



2018 Community Needs Assessment



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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 Needs Assessment. The findings from this assessment are used to inform the agency's selection and delivery of services in each community it serves. People Incorporated hopes that the information in this report can also be used throughout Virginia 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 throughout the service area:

Top Needs for 2018

- 1. Affordable Housing**– Housing earned a place as the first or second most mentioned need among community members, staff, partners, and board members in every region when asked “what is the single greatest need in your community?” Focus group data illuminated the disparity between housing cost and income levels across the People Incorporated service area. All of this primary feedback is supported data from the American Community Survey showing that almost one-third of households in the service area are housing-cost burdened.
- 2. Mental Health and Substance Abuse** – As the opioid epidemic sweeps the country, the localities served by People Incorporated are seeing dramatic impacts. Rates of Narcan administration are on a steady rise in every region. The wide ranging impact of drug abuse and lack of adequate mental health services touches employment, child development, and many other aspects of Community Action work. This cross-issue impact moves mental health and substance abuse issues to a top priority.
- 3. Living Wage Jobs** – While economic trends differ between northern/southern and urban/rural localities, the need for more living wage jobs that are accessible to low-income individuals crosses geographic lines. All regions have seen job growth in traditionally low-paying sectors like retail and food service, and some are also seeing declines in manufacturing and construction. Jobs that allow families to move out of poverty are a top priority.

The area served by People Incorporated is geographically, economically, and socially diverse. As such, we understand that the needs of communities in metro Northern Virginia can differ greatly from the needs of rural Southwest Virginia. This report breaks out data into the four regions served by People Incorporated: Southwest Virginia, Northern Shenandoah Valley, Northern Piedmont, and Great Prince William. Here is a snapshot of the top needs and areas of concern for each of those regions:

Regional needs assessments

The data included in this report come from sixteen different localities in four different regions of Virginia. To make the data more useful at a local level, People Incorporated has compiled regional needs assessments for each of its four regions that include county level data and a more in-depth exploration into the top needs of each region. You can access these reports on the People Incorporated website at www.peopleinc.net or by contacting People Inc. at 276-623-9000.



Top Regional Needs

Greater Prince William

- 1. Transportation** – Residents of this region have some of the longest average commute times among the localities served by People Incorporated at almost 40 minutes. Many residents commute to other cities in the DC metro area, but public transit service only serves part of the county. Finally, funding for the current level of transportation services is dwindling as tax revenues from fuel purchase decrease.
- 2. Veterans Support Services** – 12.4% of residents in the region are veterans. That's almost 65,000 veterans from a wide a variety of service periods. Close proximity to many military facilities also mean that many active duty military live in the region.
- 3. Affordable Housing** – Rates of housing-cost burden are highest in GPW for both renters and homeowners when compared to other regions. Over the past five years, the vacancy rate in the region has dropped from 6.2% to 4.5%. Affordable housing is difficult to find for middle income families and almost nonexistent for families living below the federal poverty level.
- 4. Job Training** – The unemployment rate in Greater Prince William (3.6%) is well below the state, and the region has seen steady job growth. GPW faces is the issue of a mismatch between the skills of low-income residents and skills needed from higher-paying, growing industries. Stakeholders in the region identified a need for workforce training to ensure that low-income individuals can access higher paying jobs and move up the economic ladder.

Northern Piedmont

- 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 People Incorporated region, and has more than doubled in the last five years. The number of mental health providers per resident is less in NP 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.



Northern Shenandoah Valley

- 1. Affordable Housing** – As housing costs continue to rise in the Washington DC metro area, families are beginning to relocate to the NSV region, placing greater demands on the housing market. Every stakeholder group surveyed overwhelmingly identified housing as the single greatest need in their community. Focus group participants noted that existing affordable housing is low quality.
- 2. Substance Abuse and Mental Health Services** – As rates of overdose and drug abuse increase, NSV stakeholders are concerned with the availability and cost of mental health and substance abuse services for residents. The region has the fewest mental health providers per resident of any of the regions at 1,714 residents per provider. Current services are overwhelmed, and issues like a minimal transportation system make it difficult for those in need to access treatment.
- 3. Living Wage Jobs** – Partners, staff, and community members all identified more and better paying jobs as a great need in the region. A living wage for a family of four in the region would be \$15.75 for two, full-time adults. The retail and food service jobs occupied by many low-income persons do not pay near this wage.

Southwest Virginia

- 1. More and Better Paying Jobs** – The unemployment rate in SWVA (6.1%) remains the highest in People Incorporated's service area. The recent decline in the coal industry and a loss of over 2,000 manufacturing jobs in the past ten years leave behind far fewer good paying jobs. Poverty rates in the region are more than double any other region. Quantity and quality of jobs was the most common response among board members, partners, staff, and community members when asked to name the single greatest need in their community.
- 2. Mental and Physical Health Care** – Access to affordable healthcare for general health needs and mental health and substance abuse remains an issue in SWVA. Compared with other regions, SWVA has higher rates of food insecurity and obesity and lower rates of mental health provider coverage and insurance coverage. Focus group participants focused on the restrictive cost of healthcare for low-income individuals and families not covered by safety net programs.
- 3. Affordable Housing** – Over half of renters in the region are housing cost burdened. While more populated areas in the region may have a good supply of affordable housing, rural communities have few options and those available are often low quality. Existing affordable housing units, administered through local housing authorities, have wait lists.



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. Detailed summaries for each survey are in appendices N-Q.

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%).

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.

Partner Survey

Collecting input from others who serve the low-income community throughout People Incorporated's four regions 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 by 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.

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, 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 743 valid surveys were returned. One-third of survey respondents indicated that they had previously received services from People Incorporated. While each service area was represented in the community responses, many more surveys were completed by individuals in Southwest Virginia (329), followed by Northern Piedmont (184), then Greater Prince William (125), and the fewest from Northern Shenandoah Valley (49). Another 52



responses came from individuals outside of the People Incorporated Community Action service area.

Characteristics of the survey respondents include the following;

- An average household size of 3.5 individuals
- 57% had annual household incomes of less than \$20,000 per year
- Most respondents spoke English at home, but families also spoke Spanish, Arabic, French, and other languages.
- 76% had children under 18 in their household
- One-third of respondents work full-time

Focus Groups

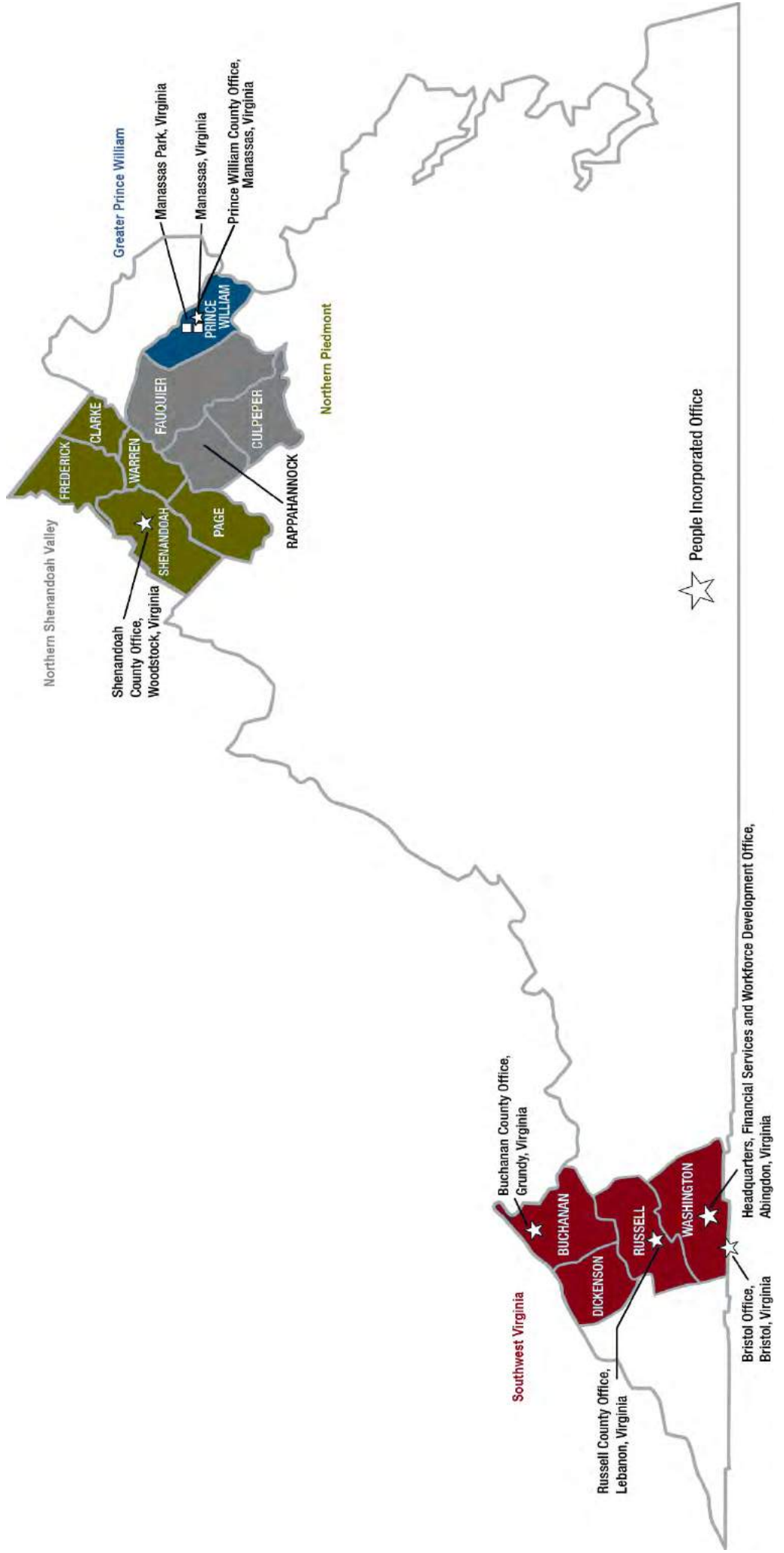
To better understand how each need manifests in the community and individual's lives, People Incorporated conducted 19 focus groups in September, October, and November 2017 that covered all regions. This included 12 focus groups with partner organizations, three focus groups with the People Incorporated board of directors, and three focus groups with low income community members. Focus groups had an average attendance of 10. 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, 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.



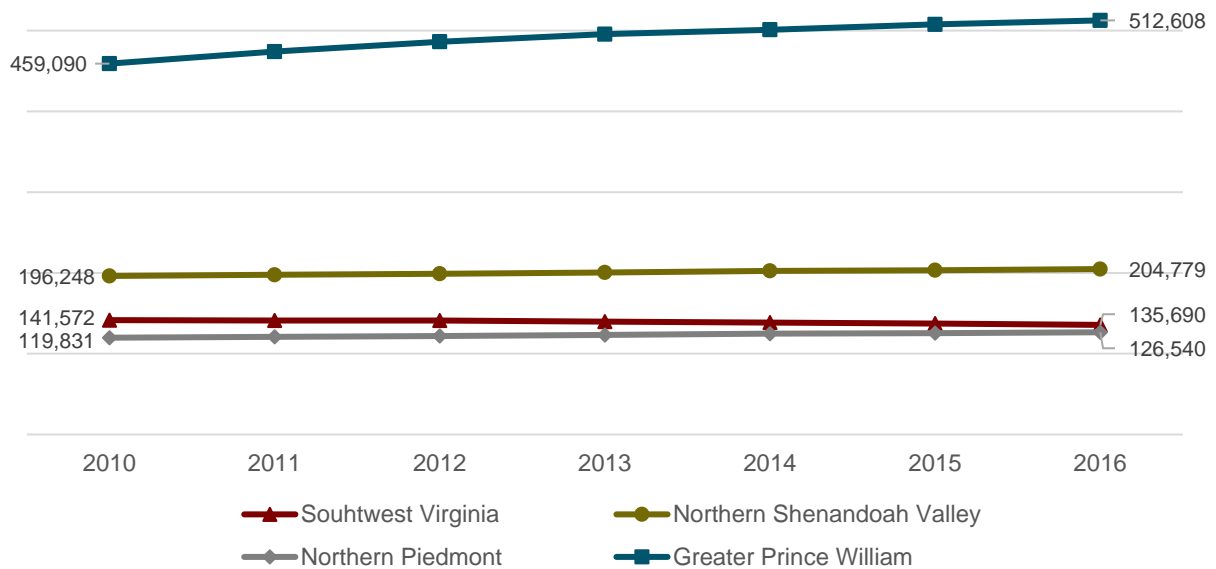
People Incorporated Community Action Service Area 2018



II. Overview of People Incorporated Region

People Incorporated is the designated Community Action Agency for county-level localities in four distinct regions of Virginia. These four regions are geographically, socially, and economically diverse, lending to the diversity of needs you will see presented in this report. The map on page 8 shows each of the localities and People Incorporated’s office locations. Throughout this report, the following abbreviations are used for the regions: Northern Shenandoah Valley (NSV), Northern Piedmont (NP), Greater Prince William (GPW), and Southwest Virginia (SWVA).

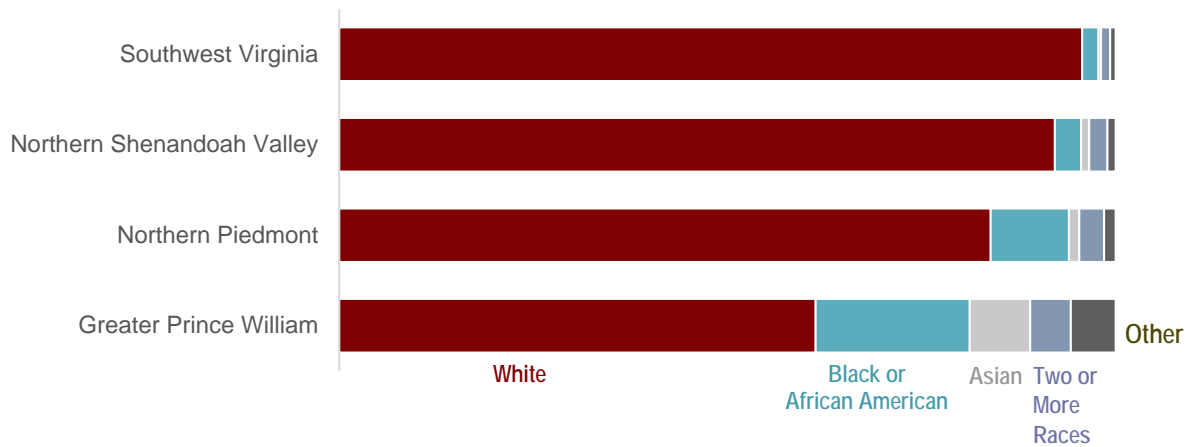
Figure 1. Population Trend by Region¹



Since 2010, each of People Incorporated’s service regions have gained in population, except Southwest Virginia.¹ Northern Piedmont, Northern Shenandoah Valley, and Greater Prince William have all had a net gain in population, thanks mostly to the growing Washington D.C. metro area and rising housing costs in localities closer to the city. The extended decline of manufacturing and mining industries in Southwest Virginia, in addition to an aging population, have influenced the population decline of 4% since 2010.

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

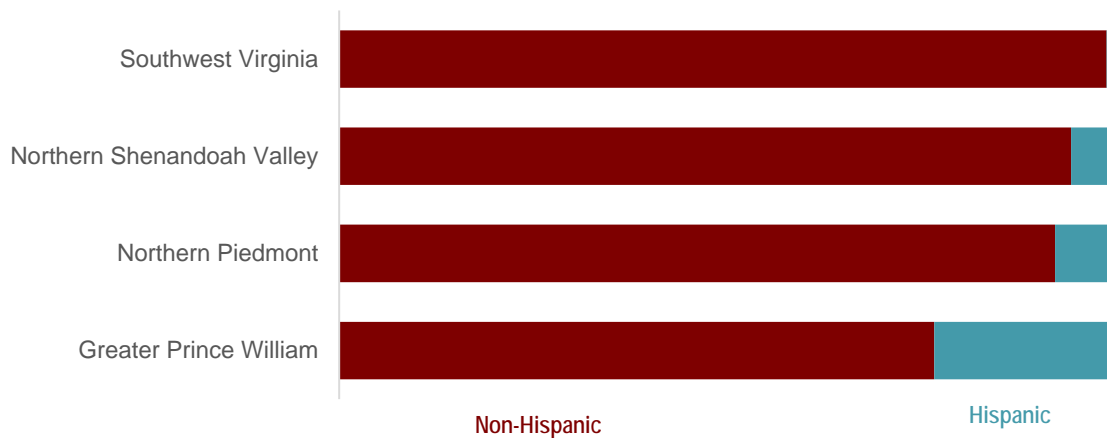
Figure 2. Racial Composition by Region²



All of People Incorporated’s service regions are predominantly white, with Greater Prince William having the most racial diversity and Southwest Virginia the least. Similarly, each region has a different ethnic makeup. Greater Prince William has the largest proportion of Hispanic residents, and Southwest Virginia has the least.²

Multiple community members and partners indicated that better services for Hispanic residents is a community need. They cited the need for providing translators and bilingual information for those seeking services, English as a Second Language classes, and immigration assistance.

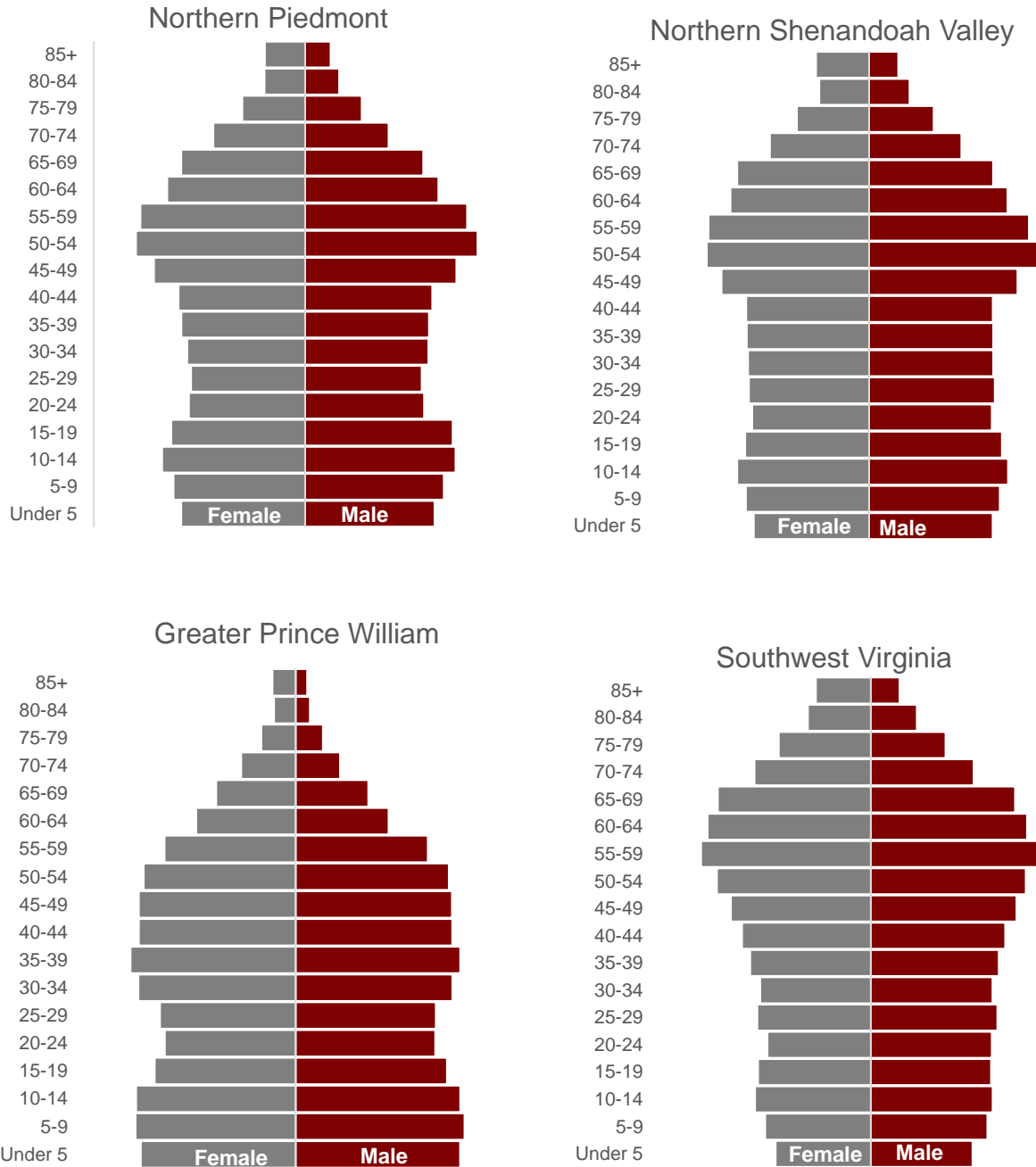
Figure 3. Ethnicity Composition by Region²



² US Census Bureau. American Community Survey. 2012-2016 5-Year Estimates. Table B03002 and B02001.

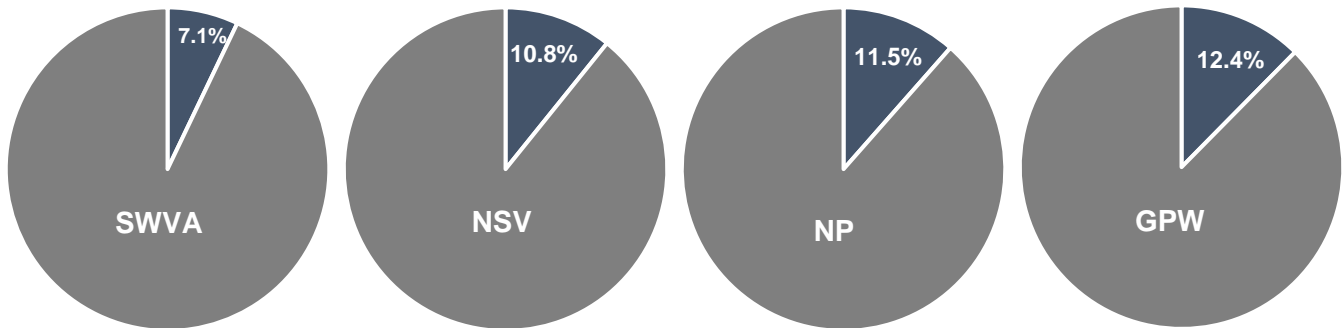
The age distribution also shows a different demographic in each region. Greater Prince William has a much younger population than each of the other regions, with a median age in Prince William County of 33.1, the youngest of any county in the People Incorporated service area.³ Baby boomers comprise a significant portion of the population in the Northern Shenandoah Valley, Southwest Virginia, and the Northern Piedmont regions. A locality with an aging population has different needs than one with a growing population of children.

Figure 4. Population Pyramids by Region³



³ US Census Bureau. American Community Survey. Annual Population Estimates 2016. Tale PEPAGESEX. Please note that data in the population pyramids represent the percentage of the total population for comparison.

Figure 5. Veterans Status by Region⁴

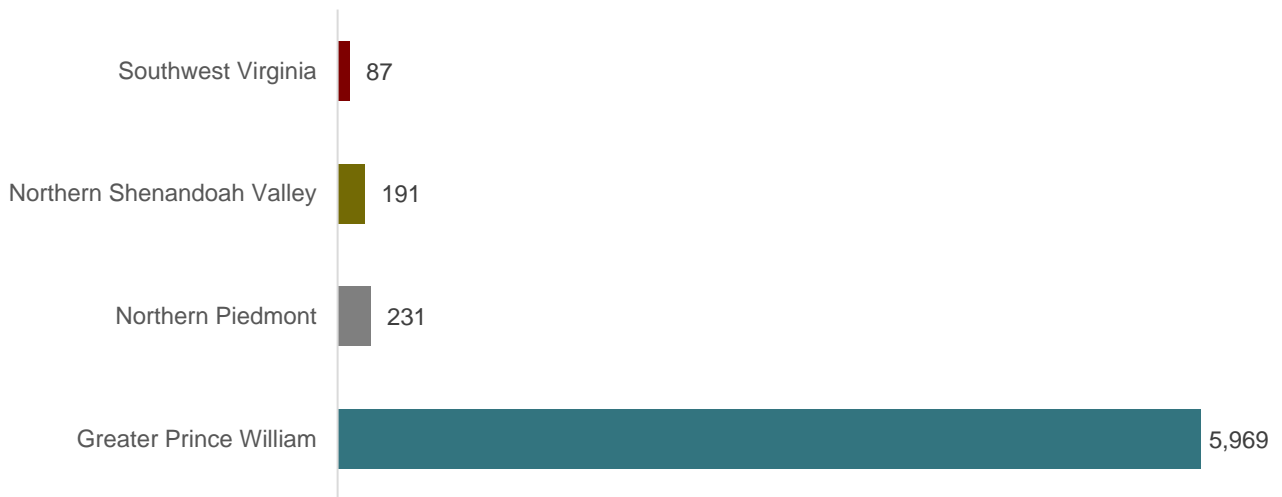


Veterans comprise the largest proportion of the population in the Greater Prince William and Northern Piedmont regions. The most common period of service for veterans also varies greatly by region. In the Northern Shenandoah Valley and Southwest Virginia, veterans are most likely to have served in the Vietnam area or earlier. In Greater Prince William, most veterans served in the Gulf Wars of either the 1990s or after 2001.⁴

Sixty-one (7.9%) respondents to our community member survey were veterans. Much like the rest of the respondents, they identified the quantity and quality of jobs, affordable health and dental care, and housing as top needs. Detailed veterans characteristics are in Appendix B.

The largest number of active duty military members also lives in the Greater Prince William region.⁵

Figure 6. Active Duty Military by Region⁵



⁴ US Census Bureau. American Community Survey. 2012-2016 5-year Estimates. Table S2101.

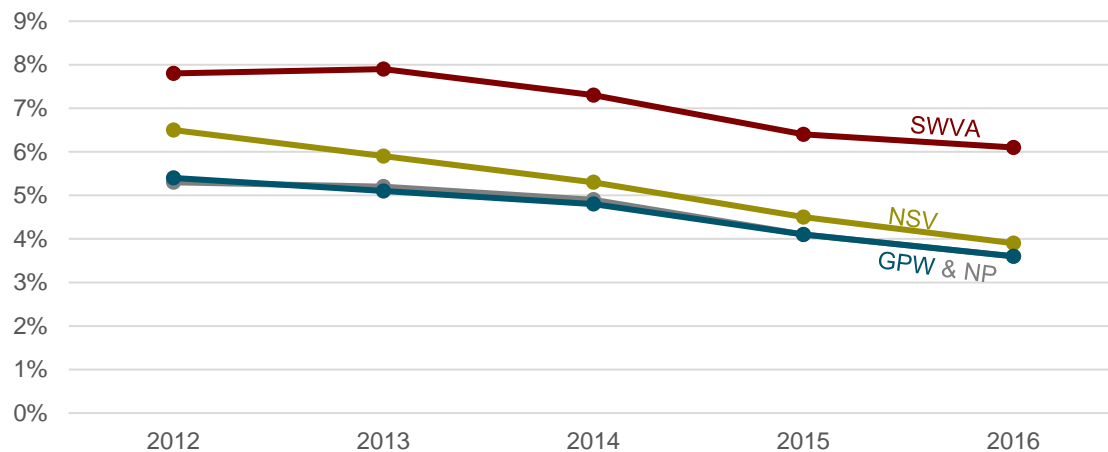
⁵ US Census Bureau. American Community Survey. 2012-2016 5-year Estimates. Table DP03

III. Jobs, the Economy, and Financial Growth

Employment

Since the end of the recession, unemployment has dropped in all of People Incorporated's service regions, but remains highest in Southwest Virginia. The unemployment rate in Southwest Virginia was at 6.1% for 2016, much higher than the state rate of 4.0%. Northern Piedmont (3.6%), Northern Shenandoah Valley (3.9%), and Greater Prince William (3.6%) were all below the state average for 2016.

Figure 7. Unemployment Rate⁶



Even though unemployment has decreased in the last five years, stakeholders in all four regions – partners, low-income community members, staff, and board – still identified the availability and quality of jobs as one of the top needs. 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.

A network analysis of focus group data also shows employment and underemployment at the center of the many identified needs. This means that employment both influences and is affected by many other issues facing individuals and communities. Focus group participants discussed the impacts of underemployment on mental health, substance abuse, transportation, health and dental care, access to healthy food, quality housing, and the larger issue of changing demographics.

33% of respondents with an income of less than \$20,000 a year 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.

Larger, regional economic trends are influencing these employment shifts. The Greater Prince William and portions of Northern Piedmont regions benefit from job growth in the Washington D.C. metro area. There are many good, high paying jobs available, but low-income individuals may not have the skills needed to pursue these positions. While Southwest Virginia has seen decreasing unemployment, major declines in mining and manufacturing keep the rate well above the state average. In rural Southwest Virginia and Northern Shenandoah Valley, the new jobs being created tend to be service and retail jobs that pay minimal hourly wages and offer no fringe benefits.

The top industries in each region have seen significant changes over the last ten years.⁷

Figure 8. Top Industry Trends in SWVA

- Southwest Virginia's largest industry in 2007, manufacturing, has lost about 2,000 jobs in the past ten years.

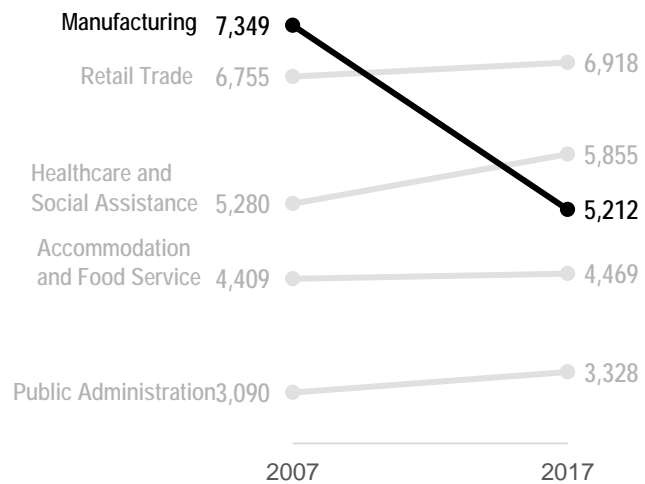


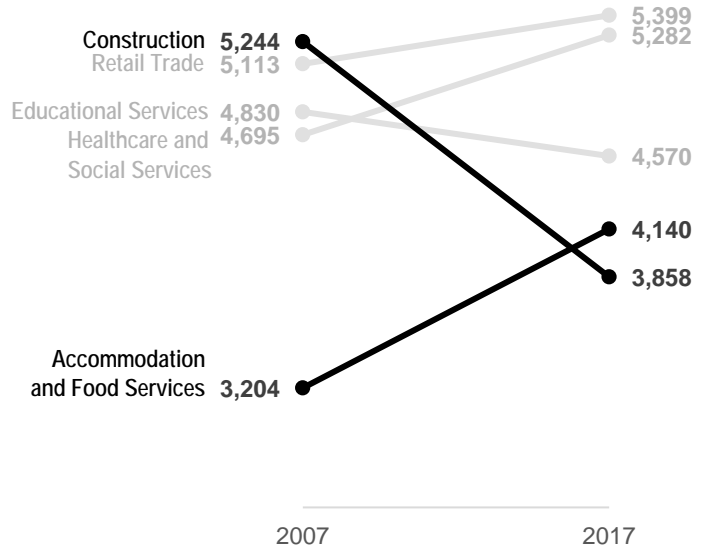
Figure 9. Top Industry Trends in NSV

- Manufacturing remains, by far, the largest industry in the Northern Shenandoah Valley, with 20% of total employment



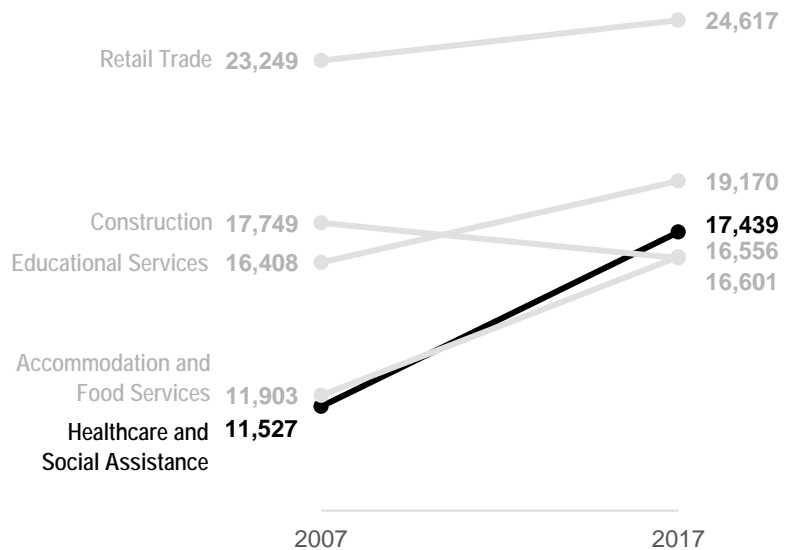
⁷ Virginia Employment Commission. Economic Information and Analytics. Quarterly Census of Employment and Wages, 2nd Quarter

Figure 10. Top Industry Trends in NP



- From 2007-2017, the Northern Piedmont's top industry, construction, lost about 1,500 jobs, while accommodation and food service added almost 1,000 jobs.

Figure 11. Top Industry Trends in GPW











- Over the last ten years, Greater Prince William's fastest growing industry was healthcare and social assistance.

These graphs reinforce stakeholder feedback that new jobs seem to be lower paying, service jobs. **Each region saw growth in the typically low-paying sectors of retail and accommodation and food service. At the same time, industries that require less education while still maintaining high wages, like manufacturing and construction, lost jobs over the last ten years.** This high-level economic shift directly influences the number of living wage jobs accessible lower educated, often low-income persons.

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 region. 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 things many Americans enjoy like entertainment, meals at restaurants, or vacation. Living wage data for each county/city and for different household types is in Appendix F.

Figure 12. Living Wage⁸

Greater Prince William		Northern Piedmont		Northern Shenandoah Valley		Southwest Virginia	
Two Adults Two Children	One Adult Two Children	Two Adults Two Children	One Adult Two Children	Two Adults Two Children	One Adult Two Children	Two Adults Two Children	One Adult Two Children
							
\$17.81/hour Full-time for both adults	\$30.33/hour Full-time	\$16.46/hour Full-time for both adults	\$30.33/hour Full-time	\$15.75/hour Full-time for both adults	\$28.90/hour Full-time	\$14.64/hour Full-time for both adults	\$26.70/hour Full-time ⁸

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 surveyed. In Virginia, an adult with a high school diploma or equivalency has median annual earnings of \$29,730, while an individual with a bachelor’s degree earns \$55,856.⁹

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. Some communities have been making progress on this issue. Board members in the Northern Shenandoah Valley noted that the high school, community college, and local employers have formed strong partnerships to provide students with the training necessary to enter skilled professions in the region.

“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.”

- Community Member

Economic distress at the community level has negative social and physical consequences for residents. A 2017 report from the Economic Innovation Group shows that residents in counties with distressed economies have shorter life expectancies, higher mortality rates from mental health and substance abuse disorders, and women in these communities have higher rates of obesity and diabetes.¹⁰

⁸ MIT Living Wage Calculator. 2017 Rates. Accessed November 2017.

⁹ American Community Survey. 2012-2016 5 year estimates. Table B20004.

¹⁰ Economic Innovation Group. 2017. “The 2017 Distressed Communities Index.”

Figure 13. Poverty Rate¹¹

Poverty

Living in poverty affects thousands of families in People Incorporated’s service area. The poverty rates in the Greater Prince William, Northern Piedmont, and Northern Shenandoah regions are all below the state rate of 11.4%; however Southwest Virginia remains much higher than the state average.

Across all regions, about 90,000 individuals are living below the federal poverty line, and about 29,000 of them are children.

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** across the People Incorporated service area. **Poverty rates are higher for females than males** in every region.¹² However, poverty rates are lower among veterans in every region.

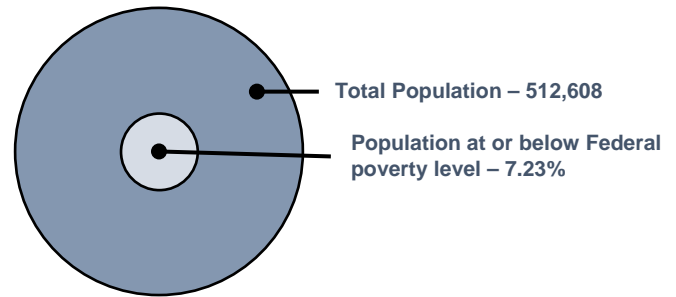
Standardized federal poverty levels determine eligibility for many state and federal assistance programs including Medicaid, Affordable Housing Vouchers, Head Start, Supplemental Nutrition Assistance Program (SNAP), free and reduced school lunch, and weatherization assistance.

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

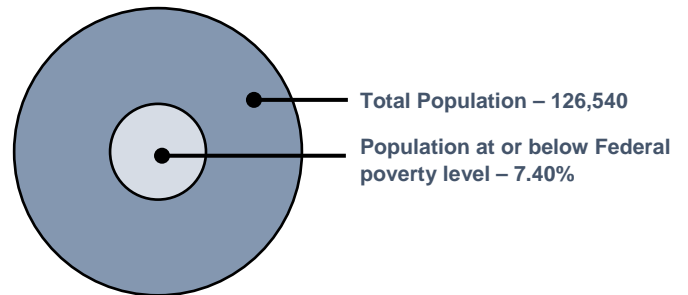
1 Person	\$12,060
2 People	\$16,240
3 People	\$20,420
4 People	\$24,600
More	Add \$4,180 each

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

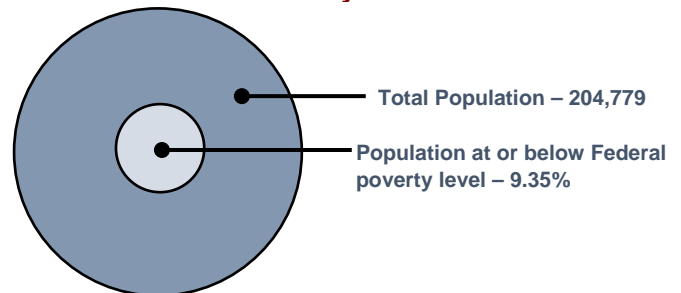
Greater Prince William



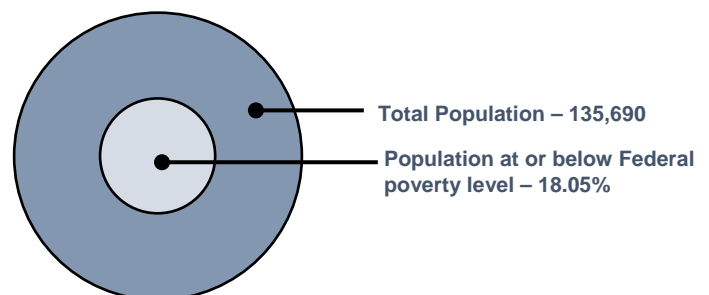
Northern Piedmont



Northern Shenandoah Valley



Southwest Virginia

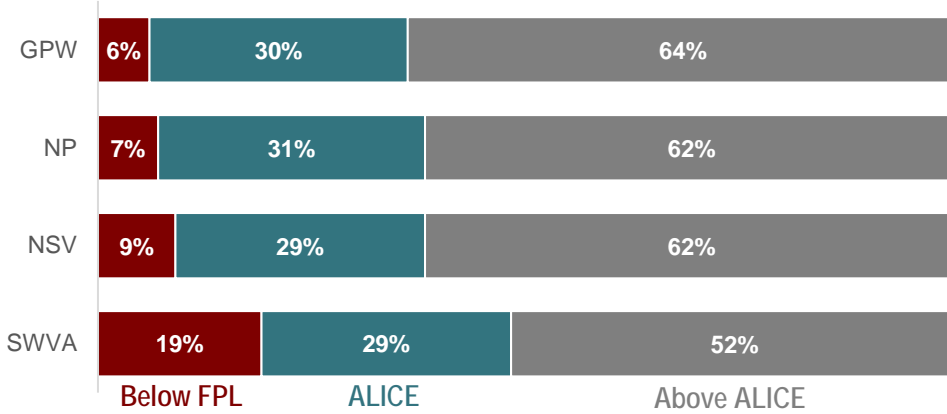


¹¹ Data Source: US Census Bureau. American Community Survey 2012-2016 5-year estimates. Table DP03.

¹² Data Source: US Census Bureau. American Community Survey 2012-2016 5-year estimates. Table S1701

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

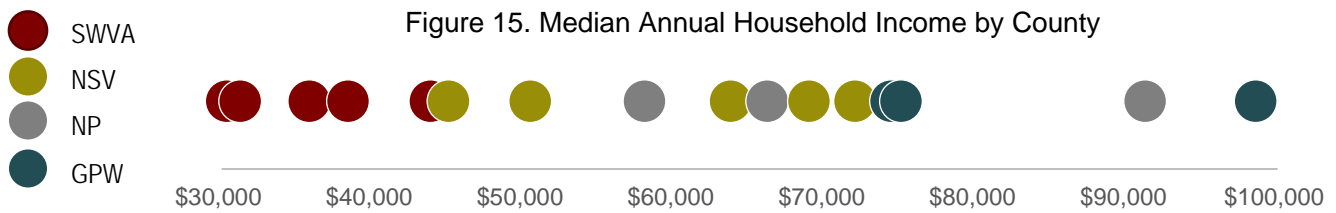
Figure 14: ALICE Households by Region



Using the FPL can be misleading, when about half of families are, in reality, struggling to get by in People Incorporated’s service area.

Another way to look at income distribution is through median annual household income. Median

income varies greatly across the People Incorporated service area- \$98,546 in Manassas to \$30,335 in Buchanan County. Median incomes for Bristol, Buchanan, and Dickenson are in the bottom tenth for counties in Virginia, while Prince William and Fauquier are in the top 10%.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

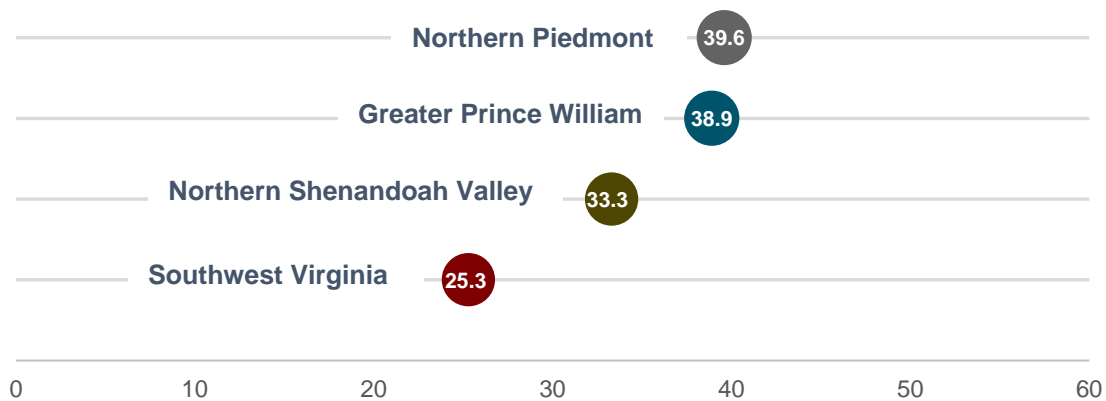
Transportation came out as a top issue in survey and focus group data. While partners, board members, and community members brought up this issue in all service regions, the specifics of the issue differed. According to focus group feedback:

- **In the urban and suburban communities of the Greater Prince William, integration with the Washington D.C. transit system and number of stops remains an issue.**
- **An almost complete lack of public transit is an issue in rural Northern Shenandoah Valley and Southwest Virginia.**

Nineteen percent of community survey respondents said they did not have reliable transportation, and respondents in the Northern Piedmont and Greater Prince William regions were more likely not to have access to reliable transportation. Reliable transportation is crucial for maintaining stable employment, but also effects the ability to transport children to educational and extracurricular programs and attend regular medical appointments.

Residents of the Northern Piedmont region have the longest average commute to work at 39.6 minutes, and those in Southwest Virginia have the shortest.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 16. Average Commute Time in Minutes



For much of the People Incorporated service area, a personal vehicle is the only available means to transportation for work, medical appoints, and basic errands. In the Greater Prince William region, the most densely populated, only 3% of households have no vehicle. In Southwest Virginia, the least densely populated region, 7.9% of households have no vehicle.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.

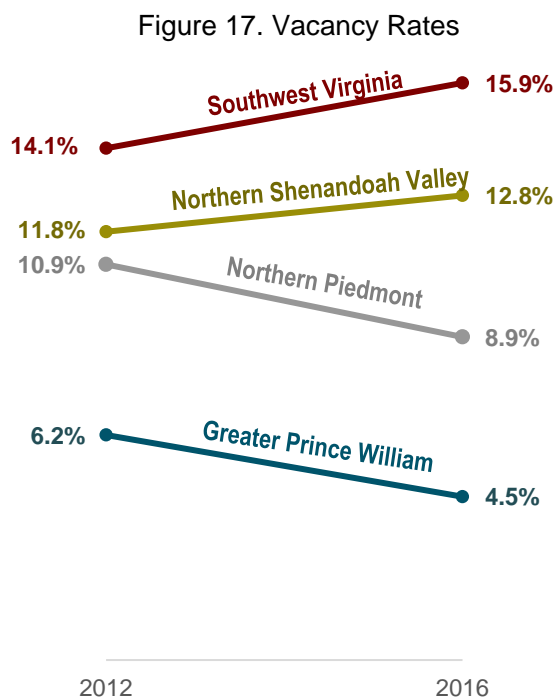
IV. Housing

Among surveyed community members, housing was listed as a top need for both the individual and community in every region. This includes the need for affordable senior housing, assistance with rent payments, lack of sufficient housing in specific communities, and assistance with purchasing home. However, **the largest housing need described was affordable housing.**

Housing was also the top need mentioned in partner surveys, with twice as many respondents listing housing as the top community need as compared to any other need. Former Governor McAuliffe’s issuance of Executive Order 32 in 2014, to “identify and implement actions to enable quality, affordable housing,” further underlines need across the commonwealth.¹⁸

Housing Quality and Quantity

During focus groups, board members in multiple regions brought up the issue of the low quality of rental units available to low-income individuals. **In every region, renter occupied units tend to be older than owner occupied units.**¹⁴ 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 have fewer options in their price range, and those that are affordable may be low-quality or even unsafe.



Reflecting changes in population, **Vacancy rates have steadily decreased over the last five years in the Northern Piedmont and Greater Prince William regions, while they have increased in Southwest Virginia and the Northern Shenandoah Valley.**¹⁹

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.”

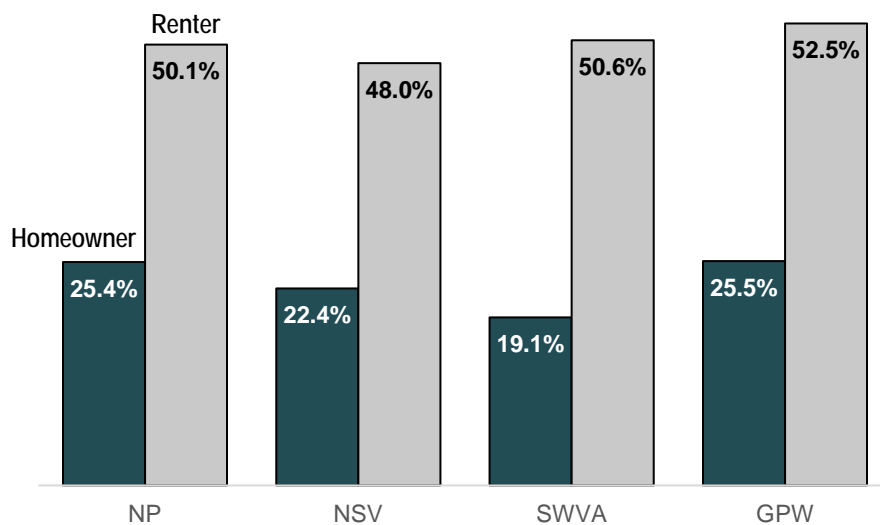
¹⁹ US Census Bureau. American Community Survey. 2012-2016 5-year Estimates. Table DP04.

In contrast, rising vacancy rates in Southwest Virginia and the Northern Shenandoah Valley may be a symptom of large economic and demographic changes. Like many rural places in the country, communities in these regions are seeing an out-migration to cities where there are more job opportunities. As wealthier individuals move from rural areas into urban cities, lower-income residents are pushed out.²⁰ 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.²¹

Affordable Housing

Twenty-eight percent of survey respondents said 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 implications for state policy priorities like workforce development, transportation, education, and health.²²

Figure 18. Housing Cost Burdened Households by Type



Around 1/3 of households throughout the People Incorporated service area are housing cost burdened²³. However, about 50% of renters in each region 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. On the other side of the state, in Russell County, the situation is similar. The median monthly rent is \$544, but median monthly income is \$1,656 for renters. Housing affordability data for each county is in Appendix H.

²⁰ Blumenthal, Pamela, John McGinty, and Rolf Pendall. 2016. "Strategies for Increasing Housing Supply in High-Cost Cities: DC Case Study." Urban Institute Brief.

²¹ Semuels, Alana. 2017. "The Barriers Stopping Poor People From Moving to Better Jobs." *The Atlantic*

²² 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."

²³ 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.”

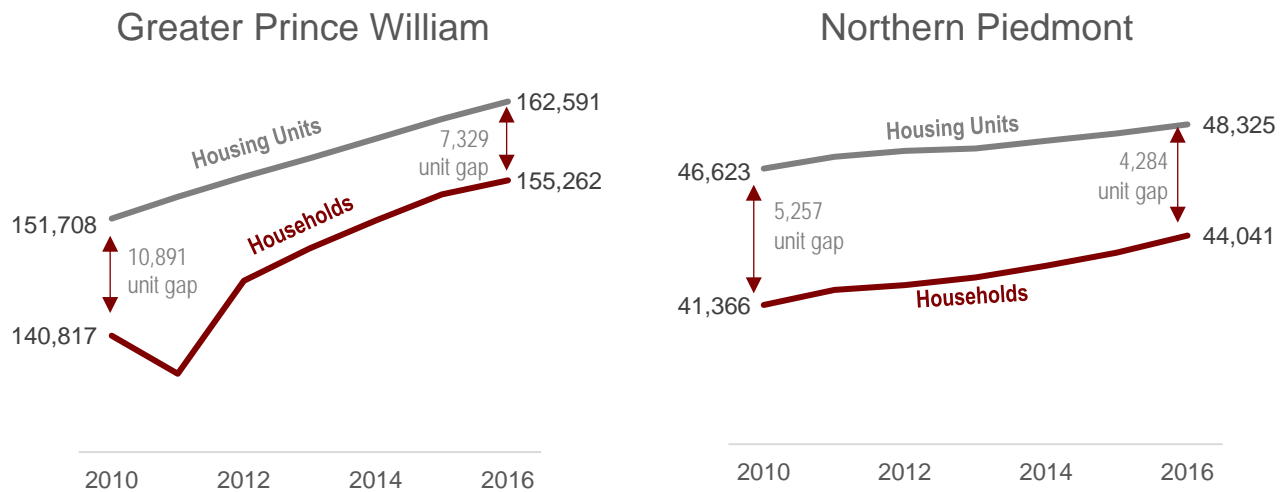
- Community Member

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.¹⁶

Partners and community members in the Greater Prince William and Northern Piedmont regions emphasized that pay is not rising nearly as fast as the cost of housing. **The gap between the**

number of households living in these regions and the number of units available has been steadily decreasing in recent years. This relationship puts a squeeze on the market, driving up the cost of housing for both renting and purchasing a home. Both partners and board members from the Greater Prince William region noted that the existing affordable housing is “workforce housing,” which is priced for teachers or blue-collar workers who usually make above poverty. Any housing that would be affordable for those with almost no income would have to be heavily subsidized. The limited housing stock means that few units or complexes are even available to be made into affordable housing.

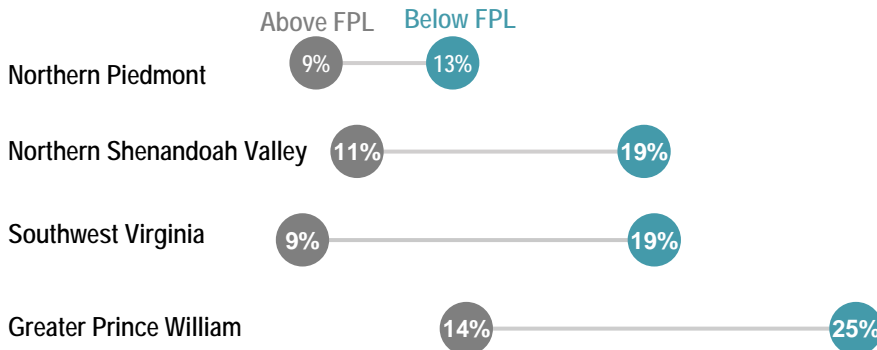
Figure 19. Housing demand in GPW and NP Regions



Mobility

Low-income individuals also relocate at a higher rate than their higher income counterparts. In the People Incorporated service area, individuals living below the federal poverty level are almost twice as likely to have moved residences in the last year as those living above the FPL.²⁴

Figure 20. Percentage of Individuals Moved in the Last Year by Poverty Status

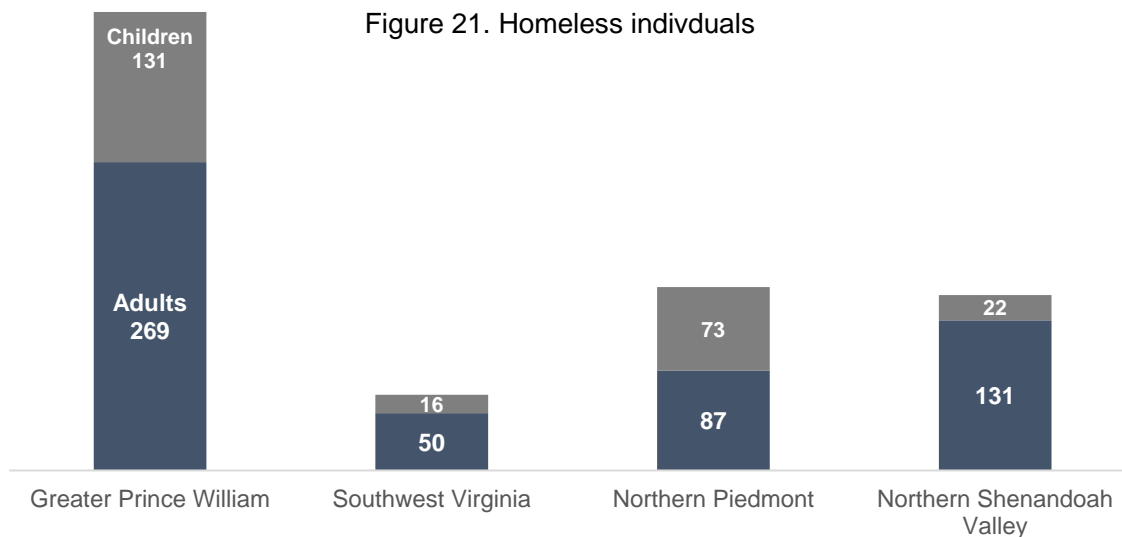


When families move due to increasing housing costs, children often move schools, negatively affecting academic performance and social development.²⁵

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 21. Homeless individuals



²⁴ US Census Bureau. American Community Survey. 2012-2016 5-Year Estimates. Table B07012.

²⁵ Roy, Joydeep, Melissa Maynard, and Elaine Weiss. 2008. "The Hidden Costs of the Housing Crisis." The Partnership for America's Economic Success.

While the point-in-time county 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.

Nineteen percent of respondents to the community member survey had shared housing with another household to avoid being homeless in the past year. Respondents from the Greater Prince William and Southwest Virginia regions were most likely to have had that experience.

Board members in multiple regions discussed the need for more Permanent Supportive Housing (PSH). PSH combines low-barrier affordable housing with other supportive services, like health care, social services, and counseling, so that individuals and families can be better prepared when they transition to their own home.

“There are many people living in homes of others because they cannot afford their own home. Rent is too expensive.”

-Community Member

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.

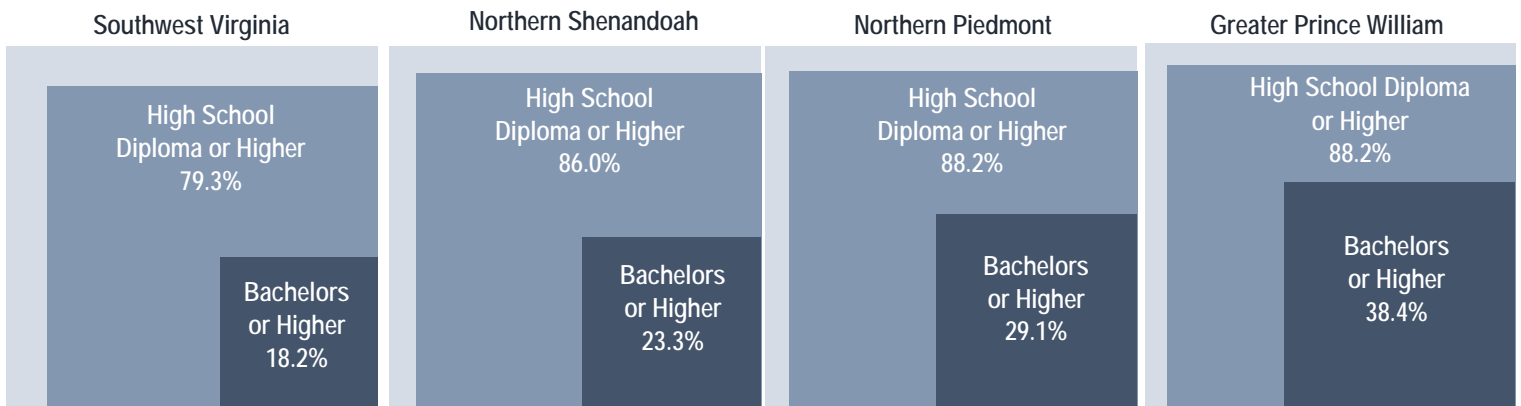
Partners, board members, staff, and community members all recognized that education (whether a GED, college degree, or workforce credential) is a path to greater earnings and increased financial stability. The theme of an increased focus on technical education and training came up in board and partner focus groups. They noted that shorter, more affordable technical programs could be more accessible and have a greater impact for low-income individuals with a limited traditional education. This seemed especially true for Southwest Virginia and Northern Shenandoah Valley where industries like manufacturing are still major employers.

Twenty-one community members indicated education as their single greatest need, encompassing GED, assistance with college fees, or education for their children. Focus group participants discussed education's impact on employment, child development, and the overall economic climate of a community.

Educational Attainment

Educational attainment varies across each region. The Greater Prince William Region has the largest proportion of residents with both high school diplomas and bachelor's degrees.

Figure 22. Educational Attainment

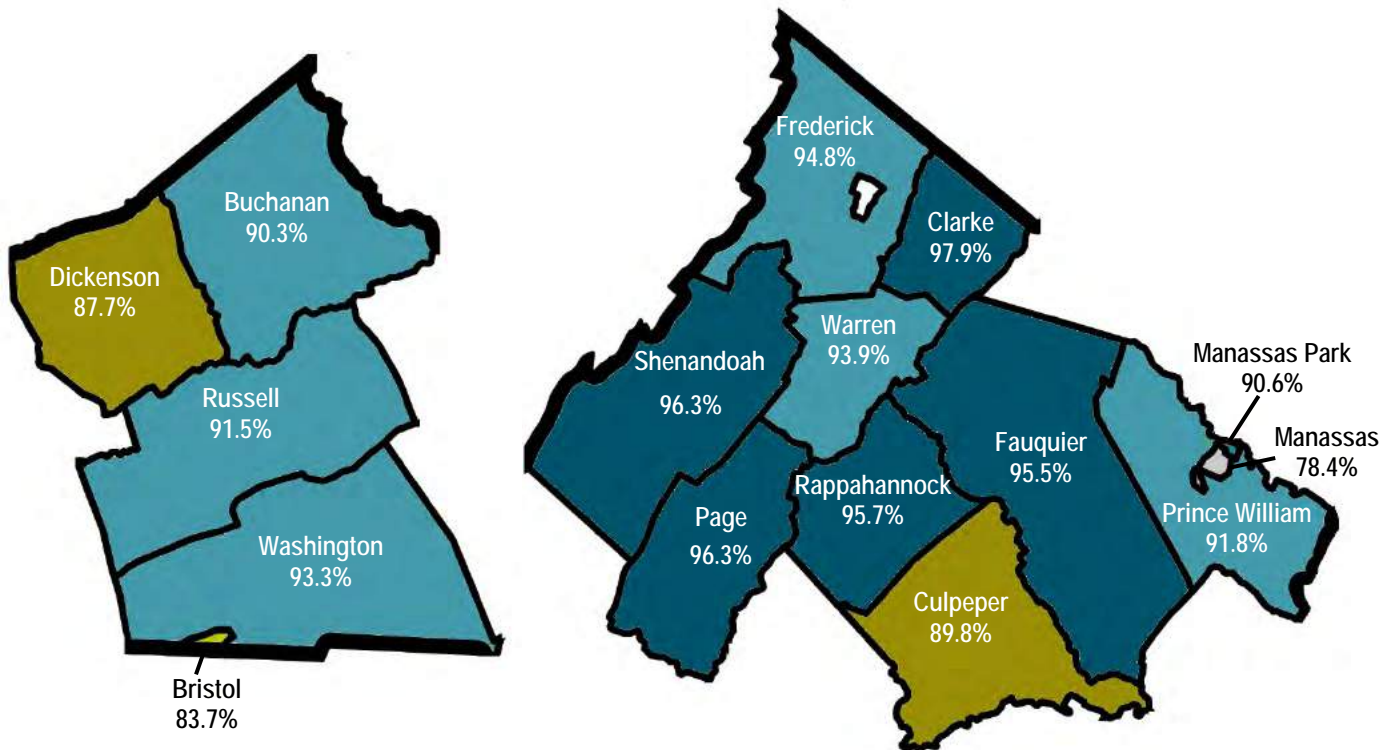


The levels of education attainment in each region mirror current industry trends in employment. In Southwest Virginia and the Northern Shenandoah Valley, where manufacturing remains a top industry despite declines, fewer individuals have bachelor's degrees. However, industries like education and healthcare, which often require a bachelor's or higher, are growing in most regions.

Graduating 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. It is similar in Russell County with a range of \$19,333 for a dropout and \$23,963 with a diploma or equivalent.²⁶ Similarly, the unemployment rate for dropouts in Virginia is 1.5 times higher than that for high school graduates.

On time high school graduation rates range from a low of 78.4% in Manassas to 97.9% in Clarke County.²⁷

Figure 23. On-time High School Graduation Rate



²⁶ US Census Bureau. American Community Survey. 2012-2016 5-year estimates. Table S1501

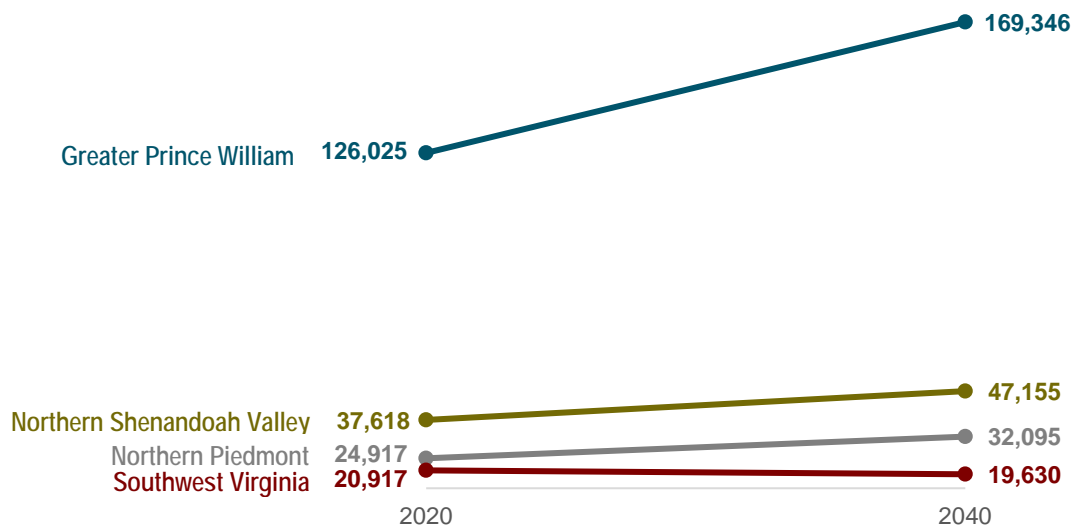
²⁷ Virginia Department of Education. State Level Cohort 4-Year Report. 2017

VI. Children and Youth

241,388 children live in the People Incorporated service area.

The number children is expected to grow by thousands in the Northern Piedmont, Northern Shenandoah Valley, and Greater Prince William regions over the next twenty years. The number of children under fifteen Southwest Virginia is expected to decrease by about 1,000 over the same time period.²⁸

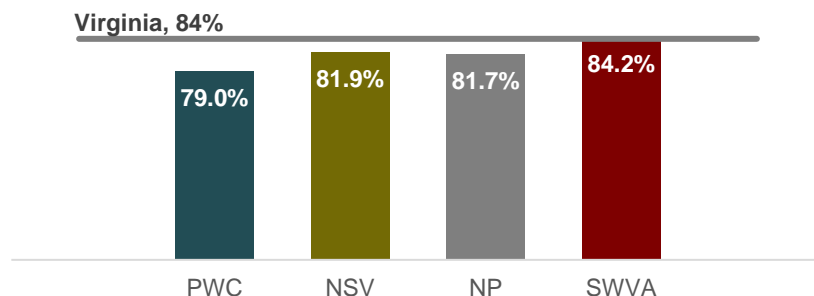
Figure 24. Population growth for children under 15



Kindergarten Readiness

Entering school ready to learn can have significant long-term benefits for children on education, employment, earnings, marriage, and health.²⁹ For the 2017-2018 academic year, 84% of children in Virginia entered kindergarten with appropriate reading levels. Readiness varied among regions, with Southwest Virginia have the largest percentage of ready children (84.2%) and Prince William County the least (79%).³⁰

Figure 25. 2017-2017 Kindergarten Readiness Rates



²⁸ Demographics Research Group of the Weldon Cooper Center for Public Service. June 2017.

²⁹ Heckman, James, Rodrigo Pinto, and Peter Sveljev. 2013. "Understanding the Mechanisms Through Which an Influential Early Childhood Program Boosted Adult Outcomes." *American Economic Review* 103(6).

³⁰ 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. Community members in the Northern Shenandoah Valley also ranked childcare as a top tier need. This need is complex in its relationship with other needs like employment, education, and health. The top concerns related to childcare fall into 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 42% of the registered childcare providers in the People Incorporated service area provide subsidies, and only 29% provide full time care and accept subsidies.³² The average cost of childcare in Virginia is 43% of the median earnings for someone with a high school diploma.³³ 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 costs an average of \$12,792 a year.

For an infant and a 4-year old, the cost jumps to \$22,360 a year.³¹

- **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 People Incorporated service area, 52% of registered providers offer full-time licensed care. However, there are even fewer providers for newborns less than one-year old. Only 39% 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, 3,359 children under five were enrolled in preschool programs at public schools across all regions.³⁴ 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 64,000 children under age five live in the People Incorporated service area.³⁵ If all 40,859 registered provider slots are filled, and an additional 3,359 children are in public preschool, that still leaves about **20,000 children without registered care in the People Incorporated service area.** Some of these

³¹ Childcare Aware of America. "The Parents and the High Cost of Child Care: 2017 report."

³² Virginia Department of Social Services. Child Day Care. Searched February 2018.

³³ US Census Bureau. American Community Survey. 2012-2016 5-Year Estimates. Table S1501.

³⁴ Virginia Department of Education. Fall 2017 Membership Data.

³⁵ US Census Bureau. American Community Survey 2016 Annual Population Estimates. Table PEPAGESEX.

families may not have their children in centers by choice, while others may be relying on friends or family, or using unregulated and unregistered providers because it's the only affordable option.

Detailed county-level data on childcare availability is in Appendix K.

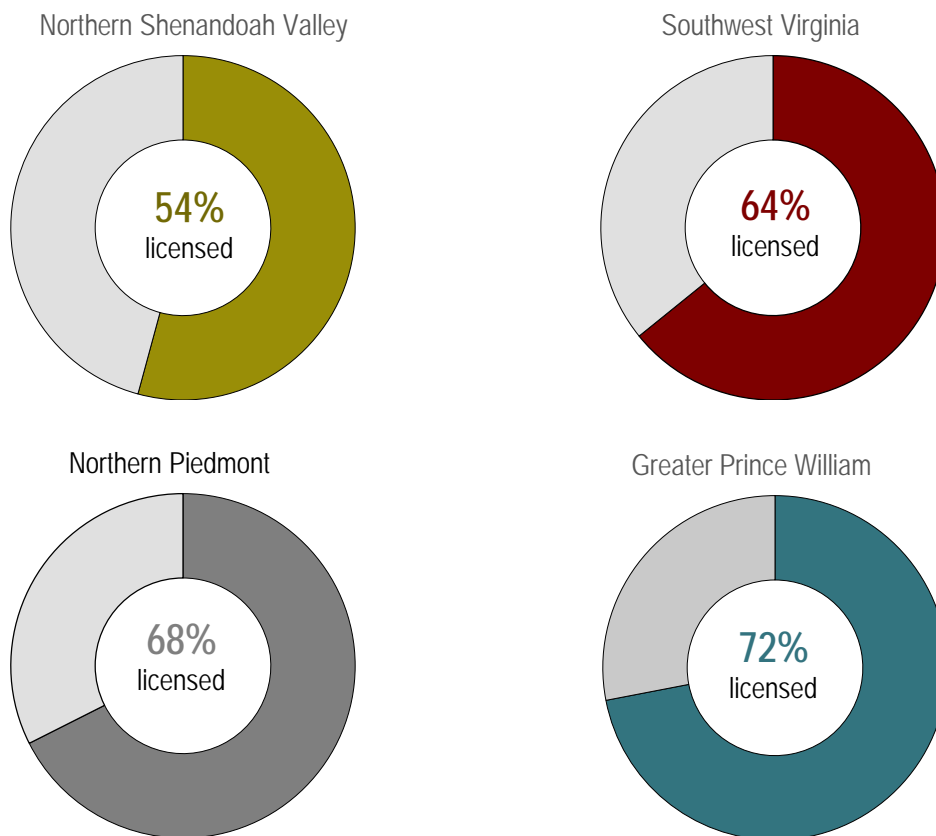
- **Conflict between care schedules and employment schedules**

Across all areas, 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. The only region where registered providers offered 24-hour care or extended hours was Greater Prince William.

- **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. Partners in the Greater Prince William region noted that quality child care is more than having a friend watch your child, children need focused attention and a curriculum for development.

Figure 26. Proportion of Registered Child Day Care Providers with a License



In the People Incorporated service area, **68% of centers registered with the Department of Social Services are licensed.**³⁶ 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.³⁷ The Virginia 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.

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.

³⁶ Virginia Department of Social Services. Child Day Care. Searched February 2018.

³⁷ Virginia Quality. Virginia Department of Social Services. www.virgininaquality.com



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 child care and early childhood education. This section specifically outlines those data points as specified by the Head Start Program Performance Standards.

For each region, estimates of eligible Head Start and Early Head Start children are presented as a range, based on methodology.³⁸

Figure 27. Estimated Number of Head Start Eligible Children

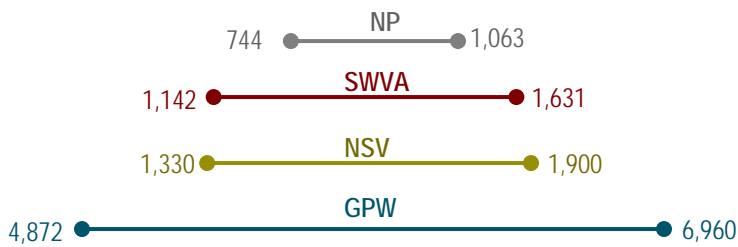
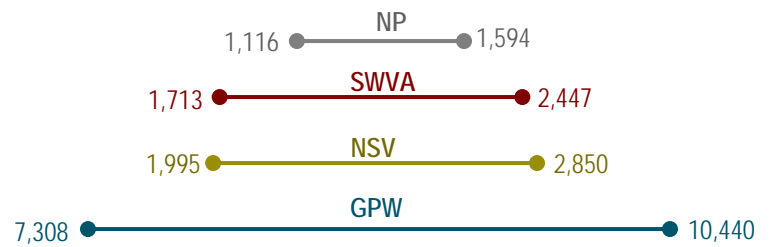


Figure 27. Estimated Number of Early Head Start Eligible Children

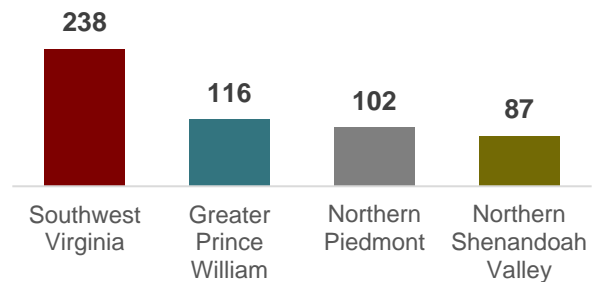


For Southwest Virginia, these estimates greatly outnumber the current Head Start and Early Head Start capacity. For the region, People Incorporated and Buchanan County operate all head start programs. Together, they have 418 Head Start slots and only 127 Early Head Start slots.

Foster Care

Across the People Incorporated service area, **543 children were in foster care as of January 1, 2018**. Almost half of the children in foster care were in Southwest Virginia, despite the fact that SWVA is has the smallest total population of children among the four regions.

Figure 28. Children in Foster Care as of January 1, 2018



³⁸ 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.

VII. Nutrition, Health, and Wellness

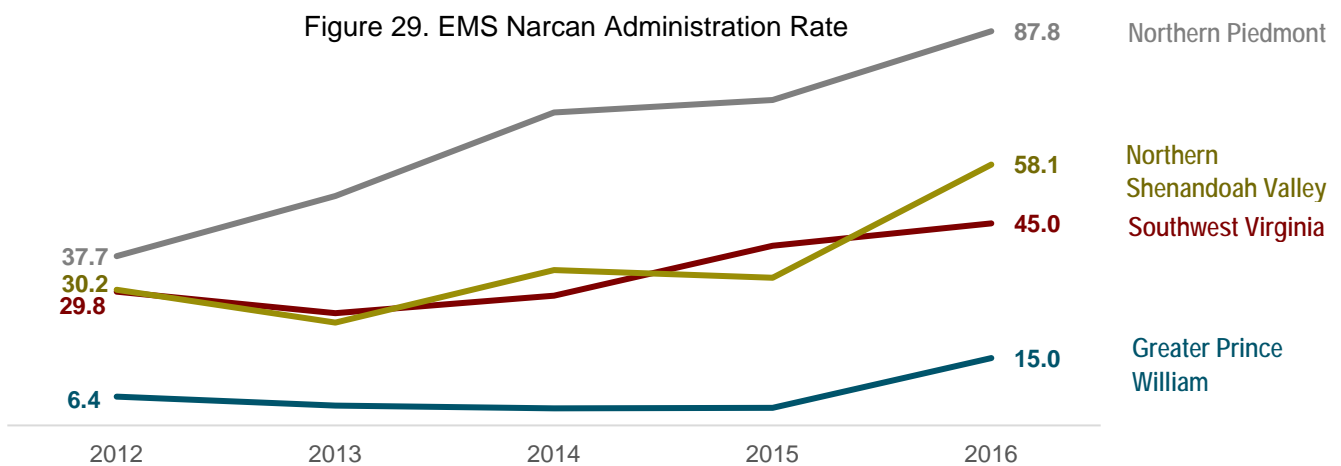
Substance Abuse and Mental Health

Issues related to substance abuse and mental health were at the forefront of feedback from staff, board, partners, and community members. Out of 29 needs scored by survey respondents, community members established mental health services as the fifth most important need. Here are just a few of the exact words used by survey respondents when asked to identify the single greatest need in their community:

- Partners
 - “Access to affordable mental health care”
 - “Support for substance using parents/caregivers”
 - “Stopping the drug epidemic”
- Community Members
 - “Drug rehab and support for addicts”
 - “Addiction counseling
 - “Provide help with methadone or suboxone maintenance “
- Staff
 - “Adequate substance abuse treatment for poor, uninsured”
 - “An end to the drug crisis”
- Board
 - “Addressing the opioid crisis”

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 death**³⁹. Based on the feedback we received, mental health services and substance abuse services are joint needs that must be addressed simultaneously.

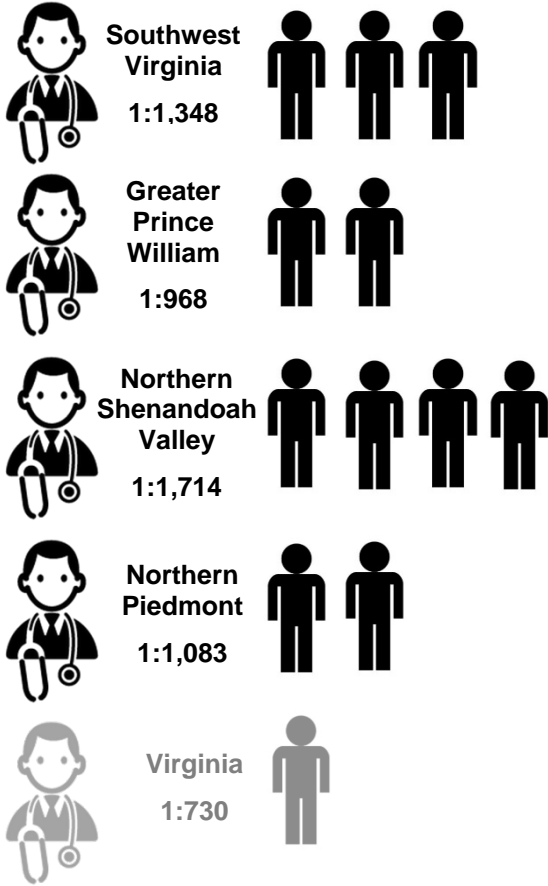
Since 2012, the rate of Narcan administration by EMS has risen in every region.⁴⁰



³⁹ National Institutes of Health. Initiative to Help End the Opioid Crisis. www.nih.gov/opioid-crisis. Accessed Feb 2018.

⁴⁰ Rates in Figure 29 are per 100,000 individuals. Virginia Department of Health. Opioid Indicators dashboard.

Figure 30. Ratio of Residents per Mental Health Provider



Focus group participants discussed multiple causes and consequences of the rising rates of substance abuse. Some employers are struggling to find employees who can pass required drug screenings. This has a two-fold impact in that employers can't find employees for open positions and substance abusers are less able to secure employment.

Current clients identified that treatment for substance abuse is expensive, even for those who do have insurance. Individuals may also self-medicate with illegal drugs when they don't have access to care. The shortage of both substance abuse treatment facilities and mental health providers was one of the key issues identified.

The number of residents per each mental health provider varies throughout the People Inc. service area, but is less than the state rate in each region.

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.⁴¹ 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.⁴²

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, 30% said they'd experienced emotional and behavioral problems with their children in the last 12 months.** Adult opioid abuse is also affecting children through the prevalence of Neonatal Abstinence Syndrome (NAS), where a baby is born addicted. Partners from healthcare organizations shared that hospitals are seeing a growing numbers of infants with NAS, and additional supports are needed for both the child and the parents.

"Mental health and drug abuse are a major problem for my family. I'm raising two children without any support groups."
-Community Member

⁴¹ Mallik-Kane, Kamala and Christy Visher. 2008. "Health and Prisoner Reentry: How Physical, Mental, and Substance Abuse Conditions Shape the Process of Reintegration." *Urban Institute Justice Policy Center*.

⁴² 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

Survey data from all respondent groups indicated affordable health and dental care as a priority need. Affordable health and dental care were listed as the single greatest need among many community members in the Northern Piedmont and Greater Prince William areas. Affordable health and dental care received the highest average score of need among the Northern Shenandoah Valley and Southwest Virginia community members. This issue was also at the top of indicated needs among partners and staff.

Focus groups illuminate multiple facets to how this need affects low-income families across People Incorporated’s services area:

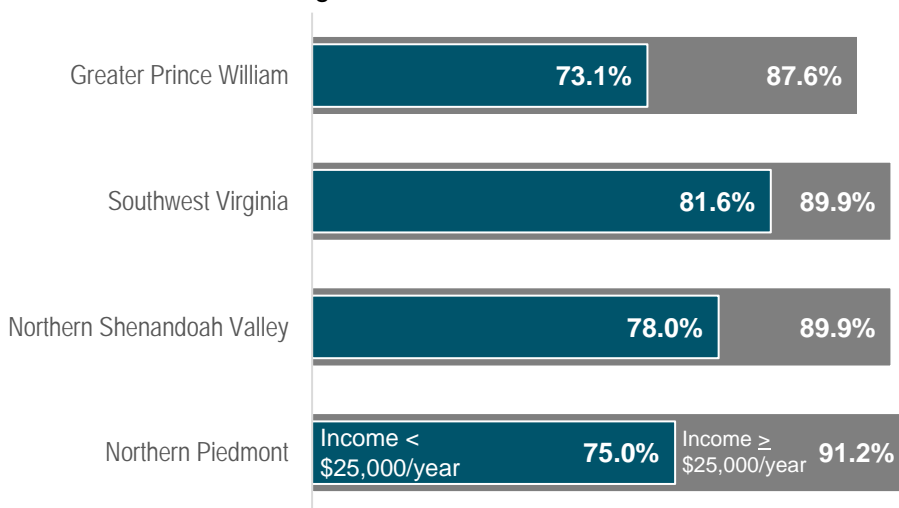
- Individuals who work in retail and service jobs may not work full-time and therefore don’t have access to benefits
- Even if benefits are available through employment, monthly premiums may be more than a family can afford
- Hours for free and sliding scale clinics are often short and incongruent with work schedules
- Finding transportation to providers poses additional challenges
- Virginia Medicaid does not provide preventive dental coverage for adults
- Working adults cannot afford to miss work to attend medical appointments

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. In the words of one community member:

“Affordable healthcare for those who don’t fit into categories for assistance is greatly needed.”

Rates of insurance coverage are much lower among households making less than \$25,000 a year.⁴³

Figure 31. Insurance Coverate Rates



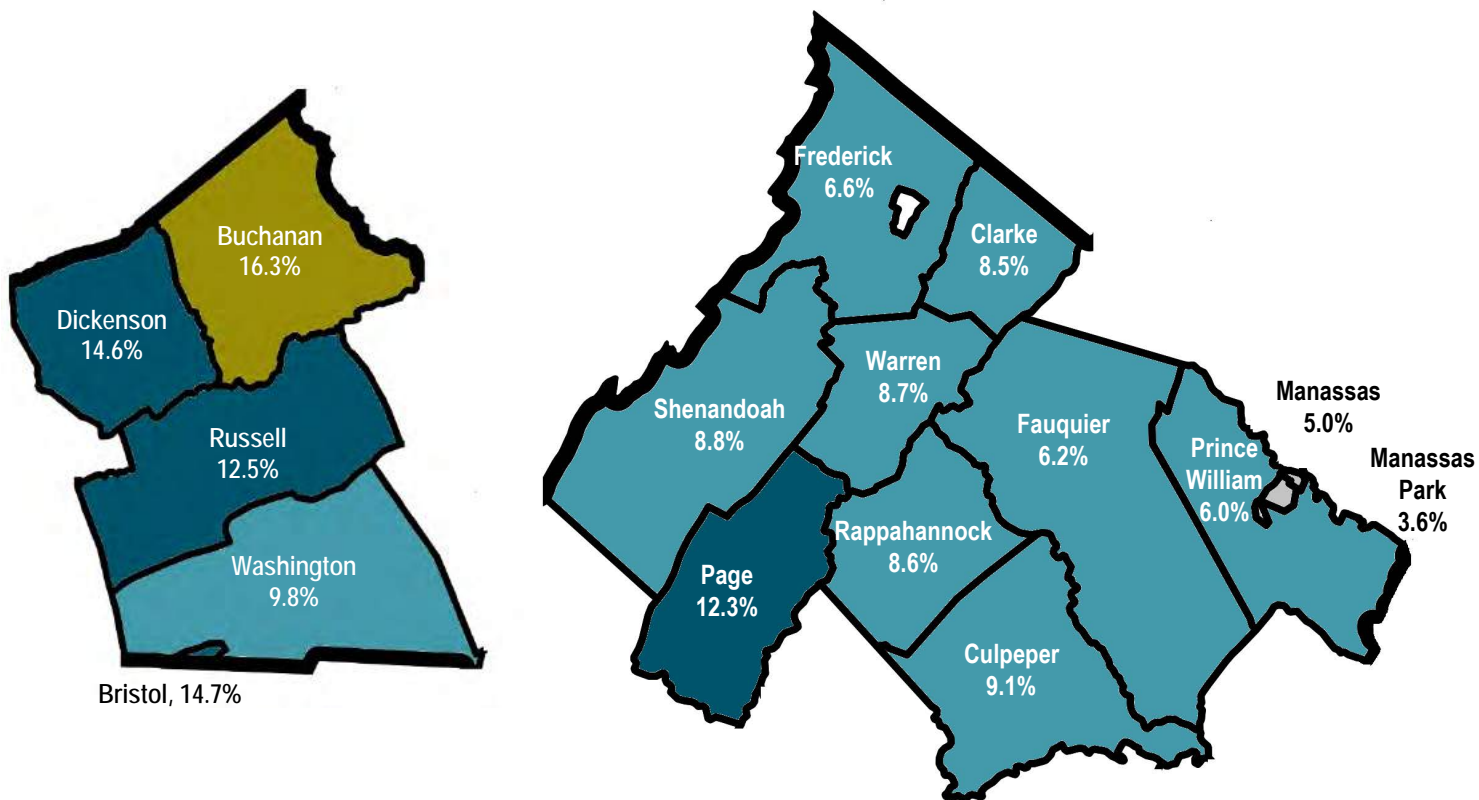
⁴³ US Census Bureau. American Community Survey. 2012-2016 5-Year Estimates. Table S2701.

Nutrition

Seventeen percent of respondents to the community member survey said they have gone hungry in the past 12 months, despite the fact that 56% receive Supplemental Nutrition Assistance (SNAP) and 45% have used food banks. This data reinforces feedback from staff and partners that assistance with basic needs like food is still very important. Focus group data emphasize that access to healthy food is interconnected with other issues like employment and child development.

Seven percent of community member respondents identified basic needs like clothing and food as their single greatest need. **72,290 individuals in the People Incorporated service area are food insecure⁴⁴**, including almost 29,000 households who receive SNAP benefits.⁴⁵ Food insecure families lack access to enough food for active, health lifestyles and have limited availability of nutritionally adequate food.

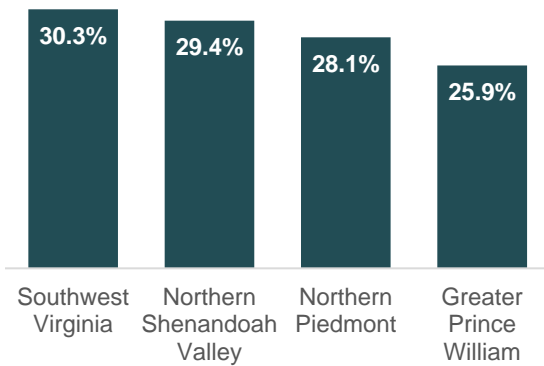
Figure 32. Food Insecurity Rate by County



⁴⁴ Feeding America. Map the Meal. 2015 Data.

⁴⁵ US Census Bureau. American Community Survey. 2012-2016 5-Year Estimates. Table DP03.

Figure 33. Obesity Rates



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.⁴⁶In 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.”⁴⁷

⁴⁶Desilver, Drew. 2013. “Obesity and poverty don’t always go together.” Pew Research Center.

⁴⁷ 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.

VIII. Other Key Findings

Coordination and Collaboration

Another identified issue that doesn't fit neatly into any given service category is the need for more coordination and collaboration among service providers. This need was particularly important to the partners we heard from. They discussed the difficulty of navigating the many organizations that provide assistance to low-income individuals. Moving someone out of poverty takes a wide variety of services and supports, which are often provided by a variety of organizations. Greater coordination among these providers could create a strategic approach to serving an individual or family, ensuring that they are connected with each service they need.

The surveyed community members also mentioned that they needed more awareness of available services. Better communicating about available services both within People Incorporated and through community partners could broaden and deepen impacts.

Intensive Community Support

Input from community members, partner organizations, and People Incorporated staff and board also aligned on the need for intensive support for families moving out of poverty. Survey and focus group data revealed that many of the issues faced by low-income individuals and families are created or exacerbated by a lack of support, from either family or the larger community. When someone faces the prospect of homelessness, domestic violence, special needs for their children, or any number of hardships a community that can provide support emotionally, socially, and physically can make the difference between moving forward or sliding back.

Both partners and community members identified the need for a stronger sense of community. They cited changing values and a more individualized life style as impacting the ability for low-income individuals to make changes or stay out of poverty. Focus group participants posited that a stronger sense of community would make individuals and families more comfortable asking for help when they need it, and community members would be more willing to provide assistance. In the community member survey, respondents ranked a greater "sense of community" among the top five community needs. Many of the characteristics of poverty work to isolate the individual from mainstream society.

It's Complicated

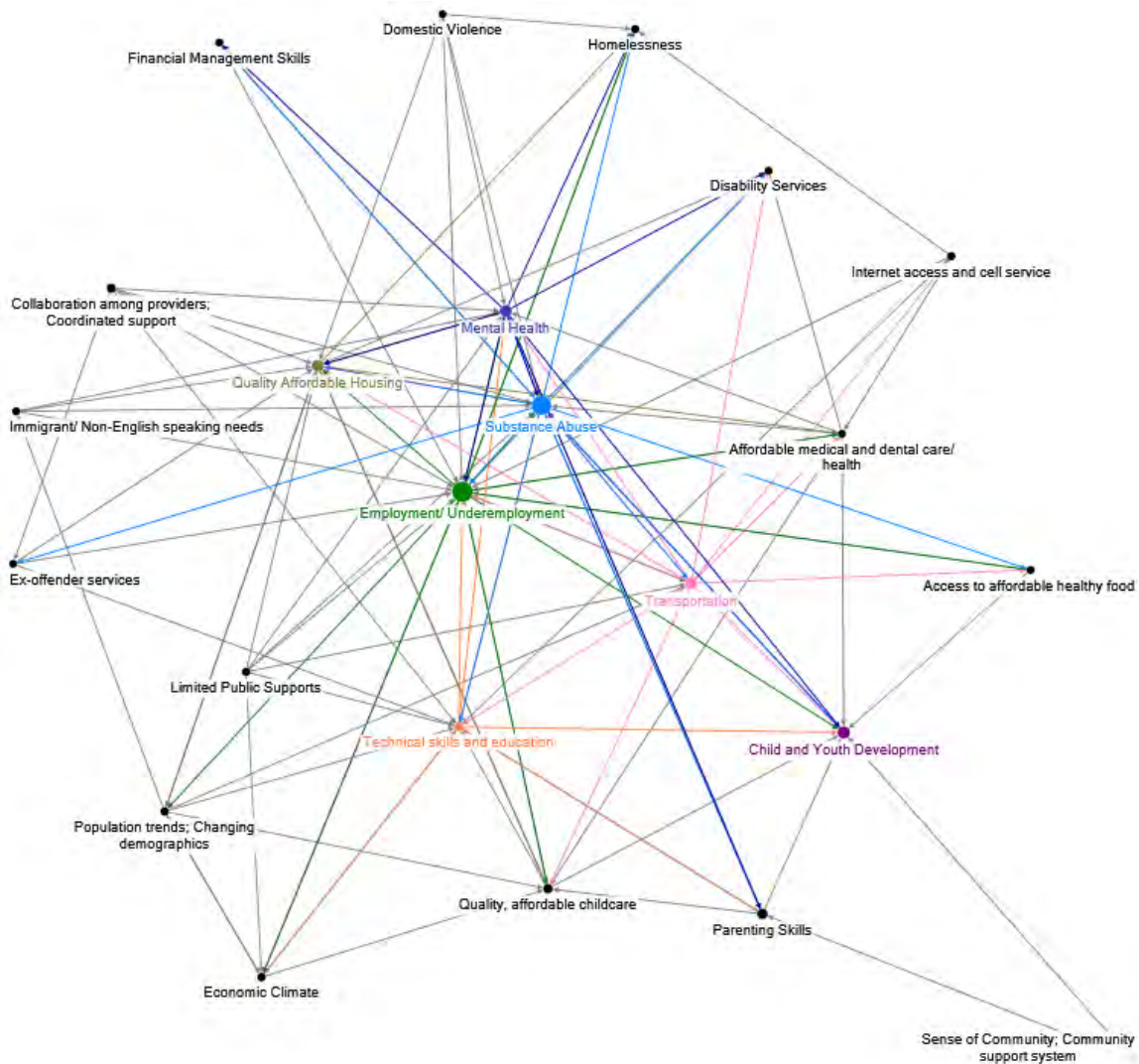
Looking at Census statistics and quantitative survey data may give the impression that these needs are stand alone, neatly fitting into predetermined categories. **However, conversations with people living and working in People Incorporated's communities paint a picture of the interconnectedness of the issues facing low-income families and communities.**

Focus groups with clients, partners, and board members attempted to dig deeper into the root causes of top needs that arose from survey data. This attempt brought forth rich conversation about how each need shapes and is shaped by other needs. These conversations also affirmed that strategies for addressing a given need must be comprehensive and collaborative.

People Incorporated staff conducted a network analysis to explore the strength and direction of the complex relationships among needs. This analysis revealed the interconnectedness of



needs that were mentioned in the focus groups. The arrows show which other issues any given need is influencing.



At the center of the network, the issues with the most connections to others, include employment/underemployment, substance abuse, and mental health. These are the issues that are central to poverty in People Incorporated’s service area. The issues at the center are the most influential, and those at the outside as less influential. This doesn’t mean that domestic violence or financial management skills don’t have a large impact on the well being of individuals and communities, just that they aren’t as central to the web of issues faced by low-income individuals and families.

These findings have large implications for service delivery strategy. In order to make true progress in the fight against poverty, providers need to work with the whole family, across a variety of programs and services. Meeting this wide variety of needs will also require strong partnerships with other organizations and collaboration in setting community-wide priorities.

Other research supports the interconnectedness of many needs seen here. A recent study published by the Appalachian Regional Commission in partnership with the Centers for Disease Control and Prevention found that the recent rise in opioid abuse is interconnected with economic decline, employment, and access to affordable healthcare.⁴⁸ The interconnectedness of needs supports the necessity of People Incorporated’s decision to move toward integrated service delivery and whole-family approaches to services provision.

⁴⁸ Appalachian Regional Commission and Oak Ridge Associated Universities. 2018. “Communicating about Opioids in Appalachia: Challenges, Opportunities, and Best Practices.”



Appendices

Appendix A. Demographic Statistics by County

	Total Population	Racial and Ethnic Distribution								Sex	Age
		Percent White	Percent Black/African American	Percent Native American	Percent Asian	Percent Hawaiian/Pacific Islander	Percent Other Race	Percent Two or More Races	Percent Hispanic (of any race)	Percent Female	Median Age
Culpeper	50,083	78.03%	14.45%	0.46%	1.46%	0.01%	1.81%	3.78%	9.32%	49.72%	38.9
Fauquier	69,069	87.23%	7.56%	0.25%	1.35%	0%	0.77%	2.84%	7.18%	50.52%	41.6
Rappahannock	7,388	92.18%	4.19%	0.19%	0.65%	0%	0.26%	2.54%	3.47%	50.88%	49.1
Northern Piedmont	126,540	83.90%	10.07%	0.33%	1.35%	0%	1.15%	3.19%	7.80%	50.23%	
Manassas	41,483	69.63%	13.75%	0.81%	5.33%	0.25%	6.14%	4.08%	34.10%	50.29%	34.4
Manassas Park	15,915	66.55%	12.98%	0.13%	9.95%	0.08%	5.92%	4.38%	36.53%	47.01%	33.4
Prince William	455,210	60.41%	20.64%	0.34%	7.95%	0.13%	5.16%	5.37%	21.89%	50.18%	33.1
Greater Prince William	459,090	61.37%	19.83%	0.38%	7.79%	0.14%	5.26%	5.24%	23.36%	50.09%	
Clarke	14,038	81.17%	4.49%	0.41%	1.09%	0%	2.04%	2.81%	4.35%	50.46%	45.4
Frederick	78,584	91.24%	4.06%	0.29%	1.45%	0.07%	0.89%	2.01%	7.44%	50.29%	40.3
Page	24,053	95.83%	1.60%	0.13%	0.55%	0%	0.42%	1.47%	1.84%	51.02%	44.7
Shenandoah	42,058	93.47%	2.13%	0.04%	0.56%	0%	0.84%	2.34%	6.70%	51.07%	44.8
Warren	37,515	90.92%	3.92%	0.16%	1.09%	0.01%	0.54%	3.37%	3.98%	50.12%	40.8
Northern Shenandoah Valley	196,248	92.17%	3.37%	0.20%	1.06%	0.03%	0.84%	2.34%	5.74%	50.52%	
Bristol	16,960	89.27%	6.69%	0.21%	0.07%	0%	2%	1.76%	1.98%	53.38%	45.9
Buchanan	22,178	95.5%	2.81%	0.11%	0.50%	0%	0.09%	0.99%	0.27%	49.59%	43.4
Dickenson	14,968	98.33%	0.76%	0%	0.03%	0%	0.09%	0.78%	0.74%	48.94%	44.1
Russell	27,370	97.27%	0.99%	0.05%	0.12%	0%	0.53%	1.04%	1.14%	51.05%	45.3
Washington	54,214	96.25%	1.28%	0.08%	0.56%	0.02%	0.56%	1.24%	1.41%	50.50%	42.0
Southwest Virginia	135,960	95.69%	2.10%	0.09%	0.34%	0.01%	0.60%	1.17%	1.16%	50.65%	

Source: US Census Bureau. American Community Survey. 2012-2016 5-year Estimates.

Appendix B. Armed Forces & Veterans Characteristics by County

	Number of Active Duty Military	Veterans as Percent of Total Population	Poverty Rate for Veterans	Unemployment Rate for Veterans	Period of Service ⁴⁹				
					Gulf War (2001 or later)	Gulf War (1990-2001)	Vietnam Era	Korean Era	WWII Era
Culpeper	79	10.8%	4.6%	4.2%	21.1%	28.9%	34.4%	9.3%	3.8%
Fauquier	152	12.0%	3.3%	2.7%	17.9%	30.1%	36.0%	7.5%	3.8%
Rappahannock	0	12.4%	1.3%	0%	6.7%	20.4%	47.1%	12.3%	2.4%
Northern Piedmont	231	11.54%	3.6%		18.2%	29.0%	36.2%	8.5%	3.7%
Manassas	28	7.5%	6.7%	7.4%	21.9%	28.7%	43.1%	5.8%	1.9%
Manassas Park	41	7.9%	2.8%	2.2%	34.1%	37.8%	30.3%	1.5%	0%
Prince William	5,900	13.0%	2.1%	2.7%	36.7%	48.6%	24.3%	3.5%	1.5%
Greater Prince William	5,969	12.8%	2.3%		35.9%	47.4%	25.4%	3.6%	1.5%
Clarke	0	11.5%	2.5%	5.4%	7.9%	14.6%	38.0%	8.8%	4.4%
Frederick	50	11.0%	3.5%	8.1%	15.8%	27.6%	31.6%	7.3%	4.7%
Page	19	9.0%	8.5%	1.3%	10.4%	10.5%	41.2%	15.3%	5.6%
Shenandoah	104	10.3%	4.9%	6.2%	15.6%	15.0%	41.8%	8.8%	3.1%
Warren	18	11.8%	2.6%	2.0%	16.5%	26.8%	35.3%	12.1%	2.9%
Northern Shenandoah Valley	191	10.8%	4.1%		14.7%	22.1%	36.0%	9.5%	4.1%
Bristol	20	7.9%	7.7%	7.0%	9.0%	8.9%	39.3%	10.6%	13.4%
Buchanan	0	4.1%	6.3%	0%	7.0%	13.2%	41.7%	16.0%	6.0%
Dickenson	24	7.2%	18.3%	7.6%	13.7%	19.6%	29.9%	13.3%	2.6%
Russell	6	5.8%	9.1%	15.3%	11.4%	11.5%	31.1%	4.7%	6.9%
Washington	37	8.8%	7.3%	8.0%	8.5%	14.6%	38.6%	10.2%	5.6%
Southwest Virginia	87	7.1%	8.6%		9.5%	13.7%	36.8%	10.3%	6.1%

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

⁴⁹ Period of service percentages do not add to 100% because individuals may have served through multiple periods or none of the indicated periods

Appendix C. Unemployment Rate by County

	2012	2013	2014	2015	2016
Culpeper	5.7%	5.4%	5.0%	4.4%	3.8%
Fauquier	5.1%	4.9%	4.6%	4.0%	3.4%
Rappahannock	5.4%	5.1%	4.8%	4.2%	3.5%
Northern Piedmont	5.4%	5.1%	4.8%	4.1%	3.6%
Manassas	5.6%	5.4%	5.0%	4.2%	3.6%
Manassas Park	5.3%	5.1%	4.8%	4.2%	3.5%
Prince William	5.3%	5.2%	4.9%	4.1%	3.6%
Greater Prince William	5.3%	5.2%	4.9%	4.1%	3.6%
Clarke	5.2%	4.7%	4.4%	4.0%	3.5%
Frederick	5.8%	5.3%	4.7%	4.0%	3.5%
Page	10.2%	9.2%	8.1%	6.9%	5.6%
Shenandoah	6.4%	5.6%	5.0%	4.3%	3.7%
Warren	6.7%	6.1%	5.7%	4.8%	4.0%
Northern Shenandoah Valley	6.5%	5.9%	5.3%	4.5%	3.9%
Bristol	7.3%	7.0%	6.4%	5.4%	5.1%
Buchanan	9.1%	11.0%	10.5%	10.9%	10.8%
Dickenson	10.7%	11.2%	10.2%	10.1%	9.9%
Russell	8.7%	8.5%	7.9%	6.6%	6.5%
Washington	6.7%	6.4%	5.8%	4.8%	4.5%
Southwest Virginia	7.8%	7.9%	7.3%	6.4%	6.1%

Source: Virginia Employment Commission: Local Area Unemployment Statistics

Appendix D. Employment and Wages by Industry

	Accommodation and Food Service		Admin. and Support and Waste Management		Agriculture, Forestry, Fishing, and Hunting		Arts, Entertainment, and Recreation		Construction		Educational Services		Finance and Insurance		Health Care and Social Assistance		Information		Management of Companies and Enterprises	
	#	Avg. Weekly Wage	#	Avg. Weekly Wage	#	Avg. Weekly Wage	#	Avg. Weekly Wage	#	Avg. Weekly Wage	#	Avg. Weekly Wage	#	Avg. Weekly Wage	#	Avg. Weekly Wage	#	Avg. Weekly Wage	#	Avg. Weekly Wage
Culpeper	1,422	\$302	546	\$571	229	\$623	239	\$260	1,271	\$967	1,529	\$698	203	\$1,132	2,567	\$769	525	\$1,617	34	\$2,514
Fauquier	2,428	\$338	625	\$727	374	\$731	458	\$449	2,435	\$981	2,784	\$742	497	\$2,204	2,633	\$886	190	\$1,266	178	\$1,312
Rappahannock	290	\$529	52	\$683	50	\$591	-	-	152	\$731	257	\$692	15	\$1,080	82	\$604	-	-	-	-
Northern Piedmont	4,140	\$339	1,223	\$655	653	\$682			3,858	\$967	4,570	\$724	715	\$1,876	5,282	\$825				
Manassas	2,186	\$340	1,616	\$697	0	N/A	237	\$442	1,674	\$1,082	1,524	\$920	406	\$1,225	3,922	\$1,054	57	\$1,559	130	\$1,209
Manassas Park	79	\$436	350	\$958	0	N/A	-	-	1,204	\$951	552	\$903	23	\$600	25	\$563	16	\$780	-	-
Prince William	14,336	\$344	6,589	\$746	83	\$762	4,772	\$496	13,678	\$1,086	17,094	\$883	2,132	\$1,337	13,492	\$864	1,538	\$1,198	770	\$1,513
Greater Prince William	16,601	\$344	8,555	\$745	83	\$762			16,556	\$1,076	19,170	\$887	2,561	\$1,313	17,439	\$906	1,611	\$1,207		
Clarke	220	\$378	120	\$502	137	\$627	34	\$389	291	\$919	728	\$717	94	\$889	315	\$597	23	\$1,323	-	-
Frederick	2,327	\$331	1,760	\$527	218	\$530	484	\$347	2,219	\$894	3,330	\$710	1,827	\$870	1,906	\$653	344	\$1,121	350	\$1,597
Page	620	\$259	175	\$519	49	\$659	543	\$593	259	\$681	703	\$633	122	\$848	639	\$684	23	\$769	-	-
Shenandoah	1,332	\$278	334	\$519	101	\$563	138	\$365	710	\$729	1,329	\$655	249	\$916	1,596	\$694	209	\$830	-	-
Warren	1,278	\$326	999	\$705	30	\$548	423	\$472	603	\$855	1,527	\$642	234	\$1,018	1,723	\$713	69	\$811	56	\$824
Northern Shenandoah Valley	5,777	\$312	3,388	\$577	535	\$574	1,622	\$464	4,082	\$848	7,617	\$680	2,526	\$888	6,179	\$681	668	\$993		
Bristol	1,728	\$298	231	\$450	-	-	41	\$574	463	\$1,046	440	\$749	309	\$912	924	\$639	210	\$792	158	\$2,913
Buchanan	257	\$297	507	\$437	14	\$457	-	-	389	\$921	751	\$648	146	\$1,276	757	\$648	23	\$523	68	\$1,312
Dickenson	164	\$264	71	\$684	13	\$449	-	-	174	\$748	441	\$545	62	\$643	453	\$462	13	\$369	-	-
Russell	526	\$269	346	\$830	83	\$644	-	-	517	\$805	803	\$650	225	\$746	1,059	\$1,018	55	\$805	21	\$1,677
Washington	1,794	\$286	592	\$565	157	\$568	289	\$462	661	\$755	-	-	391	\$1,011	2,662	\$854	189	\$755	476	\$965
Southwest Virginia	4,469	\$288	1,747	\$570	267	\$580	330	\$476	2,204	\$857	2,435	\$857	1,133	\$945	5,855	\$793	490	\$755	723	\$1,444

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

Appendix D. Employment and Wages by Industry continued

	Manufacturing		Mining, Quarrying, Oil and Gas		Other Services		Professional, Scientific, and Technical Services		Public Administration		Real Estate and Rental and Leasing		Retail Trade		Transportation and Warehousing		Utilities		Wholesale Trade	
	#	Avg. Weekly Wage	#	Avg. Weekly Wage	#	Avg. Weekly Wage	#	Avg. Weekly Wage	#	Avg. Weekly Wage	#	Avg. Weekly Wage	#	Avg. Weekly Wage	#	Avg. Weekly Wage	#	Avg. Weekly Wage	#	Avg. Weekly Wage
Culpeper	1,152	\$1,153	74	\$1,133	871	\$608	827	\$1,047	1,020	\$873	192	\$594	2,289	\$545	335	\$868	28	\$540	389	\$991
Fauquier	942	\$825	55	\$1,358	1,158	\$745	1,730	\$1,541	1,122	\$1,090	261	\$1,177	2,972	\$636	725	\$2,150	99	\$1,651	500	\$1,135
Rappahannock	94	\$440	0	N/A	53	\$550	68	\$1,069	69	\$837	12	\$679	138	\$505	-	-	12	\$464	15	\$1,131
Northern Piedmont	2,188	\$981	129	\$1,229	2,082	\$683	2,625	\$1,373	2,211	\$982	465	\$923	5,399	\$594	1,060	\$1,745	103	\$1,604	904	\$1,073
Manassas	1,945	\$1,735	-	-	903	\$868	3,153	\$1,934	1,219	\$1,523	245	\$1,098	2,067	\$743	460	\$1,123	-	-	394	\$1,316
Manassas Park	167	\$706	0	N/A	171	\$790	115	\$1,330	324	\$204	79	\$808	182	\$762	-	-	0	N/A	225	\$1,647
Prince William	2,054	\$1,99	89	\$1,401	4,573	\$665	9,098	\$1,584	7,513	\$1,657	1,747	\$930	22,368	\$547	2,521	\$995	728	\$1,585	2,988	\$1,139
Greater Prince William	4,166	\$1,429			5,647	\$701	12,366	\$1,671	9,056	\$1,587	2,071	\$945	24,617	\$565	2,981	\$1,015	728	\$1,585	3,607	\$1,109
Clarke	687	\$854	-	-	238	\$618	227	\$1,952	242	\$690	35	\$782	267	\$466	63	\$1,155	-	-	180	\$1,225
Frederick	5,881	\$1,020	114	\$914	762	\$603	895	\$1,203	1,779	\$1,170	182	\$932	3,497	\$569	2,342	\$803	145	\$1,260	1,104	\$1,043
Page	789	\$711	-	-	146	\$429	245	\$783	383	\$627	33	\$471	727	\$451	87	\$777	-	-	45	\$1,300
Shenandoah	3,491	\$811	-	-	510	\$506	254	\$1,226	721	\$754	97	\$543	1,605	\$453	639	\$986	70	\$1,030	265	\$841
Warren	1,082	\$1,037	-	-	513	\$551	297	\$1,170	571	\$957	75	\$573	1,541	\$501	1,079	\$793	147	\$1,944	74	\$1,110
Northern Shenandoah Valley	11,930	\$930			2,169	\$558	1,918	\$1,236	3,696	\$968	422	\$730	7,637	\$516	4,210	\$833			1,668	\$1,040
Bristol	1,081	\$757	-	-	340	\$583	144	\$887	776	\$855	50	\$493	1,544	\$443	395	\$1,019	14	\$611	278	\$777
Buchanan	185	\$1,253	1,183	\$1,531	169	\$515	229	\$948	685	\$685	28	\$732	723	\$435	232	\$815	-	-	106	\$1,192
Dickenson	-	-	706	\$1,269	64	\$785	-	-	340	\$530	-	-	388	\$455	135	\$988	14	\$802	26	\$748
Russell	436	\$587	271	\$1,146	209	\$708	576	\$1,000	510	\$738	18	\$589	820	\$483	233	\$735	-	-	42	\$769
Washington	3,510	\$848	76	\$874	657	\$582	570	\$903	1,017	\$782	145	\$694	3,443	\$450	1,063	\$735	283	\$961	628	\$887
Southwest Virginia	5,212	\$822	2,236	\$1,379	1,439	\$602	1,519	\$945	3,328	\$747	241	\$649	6,918	\$451	2,058	\$815	297	\$954	1,080	\$881

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

Appendix E. Poverty by County

	Poverty Rate					Poverty by Racial Group							Poverty by Ethnicity		Poverty by Sex	
	2012	2013	2014	2015	2016	White	Black	Native American	Asian	Native Hawaiian/ Pacific Islander	Other Race	Two or more races	Hispanic or Latino	Not Hispanic or Latino	Female	Male
Culpeper	8.4%	9.1%	9.7%	9.3%	9.2%	7.9%	13.9%	22.9%	20.2%	0%	29%	4.7%	15.3%	7.4%	10.8%	7.4%
Fauquier	5.3%	5.6%	5.8%	5.6%	6.0%	5.5%	9.6%	9.3%	5.3%	0%	13.6%	8.4%	16.9%	4.7%	6.7%	5.3%
Rappahannock	10.6%	10.8%	10.7%	9.9%	9.2%	9.3%	5.5%	0%	0%	-	0%	15.3%	25.7%	9.0%	11.7%	6.6%
Northern Piedmont	6.8%	7.3%	7.6%	7.3%	7.4%	6.6%	11.8%	16.3%	11.4%	0%	22.7%	7%	16.4%	6.0%	8.6%	6.2%
Manassas	6.2%	6.3%	6.5%	6.7%	8.7%	7.6%	7.6%	0%	6.1%	0%	19.8%	18.2%	13.6%	4.7%	10.3%	7.0%
Manassas Park	12.7%	11.7%	12.3%	9.7%	8.7%	8.2%	7.9%	0%	0.7%	0%	31.4%	5.0%	13.2%	6.9%	9.2%	8.2%
Prince William	5.4%	7.0%	9.3%	7.9%	7.0%	5.1%	9.8%	7.5%	7.3%	0%	14.7%	11%	10.8%	3.8%	7.7%	6.4%
Greater Prince William	6.7%	6.8%	7.1%	6.9%	7.2%	5.4%	9.7%	6.1%	7.0%	0.0%	15.8%	11.4%	15.8%	11.4%	8.0%	6.5%
Clarke	7.9%	6.7%	9.5%	11.1%	11.3%	9.4%	16%	32.8%	34.8%	-	53.4%	19.2%	34.2%	9.3%	12.7%	9.8%
Frederick	7.3%	7.1%	5.9%	6.5%	5.9%	5.9%	5.6%	10.6%	2.2%	0%	10.7%	9.5%	12.9%	5.4%	6.7%	5.1%
Page	14.8%	15.1%	17.2%	16.4%	16.0%	15.8%	30.3%	0%	20.6%	-	20%	14.9%	27.8%	15.6%	17.0%	15.0%
Shenandoah	12.2%	11.7%	12.8%	12.2%	10.6%	10.3%	12.8%	43.8%	36.0%	-	11%	15%	12.9%	10.1%	12.7%	8.5%
Warren	9.8%	9.3%	9.9%	9.8%	10.4%	10.1%	20%	12.7%	7.0%	0%	0%	11.4%	4.6%	10.2%	12.3%	8.5%
Northern Shenandoah Valley	9.8%	9.5%	9.7%	9.9%	9.4%	9.1%	12.1%	14.6%	10.4%	0%	16.8%	12.4%	13.6%	8.9%	10.7%	8.0%
Bristol	22.4%	21.0%	19.6%	20.4%	20.6%	18.4%	18.1%	100%	41.7%	-	68.2%	78.1%	67.9%	18.0%	24.9%	15.6%
Buchanan	25.0%	25.9%	24.0%	26.1%	23.9%	23.8%	82.7%	100%	0%	-	-	3.8%	0.0%	23.8%	23.5%	24.4%
Dickenson	20.4%	20.9%	20.2%	21.4%	21.5%	21.6%	21.3%	-	75.0%	-	0.0%	15.8%	7.8%	21.6%	23.4%	19.8%
Russell	20.4%	19.3%	18.7%	20.7%	17.0%	17.0%	29.1%	71.4%	69.7%	-	0.0%	10.4%	10.4%	17.0%	19.5%	14.4%
Washington	12.4%	12.1%	12.3%	12.8%	14.3%	13.8%	29.9%	0.0%	26.1%	0.0%	25.9%	35.5%	37.1%	13.6%	14.7%	13.9%
Southwest Virginia	18.3%	18.0%	17.3%	18.5%	18.1%	17.5%	27.6%	49.0%	23.5%	-	39.6%	33.6%	36.3%	17.4%	19.4%	16.6%

Appendix F. Living Wage by County and Family Type

	1 Adult	1 Adult 1 Child	1 Adult 2 Children	1 Adult 3 Children	2 Adults (1 working)	2 Adults (1 working) 1 Child	2 Adults (1 working) 2 Children	2 Adults (1 working) 3 Children	2 Adults	2 Adults 1 Child	2 Adults 2 Children	2 Adults 3 Children
Culpeper	\$11.04	\$24.06	\$28.72	\$35.91	\$18.75	\$23.34	\$25.81	\$29.53	\$9.38	\$13.61	\$15.66	\$18.32
Fauquier	\$15.70	\$28.37	\$33.03	\$40.78	\$22.47	\$27.65	\$30.12	\$34.40	\$12.23	\$15.76	\$17.81	\$20.76
Rappahannock	\$12.77	\$24.58	\$29.24	\$35.36	\$18.96	\$23.86	\$26.33	\$28.98	\$9.48	\$13.87	\$15.92	\$18.05
Northern Piedmont Average	\$13.17	\$25.67	\$30.33	\$37.35	\$20.06	\$24.95	\$27.42	\$30.97	\$10.36	\$14.41	\$16.46	\$19.04
Manassas	\$15.70	\$28.37	\$33.03	\$40.78	\$22.47	\$27.65	\$30.12	\$34.40	\$11.23	\$15.76	\$17.81	\$20.76
Manassas Park	\$15.70	\$28.37	\$33.03	\$40.78	\$22.47	\$27.65	\$30.12	\$34.40	\$11.23	\$15.76	\$17.81	\$20.76
Prince William	\$15.70	\$28.37	\$33.03	\$40.78	\$22.47	\$27.65	\$30.12	\$34.40	\$11.23	\$15.76	\$17.81	\$20.76
Greater Prince William Average	\$15.70	\$28.37	\$33.03	\$40.78	\$22.47	\$27.65	\$30.12	\$34.40	\$11.23	\$15.76	\$17.81	\$20.76
Clarke	\$15.70	\$28.37	\$33.03	\$40.78	\$22.47	\$27.65	\$30.12	\$34.40	\$11.23	\$15.76	\$17.81	\$20.76
Frederick	\$11.65	\$23.81	\$28.47	\$35.40	\$17.81	\$23.08	\$25.56	\$29.02	\$8.91	\$13.48	\$15.53	\$18.07
Page	\$10.79	\$22.17	\$26.83	\$32.99	\$17.11	\$21.44	\$23.92	\$26.60	\$8.56	\$12.66	\$14.71	\$16.86
Shenandoah	\$10.33	\$22.86	\$27.52	\$34.07	\$17.20	\$22.14	\$24.61	\$27.69	\$8.60	\$13.01	\$15.06	\$17.40
Warren	\$11.78	\$23.99	\$28.65	\$35.35	\$17.95	\$23.27	\$25.74	\$28.97	\$8.98	\$13.57	\$15.62	\$18.04
Northern Shenandoah Valley Average	\$12.05	\$24.24	\$28.90	\$35.72	\$18.51	\$23.52	\$25.99	\$29.34	\$9.26	\$13.70	\$15.75	\$18.23
Bristol	\$9.95	\$22.05	\$26.71	\$32.36	\$16.54	\$21.33	\$23.80	\$25.97	\$8.27	\$12.60	\$14.65	\$16.55
Buchanan	\$10.68	\$22.04	\$26.70	\$32.11	\$17.00	\$21.31	\$23.79	\$25.73	\$8.50	\$12.60	\$14.64	\$16.42
Dickenson	\$10.68	\$22.04	\$26.70	\$32.07	\$17.00	\$21.31	\$23.79	\$25.69	\$8.50	\$12.60	\$14.64	\$16.40
Russell	\$10.68	\$22.04	\$26.70	\$32.50	\$16.99	\$21.31	\$23.79	\$26.12	\$8.49	\$12.60	\$14.64	\$16.62
Washington	\$9.95	\$22.05	\$26.71	\$32.36	\$16.54	\$21.33	\$23.80	\$25.97	\$8.27	\$12.60	\$14.65	\$16.55
Southwest Virginia Average	\$10.39	\$22.04	\$26.70	\$32.28	\$16.81	\$21.32	\$23.79	\$25.90	\$8.41	\$12.60	\$14.64	\$16.51

Source: MIT Living Wage Calculator. 2017 Data accessed November 2017

Appendix G. Transportation Characteristics by County

	Mean travel time to work (minutes)	Percent of households with no vehicle available	Means of Transportation to Work				
			<i>Drove alone</i>	<i>Carpooled</i>	<i>Public Transit</i>	<i>Walked</i>	<i>Taxi, motorcycle, bike, or other</i>
Culpeper	39.9	5.4%	79.3%	10.9%	1.3%	2.1%	1.4%
Fauquier	39.6	3.3%	79.0%	9.0%	1.4%	1.6%	1.2%
Rappahannock	38.1	2.9%	72.9%	14.0%	1.3%	3.2%	0.6%
Northern Piedmont	39.6	4.1%					
Manassas	39.3	2.8%	68.0%	12.4%	3.5%	1.5%	1.0%
Manassas Park	34.2	4.4%	70.9%	17.6%	6.5%	0.2%	1.3%
Prince William	39.6	5.0%	74.6%	13.4%	5.5%	1.1%	1.5%
Greater Prince William	38.9	3.0%					
Clarke	34.5	5.6%	80.0%	8.0%	0.3%	4.6%	0.7%
Frederick	30.5	3.6%	82.0%	11.7%	0.2%	0.8%	0.7%
Page	33.1	3.8%	76.5%	15.6%	0.5%	2.3%	0.7%
Shenandoah	31.7	5.2%	80.6%	12.8%	0.3%	1.7%	0.7%
Warren	41.3	5.2%	75.6%	16.1%	0.1%	1.4%	1.0%
Northern Shenandoah Valley	33.3	4.4%					
Bristol	20.4	12.6%	79.7%	10.7%	1.6%	2.2%	3.3%
Buchanan	29.3	7.8%	89.2%	6.8%	0.6%	1.4%	1.3%
Dickenson	29.2	11.4%	88.0%	7.4%	0.1%	2.4%	0.5%
Russell	28.0	7.2%	87.2%	7.7%	0%	1.8%	0.4%
Washington	23.8	5.8%	84.0%	9.0%	0.4%	1.3%	1.2%
Southwest Virginia	25.3	7.9%					

Source: US Census Bureau. American Community Survey. 2012-2016 5-year Estimates.

Appendix H. Housing Characteristics by County

	Percent of Household that are Cost Burdened			Median Monthly Housing Cost		Median Monthly Income		Median House Value	Vacancy Rates	Percent of Households moved in last 12 months	
	Renter Occupied	Owner Occupied	Total	Rent	Own – With Mortgage	Renter	Owner			At or above FPL	Below FPL
Culpeper	56%	27%	35%	\$1,066	\$1,722	\$3,255	\$6,636	\$255,000	6.8%	10.3%	8.7%
Fauquier	44%	24%	28%	\$1,180	\$2,120	\$4,127	\$8,886	\$363,800	9.0%	9.0%	18.3%
Rappahannock	52%	24%	31%	\$1,046	\$1,878	\$2,610	\$5,767	\$362,100	17.8%	8.0%	15.1%
Northern Piedmont	50%	25%	31%						8.9%	9.4%	13.4%
Manassas	53%	25%	33%	\$1,581	\$2,209	\$4,994	\$9,772	\$293,500	4.3%	13.2%	33.4%
Manassas Park	54%	36%	36%	\$1,376	\$1,978	\$4,191	\$8,085	\$257,800	7.1%	15.8%	39.1%
Prince William	46%	25%	40%	\$1,551	\$1,933	\$5,439	\$6,986	\$345,900	3.3%	13.8%	23.6%
Greater Prince William	52%	26%	33%						4.5%	13.8%	25.2%
Clarke	52%	26%	32%	\$1,054	\$1,815	\$3,389	\$7,262	\$333,000	11.0%	7.3%	16.7%
Frederick	45%	22%	27%	\$1,106	\$1,562	\$4,008	\$6,517	\$231,400	8.0%	10.2%	14.5%
Page	46%	20%	27%	\$700	\$1,158	\$2,633	\$4,559	\$171,300	18.2%	9.8%	17.3%
Shenandoah	52%	21%	29%	\$770	\$1,294	\$2,403	\$5,168	\$200,100	18.2%	13.7%	24.5%
Warren	48%	25%	30%	\$939	\$1,458	\$2,983	\$6,378	\$223,300	12.2%	9.7%	21.0%
Northern Shenandoah Valley	48%	22%	28%						12.8%	10.6%	19.0%
Bristol	52%	17%	31%	\$669	\$929	\$1,947	\$3,967	\$109,100	13.0%	17.2%	35.5%
Buchanan	57%	19%	26%	\$594	\$933	\$1,503	\$2,760	\$70,500	20.3%	5.3%	10.3%
Dickenson	65%	19%	29%	\$545	\$932	\$1,399	\$3,211	\$72,700	19.4%	4.8%	6.9%
Russell	51%	19%	24%	\$544	\$902	\$1,656	\$3,654	\$94,100	18.4%	6.3%	22.5%
Washington	44%	20%	25%	\$626	\$1,042	\$2,128	\$4,388	\$136,600	12.5%	10.4%	21.7%
Southwest Virginia	51%	19%	26%						15.9%	9.0%	19.3%

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+)

	Less than 9 th grade	9-12 th Grade – No Diploma	High School Graduate	Some college or Associate's Degree	Bachelor's Degree	Graduate or Professional Degree
Culpeper	6.7%	9.7%	32.3%	29.0%	14.3%	8.0%
Fauquier	3.2%	5.3%	28.1%	29.8%	20.7%	12.8%
Rappahannock	6.5%	6.4%	26.5%	28.2%	18.7%	13.7%
Northern Piedmont	4.8%	7.1%	29.6%	29.4%	18.1%	11.0%
Manassas	11.8%	6.7%	25.6%	25.9%	18.8%	11.2%
Manassas Park	8.2%	9.3%	27.4%	24.7%	20.6%	9.8%
Prince William	5.4%	5.6%	21.3%	28.3%	23.4%	16.0%
Greater Prince William	6.0%	5.8%	21.8%	28.0%	23.0%	15.4%
Clarke	5.0%	7.6%	28.9%	28.5%	16.9%	13.1%
Frederick	4.2%	7.7%	31.2%	28.1%	17.6%	11.2%
Page	8.3%	12.4%	44.1%	22.2%	8.7%	4.2%
Shenandoah	6.1%	8.2%	39.7%	26.5%	12.8%	6.6%
Warren	4.2%	9.9%	37.7%	28.1%	13.4%	6.7%
Northern Shenandoah Valley	5.2%	8.8%	35.7%	27.1%	14.6%	8.6%
Bristol	5.1%	11.3%	33.9%	26.2%	15.3%	8.1%
Buchanan	16.0%	14.0%	35.2%	24.9%	6.3%	3.7%
Dickenson	13.4%	12.8%	34.0%	29.2%	6.3%	4.4%
Russell	12.4%	9.4%	35.5%	29.6%	8.8%	4.3%
Washington	6.9%	9.0%	32.2%	27.1%	15.5%	9.2%
Southwest Virginia	10.1%	10.6%	33.8%	27.4%	11.5%	6.6%

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 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.

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. 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.



Appendix K. Childcare Characteristics by County

	Licensed		Full Time		Religious Exempt		Serve Newborns	Accept Subsidies	TOTAL Child Day Care		Fall 2017 Pre K Enrollment
	Providers	Slots	Providers	Slots	Providers	Slots	Providers	Providers	Providers	Slots	
Culpeper	10	1,742	17	2,140	6	428	5	11	18	2,170	155
Fauquier	35	3,310	40	3,434	14	781	16	19	50	4,095	123
Rappahannock	5	184	5	156	0	0	3	3	6	206	31
Northern Piedmont	50	5,236	62	5,730	20	1,209	24	33	74	6,471	309
Manassas	21	3,136	22	2,893	2	267	18	19	27	3,403	278
Manassas Park	7	933	7	933	0	0	5	4	7	933	95
Prince William	275	18,374	313	16,405	39	3,644	189	171	387	22,022	1,455
Greater Prince William	303	22,443	342	20,231	41	3,911	212	194	421	26,358	1,828
Clarke	9	539	8	476	1	30	3	3	11	569	43
Frederick	14	963	22	1,857	12	1,024	13	4	26	1,987	112
Page	4	104	6	196	4	144	2	3	8	248	91
Shenandoah	9	295	17	710	8	500	9	5	23	840	147
Warren	9	774	13	1,138	6	489	7	7	15	1,263	98
Northern Shenandoah Valley	45	2,675	66	4,377	31	2,187	34	22	83	4,907	491
Bristol	8	883	11	924	5	381	7	6	13	1,264	100
Buchanan	7	173	0	0	1	15	1	0	9	188	97
Dickenson	3	124	3	124	0	0	1	1	3	124	115
Russell	6	147	10	146	4	126	5	5	12	273	184
Washington	19	854	16	708	9	420	8	10	30	1,274	136
Southwest Virginia	43	2,181	40	1,902	19	942	22	22	67	3,123	632

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

Appendix L. Mental Health and Substance Abuse Indicators by County

	EMS Narcan Administration Rate (per 100,000) ¹	Fentanyl/Heroin Overdose Death Rate (per 100,000) ¹	Number of Mental Health Providers ²	Ratio of Residents Per 1 Mental Health Provider ²
Culpeper	121.4	28.3	63	785:1
Fauquier	64	26.2	46	1,495:1
Rappahannock	94.9	0	7	1,054:1
Northern Piedmont	87.8	25.3	116	1,083:1
Manassas	86.2	14.4	102	409:1
Manassas Park	108.1	6.4	0	N/A
Prince William	5.3	8.2	424	1,065:1
Greater Prince William	15.0	8.6	526	968:1
Clarke	62.7	20.9	8	1,795:1
Frederick	64.9	18	30	2,773:1
Page	33.7	0	7	3,389:1
Shenandoah	41.7	6.9	18	2,399:1
Warren	76.8	12.8	33	1,184:1
Northern Shenandoah Valley	12.7	12.7	96	1,714:1
Bristol	35.0	5.8	10	1,714:1
Buchanan	35.1	0	6	3,796:1
Dickenson	86.0	0	4	3,779:1
Russell	64.5	0	17	1,641:1
Washington	29.3	1.8	65	840:1
Southwest Virginia	45.0	-	102	1,348:1

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

	Adult Obesity Rate ¹	Food Insecurity Rate ²	% of Households Receiving SNAP Benefits ³	Health Insurance Coverage ⁴			
				Percent Uninsured	Percent of Children Uninsured	Percent Uninsured – Income below \$25,000	Percent Uninsured – Income above \$25,000
Culpeper	31.8%	9.1%	10.0%	11.8%	5.9%	19.8%	10.6%
Fauquier	25.5%	6.2%	5.1%	8.6%	3.8%	29.8%	7.0%
Rappahannock	27.2%	8.6%	6.1%	15.5%	9.2%	28.4%	13.6%
Northern Piedmont	28.1%	7.5%	7.1%	10.2%	4.9%	25.0%	8.8%
Manassas	28.7%	5.0%	6.0%	18.8%	8.2%	29.3%	18.0%
Manassas Park	28.3%	3.6%	8.6%	22.3%	12.3%	35.1%	21.1%
Prince William	29.5%	6.0%	8.6%	12.5%	7.3%	26.2%	11.6%
Greater Prince William	25.9%	5.8%	6.3%	13.3%	7.6%	26.9%	12.4%
Clarke	26.8%	8.5%	6.2%	14.1%	15.9%	38.3%	11.3%
Frederick	31.7%	6.6%	5.2%	11.0%	3.3%	20.7%	10.1%
Page	28.3%	12.3%	13.4%	13.6%	5.1%	24.2%	11.1%
Shenandoah	26.6%	8.8%	10.2%	10.9%	6.2%	19.9%	9.1%
Warren	29.2%	8.7%	10.9%	11.3%	5.5%	19.7%	10.1%
Northern Shenandoah Valley	29.4%	8.3%	8.5%	11.6%	5.3%	22.0%	10.1%
Bristol	27.3%	14.7%	22.6%	13.8%	6.7%	16.9%	12.6%
Buchanan	31.8%	16.3%	20.0%	14.0%	6.5%	14.8%	13.6%
Dickenson	35.1%	14.6%	21.8%	11.4%	5.1%	19.9%	7.3%
Russell	28.9%	12.5%	17.6%	12.8%	3.4%	19.8%	10.7%
Washington	30.0%	9.8%	12.2%	10.9%	6.5%	20.3%	8.7%
Southwest Virginia	30.3%	12.6%	17.0%	12.2%	5.7%	18.4%	10.1%

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

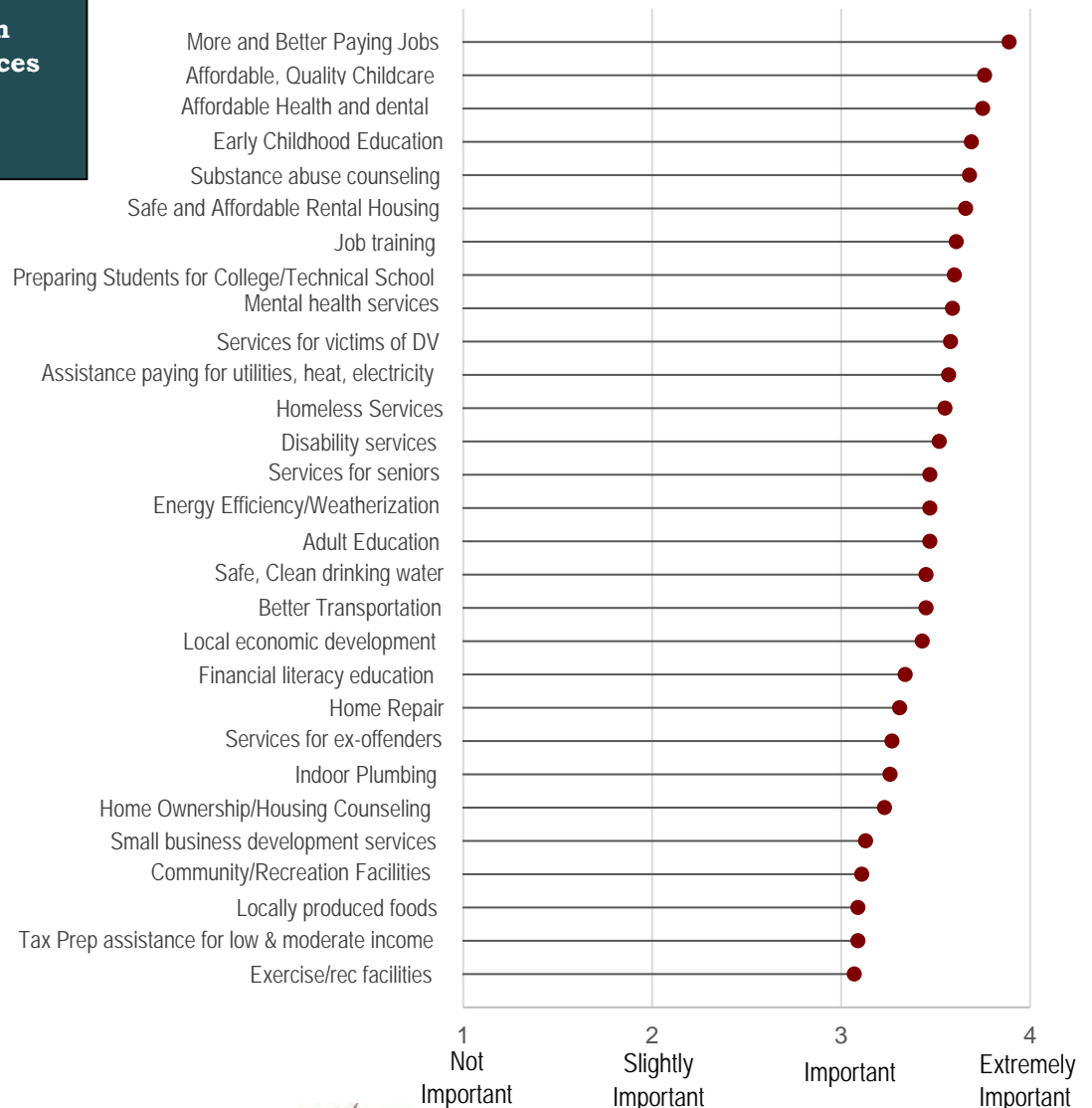
Greatest Needs in Staff Members' Communities:

1. Quantity and quality of jobs
2. Housing
3. Transportation
4. Substance abuse services
5. Workforce skills
6. Basic needs (food & clothing)
7. Parenting and family support
8. Childcare
9. Home repair
10. Affordable health and dental services
11. Education
12. Youth services

All employees at People Incorporated were given the opportunity to provide input for the Needs Assessment through a short, electronic survey in September 2017. Of the approximately 225 staff, 98 responded (response rate of 44%).

When asked about the greatest need in their community, staff overwhelmingly indicated the **quality and quantity of jobs** and **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 more and better paying jobs, affordable quality childcare, and affordable health and dental care as the most important issues.**



Appendix O. Board Survey Summary

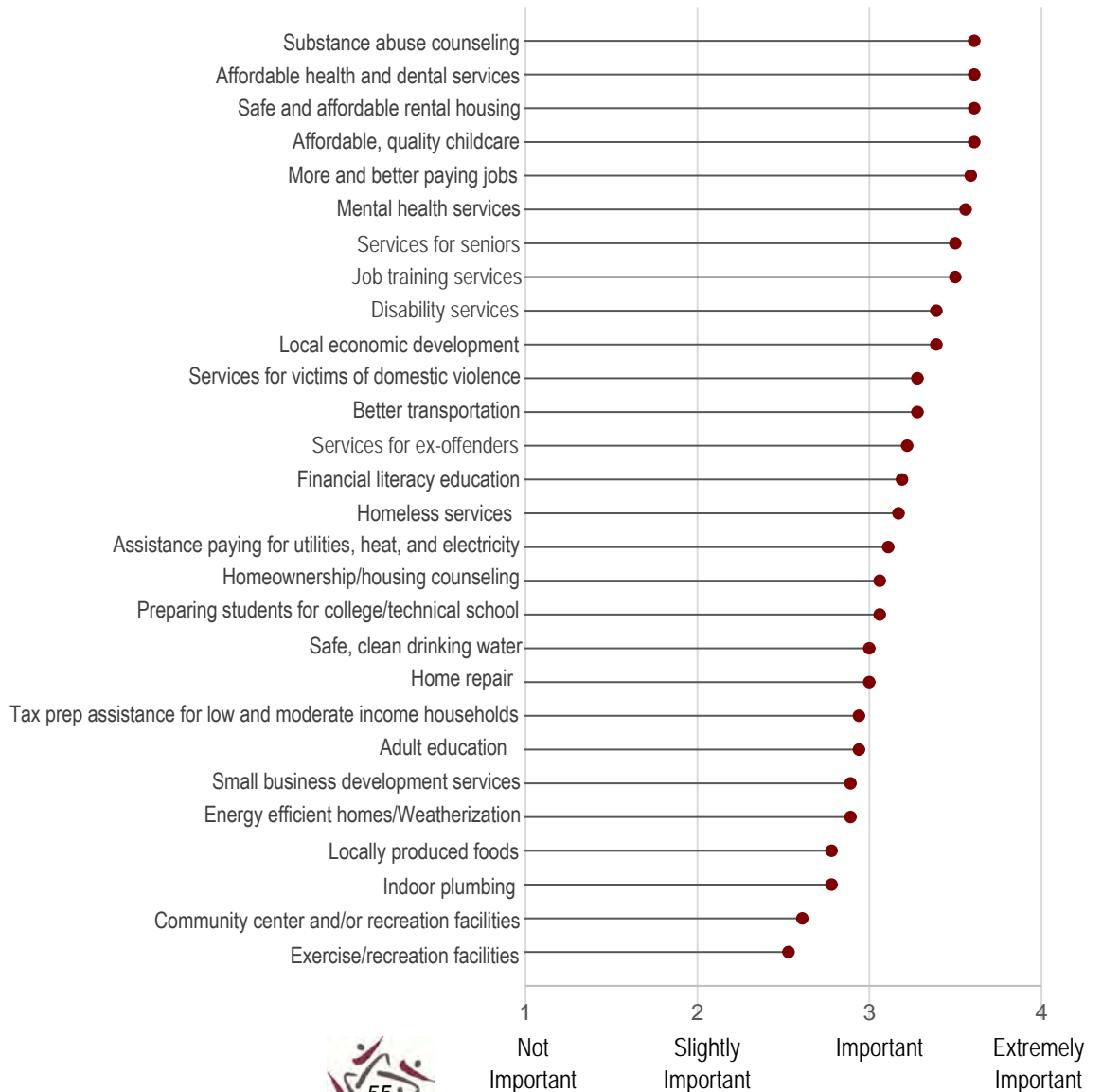
Greatest Needs in Board Members' Communities:

1. **Housing**
2. **Jobs & Economy**
3. **Substance Abuse**
4. **Food**

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.

When asked about the greatest need in their community, board members overwhelmingly indicated **housing**, followed by **jobs and the economy**.

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. **Board members scored affordable quality childcare, safe and affordable rental housing, substance abuse counseling, and affordable health and dental services as the most important.**

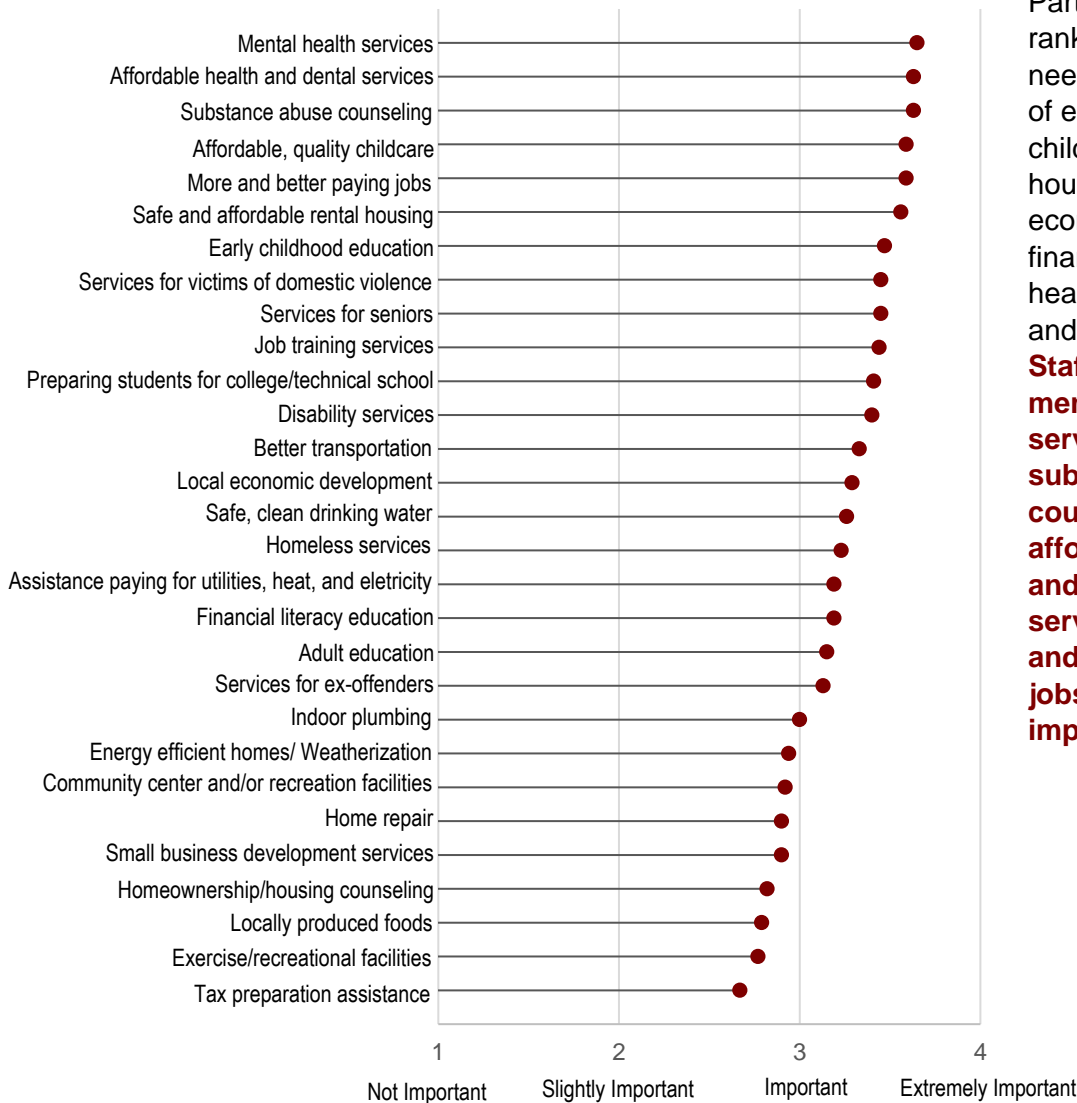


Appendix P. Partner Survey Summary

- Greatest Needs in Partners' Communities:**
1. **Housing**
 2. **Workforce Development and Employment**
 3. **Substance Abuse Services**
 4. **Mental Health Services**
 5. **Healthcare**
 6. **Transportation**

Collecting input from others who with the low-income community throughout People Incorporated's four regions 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.

When asked about the greatest need in their community, partners overwhelmingly indicated the **housing** and **workforce development and employment**.



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. **Staff scored mental health services, substance abuse counseling, affordable health and dental services, and more and better paying jobs as the most important issues.**

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 743 valid surveys were returned. One-third of survey respondents indicated that they had previously received services from People Incorporated. While each service area was represented in the community responses, many more surveys were completed by individuals in Southwest Virginia (329), followed by Northern Piedmont (184), then Greater Prince William (125), and the fewest from Northern Shenandoah Valley (49). Another 52 responses came from individuals outside of the People Incorporated Community Action service area.

Respondent Demographics

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

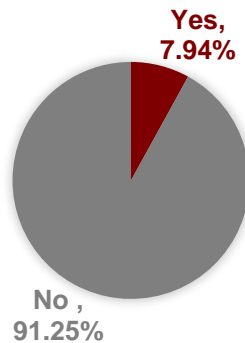
Annual Income (n=714)



The average household size was 3.5, larger than the average household size in Virginia, which is 2.6⁵⁰.

Almost 8% of respondents were either veterans or active military members.

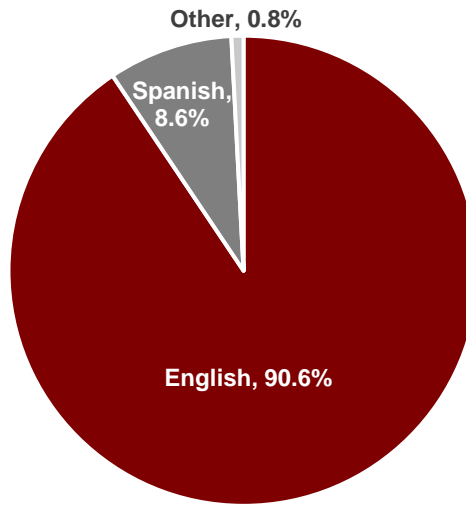
Veteran or Active Military (n=737)



⁵⁰ US Census Bureau. American Community Survey. 2012-2016 5-year Estimates. Table DP02.

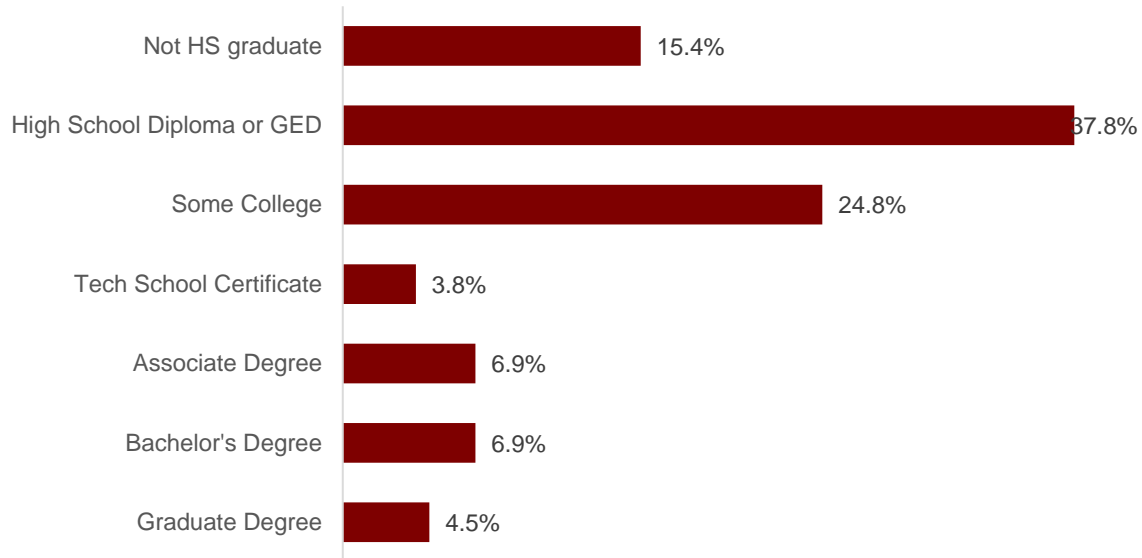
The vast majority of respondents spoke primarily English at home, but 9% spoke Spanish. The remaining 1% spoke a variety of languages, including Arabic, French, Ewe, and American Sign Language.

Primary Language Spoken at Home (n=723)



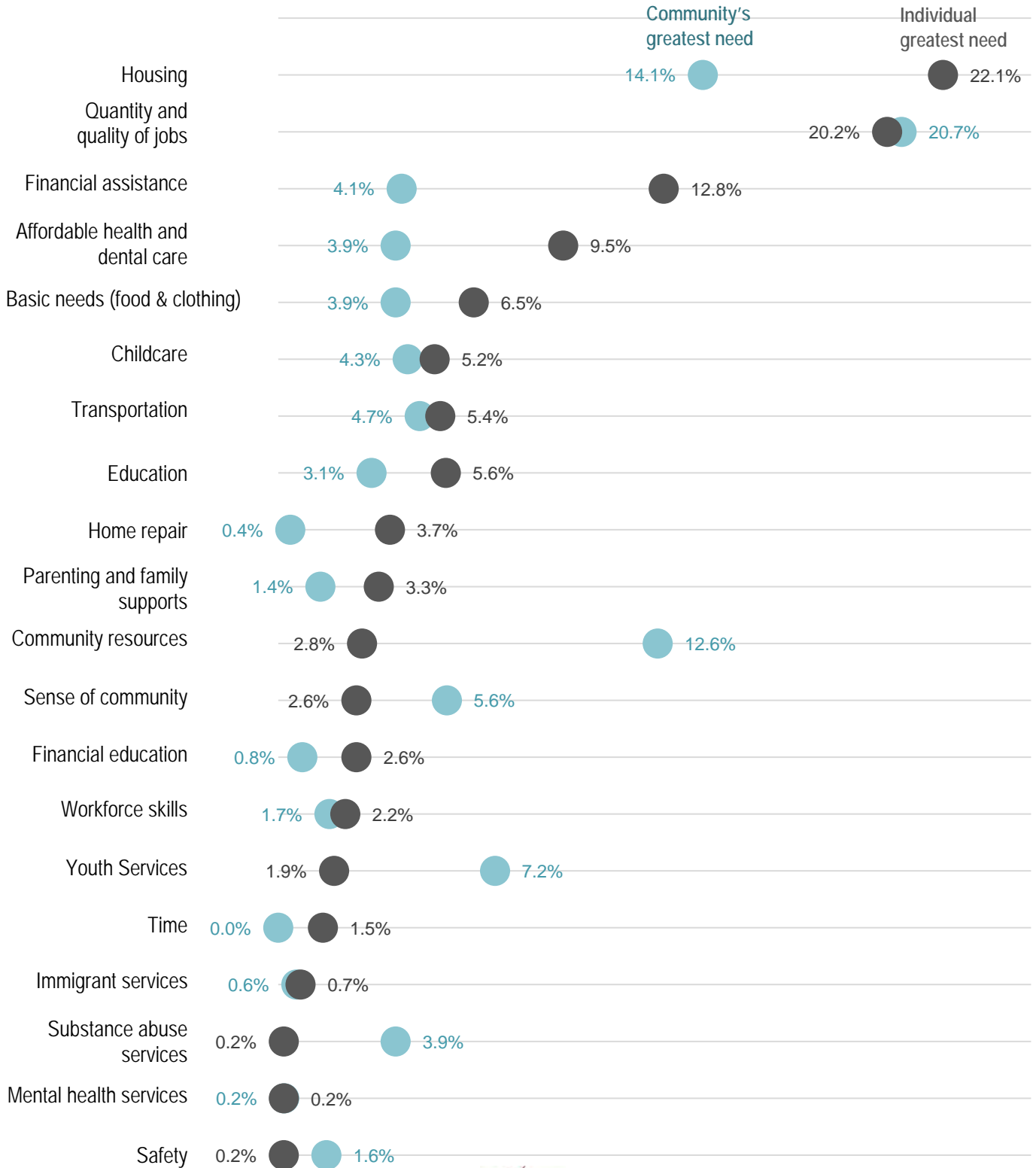
Most respondents had either a high school diploma or GED, and 18% had earned a college degree.

Educational Attainment (n=714)

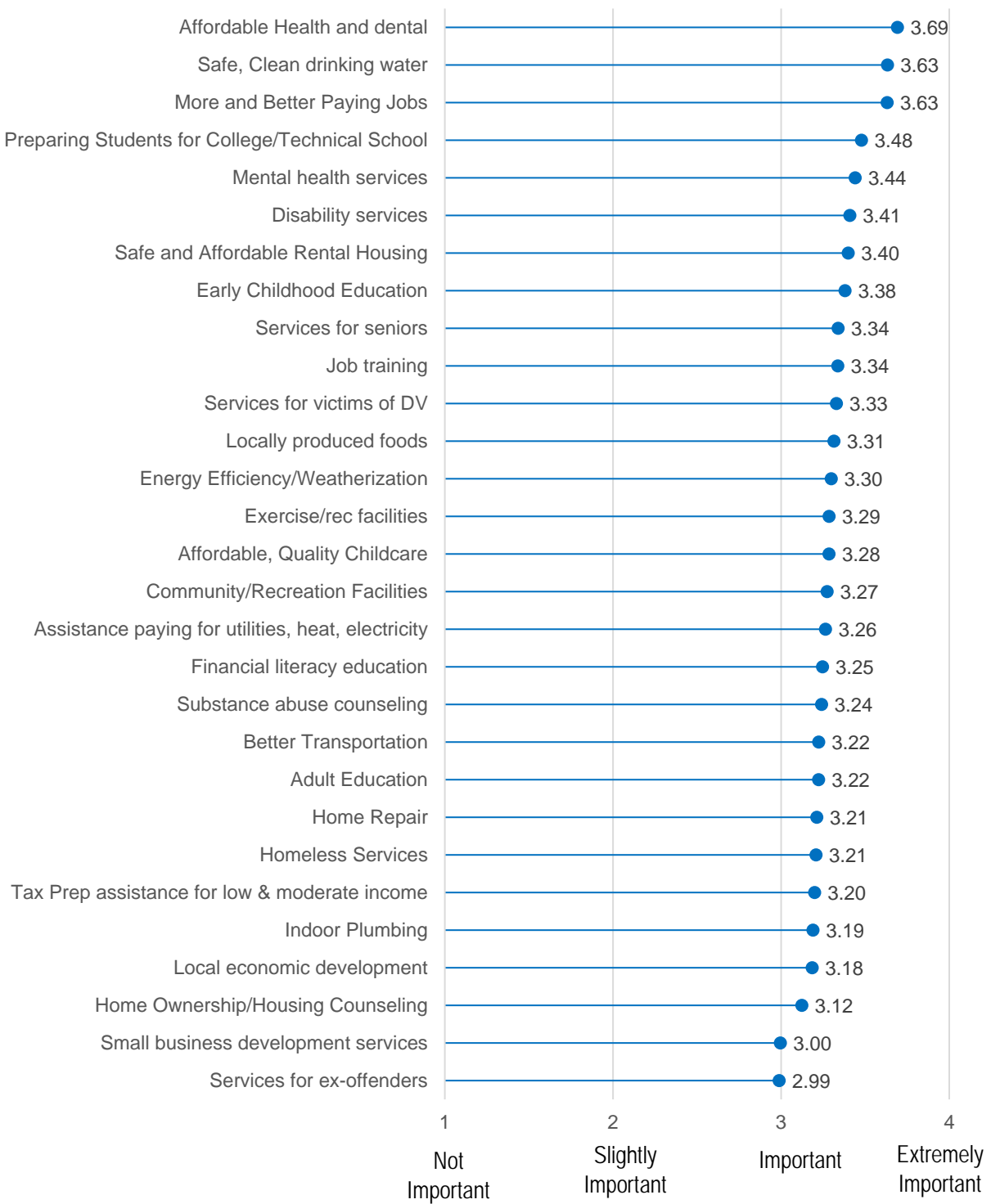


Needs

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

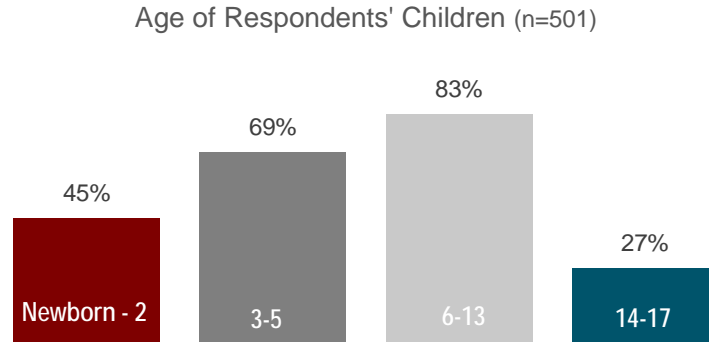


Respondents also scored the importance of 29 different needs. The graphic below displays the average importance score (1-4) for each need.



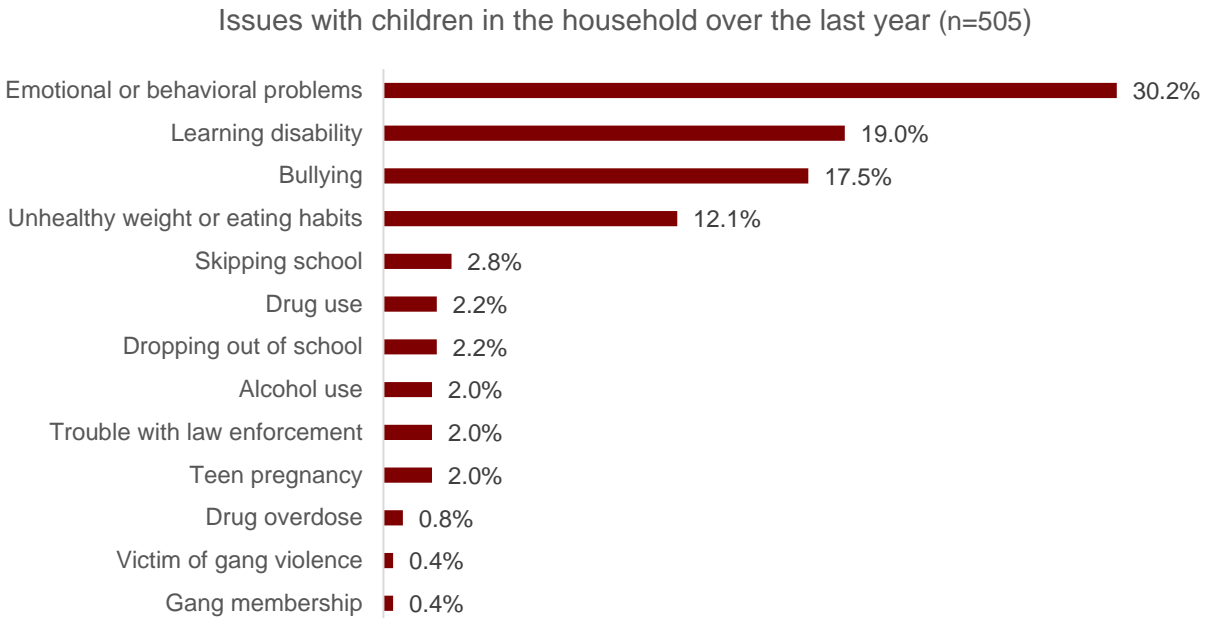
Children

76% of respondents indicated that children under 18 lived in their household. Most children were under 5 years old.



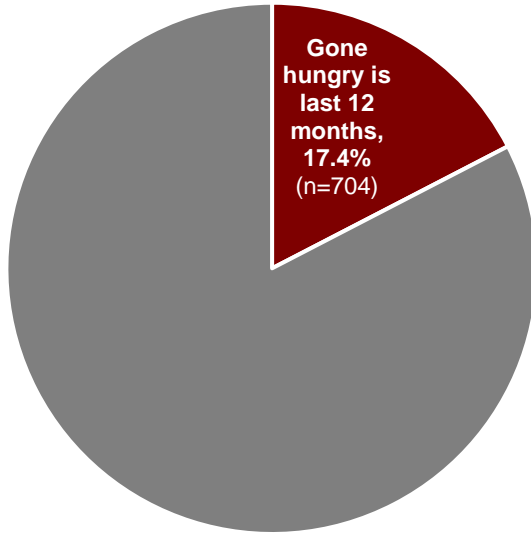
Respondents had various relationships with the children in their households including their own children, foster children, and grandchildren.

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

Seventeen percent of respondents reported having gone hungry in the last twelve months. This is despite the fact that many used food assistance through SNAP, food banks, or other sources.



- **56% used SNAP**
- **47% used food banks or food pantries**
- **6% used other assistance including soup kitchens, friends, and schools**
(n=698)

Employment and Financial Health

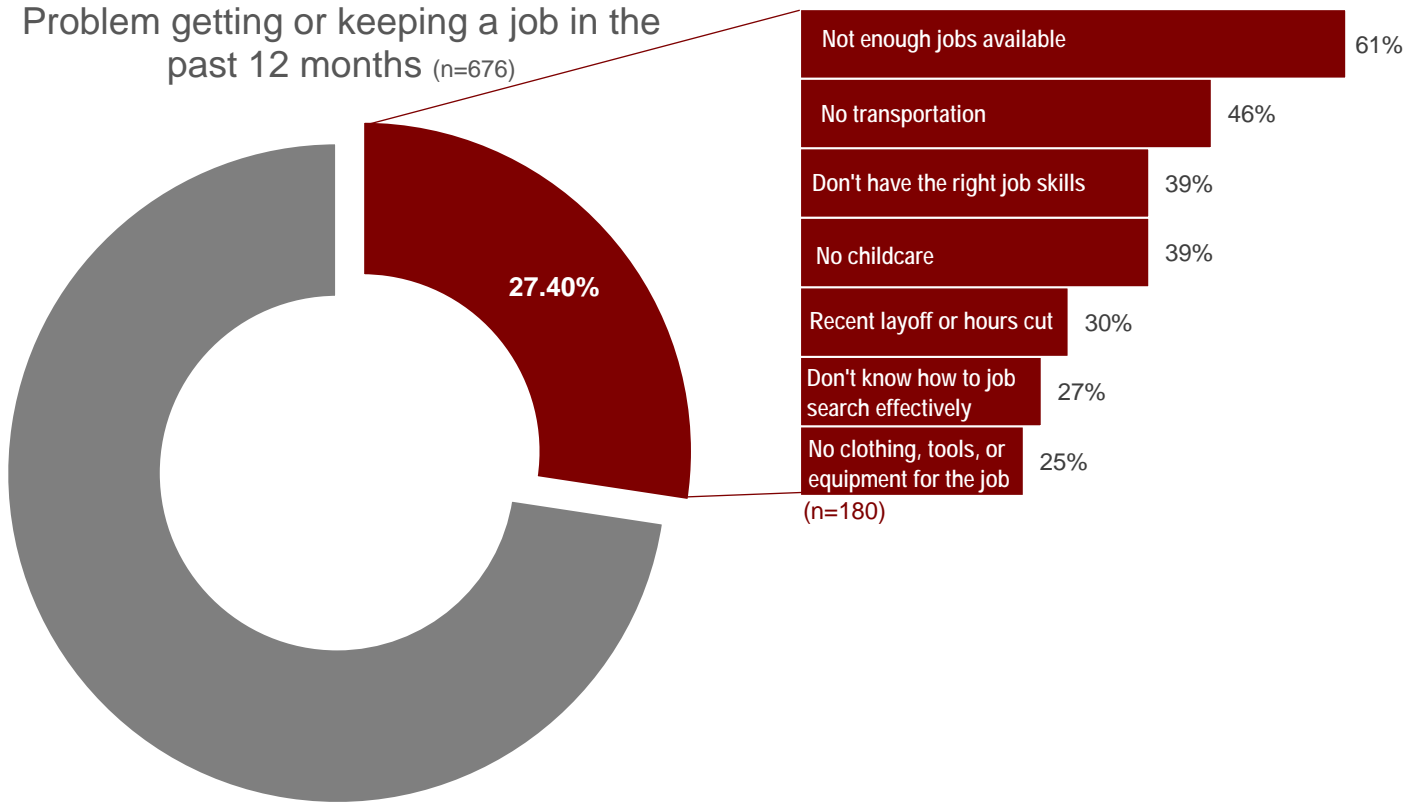
More than half of respondents were employed.

Employment Status (n=706)

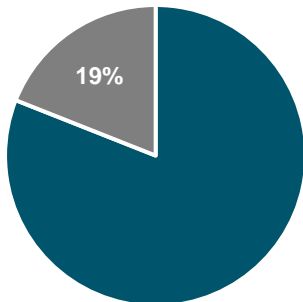


Twenty-seven percent of survey respondents indicated they'd had problems getting or keeping a job in the last twelve month. Of those who had had trouble, the most common issue was not enough jobs available.

Problem getting or keeping a job in the past 12 months (n=676)

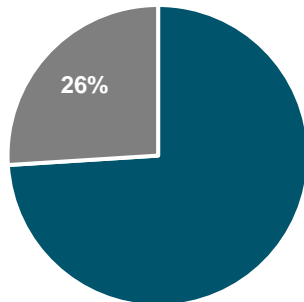


18% of respondents do not have reliable transportation.



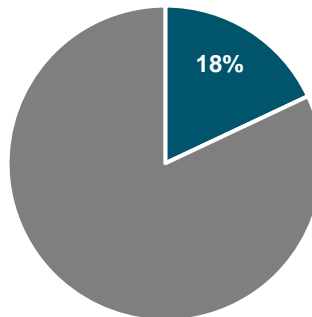
(n=699)

26% of respondents do not have a bank account.



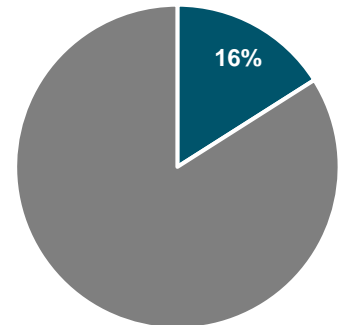
(n=697)

18% of respondents used payday loans, title loans, or check advance in the last year.



(n=696)

16% of respondents have had their utilities shut off in the past year.

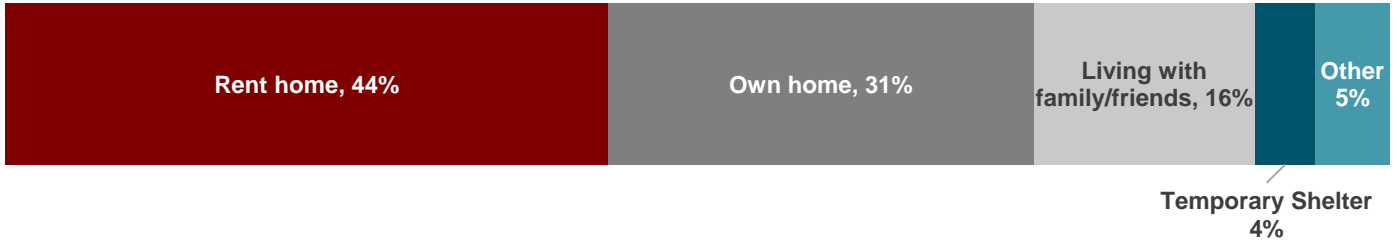


(n=711)

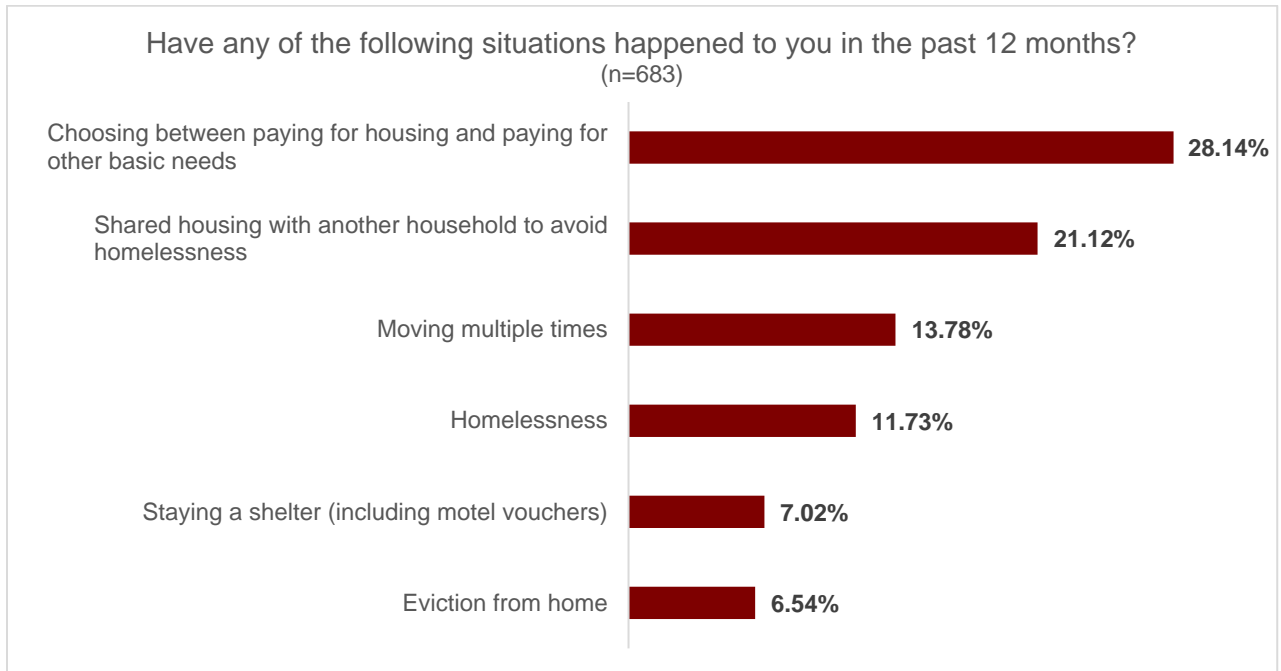
Housing

Most respondents were living in permanent housing, either a home they own or rent. However, 26% were in other living situations like a shelter, living with family or friends, or in places not meant for human habitation.

Living Situation (n=708)



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



People Incorporated Services

Thirty-one percent of respondents had previously received services from People Incorporated. Of those, 98% would recommend People Incorporated to their friends or family.

