,625
51-1011	First-Line Supervisors of Production and Operating Workers	8,754	$35.55	$69,459.85	9,356
51-9199	Production Workers, All Other	8,523	$20.40	$40,451.25	8,017
51-9061	Inspectors, Testers, Sorters, Samplers, and Weighers	7,387	$23.78	$46,006.90	7,736
51-3011	Bakers	4,657	$15.94	$33,015.31	5,007
51-9111	Packaging and Filling Machine Operators and Tenders	4,644	$21.97	$42,872.41	4,865
51-4121	Welders, Cutters, Solderers, and Brazers	4,208	$25.89	$51,072.76	4,550
51-6011	Laundry and Dry-Cleaning Workers	2,446	$14.55	$30,645.65	2,531
51-5112	Printing Press Operators	2,370	$22.29	$44,378.61	2,306
51-2028	Electrical, Electronic, and Electromechanical Assemblers, Except Coil Winders, Tapers, and Finishers	2,151	$22.00	$43,458.34	2,350
51-4041	Machinists	2,130	$26.82	$53,733.76	2,246
51-4031	Cutting, Punching, and Press Machine Setters, Operators, and Tenders, Metal and Plastic	1,997	$22.84	$45,029.68	2,060
51-3092	Food Batchmakers	1,882	$21.80	$45,213.52	2,024
51-3021	Butchers and Meat Cutters	1,847	$18.98	$38,765.85	1,946
51-9124	Coating, Painting, and Spraying Machine Setters, Operators, and Tenders	1,763	$25.66	$46,987.71	1,934
51-9196	Paper Goods Machine Setters, Operators, and Tenders	1,637	$21.99	$43,608.46	1,722

51-3022	Meat, Poultry, and Fish Cutters and Trimmers	1,512	$17.74	$37,058.14	1,556
51-9198	Helpers--Production Workers	1,452	$18.60	$37,464.61	1,462
51-7011	Cabinetmakers and Bench Carpenters	1,360	$22.60	$46,145.15	1,444
51-9023	Mixing and Blending Machine Setters, Operators, and Tenders	1,344	$23.58	$48,143.09	1,361
51-9011	Chemical Equipment Operators and Tenders	1,244	$23.22	$47,305.11	1,299
51-8031	Water and Wastewater Treatment Plant and System Operators	1,119	$27.86	$54,031.49	1,160
51-4072	Molding, Coremaking, and Casting Machine Setters, Operators, and Tenders, Metal and Plastic	968	$20.73	$41,481.82	1,006
51-6031	Sewing Machine Operators	939	$17.59	$36,077.55	1,031
51-4081	Multiple Machine Tool Setters, Operators, and Tenders, Metal and Plastic	785	$21.08	$42,009.45	843
51-4021	Extruding and Drawing Machine Setters, Operators, and Tenders, Metal and Plastic	759	$27.04	$53,699.89	825
51-9161	Computer Numerically Controlled Tool Operators	748	$23.88	$46,198.12	772
51-4199	Metal Workers and Plastic Workers, All Other	747	$19.58	$39,254.73	716
51-9083	Ophthalmic Laboratory Technicians	726	$21.14	$43,927.15	754
51-6021	Pressers, Textile, Garment, and Related Materials	694	$12.19	$21,768.50	640
51-7042	Woodworking Machine Setters, Operators, and Tenders, Except Sawing	672	$20.74	$38,863.20	694
51-9081	Dental Laboratory Technicians	600	$26.25	$49,448.83	620
51-5113	Print Binding and Finishing Workers	563	$20.91	$43,269.06	496
51-9032	Cutting and Slicing Machine Setters, Operators, and Tenders	541	$21.84	$44,364.00	569

Source: Lightcast

There are certain occupations to focus on as a region that help job seekers achieve high quality jobs, or "opportunity jobs." In addition to offering a living wage and job growth, these occupations must also be accessible, a key feature of Opportunity Jobs. The requirements are as follows *(see Appendix 3 and 4 for more information)*:

- Using the MIT Living Wage for 1 working adult and 1 child for each state, we created a population-weighted **national living wage based of $41.31/hr, higher than the national average of $35.48/hr.** We used this living wage to segment low wage workers.
- Growth projections were taken from Lightcast and BLS for each occupation. **Occupations with a growth rate of 5%, higher than the national average of 3%, were considered to have a higher potential for growth.**
- Occupational accessibility was determined by current workers **educational attainment, typical entry level education, and skilling pathways** below a

Bachelor's degree, including apprenticeships, vocational schools, or certifications.

OCCUPATIONAL ANALYSIS FOR OPPORTUNITY JOBS (SHORTLIST)

Table 29

O*NET CODE, Metro Atlanta Region	OCCUPATION TITLE	EMPLOYMENT SIZE	HOURLY WAGE ($/HR.)	PROJECTED GROWTH (2024-2027)
15-1252	Software Developers	42,016	$60.13	9.0%
29-1141	Registered Nurses	41,783	$44.80	5.3%
49-3011	Aircraft Mechanics and Service Technicians	4,574	$42.41	6.8%
15-1253	Software Quality Assurance Analysts and Testers	3,860	$49.94	8.6%
19-5011	Occupational Health and Safety Specialists	1,217	$42.91	9.7%

Source: Lightcast, MIT Living Wage, Accenture Research

OCCUPATIONAL ANALYSIS FOR OPPORTUNITY JOBS MAKING 90% OF LIVING WAGE (SHORTLIST)

Table 30

O*NET CODE, Metro Atlanta Region	OCCUPATION TITLE	EMPLOYMENT SIZE	HOURLY WAGE ($/HR.)	PROJECTED GROWTH (2024-2027)
17-3023	Electrical and Electronic Engineering Technologists and Technicians	1,116	$40.04	5.4%
53-6051	Transportation Inspectors	471	$48.13	5.8%
29-2032	Diagnostic Medical Sonographers	1,317	$40.37	8.1%
29-2035	Magnetic Resonance Imaging Technologists	700	$39.59	5.9%
47-4021	Elevator and Escalator Installers and Repairers	337	$38.76	8.0%

Source: Lightcast, MIT Living Wage, Accenture Research

Large Language Models (LLMs) and automation technologies are transforming various job sectors, particularly those involving routine, language-intensive tasks. The approach to Generative AI impact, specifically Large Language Models (LLMs) is considered a task-based approach. Accenture Research combined human (manual) and machine (Gen AI) classification procedures to assign numeric values to each task that would imply potential for automation or augmentation. Over 19,000 tasks were analyzed during this process.

- **Automation potential**: % of worker time spent on tasks that can be transformed by LLMs with reduced involvement from a human worker.
- **Augmentation potential**: % of worker time spent on tasks in which LLMs would

need more involvement from human workers.

Together, these classifications determine the worker's average time spent on tasks that could be significantly impacted by Generative AI. Some jobs have high impact by LLMs, as LLMs can handle documentation, risk assessment, and content generation efficiently. *(See Appendix 5 for more information)*

HIGH IMPACT BY LLMS (AUTOMATION + AUGMENTATION POTENTIAL)

Table 31

SOC	DESCRIPTION	IMPACT BY LLMS
31-9094	Medical Transcriptionists	100%
13-2053	Insurance Underwriters	100%
27-3042	Technical Writers	88%
13-2028	Property Appraisers and Assessors	88%
15-1231	Computer Network Support Specialists	85%
41-3021	Insurance Sales Agents	83%
15-1254	Web Developers	83%
15-1211	Computer Systems Analysts	81%
15-1253	Software Quality Assurance Analysts and Testers	81%
13-1111	Management Analysts	76%

Source: Accenture Research

HIGH AUTOMATION POTENTIAL

Table 32

SOC	DESCRIPTION	IMPACT BY LLMS
43-4041	Credit Authorizers, Checkers, and Clerks	81%
13-1111	Management Analysts	70%
19-4092	Forensic Science Technicians	58%
43-4171	Receptionists and Information Clerks	58%

SOC	DESCRIPTION	IMPACT BY LLMS
43-3011	Bill and Account Collectors	53%

Source: Accenture Research

HIGH AUGMENTATION POTENTIAL

Table 33

SOC	DESCRIPTION	IMPACT BY LLMS
13-2053	Insurance Underwriters	100%
15-1243	Database Architects	72%
13-1151	Training and Development Specialists	68%
15-1251	Computer Programmers	58%
13-2041	Credit Analysts	55%

Source: Accenture Research

However, there are occupations that being minimally impacted by LLMs, including hands-on, physical, technical jobs remaining largely dependent on human expertise and manual labor.

LOW IMPACT BY LLMS

Table 34

SOC	DESCRIPTION	IMPACT BY LLMS
37-2011	Janitors and Cleaners, Except Maids and Housekeeping Cleaners	0%
53-7051	Industrial Truck and Tractor Operators	0%
47-4051	Highway Maintenance Workers	0%
47-2072	Pile Driver Operators	0%
49-9051	Electrical Power-Line Installers and Repairers	5%
49-3021	Automotive Body and Related Repairers	6%

SOC	DESCRIPTION	IMPACT BY LLMS
47-2071	Paving, Surfacing, and Tamping Equipment Operators	7%
47-2132	Insulation Workers, Mechanical	9%
47-2061	Construction Laborers	12%
47-2181	Roofers	14%
31-9093	Medical Equipment Preparers	16%

Source: Accenture Research

b. *Provide an analysis of the knowledge and skills needed to meet the employment needs of the employers in the region, including employment needs in in-demand industry sectors and occupations.*

By analyzing job postings data from 2023, we can identify the specialized skills most sought after by employers. As depicted in the following table, most of these skills pertain to "hard skills," including Project Management, Marketing, Auditing, and Accounting. The table below presents the 20 most frequently requested skills.

~~**TOP SPECIALIZED SKILLS BY JOB POSTINGS IN 2023**~~

~~***Table 35***~~

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~~SKILL, Atlanta MSA~~	~~DESCRIPTION~~	~~UNIQUE POSTINGS~~	~~NATIONAL AVERAGE~~
~~**Project Management**~~	~~Project management is the discipline of initiating, planning, executing, controlling, and closing the work of a team to achieve specific goals and meet specific success criteria.~~	~~51,743~~	~~42,838~~
~~**Marketing**~~	~~Marketing is the study and management of exchange relationships.~~	~~45,904~~	~~38,978~~
~~**Nursing**~~	~~Profession within the healthcare sector that involves the provision of holistic care to individuals, families, and communities to promote, maintain, or restore health and well-being. Nurses play a critical role in various healthcare settings, including hospitals, clinics, long-term care facilities, community health centers, schools, and homes.~~	~~41,231~~	~~48,490~~
~~**Merchandising**~~	~~In the broadest sense, merchandising is any practice which contributes to the sale of products to a retail consumer.~~	~~38,678~~	~~39,674~~
~~**Auditing**~~	~~Reviewing and evaluating the organization's financial records, testing the accuracy and reliability of the information, and evaluating the organization's internal controls and processes~~	~~35,132~~	~~35,777~~
~~**Warehousing**~~	~~The process of storing goods and materials in a designated facility or warehouse until they are needed for distribution, sale, or use. Warehouses serve as crucial links in the supply~~	~~33,558~~	~~25,710~~

	chain by providing temporary storage and inventory management services to businesses and organizations involved in manufacturing, distribution, retail, and logistics.		
Accounting	Accounting or accountancy is the measurement, processing, and communication of financial information about economic entities such as businesses and corporations.	32,721	32,056
Finance	The management of money and other financial assets, including how individuals, businesses, and organizations acquire, allocate, and use funds over time. It encompasses a broad range of activities related to investing, borrowing, lending, budgeting, and risk management.	28,215	25,074
Restaurant Operation	Requires Restaurant Experience, which is experience working at an establishment where meals are served to customers.	27,647	23,645
Computer Science	Study of computers and computational systems, including their design, development, implementation, and application. It encompasses a wide range of topics and disciplines, including algorithms, data structures, programming languages, computer architecture, software engineering, artificial intelligence, machine learning, computer graphics, cybersecurity, and more.	27,406	17,982
Selling Techniques	Sales is activity related to selling or the amount of goods or services sold in a given time period	24,705	24,605
Agile Methodology	Working experience of Agile Development, which is an umbrella term for a set of methods and practices based on the values and principles expressed in the Agile Manifesto. Solutions evolve through collaboration between self organizing, cross functional teams utilizing the appropriate practices for their context.	22,505	13,861
Automation	Automation refers to the use of technology, machinery, or systems to perform tasks or processes with minimal human intervention. The primary goal of automation is to increase efficiency, accuracy, and productivity while reducing manual labor and the potential for errors. In various industries and applications, automation can range from simple repetitive tasks to complex operations involving advanced robotics, artificial intelligence, and machine learning algorithms.	21,339	14,486
Workflow Management	The systematic design, execution, and optimization of processes and tasks within an organization to achieve specific goals efficiently and effectively. It involves analyzing, documenting, automating, and monitoring workflows to streamline operations, improve productivity, and enhance collaboration among team members.	21,075	19,887
Data Analysis	Data analysis, also known as analysis of data or data analytics, is a process of inspecting, cleansing, transforming, and modeling data with the goal of discovering useful information, suggesting conclusions, and supporting decision making.	20,703	17,850
SQL (Programming Language)	SQL (ESS-kew-EL or SEE-kwl, Structured Query Language) is a domain-specific language used in programming and designed for managing data held in a relational database management system (RDBMS), or for stream processing in a relational data stream management system (RDSMS).	20,590	11,619

~~**Process Improvement**~~	~~A continual improvement process, also often called a continuous improvement process (abbreviated as CIP or CI), is an ongoing effort to improve products, services, or processes.~~	~~20,121~~	~~16,582~~
~~**Invoicing**~~	~~An invoice, bill or tab is a commercial document issued by a seller to a buyer, relating to a sale transaction and indicating the products, quantities, and agreed prices for products or services the seller had provided the buyer.~~	~~18,167~~	~~17,359~~
~~**Billing**~~	~~A customer billing is any kind of business event where a business collects money from a customer for goods or services provided.~~	~~17,378~~	~~18,052~~
~~**Housekeeping**~~	~~The management and maintenance of cleanliness, order, and organization within a home, hotel, office, or other living or working spaces. It involves a variety of tasks aimed at keeping the environment clean, sanitary, and aesthetically pleasing.~~	~~17,272~~	~~19,330~~

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~~*Source: Labor Insight Jobs*~~

TOP SPECIALIZED SKILLS BY JOB POSTINGS IN 2025
Table 28

Top Specialized Skills	Description	Unique Postings	National Average
Project Management	Project management is the discipline of initiating, planning, executing, controlling, and closing the work of a team to achieve specific goals and meet specific success criteria.	72,547	53,223
Lifting Ability	The level of physical strength required to perform an occupation, including the ability to lift or handle objects of varying weights as part of regular job duties	61,439	67,250
Marketing	Marketing is the study and management of exchange relationships.	61,353	49,257
Nursing	Profession within the healthcare sector that involves the provision of holistic care to individuals, families, and communities to promote, maintain, or restore health and well-being. Nurses play a critical role in various healthcare settings, including hospitals, clinics, long-term care facilities, community health centers, schools, and homes.	51,956	57,464
Auditing	Reviewing and evaluating the organization's financial records, testing the accuracy and reliability of the information, and evaluating the organization's internal controls and processes	48,846	43,838
Merchandising	In the broadest sense, merchandising is any practice which contributes to the sale of products to a retail consumer.	43,401	46,794
Finance	The management of money and other financial assets, including how individuals, businesses, and organizations acquire, allocate, and use funds over time. It encompasses a broad range of	42,756	33,063

	activities related to investing, borrowing, lending, budgeting, and risk management.		
Workflow Management	The systematic design, execution, and optimization of processes and tasks within an organization to achieve specific goals efficiently and effectively. It involves analyzing, documenting, automating, and monitoring workflows to streamline operations, improve productivity, and enhance collaboration among team members.	42,445	36,317
Accounting	Accounting or accountancy is the measurement, processing, and communication of financial information about economic entities such as businesses and corporations.	38,842	33,011
Customer Relationship Management	The knowledge and ability to use strategies, processes, and technologies to manage and analyze interactions with current and potential customers, strengthen relationships, improve customer service, and support business growth.	34,268	25,526
Continuous Improvement Process	The ability to systematically evaluate processes, identify opportunities for improvement, implement changes, and monitor results to enhance efficiency, quality, and overall performance.	33,667	27,976
Selling Techniques	Sales is activity related to selling or the amount of goods or services sold in a given time period	33,214	30,650
Data Analysis	Data analysis, also known as analysis of data or data analytics, is a process of inspecting, cleansing, transforming, and modeling data with the goal of discovering useful information, suggesting conclusions, and supporting decision-making.	32,686	25,049
Process Improvement	A continual improvement process, also often called a continuous improvement process (abbreviated as CIP or CI), is an ongoing effort to improve products, services, or processes.	32,576	25,153
Warehousing	The process of storing goods and materials in a designated facility or warehouse until they are needed for distribution, sale, or use. Warehouses serve as crucial links in the supply chain by providing temporary storage and inventory management services to businesses and organizations involved in manufacturing, distribution, retail, and logistics.	32,294	26,427

Computer Science	Study of computers and computational systems, including their design, development, implementation, and application. It encompasses a wide range of topics and disciplines, including algorithms, data structures, programming languages, computer architecture, software engineering, artificial intelligence, machine learning, computer graphics, cybersecurity, and more.	31,800	22,594
Restaurant Operation	Requires Restaurant Experience, which is experience working at an establishment where meals are served to customers.	31,052	26,022
Automation	Automation refers to the use of technology, machinery, or systems to perform tasks or processes with minimal human intervention. The primary goal of automation is to increase efficiency, accuracy, and productivity while reducing manual labor and the potential for errors. In various industries and applications, automation can range from simple repetitive tasks to complex operations involving advanced robotics, artificial intelligence, and machine learning algorithms.	29,162	20,251
Effective Communication	The ability to clearly and successfully convey and exchange information, ideas, and messages with others through appropriate verbal, written, and nonverbal communication.	27,288	25,425
Inventory Management	The ability to oversee and control the ordering, storage, tracking, and use of materials or products to ensure adequate inventory levels while minimizing costs and waste.	27,053	27,779

Source: Lightcast

The top specialized skills for the in-demand industries for 2023 are displayed in the tables below. Regarding Healthcare job postings, the specialized skills projected to experience rapid growth are Caregiving, with a 23% increase, and Activities of Daily Living (ADLs), with a 21% increase. Together, these skills are required for over 5,500 job postings.

~~**TOP SKILLS FOR HEALTHCARE INDUSTRY**~~

~~*Table 36*~~

~~SKILL, Atlanta MSA~~	~~JOB POSTINGS~~	~~% OF TOTAL POSTING~~	~~PROJECTED SKILL GROWTH~~	~~SKILL GROWTH RELATIVE TO MARKET~~
~~**Medical Assistance**~~	~~4,396~~	~~19%~~	~~12%~~	~~Growing~~
~~**Vital Signs**~~	~~3,610~~	~~16%~~	~~17%~~	~~Growing~~
~~**Phlebotomy**~~	~~3,312~~	~~15%~~	~~13%~~	~~Growing~~
~~**Nursing**~~	~~3,303~~	~~15%~~	~~20%~~	~~Growing~~
~~**Caregiving**~~	~~3,266~~	~~14%~~	~~23%~~	~~Rapidly Growing~~

SKILL, Atlanta MSA	JOB POSTINGS	% OF TOTAL POSTING	PROJECTED SKILL GROWTH	SKILL GROWTH RELATIVE TO MARKET
Home Health Care	2,422	11%	19%	Growing
Personal Care	2,267	10%	12%	Growing
Activities Of Daily Living (ADLS)	2,258	10%	21%	Rapidly Growing
Medical Records	2,156	10%	13%	Growing
Housekeeping	1,971	9%	13%	Growing

Source: Labor Insight Jobs

TOP SKILLS FOR HEALTHCARE INDUSTRY

Table 29

SKILLS - ATLATNA MSA	JOB POSTINGS	% OF TOTAL POSTINGS	% of Total Profiles	PROJECTED SKILL GROWTH	SKILL GROWTH RELATIVE TO MARKET
Nursing	46,435	26%	8%	16.1%	Growing
Medical Records	15,305	9%	4%	13.1%	Growing
Radiology	13,866	8%	2%	13.9%	Growing
Nursing Care	13,424	8%	1%	15.3%	Growing
Patient Safety	13,059	7%	5%	13.2%	Growing
Treatment Planning	12,630	7%	2%	12.2%	Growing
Home Health Care	12,464	7%	3%	15.7%	Growing
Vital Signs	12,095	7%	4%	16.8%	Growing
Medication Administration	11,918	7%	3%	16.8%	Growing
Direct Patient Care	11,801	7%	2%	15.4%	Growing

Source: Lightcast

In IT job postings, the specialized skills experiencing rapid growth include Computer Science with a 27% increase, Amazon Web Services with a 14% increase, Automation with a 30% increase, Python with a 24% increase, and Software Development with a 23% increase. These skills are required in over 62,000 job postings.

TOP SKILLS FOR IT INDUSTRY

Table 37

SKILL, Atlanta MSA	JOB POSTINGS	% OF TOTAL POSTING	PROJECTED SKILL GROWTH	SKILL GROWTH RELATIVE TO MARKET
Computer Science	19,277	24%	27%	Rapidly Growing
SQL (Programming Language)	15,526	20%	6%	Stable
Agile Methodology	14,837	19%	20%	Growing
Amazon Web Services	11,514	15%	24%	Rapidly Growing

SKILL, Atlanta MSA	JOB POSTINGS	% OF TOTAL POSTING	PROJECTED SKILL GROWTH	SKILL GROWTH RELATIVE TO MARKET
Automation	11,271	14%	30%	Rapidly Growing
Python (Programming Language)	11,027	14%	24%	Rapidly Growing
Java (Programming Language)	10,850	14%	17%	Growing
Project Management	10,712	14%	20%	Growing
Software Development	9,015	11%	23%	Rapidly Growing
Application Programming Interface (API)	8,926	11%	9%	Growing

Source: Labor Insight Jobs

TOP SKILLS FOR IT INDUSTRY

Table 30

SKILLS - Atlanta MSA	JOB POSTINGS	% OF TOTALS	PROJECTED SKILL GROWTH	SKILL GROWTH RELATIVE TO MARKET
Computer Science	23,157	31%	20.8%	Rapidly Growing
Python (Programming Language)	16,266	22%	20.2%	Rapidly Growing
Automation	15,373	21%	29.2%	Rapidly Growing
Agile Methodology	15,310	21%	13.2%	Growing
SQL (Programming Language)	15,291	21%	5.9%	Stable
Amazon Web Services	14,869	20%	17.5%	Rapidly Growing
Scalability	14,564	20%	23.0%	Rapidly Growing
Microsoft Azure	12,516	17%	24.6%	Rapidly Growing
Project Management	11,536	16%	19.4%	Rapidly Growing
Application Programming Interface (API)	11,398	15%	7.9%	Stable

Source: Lightcast

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For TDL job postings, the specialized skills are either projected to grow or remain stable, as reflected in the table below. The top three growing skills are Truck Driving with a 16% increase, Merchandising with a 15% increase, and General Mathematics with a 15% increase. These skills are mentioned in over 10,700 job postings. Forklift Truck and Order Picking are projected to remain stable, with over 10,000 job postings mentioning these skills.

~~TOP SKILLS FOR TDL INDUSTRY~~

~~*Table 38*~~

~~SKILL, Atlanta MSA~~	~~JOB POSTINGS~~	~~% OF TOTAL POSTING~~	~~PROJECTED SKILL GROWTH~~	~~SKILL GROWTH RELATIVE TO MARKET~~
~~Warehousing~~	~~16,112~~	~~33%~~	~~13%~~	~~Growing~~
~~Forklift Truck~~	~~8,146~~	~~17%~~	~~6%~~	~~Stable~~
~~Palletizing~~	~~5,858~~	~~12%~~	~~10%~~	~~Growing~~
~~Merchandising~~	~~4,574~~	~~9%~~	~~15%~~	~~Growing~~
~~Truck Driving~~	~~3,881~~	~~8%~~	~~16%~~	~~Growing~~
~~Pallet Jacks~~	~~3,157~~	~~6%~~	~~12%~~	~~Growing~~
~~General Mathematics~~	~~2,264~~	~~5%~~	~~15%~~	~~Growing~~
~~Shipping And Receiving~~	~~1,970~~	~~4%~~	~~9%~~	~~Growing~~
~~Order Picking~~	~~1,900~~	~~4%~~	~~7%~~	~~Stable~~
~~Inventory Control~~	~~1,896~~	~~4%~~	~~12%~~	~~Growing~~

~~*Source: Labor Insight Jobs*~~

TOP SKILLS FOR TDL INDUSTRY

Table 31

SKILLS - ATLATNA MSA	JOB POSTINGS	% OF POSTINGS	PROJECTED SKILL GROWTH	SKILL GROWTH RELATIVE TO MARKET
Warehousing	1,364	36%	9.2%	Growing
Supply Chain	1,333	35%	18.0%	Rapidly Growing
Inventory Management	828	22%	14.9%	Growing
Project Management	793	21%	19.4%	Rapidly Growing
Continuous Improvement Process	734	19%	20.0%	Rapidly Growing
Key Performance Indicators (KPIs)	703	18%	14.8%	Growing
Process Improvement	673	18%	21.3%	Rapidly Growing
Supply Chain Management	633	17%	20.3%	Rapidly Growing
Inventory Control	626	16%	11.0%	Growing
Operations Management	563	15%	17.1%	Rapidly Growing

Source: Lightcast

For Skilled Trades job postings, the specialized skills with the highest projected growth percentage are Electric Wiring at 20%, Project Management at 20%, Painting at 16%, and Carpentry at 16%. Meanwhile, Hand Tools, Power Tool Operation, and Machinery skills are projected to remain stable.

~~TOP SKILLS FOR SKILLED TRADES INDUSTRY~~

~~*Table 39*~~

~~SKILL, Atlanta MSA~~	~~JOB POSTINGS~~	~~% OF TOTAL POSTING~~	~~PROJECTED SKILL GROWTH~~	~~SKILL GROWTH RELATIVE TO MARKET~~
~~Construction~~	~~1,732~~	~~22%~~	~~10%~~	~~Growing~~
~~Hand Tools~~	~~863~~	~~11%~~	~~6%~~	~~Stable~~
~~Plumbing~~	~~806~~	~~10%~~	~~10%~~	~~Growing~~
~~Carpentry~~	~~799~~	~~10%~~	~~16%~~	~~Growing~~
~~Painting~~	~~716~~	~~9%~~	~~16%~~	~~Growing~~
~~Project Management~~	~~686~~	~~9%~~	~~20%~~	~~Growing~~
~~Power Tool Operation~~	~~666~~	~~8%~~	~~7%~~	~~Stable~~
~~Machinery~~	~~513~~	~~6%~~	~~8%~~	~~Stable~~
~~Electrical Wiring~~	~~443~~	~~6%~~	~~20%~~	~~Growing~~
~~Subcontracting~~	~~437~~	~~5%~~	~~9%~~	~~Growing~~

~~*Source: Labor Insight Jobs*~~

TOP SKILLS FOR SKILLS TRADES INDUSTRY

Table 32

SKILLS- ATLANTA MSA	JOB POSTINGS	% OF TOTAL POSTINGS	PROJECTED SKILL GROWTH	SKILL GROWTH RELATIVE TO MARKET
Construction	2,833	26%	11.2%	Growing
Lifting Ability	1,722	16%	10.2%	Growing
Hand Tools	1,600	14%	7.4%	Stable
Power Tool Operation	1,325	12%	9.0%	Growing
Plumbing	1,185	11%	9.5%	Growing
Carpentry	1,095	10%	14.6%	Growing
Project Management	1,063	10%	19.4%	Rapidly Growing
Blueprinting	935	8%	18.1%	Rapidly Growing
Machinery	922	8%	9.0%	Growing
Electrical Systems	882	8%	14.6%	Growing

Source: Lightcast

In the Clean Tech sector of Skills Trade, the specialized skills expected to experience the most significant growth include Electrical Wiring, projected at 20%, and Electric Motors, anticipated to grow by 16%. Meanwhile, HVAC shows a substantial presence with 85%

of total job postings, indicating stable projected growth at 8%.

TOP SKILLS FOR SKILLED TRADES - CLEAN TECH INDUSTRY

Table 40

SKILL, Atlanta MSA	% OF TOTAL POSTING	PROJECTED SKILL GROWTH	SKILL GROWTH RELATIVE TO MARKET
HVAC	85%	8%	Stable
Safety Audits	29%	9%	Stable
Electrical Wiring	40%	20%	Growing
Solar Energy Systems Installation	34%	10%	Growing
Electric Motors	11%	16%	Growing

Source: Labor Insight Jobs

For Advanced Manufacturing job postings, the specialized skills projected to have the highest growth are Merchandising and General Mathematics, both at 15%. However, Machine Operations is projected to lag with a 5% growth rate.

~~**TOP SKILLS FOR ADVANCED MANUFACTURING INDUSTRY**~~

~~***Table 41***~~

~~SKILL, Atlanta MSA~~	~~JOB POSTINGS~~	~~% OF TOTAL POSTING~~	~~PROJECTED SKILL GROWTH~~	~~SKILL GROWTH RELATIVE TO MARKET~~
~~**Machine Operation**~~	~~2,007~~	~~11%~~	~~5%~~	~~Lagging~~
~~**Machinery**~~	~~1,924~~	~~10%~~	~~8%~~	~~Stable~~
~~**Warehousing**~~	~~1,725~~	~~9%~~	~~13%~~	~~Growing~~
~~**Hand Tools**~~	~~1,607~~	~~8%~~	~~6%~~	~~Stable~~
~~**Housekeeping**~~	~~1,425~~	~~8%~~	~~13%~~	~~Growing~~
~~**Forklift Truck**~~	~~1,417~~	~~7%~~	~~6%~~	~~Stable~~
~~**General Mathematics**~~	~~1,351~~	~~7%~~	~~15%~~	~~Growing~~
~~**Food Safety And Sanitation**~~	~~1,331~~	~~7%~~	~~12%~~	~~Growing~~
~~**Merchandising**~~	~~934~~	~~5%~~	~~15%~~	~~Growing~~
~~**Safety Standards**~~	~~752~~	~~4%~~	~~6%~~	~~Stable~~

~~*Source: Labor Insight Jobs*~~

TOP SKILLS FOR ADVANCED MANUFACTURING INDUSTRY

Table 33

SKILLS- ATLANTA MSA	JOB POSTINGS	% OF TOTAL POSTINGS	PROJECTED SKILL GROWTH	SKILL GROWTH RELATIVE TO MARKET
Lifting Ability	3,994	19%	10.2%	Growing
Machinery	2,580	12%	9.0%	Growing
Hand Tools	2,139	10%	7.4%	Stable

Machine Operation	2,128	10%	4.8%	Stable
Packaging And Labeling	2,126	10%	13.2%	Growing
Warehousing	1,945	9%	9.2%	Growing
General Mathematics	1,918	9%	13.9%	Growing
Continuous Improvement Process	1,803	9%	20.0%	Rapidly Growing
Forklift Truck	1,547	7%	5.6%	Stable
Housekeeping	1,543	7%	12.3%	Growing

Source: Lightcast

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This analysis of 2023 job postings data highlights the credentials most frequently requested by employers. The most sought-after credentials in the Atlanta region predominantly align with the five targeted industries: Healthcare, Information Technology, Transportation and Logistics, Advanced Manufacturing, and Skilled Trades. These credentials include certifications such as Registered Nurse, CDL Class A, and Certified Driver's License. The top 10 certifications requested by employers in the region are summarized in the table below.

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~~**TOP CERTIFICATIONS BY JOB POSTINGS IN 2023**~~

~~*Table 42*~~

~~CERTIFICATION, Metro Atlanta Region~~	~~JOB POSTINGS~~
~~Valid Driver's License~~	~~47,520~~
~~Registered Nurse (Rn)~~	~~38,395~~
~~Basic Life Support (Bls) Certification~~	~~24,659~~
~~Cardiopulmonary Resuscitation (CPR) Certification~~	~~11,839~~
~~Advanced Cardiovascular Life Support (ACLS) Certification~~	~~10,290~~
~~Licensed Practical Nurse (LPN)~~	~~8,065~~
~~Commercial Driver's License (CDL)~~	~~5,813~~
~~Master Of Business Administration (Mba)~~	~~5,692~~
~~CDL Class A License~~	~~4,602~~
~~Certified Nursing Assistant (CNA)~~	~~4,094~~

~~*Source: Labor Insights Jobs*~~

TOP CERTIFICATIONS BY JOB POSTINGS IN 2025

Table 33

CERTIFICATIONS – Metro Atlanta Region	JOB POSTINGS
Valid Driver's License	69,881
Basic Life Support (BLS) Certification	44,301
Registered Nurse (RN)	43,358
Cardiopulmonary Resuscitation (CPR) Certification	16,412
Advanced Cardiovascular Life Support (ACLS) Certification	14,290
Licensed Practical Nurse (LPN)	10,602

Master Of Business Administration (MBA)	10,505
Basic Life Support Instructor (BLS-I)	7,389
Board Certified/Board Eligible	6,901
Commercial Driver's License (CDL)	6,901
	Source: Lightcast

In healthcare job postings, the most sought-after certifications by employers were certified nursing assistant (CNA), basic life support (BLS), and cardiopulmonary resuscitation (CPR). These certifications collectively accounted for a significant portion, comprising over 7,000 job postings. These credentials reflect the essential skills and qualifications needed for various roles within the healthcare industry, demonstrating the emphasis placed on patient care and safety by employers in the Atlanta region.

~~**TOP CERTIFICATIONS FOR HEALTHCARE INDUSTRY**~~

~~*Table 43*~~

~~CERTIFICATION, Atlanta Metro Region~~	~~JOB POSTINGS~~
~~Certified Nursing Assistant (CNA)~~	~~3,044~~
~~Basic Life Support (BLS) Certification~~	~~2,177~~
~~Cardiopulmonary Resuscitation (CPR) Certification~~	~~1,956~~
~~Registered Nurse (RN)~~	~~1,799~~
~~Certified Medical Assistant (CNA)~~	~~1,716~~
~~Valid Driver's License~~	~~1,692~~
~~Phlebotomy Certification~~	~~1,148~~
~~Certified Patient Care Technician (CPCT)~~	~~761~~
~~American Medical Technologists (Amt) Certification~~	~~701~~
~~Licensed Practical Nurse (LPN)~~	~~678~~

~~*Source: Labor Insights Jobs*~~

TOP CERTIFICATIONS FOR HEALTHCARE INDUSTRY

Table 34

CERTIFICATIONS - Metro Atlanta Region	JOB POSTINGS
Basic Life Support (BLS) Certification	41,353
Registered Nurse (RN)	40,968
Advanced Cardiovascular Life Support (ACLS) Certification	13,473
Cardiopulmonary Resuscitation (CPR) Certification	9,553
Licensed Practical Nurse (LPN)	9,275
Valid Driver's License	7,693
Basic Life Support Instructor (BLS-I)	6,891
Board Certified/Board Eligible	5,344
Pediatric Advanced Life Support (PALS)	5,216
Certified Nursing Assistant (CNA)	4,875
	Source: Lightcast

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In IT job postings, employers primarily seek candidates with certifications such as certified information systems security professional, project management professional, and a valid driver's license. These top three certifications are prominently featured in over 3,800 job postings, underlining their significance in the industry, and indicating the diverse skill sets and qualifications sought by employers in the Metro Atlanta Region.

~~TOP CERTIFICATIONS FOR IT INDUSTRY~~

~~*Table 44*~~

~~CERTIFICATION, Atlanta Metro Region~~	~~JOB POSTINGS~~
~~Certified Information Systems Security Professional~~	~~1,502~~
~~Project Management Professional Certification~~	~~1,177~~
~~Valid Driver's License~~	~~1,176~~
~~Security Clearance~~	~~995~~
~~Secret Clearance~~	~~932~~
~~CompTIA Security+~~	~~893~~
~~Certified Information System Auditor (Cisa)~~	~~866~~
~~Cisco Certified Network Associate~~	~~793~~
~~Cisco Certified Network Professional~~	~~784~~
~~CompTIA A+~~	~~767~~

~~*Source: Labor Insights Jobs*~~

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TOP CERTIFICATIONS FOR IT INDUSTRY

Table 35

CERTIFICATIONS - Metro Atlanta Region	JOB POSTINGS
Certified Information Systems Security Professional	3,254
Certified Information Security Manager	1,894
Certified Information System Auditor (CISA)	1,623
Project Management Professional Certification	1,112
GIAC Certifications	1,068
Microsoft Certified Professional	1,064
Master Of Business Administration (MBA)	1,016
Valid Driver's License	1,011
CompTIA Security+	991
Certified Ethical Hacker	964

Source: Lightcast

In TDL (Transportation and Distribution Logistics) job postings, employers are primarily seeking candidates with certifications such as a Valid Driver's License, Commercial Driver's License (CDL), and CDL Class A License. Together, these top three certifications were requested in over 13,300 job postings. This emphasizes the crucial role of these certifications in the transportation and logistics industry, highlighting the importance of safe and qualified drivers for various roles within the sector.

~~TOP CERTIFICATIONS FOR TDL INDUSTRY~~

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~~*Table 45*~~

~~CERTIFICATION, Atlanta Metro Region~~	~~JOB POSTINGS~~
~~Valid Driver's License~~	~~4,973~~
~~Commercial Driver's License (CDL)~~	~~4,183~~
~~CDL Class A License~~	~~4,152~~
~~Forklift Certification~~	~~988~~
~~CDL Class B License~~	~~676~~
~~Tanker Endorsement~~	~~258~~
~~Hazmat Endorsement~~	~~219~~
~~Transportation Worker Identification Credential (TWIC) Card~~	~~128~~
~~Tanker And Hazmat Combo X Endorsement~~	~~114~~
~~CDL Class C License~~	~~110~~

~~*Source: Labor Insights Jobs*~~

TOP CERTIFICATIONS FOR TDL INDUSTRY
Table 36

CERTIFICATIONS - Metro Atlanta Region	JOB POSTINGS
Valid Driver's License	7,826
Commercial Driver's License (CDL)	4,995
CDL Class A License	4,277
Forklift Certification	1,212
CDL Class B License	668
Hazmat Endorsement	450
Tanker Endorsement	315
Tanker And Hazmat Combo X Endorsement	246
Transportation Worker Identification Credential (TWIC) Card	225
Cardiopulmonary Resuscitation (CPR) Certification	133

Source: Lightcast

In advanced manufacturing job postings, employers predominantly seek candidates with certifications such as a valid driver's license, forklift certification, food handler's certification, and commercial driver's license (CDL). These certifications were collectively requested in over 1,000 job postings. This underscores the significance of these certifications in the advanced manufacturing sector, indicating the necessity for skilled workers with the required qualifications and safety training for various roles within the industry.

~~TOP CERTIFICATIONS FOR ADVANCED MANUFACTURING INDUSTRY~~

~~*Table 46*~~

~~CERTIFICATION, Atlanta Metro Region~~	~~JOB POSTINGS~~
~~Valid Driver's License~~	~~835~~
~~Forklift Certification~~	~~196~~
~~Food Handler's Card~~	~~123~~
~~Commercial Driver's License (CDL)~~	~~119~~
~~Secret Clearance~~	~~60~~
~~Wastewater Operator Certification~~	~~56~~
~~SERV Safe Certification~~	~~54~~
~~CDL Class B License~~	~~46~~
~~CDL Class A License~~	~~42~~
~~Airframe & Powerplant (A&P) Certificate~~	~~41~~

~~*Source: Labor Insights Jobs*~~

TOP CERTIFICATIONS FOR ADVANCED MANUFACTURING INDUSTRY

Table 37

CERTIFICATIONS - Metro Atlanta Region	JOB POSTINGS
Valid Driver's License	1,140
Forklift Certification	203
Commercial Driver's License (CDL)	86
Wastewater Operator Certification	85
Basic Life Support (BLS) Certification	74
ServSafe Certification	61
Food Handler's Card	61
Security Clearance	61
10-Hour OSHA General Industry Card	58
American Society For Quality (ASQ) Certified	51

Source: Lightcast

In Skilled Trades job postings, employers primarily seek candidates with certifications such as a Valid Driver's License and Commercial Driver's License (CDL). These certifications were collectively requested in over 1,500 job postings, with Valid Driver's License being the most requested, accounting for over 1,000 job postings. This highlights the importance of these certifications in the skilled trades sector, indicating the need for qualified individuals with the necessary licenses and qualifications for various positions within the industry.

~~TOP CERTIFICATIONS FOR SKILLED TRADES INDUSTRY~~

~~*Table 47*~~

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CERTIFICATION, Atlanta Metro Region	JOB POSTINGS
Valid Driver's License	1,371
Commercial Driver's License (CDL)	147
CDL Class A License	80
30-Hour OSHA General Industry Card	64
10-Hour OSHA General Industry Card	62
Contractor License	37
Cardiopulmonary Resuscitation (CPR) Certification	37
Journeyman Electrician	31
First Aid Certification	29
Flagger Certification	22

Source: Labor Insights Jobs

TOP CERTIFICATIONS FOR SKILLED TRADES INDUSTRY
Table 38

CERTIFICATIONS - Metro Atlanta Region	JOB POSTINGS
Valid Driver's License	2,656
Commercial Driver's License (CDL)	251
10-Hour OSHA General Industry Card	249
30-Hour OSHA General Industry Card	163
CDL Class A License	113
CDL Class B License	97
NICET Certification (National Institute For Certification In Engineering Technologies)	75
Cardiopulmonary Resuscitation (CPR) Certification	58
First Aid Certification	54
Journeyman Plumber	52

Source: Lightcast

c. *Provide an analysis of the workforce in the region, including current labor force employment, unemployment data, information on labor market trends and the educational and skill levels of the workforce in the region, including individuals with barriers to employment. List all data sources used to gather this information.*

DEMOGRAPHICS OVERVIEW, METRO ATLANTA REGION
Table 48

	METRO ATLANTA	GA	USA
Population	4,671,361	10,625,615	329,725,481
Median Age	36.4	37.1	38.4
Labor Force Size	2,505,801	5,274,596	166,672,597

~~Labor Force Participation Rate~~	~~68.3%~~	~~63.3%~~	~~63.4%~~
~~Prime-Age Labor Force Size (Civilian Population 25-54)~~	~~1,690,874~~	~~3,452,624~~	~~106,173,534~~
~~Prime-Age Labor Force Participation Rate~~	~~84.9%~~	~~81.3%~~	~~82.5%~~
~~Median Household Income[2]~~	~~$76,242~~	~~$65,030~~	~~$69,021~~

~~*Source: JobsEQ, 2023Q3*~~

DEMOGRAPHICS OVERVIEW, METRO ATLANTA REGION
Table 39

	Metro Atlanta	Georgia	USA
Population	4,792,313	10,940,407	334,922,499
Median Age	36.8	37.6	38.9
Labor Force Size	2,603,833	5,496,061	170,199,520
Laabor Force Participation Rate	68.50%	63.50%	63.30%
Prime-Age Labor Force Size (civilian population 25-54)	1,728,843	3,560,226	108,100,165
Prime-Age Labor Force Participation Rate	85.40%	82.00%	83.20%
Median Household Income	$90,588	$77,353	$80,734

Source: JobsEQ 2025Q4

In the Healthcare sector, females comprise more than 80% of the workforce, whereas in the Construction sector, males make up more than 86% of the workforce. In Manufacturing and Transportation industries, at least two-thirds of the workforce is male. However, in the Administrative and Support and Waste Management and Remediation Services industry, the workforce is approximately evenly split between females and males.

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~~**DEMOGRAPHICS OVERVIEW, GENDER, METRO ATLANTA REGION**~~
~~***Table 49***~~

~~INDUSTRY~~	~~FEMALE~~	~~MALE~~	~~TOTAL~~
~~Retail Trade~~	~~53%~~	~~47%~~	~~389,126~~
~~Health Care and Social Assistance~~	~~80%~~	~~20%~~	~~386,075~~
~~Professional, Scientific, And Technical Services~~	~~48%~~	~~52%~~	~~380,629~~
~~Government~~	~~59%~~	~~41%~~	~~355,470~~
~~Administrative And Support and Waste Management and Remediation Services~~	~~50%~~	~~50%~~	~~354,765~~
~~Transportation And Warehousing~~	~~37%~~	~~63%~~	~~317,341~~
~~Accommodation And Food Services~~	~~56%~~	~~44%~~	~~294,281~~
~~Real Estate and Rental and Leasing~~	~~52%~~	~~48%~~	~~277,159~~

~~Other Services (Except Public Administration)~~	~~58%~~	~~42%~~	~~269,452~~
~~Finance And Insurance~~	~~42%~~	~~58%~~	~~268,621~~
~~Construction~~	~~14%~~	~~86%~~	~~249,373~~
~~Manufacturing~~	~~33%~~	~~67%~~	~~194,860~~
~~Wholesale Trade~~	~~33%~~	~~67%~~	~~158,428~~
~~Information~~	~~38%~~	~~62%~~	~~123,899~~
~~Educational Services~~	~~65%~~	~~35%~~	~~98,478~~
~~Arts, Entertainment, And Recreation~~	~~47%~~	~~53%~~	~~95,159~~
~~Management Of Companies and Enterprises~~	~~46%~~	~~54%~~	~~84,956~~
~~Unclassified Industry~~	~~52%~~	~~48%~~	~~17,986~~
~~Agriculture, Forestry, Fishing and Hunting~~	~~24%~~	~~76%~~	~~13,724~~
~~Utilities~~	~~30%~~	~~70%~~	~~11,321~~
~~Mining, Quarrying, And Oil and Gas Extraction~~	~~17%~~	~~83%~~	~~3,330~~
~~TOTAL~~	~~49%~~	~~51%~~	~~4,344,433~~

~~*Source: Labor Insight Jobs (Burning Glass Technologies)*~~

DEMOGRAPHICS OVERVIEW, GENDER, METRO ATLANTA REGION
Table 40

INDUSTRY	FEMALE	MALE	TOTAL
Retail Trade	51%	49%	231,944
Accommodation and Food Services	54%	46%	220,996
Government	59%	41%	307,342
Health Care and Social Assistance	79%	21%	314,147
Transportation and Warehousing	38%	62%	167,134
Administrative and Support and Waste Management and Remediation Services	48%	52%	166,571
Professional, Scientific, and Technical Services	48%	52%	222,312
Other Services (except Public Administration)	56%	44%	106,311
Construction	21%	79%	120,623
Manufacturing	33%	67%	119,265
Wholesale Trade	34%	66%	120,457
Finance and Insurance	59%	41%	134,249
Arts, Entertainment, and Recreation	50%	50%	39,630
Educational Services	67%	33%	66,543
Management of Companies and Enterprises	47%	53%	71,680
Information	41%	59%	81,317
Real Estate and Rental and Leasing	46%	54%	54,348
Unclassified Industry	52%	48%	10,184

Utilities	31%	69%	8,404
Agriculture, Forestry, Fishing and Hunting	32%	68%	2,018
Mining, Quarrying, and Oil and Gas Extraction	17%	83%	1,169
Total	52%	48%	2,566,644

Source: Lightcast

The table below illustrates industry employment by race/ethnicity. In the Healthcare sector, the workforce is predominantly composed of White/Caucasian and Black/African American individuals, together accounting for over 85% of the workers. In the Transportation sector, over 48% of the workforce is Black/African American. The Professional, Scientific, and Technical Services sector is primarily comprised of White/Caucasian individuals, making up over 62% of the workforce. Additionally, the Hispanic population constitutes 22% of the workers in the Construction industry.

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~~**DEMOGRAPHICS OVERVIEW, RACE/ETHNICITY**~~

~~***Table 50***~~

~~INDUSTRY, Metro Atlanta Region~~	~~WHITE OR CAUCASIAN~~	~~BLACK OR AFRICAN AMERICAN~~	~~HISPANIC OR LATINO~~	~~ASIAN~~	~~*OTHER~~	~~TOTAL~~
~~Retail Trade~~	~~49%~~	~~31%~~	~~11%~~	~~6%~~	~~2%~~	~~389,126~~
~~Health Care and Social Assistance~~	~~46%~~	~~39%~~	~~7%~~	~~6%~~	~~2%~~	~~386,075~~
~~Professional, Scientific, And Technical Services~~	~~62%~~	~~20%~~	~~7%~~	~~9%~~	~~3%~~	~~380,629~~
~~Government~~	~~54%~~	~~35%~~	~~5%~~	~~3%~~	~~4%~~	~~355,470~~
~~Administrative And Support and Waste Management and Remediation Services~~	~~44%~~	~~34%~~	~~15%~~	~~4%~~	~~3%~~	~~354,765~~
~~Transportation And Warehousing~~	~~34%~~	~~48%~~	~~11%~~	~~3%~~	~~3%~~	~~317,341~~
~~Accommodation And Food Services~~	~~43%~~	~~32%~~	~~13%~~	~~10%~~	~~2%~~	~~294,281~~
~~Real Estate and Rental And Leasing~~	~~63%~~	~~20%~~	~~9%~~	~~5%~~	~~4%~~	~~277,159~~
~~Other Services (Except Public Administration)~~	~~50%~~	~~24%~~	~~12%~~	~~11%~~	~~3%~~	~~269,452~~
~~Finance And Insurance~~	~~60%~~	~~24%~~	~~7%~~	~~6%~~	~~3%~~	~~268,621~~
~~Construction~~	~~61%~~	~~13%~~	~~22%~~	~~2%~~	~~2%~~	~~249,373~~
~~Manufacturing~~	~~52%~~	~~27%~~	~~12%~~	~~7%~~	~~1%~~	~~194,860~~
~~Wholesale Trade~~	~~58%~~	~~24%~~	~~9%~~	~~7%~~	~~1%~~	~~158,428~~
~~Information~~	~~56%~~	~~24%~~	~~8%~~	~~8%~~	~~2%~~	~~123,899~~
~~Educational Services~~	~~61%~~	~~23%~~	~~6%~~	~~8%~~	~~2%~~	~~98,478~~

Arts, Entertainment, And Recreation	64%	22%	8%	3%	3%	95,159
Management Of Companies and Enterprises	51%	33%	8%	7%	1%	84,956
Unclassified Industry	51%	32%	9%	5%	3%	17,986
Agriculture, Forestry, Fishing and Hunting	72%	6%	15%	3%	4%	13,724
Utilities	68%	24%	5%	1%	1%	11,315
Mining, Quarrying, and Oil and Gas Extraction	72%	11%	14%	2%	1%	3,329
TOTAL	52%	29%	10%	6%	3%	4,344,433

Source: Labor Insight Jobs

**Other includes Hawaiian, American Indian, and two or more races*

DEMOGRAPHICS OVERVIEW, RACE/ETHNICITY

Table 41

INDUSTRY, Metro Atlanta Region	WHITE OR CAUCASIAN	BLACK OR AFRICAN AMERICAN	HISPANIC OR LATINO	ASIAN	OTHER*	OTHER*	TOTAL
Health Care and Social Assistance	37%	46%	8%	7%	6,088	2%	314,147
Government	52%	35%	6%	3%	12,253	4%	307,342
Retail Trade	43%	36%	11%	7%	5,381	2%	231,944
Professional, Scientific, and Technical Services	55%	23%	7%	13%	4,345	2%	222,312
Accommodation and Food Services	39%	35%	15%	8%	6,198	3%	220,996
Transportation and Warehousing	33%	53%	8%	4%	3,197	2%	167,134
Administrative and Support and Waste Management and Remediation Services	38%	44%	12%	5%	3,114	2%	166,571
Finance and Insurance	49%	34%	7%	8%	2,521	2%	134,249
Construction	61%	16%	18%	3%	1,990	2%	120,623
Wholesale Trade	53%	27%	11%	8%	1,841	2%	120,457
Manufacturing	46%	30%	14%	9%	1,788	1%	119,265
Other Services (except Public Administration)	55%	26%	10%	6%	3,122	3%	106,311
Information	52%	28%	7%	12%	1,742	2%	81,317
Management of Companies and Enterprises	49%	33%	8%	8%	1,348	2%	71,680
Educational Services	51%	31%	6%	9%	1,554	2%	66,543
Real Estate and Rental and Leasing	48%	36%	10%	4%	988	2%	54,348
Arts, Entertainment, and Recreation	54%	31%	9%	4%	1,058	3%	39,630

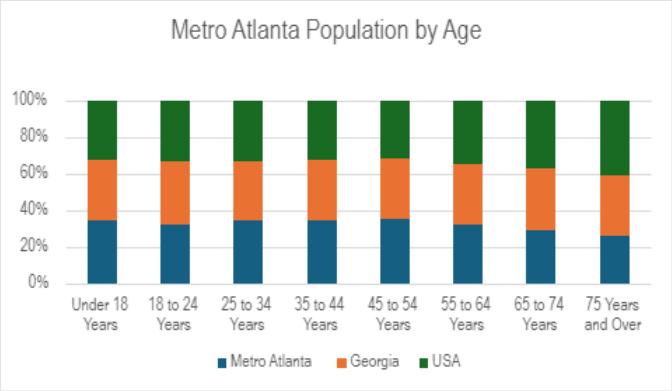
Unclassified Industry	46%	35%	10%	6%	308	3%	10,166
Utilities	60%	31%	6%	2%	104	1%	8,390
Agriculture, Forestry, Fishing and Hunting	61%	13%	19%	6%	13	1%	2,018
Mining, Quarrying, and Oil and Gas Extraction	69%	22%	8%	3%	(10)	-1%	1,151
Total	46%	35%	10%	7%	58,994	2%	2,566,644

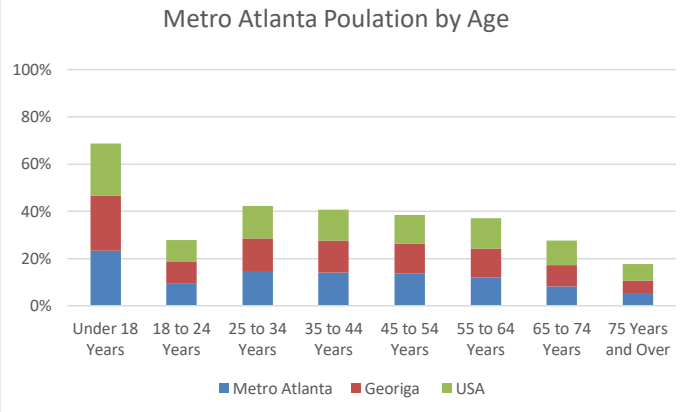
Other includes Hawaiian, American Indian, and two or more races

Source: Lightcast

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The distribution of the Atlanta region's population by age closely resembles that of the state and nation, with slight variations. There is a slightly higher concentration of younger age cohorts, particularly among individuals aged 25-34 years and 35-44 years. In contrast, the region's population shows relatively lower concentration in older age cohorts compared to the state and national averages.





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Source: JobsEQ ~~2023Q3~~2025Q4

Figure 1: Population by age, Metro Atlanta region vs. Georgia vs. U.S.

Among the in-demand industries, approximately 1.3 million positions are currently held by youth and young adults, aged between 16 to 34 years. Middle-aged adults, falling within the age range of 34 to 54 years, occupy around 1.9 million positions. Moreover, older adults, aged 55 years and above, contribute to approximately 1.1 million positions within these industries. This demographic breakdown highlights the diverse age groups actively participating in the workforce across various sectors.

~~DEMOGRAPHICS OVERVIEW, AGE~~

~~Table 51~~

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~~INDUSTRY, Metro Atlanta Region~~	~~16—34~~	~~34—54~~	~~55+~~	~~TOTAL~~
~~Retail Trade~~	~~40%~~	~~37%~~	~~23%~~	~~389,126~~
~~Health Care and Social Assistance~~	~~29%~~	~~45%~~	~~27%~~	~~386,075~~
~~Professional, Scientific, And Technical Services~~	~~28%~~	~~45%~~	~~28%~~	~~380,629~~
~~Government~~	~~30%~~	~~46%~~	~~23%~~	~~355,470~~
~~Administrative And Support and Waste Management And Remediation Services~~	~~31%~~	~~44%~~	~~26%~~	~~354,765~~
~~Transportation And Warehousing~~	~~31%~~	~~47%~~	~~22%~~	~~317,341~~
~~Accommodation And Food Services~~	~~54%~~	~~31%~~	~~14%~~	~~294,281~~
~~Real Estate and Rental And Leasing~~	~~18%~~	~~43%~~	~~39%~~	~~277,159~~
~~Other Services (Except Public Administration)~~	~~30%~~	~~45%~~	~~25%~~	~~269,452~~
~~Finance And Insurance~~	~~21%~~	~~47%~~	~~32%~~	~~268,621~~
~~Construction~~	~~26%~~	~~48%~~	~~26%~~	~~249,373~~
~~Manufacturing~~	~~26%~~	~~47%~~	~~27%~~	~~194,860~~
~~Wholesale Trade~~	~~25%~~	~~48%~~	~~28%~~	~~158,428~~
~~Information~~	~~30%~~	~~50%~~	~~20%~~	~~123,899~~
~~Educational Services~~	~~29%~~	~~42%~~	~~29%~~	~~98,478~~
~~Arts, Entertainment, And Recreation~~	~~42%~~	~~34%~~	~~24%~~	~~95,159~~
~~Management Of Companies and Enterprises~~	~~32%~~	~~46%~~	~~22%~~	~~84,956~~
~~Unclassified Industry~~	~~34%~~	~~44%~~	~~22%~~	~~17,986~~
~~Agriculture, Forestry, Fishing and Hunting~~	~~26%~~	~~41%~~	~~33%~~	~~13,724~~
~~Utilities~~	~~22%~~	~~52%~~	~~26%~~	~~11,321~~
~~Mining, Quarrying, And Oil and Gas Extraction~~	~~26%~~	~~37%~~	~~37%~~	~~3,330~~
~~TOTAL~~	~~1,333,500~~	~~1,894,076~~	~~1,116,857~~	~~4,344,433~~

~~*Source: Labor Insight Jo*~~

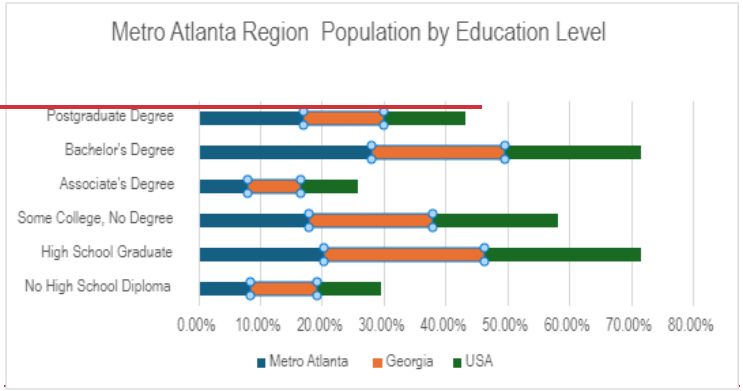
DEMOGRAPHICS OVERVIEW - AGE

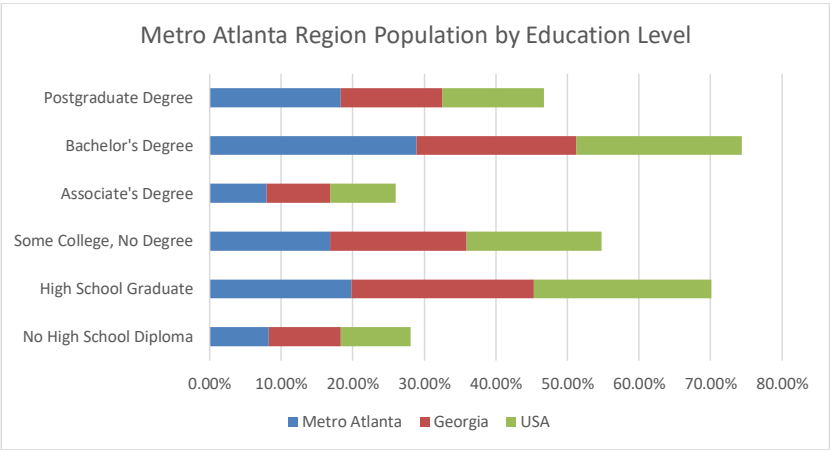
Table 42

INDUSTRY- Metro Atlanta Region	16-34	35-54	55+	Total
Health Care and Social Assistance	30%	145,297	24%	314,147
Government	29%	146,276	24%	307,342
Retail Trade	44%	79,541	22%	231,944
Professional, Scientific, and Technical Services	32%	105,451	21%	222,312
Accommodation and Food Services	55%	66,726	15%	220,996
Transportation and Warehousing	34%	71,856	23%	167,134
Administrative and Support and Waste Management and Remediation Services	35%	72,145	22%	166,571
Finance and Insurance	27%	67,658	23%	134,249
Construction	33%	53,149	23%	120,623
Wholesale Trade	26%	58,341	26%	120,457
Manufacturing	25%	55,642	28%	119,265
Other Services (except Public Administration)	36%	40,976	26%	106,311
Information	27%	42,336	21%	81,317
Management of Companies and Enterprises	28%	33,972	24%	71,680
Educational Services	32%	30,183	23%	66,543
Real Estate and Rental and Leasing	29%	24,739	25%	54,348
Arts, Entertainment, and Recreation	52%	12,148	17%	39,630
Unclassified Industry	33%	4,478	23%	10,184
Utilities	25%	4,246	25%	8,404
Agriculture, Forestry, Fishing and Hunting	30%	847	28%	2,018
Mining, Quarrying, and Oil and Gas Extraction	29%	534	26%	1,169
Total	876,472	1,116,543	573,629	2,566,644

Source: Lightcast

The educational attainment of the Atlanta region's workforce raises concerns, as over 50% of its residents possess less than a bachelor's degree. This statistic underscores the need for efforts to address educational disparities and promote higher education attainment within the community.





Source: JobsEQ ~~2023Q3~~2025Q4

Figure 2: Regional Population by Education Level

In the Metro Atlanta Region, the highest obtained degree is a bachelor's degree, with over 28% of residents holding this qualification. Remarkably, this rate surpasses that of the State of Georgia, where over 21.5% of residents possess a bachelor's degree, as well as the national average in the USA, where 22% of residents hold this degree. This indicates a higher prevalence of bachelor's degree holders in the Metro Atlanta Region compared to both the state and national averages.

~~**DEMOGRAPHICS OVERVIEW, EDUCATIONAL ATTAINMENT**~~

~~***Table 52***~~

~~DEGREE, Metro Atlanta Region~~	~~METRO ATLANTA~~	~~GEORGIA~~	~~USA~~
~~**No High School Diploma**~~	~~8.50%~~	~~10.80%~~	~~10.30%~~
~~**High School Graduate**~~	~~20.30%~~	~~26.10%~~	~~25.30%~~

DEGREE, Metro Atlanta Region	METRO ATLANTA	GEORGIA	USA
Some College, No Degree	17.90%	20.10%	20.10%
Associate's Degree	8.00%	8.60%	9.30%
Bachelor's Degree	28.10%	21.50%	22.00%
Postgraduate Degree	17.10%	13.00%	13.10%

Source: JobsEQ 2023Q3

DEMOGRAPHICS OVERVIEW, EDUCATIONAL ATTAINMENT

Table 43

DEGREE - Metro Atlanta Region	Metro Atlanta	Georgia	USA
No High School Diploma	8.30%	10.00%	9.80%
High School Graduate	19.80%	25.50%	24.80%
Some College, No Degree	16.80%	19.10%	18.90%
Associate's Degree	8.00%	8.80%	9.20%
Bachelor's Degree	28.90%	22.40%	23.10%
Postgraduate Degree	18.30%	14.20%	14.20%

Source: JobsEQ 2025Q4

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The population of the Metro Atlanta Region comprises individuals facing barriers to employment, including Veterans, individuals living below the poverty line, and individuals with disabilities. Among the population aged 18 and older, approximately 142,386 are Veterans. Additionally, approximately 238,439 individuals in the region have disabilities, and 516,111 live below the poverty line, as illustrated in the table below. These statistics underscore the diverse challenges faced by segments of the population in accessing employment opportunities and highlight the importance of targeted support and resources to address these barriers.

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POPULATIONS WITH BARRIERS TO EMPLOYMENT, METRO ATLANTA REGION

Table 53

GROUPS WITH BARRIERS TO EMPLOYMENT, Metro Atlanta Region	POPULATION SIZE
POPULATION 18+	3,540,926
VETERANS, AGE 18-64	142,386
EX-OFFENDERS *	3,133
POVERTY LEVEL (OF ALL PEOPLE)	516,111
HOUSEHOLDS RECEIVING FOOD STAMP/SNAP	166,325
DISCONNECTED YOUTH **	5,556
WITH A DISABILITY, AGES 18-64	238,439

~~SPEAKING ENGLISH LESS THAN VERY WELL (POPULATION 5 YEARS AND OVER)~~	~~356,245~~

~~*Source JobsEQ, 2023Q3*~~

~~*Doc inmate release data for 2023~~

~~**Disconnected youth are 16-19 year old's who are (1) not in school, (2) not high school graduates, and (3) either unemployed or not in the labor force.~~

POPULATIONS WITH BARRIERS TO EMPLOYMENT - METRO ATLANTA REGION
Table 44

GROUPS WITH BARRIERS TO EMPLOYMENT, Metro Atlanta Region	Population Size
Population 18+	3,669,204
Veterans, Age 18-64	135,539
Ex-Offenders*	3079
Poverty Level (of all people)	532,397
Households Receiving Food Stamps/SNAP	180,431
Disconnected Youth**	6,785
With a Disability, Age 18-64	262,329
Speak English Less Than Very Well (population 5 yrs and over)	394,513

Source: JobsEQ 2025Q4

**Doc inmate release data for 2024*

*** Disconnected Youth are 16-19 year olds who are (1) not in school, (2) not high school graduates, and (3) either unemployed or not in the labor force.*

d. *Provide an analysis of the workforce development activities (including education and training) in the region, including an analysis of the strengths, weaknesses, and capacity of such services to address the identified education and skill needs of the workforce, and the employment needs of employers in the region.*

According to the Supply-Demand Analysis, the Metro Atlanta region is home to 13 public higher education institutions, 60 for-profit institutions, and 17 private not-for-profit colleges and universities.

Knowledge and skills needed to meet the employment needs of the employers in the region can be found in Section 2b above. WorkSource Metro Atlanta population by education level can be found in Section 2c above.

As required by the Economic Development Administration (EDA), the Atlanta Regional Commission updates the COMPREHENSIVE ECONOMIC DEVELOPMENT STRATEGY (CEDS), formerly known as CATLYST, every five years to adapt to changing global and national economic conditions and resident needs. ARC is the designated Economic Development District (EDD) for the 11-county Metro Region

including Cherokee, Clayton, Cobb, DeKalb, Douglas, Fayette, Forsyth, Fulton, Gwinnett, Henry, and Rockdale, which constitutes the 10-county region of WorkSource Metro Atlanta in addition to Forsyth County.

According to the 2022 CEDS, the following highlights the profile of the 11-county EDD workforce regarding educational attainment and related income:

1. Overall, counties in the northern portion of the EDD have high percentages of college graduates than counties in the southern portion of the EDD.
2. Throughout the EDD, Hispanic populations have a much lower educational attainment concerning post-high school degrees.
3. Dropout rates across the ARC region have fallen in almost all the public-school systems within the ARC region from 2011-2021.
4. White and male-owned employer firms are more numerous, larger in size on average, and have higher pay per employee.

To prepare the workforce for new opportunities, ARC identified pathways to capitalize on emerging sectors in addition to the creative sector's emerging arts and entertainment opportunities. These emerging cluster, include the agricultural, manufacturing, and healthcare sectors and the growing employment sectors of information, management, retail trade, finance, and insurance. Through collaboration between regional economic leaders and educators, curriculums and corporate partnerships can be developed that promote equitable access to higher-paying opportunities in these sectors. The strategy will include increasing the visibility of employment and training opportunities to traditionally underserved communities.

While deficiencies in certain areas of Metro Atlanta exist, overall access to education and talent development is high throughout the region. Regional coordinating efforts like Learn4Life, Metro Atlanta Exchange for Workforce Solutions (MAX) and Aerotropolis Atlanta Alliance Education Collective have developed cross-jurisdictional strategies to help eliminate systemic deficiencies and inefficiencies in education. While great strides have been made, measurable performance-based metrics are still needed to create access and lower poverty rates. The pandemic took a heavy toll on learning gains over the past two years. According to the 2020 Census, Blacks in America make up only 9% of the STEM workforce. The large disconnect among the hundreds of thousands of minority youth and their potential STEM and entrepreneurship careers is a real economic concern. Scaling up the numbers of low-income students who receive hands-on tutoring for high paying careers is essential, recognizing that blue collar employment is subject to automation. Formally connecting education to the innovation economy, to entrepreneurship, fintech, blockchain. and the creative sectors (digital, gaming, streaming, information, music, fashion, food and arts), offers the promise of a tsunami of new talent, lower government costs, and net new tax revenues.

Below is the analysis of one of the six indicators, Education and Workforce Development, essential to the future development of the region:

Strengths

- Regional approach to education through workforce preparedness programs.
- College and Career Ready program has gained traction throughout metro Atlanta.
- Federal and state increase in funding.
- Tech companies are willing to be involved with workforce development.
- Vocational ESL training, oriented to economic mobility.
- Quality higher education institutions throughout the Metro region.

Weaknesses

- Labor- availability of talent, quality of talent.
- Lack of broadband and other technology creating a divide in educational achievement.
- High staff turnover and low staff retention due to stagnant real wages.
- Workforce being forced to live further away from job centers due to affordability.
- Lack of affordable child-care and after care hinders economic mobility for many households.
- Lagging communication to low-income families on the availability of free youth tutoring, internships, capacity-building assistance, and access to capital programs.
- Too few walkable live/work/play locations to attract additional knowledge workers.

Opportunities

- Additional innovative apprenticeship programs with incentives and subsidies.
- Closer integration with business partners.
- More dual enrollment opportunities, and other pipelines to employment.
- New public/private revenue support for local NGOs for introducing globally recognized entrepreneurship initiatives.

Threats

- Lack of financial resources to adequately impact positive workforce outcomes.
- Learning loss due to COVID has reversed years of progress throughout the EDD, especially low-income youths.[1]
- Rising housing costs displacing certain individuals from the workforce.
- Limited public transportation makes it difficult for some to reach work centers.
- Advancements in technology eliminating jobs in some industry segments.

The Regional Directors will leverage Metro Atlanta Chamber's Talent Support Report, updated Summer 2023, as an analysis of and recommendations for Georgia's future workforce. Georgia employers are rallying around better business practices: skills-based hiring, removing barriers to employment, tracking Diversity & Inclusion metrics, maximizing efforts like partnerships with traditionally under-resourced communities, and focusing on community-based strategies that expand access to talent and talent-building opportunities. Georgia businesses and chambers of commerce have collaborated with policymakers to implement needs-based gap funding for higher education, remove barriers to education and employment, and expand capacity across many technical and workforce training programs. While there is much more work to be done, momentum for positive change and continued economic growth for our state continues. With a grounding

[1] https://redefinedatlanta.org/wp-content/uploads/2020/06/COVID-19-Impact-on-Atlanta-Student-Achievement.pdf

in data and better practices and keeping an eye on future industry growth and talent needs, Georgia will continue to position itself as a national and global economic leader.

One of Metro Atlanta Chamber's workforce programs, the Talent Pipeline Management (TPM), is a national training program launched through the US Chamber of Commerce Foundation's Center for Education & Workforce. TPM is an employer-led talent initiative that realigns and orients internal and external employer practices to increase talent capacity and onboarding. Here are a few examples of activities the Metro Atlanta Chamber's TPM network engages in: looking at internal practices such as requirements for high-demand roles, ascertaining industry-wide agreement on required versus preferred skills, making strong connections with preferred education partners, and realigning internal career pathways to allow for smoother transitions into and out of critical job roles.

The Regional Directors will work with training providers and meet with them semi-annually to determine their capacity to train customers. Details on the Regional Directors are explained in Section 2f.

e. *Provide a description of the local board's strategic vision and goals for preparing an educated and skilled workforce (including youth and individuals with barriers to employment), including goals relating to the performance accountability measures based on primary indicators of performance in order to support regional economic growth and economic self-sufficiency.*

Each of the five Local Workforce Development Boards (LWDB) in the Atlanta region have developed a vision and goals, as included in their local workforce plan. Below is a vision and goals for WorkSource Metro Atlanta, reflecting the collective efforts of the five metro Atlanta LWDBs.

Regional Vision:

WorkSource Metro Atlanta envisions a collaborative regional network ensuring equitable access to quality jobs, job retention, and enhanced employer competitiveness. By uniting the five local WorkSource areas, we provide a comprehensive, inclusive workforce system offering upward career pathways for those facing employment barriers. We are committed to continuously improving the quality and performance of our services.

Regional Goals for 2024 – 2027:

1. *Establish regional funding sources.*
   - Establish regional grant writing to explore funding opportunities (federal/state public and private grant opportunities) on a regional basis.
   - Explore regional strategies and fund sharing on IWT programs through the state office by leveraging rapid response funding.
2. *Standardize processes for customer experience.*
   - Continue document standardization across the region, such as common formats, forms, templates, and tools for WIOA application, contracts, and more.

- Establish a regional participant roadmap to economic mobility services for previous customers.
- Create forum for program and business services managers across the region to discuss guidance and charter for sharing best practice.
- Establish regional call center to standardize the customer experience and follow-up process for participants.

3. *Scale data-driven decision making.*
   - Consistently collect and analyze data through the customer journey to identify or adjust regional workforce strategies and activities.
   - Develop regional demand occupation list and share info about related career pathways for jobs with high potential for economic impact (GenAI).
   - Establish equity-based targets for the region, outside of the LWDB negotiated performance measures.
   - Explore data sharing and integration with strategic partners to establish regional understanding of at-risk populations you both could be serving.
4. *Innovate technology to enhance operations.*
   - Explore leveraging tech., such as RPA & GenAI, to optimize business processes and operations, including language translation, outreach, and grant writing.
   - Expand regional CRM to statewide for business services, assessing Launchpad, and assess potential for scalability, exploring options as needed.
   - Incorporate Eligibility Explorer and other intake platforms to streamline and improve the eligibility process across the region. Ensure that the integration of these platforms.
5. *Improve regional contracting.*
   - Develop regional MOU to allow further collaboration, implementation, and sustainment of regional strategies across the 5 LWDBs, including: regional cost-sharing, training opportunities, and grant writing.
   - Update existing MOU for the Metro Atlanta ITA Work Group, requiring two board members for each LWDB to join as a way to maintain accountability.
   - Initiate regional procurement methodologies, such as issuing joint procurements or using a standard Request for Proposals (RFP) evaluation tool.
   - Expand communication opportunities where MOU partners can collaborate on grant opportunities.
6. *Collaborate with strategic partners.*
   - Explore and coordinate more outreach activities in accordance with recently issued USDOL guidance.
   - Partner with TCSG-OWD to better integrate Wagner-Peyser activities with WorkSource Metro Atlanta at local board-decision level.
   - Partner with high schools, colleges, and universities on certifications for in-demand skills (i.e., Clean Tech).
   - Improve targeting at-risk populations by working more closely with nonprofits and

organizations that serve these people.

- Leverage the Industry Partnership Network to conduct regional business engagement activities to discuss WorkSource role in the broader ecosystem.
- Assess all the one-stops in the region to determine if they are functioning as intended.
- Establish quarterly partnership meetings to collaborate with chambers of commerce, development authorities, and other economic development organizations.
- Approach small business employers as a region to understand their workforce needs and tailoring training program(s) accordingly.

7. *Enhance business services.*
   - Establish regional employment services for basic workforce job seekers, including resume reviews and consistent regional applications for work-based learning programs.
   - Establish regional strategy for opportunity youth, including developing a youth tab on ATLworks.org.
   - Develop regional strategy to support clean tech and green jobs by partnering with organizations with established credentials and federal funds.
   - Establish occupational clusters and focus job placement in areas that aim to solve societal challenges in Metro Atlanta (i.e., housing).
   - Establish entrepreneurship credential for the region to begin developing business services and work-based learning programs (incl., on the job training, incumbent worker training, and apprenticeships) for entrepreneurs, coordinated among the five local workforce boards, Wagner Peyser, GA Dept. of Economic Development, QuickStart, GA Chambers and development authorities.
   - Prepare consistent regional applications for work-based learning programs.
   - Coordinate outreach efforts to employers.

All regional and local WorkSource strategies and programs in the Atlanta region will align to one or more of the above goals.

f. *Taking into account the analyses described in sections "2. a-e" (above), provide a description of how the region utilizes this data to drive decision-making; and include the strategies utilized to coordinate core programs to align resources available to the local area to achieve the strategic vision and goals. Provide a description of how the local board supports and carries out strategic partnering to help address local and regional challenges.*

See Local Workforce Development Agency (LWDA) plans for more information.

The local workforce development boards each detail specific strategies for coordination and delivery of core programs and resources in their local workforce plan. Regional strategies to support the local service delivery are discussed below.

The Regional Directors are tasked to oversee the implementation of this Regional Plan.

The Regional Directors consist of the five Executive Directors of WorkSource Metro Atlanta, supported by their key program managers and their respective local WorkSource Board Chairperson. The Regional Directors will meet monthly to discuss the progress against the implementation of this Regional Plan, and share best practices and lessons learned. The regional strategies and initiatives stated in this Regional Plan will be implemented consistently at the local level by each board, with direction and updates discussed at a biannual meeting of the Regional Directors, local program managers, and key stakeholders. The Regional Directors will also discuss the progress of the implementation of the Regional Plan with the LWDB chairmen at the semi-annual Georgia Workforce Leadership Association (GWLA) meeting.

The Regional Directors will coordinate with CareerRise's Industry Partnerships, which is described in detail in Section 3a, and the Systems Change for Economic Mobility (SCEM) Project, which is described in Section 4c, to carry out regional workforce and economic mobility activities.

Before implementing strategies stated in this Regional Plan, the Regional Directors will coordinate with each of the five LWDBs in the Atlanta region to first determine the baseline capacity by assessing:

1. Their local staff capacity to provide services to targeted customers.
2. Local staff capacity to fulfill and implement regional strategies.
3. Local training provider capacity, based on funding, to provide services to targeted customers, based on demographic information (age, gender, race, income-level, education-level) to fulfill strategic vision and goals stated above.

Below is an image that displays and explains the regional plan governance model at a high level: The five Executive Directors in WorkSource Metro Atlanta, also referred to as the Regional Directors, will provide strategic direction and oversee the implementation of this Regional Plan. The Regional Directors will facilitate the necessary relationships with business, workforce development, economic development, education and training partners to fulfill this Regional Plan. The local WorkSource Chairpersons, staff, and program/project managers will implement the strategies put forth in this Regional Plan and by the Regional Directors. The local WorkSource Chairpersons, staff, and program/project managers will manage and evaluate projects and initiatives that come out of regional strategies to help the Regional Directors control and predict the regional strategic direction. The entire governance model is structured and centered around the WorkSource customer and providing quality and consistent service.

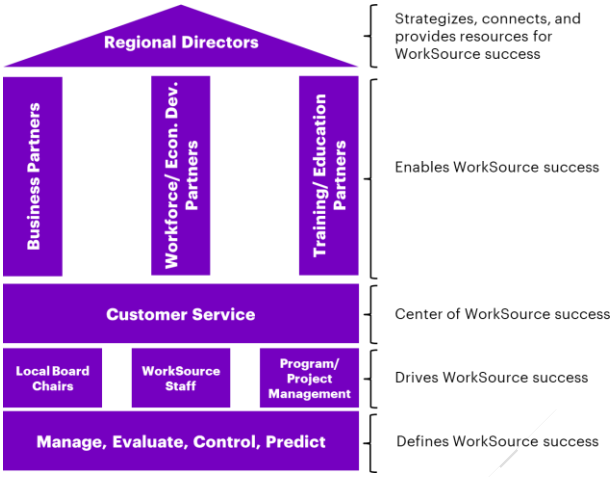


Figure 3: WorkSource Metro Atlanta Governance Model for Regional Directors

3. **Description of Strategies and Services:** Provide a description of the strategies and services that will be used in the local area in order to accomplish the items listed below.

a. How will the area engage employers in workforce development programs, including small employers and employers in in-demand industry sectors and occupations?

WorkSource Metro Atlanta partners with CareerRise[2], a workforce intermediary who strategically connects the dots between employers, training providers, support services, job seekers, and workforce funders to build partnerships and implements equitable workforce strategies in metro Atlanta. CareerRise helps advance the economic mobility and regional prosperity by creating and strengthening partnerships that meet employer needs for skilled talent and connect metro Atlanta residents to sustainable wage careers. Their vision is for Metro Atlanta to be a strong thriving equitable community with employees connected to good jobs.



Figure 4. CareerRise: A Proven Intermediary

One of the main pillars within CareerRise is Industry Partnerships, formerly known as Metro Atlanta Industry Partnerships (MAIP), connects a growing network of over 300 organizations, across the Metro Atlanta region, to benefit employers, workers, partner organizations, and communities to broadly share resources, advance economic mobility, and promote regional prosperity. As a workforce entity, they bring partners together for regional initiatives, make it easier for employers to participate in programs, leverage all available funding to provide free programs for eligible participants and reduce employer costs, and promote high-demand careers that lead to family-sustaining incomes.

Industry Partnerships aims to support regional alignment of workforce development initiatives such as business services, workforce needs, and solution coordination. To this end, they convene three groups to encourage discussion of workforce needs for employers and jobseekers, identify, and implement solutions, and support relationship building. Each group meets once quarterly.

[2] CareerRise: https://careerriseatlanta.org/



Figure 5. CareerRise Industry Partner Network

See LWDB local plans for more information on engaging employers in workforce development programs in their respective areas.

b. *How will the area support a local workforce development system that meets the needs of businesses in the local area? Discuss the area's workforce services to businesses and how business and organized labor representatives on the Local Workforce Development Board (LWDB) contributed to the development of these strategies. Provide a listing of business services available through the area(s) such as employer workshops and assessment and screening of potential employees.*

This process will be retained at the local level. See LWDB local plans for more information.

c. *How will the area better coordinate workforce development programs and economic development? Additionally, identify economic development partners and describe the involvement of the economic development community in developing strategies. How will the area strengthen linkages between the one- stop delivery system and unemployment insurance programs?*

WorkSource Metro Atlanta will leverage their economic development partnership with Metro Atlanta Chamber (MAC). According to the Metro Atlanta Chamber Talent Supply Report, Georgia is the number one state for business for the ninth consecutive year. The four-pronged approach to continue growing Georgia's talent includes:

1. *Student Support:* Continue investing in students who are struggling financially or encountering systemic barriers that prevent them from entering or completing their education. This could be through College Completion Grants or alternative pathways to obtain high-demand skills and certifications. Childcare, transportation, and other wrap-around services are critical support in helping students get to and through education. Many current students are active parents or members of the military and need accommodation to complete their academic

endeavors.

2. *Capacity Building:* Continue to invest in capacity building for high-demand, high-quality degree and certificate programs, including the marketing, promotion, and early-career experiences of high-demand career pathways.
3. *Skill-Building Opportunities:* Continue to invest in skill-building. On the K-12 and higher education front, invest in work-based learning and other opportunities to obtain in-demand skills. On the workplace front, continue expanding skills-based hiring and promotion practices and enhancing career pathways and training opportunities to be more transparent and accessible.
4. *Expand Collaboration Across Agencies & Industries:* Increase alignment across state funding agencies and the funding streams that align around talent and job training.
5. *Focused State Incentives:* Focus state incentives on current and future high-demand occupations across all training and education agencies and programs so that incentives and the urgency for current and future skill and degree growth match state and employer investment.

Also, WorkSource Metro Atlanta will continue leveraging its partnership with Atlanta Regional Commission (ARC). Building from the regional vision of "One Great Region" being promoted in the ARC regional Policy Framework, the vision and goals reflect meeting traditional economic benchmarks and those focused on developing a more inclusive economy for the region. As such, the overall vision for the CEDS is to "accelerate economic development to be the U.S. leader for innovation, and rated the #1 global metropolitan area for prosperity, equity, talent, and eliminating poverty."

The goals to reflect this vision include:

1. Build on Previous Successes to Promote the Economic Resiliency and Prosperity of all Residents, Businesses, and Communities in the Region
2. Reinforce Equity as the Foundation for Regional and Local Initiatives
3. Focus on Business Innovation to Support the Development of Small and Mid-Sized Businesses
4. Ensure the Global and National Competitiveness of the Regional Economy

To strengthen linkages between the one-stop delivery system and unemployment insurance programs, WorkSource Metro Atlanta will continue coordination with Georgia Department of Labor (GDOL) in the role of educating customers on unemployment insurance programs at One-Stops. WorkSource benefit coordination staff members will coordinate with GDOL staff to provide these services to customers.

Also, WorkSource Metro Atlanta is a part of the Metro Atlanta eXchange for Workforce Solutions (MAX) with the Federal Reserve Bank of Atlanta, Atlanta CareerRise, Metro Atlanta Chamber, the State Workforce Development Board and the Governor's Office of Workforce Development, and Community Foundation for Greater Atlanta.

The mission of MAX is to advance economic competitiveness in the Atlanta region by strengthening connections, collaborations, and best practices among workforce developers and organizations engaged in workforce development. The goals aligned to the mission include:

1. Improve alignment within the workforce ecosystem to better meet the needs of providers, employers and jobseekers.
2. Increase awareness and visibility of workforce development system assets and opportunities.
3. Provide opportunities to increase quality, capacity and effectiveness of Atlanta's workforce system.
4. Serve as a sustainable, neutral, third-party convener for workforce developers, employers and organizations engaged in workforce development.

In support of the second goal above, the following key partners help meet the needs of employers for a ready workforce:

- Georgia Department of Education
- Georgia Department of Human Services
- Georgia Department of Labor
- Georgia QuickStart
- Georgia State Workforce Development Board (WorkSource Georgia)
- Georgia Vocational and Rehabilitation Agency (GVRA)
- Governor's Office of Student Achievement (GOSA)
- Technical College System of Georgia (TCSG)
- University System of Georgia
- WorkSource Atlanta
- WorkSource Cobb
- WorkSource DeKalb
- WorkSource Fulton
- WorkSource Atlanta Regional
- WorkSource Georgia

d. *Per TEGL 4-23, "strengthening economic self-sufficiency hinges on the ability of individuals to obtain good jobs that provide family-sustaining wages and advancement opportunities." Provide a description of how the area considers and incorporates job quality principles in local service delivery. Please note further guidance from OWD regarding these career path fundamentals is in development and will be released in the near future. These include:*

Family-Sustaining Income & Benefits

This process will be retained at the local level. See LWBD local plans for more information.

Defined Career Advancement Pathways

This process will be retained at the local level. See LWBD local plans for more information.

Accessible & Local Employment

This process will be retained at the local level. See LWBD local plans for more information.

Uplifting & Supportive Work Environments

This process will be retained at the local level. See LWBD local plans for more information.

e. *How will the area/region leverage the historic infrastructure investments through the following pieces of legislation (IIJA/BIL, CHIPS, and IRA)? While most of this work will be conducted at the State-level to create partnerships and identify connections with the public workforce system, local awareness and involvement in these projects is crucial for their success. If applicable, please provide a description of any ongoing work the area is engaged in that supports the implementation of the Infrastructure Investment and Jobs Act (IIJA), also known as the Bipartisan Infrastructure Law (BIL); the Creating Helpful Incentives to Produce Semiconductors (CHIPS) and Science Act; and/or the Inflation Reduction Act (IRA).*

The region will leverage the historic infrastructure investments through the following pieces of legislation:

- IIJA - $1.2 trillion total investment, with expanded options for states to obligate funds to workforce development
- CHIPS Act - $280 million total investment, with $52.7 billion for semiconductor manufacturing, R&D, and workforce development, including $39 billion in employer incentives
- IRA - $270 billion in tax incentives to pay qualifying apprentices employed on clean energy projects

IIJA

ARC received $6.1 million IIJA grant from the Charging and Fueling Infrastructure Program received notice that it was one of 47 recipients nationwide under the first round of CFI program. The approved concept involves partnering with one or more private sector companies to expand the availability of Level 2 chargers throughout the region, with an emphasis on ensuring an equitable distribution that includes traditionally underserved communities. The goal is install chargers at up to 100 locations, with enough ports at each location to accommodate up to four vehicles at a time.

The infrastructure bill does much more than provide funding for transportation, broadband and cybersecurity, and climate, energy, and environment. Other

opportunities include programs ranging from workforce development initiatives to technical assistance for local governments.

- For metro Atlanta, significant opportunities include skills training and workforce development, as well as other training programs to assist communities with grant applications and policy development. Notable programs include:
- **Manufacturing Leadership** program will facilitate access to computing resources for small and medium manufacturers and provide financial assistance to small and medium manufacturers to implement smart manufacturing technologies and practices
- **Transportation Workforce Development** program provides technical assistance, training, and professional development to improve the capacity of the workforce that manages, develops and maintains the nation's highway system.
- **Prioritization Process Pilot Program**, which provides guidance and training to foster data-informed approaches to public policy and program development.

The IIJA newly allows states to obligate funds from four programs in the Fixing America's Surface Transportation Act (FAST Act) toward workforce development, including registered apprenticeship and pre-apprenticeship programs. The IIJA also expands the allowable uses of these funds to allow for engagement with workforce development boards and for activities around addressing workforce gaps and developing the surface transportation workforce. The IIJA allows these uses under the following programs:

- The National Highway Performance Program;
- The Surface Transportation Block Grant Program;
- The Highway Safety Improvement Program; and
- The Congestion Mitigation and Air Quality Improvement Program

In 2023, ARC and Goodwill received funding through the Bipartisan Infrastructure Law (IIJA) to develop Metro Atlanta's first sectoral partnership focused on clean energy transition jobs. The Goodwill® Clean Tech AcceleratorTM (CTA) powered by Accenture is an innovative clean tech jobs training program that provides standardized, rapid, competency-based hands-on learning for the most in-demand clean energy entry-level jobs in energy efficiency, solar and storage, EV charging maintenance, and heat pump installation. The CTA works to skill and scale the rapidly growing energy transition workforce – while also expanding job opportunities in disadvantaged communities.

CHIPS

The Community HOME Investment Program (CHIP) is a federally- funded program designed to provide safe, decent, and affordable housing in Georgia by granting funds to city and county governments, public housing authorities, and nonprofits to 1.) rehabilitate owner-occupied homes, and 2.) build and renovate affordable single-family homes for sale to eligible homebuyers.

CHIP Eligible Activities and Funding Limits:

- $500,000 available for housing rehabilitation of owner-occupied single-family homes; and
- $1,500,000 available for new construction and reconstruction of affordable single-family homes for sale to income-eligible homebuyers

IRA

IRA will provide incentives for manufacturers to produce those clean energy vehicles and for consumers to buy them (point of sale tax credits, elimination of production limits, battery manufacturing and mineral production incentives, etc.) $3.2 billion for a new Neighborhood Access and Equity Grant Program to mitigate the negative consequences of existing surface transportation facilities. Transportation programs include:

- $3 billion for the US Postal Service to buy electric vehicles
- $3 billion for EPA grants to ports to reduce air pollution
- $2 billion to promote the use of low-carbon building materials by USDOT grant recipients
- $1 billion for EPA grants for municipalities to buy clean heavy-duty
- vehicles
- $297 million to research alternative aviation fuels
- $100 million for USDOT (mostly FHWA) to expedite permitting reviews

The Inflation Reduction Act Environmental and Climate Justice Community Change grant program will build on recent investments to bring equitable access to jobs in the fast-growing clean tech marketplace. If awarded, this funding will be a huge step toward ensuring that Metro Atlanta's historically underserved communities have access to projects that reduce pollution, expand economic opportunity, and build climate change resilience that will benefit current and future generations.

See Local Workforce Development Agency (LWDA) plans for more information.

4. **Regional Service Delivery:** Describe how the region will address the items listed below. **Only applies to regions that encompass two or more local areas.*

   a. *Describe the plans for the establishment of regional service delivery strategies, including the use of cooperative service delivery agreements.*

      1. Continue document standardization across the region, such as common formats, forms, templates, and tools for WIOA application, contracts, and more.
      2. Establish a regional participant roadmap to economic mobility services for previous customers.
      3. Create forum for program and business services managers across the region to discuss guidance and charter for sharing best practice.
      4. Establish regional call center to standardize the customer experience and follow-up process for participants.
      5. Consistently collect and analyze data through the customer journey to identify or adjust regional workforce strategies and activities.
      6. Develop regional demand occupation list and share info about related career pathways for jobs with high potential for economic impact (GenAI).
      7. Establish equity-based targets for the region, outside of the LWDB negotiated performance measures.
      8. Explore data sharing and integration with strategic partners to establish regional understanding of at-risk populations you both could be serving.
      9. Explore and coordinate more outreach activities in accordance with recently issued USDOL guidance.
      10. Partner with TCSG-OWD to better integrate Wagner-Peyser activities with WorkSource Metro Atlanta at local board-decision level.
      11. Partner with high schools, colleges, and universities on certifications for in-demand skills (i.e., Clean Tech).
      12. Improve targeting at-risk populations by working more closely with nonprofits and organizations that serve these people.
      13. Leverage the Industry Partnership Network to conduct regional business engagement activities to discuss WorkSource role in the broader ecosystem.
      14. Assess all the one-stops in the region to determine if they are functioning as intended.
      15. Establish quarterly partnership meetings to collaborate with chambers of commerce, development authorities, and other economic development organizations.
      16. Approach small business employers as a region to understand their workforce needs and tailoring training program(s) accordingly.
      17. Establish regional employment services for basic workforce job seekers, including resume reviews and consistent regional applications for work-based learning programs.
      18. Establish regional strategy for opportunity youth, including developing a youth tab on ATLworks.org.

19. Develop regional strategy to support clean tech and green jobs by partnering with organizations with established credentials and federal funds.
20. Establish occupational clusters and focus job placement in areas that aim to solve societal challenges in Metro Atlanta (i.e., housing).
21. Establish entrepreneurship credential for the region to begin developing business services and work-based learning programs (incl., on the job training, incumbent worker training, and apprenticeships) for entrepreneurs, coordinated among the five local workforce boards, Wagner Peyser, GA Dept. of Economic Development, QuickStart, GA Chambers and development authorities.
22. Prepare consistent regional applications for work-based learning programs.
23. Coordinate outreach efforts to employers.

b. Describe the plans for coordination of administrative cost arrangements including the pooling of funds for administrative costs. (if applicable)

1. Establish regional grant writing to explore funding opportunities (federal/state public and private grant opportunities) on a regional basis.
2. Explore regional strategies and fund sharing on IWT programs through the state office by leveraging rapid response funding.
3. Develop regional MOU to allow further collaboration, implementation, and sustainment of regional strategies across the 5 LWDBs, including: regional cost-sharing, training opportunities, and grant writing.
4. Update existing MOU for the Metro Atlanta ITA Work Group, requiring two board members for each LWDB to join as a way to maintain accountability.
5. Initiate regional procurement methodologies, such as issuing joint procurements or using a standard Request for Proposals (RFP) evaluation tool.
6. Expand communication opportunities where MOU partners can collaborate on grant opportunities.
7. Explore leveraging tech., such as RPA & GenAI, to optimize business processes and operations, including language translation, outreach, and grant writing.
8. Expand regional CRM to statewide for business services, assessing Launchpad, and assess potential for scalability, exploring options as needed.
9. Incorporate Eligibility Explorer and other intake platforms to streamline and improve the eligibility process across the region. Ensure that the integration of these platforms.

During the Regional Director regular meetings, discuss funding issues, spending rates, and customer usage of programs to track trends and assist LWDBs in meeting annual financial goals.

c. Describe plans for coordination of eligibility documentation and participant outreach.

WorkSource Metro Atlanta is in the process of standardizing the application and eligibility

Commented [SB1]: Rob - what updates do we have here? Should we keep the same verbaige as the 2020 Regional Plan?

process and paperwork across all 5 local boards through Systems Change for Economic Mobility (SCEM) Project.

The SCEM Project started in January 2019, when the five local WorkSource Boards, Atlanta CareerRise, and workforce funders collaborative managed by the United Way of Greater Atlanta began a three-year grant-funded project to address specific system improvements that will enable more individuals from high need areas to successfully access WIOA-funded services. The SCEM project will:

- Apply a race, equity and inclusion lens to bring focus to how and where workforce training services and supports are deployed across the entire region;
- Facilitate development of a uniform application and eligibility process informed by a customer-centered design process; and
- Increase the capacity of the nonprofit provider community to access and connect clients to public funding.

The SCEM project meets monthly and will have completed their pilot programs for the aligned eligibility/suitability process across all metro LWDBs by the end of 2021. By the end of this four-year Regional Workforce Plan, the SCEM project will fully implement the programs and services resulting from the three SCEM goals above.

At a regional level, the following will be conducted to improve participant outreach to lead to intake/ eligibility:

1. WorkSource Metro Atlanta's Memorandum of Understanding and its contract with Rocket Camp has developed a regional branding and outreach plan that will continue to be refined and implemented. Activities include:
    a. Track and review customer intake (geographic, demographic, barriers to employment such as transportation and childcare, etc.) data and who is and is not being targeted using the Rocket Camp platform.
    b. Continue using digital outreach strategies and measure the effectiveness of the website and ads using Rocket Camp dashboards, such as how many people responded to the message and where they're coming from, who is seeing the digital ads and who is being targeted vs. not.
    c. Consider other platforms to expand outreach activities that target potential customers, including but not limited to transit facilities, billboards, tv, and partner locations.
    d. Develop a communications plan to share the new regional model and WorkSource Georgia brand with political leaders across each local area. Those leaders can then increase WorkSource Metro Atlanta outreach via their Twitter, news, media, etc.
2. Expand outreach to non-English speakers:
    a. Ensure outreach materials, including atlworks.org, is accessible for non-English speakers, and making it accessible for the disabled community.
    b. Work with diverse organizations such as The Korean American Association of Greater Atlanta and Georgia Hispanic Chamber of Commerce.

c. Hire staff, or allow access to outside resources, that provide translation services for non-English speaking customers.

d. Improve outreach and services to the diverse communities in the Atlanta region by engaging with local cultural organizations and chambers. Hispanic/Latinx community in non-English languages (perhaps hiring more bi-lingual WorkSource staff or working with providers who do).

3. Improve targeting the homeless by working more closely with organizations that serve the homeless and completing outreach via shelters.
4. Develop a regional incarceration strategy to better engage and serve returning citizens and destigmatize for employers to hire.

d. Describe plans for coordination of work-based-learning contracts such as OJT, IWT, CT, and Apprenticeships.

WorkSource Metro Atlanta's regional partnership network through CareerRise and the Regional Directors will promote the value of WBL, OJT, IWT, CT, and apprenticeships through its go-to-employer strategy and work with existing and new business partners on providing virtual WBL opportunities.

5. **Sector Strategy Development:** Provide a description of the current regional sector strategy development for in-demand industry sectors.

   a. *Describe the partners that are participating in the sector strategy development.*

   WorkSource Metro Atlanta's regional Industry Partnerships through CareerRise include the following partners (as of 2019):

Commented [SB2]: Rob - is this the most up-to-date list of partners?

Current Partners (January 2019)

Industry Partners
Alliance Solutions Group, Inc.
American Medical Response (AMR)
Amazon
Anthem
ASOS
AT&T Georgia
ATL Freight
Bank of America
CVS Health
DeKalb Fleet Management
Delta
DHL
Emory Healthcare
Equifax
Flexport
Fulton County Government
Future Forwarding
Georgia Beverage Association
Georgia Department of Public Health
Global Resource Management, Inc.
Good Samaritan Cobb
Grady Healthcare
HD Supply
HWC Logistics
IBM
ICS
Jackson Healthcare
JAS Forwarding USA Inc.
Kaiser Permanente
Lexis Nexis
McKesson
NCR
Northside Hospital
Piedmont Healthcare
Platinum Cargo Logistics
Prologis
Ryder
State Farm
Stein Mart
Talent Stream
UPS
Upward Global Logistics & Distribution
Visiting Nurse Health System
WellStar Health System
Zywie

Academic Institutions
Argosy University
Atlanta Public Schools
Atlanta Technical College
Chattahoochee Technical College
Clayton County Public Schools
Clayton State University
Cobb County Schools
DeKalb County School District
Emory Continuing Education
Fulton County Public Schools
Georgia Department of Education
Career & Technical Education
Georgia Highlands College
Georgia Institute of Technology
Georgia Piedmont Technical College
Georgia State University
Gwinnett Technical College
Henry County Public Schools
Kennesaw State University
Marietta City Schools
Southern Crescent Technical College
TCSG Office of Apprenticeship
Troy University

Chambers & Economic Development Groups
Alpharetta Tech Commission
Atlanta Regional Commission
Cherokee Chamber
Clayton Chamber
Cobb Chamber
Conyers-Rockdale Chamber
DeKalb Chamber
Douglas Economic Development Authority
Fayette Chamber of Commerce
Greater North Fulton Chamber
Invest Atlanta
Metro Atlanta Chamber
Partnership Gwinnett
Select Fulton

Community Service Providers
Annie E. Casey Foundation
Atlanta CareerRise
Bobby Dodd Institute
Catholic Charities of Atlanta
City of Refuge
First Step Staffing
General Assembly
Georgia Justice Project
Goodwill of North Georgia
Hearts to Nourish Hope
HireGI
Honor Code
International Rescue Committee
Jewish Family and Career Services
Latin American Association
Nobis Works
Per Scholas
TechBridge
United Way of Greater Atlanta
Urban League of Greater Atlanta
YearUp

Government Agencies
Georgia Budget and Policy Institute
Georgia Department of Community Affairs
Georgia Department of Economic Development, Center of Innovation in Logistics
Georgia Department of Human Services/TANF
Georgia Department of Labor
Georgia Vocational Rehabilitation Agency
State of Georgia Division of Family and Children's Service

Professional & Trade Organizations
American Production and Inventory Control Society Atlanta (APICS)
Georgia Association of Career & Technical Education
Georgia Hospital Association
International Forwarders and Brokers Association (AIFBA)

Workforce Initiatives
Aerotropolis Atlanta
Atlanta Airport University
Atlanta Committee for Progress
CATALYST Regional Economic Competitiveness Strategy
IWORCS
Metro Atlanta eXchange for Workforce Solutions
Opportunity ATL
Supply Chain City Talent & Education Task Force

Figure 6. Industry Partnerships through CareerRise

b. *Describe the meetings that have taken place and the strategy by which partners will continue to be engaged.*

WorkSource Metro Atlanta's regional Industry Partnerships through CareerRise includes monthly webinars, bi-weekly (twice a month) meetings, employer forums, semi-annual partner meetings, special projects, and monthly newsletters. Some of these meetings includes:

- CareerRise and WorkSource Georgia's Untapped Workforce Webinar Series
- Westside Works Opportunity Fest
- Workforce Excellence Summit
- Industry Partnerships Network Digest
- Industry Partnerships Webinar Series

Partners are engaged and join CareerRise' Industry Partnerships by signing a form. This form is not a formal MOU or agreement; thus, WorkSource Metro Atlanta will work to develop incentives for employers to join the regional partnership network through the go-to-employer strategy.

Commented [SB3]: Rob - are these meetings cadences still occurring today?

c. *Describe the research and the data that was used to identify the sector that was chosen for the sectors strategies training.*

In determining the sector strategies, several key factors were considered including labor market data, state priorities through CareerRise's Industry Partnerships, the Atlanta Regional Commission's Comprehensive Economic Development Strategy (CEDS), and industry sector focus areas from chambers of commerce and development authorities throughout the region.

d. *Provide a completed outline of the sector strategy for the previously identified sector that includes the following details:*

i. *Participating employers:*

Refer to Section 5a for list of regional employers participating in Industry Partnerships through CareerRise.

ii. *Target occupations:*

Target MAIP top and work-ready skills 2019-2021 can be found here. This list has been updated with research into COVID-19 impacts to the region and automation consideration, seen in Section 2 a – c.

iii. *Training programs:*

Apprentice Georgia, powered by the Technical College System of Georgia, is a Registered Apprenticeship Program (RAP), which is a robust & comprehensive training model that helps employers transform and develop entry-level employees into high-skilled talent. RAPs serve as a strategy for building talent pipelines and retaining skilled employees. A Registered Apprenticeship Program (RAP) is a work-based learning system that fulfills workforce needs by preparing individuals for skilled trades through paid On-the-Job Learning (OJL) with Related Technical

Instruction (RTI).

Career Training Services through WorkSource Metro Atlanta for jobseekers of all ages, experience levels, and backgrounds can benefit from additional training to increase earning potential. Through the federally funded WIOA program, jobseekers who meet eligibility requirements can receive funding to attend approved programs to obtain a:

- Certification: A credential you earn to show that you have specific skills or knowledge. They are usually tied to an occupation, technology, or industry.
- License: Some occupations require workers to obtain a license in order to hold a job in that field. Rules for occupational licenses are set by states and usually require an exam.
- Degree: A qualification awarded to students upon successful completion of a course of study in higher education, usually at a college or university.

iv. Other programs and services include:

- Career assessment testing to identify potential career paths
- Job readiness training in areas such as effective communication and problem solving that prepare clients to get, keep and excel at a new job
- Job search training assistance that helps build strong resumes and interview skills
- Assistance in locating approved training providers and registering for programs

v. Target Populations.

Individuals with barriers to employment, such as lower income and educational attainment. The Regional Directors will look into expanding outreach to youth/young adult, dislocated workers, English-as-a-second language (ESL) workers and increasing women in technology.

e. Describe the plans for future strategy development for future sectors. If applicable, discuss the next sectors to be targeted.

Future sectors include the Entertainment/Film industry and industries tied directly to the Hartsfield–Jackson Atlanta International Airport through WorkSource Metro Atlanta's partnership with Aerotropolis. The Aerotropolis Atlanta Alliance is a public-private partnership working to improve the regional economic competitiveness of the area around metro Atlanta's greatest asset – the world's busiest and most efficient airport.

Commented [SB4]: Rob - can you confirm this industry and program are still applicable for this response?

6. **Description of the One-Stop Delivery System:** Provide a description of the one-stop delivery system in the local area that includes the items detailed below.

a. *Provide a description of how the local board will ensure the continuous improvement of eligible providers of services through the system and ensure that such providers meet the employment needs of local employers, workers and jobseekers.*

One-Stop operators are selected and provide services at the local level and are explained in the local area plans.

At the regional level, the Regional Directors will update the existing MOU for the Metro Atlanta ITA Work Group, requiring two board members for each LWDB to join as a way to maintain accountability.

b. *Provide a description of how the local board will facilitate access to services provided through the one- stop delivery system, including in remote areas, through the use of technology and through other means.*

One-Stop operators are selected and provide services at the local level and are explained in the local area plans.

At a regional level, the Regional Directors will explore the options to:

- Explore leveraging tech., such as RPA & GenAI, to optimize business processes and operations, including language translation, outreach, and grant writing
- Expand regional CRM to statewide for business services, assessing Launchpad, and assess potential for scalability, exploring options as needed
- Incorporate Eligibility Explorer and other intake platforms to streamline and improve the eligibility process across the region. Ensure that the integration of these platforms is balanced with human-centered design values, prioritizing user experience and accessibility.
- Develop regional MOU to allow further collaboration, implementation and sustainment of regional strategies across the 5 LWDBs, including: regional cost-sharing, training opportunities, and grant writing.
- Initiate regional procurement methodologies, such as issuing joint procurements or using a standard Request for Proposals (RFP) evaluation tool.

c. *Provide a description of how entities within the one-stop delivery system, including one-stop operators and the one-stop partners, will comply with WIOA sec. 188 and applicable provisions of the Americans with Disabilities Act of 1990 (42 U.S.C. 12101 et seq.) regarding the physical and programmatic accessibility of facilities, programs and services, technology and materials for individuals with disabilities. This should include the provision of staff training and support and addressing the*

needs of individuals with disabilities.

One-Stop operators are selected and provide services at the local level and are explained in the local area plans.

d. *Provide a comprehensive description of the roles and resource contributions of the one-stop partners.*

One-Stop operators are selected and provide services at the local level and are explained in the local area plans.

e. *Identify the current One-Stop Operator in the local area(s) and describe how the region/local area is preparing for the competitive process for operator selection. Describe how market research, requests for information and conducting a cost and price analysis are being conducted as part of that preparation.*

One-Stop operators are selected and provide services at the local level and are explained in the local area plans.

7. **Awarding Sub-grants and Contracts:** Provide a description of the competitive process to be used to award the sub-grants and contracts in the local area for activities carried out under Title I.

Awarding sub-grants and contracts are retained at the local level.

8. **EEO and Grievance Procedures:** Provide a description of local procedures and staffing to address grievances and complaint resolution.

EEO and grievance procedures are at the local level and are explained in the local area plans.

Local Boards and Plan Development:

9. **Local Boards:** Provide a description of the local board that includes the components listed below.

   a. *Describe how local board members are identified and appointed. Include a description of how the nomination process occurs for adult education and labor representatives. (20 CFR § 679.320(g))*

   This process will be retained at the local level.

   b. *Describe the area's new member orientation process for board members.*

   This process will be retained at the local level; however, the Regional Directors will exchange best practices and lessons learned including board shadowing, minimum engagement requirements, virtual orientation, voting procedures, etc. at quarterly meetings on the process for new member orientation for board members. Regional Directors will explore a Metro Atlanta eXchange (MAX) and United Way led strategy session or "retreat" for metro LWDB members that includes training on how to be an engaged board member.

   c. *Describe how the local board will coordinate local workforce development activities with regional economic development activities being carried out within the planning region.*

   Each local area has its own approach for coordinating with their local economic development organizations.

   At the regional level, the Regional Directors will engage in the update and implementation of Comprehensive Economic Development Strategy (CEDS) in partnership with the Atlanta Regional Commission. Furthermore, WorkSource Metro Atlanta coordinates and partners with the Metro Atlanta Chamber on regional economic development activities.

   d. *Describe how local board members are kept engaged and informed.*

   This process will be retained at the local level.

   The Regional Directors will exchange best practices and lesson learned (i.e., minimum engagement requirements, virtual board meetings and voting, bringing success stories and people through the WorkSource program, etc.) at quarterly meetings on how to improve engagement.

   The Regional Directors will continue working to change the State law on allowing to meet virtually as a board and provide access to the public to listen in to virtual meetings and provide comments.

10. **Local Board Committees:** Provide a description of board committees and their functions. If

Commented [SB5]: Rob - is our response still applicable for 2024 Regional Plan?

Commented [SB6]: Rob - has the law passed to allow the board to meet virtually?

committees have not been utilized, provide a description of why.

This process is retained at the local level.

11. **Plan Development:** Provide a description of the process by which the plan was developed to include the participation of core partners, providers, board members, and other community entities. Also describe the process by which the local board provided a public comment period prior to the submission of the plan to solicit input into the development of the plan.

The Atlanta Regional Commission hired a consulting firm pro bono to co-author the regional plan. From February-April 2024, they conducted 10+ stakeholder interviews, surveyed 175+ WorkSource customers, and held two virtual workshops, and completed data analysis on local market insights and the impact of automation and augmentation in the Atlanta region, thus informing what industries, jobs, and skills to target for successful WorkSource customer employment.

The approach for developing the regional plan included:

1. *Listen, Learn, Discover*
    - Analyze WorkSource operations, programs, and core partners
    - Gather qualitative insights through board meetings, stakeholder interviews, and WorkSource customer survey
    - Analyze quantitative data such as labor market insights, micro-geographic workforce findings, impacts to labor force, and more

2. *Evaluate and Envision*
    - Gather strengths, challenges, and potential opportunities from key stakeholders
    - Develop a list of opportunities and categorize into regional themes

3. *Recommend*
    - Prioritize themes based on benefit and effort
    - Define future-state recommendations

4. *Deliver*
    - Design the WorkSource Metro Atlanta Regional Plan
    - Update based on public comment feedback

Service and Delivery Training:

12. **Equity in Service Delivery and Educational Programming:** Provide a description of how the area will develop education, training, and career service strategies that better address and promote equity in recruitment, service design, implementation, and support services to improve access and outcomes for individuals in such communities. Local areas should examine population groups, particularly those identified in the LMI analysis as having higher unemployment and lower earnings than the overall population and explore existing inequities with access to and participation in the local workforce and education programs, the outcomes in terms of employment and earnings, and placement in quality jobs.

    Service delivery will remain at the local level. The Regional Directors will support the LWDBs by expanding and standardizing services to eligible individuals who have barriers to employment. Barriers to employment include transit, childcare, income, digital access, housing, disability, healthcare, veterans, and previously incarcerated.

    The Comprehensive Economic Development Strategy (CEDS) developed by the Atlanta Regional Commission focused on equity, inclusion, and access as one of the critical indicators essential to future development of the region, including promoting a more equitable economy and reduce poverty throughout Metro Atlanta, as poverty is one of the most prevalent weaknesses in the Atlanta regional economy. Despite its reputation as a welcoming home for a diverse population, the six-million person Atlanta region (MSA) has the nation's highest level of inequality by some measures and fast-growing suburban poverty, with the largest pockets of poverty concentrated in southern portions of the region.

    The strategy for reinforcing equity significantly elevates the level of emphasis on equitable achievement from previous CEDS for the region. A number of actions specifically target a more equitable economic environment. As such, many of the actions within this strategy focus on additional dialogue needed to define better an equitable economy and the means to be effective. The strategy also recognizes the importance of affordable housing and transportation to level the economic playing field. Lastly, capitalizing on the region's diversity presents an opportunity to enhance the global presence of regional industries. Additional opportunities to address equity, inclusion, and access include the following:

    1. There is an emerging recognition by companies of the business case for equity throughout the region.
    2. Several non-profit organizations in the region are promoting economic development in underserved communities.
    3. Examples of policies that can create new revenue streams and economic incentives to address inequities in the allocation of resource are available throughout the US.
    4. Expanded pipeline for future business leaders through incentivized tutoring, internships, and partnerships.

One of the many strategies to better address and promote equity is Equity@Work through CareerRise, developed by stakeholders across 66 organizations. The mission is to advance economic mobility to promote a competitive metro Atlanta economy by creating an accessible, holistic, and responsive regional workforce system. The strategic goals include:

1. *Policy & Practice:*

   Develop workforce policy and practice solutions that advance racial equity outcomes at the agency, local, state, and federal levels.

2. *Metrics:*

   Develop a regional outcomes metrics platform that leverages multiple data sources and promotes quality improvement through consistent evaluation and reporting of workforce development provider programs.

3. *Training:*

   Increase availability, access, and scalability of quality training programs leading to sustainable living wage jobs with career pathways that support improved worker economic mobility and resilience.

4. *Youth Transition:*

   Develop strategies and resources to increase the number of secondary students transitioning to sustainable living wage career pathways in quality jobs

5. *Employers:*

   Increase coordination across workforce entities to strengthen engagement and responsiveness to employer needs while maximizing performance and equity outcomes.

13. **Expanding Service to Eligible Individuals:** Provide a description of how the local board, working with the entities carrying out core programs, will expand access to employment, training, education, and supportive services for eligible individuals, particularly eligible individuals with barriers to employment. Include how the local board will facilitate the development of career pathways and co-enrollment in core programs, as appropriate; and how it will improve access to activities leading to a recognized postsecondary, academic, or industry-recognized credential.

    This process will remain at the local level.

14. **Description of Service to Adults and Dislocated Workers:** Provide a description and assessment of the type and availability of adult and dislocated worker employment and training activities in the local area.

    This process will remain at the local level.

15. **Description of Rapid Response Services:** Provide a description of how the local board will coordinate workforce development activities carried out in the local area with statewide rapid response activities.

As of January 1, 2023, Rapid Response services provided by the State of Georgia will be administered by the Technical College System of Georgia's Office of Workforce Development, including:

- Worker Adjustment and Retraining Notification (WARN): An official filing made by employers with the State of Georgia primarily to provide advanced notice of a mass layoff or plant closure and ensure affected employees have access to reemployment and other assistance services.
- Rapid Response: A proactive and customized statewide service that helps Georgia employers avert layoffs, downsizing, and permanent closures, receive immediate aid to affected companies and their affected workers, access public and private resources to minimize disruptions associated with job loss, and assist workers through the painful transitions associated with job loss.

Local Workforce Development Boards (LWDBs) assist with providing Rapid Response activities when deemed appropriate. LWDBs can provide access to WIOA services including core services such as labor market information, skill assessments, job search assistance, and resume advice. If the LWDB determines there is a need, they can also enroll the dislocated worker in intensive and training services to provide skill upgrading and certification in local demand occupations.

16. **Description of Youth Services:** Provide a description and assessment of the type and availability of youth workforce development activities in the local area, including activities for youth with disabilities. This description and assessment shall include an identification of successful models of such youth workforce development activities. Include a description of the alignment and coordination, as appropriate, between the Title I Youth program, Job Corps centers in the State, Title II AEFLA program, and Title IV VR program for youth who could be co-enrolled in programs and served by program staff who are co-located in the One-Stops.

This will remain at the local level.

Regionally, WorkSource Metro Atlanta Career Compass Academy through CareerRise is a 5-week virtual career exploration and work readiness program for WIOA eligible youth ages 16-24. The program consists of 15 live webinars with panels of industry experts and 36 online modules from Accenture's Skills to Succeed Academy that explores five high demand industries: Skilled Trades, Manufacturing, Healthcare, Information Technology, and Transportation, Distribution, & Logistics. This Youth development program helps students connect the dots between school and career and teaches them that there is a world of options available with many ways to be successful. Currently, there have been 5 High Demand Industries explored, 292 Program Graduates served, and 57 Employer Partners engaged.

Also, WorkSource Metro Atlanta partners with Opportunity ATL to provide

programming and resources for Opportunity Youth. These young, motivated workers are a vital and untapped resource looking to fill open roles. Opportunity ATL partners with Chambers, WorkSource Boards, and local non-profits across the region to help employers connect with qualified talent.

17. **Implementation of Work-Based Learning Initiatives:** Provide a description of how the area will implement initiatives such as Incumbent Worker Training programs, On-the-Job Training programs, Customized Training programs, industry and sector strategies, career pathways initiatives, utilization of effective business intermediaries and other business services and strategies designed to meet the needs of employers in the corresponding region in support of the business service strategy. If these services are not utilized, provide a description of why.

WorkSource Metro Atlanta will continue to implement, support and scale Work-Based Learning Initiatives including:

- Atlanta Public Schools Work-Based Learning is a program within the Career, Technical and Agricultural Education (CTAE) Department that provides students with the opportunity to learn a variety of skills by expanding the classroom into the community and narrowing the gap between theory and practice through rigorous academic preparation with hands-on career development experiences. Through WBL experiences, students are afforded the opportunity to connect classroom instruction to the world of work and future career opportunities. The mission of the Work-Based Learning Program is to assist in providing a highly trained, technologically sophisticated and career oriented young work force. This is accomplished by developing partnerships between business, industry, students, parents, school systems, coordinators, and post-secondary institutions which will lead the participating student into meaningful careers.
- Georgia Work-Based Learning Manual includes the Career Related Education with structured age appropriate experiences which prepare students to be college and career ready. The range of CRE experiences begin with Career Awareness and Exploration in middle school and culminate with work-based learning during the tenth, eleventh or twelfth grade. Work-Based learning provides students the opportunity to receive credit while working in an environment related to their career pathway. The opportunities from WBL include employability skill development, Cooperative Education, Internship, Youth Apprenticeship, and Great Promise Partnership.
- United Way of Greater Atlanta, Arthur M. Black Family Foundation, and CareerRise came together to develop a strategic plan to create a robust Youth Apprenticeship system for Metro Atlanta called CareerReady ATL. CareerReady ATL celebrates the robust work-based learning and adult workforce opportunities and leadership that exist in Metro Atlanta and is focused on working together to increase capacity for more youth apprenticeship opportunities. The goal is to create 4,000 high-quality youth apprenticeship opportunities within Metro Atlanta.

At the regional level, the Industry Partnerships network through CareerRise will coordinate

work-based learning efforts, sector strategies, and business services to improve customer service, increase economies of scale, and eliminate duplicative efforts for WorkSource customers in the targeted industries and skills identified above. In partnership with CareerRise, WorkSource Metro Atlanta will educate and help launch more employer-based apprenticeship/OTJ/IWT/CT programs and create a value proposition for employers to participate.

18. **Provision of ITAs:** Provide a description of how training services in WIOA § 134 will be provided through the use of ITAs. If contracts for the training services will be used, describe how the use of such contracts will be coordinated with the use of ITAs and how the local board will ensure informed customer choice in the selection of training programs regardless of how the training services are to be provided.

The Metro Atlanta ITA Work Group reviews and approves Workforce Innovation & Opportunity Act (WIOA) training provider applications for five separate Workforce Boards in the metropolitan Atlanta area: WorkSource Atlanta, WorkSource Atlanta Regional (for Clayton, Cherokee, Douglas, Fayette, Gwinnett, Henry and Rockdale counties), WorkSource Cobb, WorkSource DeKalb, and WorkSource Fulton. Approved eligible training providers offer occupational skills training to eligible WIOA-funded adults and dislocated workers through local workforce board areas.

WorkSource Metro Atlanta's Metro Atlanta ITA Work Group developed a regional ITA approval process and have quarterly meetings to standardize the ITA process, policy and contracts/metrics across the region.

19. **Entrepreneurial Skills Training and Micro-enterprise Services:** Provide a description of how the area will coordinate and promote entrepreneurial skills training and micro-enterprise services.

Through the Urban League of Greater Atlanta, the Entrepreneurship Center (TEC) was designed to assist entrepreneurs with starting and growing successful and sustainable businesses in the Metro Atlanta community. The goal is to cultivate successful and sustainable businesses through providing entrepreneurs with: Training Classes, Resources, and One on One Coaching Sessions. As a result of these services, entrepreneurs find themselves taking their business concept from pre-venture stage to business start-up; acquiring funding to operate and grow their business; obtaining contracts to assist in growing their business; and hiring additional employees to assist with their business growth.

As a region, WorkSource Metro Atlanta will work with county-level Chambers, Atlanta-district Small Business Administration (SBA), Service Corps of Retired Executives (SCORE), Small Business Development Center, Community Improvement Districts (CID), and Invest Atlanta to find small businesses/owners for WorkSource customers to apply their entrepreneurship skills through OJT, apprenticeship, work-based learning, etc. opportunities. The Regional Directors will work to establish a relationship with the GA Secretary of State as business owners are applying for licenses and thinking of hiring.

On the promotion side, WorkSource Metro Atlanta and its local boards will communicate entrepreneurship as a path for WorkSource customers. WorkSource Metro Atlanta will expand their relationship with the Russell Center of Innovation and Entrepreneurship, who are minority focused, Invest Atlanta, and Edge Connection for entrepreneurship training and promotion.

20. **Coordination with Education Programs:** Provide a description of how the local board will coordinate education and workforce development activities carried out in the local area with relevant secondary and postsecondary education programs and activities to coordinate strategies, enhance services and avoid duplication of services.

In alignment with the WIOA State Plan 2024, Education systems are key partners of the workforce development system and Georgia is well-equipped with postsecondary options through the University System of Georgia (USG), the Technical College System of Georgia (TCSG), and the Georgia Nonpublic Postsecondary Education Commission (GNPEC). Georgia's Department of Early Care and Learning (DECAL) are also integral parts of creating career-focused alignment from cradle to career for individuals across the State. WorkSource Metro Atlanta committed to further aligning training services provided through the workforce system with education partners to best serve companies and individuals looking to play key roles in the economy of today and tomorrow.

The Regional Directors will meet quarterly to exchange best practices on how they are locally coordinating with secondary and postsecondary education programs. For example, having a regional K-12 school event for students to learn and get hands-on experience in targeted industries described in Section 2 a – e.

WorkSource Metro Atlanta also works closely with Metro Atlanta Chamber's Educated Workforce Council to deliver and align workforce development efforts with education initiatives from early childhood education, K-12, and post-secondary and technical training.

21. **Description of Supportive Services:** Provide a description of how the local board will coordinate workforce development activities carried out under this title in the local area with the provision of transportation, including public transportation, and other appropriate supportive services in the local area. Describe the coordination of transportation and other supportive services regionally, if applicable.

This will remain at the local level, but WorkSource Metro Atlanta will explore the idea of aligning supportive services regionally. The Regional Directors will research non-profits and organizations/grants providing transportation and childcare to WorkSource customers and take a similar approach to identify these partners as done with selecting training providers.

Commented [SB7]: Rob - are there any supportive services that have been delivered regionally?

22. **Coordination with Social Service Programs:** Provide a description of how the local board will coordinate with social service providers, including SNAP and TANF. The description should include the utilizations of both programs as a referral source.

This will remain at the local level.

Regionally, WorkSource Metro Atlanta will explore opportunities to align with Georgia Department of Human Services on delivering workforce services to social service providers, including SNAP and TANF. This could include collectively integrating services, referral programs, and appropriate data through regional technology investments.

Coordination with Core Partners:

23. **Description of the Workforce System:** Provide a description of the workforce development system in the local area that identifies all relevant programs and how the local board will work with the entities to carry out both core and other workforce development programs to deliver well-aligned services in support of the strategies identified in the state plan. This should include programs of study authorized under the Carl D. Perkins Career and Technical Education Act of 2006 (20 U.S.C. 2301 et seq.).

    In the local WIOA plans - each local area will communicate with technical colleges in their respective counties. As a region, WorkSource Metro Atlanta meets semi-annually with their training providers, including technical colleges to carry out workforce development programs aligned to strategies identified in the state plan. Periodically during these meetings, WorkSource Metro Atlanta will share and discuss target industries, jobs, and skills needed for the next upcoming years through this regional plan with technical colleges and training providers, as well as address common challenges and knowledge sharing. In addition, WorkSource Metro Atlanta's ITA Work Group oversees changes to trainings and meet quarterly. The Regional Directors will encourage local WorkSource areas to have liaisons at technical colleges and vice versa to improve coordination and communication of training WorkSource customers and finding employment for students.

    Commented [SB8]: Rob - is this response still applicable for the 2024 Regional Plan?

24. **Coordination with Wagner-Peyser:** Provide a description of plans and strategies for, and assurances concerning, maximizing coordination of services provided by the state employment service under the Wagner-Peyser Act (29 U.S.C. 49 et seq.) and services provided in the local area through the one-stop delivery system, to improve service delivery and avoid duplication of services.

    WorkSource Metro Atlanta will partner with TCSG-OWD to better integrate with Wagner-Peyser activities at local board-decision level,

25. **Coordination with Adult Education:** Provide a description of how the local board will coordinate workforce development activities carried out in the local area with the provision of adult education and literacy activities under Title II, including a description of how the local board will carry out the review of local applications submitted under Title II, consistent with subparagraphs (A) and (B)(i) of section 107(d)(11) and section 232 of WIOA.

    The local One-Stop operators and GDOL have approved MOUs/IFAs to support coordinated activities.

    The Regional Directors will encourage local WorkSource areas to expand literacy programs outside technical colleges (i.e., non-profits, organizations) and conduct knowledge sharing of adult education and literacy strategies at quarterly meetings (i.e., Cobb's literacy action).

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26. **Coordination with Vocational Rehabilitation:** Provide a description of the cooperative agreement between the local Georgia Vocational Rehabilitation office and the local board which describes efforts made to enhance the provision of services to individuals with disabilities and to other individuals, cross-train staff, provide technical assistance, share information, cooperate in communicating with employers and other efforts at cooperation, collaboration, and coordination.

The local One-Stop operators and GDOL have approved MOUs/IFAs to support coordinated activities.

Commented [SB10]: Rob - Is this response still applicable for the 2024 Regional Plan?

Performance, ETPL and Use of Technology:

27. **Description of Performance Measures**: Provide a description of the local levels of performance negotiated with the Governor and chief elected official pursuant to WIOA § 116(c), to be used to measure the performance of the local area and to be used by the local board for measuring the performance in the local area of the local fiscal agent (where appropriate), eligible providers under subtitle B, and the one-stop delivery system.

    Performance measures tied to funding and negotiated with the Governor and to WIOA are discussed in local workforce plans.

    Beyond WIOA, the Regional Directors will consider opportunities to explore regional metrics, including partnering with CareerRise understand the impact of Equity@Work, perform an economic study with Georgia Workforce Leadership Association, and explore partnership with ATLitics to build out other regional performance measures.

28. **One-Stop System Performance and Assessment:** Provide a listing of locally/regionally developed one-stop performance standards and describe the criteria used to develop the performance standards. Describe how the one-stop system and regional service delivery is assessed by the local board.

    One-stop center service delivery and performance assessment will remain at the local level.

    At a regional level, Regional Directors may standardly evaluate one-stop-center/mobile labs by measuring the following for efficiency and effectiveness:

Table 58

Indicator Category	Research Questions	Method	Frequency
Center Usage	How many visitors do the one-stop centers serve?	Data Assessment	Annually
Visitor Transition	What % of one-stop visitors' transition into WorkSource services/training?	Data Assessment	Annually
Visitor Satisfaction	How satisfied are visitors with their one-stop-center experience?	Visitor Survey	Ongoing/Post-Visit
Center Convenience/Accessibility	What % of visitors rate one-stop-centers/mobile centers as "convenient/accessible?"	Visitor Survey	Ongoing/Post-Visit
Ease of Resource Use	What % of visitors rate on-site center resources as "easy to use?"	Visitor Survey	Ongoing/Post-Visit
Quality of On-Site-Counsel	How satisfied are one-stop visitors with the on-site counseling experience?	Visitor Survey	Ongoing/Post-Visit

Indicator Category	Research Questions	Method	Frequency
Quality of On-Site-Technology	How satisfied are one-stop visitors with the on-site technology?	Visitor Survey	Ongoing/Post-Visit
Service Efficiency	What % of one-stop visitors claim their initial needs were met in their 1st, 2nd, or 3rd one-stop visit?	Visitor Survey	Ongoing/Post-Visit

29. ETPL System: Describe the regional Eligible Training Provider System, including the elements listed below.

a. Provide a description of the public notification to prospective providers.

As part of coordination efforts, the Eligible Training Provider List (ETPL) public notification to prospective providers include all five WorkSource local areas within WorkSource Metro Atlanta. This effort is managed under the Metro Atlanta ITA Work Group, under a contractual arrangement with the Atlanta Regional Commission (ARC). Prospective providers can access the training provider application via the ARC website. Applications are evaluations quarterly.

b. Provide a description of how the board(s) evaluates providers and proposed training programs for initial eligibility, based on (at a minimum) criteria of proven effectiveness, local employer/industry demand, accreditation and customer accessibility.

As part of coordination efforts, these ETPL evaluation activities include all five WorkSource local areas within WorkSource Metro Atlanta. This effort is managed under the Metro Atlanta ITA Work Group, under a contractual agreement with ARC.

Criteria are outlined in the Training Provider Agreement. ARC requires that each provider's performance meet and/or exceed established ARC performance measure goals. If the goals are met, the training provider agreement continues. For providers that do not meet minimum performance, they are placed on hold for receipt of new enrollees until the minimum standard is obtained. If the review determines that the provider's status has changed, i.e., moved location, termination of business, etc., an immediate notification is provided to TCSG-OWD for full investigation and possible removal from the State ETPL.

The Metro Atlanta ITA Work Group reviews all responsive provider applications for recommendation. If responsive, staff may conduct employer reference checks, program graduate reference checks, and a training observation to ensure that customers receive quality services.

The Metro Atlanta ITA Work Group recommended providers are forwarded to the TCSG-OWD for review, acceptance, and inclusion on the State Approved ETPL If

the application is accepted by the State, a provider agreement may be processed and submitted to the provider for signature.

c. *Provide a description of the formal appeals process for aggrieved ITA customers and providers of unapproved training programs.*

The Metro Atlanta ITA Work Group has developed a standard formal appeal process for aggrieved ITA customers and providers of unapproved training programs across the region. If a training provider is rejected during the initial ARC review and subsequently appeals, ARC will utilize the Metro Atlanta ITA Work Group in the appeals process. Any appeals based on local policies will be handled by the individual local level. The following appeal procedures as required in Section 122 (c) of the Workforce Innovation and Opportunity Act have been established by the Metro Atlanta ITA Work Group to provide recourse to providers who think that they did not receive proper consideration for initial eligibility determination for a program of training services. The Atlanta Regional Commission, acting as an agent for the Metro Atlanta ITA Work Group, will provide notice to the applicant with the letter of rejection containing the reasons for rejection, as well as the availability of the appeal process. Letters of rejection of initial applications must be sent to the applicant within thirty (30) calendar days of the rejection. An appeal by the provider for reconsideration of the initial application must be made in writing thirty (30) calendar days from the day of receipt of the rejection letter. Providers entering an appeal should be prepared to document specific factor (e.g., conflict of interest, nepotism), which put the aggrieved vendor at a competitive disadvantage. Providers should not appeal simply because they believe their program to be superior to the ones selected.

If any organization has a complaint against the Metro Atlanta ITA Work Group, informal resolution should be attempted before filing a grievance. If there is not resolution of the complaint, the complainant (s) has/have a right to file a grievance by sending a written request for a hearing.

d. *Provide a description of the ongoing process used to update the data on the eligible providers list (exclusive of the state-conducted continued eligibility process).*

The ARC manages its "Individual Training Account System," which includes updating information on Providers included on the State Eligible Provider List, at least on a quarterly basis. Procedures for review and approval of additional programs and price changes for approved training providers are provided in the Training Provider Agreement. Submittal of program changes/additional programs/price increases are reviewed by the Metro Atlanta ITA Work Group. If approved, they are then transmitted to the Workforce Division.

e. *Provide a description of any regional policies or agreements for ITAs or training*

providers.

Procedures for review and approval of additional programs and price changes for approved training providers are in the Training Provider Agreement. Submittal of program changes/additional programs/price changes are reviewed by the Metro Atlanta ITA Work Group and if approved, transmitted to TCSG-OWD.

f. Provide a description of the process to track and manage all ITA activity.

ARC prepares summary reports on evaluation of training provider applications and submits to the Metro Atlanta ITA Work Group for approval. Information is transmitted electronically to the TCSG-OWD for approval. Following state approval and listing of eligible providers on the state list, LWDBs are responsible for rejecting/restricting use through local policies and parameters. ARC provides letter notification to state-approved training providers.

Providers are evaluated bi-annually by ARC based on meeting or exceeding the above-mentioned performance measures. The evaluation may be on-site, desktop or a combination of methods. The provider will agree to cooperate in all components of the evaluation and will make records available to the monitors in a timely manner. Bi-annual review results are posted on the ARC website.

In the future, the Metro Atlanta ITA Work Group will evaluate standardized payments to approved training providers on the ETPL.

g. Provide a description of local board policy on use of statewide eligible training provider list (including financial and duration limits, out-of-area training, service to out-of-area customers, etc.).

This will remain at the local level.

h. Provide a description of how registered apprenticeship programs are added to the ETPL.

Under WIOA, registered apprenticeship programs are automatically eligible for inclusion on the ETPL.

30. Implementation of Technology: Provide a description of the technology used to enhance customer (participant and business) experience and any additional data analytics used to enhance planning and measure outcomes beyond mandated performance measures.

At the regional level, WorkSource Metro Atlanta hired Rocket Camp to enhance brand strategy and develop atlworks.org. Rocket Camp provides real-time, data-driven dashboards through their platform on outreach and customer targeting. WorkSource Metro Atlanta through MAIP will implement Launchpad CRM tool across the five local areas to manage business service relationships. ResCare developed a customer satisfaction system

that WorkSource Atlanta Regional, WorkSource Fulton, and WorkSource City of Atlanta leverage. The Regional Directors will encourage each local area to post and regularly update job and internship boards and provide easy access to find through atlworks.org.

Commented [SB11]: Rob - can you write this response? We want to make sure we the latest technology is showcased here

State Initiatives and Vision:

31. **State Branding:** Provide a description for how the area has adopted and will continue to utilize the state brand.

State Vision

- Georgia's workforce development system is focused on connecting talent with opportunity through the provision of career services, education, and training. Through strong interagency collaboration and a focus on customer service, Georgia's workforce system supports and stimulates the State's economic growth. This collaboration and coordination ensures advancement toward the Governor's goal to ensure that an individual's potential is not determined by their zip code or county. Georgia strives to be the national standard in providing exceptional workforce solutions that transform lives and communities across the state.

State Goals

- Utilize sector partnerships to inform and guide strategic workforce development strategies and enhance partnership coordination.
- Develop a streamlined and regionally integrated workforce system that delivers efficient services to both businesses and individuals.
- Capitalize on the workforce system's strengths to create opportunities for all Georgia communities to prosper.
- Continuously align workforce and education system objectives to current and future occupational skill requirements.
- Expand the pool of available employees by increasing the participation of WIOA Strategic Populations in the workforce system.

To promote unified regional efforts, the five metro boards requested from OWD and were approved for the use of a regional moniker, "WorkSource Metro Atlanta." WorkSource Metro Atlanta is working together to provide a unified WorkSource outreach initiative, which includes billboards, social media, digital ads, radio, print materials, and its website (atlworks.org).

32. **Priority of Service:** Describe how the area/region will identify and administer the state's priority of service policy. Identify if the region will add target populations in addition to those specified by state and federal policy.

This will remain at the local level.

33. **Alignment with State Goals:** Describe how the area/region will align with each of the goals listed in the State Unified Plan.

1. Utilize sector partnerships to inform and guide strategic workforce development strategies and enhance partnership coordination.
    - Strengthen relationship with business partners in the region to determine industry growth, hire and provide OJT/apprenticeship-type opportunities to WorkSource customers, and to value the importance of credentialing/skills as new currency.
2. Develop a streamlined and regionally integrated workforce system that delivers efficient services to both businesses and individuals.
    - Support regional innovations to integrate and develop approaches that can be delivered and implemented at the local level. Ensure WorkSource customers across the region receive standard and customer service and equitable opportunity regardless of their zip code.
3. Capitalize on the workforce system's strengths to create opportunities for all Georgia communities to prosper.
    - Reinforce regional collaboration and brand to open more opportunities with workforce and economic development, business and training partners to improve upward economic mobility and sustainable living wage.
4. Continuously align workforce and education system objectives to current and future occupational skill requirements.
    - Enhance partnerships with education system to provide quality trainings, certifications, and degrees in necessary skills for future jobs in demand and preparing for automation.
5. Expand the pool of available employees by increasing the participation of WIOA Strategic Populations in the workforce system.
    - Expand virtual services and digital access to WorkSource customers. Provide services in non-English for immigrant populations.

Attachments:

Attachment 1:

Local Workforce Development Board Member Listing.

Please make note if there are any current vacancies and what category that vacancy is in. If you do have vacancies, state the amount of time that the seat has been vacant and/or provide the waiver from OWD.

Table 59

MEMBER NAME	TITLE	ENTITY	BOARD CATEGORY

Attachment 2:

Local Negotiated Performance

Table 60

WIOA PERFORMANCE MEASURE	PY24 GOAL	PY25 GOAL
Adult Q2 Entered Employment		
Adult Q4 Entered Employment		
Adult Median Earnings		
Adult Credential Rate		
Adult In-Program Skills Gain		
DW Q2 Entered Employment		
DW Q4 Entered Employment		
DW Median Earnings		
DW Credential Rate		
DW In-Program Skills Gain		
Youth Q2 Placement in Employment or Education		
Youth Q4 Placement in Employment or Education		
Youth Median Earnings		
Youth Credential Rate		
Youth In-Program Skills Gain		
Employer Measure		

Attachment 3:

Public Comments on the Local Plan that Express Disagreement

Table 61

COMMENT 1
Originating Entity:
Comment:

COMMENT 2
Originating Entity:
Comment:

COMMENT 3
Originating Entity:
Comment:

COMMENT 4
Originating Entity:
Comment:

Attachment 4:

Signature Page

The undersigned hereby agree to adhere to all applicable federal, State, and local laws, regulations, and policies in performing any duty associated with the funds made available to under the Workforce Innovation and Opportunity Act.

Name: _____

Title: Local Workforce Area Director

Entity Representing: _____

Signature: _____

Name: _____

Title: Chief Local Elected Official

Entity Representing: _____

Signature: _____

Name: _____

Title: Local Workforce Development Board Chair

Entity Representing: _____

Signature: _____

Appendix:

Appendix 1:

Map of Georgia Region 3 Local Workforce Development Areas

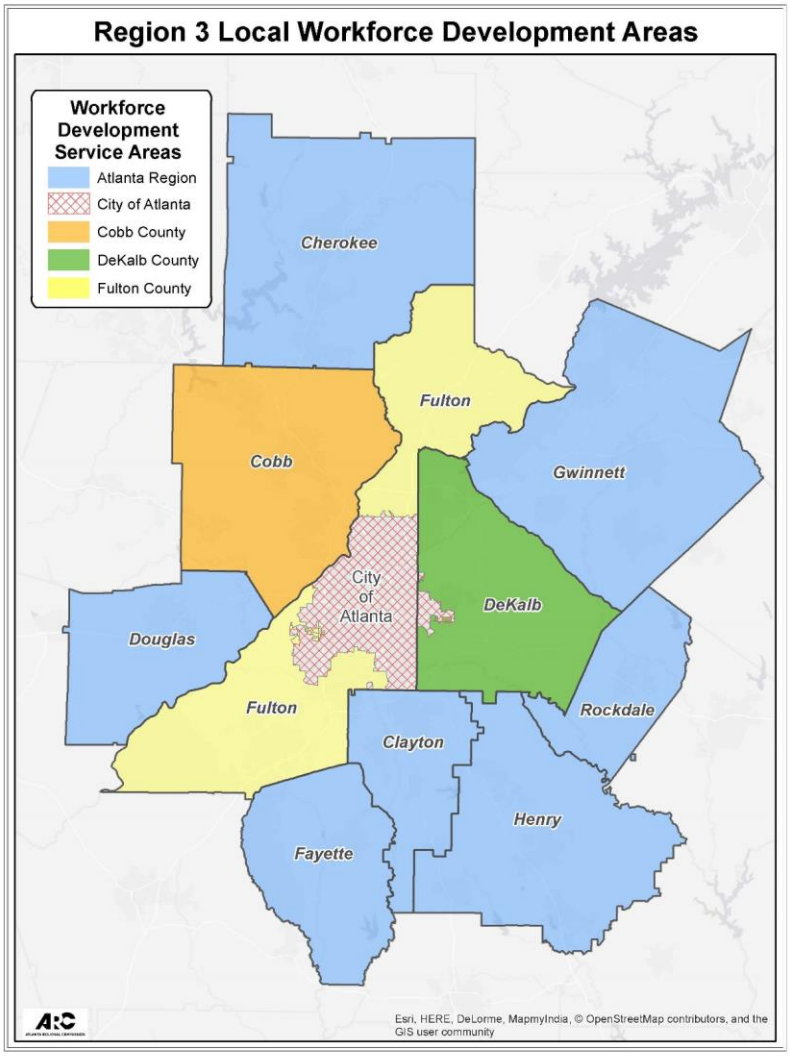


Figure 7

Appendix 2:

Map of Georgia Region 3 Workforce Resource Centers and Partners

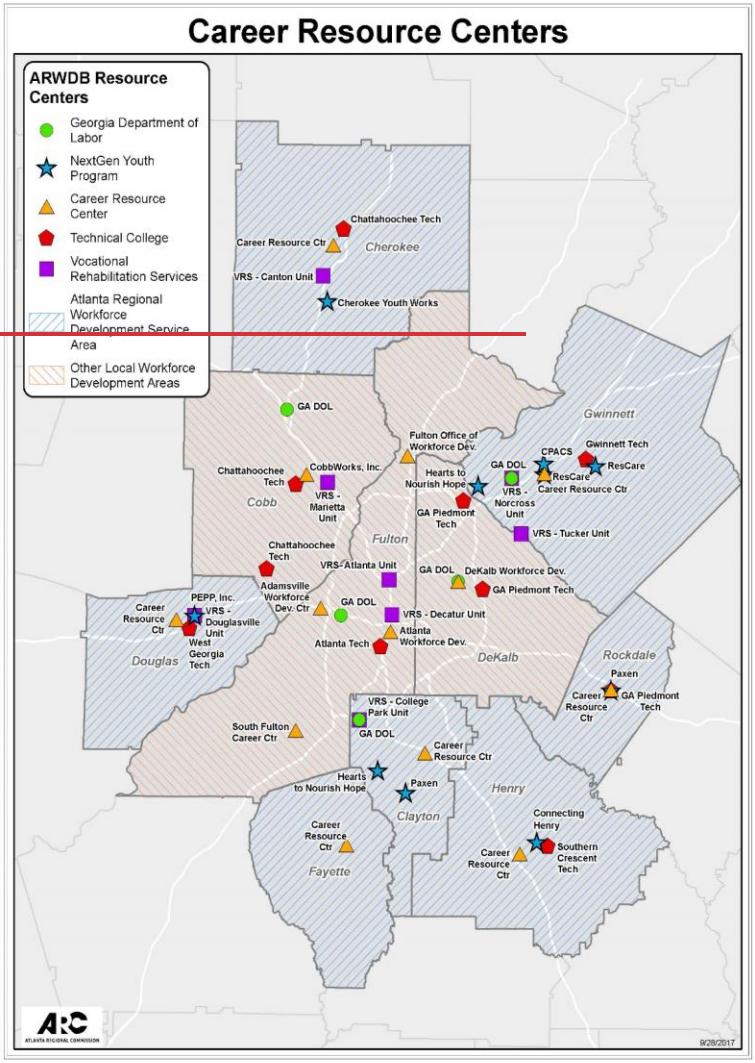
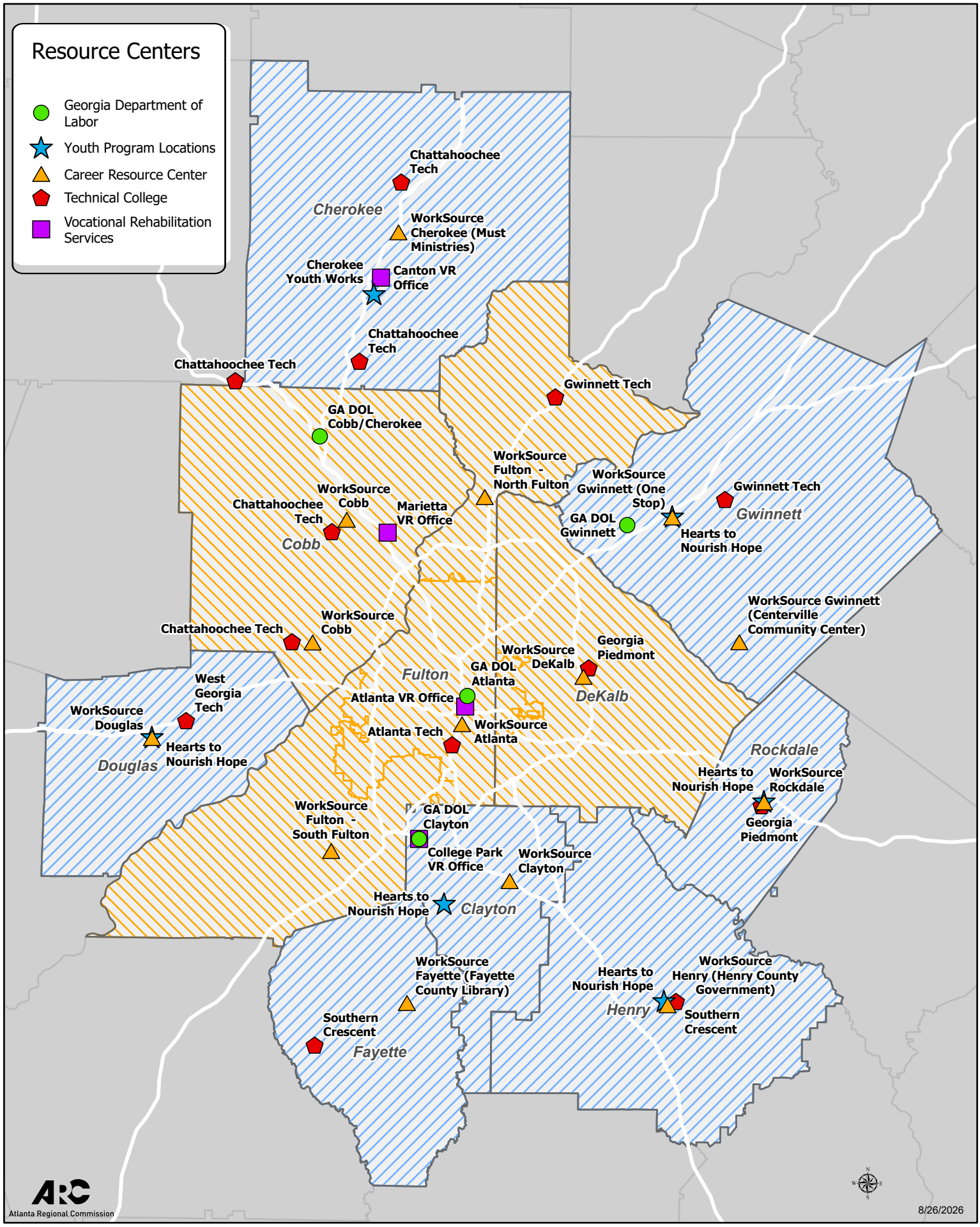


Figure 8

Metro Atlanta Career Resource Centers



Appendix 3:

Opportunity Jobs

OPPORTUNITY JOBS OVERVIEW

The Inclusive Future of Work (IFOW) is an initiative within Accenture's Corporate Citizenship designed to help workers transition into new occupations. In addition to offering a living wage and job growth, these occupations must also be accessible, a key feature of Opportunity Jobs.

National Living Wage

Using the MIT Living Wage for 1 working adult and 1 child for each state, we created a population - weighted **national living wage based of $41.31/ hr, higher than the national average of $35.48/hr.** We used this living wage to segment low wage workers.

High Growth Potential

Growth projections were taken from Lightcast and BLS for each occupation. **Occupations with a growth rate of 5%, higher than the national average of 3%, were considered to have a higher potential for growth.**

Highly Accessible

Occupational accessibility was determined by current workers educational attainment, typical entry level education, and skilling pathways below a Bachelor's degree, including apprenticeships, vocational schools, or certifications.

Opportunity Jobs Shortlist

SOC	Description	2024 Jobs	Hourly Wage	Growth % - 2024 -2027
15-1252	Software Developers	42,016	$60.13	9.0%
29-1141	Registered Nurses	41,783	$44.80	5.3%
49-3011	Aircraft Mechanics and Service Technicians	4,574	$42.41	6.8%
15-1253	Software Quality Assurance Analysts and Testers	3,860	$49.94	8.6%
19-5011	Occupational Health and Safety Specialists	1,217	$42.91	9.7%

Opportunity Jobs Shortlist making *90% of Living Wage*

SOC	Description	2024 Jobs	Hourly Wage	Growth % - 2024 -2027
17-3023	Electrical and Electronic Engineering Technologists and Technicians	1,116	$40.04	5.4%
53-6051	Transportation Inspectors	471	$48.13	5.8%
29-2032	Diagnostic Medical Sonographers	1,317	$40.37	8.1%
29-2035	Magnetic Resonance Imaging Technologists	700	$39.59	5.9%
47-4021	Elevator and Escalator Installers and Repairers	337	$38.76	8.0%

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Source: Lightcast , Accenture Research

Figure 9

Appendix 4:

List of Opportunity Jobs

There are certain occupations to focus on as a region that help job seekers achieve high quality jobs, or "opportunity jobs." In addition to offering a living wage and job growth, these occupations must also be accessible, a key feature of Opportunity Jobs. The requirements are as follows:

- Using the MIT Living Wage for 1 working adult and 1 child for each state, we created a population-weighted **national living wage based of $41.31/hr, higher than the national average of $35.48/hr.** We used this living wage to segment low wage workers.
- Growth projections were taken from Lightcast and BLS for each occupation. **Occupations with a growth rate of 5%, higher than the national average of 3%, were considered to have a higher potential for growth.**
- Occupational accessibility was determined by current workers **educational attainment, typical entry level education, and skilling pathways** below a bachelor's degree, including apprenticeships, vocational schools, or certifications.

OCCUPATIONAL ANALYSIS FOR OPPORTUNITY JOBS

Table 62

O*NET CODE, Metro Atlanta Region	OCCUPATION TITLE	EMPLOYMENT SIZE	HOURLY WAGE ($/HR.)	PROJECTED GROWTH (2024-2027)
15-1252	Software Developers	42,016	$60.13	9.0%
29-1141	Registered Nurses	41,783	$44.80	5.3%
13-1111	Management Analysts	21,409	$55.77	5.6%
41-3021	Insurance Sales Agents	18,639	$46.75	13.1%
13-1082	Project Management Specialists	16,010	$53.44	5.4%
15-1211	Computer Systems Analysts	11,186	$51.26	5.8%
15-1299	Computer Occupations, All Other	10,980	$47.87	5.2%
13-2051	Financial and Investment Analysts	7,200	$47.00	5.5%
13-2052	Personal Financial Advisors	6,080	$64.60	7.7%
17-2051	Civil Engineers	5,748	$44.29	5.6%
11-9111	Medical and Health Services Managers	4,625	$68.21	14.8%
11-9021	Construction Managers	4,580	$49.50	5.8%
49-3011	Aircraft Mechanics and Service Technicians	4,574	$42.41	6.8%
15-2051	Data Scientists	4,423	$54.29	11.4%

O*NET CODE, Metro Atlanta Region	OCCUPATION TITLE	EMPLOYMENT SIZE	HOURLY WAGE ($/HR.)	PROJECTED GROWTH (2024-2027)
15-1212	Information Security Analysts	4,228	$60.08	10.4%
15-1253	Software Quality Assurance Analysts and Testers	3,860	$49.94	8.6%
17-2112	Industrial Engineers	3,654	$47.44	9.0%
17-2141	Mechanical Engineers	2,654	$48.27	9.3%
17-2071	Electrical Engineers	2,575	$57.44	5.6%
15-1255	Web and Digital Interface Designers	2,301	$47.65	6.9%
17-1011	Architects, Except Landscape and Naval	2,167	$44.93	7.5%
11-3013	Facilities Managers	1,472	$57.23	6.5%
13-2061	Financial Examiners	1,385	$46.70	7.1%
19-5011	Occupational Health and Safety Specialists	1,217	$42.91	9.7%
13-2054	Financial Risk Specialists	1,083	$72.02	6.5%
15-1254	Web Developers	1,077	$44.84	11.3%
17-2011	Aerospace Engineers	769	$58.36	6.9%
53-4031	Railroad Conductors and Yardmasters	732	$41.62	8.0%
27-3042	Technical Writers	709	$43.22	6.8%
19-2031	Chemists	701	$46.94	7.7%
19-2041	Environmental Scientists and Specialists, Including Health	671	$43.34	7.9%
17-2081	Environmental Engineers	647	$47.66	6.6%
13-1075	Labor Relations Specialists	633	$42.89	6.6%
19-4061	Social Science Research Assistants	631	$41.94	6.7%
53-6051	Transportation Inspectors	471	$48.13	5.8%
15-2011	Actuaries	426	$64.47	14.2%
17-2111	Health and Safety Engineers, Except Mining Safety Engineers and Inspectors	388	$55.31	5.2%
11-2011	Advertising and Promotions Managers	382	$77.42	7.4%
53-2022	Airfield Operations Specialists	381	$50.09	9.5%
19-2099	Physical Scientists, All Other	327	$54.10	5.4%
19-1031	Conservation Scientists	231	$41.68	6.1%
17-2171	Petroleum Engineers	224	$70.41	7.6%
29-1124	Radiation Therapists	188	$46.66	5.8%
51-8011	Nuclear Power Reactor Operators	163	$68.70	12.6%
27-1022	Fashion Designers	162	$41.84	12.9%

O*NET CODE, Metro Atlanta Region	OCCUPATION TITLE	EMPLOYMENT SIZE	HOURLY WAGE ($/HR.)	PROJECTED GROWTH (2024-2027)
11-9072	Entertainment and Recreation Managers, Except Gambling	155	$42.58	11.9%
19-1013	Soil and Plant Scientists	146	$43.91	9.4%
17-2031	Bioengineers and Biomedical Engineers	140	$51.70	10.0%
19-4051	Nuclear Technicians	140	$44.80	13.7%
17-2041	Chemical Engineers	115	$63.63	14.2%
27-2021	Athletes and Sports Competitors	107	$52.19	18.8%
17-3021	Aerospace Engineering and Operations Technologists and Technicians	84	$42.40	8.9%
53-7121	Tank Car, Truck, and Ship Loaders	83	$44.09	7.0%
19-2032	Materials Scientists	80	$49.96	5.5%
17-2151	Mining and Geological Engineers, Including Mining Safety Engineers	59	$51.10	10.2%
19-2043	Hydrologists	44	$50.97	7.9%
19-3092	Geographers	24	$44.56	7.1%
19-1011	Animal Scientists	22	$47.94	11.3%
49-9092	Commercial Divers	16	$41.40	12.4%
17-2021	Agricultural Engineers	15	$50.90	13.3%
11-9071	Gambling Managers	12	$43.47	19.2%

Source: Lightcast, MIT Living Wage, Accenture Research

OCCUPATIONAL ANALYSIS FOR OPPORTUNITY JOBS MAKING 90% OF LIVING WAGE

Table 63

O*NET CODE, Metro Atlanta Region	OCCUPATION TITLE	EMPLOYMENT SIZE	HOURLY WAGE ($/HR.)	PROJECTED GROWTH (2024-2027)
15-2031	Operations Research Analysts	3,578	$41.17	7.6%
27-3091	Interpreters and Translators	977	$37.21	5.0%
13-1161	Market Research Analysts and Marketing Specialists	17,946	$41.25	7.7%
19-1099	Life Scientists, All Other	112	$39.16	6.6%
27-3031	Public Relations Specialists	3,781	$39.25	7.4%
27-1014	Special Effects Artists and Animators	875	$38.94	5.5%
19-1029	Biological Scientists, All Other	799	$38.72	5.5%

O*NET CODE, Metro Atlanta Region	OCCUPATION TITLE	EMPLOYMENT SIZE	HOURLY WAGE ($/HR.)	PROJECTED GROWTH (2024-2027)
17-3023	Electrical and Electronic Engineering Technologists and Technicians	1,116	$40.04	5.4%
47-4021	Elevator and Escalator Installers and Repairers	337	$38.76	8.0%
53-5021	Captains, Mates, and Pilots of Water Vessels	114	$40.46	5.3%
19-4043	Geological Technicians, Except Hydrologic Technicians	68	$38.70	9.3%
19-1032	Foresters	61	$37.41	8.6%
29-2032	Diagnostic Medical Sonographers	1,317	$40.37	8.1%
49-2091	Avionics Technicians	767	$38.04	5.9%
29-2035	Magnetic Resonance Imaging Technologists	700	$39.59	5.9%
29-1126	Respiratory Therapists	2,034	$40.90	6.2%
51-8093	Petroleum Pump System Operators, Refinery Operators, and Gaugers	111	$40.01	16.0%
49-9097	Signal and Track Switch Repairers	124	$40.32	6.9%
29-1292	Dental Hygienists	2,935	$40.12	7.1%

Source: Lightcast, MIT Living Wage, Accenture Research

Appendix 5:

Impacted Jobs due to Large Language Models (LLMs) and Generative AI

The approach to Generative AI impact, specifically Large Language Models (LLMs) is considered a task-based approach. Accenture Research combined human (manual) and machine (Gen AI) classification procedures to assign numeric values to each task that would imply potential for automation or augmentation. Over 19,000 tasks were analyzed during this process.

- Automation potential: % of worker time spent on tasks that can be transformed by LLMs with reduced involvement from a human worker.
- Augmentation potential: % of worker time spent on tasks in which LLMs would need more involvement from human workers.

Together, these classifications determine the worker's average time spent on tasks that could be significantly impacted by Generative AI.

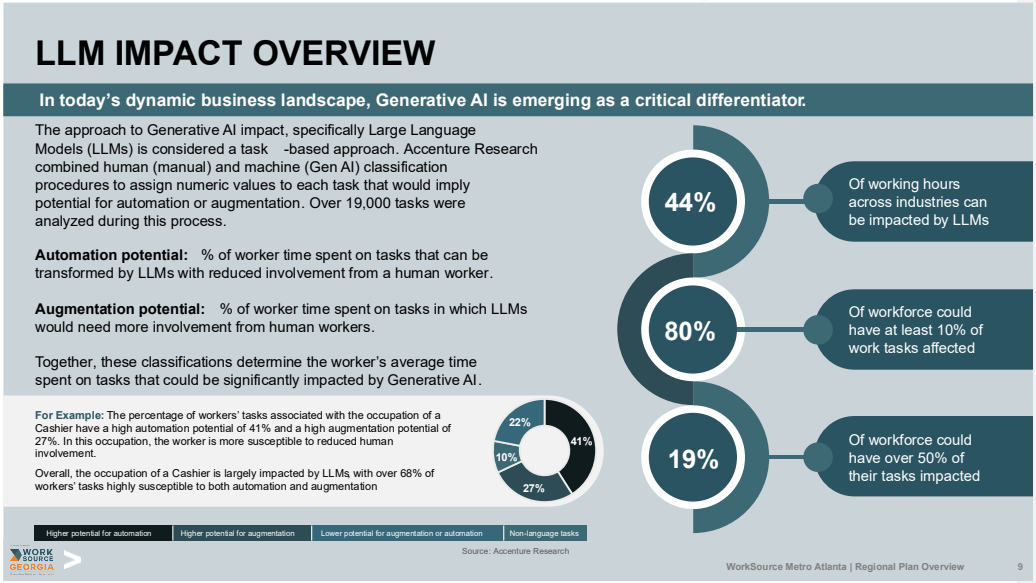


Figure 10

Appendix 6: Regional Goals for 2024 – 2027:

PRIORITIZATION MATRIX

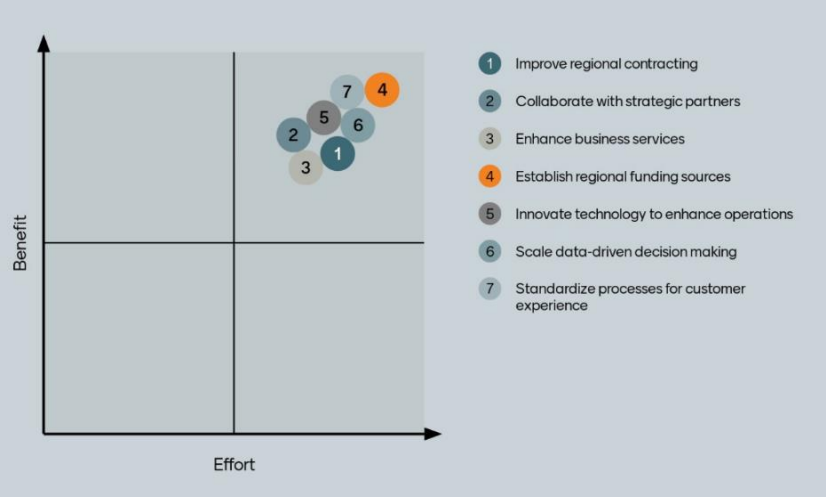


Figure 11

Appendix 7:

CareerRise Partners within Industry Partnerships

Commented [SB12]: Rob - is this list the most up-to-date?

Commented [SB13R12]: Original list included for TRA Roadmap

Table 64

Accenture
Alliance Solutions Group HOPE Foundation
Altierus Career College
Atlanta Regional Commission
Atlanta Technical College
Bobby Dodd Institute
CEFGA
Chattahoochee Technical College
CKS Packaging
Construction Education Foundation of Georgia
Conyers Rockdale Economic Development Council
Covenant CNA School
Crossroads Community Ministries
DHS DFCS
Douglas County School System
Emory Continuing Education
Emory University
First Step Staffing
Fulton County Government, Department of Community Development-Youth and Community Services Division
Fulton County Schools
Georgia Center for Opportunity
Georgia Department of Public Health
Georgia Highlands College
Georgia Mental Health Consumer Network
Georgia Piedmont Technical College
Goodwill of North Georgia
Great Promise Partnership
Greater North Fulton Chamber
Gwinnett County Public Schools
Gwinnett Technical College
Hearts to Nourish Hope

Holder Construction
Inspiritus
Integrity CDC
Interapt
International Operating Engineers
Jewish Family and Career Services
Kennesaw State University
LISC
Mullins International Solutions
National Center for Supply Chain Automation
New Birth Employment Network
Paulding County School District
Per Scholas
Rockdale County Board of Education
Safe PC Solutions/Safe PC Cloud
Semais
Soft Skills Zone, LLC
SOSSI- Saving Our Sons & Sisters International
Stinson & Associates, Inc.
STRIVE Atlanta
Technical College System of GA
Wisdom to BELIEVE Foundation
Women In Technology
WorkSource Cobb
WorkSource Atlanta
WorkSource Atlanta Regional
WorkSource DeKalb
WorkSource Fulton
Year Up, Inc