



2015 COMMUNITY ASSESSMENT

People Incorporated of Virginia conducts an annual assessment to determine the needs and resources of the communities that it serves.

This document presents the community assessment findings.

**OUR MISSION:
TO PROVIDE OPPORTUNITIES FOR
ECONOMICALLY DISADVANTAGED PEOPLE TO
REACH THEIR GOALS IN ORDER TO ENHANCE
THEIR LIVES, THEIR FAMILIES, AND THEIR
COMMUNITIES.**

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EXECUTIVE SUMMARY

People Incorporated is the Community Action Agency serving 13 counties and 3 cities in Virginia. As part of its mandate, and in order to provide the best and most comprehensive anti-poverty services, the agency undertakes a major triennial Community Assessment, which is updated in each of the subsequent two years. The findings from this Assessment are used to inform the agency's selection and delivery of services in each community it serves. In addition, People Incorporated widely shares the Community Assessment across its communities, enabling many non-profits and local governments to utilize this comprehensive analysis of local needs and resources.

This Community Assessment contains a detailed analysis of each of the three regions in which People Incorporated is designated as communities' Community Action Agency: Southwest Virginia, the Northern Piedmont and the Northern Shenandoah Valley. These distinct regions share many common needs, particularly among low-income individuals and families, but there are significant differences as well, particularly in the depth of individual communities' needs across the common domains of their economies; poverty; employment; education; housing; health; substance abuse; children with disabilities; Head Start and other early childhood education, child care and family support services.

This assessment utilizes a wide variety of data sources: up-to-date statistical data from U.S. Census, Bureau of Labor Statistics, and other similar sources; information gathered from other needs assessments done within the service area; multiple surveys; client focus groups and key informant interviews. This combination of quantitative and qualitative information yields a rich harvest of actionable data on the needs and resources of the communities comprising People Incorporated's service area.

CONCLUSIONS

The Board of Directors of People Incorporated met in retreat March 27-29, 2015, studied the draft Community Assessment and came to the following key findings. Housing, employment, economic development, education and health and dental care can be categorized as both causes and conditions of poverty, and continue to dominate the needs identified by individuals and data across the three service regions. Quantitative data supports this qualitative finding; both federal and state-level data demonstrate:

- un- and underemployment;
- high to very high housing cost burdens;
- high percentages of children not ready for kindergarten;
- high poverty (including very high percentages of children eligible for free and reduced school meals); and
- poor health and dental outcomes.

KEY REGIONAL FINDINGS

Southwest Virginia

People Incorporated's Southwest Virginia (SWVA) service area—Buchanan, Dickenson, Russell, and Washington Counties and the City of Bristol—encompasses 1,895 square miles and is the most rural of all of the service areas. Buchanan and Dickenson Counties exhibit the highest poverty rates and lowest income levels in this area, though the region overall exhibits some of the highest indicators of need in the Commonwealth of Virginia:

- Unemployment ranges from 6.9% to 10%, versus Virginia's 5.5%;
- Housing cost burdened households (paying more than 30% of their income for housing) range from 21% to 31% of the overall population;
- Children not ready for Kindergarten average 14% of enrolling students; and
- 57% of students in the region qualify for free or reduced price lunch.

The Board of Directors has therefore prioritized the top four needs that the agency plans to address in this region as:

1. Un- and underemployment;
2. Housing;
3. Early childhood education; and
4. Poor health and dental outcomes.

People Incorporated will address these needs through a wide variety of programs, services and advocacy, including: workforce training; business and economic development; housing services and development; child and family development services; and health and dental services, referral and advocacy.

Northern Shenandoah Valley

Clarke, Frederick, Page, Shenandoah, and Warren Counties are nestled between the Blue Ridge Mountains and the Massanutten Mountains in the Northern Shenandoah Valley (NSV) region of Virginia. While this area is geographically smaller than its Southwest Virginia counterpart, the population is higher, and continues to increase annually. Page, Shenandoah and Warren Counties exhibit the highest poverty rates and lowest income levels in this area, but the region overall exhibits more economic diversity and indicators of need are closer to the averages across the Commonwealth of Virginia. Some of these community-specific indicators are:

- In Page, Shenandoah, and Warren Counties, children not ready for Kindergarten average 17%;
- 40% of students in Page County qualify for free or reduced price lunch;
- Unemployment in Page County was 9.4%, compared to the Virginia average of 5.5%;
- Housing cost burdened households range from 28% to 33% of the overall population;

- In Page County, 40.7% of women who gave birth in 2013 were below 100% of poverty level—twice the Virginia rate of 20.2%.

The Board of Directors has therefore prioritized the top four needs that the agency plans to address in this region as:

1. Housing;
2. Un- and underemployment;
3. Poor health and dental outcomes; and
4. Feeding and nutrition needs.

People Incorporated will address these needs through a wide variety of programs, services and advocacy, including: business and economic development; housing services and development; and research, referral and advocacy, particularly around the needs of health, dental and feeding/nutrition.

Northern Piedmont

The Counties of Culpeper, Fauquier, Rappahannock, and Prince William, along with the Cities of Manassas and Manassas Park are the most urban of People Incorporated's service areas. This area extends over a relatively compact 1,262 square miles, but the population in this region is four times greater than the Southwest Virginia region and almost three times greater than the Northern Shenandoah Valley. The population in this region also has experienced the most growth of all service areas, increasing more than 2% from 2011 to 2012, and another 2% between 2012 and 2013. The poverty rate is a less useful measure in this region than the Cost of Living Index; according to the Weldon Cooper Center at the University of Virginia, "percentages below the federal poverty line fail to present a full picture of households facing economic risks...does not reflect variation across the state and within communities ... [and] reports only one element of household economic security."

- Although the Northern Piedmont service area has the lowest percentage of poverty in all categories, there are approximately 41,710 residents living in poverty. This service area also has the highest number of children under 18 in poverty (18,132);
- 44% of students in the region qualify for free or reduced price lunch;
- Housing cost burdened households range from 31% to 44% of the overall population; and
- Across the region, children not ready for Kindergarten average 19%.

The Board of Directors has therefore prioritized the top four needs that the agency plans to address in this region as:

1. Housing;
2. Un- and underemployment;
3. Feeding and nutrition needs; and
4. Poor health and dental outcomes.

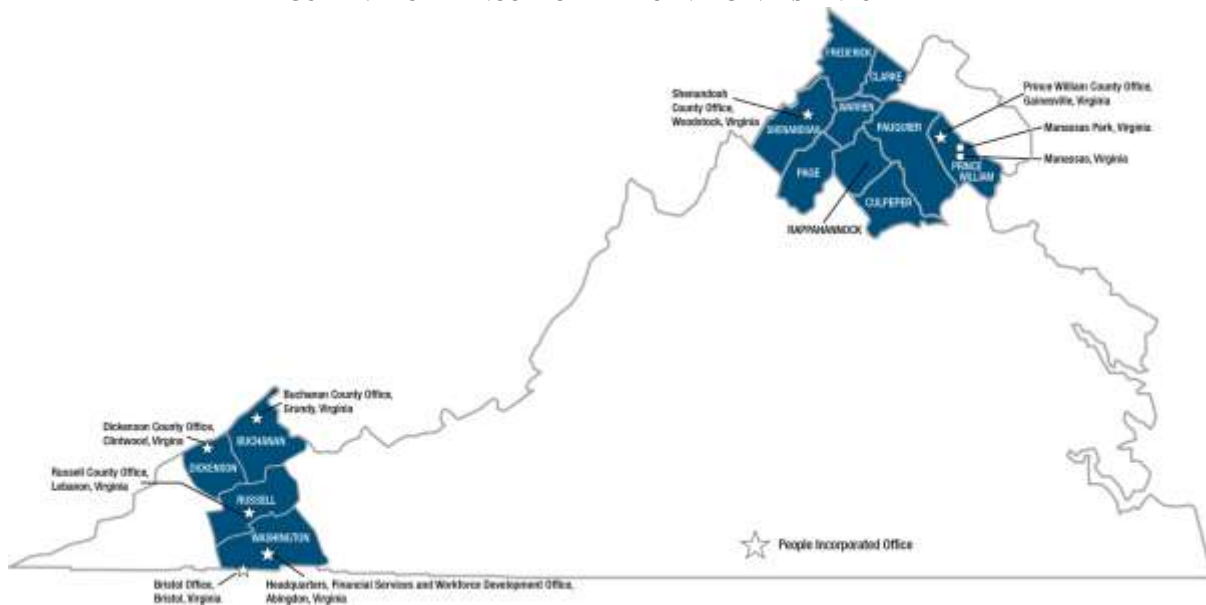
People Incorporated will address these needs through a wide variety of programs, services and advocacy, including: housing services and development; business and economic development; and research, referral and advocacy, particularly around the needs of feeding/nutrition and health, dental.

As a Community Action Agency, People Incorporated is charged with fighting both the *causes* and the *conditions* of poverty. This Assessment contains significant information on both of these areas, broken out by region, along with a listing of other resources that address these needs in communities. People Incorporated is committed to providing opportunities for economically disadvantaged people to reach their goals in order to enhance their lives, their families and their communities.

OVERVIEW AND ASSESSMENT METHODOLOGY

People Incorporated of Virginia offers 29 programs and services in five component areas: Child and Family Development, Community Economic Development, Community Services, Housing, and Workforce Development. The agency serves 13 counties and three cities: Buchanan, Dickenson, Russell, and Washington Counties, and the City of Bristol in Southwest Virginia, and Clarke, Frederick, Page, Shenandoah and Warren Counties in the Northern Shenandoah Valley, and in the Northern Piedmont, Culpeper, Fauquier, Prince William, and Rappahannock Counties as well as the Cities of Manassas and Manassas Park. Headquartered in Abingdon, Virginia, People Incorporated operates seven offices, nine Head Start/Early Head Start centers, one child care facility, a supportive housing facility, two domestic violence shelters and 578 affordable housing units, employing over 240 local individuals and generating an economic impact of over \$59.9 million in FY2014.

FIGURE 1: PEOPLE INCORPORATED OF VIRGINIA SERVICE AREA



This assessment utilizes a wide variety of data sources: up-to-date statistical data from U.S. Census, Bureau of Labor Statistics, and other similar sources; information gathered from other needs assessments done within the service area; surveys of community members and clients (N=255), Board

members (N=22), partner agencies (N=13) and staff (N=90); 13 client focus groups and key informant interviews, including area Planning District Commissions, Offices of Social Services, Tourism and Small Business offices.

Much of the agency’s success can be attributed to its ability to identify and respond to the needs of the communities that it serves. This community assessment will not only be used to determine Head Start and Early Head Start goals, but it will help the agency prioritize the needs of low-income populations within People Incorporated’s service areas.

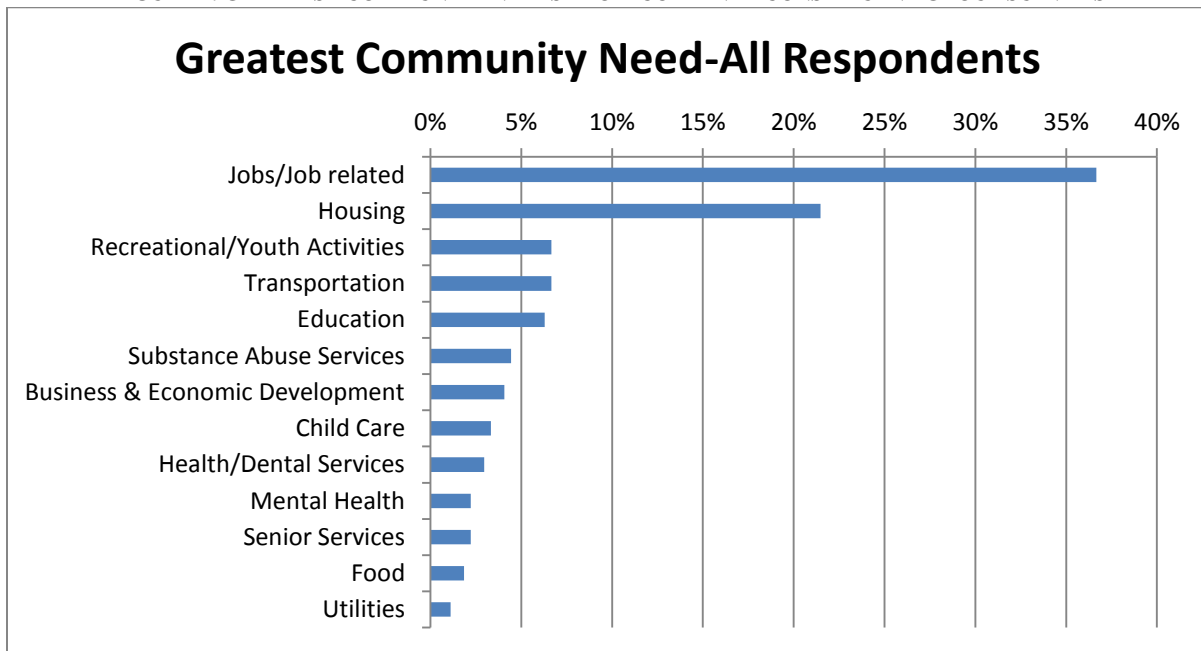
COMMUNITY INPUT

As noted in the Overview, People Incorporated of Virginia utilized a wide variety of data sources for this Assessment, including surveys of community members and clients (N=255), Board members (N=22), partner agencies (N=13) and staff (N=90); 13 client focus groups and key informant interviews. This information largely supported the statistical and demographic information, while highlighting critical needs at the local community level. The identified needs varied across the three regions served by the agency only insofar as the relative ranking of needs; the iteration of those needs was very similar. These needs identifications will be broken down by region in the following sections of this assessment.

SURVEY SUMMARY - ALL SERVICE AREAS

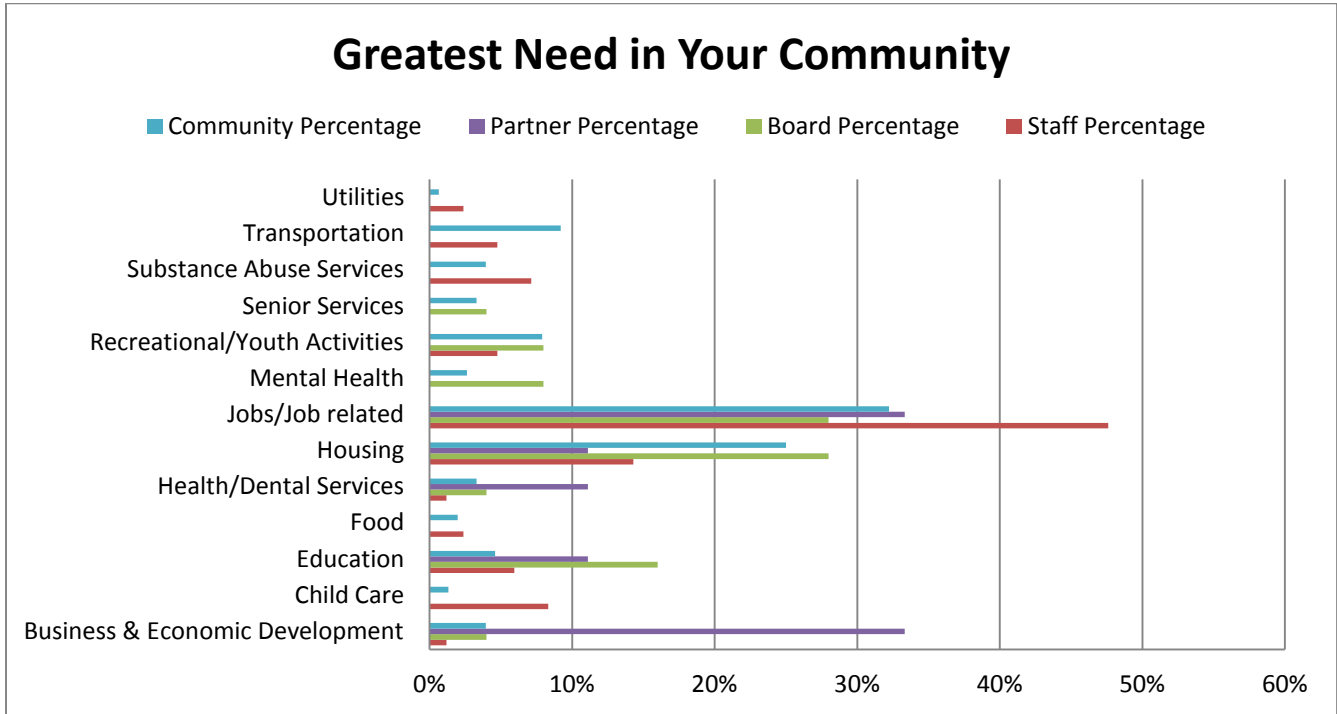
Focus groups and key informants reiterated the critical need for more and better-paying jobs in the communities, followed by the need for clean, safe and decent housing affordable for low-income people:

FIGURE 2: GREATEST COMMUNITY NEEDS FROM COMBINED CONSTITUENT GROUP SURVEYS



While affordable health and dental services were a mid-range priority overall, these services ranked third among families identifying their single highest need (please see figure 4). Partners ranked the need for business and economic development equal to the need for more and better jobs, clearly relating these two needs:

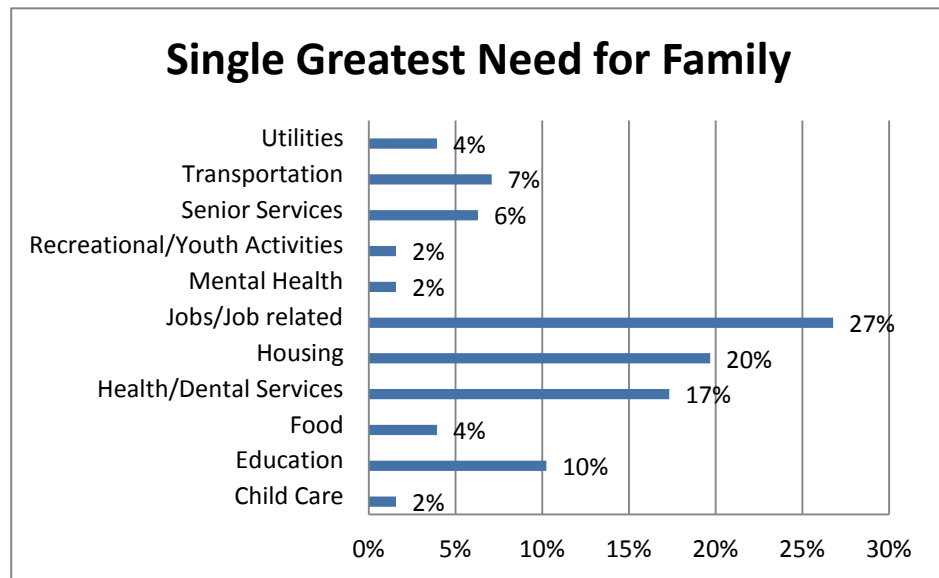
FIGURE 3: GREATEST COMMUNITY NEEDS FROM CONSTITUENT GROUP SURVEYS



Families echoed the overall priorities of need in their survey responses when asked about their individual family's greatest need, as shown in figure 4:

Client focus groups substantiated the survey findings; jobs and housing needs dominated the conversations. Focus groups also highlighted nuances of need in small geographic regions. In

FIGURE 4: FAMILIES' GREATEST NEEDS



particular, client and community groups in Grundy identified the almost complete lack of dental services and child care, while people in the Glade-Marion areas articulated a need for services to address their need for safe drinking water in an area where individual water often comes from springs, rather than well or municipal water systems.

Board members of People Incorporated were also surveyed, and they identified the same key priorities, with education rising to the third most identified need, as shown in the Figure 5 below:

FIGURE 5: PEOPLE INCORPORATED BOARD MEMBER SURVEY RESULTS

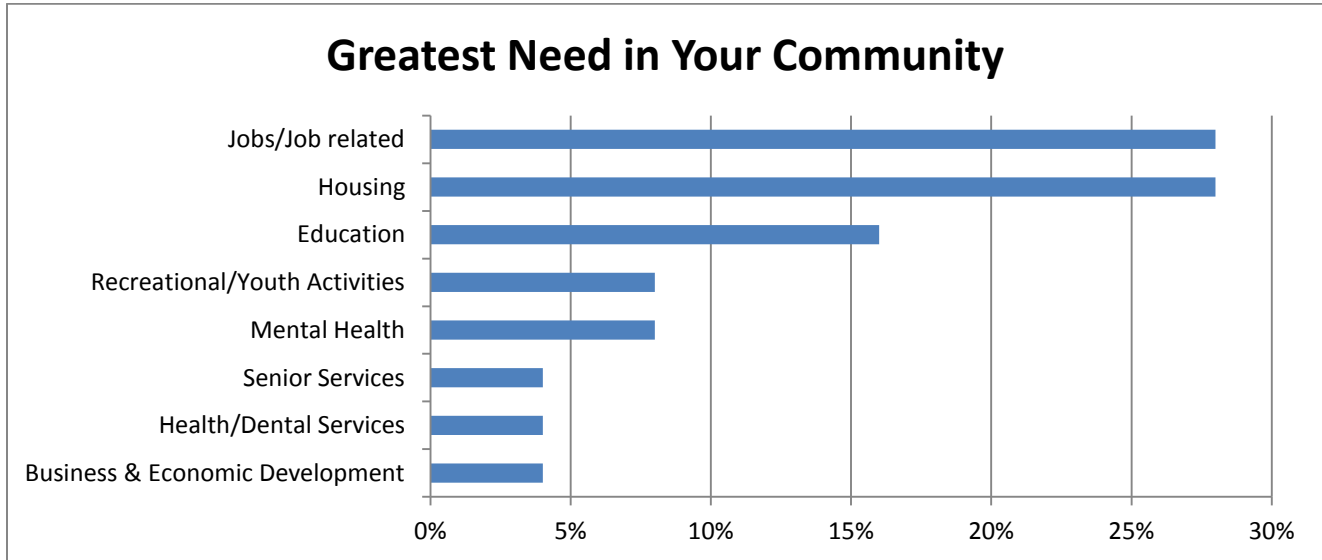
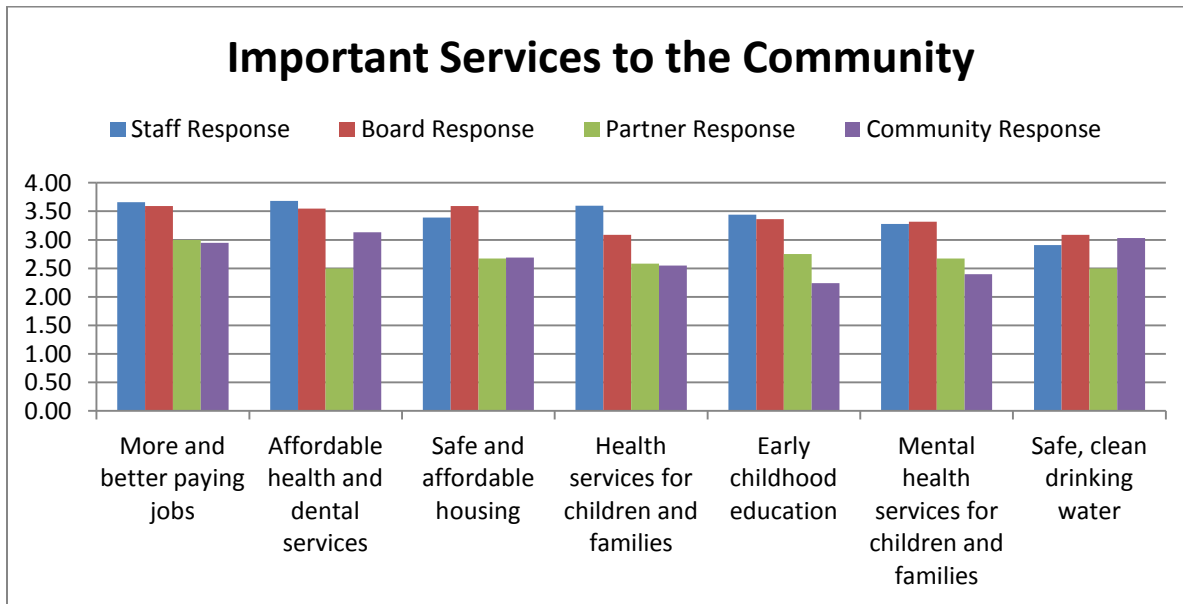


FIGURE 6: IMPORTANT SERVICES TO THE COMMUNITY



The surveys were designed to ask respondents to consider their needs, their communities' greatest need, and then asked to rank the importance of various services in their communities.

Figure 6 below identifies the seven most important services to communities, as identified by each of the four constituent groups surveyed. These key needs reflect the same overall priorities that have been identified by other survey questions, by focus groups, and by key informants.

COMMUNITY PROFILES

SOUTHWEST VIRGINIA

People Incorporated’s Southwest Virginia (SWVA) service area consists of Buchanan, Dickenson, Russell, and Washington Counties and the City of Bristol. In the 2013-14 assessment, the service area population had increased slightly by 0.14% overall from 2011 to 2012. As compared to the previous year, 2013 showed a trivial decrease overall in population for the area.

Approximately 140,832 individuals live in this rural region of People Incorporated’s service area.¹ This region’s population remains mainly white and predominately English speaking.² The most racially diverse jurisdiction continues to be the City of Bristol, with a 91% white and 7% African American population. The rest of the Southwest Virginia service area population ranges from 96% (Buchanan) to 99% (Dickenson) white.³ This has been consistent over the past several years in the SWVA areas. For all other races, the area has approximately 1.5% throughout the region.

TABLE 1: SWVA SERVICE AREA POPULATION

Jurisdiction	Population, 2012	Population, 2013	% change 2012-2013
Buchanan County	23,859	23,920	0.26%
Dickenson County	15,690	15,749	0.38%
Russell County	28,445	28,646	0.71%
Washington County	55,190	54,804	-0.70%
Bristol	17,662	17,713	0.29%
Total	140,846	140,832	-0.01%

Source: U.S. Census Bureau, 2013 Population Estimates

Economy

Southwest Virginia is predominantly rural and has an abundance of natural resources—coal, natural gas, timber, and mineral deposits—that have for decades collectively existed as the region’s economic base. Coal mining has been particularly important to the regional economy, as this industry was the major employer and source of local revenue for decades.

¹ U.S. Census Bureau. 2013 Population Estimates. Last retrieved March 2015 from <http://www.census.gov>.

² U.S. Census Bureau. 2009-2013 American Community Survey 5-Year Estimates. Last retrieved March 2015 from <http://www.census.gov>.

³ Ibid.

TABLE 2: INDUSTRY EMPLOYMENT DISTRIBUTION 2ND QUARTER 2014 – SOUTHWEST REGION⁴

Industry Sector	City of Bristol	Buchanan County	Dickenson County	Russell County	Washington County
Accommodation/Food Svcs	1,800	299	179	466	1,765
Retail	1,694	739	402	881	2,993
Manufacturing	1,661	197	37	not provided	3,696
Health Care/Social Assistance	763	758	485	1,078	2,733
Public Administration	736	717	319	451	1023
Wholesale Trade	621	173	45	53	712
Education	558	873	520	not provided	2,132
Construction	488	504	271	484	647
Other services	381	154	62	168	384
Mining	381	1,591	1,033	265	150
Professional Scientific/Technical Svcs	186	274	194	443	589
Transportation/Warehousing	not provided	341	168	274	1,066
Arts, Entertainment, and Recreation	56	not provided	not provided	22	275
Admin., Support, Waste Mgmt, Remediation	204	393	24	114	447
Management of Companies and Enterprises	93	97	8	62	697
Finance and Insurance	277	160	65	236	438
Real Estate and Rental and Leasing	42	27	5	32	183

Southwest Virginia continues to exhibit the highest poverty and unemployment rates and the lowest household incomes and educational attainment levels in the Commonwealth of Virginia. The varied geography of Southwest Virginia presents diverse challenges and opportunities to economic development and service delivery. Rural economies have historically been dependent upon agriculture or manufacturing industries, with Southwest Virginia being particularly dependent on the coal mining industry. Additional impediments to economic development and progress in the regions include the lack of infrastructure and resources, population out-migration, and a discernible lack of assets and savings.

Despite periods of progress, many of the regions and populations that are served by People Incorporated do not enjoy the same economic vitality and opportunities as the rest of the country. These disinvested regions continue to battle concentrated pockets of high poverty, low per capita income, low educational attainment, and geographic isolation—all factors which stifle economic development. As a result, personal income levels (and asset accumulation) throughout the target markets are lower than in most

⁴ Virginia Employment Commission, *Summary Area Profile 2014*.

metropolitan areas; these lower incomes mean less market potential, less density of disposable income and fewer wealth-building opportunities.

Buchanan and Dickenson Counties exhibit the highest poverty rates and lowest income levels in Southwest Virginia. Both of these counties have continually depended upon the coal mining industry as a major source of employment. The coalfields are typically more rural and mountainous than other Southwest Virginia localities and have limited access to primary highways. The high unemployment rates and dependency on mining and manufacturing employment continue to be a challenge to self-sufficiency and stability due to existing mine and plant downsizing.

Asset-based development continues to be an important economic development tool for Southwest Virginia. The region’s scenic beauty, cultural heritage, and recreational opportunities have given rise to a growing tourism industry. Most localities engage in some form of tourism development; bed and breakfasts, wineries, multi-use trails, campgrounds, guided tours, and other tourism-related businesses flourish throughout the region.

People Incorporated’s service delivery approach continues to focus on identifying strategies and viable initiatives that incorporate each locality’s strengths which helps create substantial and sustainable economic improvements throughout the service areas.

Poverty

Year after year, the Southwest Virginia service area has the highest poverty rates in People Incorporated’s service areas as seen in the table below. All areas within the SWVA service area are above Virginia's poverty rates. In previous assessments, the counties of Buchanan and Russell and the City of Bristol have had double the poverty rates of Virginia. However, this year the rates have decreased to slightly below double. The City of Bristol has double the percentage of children in poverty (ages 5-17 and under 5) in comparison to Virginia. Approximately 2,081 children under the age of five in the SWVA service area live in poverty. Comparing to the previous year, this is a 9% decrease in the poverty for those under the age of five.

TABLE 3: POVERTY IN SOUTHWEST VIRGINIA⁵

State and County	All Ages		Ages 5-17		Under 5	
	Number	Percent	Number	Percent	Number	Percent
United States	48,760,123	15.9%	11,086,537	21.0%	5,310,326	26.9%
Virginia	936,384	11.8%	189,191	14.3%	93,844	18.7%
Buchanan County	5,223	23.0%	845	27.5%	355	33.8%
Dickenson County	3,243	21.3%	541	22.9%	319	38.2%
Russell County	5,145	18.3%	920	22.6%	412	27.4%

⁵ U.S. Census Bureau, Small Area Income and Poverty Estimates (SAIPE), 2012.

Washington County	7,405	13.9%	1,416	18.3%	622	22.9%
Bristol City	3,624	21.1%	767	29.7%	373	43.8%

Unemployment

The 2013 unemployment rate for the U.S. averaged 7.4%⁶ while the unemployment rate for Virginia was 5.5%.⁷ For another consecutive year, all of the counties in the SWVA service area exceed the state average of 5%. In comparison to the national rate of 5.7%, all areas exceed the rate with the exception of Washington County. Buchanan and Dickenson Counties have double the unemployment rate for the state. This difference is, in part, due to the layoffs continuing for the main employer, coal mining, in these areas. People Incorporated offers Workforce Investment Act programs (dislocated, youth, and adult) that can assist with job placements.

TABLE 4: UNEMPLOYMENT RATES IN SWVA⁸

Jurisdiction	Unemployment Rate ('13 Avg.)	Unemployment Rate as of January 2015	% Change 2013 - Jan. 2015
US	7.4	5.7	-23.0%
Virginia	5.5	5.0	-9.1%
Buchanan County	9.8	10.9	11.2%
Dickenson County	10.0	10.0	0.0%
Russell County	8.7	8.2	-5.7%
Washington County	6.9	5.5	-20.3%
Bristol	7.8	6.0	-23.1%

Housing

Finding affordable housing continues to be problem for low-income people in all of People Incorporated’s service areas. The service areas remain burdened by high market rent values and a lack of affordable land for new construction, which makes it difficult for low-income individuals to access decent housing. In order for someone to afford a two bedroom fair market housing unit within the SWVA area, their hourly wage would need to be \$11.87. There would need to be more than one person (1.6) working full time at minimum wage to afford the two bedroom unit⁹. Further, much of the existing housing stock—including manufactured homes and rental properties—remains older and in substandard condition. People Incorporated continues to address this need through homeownership, new and replacement construction, owner-occupied rehabilitation, manufactured housing development, and

⁶ Virginia Employment Commission. Community Profiles. Last updated March 2015. Last retrieved March 2015 from <https://data.virginialmi.com>

⁷ Ibid

⁸ Ibid

⁹ National Low Income Housing Coalition. *Out of Reach 2014*. Last retrieved March 2015 from www.nlihc.com/oor/2014

developing affordable multi-family rental units. As evidenced in table 5 below, there is a clear need for affordable housing options.

People Incorporated’s Southwest Virginia service area has an estimated 66,908 housing units—85% are occupied and 15% are vacant¹⁰. In this area, the median house value exceeds what the population can reasonably afford (with the exception of Russell County), based on the median household income. For example, in Washington County the median household income for this locale is \$42,242, while the median house value is \$131,500. The value for affordability falls at approximately \$105,605¹¹.

“Housing cost burdened” describes households paying more than 30% of their income for housing.¹² For the past several years in the City of Bristol, 31% of occupied housing units fall within this category. For the other localities of the Southwest Virginia service area, the housing cost burden has faintly increased from the previous assessment (0.1-2.5%).

TABLE 5: RELEVANT HOUSING STATISTICS FOR SWVA

Category	Buchanan	Dickenson	Russell	Washington	Bristol	Virginia
Total housing units	11,502	7,552	13,440	25,591	8,823	3,381,332
Occupied units	82.5%	84.1%	83.3%	88.9%	87.0%	89.4%
% vacant	17.5%	15.9%	16.7%	11.1%	13.0%	10.6%
% built before 1990	75%	74%	71%	66%	86%	68%
Lacking complete plumbing and/or Kitchen	255	173	153	207	28	32,149
Median house value	\$68,200	\$75,700	\$91,100	\$131,500	\$110,800	\$244,600
Median household income	\$31,621	\$33,386	\$36,107	\$42,242	\$35,167	\$62,745
Per Capita Income	\$17,489	\$18,215	\$19,735	\$25,109	\$18,820	\$33,493
Housing cost burden	24.4%	20.7%	21.0%	25.0%	31.6%	33.4%
U.S. Census 2009-2013 American Community Survey						

During the January 2015 Point in Time Count, approximately 53 people were identified as being homeless or at risk of becoming homeless in People Incorporated’s Southwest Virginia service area. Based on the annualized estimate method from the Virginia Rural Homeless Survey, 689 homeless person events occur will occur in 2015 solely based on the Point in Time Count in People Incorporated’s

¹⁰ U.S. Census Bureau. *2009-2013 American Community Survey 5-Year Estimates*. Last retrieved March 2015 from <http://www.census.gov>.

¹¹ As per realtor rules, housing affordability was determined by multiplying the median household income by 2.5.

¹² Housing Virginia. *Housing Cost Burden*. Last retrieved March 2015 from <http://www.housingvirginia.org>.

Southwest Virginia service area.¹³ This is a decrease of 104 events over the past year. This count only includes those that are literally homeless, as defined by HUD, within the state lines on the night of the count.

People Incorporated offers rental assistance through the Virginia Homeless Solutions Program (VHSP) (previously three different programs: Homeless Prevention Program (HPP), Homeless Prevention and Rapid Re-housing (HPRP), and Emergency Solutions Grant (ESG)). This program provides preventive and rapid re-housing assistance for low-income individuals and households. In FY14, these programs assisted 149 households throughout Southwest Virginia with obtaining and keeping housing.

Appalachian Regional Coalition on Homlessness (ARCH) offers the Supportive Services for Veterans Families (SSVF) in Southwest Virginia, which provides the same services for homeless and at-risk of homelessness Veterans. People Incorporated also offers a 12 (twelve) unit Permanent Supportive Housing program, Kings Mountain, in Bristol, Virginia. Individuals must be chronically homeless and male. This facility assisted 13 men in FY14.

Education

The need for furthering education beyond high school continues to increase. According to Georgetown University's *From Hard Times to Better Times*, college remains very much worth the cost in the post-recession economy for most students: unemployment rates declined for recent graduates in most majors¹⁴. People Incorporated continues to provide programs that address educational issues including Head Start/Early Head Start, Project Discovery, Improving Scholars, and Workforce Investment Act (WIA) for adults and youth.

Within the SWVA rural service area, an average of 76% of the population has received a diploma, GED, or higher level of education, which is an increase of 2% from the last assessment. According to the Virginia Department of Education, the dropout rate for the class of 2014 ranges from 3.2% in Washington County to 7.5% in Dickenson County. The largest drop from the previous assessment, occurs in the City of Bristol with a 5.5% drop from the class of 2013 (11%). The average percentage of children not ready for kindergarten throughout the region is 14%. Although this indicates slight improvement from the previous year (15%), it shows that there is still a need for Head Start and Early Head Start Programs.

¹³ Koebel, C.T., et al. 2001. *The 2001 Virginia Rural Homeless Survey*. Center for Housing Research, Virginia Polytechnic Institute and State University: Blacksburg, VA.

¹⁴ Georgetown University. Georgetown University Center on Education and the Workforce. *From Hard Times to Better Times*. 2015.

TABLE 6: SELECTED EDUCATIONAL STATISTICS FOR SWVA

Jurisdiction	Students Approved for Free or Reduced Lunch ¹⁵	Population w/High School Diploma/GED or higher ¹⁶	Below Kindergarten Readiness Levels (PALS-K) ¹⁷	Dropout Rate, Class of 2014 ¹⁸
SWVA Average	57%	76%	14%	6%
Buchanan County	65.53%	68.16%	16.7%	5.8%
Dickenson County	54.47%	72.37%	10.1%	7.5%
Russell County	53.56%	74.68%	21.1%	6.1%
Washington County	45.88%	83.18%	8.3%	3.2%
Bristol City	64.32%	81.57%	15.3%	5.5%

Health

As of March 2015, around 191,000 of adults fall within the coverage gap in Virginia.¹⁹ In these areas, there are 40,246 people receiving medicare²⁰. As seen in the table 7, the U.S. Department of Health and Human Services has designated several areas throughout People Incorporated’s service areas as lacking either health providers and/or dental health professionals.

TABLE 7: SWVA HEALTH RELATED STATISTICS

Jurisdiction	Children under 19 uninsured in 2012 ²¹	Shortage of Health Care Providers (HPSA) ²²	Shortage of Dental Professionals (DHPSAs) ²³
SWVA Average	6.4%		

¹⁵ Community Action Partnership. Community Needs Assessment Online Tool. Last retrieved March 2015 from www.communitycommons.org.

¹⁶ Ibid.

¹⁷ Kids Count Data Center. Kindergarteners Whose Fall Pals-K scores were below Kindergarten Readiness Levels. Updated January 2014. Last retrieved March 2015.

¹⁸ Virginia Department of Education. Division-Level Cohort Report, Four Year Rate *Class of 2014*. Last retrieved March 2015 from <http://www.doe.virginia.gov>.

¹⁹ The Henry J. Kaiser Family Foundation. *Interactive: A State by State Look at How the Uninsured Fare Under the ACA*. Last retrieved March 2015 from www.kff.org/interactive/uninsured-gap/.

²⁰ US Department of Health and Human Services. Center for Medicare and Medicaid Services. Provider of Services File.

²¹ The Annie E Casey Foundation. Kids Count Data Center. Children under 19 without Health Insurance. Last updated April 2014. Last retrieved March 2015 from <http://www.datacenter.kidscount.org>.

²² U.S. Department of Health and Human Services. HPSA Shortage areas by State and County. Last updated June 2014. Last retrieved March 2015 from hpsafind.hrsa.gov.

²³ Ibid.

Buchanan County	7.0%	Yes	Yes
Dickenson County	7.4%	Yes	Yes
Russell County	7.0%	Yes	Yes
Washington County	6.2%	Yes	No
Bristol City	4.5%	No	No

A prominent need discussed through the focus groups conducted in 2015 within this service area was dental care. Many travel far for health care but many struggle to find dental care that goes beyond extractions. People Incorporated offers a dental clinic exclusively for Washington County residents that are referred from the local Department of Social Services. Unfortunately, the only service offered is extractions.

According to County Health Rankings, Buchanan County is rated as one of the least healthiest areas, 132 out of 133, in the state. Dickenson County did not fare much better at 130 out of 133. The healthiest County within the area is Washington County and is rated as 77th.²⁴ The table below details the adults in the region that are considered obese (above 30% BMI). All areas within this region exceed state and national averages for obesity.

TABLE 8: OBESITY FOR ADULTS AGES 20 PLUS IN SWVA

Report Area	Total Population Age 20+	Adults with BMI > 30.0 (Obese)	Percent Adults with BMI > 30.0 (Obese)
Report Area	110,088	33,343	30.2%
Buchanan County, VA	19,098	5,634	29.4%
Dickenson County, VA	12,154	3,622	29.8%
Russell County, VA	22,286	6,931	31.0%
Washington County, VA	42,879	13,164	30.6%
Bristol City, VA	13,671	3,992	29.3%
Virginia	6,097,732	1,666,682	27.1%
United States	231,417,834	63,336,403	27.1%
<i>Centers for Disease Control and Prevention (2012)</i>			

Within Virginia, obesity among low-income, preschool-aged children reached 19 percent in 2008.²⁵ According to the Centers for Disease Control and Prevention²⁶, schools play a particularly critical role

²⁴ University of Wisconsin Population Health Institute. County Health Rankings and Roadmaps. 2015. Last retrieved March 2015 from <http://www.countyhealthrankings.org>.

²⁵ National Institute for Children's Health Quality. Virginia State Fact Sheet. Last retrieved March 2015 from <http://obesity.nichq.org/resources/obesity-factsheets>

by establishing a safe and supportive environment with policies and practices that support healthy behaviors. Schools also provide opportunities for students to learn about and practice healthy eating and physical activity behaviors.

Teenage pregnancy exceeds the state rate of 14.4% in all of the SWVA service areas. Teenage pregnancy rates per 1,000 teens ranges from 19.2% in Washington County to 33.2% in Russell County.²⁷ People Incorporated offers the Comprehensive Health Investment Project (CHIP) within our Southwest Virginia service areas. This program assists with the overall health and education of children by helping vulnerable families improve their self-sufficiency. This program served 99 families in FY14.

Substance Abuse

Southwest Virginia has long had a history of problems with substance abuse. In the last two decades, prescription drug abuse has become a serious problem that troubles many communities in the Appalachian region. Data available from the Virginia State Police's annual *Crime in Virginia* publication shows that substance abuse has decreased in many of localities between 2013 and 2010. The largest decrease occurs in Dickenson County (53%) with the largest increase in Russell County (15%).

The rate of drug-induced deaths in Virginia is lower than the national average. However, for the 2004-2008 time period Dickenson County in Virginia had the 4th highest rate of drug poisoning deaths in the country, at 53.3 deaths per 100,000 population.²⁸ Information from the Virginia Department of Social Services Office of Research and Planning has not been updated since the last assessment. The percentage of foster care entries with parental drug abuse within the Western region²⁹ was 32% from 2008-10.³⁰ The Virginia Department of Social Services found a direct positive correlation between drug-related deaths and the indications of parent substance abuse in foster care children³¹.

People Incorporated offers Court Appointed Special Advocates (CASA) within the City of Bristol, Washington and Smyth Counties. This program assists abused and neglected children obtain safe, permanent homes. CASA participants are less likely to spend time in long-term foster care and less likely to reenter foster care. This program aided 182 children in the past year.

²⁶ Centers for Disease Control and Prevention. Childhood Obesity Facts. Last updated December 11, 2014. Last retrieved March 2015 from <http://www.cdc.gov/healthyyouth/obesity/facts.htm>

²⁷ Virginia Department of Health. Division of Health. 2013. Last retrieved March 2015 from <http://www.vdh.state.va.us/HealthStats/documents/2010/pdfs/TeenPregAge13.pdf>

²⁸ Executive Office of the President of the United States. Virginia Drug Control Update. Last retrieved March 2015 from https://www.whitehouse.gov/sites/default/files/docs/state_profile_-_virginia_0.pdf

²⁹ Virginia Department of Social Services' Western Region includes the cities of Bristol, Galax, Radford, and Norton, and the counties of Bland, Buchanan, Carroll, Dickenson, Floyd, Giles, Grayson, Lee, Montgomery, Patrick, Pulaski, Russell, Scott, Smyth, Tazewell, Washington, Wise, and Wythe.

³⁰ Virginia Department of Social Services. VDSS Research Brief: Parent Substance Abuse and Foster Care Entry by Region in Virginia. October 2010.

³¹ Ibid.

TABLE 9: SWVA SUBSTANCE ABUSE RELATED STATISTICS³²

Locality	Drug/Narcotics offenses 2010 Adults	Drug/Narcotics offenses 2010 Juvenile	Drug/Narcotics offenses 2013 Adults	Drug/Narcotics offenses 2013 Juvenile	Increase/Decrease % Adult
Buchanan	91	2	90	4	-1%
Dickenson	68	0	32	0	-53%
Russell	110	0	126	0	15%
Washington	198	4	220	11	11%
Bristol	185	3	166	2	-10%

Children with Disabilities

Table 10 shows that within the SWVA service area, almost 15% of children are disabled in some way. Within the area, Dickenson County has the highest percentage of 16.7% but all localities exceed the state rate. This presents many challenges for these families residing in this region.

TABLE 10: SWVA CHILDREN WITH DISABILITIES³³

Jurisdiction	Children with disabilities Pre-K through G12 SY 2014-15
SWVA Average	14.98%
Buchanan	15.67%
Dickenson	16.71%
Russell	13.74%
Washington	14.76%
Bristol	14.03%
Virginia	12.30%

NORTHERN SHENANDOAH VALLEY

Clarke, Frederick, Page, Shenandoah, and Warren Counties are nestled between the Blue Ridge Mountains and the Massanutten Mountains in the Northern Shenandoah Valley (NSV) region of Virginia. Although this area is geographically smaller than its Southwest Virginia counterpart (1,623 square miles), the population is higher—approximately 200,871 people live in these five jurisdictions. The population in this region continues to increase from year to year.

³² Virginia State Police. Crime in Virginia 2013. Crime in Virginia 2010. Last retrieved March 2015 from <http://www.vsp.state.va.us/>

³³ VA Department of Education, Students with Disabilities. Fall Membership for the Commonwealth of VA SY 2014-2015. Last retrieved March 2015.

This region is more racially and ethnically diverse than Southwest Virginia, but not as much as the Northern Piedmont region. Within the NSV region, the African American population averages 3.5% and Hispanics and Latinos encompass, 5% for the region.³⁴ This is because this area is not as rural as the SWVA service area but not as urban as the Northern Piedmont service area.

TABLE 11: NSV SERVICE AREA POPULATION

Jurisdiction	Population, 2012	Population, 2013	% change 2012-2013
Clarke	14,323	14,348	0.2%
Frederick	80,317	81,319	1.2%
Page	23,895	23,821	-0.3%
Shenandoah	42,583	42,684	0.2%
Warren	38,070	38,699	1.7%
Total	199,188	200,871	0.8%

Source: U.S. Census Bureau, 2013 Population Estimates

Economy

Because of its geographic location, the Northern Shenandoah Valley is a regional economic hub in the Commonwealth of Virginia. Two Interstates (I-81 and I-66) and several major roads connect Clarke, Frederick, Page, Shenandoah, and Warren Counties to the Washington, D.C. Metropolitan Area, as well as other communities in the Shenandoah Valley and those in northern West Virginia. Please see the following table for the Industry Employment Distribution for these counties:

TABLE 12: INDUSTRY EMPLOYMENT DISTRIBUTION 2ND QUARTER 2014 – NORTHERN SHENANDOAH REGION³⁵

Industry Sector	Clarke County	Frederick County	Page County	Shenandoah County	Warren County
Accommodation/Food Svcs	215	2,263	670	1,356	1,278
Retail	246	3,390	741	1,572	1,698
Manufacturing	Not provided	4,683	641	3,185	939
Health Care/Social Assistance	344	1,734	670	1,443	1,618
Public Administration	260	1,519	361	704	--
Wholesale Trade	158	--	--	--	--
Education	705	3,191	Not provided	1,286	1,439

³⁴ U.S. Census. 2009-2013 American Community Survey 5-Year Estimates.

³⁵ Virginia Employment Commission, *Summary Area Profile 2013*.

Other	--	1,601	211	496	1,234
Construction	325	2,002	268	606	883
Professional Scientific/Technical Svcs	227	--	--	--	--
Transportation/Warehousing	--	1,712	--	493	1,078
Arts/Entertainment/Recreation	--	--	533	--	--

Northern Shenandoah Valley economies are highly dependent upon manufacturing industries, thus many residents from both Frederick and Shenandoah counties are employed in this sector. Almost 10,000 people are employed in manufacturing-related businesses.³⁶ As previously mentioned, economic development efforts often focus on industrial or manufacturing recruitment. While these sectors of employment play a significant role in sustaining the economic vitality of the region, small business growth and development is essential to local economies.

The Virginia counties of Clarke, Frederick, Page, Shenandoah and Warren have similar socioeconomic conditions to Southwest Virginia, illustrating high poverty, high unemployment, and struggling economies that are financially underserved and have limited access to capital. Compounding the above barriers to economic vitality, these localities are predominantly rural, which presents a different set of personal and community barriers to both individual and community self-sufficiency when compared to urban communities. These barriers include but are not limited to slow or stunted economic growth, geographic isolation, out-migration, lack of public transportation, small markets, and low educational attainment.

According to Table 12, Page and Warren counties have the largest population working in retail, which shows that their greatest industry right now is tourism and cultivating the arts, taking advantage of the travelers from the Washington D.C. metro area coming to the Northern Shenandoah Valley for a short getaway into the mountains. The natural beauty and cultural heritage of the Northern Shenandoah Valley attracts thousands of visitors to the region each year. The region is rich with Civil War history and recreational opportunities, including numerous caverns and hiking/biking trails, the Blue Ridge Parkway, and the Shenandoah Valley National Park.

Tourism and asset-based development is clearly an important economic tool for both Southwest Virginia and the Northern Shenandoah Valley. The transition from industry-dependent economies and targeted industrial recruitment to a more creative, asset-based economy is producing tangible results as local economies become less dependent upon single industries.

Poverty

In the Northern Shenandoah Valley service area, 20,444 residents live in poverty. Comparing the data in Table 13 to the previous assessment, the region saw an overall decrease in all ages in poverty of approximately 1,260 residents. The largest decrease in poverty occurs in Page County from 30.3%

³⁶ Virginia Employment Commission. 2011. *Community Profiles: Clarke, Frederick, Page, Shenandoah, and Warren Counties*. Economic Information Services Division: Richmond, VA

(2010 Census) to 27.9% (2013 Estimates) in children under five. While it is encouraging that poverty percentages are decreasing across the Northern Shenandoah Valley, Warren, Shenandoah, and Page Counties still have higher poverty percentages than the state in almost all age groups.

TABLE 13: POVERTY IN THE NORTHERN SHENANDOAH VALLEY³⁷

State and County	All Ages		Ages 5-17		Under 5	
	Number	Percent	Number	Percent	Number	Percent
United States	48,810,868	15.8%	10,958,232	20.8%	4,811,689	24.1%
Virginia	941,059	11.7%	190,734	14.4%	90,979	17.8%
Clarke County	1,113	7.9%	199	8.8%	96	13.5%
Frederick County	6,311	7.9%	1,492	10.5%	719	14.8%
Page County	3,595	15.3%	711	19.8%	354	27.9%
Shenandoah County	4,887	11.6%	1,107	16.7%	511	20.8%
Warren County	4,538	12.0%	1,015	15.6%	470	20.7%

Unemployment

Throughout the United States, unemployment rates have been decreasing. The 2013 unemployment rate for the U.S. averaged 7.4%³⁸ while the unemployment rate for Virginia was 5.5%.³⁹ With the exception of Page County, the Northern Shenandoah Valley service area has lower unemployment rates than the Southwest Virginia region. Page County has had consistently higher unemployment rates than other localities in this region. However, all of the Northern Shenandoah Valley service area had a decreased unemployment rate from the 2012 average.

TABLE 14: UNEMPLOYMENT RATES IN NSV⁴⁰

Jurisdiction	Unemployment Rate ('12 Avg.)	Unemployment Rate ('13 Avg.)	% Change 2012-2013
US	8.1	7.4	-8.6%
Virginia	5.9	5.5	-6.8%
Clarke County	5.1	4.5	-11.8%

³⁷ Ibid.

³⁸ Virginia Employment Commission. Community Profiles. Last updated January 21, 2014. Last retrieved January 2014 from <https://data.virginialmi.com>

³⁹ Ibid

⁴⁰ Ibid.

Frederick County	5.3	5.0	-5.7%
Page County	10.1	9.4	-6.9%
Shenandoah County	6.6	5.9	-10.6%
Warren County	5.9	5.6	-5.1%

Housing

People Incorporated’s Northern Shenandoah Valley service area has approximately 86,340 housing units. As shown in Table 15, the median house value for this region remains well above the Southwest region’s median house value. The median house value in Page County is \$180,200 while the median household income is \$49,625. The housing affordability for someone with the median household income in Page County would be \$107,265. The housing cost burden throughout the Northern Shenandoah Valley area continues to be slightly higher than Southwest Virginia which, combined with housing affordability, demonstrates the need for more affordable housing in the area. As evidenced by the table below, there is a clear need for affordable housing options in all of People Incorporated’s service areas.

The 2013 Northern Shenandoah Valley Point-in-Time Count identified 160 homeless households in the region. People Incorporated partners with a number of non-profit and faith based organizations offering homelessness programs in the Northern Shenandoah Valley . As of October 1, 2013, People Incorporated provides the Supportive Services for Veteran Families (SSVF) program for this service area as well and the agency also provides referrals to partner organizations for clients who are in need of these vital services that do not qualify for the SSVF program.

TABLE 15: RELEVANT HOUSING STATISTICS FOR NSV

Category	Clarke	Frederick	Page	Shenandoah	Warren	Virginia
Total housing units	6,246	31,587	11,591	20,914	16,002	3,381,332
Occupied units	89%	92%	83%	83%	90%	89%
% vacant	11%	8%	17%	17%	10%	11%
% built before 1990	69%	52%	74%	69%	67%	68%
Lacking complete plumbing and/or Kitchen	62	305	43	224	88	32,149
Median house value	\$342,500	\$226,900	\$180,200	\$205,300	\$219,000	\$244,600

Median household income	\$77,597	\$68,424	\$42,906	\$49,625	\$61,610	\$63,907
Per Capita Income	\$38,748	\$30,112	\$22,355	\$25,134	\$28,889	\$33,493
Housing cost burden	28%	30%	30%	32%	33%	33%
U.S. Census 2009-2013 American Community Survey						

Education

People Incorporated continues to provide programs that address educational issues including Head Start/Early Head Start, Project Discovery, Improving Scholars, and Workforce Investment Act (WIA) for adults and youth.

Educational attainment remains higher in the agency’s Northern Shenandoah Valley service area: 83% of all residents have received a high school diploma or equivalent. The dropout rates for the region also fall below the SWVA average. All areas in this service area are at or below the state dropout rate average of 5.9%. The lowest dropout rate in all of the service areas is within this region (Clarke County 0%). The NSV area also has a lower average percentage of children not ready for kindergarten (15%).

TABLE 16: SELECTED EDUCATIONAL STATISTICS

Jurisdiction	Students Approved for Free or Reduced Lunch	Population w/Diploma/GED or higher	Below Kindergarten Readiness Levels (PALS-K)	Dropout Rate
NSV Average	38%	83%	15%	2%
Clarke County	20.9%	88%	N/A	0.0%
Frederick County	33.9%	83%	10.4%	4.6%
Page County	51.2%	75%	19.4%	1.5%
Shenandoah County	43.1%	83%	15.5%	2.1%

Health

Health care in the Northern Shenandoah Valley is a great concern to many local agencies, especially in relation to the accessibility of health care for the elderly population. Again, Page is the county with the greatest number of issues, mainly due to a shortage of both medical and dental professionals located within the area. The number of children under 19 without health insurance continues to be above the state rate of 6% in all counties, according to the U.S. Census Bureau.

TABLE 17: HEALTH RELATED STATISTICS

Jurisdiction	Children under 19 uninsured in 2012	Shortage of Health Care Providers (HPSA)	Shortage of Dental Professionals (DHPSAs)
NSV Average	7%		
Clarke County	6.8%	No	No
Frederick County	6.9%	No	No
Page County	6.8%	Yes	Yes
Shenandoah County	8.0%	No	Yes
Warren County	6.9%	No	Yes

Substance Abuse

Certain counties in the Northern Shenandoah Valley mimic socioeconomic barriers faced by the Southwest Virginia service area; however, there has been less positive change in recent years. Virginia State Police crime reports show that the Northern Shenandoah Valley counties show many of the same substance abuse related problems as Southwest Virginia, albeit with the problems being less widespread and more pocketed.

In its 2014-2017 Needs Update, the United Way of the Northern Shenandoah Valley listed that some of the concerns of the community are the crime and substance abuse rates, especially in the area’s youth. Reviewing the NSV’s sharp increase in the number of arrests related to drug and narcotics offenses, there is a great deal of evidence backing up these concerns. In 2010 there were 965 arrests, whereas in 2013 that number had jumped to 1,225, an increase of 27%. Frederick and Page Counties had the highest increases, at 68% and 65%, respectively, while decreases were seen in Clarke (35%) and Shenandoah Counties (25%).

TABLE 18: NSV SUBSTANCE ABUSE RELATED STATISTICS

Locality	Annual Average Foster Care Entry Rate, per 1,000 children	Percent of Entries with Parent Drug Abuse Indicated	2010-13 Average Crime Rate per 100,000 Residents	2010-13 Average Annual Arrest Total for Drug/narcotics Offenses
Clarke	0.4	25%	3171.4	37
Frederick	0.4	29%	4299.0	358
Page	0.3	25%	3438.1	108
Shenandoah	0.4	9%	3584.6	255
Warren	0.5	17%	2919.4	305

In Clarke and Page Counties, 25% of the children entering foster care come from parental drug abuse situations, which is a great contrast to neighboring Shenandoah County’s 9%. The Northern region⁴¹ generally posts the lowest numbers in the Commonwealth for child abuse; however, numbers vary throughout the area, with the highest numbers normally occurring in the lower income areas.

NORTHERN PIEDMONT REGION

The Northern Piedmont area is very difficult to discuss as a collective region due to its varied demographics and geographical disparities. While People Incorporated’s other service areas may have similar features and common regional demographics, the Northern Piedmont includes densely populated areas, such as Manassas Park (the sixth most densely populated locality in the Commonwealth) and extremely rural areas such as Rappahannock County, with a population density of only 28 people per square mile.

The Counties of Culpeper, Fauquier, Rappahannock, and Prince William, along with the Cities of Manassas and Manassas Park, are the most urban of People Incorporated’s service areas. This area extends over only 1,642 square miles but the population in this region is four times greater than the Southwest Virginia region and almost three times greater than the Northern Shenandoah Valley. The

⁴¹ Virginia Department of Social Services’ Northern region contains the cities of Alexandria, Fairfax, Fredericksburg, Harrisonburg, Manassas, Manassas Park, and Winchester and the counties of Arlington, Clarke, Culpeper, Fairfax, Fauquier, Frederick, Greene, King George, Loudoun, Louisa, Madison, Orange, Page, Prince William, Rappahannock, Rockingham, Shenandoah, Spotsylvania, Stafford, and Warren,

population in this region also has experienced the most growth of all service areas, increasing by almost 2% from 2012 to 2013.

This region is more demographically diverse than Southwest Virginia and the Northern Shenandoah Valley with a collective African American population of 17.7% which is higher than the national 12.5% rate and a Hispanic population of 19.03% which is greater than the national rate of 16.62%. The most urban area, Prince William County, is only 30 miles from Washington D.C. This locality is the most racially and ethnically diverse of all of the localities in People Incorporated’s service areas with a 21% Hispanic and Latino population and a 20% African American population.⁴² Rappahannock County is the least diverse in the Northern Piedmont region with a white population of 92%.⁴³

TABLE 19: NORTHERN PIEDMONT SERVICE AREA POPULATION

Jurisdiction	Population, 2012	Population, 2013	% change 2012-2013
Culpeper	47,911	48,506	+1.2%
Fauquier	66,642	67,207	+1.0%
Manassas	40,605	41,705	+2.7%
Manassas Park	15,798	16,149	+2.2%
Prince William	430,289	438,580	+1.9%
Rappahannock	7,456	7,373	-1.1%
Total	608,701	619,520	+1.8%

Source: U.S. Census Bureau, 2013 Population Estimates

Economy

Localities in People Incorporated’s Northern Piedmont service area, including the counties of Culpeper, Fauquier, Prince William, Rappahannock, and the cities of Manassas and Manassas Park, exhibit socioeconomic barriers more representative of urban areas due to the fact that they are contiguous to a metropolitan area, and experience an associated higher cost of living such as higher rent and housing costs, and higher taxes but lack the associated higher incomes.

Some of the localities in this region exhibit relatively high Cost of Living Rates⁴⁴ that exceed 100% (U.S. rate). Prince William County (including the cities of Manassas and Manassas Park) exhibits a Cost of Living Index of 132.5%. Culpeper and Fauquier Counties slightly exceed the nation rate of 100%. And while the poverty levels remain lower comparatively and the majority of median incomes of these localities exceed those of the U.S. and Virginia (Rappahannock is below the state median income), the Cost of Living Index becomes a great equalizer. Higher income levels do not always reflect greater discretionary income when one is living in a locality that has a higher cost of living. According to the Weldon Cooper Center, University of Virginia, “percentages below the federal poverty line fails to

⁴² U.S. Census Bureau. American Community Survey, 2013 .

⁴³ Ibid.

⁴⁴ City-Data.com

present a full picture of households facing economic risks...does not reflect variation across the state and within communities ... [and] reports only one element of household economic security.”

These localities have experienced population growth in the last several years due to the rural beauty of the area and close proximity to major cities such as Richmond VA, Washington D.C. and harbor-based Baltimore, MD. They have access to major highways, which makes transporting produce, products, and manufactured goods to larger cities efficient. Thus Retail and Accommodation/Food Service industrial sectors are among the largest employers in these areas, as well as supportive services that are consistent with more densely populated localities such as education, health care/social assistance and construction. And these localities’ close proximity to Washington D.C. means that many of these residents work for federal government, as well as local and state.

TABLE 20: INDUSTRY EMPLOYMENT DISTRIBUTION 2ND QUARTER 2014 – NORTHERN PIEDMONT REGION⁴⁵

Industry Sector	Culpeper	Fauquier	Manassas	Manassas Park	Prince William	Rappahannock
Accommodation/Food Svcs	1228	2097	1998	64	13308	268
Retail	2282	2875	2265	198	21425	133
Manufacturing	1202	873	2232	146	1907	63
Health Care/Social Assistance	2239	2767	3637	86	10465	65
Public Administration	612	493	1530	144	5927	43
Wholesale Trade	542	424	397	177	2837	8
Education	92	345	800	--	1356	--
Other	716	1303	1019	200	4700	136
Construction	915	2134	1554	853	12665	105
Mining	61	57	--	--	88	--
Professional Scientific/Technical Svcs	751	1644	3498	109	8630	78
Transportation/Warehousing	208	231	264	--	2019	--
Agriculture, Forestry, Fishing and Hunting	250	386	--	--	61	40
Finance/Insurance	246	518	368	21	1960	21
Utilities	126	--	--	--	359	--
Information	385	113	105	15	1481	115
Real Estate	138	369	295	41	1574	9
Arts, Entertainment and Recreation	250	421	177	--	2589	--
Government	3359	4282	3079	762	27279	347

⁴⁵ Virginia Employment Commission, *Summary Area Profile 2015. Quarterly Census of Employment and Wages (QCEW), 2nd Qtr. 2014*

TOTALS	15602	21332	23218	2816	120630	1431
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People Incorporated recently completed Gaps Analyses (December 2012) for Prince William County, Manassas and Manassas Park. Population in these areas is growing at a fast rate, and is expected to become increasingly diverse. And although Manassas and Manassas Park are included in the Washington D.C. metro area, median income remains significantly low comparatively. For example, between 2000 and 2010, median household income in Manassas increased by a modest 4% compared to increases during the same time period of 19.2% in the U.S. and 29.7% in Virginia. From 2007 to 2010 (during the recession), the median income in Manassas decreased by 13%. This analysis also illuminated a growing poverty rate in Manassas and Manassas Park; the poverty rate increased from 5.9% in 2000 to 11.7% in 2010 in Manassas, and in Manassas Park, the rate increased from 5.2% in 2000 to 8.6% in 2010.

Poverty

Although the Northern Piedmont service area has the lowest percentage of poverty in all categories, there are approximately 41,710 residents living in poverty. This service area also has the highest number of children under 18 in poverty (18,132). Prince William County has the highest number of residents in poverty (30,243) but lower overall percentages due to the urban concentration in the locality.

TABLE 21: POVERTY IN NORTHERN PIEDMONT REGION⁴⁶

State and County	All Ages		Ages 5-17		Under 5	
	Number	Percent	Number	Percent	Number	Percent
United States	48,760,123	15.9%	11,086,537	21.0%	5,310,326	26.9%
Virginia	936,384	11.8%	189,191	14.3%	93,844	18.7%
Culpeper	474	10.1%	1209	13.7%	606	18.8%
Fauquier	4693	7.0%	912	7.5%	497	13.0%
Manassas	4179	10.1%	1214	15.9%	636	19.0%
Manassas Park	1353	8.4%	378	12.4%	210	15.6%
Prince William	30243	7.0%	7675	8.8%	4551	13.5%
Rappahannock	768	10.3%	171	15.8%	73	21.3%

Unemployment

Throughout the United States, unemployment rates have been decreasing. The 2015 unemployment rate for the U.S. in January 2015 was 6.1%⁴⁷, while the unemployment rate for Virginia was 5.0%.⁴⁸

⁴⁶ U.S. Census Bureau, Small Area Income and Poverty Estimates (SAIPE), 2012.

⁴⁷ Virginia Employment Commission. Community Profiles. Last retrieved March 2015 from <https://data.virginialmi.com>

⁴⁸ Ibid

Much like poverty, unemployment rates in the region have typically far exceeded state and national averages as seen in Table 10. Typically, the unemployment rate in the Northern Piedmont service area is below the national rate, and this holds true for rates in January 2015 data. The only locale in this service area whose unemployment rate is at or above the state rate is Culpeper. As shown in Table 12, the only increase from the 2014 average to January 2015 in the region occurred in Rappahannock County from 4.4% to 4.9%.

TABLE 22: UNEMPLOYMENT RATES IN NORTHERN PIEDMONT⁴⁹

Jurisdiction	Unemployment Rate (Jan 2014)	Unemployment Rate Jan 2015	% Change 2014 - 2015
US	7.0%	6.1%	-.9
Virginia	5.6%	5.0%	-.6
Culpeper	6.1%	5.0%	-1.1
Fauquier	4.8%	4.4%	-.4
Manassas	5.6%	4.9%	-.7
Manassas Park	5.1%	4.4%	-.7
Prince William	5.0%	4.6%	-.4
Rappahannock	4.4%	4.9%	+.5

Housing

People Incorporated’s Northern Piedmont service area has approximately 204,714 housing units. As shown in Table 13, the median house values for this region are greater than those in the Southwest Virginia service area and exceed some of the localities in the Northern Shenandoah Valley. There are several localities within this region which the median house value exceeds housing affordability. This is most clearly demonstrated in Rappahannock County where the median household income is \$56,438 and the median house value is \$394,800. Also illustrating high housing costs is the Housing Cost burden of home owners (>30% income). Manassas Park’s housing cost burden is 43.9%, followed closely by the City of Manassas with 38.3% and Culpeper with 38.5%. Throughout this service area, the housing cost burden exceeds 30% which demonstrates that a third of the populations are financially burdened by housing costs which reinforces the need for more affordable housing within this service area.

TABLE 23: RELEVANT HOUSING STATISTICS FOR NPR(2013)

Category	Culpeper	Fauquier	Manassas	Manassas Park	Prince William	Rappahannock	Virginia
Total housing units	17,773	25,738	13,177	4,884	139,258	3,884	3,381,332

⁴⁹ Ibid

Occupied units	16,039	23,130	12,072	4,435	132,442	3,261	3,022,739
% vacant	9.8%	10.1%	8.4%	9.2%	4.9%	16%	10.6%
% built before 1990	9,727	16,927	9,897	2,509	70,629	2,833	22,84,927
Lacking complete plumbing and/or kitchen	140	246	149	44	1,093	44	32,149
Median house value	\$250,600	\$350,600	\$245,000	\$213,300	\$321,400	\$394,800	\$244,600
Median household income	\$64,423	\$88,409	\$71,306	\$71,227	\$98,071	\$56,438	\$63,907
Per capita Income	\$27,379	39,600	28,752	26,944	37,401	36,505	\$33,493
Housing cost burden >30%	38.5%	30.6%	38.3%	43.9%	34.5%	30.5%	33.4%
U.S. Census 2009-2013 American Community Survey							

Housing is a one of the most basic human needs, yet stable housing is unattainable for many because of its cost. The National Low Income Housing Coalition “Out of Reach 2012” report states “the number of extremely low income households now accounts for one out of every four renter households. For a full-time individual earning the renter wage, a two-bedroom unit is unaffordable in nearly every state. Meeting the needs of low income Americans for more available and affordable housing should therefore be a top public policy priority.”

Using information found in the Greater Prince William Community Needs Assessment 2013 and Culpeper’s Affordable Housing Needs Assessment (June 2013), the need for affordable housing, particularly for those in the lowest income bracket (\$0 - \$27,770), is very evident. Data comprised in both of these publications confirms there is a large gap in affordable housing for these populations, who are typically the most at-risk populations in these localities. The Summary for the Greater Prince William Community Needs Assessment 2013 states: “There is really only one priority for housing – regardless of economic status, housing opportunities must be available. Affordable rental housing opportunities are lacking in the GPWA for extremely low income households, the elderly and those with disabling conditions. Housing units other than single family detached or townhomes must be considered.”⁵⁰ And according to data collected for the Culpeper Affordable Housing Needs Assessment,

⁵⁰ Greater Prince William Community Needs Assessment 2013. Coalition for Human Services. www.pwchs.org

“the rental market supports the conclusions of stakeholders that the largest unmet needs in the region are for two and three bedroom family units renting for \$400 - \$600 per month and single-room occupancy.”⁵¹

Homelessness continues to be an issue in all service areas. “Sufficient housing stock to meet all income levels is a challenge for many years and only a concerted effort by public and private partnerships will make a difference. The increase in homelessness among people and families is a concern.”⁵² The Point in Time Count is a nationwide annual measurement of homelessness in communities. However, many homeless people are not counted because they may have had a place (bed) to stay in the day of the count, but were homeless at other times during the year. “Experts agree that the homeless population is at least 2.5 times the numbers that can be counted at any point in time. And children are representing the fastest growing number among the homeless population as they are also becoming the largest population living below the federal poverty guidelines.”⁵³ Please see below for the Homeless Point in Time County numbers for 2014 in the Greater Prince William area and the remaining localities in the Northern Piedmont area.

2014 Point in Time Count	
Continuum of Care Network of GPWA -Prince William (including Manassas and Manassas Park)	445
Foothills Housing Network (Balance of State Continuum of Care) (includes Orange and Madison Counties)	159

“Homelessness continues to be an issue in the GPWA not only for people with extremely low incomes but also for those earning a moderate wage, like the entry-level employee or those working in the hospitality industry. Homelessness receives little attention primarily due to the hard work of many public and private agencies addressing the issues of this population as well as the numerous areas where our homeless populations can survive without being visible. Many do not want to be identified as homeless and are not counted. . .It is therefore important to acknowledge the changing parameters and understand that the homeless issue continues to present significant challenges.”⁵⁴

Education

⁵¹ Culpeper Affordable Housing Needs Assessment submitted to Virginia Dept of Housing and Community Development. June 2013

⁵² Greater Prince William Community Needs Assessment 2013. Coalition for Human Services. www.pwchs.org

⁵³ Ibid.

⁵⁴ Ibid.

The Northern Piedmont service area is the most urban of the service areas. Although this area has the highest average percentage of population that has obtained a diploma, GED, or higher (85.6%), the region also holds a high percentage of children not ready for kindergarten that exceeds the Commonwealth of Virginia’s rate of 12.9% (29.6% Manassas, 22.7% in Rappahannock, Fauquier 6.2%, Manassas Park 14.8% and Prince William 14.6%).

TABLE 24: SELECTED EDUCATIONAL STATISTICS

Jurisdiction	Students Approved for Free or Reduced Lunch ⁵⁵ SY 2014-2015	2013 Population w/High School Diploma/GED or higher ⁵⁶	Below Kindergarten Readiness Levels (PALS-K) ⁵⁷ 2014-2015	Dropout Rate, Class of 2014 ⁵⁸
NPR Average	43.73%	85.6%	18.5%	5.3%
Culpeper	45.92%	84.3%	12.8%	3.6%
Fauquier	24.37%	91.4%	16.2%	2.9%
Manassas	57.43%	82.6%	29.6%	4.8%
Manassas Park	61.21%	82.9%	14.8%	9.2%
Prince William	40.51%	89.1%	14.6%	6.4%
Rappahannock	32.93%	83.0%	22.7% (2013-2014)	4.7%
Virginia	39.45%		12.9%	

Health

“The Prince William area community has relatively high percentage of uninsured and underinsured adults. The community has developed a network of safety-net healthcare providers to care for these residents”⁵⁹. However, this report also relates that resources are becoming less available (and more expensive), and it is now typical for individuals to have difficulty locating needed services. This remains an on-going concern for this area. Also, there is an identified and correlated access issue related to health care literacy and the navigation of the healthcare system. In a rapidly changing healthcare environment, health care literacy remains of vital concern.

⁵⁵ VA Dept of Education. National School Lunch Program (NSLP) Free or Reduced Price Eligibility Report. SY 2014-2015. Last retrieved March 2015.

⁵⁶ www.census.gov. American Community Survey S1501 5 year 2009-2013.

⁵⁷ Kids Count Data Center. Kindergarteners Whose Fall Pals-K scores were below Kindergarten Readiness Levels. SY 2014-2015. Last retrieved March 2015.

⁵⁸ Virginia Department of Education. Division-Level Cohort Report, Four Year Rate *Class of 2014*. Last retrieved March 2015 from <http://www.doe.virginia.gov>.

⁵⁹ Greater Prince William Community Needs Assessment 2013. Coalition for Human Services. www.pwchs.org

TABLE 25: HEALTH RELATED STATISTICS

Jurisdiction	Shortage of Health Care Providers (HPSA) ⁶⁰	Shortage of Dental Professionals (DHPSAs) ⁶¹
NPR Average	Yes or No	Yes or No
Culpeper	No	No
Fauquier	No	No
Manassas	No	No
Manassas Park	No	No
Prince William	Yes	Yes
Rappahannock	no	no

TABLE 26: ADULT POPULATION WITHOUT MEDICAL INSURANCE

Report Area	Total Population (For Whom Insurance Status is Determined)	Total Uninsured Population	Percent Uninsured Population	Total Population Under Age 19
Report Area	580,507	82,746	14.25%	171,875 (8%)
Culpeper County, VA	45,682	5,782	12.66%	12,525 (8.3%)
Fauquier County, VA	65,544	6,701	10.22%	16,723 (6.0%)
Prince William County, VA	407,658	56,815	13.94%	125,007 (6.5%)
Rappahannock County, VA	7,413	1,050	14.16%	1,451 (9.4%)
Manassas City, VA	39,176	8,549	21.82%	11,565 (8.7%)
Manassas Park City, VA	15,034	3,849	25.60%	4,604 (9.2%)
Virginia	7,881,300	973,047	12.35%	1,923,311
United States	306,448,480	45,569,668	14.87%	76,468,844

Obesity

⁶⁰ U.S. Department of Health and Human Services. *HPSA Shortage areas by State and County*. Last updated January 2014. Last retrieved March 2015 from hpsafind.hrsa.gov.

⁶¹ Ibid.

Obesity is a growing problem in the United States. Please see table 28 and 29 below for both young children and adults who can be considered obese in the Northern Piedmont region.

This indicator reports the percentage of low-income children aged 2-4 whose Body Mass Index (BMI) is in the 95th percentile or above for their sex and age. BMI is based on height and weight. This indicator is relevant because excess weight is a prevalent problem in the U.S.; it indicates an unhealthy lifestyle and puts individuals at risk for further health issues. Statistics in red show localities that exceed both state and national levels.

TABLE 27: OBESITY IN CHILDREN

Localities	2012 Estimated Total Low-Income Children Age 2-4 ⁶²	2012 Estimated Number Obese	2012 Estimated Percentage Obese
Report Area	2,419	397	20.54%
Culpeper County, VA	115	22	19.13%
Fauquier County, VA	161	28	17.39%
Prince William County, VA	1,617	341	21.09%
Rappahannock County, VA	40	6	15%
Manassas City, VA	443	no data	no data
Manassas Park City, VA	43	no data	no data
Virginia	50,895	7,409	15.69%
United States	2,865,853	391,689	14.38%

As shown in table 29, 25.55% of adults aged 20 and older have a Body Mass Index (BMI) greater than 30.0 (obese) in this area. Excess weight may indicate an unhealthy lifestyle and puts individuals at risk for further health issues. Statistics in red show localities that exceed both state and national levels.

TABLE 28: OBESITY IN ADULTS

Localities	2012 Total Population Age 20+	2012 Adults with BMI > 30.0 (Obese) ⁶³	2012 Percent Adults with BMI > 30.0 (Obese)
Report Area	425,287	110,253	25.55%
Culpeper County, VA	34,328	10,367	29.70%
Fauquier County, VA	48,616	12,397	24.70%

⁶² Community Commons. Community Health Needs Assessment. Obesity 2012

⁶³ Ibid.

Prince William County, VA	297,079	74,864	24.90%
Rappahannock County, VA	5,909	1,560	25.80%
Manassas City, VA	28,335	7,792	27.20%
Manassas Park City, VA	11,020	3,273	29.60%
Virginia	6,097,732	1,666,682	27.10%
United States	231,417,834	63,336,403	27.14%

Adult Obesity and Child Obesity also rank among the highest of identified community health concerns in the areas served by the Fauquier Health Foundation according to the Community Health Needs Assessment⁶⁴ prepared for Fauquier Health and Fauquier Health Foundation by Community Health Solutions in May 2014. The areas included in this report are the counties of Fauquier and Rappahannock. Other top identified community health concerns include substance abuse, diabetes and mental health issues. Top health needs gaps in this area, also identified by this report, include behavioral health services, aging services, health insurance coverage, early intervention services for children, and homelessness.

Teen Births

The table below shows the rate of births to teenager 15-19 per 1,000 female of same population. High rates of teen pregnancy can indicate the prevalence of unsafe sexual activities and/or lack of sex education; it also provides us with a telling indicator of associated social, economic and health services that may be required. Numbers in red indicate those teen birth rates exceeding Virginia’s rate of 29.5.

TABLE 29: TEEN BIRTHS

Report Area	2012 Female Population Age 15 - 19 ⁶⁵	2012 Births to Mothers Age 15 - 19	2012 Teen Birth Rate (Per 1,000 Population)
Report Area	19,592	598	30.52
Culpeper County, VA	1,485	55	37.0
Fauquier County, VA	2,286	51	22.2
Prince William County, VA	13,872	409	29.5
Rappahannock County, VA	208	5	22.0
Manassas City, VA	1,285	63	49.4
Manassas Park City, VA	456	15	32.4%
Virginia	269,463	7,949	29.5

⁶⁴ A Community Health Needs Assessment Prepared for Fauquier Health and Fauquier Health Foundation By Community Health Solutions, May 2014.

⁶⁵ Community Commons. Community Health Needs Assessment. Teen Pregnancy 2012

United States	10,736,677	392,962	36.6
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Infant Mortality

Table 30 provides the rate of deaths to infants less than one year of age per 1,000 births. High rates of infant mortality can indicate the existence of or lack of access to care and maternal and child health and education. The numbers in red indicate a higher than HP 2020 target of 6.0%.

TABLE 30: INFANT DEATH RATES

Report Area	2010 Total Births ⁶⁶	2010 Total Infant Deaths	2010 Infant Mortality Rate (Per 1,000 Births)
Report Area	44,375	273	6.15
Culpeper County, VA	3,295	23	7.1
Fauquier County, VA	4,030	23	5.8
Prince William County, VA	32,715	200	6.1
Rappahannock County, VA	360	2	5.6
Manassas City, VA	3,030	19	6.3
Manassas Park City, VA	945	6	6.8
Virginia	528,615	3,753	7.1
United States	20,913,535	136,369	6.52
HP 2020 Target			<= 6.0

A telling community indicator that provides some insight and a potential risk factor into the community health needs identified in the Community Health Needs Assessment for the counties of Fauquier and Rappahannock is that there is a higher rate of births without early prenatal care than the state of Virginia; and in 2012, the study region had 925 pregnancies⁶⁷.

Substance Abuse

People Incorporated’s Northern Piedmont service localities showed both increases and decreases in drug arrests between 2010 and 2013, but the changes in the crime rate did not seem to have a cohesive trend through the period. While the juvenile arrests for drug/narcotics offenses decreased (except for the Greater Prince William area), arrests for Adults increased dramatically. Prince William County had the smallest increase of 19%, while the City of Manassas rose over 300%.

⁶⁶ Community Commons. Community Health Needs Assessment. Infant Mortality 2010

⁶⁷A Community Health Needs Assessment 16Prepared for Fauquier Health and Fauquier Health Foundation By Community Health Solutions, May 2014.

Attention is drawn to Adult Substance Abuse in this community assessment due to the negative impact this has on the children residing in this region. According to “VDSS Research Brief: Parent Substance Abuse and Foster Care Entry by Region in Virginia”, the Northern Virginia Region (10/15/2010), approximately 16% of all children entering the Foster Care system are there because of parental drug abuse. Substance abuse remains a growing problem, not only in the Northern Piedmont region (see table 31 below), but the rest of the state and nation as well. This means that there is a growing population of children being placed in foster care which can have a long-lasting, detrimental impact on children. Children that have a parent with a substance abuse problem may retain lasting behavioral, medical, emotion, educational and psychiatric consequences. It is imperative that parents and children receive early intervention and attention with substance abuse issues in order to prevent future poor family outcomes.

TABLE 31: NPR SUBSTANCE ABUSE RELATED STATISTICS

Locality	Drug/Narcotics offenses 2010 Adults	Drug/Narcotics offenses 2010 Juvenile	Drug/Narcotics offenses 2013 Adults ⁶⁸	Drug/Narcotics offenses 2013 Juvenile	Increase/Decrease % Adult
Culpeper	226	20	295	17	+30%
Fauquier	364	21	475	4	+30%
Manassas	93	16	420	42	+352%
Manassas Park	86	1	108	12	+26%
Prince William	1620	205	1926	269	+19%
Rappahannock	28	1	37	2	+32%

“Individuals with disabilities being served by Community Services continue to need affordable safe, and supporting housing for themselves and their families. Employment services continue to be a major concern for individuals with disabilities”.⁶⁹ The report also states that there is little transitional housing for women in recovery from substance use disorders available in the Greater Prince William county area; many of these women have children which puts them at greater risk for neglect, abuse and abandonment, as well as a host of other negative factors such as poverty and lack of consistent schooling. There are also no peer recovery houses (“halfway houses”) for women in the area which is a crucial barrier to those in recovery. There are a few of these facilities for men but these are still inadequate for the numbers who need ongoing recovery assistance.

⁶⁸ Virginia State Police. Crime in Virginia 2013. Drug/Narcotic Offenses by County/City

⁶⁹ Greater Prince William Community Needs Assessment 2013. Coalition for Human Services. www.pwchs.org

Children with Disabilities

TABLE 32: CHILDREN WITH DISABILITIES IN NPR

Jurisdiction	Children with Disabilities Pre-K through G12 SY 2014-2015 ⁷⁰
NPR Average	
Culpeper	9.5%
Fauquier	12.3%
Manassas	13.4%
Manassas Park	11.6%
Prince William	11.3%
Rappahannock	13.3%
Virginia	12.3%

The above table shows that roughly 10% or more of our children are disabled in some way, most of the localities exceeding this rate. This presents many challenges for these families residing in this region.

According to the Greater Prince William Community Needs Assessment 2013, local resources are becoming scarcer even as the need for support services for this population grows. “The county is no longer able to provide financial support to every high school graduate with intellectual and/or developmental disabilities that would allow them to attend an adult day support or vocational programs. Graduates must have Medicaid Waiver funding or they must be funded by the Virginia Department of Rehabilitation. This action has resulted in a significant number of individuals sitting at home with nothing to do and skill levels learned while in school decreasing. At the same time, there is an increasing need to address the rising number of children with autism and those with complex medical and/or behavioral needs.”⁷¹

HEAD START AND EARLY HEAD START CHILDREN

Please note that People Incorporated does not provide Head Start or Early Head Start Services in its Northern Shenandoah Valley or Northern Piedmont service areas—Skyline CAP operates the Head Start program in Page, Shenandoah, and Warren Counties and Apple Country Head Start operates the program in Frederick and Clarke County. The Early Head Start program is currently not available in Clarke, Frederick, Page, Shenandoah, and Warren Counties. Skyline CAP also operates the Head Start

⁷⁰ VA Department of Education, Students with Disabilities. Fall Membership for the Commonwealth of VA SY 2014-2015. Last retrieved March 2015.

⁷¹ Greater Prince William Community Needs Assessment 2013. Coalition for Human Services. www.pwchs.org

program for Rappahannock County in the Northern Piedmont Region (no EHS provided), Fauquier Community Action Committee Inc. operates the Head Start program for Fauquier County (no EHS provided), Northern Virginia Family Services (NVFS) operates Head Start and Early Head Start programs in Prince William County, the City of Manassas and the City of Manassas Park, and Culpeper Human Services operates Head Start and child care within Culpeper County (no EHS provided).

As a Head Start and Early Head Start grantee and child care provider in Southwest Virginia, People Incorporated understands that the number of children aged 5 years and younger living in the service area is an important factor in the agency’s ability to maintain funded enrollment and services for low-income children and their families. The number of children aged 0-5 living in the Southwest service area has decreased 7% over the past decade. Dickenson and Russell Counties have experienced the largest decreases in the child population, both at 7%. Washington County is the only locality that shows a slight increase in the under 5 population at 1%. Continued significant population loss in the 0-5 age group has the potential to negatively affect the Head Start and childcare programs operated by the agency.

Head Start enrollment nationwide has declined from its peak in 2002, and many grantees have reported difficulty maintaining full enrollment on a local level. People Incorporated has not been immune to these difficulties.

TABLE 33: POPULATION UNDER FIVE IN SWVA

Jurisdiction	SWVA Service Area	Children Under 5	Population	Under 5
	Children under 5, 2000	In Poverty 2013 estimate	Children under 5, 2013 ⁷²	% change, 2000-2013
Buchanan Co.	1,114	445	1,065	-4%
Dickenson Co.	875	282	816	-7%
Russell Co.	1,549	453	1,442	-7%
Washington Co.	2,725	793	2,736	+1%
Bristol	1,099	471	765	-5%
Total	7,362	2,444	6,824	-7% average

ESTIMATE OF ELIGIBLE CHILDREN AND FAMILIES

The number of children on waiting lists for Head Start and Early Head Start services within People Incorporated’s SWVA service area currently totals 41 children. The greatest number of wait-listed children are from the following Head Starts: Abingdon Head Start in the Town of Abingdon has 14 children waiting, Glade Spring Head Start in Washington County has 7 children waiting, and Swords Creek in Russell County has 6 children waiting. Within People Incorporated’s center-based Early Head Start programs, a total of 19 children are currently wait-listed. Given the socioeconomic characteristics of the proposed service areas, a substantial number of additional children and families living in Southwest Virginia, the Northern Shenandoah Valley and the Northern Piedmont region would likely be eligible for the Early Head Start and Head Start program. Further, the total number of teen pregnancies

⁷² *Census.gov; American Fact Finder, PEPAGESEX Table

(962)⁷³ in Southwest Virginia, the Northern Shenandoah Valley and the Northern Piedmont regions suggest that a significant number of infants and toddlers, as well as their families, could benefit from the expansion of Early Head Start services.

The number of children eligible for the Head Start and Early Head Start program in Southwest Virginia where People Incorporated currently provides these programs was calculated using data obtained from the Virginia Department of Education and the U.S. Census Bureau by using the *Free Lunch Method*, which utilizes the number and percentage of children participating in the federally sponsored free lunch meal program.

Each school district in the service area offers the free lunch program to income-eligible children and their families. Participation in the free lunch program, similar to the Head Start and Early Head Start programs, is based on family income. In other words, a family must have an annual income that is below a certain level before they are eligible to participate in either program.

The *Free Lunch Method* assumes that families who are eligible to participate in the free lunch program are eligible to participate in the Head Start program. To calculate the number of Head Start-eligible children (ages three and four), the total number of children enrolled in Kindergarten in each area elementary school is doubled. This technique assumes that area Kindergarten enrollments will remain comparable to their current levels in future years so that reasonable estimates of the number of three- and four-year-old children can be determined. For example, if 20 five-year-old children are enrolled in Kindergarten at a particular elementary school, then it is estimated that there are 40 three and four year old children in that area. This same method helps us to determine the number of Early Head Start eligible children, aged 0-3.

Once the total number of three- and four-year-olds is estimated, the percentage of those children who are potentially eligible for the Head Start program is calculated by using the percentage of children enrolled in the free lunch program at each elementary school. This “free lunch percentage” is then applied to the total estimated number of three and four year olds. The result is the estimated number of Head Start eligible children living within a specified area.

As with other methods of estimating the number of Head Start children, the *Free Lunch Method* has certain drawbacks. For instance, doubling the current Kindergarten enrollments of local elementary schools may result in either over- or under-estimated total numbers of three and four year old children living in specific areas. Perhaps the greatest challenge presented by the *Free Lunch Method* is the different income thresholds utilized by the free lunch and Head Start programs. To be income eligible to participate in the Head Start program, a child’s family must have an annual income that is below the federally mandated poverty line. However, to be income eligible to participate in the free lunch program, a family may have an income that is equal to 130% of the federal poverty level. Thus, the income threshold used to determine eligibility for the free lunch program is 30% higher than the income

⁷³ Virginia Department of Health. Health Statistics/Statistical Reports and Tables. *City/County Health Profiles*, 2013. Last retrieved March 2015 from <http://www.vdh.virginia.gov/healthstats/stats>.

limits utilized for the Head Start program. This variance could produce overestimated numbers of Head Start-eligible children, since some families that are eligible to participate in the free lunch program may be over the income limits for the Head Start program.

To compensate for the differences in income eligibility requirements, the estimates of Head Start eligible children will be provided as a range. The greater number of eligible children is the estimated number of eligible children using the data produced by the *Free Lunch Method* with no adjustments. The lower estimate incorporates a 30% decrease in the number of eligible children to account for the difference between the income eligibility thresholds of the free lunch and Head Start programs. To gauge the number of Head Start-eligible children living in specific areas more accurately, the “high” and “low” estimates produced by the *Free Lunch Method* have been averaged to present an adjusted total. Despite the challenges associated with the use of the *Free Lunch Method*, the benefits provided by this technique far exceed those produced by other methods since it allows for a much more precise determination of the actual location of eligible children.

Based on this method, we estimate that there are between 708 and 1,045 Head Start-eligible children living in the service area; most reside in Washington County, followed closely by Russell County and the City of Bristol (Table 22). We can also conclude that there are approximately 1,275 0-3 year olds eligible for Early Head Start. Please see the following Table 34. Our current Head Start-funded enrollment is 357 (Head Start only) children and families; People Incorporated is proposing to serve 295 children in Head Start during the 2015-2016 school year. Based on the latest assessment data, it appears that the service area population will support this level of enrollment. Approximately 7,362 children under the age of five live in the agency’s Southwest Virginia service area and 2,444 of these children live in poverty. This clearly indicates a need for expansion in both Head Start and Early Head Start programs.

TABLE 34: HEAD START CHILDREN

Geographic Area/ Elementary School	Nearest People Inc. Head Start Center (HSC)	Elementary School/ Kindergarten Enrollment ⁷⁴	Free Lunch % ⁷⁵	Low Estimate	High Estimate	Adj # of Head Start Eligible Children	Adj # of Early Head Start Eligible Children
CITY OF BRISTOL		186	67.1	166	235	114	261
Highland View Elementary	Bristol HSC	28	76.2%	29	43	36	54
Joseph Van Pelt Elementary	Benhams HSC/Bristol HSC	74	53.6%	56	79	40	60
Stonewall Jackson Elementary	Benhams HSC/Bristol HSC	48	70.4%	47	64	56	84

⁷⁴ Virginia Department of Education. Fall Membership Reports as of October 2014. Last retrieved March 2015 from <http://www.doe.virginia.gov>

⁷⁵ Virginia Department of Education. National School Lunch Program (NSLP) Free and Reduced Price Eligibility Report as of October 2014. Last retrieved March 2015 from <http://www.doe.virginia.gov>

Washington Lee Elementary	Bristol HSC	36	68.1%	34	49	42	63
RUSSELL CO.				206	331	270	404
Copper Creek Elementary	Castlewood HSC	65	69.4%	35	90	63	94
Givens Elementary	Swords Creek HSC	18	47.4%	14	17	16	24
Honaker Elementary	Honaker/Swords Creek HSC	65	54.3%	49	71	60	90
Lebanon Primary	Fox Meadows HSC	144	47.3%	96	136	116	174
Belfast Elk Garden Elementary	Fox Meadows HSC	17	50.5%	12	17	15	22
WASHINGTON CO.				336	479	408	610
Abingdon Elementary	Abingdon HSC	86	41.6%	50	72	61	91
Greendale Elementary	Abingdon HSC/Hayter's Gap HSC	54	45.7%	35	49	42	63
High Point Elementary	Benhams HSC	89	41.1%	51	73	62	93
Meadowview Elementary	Abingdon HSC/Hayter's Gap HSC	105	51.6%	76	108	92	138
Rhea Valley Elementary	Damascus HSC	62	54.3%	47	67	57	85
Valley Institute Elementary	Benhams HSC/Mendota HSC	52	50.5%	37	53	45	67
Watauga Elementary	Abingdon HSC	78	36.7%	40	57	49	73
TOTAL FOR ALL AREAS				708	1,045	792	1,275

EARLY CHILDHOOD EDUCATION, CHILD CARE, AND FAMILY SUPPORT SERVICES

The availability, quality and affordability of Early Childhood Education and childcare are a cause for concern for families nationwide. The ability of families to find and maintain employment or to access educational and training opportunities largely depends on their access to Early Childhood Education (ECE) /childcare that is responsive to their needs. In short, parents must have access to a dependable source of care to pursue those opportunities that best allow them to provide for themselves and their children. Unfortunately, the market in People Incorporated's service area is largely unable to address the ECE/ childcare needs of low-income working families.

The Virginia Department of Social Services is the licensing agent for day care centers, and all licensed day care centers must meet standards promulgated by the Child Day Care Council. These standards are designed to ensure that licensed childcare providers provide safe, nurturing, and healthy environments for the children in their care.

SOUTHWEST VIRGINIA

Fee-for-service childcare centers are common in Washington County and the City of Bristol, although many low-income parents are unable to afford them without subsidy. People Incorporated offers Early Head Start services with wrap-around, full day, and fee-for-service childcare/ECE in Dickenson County at the Dickenson Child Care Center. Childcare fees at this center are subsidized with department of social services Child Care Development Block Grant (CCDBG) vouchers, which help low-income parents have access to quality childcare.

People Incorporated currently operates twelve Head Start and Early Head Start centers with the capacity to serve 428 children in Southwest Virginia. In 2011, the Meadowview center closed. The Damascus center, also in Washington County, was closed at the end of the 2012-2013 school year due to sequestration cuts, but has since been reopened in 2014 with sequestration restoration. Also as a result of sequestration restoration, a second Head Start classroom was added to the Hayters Gap center. However, the program has had difficulty maintaining full enrollment in the new classroom. Table 35 lists the licensed childcare centers and pre-Kindergarten classrooms in People Incorporated's Southwest Virginia service area. The dominant sources of ECE in the service area are Head Start/Early Head Start centers operated by People Incorporated and neighboring grantees, while the pre-K programs are offered by the local school systems. People Incorporated does not currently operate any Head Start or Early Head Start centers in the Northern Shenandoah Valley or the Northern Piedmont region but the agency is, by far, the largest and most developed ECE /childcare provider in Southwest Virginia.⁷⁶

The pre-K/ECE programs offered by local school systems serve the greatest number of children eligible for the Head Start program in the service area. The pre-K/ECE programs target "at-risk" four-year-old children, are free to qualified families, and are widely dispersed throughout the service area. People Incorporated has become accustomed to decreases in the number of four-year old children enrolled in Head Start each year due to the recent expansions of the local pre-K programs. We are currently developing plans to work more closely with all school systems in our service area to identify, recruit, and enroll children who are eligible for pre-school programs such as Head Start and pre-K/Virginia Preschool Initiative (VPI). Increased collaboration will improve communication between the competing sources of childcare/ECE for low-income and at-risk children, and enable the greatest number of children to be served.

⁷⁶ Skyline CAP operates the Head Start program for Page, Rappahannock, Shenandoah, and Warren Counties; Apple Country Head Start operates the Head Start program in Frederick and Clarke Counties; Fauquier Community Action Committee Inc. operates the Head Start program in Fauquier County; and Northern Virginia Family Services (NVFS) operates Head Start and Early Head Start programs in Prince William County, the City of Manassas and the City of Manassas Park.

TABLE 35: ECE/CHILDCARE CAPACITY IN SWVA⁷⁷

County	School/Day Care Center	Capacity (# of Available Slots)	Ages Served
BUCHANAN COUNTY, VIRGINIA			
	Council Head Start Center	25	3 years - 5 years 11 months
	Garden Head Start Center	25	3 years - 5 years 11 months
	Rocklick Head Start Center	25	3 years - 5 years 11 months
	Hurley Head Start Center #1	25	3 years - 5 years 11 months
	Hurley Head Start Center #2	25	3 years - 5 years 11 months
	Buchanan Head Start #1	25	3 years - 5 years 11 months
	Buchanan Head Start #2	25	3 years - 5 years 11 months
	Whitewood Head Start Center	25	3 years - 5 years 11 months
	Council Elementary	17	Pre-Kindergarten
	Hurley Elementary/Middle	16	Pre-Kindergarten
	JM Blevins Elementary	10	Pre-Kindergarten
	Riverview Elementary/Middle	59	Pre-Kindergarten
	Twin Valley Elementary/Middle	25	Pre-Kindergarten
	BUCHANAN CO. TOTAL		327
DICKENSON COUNTY, VIRGINIA			
	Dickenson Co. Child Care Center	71	1 month - 12 years 11 months
	Clintwood Head Start Center	40	2 years 6 months - 5 years 11 months
	Haysi Head Start Center	50	2 years 6 months - 5 years 11 months
	Clintwood Elementary	19	Pre-Kindergarten
	Ervington Elementary	21	Pre-Kindergarten
	Sandlick Elementary	35	Pre-Kindergarten
	DICKENSON CO. TOTAL		236
RUSSELL COUNTY, VIRGINIA			
	Bright Beginnings Child Care	34	Birth – 12 years 11 months
	Lebanon Presbyterian Church	20	2 years 6 months - 5 years 11 months
	Fox Meadows Head Start Center	17	3 years - 5 years 11 months
	Green Valley Baptist Church	50	3 years - 5 years 11 months
	Rejoice Ministries	20	3 years - 5 years 11 months
	Swords Creek Head Start Center	17	3 years - 5 years 11 months

⁷⁷ Virginia Department of Social Services. Licensed Child Day Care. Last retrieved March 2015 from <http://www.dss.virginia.gov>.

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	Givens Elementary Head Start	20	3 years – 4 years
	Copper Creek Elementary	56	Pre-Kindergarten
	Givens Elementary	17	Pre-Kindergarten
	Honaker Elementary	59	Pre-Kindergarten
	Lebanon Primary School	76	Pre-Kindergarten
	RUSSELL CO. TOTAL	386	
WASHINGTON COUNTY, VIRGINIA			
	Abingdon United Pentecostal Church	50	Birth - 12 years 11 months
	Sinking Springs Presbyterian Church	61	Birth - 6 years 11 months
	Trigg Street Church of God	50	1 month - 12 years 11 months
	Victory Children's Center	105	1 month - 12 years 11 months
	Abingdon Early Head Start	20	0 month - 2 years 11 months
	First Christian Church	50	1 year - 12 years 11 months
	Kiddie Care College	77	1 year 10 months - 12 years 11 months
	Miss Amy's Child Care	61	1 year 10 months - 7 years 11 months
	Busy Little Bee's Child Development Center	20	1 year 6 months - 12 years 11 months
	Kids Are Special Christian Day Care	45	2 years - 12 years 11 months
	Abingdon Church of Christ	50	2 years - 5 years 11 months
	Benhams Head Start Center	51	3 years 6 months - 5 years 11 months
	Damascus Head Start Center	17	3 years – 5 years 11 months
	Pleasant View United Methodist	22	2 years 6 months- 5 years 11 months
	Sullins Academy Preschool/Children's Center	50	2 years 6 months- 12 years 11 months
	Abingdon Child Development Center	57	3 years - 5 years 11 months
	Boys & Girls Club – Abingdon Unit	100	5 years – 12 years 11 months
	Glade Spring Head Start	37	3 years – 5 years 11 months
	Hayter's Gap Head Start Center	34	3 years - 5 years 11 months
	St. John Lutheran Church	40	3 years - 5 years 11 months
	Abingdon Elementary	36	Pre-Kindergarten
	Greendale Elementary	26	Pre-Kindergarten
	High Point Elementary	42	Pre-Kindergarten
	Meadowview Elementary	36	Pre-Kindergarten
	Rhea Valley Elementary	44	Pre-Kindergarten
	Valley Institute Elementary	26	Pre-Kindergarten
	Watuaga Elementary	18	Pre-Kindergarten
	WASHINGTON CO. TOTAL	1,225	
CITY OF BRISTOL, VIRGINIA			
	APPLE Academy of Central Presbyterian Church	100	1 month - 12 years 11 months

Childcare Network #123	99	1 month - 12 years 11 months
Boys & Girls Club – Bristol Unit	250	5 years – 12 years 11 months
Antioch Baptist Church	45	1 month - 5 years 11 months
State Street United Methodist	90	1 month - 5 years 11 months
Lee Street Baptist Church	75	1 year 5 months - 12 years 11 months
North Bristol Baptist Church	65	1 year - 12 years 11 months
St. Anne Catholic School Pre-school	20	2 years 6 months - 5 years 11 months
Creative Learning Center	120	2 years 6 months - 5 years 11 months
Bristol Child Development Center	82	2 years - 5 years 11 months
Nurtury Development Child Care and Pre-School	50	Birth - 12 years 11 months
Covenant Fellowship Church	60	Birth – 12 years 11 months
Girls Inc of Bristol	149	5 years – 12 years 11 months
Highland View Elementary	15	Pre-Kindergarten
Joseph Van Pelt Elementary	49	Pre-Kindergarten
Stonewall Jackson Elementary	29	Pre-Kindergarten
Washington Lee Elementary	16	Pre-Kindergarten
CITY OF BRISTOL TOTAL	1,314	
TOTAL NUMBER OF ECE /CCare SLOTS	3,488	

NORTHERN SHENANDOAH VALLEY

Head Start programs are currently provided to Clarke and Frederick counties through Apple Country Head Start and to Page, Shenandoah and Warren counties by Skyline Community Action Program. There are currently no Early Head Start programs available for these counties.

Only 23 childcare centers in the Northern Shenandoah Valley service area are licensed to provide services for children between the ages of birth and three years old (see Table 24 below). These centers have the capacity to serve a total of 2,526 infants and toddlers (under age 3) while there are approximately 6,812 children age-eligible for EHS/ECE programs (based on an estimate that 3/5 of the population under five are 3 years and younger).

TABLE 36: ECE AND CHILD CARE CAPACITY IN THE NSV

Location	Pop under 5 (2012) ⁷⁸	Licensed Child Day Care Facilities ⁷⁹	Licensed Child Day Care Capacity ⁸⁰	Licensed Child Day Care Facilities Serving EHS-age Children ⁸¹	Licensed Child Day Care Capacity to serve EHS-age Children
Clarke	720	10	596	2	200
Frederick	4,844	19	1,661	7	849
Page	1,204	5	184	0	0
Shenandoah	2,338	16	1244	7	802
Warren	2,248	16	1,292	7	675
Totals	11,354	66	4,977	23	2,526

NORTHERN PIEDMONT

Head Start programs are provided to Rappahannock County through Skyline Community Action Program and to Culpeper County through Culpeper Human Services; Fauquier Community Action Committee Inc. currently operates Head Start in Fauquier County. No Early Head Start is available at this time in Culpeper County, Rappahannock County or Fauquier County. Prince William County, the City of Manassas and the City of Manassas Park are all served by Northern Virginia Family Services (NVFS) who provides both Head Start and Early Head Start programs.

TABLE 37: ECE AND CHILD CARE CAPACITY IN NORTHERN PIEDMONT REGION

Location	Pop under 5 (2012) ⁸²	Licensed Child Day Care Facilities ⁸³	Licensed Child Day Care Capacity ⁸⁴	Licensed Child Care Facilities Serving EHS-age Children ⁸⁵	Licensed Child Day Care Capacity to serve EHS-age Children
Culpeper	3,221	14	1,907	1	191

⁷⁸ U.S. Census Bureau. American Fact Finder. Last retrieved March 2015 from <http://www.census.gov>.

⁷⁹ Virginia Department of Social Services. 2015. Licensed Child Day Care. Last retrieved March 2015 from <http://www.dss.virginia.gov>.

⁸⁰ Ibid.

⁸¹ An EHS-age child is defined as an infant or toddler age three-years-old or younger.

⁸² U.S. Census Bureau. American Fact Finder. Last retrieved March 2015 from <http://www.census.gov>.

⁸³ Virginia Department of Social Services. Licensed Child Day Care. Last retrieved March 2015 from <http://www.dss.virginia.gov>.

⁸⁴ Ibid.

⁸⁵ An EHS-age child is defined as an infant or toddler age three-years-old or younger.

Fauquier	3,749	41	3,753	8	970
Manassas	3,304	20	n/a	n/a	n/a
Manassas Park	1,345	5	n/a	n/a	n/a
Prince William	34,177	179	n/a	n/a	n/a
Rappahannock	317	4	172	1	90
Totals	42,892	251			

Since EHS-age children are defined as an infant or toddler aged three years or younger, it can be estimated that 3/5 of the population of children five and under are EHS-age eligible. Thus, it can be estimated that 4,372 children are EHS-age eligible in Culpeper, Fauquier and Rappahannock counties while there are currently only 1,251 child care slots available for this age group in these localities.

The Northern Shenandoah Valley and the Northern Piedmont regions already have Head Start programs and grantees in place. Many of the counties in People Incorporated’s service area do not have access to an Early Head Start/ECE program; this can be addressed with regional community partners.

OTHER AVAILABLE RESOURCES IN AGENCY SERVICE AREAS

DEPARTMENT(S) OF SOCIAL SERVICES

A local division of the Virginia Department of Social Services serves each locality in the service area. Qualified families can receive some or all of the following services through their local department of social services: auxiliary grants to rest home residents; counseling services; child care; emergency assistance; companion services; Medicaid; fuel assistance; Virginia Initiative for Employment not Welfare (VIEW); surplus commodities; foster care; adoption services; Supplemental Nutrition Assistance Program (SNAP); Women, Infants, and Children (WIC); Family Access to Medical Insurance Security (FAMIS); Temporary Assistance for Needy Families (TANF) and general relief.

HEALTH DEPARTMENTS

A local branch of the Virginia Department of Health serves each locality. The county health departments strive to protect and promote community health through the provision of free and low-cost health services. The health department is a primary source of health care for much of the Head Start and Early Head Start population. Each local health department offers some or all of the following services: well baby care; breast and cervical cancer early detection programs; children’s specialty services; dental clinic; diabetes control project; family planning clinic; general medical clinic (for adults); HIV/AIDS education; health education activities; immunizations for children age 0-5; injury prevention; prenatal clinic; sanitation services; well child clinic; and the women, infant and children program (WIC).

MENTAL HEALTH SERVICES PROVIDERS

Head Start and Early Head Start families are generally eligible to obtain needed mental health services through state funded Community Services Boards (CSB). Even for the population that does not have children, services will not be denied due to a family’s inability to pay. The CSBs utilize sliding fee cost

scales to provide services for individuals with emotional, family, or daily living problems and alcohol or drug abuse. Community Service Boards are the single point of entry for the Virginia public mental health system. They generally provide comprehensive services addressing mental health, intellectual disability, substance abuse and treatment, consultations, counseling services, and referrals for families living throughout each area they serve, and accept Medicaid and private insurance as payment for services. Unfortunately, the CSBs are generally understaffed and people have to wait many months for their initial appointments, leading to increased hospitalizations and suicides.

SUBSTANCE ABUSE SERVICE PROVIDERS

According to the Substance Abuse and Mental Health Services Administration (SAMHA), a division of the U.S. Department of Health and Human Services there are several substance abuse treatment providers that serve the Southwest Virginia region including Highlands Community Services, Frontier Health, Comprehensive Community Services, and Cumberland Mountain Community Services Board Substance Abuse Program. In the Shenandoah Valley region, there is the Northwestern Community Services Board Mental Health and Substance Abuse Services, Winchester Addiction Services PLC, Council on Alcoholism Lord Fairfax Community Inc, Bridging the Gaps, Inc., and Potomac Highlands Guild to provide substance abuse services to residents. Within the Northern Piedmont service area, there are several substance abuse treatment providers, including but not limited to, Fairfax/Falls Church Community Services Board, Family Focus Counseling Service PC, Rappahannock Area Community Services Board, Behavioral Healthcare/Fauquier, and Region Ten Community Services Board. These providers offer a variety of services including inpatient and outpatient treatment for long- and short-term treatment, holistic approaches, therapy, as well as day treatment.

COMMUNITY ACTION AGENCIES

People Incorporated is the designated Community Action Agency for the five jurisdictions that comprise the agency's Southwest Virginia Head Start and Early Head Start service area. As previously mentioned, Skyline CAP is the community action agency that provides the Head Start program for Page, Shenandoah, Warren, and Rappahannock counties; Fauquier Community Action Committee Inc provides Head Start for Fauquier County; Northern Virginia Family Services provides Head Start/Early Head Start for Prince William County, as well as Manassas Park and Manassas Cities; Culpeper Human Services provides Head Start in Culpeper County; and Apple Country Head Start serves children and families in Frederick and Clarke Counties.

People Incorporated offers child and family services, workforce development, housing, community economic development, and other community service programs. Children and families served in the Head Start and Early Head Start program have full access to the variety of other services offered by People Incorporated (subject to eligibility criteria). People Incorporated is the leading advocate for children and families in the service area, and has a long history of providing economically disadvantaged people with opportunities to improve their lives, their families and their communities.