



Situation Analysis Report



Goochland County

2018

GOOCHLAND Extension Staff

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Introduction

The Goochland County Situation Analysis is the product of a combination of qualitative and quantitative data. The issues are the distillation of information and inferences derived from each category.

The Situation Analysis was developed by compiling quantitative data from distributed surveys, annual reports, county departmental records, and local, state and national online databases. These included sources such as the comprehensive Goochland County Community Action Program Needs Assessment, Community Health Assessment & Improvement Plan, Goochland County Public Schools Enrollment Projections Report, Kids Count, Goochland County Comprehensive Plan, Chickahominy Health District Reports, and the US Census Bureau. Surveys were completed by clients and constituent groups.

Key informant and citizen interviews were conducted to collect qualitative input. These informants were asked to look at issues from a professional stand point and as residents of Goochland County.

Unit staff, community partners and agency representatives reviewed the data and noted trends, statistics, and anomalies that signify emerging issues for Goochland County.

The quantitative and qualitative results were then cross-referenced to produce the prominent issues currently confronting Goochland County and predicting those which will emerge in the near future. Issues were also reviewed for the role in which Extension can, should, or would participate with appropriate resources, personnel and support.

Unit Profile

Goochland County, traditionally a rural county, is located in central Virginia on the western edge of Richmond, Virginia. Goochland residents define their county as “farms, woodland and winding two-lane roads connecting country stores and post-offices” according to the Richmond Times-Dispatch (July 10, 2007). Land area covers 281.42 square miles with 77.2 persons per square mile. Residential growth has boomed along the eastern part of the county, near the Centerville area. While residents understand that growth is inevitable, they wish to keep the county as rural as possible.

Goochland is bounded on the north by I-64 and on the south by a 40-mile stretch of the James River. It is located approximately 105 miles south of Washington, D.C. and 45 miles east of Charlottesville, Virginia. Generally the County experiences hot, humid summers and mild winters. Furthermore, the County’s average rainfall and snowfall is 44 inches and 11 inches, respectively.

Goochland has a County Administrator and a five-member Board of Supervisors. As well, the County has a comprehensive plan and zoning and subdivision ordinances. The Village of Goochland Courthouse is the county seat.

Many community facilities are located throughout the county. Five doctors and five dentists are available to Goochland County residents along with an area Health Department. Also, located in the County is the Meadows Nursing Home, a branch of the Pamunkey Regional Library System, YMCA, Goochland Department of Social Services, Goochland Cares, Goochland/Powhatan Community Services Board, Office on Youth, Parks and Recreation, General District Court, Goochland Fire and Rescue, Senior Connections, the Center for Caring, and Goochland Fellowship and Family Service. According to the Virginia Economic Development Partnership there are 39 churches and six licensed child care facilities located throughout the county. Local shopping requirements are met by Centerville’s shopping center and a retail cluster in the village of Goochland. Hidden Rock Park serves as the central public recreational facility, along with the county’s 22-acre fairgrounds facility and 8-acre Goochland Recreation Building. Goochland has no public transportation.

According to the U.S. Census Bureau, the population in Goochland County, Virginia increased from 16,863 to 21,717, or approximately 29 percent, between the 2000 and 2010 Census. In terms of school-aged children [5-19], the population increased by 799, or 27 percent. The under age 5 population increased from 875 to 1,012, or 16 percent. The median age of an Goochland County, Virginia resident is 45.2, an increase of 4.7 years since the 2000 Census. The average household size increased from 2.51 to 2.54. The average family size remained the same at 2.88. The number of total housing units increased in tandem with the number of occupied and vacant housing units.

Goochland County Youth Population Estimates

Age	2016	2021
Ages 0-2	557	554
Ages 3-4	410	400
Ages 5-10	1,501	1,472
Ages 11-13	894	899
Ages 14-18	1,310	1,412
Ages 5-18	3,705	3,783
Total Population	22,721	23,910

Source: Environmental Systems Research Institute

The Virginia Department of Education reports that Goochland County has three elementary schools with a spring 2018 enrollment of 1,122 students, one middle school with an enrollment of 609 students, and one high school with an enrollment of 829 students. According to the Goochland Public School’s Enrollment Projection Report from 2017, enrollment has increased by 183 students since the 2007-08 school year. Based on the cohort survival methodology,

enrollment is projected to increase over the next ten years. Goochland's high school graduation rate was 94% in the 2017-2018 school year.

Goochland Cares Free Clinic and Family Services provides quality health care to adult residents who cannot reasonably be expected to pay. Statistical reporting from the clinic indicates that 5,097 patients were served in 2017 with a total value of services delivered of \$1,200,000. In 2017, 8,882 food pantry visits nourished 500 families, emergency housing sheltered 41 people, and sexual & domestic violence services assisted 91 people through safe housing and advocacy programs. According to the US Census, 6% of Goochland's population is uninsured, and 6.1 percent of the population is in poverty.

In 2014 there were 185 live births in the County. The major causes of death were heart disease, malignant neoplasm, and unintentional injury (accidents).

The US Census reports that Goochland's 2010 population rate was 21,717, a median household income of \$86,652, and per capita personal income of \$47,610. Gender distribution totaled 50.9% female and 49.1% male. The 2010 racial demographics of the County are as follows:

White	80.4%
Black	16.1%
Asian	1.5%
Two or more	0.3%
American Indian or Alaska Native	0.3%
Pacific Islander	0.00009%
Hispanic (may be of any race)	2.8%

According to the U.S. Census, in 2016 approximately 14,586 Goochland residents were employed. The total employment percent change in 2015-2016 was -11.6%. In 2012, the US Census reported 2,812 businesses operating in Goochland County, with 1,640 being owned by men, 707 owned by women, and 380 owned by minority ownership.

In 2000, 1,068 people were reported to live in poverty in Goochland (2000 Census). Kids COUNT data from the Richmond Region reported that the total child population (ages 0-17) in Goochland was 4,270. 706 children were classified as economically disadvantaged, which is roughly 17% of the youth population. The number of low-income children without Health Insurance was 85, and the rate of children entering foster care per 1,000 children was 0.7. The pass rate of Kindergarteners Fall Readiness Exams is 88% in Goochland. 3rd graders that are not economically disadvantaged pass the reading SOL at a rate of 86%; economically disadvantaged youth pass at a rate of 53%. In 2017, 563 students were enrolled in the free lunch program, 194 in the free breakfast program, 138 were enrolled in the reduced price school lunch program, and 42 were enrolled in the reduced price breakfast program. The

average daily participation for free lunch 38.21%, reduced lunch was 8.60%, free breakfast was 61.20%, and reduced breakfast was 13.25%.

The Virginia Agriculture Statistics Service Census Data for 2012 indicate there were 315 farms in Goochland County, encompassing 50,142 acres, with an average size of 159 acres. According to the 2002 Census of Agriculture, the market value of production was \$16,562,000 with an average per farm of \$52,577. Government payments equaled \$291,000. Approximately 39% of land use in farms was for cropland, 29% for pasture, 27% for woodland, and 5% for other uses. The Virginia Agriculture Statistics Service Census Data for 2012 estimated the number of horses in Goochland County to be 1,195.

Community and Resident Perspectives

Key informant citizen interviews and a survey of the community were used to collect qualitative information on issues. Four issues arose repeatedly.

As in previous years, land use/development and the environment continue to be a top level issue. Many people give the rural nature of Goochland as the reason for moving to the county. But development threatens their perceived view of country living while at the same time residents balk at higher taxes for services such as roads, convenience centers, schools, parks and other amenities. Agriculture remains an important economic engine in the county but the rural suburban interface continues to cause friction. Survey respondents cited growing unrest between new residents moving in to the community for its rural character, but then complaining about the sights, smells, and long working hours of neighboring agricultural farms. Responses also expressed concern about developers coming in to the county to push for land use zoning changes in rural areas. The economic disparity between the Eastern and Western ends of the county was a continual thread weaved throughout the conflict between rural and suburban residents. Many residents expressed concern for the growing divide between wealthy and poor in the county, and many noted that families in Goochland were struggling financially due to high cost of living, taxes, and housing costs driven up by the influx of wealthy suburbanites moving into the county. Residents repeatedly mentioned the need for support from the county administration and community members to preserve the rural community in Goochland.

Affordable access to high speed internet has also emerged as an issue that troubles county residents. High speed internet has been a hot topic of debate for many years in Goochland, with records of county research and development on this topic dating back to 2008. Many residents believe access to high speed internet is essential to the positive growth and business climate in Goochland County. Resident's ability to function in a technology driven society mandates access to quality internet services at an affordable rate. Respondents highlighted the need for high speed internet so that youth could complete school assignments, adults could participate in online college classes, and the county could attract more businesses (and therefore, more jobs). Many responses discussed the high cost of internet, and the poor quality services received in exchange.

The third community perspective identified was the need for affordable activities, more jobs, and safe community centers for youth to attend after school and on weekends. Citizens believe that there are very few places for youth to hang out outside of school hours, particularly for youth who are not participating in athletic programs. Youth were having to create their own activities and hang out places, leading to unsafe behaviors and hangout locations. Concern over the prices of existing after-school programs and local summer camp options was also an important point. Respondents cited the high prices of these activities as reasons that families cannot afford to participate in existing youth programs. The “in-between” families-- those whose income is too high for financial assistance, but too low to be considered high-income--struggle to afford youth program fees, particularly for those families with multiple children. Some concern was also expressed about transportation needs for youth participating in after-school programs; if both parents are working, families have difficulty getting youth to after-school activities that are not on a bus route. Additionally, respondents stated that jobs for youth are scarce in Goochland County. Many youth have a desire to work, but must travel outside of the county to areas like Short Pump to find entry-level part-time jobs. Other respondents shared concern for youth about to graduate. There is a growing concern for youth who are not college-bound; the need for more local blue-collar jobs and training in the trades for youth was important to many respondents. Still others shared concern about how to attract youth to the aging agricultural community that is so strong in Goochland County.

Finally, the need for infrastructure improvement arose as an important issue throughout the county. There is a need for improved electrical services, particularly within the Western end of the county where long power outages are experienced regularly. Additionally, the need for improved roads was cited throughout the county. Some cited potholes or damage to roads as an issue, while others mentioned heavy traffic causing severe delays and dangerous accidents in some parts of the county. Finally, the need for improved water services was noted. Some cited issues with water being too expensive, while others mentioned their well water was unsafe to drink. Lower cost well-water testing was one need mentioned in the survey.

Priority Issues

Land Use/development and environment

Goochland VCE is well placed to address this issue through multiple educational modes. For 4-H, the continuation of the gardening programs for youth both in and out of school is a portal for expansion of topics that address SOL's in environmental science, agriculture 6 education, watershed experiences and horticulture. In addition, a high level of support provides the livestock clubs with resources to build on the agriculture knowledge, best practices, animal science knowledge and entrepreneurship as they build their flocks and herds. In addition, 4-H can assist with our outreach of agriculture education at schools, fairs and other venues and promotional sites. 4-H will continue to use media outlets, in-school programming, collaboration with partners, and 4-H events to emphasize environmental responsible behaviors including recycling, carpooling, and no littering campaigns. Attendant to this is continued use of the Character Counts! pillars; respect for their environment, responsibility for their actions, and

most importantly the Citizenship pillar. This aspect emphasizes that even as youth, contributing to common good and community is essential. Being a good citizen means insuring your behavior does not negatively impact others or common ground. ANR works closely with our partner agencies such as the USDA Farm Service Agency (FSA), USDA Natural Resources Conservation Services (NRCS), The Virginia Department of Forestry (DOF), The Virginia Department of Agriculture and Consumer Services (VDACS), Virginia Farm Bureau (VFB) and the Monacan Soil and Water Conservation District (SWCD) to insure that agricultural, natural resources and conservation programs are provided to area farmers and landowners to help them improve production while improving water quality by reducing soil runoff, reducing the amount of pesticides used and increasing the number of landowners participating in cost share conservation programs.

ANR Extension Agent serves on the Board of Directors of the Monacan SWCD:

- Assist SWCD staff in outreach to farmers for educational programs, field days and seminars;
- Support the work of the SWCD to expand program funding;
- ANR extension Agent is a founding member and active participant in the Women in Ag Conference developed to assist underserved female farmers in their education needs
- Hold field days and seminars at working farms;
- Assist Virginia State University (VSU) Specialists and Small Farm Agents in outreach efforts and provide meaning classroom and field seminars to historically underserved landowners;
- ANR Agent is a certified 'train-the-trainer' and will assist with programs and mentoring opportunities for new/beginning farmers;
- Provide classroom education and practical field seminars to commercial farmers, niche farmers and suburban landowners to increase productivity, reduce pesticide use, improve soil fertility and improve water quality in the Chesapeake Bay watershed
- Promote the Virginia Ag Expo which highlights modern farming techniques, equipment and seed variety selections;
- Hold a well water testing and educational clinic in Goochland County every year for landowners not on the municipal water system;
- Promote and organize the annual Private Pesticide Applicators Recertification Class;
- Support and promote a Pesticide Recycling Program for commercial farmers;
- Provide Master Gardener Training to volunteers seeking education and volunteer opportunities;
- Support Master Gardeners to provide general gardening, turf and landscaping educational programs through a series of spring and fall seminars, known as the Spring Gardening Series;

Economic Development to promote sustainable agricultural practices:

- Assist the Goochland County Planning Department with objective resources when planning future developments or considering changes to agricultural zoning or to comprehensive land use planning;
- Promote the use of the Goochland County farmers markets to producers and clients;
- Partner with VDACS Marketing Specialists to stay current on new agricultural trends, marketing resources and product development

Youth Activities & Jobs

Goochland VCE is well suited to address the need for additional affordable youth activities in the county. Many responses expressed a need for youth activities outside of sports or athletic teams, and 4-H can offer a wide variety of programming in this vein. Additionally, in 4-H we keep the prices low on youth activities, and we provide plentiful scholarship opportunities for youth to participate in activities. We never want financial status to be a barrier for youth participation in our programming, and we design our programs to make them accessible to all, regardless of financial situation.

4-H is also able to address the need for additional safe community spaces for youth to participate in supervised activities after school or during summer breaks. In our new office space, we have the capability to serve a much larger number of youth through summer camp programs and after-school programs, and the Goochland Agricultural Center has abundant space for safe and supervised programming.

4-H can help address the need for youth jobs by providing connections between adult 4-H volunteers and for youth looking for work. These connections often help facilitate the job search for youth because many of our volunteers are aware of farmers, plow truck companies, and animal caretakers who need additional part-time work, but do not want to publish these jobs on internet postings. The “word-of-mouth” system can provide connections for youth seeking part-time employment.

In addition, 4-H can help prepare youth for their first job through community service projects which often connect youth to potential future employers. Goochland 4-H can also assist in developing the life skills needed to land a job and perform well. 4-H helps youth develop confidence, practice public speaking, and provides a safe space for youth to get comfortable interacting with adults. These traits make it easier for youth searching for jobs to adjust to the working world.

4-H can also assist in preparing youth for future careers in the trades, particularly those youth who participate in Livestock or Horse programming. These 4-H programs lend themselves to working with heavy machinery/equipment, driving large vehicles/trailers, and construction skills needed to maintain a farm. 4-H is also a natural vehicle to introduce youth to the agricultural industry. 4-H provides a plethora of agricultural education & outreach activities for youth in Goochland County, including Ag Day, Field Days of the Past, Rassawek Spring Jubilee, Fall Festival, and more.

Infrastructure

Goochland VCE is able to address some aspects of infrastructure improvement needs, while some other aspects are not going to be addressed directly by our work. VCE can address the need for improved water systems by providing low cost well-water testing for Goochland County citizens. After receiving the results, the ANR agent & Horticulture Associate are able to

provide detailed reports which outline suggestions for improving the water quality. Our services extend beyond the length of the well-water testing program and should there continue to be long-term issues, VCE services are available to help homeowners solve the problem in the most efficient, cost effective, and safe way possible. VCE can also provide educational programs to help homeowners learn how to maintain wells and septic systems effectively to prevent unnecessary issues.

VCE cannot address the cost of electricity or the frequency of power outages, but we can provide educational programs to teach people how to conserve electricity and use less, resulting in smaller electric bills for the family. We can also provide resources and programs for feeding and entertaining the family in the event of a power outage, and our emergency preparedness programs can help families be prepared for potential power outages in the future.

VCE also cannot address the road infrastructure within the county. However, we can incorporate the knowledge gleaned from survey participants and key informant interviews to be more strategic about the location and time of our educational programs. If we are cognizant of the existing road and traffic hazards in the county, we may be able to alleviate some stress for our clientele by scheduling programs in locations with safer, less travelled roads or during low traffic hours in the day.

High Speed Internet

High speed internet access is one that VCE cannot have a direct impact on, but we can continue to be sensitive to the issue when communicating with our clients. We will always offer hard copy publications, respond by mail or phone call requests for information, phone or in person registration for events. Within 4-H we ask youth “what is the best way to contact you”. VCE will continue to be a “high touch” organization going to our community to insure equal access to knowledge, materials and programming. This approach is enhanced by the many volunteers utilized in programming. By continuing to expand and improve the volunteer outreach, we insure more residents receive what they need in a format that works for them. By using current National Agricultural Statistical Service (NASS) data from the latest Ag census, ANR Agent will provide meaningful and objective data to decision makers relating to needs of rural landowners.