



2018

Community Needs Assessment Northern Piedmont



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Table of Contents

Executive Summary	1
I. Methodology	2
Surveys	2
Focus Groups.....	3
Secondary Data.....	3
II. Overview of People Incorporated Region	4
III. Jobs, the Economy, and Financial Growth	7
Employment	7
Poverty	9
Transportation	11
IV. Housing	12
Housing Quality and Quantity	12
Affordable Housing	13
Mobility	15
Homelessness.....	15
V. Education	16
Educational Attainment.....	16
VI. Children and Youth	17
Kindergarten Readiness	17
Childcare	18
Head Start Supplemental Info.....	20
Activities for Children and Youth.....	21
VII. Nutrition, Health, and Wellness	22
Substance Abuse and Mental Health.....	22
Affordable Health and Dental Care	24
Nutrition.....	25
Appendices	26
Appendix A: Demographic Statistics by County	26
Appendix B: Armed Forces and Veterans Characteristics by County	27
Appendix C: Unemployment Rate by County	28
Appendix D: Employment and Wages by Industry	29
Appendix E: Poverty by County	31
Appendix F: Living Wage by County and Family Type.....	32
Appendix G: Transportation Characteristics by County	33
Appendix H: Housing Characteristics by County	34
Appendix I: Educational Attainment by County	35
Appendix J: Head Start Eligibility Estimate Methodology.....	36
Appendix K: Childcare Characteristics by County.....	37
Appendix L: Mental Health and Substance Abuse Indicators by County.....	38
Appendix M: Health Characteristics by county.....	39
Appendix N: Staff Survey Summary	40
Appendix O: Board Survey Summary	41
Appendix P: Partners Survey Summary	42
Appendix Q: Community Member Survey Summary.....	43

Executive Summary

People Incorporated is a 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 Needs Assessment. The findings from this assessment are used to inform the agency's selection and delivery of services in each community it serves. In addition to a comprehensive report, People Incorporated has prepared regional sub-reports to ensure that each community receives the most helpful information and that services are tailored to the unique needs of people in the Northern Piedmont region. People Incorporated hopes that the information in this report can also be used throughout the region by other non-profits and local governments to best serve the most disadvantaged members of our community.

Drawing from a wide variety of data sources including surveys, focus groups, and public data, the staff and board of People Incorporated identified the following as the top needs for 2018 in Northern Piedmont:

Top Needs for 2018

- 1. Affordable Housing** – Board, partners, staff, and community members all listed housing as the greatest need in their Northern Piedmont communities. The number of households in the region is growing faster than the number of housing units, which pushes up cost. Over 50% of renters in the region are housing cost burdened.
- 2. Substance Abuse and Mental Health Services** – Narcan administration rate is the highest in NP of any region served by People Incorporated, and has more than doubled in the last five years. The number of mental health providers per resident is less in Northern Piedmont than across the state. Focus group participants were particularly concerned with the lack of resources available to meet the demand for mental health services.
- 3. Living Wage Jobs** – Unemployment in the region is very low, 3.6%, but there remains a lack of living wage jobs that are accessible to low-income residents. Construction, an industry which traditionally pays well without a significant investment in higher education, has decreased by almost 2,000 jobs in the last ten years. The industry adding the most jobs over the same time period, accommodation and food service, pays very low and offers more part-time work that doesn't usually come with benefits.

Full Needs Assessment

The data in this report come from the three localities that comprise People Incorporated's Northern Piedmont service area: Culpeper, Fauquier, and Rappahannock Counties. The full 2018 Community Needs Assessment and regional reports for the Northern Shenandoah Valley, Southwest Virginia, and Greater Prince William regions are available on the People Incorporated website, or by calling People Inc. at 276-623-9000.



I. Methodology

People Incorporated serves thirteen counties and three cities throughout Virginia, providing 29 different programs. The data collection and analysis process used for this assessment ensured that data was collected from a variety of sources in each of these localities.

Surveys

People Incorporated staff administered surveys to four distinct groups in the fall of 2017 to gather data for the needs assessment.

Staff Survey

All employees at People Incorporated were given the opportunity to provide input through a short, electronic survey in September 2017. Of the approximately 225 staff, 98 responded (response rate of 44%). For this regional report, only responses from staff who work in Northern Piedmont have been included (8 responses).

Board Survey

Similar to the staff survey, a short electronic survey was administered to the People Incorporated Board of Directors in September 2017. Of the 42 board members, 20 completed the survey (response rate of 48%). Even with only about half of the board members responding, all of the People Incorporated service areas were represented. For this regional report, only responses from board members who represent Northern Piedmont have been included (5 responses).

Partner Survey

Collecting input from others who work with the low-income community throughout People Incorporated's service area was an important strategy for developing a comprehensive picture of current community needs. People Incorporated staff compiled a list of over 350 partners to survey. The survey was directly emailed to these individuals from People Incorporated staff. Additionally, the survey link was shared at meetings with other human services organizations during September and October 2017. A total of 301 partner surveys were completed with substantial representation from all of the People Incorporated services areas. For this regional report, only responses from partners who work in Northern Piedmont have been included (69 responses).

Community Survey

The most important informant group for the Community Needs Assessment was individual members of the community. The community member survey was the longest of the surveys, and administered on paper rather than electronically. In an effort gather feedback from low-income community members, People Incorporated used a convenience sample. People Inc. partnered with other organizations including food pantries, medical missions, head start providers, and housing agencies to administer the survey. Additionally, program staff administered the survey to current clients in conjunction with People Incorporated's semi-annual customer satisfaction survey. A total of 184 surveys were returned from Northern Piedmont



residents. Nine percent of these survey respondents indicated that they had previously received services from People Incorporated.

Focus Groups

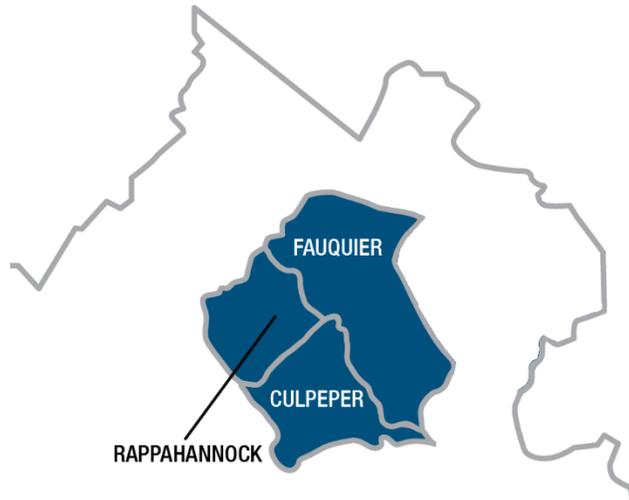
To better understand how each need manifests in the community and individual's lives, People Incorporated conducted six focus groups in Northern Piedmont. This included three focus groups with representatives of partner organizations, one focus group with the People Incorporated board of directors, and two focus groups with general community members. Focus groups ranged in size from 3 to 30, with an average size of 11. Focus groups gave a deeper, better understanding of how needs are interrelated and the unique effects they have in a community.

Secondary Data

Primary data collected by People Incorporated is supplemented with publicly available secondary data throughout the report. Data from the US Census, Bureau of Labor Statistics, Kids Count, Virginia Department of Education, and many other sources support our understanding of how local needs fit into larger trends and offer a comparison to state and national issues. All sources of secondary data are cited within the report.

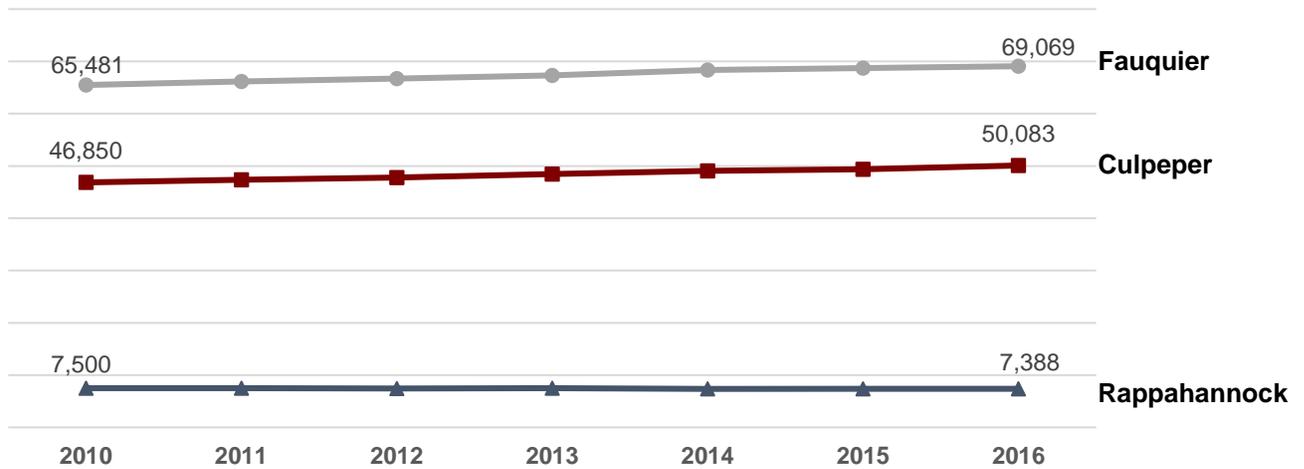


II. Overview of People Incorporated Northern Piedmont Service Area



People Incorporated’s Northern Piedmont region includes the counties of Culpeper, Fauquier, and Rappahannock. While geographically close, these counties differ greatly in population, rurality, and diversity.

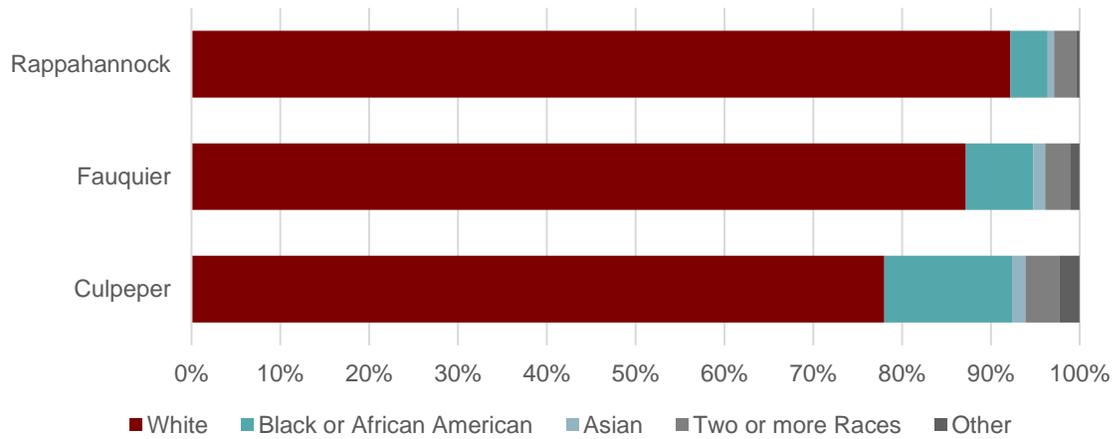
Figure 1. Population Trend by County¹



Since 2010, **both Culpeper and Fauquier have grown in population**, largely as a result of their proximity to the metro regions of Washington D.C. and Charlottesville. On the other hand, **Rappahannock has maintained its small population.**¹

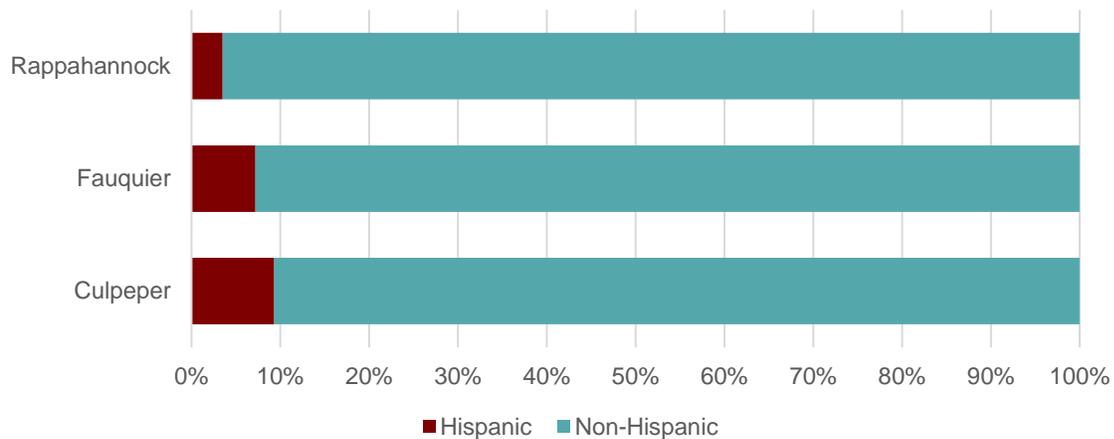
¹ US Census Bureau. American Community Survey Annual Population Estimates. 2016. Table PEPAGESEX.

Figure 2. Racial Composition by County²



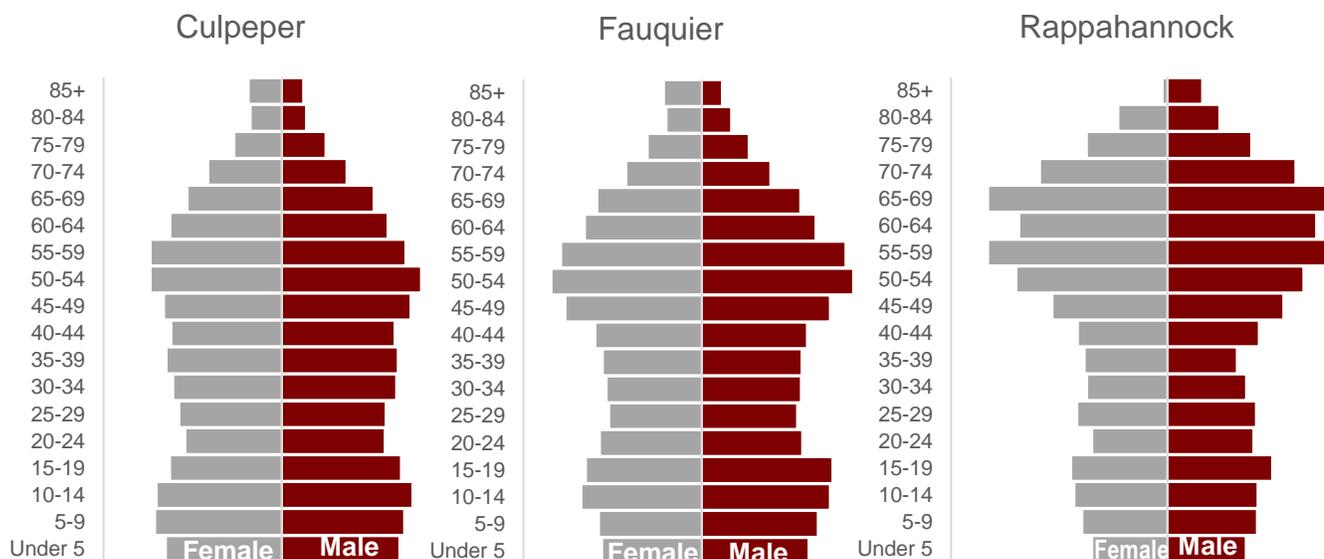
All of the Northern Piedmont localities are predominantly white, with Culpeper having the most racial diversity and Rappahannock the least. Similarly, each region has a different ethnic makeup. Culpeper has the largest proportion of Hispanic residents, and Rappahannock has the least.² Multiple community members indicated that better services for Hispanic residents is a community need. They cited the need for bilingual counselors and the need to support Hispanic residents regardless of English language skills.

Figure 3. Ethnicity Composition by County²



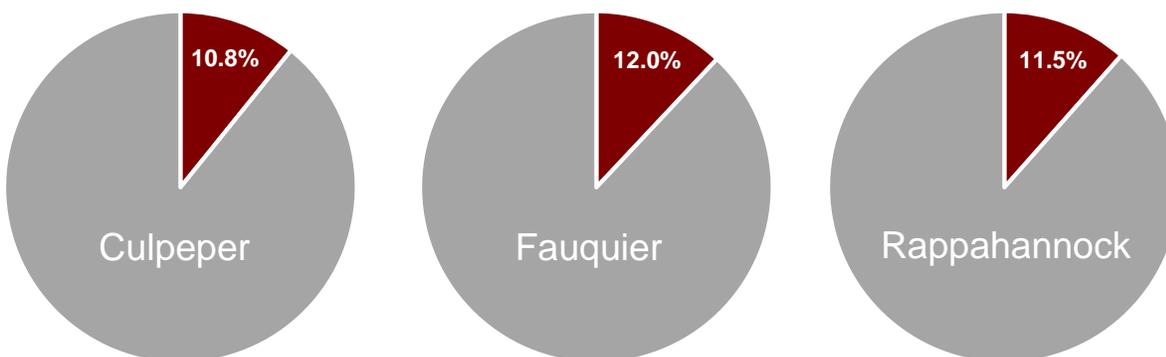
² US Census Bureau. American Community Survey. 2012-2016 5-Year Estimates. Table B03002.

Figure 4. Population Pyramid by County³



The age distribution also shows a different demographic in each county.³ Culpeper County is the youngest with a median age of 38.9 years, while Rappahannock is the oldest at 49.1 years.⁴ The counties in the Northern Piedmont region have a similar age distribution as Southwest Virginia and the Northern Shenandoah Valley, while the Greater Prince William Region trends much younger. The significant proportion of baby boomers in the Northern Piedmont influence the region’s needs related housing, healthcare, and other issues.

Figure 5. Veteran Population by County⁴



Veterans comprise the largest portion of the population in Fauquier and Rappahannock Counties. The most common period of service for veterans in the Northern Piedmont is Vietnam era (36.19%), followed by the gulf war of the 1990s (29.04%). Over 10,000 veterans live in the region⁵, yet the nearest VA Medical Center is in Washington D.C., which is almost two hours from Culpeper.

³ US Census Bureau. American Community Survey. 2016 Population Estimates. Table PEPAGESEX.

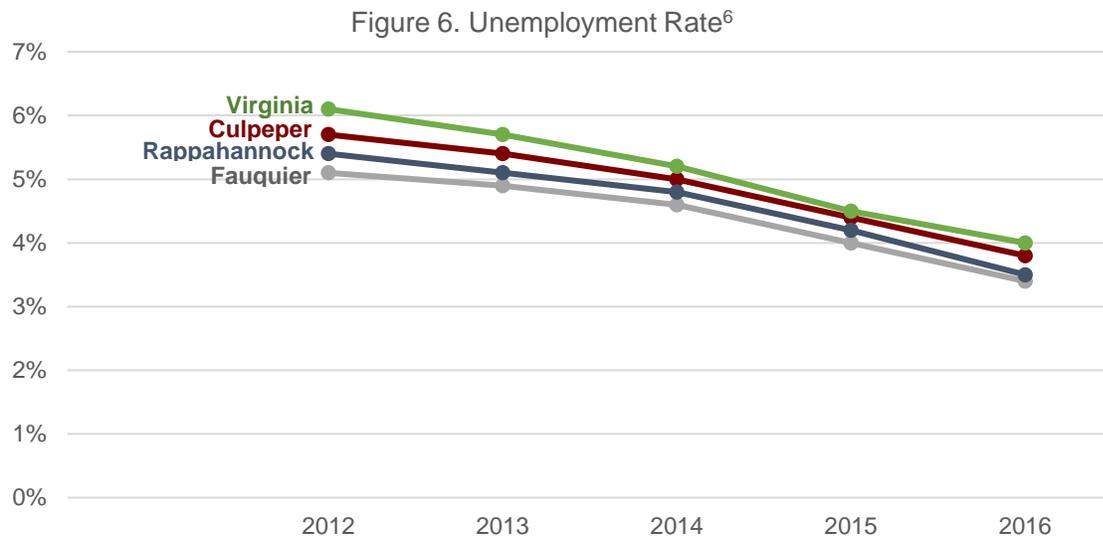
⁴ US Census Bureau. American Community Survey. 2012-2016 5-Year Estimates. Table DP05.

⁵ US Census Bureau. American Community Survey. 2012-2016 5-year Estimates. Table S2101.

III. Jobs, the Economy, and Financial Growth

Employment

The unemployment rate in the Northern Piedmont region has continued to decline post-recession and remains below state and national averages in each county.⁶



Even though unemployment has decreased in the last five years, partners and community members in the Northern Piedmont region identified the quantity and quality of jobs when asked to list the top need in their community. Underemployment remains a cause and condition of poverty throughout People Incorporated's service area.

Among survey respondents who have had issues with getting or keeping a job, the largest concern was the number of jobs available. Focus group participants discussed the impacts of underemployment on housing, food and nutrition, transportation, and health.

Larger, regional and national economic trends are influencing these employment changes. Some Northern Piedmont localities benefit from job growth in the Washington D.C. metro area. Board members from the Northern Piedmont region discussed that many good, high paying jobs are available, but low-income individuals may not have the skills needed to pursue these positions. The unemployment rate for those below the poverty level in Culpeper and Fauquier counties is about 4 times higher than for those above the federal poverty level.⁷

28% of community member survey respondents in the Northern Piedmont indicated that getting or keeping a job had been a problem for them in the last 12 months.

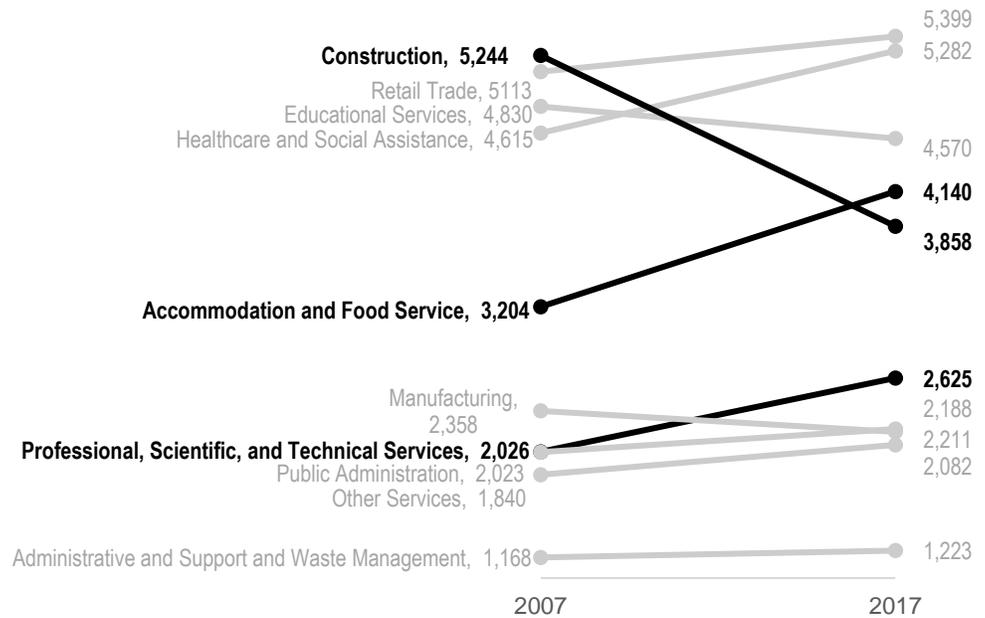
⁶ Virginia LMI. Labor Force, Employment, and Unemployment Data. Annual Averages.

⁷ US Census Bureau. American Community Survey. 2012-2016 5-Year Estimates. Table S2301.



Over the last ten years, the Northern Piedmont's top industry, construction, lost about 1,500 jobs, while accommodation and food service added almost 1,000 jobs. Much like People Incorporated's other regions, the typically low paying sectors of retail and accommodation and food service saw growth in the Northern Piedmont. At the same time, industries like construction that require less education while still maintaining high wages have lost jobs.⁸

Figure 7. Top Industry Trends⁸

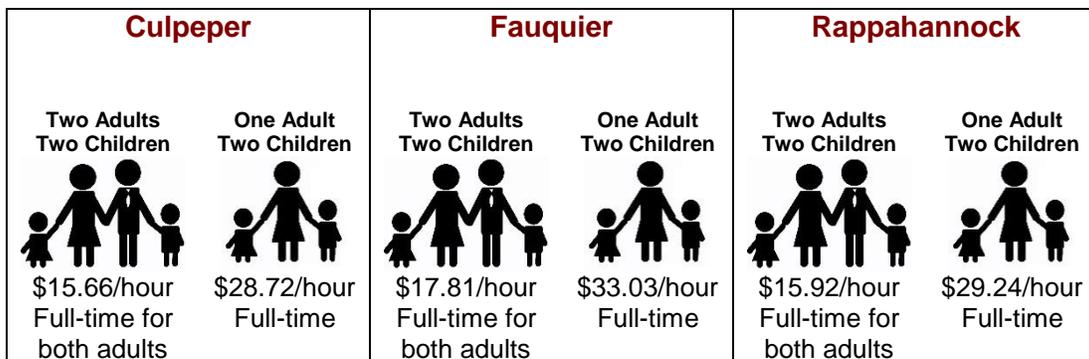


Low-income persons often remain stuck in low-wage positions and need to work multiple jobs to make ends meet for their families. The table below displays the average “living wage” needed to pay for necessities in each county. A living wage is based on the income needed to afford minimum basic needs including food, childcare, health insurance, housing, transportation, and other necessities without budgeting for this that many Americans enjoy like entertainment, meals at restaurants, or vacation.

“Working three jobs to pay my bills makes it pretty difficult for me to be a parent to my kids. I am grateful to have the extra jobs, but I do wish it wasn’t necessary.”

- Fauquier Community Member

Figure 8. Living Wage by Family Type⁹



⁸ Virginia Employment Commission. Quarterly Census of Employment and Wages. 2nd Quarter 2017.

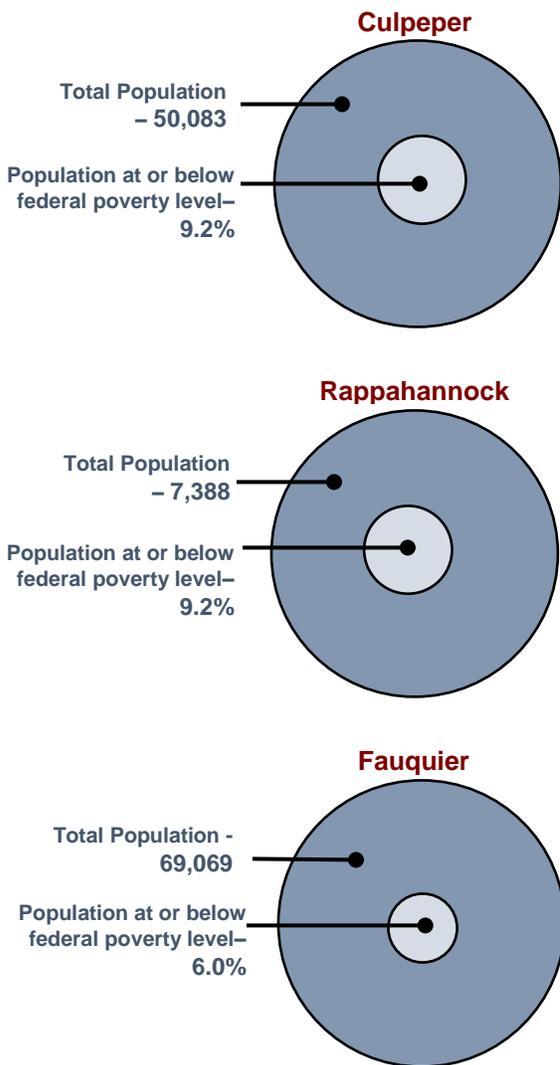
⁹ MIT Living Wage Calculator. 2017



Achievement of employment that provides a living wage often comes with increased education and technical knowledge. The development of skills and experience needed for higher paying jobs was a concern voiced by all stakeholder groups we surveyed. In Virginia, an adult with a high school diploma or equivalent has median annual earnings of \$29,730, while an individual with a bachelor's degree earns \$55,856.¹⁰

While this difference is stark, it does not take into account higher quality jobs that could be available to low-income individuals with a certification or credential that may be quicker and easier to attain than a formal degree. Partners at a Northern Piedmont focus group discussed a need for job training in high demand fields like medical, HVAC, and plumbing. A proposed solution to the need was stronger partnerships with Lord Fairfax Community College and Workforce Innovation and Opportunity Act programs.

Figure 9. Poverty Rate



Poverty

Compared with other regions in People Incorporated's service area, all localities in the Northern Piedmont region have low poverty rates. The proportion of the population below the federal poverty threshold was below the state (11.4%) in all three counties. While the rate is low, the large populations in Culpeper and Fauquier Counties mean that **over 9,000 people in the Northern Piedmont region are living in poverty, with about 2,500 of them children.**¹¹ Accordingly, the poverty rate among children is higher than that for adults in every People Incorporated locality.

In line with state and national trends, racial minorities are more likely to live in poverty than white individuals in the Northern Piedmont region. Poverty rates are also higher for females than males in all three counties.¹²

Standardized federal poverty levels determine eligibility for many state and federal assistance programs including Medicaid, Affordable Housing Vouchers, Head Start, Supplemental Nutrition Assistance Program (SNAP), free and reduced school lunch, and weatherization assistance.

For 2018, the federal poverty levels (FPL) by households size are:

1 Person	\$12,060
2 People	\$16,240
3 People	\$20,420
4 People	\$24,600
More	Add \$4,180 each

¹⁰ US Census Bureau. American Community Survey. 2012-2016 5-Year Estimates. Table B20004.

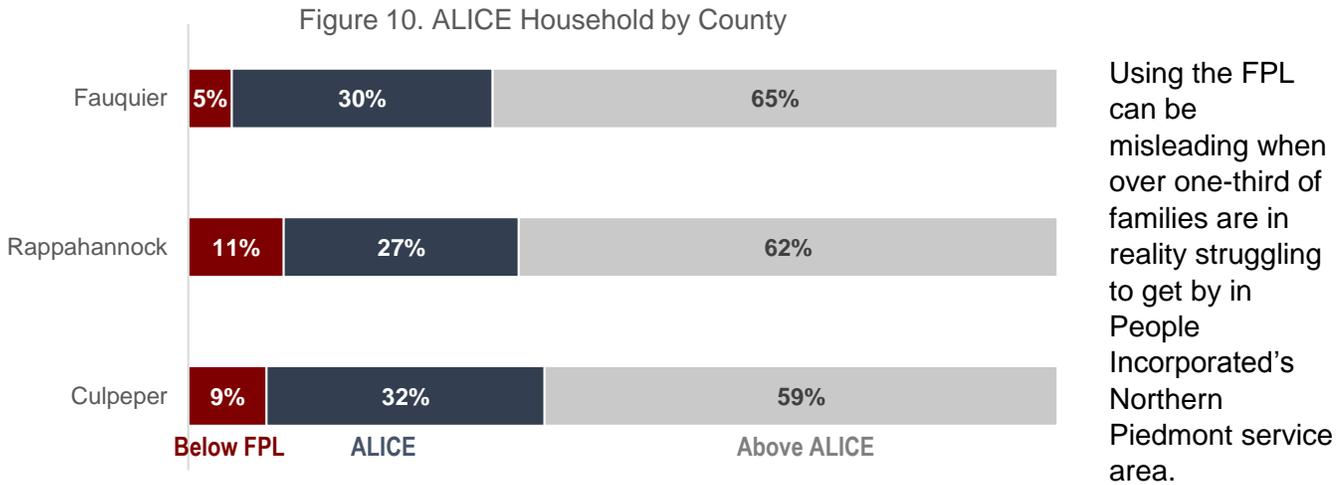
¹¹ US Census Bureau. American Community Survey. 2012-2016 5-Year Estimates. Table DP03.

¹² US Census Bureau. American Community Survey. 2012-2016 5-Year Estimates. Table S1707.

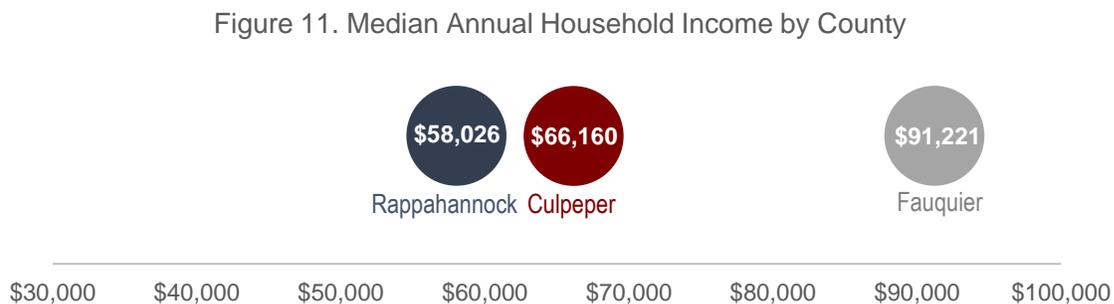


These levels are far below the living wage levels indicated in the previous section, meaning that individuals and families who live about the federal poverty level but below a living wage may be in desperate need of assistance but ineligible for safety net programs.

The United Way has spearheaded research on these individuals, which they label “ALICE” – asset limited, income constrained, employed. While 11% of Virginians fell below the federal poverty threshold in 2015, 39% fell below the ALICE threshold.¹³



Another way to look at income distribution is through median annual household income. The median income varies greatly across region at \$91,221 in Fauquier, \$66,160 in Culpeper, and \$58,026 in Rappahannock. Median income in Fauquier is among the top 10% in the state.¹⁴



¹³ United Ways of Virginia. 2017. “ALICE: Asset Limited, Income Constrained, Employed. Virginia.”

¹⁴ US Census Bureau. American Community Survey. 2012-2016 5-Year Estimates. Table DP03.

Transportation

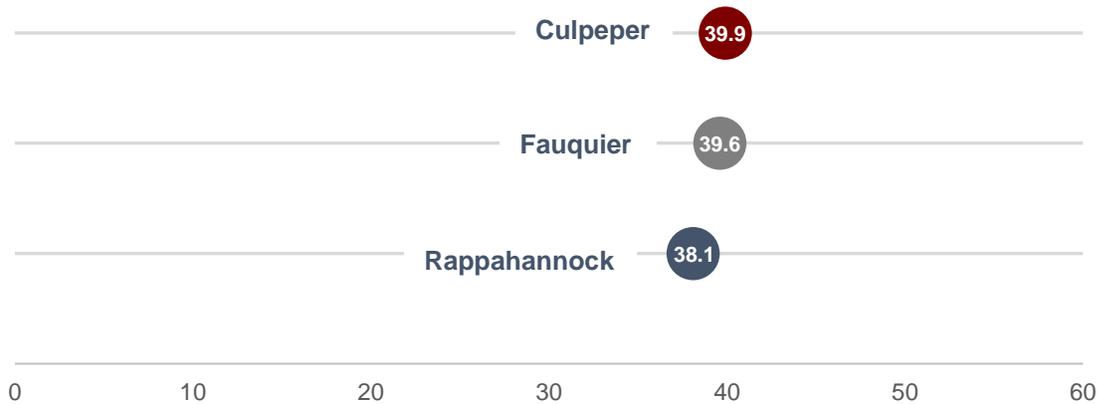
Transportation came out as a top issue in survey and focus group data for the Northern Piedmont region. According to focus group feedback:

- **Transportation is a major need for individuals moving out of homelessness to access services and get to work**
- **Cars are necessary for transportation, but low-income individuals may be unable to afford necessary repairs**
- **Transportation services are needed to get children to after school/recreation programs**

Twenty-two percent of community survey respondents in the NP region said they did not have reliable transportation. Reliable transportation is crucial to maintaining stable employment, but also effects the ability to attend regular medical appointments.

Residents of the Northern Piedmont region have the longest average commute to work of any of People Incorporated’s regions.¹⁵ Long commute times may just seem like an inconvenience, but a recent Harvard study shows that the longer an average commute time in a given county, the less likely it is that a low-income family will experience upward economic mobility.¹⁶

Figure 12. Average Commute Time in Minutes¹⁵



For much of the Northern Piedmont region, a personal vehicle is the only available means to transportation for work, medical appoints, and basic errands. In Culpeper County, 5.4% of households (almost 1,000) have no vehicle available. In Fauquier it’s 3.3% (786 households), and 2.9% in Rappahannock (93 households).¹⁷

¹⁵ US Census Bureau. American Community Survey. 2012-2016 5-Year Estimates. Table DP03

¹⁶ Chetty, Raj, Nathaniel Hendren, Patrick Kline, and Emmanuel Saez. 2014. “Where is the Land of Opportunity? The Geography of Intergenerational Mobility in the United States.”

¹⁷ US Census Bureau. American Community Survey. 2012-2016 5-Year Estimates. Table B08201.

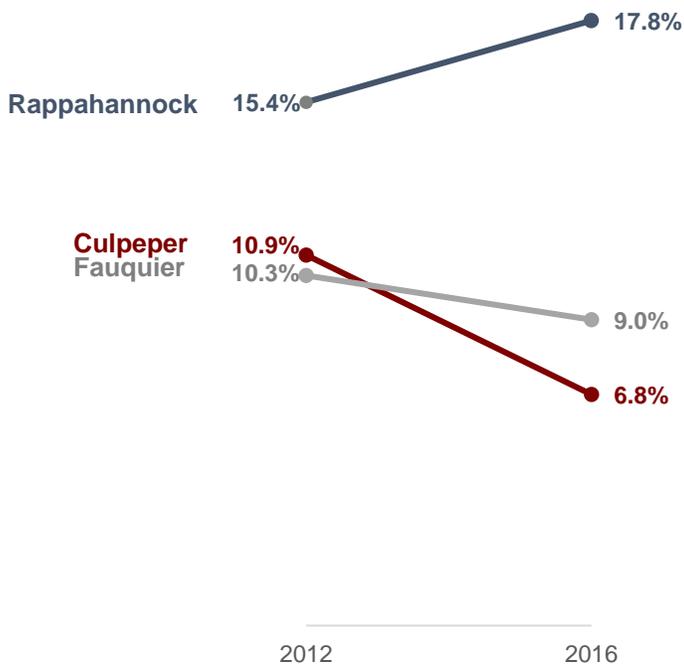
IV. Housing

Housing was the top individual need listed by community members in the Northern Piedmont region. Housing was, by far, the top community need identified by partners as well; three times as many partners identified housing as the greatest community need as any other issue. Former Governor McAuliffe’s issuance of Executive Order 32 in 2014, to “identify and implement actions to enable quality, affordable housing,” further underlines the need across the commonwealth.¹⁸

Housing Quality and Quantity

During focus groups, board members from the Northern Piedmont region discussed the issues of low quality rental units available to low-income individuals. In each county, renter occupied units tend to be older than owner occupied units.¹⁹ This means that renters, who are often lower income, are more likely to face issues that come with old houses, like inadequate weatherization or electrical and plumbing that are not up to current code. Low-income renters often also have fewer options in their price range, and those that are affordable may be low-quality or even unsafe.

Figure 13. Vacancy Rates



Reflecting the growing population, **vacancy rates in Culpeper and Fauquier Counties have steadily decreased over the last five years, while they have risen in the more rural Rappahannock County.**²⁰

Low vacancy rates can impact low-income families in many ways. When fewer homes are available in a growing geographic area, costs often rise, decreasing the number of affordable homes. Similarly, when few homes are available, families with better credit or rental histories will likely win out over those with less stable finances. These factors may force economically disadvantaged families to live further from economic centers to find affordable housing. Migration out of urban centers because of housing costs increases commute times and increases demand for public transportation in suburban and rural communities.

¹⁸ Virginia Coalition of Housing and Economic Development Researchers. 2017. “Addressing the Impact of Housing for Virginia’s Economy: A Report for Virginia’s Housing Policy Advisory Council.”

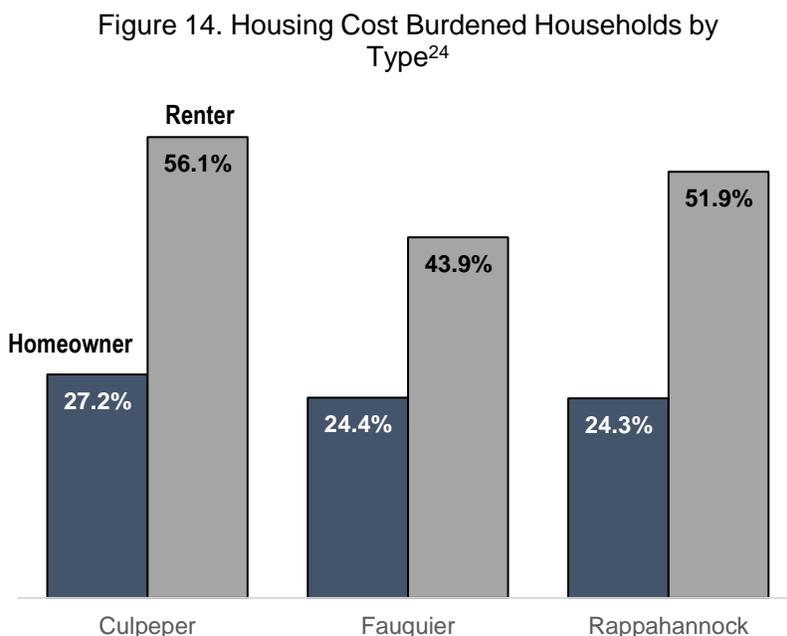
¹⁹ US Census Bureau. American Community Survey. 2012-2016 5-Year Estimates. Table DP04.

²⁰ US Census Bureau. American Community Survey. 2012-2016 5-Year Estimates. Table DP04.

In contrast, rising vacancy rates in rural Rappahannock County may be a symptom of larger economic and demographic changes. Like many rural places in the country, communities like this are seeing an out-migration to cities where there are more job opportunities. As wealthier individuals move from rural areas into urban centers, lower-income residents are pushed out.²¹ Recent research further illustrates that high skill workers are moving to places with high wages, often urban, while low-skill workers are moving away from places where wages are higher because they cannot afford the housing.²² Rappahannock zoning restrictions also greatly limit new affordable housing development in that they require a minimum lot size of 25 acres.

Affordable Housing

Thirty-four percent of survey respondents in the NP region affirmed that they had chosen between paying for housing and paying for other basic needs in the past year. When housing costs are too high, families must make the difficult choice of which needs are most important and what needs won't be met that month. A 2017 report to the Virginia Housing Policy Advisory Council found that Virginia has a shortage of affordable housing, and this has major implication for state policy priorities like workforce development, transportation, education, and health.²³



Almost 1/3 of households in the Northern Piedmont are housing cost burdened²⁴. However, about 50% of renters are housing cost burdened. For families living below, or even a little above, the poverty threshold, housing comprises a much larger proportion of monthly income.

The median monthly rent in Rappahannock County is \$1,046, but the average monthly income for a renter household is only \$2,610. Housing data for each county is in Appendix H.

²¹ Blumenthal, Pamela, John McGinty, and Rolf Pendall. 2016. "Strategies for Increasing Housing Supply in High-Cost Cities: DC Case Study." Urban Institute Brief.

²² Semuels, Alana. 2017. "The Barriers Stopping Poor People From Moving to Better Jobs." *The Atlantic*

²³ Virginia Coalition of Housing and Economic Development Researchers. 2017. "Addressing the Impact of Housing for Virginia's Economy: A Report for Virginia's Housing Policy Advisory Council."

²⁴ US Census Bureau. American Community Survey. 2012-2016 5-Year Estimates. TableDP04. For this report, Housing Cost Burdened is defined as spending 30% or more of a household's income on housing.

“Cost of housing here is too high for the pay in this area. The pay in D.C. might be higher, but for those who want to be around to parent their child instead of driving in traffic all night, there are not enough high paying jobs to compensate for the high cost of housing.”

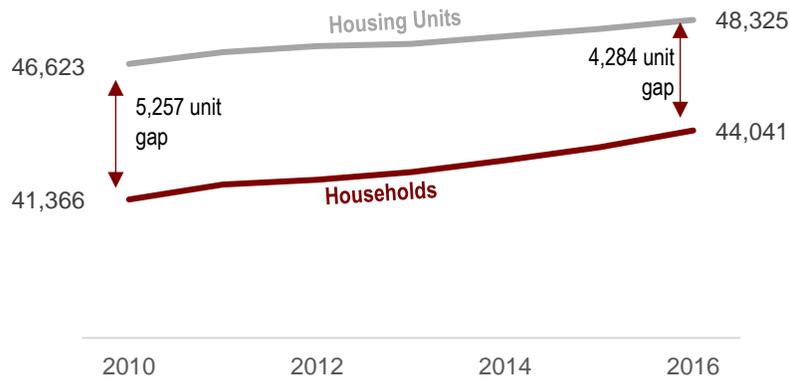
- Northern Piedmont
Community Member

Housing cost-burdened adults are less able to spend their limited funds on necessary medical costs like prescriptions or health insurance. For children, being cost burdened means that a family is less likely to spend their income on child enrichment, which affects economic potential into adulthood. When families are forced to settle for housing that is affordable to them, they may also lose access to other social and cultural resources. High cost communities and neighborhoods often have higher quality K-12 schools. More affordable housing is often in less desirable locations that may be farther from community goods and services like supermarkets, banks, and social service providers.

Partners and community members in the Northern Piedmont region emphasized that pay is not rising nearly as fast as the cost of housing. **The gap between the number of households**

living the region and the number of housing units available has been steadily decreasing in recent years.²⁵ Development of housing is not keeping up with population growth. This relationship puts a squeeze on the market, driving up the cost of housing for both renting and purchasing a home. The large demand and small supply of affordable housing means there are waiting lists for these properties.

Figure 15. Housing demand in Northern Piedmont²⁵

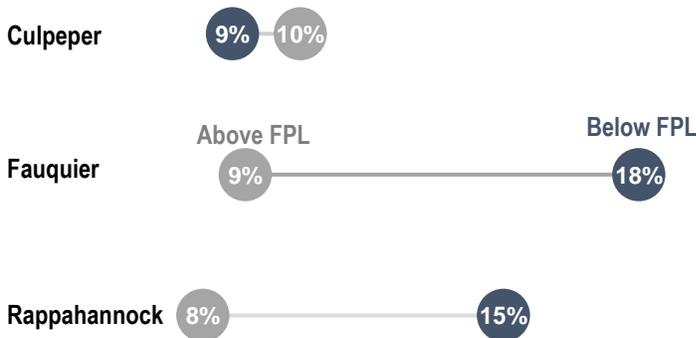


²⁵ US Census Bureau. American Community Survey. 2012-2016 5-Year Estimates. TableDP04

Mobility

Low-income individuals also move residences at a higher rate than their higher income counterparts. In Fauquier and Rappahannock Counties, like most of the People Incorporated service area, individuals living below the federal poverty level are almost twice as likely to have moved in the past year as those living above the FPL. However, there is negligible difference in Culpeper.²⁶

Figure 16. Percentage of Individuals Moved in the Last Year by Poverty Status

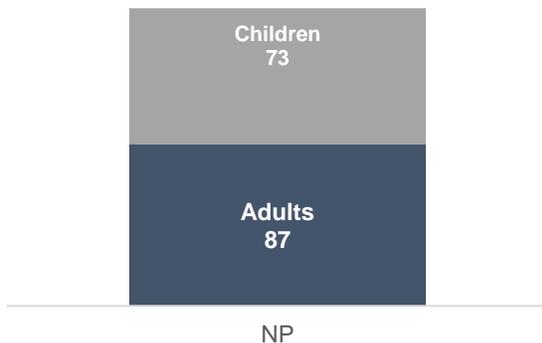


When families move due to increasing housing costs, children often move schools, negatively affecting academic performance and social development.²⁷

Homelessness

Measuring the number and characteristics of homeless individuals in a community is a difficult process. The data here represent the Point-in-Time (PIT) count method used by the Department of Housing and Urban Development. For the PIT method, service provider work to count the literally homeless individuals in emergency shelter, transitional housing, or unsheltered.

Figure 17. Homeless individuals²⁸



While the point-in-time count does capture a portion of households who do not have permanent housing, it misses individuals and families that might be staying with friends until they can afford a deposit on their place or those who are living in week to week hotel rooms. **Twenty-two percent of NP respondents to the community member survey had shared housing with another household to avoid being homeless in the past year.**

²⁶ US Census Bureau. American Community Survey. 2012-2016 5-Year Estimates. Table B07012.

²⁷ Roy, Joydeep, Melissa Maynard, and Elaine Weiss. 2008. "The Hidden Costs of the Housing Crisis." The Partnership for America's Economic Success.

²⁸ Foothills Housing Network. 2017 PIT Count.

V. Education

Survey and focus group respondents mentioned the need for education in various ways. **Primary were the need for technical and workforce education targeted to higher paying jobs and affordable educational opportunities.**

Partners, board members, staff, and community members all recognized that education (whether a GED, college degree, or workforce credential) is a path to greater earnings and increased financial stability. The theme of an increased focus on technical education and training came up in board and partner focus groups. They noted that training programs targeted to in-demand industries, in partnership with community colleges, may be effective.

Educational Attainment

Educational attainment varies across the region. Fauquier has the largest proportion of residents with both high school diplomas and bachelor's degrees.

Figure 18. Educational Attainment

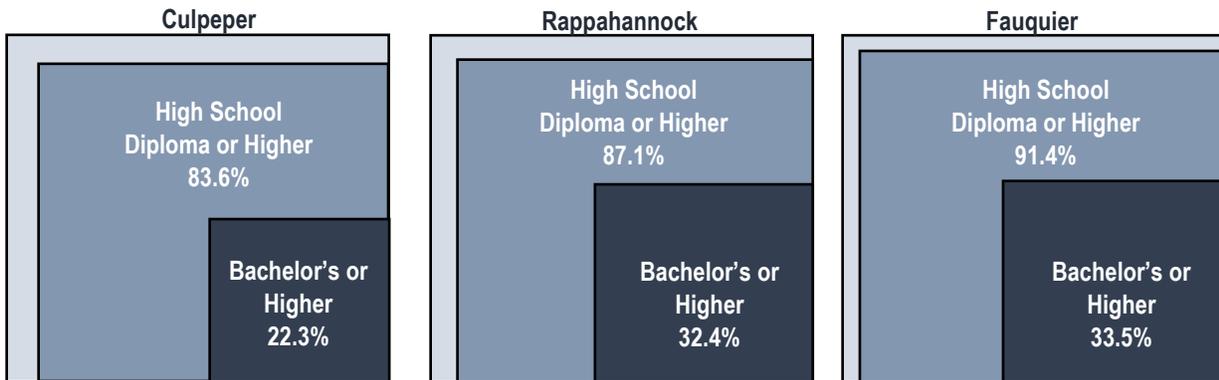
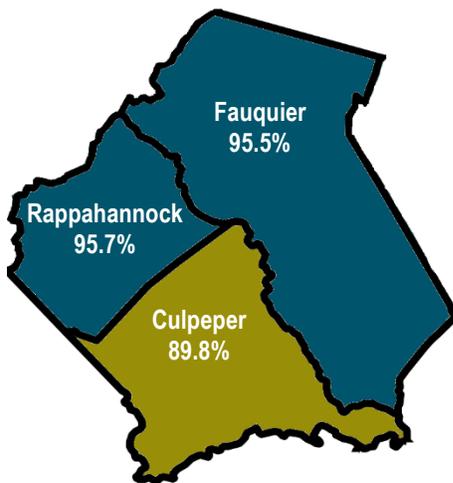


Figure 19. On-time High School Graduation Rate



On time high school graduation rates range from a low of 89.8% in Culpeper to 95.7% in Rappahannock.²⁹ Graduating from high school on time has a large impact for both the individual's lifetime earning potential and for the economy. In Culpeper County, median annual earnings for someone who did not graduate high school are \$25,017 and \$33,731 for someone with a high school diploma. Similarly, the unemployment rate for dropouts in Virginia is 1.5 times higher than that for high school graduates.³⁰

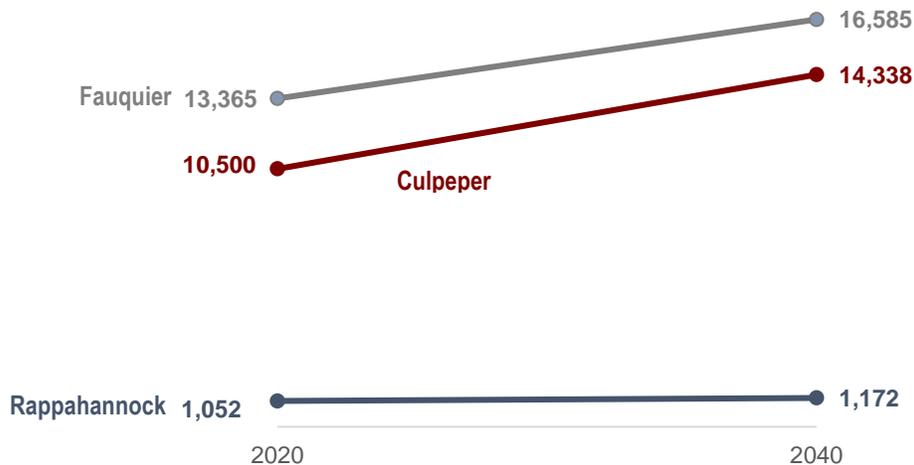
²⁹ Virginia Department of Education. State Level Cohort 4-Year Report 2017

³⁰ US Census Bureau. American Community Survey. 2012-2016 5-year estimates. Table S1501

VI. Children and Youth

30,000 children live in People Incorporated’s Northern Piedmont region³¹. The number of children under 15 in the region is expected to grow by over 7,000 from 2020 to 2040.³²

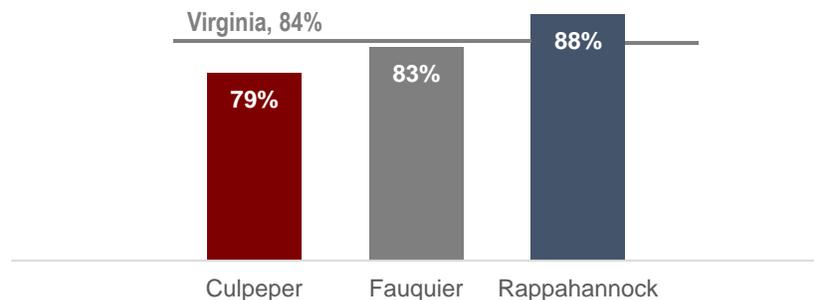
Figure 20. Population growth for children under 15



Kindergarten Readiness

Entering school ready to learn can have significant long-term benefits for children on education, employment, earnings, marriage, and health.³³ For the 2017-2018 academic year, 84% of children in Virginia entered kindergarten with appropriate reading levels. Readiness varied among counties, with Culpeper having the smallest percentage of ready children and Rappahannock County the largest.³⁴

Figure 21. 2017 Kindergarten Readiness Rates



³¹ US Census Bureau. American Community Survey. Annual Population Estimates. 2016. Table PEPAGESEX.

³² Demographics Research Group of the Weldon Cooper Center for Public Services. June 2017.

³³ Heckman, James, Rodrigo Pinto, and Peter Svelyev. 2013. “Understanding the Mechanisms Through Which an Influential Early Childhood Program Boosted Adult Outcomes.” *American Economic Review* 103(6).

³⁴ Virginia Department of Education. PALS-K for fall 2018 kindergarten entry.

Childcare

According to board and partner focus groups, affordable childcare and early childhood education are top needs in the region. Top concerns related to childcare fall in to the following categories:

- **Affordability of care**

While the Virginia Department of Social Services does provide subsidies for childcare to low-income families, issues remain with the number of centers who are willing to accept the vouchers and for families that make too much to qualify for subsidies, but too little to afford quality childcare. In some areas, families who may qualify still cannot get subsidies because of the waitlist.

As of February 2018, only 45% of the registered childcare providers in the Northern Piedmont area provide subsidies, and only 43% provide full time care and accept subsidies.³⁵ The average cost of childcare in Virginia is 43% of the median earnings for someone with a high school diploma.³⁶ Spending almost half of one's income on childcare leaves little left to pay for housing, food, and other basic needs.

In Virginia, center-based childcare for an infant costs an average of **\$12,792 a year.**

For an infant and a 4-year old, the cost jumps to **\$22,360 a year.**³⁷

- **Availability of care**

Availability of childcare is an issue in many cities across the country experiencing population growth and in rural communities with few providers. In the Northern Piedmont area, 64% of registered providers offer full-time licensed care. However, there are even less care providers for newborns less than one-year old. Only 30% of providers offer licensed newborn care.

Title I preschool and the Virginia Preschool Initiative have greatly expanded care for four-year-olds across the state. In the fall of 2017, 309 children under five were enrolled in preschool programs at public schools across the region.³⁸ Publicly available preschool at no cost to parents is a step in the right direction to addressing the affordability and availability needs related to childcare and early childhood education.

Even with existing efforts at improving childcare access, a large gap still remains between the number of children needing care and the number of available childcare slots with qualified providers. According to 2016 US Census Bureau estimates, about 7,500 children under age five live in the Northern Piedmont service area.³⁹ If all 6,471 registered provider slots are filled, and an additional 309 children are in public preschool, that still leaves about **600 children without registered care in the Northern Piedmont service area.** Some of these families may not have their children in center-based care by choice, while others may rely on friends, or use unregulated and unregistered providers because it's the only affordable option.

³⁵ Virginia Department of Social Services. Child Day Care. Searched February 2018.

³⁶ US Census Bureau. American Community Survey. 2012-2016 5-Year Estimates. Table S1501.

³⁷ Childcare Aware America. "Parents and the High Cost of Child Care: 2017 Report."

³⁸ Virginia Department of Education. Fall 2017 Membership Data.

³⁹ US Census Bureau. American Community Survey 2016 Annual Population Estimates. Table PEPAGESEX.



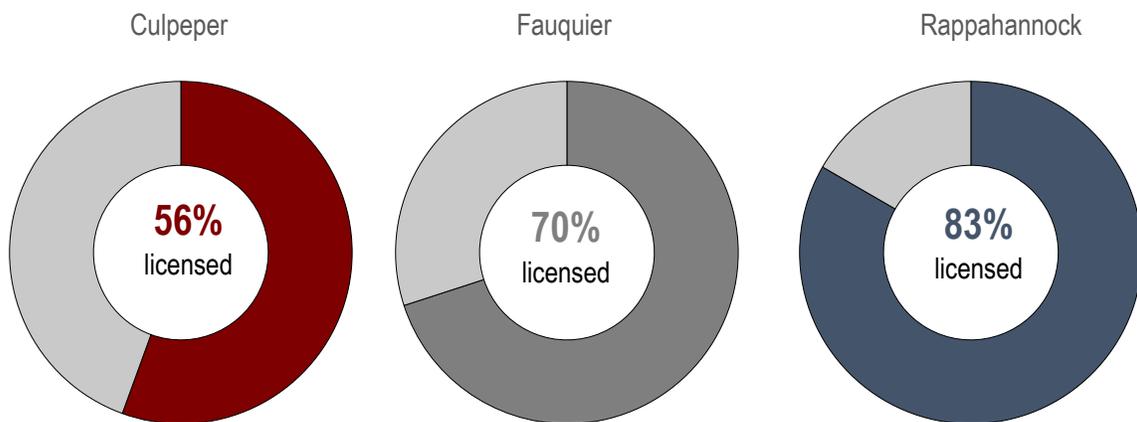
- **Conflict between care schedules and employment schedules**

Focus group and survey respondents commented on the **lack of childcare for individuals who work other than traditional work hours**. This may include manufacturing workers or healthcare professionals who work nights, or those who work retail or restaurant jobs that might have evening shifts. When extended childcare hours are available, they often cost more than standard daytime hours.

- **Licensing and quality of care**

When families cannot afford traditional, center-based childcare, they often turn to friends or family members to care for their children.

Figure 22. Proportion of Registered Child Day Care Providers with a License



In the Northern Piedmont service area, **68% of providers registered with the Department of Social Services are licensed**.⁴⁰ One of the largest providers of unlicensed care are religious institutions that are classified as “religious exempt.” These centers are not subject to the same regulation and inspection standards as licensed facilities. Recent federal legislation expanded requirements for religious exempt centers that receive subsidies in an attempt to improve quality and accountability. However, partners and board members discussed that some religiously exempt providers have decided to shut down rather than meet newly expanded requirements, exacerbating the issue of childcare availability.

Virginia has implemented multiple initiatives and programs with the goal of improving the quality of child care and early childhood education in the state. The Virginia Quality program is a voluntary quality rating and improvement system that provides support to all types of providers that seek to improve that quality of care. Families can use the Virginia Quality website to explore the quality of participating providers in the domains of basic health and safety, education and qualifications, curriculum and assessment, and environment and interactions.⁴¹ The Virginia

⁴⁰ Virginia Department of Social Services. Child Day Care. Searched February 2018.

⁴¹ Virginia Quality. Virginia Department of Social Services. www.virgininaquality.com

Department of Social Services and The Virginia Early Childhood Foundation jointly administer the Virginia Quality program.

The Virginia Early Childhood Foundation also heads the statewide Smart Beginnings network. Smart Beginnings works to build partnerships and systems change to increase capacity to provide quality early childhood development at the local level. Smart Beginnings programs exist in all localities served by People Incorporated.

Even with these, and other, initiatives, access to care that is both high quality and affordable remains a barrier to many families.

Head Start Supplemental Info

Eligibility Estimates

As a Head Start and Early Head Start grantee, People Incorporated reports on data specific to the needs of low-income children and families in our service area related to childcare and early childhood education. This section specifically outlines those data points as specified by the Head Start Program Performance Standards.

For each locality, estimates of eligible Head Start and Early Head Start children are presented as a range, based on free-lunch methodology.⁴²

Figure 23. Estimate of Head Start Eligible Children

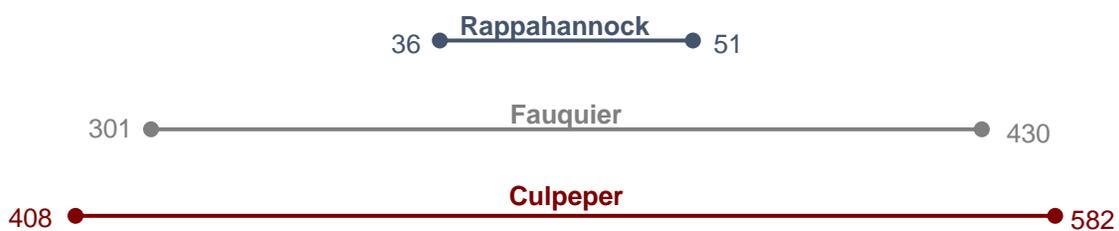
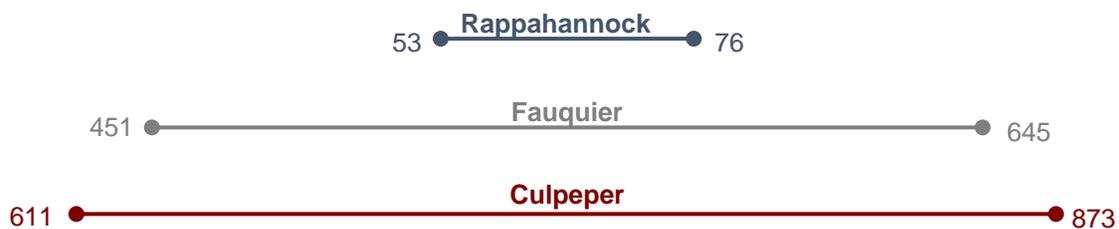


Figure 24. Estimate of Early Head Start Eligible Children



⁴² The authors of this report used the Free Lunch Method to estimate the number of children eligible for Head Start and Early Head Start services. Details on this method are found in Appendix J.



Activities for Children and Youth

A need that came up in all regions in both surveys and focus groups was the need for activities and programs to engage children and youth when they have aged out of early childhood education programs. This issue was of particular importance to partners in the Northern Piedmont region. Partners focused on the positive impact after school and summer programs can have on deterring children and youth from substance abuse or other negative and risky behaviors.

Both community members and partners stated that activities for teenagers were the single greatest need for either them or their community. While some input stated a general lack of activities, other comments illustrated barriers that low-income youth face in accessing existing activities. Many sports or extracurricular activities require a fee for equipment or participation. Activities outside of school hours also require transportation. In rural communities, a lack of recreational opportunities can lead to social isolation.

VII. Nutrition, Health, and Wellness

Substance Abuse and Mental Health

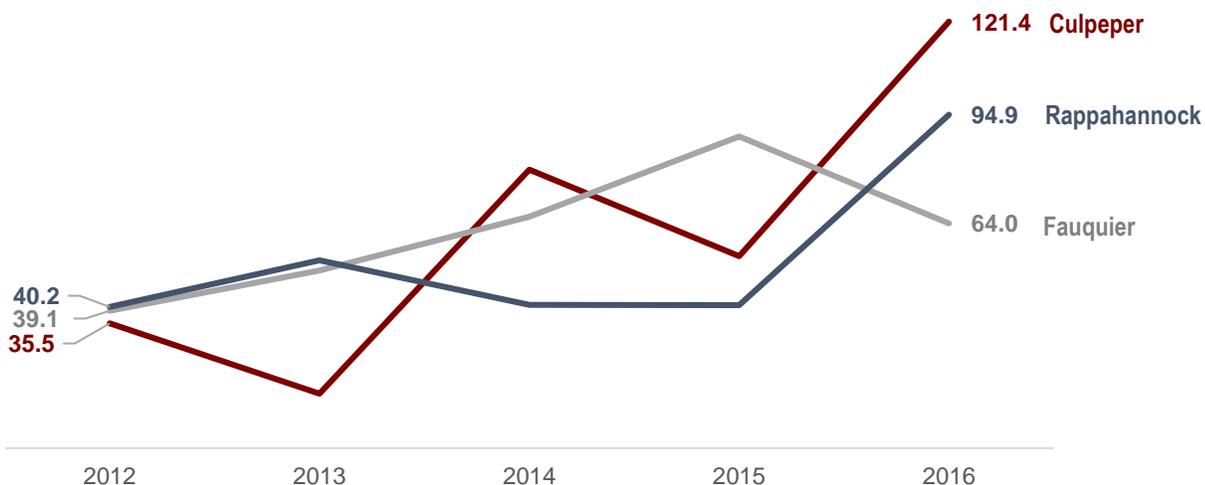
Community members identified mental health and substance abuse issues as one of the underlying causes of poverty in the Northern Piedmont region. Here are just a few of the exact words used by survey respondents when asked to identify the single greatest need in their community:

- Community Members
 - “Drug rehab and support for addicts.”
 - “Substance abuse treatment”
- Partners
 - “Mental health and addiction services”
 - “Substance abuse recovery services”
- Board
 - “addressing the opioids crisis”
- Staff
 - “adequate substance abuse treatment for poor, uninsured”

In just the past few years, opioid abuse has come to the top of concerns for communities because of its direct impact on health, employment, child development, homelessness, and overall financial wellbeing. **For Americans under 50, drug overdose is now the leading cause of death⁴³**. Based on the feedback we received, mental health services and substance abuse services are joint needs that must be addressed simultaneously.

Since 2012, the rate of Narcan administration by EMS has risen in every county.⁴⁴

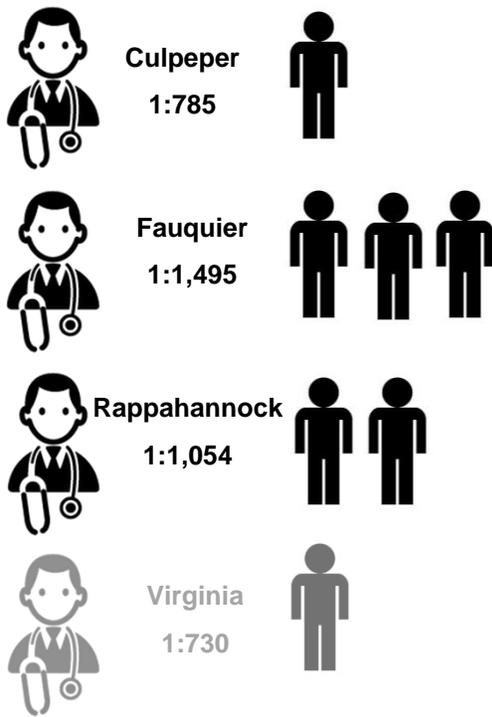
Figure 24. EMS Narcan Administration Rate



⁴³ National Institutes of Health. Initiative to Help End the Opioid Crisis. www.nih.gov/opioid-crisis. Accessed Feb 2018.

⁴⁴ Virginia Department of Health. Opioid Indicators Dashboard. Accessed Feb 2018. Rates in Figure 23 are pre 100,000 individuals.

Figure 25. Ratio of Residents per Mental Health Provider



Focus group participants in the Northern Piedmont region discussed multiple consequences of the rising rates of substance abuse. Opioid addiction and an associated criminal record can negatively impact an individual's ability to obtain employment and housing.

Partners identified a lack of both substance abuse and mental health providers. Current mental health offices, particularly those that offer affordable care, are overwhelmed with the demand.

The number of residents per each mental health provider is 1,083 in the region, which is much higher than the state rate.⁴⁵

Individuals recovering from substance abuse need intensive care and support. Assistance with housing, food, and life skills are essential to continuing sobriety. This is especially true for special populations including those recently incarcerated, those with physical disabilities, and those with concurrent medical and mental health illness. While about half of individuals with

substance abuse issues participate in treatment programs while in prison, only one-quarter are still receiving those services eight to ten months after release.⁴⁶ Individuals with physical and sensory disabilities may have difficulty getting treatment because of facility accessibility or lack of staff who are trained to work with visually or hearing impaired clients.⁴⁷

It is also important to note that mental health care for children and youth is an aspect of this need. **Of survey respondents who had children, 36% said they'd experienced emotional and behavioral problems with their children in the last 12 months.** Community members suggested a need to expand mental health services for children and to use positive youth programs as substance abuse prevention opportunities.

⁴⁵ County Health Ranking and Roadmaps. 2016 NPI Registry.

⁴⁶ Mallik-Kane, Kamala and Christy Visser. 2008. "Health and Prisoner Reentry: How Physical, Mental, and Substance Abuse Conditions Shape the Process of Reintegration." *Urban Institute Justice Policy Center*.

⁴⁷ Substance Abuse and Mental Health Services Administration. 2011. "Substance Use Disorders in People with Physical and Sensory Disabilities." *In Brief* (6):1.

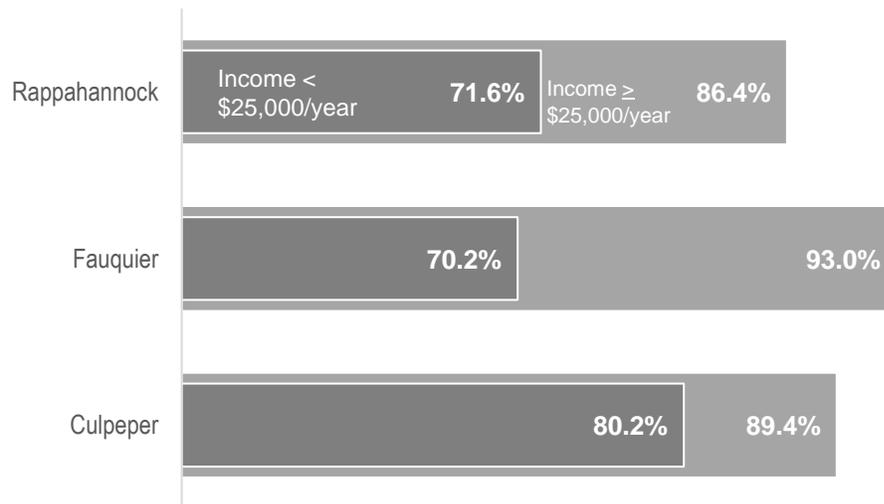
Affordable Health and Dental Care

Affordable health and dental care was listed as the single greatest need among many community members in the Northern Piedmont. This issue was also at the top of indicated needs among partners and staff.

Access to affordable healthcare is especially important for those who are not covered by safety net programs and cannot access or afford insurance coverage through their employer or the marketplace.

Rates of insurance coverage are much lower among households making less than \$25,000 a year.⁴⁸

Figure 26. Insurance Coverate Rates

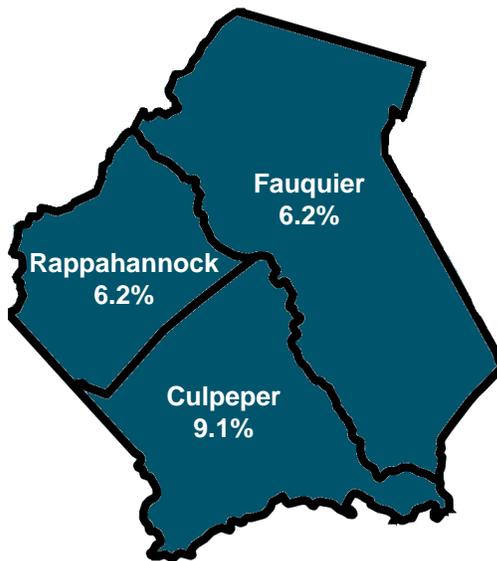


⁴⁸ US Census Bureau. American Community Survey. 2012-2016 5-Year Estimates. Table S2701.

Nutrition

Eighteen percent of respondents to the community member survey said they have gone hungry in the past 12 months, despite the fact that 39% receive Supplemental Nutrition Assistance (SNAP) and 48% have used food banks or pantries. Focus group data emphasize that emergency food assistance is still a need in Northern Piedmont for families to be able to move out of poverty.

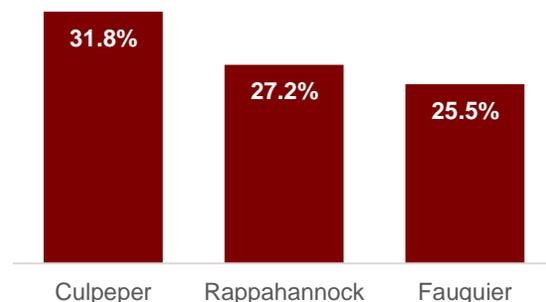
Figure 27. Food Insecurity Rate by County



9,220 individuals in the Northern Piedmont service area are food insecure⁴⁹, including over 3,000 households who receive SNAP benefits.⁵⁰ Food insecure families lack access to enough food for active, health lifestyles and have limited availability of nutritionally adequate food.

Access to affordable healthy food has health impacts. Obesity rates across the United States have a close relationship with poverty, though it varies greatly by race and gender.⁵¹ In the United States, women who live below 130% of the federal poverty level are significantly more likely to be obese than those who are less poor. A similar relationship exists for children and adolescents. According to data from the CDC, “low income children and adolescents are more likely to be obese than their higher income counterparts.”⁵²

Figure 28. Adult Obesity Rates



⁴⁹ Feeding America. Map the Meal. 2015 Data.

⁵⁰ US Census Bureau. American Community Survey. 2012-2016 5-Year Estimates. Table DP03.

⁵¹ Desilver, Drew. 2013. “Obesity and poverty don’t always go together.” Pew Research Center.

⁵² Ogden, Cynthia, Molly Lamb, Margaret Carroll, and Katherine Flegal. 2010. “Obesity and Socioeconomic Status in Children and Adolescents: United States 2005-2008.” NCHS Data Brief No. 51.

Appendices

Appendix A. Demographic Statistics by County

		Culpeper	Fauquier	Rappahannock	Northern Piedmont Total
	Total Population	50,083	69,069	7,388	126,540
Racial and Ethnic Distribution	Percent White Alone	78.03%	87.23%	92.18%	83.90%
	Percent Black/African American Alone	14.45%	7.56%	4.19%	10.07%
	Percent Native American Alone	0.46%	0.25%	0.19%	0.33%
	Percent Asian Alone	1.46%	1.35%	0.65%	1.35%
	Percent Hawaiian/Pacific Islander Alone	0.01%	0%	0%	0%
	Percent Other Race Alone	1.81%	0.77%	0.26%	1.15%
	Percent Two or More Races	3.78%	2.84%	2.54%	3.19%
	Percent Hispanic of Latino (of any race)	9.32%	7.18%	3.47%	7.80%
Sex	Percent Female	49.72%	50.52%	50.88%	50.23%
Age	Median Age	38.9	41.6	49.1	

Source: American Community Survey: 2016 5-year Estimates. U.S. Census Bureau

Appendix B. Armed Forces and Veterans Characteristics by County

		Culpeper	Fauquier	Rappahannock	Northern Piedmont Total
	Active Duty Military	79	152	0	231
Period of Service	Gulf War (2001 or later)	21.1%	17.9%	6.7%	18.24%
	Gulf War (1990-2001)	28.9%	30.1%	20.4%	29.04%
	Vietnam Era	34.4%	36.0%	47.1%	36.19%
	Korean Era	9.3%	7.5%	12.3%	8.49%
	WWII Era	3.8%	3.8%	2.4%	3.68%
	Veterans as a Percent of Total Population	10.8%	12.0%	12.4%	11.54%
	Poverty Rate for Veterans	4.6%	3.3%	1.3%	3.62%
	Unemployment Rate for Veterans	4.2%	2.7%	0%	

Source: US Census Bureau. American Community Survey. 2012-2016 5-Year Estimates.
Tables DP03 and S2101.

Appendix C. Unemployment Rate by County

	Culpeper	Fauquier	Rappahannock	Northern Piedmont
2012	5.7%	5.1%	5.4%	5.4%
2013	5.4%	4.9%	5.1%	5.1%
2014	5.0%	4.6%	4.8%	4.8%
2015	4.4%	4.0%	4.2%	4.1%
2016	3.8%	3.4%	3.5%	3.6%

Source: Virginia Employment Commission: Local Area Unemployment Statistics

Appendix D. Employment and Wages by Industry

		Culpeper	Fauquier	Rappahannock	Northern Piedmont Average
Accommodation and Food Service	#	1,422	2,428	290	4,140
	Avg. Weekly Wage	\$302	\$338	\$529	\$339
Admin, and Support and Waste Management	#	546	546	52	1,223
	Avg. Weekly Wage	\$571	\$571	\$683	\$655
Agriculture, Forestry, Fishing, and Hunting	#	229	374	50	653
	Avg. Weekly Wage	\$623	\$731	\$591	\$682
Arts, Entertainment, and Recreation	#	239	458	-	-
	Avg. Weekly Wage	\$260	\$449	-	-
Construction	#	1,271	2,435	152	3,858
	Avg. Weekly Wage	\$967	\$981	\$731	\$967
Educational Services	#	1,529	2,784	257	4,570
	Avg. Weekly Wage	\$698	\$742	\$692	\$724
Finance and Insurance	#	203	497	15	715
	Avg. Weekly Wage	\$1,132	\$2,204	\$1,080	\$1,876
Healthcare and Social Assistance	#	2,567	2,633	82	5,282
	Avg. Weekly Wage	\$769	\$886	\$604	\$825
Information	#	525	190	-	-
	Avg. Weekly Wage	\$1,617	\$1,266	-	-
Management of Companies and Enterprises	#	34	178	-	-
	Avg. Weekly Wage	\$2,514	\$1,312	-	-

Source: Virginia Employment Commission. Quarterly Census of Employment and Wages. 2nd Quarter 2017.

Appendix D. Employment and Wages by Industry continued

		Culpeper	Fauquier	Rappahannock	Northern Piedmont Average
Manufacturing	#	1,152	942	94	2,188
	Avg. Weekly Wage	\$1,153	\$825	\$440	\$981
Mining, Quarrying, Oil and Gas	#	74	55	0	129
	Avg. Weekly Wage	\$1,133	\$1,358	N/A	\$1,229
Other Services	#	871	1,158	53	2,082
	Avg. Weekly Wage	\$608	\$745	\$550	\$683
Professional, Scientific, and Technical Services	#	827	1,730	68	2,625
	Avg. Weekly Wage	\$1,047	\$1,541	\$1,069	\$1,373
Public Administration	#	1,020	1,122	69	2,211
	Avg. Weekly Wage	\$873	\$1,090	\$837	\$982
Real Estate and Rental and Leasing	#	192	261	12	465
	Avg. Weekly Wage	\$594	\$1,177	\$679	\$923
Retail Trade	#	2,289	2,972	138	5,399
	Avg. Weekly Wage	\$545	\$636	\$505	\$594
Transportation and Warehousing	#	335	725	-	-
	Avg. Weekly Wage	\$868	\$2,150	-	-
Utilities	#	28	99	12	103
	Avg. Weekly Wage	\$540	\$1,651	\$464	\$1,604
Wholesale Trade	#	389	500	15	904
	Avg. Weekly Wage	\$991	\$1,135	\$1,131	\$1,073

Source: Virginia Employment Commission. Quarterly Census of Employment and Wages. 2nd Quarter 2017.

Appendix E. Poverty by County

		Culpeper	Fauquier	Rappahannock	Northern Piedmont Total
	Poverty Rate	9.2%	6.0%	9.2%	7.4%
Poverty by Racial Group	White Alone	7.9%	5.5%	9.3%	6.6%
	Black/African American Alone	13.9%	9.6%	5.5%	11.8%
	Native American Alone	22.9%	9.3%	0%	16.3%
	Asian Alone	20.2%	5.3%	0%	11.4%
	Native Hawaiian/Pacific Islander Alone	0%	0%	-	0%
	Other Race Alone	29%	13.6%	0%	22.7%
	Two or more Races	4.7%	8.4%	15.3%	7.0%
Poverty by Ethnicity	Hispanic or Latino	15.3%	16.9%	25.7%	16.4%
	Not Hispanic or Latino	7.4%	4.7%	9.0%	6.0%
Poverty by Sex	Female	10.8%	6.7%	11.7%	8.6%
	Male	7.4%	5.3%	6.6%	6.2%

Source: American Community Survey: 2016 5-year Estimates. U.S. Census Bureau

Appendix F. Living Wage by County and Family Type

	Culpeper	Fauquier	Rappahannock	Northern Piedmont Average
1 Adults	\$11.04	\$15.70	\$12.77	\$13.17
1 Adult 1 Child	\$24.06	\$28.37	\$24.58	\$25.67
1 Adult 2 Children	\$28.72	\$33.03	\$29.24	\$30.33
1 Adult 3 Children	\$35.91	\$40.78	\$35.36	\$37.35
2 Adults (1 working)	\$18.75	\$22.47	\$18.96	\$20.06
2 Adults (1 working) 1 Child	\$23.34	\$27.65	\$23.86	\$24.95
2 Adults (1 working) 2 Children	\$25.81	\$30.12	\$26.33	\$27.42
2 Adults (1 working) 3 Children	\$29.53	\$34.40	\$28.98	\$30.97
2 Adults	\$9.38	\$12.23	\$9.48	\$10.36
2 Adults 1 Child	\$13.61	\$15.76	\$13.87	\$14.41
2 Adults 2 Children	\$15.66	\$17.81	\$15.92	\$16.46
2 Adults 3 Children	\$18.32	\$20.76	\$18.05	\$19.04

Source: MIT Living Wage Calculator. 2017

Appendix G. Transportation Characteristics by County

		Culpeper	Fauquier	Rappahannock	Northern Piedmont Total
	Mean travel time to work (minutes)	39.9	39.6	38.1	39.6
Means of Transportation to Work	Drove alone	79.3%	79.0%	72.9%	
	Carpooled	10.9%	9.0%	14.0%	
	Public transit	1.3%	1.4%	1.3%	
	Walked	2.1%	1.6%	3.2%	
	Taxi, motorcycle, bike, or other	1.4%	1.2%	0.6%	
	Percent of households with no vehicle available	5.4%	3.3%	2.9%	4.1%

Source: American Community Survey: 2016 5-year Estimates. U.S. Census Bureau

Appendix H. Housing Characteristics by County

		Culpeper	Fauquier	Rappahannock	Northern Piedmont Total
	Vacancy Rate	6.8%	9.0%	17.8%	8.9%
	Median House Value	\$255,000	\$363,800	\$362,100	
Median Monthly Housing Cost	Renter	\$1,066	\$1,180	\$1,046	
	Owner	\$1,722	\$2,120	\$1,878	
Median Monthly Income	Renter	\$3,255	\$4,127	\$2,610	
	Owner	\$6,636	\$8,886	\$5,767	
Percent of Households that are cost burdened	Renter Occupied	56%	44%	52%	50%
	Owner Occupied	27%	24%	24%	25%
	Total	35%	28%	31%	31%
Percent of Households moved in the last 12 months	At or above FPL	10.3%	9.0%	8.0%	9.4%
	Below FPL	8.7%	18.3%	15.1%	13.4%

Source: US Census Bureau. American Community Survey 2012-2016 5-year estimates. Table DP04 and Table B07012.

Appendix I. Educational Attainment by County (percent of population 25+)

	Culpeper	Fauquier	Rappahannock	Northern Piedmont
Less than 9 th grade	6.7%	3.2%	6.5%	4.8%
9-12 th grade, no diploma	9.7%	5.3%	6.4%	7.1%
High school graduate	32.3%	28.1%	26.5%	29.6%
Some college or associate's degree	29.0%	29.8%	28.2%	29.4%
Bachelor's degree	14.3%	20.7%	18.7%	18.1%
Graduate or professional degree	8.0%	12.8%	13.7%	11.0%

Source: US Census Bureau. American Community Survey. 2012-2016 5-Year Estimates. Table S1501

Appendix J. Head Start Eligibility Estimate

Methodology

The number of children eligible for the Head Start and Early Head Start program 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 population estimate for eligible Head Start children (aged 3-5) is derived from taking a percentage (40%) of the population age 0 to 5 (2015) in the localities. Birth rate for the past five years has been taken into consideration for these estimates and has been found to not have changed significantly over the past five years. 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. 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 limits used 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. 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.

Appendix K. Childcare Characteristics by County

		Culpeper	Fauquier	Rappahannock	Northern Piedmont Total
Licensed	Providers	10	35	5	50
	Slots	1,742	3,310	184	5,236
Fulltime	Providers	17	40	5	62
	Slots	2,140	3,434	156	5,730
Religious Exempt	Providers	6	14	0	20
	Slots	428	781	0	1,209
Serve Newborns	Providers	5	16	3	24
Accept Subsidies	Providers	11	19	3	33
Total Child Day Care	Providers	18	50	6	74
	Slots	2,170	4,095	206	6,471
	Fall 2017 Pre K Enrollment	155	123	31	309

Source: Virginia Department of Social Services. Child Day Care Search. Accessed February 2018.

Appendix L. Mental Health and Substance Abuse Indicators by County

	Culpeper	Fauquier	Rappahannock	Northern Piedmont
EMS Narcan Administration Rate (per 100,000) ¹	121.4	64	94.9	87.8
Fentanyl/Heroin Overdose Death Rate (per 100,000) ¹	28.3	26.2	0	25.3
Number of Mental Health Providers ²	63	46	7	116
Ratio of Residents per 1 Mental Health Provider ²	785:1	1,495:1	1,054:1	1,083:1

¹Source: Virginia Department of Health. Opioid Addiction Indicators Dashboard. 2016.

²Source: County Health Rankings and Roadmaps. NPI Registry. 2016

Appendix M. Health Characteristics by County

		Culpeper	Fauquier	Rappahannock	Northern Piedmont Total
	Adult Obesity Rate ¹	31.8%	25.5%	27.2%	28.1%
	Food Insecurity Rate ²	9.1%	6.2%	8.6%	7.5%
	% of Households receiving SNAP benefits ³	10.0%	5.1%	6.1%	7.1%
Health Insurance Coverage⁴	Percent Uninsured	11.8%	8.6%	15.5%	10.2%
	Percent of Children, Uninsured	5.9%	3.8%	9.2%	4.9%
	Percent Uninsured, income below \$25,000	19.8%	29.8%	28.4%	25.0%
	Percent Uninsured, income above \$25,000	10.6%	7.0%	13.6%	8.8%

¹Source: Centers for Disease Control and Prevention. Diabetes Atlas. 2013 Obesity Rates.

²Source: Feeding America. Map the Meal. 2015

³Source: US Census Bureau. American Community Survey. 2012-2016 5-Year Estimates. Table DP03

⁴Source: US Census Bureau. American Community Survey. 2012-2016 5-Year Estimates. Table S2701

Appendix N. Staff Survey Summary

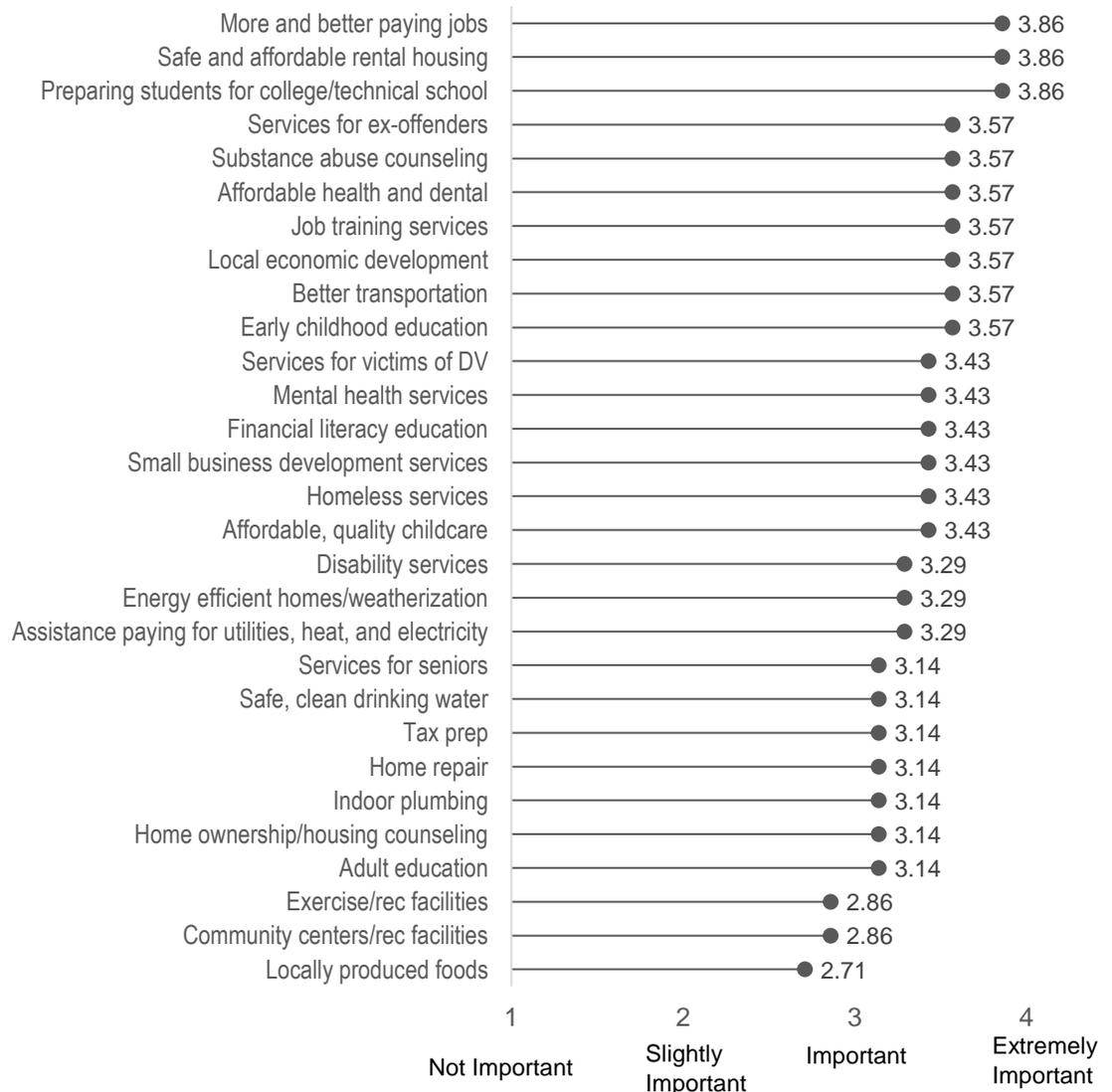
Greatest Needs in Staff Members' Communities:

1. Housing
2. Quantity and quality of jobs
3. Substance abuse services
4. Workforce skills
5. Home repair

All employees at People Incorporated were given the opportunity to provide input for the Needs Assessment through a short, electronic survey in September 2017. Eight staff who work in the Northern Piedmont region responded.

When asked about the greatest need in their community, staff overwhelmingly indicated **housing**.

Staff also ranked specific needs in the areas of education, children, and youth; housing; jobs, the economy, and financial growth; health and wellness; and other services. **Staff scored preparing students for college and technical school, safe and affordable rental housing, and more and better paying jobs as the most important issues.**



Appendix O. Board Survey Summary

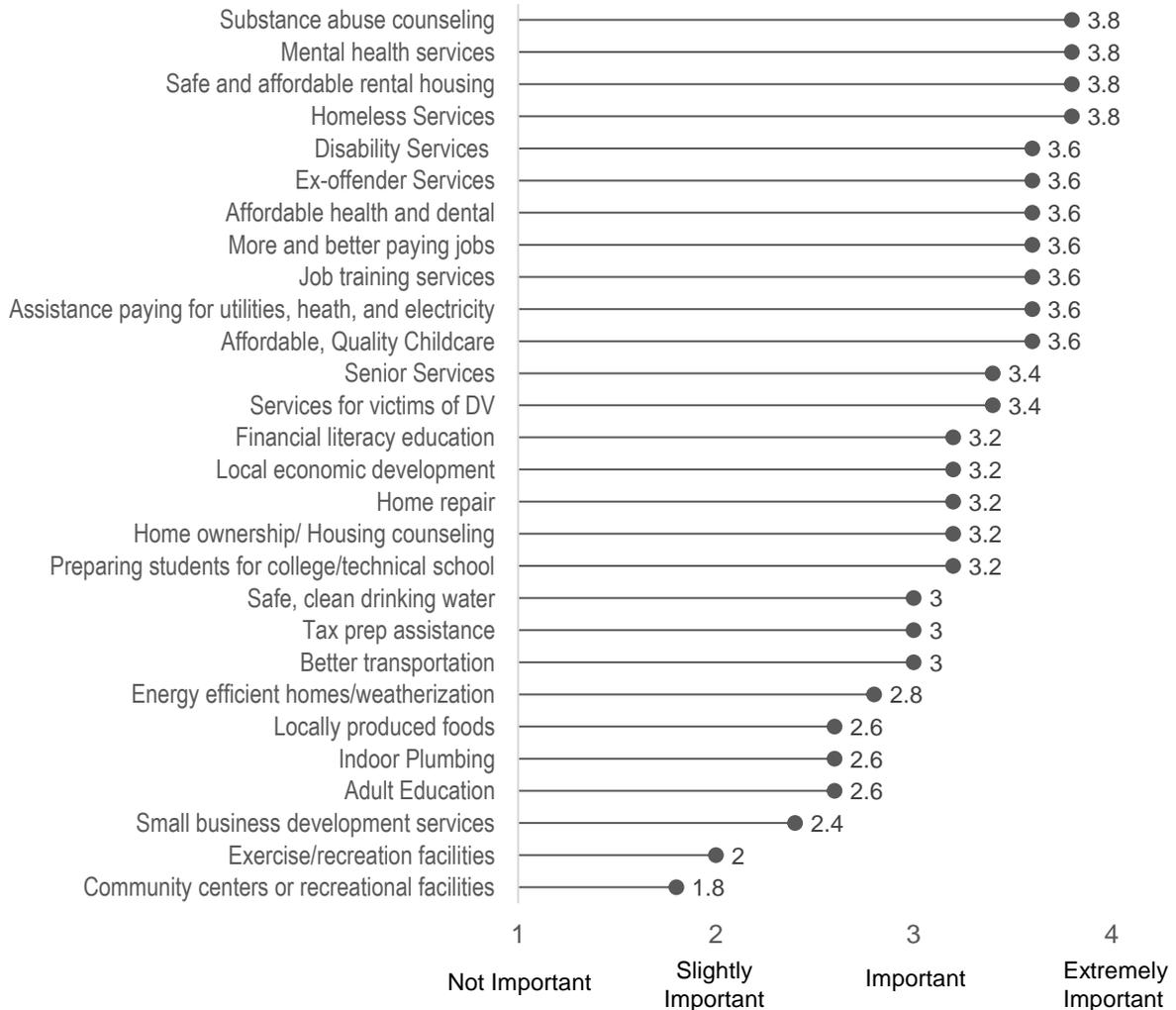
Greatest Needs in Board Members' Communities:

1. Housing
2. Substance Abuse

Similar to the staff survey, a short electronic survey was administered to the People Incorporated Board of Directors in September 2017. Five board members from the Northern Piedmont region responded.

When asked about the greatest need in their community, board members overwhelmingly indicated **housing**.

Board members also ranked specific needs in the areas of education, children, and youth; housing; jobs, the economy, and financial growth; health and wellness; and other services. **Board members scored homeless services, safe and affordable rental housing, mental health services, and substance abuse services as most important.**



Appendix P. Partner Survey Summary

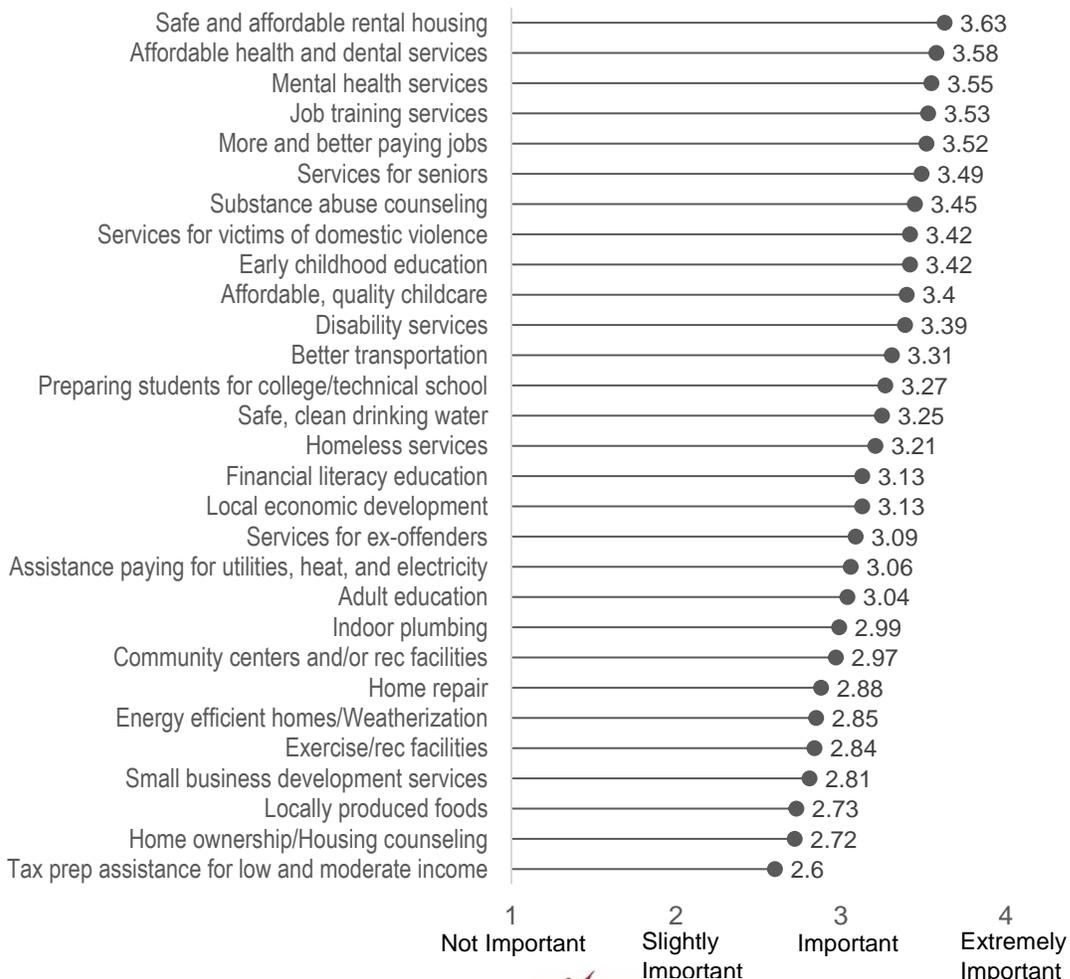
Greatest Needs in Partners' Communities:

1. Housing
2. Quantity and Quality of jobs
3. Transportation
4. Substance Abuse services
5. Disability services
6. Senior services
7. Communication and coordination among providers

Collecting input from others who work with the low-income community throughout People Incorporated's four regions was an important strategy for developing a comprehensive picture of current community needs. The survey was directly emailed to partners from People Incorporated staff. Additionally, the survey link was shared at meetings with other human services organizations during September and October 2017. A total of 71 partner surveys were completed from the Northern Piedmont region.

When asked about the greatest need in their community, partners overwhelmingly indicated **housing**, with three times as many partners listing housing as any other need.

Partners also ranked specific needs in the areas of education, children, and youth; housing; jobs, the economy, and financial growth; health and wellness; and other services. **Partners scored safe and affordable rental housing, affordable health and dental services, mental health services, job training services, and more and better paying jobs as most important.**



Appendix Q. Community Member Survey Summary

The most important informant group for the Community Needs Assessment was individual members of the community. The community member survey was the longest of the surveys, and administered on paper rather than electronically. In an effort gather feedback from low-income community members, People Incorporated used a convenience sample. People Inc. partnered with other organizations including food pantries, medical missions, and homeless shelters to administer the survey. Additionally, program staff administered the survey to current clients in conjunction with People Incorporated's semi-annual customer satisfaction survey in October 2017. A total of 184 valid surveys were returned from the Northern Piedmont region.

Respondent Demographics

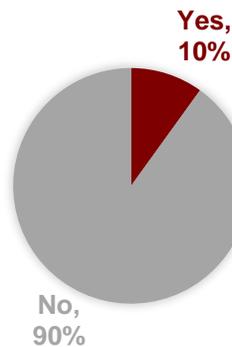
Forty-six percent of survey respondents reported an annual income of \$20,000 or less.



The average household size was 3.4, larger than the average household size in Virginia, which is 2.6⁵³.

Almost 10% of respondents were either veterans or active military members.

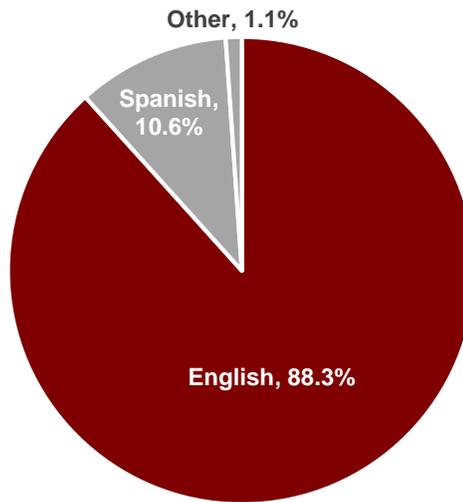
Veteran or Active Military



⁵³ US Census Bureau. American Community Survey. 2012-2016 5-year Estimates. Table DP02.

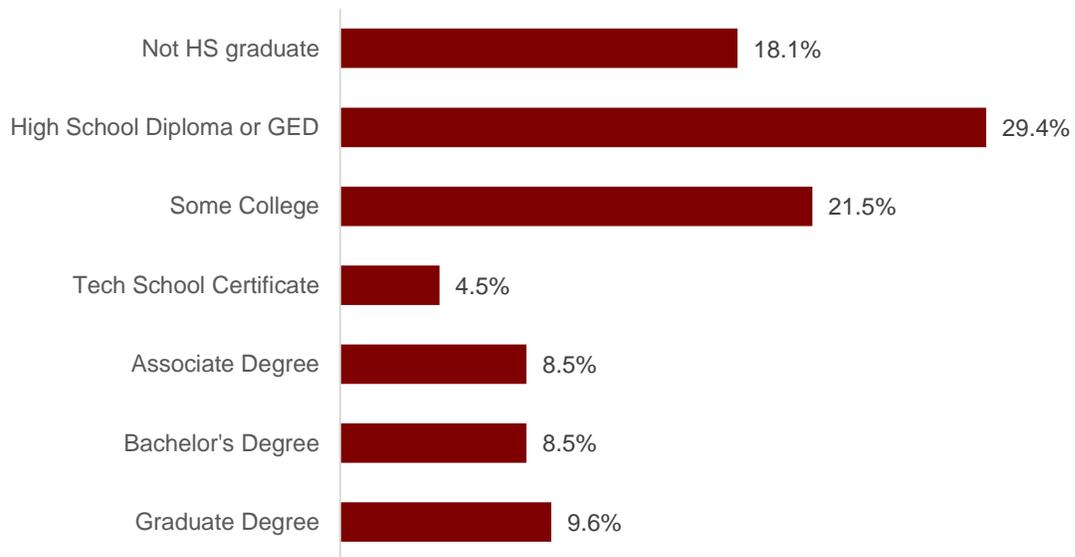
The vast majority of respondents spoke primarily English at home, but 11% spoke Spanish.

Primary Language Spoken at Home



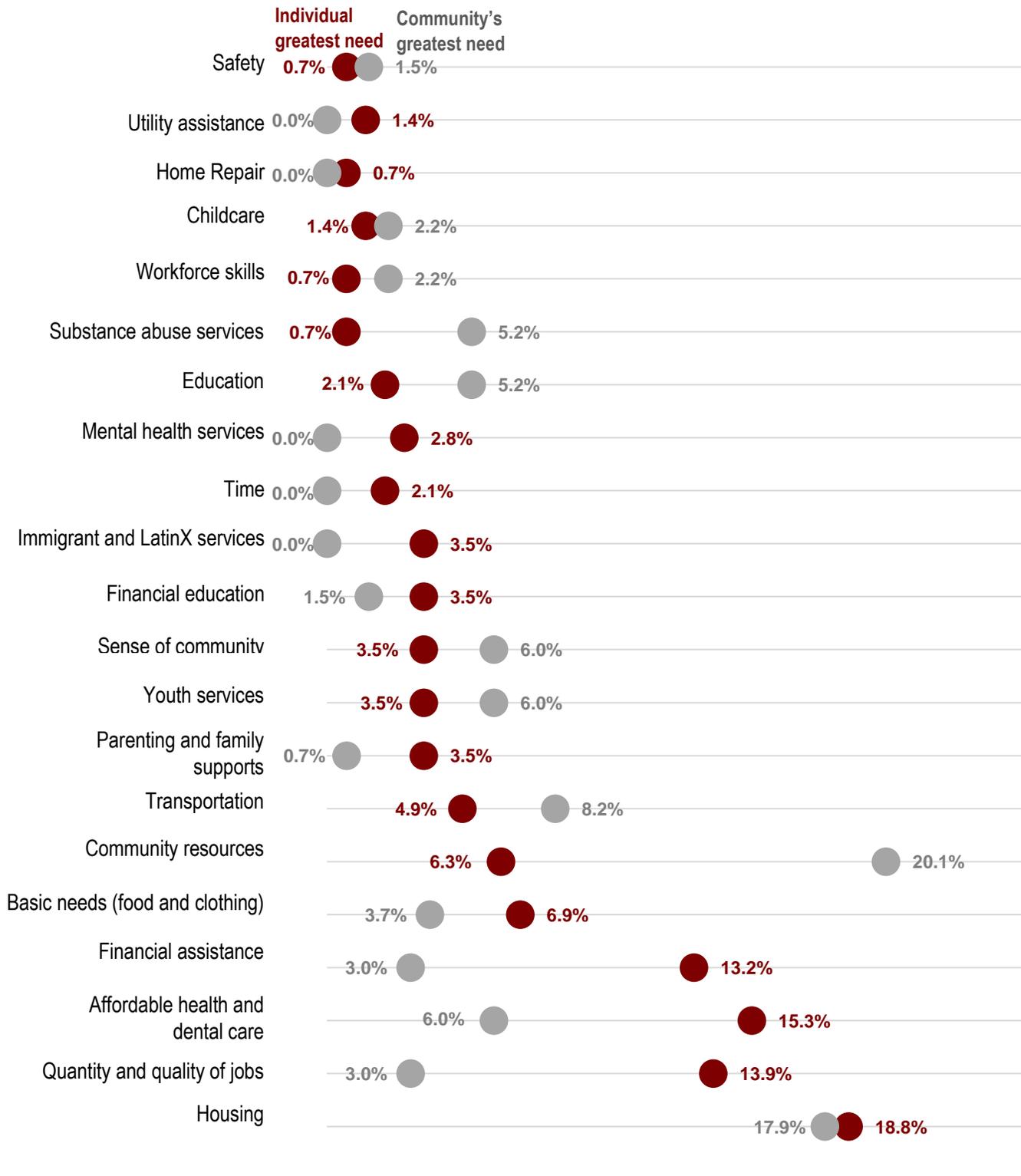
Most respondents had either a high school diploma or GED, and 27% had earned a college degree.

Educational Attainment

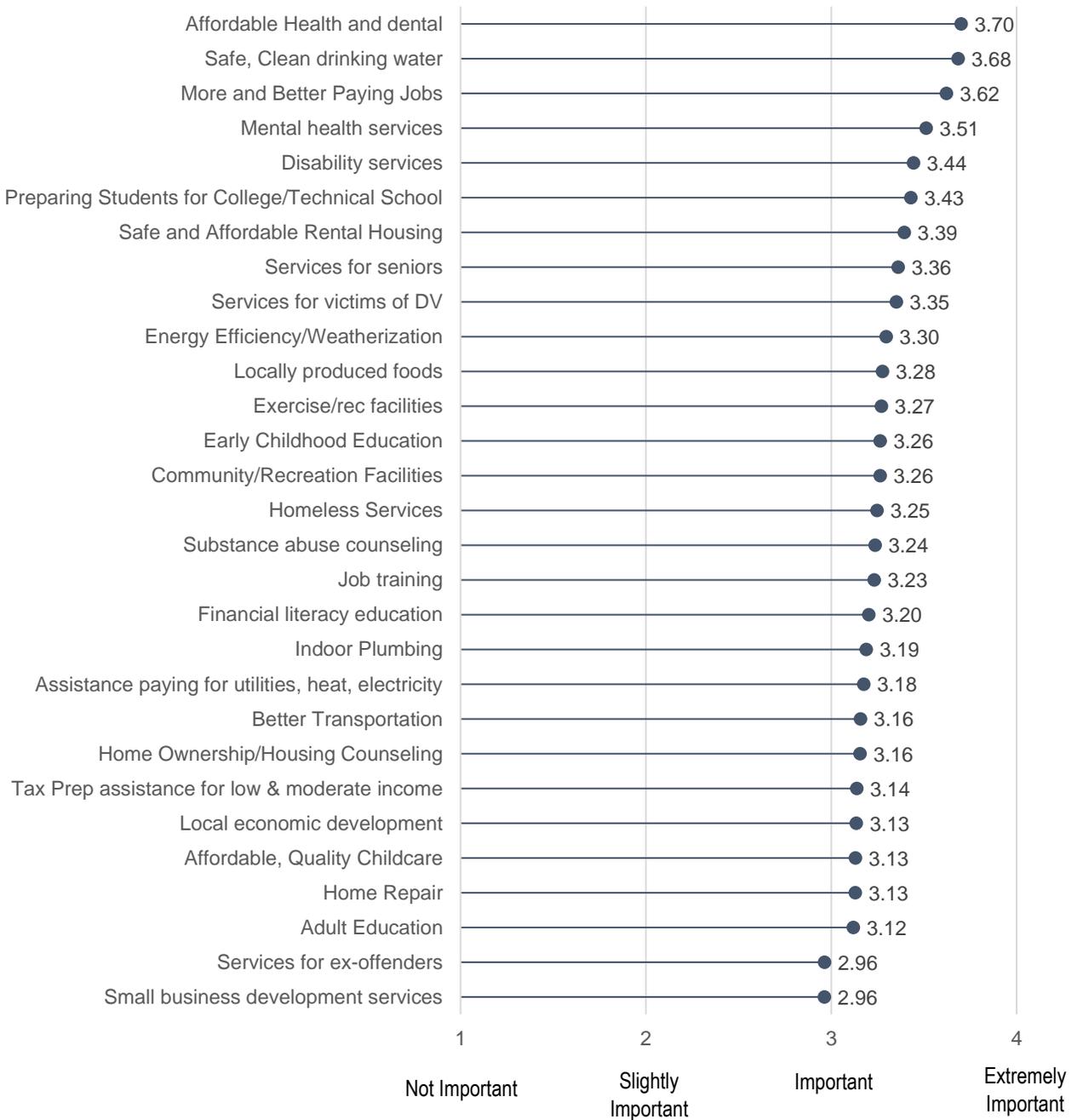


Needs

Community members were asked to identify the single greatest need both for themselves and their community.

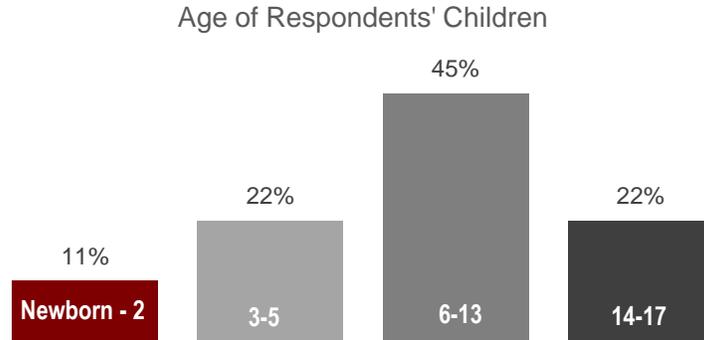


Respondents also scored the importance of 29 different needs. The graphic below displays the average importance score (1-4) for each need.



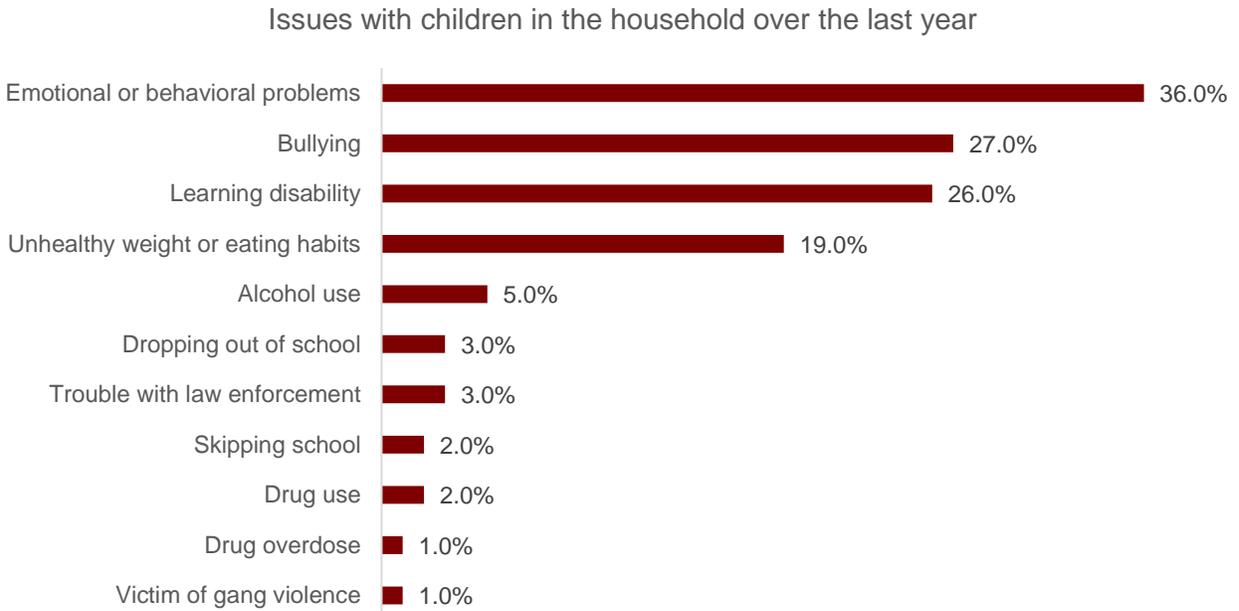
Children

62% of respondents indicated that children under 18 lived in their household. Most children were over 6 years old.



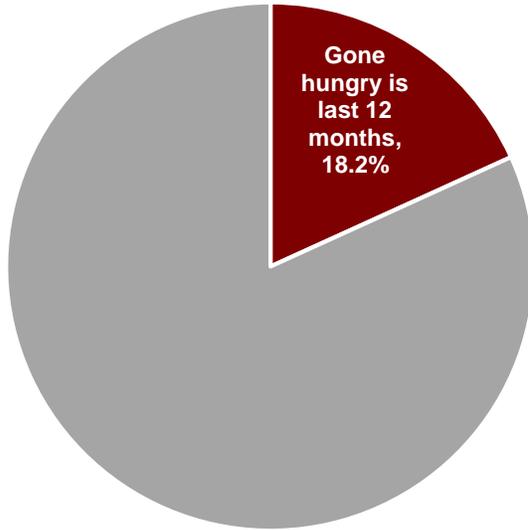
Respondents had various relationships with the children in their households including their own children, foster children, and grandchildren.

Respondents had experienced many issues with the children in their households over the past year, the most common being emotional or behavioral problem and learning disabilities.



Food Security

Eighteen percent of respondents reported having gone hungry in the last twelve months. This is despite the fact that many used food assistance through SNAP and/or food banks



- 39% used SNAP
- 43% used food banks or food pantries

Employment and Financial Health

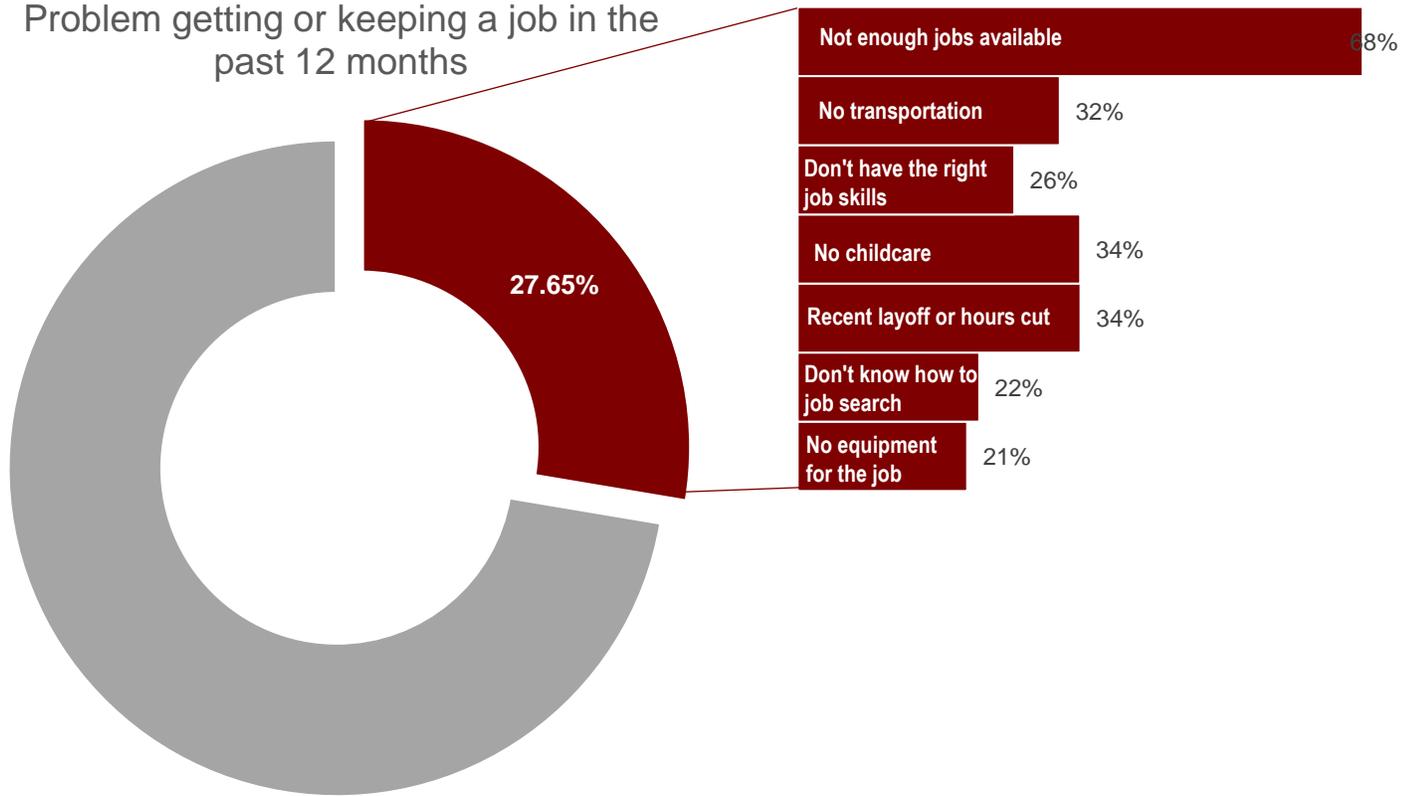
More than half of respondents were employed.

Employment Status

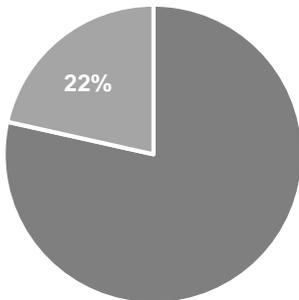


Twenty-eight percent of survey respondents indicated they'd had problems getting or keeping a job in the last twelve month. Of those who had had trouble, the most common issue was not enough jobs available.

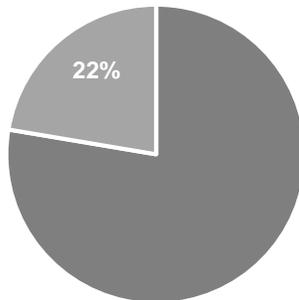
Problem getting or keeping a job in the past 12 months



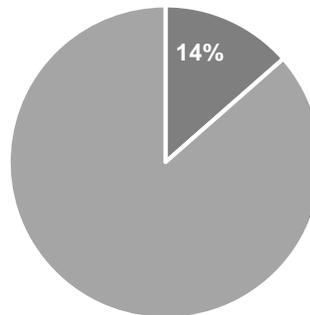
22% of respondents do not have reliable transportation.



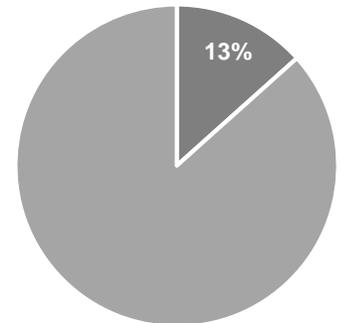
22% of respondents do not have a bank account.



14% of respondents used payday loans, title loans, or check advance in the last year.



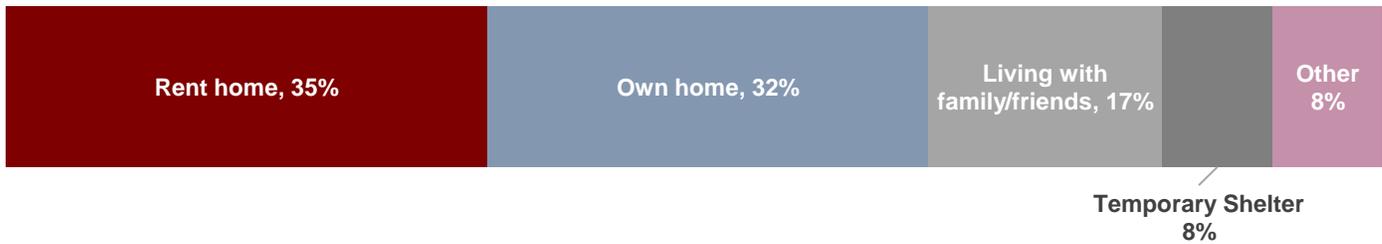
13% of respondents have had their utilities shut off in the past year.



Housing

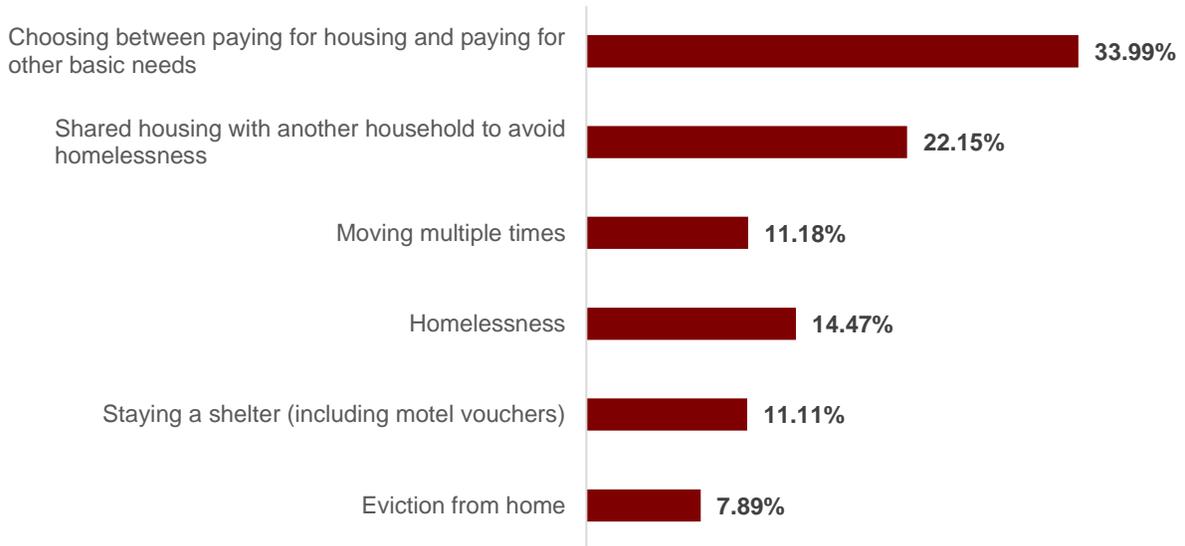
Most respondents were living in permanent housing, either a home they own or rent. However, 43% were in other living situations like a shelter, living with family or friends, or in places not meant for human habitation.

Living Situation



Respondents had faced a variety of negative living situations in the past year.

Have any of the following situations happened to you in the past 12 months?



People Incorporated Services

Nine percent of respondents had previously received services from People Incorporated. Of those, 100% would recommend People Incorporated to their friends or family.

