



Situation Analysis Report



City of Richmond 2018

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Introduction

The City of Richmond office conducted a comprehensive Situation Analysis to be completed by March 1, 2019. This process was led by the Richmond City Extension Faculty and Staff. In the absence of an Extension Leadership Council, we formed a support team that assisted with the City Unit Profile, by contributing to the discussion, gauging perspectives on concerns in the City and analyzing the data gleaned from our Qualtrics survey.

Fortunately, the City of Richmond conducted an assessment which identified several areas of need to be focused on. This provided us with an idea of what the predetermined needs are. These areas are education, housing, human services, health and arts/culture. In meeting with our support team, we found that there are some additional concerns that need to be addressed. The identification of concerns by the City, the additional concerns cited by the support team and data sets from our survey, were reviewed in preparation to complete the situation analysis.

There were several goals of this project, which include the following:

1. To survey key leaders in the community to gather information on problems, issues and concerns in the City of Richmond.
2. To use the results of the surveys and interviews to determine what are the top priority issues.
3. To determine if these issues are currently being addressed by Richmond City VCE and if the Richmond City VCE is able address the remaining issues by utilization of the services and educational resources provided by the programs offered by our office.

Due to scheduling conflicts, our support team and our unit met in a fashion that was convenient, face-to-face, by phone and individually.

The initial phase of this process involved developing a survey using the Qualtrics system. The survey allowed those participating to identify issues of concern in the City of Richmond. The survey was sent to numerous stakeholders in the City. In the interim, a Unit Profile was developed using data obtained from the US Census Bureau, Richmond Public Schools, Richmond City Health Department and the Situation Analysis site developed for retrieval of the Richmond City Unit Profile. This site categorized information in a demographic summary, agricultural summary, health summary, education summary, business and employment summary. Thus, the organization process was implemented to analyze data and create the Unit Profile.

The surveys, key informant interviews and unit profile garnered results which reflected the top issues in the City of Richmond. These findings were presented and discussed. The top priority issues were identified, all of which are either currently being addressed or can be addressed using the resources provided by Richmond City VCE.

Unit Profile



The City of Richmond is the Capitol of the Commonwealth of Virginia. The City of Richmond, like all Virginia municipalities, is an independent city. The City is surrounded by Henrico County and Chesterfield County, located at the intersection of interstates 95 and 64, surrounded by interstate 295 and route 288 in Central Virginia. The economy of the Richmond is primarily driven by law, finance and government agencies, with several notable legal and banking firms, as well as federal, state and local governmental agencies located in the Downtown region of the City. Richmond is one of twelve cities in the United States to be home to a Federal Reserve Bank. Six of the twenty-three Fortune 500 companies in Virginia have headquarters in Richmond as well as ten Fortune 1000 companies. The Fortune 1000 companies collectively employ approximately 174,000 individuals in the region. Tourism is another essentially important industry in the City, and includes many sites within or in close proximity of the city limits. The City is governed by an elected mayor, currently LeVar Stoney, a City Council comprised of nine council persons. The school board has nine board members representing the nine school districts in the City. These governing bodies have identified the following initiatives for the City of Richmond.

Population:

The city's population is estimated to be 227,032 reflecting strong growth from its official population of 204,214 taken during the 2010 census. Current numbers make the city the fourth most populous in the state.

Over half of Richmond's population is black. Just over 40% are white, according to the last US census. Five percent of the population is Asian, while 0.1% are Pacific Islander, 0.3% are Native American, 3.6% are another race, and 2.3% are Mixed. The city's total population of over 223,000 is spread across 62.5 square miles, putting the population density at over 3,700 residents per square mile. The city's total metro area population is over 1.26 million. Breaking down the population by age shows that almost 22% of the population is under the age of 18. The largest age group is 25 to 44, which makes up almost 32% of the total population. Over 13% are at least 65 years old. Richmond is very diverse when it comes to population and is the location of many historic churches. The city also has religious institutions for Muslims, Hindus, Jews, and other groups.

Poverty:

In 2010, approximately 21% of Richmond's population lives below the federal poverty line. Income averages are as follows: \$32,826 Average Earnings, \$35,666 Average Male, \$30,913 Average Female. The median household income is \$42,356. As of 2016, 24.8% of Richmond residents live below the federal poverty line, the second-highest among the 30 largest cities and counties in Virginia.

Earnings:

Name	Average	Male	Female
Overall	\$32,826	\$35,666	\$30,913
Less Than High School	\$19,552	\$22,304	\$14,137
High School Grad	\$23,506	\$26,038	\$21,206
Some College	\$27,288	\$30,406	\$25,808
Bachelor's Degree	\$43,255	\$48,047	\$40,652
Graduate Degree	\$56,829	\$68,414	\$52,509

Education:

The highest rate of high school graduation is among white people with a rate of 95.06%. The highest rate of bachelor's degrees is among white people with a rate of 65.06%.

Black	69,560	53,957	10,547
White	67,900	64,546	42,422
Hispanic	7,700	3,928	936
Multiple Races	3,518	3,057	930
Asian	2,450	2,145	1,594
Other Race	1,180	838	314
Native American	529	385	70
Islander	30	12	12

Education Continued:

Less Than 9th Grade	8,561	5.67%
9th to 12th Grade	14,793	9.79%
High School Graduate	34,719	22.99%
Some College	28,347	18.77%
Associates Degree	8,033	5.32%
Bachelors Degree	33,703	22.32%
Graduate Degree	22,874	15.15%

Housing:

As of 2016, Richmond had the second-highest rate of eviction filings and judgments of any American city with a population of 100,000 or more (in states where complete data was available). Some Richmond neighborhoods, such as the Creighton Court public-housing complex, are particularly well known for concentrations of poverty.

Richmond Household Types

Type	Owner	Renter
Married	72.8%	27.2%
All	41.7%	58.3%
Male	32.8%	67.2%
Non Family	32.6%	67.4%
Female	29.2%	70.8%
Rate of Home Ownership 41.7%		

Economy:

Richmond's economy is primarily driven by law, finance, and government, with federal, state, and local governmental agencies, as well as notable legal and banking firms, located in the downtown area. The city is home to both the United States Court of Appeals for the Fourth Circuit, one of 13 United States courts of appeals, and the Federal Reserve Bank of Richmond, one of 12 Federal Reserve Banks. Dominion Energy and WestRock, Fortune 500 companies, are headquartered in the City, with others in the metropolitan area.

Urban Agriculture:

The City of Richmond has been a prominent focus point within the Commonwealth for Urban Agriculture due to the rise of food insecure households and being identified as a food desert by the United States Department of Agriculture (USDA). 8.5% or approximately 19,298 citizens of the City of Richmond are limited in their access to healthy foods with over 40% of the community frequenting fast food establishments. Urban Agriculture has been a “hot topic” for several years thus allowing for the development of neighboring agriculture partners such as Shalom Farms, Virginia State University, and Tri-Cycle Gardens. These entities assist Virginia Cooperative Extension in addressing the needs for food insecurity among the public. As a result of this collaborative partnership, 2.6% of Richmond’s population has engaged in backyard poultry farming. Whilst a vast majority of the community has engaged in an urban agriculture awareness educational program that heightened their knowledge of sustainable agriculture and best management practices.

Youth Development:

Results and statistics for this section was compiled from the USDA Census of 2007 and the Annie E. Casey Foundation Kids Count Data (<https://datacenter.kidscount.org/data#VA/5/0/char/0>) Data from the table below indicates areas of primary concern for the youth of the City of Richmond. Based on these numbers, research based educational programs are generated to address these areas of concerns.

Area of Interest	Location	Year	Data
Child SNAP participation (2017-current) in Richmond City	Richmond City	2017-current	24,532 43.1%
Passage rate for third grade Reading Subject Standards of Learning (SOL) in Richmond City	Richmond City	2017-current	53%
Students approved for free or reduced price school lunch in Richmond City	Richmond City	2016-2017	22,849 99.8% 29% increase from 2007
Passage rate for third grade Reading Subject SOL by students who are economically disadvantaged in Richmond City	Richmond City	2017-current	45.4% 44.2% decrease from 2008
On-time high school graduation in Richmond City	Richmond City	2017-current	75.4% 25.7% increase from 2008
Child Food Insecurity in Richmond City	Richmond City	2016-current	8,020 20.3% 15.9% decrease from 2012

The table below indicates youth poverty levels by race/ethnicity:

Location	Race	Data Type	2009 - 2013	2010 - 2014	2011 - 2015	2012 - 2016	2013 - 2017
Richmond City	American Indian	Number	75	60	248	243	242
		Percent	56.4%	49.6%	62.8%	81.0%	80.7%
	Asian	Number	76	15	6	0	0
		Percent	27.9%	4.7%	1.7%	0.0%	0.0%
	Black	Number	11,153	11,593	12,127	12,778	12,698
		Percent	47.7%	49.9%	52.8%	54.8%	53.8%
	Hispanic	Number	1,622	1,833	1,941	1,560	1,579
		Percent	47.0%	49.8%	51.0%	38.4%	34.2%
	Two or more	Number	1,418	1,271	1,000	990	1,018
		Percent	51.0%	45.9%	39.0%	37.5%	37.8%
	White	Number	1,855	2,024	1,668	1,424	1,589
		Percent	17.2%	18.1%	14.6%	12.5%	17.9%

These tables above indicate a need for educational programs focused on Agriculture Literacy to address the lack of knowledge with reading and urban agriculture among youth. With majority of the youth in the City of Richmond qualifying for free lunch and being isolated within a food desert learning how to select and prepare healthier meals that are age appropriate is important as well. Career readiness is an ongoing concern as many youth are not fortunate enough to complete high school due to lifestyle demands that are placed among them. According to the statistical data approximately 24,763 youth were enrolled in Richmond Public Schools and 65.6% of those youth were economically disadvantaged. Why are those students who are economically disadvantaged, noted as those who tend to have lower academic scores? Could it be that these students are focused on where their next meal is coming from instead of what is being taught in the classroom? Perhaps, but if so where does Cooperative Extension fit with addressing this need. How can extension meet the expectations of the community and remain diverse and inclusive to all audiences that we service in regards to youth development?

Virginia Department of Education has 1855 local schools, 155 educational centers, and 94 regional educational centers across the state for a total of approximately 2104 educational youth centers within the Commonwealth. The City of Richmond is home to 25 elementary schools, 7 middle schools, 7 high schools and 18 specialty schools for a total of 57 out of the 2104. How is Virginia Cooperative Extension and 4-H Positive Youth Development making an impact across the educational outlets within the City of Richmond.

Health and Nutrition:

HEALTH PRIORITIES (As identified by the Bon Secours Community Health Assessment Survey – City of Richmond 2017)

Physical Activity

Nutrition

Mental Health

Access to Care

Opioid Use

Physical activity was identified as an area of focus for the region with a strategy to support, expand, and promote programs that offer opportunities for physical activity. An active lifestyle translates into a healthier and higher quality of life. Moderate, daily physical activity can aid individuals in maintaining a healthy weight, prevent some chronic diseases (such as diabetes and heart disease), and promote a sense of wellbeing.

Nutrition - The City of Richmond is littered with “food deserts”, where low-income people with no or infrequent access to vehicles, especially children and elderly people, suffer from the lack of availability of fresh food. The lack of healthy food access is exacerbated by the presence of unhealthy food available at corner stores and fast food restaurants.

Mental Health - In 2016, mental health was reported as a key area of concern in the Richmond community through feedback from the Bon Secours Community Health Needs Assessment Survey (BSCHNAS) . Untreated mental health disorders are shown to have a serious impact on physical health and are linked with the prevalence, progression, and outcome of some of the most pressing chronic diseases, including diabetes, heart disease, and cancer. The suicide rates have increased slightly in the

City of Richmond from 2003 0.108 to 0.128 in 2013. to the National Institute of Mental Health (NIMH), an estimated 13 million American adults (approximately 1 in 17) have a seriously debilitating mental illness. During the 2013 BSCHNAS, 20.7% of the respondents reported having depressive disorders. Another 13.7% reported having poor mental health.

Access to Care - High rates of health insurance coverage positively impact a community's overall health status, including quality of life, school and work productivity and overall mortality rates. In the City of Richmond, the percentage of uninsured adults is 20%. Chronic diseases and conditions—such as heart disease, stroke, cancer, type 2 diabetes, obesity, and arthritis—are among the most common, costly, and preventable of all health problems. The three leading causes of death in the City of Richmond are heart disease, cancer, and stroke. Diabetes is the 6th leading cause of death. Thirty percent (30%) of Richmonders are obese.

Opioid Use – In 2015, there were a total of 309 deaths in the City of Richmond from all drugs. When reviewed further, it was found that 130 deaths (42%) were attributed to heroin overdoses, 105 deaths (34%) to prescription opioids, leaving 24% to all other drugs. Heroin use is a growing problem in Richmond City, as the mortality rates have been consistently higher than surrounding counties for all drug use including heroin and opiates. Richmond police data reports that lethal overdoses have seen the most drastic increases among white males from 2014-2015.

Demographic Summary

	2007 Richmond City		2011 Richmond City		2011 Virginia		2011 National	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Total Population	198,869	100.0%	203,165	100.0%	8,015,502	100.0%	309,231,244	100.0%
Population by Age								
0-4	14,692	7.39%	13,125	6.46%	506,682	6.3%	20,153,302	6.5%
5-9	12,184	6.13%	11,021	5.42%	510,960	6.4%	20,330,929	6.6%
10-14	10,520	5.29%	9,012	4.44%	514,603	6.4%	20,674,598	6.7%
15-19	15,288	7.69%	15,597	7.68%	553,666	6.9%	21,996,593	7.1%
20-24	16,286	8.19%	25,634	12.62%	575,314	7.2%	21,727,353	7.0%
25-34	29,503	14.84%	34,354	16.91%	1,088,710	13.6%	41,140,692	13.3%
35-44	28,381	14.27%	24,322	11.97%	1,113,311	13.9%	41,133,976	13.3%
45-54	25,922	13.03%	25,854	12.73%	1,207,710	15.1%	44,830,605	14.5%
55-59	10,642	5.35%	11,820	5.82%	508,647	6.3%	19,680,965	6.4%
60-64	7,675	3.86%	9,735	4.79%	453,332	5.7%	17,072,816	5.5%
65-74	12,325	6.20%	11,446	5.63%	554,405	6.9%	21,859,086	7.1%
75-84	10,898	5.48%	7,808	3.84%	306,553	3.8%	13,105,684	4.2%
85+	4553	2.29%	3437	1.69%	121,609	1.5%	5,524,645	1.8%
Population by Sex								
Male	92,786	46.66%	96,489	47.49%	3,935,903	49.1%	152,046,577	49.2%
Female	106,083	53.34%	106,676	52.51%	4,079,599	50.9%	157,184,667	50.8%
Population by Race								
White	82,780	41.63%	86,686	42.67%	5,575,503	69.6%	229,339,928	74.2%
Black or African American	103,932	52.26%	102,187	50.30%	1,563,201	19.5%	38,826,443	12.6%
American Indian	698	0.35%	723	0.36%	25,822	0.3%	2,529,104	0.8%
Asian	3221	1.62%	4,631	2.28%	443,169	5.5%	14,804,436	4.8%
Pacific Islander	77	0.04%	61	0.03%	5,059	0.1%	510,490	0.2%
Some other race	3391	1.71%	2694	1.33%	183,974	2.3%	14,945,745	4.8%
Two or More Races	4770	2.40%	6,183	3.04%	218,774	2.7%	8,275,098	2.7%
Hispanic	11932	6.00%	9,654	4.75%	482,719	6.0%	44,019,880	14.2%
Households by Income								
Total Households	81,611	100.0%	83,615	100.0%	2,996,312	100.0%	114,931,864	100.0%
<\$10,000	10,111	12.39%	10779	12.89%	174,487	5.8%	8,529,677	7.4%
\$10,000-\$14,999	6748	8.27%	6745	8.07%	128,915	4.3%	6,472,374	5.6%
\$15,000-\$24,999	10,717	13.13%	11,237	13.44%	258,000	8.6%	12,655,735	11.0%
\$25,000-\$34,999	11,008	13.49%	9,455	11.31%	266,132	8.9%	12,136,499	10.6%
\$35,000-\$49,999	12,604	15.44%	12,311	14.72%	379,987	12.7%	15,964,063	13.9%
\$50,000-\$74,999	13,875	17.00%	13,455	16.09%	539,623	18.0%	20,987,130	18.3%
\$75,000-\$99,999	6,038	7.40%	7,699	9.21%	388,501	13.0%	13,829,482	12.0%
\$100,000-\$149,999	5433	6.66%	6,262	7.49%	452,499	15.1%	14,188,747	12.3%
\$150,000-\$199,999	2345	2.87%	2434	2.91%	201,590	6.7%	5,214,111	4.5%
\$200,000+	2732	3.35%	3238	3.87%	206,578	6.9%	4,954,046	4.3%
Median household income	37,442	-	39,201	-	62,391	-	51,484	-
Mean household income	57,474	-	60,887	-	84,353	-	70,909	-
# of Housing Units								
Total	103,730	100.0%	97,929	100.0%	3,369,495	100.0%	131,826,591	100.0%
Occupied	91,611	88.3%	83,615	85.4%	2,996,312	88.9%	114,931,864	87.2%
Vacant	12,119	11.7%	14,314	14.6%	373,183	11.1%	16,894,727	12.8%

For additional information visit <http://www.census.gov>

Health Summary

	2010 Richmond City	2013 Richmond City	2013 Virginia	2013 National
Total Population	203,165	207,923	8,185,867	313,914,040
Mortality				
Premature death (yrs lost before age 75 per 100k)	12,822	10,902	6,362	5,317
Morbidity				
Poor or fair health	15.0%	15.0%	14.0%	10.0%
Poor physical health days	2.9	3.5	3.2	2.6
Poor mental health days	3.4	3.5	3.1	2.3
Low birthweight	12.5%	11.9%	8.3%	6.0%
Health Behaviors				
Adult obesity	29.0%	31.0%	28.0%	25.0%
Physical inactivity	-	28.0%	24.0%	21.0%
Excessive drinking	17.0%	18.0%	16.0%	7.0%
Motor vehicle crash death rate (per 100k)	12	11	11	10
Sexually transmitted infections (per 100k)	1183	1200	385	92
Teen birth rate (per 1k female age 15-19)	63	49	32	21
Clinical Care				
Uninsured	12.0%	20.0%	15.0%	11.0%
Primary care physicians	-	1,309:1	1,356:1	1,067:1
Diabetic screening	78.0%	82.0%	86.0%	90.0%
Mammography screening	-	62.0%	66.0%	73.0%
Social & Economic Factors				
High school graduation	51%	74.0%	88.0%	
Some college	32%	63.0%	67.0%	70.0%
Unemployment	6%	9.3%	6.2%	5.0%
Children in poverty	32%	36.0%	16.0%	14.0%
Children in single-parent households	-	65.0%	30.0%	20.0%
Violent crime rate (per 100k)	-	796	233	66
Physical Environment				
Daily fine particulate matter (avg daily micrograms per cubic meter)	-	12.3	12.5	8.8
Access to recreational facilities (per 100k)	-	5	10	16
Limited access to healthy foods	-	8.0%	4.0%	1.0%
Fast food restaurants	-	44.0%	50.0%	27.0%

For additional information visit <http://www.countyhealthrankings.org/>

Educational Summary

	2007 Richmond City		2011 Richmond City		2011 Virginia		2011 National	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
SCHOOL ENROLLMENT								
Population 3+ yrs enrolled	55,357	100.0%	56,263	100.0%	2,125,044	100.0%	82,440,699	100.0%
Nursery school, preschool	3,230	5.83%	2,727	4.85%	128,231	6.0%	4,985,508	6.0%
Kindergarten	3,353	6.06%	2,398	4.26%	107,297	5.0%	4,181,473	5.1%
Elementary (grades 1-8)	17,851	32.25%	15,055	26.76%	813,514	38.3%	32,786,553	39.8%
High School (grades 9-12)	9,166	16.56%	8,060	14.33%	428,033	20.1%	17,285,045	21.0%
College or grad school	21,757	39.30%	28,023	49.81%	647,969	30.5%	23,202,120	28.1%
EDUCATIONAL ATTAINMENT								
Population 25 years and over	129,899	100.0%	128,776	100.0%	5,354,277	100.0%	204,348,469	100.0%
Less than 9th grade	8,309	6.40%	9,210	7.15%	280,468	5.2%	12,460,325	6.1%
9th to 12th grade, no diploma	18,122	13.95%	15,889	12.34%	417,028	7.8%	16,955,944	8.3%
High school grad	34,215	26.34%	30,861	23.96%	1,364,973	25.5%	58,087,777	28.4%
Some college, no degree	22,015	16.95%	23,994	18.63%	1,084,992	20.3%	43,509,774	21.3%
Associate's	5,693	4.38%	6,410	4.98%	363,207	6.8%	15,622,961	7.6%
Bachelor's	24,680	19.00%	25,843	20.07%	1,079,041	20.2%	36,263,152	17.7%
Graduate or professional	16,865	12.98%	16,569	12.87%	764,568	14.3%	21,448,536	10.5%
% high school grad or higher	-	79.7%	-	80.5%	-	87.0%	-	85.6%
% bachelor's or higher	-	32.0%	-	32.9%	-	34.4%	-	28.2%
PERCENT OF AGE GROUP ENROLLED								
	Total	Public	Total	Public	Total	Public	Total	Public
3 and 4 yrs	44.40%	57.20%	42.60%	53.50%	49.0%	42.2%	47.8%	55.8%
5 to 9 yrs	94.60%	79.50%	91.70%	85.60%	95.2%	86.6%	95.7%	87.5%
10 to 14 yrs	98.90%	84.30%	92.40%	86.40%	98.2%	93.0%	98.4%	89.9%
15 to 17 yrs	96.80%	85.50%	93.90%	86.00%	97.0%	91.7%	96.4%	90.7%
18 to 19 yrs	80.20%	65.90%	76.50%	82.90%	76.6%	84.8%	74.3%	81.8%
20 to 24 yrs	49.50%	67.10%	52.10%	77.40%	41.9%	80.4%	42.3%	77.3%
25 to 34 yrs	17.80%	73.30%	16.90%	81.20%	14.6%	73.2%	13.7%	73.1%
35 yrs and over	4.00%	65.90%	3.60%	70.80%	3.3%	69.1%	2.9%	70.5%

For additional information visit <http://www.census.gov/acs/www/>
<http://datacenter.kidscount.org/>

Business and Employment Summary

	2012 Richmond City				2012 National Average			
Population					313,914,040			
Total Businesses	13,782				12,239,616			
Total Employees	160,381							
	Businesses		Employees		Businesses		Employees	
SIC Codes	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Ag & Mining	206	1.5%	544	0.3%	333,257	2.7%	2,308,466	1.6%
Construction	844	6.1%	6,262	3.9%	970,434	7.9%	6,853,199	4.7%
Manufacturing	409	3.0%	7,089	4.4%	431,635	3.5%	13,233,356	9.0%
Transportation	359	2.6%	5,031	3.1%	373,510	3.1%	4,431,017	3.0%
Communication	122	0.9%	1,375	0.9%	98,688	0.8%	1,397,750	1.0%
Utility	38	0.3%	9,230	5.8%	49,201	0.4%	862,689	0.6%
Wholesale	509	3.7%	3,998	2.5%	585,649	4.8%	7,036,452	4.8%
Retail Summary	1,941	14.1%	14,012	8.7%	2,577,695	21.1%	30,443,930	20.8%
Home Improvement	58	0.4%	508	0.3%	168,231	1.4%	1,972,921	1.3%
Merchandise	28	0.2%	999	0.6%	77,323	0.6%	3,144,175	2.2%
Food Stores	259	1.9%	3,245	2.0%	275,290	2.2%	3,920,116	2.7%
Auto Sale & Gas	191	1.4%	1,101	0.7%	295,975	2.4%	3,100,262	2.1%
Apparel Stores	173	1.3%	838	0.5%	180,508	1.5%	1,379,682	0.9%
Furniture Stores	133	1.0%	624	0.4%	244,447	2.0%	1,889,312	1.3%
Eating & Drinking	588	4.3%	4,329	2.7%	686,614	5.6%	10,643,986	7.3%
Misc	511	3.7%	2,368	1.5%	649,307	5.3%	4,392,476	3.0%
Finance, Insurance, Estate Summary	1,194	8.7%	9,497	5.9%	1,206,304	9.9%	10,025,223	6.9%
Banks, Savings, Lendings	153	1.1%	3,424	2.1%	281,020	2.3%	2,569,152	1.8%
Securities Exchange	82	0.6%	1,327	0.8%	128,794	1.1%	1,071,883	0.7%
Insurance Carriers	147	1.1%	972	0.6%	255,833	2.1%	2,469,066	1.7%
Real Estate, Other Invest.	812	5.9%	3,774	2.4%	540,657	4.4%	3,915,122	2.7%
Service Summary	7,753	56.3%	75,789	47.3%	4,866,159	39.8%	58,829,454	40.2%
Hotels & Lodging	66	0.5%	1,249	0.8%	112,500	0.9%	2,440,746	1.7%
Automotive Services	281	2.0%	1,482	0.9%	383,861	3.1%	1,813,175	1.2%
Movie theatres and arcades	301	2.2%	1,706	1.1%	325,006	2.7%	3,383,518	2.3%
Health Services	662	4.8%	5,797	3.6%	619,100	5.1%	14,697,895	10.1%
Legal Services	832	6.0%	5,767	3.6%	213,656	1.7%	1,659,617	1.1%
Education Institutions	332	2.4%	22,217	13.9%	273,162	2.2%	12,233,107	8.4%
Other Services	5,279	38.3%	37,571	23.4%	2,938,874	24.0%	22,601,396	15.5%
Government	407	3.0%	27,554	17.2%	445,131	3.6%	9,600,333	6.6%
Other	0	0.0%	0	0.0%	301,953	2.5%	1,213,829	0.8%
Total	13,782	100.0%	160,381	100.0%	12,239,616	100.0%	146,234,698	100.0%

For additional information visit <http://www.census.gov/econ/susb/>

Data Sources

1. US Census City/Town Population estimates - Most recent state estimates from the Census Bureau's Population Estimates Program
2. 2017 Annual Estimates of the Resident Population (PEPANNRES)
3. 2012-2016 American Community Survey 5-Year Estimates (S0101 - Age and Sex)
4. 2012-2016 American Community Survey 5-Year Estimates (S1101 - Households and Families)
5. 2012-2016 American Community Survey 5-Year Estimates (DP03 - Selected Economic Characteristics)
6. 2012-2016 American Community Survey 5-Year Estimates (DP04 - Selected Housing Characteristics)
7. 2012-2016 American Community Survey 5-Year Estimates (B02001 - Race)

Community and Resident Perspectives

Priority Issues

Handling Personal and Family Finances

Families in the City of Richmond are challenged with handling personal finances for numerous reasons. In 2010, approximately 21% of Richmond's population lives below the federal poverty line. Income averages are as follows: \$32,826 Average Earnings, \$35,666 Average Male, \$30,913 Average Female. The median household income is \$42,356. As of 2016, 24.8% of Richmond residents live below the federal poverty line, the second-highest among the 30 largest cities and counties in Virginia. There are many people who make low-wages but need to figure out how they can survive especially when they don't even make enough to have stabilized housing. Some Richmond neighborhoods, such as the Creighton Court public-housing complex, a Richmond Redevelopment and Housing Authority (RRHA) who is also a housing partner of VCE, are particularly well known for concentrations of poverty. RRHA has numerous housing communities around the City of Richmond, all of whom experience high rates of eviction. Other families suffer financially due to low paying wages. Although, employment in Richmond, VA is down to 3.4%, some jobs are only paying minimum wages, which again makes it hard to maintain a household. Others have lost their jobs and their household income has been decreased. When this happens, it makes it extremely hard to manage debt and maintain good credit.

Affordable housing is a focus of the Richmond City Mayor. One concern is that employees working in the City are not able to secure affordable housing. He has reached out to the Community Development Office and Southside Community Development and Housing Corporation (SCDHC), our partner, to assist in developing a plan to build affordable housing in the City that these individuals can buy. He is also concerned with the eviction rate. As of 2016, Richmond had the second-highest rate of eviction filings and judgments of any American city with a population of 100,000 or more (in states where complete data was available). Some Richmond neighborhoods, such as the Creighton Court public-housing complex, a Richmond Redevelopment and Housing Authority (RRHA) who is also a housing partner of VCE, are particularly well known for concentrations of poverty. RRHA has numerous housing communities around the City of Richmond, all of whom experience high rates of eviction.

The Richmond VCE office currently addresses the concern of handling personal and family finances by collaborating with partners that provide financial education, homebuyers education, renter's education and credit counseling. Through partnerships where we collaborate with SCDHC, RRHA and other entities offer financial education as we work with low-to moderate income families to provide education to help them understand the importance of financial management and credit maintenance. SCDHC has received a grant from Local Initiatives Support Corporation (LISC) to establish a Financial Opportunity Center to better serve not only the general population, but the Hispanic population as well. The center will house a bilingual Employment Specialist and a bilingual Financial Coach. As partners we will work with residents to provide resources to assist them in developing a spending plan in order to prioritize spending responsibilities. We will also emphasize the importance of paying rent and bills on time. Our immediate goal is to help participants become good stewards of their finances in an effort to meet their obligations. Our ultimate goal is to help them reach goals of saving, education completion and even realizing dreams such as homeownership.

Substance Abuse Prevention

Substance Abuse Prevention was the highest ranked item under the Nutrition, Health and Wellness category. In 2015, there were a total of 309 deaths in the City of Richmond from all drugs. When reviewed further, it was found that 130 deaths (42%) were attributed to heroin overdoses, 105 deaths (34%) to prescription opioids, leaving 24% to all other drugs. Heroin use is a growing problem in Richmond City, as the mortality rates have been consistently higher than surrounding counties for all drug use including heroin and opiates. Richmond police data reports that lethal overdoses have seen the most drastic increases among white males from 2014-2015.

Richmond City Virginia Cooperative Extension has worked with the Richmond Drug Court to help individuals who are incarcerated because of drug related offenses to provide financial and nutrition related education. But, nothing to directly address drug abuse. Although, VCE is involved with a regional effort to address the opioid crisis, however, the programs in the City of Richmond refers those who are experiencing problems to entities that serve as experts in the field to address this particular issue. Our office feels that medical and psychological effects of drug abuse should be handled by those who have been trained to work as professionals in this field.

Positive Youth Development/Positive Youth Activities

According to the 2019 Virginia Cooperative Extension City of Richmond Community Survey, the main focus area for positive youth development is that positive youth activities. With a wide array of youth activities finding ones of substance and value can tend to be a tad difficult. I plan to deliver programs that focus on STEAM, Healthy Lifestyle, Bullying and Character Education. Integrating programs that correlate with the VA SOLs and the Career & Technical Education (CTE) coursework is more valuable to students as they serve as lesson enhancements. Integrating leadership development within these programs and exposing urban youth to state 4-H events would also be an integral part of my action plan. Program implementation and delivery would be in the course of monthly weekend academies and followed up by a summer enrichment program to reiterate information learned.

Availability of an Affordable Food Supply Urban Agriculture:

According to the 2019 Virginia Cooperative Extension City of Richmond Community Survey, in regards to urban agriculture the priority issue amongst city residents and local stakeholders was that of a safe food supply. In 2012, Richmond was identified as the largest food desert for a city its size in the United States, according to the Community Development Financial Institution Fund. The recent Virginia Food Desert Study Report, which found that 22.8 percent of Richmond residents have some food insecurity (compared with 9.4 percent in Chesterfield County and 12.5 percent in Henrico County), which means they are low-income, with limited access to fresh food options. Data showed that in localities with low food access, the number and percentage of fast food restaurants and convenience stores per 1,000 residents are greater than the number and percentage of grocery stores and superstores that carry fresh fruits and vegetables. This suggests that individuals in food deserts have greater physical access to fast food restaurants and convenience stores than they do to grocery stores and supermarkets.

Some of the challenges to accessing affordable food are low-income, lack of transportation, food sources and the nutritional value of accessible food supplies. Food preparation and education continue to be an important need in addressing food deserts and food access issues. A lack of cooking tools and/or appliances combined with an overabundance of unhealthy food options and a lack of financial resources

create an environment where exposure to and knowledge of healthy food preparation techniques is limited. Over time, conditions develop where many households lack the ability to prepare affordable and nutritious food.

We continue to work in our community with partners such as the Food Policy Commission, Feed More, Food Access Task Force and the Richmond Health Department as well as other entities who are experts in providing food and nutrition information. The Richmond City VCE office primarily works with partners in the community to conduct programs and classes to address nutrition and food budgets. Another aspect that is essential is familiarizing the community with local urban gardens and farmer's market that VCE works with to make the public aware of opportunities to secure fresh, nutritious and affordable food available in our communities. In working with residents, we assist them by suggesting ways to shop for healthy alternatives and get more for their food dollars. The use of coupons, making a grocery list and planning meals is essential in staying within a food budget. We encourage participants to also look at sales circulars and shop before or after the first of the month when prices are usually lower. Fortunately, in the community where our office is located a new grocery store, the 25th Street Market is scheduled March 2019. The complex will have a satellite location of Reynolds Community College Culinary School, restaurants and a space for collaborators to provide the public with education to support food and nutrition efforts. VCE has already connected with the facility and will have a presence there conducting educational sessions as a nutrition resource. Our office is actually located in a food desert, low-income and poverty stricken area of the City where the resources of this facility are greatly needed by the families we serve and will strive to address the needs of the community.