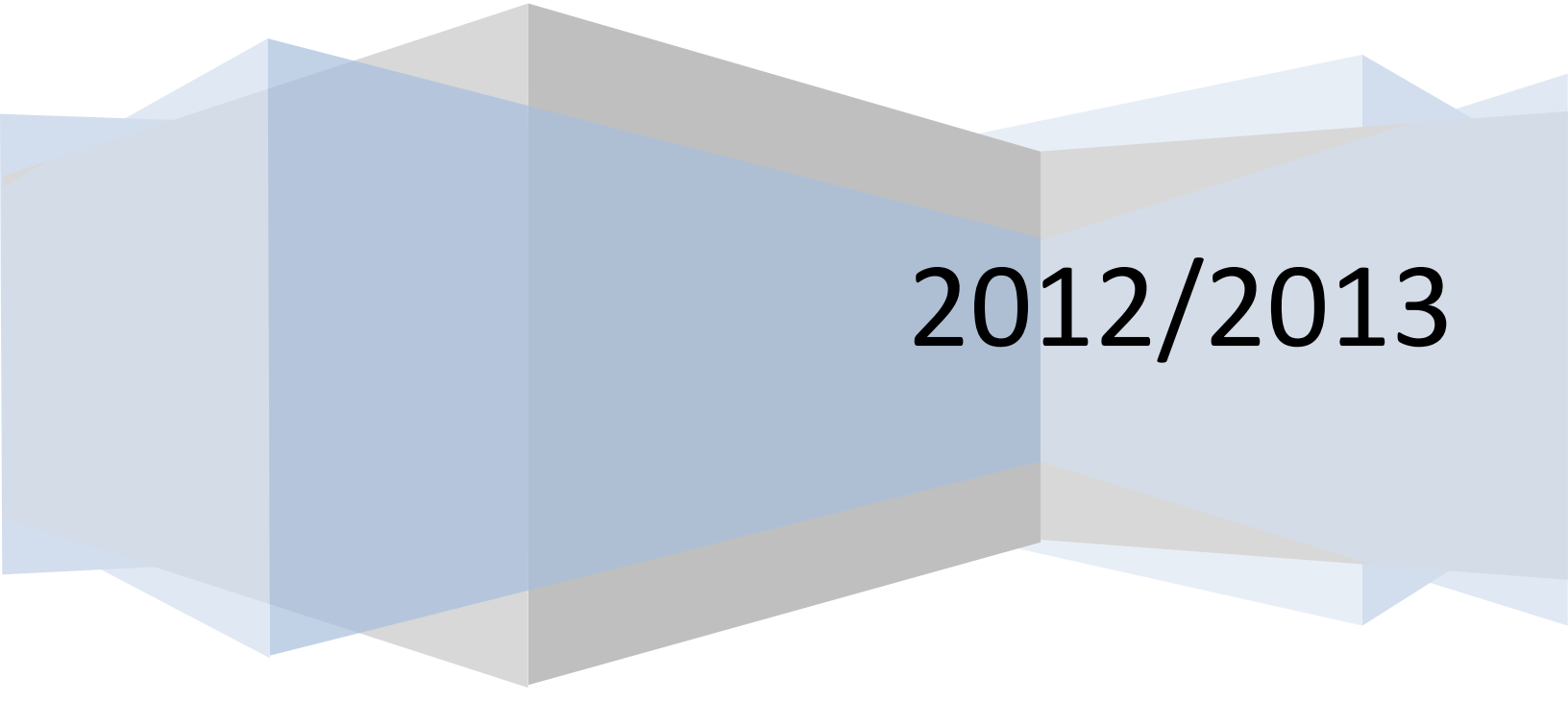
NRCA

Low Income Needs Assessment



2012/2013

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community needs assessment online tool

Supporting the Development of Comprehensive Community Needs Assessments
Prepared on September 28, 2012

Introduction and Overview

This report presents an overview of the current community conditions for the following areas (see map below):

- Floyd County, Virginia
- Giles County, Virginia
- Montgomery County, Virginia
- Pulaski County, Virginia
- Radford City, Virginia

- This report includes information derived from national sources on:

  Population Profile

  - Population Change
  - Age and Gender Demographics
  - Race Demographics
  - Veterans, Age and Gender Demographics
  - Poverty
  - Poverty Rate Change
  - Households in Poverty
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  - Persons Receiving Medicare
  - Uninsured Population

Population Profile

Population Profile: Population Change

Population change within the 5 county report area from 2000-2010 is shown in Table 1. During the ten-year period, U.S. Census population counts for the report area grew by 7.93%, increasing from 165,148 persons in 2000 to 178,237 persons in 2010. The greatest growth occurred in Montgomery County, Virginia, which experienced a 12.87% increase in population, whereas Pulaski County, Virginia, experienced a -0.73% change.

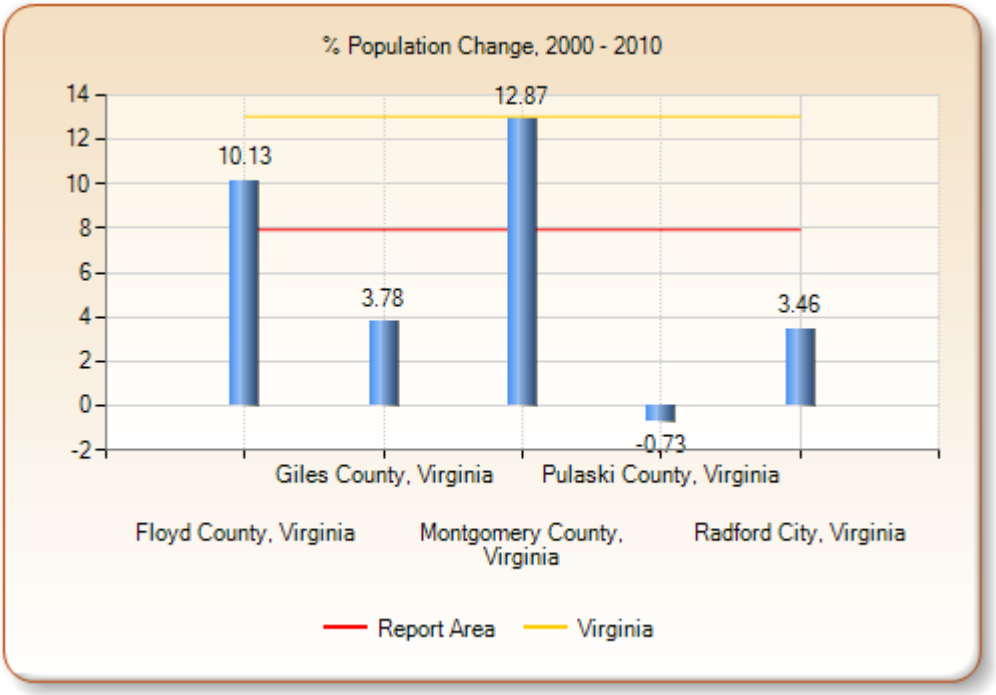


Table 1. Population Change, 2000 - 2010

Geographic Area	Census 2000 Population	Census 2010 Population	Population Change	% Change
Floyd County, Virginia	13,874	15,279	1,405	10.13
Giles County, Virginia	16,657	17,286	629	3.78
Montgomery County, Virginia	83,631	94,392	10,761	12.87
Pulaski County, Virginia	35,127	34,872	-255	-0.73
Radford City, Virginia	15,859	16,408	549	3.46
Report Area	165,148	178,237	13,089	7.93
Virginia	7,079,048	8,001,024	921,976	13.02
United States	281,424,602	312,471,327	31,046,725	11.03

Source: U.S. Census Bureau, Population Division, Census 2010. Release Date: February 2011

Population Profile: Age and Gender Demographics

Population by gender within the 5 county report area is shown in Table 2. According to the 2010 U.S. Census population counts for the report area, the female population made up 49.52% of the report area, while the male population represented 50.48%.

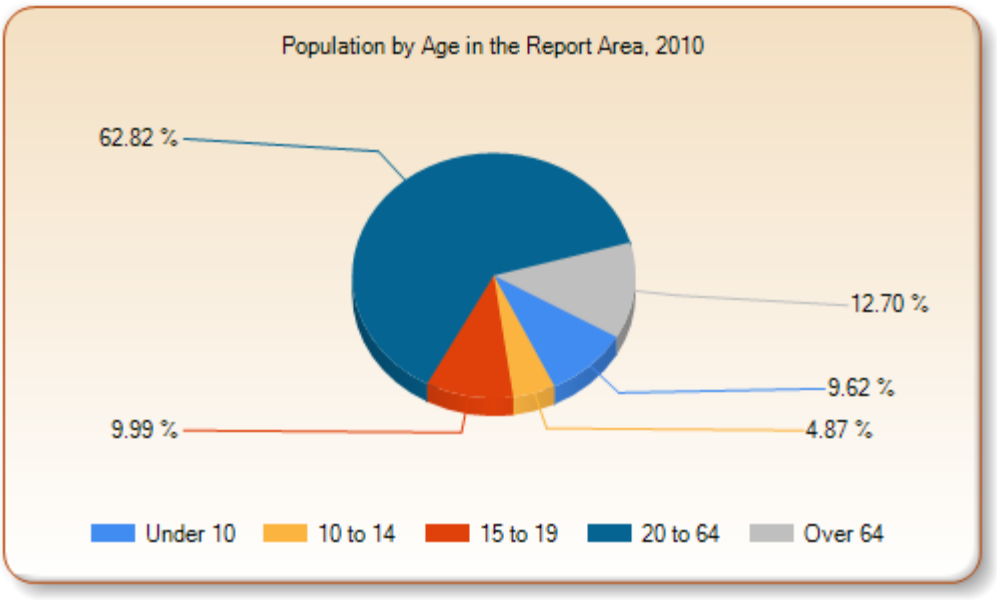


Table 2. Population By Gender, 2010

Geographic Area	0 to 4		5 to 9		10 to 14		15 to 19		20 to 64		65 and Over	
	M	F	M	F	M	F	M	F	M	F	M	F
Floyd County, Virginia	453	391	519	434	474	480	435	430	4,559	4,418	1,227	1,459
Giles County, Virginia	462	453	559	528	569	504	517	523	4,998	5,057	1,368	1,748
Montgomery County, Virginia	2,254	2,138	2,129	2,047	2,054	2,042	5,997	5,277	32,342	28,884	4,047	5,181
Pulaski County, Virginia	860	856	950	888	1,018	952	1,086	956	10,624	10,451	2,701	3,530
Radford City, Virginia	300	298	329	291	302	284	1,095	1,491	5,211	5,425	542	840
Report Area	4,329	4,136	4,486	4,188	4,417	4,262	9,130	8,677	57,734	54,235	9,885	12,758
Virginia	260,107	249,518	260,549	251,300	261,624	249,622	281,502	269,463	2,440,879	2,499,523	421,322	555,615
United States	10,434,600	9,991,518	10,512,866	10,075,795	10,717,151	10,228,614	11,448,519	10,876,083	92,853,980	94,522,219	17,599,381	23,210,601

Source: U.S. Census Bureau, 2010 Census Summary File 1, Release Date August 25, 2011.

Population Profile: Race Demographics

Population by race and gender within the 5 county report area is shown in Table 3. According to U.S. Census population estimates for the report area, white population comprised 90.67% of the report area, black population represented 4.12%, and other races combined were 3.4%. Persons identifying themselves as some other race made up 1.81% of the population.

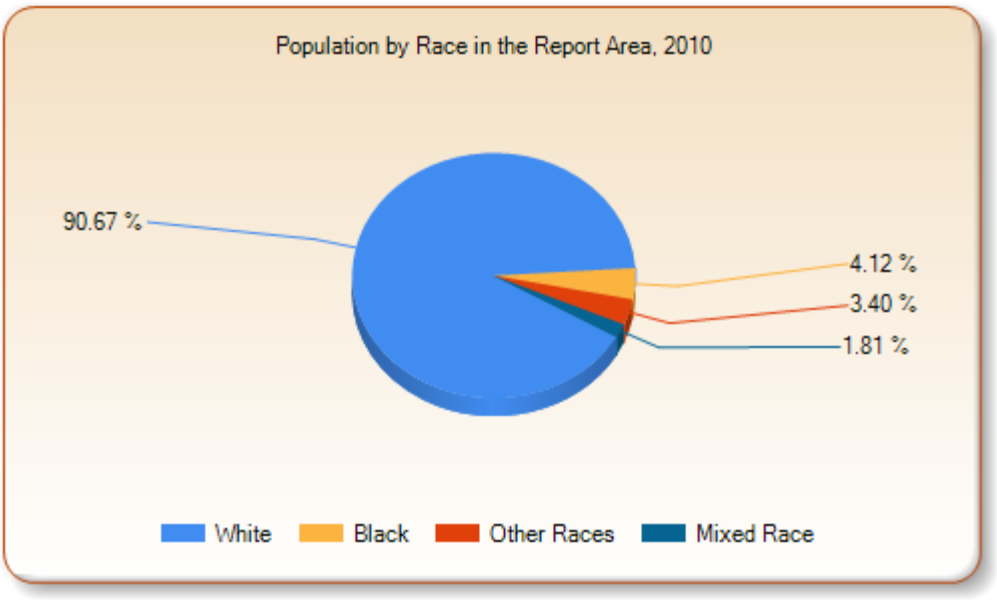


Table 3. Population By Race, 2010

Geographic Area	White		Black		American Indian		Asian		Native Hawaiian / Pacific Islander		Some Other Race	
	M	F	M	F	M	F	M	F	M	F	M	F
Floyd County, Virginia	7,341	7,319	137	143	15	5	11	24	0	1	84	82
Giles County, Virginia	8,175	8,548	136	125	11	10	28	27	0	0	84	80
Montgomery County, Virginia	42,368	40,275	1,982	1,734	116	88	2,850	2,262	18	12	1,067	904
Pulaski County, Virginia	15,889	16,361	905	852	29	35	80	99	5	2	268	231
Radford City, Virginia	6,732	7,541	622	657	20	13	119	137	3	2	199	207
Report Area	80,505	80,044	3,782	3,511	191	151	3,088	2,549	26	17	1,702	1,504
Virginia	2,708,548	2,778,304	740,150	811,249	14,876	14,349	207,680	232,210	2,967	3,013	114,654	118,746
United States	111,492,453	114,885,912	18,795,764	20,595,053	1,473,115	1,478,972	6,974,010	7,707,073	274,228	266,155	4,503,021	4,628,298

Source: U.S. Census Bureau, 2010 Census Summary File 1, Release Date August 25, 2011.

Population Profile: Veterans, Age and Gender Demographics

Table 4 shows the numbers of veterans living in the 5 county report area. In the adult population, the greatest percentage (13.6%) of veterans live in Pulaski County, Virginia, while Radford City, Virginia, has the smallest percentage of Veterans (5.5 percent). 9.0 percent of the adult population in the report area are veterans, which is less than the national average of 10.1 percent.

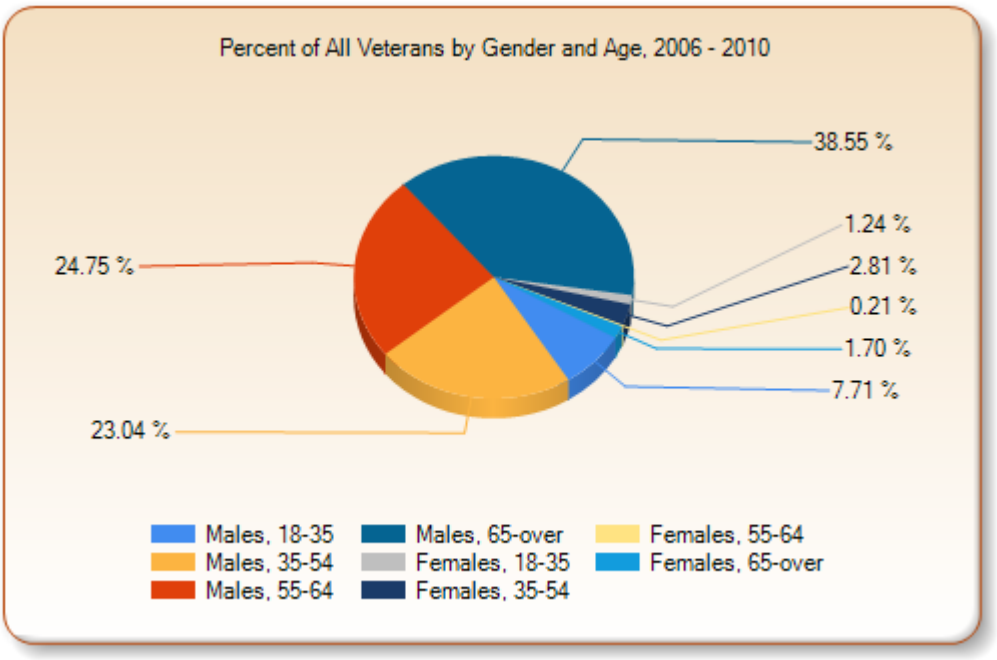


Table 4. Age and Gender Demographics of Veterans, 2006 - 2010

Geographic Area	Veterans			Percent of Population over 18 by Gender		
	Total	Males	Females	Total	Males	Females
Floyd County, Virginia	1,399	1,326	73	12.0	23.3	1.2
Giles County, Virginia	1,609	1,527	82	12.0	23.5	1.2
Montgomery County, Virginia	5,432	5,009	423	7.0	12.4	1.1
Pulaski County, Virginia	3,810	3,629	181	13.6	26.4	1.3
Radford City, Virginia	786	769	17	5.5	11.7	0.2
Report Area	13,036	12,260	776	9.0	16.9	1.1
Virginia	517,703	486,285	31,418	11.6	22.8	1.4
United States	22,894,580	21,324,620	1,569,958	10.1	19.5	1.3

Source: U.S. Census Bureau, American Community Survey, 2010 Data Release, December 2011. The 2010 American Community Survey 5-year data is an average of data collected from 2006 through 2010.

Population Profile: Poverty

2010 poverty estimates show a total of 30,708 persons living below the poverty rate in the report area. In 2010, Radford City, Virginia, had the highest poverty rate (25.6 percent), while Giles County, Virginia, had the lowest poverty rate (13.4 percent).

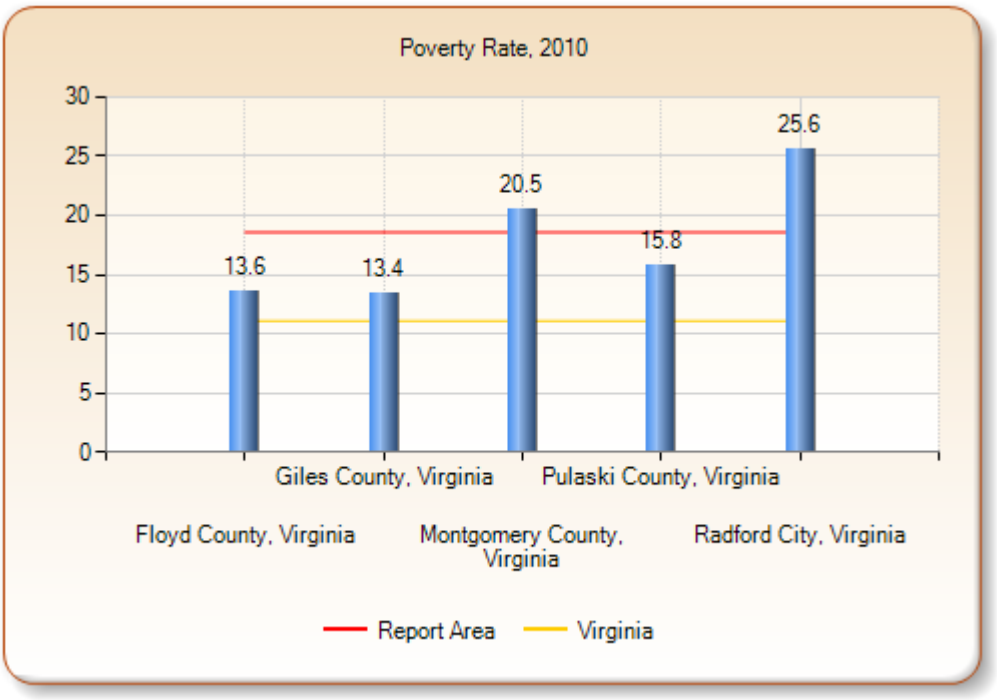


Table 5. Poverty Information, 2010

Geographic Area	All Ages		Age 0-17		Age 5-17	
	Number of Persons	Poverty Rate	Number of Persons	Poverty Rate	Number of Persons	Poverty Rate
Floyd County, Virginia	2,066	13.6	650	19.6	431	17.6
Giles County, Virginia	2,292	13.4	696	18.9	455	16.4
Montgomery County, Virginia	17,470	20.5	2,557	17.2	1,606	15.3
Pulaski County, Virginia	5,355	15.8	1,557	23.4	995	20.1
Radford City, Virginia	3,525	25.6	408	19.3	256	16.9
Report Area	30,708	18.6	5,868	19.2	3,743	16.9
Virginia	865,746	11.1	266,606	14.6	172,606	13.1
United States	46,215,956	15.3	15,749,129	21.6	10,484,513	19.8

Source: U.S. Census Bureau, Small Area Income and Poverty Estimates (SAIPE), 2010.

Population Profile: Poverty Rate Change

Poverty rate change in the 5 county report area from 2000 to 2010 is shown in Table 6. According to the U.S. Census, the poverty rate for the 5 county area increased by 6.5 percent. Radford City, Virginia, experienced the greatest change in poverty, increasing by 8.4% from 2000-2010 and Floyd County, Virginia, experienced the least amount of change, increasing by 3 percent.

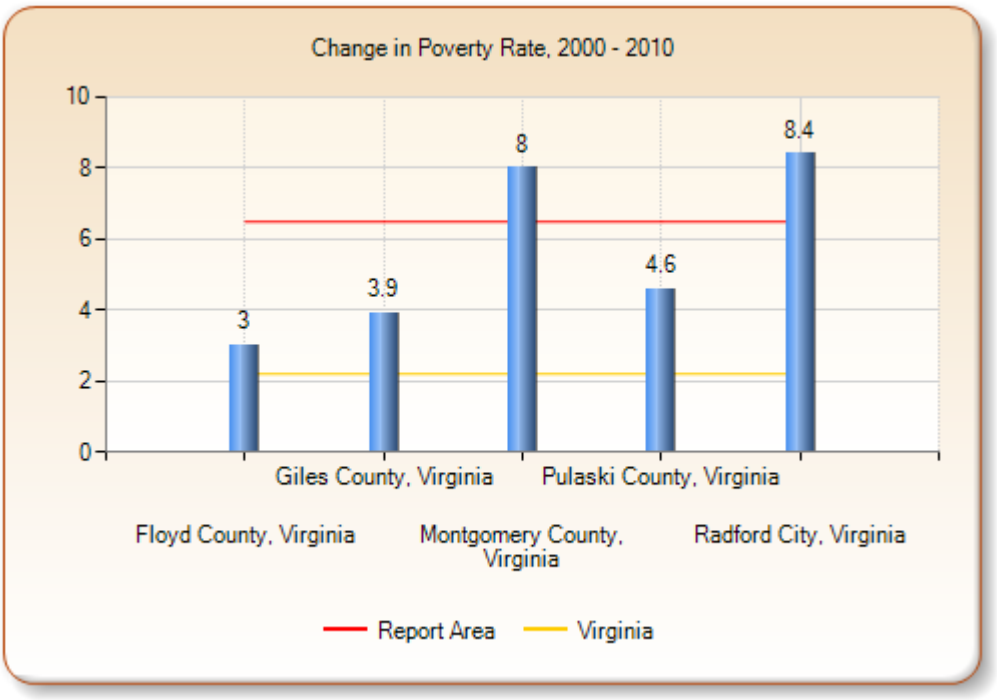


Table 6. Change in Poverty Rate, 2000 - 2010

Geographic Area	Persons in Poverty, 2000	Poverty Rate, 2000	Persons in Poverty, 2010	Poverty Rate, 2010	Change in Poverty Rate, 2000 - 2010
Floyd County, Virginia	1,491	10.6	2,066	13.6	3.0
Giles County, Virginia	1,611	9.5	2,292	13.4	3.9
Montgomery County, Virginia	9,453	12.5	17,470	20.5	8.0
Pulaski County, Virginia	3,813	11.2	5,355	15.8	4.6
Radford City, Virginia	2,217	17.2	3,525	25.6	8.4
Report Area	18,585	12.1	30,708	18.6	6.5
Virginia	620,938	8.9	865,746	11.1	2.2
United States	31,581,086	11.3	46,215,956	15.3	4.0

Source: U.S. Census Bureau, Small Area Income and Poverty Estimates (SAIPE), 2010.

Population Profile: Households in Poverty

Table 7 shows the number and percentage of households in poverty in the 5 county report area. At 14.6 percent, Pulaski County, Virginia, had the lowest percentage of households in poverty while the Radford City, Virginia, had the largest percentage of households in poverty. In 2010, it is estimated that there were 13,460 households, or 19.69 percent, living in poverty within the report area.

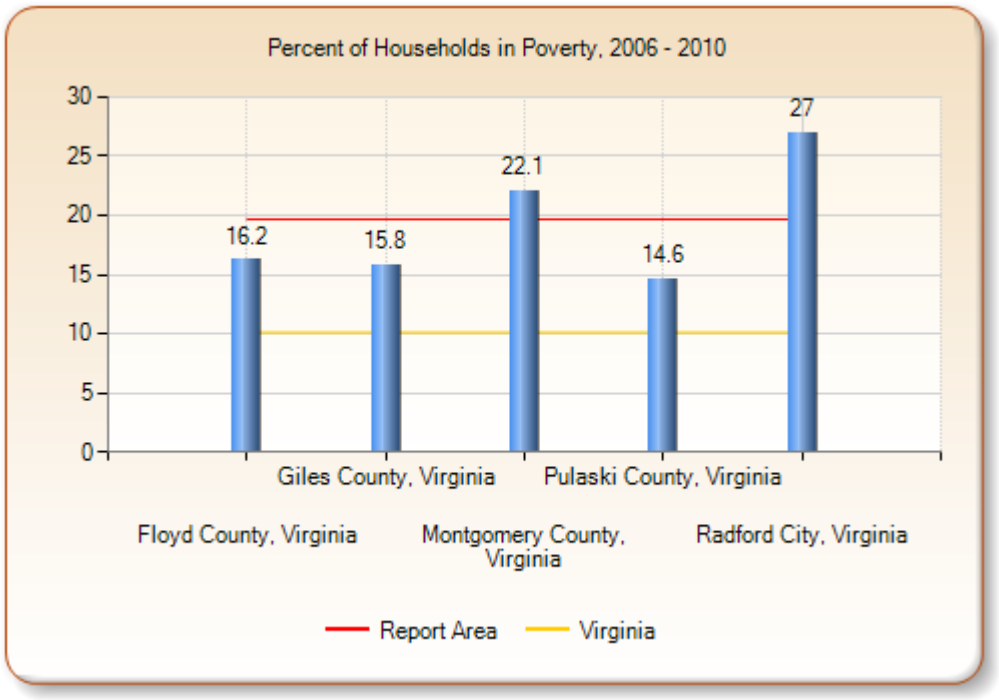


Table 7. Households in Poverty, 2006 - 2010

Geographic Area	Total Households, 2006/2010	Households in Poverty, 2006 2010	% Households in Poverty, 2006 2010
Floyd County, Virginia	6,334	1,029	16.2
Giles County, Virginia	7,100	1,121	15.8
Montgomery County, Virginia	34,369	7,611	22.1
Pulaski County, Virginia	14,898	2,168	14.6
Radford City, Virginia	5,667	1,531	27.0
Report Area	68,368	13,460	19.7
Virginia	2,974,481	299,162	10.1
United States	114,236,000	14,865,322	13.0

Source: U.S. Census Bureau, American Community Survey, 2010 Data Release, December 2012.
The 2010 American Community Survey 5-year data is an average of data collected from 2006 through 2010.

Population Profile: Poverty Rate (ACS)

Table 8 shows the total population estimates for all persons in poverty for the 5 county report area. According to the American Community Survey 5 year estimates, an average of 20.02 percent of all persons lived in a state of poverty during the 2006 - 2010 period. Floyd County, Virginia, had the lowest poverty rate (14.5 percent) while Radford City, Virginia, had the highest poverty rate of 30.8 percent. The poverty rate for all persons living in the 5 county report area is greater than the national average of 13.8 percent.

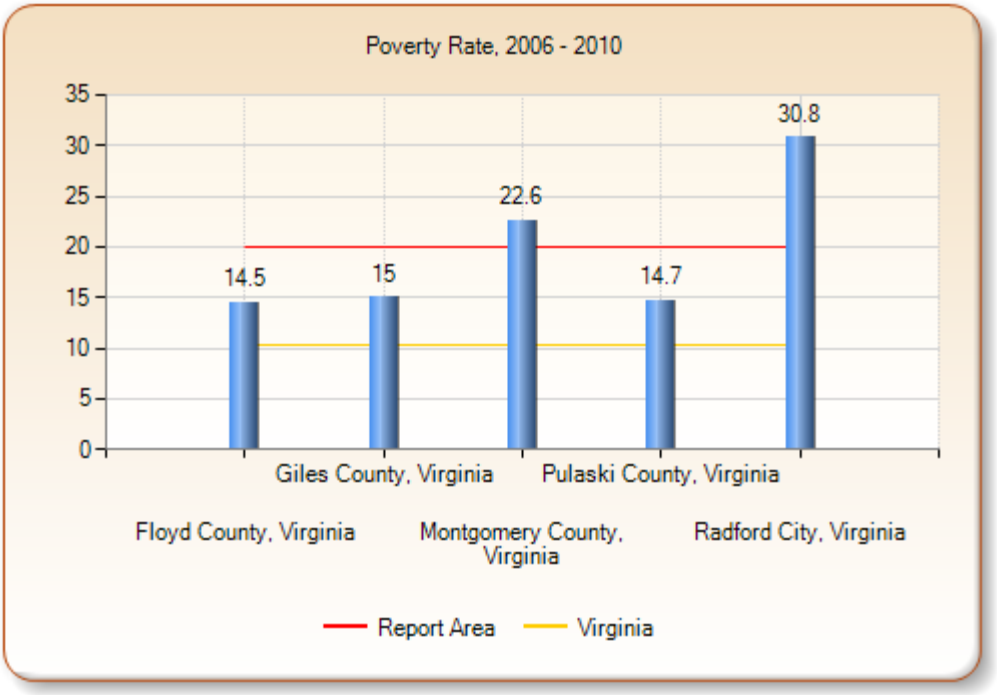


Table 8. Poverty Rate (ACS), 2006 - 2010

Geographic Area	Poverty Rate for All Persons		
	Total Population	In Poverty	Poverty Rate
Floyd County, Virginia	15,000	2,182	14.5
Giles County, Virginia	16,880	2,538	15.0
Montgomery County, Virginia	80,316	18,187	22.6
Pulaski County, Virginia	33,771	4,950	14.7
Radford City, Virginia	12,582	3,877	30.8
Report Area	158,549	31,734	20.0
Virginia	7,595,386	781,516	10.3
United States	296,141,152	40,917,512	13.8

Source: U.S. Census Bureau, American Community Survey, 2010 Data Release, December 2011. The 2010 American Community Survey 5-year data is an average of data collected from 2006 through 2010.

Population Profile: Households in Poverty by Family Type

Table 9 shows the number of households in poverty by type in the 5 county report area. At 72 households, Radford City, Virginia, had the lowest number of female-headed households in poverty while Montgomery County, Virginia, had the largest number of female-headed households in poverty. The U.S. Census Bureau estimates that there were 4,105 households living in poverty within the report area.

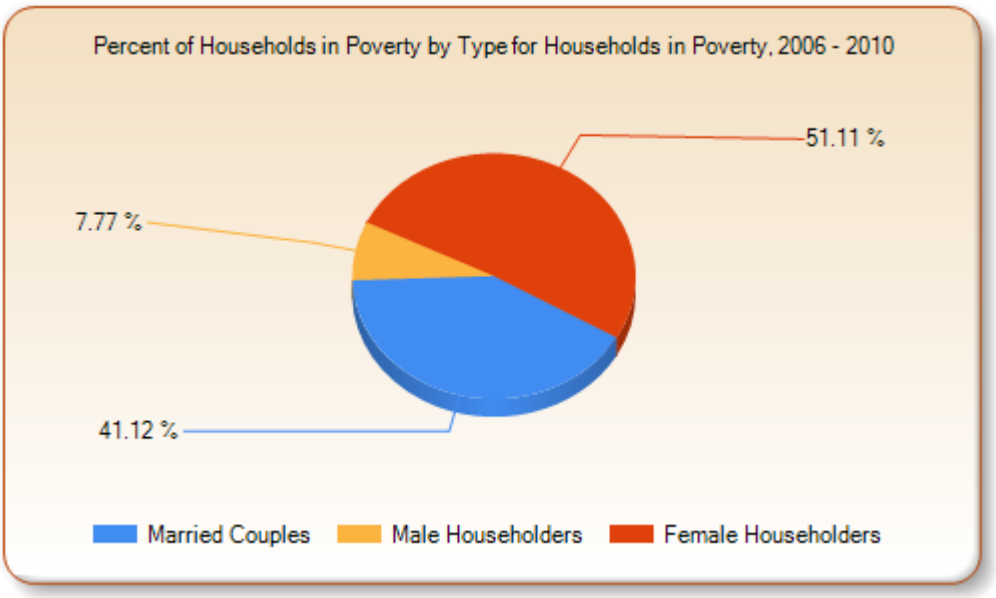


Table 9. Households in Poverty by Family Type, 2006 - 2010

Geographic Area	Total Households, 2006-2010	Households in Poverty			
		Total	Married Couples	Male Householder	Female Householder
Floyd County, Virginia	4,332	503	213	32	258
Giles County, Virginia	4,936	557	262	7	288
Montgomery County, Virginia	19,276	1,703	593	142	968
Pulaski County, Virginia	9,996	1,157	543	102	512
Radford City, Virginia	2,485	185	77	36	72
Report Area	41,025	4,105	1,688	319	2,098
Virginia	2,000,061	143,815	48,424	12,796	82,595
United States	76,254,320	7,685,345	2,773,694	760,085	4,151,566

Source: U.S. Census Bureau, American Community Survey, 2010 Data Release, December 2012. The 2010 American Community Survey 5-year data is an average of data collected from 2006 through 2010.
Note: The poverty rate for Household type is based on the total number of households for that household type.

Population Profile: Household Poverty Rate by Family Type

Table 10 shows percentage of households in poverty by household type in the 5 county report area. At 11.63 percent, Radford City, Virginia, had the lowest percentage of female-headed households in poverty while the Floyd County, Virginia, had the largest percentage of female-headed households in poverty. In 2010, it is estimated that 10.01 percent of all households were living in poverty within the report area, compared to the national average of 10.08 percent. Of the households in poverty, female headed households represented 51.11 percent of all households in poverty, compared to 7.77 and 41.12 percent of households headed by males and married couples, respectively.

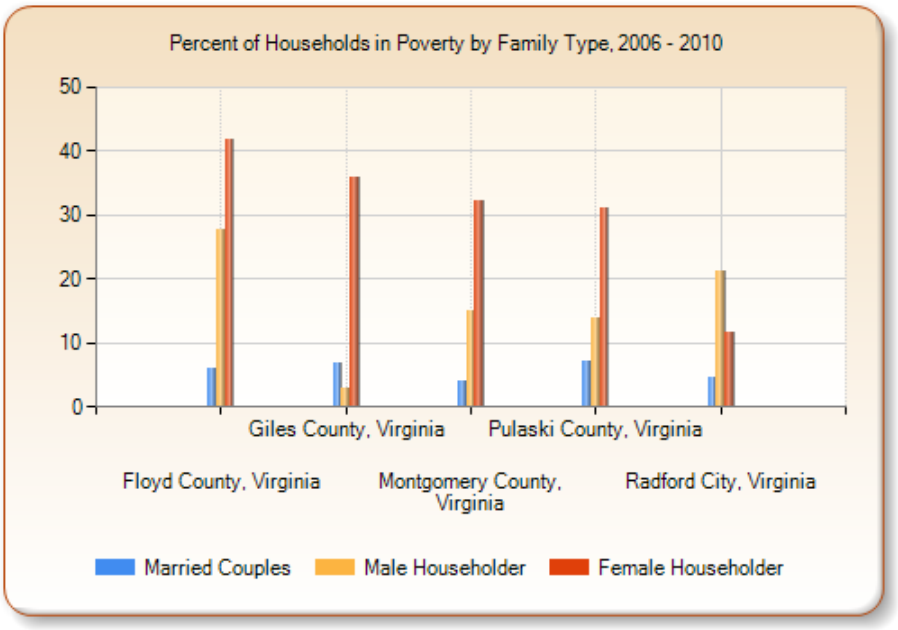


Table 10. Household Poverty Rate by Family Type, 2006 - 2010

Geographic Area	All Types	Married Couples	Male Householder	Female Householder
Floyd County, Virginia	11.61	5.92	27.59	41.88
Giles County, Virginia	11.28	6.75	2.77	35.96
Montgomery County, Virginia	8.83	3.87	15.01	32.29
Pulaski County, Virginia	11.57	7.13	13.99	31.09
Radford City, Virginia	7.44	4.54	21.30	11.63
Report Area	10.01	5.25	14.41	31.40
Virginia	7.19	3.19	10.45	23.09
United States	10.08	4.90	14.58	28.86

Source: U.S. Census Bureau, American Community Survey, 2010 Data Release, December 2011. The 2010 American Community Survey 5-year data is an average of data collected from 2006 through 2010.
Note: The poverty rate for Household type is based on the total number of households for that household type.

Population Profile: Child (0-17) Poverty Rate Change

The poverty rate change for all children in the 5 county report area from 2000 to 2010 is shown in Table 11. According to the U.S. Census, the poverty rate for the 5 county area increased by 5.2%, compared to a national increase of 5.4 percent. Pulaski County, Virginia, experienced the greatest change in poverty, increasing by 6.9% from 2000-2010 and Montgomery County, Virginia, experienced the least amount of change, increasing by 4.3 percent.

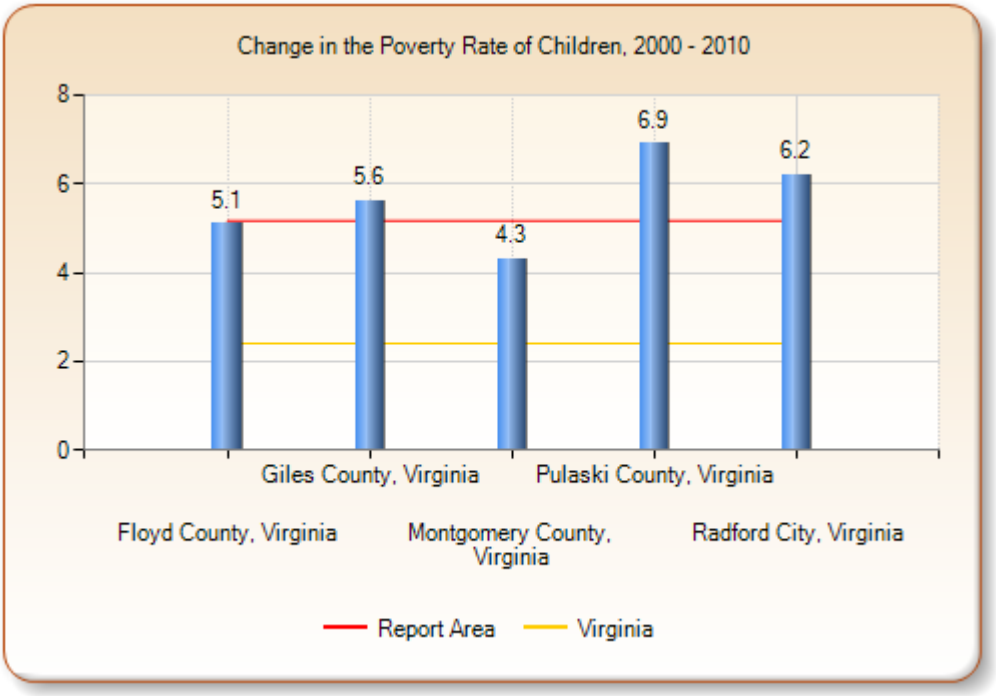


Table 11. Change in Childhood (0-17) Poverty Rate, 2000 - 2010

Geographic Area	Children in Poverty, 2000	Poverty Rate, 2000	Children in Poverty, 2010	Poverty Rate, 2010	Change in Poverty Rate, 2000 - 2010
Floyd County, Virginia	442	14.5	650	19.6	5.1
Giles County, Virginia	492	13.3	696	18.9	5.6
Montgomery County, Virginia	1,802	12.9	2,557	17.2	4.3
Pulaski County, Virginia	1,182	16.5	1,557	23.4	6.9
Radford City, Virginia	255	13.1	408	19.3	6.2
Report Area	4,173	14.0	5,868	19.2	5.2
Virginia	211,862	12.2	266,606	14.6	2.4
United States	11,587,118	16.2	15,749,129	21.6	5.4

Source: U.S. Census Bureau, Small Area Income and Poverty Estimates (SAIPE), 2010.

Population Profile: Child (0-4) Poverty Rate Change

The poverty rate change for children under five years of age in the 5 county report area from 2000 to 2010 is shown in Table 12. According to the U.S. Census, the poverty rate for the 5 county area increased by 7.5%, compared to a national increase of 6.0 percent. Pulaski County, Virginia, experienced the greatest change in poverty, increasing by 11% from 2000 - 2010 and Montgomery County, Virginia, experienced the least amount of change, increasing by 5.9 percent.

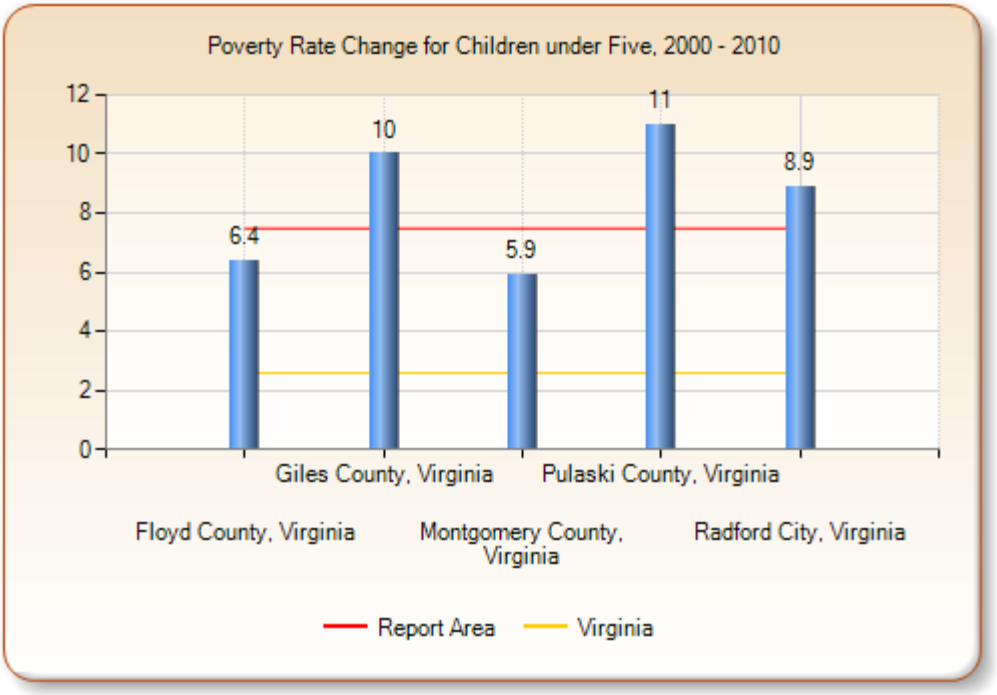


Table 12. Poverty Rate Change for Children (under 5), 2000 - 2010

Geographic Area	Children 0-4 in Poverty, 2000	Poverty Rate, 2000	Children 0-4 in Poverty, 2010	Poverty Rate, 2010	Change in Poverty Rate, 2000 - 2010
Floyd County, Virginia	147	18.9	219	25.2	6.4
Giles County, Virginia	175	16.5	241	26.5	10.0
Montgomery County, Virginia	643	15.8	951	21.8	5.9
Pulaski County, Virginia	437	22.0	562	33.0	11.0
Radford City, Virginia	99	16.5	152	25.4	8.9
Report Area	1,501	17.7	2,125	25.2	7.5
Virginia	75,967	15.9	94,000	18.5	2.6
United States	4,050,543	20.3	5,264,616	26.4	6.0

Source: U.S. Census Bureau, Small Area Income and Poverty Estimates (SAIPE), 2010.

Population Profile: Child (5-17) Poverty Rate Change

The poverty rate change for children ages five to seventeen in the 5 county report area from 2000 to 2010 is shown in Table 13. According to the U.S. Census, the poverty rate for the 5 county area increased by 4.3%, compared to a statewide increase of 1.7%. Pulaski County, Virginia, experienced the greatest change in poverty, increasing by 5.7% from 2000-2010 and Montgomery County, Virginia, experienced the least amount of change, increasing by 3.6%.

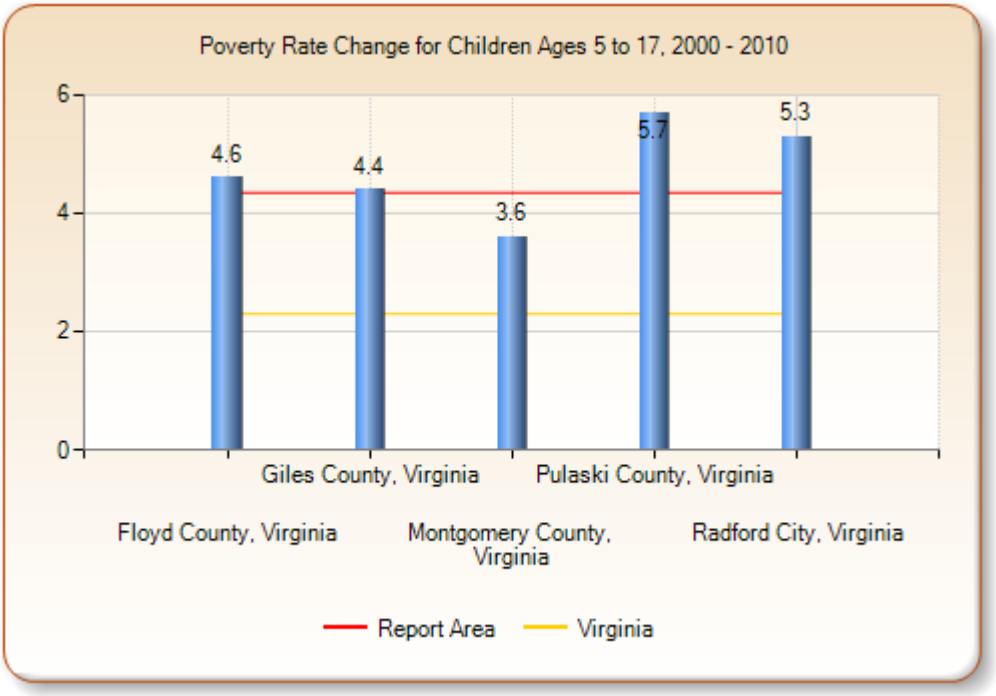


Table 13. Poverty Rate Change for Children Ages (5 -17), 2000 - 2010

Geographic Area	Children 5-17 in Poverty, 2000	Poverty Rate, 2000	Children 5-17 in Poverty, 2010	Poverty Rate, 2010	Change in Poverty Rate, 2000 - 2010
Floyd County, Virginia	295	13.0	431	17.6	4.6
Giles County, Virginia	317	12.0	455	16.4	4.4
Montgomery County, Virginia	1,159	11.7	1,606	15.3	3.6
Pulaski County, Virginia	745	14.4	995	20.1	5.7
Radford City, Virginia	156	11.6	256	16.9	5.3
Report Area	2,672	12.5	3,743	16.9	4.3
Virginia	135,895	10.8	172,606	13.1	2.3
United States	7,536,575	14.6	10,484,513	19.8	5.2

Source: U.S. Census Bureau, Small Area Income and Poverty Estimates (SAIPE), 2010.

Population Profile: Child (0-17) Poverty Rate (ACS)

Table 14 shows the population and poverty estimates for children in the 5 county report area. According to the American Community Survey 5 year data, an average of 17.27 percent of children lived in a state of poverty during the 2010 calendar year. Montgomery County, Virginia, had the lowest poverty rate (15.2 percent) while Floyd County, Virginia, had the highest child poverty rate of 21.9 percent. The poverty rate for children living in the 5 county report area is less than the national average of 19.2 percent.

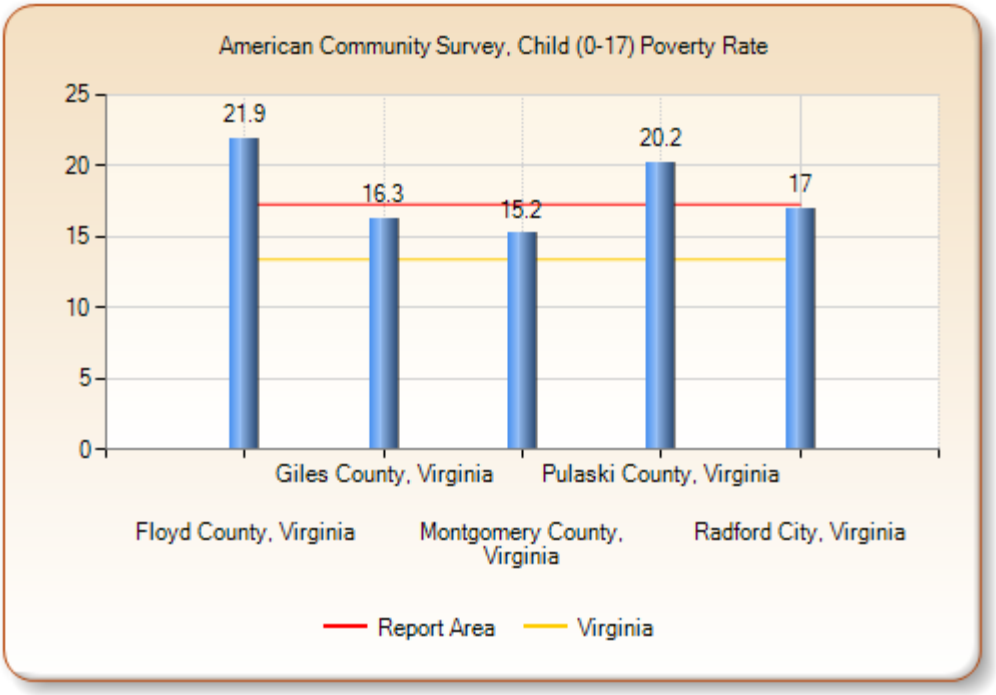


Table 14. American Community Survey, Child (0-17) Poverty Rate

Geographic Area	Children, Ages 0 - 17 years		
	Total Population	In Poverty	Poverty Rate
Floyd County, Virginia	3,303	722	21.9
Giles County, Virginia	3,698	603	16.3
Montgomery County, Virginia	14,606	2,217	15.2
Pulaski County, Virginia	6,740	1,360	20.2
Radford City, Virginia	2,036	346	17.0
Report Area	30,383	5,248	17.3
Virginia	1,812,453	243,239	13.4
United States	72,850,296	13,980,497	19.2

Source: U.S. Census Bureau, American Community Survey, 2010 Data Release, December 2011.
The 2010 American Community Survey 5-year data is an average of data collected from 2006 through 2010.

Population Profile: Child (0-4) Poverty Rate (ACS)

Table 15 shows the population and poverty estimates for children under five years of age for the 5 county report area. According to the American Community Survey 5 Year data, an average of 19.62 percent of children under five years of age lived in a state of poverty during the 2010 calendar year. Floyd County, Virginia, had the lowest poverty rate (7.9 percent) while Pulaski County, Virginia, had the highest poverty rate for children under five years of age of 28.3 percent. The poverty rate for children under five years of age living in the 5 county report area is less than the national average of 22.3 percent.

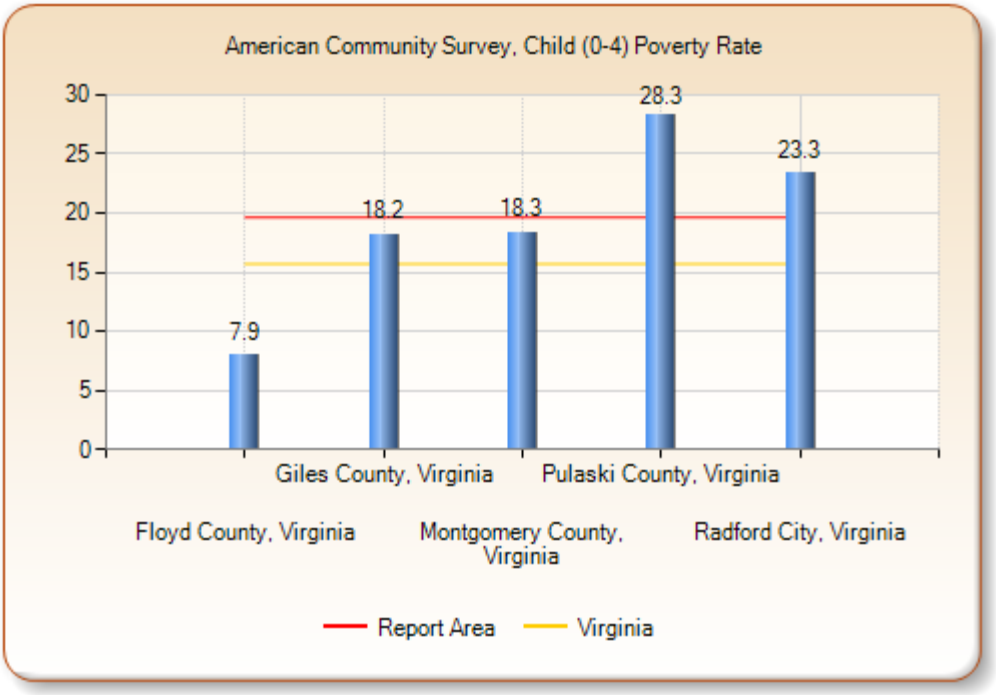


Table 15. Child (0-4) Poverty Rate

Geographic Area	Children, Ages 0 - 4 years		
	Total Population	In Poverty	Poverty Rate
Floyd County, Virginia	848	67	7.9
Giles County, Virginia	930	169	18.2
Montgomery County, Virginia	4,230	776	18.3
Pulaski County, Virginia	1,685	477	28.3
Radford City, Virginia	544	127	23.3
Report Area	8,237	1,616	19.6
Virginia	497,940	78,253	15.7
United States	19,822,550	4,418,983	22.3

Source: U.S. Census Bureau, American Community Survey, 2010 Data Release, December 2011.
The 2010 American Community Survey 5-year data is an average of data collected from 2006 through 2010.

Population Profile: Child (5-17) Poverty Rate (ACS)

Table 16 shows the population and poverty estimates for children aged five to seventeen for the 5 county report area. According to the American Community Survey 5 year data, an average of 16.40 percent of children aged five to seventeen lived in a state of poverty during the 2010 calendar year. Montgomery County, Virginia, had the lowest poverty rate (21.4 percent) while Floyd County, Virginia, had the highest poverty rate of 29.4 percent for children aged five to seventeen. The poverty rate for children age five to seventeen living in the 5 county report area is less than the national average of 26.4 percent.

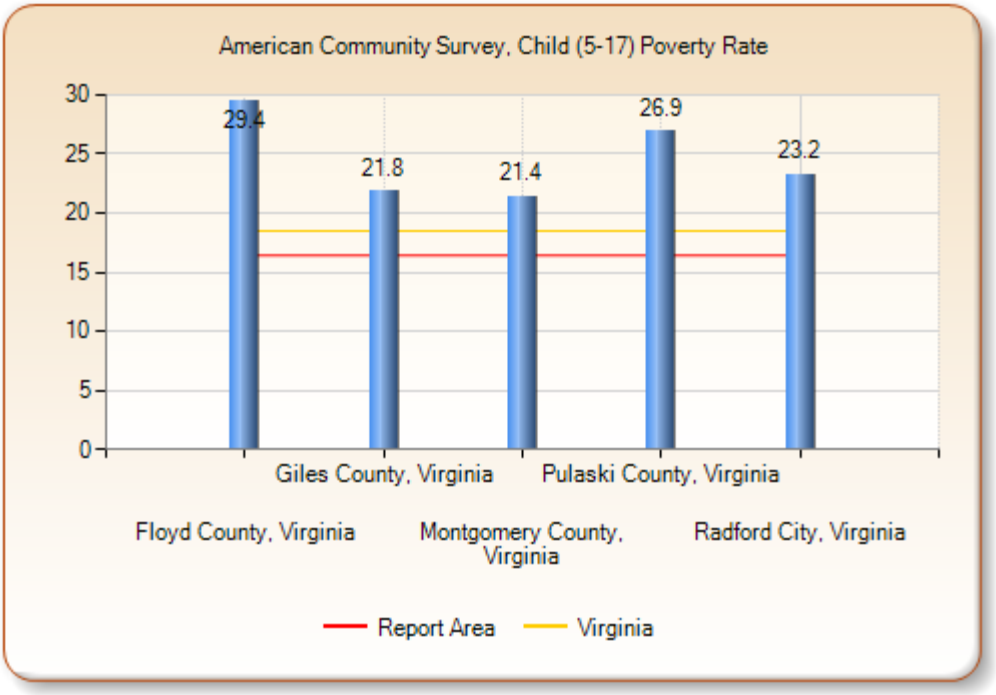


Table 16. Child (5-17) Poverty Rate

Geographic Area	Children, Ages 5 - 17 years		
	Total Population	In Poverty	Poverty Rate
Floyd County, Virginia	2,455	655	29.4
Giles County, Virginia	2,768	434	21.8
Montgomery County, Virginia	10,376	1,441	21.4
Pulaski County, Virginia	5,055	883	26.9
Radford City, Virginia	1,492	219	23.2
Report Area	22,146	3,632	16.4
Virginia	1,314,513	164,986	18.5
United States	53,027,752	9,561,514	26.4

Source: U.S. Census Bureau, American Community Survey, 2010 Data Release, December 2011.
The 2010 American Community Survey 5-year data is an average of data collected from 2006 through 2010.

Population Profile: Seniors in Poverty

Poverty rates for seniors (persons age 65 and over) are shown in Table 17. At 5.8 percent, Montgomery County, Virginia, had the lowest percentage of seniors in poverty while Giles County, Virginia, had the highest percentage of seniors in poverty. According to American Community Survey estimates, there were 1,976 seniors, or 9 percent, living in poverty within the report area.

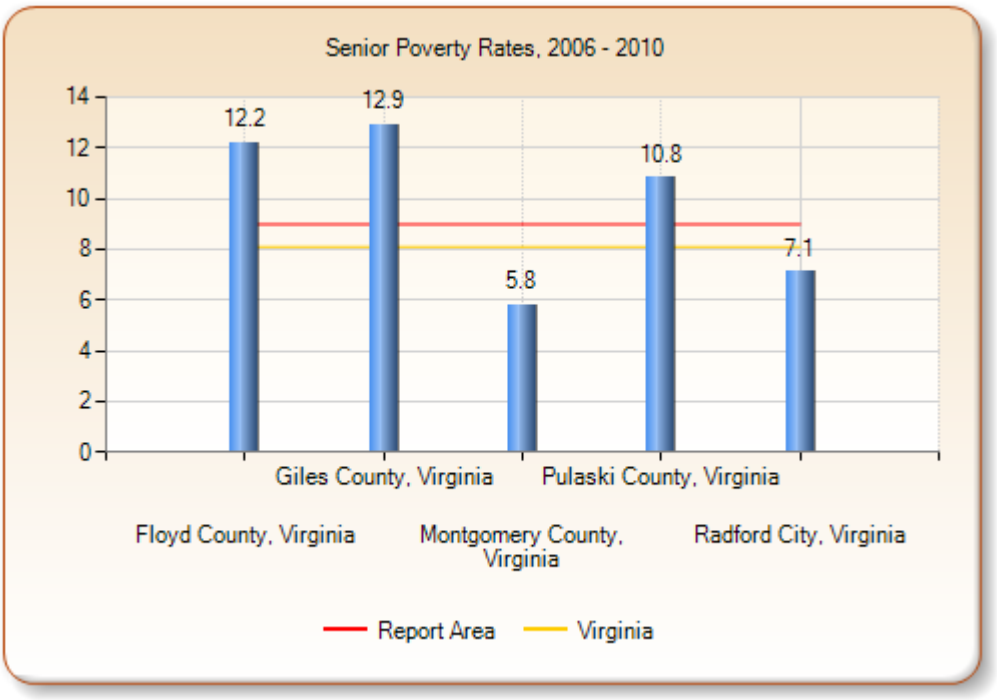


Table 17. Seniors in Poverty, 2006 - 2010

Geographic Area	Seniors	Seniors in Poverty	Senior Poverty Rate
Floyd County, Virginia	2,605	319	12.2
Giles County, Virginia	2,815	363	12.9
Montgomery County, Virginia	8,763	509	5.8
Pulaski County, Virginia	6,330	682	10.8
Radford City, Virginia	1,460	103	7.1
Report Area	21,973	1,976	9.0
Virginia	941,882	76,058	8.1
United States	38,221,316	3,554,291	9.3

Source: U.S. Census Bureau, American Community Survey, 2010 Data Release, December 2011. The 2010 American Community Survey 5-year data is an average of data collected from 2006 through 2010.

Employment

Employment: Current Unemployment

Labor force, employment, and unemployment data for each county in the 5 county report area is provided in Table 18. According to the U.S. Department of Labor in July, unemployment in the report area varies from 6.2 percent in Floyd County, Virginia to 8.8 percent in Radford City, Virginia. Overall, the report area experienced an average 7.1 percent unemployment rate in July 2012.

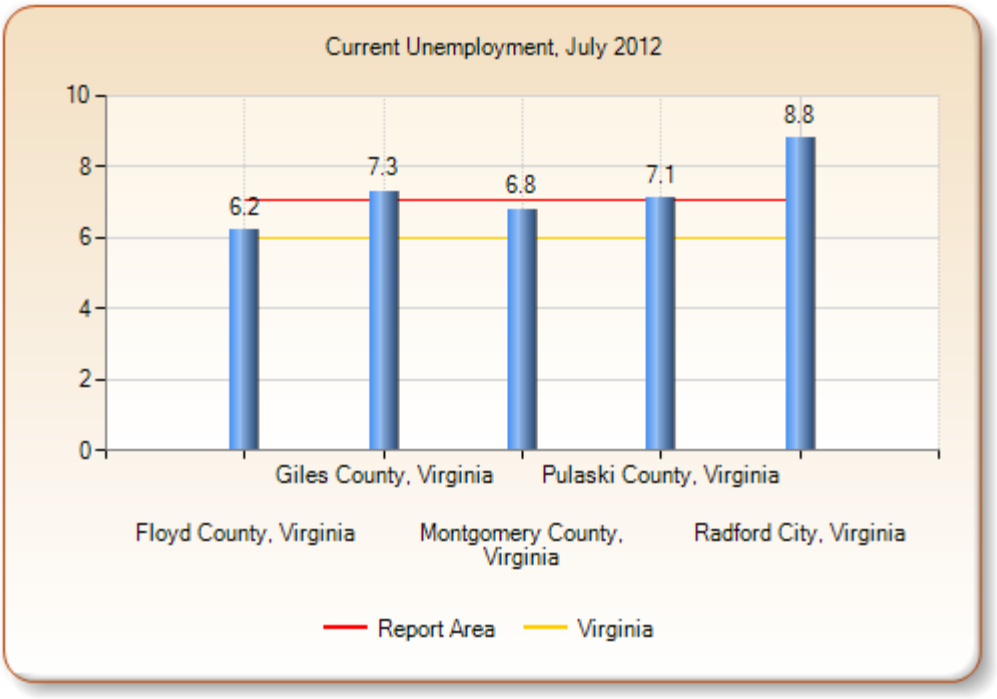


Table 18. Employment/Unemployment Information, July 2012

Geographic Area	Labor Force	Employment	Unemployment	Unemployment Rate
Floyd County, Virginia	7,829	7,346	483	6.2
Giles County, Virginia	8,721	8,083	638	7.3
Montgomery County, Virginia	50,473	47,023	3,450	6.8
Pulaski County, Virginia	18,555	17,235	1,320	7.1
Radford City, Virginia	8,599	7,842	757	8.8
Report Area	94,177	87,529	6,648	7.1
Virginia	4,383,653	4,119,372	264,281	6.0
United States	157,805,308	144,215,819	13,589,489	8.6

Source: U.S. Department of Labor, Bureau of Labor Statistics, Local Area Unemployment Statistics, September 10, 2012.

Employment: Unemployment Change

Unemployment change within the 5 county report area during the 1-year period from July 2011 to July 2012 is shown in the chart below. According to the U.S. Department of Labor, unemployment for this one year period grew from 6,109 persons to 6,648 persons, a rate change of 0 percent. The greatest change in the unemployment rate occurred in 0.1, with a rate increase of 0.1 while the smallest change was in Radford City, Virginia, with a rate decrease of 0.6 percent.

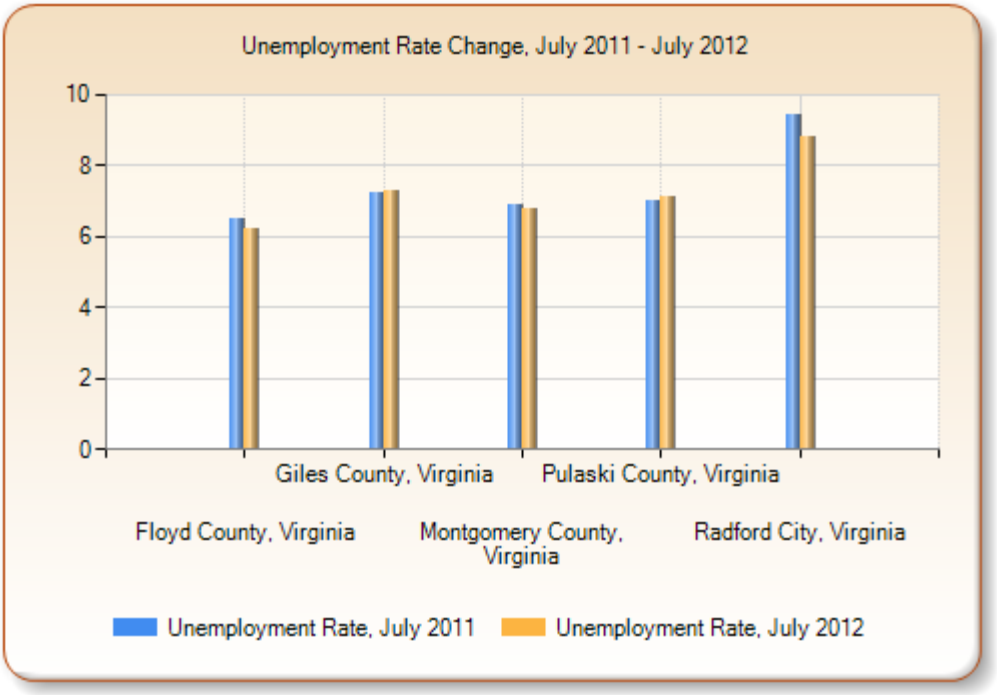


Table 19. Change in Unemployment, July 2011 - July 2012

Geographic Area	Unemployment, July 2011	Unemployment, July 2012	Unemployment Rate, July 2011	Unemployment Rate, July 2012
Floyd County, Virginia	495	483	6.5	6.2
Giles County, Virginia	583	638	7.2	7.3
Montgomery County, Virginia	3,094	3,450	6.9	6.8
Pulaski County, Virginia	1,199	1,320	7.0	7.1
Radford City, Virginia	738	757	9.4	8.8
Report Area	6,109	6,648	7.1	7.1
Virginia	263,786	264,281	6.2	6.0
United States	14,635,477	13,589,489	9.4	8.6

Source: U.S. Department of Labor, Bureau of Labor Statistics, Local Area Unemployment Statistics, September 10, 2012.

Employment: Household Income

Median annual household incomes in the 5 county report area are shown in Table 20. According to the U.S. Census, Median Annual Household Incomes ranged from a low of $34,009 in Radford City, Virginia to a high of $44,188 in Floyd County, Virginia in 2012.

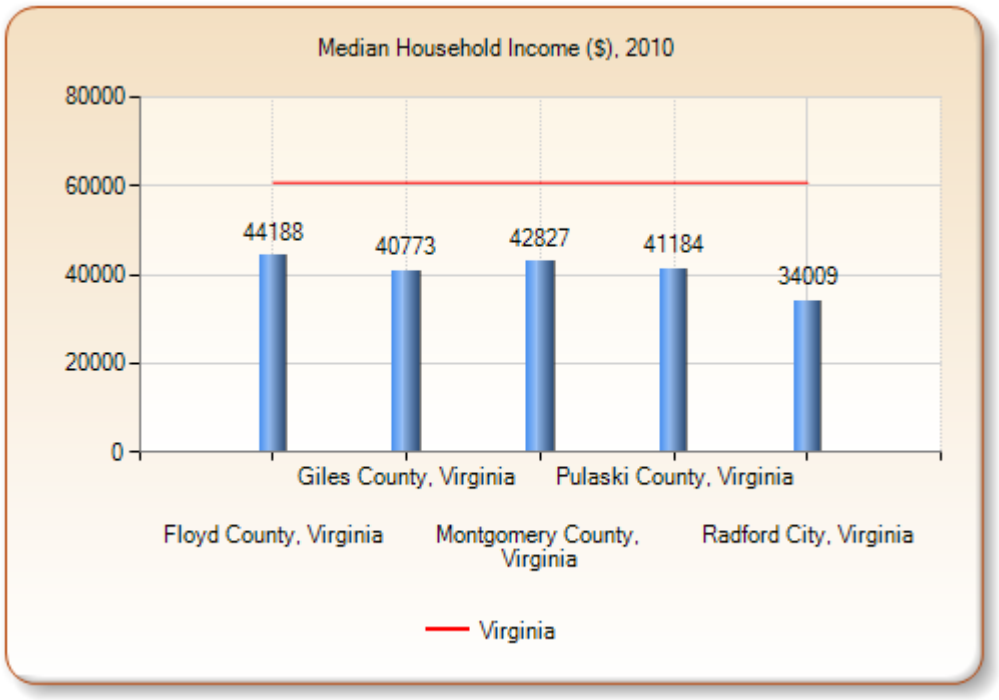


Table 20. Median Annual Household Income, 2010

Geographic Area	Median Household Income ($)
Floyd County, Virginia	44,188
Giles County, Virginia	40,773
Montgomery County, Virginia	42,827
Pulaski County, Virginia	41,184
Radford City, Virginia	34,009
Virginia	60,665

Source: U.S. Census Bureau, Small Area Income and Poverty Estimates (SAIPE), 2012.

Employment: Commuter Travel Patterns

Table 21 shows the mode of transportation workers used to travel to work for the 5 county report area. Of the 78,684 workers in the report area, 88.34 percent, or 69,511 workers used private automobiles to travel to work. Of these, 77.02 percent drove to work alone while 11.33 percent carpooled. 2.04 percent of all workers reported that they used some form of public transportation, while 5.19 percent (or 4,082 workers) used some other means including walking, bicycles, and taxicabs to travel to work.

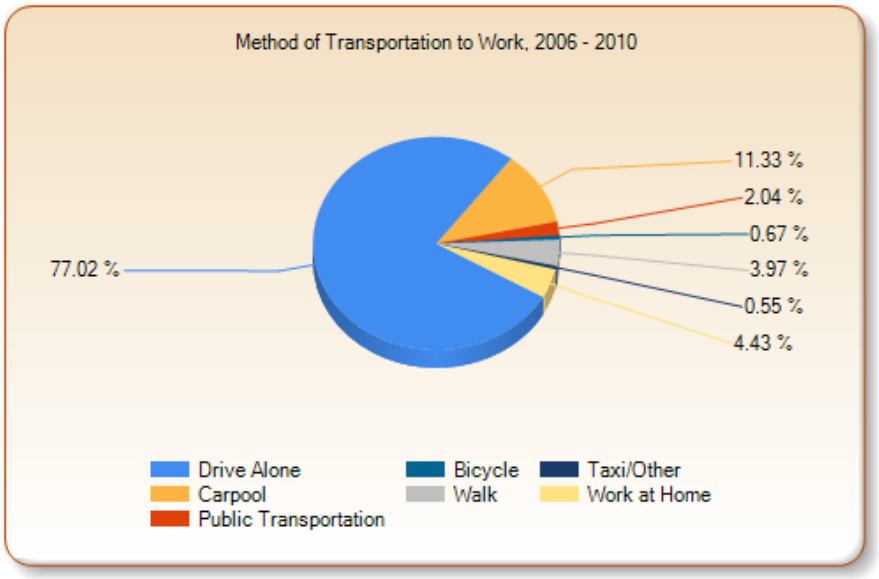


Table 21. Method of Transportation to Work, 2006 - 2010

Geographic Area	Workers 16 and Up	Method of Transportation to Work (Percent)						
		Drive Alone	Carpool	Public Transportation	Bicycle	Walk	Taxi/Other	Work at Home
Floyd County, Virginia	3,953	67.1	15.6	0.6	0.0	6.1	0.6	9.9
Giles County, Virginia	5,971	86.2	9.0	0.0	0.1	1.3	0.2	3.2
Montgomery County, Virginia	47,577	75.1	11.2	3.1	1.0	4.2	0.4	4.9
Pulaski County, Virginia	14,141	83.1	12.0	0.1	0.1	0.9	1.2	2.6
Radford City, Virginia	7,042	75.3	10.2	1.2	0.5	9.6	0.4	2.8
Report Area	78,684	77.0	11.3	2.0	0.7	4.0	0.6	4.4
Virginia	3,771,497	78.5	10.5	3.0	0.3	2.4	1.0	4.3
United States	140,243,936	76.0	10.4	4.9	0.5	2.8	1.2	4.1

Source: U.S. Census Bureau, American Community Survey, 2010 Data Release, December 2011.
The 2010 American Community Survey 5-year data is an average of data collected from 2006 through 2010.

Employment: Travel Time to Work

Travel times for workers who travel (do not work at home) to work is shown in Table 22 for the 5 county report area. Radford City, Virginia, had the shortest median commute time of 21 minutes while Floyd County, Virginia, had the longest commute time at 26 minutes. The median commute time for the report area of 28 minutes is shorter than the national median commute time of 29 minutes.

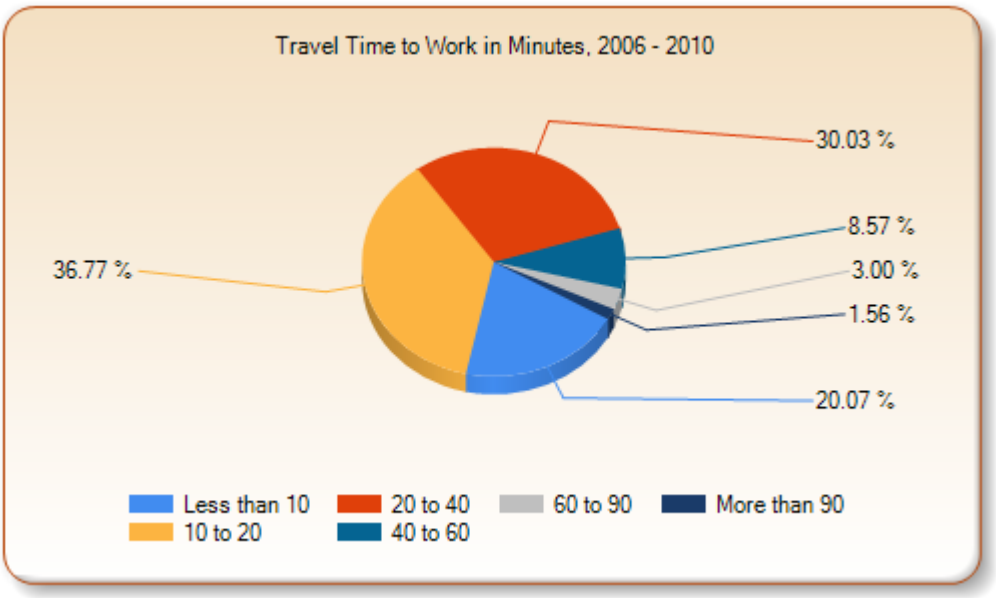


Table 22. Travel Time to Work, 2006 - 2010

Geographic Area	Workers 16 and Up	Travel Time to Work in minutes (Percent of Workers)						Median Commute Time (mins)
		Less than 10	10 to 20	20 to 40	40 to 60	60 to 90	More than 90	
Floyd County, Virginia	3,561	25.2	25.6	30.6	11.9	3.7	2.9	26
Giles County, Virginia	5,782	21.4	31.3	29.7	9.5	4.8	3.3	26
Montgomery County, Virginia	45,231	19.7	39.0	29.1	8.0	2.9	1.2	23
Pulaski County, Virginia	13,779	15.7	34.4	36.1	9.1	2.8	1.8	25
Radford City, Virginia	6,848	27.0	37.3	24.1	8.5	2.2	0.9	21
Report Area	75,201	20.1	36.8	30.0	8.6	3.0	1.6	28
Virginia	3,608,709	11.6	28.9	38.0	12.2	6.4	2.9	30
United States	134,459,693	14.1	30.0	14.1	36.8	5.6	2.5	29

Source: U.S. Census Bureau, American Community Survey, 2010 Data Release, December 2011. The 2010 American Community Survey 5-year data is an average of data collected from 2006 through 2010.

Employment: Thirteen Month Unemployment Rates

Unemployment change within the 5 county report area from July 2011 to July 2012 is shown in the chart below. According to the U.S. Department of Labor, unemployment for this thirteen month period fell from 7.1 percent to 7.1 percent. The greatest increase in the unemployment rate occurred in Montgomery County, Virginia, with a rate decrease of 0 while the greatest drop was in Radford City, Virginia, with a rate decrease of -0.6 percent.

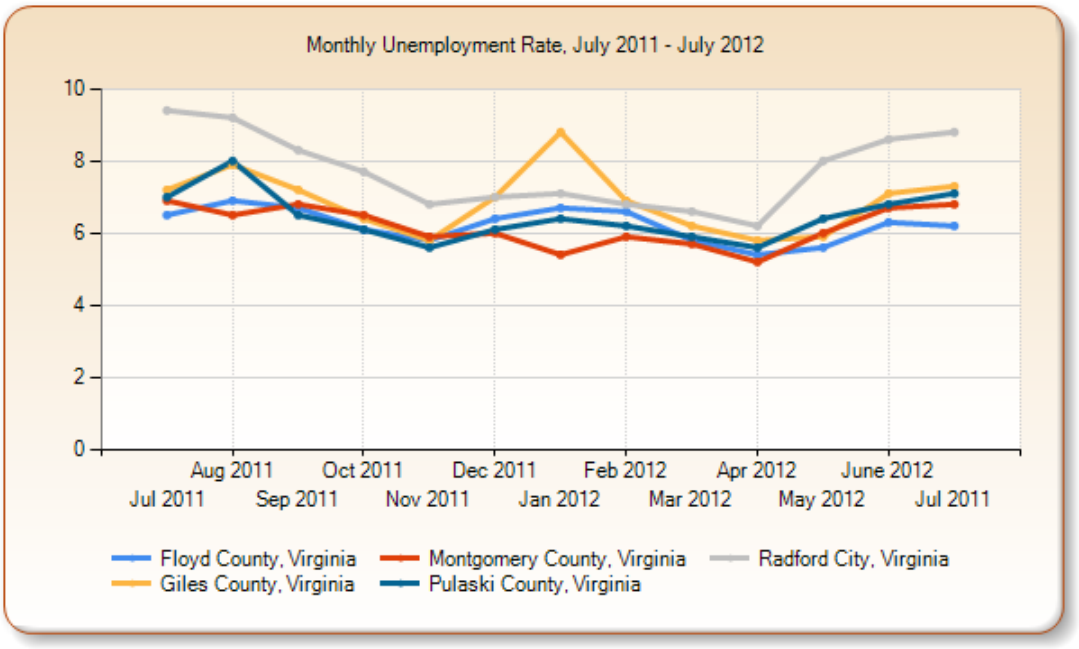


Table 23. Change in Unemployment Rates, July 2011 - July 2012

Geographic Area	Jul 2011	Aug 2011	Sep 2011	Oct 2011	Nov 2011	Dec 2011	Jan 2012	Feb 2012	Mar 2012	Apr 2012	May 2012	June 2012	Jul 2011
Floyd County, Virginia	6.5	6.9	6.7	6.1	5.8	6.4	6.7	6.6	5.8	5.4	5.6	6.3	6.2
Giles County, Virginia	7.2	7.9	7.2	6.4	5.8	7.0	8.8	6.9	6.2	5.8	5.9	7.1	7.3
Montgomery County, Virginia	6.9	6.5	6.8	6.5	5.9	6.0	5.4	5.9	5.7	5.2	6.0	6.7	6.8
Pulaski County, Virginia	7.0	8.0	6.5	6.1	5.6	6.1	6.4	6.2	5.9	5.6	6.4	6.8	7.1
Radford City, Virginia	9.4	9.2	8.3	7.7	6.8	7.0	7.1	6.8	6.6	6.2	8.0	8.6	8.8
Report Area	7.1	7.2	6.9	6.5	5.9	6.3	6.2	6.2	5.9	5.5	6.2	6.9	7.1
Virginia	6.2	6.5	6.4	6.0	5.7	6.1	6.0	6.1	5.7	5.4	5.5	6.0	6.0
United States	9.4	9.1	8.8	8.6	8.3	8.3	8.9	8.8	8.4	7.8	8.0	8.5	9.4

Source: U.S. Department of Labor, Bureau of Labor Statistics, Local Area Unemployment Statistics, September 10, 2012.

Employment: Five Year Unemployment Rate

Unemployment change within the 5 county report area from July 2008 to July 2012 is shown in the chart below. According to the U.S. Department of Labor, unemployment for this five year period grew from 5.8 percent to 7.1 percent. The greatest increase in the unemployment rate occurred in Giles County, Virginia, with a rate increase of 1.9 percent, while the greatest drop was in Pulaski County, Virginia, with a rate decrease of -0.5 percent.

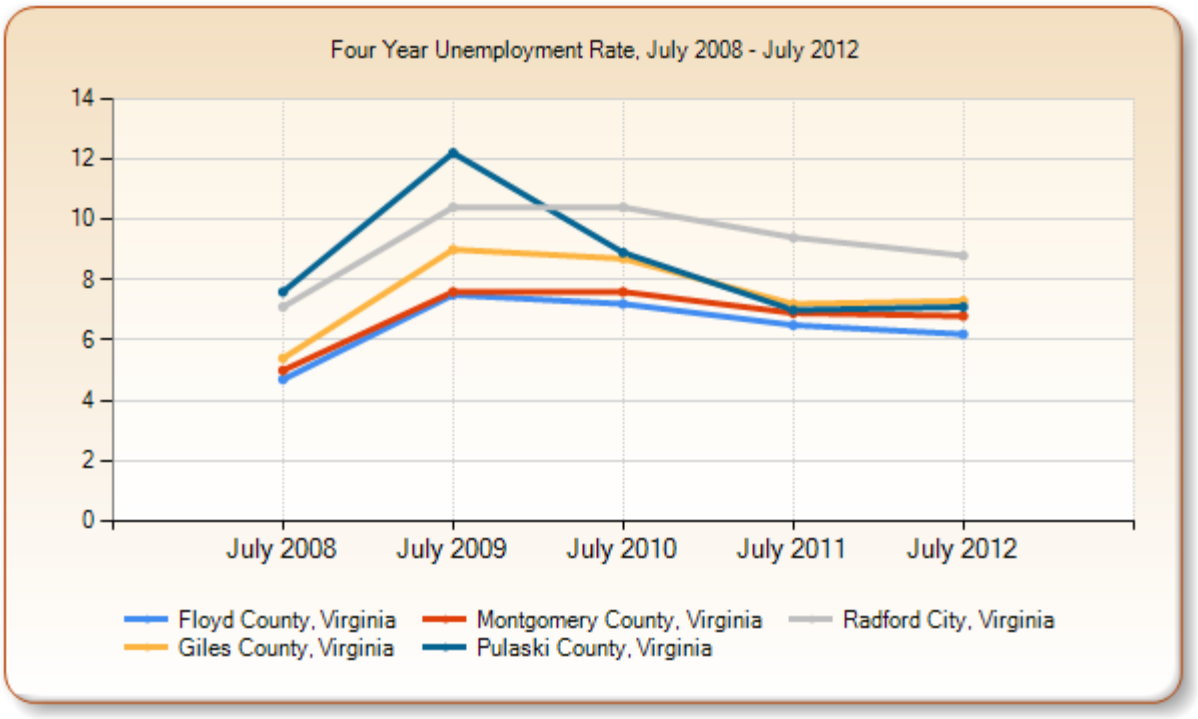


Table 24. Five Year Unemployment Rate, July 2008 - July 2012

Geographic Area	July 2008	July 2009	July 2010	July 2011	July 2012
Floyd County, Virginia	4.7	7.5	7.2	6.5	6.2
Giles County, Virginia	5.4	9.0	8.7	7.2	7.3
Montgomery County, Virginia	5.0	7.6	7.6	6.9	6.8
Pulaski County, Virginia	7.6	12.2	8.9	7.0	7.1
Radford City, Virginia	7.1	10.4	10.4	9.4	8.8
Report Area	5.8	8.9	8.2	7.1	7.1
Virginia	4.1	7.0	6.9	6.2	6.0
United States	6.1	9.8	9.8	9.4	8.6

Source: U.S. Department of Labor, Bureau of Labor Statistics, Local Area Unemployment Statistics, September 10,2012.

Education

Education: Educational Attainment

Table 25 shows the distribution of educational attainment levels in the 5 county region. Educational attainment is calculated for persons over 25, and is an average for the period from 2006 to 2010.

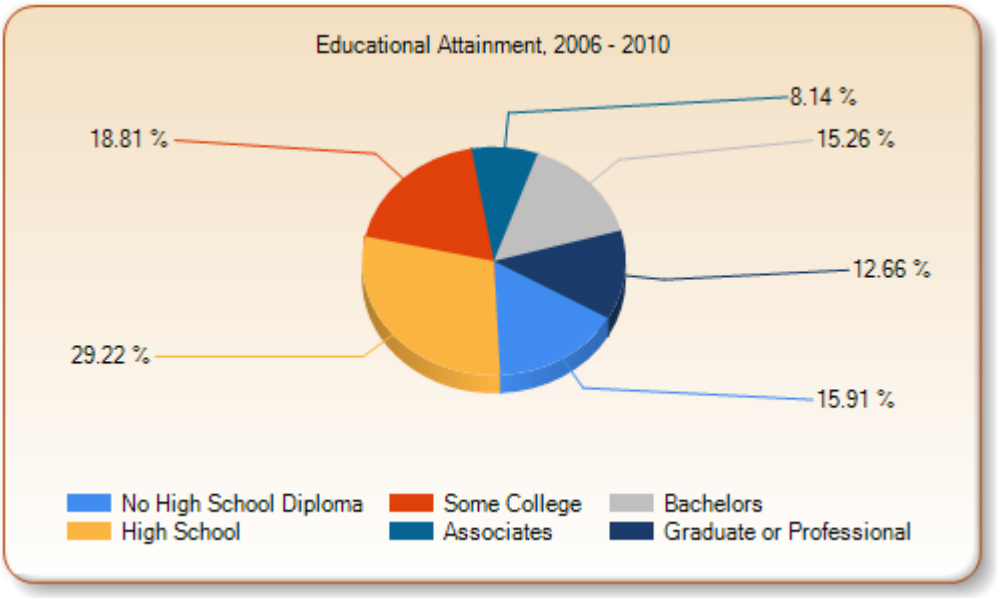


Table 25. Percent Attaining Educational Levels, 2006 - 2010

Geographic Area	% No High School Diploma, 2006/2010	% High School Only, 2006/2010	% Some College, 2006/2010	% Associates, 2006/2010	% Bachelors, 2006/2010	% Graduate or Professional, 2006/2010
Floyd County, Virginia	20.54	34.44	18.68	7	14.04	5.3
Giles County, Virginia	19.67	37.38	21.04	6	10.06	6.0
Montgomery County, Virginia	11.91	24.17	17.38	7	18.85	20.5
Pulaski County, Virginia	20.90	33.74	20.32	11	9.70	4.2
Radford City, Virginia	11.14	24.71	19.40	10	22.34	12.8
Report Area	15.91	29.22	18.81	8	15.26	12.7
Virginia	13.92	25.99	19.60	7	19.93	13.9
United States	14.97	28.99	20.62	8	17.60	10.3

Source: U.S. Census Bureau, American Community Survey, 2010 Data Release, December 2012. The 2010 American Community Survey 5-year data is an average of data collected from 2006 through 2010.

Education: Adult Literacy

The National Center for Education Statistics (NCES) produces estimates for adult literacy based on educational attainment, poverty, and other factors in each county. Estimated literacy rates for the 5 county report area ranged from 9 in Radford City, Virginia, to 14 in Floyd County, Virginia, in 2003.

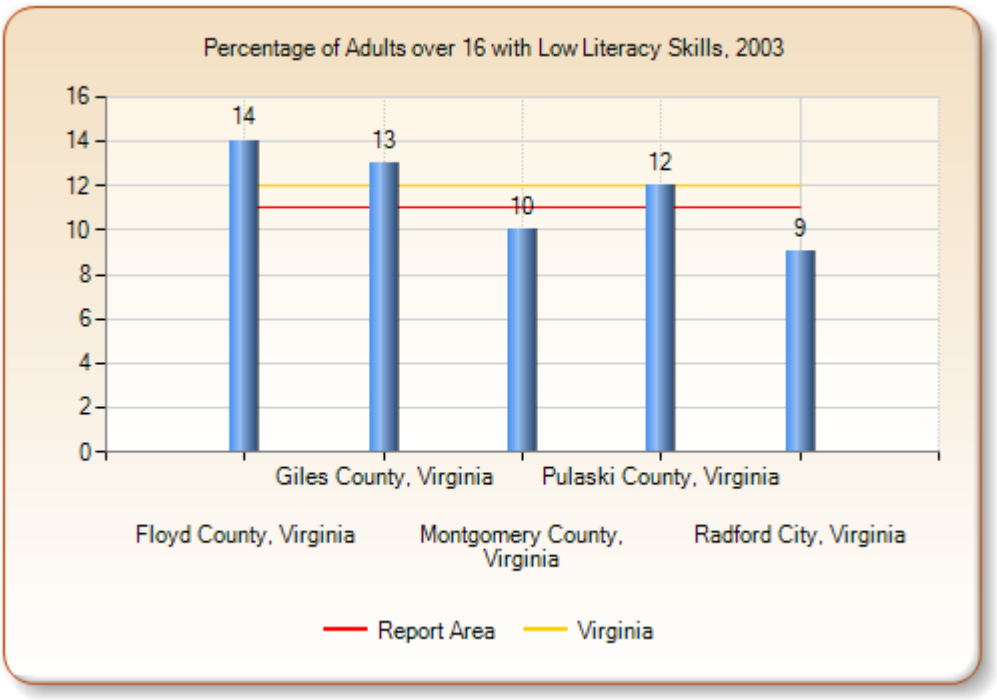


Table 26. Persons Lacking Basic Prose Literacy Skills, 2003

Geographic Area	Estimated Population over 16	Percent Lacking Literacy Skills
Floyd County, Virginia	11,475	14
Giles County, Virginia	13,407	13
Montgomery County, Virginia	62,997	10
Pulaski County, Virginia	27,615	12
Radford City, Virginia	10,814	9
Report Area	126,308	11
Virginia	5,522,625	12
United States	15,058,111	22

Source: U.S. Department of Education, Institute of Education Sciences, National Center for Education Statistics, State and County Estimates of Low Literacy, 2003.

Education: Veterans - Educational Attainment

Table 27 contrasts the distribution of educational attainment levels between military veterans and non-veterans in the 5 county region. Educational attainment is calculated for persons over 25, and is an average for the period from 2006 to 2010.

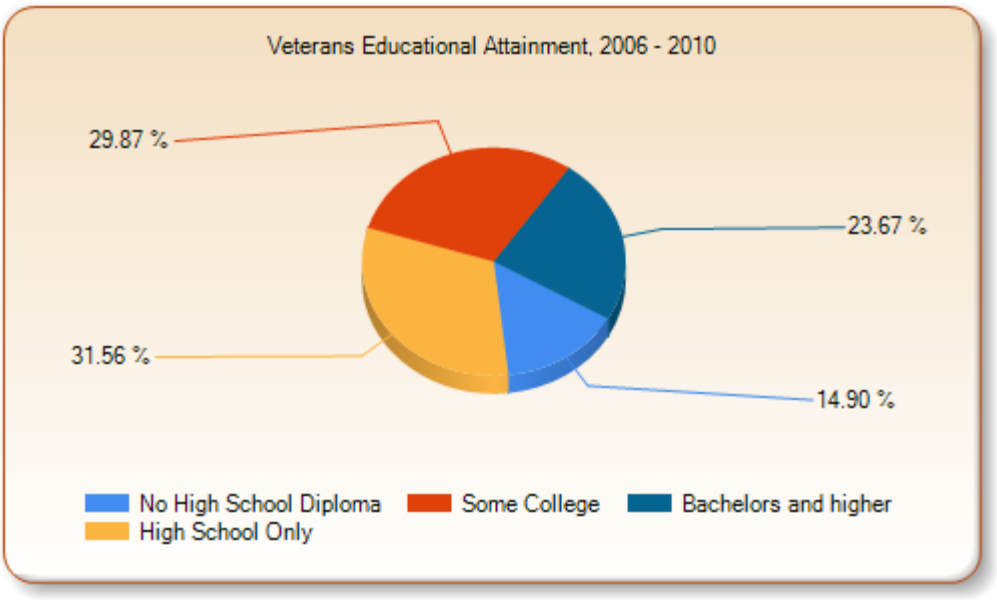


Table 27. Percent Attaining Educational Levels by Veteran Status, 2006 - 2010

Geographic Area	Veterans				Non-Veterans			
	% No Diploma	% High School Diploma	%Some College	% Bachelors or Higher	% No Diploma	% High School Diploma	%Some College	% Bachelors or Higher
Floyd County, Virginia	18.2	33.9	30.2	17.6	20.9	34.6	24.8	19.7
Giles County, Virginia	16.2	33.4	34.9	15.5	20.2	37.9	25.7	16.2
Montgomery County, Virginia	13.1	29.6	23.8	33.5	11.8	23.5	24.6	40.1
Pulaski County, Virginia	16.5	32.1	36.6	14.8	21.7	34.0	30.6	13.7
Radford City, Virginia	10.3	34.4	26.8	28.4	11.2	23.5	29.3	36.0
Report Area	14.9	31.6	29.9	23.7	16.1	28.9	26.5	28.5
Virginia	8.1	24.7	32.7	34.5	15.1	26.4	24.9	33.5
United States	9.1	30.4	34.9	25.6	15.8	28.9	27.2	28.2

Source: U.S. Census Bureau, American Community Survey, 2010 Data Release, December 2011. The 2010 American Community Survey 5-year data is an average of data collected from 2006 through 2010.

Housing

Housing: Housing Age

Total housing units, median year built and median age in 2010 for the 5 county report area are shown in Table 28. According to the U.S. Census Bureau, the median age of housing ranged from 29 years in Montgomery County, Virginia, to 41 years in Giles County, Virginia.

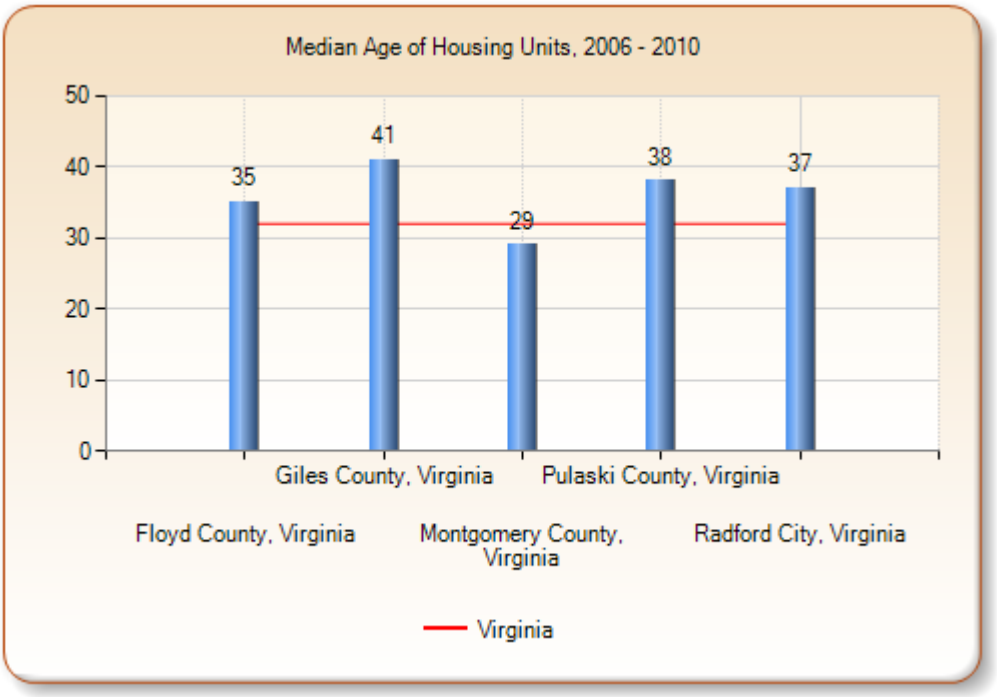


Table 28. Median Housing Unit Age, 2006 - 2010

Geographic Area	Total Housing Units	Median Year Built	Median Age (in 2010)
Floyd County, Virginia	7,634	1975	35
Giles County, Virginia	8,273	1969	41
Montgomery County, Virginia	37,455	1981	29
Pulaski County, Virginia	17,135	1972	38
Radford City, Virginia	6,424	1973	37
Report Area	76,921		
Virginia	3,315,739	1978	32
United States	130,038,080	1975	35

Source: U.S. Census Bureau, American Community Survey, 2010 Data Release, December 2011. The 2010 American Community Survey 5-year data is an average of data collected from 2006 through 2010.

Housing: Homeowners

The U.S. Census Bureau estimated there were 40,746 homeowners in the 5 county report area in 2000, and 43,703 homeowners in the report area in 2010.

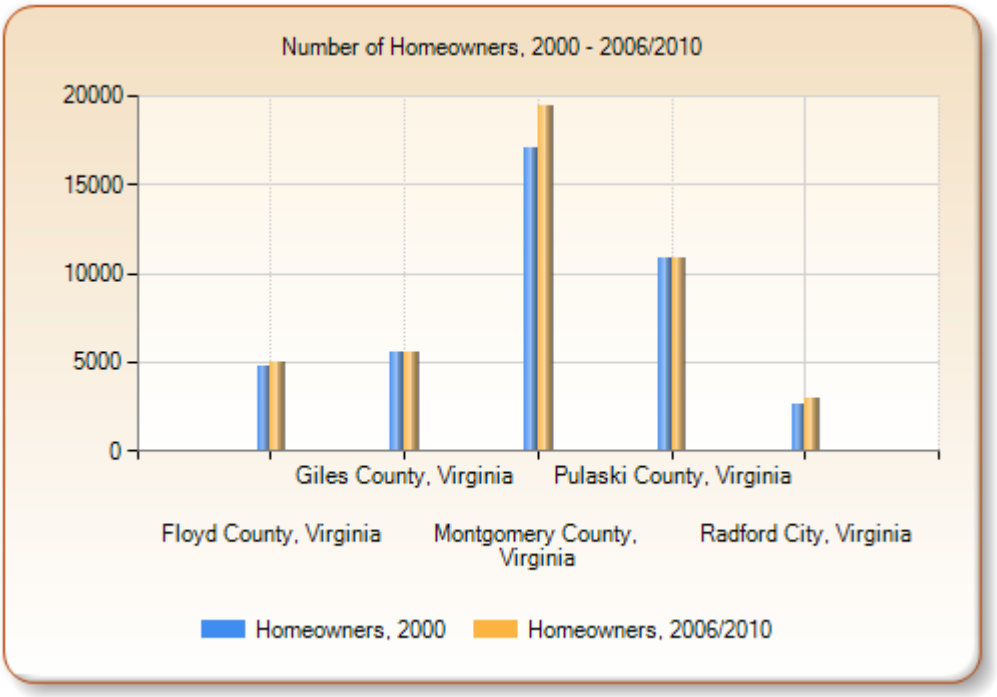


Table 29. Homeowners, 2000 - 2006/2010

Geographic Area	Homeowners, 2000	Homeowners, 2006/2010
Floyd County, Virginia	4,745	4,970
Giles County, Virginia	5,529	5,527
Montgomery County, Virginia	17,090	19,387
Pulaski County, Virginia	10,794	10,892
Radford City, Virginia	2,588	2,927
Report Area	40,746	43,703
Virginia	1,837,939	2,048,209
United States	69,815,753	76,089,650

Source: U.S. Census Bureau, 2000 Census of Population and Housing, Summary File 1, 2000.; U.S. Census Bureau, American Community Survey, 2010 Data Release, December 2011. The 2010 American Community Survey 5-year data is an average of data collected from 2006 through 2010.

Housing: Vacancy Rates

The U.S. Postal Service provided information quarterly to the U.S. Department of Housing and Urban Development on addresses identified as vacant in the previous quarter. Residential and business vacancy rates for the 5 county report area in the third quarter of 2010 are reported in Table 30. In the third quarter of 2010, a total of 1,622 residential addresses were identified as vacant in the report area, a vacancy rate of 2.10, and 427 business addresses were also reported as vacant, a rate of 8.63.

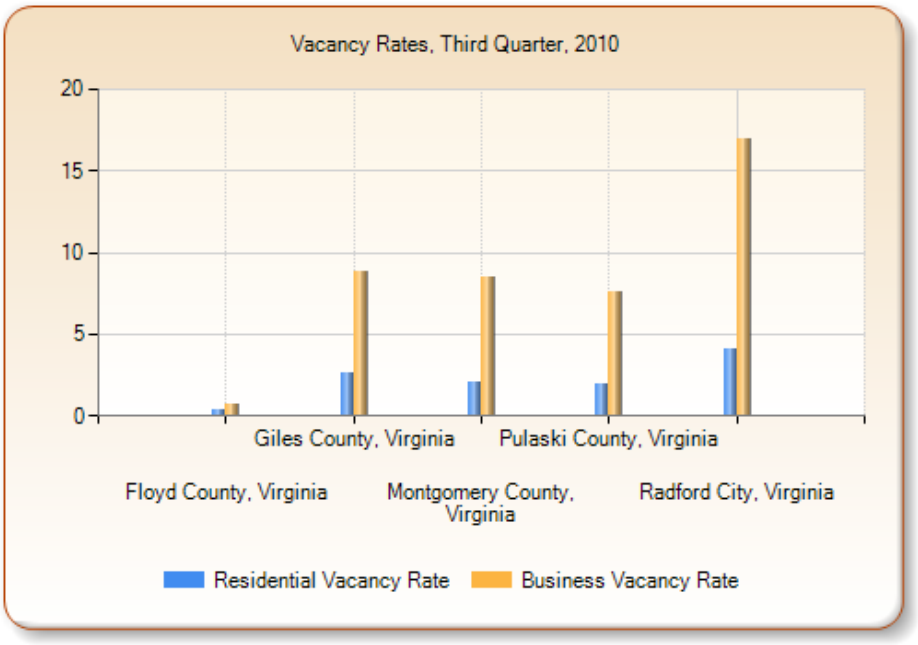


Table 30. USPS Address Vacancies, Third Quarter, 2010

Geographic Area	Residential Addresses	Vacant Residential Addresses	Residential Vacancy Rate	Business Addresses	Vacant Business Addresses	Business Vacancy Rate
Floyd County, Virginia	7,159	26	0.36	307	2	0.65
Giles County, Virginia	8,075	209	2.59	417	37	8.87
Montgomery County, Virginia	38,953	790	2.03	2,733	231	8.45
Pulaski County, Virginia	16,195	322	1.99	1,018	77	7.56
Radford City, Virginia	6,759	275	4.07	473	80	16.91
Report Area	77,141	1,622	2.10	4,948	427	8.63
Virginia	3,363,751	58,839	1.75	247,175	21,394	8.66
United States	132,389,902	4,850,831	3.66	11,015,221	1,209,932	10.98

Source: U.S. Department of Housing and Urban Development, Aggregated USPS Administrative Data on Address Vacancies, Third Quarter, 2010.

Housing: Number of Unsafe, Unsanitary Homes

The number and percentage of occupied housing units without plumbing are shown in the 5 county report area in Table 31. U.S. Census data shows 477 housing units in the report area were without plumbing in 2000 and 326 housing units in the report area were without plumbing in 2010.

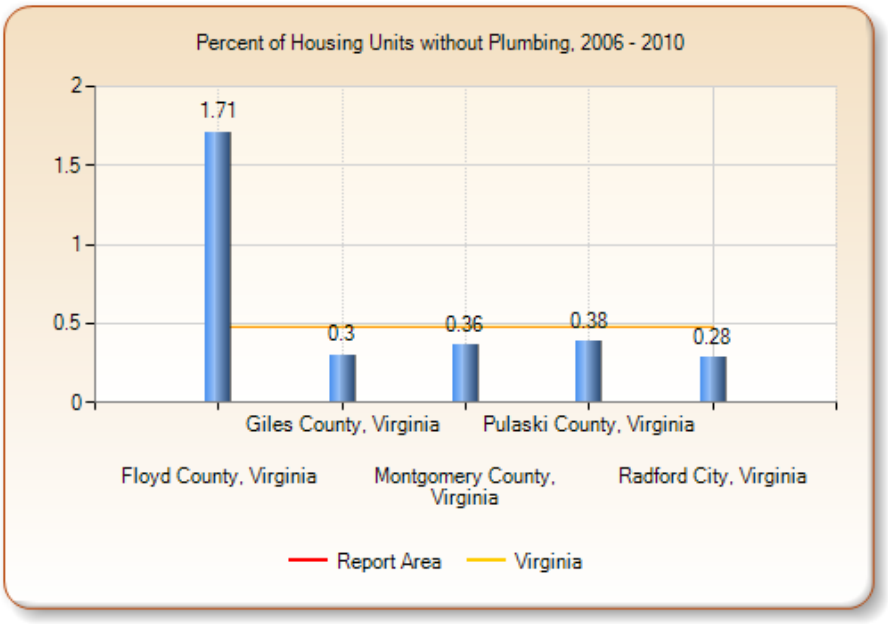


Table 31. Housing Units without Plumbing, 2006 - 2010

Geographic Area	Occupied Housing Units, 2000	Housing Units without Plumbing, 2000	Percent without Plumbing, 2000	Occupied Housing Units, 2006-2010	Housing Units without Plumbing, 2006-2010	Percent without Plumbing, 2006-2010
Floyd County, Virginia	5,791	117	1.73	6,334	108	1.71
Giles County, Virginia	6,994	59	0.76	7,100	21	0.30
Montgomery County, Virginia	30,997	136	0.42	34,369	124	0.36
Pulaski County, Virginia	14,643	156	0.96	14,898	57	0.38
Radford City, Virginia	5,809	9	0.15	5,667	16	0.28
Report Area	64,234	477	0.74	68,368	326	0.48
Virginia	2,699,173	19,550	0.67	2,974,481	14,145	0.48
United States	106,741,426	736,626	0.69	114,235,996	602,324	0.53

Source: U.S. Census Bureau, 2000 Census of Population and Housing, Summary File 3, 2000.; U.S. Census Bureau, American Community Survey, 2010 Data Release, December 2011. The 2010 American Community Survey 5-year data is an average of data collected from 2006 through 2010.

Income

Income: Income Levels

Two common measures of income are Median Household Income, based on U.S. Census Bureau estimates, and Per Capita Income, based on U.S. Department of Commerce estimates. Both measures are shown for the 5 county report area in Table 32. Household incomes ranged from $31,999 in Radford City, Virginia, to $42,785 in Montgomery County, Virginia. The average Per Capita income for the 5 county report area is $28,269 as compared to a national average of $39,635.

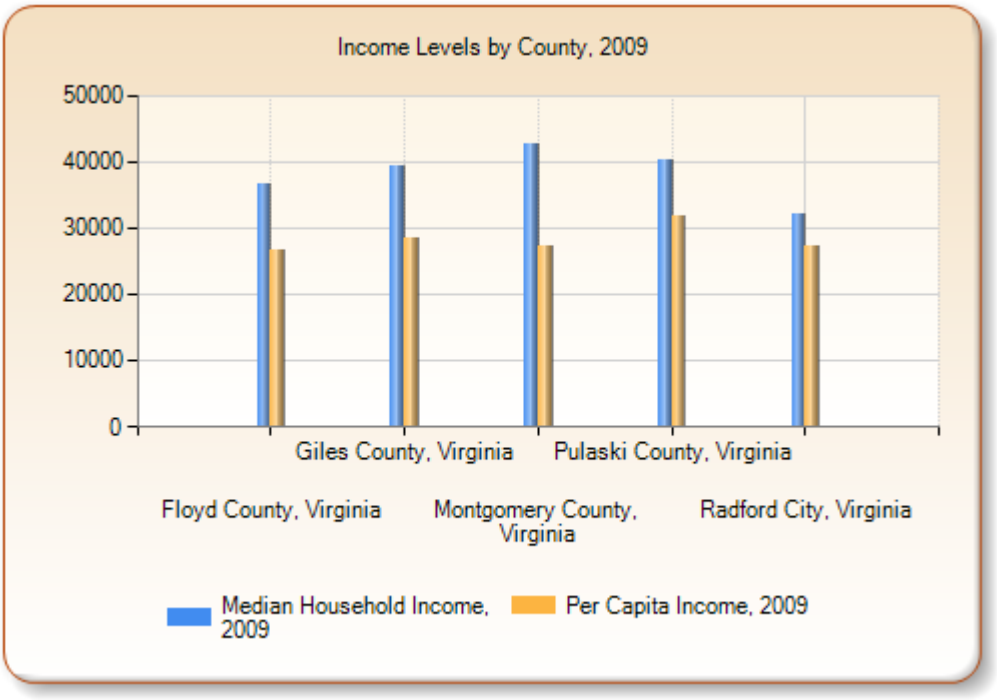


Table 32. Income Levels by County, 2009

Geographic Area	Median Household Income, 2009	Per Capita Income, 2009
Floyd County, Virginia	36,664	26,683
Giles County, Virginia	39,421	28,350
Montgomery County, Virginia	42,785	27,308
Pulaski County, Virginia	40,239	31,695
Radford City, Virginia	31,999	27,308
Report Area	38,222	28,269
Virginia	59,372	44,057
United States	50,221	39,635

Source: U.S. Census Bureau, Small Area Income and Poverty Estimates (SAIPE), 2009.; U.S. Department of Commerce, Bureau of Economic Analysis, Regional Economic Information System (REIS), 2010. Bureau of Economic Analysis, County Personal Income and Employment (CA1-3), April 2011.

Income: Household Income

Median annual household incomes in the 5 county report area are shown in Table 33. According to the U.S. Census, Median Annual Household Incomes ranged from a low of $34,009 in Radford City, Virginia, to a high of $44,188 in Floyd County, Virginia, in 2008.

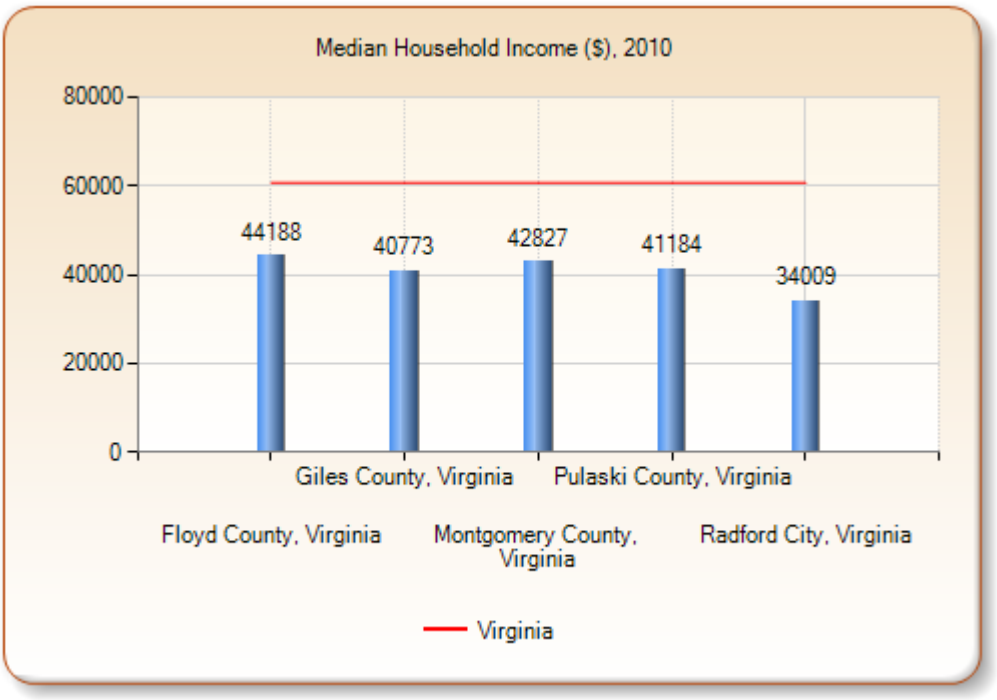


Table 33. Median Annual Household Income, 2010

Geographic Area	Median Household Income ($)
Floyd County, Virginia	44,188
Giles County, Virginia	40,773
Montgomery County, Virginia	42,827
Pulaski County, Virginia	41,184
Radford City, Virginia	34,009
Virginia	60,665
United States	50,046

Source: U.S. Census Bureau, Small Area Income and Poverty Estimates (SAIPE), 2010.

Nutrition

Nutrition: Free and Reduced Lunch Program

Table 34 shows that 8,349 students (or 40.40 percent) received free or reduced price lunches during the 2009 - 2010 school year. At 35.82 percent, Montgomery County, Virginia, had the smallest percentage of students participating in the school lunch program, while Pulaski County, Virginia, had 48.67 percent of students participating, which is more than the national average of 46.62 percent.

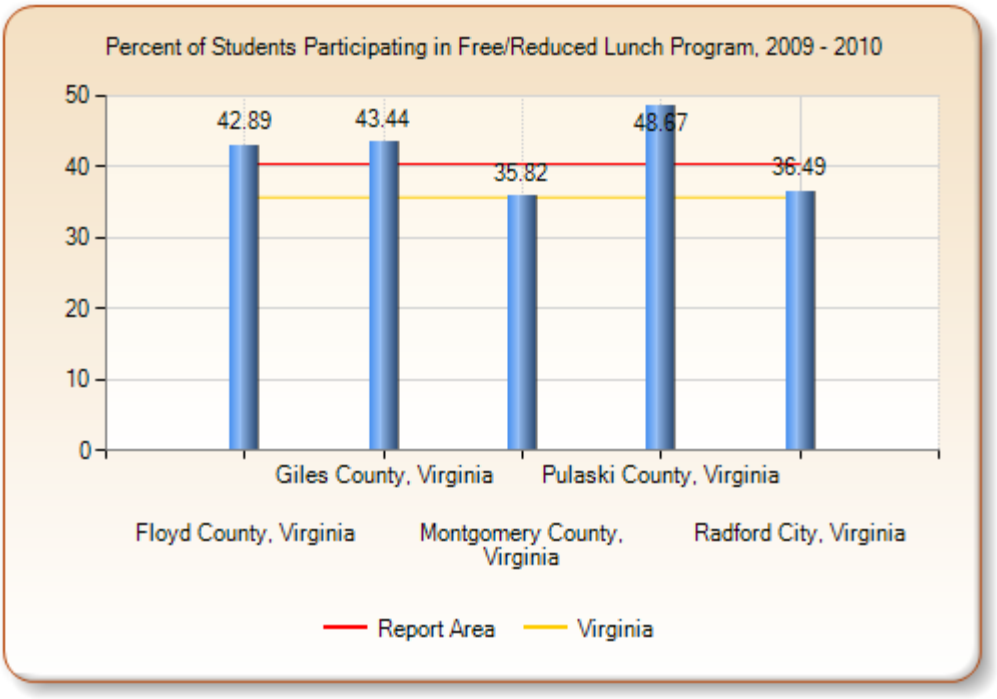


Table 34. Students Participating in the Free and Reduced Lunch Program, 2009 - 2010

Geographic Area	Students Participating	Total Student Enrollment	Percent of Students Participating
Floyd County, Virginia	812	1,893	42.89
Giles County, Virginia	1,112	2,560	43.44
Montgomery County, Virginia	3,565	9,952	35.82
Pulaski County, Virginia	2,298	4,722	48.67
Radford City, Virginia	562	1,540	36.49
Report Area	8,349	20,667	40.40
Virginia	444,684	1,245,285	35.71
United States	25,117,278	53,878,820	46.62

Source: National Center for Educational Statistics (NCES), Common Core of Data (CCD), 2009-10 School Universe data.

Nutrition: Households Receiving SNAP by Poverty Status

Table 35 shows that 6,400 households (or 9.36 percent) received SNAP payments during 2010. During this same period there were 9,611 (or 14.06 percent) households with income levels below the poverty level that were not receiving SNAP payments. At 5.92 percent, Montgomery County, Virginia, had the smallest percentage of households receiving SNAP payments, while Pulaski County, Virginia, had 13.81 percent of households receiving SNAP payments, which is more than the national average of 9.26 percent.

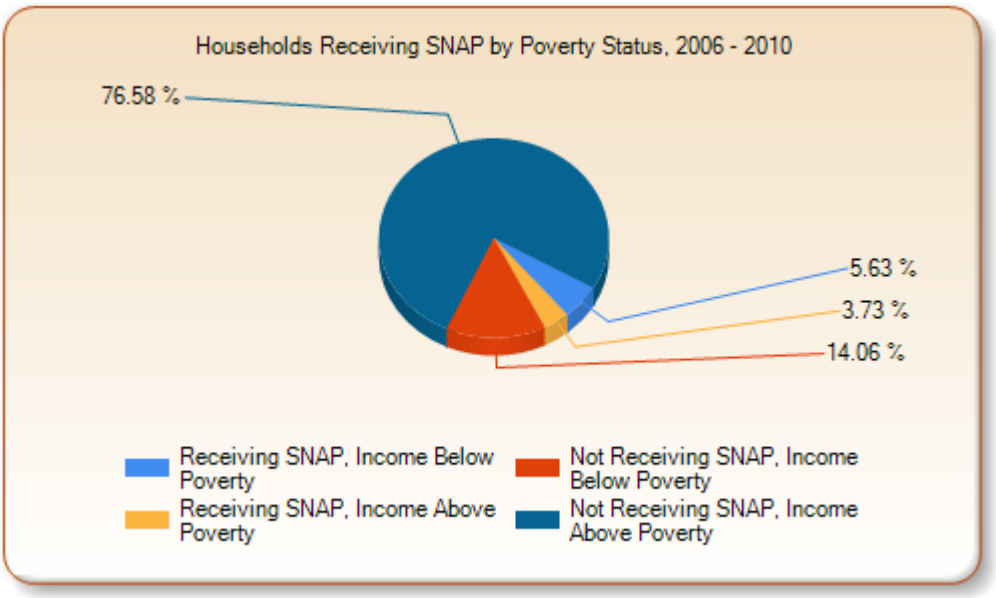


Table 35. Households Receiving SNAP by Poverty Status, 2006 - 2010

Geographic Area	Households Receiving SNAP				Households Not Receiving SNAP			
	Total	Percent	Income Below Poverty	Income Above Poverty	Total	Percent	Income Below Poverty	Income Above Poverty
Floyd County, Virginia	717	11.32	501	216	5,617	88.68	528	5,089
Giles County, Virginia	923	13.00	667	256	6,177	87.00	454	5,723
Montgomery County, Virginia	2,034	5.92	1,340	694	32,335	94.08	6,271	26,064
Pulaski County, Virginia	2,057	13.81	1,010	1,047	12,841	86.19	1,158	11,683
Radford City, Virginia	669	11.81	331	338	4,998	88.19	1,200	3,798
Report Area	6,400	9.36	3,849	2,551	61,968	90.64	9,611	52,357
Virginia	205,190	6.90	111,124	94,066	2,769,291	93.10	188,038	2,581,253
United States	10,583,720	9.26	5,817,716	4,766,004	103,652,272	90.74	9,047,606	94,604,672

Source: U.S. Census Bureau, American Community Survey, 2010 Data Release, December 2011. The 2010 American Community Survey 5-year data is an average of data collected from 2006 through 2010. SNAP numbers are for the last 12 months of the five-year average (2010).

Health Care

Health Care: Medicare and Medicaid Providers

Total institutional Medicare and Medicaid providers, including hospitals, nursing facilities, Federally qualified health centers, rural health clinics and community mental health centers for the 5 county report area are shown in Table 36. According to the U.S. Department of Health and Human Services, there were 45 active Medicare and Medicaid institutional service providers in the report area in 2011. Montgomery County, Virginia, had the most active providers (21), while Floyd County, Virginia, had the fewest (3).

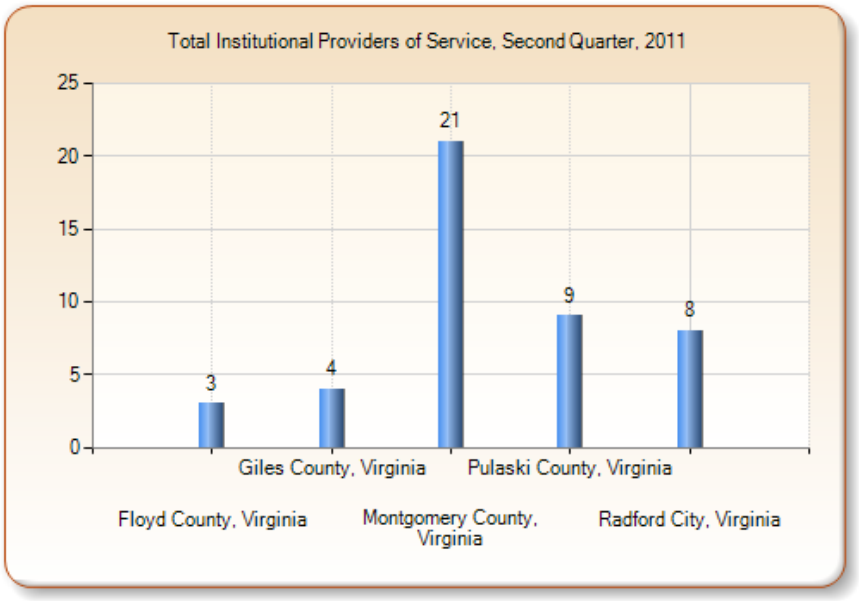


Table 36. Institutional Medicare and Medicaid Providers, Second Quarter, 2011

Geographic Area	Total Institutional Providers	Hospitals	Nursing Facilities	Federally Qualified Health Centers	Rural Health Clinics	Community Mental Health Centers
Floyd County, Virginia	3	0	1	1	1	0
Giles County, Virginia	4	1	1	0	0	0
Montgomery County, Virginia	21	2	2	0	0	0
Pulaski County, Virginia	9	1	3	0	0	0
Radford City, Virginia	8	0	1	0	0	0
Report Area	45	4	8	1	1	0
Virginia	1,480	136	287	99	43	2
United States	75,166	7,195	15,714	4,923	3,899	633

Source: U.S. Department of Health and Human Services, Centers for Medicare and Medicaid Services, Provider of Services File, Second Quarter, 2011

Health Care: Persons Receiving Medicare

The total number of persons receiving Medicare is shown, broken down by number over 65 and number of disabled persons receiving Medicare for the 5 county report area in Table 37. The U.S. Department of Health and Human Services reported that a total of 27,669 persons were receiving Medicare benefits in the report area in 2010. A large number of individuals in our society are aware that persons over 65 years of age receive Medicare; however, many of them are unaware that disabled persons also receive Medicare benefits. A total of 5,837 disabled persons in the report area received Medicare benefits in 2010. Montgomery County, Virginia, had the highest number (2,099) of Medicare recipients among disabled persons, while Floyd County, Virginia, had the lowest number (474) of Medicare recipients among disabled persons.

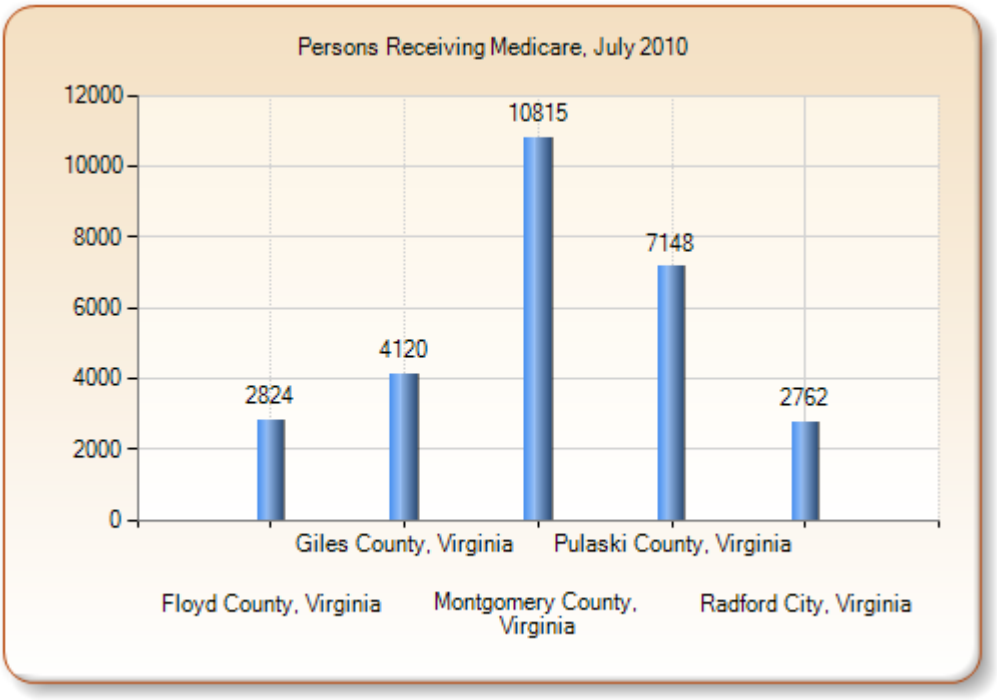


Table 37. Medicare Enrollment by County, July 2010

Geographic Area	Persons Over 65 Receiving Medicare	Disabled Persons Receiving Medicare	Total Persons Receiving Medicare
Floyd County, Virginia	2,350	474	2,824
Giles County, Virginia	3,134	986	4,120
Montgomery County, Virginia	8,716	2,099	10,815
Pulaski County, Virginia	5,441	1,707	7,148
Radford City, Virginia	2,191	571	2,762
Report Area	21,832	5,837	27,669
Virginia	936,998	190,082	1,127,080
United States	38,802,763	7,865,374	46,668,299

Source: U.S. Department of Health and Human Services, Centers for Medicare and Medicaid Services, Medicare County Enrollment Report, as of July 1 2010.

Health Care: Uninsured Population

The uninsured population is calculated by estimating the number of persons eligible for insurance (generally those under 65) minus the estimated number of insured persons. In 2009, the percentage of persons uninsured ranged from 14.1 in Giles County, Virginia, to 19.4 in Floyd County, Virginia.

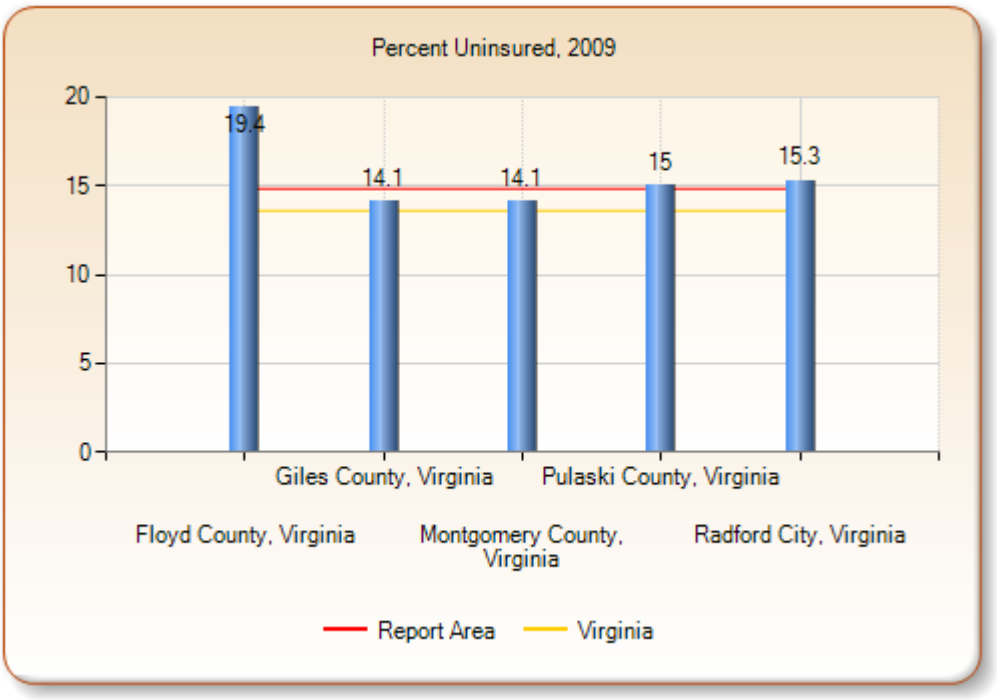


Table 38. Uninsured Persons, 2009

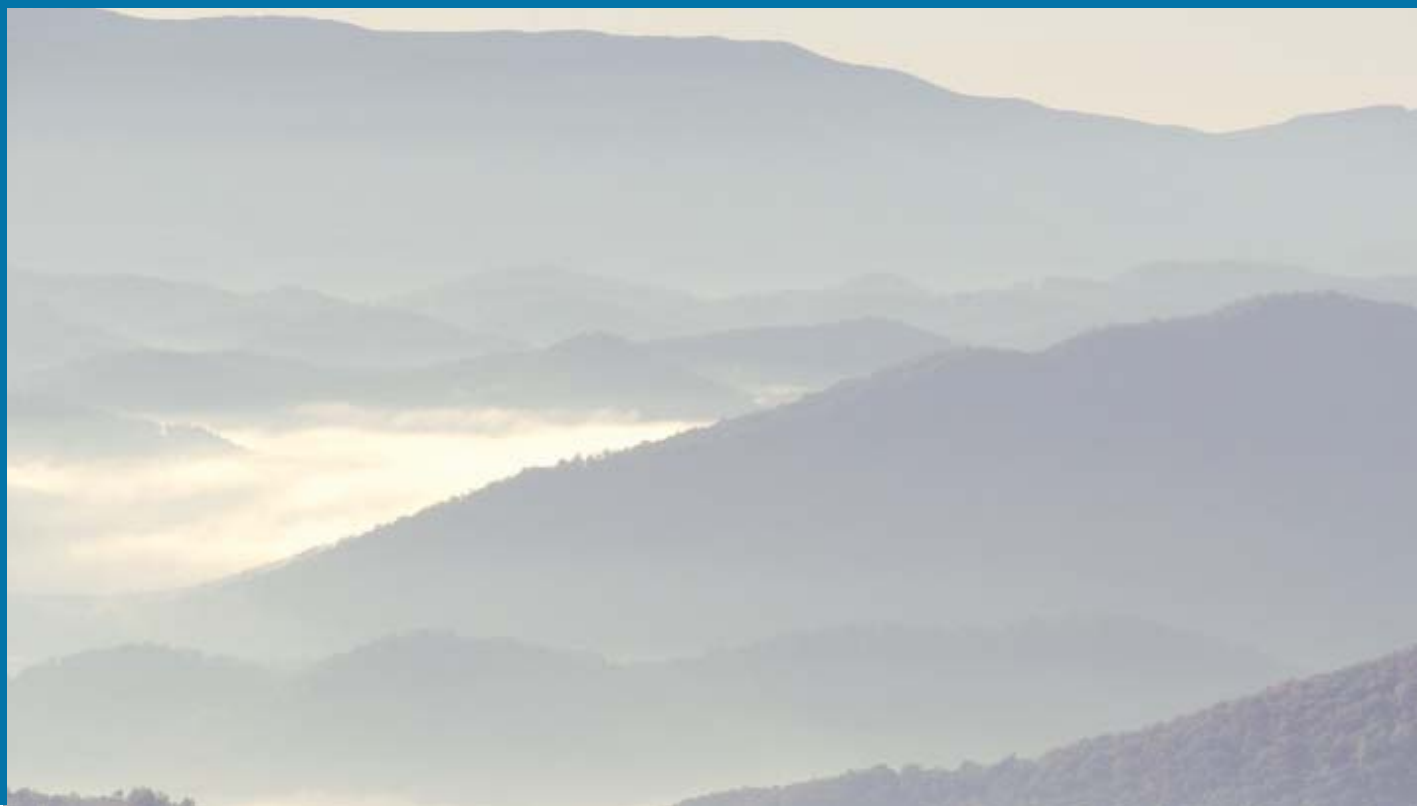
Geographic Area	Insurance Population (2009 Estimate)	Number Insured	Number Uninsured	Percent Uninsured
Floyd County, Virginia	12,132	9,774	2,358	19.4
Giles County, Virginia	14,073	12,085	1,988	14.1
Montgomery County, Virginia	79,080	67,923	11,156	14.1
Pulaski County, Virginia	28,018	23,805	4,214	15.0
Radford City, Virginia	13,704	11,607	2,097	15.3
Report Area	147,007	125,194	21,813	14.8
Virginia	6,699,874	5,791,640	908,234	13.6
United States	154,195,253	130,124,115	18,071,139	11.0

Source: *U.S. Census Bureau, Small Area Health Insurance Estimates, 2009 (October 2011 release).*

LIVABILITY INITIATIVE
NEW RIVER VALLEY, VA

2012 Interim Report

LIVABILITY in the NEW RIVER VALLEY



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WHAT IS THE LIVABILITY INITIATIVE?

The Livability Initiative is an opportunity for New River Valley residents to develop a vision for the future and develop strategies that businesses, community organizations, local governments, and individuals can use to make this future vision a reality.

This regional initiative is taking place over three years, providing many opportunities for residents to share their ideas about what they would like to stay the same and what they would like to be different.

The Initiative is focused on the New River Valley region, but with recognition that what works for one community may not work for another. The character and priorities expressed by each community and county will influence the development of goals and action items. By the end of 2013, the Initiative will develop a plan of action; communities can select from this menu of action items to best address their most pressing challenges, while at the same time accomplishing regional goals.

The planning process will help identify ways to increase regional self-reliance and prosperity, save tax dollars, increase support for local businesses, create communities that offer more choices in housing and transportation, and protect the region's rural character and scenic beauty.

Why is this Initiative Important?

The New River Valley faces a number of challenges, but it also has enormous assets and resources. Planning helps communities choose their own future. Planning processes, like the Livability Initiative, help us to see the big picture, by generating new information and ways to talk openly about the future. In this way, planning can inspire people to be proactive about ensuring the New River Valley is a great place to live, work, and play today and tomorrow.

About this Report

The information in this report was gathered by Livability Initiative partners, New River Valley Planning District Commission staff, seven topic area working groups (arts and culture, community health, economic development, energy, housing, natural resources, and transportation), and through numerous outreach events during August 2011-2012 in which more than 1,500 residents participated. This report provides a summary of major issues and trends in the New River Valley region. The following six trends are major drivers behind the region's biggest challenges: *An Aging Population, Agricultural Shifts, Commuting Patterns, Housing Costs, Jobs & Education, & Community Health*. Focusing on how we address these trends will enable us to more effectively improve the quality of life for residents in the New River Valley.

AN AGING POPULATION

The New River Valley's population is aging. The number of seniors will nearly double in the NRV in the next 20 years. In Giles and Pulaski, the under-25 year-old population is also declining, as many young people seek opportunities outside the region. These two population trends are likely to create an increased demand for services to support older citizens and a smaller tax base to support those services.

An aging population brings specific challenges to the community. Declining mobility makes it harder for older adults to navigate stairs and bathrooms and many find their exisiting homes no longer meet their needs. When older adults are no longer able or comfortable driving, few options exist to get to and from the grocery store, the doctor's, or people and places they want to visit. These challenges can increase both health risks and isolation – which are significant factors that drive premature placement in a nursing home – an extremely costly housing option for older adults, their families, and the public.

2x *By 2030, the number of seniors will nearly double in the NRV & about 1-in-5 people will be over age 65*

2000-2030 Change in Number of Residents by Age Group

	<25	25-44	45-64	65+
FLOYD	282	-105	751	2,239
GILES	-398	-795	79	1,600
MONT.	5,747	5,316	5,765	8,897
PULASKI	-2,489	-3,426	-1,271	3,233
RADFORD	121	33	-168	-24

FLOYD Floyd faces an aging population & workforce, but is maintaining populations of early & mid-career workers. The County's population increase is primarily comprised of late-career workers and retirees, which should improve income levels in the county. An aging population will place strains on services & the tax base supporting those services.

GILES Giles faces an aging population & workforce. There has been insufficient job expansion to attract or keep younger workers & as older workers retire, the labor force will shrink, possibly making replacement hiring more difficult. An aging population will place strains on services & the tax base supporting those services.

MONT. Montgomery is experiencing an increase in early, middle & late career workers, with a significant increase in retirees and senior citizens. As a result the county will see growth in housing, retail and services.

PULASKI Pulaski's working-age population is declining, as early and mid-career workers leave to find jobs outside the county. This will result in a significantly older labor force & a much older population. An aging population will place strains on services & the tax base supporting those services.

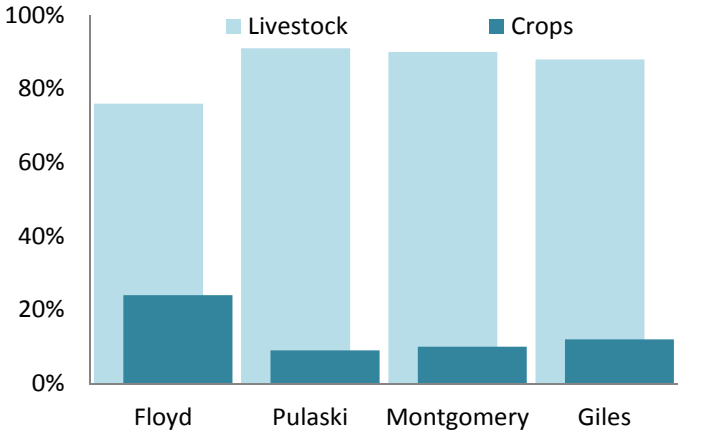
RADFORD Radford's population should remain stable. However, if more 50-65 year olds decide to age in place than anticipated, the city will face more significant aging than projected.

**2000-2010 data from decennial Census Counts; 2020 and 2030 projections from the Virginia Center for Housing Research. Note: These should be considered 'Interim' projections until the new VEC projections are available.*

AGRICULTURAL SHIFTS

Farms are shrinking, farmers are getting older, and younger generations are showing less interest in continuing their families' farms. In Montgomery and Floyd, pressure to sell farm property is high as the population, and resulting need for additional housing, continues to increase. Shrinking farmlands alter the rural character and scenic beauty that defines this region. With fewer farms and fewer farming families, the skills, traditions, and culture built around the rural economy are less likely to contribute to a rural community's sense of place and history.

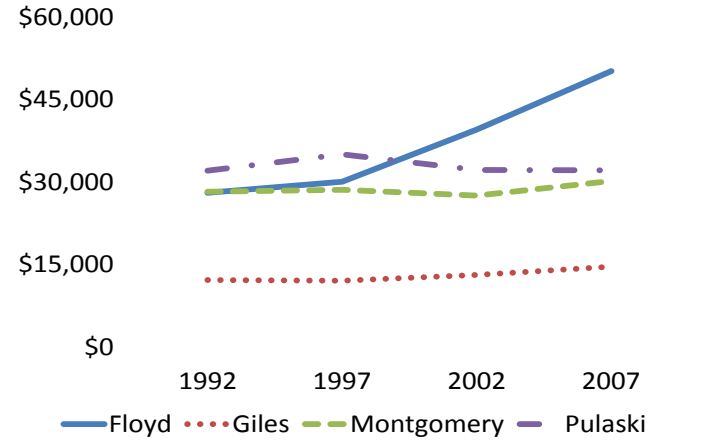
% of Total Market Sales by Livestock and Crop Production



*2007 USDA Agricutural Census

The NRV is home to the 7th largest cattle population in Virginia. Livestock makes up the majority of market sales in every county. Primary crops include hay, Christmas trees, nursery stock, fruits, and vegetables.

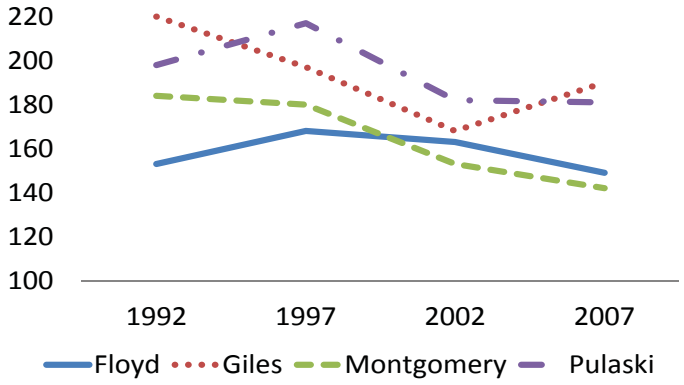
1992-2007 Change in Average Market Value of Agricultural Products



*2007 USDA Agricutural Census

The average farm size and amount of acreage in agricultural production is on the decline.

1992-2007 Change in Average Farm Size (acres)



*2007 USDA Agricutural Census

In 2007, the average farm operator was 58 years of age, and 58% of farmers relied on an off-farm job as their primary source of income.

of Acres & % of Farmland Taken Out of Agricultural Production

Floyd	6,439	-5%
Pulaski	5,465	-7%
Montgomery	10,259	-10%
Giles	2,842	-4%

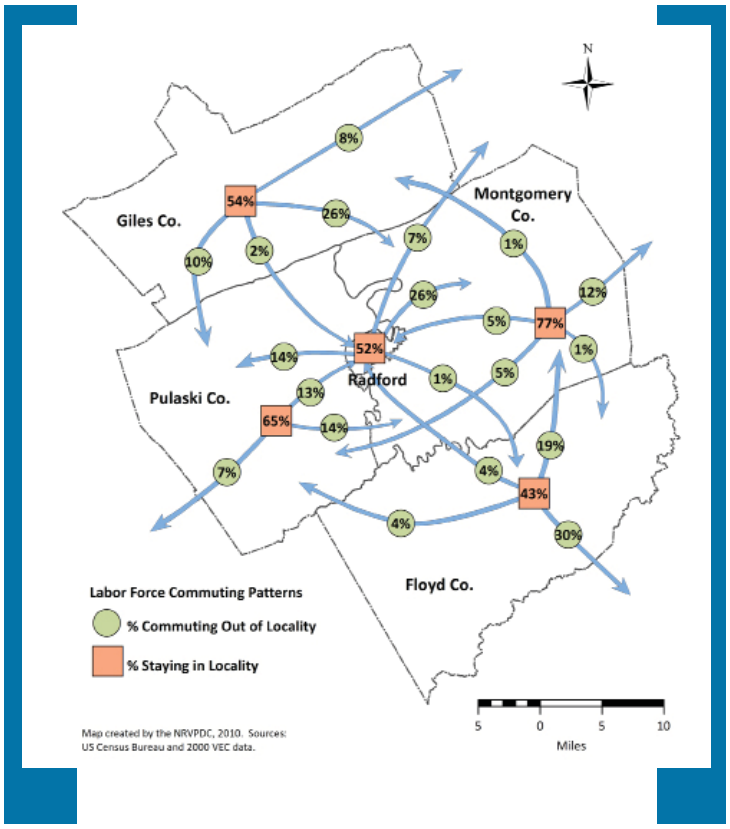
*2007 USDA Agricutural Census

COMMUTING PATTERNS

Over the past 30 years, the patterns of development in the New River Valley have typically concentrated commercial areas along major roadways while housing is spread sparsely throughout the region. Housing and transportation costs typically account for over 40% of the region's household median income. In rural parts of the Valley, housing costs tend to be lower, but the increased distance from job centers and amenities often create higher transportation costs for rural households. Those who live in town or more urban centers tend to spend more on housing, but live closer to common destinations – reducing household transportation costs.

For those who don't have secure transportation, or are unable to drive, the lack of transportation options can limit access not only to jobs, but also to medical care and education. This is especially the case for lower-income families and seniors. Declining employment in the manufacturing sector has also increased the number of people, particularly in Pulaski County, who have to commute outside of their home county for work.

Each year, NRV residents travel an average of 11,874 miles and spend an average of $7,588 on transportation costs (fuel, maintenance, insurance, etc.)



** 2000 U.S. Census Bureau, and 2000 Virginia Employment Commission Data; *Based on survey data capturing formal and informal as well as full and part-time employment.*

Many of the region's lower income families are unable to afford housing in close proximity to employment and commercial areas. As a result, these families must often choose lower-cost housing farther away and incur higher transportation costs.

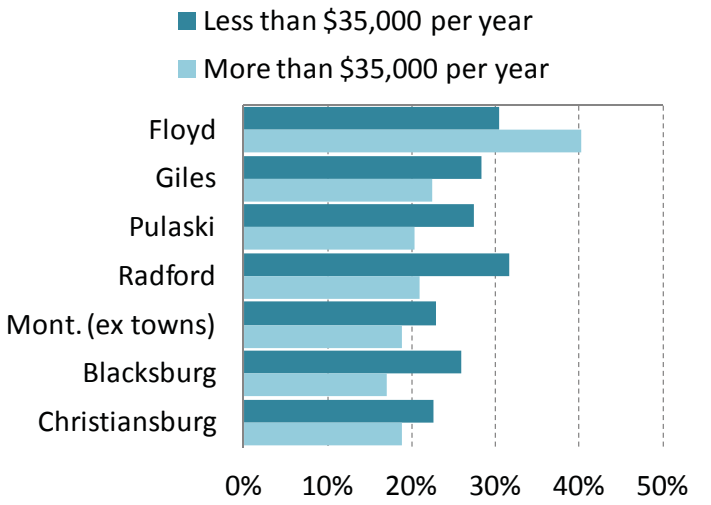
% of Workers Commuting Out of Their County for Work

	2005		2010
Floyd	61.1%	decreased	55.9%
Giles	61.0%	increased	63.3%
Montgomery	32.4%	decreased	31.7%
Pulaski	39.5%	increased	53.6%
Radford	60.6%	decreased	54.2%

**Virginia Center for Housing Research, On the Map, U.S. Census Bureau *Based on Unemployment Insurance (UI) Wage Records and the Quarterly Census for Employment and Wages (QCEW). Coverage under these datasets currently excludes several groups of workers including uniformed military, self-employed workers, and informally employed workers.*

Workers earning less than $15,000 a year commute an average of 26 miles more per day than workers who earn $40,000 or more per year.

% of Workers Driving more than 25 miles to Work by Income

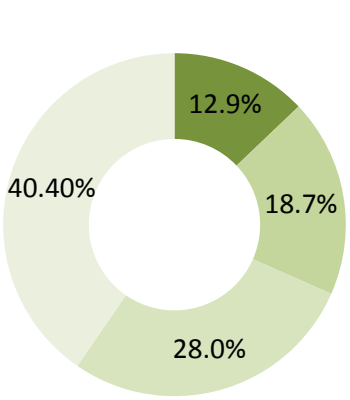


**U.S. Census Bureau, ACS 2005-2009*

HOUSING COSTS

As energy use and prices continue to rise, households in the NRV are spending more and more of their income on their electric and home heating bills. The cost increases have been even more dramatic for those who live in older and less energy efficient homes. As a result, many residents are finding they have less money each month to spend on housing, food, childcare, medicine, and medical care. These changes affect not just household budgets, but our local and regional economy as families limit their spending on recreation and retail items when the funds required to meet basic needs are stretched too thin.

% of Total Housing Stock by Year Built



- 70+ Years Old
- 50-69 Years Old
- 30-49 Years Old
- <30 Years Old

Within the NRV, 1-in-2 homes were built before 1974. Nearly 1-in-4 were built prior to 1960.

**U.S. Census Bureau, ACS 2005-2009*

The loss of jobs in Pulaski and Giles could impact the quality of the housing stock in these counties. Reduced household income and increased vacancies often lead to under-maintenance, poor energy efficiency, and increased physical deterioration.

1-in-3 households in the NRV spend more than 30% of their household income on housing costs and are therefore, considered "cost burdened".

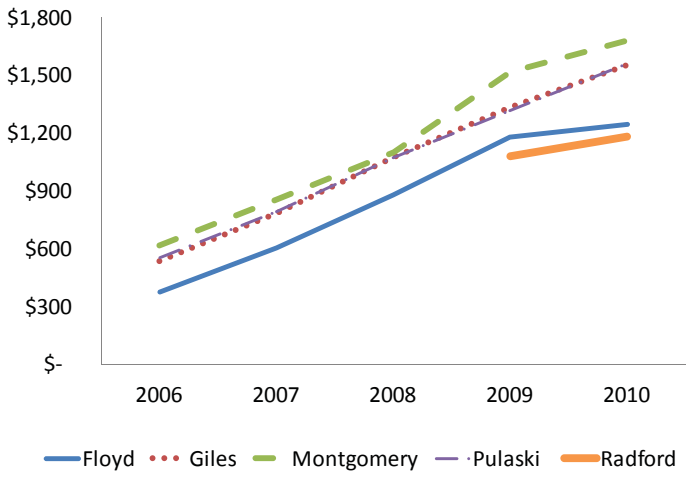
Number & % of Cost-Burdened Households in the NRV

Floyd	1,290	21.5%
Giles	1,598	23.7%
Montgomery	12,227	36.8%
Pulaski	3,944	32.3%
Radford	2,597	36.2%

**U.S. Census Bureau, ACS 2005-2009*

Household electricity costs in the NRV have increased 30% per year for the last five years based on an increase in price and use.

2006-2010 Annual Change in Electricity Costs per Household



**Appalachian Power Company, 2006-2010*

Nearly ½ of lower income homeowners and nearly ¾ of lower income renters spend more than 30% of their income on housing costs.

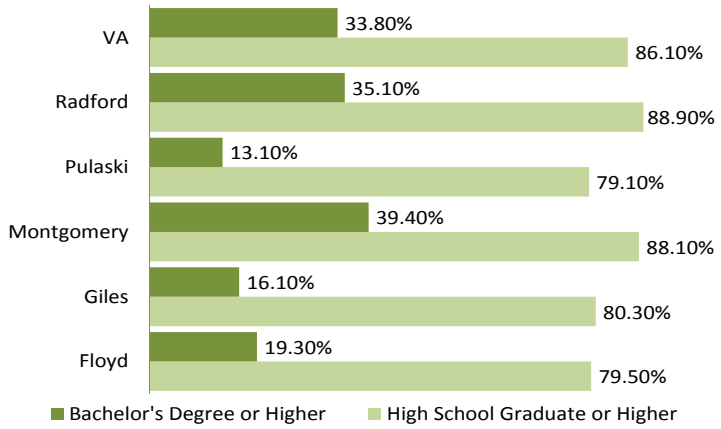
JOBS & EDUCATION

For middle-skill and higher-skill workers, there are many opportunities for job training and career advancement in the NRV. However, this is not the case for the region's lower-skill workers. Unemployment is high for those who did not graduate high school or only possess a high school diploma. New demands of the 21st century are bringing shifts to the job market and require workers with more advanced skills. Without skill advancement, residents are poorly positioned to take advantage of job opportunities and build income. These citizens and their families are among the most vulnerable to changes in the cost of housing, transportation, food, and rising energy and health care costs.

NRV lags behind in state averages in educational attainment, especially in post-high school education.

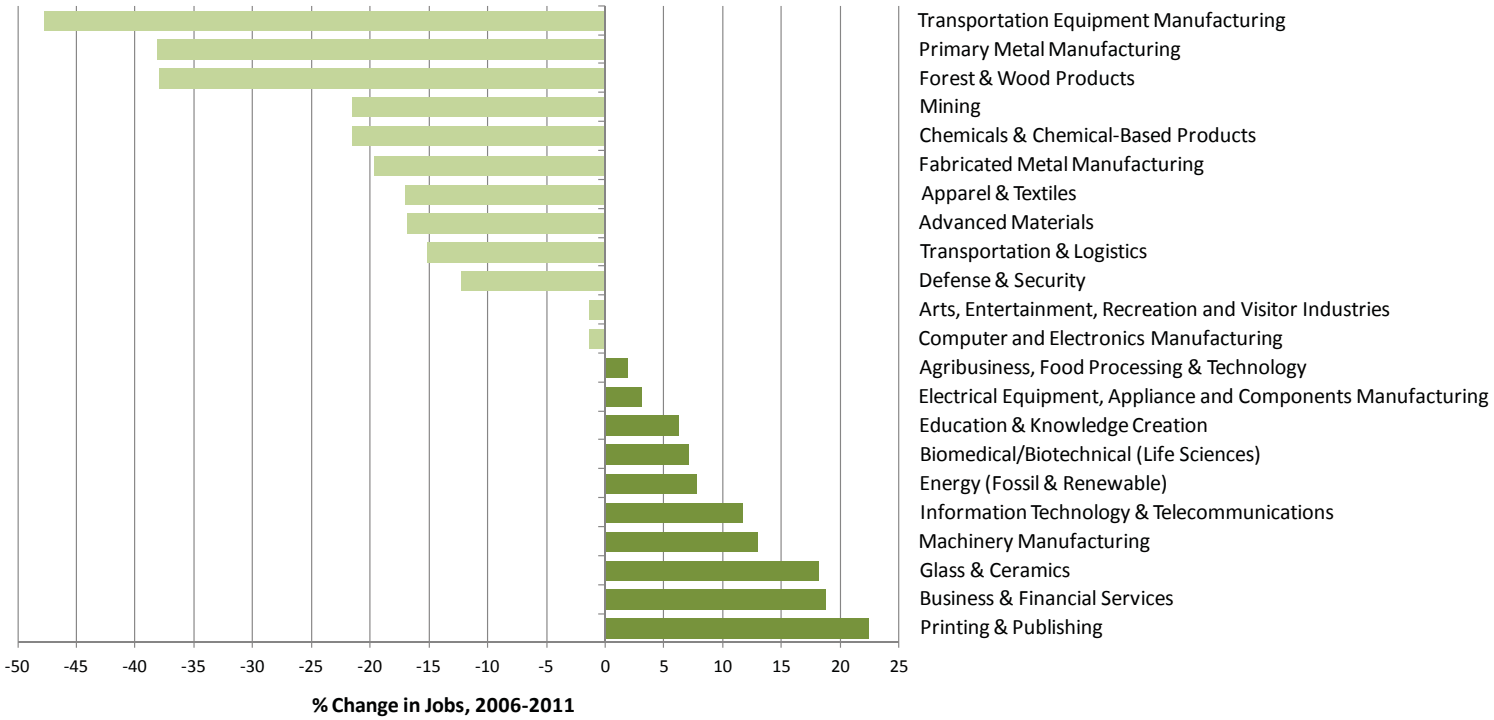
Jobs in manufacturing have been decreasing while jobs in professional, scientific, and technical services have been increasing.

Percentage of Residents with Specified Educational Levels



** U.S. Census Bureau, ACS 2005-2009*

2006-2011 Job Loss and Creation by Industry Sector



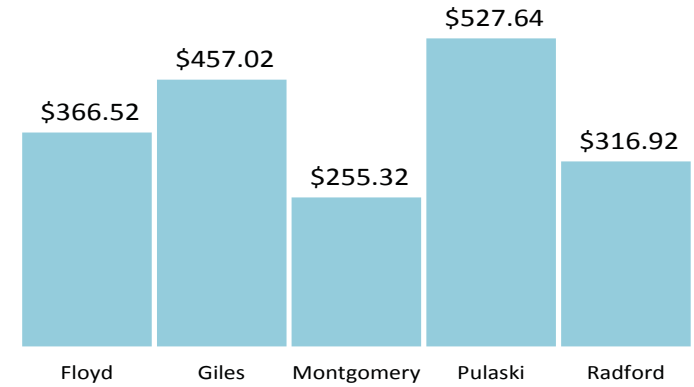
**Southern Rural Development Center using Economic Modeling Specialists Int. Data*

COMMUNITY HEALTH

The New River Valley ranks poorly on several health-related measures, when compared to both Virginia overall and national benchmarks. A few issues stand out as particularly troubling- these include smoking, physical inactivity, obesity, substance abuse, poverty, and teen pregnancy rates.

In the NRV, death rates from prescription drug abuse are 3x higher than the state average. Rates in Giles & Pulaski are 4x and 6x higher respectively.

Annual Public Costs of Diabetes per NRV Resident



People with diagnosed diabetes, on average, have medical expenditures that are approximately 2.3 times higher than the expenditures would be in the absence of diabetes. Approximately 1 in 10 public health care dollars is attributed to diabetes. Indirect costs include increased factors such as absenteeism from work, reduced productivity and quality of life.

** County Health Calculator; Based on: Education and income statistics from U.S. Census; county death rates and diabetes prevalence estimates from the U.S. Dept. of Health and Human Services 2006-2008; estimates of medical spending on diabetes from the American Diabetes Association; and a county variation factor derived from The Dartmouth Atlas of Health Care Medicare reimbursement.*

Does Not Meet VA State Average

Health Indicators of the New River Valley

	Floyd	Giles	Montg.	Pulaski	Radford	Virginia
Teen Pregnancies per 1000 births	28	46	16	49	8	35
% of Children in Poverty	20	19	17	23	19	15
Limited Access to Healthy Foods	9	22	13	17	8	7
% of Adult Obesity	28	29	29	27	28	28
% of Adult Smokers	22	22	16	35	13	19

**2012 VA County Health Rankings & Roadmaps*

HOW CAN WE ADDRESS TRENDS & CHALLENGES?

Many of the challenges, issues, and trends that the New River Valley faces are inter-related, which means that progress in one area can lead to improvements in others. This next section identifies some of the ways these challenges intersect and overlap, which may create new opportunities to more effectively address our challenges through an integrated approach. By integrating efforts on multiple fronts, our businesses, community organizations, local governments, and residents can become more focused and effective with the investments we make in our communities- investments that build upon one another- to help make our future vision a reality.

Enhancing Living & Working Environments

1. *Ensure there are affordable housing options for all stages of life and income groups.*
2. *Increase housing choice near jobs, services, and other key destinations.*
3. *Reduce energy costs to households, businesses, institutions, and municipalities through energy efficiency improvements, reduced energy waste, local energy generation, affordable energy prices and rates, and expanded consumer choice.*
4. *Enhance transportation and internet options to create better access to employment centers, town centers, and key destinations throughout the region.*
5. *Seek ways for residents to successfully age in place and in their communities.*

Making the Business Environment more Productive & Efficient

1. *Support and develop a diverse economic base, from emerging high technology industries to small businesses to provide high quality jobs and foster regional investment.*
2. *Improve the region's telecommunications infrastructure network to attract new businesses and assist exisiting businesses.*
3. *Invest in transportation projects that enhance the business environment.*
4. *Ensure that residents have the skills, resources, and education necessary to reach their full potential.*
5. *Strengthen the economic viability of agriculture to diversify the local economy and enhance quality of life.*

Preserving Rural Heritage & Community Character

1. *Protect beautiful vistas, which characterize the New River Valley, to preserve quality of life and rural character.*
2. *Protect and enhance parkland, open space, and waterways of the New River Valley to provide for outdoor recreation opportunities.*
3. *Recognize and celebrate the importance of the arts, culture, and history as being central to defining and building community character and pride.*
4. *Strengthen the economic and cultural position of downtown commercial districts.*
5. *Integrate existing community character into the design of community core improvements.*

Building Healthy Communities

1. *Monitor and improve the environmental quality of the New River Valley's air, water, and land to promote the health of its residents.*
2. *Promote proactive choices about food, fitness, family, work, and play.*
3. *Improve access to healthy transportation, housing, and recreation options.*
4. *Foster collaboration across healthcare providers and networks to decrease health disparities and to increase access, availability, and affordability of healthcare services.*
5. *Promote local strategies that prevent and reduce the burden of chronic conditions, disease, and substance abuse.*

Enhancing Living & Working Environments

1 *Ensure there are affordable housing options for all stages of life and income groups.*

Communities that offer a variety of housing types, such as single-family homes, townhouses, duplexes, and apartments attract and retain residents at all life phases- from young families to retirees.

To accommodate projected population growth over the next 20 years, the region will need 10,000 new homes, and 14,000 existing homes will need either replacement or substantial rehabilitation, due to their age. Looking at population growth and other changes in demographics, it will be important to consider how development patterns and redevelopment efforts can provide greater availability and access to jobs, services, entertainment, and healthy environments, while helping residents find more affordable options in how they live.

2000-2010 Change in Number of Housing Units by Structure Type

	Single Family	Multi Family	Mobile Home
Floyd	709	104	94
Giles	370	-22	207
Mont.	3,122	2,046	-283
Pulaski	428	-28	485
Radford	704	-403	-14

** U.S. Census Bureau, ACS 2005-2009; Virginia Center for Housing Research.*

2 *Increase housing choice near jobs, services and other key destinations.*

Increasing housing choices near job centers and implementing multi-modal transit infrastructure such as sidewalks, multi-purpose paths and public transportation to better link these residential communities to places where people work, shop and do business can provide residents with more flexibility and affordability in how they get to and from work and go about their daily lives. In addition to the jobs-housing connection, when more housing choices are available in closer proximity to schools and other community amenities, it can save families significant time and money as well as public dollars spent on infrastructure and municipal services.

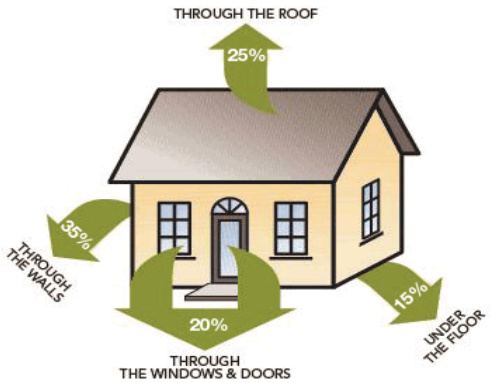
Median Income by County and % Required for Housing & Transportation Costs

Floyd	Giles	Mont.	Pulaski	Radford
$42,044	$41,186	$48,598	$41,163	$37,294
44%	37%	45%	34%	46%

**U.S. Census Bureau, ACS 2006-2010, Virginia Center for Housing Research 2012 and AAA; Note: Median household income excludes the student population in the City of Radford and Montgomery County.*

3 *Reduce energy costs to households, businesses, institutions, and municipalities through energy efficiency improvements, reduced energy waste, local energy generation, affordable energy prices and rates, and expanded consumer choice.*

Housing involves more than square footage, number of bedrooms, mortgage or rent. It also includes the more 'invisible' items that factor into overall housing costs, one of the largest being the cost of energy. Improving the energy-efficiency of existing homes can substantially increase the affordability of housing, while improving comfort, safety and health of residents.



4 *Enhance transportation and internet options to create better access to employment centers, town centers, and key destinations throughout the region.*

In addition to expanding housing options near job and commercial centers, enhancing transportation choices, such as public transit, vanpools, or park and ride locations can help reduce costs for families who prefer to live a rural lifestyle. This can also benefit older adults, the disabled, and those who do not own a car.

Connecting more homes with high-speed internet can also help residents' access work and services from home, making telecommuting a viable option and further reducing commuting costs for families. Improved internet access can also help residents remain better connected with family and friends, participate in online education programs, and receive health-related services and information over the internet.

Benefits of Expanding Access to Broadband

1. Accelerates business development and job growth.
2. Provides direct access to education for rural residents.
3. Increases digital literacy to improve academic performance and prepare for future jobs.
4. Makes telecommuting (working from home) a viable option.
5. Expands access and quality of healthcare, while reducing the cost of care.
6. Strengthens ties with family and friends.
7. Improves the speed at which emergency personnel can react to a crisis.

5 *Seek ways for residents to successfully age in place and in their communities.*

Overwhelmingly, older adults say they prefer to age in their homes, near family and the community they love. Assisted living and nursing homes are expensive and often outstrip the resources of many older adults and their families. To enable more people to age successfully in their homes and communities, modifying existing housing can help meet the changing physical and cognitive needs of older adults. Thinking about how to make housing more age-friendly at the design and construction phase is also important. Greater choice in supportive services -from help with housekeeping to in-home healthcare - will help more people live in their homes with greater safety, independence, and dignity.

Each year, 1-in-3 adults aged 65+ accidentally falls. Main risks in the home include lack of grab bars, poor lighting, & tripping hazards. 1-in-4 older adults have a lower body limitation. Their homes could be made more safe with home modifications.

Average Costs of Elderly Care Per Month in Virginia	
Nursing Home/Private Room	$6,360
Assisted Living	$3,743
Adult Day Services	$2,880
Home Health Aide	$1,860

**2010 MetLife Market Survey of Long-Term Care Costs*

Costs for home modifications range from a few hundred dollars for handrails and bathroom grab bars, to more than $5,000 for a roll in shower or stair lift.

Bathroom Retrofit for Independent Living

Making the Business Environment more Productive & Efficient

1 *Support and develop a diverse economic base, from emerging high technology industries to small businesses, to provide high quality jobs and foster regional investment.*

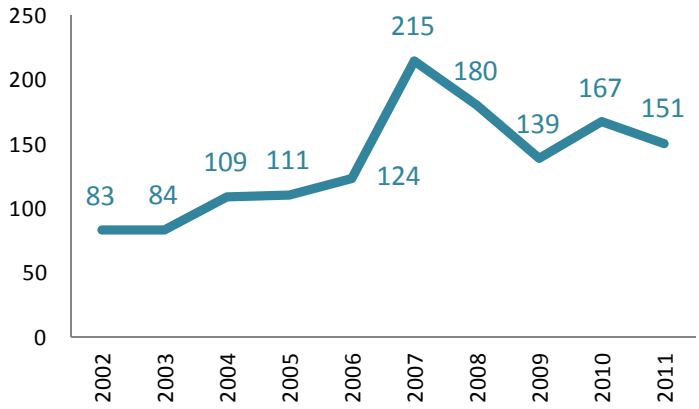
Employment trends within the New River Valley will impact the location of jobs, commuting patterns, and where our workforce lives. Several factors have shaped the employment landscape of the region. Blacksburg and Radford continue to be important centers for higher education and provide a substantial and growing employment base. The Virginia Tech Corporate Research Center provides business innovation in the region and is facilitating the creation of new jobs. Pulaski and Giles Counties have traditionally been reliant on manufacturing for jobs, but the region's employment in the manufacturing sector has been shrinking over a long period. The number of self-employed businesses has been growing and now outnumbers jobs in the manufacturing sector.

2 *Improve the region's telecommunications infrastructure network to attract new businesses and assist exisiting businesses.*

Access to the latest technology, infrastructure, and a highly-skilled workforce is critical to retaining existing businesses as well as increasing the diversity and number of jobs in the region. Quality of life also impacts economic development by attracting new businesses and supporting the existing economy. The business sector, in turn, contributes further to community quality of life through investments in the built environment, culture, and philanthropy.

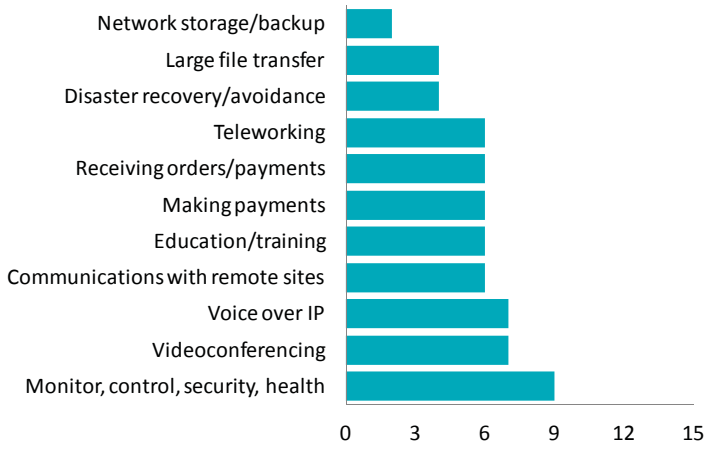
Improving the region's telecommunication network can assist existing businesses, attract new businesses, and allow residents to access education opportunities. Affordable broadband linkages throughout the NRV can help meet the rising technology usage of both residents and businesses.

Number of New Business Startups in the New River Valley



**Virginia Employment Commission, Quarterly Census of Employment & Wages*

Number of Top 15 NRV Employers Reporting Needs of Broadband Usage



**2004 NRVPDC New River Valley Telecommunications Plan*

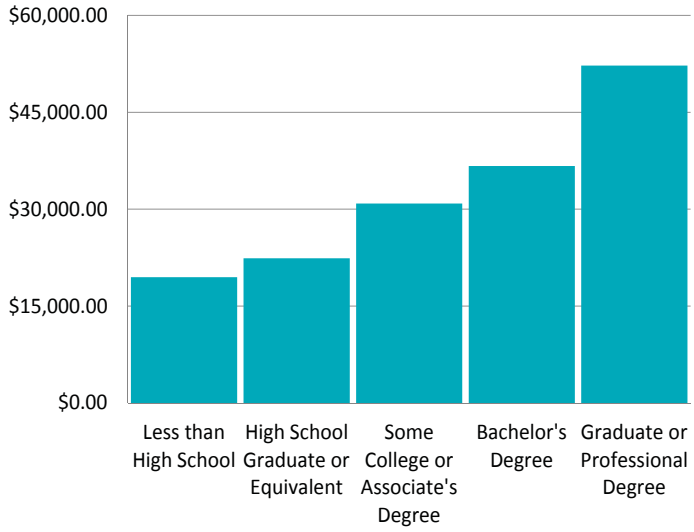
3 *Invest in transportation projects that enhance the business environment.*

Targeted transportation investments can improve access to jobs, education, shopping, and commercial transport for movement of goods, while providing construction and operations jobs. By investing in transit, communities can better position themselves to attract new businesses as well as customers to their downtowns and other major employment centers.

4 *Ensure that residents have the skills, resources, and education necessary to reach their full potential.*

In order for this region to be prosperous, residents need the tools, resources, and education necessary to reach their full potential as citizens, workers, and leaders. As jobs in manufacturing continue to decline and the 21st century economy brings demands for different skills, training programs can connect workers with more secure job options. Improving relationships between businesses and students can also provide students with "real world" learning opportunities, promote skill development, work ethic, and help keep more young people from moving away to find good jobs.

Median Income Earnings of NRV Residents by Education Level



** U.S. Census Bureau, ACS 2005-2009*

5 *Strengthen the economic viability of agriculture to diversify the local economy and enhance quality of life.*

Local farms remain key economic assets and symbols of the New River Valley's cultural identity. Increasing interest and demand for more locally grown foods, presents a great opportunity for farmers to increase the economic viability of farming. However, there is currently an inadequate supply to meet the demand and it is unknown whether there is interest from current farmers to expand or diversify their operations. Expanding the agriculture infrastructure available in this region (e.g. processing or distribution center, slaughter house or dairy) could also help expand options and profit for local farmers and increase the region's agricultural viability. By increasing availability of direct sales to the community, farmers can increase both their economic strength and community presence.

The Blacksburg Farmers Market has seen a 160% increase in vendor revenues over the past 5 years (2006 - 2011).

2006-2011 Annual Changes in Blacksburg Farmer's Market Vendor Revenues

2006 - 2007: 8%
2007 - 2008: 71%
2008 - 2009: 2%
2009 - 2010: 16%
2010 - 2011: 20%

**Blacksburg Farmer's Market Data*

Preserving Rural Heritage & Community Character

1 *Protect beautiful vistas, which characterize the New River Valley, to preserve quality of life and rural character.*

Scenic beauty is highly valued by citizens– particularly for the peaceful surroundings and slower pace of life the rural and natural landscapes provide. The farms, forests, and water resources that form the region's rural landscape also serve as important economic and cultural resources. They support local communities by providing outdoor recreation and tourism opportunities such as hunting, fishing, paddling, hiking, and camping. Forest resources protect ground and surface waters to help ensure a clean and healthy water supply for NRV residents. Improving land use planning and practices can help protect these resources as well as the rural character, scenic views, and opportunities for active recreation they provide.

2 *Protect and enhance parkland, open space, and waterways of the New River Valley to provide for outdoor recreation opportunities.*

Top 10 Most Popular Outdoor Activities in the New River Valley

1. Walking for Pleasure
2. Swimming
3. Driving for Pleasure
4. Jogging & Running
5. Fishing
6. Hunting
7. Using a Playground
8. Visiting Natural Areas
9. Sunbathing
10. Bicycling

**2006 Virginia Outdoor Survey*

More than 20,000,000 visitors enjoy outdoor recreational opportunities in the New River Valley each year.

**2006 Virginia Outdoor Survey*

3 *Recognize and celebrate the importance of the arts, culture, and history as being central to defining and building community character and pride.*

The unique culture, history and traditions of our region create a sense of place and shared identity. The arts and cultural resources within our community often provide much-needed gathering places, where local traditions are passed along to our children and grandchildren. The arts foster young imaginations and help children develop critical thinking, communication, and innovation skills essential to today's workforce. Artistic and cultural activities also serve as a "community draw" which can stimulate business activity, attract tourism revenue, and help retain high quality employers and employees by creating highly desirable places in which to raise a family, work, and retire.

"Arts and cultural activities make a community attractive both to its citizens and to business. Simply put, the arts contribute to the quality of life for our people. The arts are good for business. Business should be good to the arts."

-David R. Goode, former Chairman of the Board & Chief Executive Officer, Norfolk Southern Corporation

4 *Strengthen the economic and cultural position of downtown commercial districts.*

Strengthening small town centers provides an opportunity to revitalize local economies without sacrificing the beauty of the surrounding landscape or the unique character and identity of communities. The New River Valley is home to many main streets with historic buildings and in some cases, a growing number of vacant commercial properties. When communities work to include the arts in community design and development, especially in close proximity to shopping, food, and other services, they stand a greater chance of revitalizing their historic downtowns, meeting visitor expectations, and supporting local businesses.

5 *Integrate existing community character into the design of community core improvements.*

Channeling investments into these existing main streets can preserve existing infrastructure, historic character, and spur new economic opportunities, while making wiser use of public resources. It can also help to increase the accessibility and convenience to essential services for our more rural communities– making them true "town centers" once again, where people work, shop, and come together for community events.

Recent Local Investments in the Town of Floyd		
2006	Angels in the Attic	$53,000
2006	Town of Floyd	$160,000
2007	Floyd Country Store	$360,000
2007	Town of Floyd	$235,000
2007	Hotel Floyd	$2,358,000
2007	Village Green	$650,000
2007	Winter Sun	$201,000

**2008, Economic Impact Assesment of the Crooked Road*

Due to efforts and investments to enhance cultural venues and activities, Floyd experienced a 90% increase in visitor spending on accomodations from 2003-2007. Annual visitor spending in 2007 was $858,729.

Building Healthy Communities

1 *Monitor and improve the environmental quality of the New River Valley's air, water, and land to promote the health of its residents.*

Clean air and water, scenic landscapes, fresh food, outdoor recreational opportunities and diverse fish and wildlife each enhance the health and quality of life of New River Valley residents. Although both ground and surface water are abundant in much of the NRV, many of these water resources are under threat or already impaired from agricultural runoff, leaky septic systems, and development patterns that threaten long-term water supply. Strategies that address or mitigate threats to water quality and supply will help protect this critical resource for generations to come.

Water Quality Impairments in the New River Valley

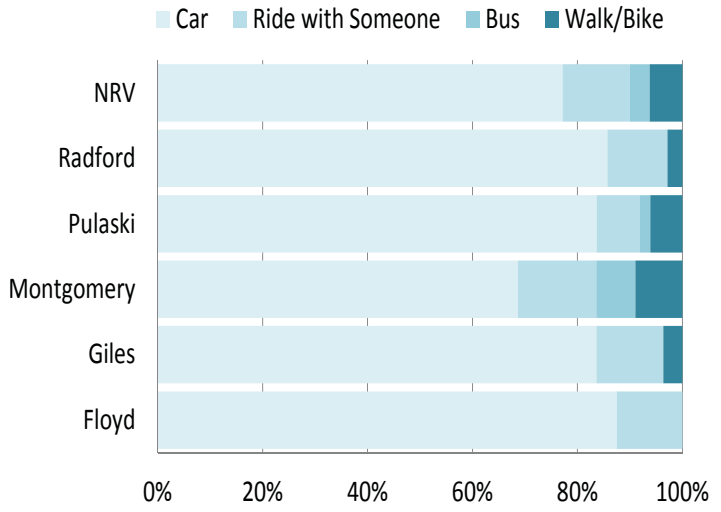
Impairment Type & Primary Causes	# of River Miles Impaired
E. COLI. *Animal waste associated with pets and farm animals and human waste from straight pipes, leaky sewage collection and treatment systems.*	285.39
PCBs IN FISH TISSUE *Legacy contaminants.*	76.60
TEMPERATURE *Destruction of riparian vegetation.*	60.80
LOSS OF AQUATIC ORGANISMS *Sedimentation and nutrients from agriculture, municipal and industrial source and toxicity associated with legacy contaminants.*	60.25
METALS *Legacy contaminants.*	3.55

**2012 VA Department of Environmental Quality*

2 *Promote proactive choices about food, fitness, family, work, and play.*

Communities that make it more convenient to make healthy choices have better health outcomes for their citizens. Communities can also foster a built environment that makes healthy lifestyle choices (like walking, biking, and eating fresh food) more convenient and fun. Transportation systems and options can be designed to link up important destinations, including places to access affordable, healthy food options. When communities plan with healthy food access, pedestrian safety, and access to recreation opportunities in mind, they are likely to see substantial health benefits for their citizens.

% of Lower-Income Residents Walking, Biking, Riding, & Driving to the Grocery Store



**2012 Livability Initiative Lower Literacy Survey*

3 *Improve access to healthy transportation, housing, and recreation options.*

Development decisions can affect community health outcomes. Sidewalks, bike lanes, street designs that slow traffic and make it safe to cross, parks, trails, gyms, shops and other destinations within walking distance—all of these community features can help communities reduce overall obesity rates and related health problems such as diabetes and heart disease.

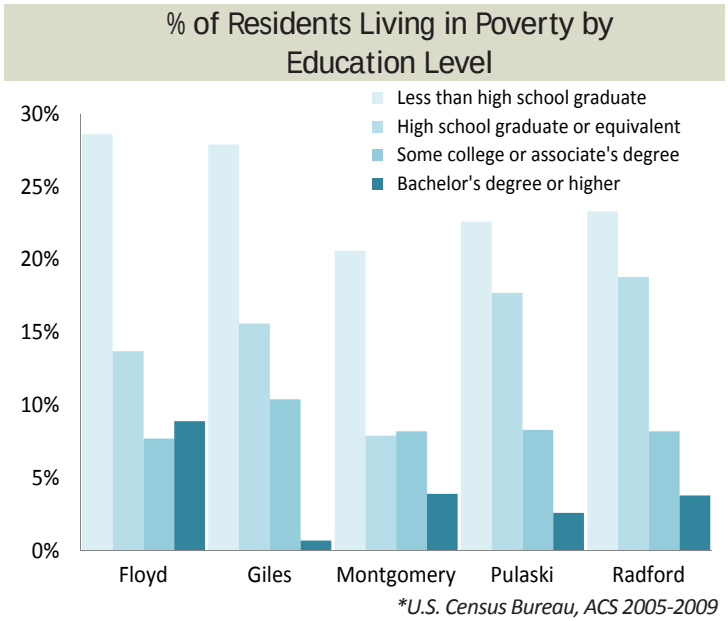
4 *Foster collaboration across healthcare providers and networks to decrease health disparities and to increase access, availability, and affordability of healthcare services.*

Communities can improve health outcomes by increasing access to preventative care. People who don't receive appropriate preventative medical and behavioral care are more likely to use the emergency room for primary care, raising the costs for all citizens. Health insurance by itself does not ensure access. It is also necessary to have providers that accept the individual's health insurance and a sufficient number of healthcare providers located at close proximity to patients. Communities can reduce the gap between providers and patients by increasing knowledge about the importance of preventative care, providing transportation services for medical related visits, promoting electronic collaboration among healthcare providers, and adding evening and weekend clinic hours for patients who cannot seek care during the work day.

5 *Promote local strategies that prevent and reduce the burden of chronic conditions, disease, and substance abuse.*

Social support networks comprised of family and friends, and involvement in community life, have also been identified as a powerful predictor of health, suggesting that individuals without a strong social network are less likely to participate in healthy lifestyle choices. People living in remote areas, especially the elderly, those who live alone, and those without secure transportation are more likely to become isolated, be less physically active, and have reduced access to health services. Communities can improve citizen health by taking active steps to reduce isolation for these vulnerable populations.

Higher levels of education improve individual economic opportunities, access to medical care, and reduce social/psychological stressors that can contribute to substance abuse and family violence. By focusing on education in order to improve high-school graduation rates, strategic workforce re-training to respond to a changing economic landscape, and economic development initiatives to improve job security, improvements in citizen health outcomes are more likely and more lasting.



**U.S. Census Bureau, ACS 2005-2009*

WHAT'S NEXT?

This interim report for the Livability Initiative is an important milestone in our planning process. In it, key challenges have been identified including some data and trends that provide a clearer picture of the region today, and where things are heading. The key strengths and assets of this region have also been identified based on citizen feedback– those things citizens want to preserve, strengthen, and draw from as critical issues in this region are addressed. Some overarching goals have also been presented, goals that could substantially improve quality of life for citizens and the overall livability of this region; as well as some potential strategies that communities could employ to achieve those goals.

The next steps in the process involve looking at the region today and where communities in this region want to be 20 years from now. This will involve examining the goals and strategies developed by working groups so far and developing a better understanding of how they might interrelate. That is, which strategy options might help address multiple challenges, and which might require asking some hard questions on tradeoffs, costs, and different preferences among citizens and localities. In many cases, this will require deciding between multiple approaches depending on the preferred end goal and strategies that our citizens want to put their energy into.

This report was built by:

1, 200 New River Valley Citizen Voices and
160 Participants at Monthly Working Groups

Outreach activities included:

- A day long regional kick-off meeting
- An on-line survey
- Spanish language survey
- Lower literacy paper survey
- Small focus group and community meetings
- Interactive performance theatre
- Digital storytelling
- BUILT planning game

Working group participants included:

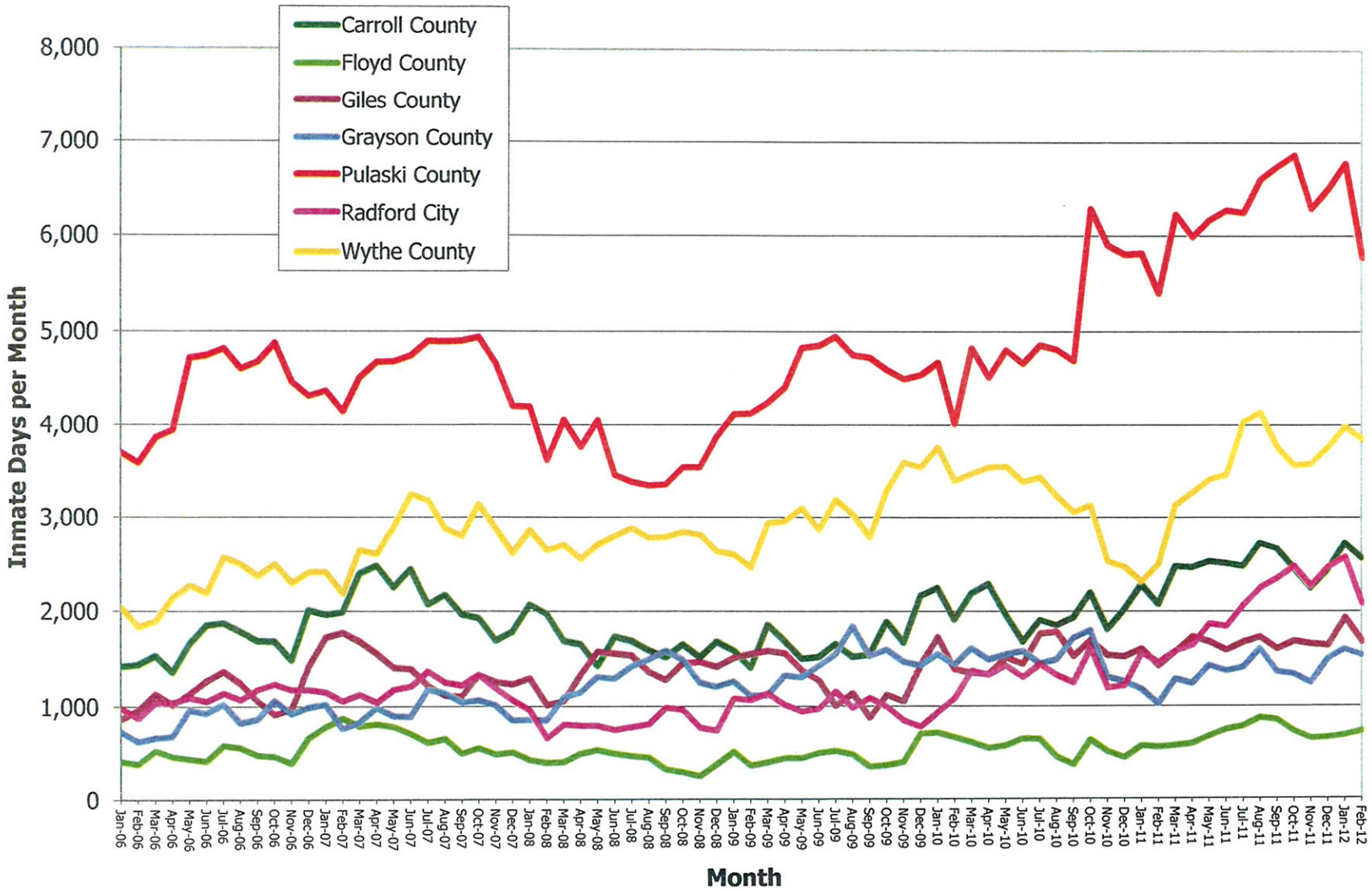
- 8 State agencies
- 11 Regional organizations
- 26 Non-profit and community based organizations
- 15 Private sector partners
- 15 citizens (no particular affiliation)
- All member localities

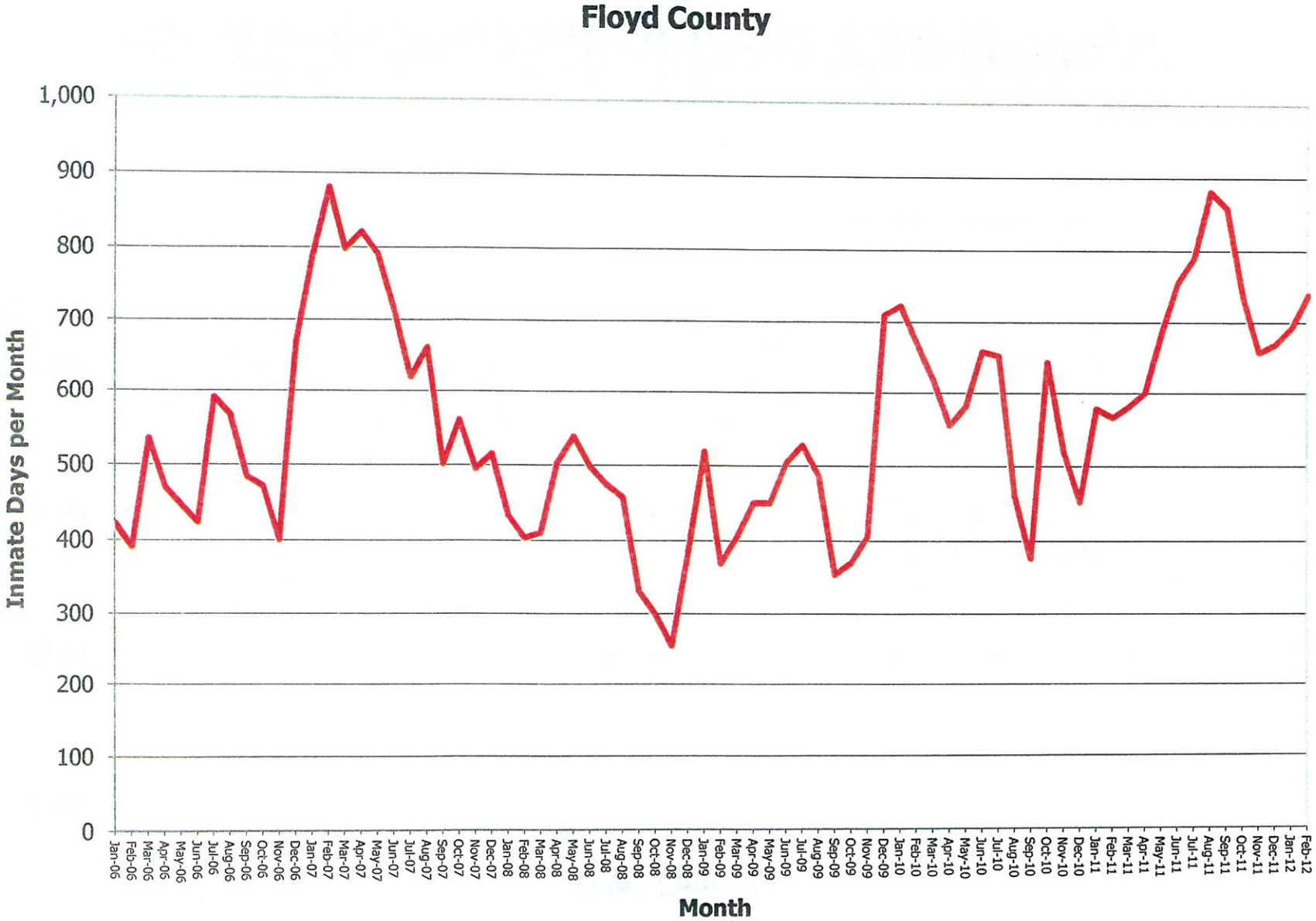
How can I participate?

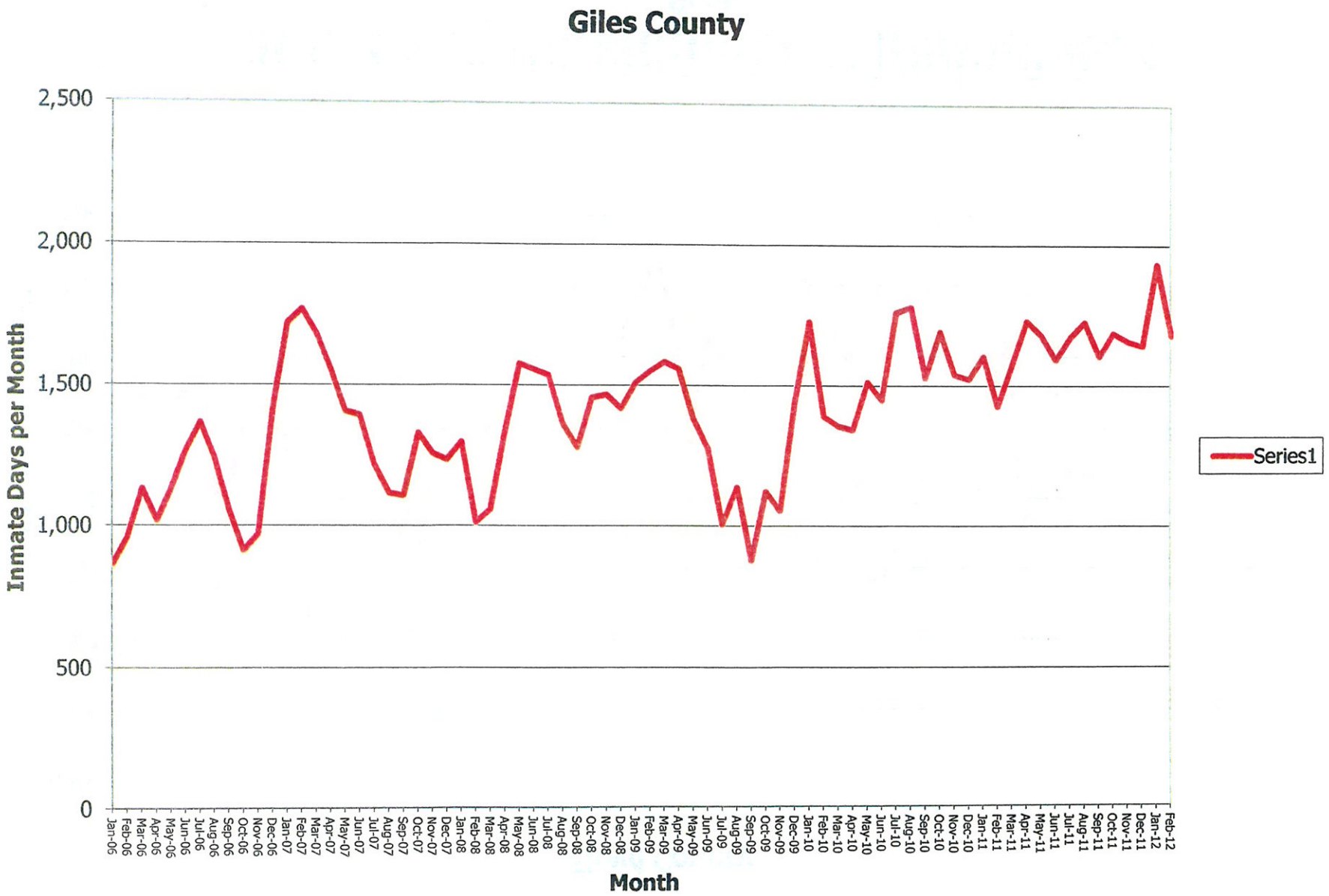
As with the first phase of the planning process, citizen participation is both welcome and needed! The New River Valley has tremendous resources to draw upon as citizens work to address some of the key challenges identified in this report. Making positive progress on these challenges and achieving the goals that residents have identified means weighing different potential solutions and seeing which are the best fit for this region, and which might be more effective in some localities than others. Citizens can help make sure the priorities and action strategies that are most important to them, their neighbors, and their community are heard in the next phase of the planning process by participating in face-to-face meetings, workshops, online surveys, and focused topic discussions.

To find out more ways to get involved, visit
www.nrvlivability.org
or call Carol Davis, Community Outreach Facilitator for
the Livability Initiative at 540-639-9313, ext. 222.

NRV Regional Jail




Floyd County
Inmate Days per Month
1,000
900
800
700
600
500
400
300
200
100
0
Jan-06
Feb-06
Mar-06
Apr-06
May-06
Jun-06
Jul-06
Aug-06
Sep-06
Oct-06
Nov-06
Dec-06
Jan-07
Feb-07
Mar-07
Apr-07
May-07
Jun-07
Jul-07
Aug-07
Sep-07
Oct-07
Nov-07
Dec-07
Jan-08
Feb-08
Mar-08
Apr-08
May-08
Jun-08
Jul-08
Aug-08
Sep-08
Oct-08
Nov-08
Dec-08
Jan-09
Feb-09
Mar-09
Apr-09
May-09
Jun-09
Jul-09
Aug-09
Sep-09
Oct-09
Nov-09
Dec-09
Jan-10
Feb-10
Mar-10
Apr-10
May-10
Jun-10
Jul-10
Aug-10
Sep-10
Oct-10
Nov-10
Dec-10
Jan-11
Feb-11
Mar-11
Apr-11
May-11
Jun-11
Jul-11
Aug-11
Sep-11
Oct-11
Nov-11
Dec-11
Jan-12
Feb-12
Month


Giles County
2,500
2,000
1,500
1,000
500
0
Inmate Days per Month
Jan-06
Feb-06
Mar-06
Apr-06
May-06
Jun-06
Jul-06
Aug-06
Sep-06
Oct-06
Nov-06
Dec-06
Jan-07
Feb-07
Mar-07
Apr-07
May-07
Jun-07
Jul-07
Aug-07
Sep-07
Oct-07
Nov-07
Dec-07
Jan-08
Feb-08
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Nov-08
Dec-08
Jan-09
Feb-09
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May-09
Jun-09
Jul-09
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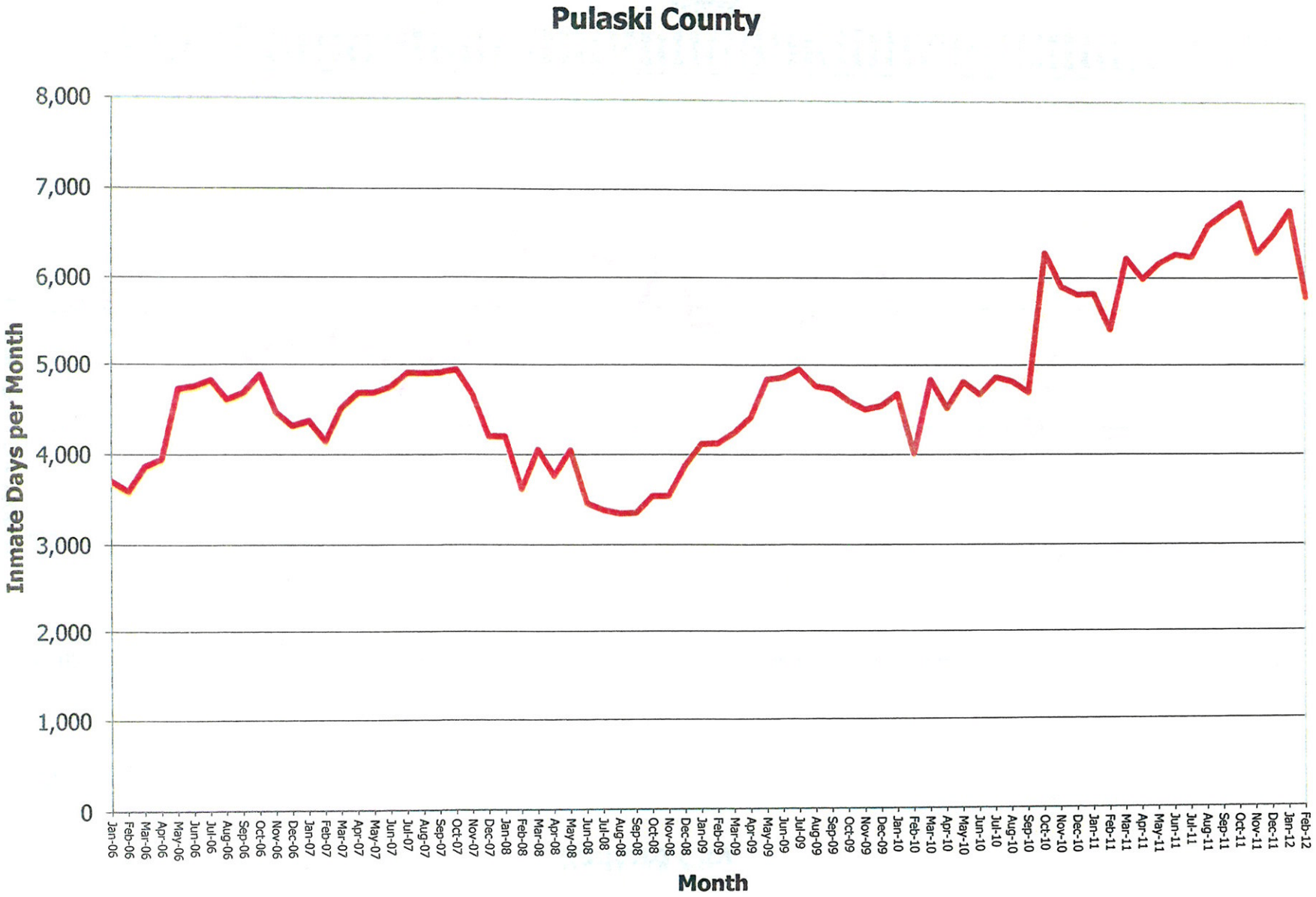
Oct-09
Nov-09
Dec-09
Jan-10
Feb-10
Mar-10
Apr-10
May-10
Jun-10
Jul-10
Aug-10
Sep-10
Oct-10
Nov-10
Dec-10
Jan-11
Feb-11
Mar-11
Apr-11
May-11
Jun-11
Jul-11
Aug-11
Sep-11
Oct-11
Nov-11
Dec-11
Jan-12
Feb-12
Month
Series1


Pulaski County
Inmate Days per Month
8,000
7,000
6,000
5,000
4,000
3,000
2,000
1,000
0
Jan-06
Feb-06
Mar-06
Apr-06
May-06
Jun-06
Jul-06
Aug-06
Sep-06
Oct-06
Nov-06
Dec-06
Jan-07
Feb-07
Mar-07
Apr-07
May-07
Jun-07
Jul-07
Aug-07
Sep-07
Oct-07
Nov-07
Dec-07
Jan-08
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Feb-11
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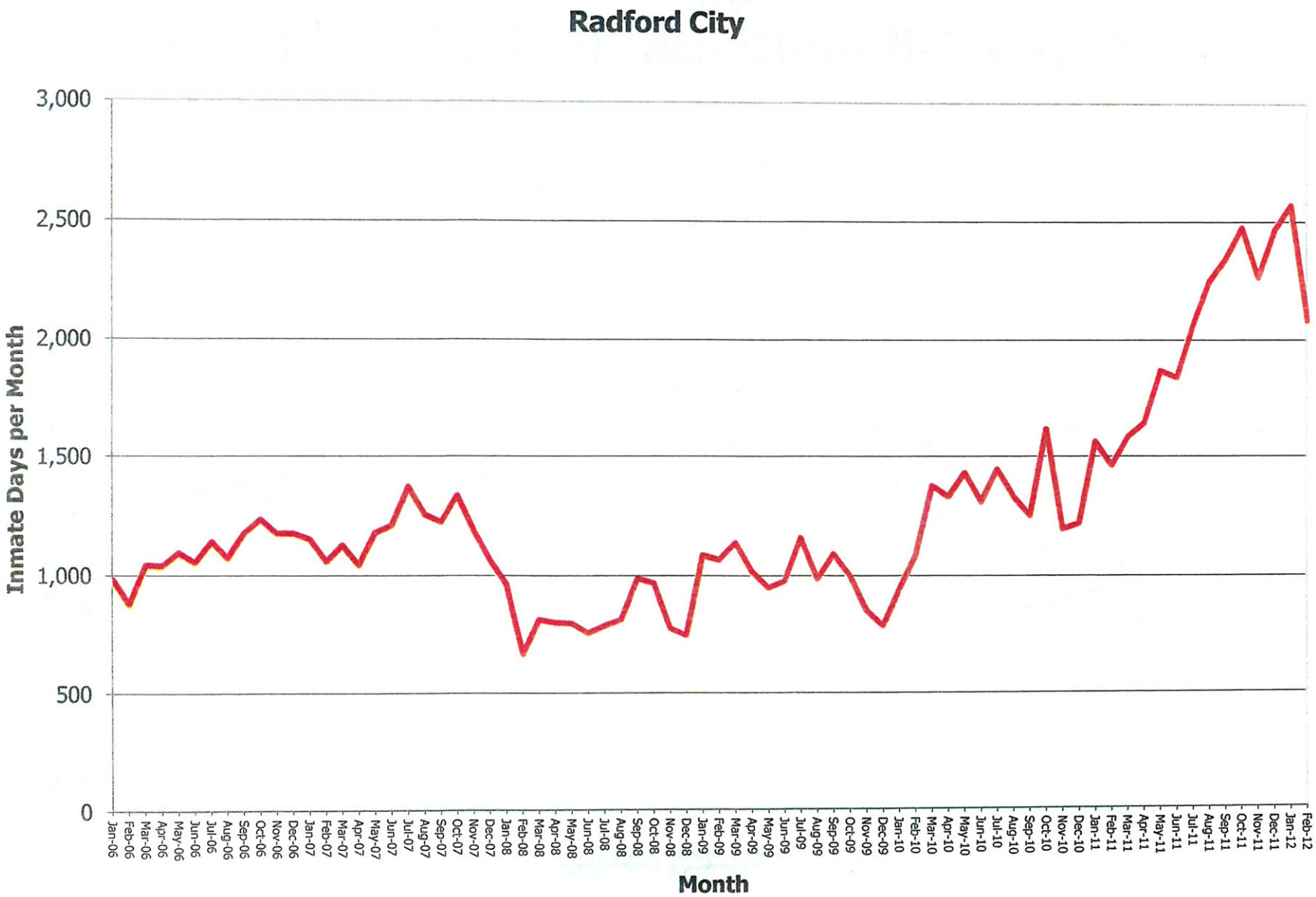
Oct-11
Nov-11
Dec-11
Jan-12
Feb-12
Month


Radford City
Inmate Days per Month
3,000
2,500
2,000
1,500
1,000
500
0
Jan-06
Feb-06
Mar-06
Apr-06
May-06
Jun-06
Jul-06
Aug-06
Sep-06
Oct-06
Nov-06
Dec-06
Jan-07
Feb-07
Mar-07
Apr-07
May-07
Jun-07
Jul-07
Aug-07
Sep-07
Oct-07
Nov-07
Dec-07
Jan-08
Feb-08
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Jan-11
Feb-11
Mar-11
Apr-11
May-11
Jun-11
Jul-11
Aug-11
Sep-11
Oct-11
Nov-11
Dec-11
Jan-12
Feb-12
Month