



2020 Community Needs Assessment Southwest Virginia



People inc.

Building Futures, Realizing Dreams™



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Executive Summary

People Incorporated is a Community Action Agency serving 13 counties and 3 cities in Virginia. As part of its mandate, and in order to provide the best and most comprehensive anti-poverty services, the agency undertakes a major triennial Community Needs Assessment. The findings from this assessment are used to inform the agency's selection and delivery of services in each community it serves. In addition to a comprehensive report, People Incorporated has prepared regional sub-reports to ensure that each community receives the most helpful information and that services are tailored to the unique needs of people in Southwest Virginia. People Incorporated hopes that the information in this report can also be used throughout the region by other non-profits and local governments to best serve the most disadvantaged members of our community.

Drawing from a wide variety of data sources including surveys, focus groups, and public data, the board of People Incorporated identified the following as the top needs for 2020 in Southwest Virginia:

Top Needs for 2020

- 1. More and Better Paying Jobs** – The unemployment rate in SWVA (4.0%) remains the highest in People Incorporated's service area. The recent decline in the coal industry and a loss of over 1,700 manufacturing jobs in the past ten years leave behind far fewer good paying jobs. Within this region of relatively low cost of living, poverty rates remain more than double any other region, and Southwest Virginia is home to the poorest county in Virginia: Buchanan County. Board members, partners, staff, and community members agree: quantity and quality of jobs is the single greatest need here.
- 2. Mental and Physical Health Care** – Overall, access to affordable healthcare for general health needs and mental health and substance abuse remains an issue in SWVA. Among the service regions, Southwest Virginia has the highest ratio of residents to mental health providers. According to the Center for Disease Control and Prevention, one in three adults is obese, and 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** – Almost half of renters in the region are housing-cost burdened. While more populated areas in the region may have an adequate supply of affordable housing, rural communities have few options, and those available are often of low quality. This problem is complicated by long wait lists and a lack of community resources for those that are without reliable transportation or public alternatives.

Full Needs Assessment

The data in this report come from the five localities that comprise People Incorporated's Southwest Virginia service area: Buchanan County, Dickenson County, Russell County, Washington County, and Bristol City. The full 2020 Community Needs Assessment and regional reports for the Northern Shenandoah Valley, Northern Piedmont, and Greater Prince William regions are available on the People Incorporated website, or by calling People Inc. at 276-623-9000.



I. Methodology

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

Surveys

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

Staff Survey

All employees at People Incorporated were given the opportunity to provide input through a short, electronic survey in September 2017. Of the approximately 225 staff, 98 responded (response rate of 44%). For this region report, only responses from staff who work in Southwest Virginia have been included (91 responses).

Board Survey

Similar to the staff survey, a short electronic survey was administered to the People Incorporated Board of Directors in September 2017. Of the 42 board members, 20 completed the survey (response rate of 48%). Even with only about half of the board members responding, all of the People Incorporated service regions were represented. For this regional report, only responses from board members who represent Southwest Virginia have been included (8 responses).

Partner Survey

Collecting input from others who work with the low-income community throughout People Incorporated's service area was an important strategy for developing a comprehensive picture of current community needs. People Incorporated staff compiled a list of over 350 partners to survey. The survey was directly emailed to these individuals from People Incorporated staff. Additionally, the survey link was shared at meetings with other human services organizations during September and October 2017. A total of 301 partner surveys were completed with substantial representation from all of the People Incorporated services areas. For this regional report, only responses from partners who work in Southwest Virginia have been included (88 responses).

Community Survey

The most important informant group for the Community Needs Assessment was individual members of the community. The community member survey was the longest of the surveys, and administered on paper rather than electronically. In an effort to gather feedback from low-income community members, People Incorporated used a convenience sample. People Inc. partnered with other organizations including food pantries, medical missions, Head Start providers, and housing agencies to administer the survey. In Southwest Virginia, People Incorporated worked with Feeding America SWVA Mobile Food Pantry and Ecumenical Faith in Action to distribute surveys. Additionally, program staff administered the survey to current



clients in conjunction with People Incorporated's semi-annual customer satisfaction survey. A total of 329 surveys were returned from Southwest Virginia residents. Forty-eight percent of these survey respondents indicated that they had previously received services from People Incorporated.

Focus Groups

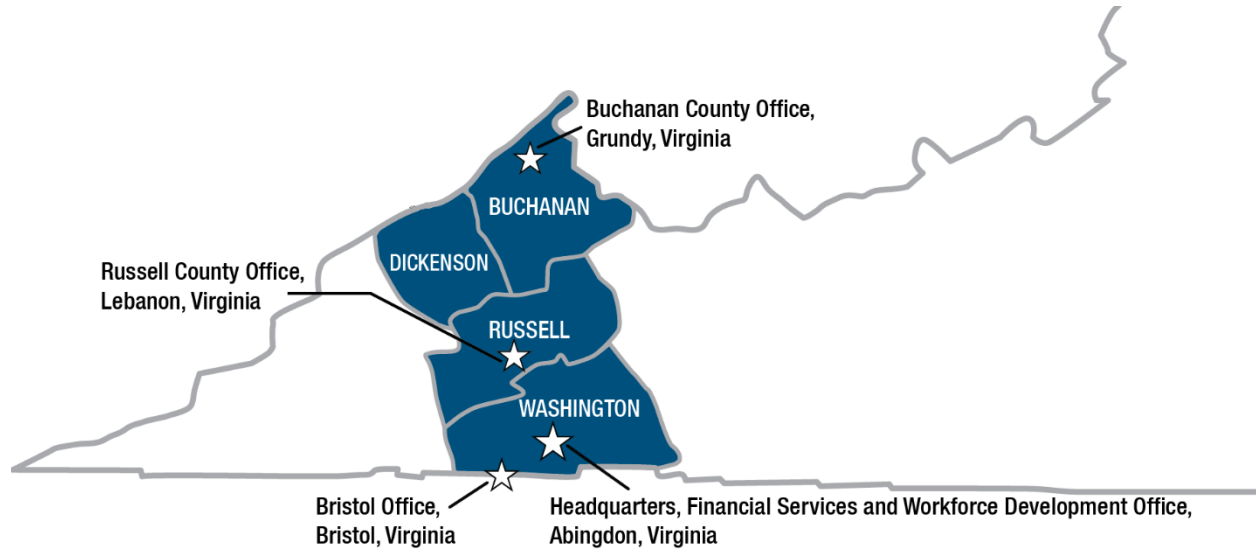
To better understand how each need manifests in the community and individuals' lives, People Incorporated conducted four focus groups in Southwest Virginia. This included one focus group with representatives of partner organizations, one focus group with the People Incorporated board of directors, and two focus groups with low-income community members through People Incorporated current clients. Focus groups ranged in size from 5 to 6, with an average size of 6. Focus groups allowed us to dig in and get a better understanding of how needs are interrelated and the unique effects they have in a community.

Secondary Data

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

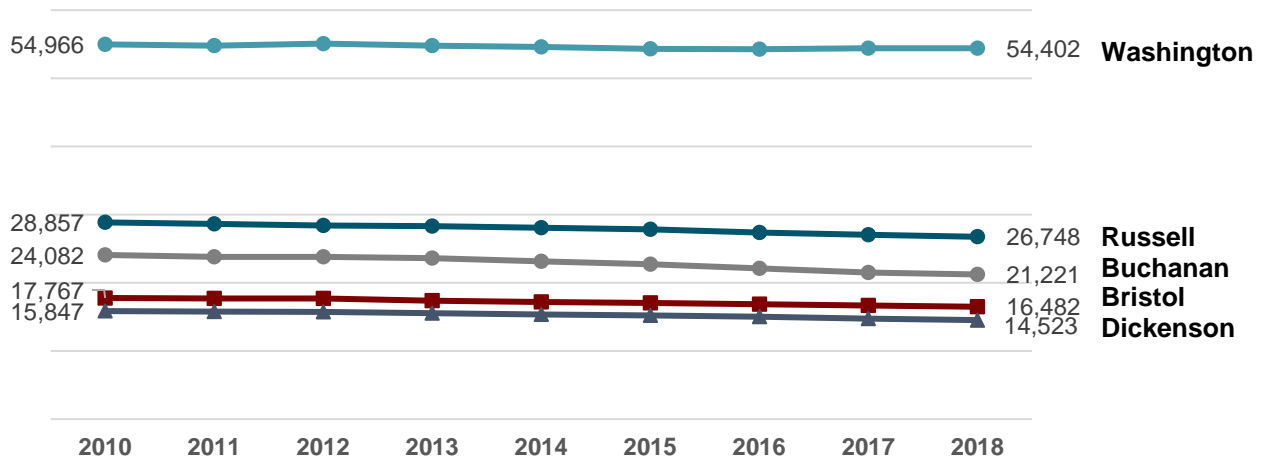


II. Overview of People Incorporated Southwest Virginia Service Area



People Incorporated’s Southwest Virginia region includes Buchanan, Dickenson, Russell, and Washington Counties and the City of Bristol.

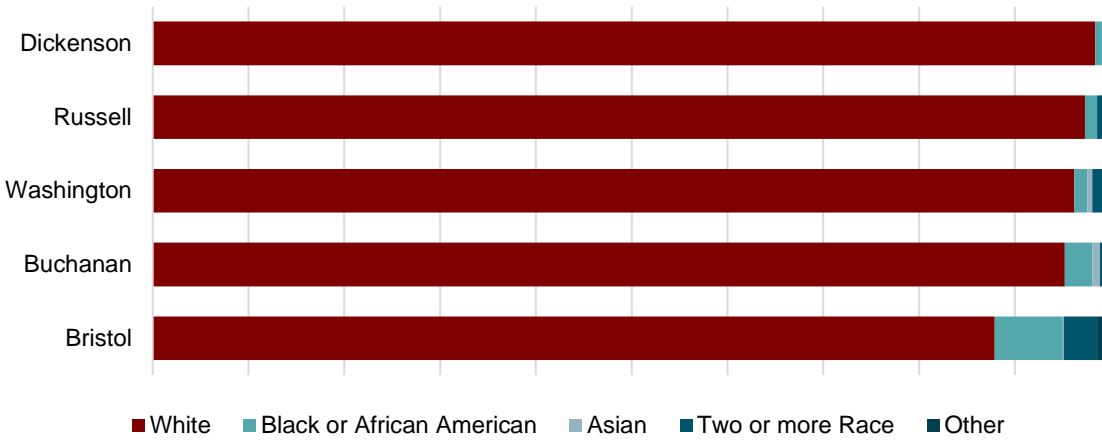
Figure 1. Population Trend by County¹



Washington County is the most populous locality in the Southwest Virginia region. Even so, **all counties in the region have lost population since 2010**. Declining employment in the manufacturing and mining industries, as well as the rural nature of the region, have impacted the out-migration. ¹

¹ US Census Bureau. American Community Survey Annual Population Estimates. 2018. Table PEPANNRES.

Figure 2. Racial Composition by County²



All of the Southwest Virginia localities are predominantly white, with Bristol having the most racial diversity and Dickenson County the least. This region has a very small Hispanic population, varying from 0.4% in Buchanan County to 1.5% in Washington County. ²

Figure 3. Hispanic Composition by County²

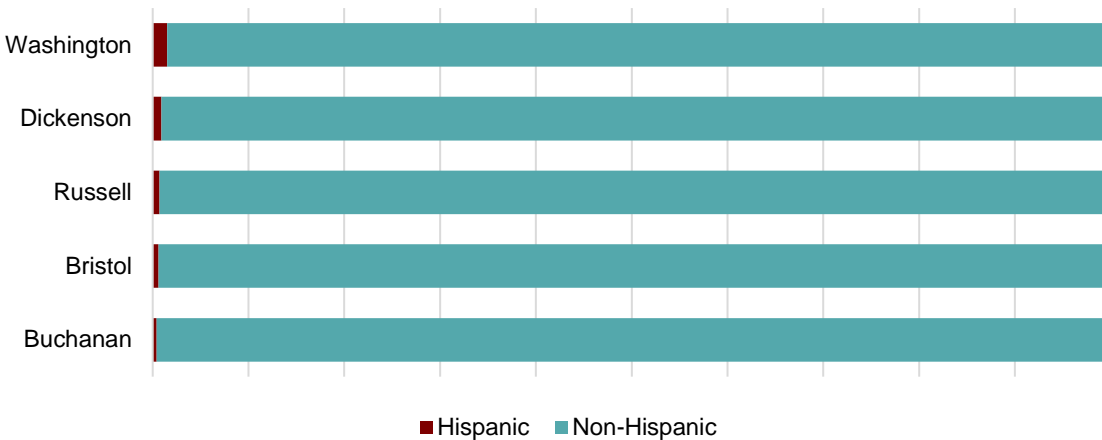
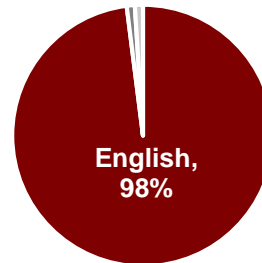


Figure 4. Language Spoken at Home

The vast majority of residents in Southwest Virginia speak only English at home. The next most common language was Spanish at 1%.³

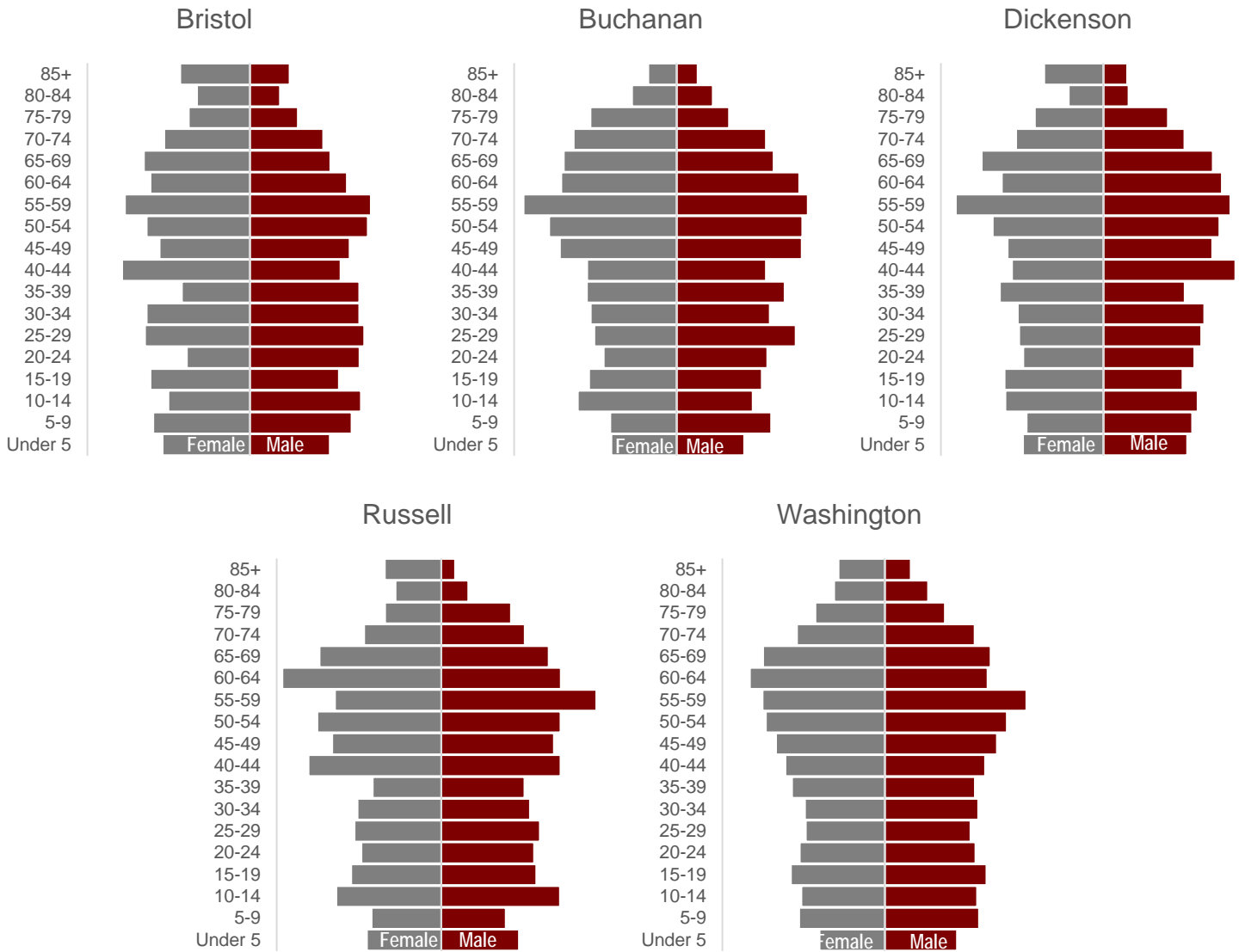


² US Census Bureau. American Community Survey. 2014-2018 5-Year Estimates. Table DP05.

³ US Census Bureau. American Community Survey. 2014-2018. TableS1601.

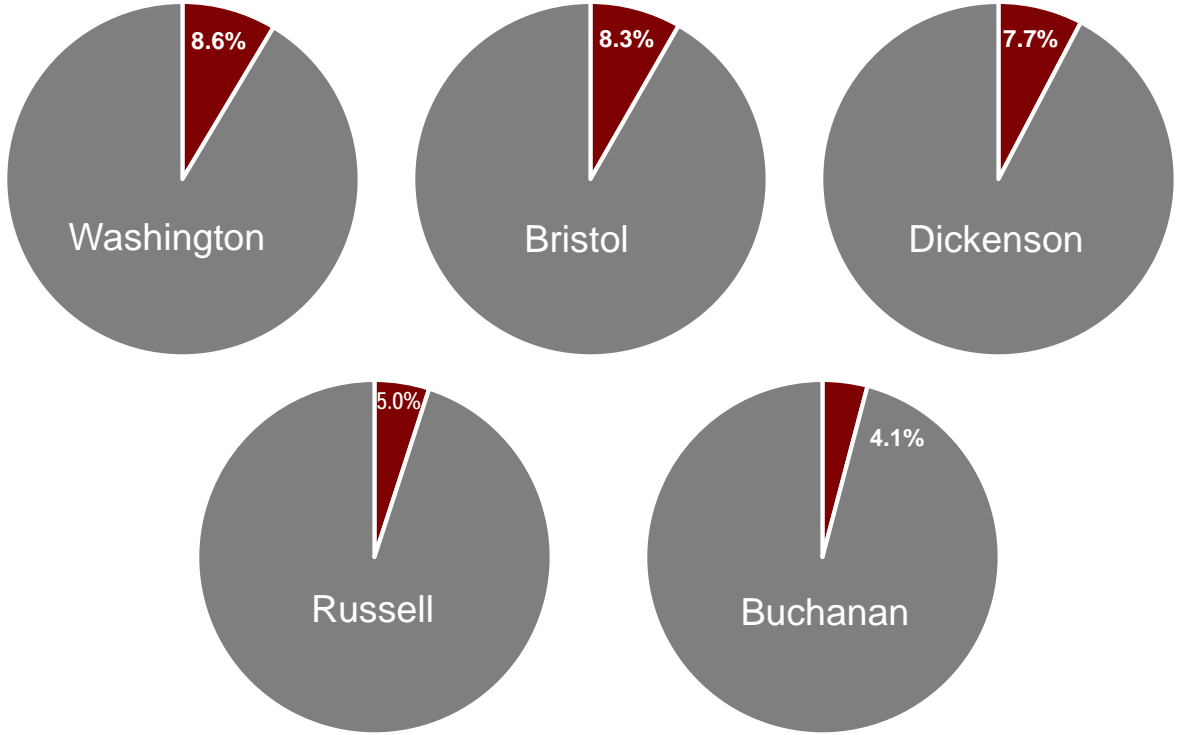
The age distribution is similar across the region.⁴ Bristol is the youngest with a median age of 42.2 years, while Buchanan County is the oldest at 46.5 years.⁵ All localities in Southwest Virginia have a significant population of baby boomers, much like the Northern Piedmont and Northern Shenandoah Valley regions of the People Inc. service area.

Figure 5. Population Pyramid by County³



⁴ US Census Bureau. American Community Survey. 2014-2018 5-Year Estimates. Table S0101.
⁵ US Census Bureau. American Community Survey. 2014-2018 5-Year Estimates. Table DP05.

Figure 6. Veteran Population by County



The veteran population is largest in proportion and number in Washington County. The most common period of service for veterans in Southwest Virginia is the Vietnam era (51.1%), followed by pre-2001 gulf war era (20.8%). Almost 8,000 veterans live in Southwest Virginia.⁶

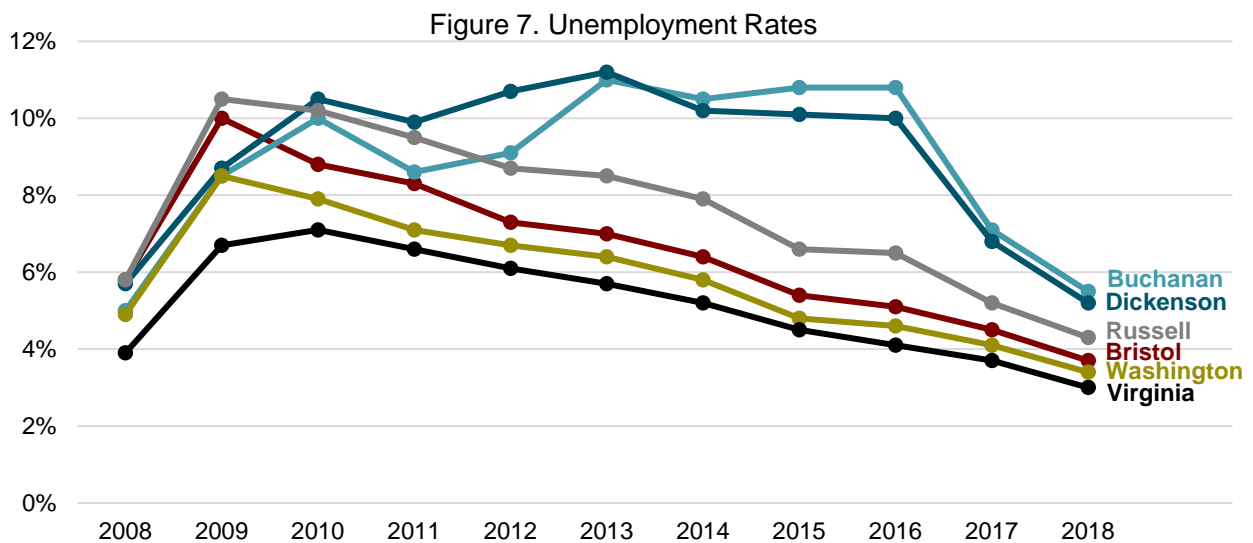
⁶ US Census Bureau. American Community Survey. 2014-2018 Estimates. Table S2101.



III. Jobs, the Economy, and Financial Growth

Employment

Unemployment has substantially decreased across Southwest Virginia since the Great Recession, but remains higher than the state overall. The main factor influencing this trend is the sustained decline in the coal mining industry in Dickenson and Buchanan Counties. This industry served as the main employer, providing high paying jobs in a rural, remote area.⁷



Across Southwest Virginia, the two lowest-paying industries of retail (average pay of \$464/week) and accommodation and food service (average pay of \$300/week) comprise almost one-fourth of all jobs. Partners and community members voiced a need for a more diversified economy during focus groups.

Among survey respondents who have had issues with getting or keeping a job, the largest concern was not enough jobs available.

The unemployment rate for those below the poverty level is about five times as high as for those at or above the poverty level in Southwest Virginia.⁸

26% of community member survey respondents in Southwest Virginia indicated that getting or keeping a job had been a problem for them in the last 12 months.

⁷ Virginia LMI. Annual Unemployment Rates.

⁸ US Census Bureau. American Community Survey. 2014-2018 5-Year Estimates. Table S2301.



Total employment in Southwest Virginia dropped by about 6,100 over the last ten years.⁹ Much of this job loss occurred in the manufacturing industry, though mining also lost over 1,000 jobs and construction lost about 700.

The typically low paying sectors of retail and accommodation and food service remain major employers. These trends reinforce stakeholder feedback that new jobs seem to be low-paying, while industries that require less education while still maintaining high wages, like manufacturing and construction, are losing jobs. This high-level economic shift directly influences the number of living wage jobs accessible to less 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 county. A living wage is based on the income needed to afford minimum basic needs including food, childcare, health insurance, housing, transportation, and other necessities without budgeting for things that many Americans enjoy like entertainment, meals at restaurants, or vacation.

Figure 8. Top Industry Trends in SWVA⁸

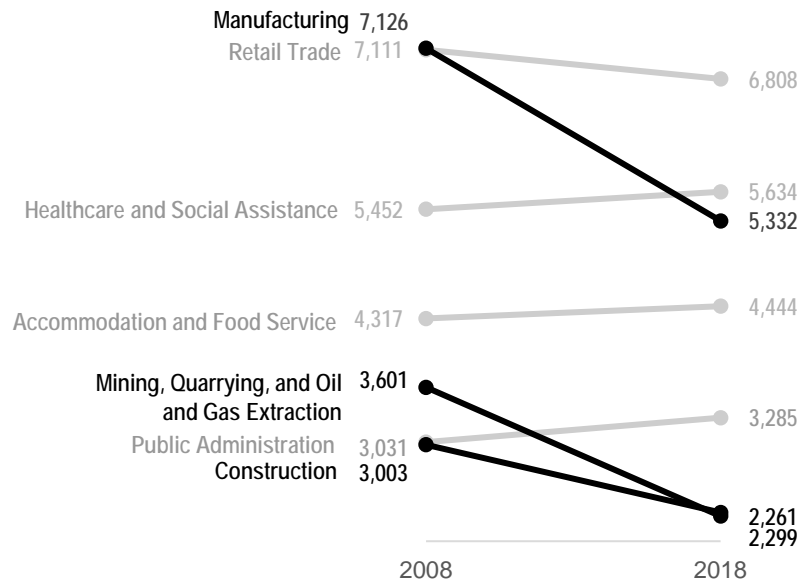


Figure 9. Living Wage by Family Type¹⁰

Bristol		Buchanan		Dickenson		Russell		Washington	
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	Two Adults Two Children	One Adult Two Children
\$15.53/hour Full-time for both adults	\$28.40/hour Full-time	\$15.53/hour Full-time for both adults	\$28.40/hour Full-time	\$15.53/hour Full-time for both adults	\$28.40/hour Full-time	\$15.53/hour Full-time for both adults	\$28.40/hour Full-time	\$15.53/hour Full-time for both adults	\$28.40/hour Full-time

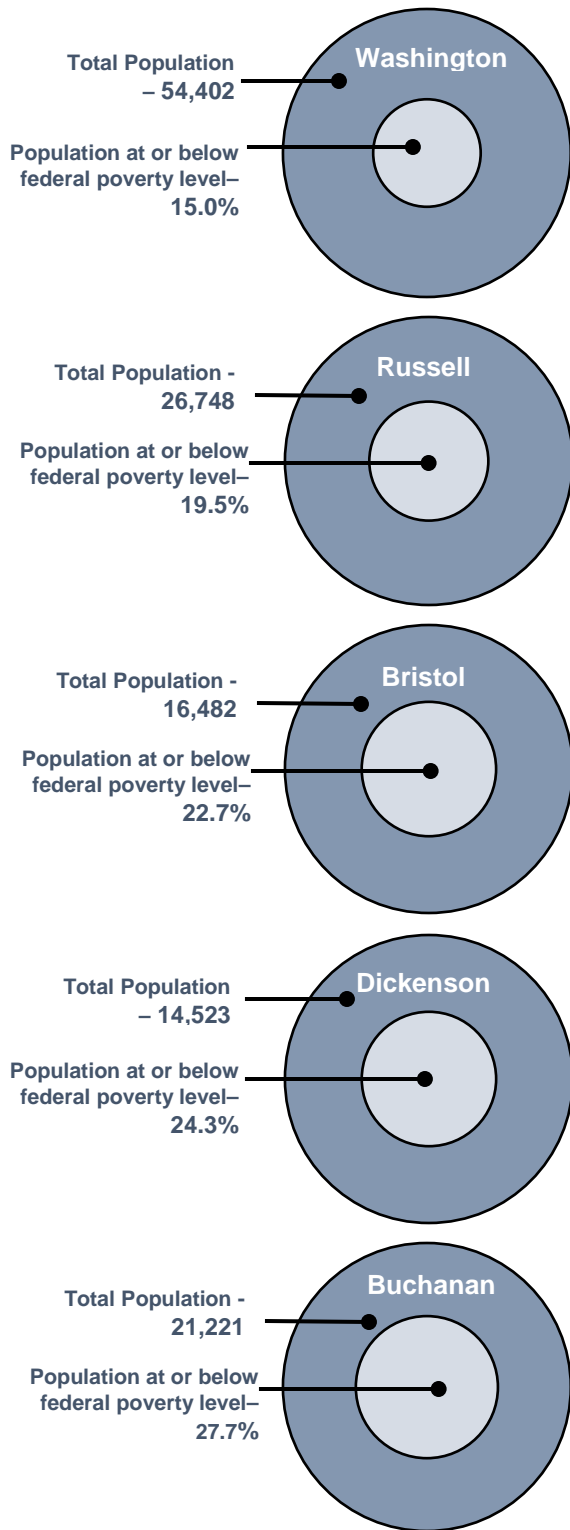
Achievement of employment that provides a living wage often comes with increased education and technical knowledge. The development of skills and experience needed for higher paying jobs was a concern voiced by all stakeholder groups we surveyed. In Virginia, an adult with a high school diploma or equivalent has median annual earnings of \$31,115, while an individual with a bachelor’s degree earns \$59,160.¹¹

⁹ Virginia Employment Commission. Quarterly Census of Employment and Wages. Annual Averages, not seasonally adjusted.

¹⁰ MIT Living Wage Calculator. 2019.

¹¹ US Census Bureau. American Community Survey. 2014-2018 5-Year Estimates. Table B20004.

Figure 10. Poverty Rates by County



Poverty

The rate of poverty varies greatly across Southwest Virginia. Fifteen percent of the population in Washington County lives at or below the federal poverty threshold, but that number is 27.7% in Buchanan County. Every county in Southwest Virginia has a poverty rate greater than the state rate of 11%. **Over 26,000 people in the Southwest Virginia region are living in poverty, with about 7,000 of them children.**¹² The poverty rates in Southwest Virginia are the highest of any of People Incorporated's service area.

In line with state and national trends, racial minorities are more likely to live in poverty than white individuals in Southwest Virginia. Poverty rates are also higher for females than males in each locality, except for Washington County, where levels are about the same.¹³ Poverty rates by race, ethnicity, and gender are in Appendix E.

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 2020, the federal poverty guidelines (FPL) by households size are:

1 Person	\$12,760
2 People	\$17,240
3 People	\$21,720
4 People	\$26,200
More	Add \$4,480 each

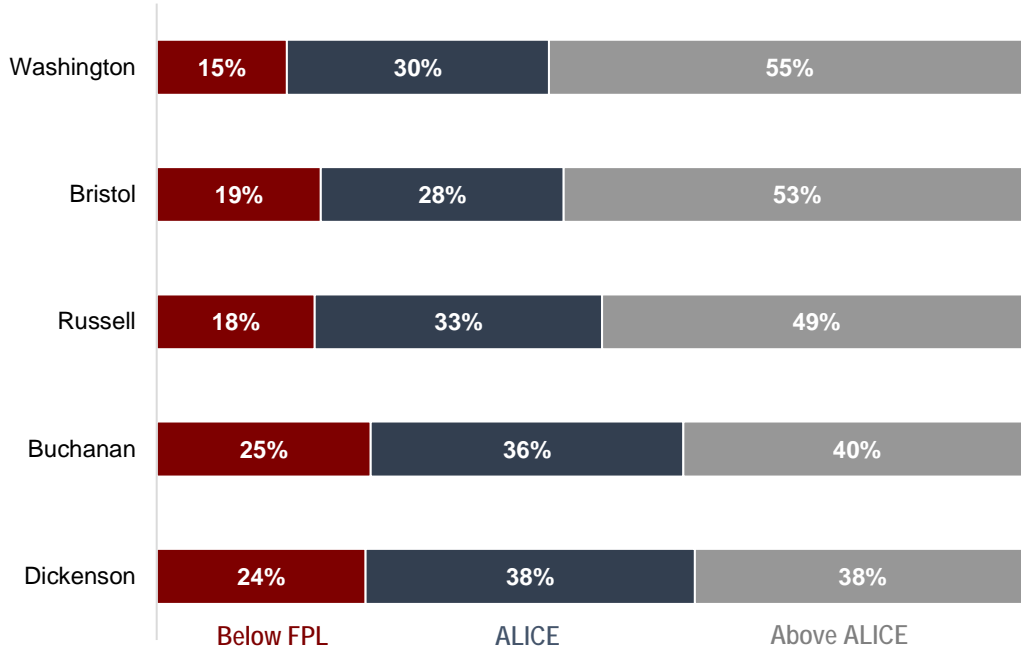
These levels are far below the living wage levels indicated in the previous section, meaning that individuals and families who live above the federal poverty level but below a living wage may be in desperate need of assistance but ineligible for safety net programs.

¹² US Census Bureau. American Community Survey. 2014-2018 5-Year Estimates. Table DP03.

¹³ US Census Bureau. American Community Survey. 2014-2018 5-Year Estimates. Table S1707.

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 2016, 41% fell below the ALICE threshold.¹⁴

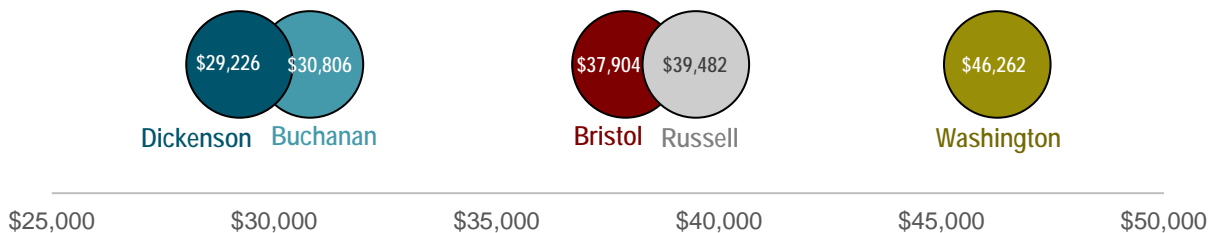
Figure 11. ALICE Household by County



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

Another way to look at income distribution is through median annual household income. Incomes range from \$29,226 in Dickenson County to \$46,262 in Washington County.¹⁵

Figure 12. Median Annual Household Income by County



¹⁴ United for ALICE. United Way. Virginia. 2016 Data.

¹⁵ US Census Bureau. American Community Survey. 2014-2018 5-Year Estimates. Table DP03

Transportation

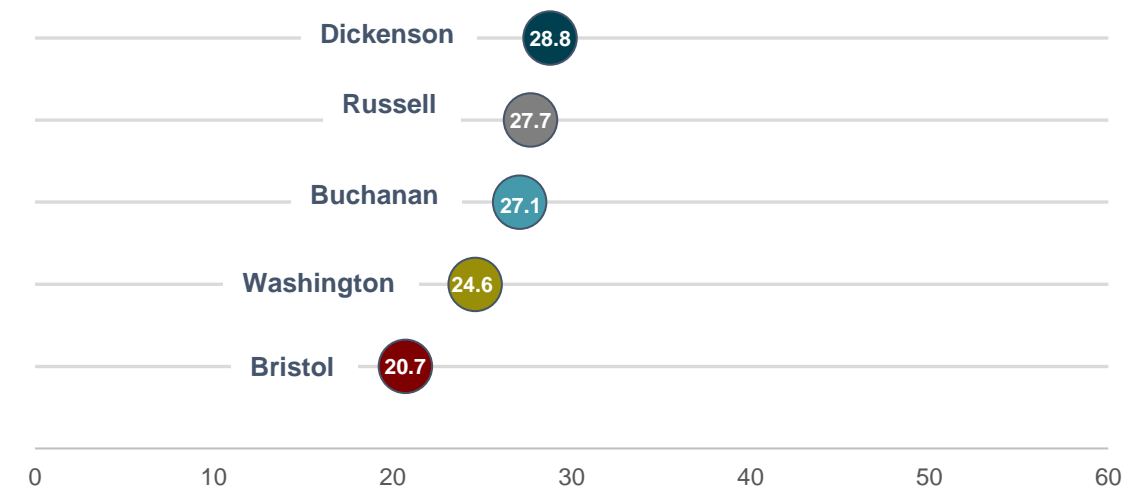
Transportation came out as an important need in survey and focus group data for Southwest Virginia. According to focus group feedback:

- Public transportation outside the City of Bristol is unreliable or nonexistent
- It's difficult to recruit drivers for public transit because positions are part-time, require a CDL, and only pay \$8-\$10 an hour.
- Lack of transportation makes it difficult to get to work and medical appointments
- Some low-income families depend on family or neighbors for transportation
- Even if a low-income family has a vehicle, they may not be able to afford regular service or repairs

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

Commute times in Southwest Virginia are the shortest of any of People Incorporated's regions.¹⁶ Though rurality may mean longer distances, light traffic allows for efficient

Figure 13. Average Commute Time in Minutes



commuting.

For most of Southwest Virginia, a personal vehicle is the only available means of transportation for work, medical appoints, and basic errands. In Bristol, 11.2% of households (832) have no vehicle available. In Dickenson it's 10.9% (635 households), 7.3% in Buchanan (646), 6.1% in Russell (665), and 4.8% in Washington (1,069 households).¹⁷

¹⁶ US Census Bureau. American Community Survey. 2014-2016 5-Year Estimates. Table DP03

¹⁷ US Census Bureau. American Community Survey. 2014-2018 5-Year Estimates. Table B08201.

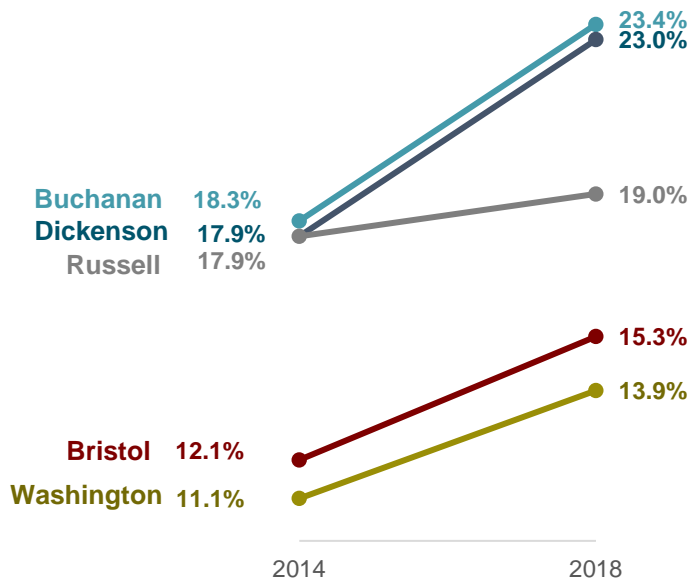
IV. Housing

Housing was the second most common individual need listed by community members in Southwest Virginia. Housing was the third most common need identified by partners. Both of these stakeholder groups focused on the need for more affordable housing. Former Governor McAuliffe’s issuance of Executive Order 32 in 2014, to “identify and implement actions to enable quality, affordable housing,” further underlines the need across the commonwealth.¹⁸

Housing Quality and Quantity

During focus groups, current clients discussed the need for more affordable rental housing. While Bristol and Washington County have a good stock of rental housing, options in the rural areas of the region are much more limited. In every county in the region, renter occupied units tend to be older than owner occupied units.¹⁹ This means that renters, who are often lower income, are more likely to face issues that come with old houses, like inadequate weatherization or electrical and plumbing that are not up to current code. Low-income renters often also have fewer options in their price range, and those that are affordable may be low-quality or even unsafe.

Figure 14. Vacancy Rates



Reflecting the steady population loss over recent years, vacancy rates in all Southwest Virginia localities have increased in the last 5 years.

Rising vacancy rates in rural areas like Southwest Virginia are a symptom of larger economic and demographic changes. Like many rural places in the country, communities like this are seeing an out-migration to cities where there are more job opportunities. 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.²⁰

Additionally, by 2040, young adults (20-30) will account for only 11% of the population in the region, while seniors (60+) will comprise 32%. Fewer young families and more seniors creates demand for specific types of housing.²¹

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. 2014-2018 5-Year Estimates. Table DP04.

²⁰ Semuels, Alana. 2017. “The Barriers Stopping Poor People From Moving to Better Jobs. *The Atlantic*

²¹ UVA Weldon Cooper Center for Public Service. 2017.

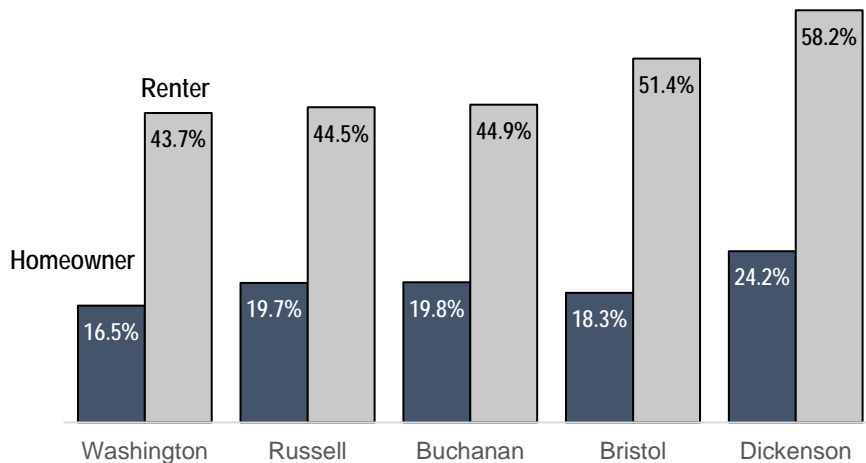
According to a recent report from Housing Virginia, the large amount of manufactured housing is a major housing quality issue in the rural, mountainous region of Southwest Virginia. In People Incorporated’s Southwest Virginia region, 19.8% of occupied housing units are mobile homes, compared to only 10.3% across all rural regions of Virginia. Additionally, 21% of manufactured homes in Appalachian Virginia (which includes SWVA) were built before HUD introduced manufactured housing quality standards in 1976. According to Housing Virginia, “these homes are far less durable, structurally sound, and energy efficient than their modern counterparts.” Owning a manufactured home also builds less equity for the owners.²²

Affordable Housing

Twenty-six percent of survey respondents in the SWVA region affirmed that they had chosen between paying for housing and paying for other basic needs in the past year.

When housing costs are too high, families must make the difficult choice of which needs are most important and what needs won’t be met that month. A 2017 report to the Virginia Housing Policy Advisory Council found that Virginia has a shortage of affordable housing, and this has major implications for state policy priorities like workforce development, transportation, education, and health.²³

Figure 15. Housing Cost Burdened Households by Type



Over 1/4 of households in the Southwest Virginia region are housing cost burdened²⁴. However, about 50% of renters are housing cost burdened. For families living below, or even a little above, the poverty threshold, housing comprises a much larger proportion of monthly income.

The median monthly rent in Buchanan County is \$517, but the average monthly income for a renter household is only \$1,429.

²² Housing Virginia. April 2017. “Meeting Housing Needs in Rural Virginia: Trends, Needs, Gaps, Solutions.”

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

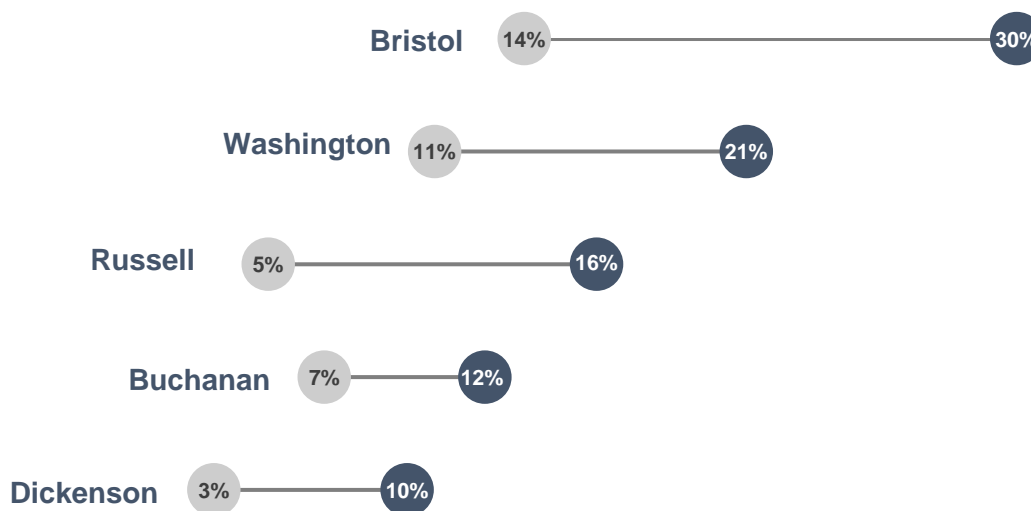
²⁴ US Census Bureau. American Community Survey. 2014-2018 5-Year Estimates. TableDP04. For this report, Housing Cost Burdened is defined as spending 30% or more of a household’s income on housing.

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.

Mobility

Low-income individuals also move residences at a higher rate than their higher income counterparts. In Southwest Virginia, like most of the People Incorporated service area, individuals living below the federal poverty level are more than twice as likely to have moved in the past year as those living above the FPL.²⁵

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



When families move due to increasing housing costs, children often move schools, negatively affecting academic performance and social development.²⁶

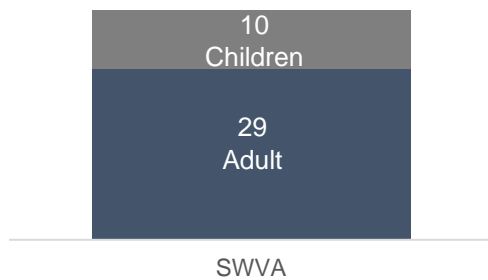
²⁵ US Census Bureau. American Community Survey. 2014-2018 5-Year Estimates. Table B07012.

²⁶ Roy, Joydeep, Melissa Maynard, and Elaine Weiss. 2008. "The Hidden Costs of the Housing Crisis." The Partnership for America's Economic Success.

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. For the January 2019 PIT Count, the majority of homeless households were single adults. Twenty-six percent of homeless adults had a serious mental illness and eighteen percent had a substance use disorder.²⁷

Figure 17. Homeless individuals



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

²⁷ Cumberland Plateau Local Planning Group. 2019 Point-in-Time Count.

V. Education

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

Partners, board members, staff, and community members all recognized that education (whether a GED, college degree, or workforce credential) is a path to greater earnings and increased financial stability. The theme of an increased focus on technical education and training came up in board and partner focus groups. They noted individuals who had previously worked in the mining industry need retraining for industries that are currently in-demand.

Educational Attainment

Educational attainment varies across the region. Washington has the largest proportion of residents with high school diplomas, while Bristol has the largest proportion of bachelor's degrees.

Figure 18. Educational Attainment

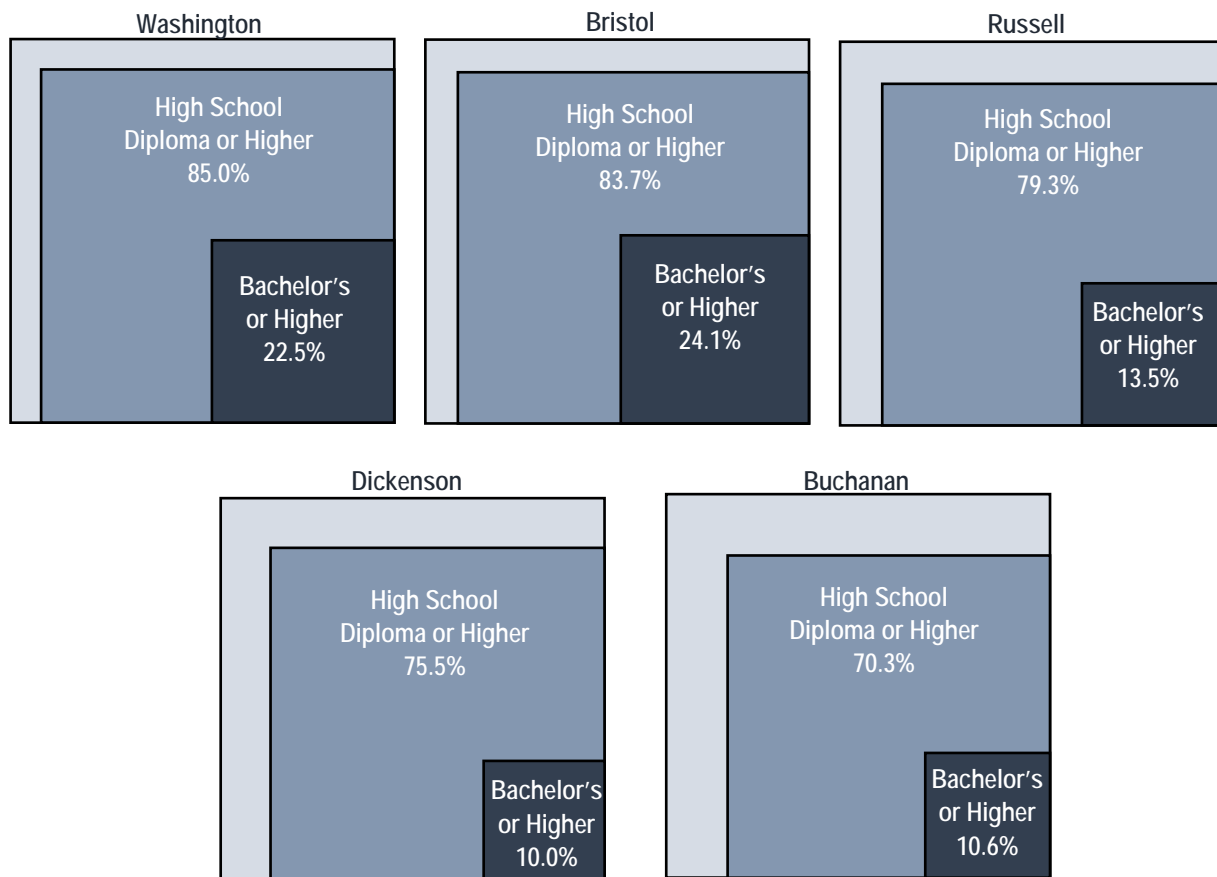
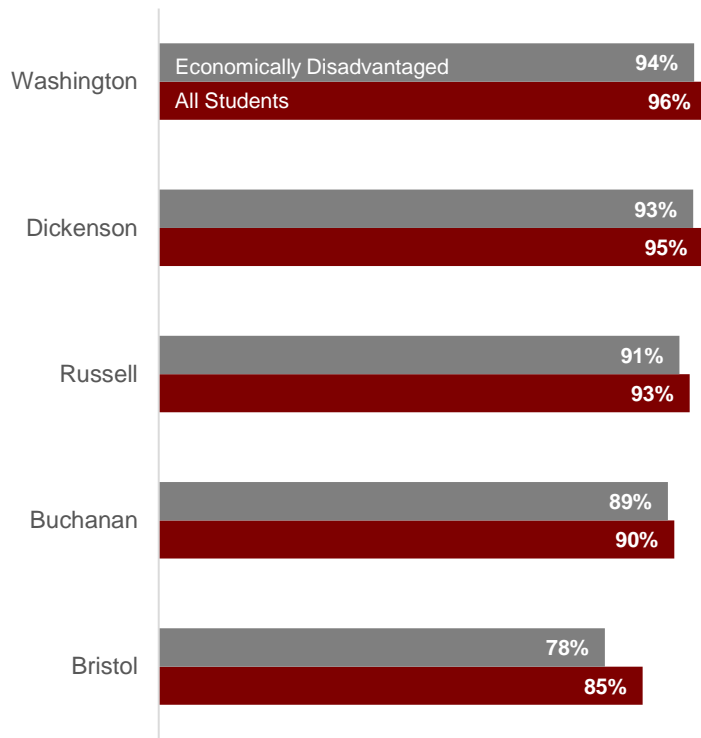


Figure 19. Graduation Rates



Four-year high school graduation rates range from a low of 85% in Bristol to 96% in Washington County.²⁸ In all localities, the graduation rate was lower for economically disadvantaged students than for the whole student body. Graduating from high school on time has a large impact for both the individual's lifetime earning potential and for the economy. In Buchanan County, median annual earnings for someone who did not graduate high school are \$22,400 and \$30,134 for someone with a high school diploma. The median annual earnings from someone without a high school diploma in Bristol are only \$12,007.²⁹ Similarly, the unemployment rate for dropouts in Virginia is 1.5 times higher than that for high school graduates.

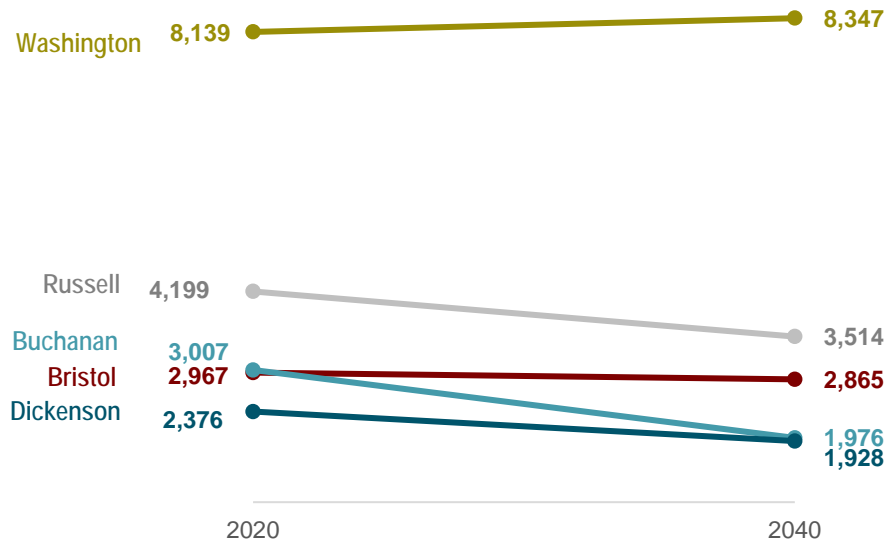
²⁸ Virginia Department of Education. State Level Cohort 4-Year Report 2019

²⁹ US Census Bureau. American Community Survey. 2014-2018 5-year estimates. Table S1501

VI. Children and Youth

Almost 26,000 children live in People Incorporated’s Southwest Virginia region³⁰. The number of children under 15 in the region is expected to decrease by over 2,000 from 2020 to 2040.³¹

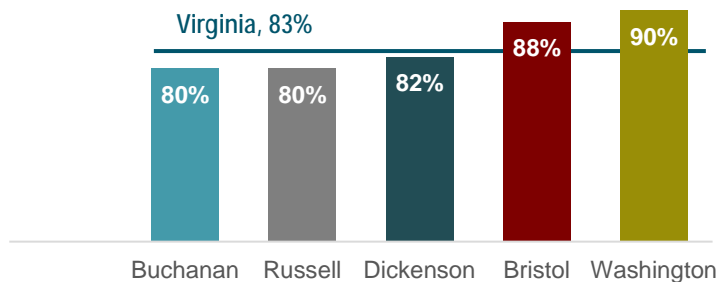
Figure 20. Population growth for children under 15



Kindergarten Readiness

Entering school ready to learn can have significant long-term benefits for children on education, employment, earnings, marriage, and health.³² For the 2018-2019 academic year, 83% of children in Virginia entered kindergarten with appropriate reading levels. Readiness was higher than the state in Bristol City and Washington County, but Buchanan, Dickenson, and Russell lagged behind.³³

Figure 21. 2019 Kindergarten Readiness Rates



³⁰ US Census Bureau. American Community Survey. 2014-2018 5-year Estimates. Table DP05

³¹ Demographics Research Group of the Weldon Cooper Center for Public Services. July 2019.

³² Heckman, James, Rodrigo Pinto, and Peter Svelyev. 2013. “Understanding the Mechanisms Through Which an Influential Early Childhood Program Boosted Adult Outcomes.” *American Economic Review* 103(6).

³³ Virginia Department of Education. PALS-K for FY2018-2019.

Childcare

According to partner and community member surveys, affordable childcare and early childhood education are important needs in the region. Top concerns related to childcare fall in to the following categories:

- **Affordability of care**

While the Virginia Department of Social Services does provide subsidies for childcare to low-income families, issues remain with the number of centers who are willing to accept the vouchers and for families that make too much to qualify for subsidies, but too little to afford quality childcare.

As of November 2019, only 33% of the registered childcare providers in Southwest Virginia accept subsidies, and only 25% provide full time care and accept subsidies.³⁴ In Virginia, single parents pay 48.2% of their income for center-based infant care.³⁵ 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 **\$14,560 a year** for one infant.

For an infant and a 4-year old, the cost jumps to **\$26,104 a year.**³⁵

- **Availability of care**

Availability of care is an issue in many cities across the country, but also in rural communities, like much of Southwest Virginia, with few providers. Multiple community members identified the lack of available childcare to meet their needs. In Southwest Virginia, only 62% of registered providers offer full-time care, and only 54% of registered providers are licensed and provide full time care.

According to 2018 census estimates, about 6,000 children under five live in Southwest Virginia. If all 2,841 registered provide slots are filled and an additional 741 children are in public preschool, that still leaves about 2,400 children without registered care in Southwest Virginia. Some of these families may not have their children in a center by choice, while others may rely on friends or family, or use unregulated and unregistered providers because it's the only affordable option.

Focus group and survey respondents also 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. Only one registered child day care provider in Southwest Virginia offers care past 7:00 pm.

³⁴ Virginia Department of Social Services. Child Day Care. Searched November 2019.

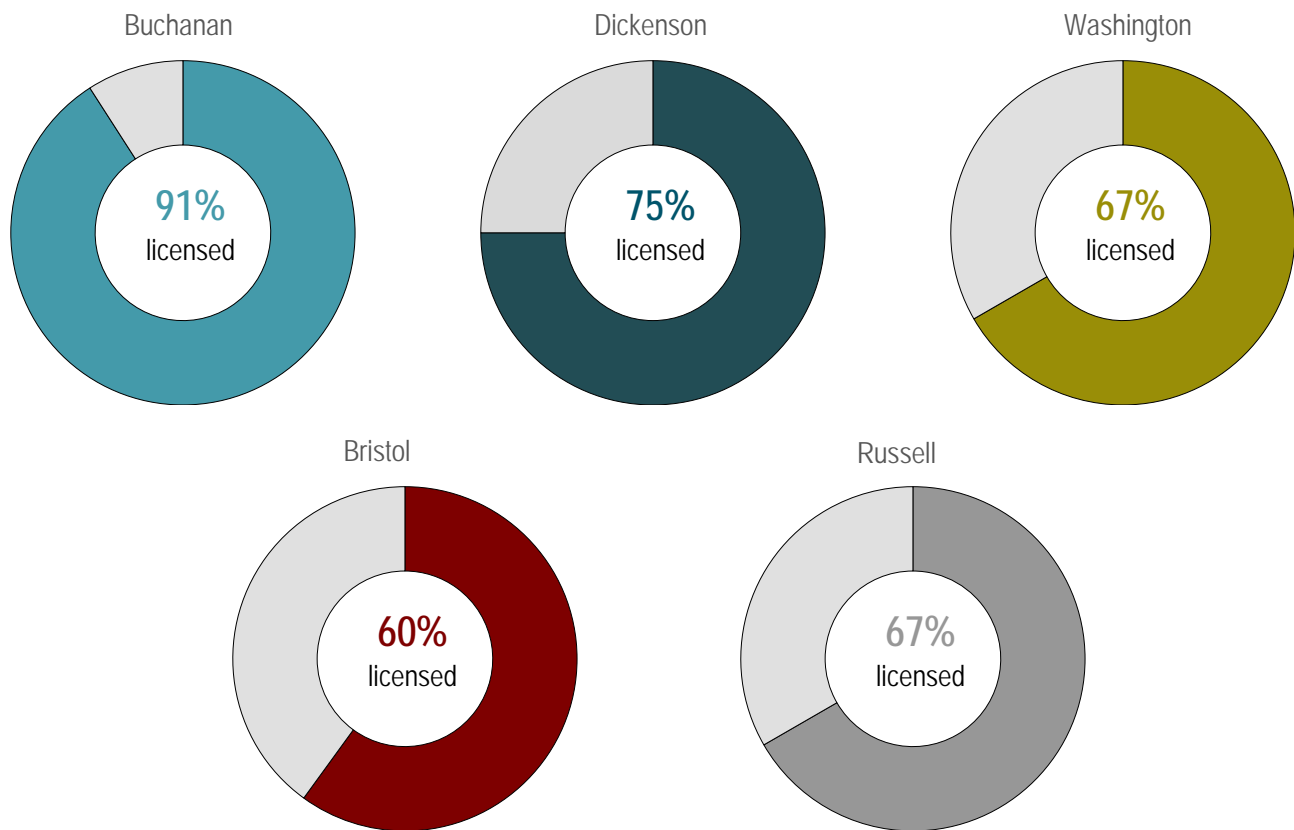
³⁵ Childcare Aware of America. US and the High Price of Child Care: An Examination of a Broken System. 2019. Virginia.



- **Licensing and quality of care**

In the Southwest Virginia region, **70% of providers registered with the Department of Social Services are licensed.**³⁶ One common provider of unlicensed care is 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. Religious exempt centers comprise 27% of registered providers in the region.

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



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

³⁶ Virginia Department of Social Services. Child Day Care. Searched November 2019.

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

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

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

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

Other Resources and Programs for Early Childhood Education and Development

Title I and the Virginia Preschool Initiative have greatly expanded access to preschool for at-risk children who may not be eligible for Head Start. Title I provides preschool services for four-year-olds at all elementary schools in Buchanan, Dickenson, Russell, and Washington Counties, and the City of Bristol, Virginia. Title I programs work to engage parents and improve cognitive, health, and social-emotional outcomes for children.

As of September 2019, 741 children were enrolled in Pre-K programs through public elementary schools.³⁸

Figure 23. Pre-K Enrollment at Elementary Schools - Fall 2019



³⁸ Virginia Department of Education. 2019-2020 Fall Membership Report.

Head Start Supplemental Info

As a Head Start and Early Head Start grantee, People Incorporated reports on data specific to the needs of low-income children and families in our service area related to childcare and early childhood education. This section specifically outlines those data points as specified by the Head Start Program Performance Standards that have not been addressed elsewhere in this report.

Eligibility Estimates

In the Southwest Virginia region, 1,737 children are estimated to be eligible for Head Start programming. An additional 1,158 are estimated to be eligible for Early Head Start.³⁹

Figure 24. Estimated Head Start Eligible Children by County

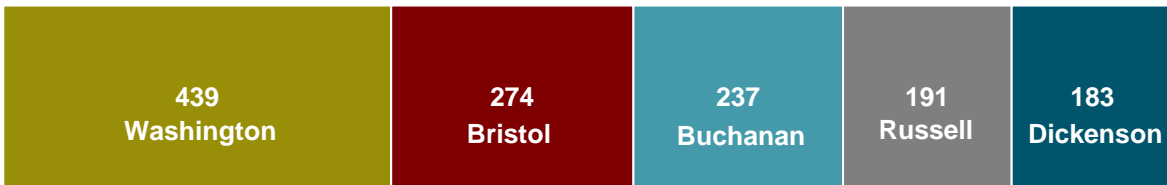
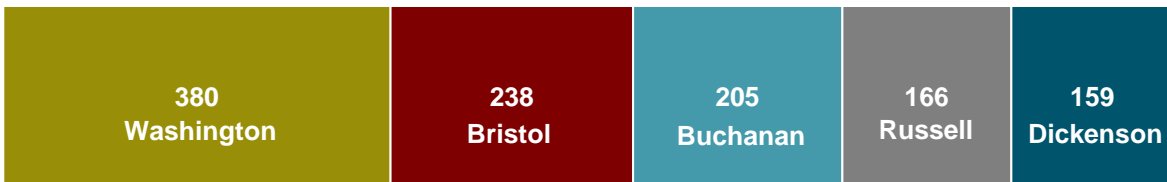


Figure 25. Estimated Early Head Start Eligible Children by County



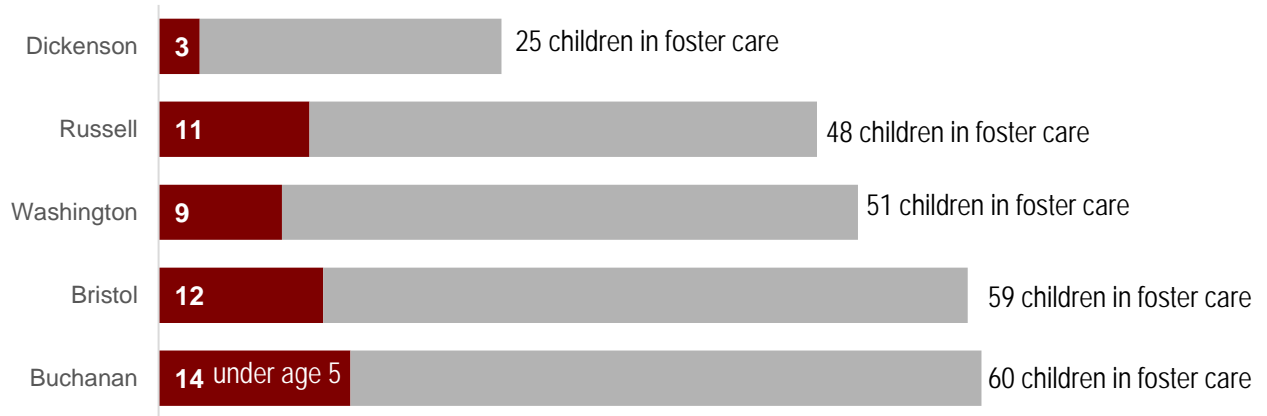
These estimates greatly outnumber the current Head Start and Early Head Start capacity. For the region, People Incorporated, Buchanan County, and Kids Central Incorporated operate all Head Start programs. Together, they have 478 Head Start slots and only 127 Early Head Start slots.

³⁹ Details on the methods of estimated are found in Appendix K.

Foster Care

As of September 1st, 2019, 243 children were in foster care in Southwest Virginia. Of these, 49 were under the age of five.⁴⁰

Figure 26. Children in Foster Care

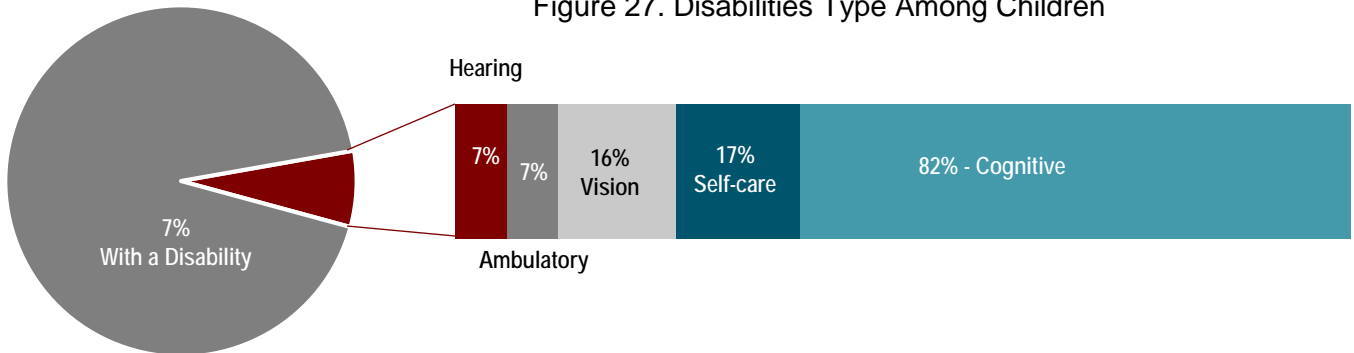


The Head Start providers serving Southwest Virginia report serving 59 children in foster care during the 2016-2017 school year.

Disabilities

Seven percent of children in Southwest Virginia are estimated to have a disability.⁴¹ If we apply that 7% to the number of children under five, we can estimate that 427 children in Southwest Virginia have some sort of disability.

Figure 27. Disabilities Type Among Children



Of that 7%, the majority (82%) have a cognitive difficulty, followed by vision and self-care difficulties.⁴² Head Start providers in the region served 78 children with an Individualized Education Program (IEP) in the 2017-2018 school year, indicating they were determined eligible to receive special education and related services. Early Head Start programs served an

⁴⁰ Virginia Department of Social Services. Foster Care Demographic Reports.

⁴¹ US Census Bureau. American Community Survey. 2014-2018 5-Year Estimates. Table DP02.

⁴² US Census Bureau. American Community Survey. 2014-2018 5-Year Estimates. Table S1810.

additional 47 children with an Individualized Family Service Plan, indicating they were eligible for early intervention services.⁴³

Activities for Children and Youth

A need that came up in Southwest Virginia in both surveys and focus groups was the need for activities and programs to engage children and youth. Partners focused on the need for programs and activities to support educational development. They also noted that many low-income children are being raised by grandparents or other relatives who may benefit from family activities and supports.

Community members and current clients focused on the need for fun and accessible activities for low-income families. They want places that are safe for young children to play and activities that keep teens engaged. In rural communities, a lack of recreational opportunities can lead to social isolation.

⁴³ Office of Head Start. 2017-2018 Grantee Services Snapshot.



VII. Nutrition, Health, and Wellness

Substance Abuse and Mental Health

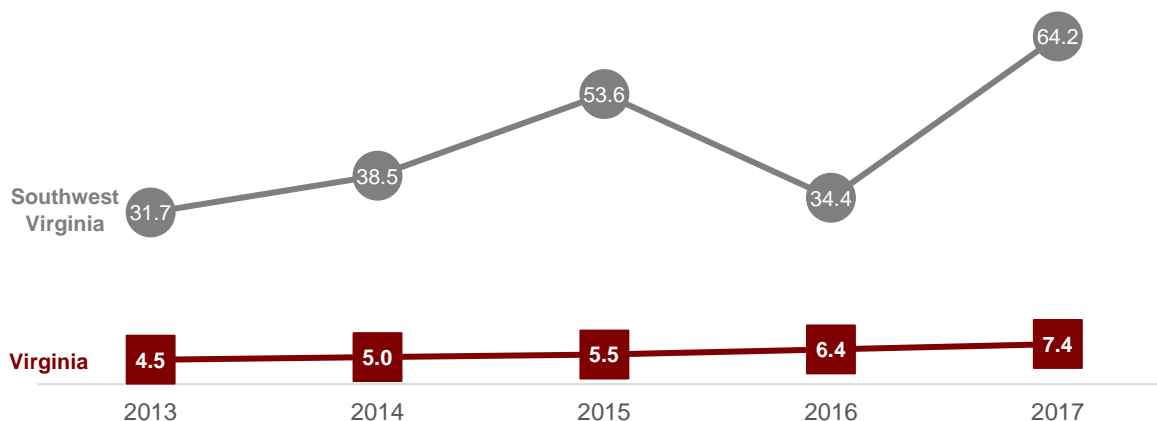
Stakeholder groups identified mental health and substance abuse issues as one of the conditions of poverty in the Southwest Virginia region. Here are just a few of the exact words used by survey respondents when asked to identify the single greatest need in their community:

- Community Members
 - “Stop drug abuse”
 - “Substance abuse help”
- Partners
 - “Resources for people with mental illness”
 - “Substance abuse recovery services”
 - “Support for substance using parents/caregivers”
- Staff
 - “drug prevention and rehab”
 - “help with drug addiction”

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. **In 2017, opioids were involved in 68% of all drug overdose deaths⁴⁴.** Based on the feedback we received, mental health services and substance abuse services are joint needs that must be addressed simultaneously.

Focus group participants also mentioned Neonatal Abstinence Syndrome (NAS), where newborns display drug dependency or withdrawal symptoms. Since 2013, the rate of NAS in Virginia has steadily increased, but SWVA’s rate remains much higher.⁴⁵

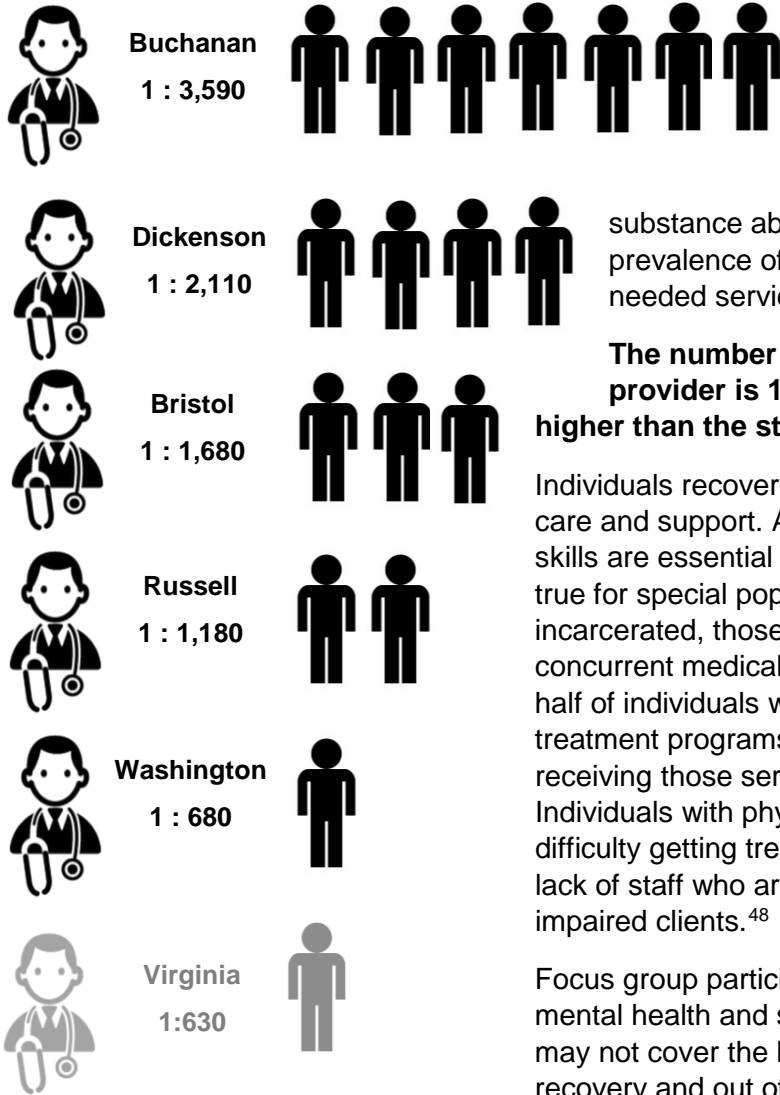
Figure 28. Neonatal Abstinence Syndrome (Rate per 1,000 births)



⁴⁴ CDC Opioid Overdose. <https://www.cdc.gov/drugoverdose/index.html>. Accessed February 4, 2020.

⁴⁵ Virginia Department of Health. Opioid Indicators Dashboard. Accessed December 2019.

Figure 29. Ratio of Residents per Mental Health Provider



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

Partners identified a lack of both substance abuse and mental health providers. The prevalence of these issues is growing faster than the needed services.

The number of residents per each mental health provider is 1,069 in the region, which is much higher than the state rate.⁴⁶

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.⁴⁷ 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.⁴⁸

Focus group participants also discussed the affordability of mental health and substance abuse services. Insurance may not cover the level of intensive services needed for recovery and out of pocket cost is too high.

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, 31% said they'd experienced emotional and behavioral problems with their children in the last 12 months.** They mentioned a need for expanded services in this area.

⁴⁶ County Health Ranking and Roadmaps. 2018 NPI Registry.

⁴⁷ Mallik-Kane, Kamala and Christy Visser. 2008. "Health and Prisoner Reentry: How Physical, Mental, and Substance Abuse Conditions Shape the Process of Reintegration." *Urban Institute Justice Policy Center*.

⁴⁸ Substance Abuse and Mental Health Services Administration. 2011. "Substance Use Disorders in People with Physical and Sensory Disabilities." *In Brief* (6):1.

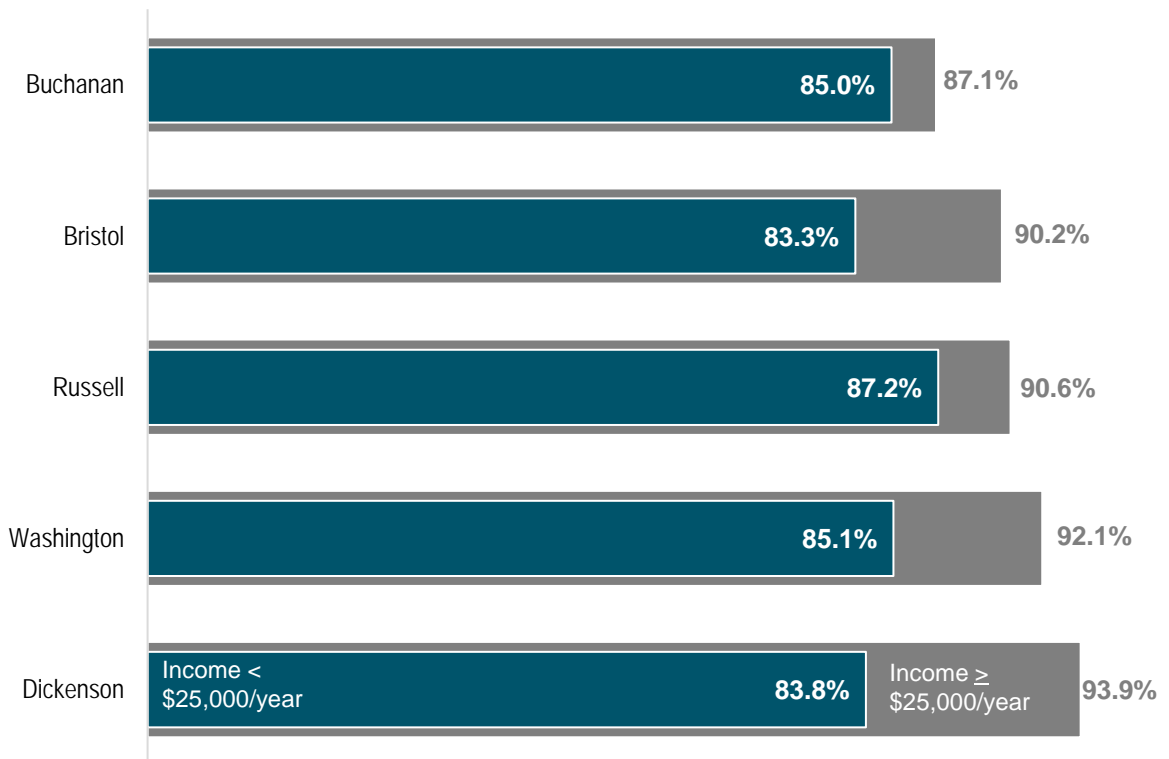
Affordable Health and Dental Care

When asked to score the importance of a variety of needs, SWVA community members scored affordable health and dental care as the most important. Partners also felt it was very important, with the third highest importance score.

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

Rates of insurance coverage are much lower among households making less than \$25,000 a year.⁴⁹

Figure 30. Insurance Coverate Rates

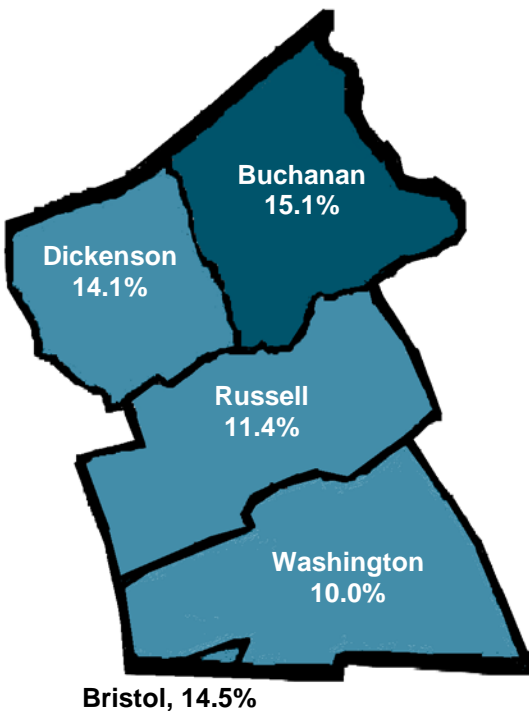


⁴⁹ US Census Bureau. American Community Survey. 2014-2018 5-Year Estimates. Table S2701.

Nutrition

Seventeen percent of respondents to the community member survey said they have gone hungry in the past 12 months, despite the fact that 68% receive Supplemental Nutrition Assistance (SNAP) and 52% have used food banks or pantries. Survey responses from community members about their top individual needs emphasize that food security is still an issue for families facing poverty in Southwest Virginia.

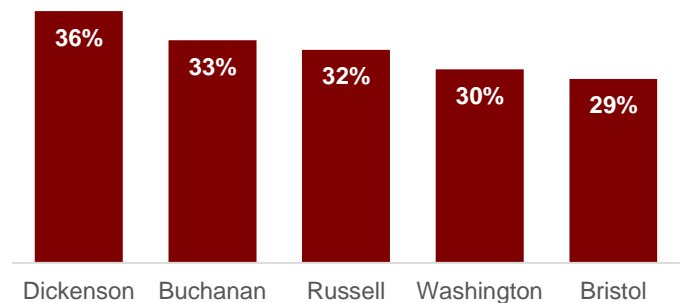
Figure 31. Food Insecurity Rate by County



16,640 individuals in the Southwest Virginia service area are food insecure⁵⁰, including over 9,000 households who receive SNAP benefits.⁵¹ Food insecure families lack access to enough food for active, healthy lifestyles and have limited availability of nutritionally adequate food.

Access to affordable healthy food has health impacts. Obesity rates across the United States have a close relationship with poverty, though it varies greatly by race and gender.⁵² In the United States, women who live below 130% of the federal poverty level are significantly more likely to be obese than those who are less poor. A similar relationship exists for children and adolescents. According to data from the CDC, “low income children and adolescents are more likely to be obese than their higher income counterparts.”⁵³

Figure 32. Adult Obesity Rates⁵⁰



⁵⁰ Feeding America. Map the Meal. 2017 Data.

⁵¹ US Census Bureau. American Community Survey. 2014-2018 5-Year Estimates. Table DP03.

⁵² Desilver, Drew. 2013. “Obesity and poverty don’t always go together.” Pew Research Center.

⁵³ Ogden, Cynthia, Molly Lamb, Margaret Carroll, and Katherine Flegal. 2010. “Obesity and Socioeconomic Status in Children and Adolescents: United States 2005-2008.” NCHS Data Brief No. 51.

Appendices

Appendix A. Demographic Statistics by County

		Bristol	Buchanan	Dickenson	Russell	Washington	Southwest Virginia Total	Virginia
	Total Population	16,482	21,221	14,523	26,748	54,402	133,376	8,517,685
Racial and Ethnic Distribution	Percent White Alone	87.9%	95.2%	98.4%	97.3%	96.2%	95.5%	68.0%
	Percent Black/African American Alone	7.1%	2.9%	0.7%	1.3%	1.4%	2.3%	19.2%
	Percent Native American Alone	0.0%	0.2%	0.0%	0.1%	0.1%	0.1%	0.3%
	Percent Asian Alone	0.1%	0.8%	0.1%	0.0%	0.5%	0.4%	6.3%
	Percent Hawaiian/Pacific Islander Alone	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
	Percent Other Race Alone	1.4%	0.4%	0.1%	0.0%	0.6%	0.5%	2.5%
	Percent Two or More Races	3.5%	0.4%	0.7%	1.3%	1.2%	1.3%	3.7%
	Percent Hispanic of Latino (of any race)	0.6%	0.4%	0.9%	0.7%	1.5%	1.0%	9.2%
Sex	Percent Female	52.0%	49.6%	49.3%	51.2%	50.6%	50.7%	50.8%
Age	Median Age	42.2	46.5	45.4	44.3	45.9		38.3

Source: American Community Survey: 2018 5-year Estimates. U.S. Census Bureau

Appendix B. Veterans Characteristics by County

		Bristol	Buchanan	Dickenson	Russell	Washington	Southwest Virginia Total	Virginia
Veteran Period of Service	Gulf War (2001 or later)	9.9%	11.3%	14.2%	12.5%	7.4%	12.1%	29.8%
	Gulf War (1990-2001)	12.7%	18.0%	19.6%	16.7%	16.9%	20.8%	32.9%
	Vietnam Era	48.5%	34.9%	33.7%	43.9%	40.9%	51.1%	30.5%
	Korean Era	13.0%	14.2%	6.0%	2.4%	8.8%	10.8%	6.0%
	WWII Era	5.3%	8.0%	4.1%	0.0%	4.4%	5.2%	2.7%
	Veterans as a Percent of Total Population	8.3%	4.1%	7.7%	5.0%	8.6%	7.0%	10.6%
	Poverty Rate for Veterans	6.4%	8.4%	15.5%	7.1%	9.9%	9.5%	5.0%
	Unemployment Rate for Veterans	0%	0%	7%	4%	9%	7%	4%

Source: US Census Bureau. American Community Survey. 2014-2018 5-Year Estimates. Tables DP03 and S2101.

Appendix C. Unemployment Rate by County

	Bristol	Buchanan	Dickenson	Russell	Washington	Southwest Virginia Total	Virginia
2008	5.8%	5.0%	5.7%	5.8%	4.9%	5.3%	3.9%
2009	10.0%	8.5%	8.7%	10.5%	8.5%	9.1%	6.7%
2010	8.8%	10.0%	10.5%	10.2%	7.9%	9.0%	7.1%
2011	8.3%	8.6%	9.9%	9.5%	7.1%	8.2%	6.6%
2012	7.3%	9.1%	10.7%	8.7%	6.7%	7.8%	6.1%
2013	7.0%	11.0%	11.2%	8.5%	6.4%	7.9%	5.7%
2014	6.4%	10.5%	10.2%	7.9%	5.8%	7.3%	5.2%
2015	5.4%	10.8%	10.1%	6.6%	4.8%	6.4%	4.5%
2016	5.1%	10.8%	10.0%	6.5%	4.6%	6.2%	4.1%
2017	4.5%	7.1%	6.8%	5.2%	4.1%	4.9%	3.7%
2018	3.7%	5.5%	5.2%	4.3%	3.4%	4.0%	3.0%

Source: Virginia Employment Commission: Local Area Unemployment Statistics

Appendix D. Employment and Wages by Industry

		Bristol	Buchanan	Dickenson	Russell	Washington	Southwest Virginia Total	Virginia
Accommodation and Food Service	# of employees	1,715	249	176	521	1,783	4,444	341,124
	Avg. Weekly Wage	\$320	\$287	\$240	\$269	\$297	\$300	\$370
Admin, and Support and Waste Management	#	168	566	61	*	639	*	238,606
	Avg. Weekly Wage	\$525	\$503	\$580	*	\$524	*	\$824
Agriculture, Forestry, Fishing, and Hunting	#	*	12	14	69	138	*	122,284
	Avg. Weekly Wage	*	\$534	\$393	\$754	\$644	*	\$681
Arts, Entertainment, and Recreation	#	31	*	*	*	301	*	61,261
	Avg. Weekly Wage	\$594	*	*	*	\$472	*	\$503
Construction	#	496	345	173	646	639	2,299	200,341
	Avg. Weekly Wage	\$1,072	\$963	\$842	\$794	\$787	\$881	\$1,006
Educational Services	#	448	720	422	746	*	*	368,417
	Avg. Weekly Wage	\$724	\$672	\$571	\$626	*	*	\$875
Finance and Insurance	#	314	136	57	221	396	1,124	139,808
	Avg. Weekly Wage	\$1,059	\$938	\$685	\$821	\$1,022	\$966	\$2,348
Healthcare and Social Assistance	#	894	758	440	977	2,565	5,634	494,160
	Avg. Weekly Wage	\$650	\$720	\$468	\$1,017	\$842	\$796	\$983
Information	#	200	23	16	43	175	457	72,660
	Avg. Weekly Wage	\$786	\$534	\$438	\$799	\$827	\$778	\$2,092
Management of Companies and Enterprises	#	158	69	*	20	539	*	74,615
	Avg. Weekly Wage	\$2,100	\$1,337	*	\$1,054	\$1,088	*	\$3,418

Source: Virginia Employment Commission. Quarterly Census of Employment and Wages. 2018. Annual Averages.
 * indicated "confidential" designation by Virginia Employment Commission

Appendix D. Employment and Wages by Industry continued

		Bristol	Buchanan	Dickenson	Russell	Washington	Southwest Virginia Total	Virginia
Manufacturing	#	1,069	190	22	483	3,568	5,332	245,921
	Avg. Weekly Wage	\$843	\$1,364	\$724	\$661	\$860	\$856	\$1,203
Mining, Quarrying, Oil and Gas	#	*	1,270	681	253	57	*	5,910
	Avg. Weekly Wage	*	\$1,675	\$1,526	\$1,222	\$816	*	\$1,436
Other Services	#	332	162	92	229	666	1,481	144,765
	Avg. Weekly Wage	\$598	\$534	\$480	\$674	\$548	\$573	\$830
Professional, Scientific, and Technical Services	#	141	334	*	565	611	*	430,891
	Avg. Weekly Wage	\$933	\$696	*	\$1,121	\$959	*	\$2,063
Public Administration	#	788	660	328	494	1,015	3,285	247,847
	Avg. Weekly Wage	\$868	\$704	\$543	\$761	\$774	\$757	\$1,498
Real Estate and Rental and Leasing	#	30	30	*	17	143	*	53,396
	Avg. Weekly Wage	\$443	\$719	*	\$631	\$671	*	\$1,088
Retail Trade	#	1,526	684	354	868	3,376	6,808	415,247
	Avg. Weekly Wage	\$445	\$416	\$451	\$499	\$475	\$464	\$567
Transportation and Warehousing	#	*	229	152	216	1,027	*	139,504
	Avg. Weekly Wage	*	\$805	\$938	\$753	\$788	*	\$1,057
Utilities	#	*	*	20	*	256	*	18,583
	Avg. Weekly Wage	*	*	\$612	*	\$1,186	*	\$2,022
Wholesale Trade	#	295	114	25	49	627	1,110	109,089
	Avg. Weekly Wage	\$848	\$1,316	\$723	\$775	\$867	\$901	\$1,580

Appendix E. Poverty by County

		Bristol	Buchanan	Dickenson	Russell	Washington	Southwest Virginia Total	Virginia
	Poverty Rate	22.7%	27.7%	24.3%	19.5%	15.0%	19.9%	10.9%
Poverty by Racial Group	White Alone	20.4%	27.7%	24.1%	19.5%	14.3%	19.4%	8.8%
	Black/ African American Alone	24.2%	86.3%	26.7%	36.6%	29.7%	30.9%	18.6%
	Native American Alone	0.0%	11.1%	100.0%	0.0%	19.1%	16.2%	13.7%
	Asian Alone	100.0%	0.0%	100.0%	0.0%	23.7%	18.3%	7.4%
	Native Hawaiian/ Pacific Islander Alone	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	7.4%
	Other Race Alone	38.8%	19.7%	0.0%	0.0%	33.3%	33.7%	17.0%
	Two or more Races	69.0%	4.2%	28.3%	8.4%	47.5%	44.1%	12.9%
Poverty by Ethnicity	Hispanic or Latino	37.3%	26.7%	69.6%	18.3%	45.6%	42.3%	14.7%
	Not Hispanic or Latino (white alone)	20.2%	27.7%	23.8%	19.5%	13.9%	19.2%	8.5%
Poverty by Sex	Female	26.1%	28.6%	26.3%	22.5%	14.9%	21.3%	9.8%
	Male	18.8%	26.7%	22.2%	16.3%	15.0%	18.5%	12.1%

Source: American Community Survey: 2018 5-year Estimates. U.S. Census Bureau. Table S1701.

Appendix F. Living Wage by County and Family Type

	Bristol	Buchanan	Dickenson	Russell	Washington	Southwest Virginia Average	Virginia
1 Adults	\$10.87	\$10.84	\$10.84	\$10.84	\$10.87	\$10.85	\$14.17
1 Adult 1 Child	\$24.16	\$24.16	\$24.16	\$24.16	\$24.16	\$24.16	\$27.83
1 Adult 2 Children	\$28.40	\$28.40	\$28.40	\$28.40	\$28.40	\$28.40	\$32.06
1 Adult 3 Children	\$34.69	\$34.39	\$34.39	\$34.39	\$34.69	\$34.51	\$39.66
2 Adults (1 working)	\$17.40	\$17.94	\$17.94	\$17.94	\$17.40	\$17.72	\$20.97
2 Adults (1 working) 1 Child	\$21.61	\$21.61	\$21.61	\$21.61	\$21.61	\$21.61	\$25.28
2 Adults (1 working) 2 Children	\$24.16	\$24.16	\$24.16	\$24.16	\$24.16	\$24.16	\$27.83
2 Adults (1 working) 3 Children	\$26.51	\$26.22	\$26.22	\$26.22	\$26.51	\$26.34	\$31.49
2 Adults	\$8.70	\$8.97	\$8.97	\$8.97	\$8.70	\$8.86	\$10.48
2 Adults 1 Child	\$13.21	\$13.21	\$13.21	\$13.21	\$13.21	\$13.21	\$15.05
2 Adults 2 Children	\$15.53	\$15.53	\$15.53	\$15.53	\$15.53	\$15.53	\$17.36
2 Adults 3 Children	\$17.74	\$17.59	\$17.59	\$17.59	\$17.74	\$17.65	\$20.23

Source: MIT Living Wage. 2019 Data. Retrieved November 5, 2019.

Appendix G. ALICE Status by County

	Bristol	Buchanan	Dickenson	Russell	Washington	Southwest Virginia Total	Virginia
# ALICE Households	2,134	3,266	2,285	3,603	6,753	18,041	937,322
% Households ALICE	27.8%	35.8%	37.7%	32.9%	30.0%	32.0%	30.0%
% Households below FPL	18.8%	24.5%	23.9%	18.1%	14.9%	18.5%	11.0%
% of Households struggling (ALICE+Poverty)	46.6%	60.3%	61.6%	51.0%	44.9%	50.6%	41.0%

Source: United Way 2016 ALICE Point-in-Time Data

Appendix H. Transportation Characteristics by County

		Bristol	Buchanan	Dickenson	Russell	Washington	Southwest Virginia Total	Virginia
	Mean travel time to work (minutes)	20.7	27.1	28.8	27.7	24.6	25.3	28.4
Means of Transportation to Work	Drove alone	78.1%	88.6%	88.1%	85.0%	83.4%	84.0%	77.2%
	Carpooled	11.9%	6.7%	7.6%	8.2%	9.3%	9.0%	9.2%
	Public transit	1.7%	0.5%	0.2%	0.0%	0.2%	0.4%	4.4%
	Walked	3.9%	1.2%	1.3%	1.9%	1.8%	2.0%	2.4%
	Taxi, motorcycle, bike, or other	1.7%	2.1%	0.9%	0.4%	1.1%	1.2%	1.7%
	Worked from home	2.8%	0.9%	2.0%	4.5%	4.1%	3.4%	5.0%
	Percent of households with no vehicle available	11.2%	7.3%	10.9%	6.1%	4.8%	6.9%	6.2%

Source: American Community Survey: 2018 5-year Estimates. U.S. Census Bureau

Appendix I. Housing Characteristics by County

		Bristol	Buchanan	Dickenson	Russell	Washington	Southwest Virginia Total	Virginia
	Vacancy Rate	15.3%	23.4%	23.0%	19.0%	13.9%	17.8%	10.4%
Median Monthly Housing Cost	Renter	\$623	\$596	\$517	\$531	\$626		\$1,087
	Owner – w/mortgage	\$950	\$879	\$910	\$836	\$1,097		\$1,767
Median Annual Income	Renter	\$24,554	\$21,809	\$17,150	\$24,081	\$28,519		\$46,029
	Owner	\$49,630	\$33,144	\$33,611	\$43,758	\$53,704		\$88,087
Percent of Households that are cost burdened (30+% of income)	Renter Occupied	51.4%	44.9%	58.2%	44.5%	43.7%	47.1%	50.1%
	Owner Occupied	18.3%	19.8%	24.2%	19.7%	16.5%	18.7%	27.2%
	Total	31.1%	24.6%	31.1%	24.4%	22.3%	25.2%	34.3%
Percent of Households moved in the last 12 months	At or above FPL	13.6%	7.0%	3.4%	5.2%	10.7%	8.6%	13.3%
	Below FPL	29.8%	12.3%	9.8%	16.0%	20.9%	17.7%	24.8%
Housing Stock by Year Constructed	1939 or Earlier	13.8%	8.3%	9.6%	9.9%	9.5%	9.9%	7.9%
	1940-1969	42.0%	25.0%	24.9%	22.4%	22.2%	25.6%	25.9%
	1970-1999	34.7%	54.5%	51.3%	54.0%	51.4%	50.3%	49.8%
	2000 or Later	9.5%	12.2%	14.2%	13.8%	16.9%	14.2%	16.4%

Source: US Census Bureau. American Community Survey 2014-2018 5-year estimates. Tables DP04, B07012, and B25119.

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

	Bristol	Buchanan	Dickenson	Russell	Washington	Southwest Virginia Total	Virginia
Less than 9 th grade	3.8%	13.4%	11.7%	11.5%	6.2%	8.8%	4.3%
9-12 th grade, no diploma	12.5%	16.3%	12.8%	9.2%	8.8%	11.0%	6.4%
High school graduate	30.4%	36.1%	37.1%	36.1%	33.1%	34.3%	24.1%
Some college	21.9%	17.4%	19.5%	19.8%	19.6%	19.5%	19.4%
Associate's degree	7.3%	6.2%	8.9%	9.9%	9.8%	8.8%	7.6%
Bachelor's degree	14.9%	6.7%	6.4%	9.6%	13.7%	11.0%	21.7%
Graduate or professional degree	9.2%	3.9%	3.6%	3.9%	8.8%	6.5%	16.4%

Source: US Census Bureau. American Community Survey. 2014-2018 5-Year Estimates. Table S1501

Appendix K. School Completion Rates by County

	Bristol	Buchanan	Dickenson	Russell	Washington	Southwest Virginia Total	Virginia
All Students	84.6%	90.1%	95.2%	92.8%	95.8%	92.7%	92.7%
Male	80.2%	87.5%	95.2%	91.9%	96.3%	91.7%	89.5%
Female	89.7%	93.6%	96.8%	93.6%	95.3%	94.1%	93.7%
Economically Disadvantaged	78.0%	89.0%	93.4%	91.0%	93.6%	89.9%	87.2%
Students with Disabilities	100.0%	76.9%	92.0%	80.9%	96.2%	89.9%	87.8%

Source: Virginia Department of Education, Class of 2019 4-Year Cohort Report

Appendix L. Head Start Eligibility Estimate Methodology

The number of children eligible for the Head Start and Early Head Start program was calculated using data obtained from the Virginia Department of Health and the U.S. Census Bureau.

We began by estimating the Head Start aged population in each locality by looking at total live births by place of residence for the years that would make children 3-4 years old in 2020.

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 poverty rate for children under 5 in the county as estimated by the American Community Survey. Head Start Regulation allow for children up to 130% of the FPL, so additional 30% is added to number of Head Start aged children below the FPL.

Appendix M. Childcare Characteristics by County

		Bristol	Buchanan	Dickenson	Russell	Washington	Southwest Virginia Total
Licensed	Providers	9	10	3	6	16	44
	Slots	927	202	124	145	754	2,152
Fulltime	Providers	7	10	4	6	12	39
	Slots	438	202	124	145	507	1,416
Religious Exempt	Providers	5	1	0	3	8	17
	Slots	330	20	0	77	262	689
Serve Newborns	Providers	7	2	1	5	7	22
Accept Subsidies	Providers	7	2	2	3	7	21
Total Child Day Care	Providers	15	11	4	9	24	63
	Slots	1,257	222	124	222	1,016	2,841

Source: Virginia Department of Social Services. Registered Child Day Care Search. Accessed November 2019.

Appendix N. Mental Health and Substance Abuse Indicators by County

	Bristol	Buchanan	Dickenson	Russell	Washington	Southwest Virginia Total	Virginia
Overdose Emergency Department Vists (per 10,000 ED visits) ¹	34.0	31.7	32.2	29.5	34.0		42.1
All drug overdose deaths (per 100,000) ¹	24.3	42.4	27.5	3.7	11	17.9	15.0
Opioid overdose deaths (rate per 100,000) ¹	18.2	37.7	27.5	3.7	12.9	12.8	12.4
Neonatal Abstinence Syndrome (rate per 1,000 births)	90.9	56	29.9	72.7	76.9	64.2	7.4
Number of Mental Health Providers ³	10	6	7	23	80	126	
Ratio of Residents per 1 Mental Health Provider ³	1,680	3,590	2,110	1,180	680	1,069	630

¹Source: Virginia Department of Health. Opioid Addiction Indicators Dashboard. 2018.

²Source: Virginia Department of Health. Opioid Addiction Indicators Dashboard. 2017

³Source: County Health Rankings and Roadmaps. NPI Registry. 2018

Appendix O. Health Characteristics by County

		Bristol	Buchanan	Dickenson	Russell	Washington	Southwest Virginia Total	Virginia
	Residents per Primary Care Physician ⁵	1,880	3,700	3,740	3,040	1,470	2,090	1,310
	Residents per Dentist ⁵	2,800	5,380	14,780	9,020	1,810	3,056	1,470
	Adult Obesity Rate ¹	29%	33%	36%	32%	30%	31%	29%
	Food Insecurity Rate ²	14.5%	15.1%	14.1%	11.4%	10.0%	12.1%	10.2%
	% of Households receiving SNAP benefits ³	21.2%	19.9%	22.1%	16.5%	11.9%	16.4%	8.7%
Health Insurance Coverage ⁴	Percent Uninsured	11.5%	13.6%	9.6%	10.1%	9.1%	10.4%	9.2%
	Percent of Children, Uninsured	4.9%	7.2%	4.7%	3.3%	3.5%	4.3%	5.2%
	Percent Uninsured, income below \$25,000	16.7%	15.0%	16.2%	12.8%	14.9%	15.0%	16.9%
	Percent Uninsured, income above \$25,000	9.8%	12.9%	6.1%	9.4%	7.9%	9.0%	9.9%

¹Source: Centers for Disease Control and Prevention. Diabetes Atlas. 2015 Obesity Rates.

²Source: Feeding America. Map the Meal. 2017

³Source: US Census Bureau. American Community Survey. 2014-2018 5-Year Estimates. Table DP03

⁴Source: US Census Bureau. American Community Survey. 2014-2018 5-Year Estimates. Table S2701

⁵Source: County Health Rankings and Roadmaps: NPI Registry

Appendix P. Staff Survey Summary

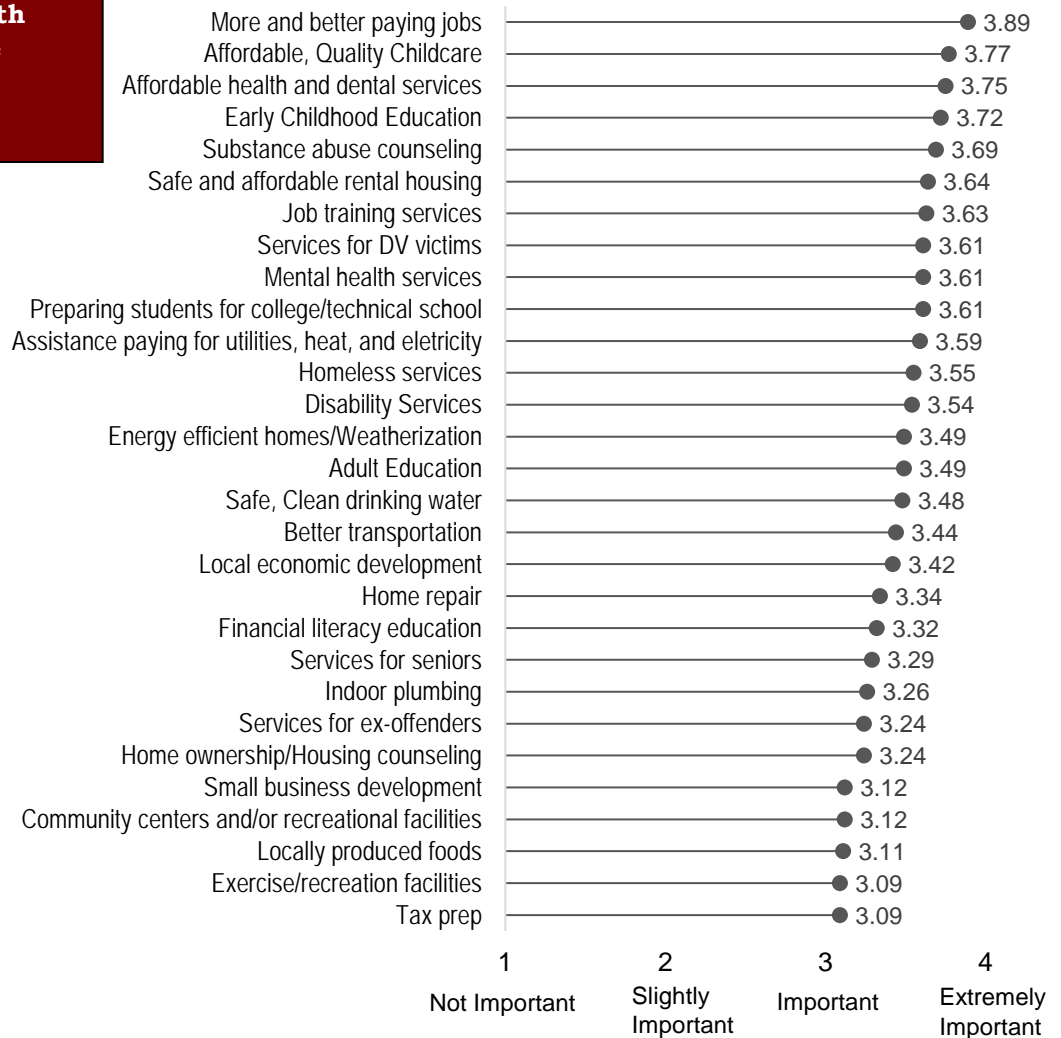
Greatest Needs in Staff Members' Communities:

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 supports
8. Childcare
9. Home repair
10. Affordable health and dental care
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. Ninety staff who work in Southwest Virginia responded.

When asked about the greatest need in their community, staff overwhelmingly indicated the **quantity and quality 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 services as the highest.**



Appendix Q. Board Survey Summary

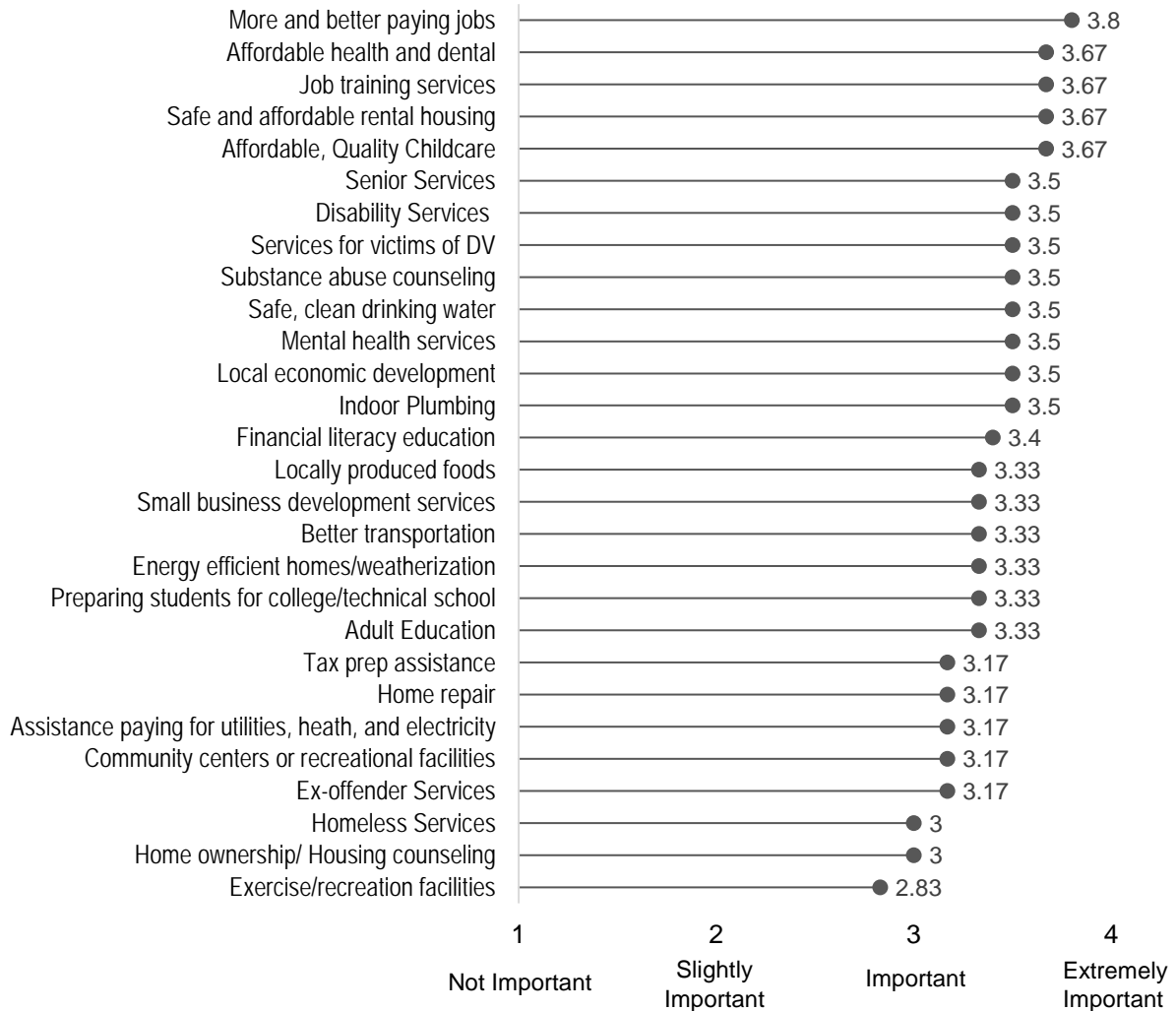
Greatest Needs in Board Members' Communities:

1. Job and the economy
2. Housing
3. Education
4. Food

Similar to the staff survey, a short electronic survey was administered to the People Incorporated Board of Directors in September 2017. Eight board members from Southwest Virginia responded.

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

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



Greatest Needs in Partners' Communities:

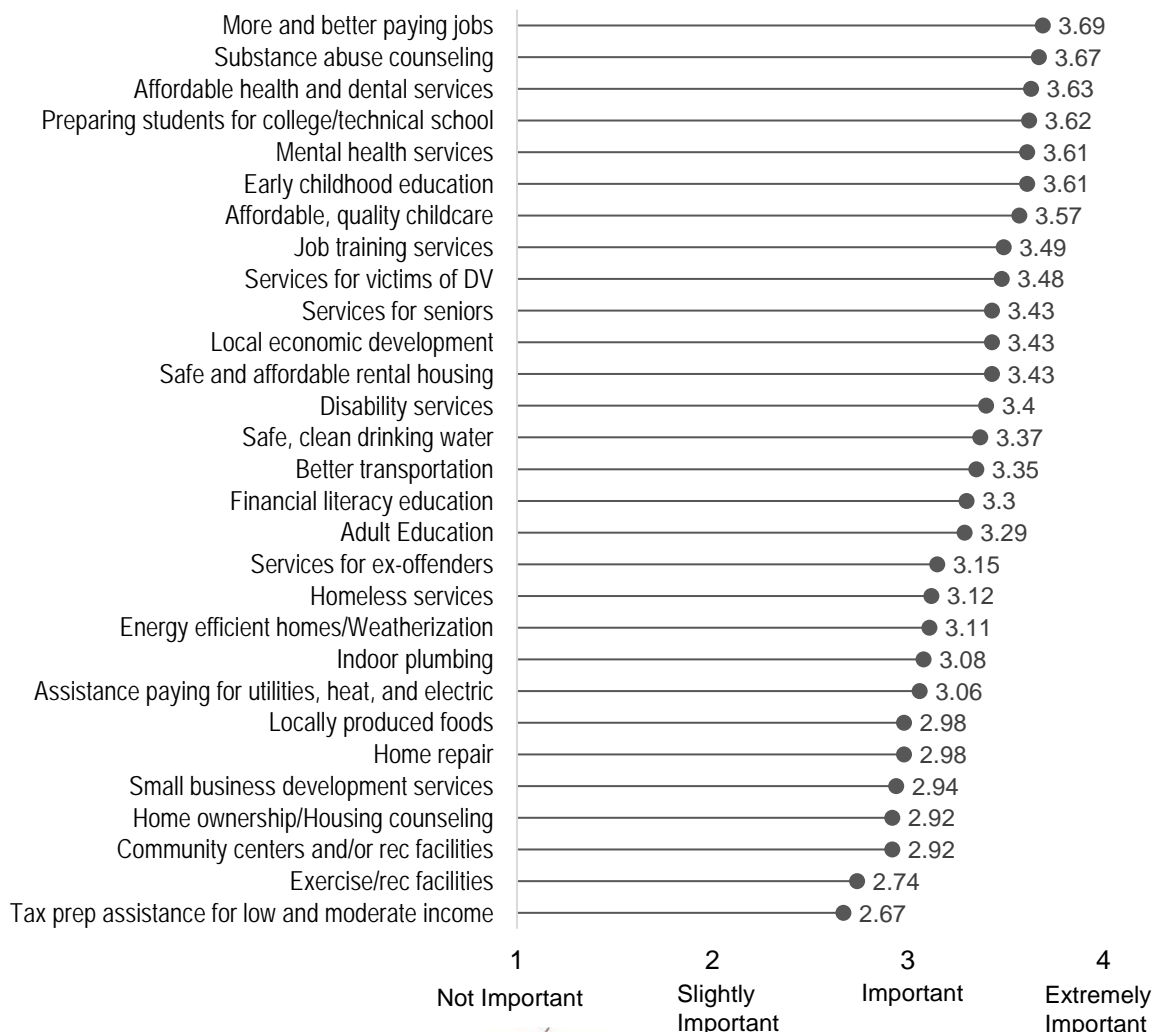
1. **Quantity and quality of jobs**
2. **Substance abuse services**
3. **Housing**
4. **Transportation**
5. **Workforce skills**
6. **Economic development**

Appendix R. Partner Survey Summary

Collecting input from others who work with the low-income community throughout People Incorporated's four regions was an important strategy for developing a comprehensive picture of current community needs. The survey was directly emailed to partners from People Incorporated staff. Additionally, the survey link was shared at meetings with other human services organizations during September and October 2017. A total of 86 partner surveys were completed from Southwest Virginia.

When asked about the greatest need in their community, partners overwhelmingly indicated **the quality and quantity of jobs**, with almost twice as many partners listing it as any other need.

Partners also ranked specific needs in the areas of education, children, and youth; housing; jobs, the economy, and financial growth; health and wellness; and other services. **Partners scored more and better paying jobs and substance abuse counseling as most important.**



Appendix S. 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 329 valid surveys were returned from the Southwest Virginia region.

Respondent Demographics

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

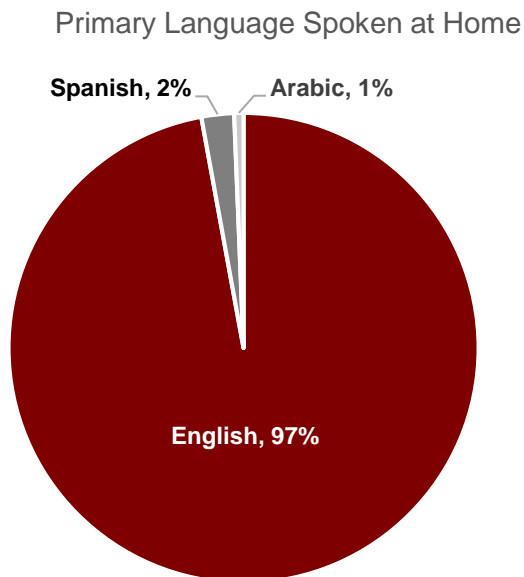
Annual Income



The average household size was 3.3, larger than the average household size in Virginia, which is 2.6⁵⁴.

7.6% of respondents were either veterans or active duty military.

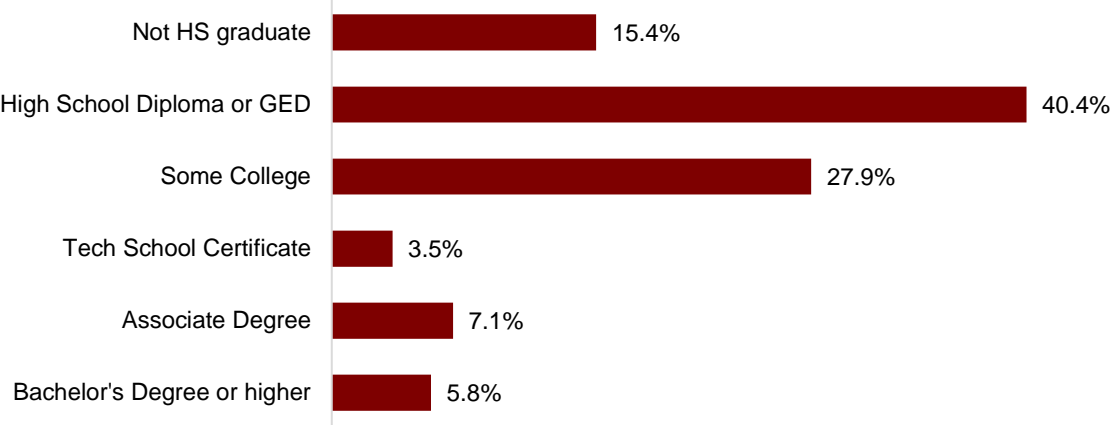
The vast majority of respondents spoke primarily English at home, but 2% spoke Spanish and 1% Arabic.



⁵⁴ US Census Bureau. American Community Survey. 2012-2016 5-year Estimates. Table DP02.

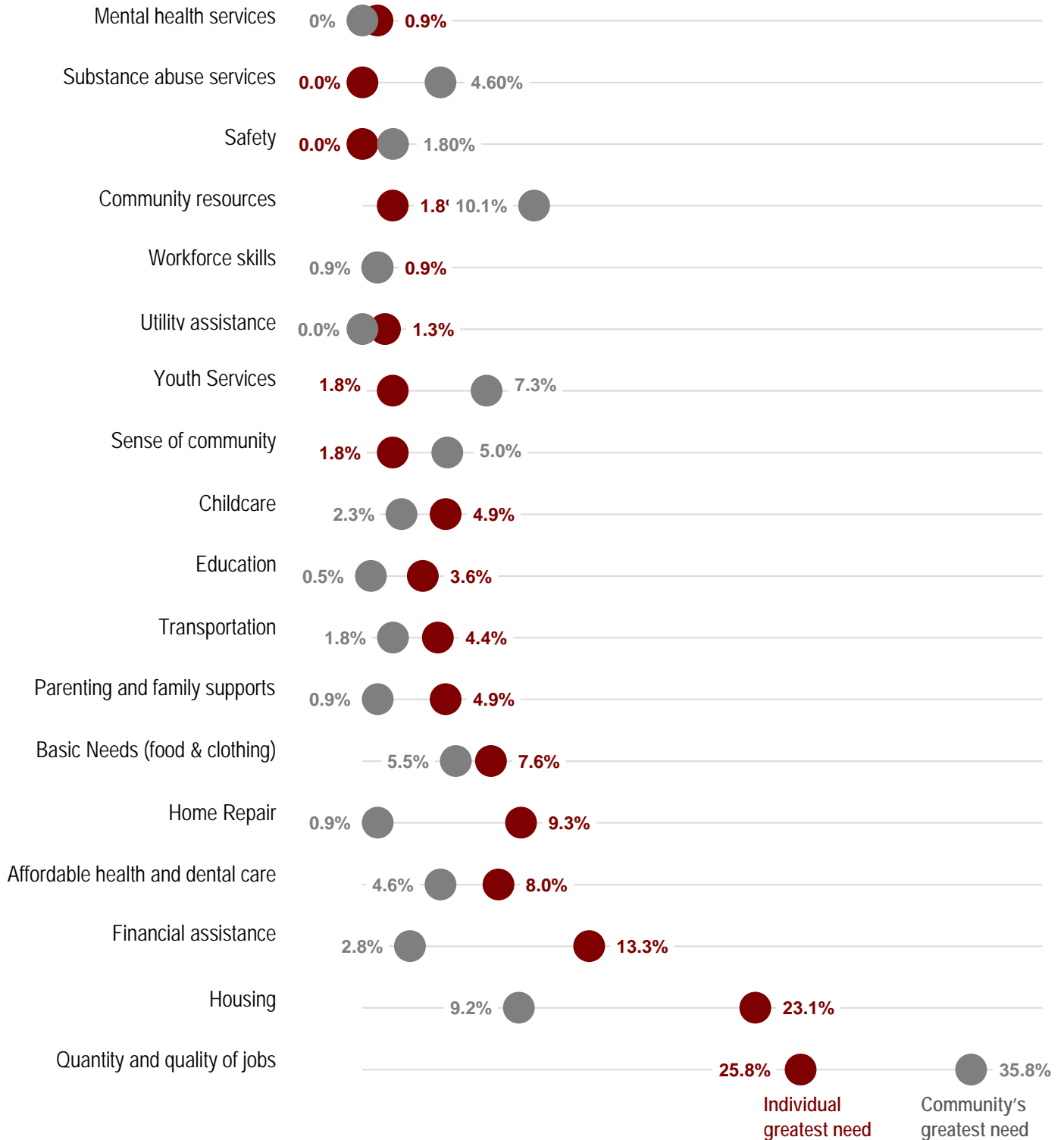
Most respondents had at least a high school diploma or GED, and 13% had earned a college degree.

Educational Attainment



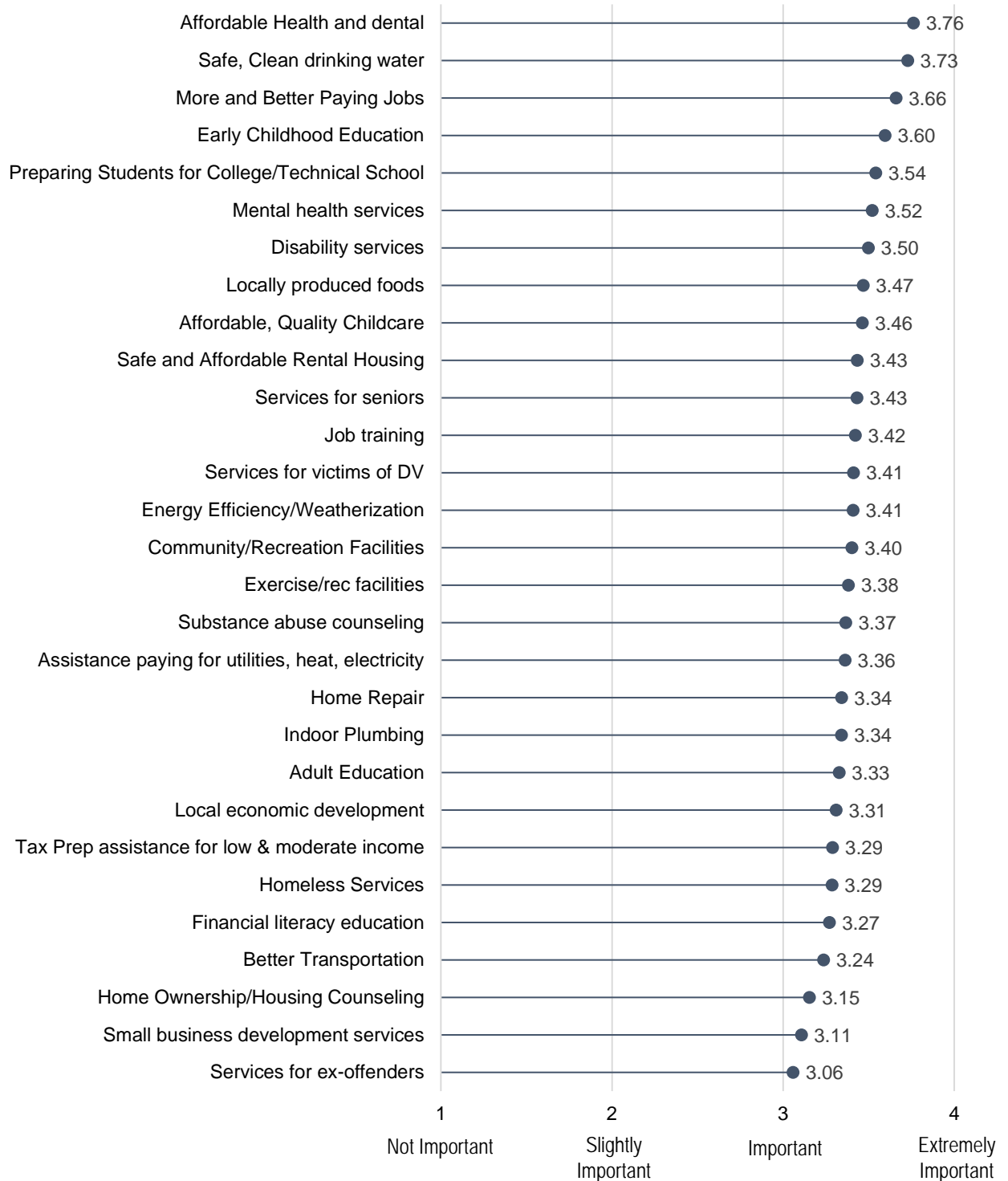
Needs

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



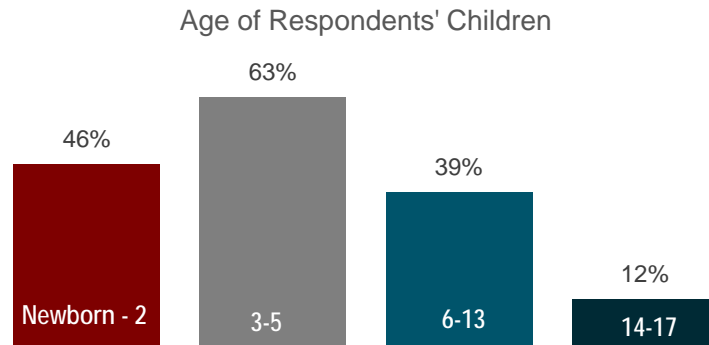
Respondents also scored the importance of 29 different needs. The graphic below displays the average importance score (1-4) for each need.

Southwest Virginia



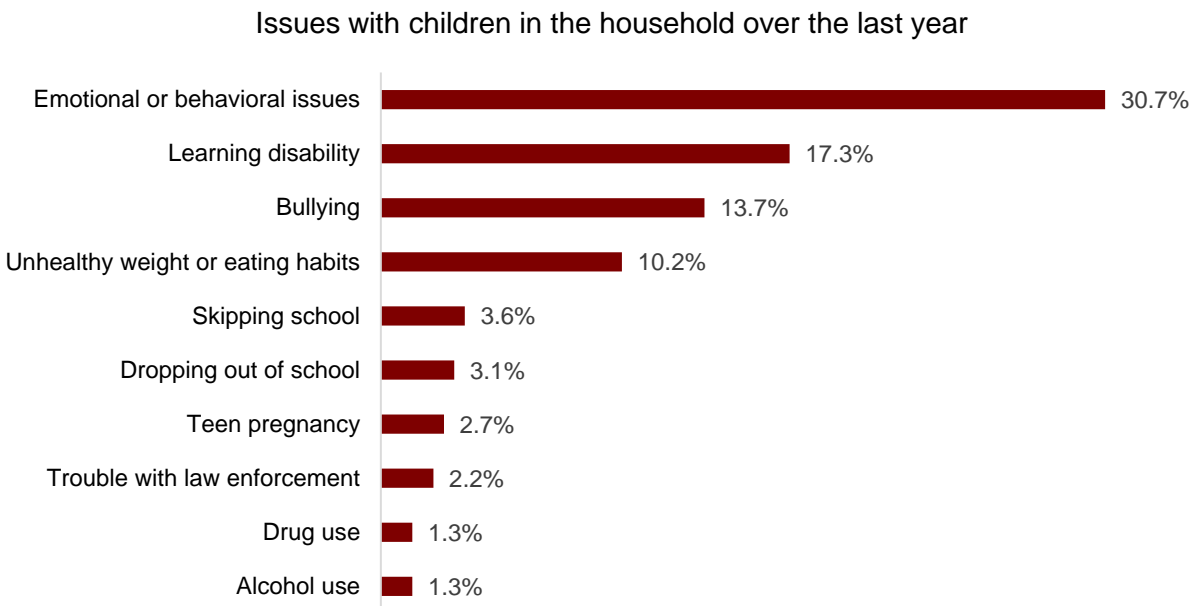
Children

82% of respondents indicated that children under 18 lived in their household. Most children were under 5 years old.



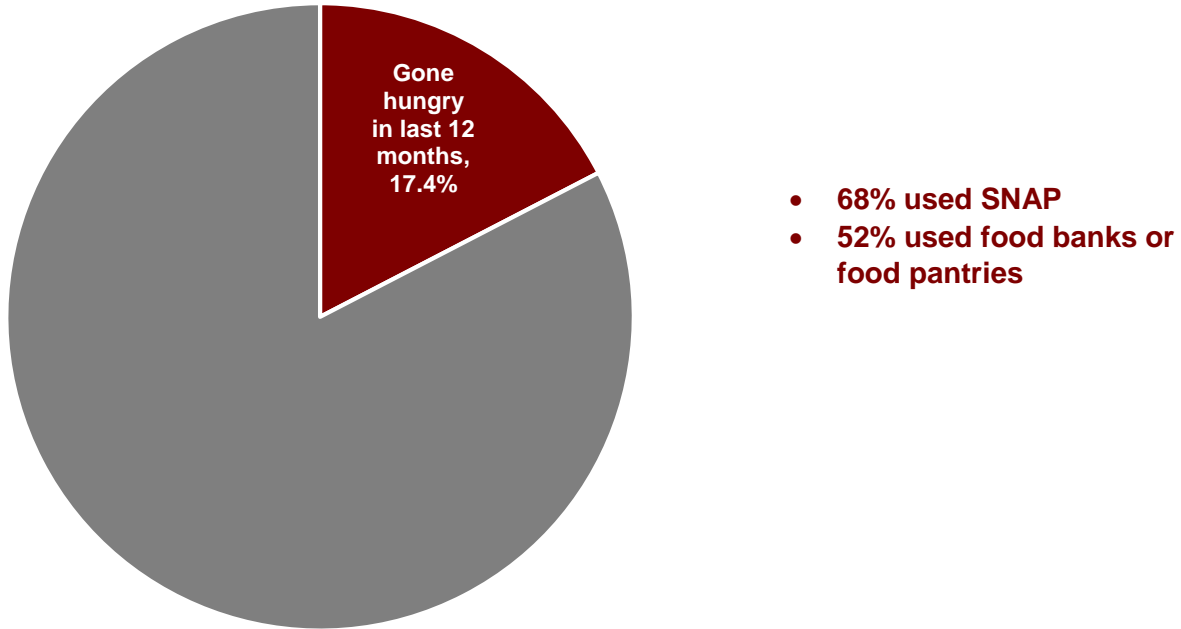
Most of the children in respondents' households were their own children, but some households also included grandchildren, foster children, and other related children.

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



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 assistance.



Employment and Financial Health

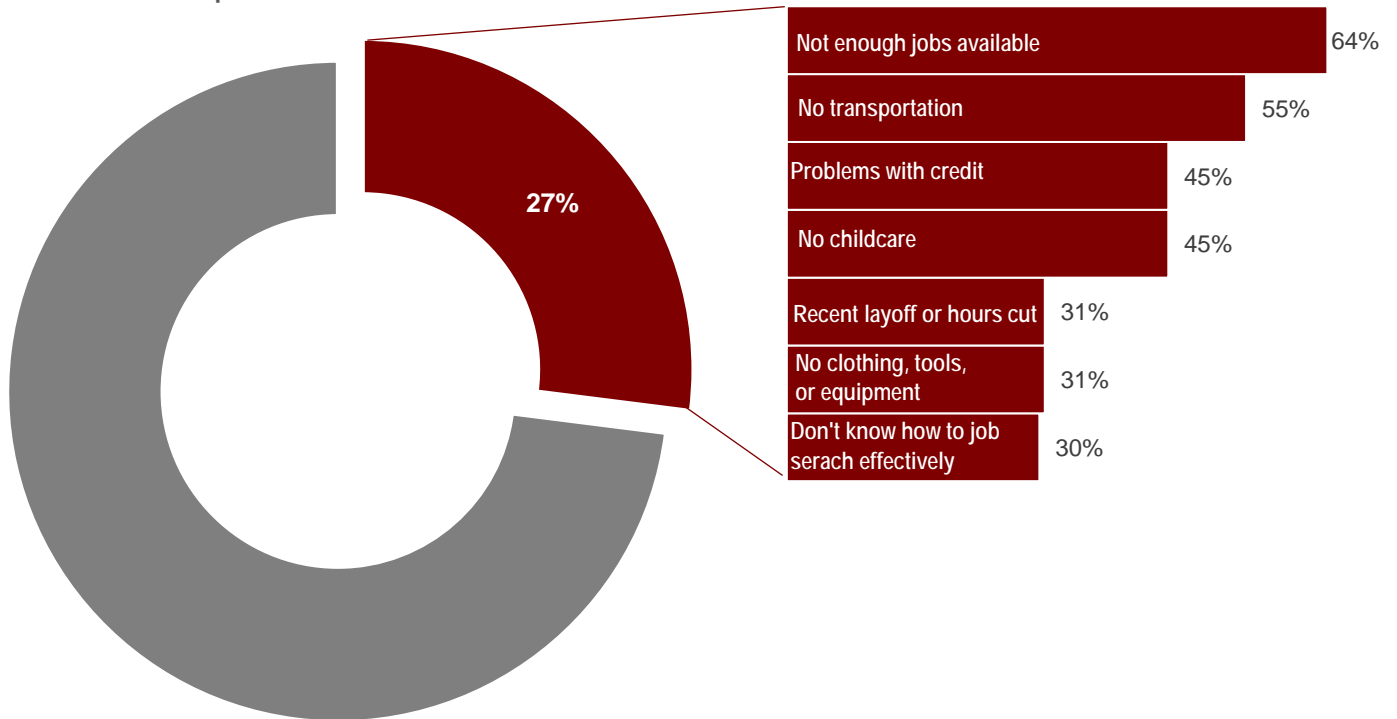
Almost half of respondents were employed.

Employment Status

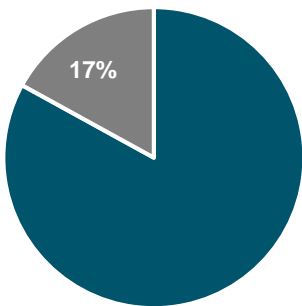


Twenty-seven percent of survey respondents indicated they'd had problems getting or keeping a job in the last twelve months. Of those who had had trouble, the most common issue was not enough jobs available.

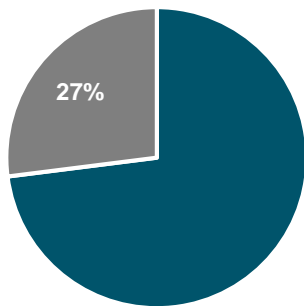
Problem getting or keeping a job in the past 12 months



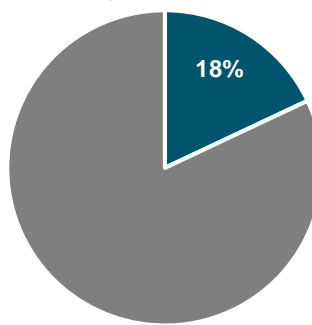
17% of respondents do not have reliable transportation.



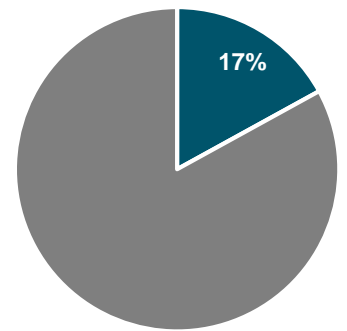
27% of respondents do not have a bank account.



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



17% of respondents have had their utilities shut off in the past year.



Housing

Most respondents were living in permanent housing, either a home they own or rent. However, 17% were in other living situations like a shelter or living with family or friends.

Living Situation



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

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

