The population element of the comprehensive plan describes the population and demographic characteristics of the City. Information presented is based on a combination of Decennial Census data and census estimates from the American Community Survey (ACS). Key areas of analysis include growth and development trends; demographic characteristics; income, poverty, and education; and public health and wellness.

2 Population

Summary of Key Findings

- Cayce's population increased 16.23% between 1980 and 2019
- Cayce represents 4.8% of Lexington County's total population
- Lexington County is projected to grow by 82.4% over the next 30 years
- The West Metro area is projected to grow by 11.8%
- Changing consumer demand in housing type could impact these trends
- Cayce is becoming more diverse
- Cayce has a high female-to-male ratio and an 22.9% wage gap
- Percent of population 65 and older is increasing
- Cayce has a higher poverty rate than Lexington County and SC
- Nearly 1 in 3 Lexington County adults and 16.6% of children are obese

Issues and Opportunities

Growth Potential. Despite development constraints, Cayce has the potential to absorb a much larger share of Lexington County's projected population growth because of changing consumer demand for more established, higher density neighborhoods that have quality of life amenities and are in proximity to activity and employment centers. To capture this growth, Cayce can leverage its existing assets such as the Cayce Riverwalk, the growing arts community, and the City's historic neighborhoods, and use these assets as a marketing tool to strengthen its position as a place to call home and as a regional tourism destination.

Aging in Place. Demographic trends indicate that the population of Cayce is aging. The current built environment is not conducive to "aging in place." The City can prepare for this demographic change through supportive policies and programs that promote housing diversity, multi-modal transportation, and the adoption of accessibility standards.

Related Goals and Strategies

The key issues and opportunities identified below relate to the comprehensive plan goals listed below. Relevant objectives and strategies corresponding with these goals are summarized in Table 2.7.

Goal # 1: Support Cayce's Diverse and Dynamic Population

Goal # 3: Promote Healthy Eating and Active Living

Goal # 4: Strengthen and Grow the Economy

Goal # 6: Plan for Future Growth and Development

Diversity and Equity. Cayce should celebrate its growing racial and ethnic diversity through inclusionary festivals and public events planning, and in promoting equal opportunity employment and access to City programs and services. Communities across the country are also making commitments to ensuring equity, diversity, and inclusion by establishing citizen advisory panels, developing equity-based strategic plans, and strengthening disadvantaged business enterprise (DBE) programs.

Public Health. Obesity and related chronic diseases are a significant public health threat to the City of Cayce. The City can help to address this epidemic by supporting policies and programs that promote healthy eating and active lifestyles. A West Columbia/Cayce Food Policy Coalition was recently established to identify and address food access and equity issues in the West Columbia/Cayce area. Cayce should continue to support and participate in this initiative.

Table 2.7: Goals, Objectives, and Strategies

Goal # 1: Support Cayce's Diverse and Dynamic Population	Prepare for an aging and younger population through support for housing diversity, multi-modal transportation, and accessibility standards • Review and update the zoning ordinance as needed to support and strengthen accessibility standards • Ensure zoning ordinance does not prohibit senior housing and live-work units near commercial corridors and transit routes • Ensure City staff are adequately equipped to refer public inquiries for senior services to the appropriate agencies (e.g., Central Midlands Area Agency on Aging) Promote racial, ethnic, and gender equity in all City policies, programs, services, and practice. • Review and update procurement policy to consider the use of disadvantaged business enterprises for City contracts • Research and identify best practices for addressing possible social equity issues and concerns from local, state, and national initiatives (e.g., National League of Cities – Race, Equity, and Leadership Initiative) • Develop a public outreach plan, including a database of multi-cultural agencies advocacy organizations, to expand community engagement and outreach, especially in underserved areas and communities with limited English proficiency • Identify neighborhoods for targeted planning and revitalization efforts • Develop process to ensure all new City ordinances do not create racial, age, or gender inequality
Goal #3: Promote Healthy Eating and Active Living	Ensure access to healthy food • Review and update zoning ordinance as needed to ensure community gardens, urban farms, healthy food retail, and mobile food vendors are permitted uses in appropriate locations, especially in food desert areas • Support and participate in the West Columbia/Cayce Food Policy Coalition • Encourage healthy food options at City sponsored festivals and events Promote Active Lifestyles and create active recreation opportunities for residents and visitors • Examine feasibility of working with Lexington County Recreation and Aging Commission and Lexington School District Two to ensure adequate facilities and programming are available to promote active lifestyles • Continue developing active recreation opportunities for residents and visitors
Goal # 6: Plan for Future Growth and Development	Promote infill and redevelopment opportunities • Ensure the zoning ordinance supports and encourages infill and mixed-use development projects in appropriate areas • Review infill development ordinance use and effectiveness • Consider establishing a redevelopment corporation