

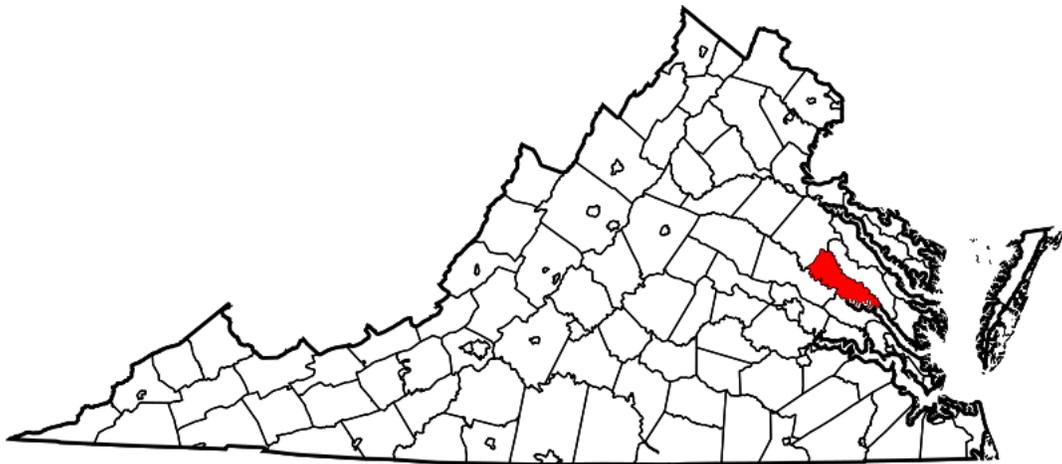


Virginia Cooperative Extension

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Situation Analysis Report



King William

2018

UNIT Extension Staff

Christina Ruszczyk-Murray, 4-H Youth Development, Extension Agent

Introduction

The King William County Extension staff conducted a situation analysis over the course of 2018. The purpose of conducting the analysis was to identify key issues in the county that Extension is able to address through educational programming. Using data from the VCE Situational Analysis Resource website, a unit profile for the county and community survey were developed. Key points from the unit profile were taken into account when creating the community survey. The survey had 40 issues and asked the respondents to rate each issue on a five point scale. The survey was administered using Qualtrics online platform.

A link to the survey was sent directly to over 125 residents. Recipients of the survey included county board of supervisors, county employees, school teachers, soil and water conservation directors, and parents and guardians of 4-H members. The King William Ruritans and the Mattaponi, Pamunkey River Associations were asked to distribute the survey amongst their membership as well as to any other resident that they thought would provide feedback. When the survey was closed in December of 2018, 36 residents had responded to the survey. The findings from the unit profile and the survey were analyzed and key issues for King William were identified.

Unit Profile

King William is a county of 284 square miles (12 of which are water) and an estimated 15,728 residents, situated on the Middle Peninsula in the Southeast District. The county is bounded by the Mattaponi River to the north and the Pamunkey River to the south, and home to two Indian tribes and reservations of the same names.

Population density of King William is 60 people per square mile, but this is weighted by West Point, the area's largest town. West Point's population is an estimated 3,314 residents, occupying 5.2 square miles. Disregarding West Point, King William's population density is 49 residents per square mile. West Point is located at the eastern extreme of the county, where the Mattaponi and Pamunkey Rivers join to form the York River. The county is long and narrow—37 miles long with an average width of 9 or 10 miles. This confluence of factors has created a community without a geographic center, although the important areas of Central Garage, King William Courthouse, and West Point are all connected by the VA-33 corridor. Population has more than doubled since the 1970's, but growth has been markedly slower since 2010. Demographic composition has changed very little, with 77% of the current population identifying themselves as white, 19% identifying themselves as black, 1.7% identify as Native American and all other races making up the difference.

Median age in the county is 40.9. As of 2016, a little over 14% of the population was 65 or older, and this is expected to increase to 17% by 2020, and reach 20% by 2030, where it will level off. Over a quarter of the population is under the age of 18, and this percentage is expected to hold steady as population increases through 2040. There are two school systems in the county, comprising seven schools: Cool Springs Primary School, Acquinton Elementary School, Hamilton-Holmes Middle School, King William High School, of King William Public School System; and West Point Elementary, Middle, and High Schools, of the West Point Public School System. The on-time graduation rate for the 2017 cohort was 92%, with a 5.5% dropout rate.

Median household income in 2016 was \$68,053. The overall poverty rate for King William is 7.7%--lower than the state rate of 11%. The poverty rate is higher among certain populations, notably minors. Eleven and a half percent of all King William residents under the age of 18 live in poverty. Where they live in the county is a factor in their economic status, however. The student body of King William public schools has a poverty rate of 11.3%, with 35% of students receiving free or reduced school lunch during the 2014-2015 school year. In contrast, the poverty rate among West Point Public School attendees is 7.4%.

Government (state, local and federal) is the largest industry in King William, followed by manufacturing and retail. Westrock Corporation, King William Public Schools, and Nestle Purina Cat Care are the largest employers. There is a net trend towards out-commuting; more people leave the county for work than those that enter. Only a little over 1,000 individuals both live and work in King William.

Given the prominence of the industry in King William's landscape, no Unit Profile would be complete without a discussion of agriculture. As of the 2012 Census of Agriculture, there were 135 farms covering 53,556 acres, or 31% of the county's area. Soybeans, corn, and small grains are by far the largest commodities, both in terms of land area and total sales. About half of farm operators counted on farming as their primary occupation; over 80% of principal operators were men. The average age of a principal operator was 58. Interestingly, the statistics for farm size and farm sales show two different distributions. Farm size approaches a normal, bell shaped distribution, with about a third of all farms falling in the mid-sized range of 50-179 acres. There is a noticeable concentration of farms larger than 1,000 acres, however (see Farms by Size, 2012, below). In contrast, farm sale statistics are concentrated at the low end (see Farms by Sales, below). Additionally, of those farms earning more than \$100,000, ten earned more than \$500,000. While the data does not reveal if the small farms are the low earners, or the large farms the high earners, it does indicate that the relationship between farm size and farm sales may be complex. Indeed, the 2012 Census shows that although King William lost only one farm between 2007 and 2012, acreage in farmland and average farm size

both increased. This is indicative of a broader trend in agriculture, as farmers grow their operations in order to stay profitable.

Community and Resident Perspectives

The present Situation Analysis builds on the 2013 Situation Analysis, which identified Youth Activities and Life Skill Development, Parenting, Sustainable Agriculture, Career Opportunities, and Health and Nutrition as the most pressing issue areas in the county. The 2013 Situation Analysis was hampered by a low survey response rate (15 total responses). The present Situation Analysis has doubled the size of the sampling.

Summarizing key words from the open ended questions in the survey the issues that were deemed import and mentioned specifically are in the following chart. The issue was included in the list if more than one person distinguished it.

Issue	Number of people that identified it
Agriculture	7
Nutrition/health	6
Youth Development	6
High Speed internet	5
Water Quality	5
Opioid use	3
Poverty	3
Financial management	3
Invasive species	2
Land Use	2
Aging Population	2
Local Government	2

The issues that had 25 or more people rank as very important and somewhat important issues in King William County in the closed ended portion of the survey are identified in the following chart.

Issue	Number of people that ranked it as very important and somewhat important
Agriculture Sustainability/preservation	28
Child Development	28
Water/Water Quality	28
Leadership	27
Aging population	26
Animals and Livestock	26
Community Planning	26
Community Services	26
Environment	26
Food Safety/Preservation	26
Health	26
Healthy Food Access	26
Life Skills/Decision Making for Youth	26
Small Business Enterprise	26
Youth Activities	26
Agriculture Production/Profitability	25
Before and After School issues	25
Careers	25
Nutrition	25
Poverty	25

Priority Issues

Based on the unity profile, resident perspectives and data from the survey the following priority issues were identified King William County. Issues were grouped as many are interconnected.

Issue 1: Agricultural

Agriculture was identified as the top issue in King William. Agricultural production, profitability, livestock, farm transition, marketing and preservation were all high ranking. Given that over 53,000 acres are farmed in the county it is an important part of the local economy.

VCE response: At present King William does not have an ANR Extension agent, and is being covered by other agents in the area. In order to provide effective educational programming to local producers we must hire an ANR agent as soon as possible. VCE will continue to partner

with local agencies like Three Rivers Soil and Water to provide youth agricultural programming and continue agricultural awareness events at local schools, as well as 4-H day camps and 4-H clubs.

Issue 2: Environmental Concerns

Water quality and environmental quality received the highest overall average ranking in the survey. As the county is literally shaped by the Mattaponi and Pamunkey rivers, which flow to the Chesapeake Bay, caring for the environment a priority to King William residents. The Bay's health has recently been deemed a priority by the governor. Both the surface water of the rivers and ground water that is well water to many of the homes in the county are shared resources that require protection through awareness and education.

VCE response: Along with the VT Biological Systems Engineering Department, King and Queen and Essex counties King William VCE will be holding a household drinking water clinic and water testing program in the spring of 2019. 4-H will continue to partner with the Mattaponi Pamunkey River Association, Department of Forestry, Three Rivers Soil and Water Conservation District and Department of Game and Inland Fisheries to hold the annual River Camp and River Day for youth in the counties. These programs focus on natural resources conservation. King William VCE will look in to starting a environmentally friendly resident landscaping program, similar to the Louden County program. This issue would also benefit from an ANR agent, as Agricultural Best Management Practices (BMPS) can greatly impact environmental quality.

Issue 3: Youth Development

Several youth issues in the survey were considered important. Life Skills and Decision Making as well as Youth Activities were ranked very high. Before and After School Activities and Child Development were also ranked relatively highly. Non-school related youth activities are provided by 4-H, Parks and Recreation, Little League, the Girl and Boy Scouts and local church youth groups.

VCE response: Currently 4-H has four clubs in King William County: shooting sports, livestock, teen Leadership and homeschool clubs. All of which strive to develop life and decision making skills. Approximately 60 youth participate in these clubs. 4-H is greatly dependent on volunteers and teen leaders for its programs but there is room to expand for more in-school and out of school activities. 4-H Camp has room to bring more kids to camp. At camp youth learn independence, responsibility and develops leadership skills in the teens that serve as councilors.

Issue 4: Community Issues and Services

Community services, aging population, poverty, and local government and leadership ranked high in the survey. In the open ended questions respondents commented on how the population is aging and in need of care, others mentioned that poverty was on the rise. Some residents expressed their displeasure with local government regulations and services.

VCE response: Although not an Extension issue directly, our office will make the county leadership aware of VCE Community Leadership and Viability programming. We can also offer to hold a poverty simulation with help from an FCS agent. Financial literacy programs such as Kids Marketplace and *Real Money. Real World.* can be offered in the schools through 4-H.

Issue 5: Health and Nutrition

Health, Nutrition and Healthy Food Access were ranked very high in the survey. Although it did not rank as highly, obesity was mentioned as a problem by a few residents. Others expressed a need for nutritional programs for both youth and adults. Opioid use was also discussed as a problem in the community.

VCE response: VCE can offer youth nutrition and health programs through 4-H. The county and the surrounding areas do not have an FCS agent to address adult concerns. Currently King William's population does not qualify for the Family Nutrition Program, however an FCS SNAP agent position in the area is currently vacant. Filling this position can only be positive for King William.