



Situation Analysis Report

Campbell County 2018

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Virginia Cooperative Extension Situation Analysis Report Campbell County 2018

Introduction

The Campbell County, VA unit conducted a situation analysis during the calendar year 2018. The situation analysis process, conducted by unit staff in consultation with an active Extension Leadership Council, stakeholders and VCE volunteers involved reviewing data from the Unit Profile as well as gathering community and resident perspectives on issues in the county. Data and information from these two activities were analyzed and priority issues were identified.

Unit Profile

Campbell County is located in the Southern Piedmont of Virginia. On the northern side of the county is Lynchburg City the twelfth largest city in Virginia. The majority of residents live near the Lynchburg-Campbell County borders. The towns of Brookneal and Altavista are both in Campbell with each having their own town council. Campbell County covers over 511 square miles in the foothills of the Blue Ridge Mountains. Campbell County, VA has a population of 55,061 people with a median age of 42.8 and a median household income of \$47,005. Between 2015 and 2016 the population of Campbell County, VA grew from 55,012 to 55,061 a .09% increase and the median household income declined from \$47,699 to \$47,005, a 1.45% decrease. The population of Campbell County, VA is 80.4% white, 14% Black, and 2.41% Two+ 2.97% of the people in Campbell County, VA speak a non-English language, and 98.1% are U.S. citizens.

Economy

The economy of Campbell County, VA employs 26,389 people. The economy of Campbell County, VA is specialized in Manufacturing; other services, except public administration; and Utilities, which employ respectively 1.54; 1.4; and 1.32 times more people than what would be expected in a location of this size. The largest industries in Campbell County, VA are Manufacturing (4,198), Healthcare & Social Assistance (3,849), and Retail trade (3,309), and the highest paying industries are Utilities (\$63,386), Finance & Insurance (\$40,313), and Transportation & Warehousing (\$35,833).

Median household income in Campbell County, VA is \$47,005. Males in Campbell County, VA have an average income that is 1.38 times higher than the average income of females, which

is \$36,080. The income inequality of Campbell County, VA (measured using the Gini index) is 0.445 which is lower than the national average.

Median Household Income: Households in Campbell County, VA have a median annual income of \$47,005, which is less than the median annual income in the United States. Look at the chart to see how the median household income in Campbell County, VA compares to that in its parent locations.

Wage by Gender in Common Jobs: In 2016, full-time male employees in Campbell County & Lynchburg City PUMA, VA made 1.38 times more than female employees.

This chart shows the gender-based wage disparity in the 5 most common occupations in Campbell County & Lynchburg City PUMA, VA by number of full-time employees.

Poverty by Age and Gender: 12.5% of the population for whom poverty status is determined in Campbell County, VA (6,799 out of 54,432 people) live below the poverty line, a number that is lower than the national average of 14%. The largest demographic living in poverty is Female 35-44, followed by Female 25-34 and then Female 45-54.

The Census Bureau uses a set of money income thresholds that vary by family size and composition to determine who classifies as impoverished. If a family's total income is less than the family's threshold than that family and every individual in it is considered to be living in poverty.

Poverty by Race & Ethnicity: The most common racial or ethnic group living below the poverty line in Campbell County, VA is White 5,226 ± 786, followed by Black or African American 1,153 ± 336 and Hispanic and Asian accounting for 290 ± 154.

The Census Bureau uses a set of money income thresholds that vary by family size and composition to determine who classifies as impoverished. If a family's total income is less than the family's threshold than that family and every individual in it is considered to be living in poverty.

Employment by Occupations: From 2015 to 2016, employment in Campbell County, VA grew at a rate of 0.99%, from 26,131 employees to 26,389 employees. The most common job groups, by number of people living in Campbell County, VA, are Management, Business, Science, & Arts, Sales & Office, and Production & Transportation. The most common jobs held by residents of Campbell County, VA, by number of employees, are Administrative; Sales; and Production. Compared to other counties, Campbell County, VA has an unusually high number of residents working in Installation, Maintenance, & Repair; Community & Social Service; and Production. The highest paid jobs held by residents of Campbell County, VA, by median earnings, are Architecture & Engineering; Health Practitioners; and Legal

Diversity

Campbell County, VA is home to a population of 55,061 people, from which 98.1% are citizens. The ethnic composition of the population of Campbell County, VA is composed of 44,296 White residents (80.4%), 7,694 Black residents (14%), 1,328 Two+ residents (2.41%), 1,088 Hispanic residents (1.98%), and 449 Asian residents (0.82%). The most common foreign languages in Campbell County, VA are Spanish (621 speakers), Chinese (179 speakers), and Korean (93 speakers), but compared to other places, Campbell County, VA has a relative high number of Hungarian (12 speakers), Urdu (61 speakers), and Thai (14 speakers).

Age: In 2016, the median age of all people in Campbell County, VA was 42.8. Native-born citizens, with a median age of 43, were generally older than foreign-born citizens, with a median age of 34.5. But people in Campbell County, VA are getting getting older. In 2015, the average age of all Campbell County, VA residents was 42.4.

Global Diversity: In 2016, the most common birthplace for the foreign-born residents of Campbell County & Lynchburg City PUMA, VA was India, the natal country of 755 Campbell County & Lynchburg City PUMA, VA residents, followed by Korea with 691 and Mexico with 504. When compared to other public use microdata areas, Campbell County & Lynchburg City PUMA, VA has a relatively high number of residents that were born in Paraguay. In 2016, there were 149 people from Paraguay living in Campbell County & Lynchburg City PUMA, VA, approximately 18.05 times more than would be expected based on national averages.

Citizenship: As of 2016, 98.1% of Campbell County, VA residents were US citizens, which is higher than the national average of 93%. In 2015, the percentage of US citizens in Campbell County, VA was 98.3%, meaning that the rate of citizenship has been declining in that location.

Race & Ethnicity: In 2016, there were 5.76 times more White residents (44,296 people) in Campbell County, VA than any other race or ethnicity. There were 7,694 Black and 1,328 Two+ residents. The third is a mixture of Multiracial, Hispanic, Asian, Native Americans, and Pacific Islanders.

Non-English Speakers: 1,502 of Campbell County, VA citizens are speakers of a non-English language, which is lower than the national average of 21.1%. In 2015, the most common non-English language spoken in Campbell County, VA was Spanish. 1.13% of the overall population of Campbell County, VA are native Spanish speakers. 0.33% speak Chinese and 0.17% speak Korean, the next two most common languages. When compared to other counties, Campbell County, VA has a relatively high number of residents that are native Hungarian speakers. In 2015, there were 12 native Hungarian

speakers living in Campbell County, VA, approximately 0.83 times more than would be expected based on the language's frequency in the US more broadly.

Veterans: Campbell County, VA has a large population of military personnel who served in Vietnam, 2.73 times greater than any other conflict. Vietnam (1,479) Korea (541) Gulf (525)

Education

The largest universities in Campbell County, VA are Liberty University, with 18,231 graduates, Central Virginia Community College, with 984 graduates, and Lynchburg College, with 701 graduates. In 2015 universities in Campbell County & Lynchburg City PUMA, VA awarded 20,440 degrees. The student population of Campbell County & Lynchburg City PUMA, VA is skewed towards females, with 8,415 male students and 12,025 female students. Most students in Campbell County & Lynchburg City PUMA, VA are White (11,635 and 56.9%), followed by Black or African American (3,734 and 18.3%), Unknown (3,149 and 15.4%), and Hispanic or Latino (870 and 4.26%). The largest universities in Campbell County & Lynchburg City PUMA, VA by number of graduates are Liberty University (18,231 and 89.2%), Central Virginia Community College (984 and 4.81%), and Lynchburg College (701 and 3.43%). The most popular majors in Campbell County & Lynchburg City PUMA, VA are General Psychology (1,367 and 6.69%), Religious Studies (1,078 and 5.27%), and Other Multidisciplinary Studies (983 and 4.81%). The median tuition costs in Campbell County & Lynchburg City PUMA, VA are N/A for private four year colleges, and \$15,105 and \$15,105 respectively, for public four year colleges for in-state students and out-of-state students.

Housing & Living

Household Income: In 2016, the median household income of the 22,294 households in Campbell County, VA declined to \$47,005 from the previous year's value of \$47,699. The following chart displays the households in Campbell County, VA distributed between a series of income buckets compared to the national averages for each bucket. The largest share of households have an income in the \$75-\$100k range.

Property Value: In 2016, the median property value in Campbell County, VA grew to \$152,600 from the previous year's value of \$151,500. In Campbell County, VA the largest share of households have a property value in the \$150k-\$175k range.

Rent vs Own: In 2016, 75.8% of the housing units in Campbell County, VA were occupied by their owner. This percentage declined from the previous year's rate of 76%. This percentage of owner-occupation is higher than the national average of 63.6%.

Agriculture

Agriculture and natural resource industries are important sources of economic activity in Campbell County. Agriculture and Forestry is by far the largest land use in the County. Agriculture is a vital part of the Campbell County economy. The 2012 Census of Agriculture puts the value of farm sales at \$24,235,000 down 4% from 2007. The livestock industry provides \$17,736,000 in revenues, mainly through beef cattle and dairy product sales. The total crop sales were \$6,499,000. The acreage of soybean and wheat has grown in the last few years. The total area in farmland is 150,689 a 7% increase with approximately 90% of the total Campbell County land area zoned agriculture. If you look at a pie chart the farm land can be broken down into 29.3% cropland, 32.4% woodland, 33% pasture, and 5.3% other uses. The total number of farms has been on an upward trend with 761 up 5% from 722 farms in 2007. If you look at the data, the farm numbers are growing, but the average farm size has shrunk. The most likely explanation is the increase in part-time and hobby farms. Small farms with acreage of 10-50 acres have increased. Campbell County has seen a decrease in farms from 500-1000+ acres. Most of the small farms include beef cattle as the main enterprise. Additional enterprises include: goats, sheep, poultry, bees, bison, vegetables, vineyards, greenhouses and orchards. In 2012 Seven K farm purchased 1200 acres in Campbell County developing a 600 acre apple orchard. They currently have over 200 acres planted. When complete this will be the largest apple orchard in Virginia. There are 5 Grade A dairies down from 8 and it is expected to decrease with low milk prices. Farmer age and economic difficulties over the past years have been major factors in the decline. The number of farmers 65 years or older increased during this time frame. This combined with the fact that less young farmers are entering agriculture leads to concerns with regard to where the next generation of farmers will come from. There has been a decrease in traditional farming enterprises such as dairy and row crops; however, non-traditional agriculture enterprises including horses, nursery greenhouse and wine grapes are on the rise. Most citizens today are about three generations removed from the family farm. They don't know where their food comes from and they do not understand the importance of agriculture and agriculture research.

Community and Resident Perspectives

Input was gathered using various techniques to cover the broad spectrum of programs covered. Campbell County VCE used local face book pages and email to reach out to citizens. A focus group made up of Extension Leadership Council and community volunteers worked together on issues and goals to develop a vision for Campbell County. The group determined that Campbell County issues are similar to every other locality in the country, they determined a new set of priority issues to improve life for citizens in Campbell County moving forward. The ELC is very impressed with the current programing efforts of agents in Campbell County. The following is a guideline of priority issues to focus on for future programing.

Priority Issues

2018-2023 Situation Analysis Priority Issues & Response Goals based On Community and Resident Perspectives

Agriculture Priority Issues:

Response: Ideas the ELC came up with as a road map to guide programs.

1.) General population educational knowledge of agriculture and the struggles farmers face. (Helping a disconnected public understand agriculture.)

Response

- Develop a marketing campaign partnering with agriculture related enterprises to promote agriculture awareness in Central Virginia.
- Work with Campbell County schools to improve Agriculture related education from 4-H to food/health to increased promotion of FFA and agriculture lab classes.
- Work towards a central educational program to educate a specific grade (such as 5th or 6th) on Agriculture practices related to STEM.
- Participate in Career Days at local schools to promote Agriculture related careers.
- Campaign to educate public on farm equipment road safety (sponsor education for Campbell County Public Safety on Farm Accidents)
- Hold a community education day on farm safety to include ATV's and grain bins.

2.) Increase producer knowledge in areas of equipment technology, and applying that to the farm business. (Computer software, phone apps, GPS, Drones, Computer systems and equipment).

Response

- Continue to work with Campbell County government and neighboring VCE agents to apply for grants that enhance and promote technology in the agriculture enterprise.
- Develop educational classes and field days for producers to learn about new technologies.
- Develop educational classes for producers to learn financial software.

3.) Agriculture Education and development of Youth for a future in Agriculture.

Response

- Work with County schools to improve Agriculture education in every high school. Work to Increase participation in FFA and shop classes.
- Youth Agriculture Sustainability Assistant develops educational programs for elementary fourth grade in school programs.
- Agriculture Agent, 4-H Agent and Youth Agriculture Sustainability Assistant work together to promote and develop agriculture related 4-H clubs and educational programs.

4.) Farm business management and keeping farmers in business. Cost of production and low prices are putting producers (especially small producers) out of business and hard for potential new farmers to get started.

Response

- Continued focus on helping farmers to produce what the market rewards, to package and promote their products in such a way to receive fair value for quality. Work with small farmers to work together. (Assemble pot loads of cattle for telo-auction)
- Work with industry and VCE specialists to promote programs that encourage cooperation and growth in agriculture.
- Develop a new farmer training program and possible mentoring program.
- Develop a farm business “boot camp” or series of workshops on leading business practices to include marketing initiatives, business tools/apps, grants, etc.

5.) Government/County Agriculture Regulations

Response

- Work with County, State, and Federal representatives to ensure awareness of farm issues and impact of regulations on farmers. Assist farmers with tools to write letter and attend meetings to speak on topics.
- Keep farmers up-to-date on agriculture legislative issues and efforts.
- Develop an educational program to inform farmers about current regulations and how to most efficiently meet them.

4-H Youth Priority Issues:

Response: Ideas the ELC came up with as a road map to guide programs

1.) Life skills development for youth.

Response

- Address leadership skills through the Club programs, which allow youth opportunities to become officers, committee leaders and hold other leadership positions. Provide hands on leadership education through the Teen Leadership program, which also provides the opportunity to use those skills as camp counselors.
- Develop programming to be implemented in workshops, camps or other events that focus on Career Readiness, job interviewing skills and soft skills.
- Work with community partners, minorities, and churches to develop 4-H clubs in low income areas of Campbell County. Possible partnership with Campbell County Rosenwald school.

2.) Healthy Lifestyles Education

Response

- Develop programs and curriculum to help youth manage technology in their life.
- Collaborate with FCS to develop programs/curriculum focused on drugs & Opioid addiction.
- Incorporated programming to deter bullying in youth.

3.) Campbell County Cooperative Extension currently has the ability to meet many identified needs, but Marketing is needed to bring more awareness.

Response

- Bring awareness of 4-H and Extension resources
- Continue current collaborations and identify other opportunities to bring more community involvement and volunteers.
- Develop a strategic marketing plan
- Provide county contests and workshops that include a focus on underserved clientele.

Family & Consumer Science Priority Issues

Response: Ideas the ELC came up with as a road map to guide programs.

Currently Campbell County does not have an FCS position. Karen Tanner, working out of Amherst and Susan Prillaman working out of Bedford help cover Campbell County.

Response

- ANR & 4-H coordinate to help support FCS programming
- Establish a FCS full or part-time position in Campbell County
- How to get yourself out of debt programs.
- Using technology to stay healthy (smart phones, fitbit trainings apps)
- Work with community partners, minorities, and non-subdivision areas in Campbell County to address food insecurity, nutrition and physical fitness.