

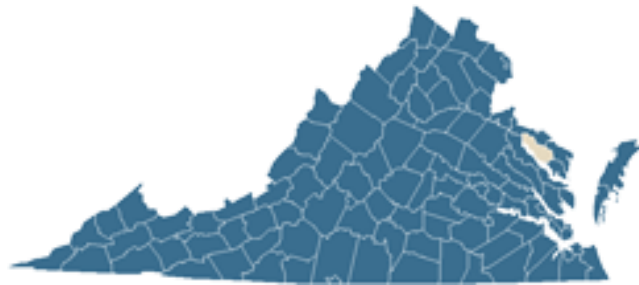


# Virginia Cooperative Extension

Virginia Tech • Virginia State University

[www.ext.vt.edu](http://www.ext.vt.edu)

# Situation Analysis Report



## Richmond County

# 2018

### UNIT Extension Staff

Wendy Herdman, Unit Coordinator, 4-H Youth Extension Agent  
Christine O'Keefe, Agriculture and Natural Resources Program Associate  
Lakiko Hooper, Family Nutrition Program Assistant  
Tina Kemp, Unit Administrative Assistant

## Introduction

In 2017, the Richmond County Extension Office conducted a comprehensive Situation Analysis using an online survey to collect information from community members about their perspective on issues in the community. The survey included five categories (Agriculture & Natural Resources, Health & Nutrition, Families, Positive Youth Development, Community). Within each category, issues were listed as well as fill-in-the-blank options. Participants were asked to identify the issue that was most important to them within each category. In addition to the fill-in-the-blank options within each category were “I don’t know enough about this category” and “this category is not important to me” options.

Invitations to complete the survey were shared via the newspaper, emails, Facebook and postcards distributed at the county administrator’s office, health department, social services office and at one convenience station. The survey was open for 12 weeks from September 14 through December 1.

## Unit Profile – Notable Trends 2016

Total Population 8,868

### Richmond County Demographics

When Richmond County age ranges are compared with both Virginia and National averages, our 0-35 aged population brackets each come in well below both Virginia and National percentages, while the 45+ aged population come in well above both Virginia and National percentages. Also of note to compare to the Virginia and National averages is that there are 10% more males than females in Richmond County, compared to a more equal split Nationally and in Virginia. This discrepancy can be attributed to the prison population.

Richmond County’s population by race has not changed dramatically from 2011-2016. Compared to the Virginia and National population the biggest percentage difference is a higher population of Black or African American race in Richmond County.

When comparing the 2011 mean household income of Richmond County residents, it income comes in much lower than both the Virginia and National means. Richmond County mean household income is \$58,993. Virginia’s mean is \$84,353 and the National mean is \$70,909.

### Richmond County Agriculture

The market value of products sold on Richmond County farms was \$15,467,000 in 2012, which is up 46% from 2007. However, the number of Richmond County farms fell by 27.5% from 2007-2012, with a final count of 90 farms totalling 32,373 acres in 2012. The top livestock raised in Richmond County is cattle, with a head count of 741 in 2012. This number is down by 32.8% from 2007. The top crop items grown in Richmond County are soybeans and corn, with a total of 19,188 acres in production between the two.

## Richmond County Health

Premature death (yrs lost before age 75 per 100k) went up by nearly 2000 for a total of 9500 in 2016. That is higher than the state which comes in at 6100 and the nation which comes in at 7700.

Low birthweight went up to 10% from 8.3%. That is higher than the state and national average of 8%.

Adult obesity went down as did physical inactivity when compared to 2013 numbers.

Sexually transmitted infections show significantly less in 2016 data as well.

Children living in poverty is high in Richmond County at 24%. The figure for the state is 16% and for the nation is 23%.

The Virginia Department of Education statistics and local school administrations indicate the following percentages of Richmond County students eligible for **free/reduced lunches** for the 2018-2019 school year are:

Richmond County Elementary	74.14%
Rappahannock High School	74.11%

## Richmond County Educational Summary

School enrollment increased by 300 students from 2011 to 2016.

Forty percent of the population are high school graduates. Roughly 9% of the population has an associate's degree. Roughly 9% have a bachelor's degree and 4% have a graduate or professional degree.

Rappahannock Community College is in Warsaw, Richmond County. There were 384 students enrolled there in 2016 which was up from 197 in 2011.

## Richmond County Business and Employment

Within Richmond County, construction, and agriculture and mining come in, by far, as the most prominent businesses, each at close to 10% in 2012. These are both higher than the national average.

## **Community and Resident Perspectives**

These are the issues identified by Richmond County residents and stakeholders as topics to be addressed and *are listed in descending priority within each category.*

### **Agriculture and Natural Resources**

- Food Safety
- Management and Conservation of Renewable Resources
- Awareness of Pesticide Use
- Agricultural Education for Youth
- Agricultural Production/Profitability/Marketing
- Local Food Systems
- Agricultural Sustainability
- Farm and Forestland Transition and Preservation
- Livestock Production
- Public Understanding of Agriculture
- Seafood Production

### **Community**

- Quality Public Schools
- Attractiveness of Community to Young Professionals
- Community Services (trash/recycle services, recreational opportunities, libraries)
- Availability of Local In-County Jobs
- Small Business/Entrepreneurs
- Economic Development
- Poverty
- Volunteer Opportunities
- Emergency Preparedness
- Affordable Quality Housing
- Aging Population/Senior Services

### **Health and Nutrition**

- Drinking Water Quality/Quantity
- Access to Medical Care
- Food Security/Anti Hunger Efforts
- Youth Nutrition
- Obesity and Chronic Disease
- Local Food Systems
- Healthy Food Access
- Adult Nutrition
- Food Safety

**Families**

Poverty  
Child Care Before/After School  
Parenting  
Personal Financial Management

**Positive Youth Development**

Social/Emotional Health  
Healthy Life Choices (prevention of drug use)  
Science, Technology, Engineering and Math (STEM) Education  
Volunteer Opportunities  
Agriculture Education for Youth  
Leadership  
Service Learning  
Nutrition/Fitness  
Civic Education  
Civic Engagement

**Open Ended Comments from Survey Participants**

I would love to see a recycling service provided for at least the Town of Warsaw.

----

The heading on the page has Richmond County. This has Westmoreland County. The Attractiveness of Community to Young Professional I take it is with the availability of jobs.

----

Where is the survey for Westmoreland Co residents?

This is for Richmond County.

-----

Get rid of CSB.....or retrain. They seem to have an attitude that everyone is a druggie and should be treated with disdain and punishment as if a child. They do not seem to know how to deal with people over 40 who have life experience, who have been responsible for families, have held jobs, etc. but are presently struggling emotionally or with alcohol. Clean up the attitude towards the client.

-----

Not a resident of Richmond County however did sign up  
For water testing since the county We are from had their  
Testing clinic when we were out of town. Program was  
Though my explained and well presented.

Thank you

-----

### **Priority Issues**

These are the issues identified by Richmond County residents and stakeholders as the top three priority issues, or the topics receiving the most attention, within each category.

#### **Agriculture and Natural Resources (ANR)**

##### **#1: Food Safety**

Food safety should be an open issue each resident and family are aware of. Richmond County ANR works with farmers to ensure they are aware of resources, and laws, around ensuring food safety and processing. This is done on a one-on-one level, and also during planned conferences on a larger scale.

Food safety education does fall within the scope of VCE. Richmond County is served by two Family Nutrition Program program assistants who include food safety in their lessons for youth and adults. Richmond County VCE could increase our food safety attention to the general public by the ANR Program Associate and the SNAP-Ed Program Assistant working together to increase networking. This is difficult if not impossible without a full time ANR Extension Agent in Richmond County.

## #2: Management and Conservation of Renewable Resources

Richmond County is lush with natural and renewable resources, and managing and conserving them will always be a top priority. Education about management and conservation of renewable resources is within the scope of VCE. Richmond County's ANR Program Assistant is always on the lookout for ways to help farmers and homeowners alike take good care of our resources. Local VCE enjoys a close relationship with the NNK Soil and Water Conservation District, and the Natural Resources Conservation Service. While serving and getting to know the farming operations and homeowners in Richmond County the ANR Program Assistant is able to share pertinent conservation programs that NRCS and NNSWCD have in place with the appropriate people. VCE is also able to spread conservation opportunities through local conferences in which we are able to bring specialists from Virginia Tech in to spread education. Richmond County's 4-H Agent hosts many programs through the schools, day camps, and summer programs through which the importance of our natural resources is stressed to Richmond County's youth. By teaching conservation practices to a young age group, we ensure the future of Richmond County's natural resources. Both the ANR Program Associate and the 4-H Agent will continue to seek opportunities to spread natural resource conservation education.

## #3: Awareness of Pesticide Use

Pesticide use is an issue that is within the scope of VCE and warrants its attention. Currently, Richmond County "piggy-backs" on many of the neighboring counties' programs for pesticide certification classes for our local farmers, which are held annually. This "piggy-backing" is a result of not having a full time ANR agent on staff. Richmond County's ANR Program Associate does help to implement several large local conferences which include lectures on pesticide safety, appropriate/correct pesticide use, and pesticide certification for our local farmers. Richmond County ANR will continue to ensure pesticide use is a topic of priority at all conferences. Education on pesticide use outside of the agricultural community would require funding to provide a full time ANR Agent, or at a minimum an ANR Program Associate with funding for more hours within a week.

## **Community**

### #1. Quality Public Schools

Quality public schools rose to the top of the community issues category this year. Quality public schools is an issue that is outside the scope of VCE. Extension does conduct in-school and to address SOL subject matter through the 4-H and FNP programs administered by the 4-H Extension Agent and the FNP Program Assistant.

### #2. Attractiveness of Community to Young Professionals

Based on the demographic information of Richmond County, which shows that the county population is in the higher age bracket than that state and national average, attracting young professionals to the community should be an issue worth giving attention to. This is something that falls outside the scope of Virginia Cooperative Extension's abilities and resources.



### #3. Availability of Local In-County Jobs

In 2014, the number of people who lived and worked within Richmond County was 682. Compare this to the number of people who lived within Richmond County but worked outside of the county, which was 2,957. These numbers shine light on why the availability of local in-county jobs is a priority issue for residents. However, this is an issue that falls outside the scope of Virginia Cooperative Extension's abilities and resources.

## Health and Nutrition

### #1 Drinking Water Quality/Quantity

More than 75% of the population in Richmond County depends on private or community-owned wells for their household water supply. Unlike municipal water supplies, private water supplies are not regulated by the EPA under the Safe Drinking Water Act. Accordingly, the responsibility for all forms of well maintenance and water quality monitoring falls on the homeowner. Most homeowners lack the basic knowledge for maintaining a well properly and fail to have water tested on a regular basis.

VCE offered a drinking water clinic in the fall of 2018. There were 7 participants testing 5 samples. Drinking water clinics are within the scope of VCE and we are currently offering this program every other year in the fall.

### #2 Access to Medical Care

Local access to primary care is a challenge. There is one doctor's office in Richmond County. Access to specialists on the Northern Neck is impossible. The higher population of people ages 45+ years was noted in our unit profile and as this population continues to age, medical needs will increase without the infrastructure to support it.

This issue is outside the scope of VCE to address. Extension can help with this issue by providing healthy living education for youth and adults so as to prevent and perhaps alleviate some chronic health conditions.

### #3 Food Security/Anti Hunger Efforts

Food *insecurity* refers to USDA's measure of lack of access, at times, to enough food for an active, healthy life for all household members and limited or uncertain availability of nutritionally adequate foods. Kids Count identified 17.2% of the children of Richmond County as food insecure. The state percentage of food insecure youth is 13.3. The rate of children living in poverty is at 24%. Free and reduced lunch rates are above 70% for both schools in Richmond County. There is one grocery store in the county. There is a regional food bank housed in Richmond County and several church led food pantries. There is a backpack program to provide weekend food to families in need. Backpacks are filled by churches and are handed out to children in school on Fridays.

Nutrition education is within the scope of VCE. Richmond County has two Family Nutrition Program program assistants who serve youth and adults and teach nutrition, physical activity and value shopping.



### #3 Youth Nutrition

Good nutrition is critical growth and development of young people. Youth nutrition education is within the scope of VCE. There is currently an FNP youth program assistant delivering programming to grades k-5 at Richmond County Elementary. There is also a backpack program that sends food home with students for the weekend. This backpack program is supported by local churches.

## **Families**

### #1 Poverty

Poverty was the most important issue raised in this category. Census data shows that in 2010 the overall poverty rate in Richmond County was 14.1% which translates to a population in poverty of 1055. Kids Count puts the overall percentage of people living in poverty in Richmond County in 2017 at 18%. Richmond County has a large number of children living in poverty. The figure for the state is 16% and for the nation is 23%. The Kids Count Center says that children born into "deep" poverty are three times more likely to be in deep poverty as adults, and experience greater toxic stress and adverse experiences than children in living in or above poverty levels. Deep poverty is a description of those living below 50%. The latest numbers of children in Westmoreland in deep poverty is 369 or 86.4% of those in poverty. As stated in the county profile, all schools in Richmond County have more than 70% of their students eligible to receive free and reduced breakfast and lunch. This means that all schools are eligible for Extension Family Nutrition programming

Addressing issues caused by poverty is within the scope of VCE. Westmoreland County does have two Family Nutrition Program program assistants who are currently delivering nutrition education to both youth and adults. Westmoreland does not have an Family and Consumer Sciences (FCS) Extension Agent to conduct personal financial management and workforce preparation or other poverty-related programming.

### #2 Child Care Before/After School

Child care was the issue that ranked second most important in this category of the survey. This issue is compounded by another issue - lack of in-county jobs. Parents who choose out-of-county employment may have a greater need for before and after school child care. There is one licensed child care facility in Richmond County. The YMCA offers after school care.

Establishing businesses that provide child care may be outside the scope of Extension programming but Extension can provide training for child care providers but again Richmond County does not have an FCS agent.

### #3 Parenting

Parenting ranked third in the Families category. The American Psychological Association defines parenting practices as these three goals - ensuring a child's health and safety, preparing children by teaching life skills and transmitting cultural values.

Parenting education is within the scope of VCE, but is not currently being addressed by Extension in Richmond County due to the lack of a Family and Consumer Sciences (FCS) Extension Agent in this unit.

### #3 Personal Financial Management

Personal financial management was tied with parenting as the third most important issue. Personal financial management is important to address as poverty is also an issue in Richmond County. This is a subject that is within the scope of VCE but is not currently being addressed with VCE resources as there is not an FCS agent in the unit.

## **Positive Youth Development (PYD)**

### #1 Social/Emotional Health

Social/Emotional Health was the top issue identified in the PYD category. In addition, comments about Community Services Board not meeting needs of county residents were made in the open ended question section of the survey.

Social and emotional development education programming for young people is within the scope of VCE although VCE should not be the only agency addressing it. Local extension faculty is currently trained to use Health Rocks! curriculum and 4-H Yoga for Kids curriculum. The 4-H agent has partnered with The Haven Shelter on some teen programming in the past and can do that again.

### #1 Healthy Life Choices (prevention of drug use)

This issue is tied for the top spot along with social/emotional health in the PYD category. Survey participants mention concern about the quality of services available for behavior health issues.

Healthy life choice education is within the scope of VCE and is currently being addressed. Extension is currently delivering Family Nutrition Programming to elementary schools. The 4-H agent is also trained to teach 4-H Yoga for Kids. The 4-H program trained the elementary school guidance counselor to use 4-H Health Rocks! Curriculum and it has been delivered at the 4th grader level for the past 3 years.

### #2 Science, Technology, Engineering and Math (STEM) Education

STEM education is the number two issue within the PYD category. Science is everywhere in the world around us. Technology is continuously expanding into every aspect of our lives. By exposing students to STEM and giving them opportunities to explore STEM-related concepts, they may develop a passion for it and could pursue a job in a STEM field. According to the U. S. Department of Commerce, STEM occupations are growing at 17%, while other occupations are growing at 9.8%.

STEM education is within the scope of VCE. Currently, Richmond County 4-H is delivering STEM programming in the 6th and 7th grades in Richmond County. 4-H has coached an Envirothon (environmental science) Team in Richmond County for several years but the program was discontinued because of lack of participation. 4-H also delivers a Farmer for the Day day camp in the summer that is based in agriculture science. 4-H also hosts youth activities related to animal science in conjunction with the Richmond County Fair each summer.

### #3 Volunteer Opportunities

Volunteer opportunities was the third most important issue within the PYD category. There are many benefits to volunteering. Benefits to the organization or community that a person is volunteering for as well as benefits to the volunteer. Providing volunteer opportunities is within the scope of VCE. Extension does offer opportunities for both young people and adult to volunteer for our programs. 4-H programs promote service learning where 4-H members engage in meaningful community service that also incorporates instruction and reflection so that learning takes place.

# Appendices

## Census Data

Demographic Summary													
	2011 Richmond		2016 Richmond		2011 Virginia		2016 Virginia		2011 National		2016 National		
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	
Total Population	9,310	100.00%	8,868	100.00%	8,015,502	100%	8,310,301	100%	309,231,244	100%	325,719,178	100%	
Population by Age													
0-4	429	4.61%	351	4.00%	506,682	6.30%	510,257	6.10%	20,153,302	6.50%	19,866,960	6.20%	
	9-May	376	4.04%	424	4.80%	510,960	6.40%	523,372	6.30%	20,330,929	6.60%	20,508,363	6.40%
	14-Oct	520	5.59%	513	5.80%	514,603	6.40%	518,662	6.20%	20,674,598	6.70%	20,664,537	6.50%
15-19	478	5.13%	344	3.90%	553,666	6.90%	546,799	6.60%	21,996,593	7.10%	21,256,545	6.70%	
20-24	561	6.03%	557	6.30%	575,314	7.20%	590,201	7.10%	21,727,353	7.00%	22,612,610	7.10%	
25-34	1,034	11.11%	1,068	12%	1,088,710	13.60%	1,154,537	13.90%	41,140,692	13.30%	43,397,907	13.60%	
35-44	1,587	17.05%	1,291	14.60%	1,113,311	13.90%	1,094,958	13.20%	41,133,976	13.30%	40,548,400	12.70%	
45-54	1,529	16.42%	1,374	15.50%	1,207,710	15.10%	1,183,551	14.20%	44,830,605	14.50%	43,460,466	13.60%	
55-59	516	5.54%	631	7.10%	508,647	6.30%	556,454	6.70%	19,680,965	6.40%	21,291,513	6.70%	
60-64	580	6.23%	558	6.30%	453,332	5.70%	486,693	5.90%	17,072,816	5.50%	18,770,229	5.90%	
65-74	875	9.40%	835	9.40%	554,405	6.90%	677,364	8.20%	21,859,086	7.10%	26,355,308	8.30%	
75-84	588	6.32%	647	7.30%	306,553	3.80%	329,960	4.00%	13,105,684	4.20%	13,768,433	4.30%	
85+	237	2.55%	275	3.10%	121,609	1.50%	137,493	1.70%	5,524,645	1.80%	6,056,891	1.90%	
Population by Sex													
Male	5,292	56.84%	4,960	55.90%	3,935,903	49.10%	4,086,283	49.20%	152,046,577	49.20%	156,765,322	49.20%	
Female	4,018	43.16%	3,908	44.10%	4,079,599	50.90%	4,224,018	50.80%	157,184,667	50.80%	161,792,840	50.80%	
Population by Race													
White	6,206	66.66%	5,906	66.60%	5,575,503	69.60%	5,712,958	68.70%	229,339,928	74.20%	233,657,078	73.30%	
Black or African American	2,812	30.20%	2,312	26.10%	1,563,201	19.50%	1,596,352	19.20%	38,826,443	12.60%	40,241,818	12.60%	
American Indian	11	0.00%	1	0.00%	258	0.00%	21,948	0.30%	2,529,104	0.80%	2,597,817	0.80%	
Asian	180	0.00%	200	0.00%	443,169	0.00%	502,878	6.10%	14,804,436	4.80%	16,614,625	5.20%	
Pacific Islander	0	0.00%	0	0.00%	505,900	0.00%	5,494	0.10%	510,490	0.20%	560,021	0.20%	
Some other race	4,700	0.00%	7,200	0.00%	183,974	0.00%	190,972	2.30%	14,945,745	4.80%	15,133,856	4.80%	
Two or More Races	11,600	0.00%	35,300	0.00%	218,740	0.00%	279,699	3.40%	8,275,098	2.70%	9,752,947	3.10%	
Hispanic	30,000	0.00%	56,100	0.00%	482,190	0.00%	725,092	8.70%	44,019,880	14.20%	55,199,107	17.30%	
Population by Income													
Total Households	290,900	100.00%			299,631	100.00%			114,931,864	100.00%			
<\$10,000	230	7.91%			174,487	5.80%			8,529,677	7.40%			
\$10,000-\$14,999	207	7.12%			128,915	4.30%			6,472,374	5.60%			
\$15,000-\$24,999	328	11.28%			258,000	8.60%			12,655,735	11.00%			
\$25,000-\$34,999	340	11.69%			266,132	8.90%			12,136,499	10.60%			
\$35,000-\$49,999	463	15.92%			379,987	12.70%			15,964,063	13.90%			
\$50,000-\$74,999	522	17.94%			539,623	18.00%			20,987,130	18.30%			
\$75,000-\$99,999	462	15.88%			388,501	13.00%			13,829,482	12.00%			
\$100,000-\$149,999	271	9.32%			452,499	15.10%			14,188,747	12.30%			
\$150,000-\$199,999	49	1.68%			201,590	6.70%			5,214,111	4.50%			
\$200,000+	37	1.27%			206,578	6.90%			4,954,046	4.30%			
Median Household Income	46,456	-			62,391	-			51,484	-			
Mean Household Income	58,993	-			84,353	-			70,909	-			
# of Housing Units													
Total	3,828	100.00%	3,894	100%	3,369,495	100.00%	3,445,357	100%	131,826,591	100.00%	134,054,899	100%	
Occupied	2,909	76.00%			2,996,312	88.90%			114,931,864	87.20%			
Vacant	919	24.00%			373,183	11.10%			16,894,727	12.80%			

<b>Agricultural Summary</b>		2007 Richmond	2012 Richmond	2012 Virginia	2012 National
<b>Total Farms</b>		124	90	46,030	2,109,303
Land in Farms (Acres)		3735900.00%	3237300%	8,302,444	914,527,657
Average Farm Size		30100.00%	36000.00%	18000%	43400%
Median Farm Size		10000.00%	8800.00%	72	80
<b>Farms by size (acres)</b>					
	9-Jan	600.00%	700.00%	334300.00%	22363400.00%
	Oct-49	2900.00%	2400.00%	1442500.00%	58954900.00%
	50-179	4100.00%	2500.00%	1685000.00%	63404700.00%
	180-499	2500.00%	1500%	786400.00%	34603800.00%
	500-999	1300.00%	800.00%	217300.00%	14255500.00%
	1000+	1000.00%	1100.00%	137500.00%	17348000.00%
<b>Total Cropland</b>		2421600.00%	2231000.00%	299056100.00%	38969041400.00%
Harvested Cropland		2299900.00%	2186400.00%	261829100.00%	31496460000.00%
Irrigated land		24300.00%	6865100.00%	6865100.00%	5582223100.00%
<b>Farms by sales (\$)</b>					
	<\$2,500	5100.00%	2800.00%	1710300.00%	78831000.00%
	\$2,500-\$4,999	400.00%	500.00%	2,063	191,422
	\$5,000-\$9,999	1500.00%	700.00%	643600.00%	21424500.00%
	\$10,000-\$24,999	1200.00%	900.00%	694000.00%	24495400.00%
	\$25,000-\$49,999	1400.00%	800.00%	3,837	152,873
	\$50,000-\$99,999	1100.00%	900.00%	222000.00%	12936600.00%
	\$100,000+	1700.00%	2400.00%	443100.00%	38813300.00%
<b>Farm Expenses per farm</b>		\$89,509	\$174,637	\$75,922	15594700.00%
<b>Net operat. Per farm</b>		\$12,212	\$17,278	\$11,300	4375000.00%
<b>Market value of farms (\$)</b>					
	Per Farm Average	\$1,108,946	\$1,036,750	\$776,719	\$1,075,491
	Per Acre Average	\$3,681	\$2,882	\$4,306	\$2,481
	Equip. + Machine	\$104,507	\$14,287	\$72,561	\$115,706
	Ag. Products Sold	\$85,176	\$158,748	\$81,540	\$187,097
<b>Livestock &amp; Poultry (total)</b>					
	Cattle Inventory	110300.00%	74100.00%	163188200.00%	89,994,614
	Beef Cows	-	-	65732000.00%	28,956,553
	Milk Cows	-	-	9410500.00%	9,252,272
	Cattle Sold	47000.00%	26300.00%	84538100.00%	69,749,776
	Hogs Inventory	4500.00%	-	23989900.00%	69,759,776
	Hogs Sold	7800.00%	-	55965800.00%	199,115,305
	Chickens Sold	-	-	23766937800.00%	8,463,194,794
<b>Crops harvested (bushels)</b>					
	Corn for grain	46022700.00%	40095200.00%	3398464700.00%	10,333,410,157
	Corn for other	-	-	170786900.00%	113,153,064
	Wheat for grain	38887900%	39029300.00%	14,804,947	2,185,108,114
	Oats for grain	-	390,293	14,701,510	1,577,093,637
	Barley for grain	69,540	-	103,437	521,904,259



<b>Health Summary</b>		2013 Richmond	2016 Richmond	2013 Virginia	2016 Virginia	2013 National	2016 National
Total Population		9,438		8,185,867	8,310,301	313,914,040	325,719,178
Mortality							
	Premature death (yrs lost before age 75 per 100k)	760300.00%	9,500	6,362	6,100	5,317	7,700
Morbidity							
	Poor or fair health	-	21.00%	0	15.00%	0	16.00%
	Poor physical health days	370.00%	400.00%	3	320.00%	3	370.00%
	Poor mental health days	380.00%	390.00%	3	330.00%	2	370.00%
	Low birthweight	8.30%	10.00%	0	8.00%	0	8.00%
Health Behaviors							
	Adult Obesity	32.00%	29.00%	0	27.00%	0	31.00%
	Physical Inactivity	30.00%	24.00%	0	21.00%	0	28.00%
	Excessive Drinking	13.00%	15.00%	0	17.00%	0	17.00%
	Motor Vehicle crash death rate (per 100k)	1100.00%	2200.00%	11	900.00%	10	
	Sexually transmitted infections (per 100k)	38500.00%	22470.00%	385	43640.00%	92	28770.00%
	Teen birth rate (per 1k female age 15-19)	3200.00%	25	32	25	21	40
Clinical Care							
	Uninsured	19.00%	0	15.00%	12%	11.00%	17%
	Primary care physicians	-	-	1,356:1	1,320:1	1,067:1	1,990:1
	Diabetic Screening	89.00%	90.00%	1	87.00%	1	85.00%
	Mammography screening	66.00%	71%	1	64.00%	1	61.00%
Social & Economic Factors							
	High school graduation	84.00%	88%	1	86.00%		86.00%
	Some college	37.00%	42%	1	69.00%	1	56.00%
	Unemployment	3.10%	3.70%	0	4.40%	0	6.00%
	Children in poverty	26.00%	24%	16.00%	15%	14.00%	23%
	Children in single-parent households	35.00%	31.00%	0	30.00%	20.00%	32%
	Violent crime rate (per 100k)	11600.00%	6600.00%	233	19400.00%	66	199
Physical Environment							
	Daily fine particulate matter (avg daily micrograms per cubic meter)	1230.00%	810.00%	13	870.00%	8.8	11.9
	Access to recreational facilities (per 100k)	1100.00%	58.00%	10	81.00%	16	62%
	Limited access to healthy foods	2.00%	2.00%	0	4.00%	1.00%	7.2
	Fast food restaurants	43.00%		1		27.00%	

Educational Summary													
	2011 Richmond		2016 Richmond		2011 Virginia		2016 Virginia		2011 National		2016 National		
SCHOOL ENROLLMENT	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	
Population 3+ yrs enrolled	158800.00%	1	1,881	100%	2,125,044	100.00%	2,155,541	100%	82,440,699	100.00%	82,148,370	100%	
Nursery school, preschool	11200.00%	7%	144	8%	128,231	6%	127,495	5.90%	4,985,508	6.00%	4,959,823	6.00%	
Kindergarten	7200.00%	0	53	1	107,297	0	106,524	4.90%	4,181,473	5.10%	4,181,764	5.10%	
Elementary (grades 1-8)	78100.00%	49.18%	770	21.90%	813,514	38.30%	831,704	38.60%	32,786,553	39.80%	32,831,750	40%	
High School (grades 9-12)	42600.00%	26.83%	530	28.20%	428,033	20.10%	425,272	19.70%	17,285,045	21.00%	16,985,786	20.70%	
College or grad school	19700.00%	12.41%	384	20.40%	647,969	30.50%	664,546	30.80%	23,202,120	28.10%	23,189,247	28.20%	
EDUCATIONAL ATTAINMENT													
Population 25 years and over	694600.00%	100.00%	6,679	100.00%	5,354,277	100.00%	4,66,574	100%	204,348,469	100.00%	213,649,147	100%	
Less than 9th grade	64400.00%	5.20%	505	7.60%	280,468	5.20%	338,184		12,460,325	6.10%	11,913,913	5.60%	
9th to 12th grade, no diploma	117300.00%	7.80%	793	11.90%	417,028	7.80%	526,426		16,955,944	8.30%	15,904,467	7.40%	
High school grad	272100.00%	25.50%	2,735	40.90%	1,364,973	25.50%	1,212,463		58,087,777	28.40%	58,820,411	27.50%	
Some college, no degree	145700.00%	20.30%	1,175	17.60%	1,084,992	20.30%	322,185		43,509,774	21.30%	44,772,845	21.00%	
Associate's	36320700.00%	6.80%	574	8.60%	363,207	6.80%	262,813		15,622,961	7.60%	17,469,724	8.20%	
Bachelor's	107904100.00%	20.20%	624	9.30%	1,079,041	20.20%	835,011		36,263,152	17.70%	40,189,920	18.80%	
Graduate or professional	76456800.00%	0	273	4.10%	764,568	14.30%	539,977		21,448,536	10.50%	24,577,867	11.50%	
% high school grad or higher	-	1 -		81% -		87% -		88.60% -		85.60% -		87.00%	
% bachelor's or higher	-	9.70% -		13.40% -		34.40% -		-		28.20% -			
PERCENT OF AGE GROUP ENROLLED													
	Total	Public	Total	Public	Total	Public	Total	Public	Total	Public	Total	Public	
3 and 4 yrs	59.90%	54%	1	94.70%	0	42.20%	48.00%	42.70%	47.80%	55.80%	47.50%	57.50%	
5 to 9 yrs	95.50%	97%	1	96.50%	1	86.60%	95.50%	86.80%	95.70%	87.50%	95.60%	87.90%	
10 to 14 yrs	96.50%	94.00%	1	96.30%	1	93.00%	98.50%	89.90%	98.40%	89.90%	98.30%	89.80%	
15 to 17 yrs	86.90%	100%	100.00%	100%	97.00%	92%	97.20%	91.20%	96.40%	90.70%	96.80%	90.40%	
18 to 19 yrs	96.00%	91.60%	1	100.00%	76.60%	85%	77.00%	84.20%	74.30%	81.80%	75.60%	82.00%	
20 to 24 yrs	14.40%	58.00%	0	95.50%	41.90%	80.40%	41.90%	80.20%	42.30%	77.30%	42.00%	77.80%	
25 to 34 yrs	3.50%	100.00%	0	93.30%	14.60%	73.20%	14.30%	74.40%	13.70%	73.10%	12.80%	74.10%	
35 yrs and over	1.20%	95.70%	0	92.20%	3.30%	69.10%	3.30%	67.8	2.90%	70.50%	2.70%	70.60%	



Business and Employment Summary									
2012 Richmond					2012 National Average				
Population		9,438			313,914,040				
Total Business		461			12,239,616				
Total Employees		2,706							
SIC Codes		Businesses		Employees		Businesses		Employees	
		Number	Percent	Number	Percent	Number	Percent	Number	Percent
	Ag & Mini	46	10.00%	129	4.80%	333,257	2.7%	2,308,466	1.6%
	Constructi	50	10.80%	147	5.40%	970,434	7.9%	6,853,199	4.7%
	Manufactu	14	3.00%	116	4.30%	431,635	3.5%	13,233,356	9.0%
	Transport	18	3.90%	38	1.40%	373,510	3.1%	4,431,017	3.0%
	Communic	2	0.40%	116	4.30%	98,688	0.8%	1,397,750	1.0%
	Utility	7	1.50%	158	5.80%	49,201	0.4%	862,689	0.6%
	Wholesale	23	5.00%	160	5.90%	585,649	4.8%	7,036,452	4.8%
Retail Summary		53	11.50%	283	10.50%	2,577,695	21.1%	30,443,930	20.8%
	Home Imp	4	0.90%	8	0.30%	168,231	1.4%	1,972,921	1.3%
	Merchand	3	0.70%	24	0.90%	77,323	0.6%	3,144,175	2.2%
	Food Store	10	2.20%	94	3.50%	275,290	2.2%	3,920,116	2.7%
	Auto Sale	5	1.10%	22	0.80%	295,975	2.4%	3,100,262	2.1%
	Apparel St	2	0.40%	5	0.20%	180,508	1.5%	1,379,682	0.9%
	Furniture	5	1.10%	14	0.50%	244,447	2.0%	1,889,312	1.3%
	Eating & D	9	2.00%	40	1.50%	686,614	5.6%	10,643,986	7.3%
	Misc	15	3.30%	76	2.80%	649,307	5.3%	4,392,476	3.0%
Finance, Insurance, E		29	6.30%	120	4.40%	1,206,304	9.9%	10,025,223	6.9%
	Banks, Sav	3	0.70%	14	0.50%	281,020	2.3%	2,569,152	1.8%
	Securities	0	0.00%	0	0.00%	128,794	1.1%	1,071,883	0.7%
	Insurance	3	0.70%	19	0.70%	255,833	2.1%	2,469,066	1.7%
	Real Estat	23	5.00%	87	3.20%	540,657	4.4%	3,915,122	2.7%
Service Summary		202	43.80%	1,045	38.60%	4,866,159	39.8%	58,829,454	40.2%
	Hotels & L	3	0.70%	7	0.30%	112,500	0.9%	2,440,746	1.7%
	Automotiv	14	3.00%	33	1.20%	383,861	3.1%	1,813,175	1.2%
	Movie the	7	1.50%	42	1.60%	325,006	2.7%	3,383,518	2.3%
	Health Ser	11	2.40%	160	5.90%	619,100	5.1%	14,697,895	10.1%
	Legal Servi	5	1.10%	14	0.50%	213,656	1.7%	1,659,617	1.1%
	Education	11	2.40%	222	8.20%	273,162	2.2%	12,233,107	8.4%
	Other Serv	151	32.80%	567	21.00%	2,938,874	24.0%	22,601,396	15.5%
	Government	17	3.70%	394	14.60%	445,131	3.6%	9,600,333	6.6%
	Other	0	0.00%	0	0.00%	301,953	2.5%	1,213,829	0.8%
Total		461	100%	2,706	100.00%	12,239,616	100.0%	146,234,698	100.0%

# Situation Analysis Survey Instrument

## Richmond County Community Survey

Virginia Cooperative Extension is an educational outreach program of Virginia's two land-grant universities: Virginia Tech and Virginia State University.

Extension provides research-based, unbiased solutions to the problems facing Virginians today. Programs are delivered in four program areas including 4-H Youth Development, Agriculture and Natural Resources, Family and Consumer Sciences, and Community Viability.

Virginia Cooperative Extension is a unique partnership between county, state and federal governments.

Please take a moment to help us help you!

The purpose of this survey is to gather information about issues in Richmond County. You should take this survey only if you live or work in Richmond County. This is a type of needs assessment.

This survey will take approximately 5-10 minutes to complete. The results will help in shaping Virginia Cooperative Extension programs in Richmond County. Please do not confine your answers to needs or issues that you believe Extension has the resources to handle. This is your opportunity for input. The survey is completely anonymous. We value your opinion and thank you for your time. The survey will close on **Saturday, December 1**.

If you have any difficulties or questions about this survey, please don't hesitate to call us in the Richmond County Office of Virginia Cooperative Extension at **804-333-3420**.

For each of the following categories, please select the **SINGLE (1)** most important need or issue that you perceive in Richmond County. If you don't know enough about the category to make an informed choice or if you feel the category is not important to you, please select one of these answers. You may also write-in an answer that we failed to mention. To select an answer, drag your choice from the list into the box labeled "Most Important".

### **Category: Agriculture and Natural Resources**

Agriculture Production/Profitability/Marketing

Livestock Production

Farm and Forestland Transition/Preservation

Awareness of Pesticide Use

Public Understanding of Agriculture

Woodland Production/Profitability

Availability of Agricultural Labor

Seafood Production

Management/Conservation of Renewable Resources

Agriculture Sustainability

Food Safety

Local Food Systems

Agriculture Education for Youth

This category is not important to me

I don't know enough about this category

Other \_\_\_\_\_

Other \_\_\_\_\_

Other \_\_\_\_\_

**Category: Health and Nutrition**

Food Security/Anti Hunger Efforts

Healthy Food Access

Obesity and Chronic Disease

Drinking Water Quality/Quantity

Access to Medical Care

Adult Nutrition

Food Safety

Local Food Systems

Youth Nutrition

This category is not important to me

I don't know enough about this category

Other \_\_\_\_\_

Other \_\_\_\_\_

Other \_\_\_\_\_

**Category: Families**

Parenting

Child Care Before/AFTER School

Poverty

Personal Financial Management

This category is not important to me

I don't know enough about this category

Other \_\_\_\_\_

Other \_\_\_\_\_

Other \_\_\_\_\_

**Category: Positive Youth Development**

Science, Technology, Engineering and Math Education (STEM)

Agriculture Education for Youth

Nutrition/Fitness

Civic Education

Social/Emotional Health



**Virginia Cooperative Extension**

Virginia Tech • Virginia State University

[www.ext.vt.edu](http://www.ext.vt.edu)

Volunteer Opportunities  
Healthy Life Choices (prevention of drug use)  
Civic Engagement  
Service Learning  
Leadership  
This category is not important to me  
I don't know enough about this category  
Other \_\_\_\_\_  
Other \_\_\_\_\_  
Other \_\_\_\_\_

**Category: Community**

Aging Population/Senior Services  
Community Services (trash/recycling service, recreational opportunities, libraries)  
Affordable Quality Housing  
Small Business/Entrepreneurs  
Land Use Planning  
Emergency Preparedness  
Availability of Local In-County Jobs  
Gangs  
Economic Development  
Attractiveness of Community to Young Professionals  
Quality Public Schools  
Poverty  
Volunteer Opportunities  
This category is not important to me  
I don't know enough about this category  
Other \_\_\_\_\_  
Other \_\_\_\_\_  
Other \_\_\_\_\_

Please provide any additional input about community issues in Richmond County.

---

---

---

---

How familiar are you with Virginia Cooperative Extension?

Not familiar at all  
Somewhat familiar  
Familiar  
Very Familiar

Have you ever participated in educational programs offered by Virginia Cooperative Extension?

No

Yes

If you would like to learn more about Virginia Cooperative Extension in Westmoreland County, check out our website! ([link](#))

#### Demographics

Please tell us about yourself. These questions are optional.

What is your gender?

Female

Male

In which category is your current age?

18-29

30-39

40-49

50-59

60-64

65+

Which categories best describe your ethnicity and race? Please click ALL that apply.

Hispanic

Not Hispanic

American Indian or Alaskan Native

Asian

Black or African American

Native Hawaiian or Other Pacific Islander

White

Other\_\_\_\_\_



## Responses to Questions about Virginia Cooperative Extension

How familiar are you with Virginia Cooperative Extension?

Not familiar at all - 0  
Somewhat familiar - 21  
Familiar - 4  
Very familiar - 5  
Total - 30

Have you ever participated in educational programs offered by Virginia Cooperative Extension?

No - 8  
Yes - 22  
Total - 30

## Responses to Demographic Questions

What is your gender?

Female - 21  
Male - 8  
Total - 29

In which category is your current age?

18-29 - 2  
30-39 - 5  
40-49 - 6  
50-59 - 8  
60-64 - 2  
65+ - 6  
Total - 29

Which categories best describe our ethnicity and race? Please click ALL that apply.

Hispanic - 0  
Not Hispanic - 1  
American Indian or Alaskan Native - 0  
Asian - 0  
Black or African American - 1  
Native Hawaiian or Other Pacific Islander - 0  
White - 25  
Other - 1 (German American)  
Total 28

