



# **Community Needs Assessment**

## **May 2018**

### **Investing in People, Families and Communities of:**

*Essex, Gloucester, King & Queen, King William,  
Lancaster, Mathews, Middlesex, Northumberland,  
Richmond and Westmoreland*

#### *Vision*

Every neighbor in our region  
will have a CHOICE and range  
of services that will assist  
them to remain independent  
in their chosen home.

#### *Mission*

To deliver the programs and  
services people of all ages  
need to live independently in  
their communities for as  
long as possible.

Mission statements help to define why organizations are in business. By identifying a mission statement the organization acknowledges a perceived need in the community that it wants to work to eliminate. However mission statements are not enough to help organizations develop a strategic plan of action. Community needs assessments provide a better understanding of community needs and available resources to meet those needs.

Most frequently when we think of a “community,” we think of a group of individuals who are considered together because of the place in which they live or work—thus a “community of place.” Such a community can be a state, a county or group of counties in a region, a neighborhood, town or other geographically specific place. In this case, the Bay Aging community needs assessment identifies a “community” as a county.

A “needs assessment” may be thought of as a way to identify the differences between “what exists” and “what should be.” Bay Aging gathered information so that decisions can be made regarding priority needs to address and outcomes that can be achieved. This forms the link between Bay Aging’s mission and the outcomes it will achieve with its services: **1)** directly; **2)** through partnerships; and **3)** through referrals to other organizations who can best meet the needs. The 2018 community needs assessment survey broadly covered nine categories: **1)** quality of life; **2)** health; **3)** social; **4)** children/youth; **5)** education; **6)** aging in place; **7)** housing; **8)** transportation; and **9)** economics and employment. Interviews of Community Organizations, Elected Officials and County Administrators and Bay Aging Board of Directors were designed to gather perspectives, ideas and information through one-on-one conversation with community leaders.

*Bay Aging encourages organizations across the service region to review the outcomes of the assessment and use them as a guide or as a link between their mission and the outcomes to be achieved through their strategic planning and goal setting to address the most important needs.*

The community needs assessment is a public document available to organizations, county administrators, boards of supervisors, legislators, citizens and other partners. The survey instrument and this report can be accessed at any time by going to [www.bayaging.org/news](http://www.bayaging.org/news).

## Bay Aging Board of Directors

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*Westmoreland County*

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**Bay Aging President/CEO—*Kathy Vesley-Massey***

P.O. Box 610 Urbanna VA 23175  
804.758.2386 [www.bayaging.org](http://www.bayaging.org)  
**800.493.0238—Gateway to Services**

### BAY AGING -

The “Northern Neck-Middle Peninsula Area Agency on Aging, Inc.” was established June 26, 1978 in response to identified needs to deliver services ranging from home delivered meals, home care, and winterization of homes. On September 30, 2002, the organization’s name was changed to “Bay Aging,” as we are known today.

***What hasn’t changed is Bay Aging’s mission to deliver the programs and services people of all ages need to live independently in their communities for as long as possible.*** The Bay Aging Board of Directors, the President/CEO, Senior Leadership Team and staff are committed to strengthening individuals, families and communities through a large, diverse menu of services and partnerships. Below is the menu of services by division.

The online document, [Investing in People and Communities](#), provides more specific information about the programs and services shown below. Go to [www.bayaging.org/news](http://www.bayaging.org/news) and click on the document.

COMMUNITY LIVING	BAY TRANSIT	BAY HOUSING	ADMINISTRATION
Options Counseling	Public Transportation	<b>Multi-Family:</b>	Administration
Meals on Wheels	Medicaid Transportation	Service Enriched Senior Apartment Communities	Fiscal Operations
In-Home/Companion Care	New Freedom Mobility Management	Housing Choice Voucher Program	Information Technology
Personal Care	MedCarry Non-Emergency Medical Transportation		
Veteran-Directed Care	Seasonal Trolleys	<b>Single-Family:</b>	
Transitional Care		Weatherization	
Insurance Counseling	<b>Deviated Fixed Routes:</b>	Emergency Home Repair	
Ombudsman/Advocacy	<i>The Rivah-Tappahannock</i>	Housing Rehabilitation / Reconstruction	
Adult Day Care	<i>Courthouse Circulator—Gloucester Courthouse</i>	Indoor Plumbing Rehabilitation	
Senior Centers	<i>HiveExpress—Gloucester Route 17 Corridor</i>	USDA 504 Loan Packager	
Senior Employment	<i>In-Town—West Point</i>	Community Action Program	
Retired and Senior Volunteer Program		Development and Planning	
Legal Aid			

## 2018 Bay Aging Community Needs Assessment Methodology

In order to effectively serve a community (county), it is important to understand that community. To receive input from a diverse audience with differing experiences, backgrounds, and education, Bay Aging engaged four different instruments. Results from these four instruments were analyzed and appear on the following pages. The information contained herein does not supersede other reports. The document is a reflection of the people who responded through the mechanisms outlined below.

- 1) Interview of Community Organizations
- 2) Interview of Elected Officials and County Administrators
- 3) Interview of Bay Aging Board of Directors
- 4) Online Survey using Survey Monkey for General Audience

Bay Aging also used survey data and other information from partner organizations and regional partners such as the planning district commissions to help guide its strategic planning and goal setting.

- 1) The Changing Demographics of Virginia's Middle Peninsula prepared by Ashley Johnson, Rob Marty, Rebekah Vaughan and Darice Xue; Public Policy Program; The College of William and Mary for the Middle Peninsula Planning District Commission. December 16, 2015.
- 2) Northern Neck Planning District Commission Annual Work Program—FY 2017-18.
- 3) Northern Neck Comprehensive Economic Development Strategy—2013; Northern Neck Planning District Commission.
- 4) A Community Needs Health Assessment prepared by Community Health Solutions for Riverside Health System—Tappahannock Hospital and Walter Reed Hospital. December 2012.
- 5) 2017 Rappahannock General Community Health Needs Assessment— Bon Secours Health System, Inc.



*Other resources include, but not limited, to the following:*

- 1) Policy Priorities 2017—Promote the Health, Security and Well-Being of Older Adults; National Association of Area Agencies on Aging. 2017.
- 2) Virginia Community Profile; Middle Peninsula Planning District Commission; Virginia Employment Commission Labor Market Information. November 19, 2017.
- 3) Virginia Community Profile; Northern Neck Planning District Commission; Virginia Employment Commission Labor Market Information. November 19, 2017.
- 4) What Works? Strategies to Improve Rural Health; County Health Rankings and Roadmaps and the University of Wisconsin Population Health Institute. July 2016.

# POPULATION TRENDS BY COUNTY

U.S. Census; Virginia Employment Commission

COUNTY	2020				2030				2040		
	ALL	60+	% 60+		ALL	60+	% 60+		ALL	60+	% 60+
Essex	11,884	3,471	29%		12,477	3,936	32%		13,007	3,875	30%
Gloucester	39,680	11,240	28%		42,517	13,874	33%		45,225	14,303	32%
King and Queen	7,217	2,247	31%		7,465	2,693	36%		7,687	2,773	36%
King William	17,310	3,812	22%		18,318	4,556	25%		19,191	4,587	24%
Lancaster	11,735	5,495	47%		12,164	6,179	51%		12,582	6,229	50%
Mathews	9,286	3,640	39%		9,678	4,163	43%		10,068	4,202	42%
Middlesex	11,682	4,759	41%		12,303	5,622	46%		12,854	6,516	51%
Northumberland	12,635	5,682	45%		12,968	6,390	49%		13,282	6,149	46%
Richmond	9,728	2,619	27%		10,174	3,130	31%		10,587	3,477	33%
Westmoreland	18,342	6,289	34%		19,203	7,086	37%		19,995	7,176	36%
	150,227	49,254	33%		157,267	57,629	37%		164,478	59,287	36%
VIRGINIA	8,744,273	1,932,319	22%		9,546,958	2,315,68	24%		10,201,530	2,408,985	24%



## Bay Aging Primary Service Area—Middle Peninsula and Northern Neck

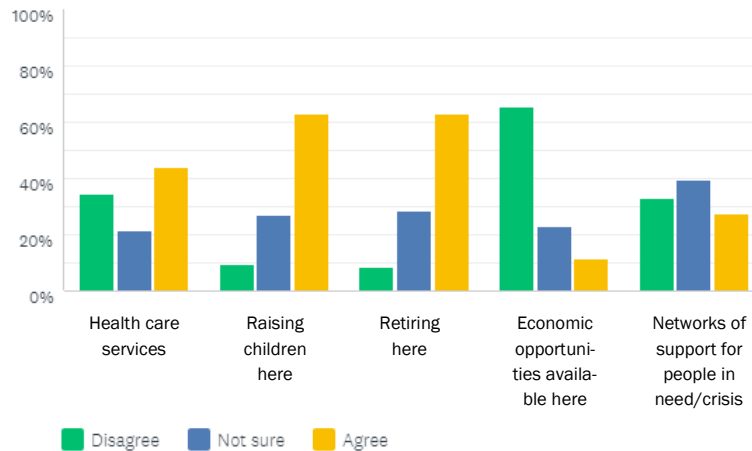
Counties of Essex, Gloucester, King and Queen, King William, Lancaster, Mathews, Middlesex, Northumberland, Richmond and Westmoreland



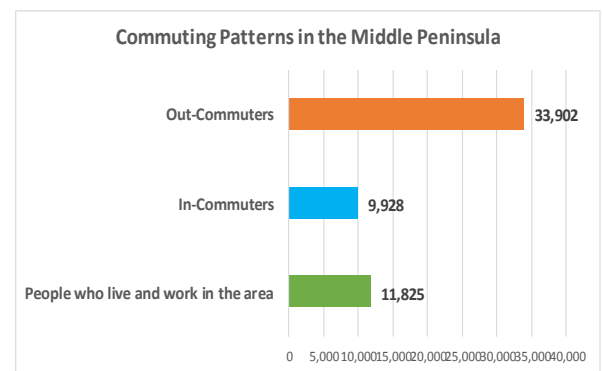
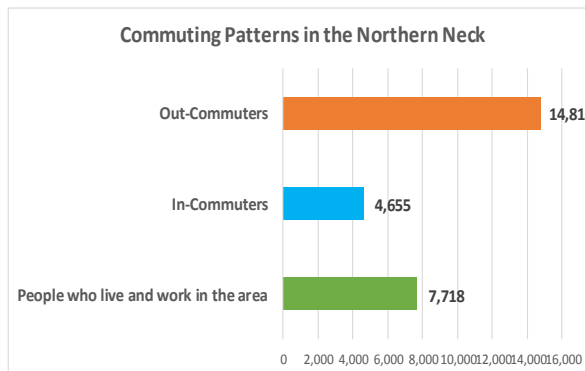
## ASSESSMENT ANALYSIS

The following is an overall analysis taken from respondents who replied to the survey. A total of 154 people responded to the online survey tool. The survey had a 78% completion rate as not all people responded to every question. In most instances people were asked to rank or choose their top three responses.

### Quality of Life: I am satisfied with . . .



In relation to how satisfied people are with major components of their community, **63% believe that retiring to this area adds to their quality of life AND 63% believe this area is great for raising children!** From the beginning of life to the golden years, people can relate to the beauty and small town life in the Middle Peninsula and Northern Neck. However, 66% believe economic opportunities are not available to residents and communities in this beautiful region.



Source: Virginia Community Profile: Northern Neck PDC and Middle Peninsula PDC; Virginia Employment Commission Labor Market Information. Updated: 11/9/2017.

#### Top 5 Places Northern Neck Residents Are Commuting To:

Fairfax County, Henrico County, Newport News City, D.C., Essex County

#### Top 5 Places Middle Peninsula Residents Are Commuting To:

Newport News City, Henrico County, Hanover County, Richmond City, James City County

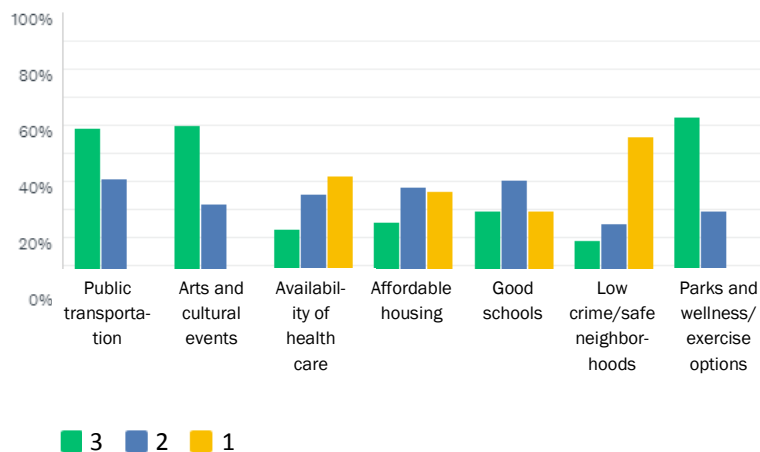
#### Top 5 Places Workers Are Commuting From:

Essex County, Middlesex County, Stafford County, Gloucester County, and Caroline County

#### Top 5 Places Workers Are Commuting From:

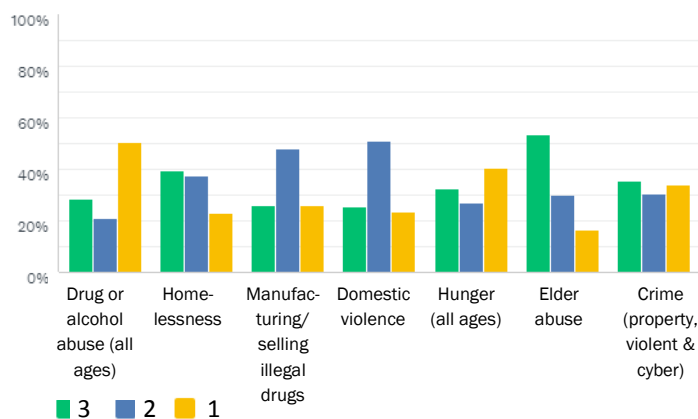
Newport News City, James City County, York County, Henrico County, Hanover County

## Quality of Life: Most IMPORTANT factors that contribute to quality of life in your community . . .



People were asked to rank their top three (in gold) most important factors that contribute to high quality of life in their community. They include: **1)** low-crime and safe neighborhoods; **2)** availability of health care; and **3)** affordable housing. Good schools were also considered to be a contributor to overall quality of life.

## SOCIAL: Social issues that are of most concern in your community . . .



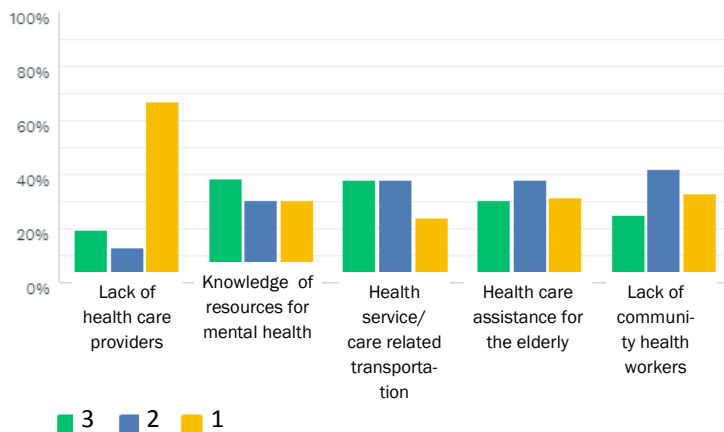
People with greater social support, less isolation, and greater interpersonal trust live longer and healthier lives. Neighborhoods richer in social capital provide residents with greater access to support and resources. The **top three concerns (in gold)** respondents have are **1)** drug or alcohol abuse of any age group; **2)** hunger (all ages); and **3)** crime.

County by county, there are meaningful differences in social and economic factors by place and race, such as community connections and supports, schools, jobs, and safe neighborhoods that are foundational to achieving longer and healthier lives. These factors are also interconnected with many other important drivers of health, such as the ability to access clinical care, transportation, or housing.

- Unemployment is highest in Lancaster at 5.6% compared to Virginia 4.0% and the U.S. 3.2%. The next three highest are Northumberland 5.4%; Essex 4.8%; and Westmoreland at 4.8%. Meanwhile the lowest are Gloucester and King William at 3.7%.
- Seven out of the ten counties have higher percentages of single parent households than the state average of 30% and U.S. 20%. Lancaster has the highest at 46% and at 24% Gloucester is the lowest.
- Eight of ten counties have much higher percentages of children living in poverty than the state average of 14% and the U.S. average of 12%. The Northern Neck Counties have higher percentages than their neighbors in the Middle Peninsula where Westmoreland comes in at 28%, Lancaster 27%, Northumberland 26% and Richmond at 24%. Middle Peninsula counties have 24% (Essex) or less.
- The region does exceptionally well with high school education however there is a marked difference when it comes to young people going on to college. All ten counties score lower than the Virginia average of 70% and U.S. average of 72%. Richmond County is the lowest at 42%. King and Queen at 52%, King William at 62% and Gloucester at 61% are the highest. (*County Health Rankings and Roadmaps*)

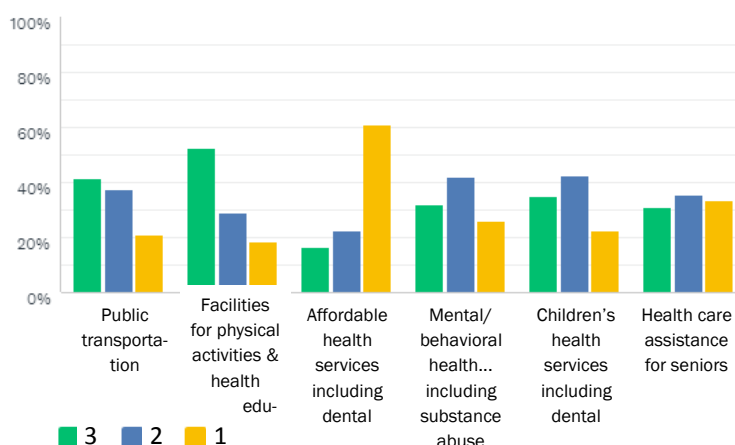


## HEALTH: Gaps in services in your community . . .



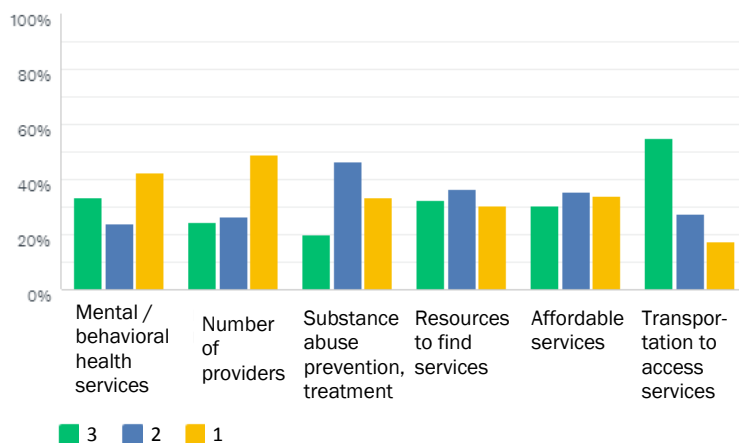
The **top three choices in gold** indicate that respondents believe the service region has a lack of health care providers. The 2018 County Health Rankings and Roadmaps data shows a ratio as high as 8,810 patients per 1 primary care provider in Westmoreland County. One of the lowest is Gloucester County with a 1,690:1 ratio.

## HEALTH: Top health needs in your community . . .



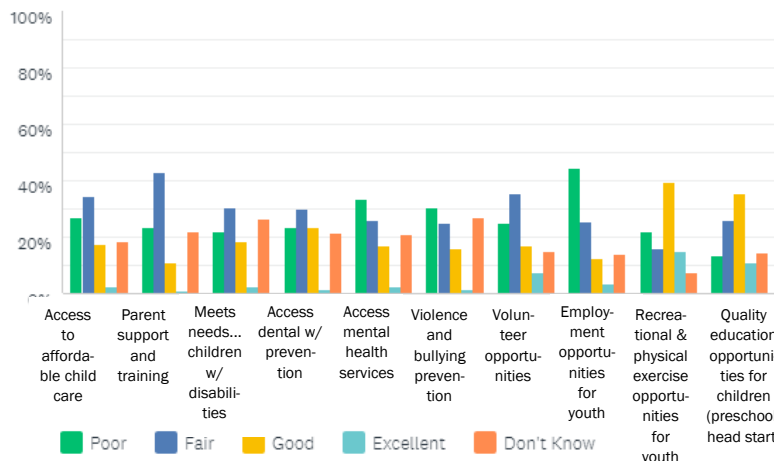
*The environment where we live, learn, work, and play, the choices we make, and the opportunities we have all matter to our physical, mental and social well-being.* The **top three choices in gold** show that people believe affordable health services (including dental) is the most important need. Health care assistance for seniors was also considered a top need.

## HEALTH: Gaps in mental / behavioral health in your community . . .



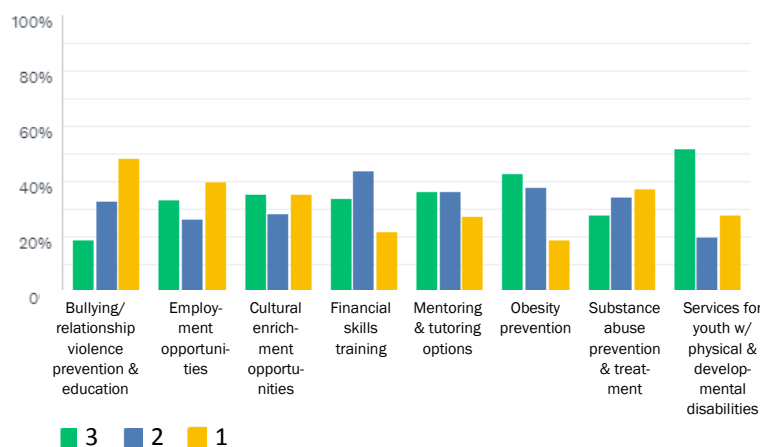
People believe there is a lack of mental health providers in the service region and a lack of mental and behavioral health services. The 2018 County Health Rankings and Roadmaps data shows a ratio as high as 17,630 patients per 1 mental health provider in Westmoreland County and a low of 770:1 in Gloucester County.

## CHILDREN AND YOUTH: How well your community meets their needs . . .



Several who responded acknowledged that they were not especially knowledgeable about children and youth. Those who are knowledgeable have strong beliefs about what is going well in their communities and what isn't working. Of most concern is the lack of employment options for youth in the region. Many believe there is not enough support for parents nor is there enough family development training for families.

People do believe that recreational and physical exercise opportunities and quality education opportunities for children such as preschools and head start are doing well.



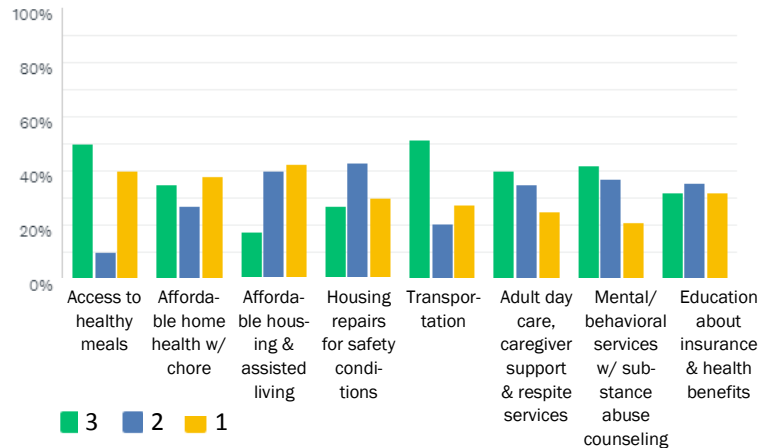
Of those people who responded, many believe there is a need for bullying and relationship violence prevention and education for youth ages 13-18. People also believe there is a need for more employment options for this age group as well as cultural enrichment options for more well-rounded growth and experiences. Although not scoring as high, people did consider

financial skills training, mentoring and tutoring, and obesity prevention as opportunities that could help teenagers improve their future prospects.

## EDUCATION:

Education was another area that many respondents believed they could not accurately respond to. Of those who did respond, excellent ratings were far below the fair and good ratings. With that said, about half rated the quality of their schools' curriculum and education as good. The ranking was most likely skewed because so many believed they were not knowledgeable enough to provide a response making it at odds with the County Health Rankings and Roadmaps where all counties except two have rankings comparable to the state average. Less than half believe there is good access (not excellent) to computers and technology and that support resources in the schools (counselors, mentors, tutors, etc.) are fair. Most people believe that the region has poor access to vocational schools.

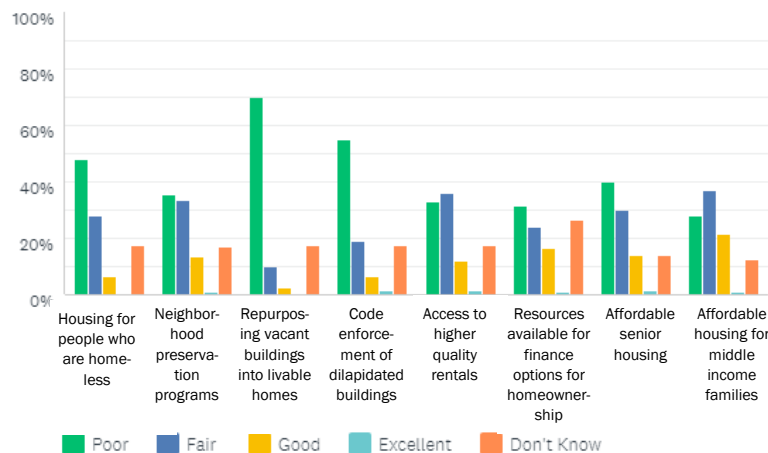
## AGING IN PLACE: Gaps that exist in your community . . .



As shown on Page 4 of this report, every county in the Middle Peninsula and Northern Neck will experience growth in the number of people ages 60 years and older. Between the years 2010 to 2020, some counties will experience as much as 7% growth in this age group. As studies show, there is one absolute—that people want to age well in their own homes and

communities, not in institutions such as nursing homes. So where do the gaps exist? People believe there is a gap in affordable housing and assisted living options. They also believe a gap exists in affordable health supports in the home and access to healthy meals. As the majority of respondents indicated that they do not have transportation problems, this could be the reason the majority believe there are no gaps in transportation opportunities.

## HOUSING: Response to housing issues in your community . . .

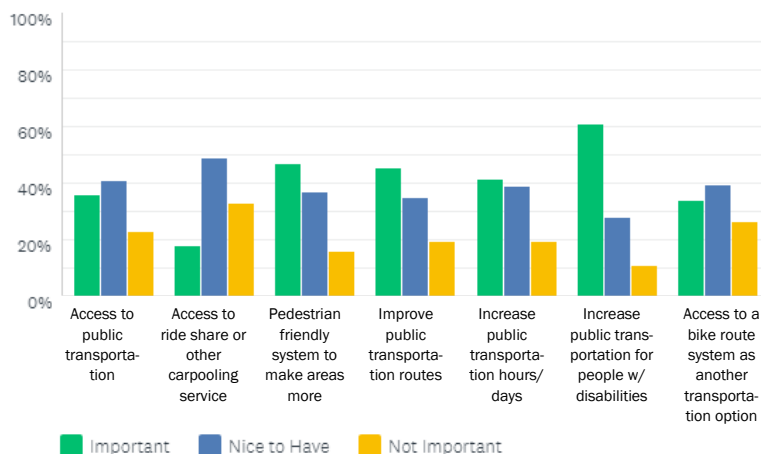


**Home is the hub of health!** People living in homes that are not well insulated, lack running water and sewer, have floors caving in or leaking roofs are compromising their health.

The majority of people believe strongly that their communities are not doing enough to repurpose vacant houses and buildings to turn them into homes. They also

believe communities are not effectively using code enforcement for removing dilapidated houses and buildings. And that there is not enough affordable housing for seniors. People do believe a fair effort is being made to provide affordable housing stock for middle income families.

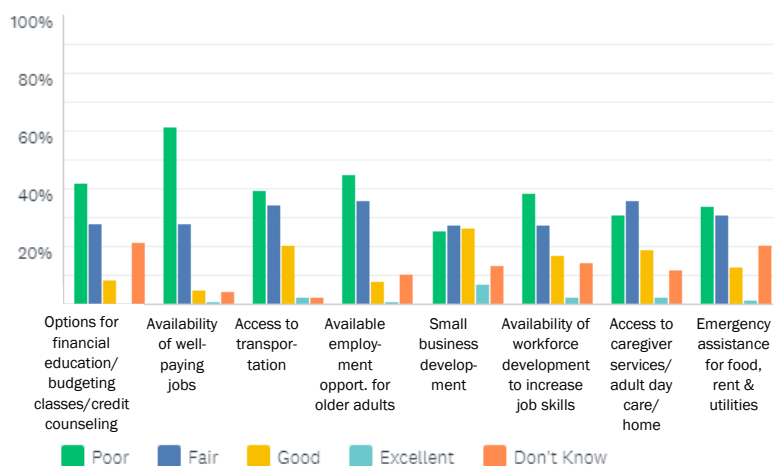
## TRANSPORTATION: What is most important in your community . . .



People were asked what they consider important for transportation options in their rural communities. The large majority believe there needs to be an increase in public transportation for people with disabilities and special needs. People are also interested in having more pedestrian friendly systems and to make areas more safely walkable. Improving transportation routes is also of high inter-

est. The Middle Peninsula and Northern Neck have one public transportation provider, Bay Transit. Bay Transit operates a demand/response system where people call in advance to schedule a ride. In recent years Bay Transit added four fix-deviated routes that operate in one circuitous route daily, Monday through Friday. These routes all appear to be very successful in meeting some of the needs people have for in-town or health related transportation. Increasing public transportation hours and days is also important to the respondents.

## ECONOMIC SECURITY: How well your community responds . . .



Lastly, people were asked to rate their communities' responsiveness to economic security issues. Most options received higher fair to poor ratings. Of most concern is the lack of well-paying jobs and the lack of employment opportunities for older adults. People also believe there are few options for financial

education, budgeting classes and credit counseling classes. Access to transportation was also rated poorly. And interestingly, small business development opportunities is a mixed bag from poor to good!



The following three pages provide another glimpse of how people responded in each survey monkey category. It is important to keep in mind that the people who responded to the survey have varying degrees of knowledge about certain aspects of their community. Within each category, responses are listed in order of importance.

Items marked **BA** means that Bay Aging is addressing directly. Items marked **CP** means Bay Aging is a community partner with others in the region. Some items may have both.

### Most Important Factors That Contribute to High Quality of Life

- Low crime and safe neighborhoods **(CP)**
- Availability of healthcare **(BA) (CP)**
- Affordable housing **(BA) (CP)**
- Good schools **(CP)**

### Top Health Needs

- Affordable health services **(BA) (CP)**
- Health care assistance for seniors **(BA) (CP)**
- Mental / behavioral health services **(BA) (CP)**
- Children's health services **(BA) (CP)**

### Health Related Gaps

- Lack of health care providers **(CP)**
- Lack of community health workers **(BA) (CP)**
- Health care assistance for the elderly **(BA) (CP)**
- Lack of knowledge of available resources for mental / behavioral health services **(CP)**

### Mental / Behavioral Health Services Gaps

- Number of providers **(CP)**
- Available services **(BA) (CP)**
- Affordable services **(BA) (CP)**
- Substance abuse prevention / treatment **(BA) (CP)**

### Top Social Issues

- Drug / alcohol abuse **(CP)**
- Hunger **(BA) (CP)**
- Crime **(BA) (CP)**
- Manufacture / sale of drugs **(CP)**

### Social Gaps

- Substance abuse / treatment **(BA) (CP)**
- Housing options for the homeless **(BA) (CP)**
- Better enforcement of laws **(CP)**
- Affordable child care **(CP)**

*Continued on next page ...*

## How Well Communities Meet the Needs of their Children and Youth

*Because the majority of respondents did not know. We believe it is important to show how each condition was rated by those who had some knowledge and share with the education community.*

- Access to affordable child care—Fair (CP)
- Parent support and training—Fair (CP)
- Meet the needs of children with disabilities—Fair (BA) (CP)
- Access to dental health / prevention / education—Fair (BA) (CP)
- Access to mental / behavioral health—Poor (BA) (CP)
- Violence / bullying prevention—Poor (CP)
- Recreation / physical exercise opportunities for youth—Good (BA) (CP)
- Volunteer opportunities for youth—Fair (CP)
- Employment opportunities for youth—Poor (CP)
- Quality education for children (preschool, head start, etc.) - Good (BA) (CP)

## Top Needs for Youth and Children

- Bullying / relationship violence prevention / education (CP)
- Employment opportunities (CP)
- Substance abuse prevention / treatment (CP)
- Cultural enrichment (CP)

## Rate Education for All Groups in your Community

*Again, the majority of people could not accurately respond. We believe it is important to show how each condition was rated by those who had some knowledge and share with the education community.*

- Available support resources in the schools (counselors, tutors, etc.)—Fair (CP)
- Quality of school curriculum / education—Good (CP)
- Access to GED classes, adult education, night school classes—Good (CP)
- Access to vocational / trades / technical schooling—Fair (CP)
- Availability of computers and technology—Good (CP)
- Literacy and English As A Second Language programs—Good (CP)
- Getting and keeping good teachers—Fair (CP)
- Transportation to access educational opportunities—Good (BA) (CP)

## Gaps to Ensuring Successful Aging in Place

- Affordable housing and assisted living options (BA) (CP)
- Access to healthy meals (BA) (CP)
- Affordable health support in the home including chore services (BA) (CP)
- Education about insurance and health benefits (BA) (CP)

### Community Response to Housing

- Housing for homeless people—Poor (BA) (CP)
- Neighborhood preservation programs (housing rehab, etc.) - Poor (BA) (CP)
- Repurposing vacant houses / buildings into livable homes—Poor (CP)
- Code enforcement for removing dilapidated houses / buildings—Poor (CP)
- Access to higher quality rentals—Fair (BA) (CP)
- Resources available for financing options for homeownership—Poor (BA)
- Affordable senior housing—Poor (BA)
- Affordable housing for middle income families—Fair (CP)

### What Transportation Means

*How important is transportation in your community? See how respondents rated each transportation condition.*

- **Important**
  - Increase access to transportation for people with disabilities and special needs (BA) (CP)
  - Improve public transportation routes (BA)
  - Pedestrian friendly system to make areas more safely walkable (CP)
  - Increase public transportation hours / days (BA)
- **Nice to Have**
  - Access to ride share or other carpooling service (CP)
  - Access to public transportation (BA) (CP)
  - Access to a bike route system as another transportation option (CP)

### Community Response to Economic Security

*We believe it is important for community leaders to be aware of how respondents reacted to each condition based on their knowledge of their community. It is also important to note that a fair number of respondents did not know how to respond.*

- Options for financial education / budgeting classes / credit counseling—Poor (CP)
- Availability of well-paying jobs—Poor (CP)
- Access to transportation—Poor (BA) (CP)
- Available employment opportunities for older adults—Poor (BA) (CP)
- Small business development encouraged—Fair (CP)
- Availability of workforce development / vocational / technical training to increase job skills—Poor (BA) (CP)
- Access to caregiver services / adult day care / home care—Fair (BA)
- Emergency assistance for food, rent, utilities—Poor (BA) (CP)

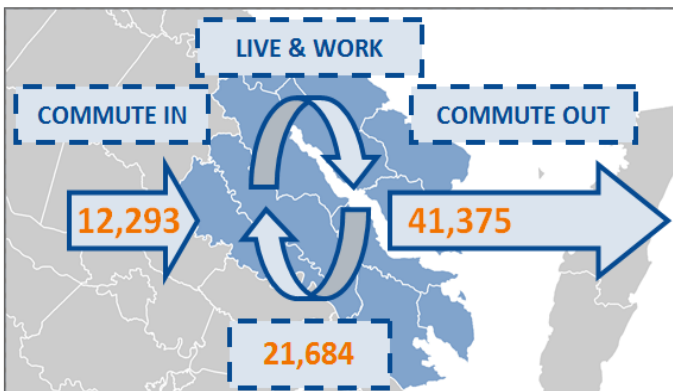
## DID YOU KNOW?

Presenting Condition	Essex	Gloucester	King & Queen	King William	Lancaster	Mathews	Middlesex	Northumberland	Richmond	Westmoreland
How each county ranks out of 133 Virginia jurisdictions:										
Health Outcomes	81	41	45	56	90	67	82	65	108	99
Length of Life	64	68	13	70	99	94	93	44	107	105
Quality of Life	98	26	91	46	75	48	71	90	108	89
Health Behaviors	96	51	97	37	35	11	21	28	77	93
Clinical Care	64	14	67	36	43	13	24	17	44	121
Social & Economic Factors	86	30	67	27	89	50	60	77	69	80
Physical Environment	28	37	68	84	7	4	10	13	5	18
Visit <a href="http://www.countyhealthrankings.org">www.countyhealthrankings.org</a> for more detailed information on your county. Click on each condition shown										

## Rents in Northern Neck and Middle Peninsula are quickly outpacing incomes.

The gap between rents and incomes is highest in Westmoreland County. Between 2000 and 2015, the average rent grew by **70%**, from **\$537** to **\$910**. At the same time, median household incomes only increased **33%**, from **\$35,797** to **\$47,911**.

2000 US Census; 2011-2015 American Community Survey



More than 7,800 households in the Northern Neck and Middle Peninsula have at least one severe housing problem. **That's enough to fill every home in Urbanna 20 times over.**

*"Severe housing problems" include: incomplete kitchen facilities, incomplete plumbing facilities, more than 1.5 persons per room (overcrowding), and cost burden greater than 50%.*

US HUD Comprehensive Housing Affordability Strategy Data

## Access to jobs depends on access to transportation.

**66%** of residents commute to work outside of their county of residence. The average commute for Northern Neck and Middle Peninsula is **33 minutes**. **Most employees must have access to a car and be able to afford to travel in order to go to work.**

US Census Bureau, LEHD Origin-Destination Employment

The average family in Northern Neck and Middle Peninsula spends about **half of their income** on housing and transportation costs.



30%



33%

Center for Neighborhood Technology Housing and Transportation Affordability Index



**ASSESSMENT ANALYSIS BY COUNTY—** *The analyses and graphs presented above consolidated the 154 responses to the survey. The following section breaks out those responses by county. Given the number of respondents per county as well as other variables such as population, budget size, rural make up, etc.; the individual county responses will vary considerably from the consolidated analysis.*

**ESSEX COUNTY:** Top 3 needs in each category.



**Quality of Life:** 1) Availability of health care; 2) Affordable housing; and 3) Arts and cultural events.

**Health:** 1) Health care for seniors; 2) Affordable health care/dental; and 3) Mental/behavioral health and drug/alcohol abuse.

**Social:** 1) Housing options for the homeless; 2) Mental/behavioral health services; and 3) Substance abuse treatment.

**Children and Youth:** 1) Mentoring and tutoring options; 2) Bullying and relationship violence prevention and education; and 3) Services for youth with physical and developmental disabilities.

**Education:** 1) Literacy and English as a second language; 2) Getting and keeping good teachers; and 3) Transportation to access educational opportunities.

**Aging in Place:** 1) Affordable health supports in the home including chore services; 2) Affordable housing and assisted living options; and 3) Housing repairs for seniors to live in safe housing conditions.

**Housing:** 1) Repurposing vacant houses and buildings into livable homes; 2) Access to higher quality rentals; and 3) Resources available for financing options for homeownership.

**Transportation:** 1) Improved public transportation routes; 2) Increase public transportation hours and days; and 3) Increase access to transportation for people with disabilities and special needs.

**Economic:** 1) Options for financial education/budgeting classes/credit counseling; 2) Availability of well-paying jobs; and 3) Small business development.

**GLOUCESTER COUNTY:** Top 3 needs in each category.



**Quality of Life:** 1) Public transportation; 2) Parks and wellness/exercise options; and 3) Arts and cultural events.

**Health:** 1) Affordable health care/dental; 2) Health care for seniors; and 3) Mental/behavioral health and drug/alcohol abuse.

**Social:** 1) Housing options for the homeless; 2) Services for domestic violence survivors and their families; and 3) Substance abuse and treatment.

**Children and Youth:** 1) Violence and bullying prevention; 2) Access to mental/behavioral health services; and 3) Employment opportunities for youth.

**Education:** 1) Available support resources (counselors, tutors, etc.); 2) Getting and keeping good teachers; and 3) Literacy and English as a second language.

**Aging in Place:** 1) Transportation; 2) Mental/behavioral health and substance abuse counseling; 3) Education about insurance and health benefits.

**Housing:** 1) Repurposing vacant houses and buildings into livable homes; 2) Code enforcement for removing dilapidated houses and buildings; and 3) Affordable senior housing.

**Transportation:** 1) Increase access to transportation for people with disabilities and special needs; 2) Pedestrian friendly system to make areas more safely walkable; and 3) Access to a bike route system as another transportation option.

**Economic:** 1) Availability of well-paying jobs; 2) Availability of employment opportunities for older adults; and 3) Availability of workforce development/vocational training to increase job skills.

## ASSESSMENT ANALYSIS BY COUNTY *continued*

### KING AND QUEEN COUNTY: Top 3 needs in each category.



**Quality of Life:** 1) Public transportation; 2) Arts and cultural events; 3) Parks and wellness/exercise options.

**Health:** 1) Mental/behavioral health and drug/alcohol abuse; 2) Children's health services; and 3) Affordable health care, including dental.

**Social:** 1) Affordable child care; 2) Substance abuse and treatment; and 3) Options for arts and entertainment.

**Children and Youth:** 1) Parenting support and training; 2) Volunteer opportunities for youth; and 3) Access to dental services including prevention and education.

**Education:** 1) Getting and keeping good teachers; 2) Quality of school curriculum and education; and 3) Access to vocational school.

**Aging in Place:** 1) Access to healthy meals; 2) Affordable health supports in the home including chore services; and 3) Housing repairs for seniors to live in safe housing conditions.

**Housing:** 1) Housing for homeless people; 2) Neighborhood preservation programs; and 3) Repurposing vacant houses and buildings into livable homes.

**Transportation:** 1) Improved public transportation routes; 2) Increase public transportation hours and days; and 3) Increase access to transportation for people with disabilities and special needs.

**Economic:** 1) Availability of well-paying jobs; 2) Options for financial education/budgeting classes and credit counseling; and 3) Access to transportation.

### KING WILLIAM COUNTY: Top 3 needs in each category.



**Quality of Life:** 1) Parks and wellness/exercise options; 2) Arts and cultural events; and 3) Availability of health care services.

**Health:** 1) Children's health services including dental; 2) Public transportation; and 3) Facilities for physical activities and health education.

**Social:** 1) Mental and behavioral health services; 2) Housing options for people/families who are homeless; and 3) Affordable child care.

**Children and Youth:** 1) Access to mental/behavioral health services; 2) Violence and bullying prevention; and 3) Employment opportunities for youth.

**Education:** 1) Access to vocational school; 2) Quality of school curriculum/education; and 3) Literacy and English as a second language.

**Aging in Place:** 1) Mental/behavioral health and substance abuse counseling; 2) Education about insurance and health benefits; and 3) Affordable health supports in the home including chore services.

**Housing:** 1) Repurposing vacant houses and buildings into livable homes; 2) Affordable senior housing; and 3) Access to higher quality rentals.

**Transportation:** 1) Increase access to transportation for people with disabilities and special needs; 2) Improve public transportation routes; and 3) Pedestrian friendly system to make areas more safely walkable.

**Economic:** 1) Availability of well-paying jobs; 2) Availability of employment opportunities for older adults; and 3) Access to caregiver services/adult day care/home care.

## ASSESSMENT ANALYSIS BY COUNTY *continued*

### LANCASTER COUNTY: Top 3 needs in each category.



**Quality of Life:** 1) Parks and wellness/exercise options; 2) Availability of health care services; and 3) Affordable housing.

**Health:** 1) Facilities for physical activities and health education; 2) Affordable health services, including dental; and 3) Health care assistance for seniors.

**Social:** 1) Substance abuse and treatment; 2) Mental and behavioral health; and 3) Housing options for people or families who are homeless.

**Children and Youth:** 1) Access to affordable child care; 2) Parent support and training; and 3) Support needs of children with disabilities.

**Education:** 1) Access to vocational school; 2) Support resources in the schools; and 3) Getting and keeping good teachers.

**Aging in Place:** 1) Affordable housing and assisted living options; 2) Mental and behavioral health services including substance abuse counseling; and 3) Affordable health supports in the home including chore services.

**Housing:** 1) Code enforcement for removing dilapidated houses and buildings; 2) Housing for homeless people; and 3) Repurposing vacant houses and buildings into livable homes.

**Transportation:** 1) Access to public transportation; 2) Improved public transportation routes; and 3) Increase public transportation hours and days.

**Economic:** 1) Availability of well-paying jobs; 2) Access to transportation; and 3) Employment opportunities for older adults.

### MATHEWS COUNTY: Top 3 needs in each category.



**Quality of Life:** 1) Parks and wellness/exercise options; 2) Affordable housing; and 3) Arts and cultural events.

**Health:** 1) Facilities for physical activities and health education; 2) Public transportation; and 3) Children's health services, including dental.

**Social:** 1) Better enforcement of laws; 2) Services for domestic violence survivors and their families; and 3) Housing options for people and families who are homeless.

**Children and Youth:** 1) Access to affordable child care; 2) Employment opportunities for youth; and 3) Needs of children with disabilities.

**Education:** 1) Transportation to access educational opportunities; 2) Literacy and English as a second language; and 3) Access to vocational school.

**Aging in Place:** 1) Education about insurance and health benefits; 2) Transportation; and 3) Access to healthy meals.

**Housing:** 1) Repurposing vacant houses and buildings into livable homes; 2) Code enforcement for removing dilapidated houses and buildings; and 3) Housing for homeless people.

**Transportation:** 1) Increase access to transportation; 2) Improve public transportation routes; and 3) Pedestrian friendly system to make areas more safely walkable.

**Economic:** 1) Availability of well-paying jobs; 2) Access to transportation; and 3) Availability of workforce development and vocational/technical training to increase job skills.

## ASSESSMENT ANALYSIS BY COUNTY *continued*

### MIDDLESEX COUNTY: Top 3 needs in each category.



**Quality of Life:** 1) Arts and cultural events; 2) Public transportation; and 3) Parks and wellness/exercise options.

**Health:** 1) Facilities for physical activities and health education; 2) Public transportation; and 3) Mental and behavioral health services including substance abuse prevention and treatment.

**Social:** 1) Options for arts and entertainment; 2) Better enforcement of laws; and 3) Housing options for people and families who are homeless.

**Children and Youth:** 1) Employment opportunities for youth; 2) Access to mental/behavioral health services; and 3) Parent support and training.

**Education:** 1) Access to vocational school; 2) Support resources in the schools; and 3) Getting and keeping good teachers.

**Aging in Place:** 1) Transportation; 2) Education about insurance and health benefits; and 3) Affordable housing and assisted living options.

**Housing:** 1) Repurposing vacant houses and buildings into livable homes; 2) Code enforcement for removing dilapidated houses and buildings; and 3) Housing for homeless people.

**Transportation:** 1) Increase access to transportation for people with disabilities and special needs; 2) Access to ride share or other carpooling service; and 3) Improve public transportation routes.

**Economic:** 1) Availability of well-paying jobs; 2) Availability of workforce development and vocational/technical training to increase job skills; and 3) Available employment opportunities for older adults.

### NORTHUMBERLAND COUNTY: Top 3 needs in each category.



**Quality of Life:** 1) Public transportation; 2) Arts and cultural events; and 3) Parks and wellness/exercise options.

**Health:** 1) Public transportation; 2) Facilities for physical activities and health education; and 3) Affordable health services, including dental.

**Social:** 1) Affordable child care; 2) Mental and behavioral health services; and 3) Substance abuse and treatment.

**Children and Youth:** 1) Access to affordable child care; 2) Mental and behavioral health services; and 3) Parent support and training.

**Education:** 1) Getting and keeping good teachers; 2) Access to GED classes, adult education and night school classes; and 3) Literacy and English as a second language.

**Aging in Place:** 1) Housing repairs for seniors to live in safe housing conditions; 2) Affordable health supports in the home including chore services; and 3) Mental and behavioral health services / substance abuse counseling.

**Housing:** 1) Code enforcement for removing dilapidated houses and buildings; 2) Repurposing vacant houses and buildings into livable homes; and 3) Neighborhood preservation programs.

**Transportation:** 1) Improve public transportation routes; 2) Increase access to transportation for people with disabilities and special needs; and 3) Pedestrian friendly system to make areas more safely walkable.

**Economic:** 1) Options for financial education, budgeting classes and credit counseling; 2) Availability of well-paying jobs; and 3) Employment opportunities for older adults.



## ASSESSMENT ANALYSIS BY COUNTY *continued*

### **RICHMOND COUNTY:** Top 3 needs in each category.



**Quality of Life:** 1) Public transportation; 2) Parks and wellness/exercise options; and 3) Low crime and safe neighborhoods.

**Health:** 1) Public transportation; 2) Affordable health services, including dental; and 3) Mental and behavioral health services including substance abuse prevention and treatment.

**Social:** 1) Housing options for people and families who are homeless; 2) Mental and behavioral health services; and 3) Options for arts and entertainment.

**Children and Youth:** 1) Access to mental/behavioral health services; 2) Access to dental services including prevention and education; and 3) Violence / bullying prevention.

**Education:** 1) Support resources in the schools; 2) Access to GED classes, adult education and night school classes; and 3) Access to vocational school.

**Aging in Place:** 1) Affordable health supports in the home including chore services; 2) Affordable housing and assisted living options; and 3) Housing repairs for seniors to live in safe housing conditions.

**Housing:** 1) Housing for homeless people; 2) Neighborhood preservation programs; and 3) Repurposing vacant houses and buildings into livable homes.

**Transportation:** 1) Access to public transportation; 2) Improve public transportation routes; and 3) Increase public transportation hours/days.

**Economic:** 1) Availability of well-paying jobs; 2) Small business development; and 3) Options for financial education, budgeting classes and credit counseling.

### **WESTMORELAND COUNTY:** Top 3 needs in each category.



**Quality of Life:** 1) Affordable housing; 2) Availability of health care services; and 3) Good schools.

**Health:** 1) Mental and behavioral health services, including substance abuse prevention and treatment; 2) Children's health services, including dental; and 3) Health care assistance for seniors.

**Social:** 1) Affordable child care; 2) Substance abuse and treatment; and 3) Mental and behavioral health services.

**Children and Youth:** 1) Mental and behavioral health services; 2) Access to dental services including prevention and education; and 3) Violence and bullying prevention.

**Education:** 1) Quality of school curriculum and education; 2) Getting and keeping good teachers; and 3) Transportation to access educational opportunities.

**Aging in Place:** 1) Affordable health supports in the home, including chore services; 2) Housing repairs for seniors to live in safe housing conditions; and 3) Education about insurance and health benefits.

**Housing:** 1) Housing for homeless people; 2) Neighborhood preservation programs; and 3) Repurposing vacant houses and buildings into livable homes.

**Transportation:** 1) Increase access to transportation for people with disabilities and special needs; 2) Pedestrian friendly system to make areas more safely walkable; and 3) Improve public transportation routes.

**Economic:** 1) Availability of well-paying jobs; 2) Employment opportunities for older adults; and 3) Small business development.

## ASSESSMENT ANALYSIS OF APPOINTED AND ELECTED OFFICIALS, AND COMMUNITY ORGANIZATIONS COMPARED TO ONLINE SURVEY RESPONSES

Numerous community officials and people who work in health and human services organizations also weighed in on what they believe the needs are based on their professional experiences. Interviews were completed independently. The compilation results are interesting!

### **Top 4 Needs According to Community Officials:**

- 1) Transportation
- 2) Health Services/Home Care and Wellness Checks
- 3) Affordable Housing and Home Repair
- 4) Employment and Self-Sufficiency

### **Top 4 Needs According to Community Organizations**

- 1) Transportation
- 2) Health Services/Home Care and Wellness Checks
- 3) Affordable Housing and Home Repair
- 4) Employment and Self-Sufficiency

### ***What do you know about Bay Aging and the services delivered that help address the needs of the people you serve and/or people in your community?***

Each group has knowledge of at least one aspect of Bay Aging with the majority of interviewees knowing about several services Bay Aging delivers.

In addition, each group noted other needs based on their experiences and knowledge of their community and the people they serve. These needs are not listed in order of importance because they were included in their interviews as additional comments, however they are important to note and use as a guide for planning.

*Rental and mortgage assistance, connecting or coordinating people to services, elder abuse, food and nutrition, service coordination and information sharing among organizations, socialization and recreational opportunities for seniors, legal assistance, affordable evening and weekend care services for working caregivers, housing counseling, safety net services, case management, trades education, concierge opportunities, affordable medication services, home security and safety, adult day care, heating and air conditioning services for the elderly, medication management.*

### **Top 4 Needs According to Online Survey Respondents:**

- 1) Repurposing vacant houses / buildings into livable homes (Affordable Housing)
- 2) Availability of Well Paying Jobs (Employment and Self-Sufficiency)
- 3) Health Services including Drugs and Alcohol Abuse / Treatment (Health Services)
- 4) Increasing Access to Transportation for People with Disabilities and Special Needs (Transportation)

## A WEALTH OF SERVICES PARTNER ORGANIZATIONS REPORTED—

- ⇒ **Middle Peninsula Northern Neck Community Services Board** offers housing and behavioral health; integration of behavioral health with primary care; transportation services; provide support services which are critical in assuring successful community living for people with mental illness and homelessness.
- ⇒ **Legal Aid Works'** Tappahannock-assistance in civil legal matters such as social security disability appeals.
- ⇒ **The Haven** assists clients with affordable home search; budget management; employment search; and self-sufficiency by providing clients with the skills and resources they are able to use once they exit the program.
- ⇒ **Riverside Walter Reed Hospital** delivers health services and Riverside Health system nursing facilities.
- ⇒ **Westmoreland Healthy Start/Loving Steps: Westmoreland Community Action Network (CAN)** meets monthly to discuss needs and set goals to make a collective impact; home visitors/case managers work with pregnant women and parents who have children up to age 2 to help them find resources in the community, such as safe housing, transportation, education, health services.
- ⇒ **Peninsula Agency on Aging** has been discussing a van route that links Williamsburg and the lower Peninsula for non-emergency medical appointments.
- ⇒ **Northern Neck Middlesex Free Health Clinic** focuses on health care for those with limited incomes and insurance. The Clinic addresses health needs, behavioral health counseling, dental and pharmacy. Dental clinic accepts Medicaid and Medicare.
- ⇒ **Rappahannock Community College** serves people receiving Temporary Assistance to Needy Families through the Department of Social Services. The college offers free tuition for seniors through the Senior Citizens Higher Education Act.
- ⇒ **Three Rivers Healthy Families** addresses housing by assisting with search, linking to resources, addressing transportation and giving Bay Transit tickets when possible; addressing income management with financial literacy classes; addressing employment by linking to Work Force job listings and assisting with identifying and preparing adults for employment opportunities.
- ⇒ **Remlik Wesleyan Church** delivers food from Hands to Port Town Village monthly. Members provide limited grocery pick-ups and provide limited transportation. The church helps people with medical bills, rent, and more.
- ⇒ **Mt. Sinai Baptist Church** provides some transportation and home care needs.
- ⇒ **Lead Northern Neck** indirectly addresses economic development and improved service systems by educating citizens on needs.
- ⇒ **Rappahannock Westminster Canterbury** provides transportation, health services, social opportunities, income management and concierge opportunities to the extent possible.
- ⇒ **Gloucester Social Services** research options to assist with prescription costs, utilize funds to meet legal needs; assist clients with obtaining companion services by screening and referring within limited income resources.
- ⇒ **Third Union Baptist Church** responds to the needs of their senior members and special requests for assistance; support the local senior center when called upon.
- ⇒ **GUEST – Gloucester United Emergency Shelter Team** offers financial assistance for medications; case managers find affordable housing opportunities and refer seniors for Bay Aging apartments.
- ⇒ **Gloucester Housing Partnership** emergency home repair for low-income home owners in Gloucester County.
- ⇒ **Bay Consortium Workforce Development Board** leads a regional effort for workforce development, recruitment/training; collaborates/provides leadership to local community colleges, employers and the workforce at large.
- ⇒ **Trinity Baptist Church** in King William is trying to establish an adult day care in addition to establishing an after school tutoring program for kids.
- ⇒ **Beulah Baptist Church** meets the needs for social activities on a limited basis.

## ADDITIONAL COMMENTS FROM PEOPLE WHO RESPONDED TO THE ONLINE SURVEY

*These comments are meant to bring some additional enlightenment and information to the people who live in the Middle Peninsula and Northern Neck and to those who work hard every day to help make this beautiful region a better place to live, work and just be.*

### **What do you believe are the top health needs in your community? Additional comments:**

Senior socialization programs  
Food and help with houses falling apart  
Quality doctors and facilities; quality health care providers in emergency rooms  
Life sustaining jobs to pay for quality health services  
People developing a healthy lifestyle so they don't need as much health care



### **Where do you believe the gaps are in health care in your community? Additional comments:**

Lack of physician follow through; lack of qualified/quality health care workers; lack of highly trained and paid community health workers; healthcare for teenagers  
Lack of affordable, consistent, quality mental health services; mental health services for older adults  
No hospital close by  
Better nutrition education is needed  
Organizations should work together

### **What are the top social issues that are of most concern to you in your community? Additional comments:**

At my stage in life I would like something more than a small lunch program for senior adults  
Bullies in our schools  
Even with food stamps and food banks I find it very hard to feed myself and two teenagers  
Substandard housing

### **What social issues do you believe are not being adequately addressed in your community? Additional comments:**

Punishment for bullies in school; concerned about school violence and suicides  
Substandard housing; low quality housing is a big problem; affordable housing for all ages  
Better basic education  
Most employers in the area require people to be age 18 and older  
Recreation other than sports – swimming would be good  
Access to transportation to services and activities

### **Where in your community do you believe gaps exist in ensuring seniors can age in place? Additional comments:**

Concern is to have senior programs of which there are educational, cultural and social resources available; places where seniors can have access to continuing education programs; community college offers benefits to seniors but would like expanded content offered  
Awareness of support services in the community

### **What are your transportation barriers? Additional comments:**

I drive but would like to have more regular transportation available to Richmond (city) or Newport News  
Live too far away from doctors/hospitals and cannot get a ride  
Distance and time it takes to travel to stores, doctors, etc.  
Bay Transit is very limited; need late evening transportation; weekend transportation  
Misunderstanding of how Bay Transit works in King and Queen county; residents believe transportation is limited to Route 33 and Route 360 only  
Most clients I serve have a problem with accessing transportation services

### **As it relates to transportation, what is most important to you? Additional comments:**

Pedestrian friendly system would be welcome; more neighborhood sidewalks; not just major roads

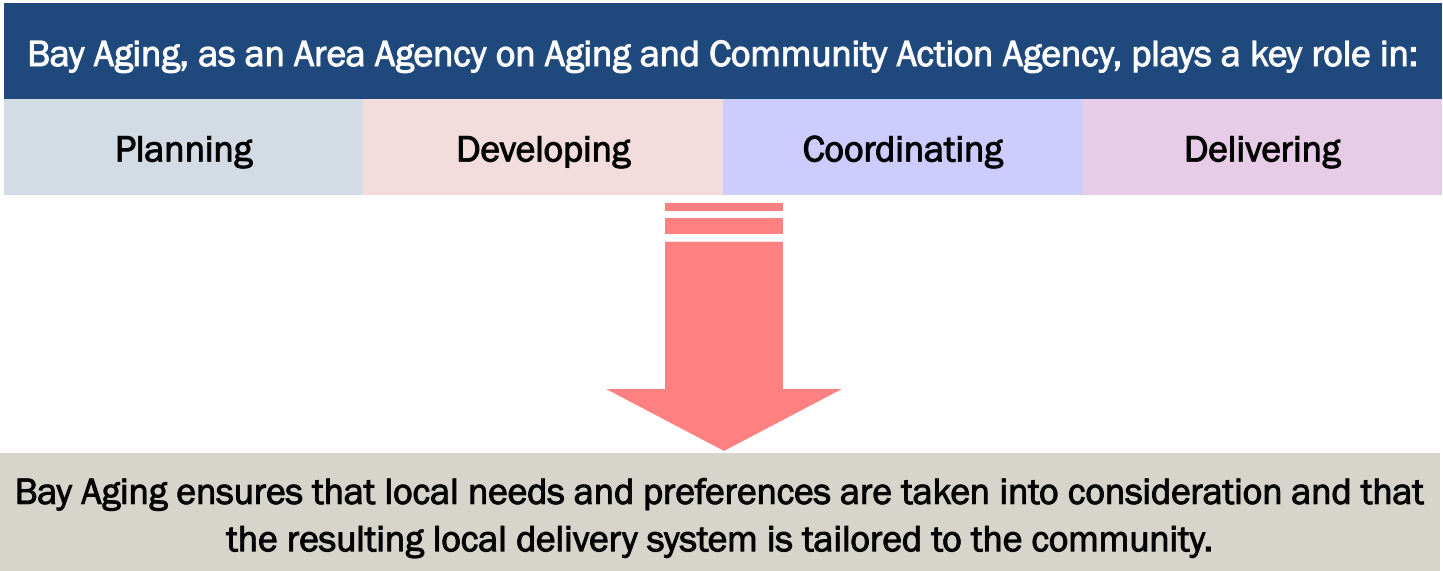


# HISTORICAL BASIS FOR AREA AGENCIES ON AGING AND COMMUNITY ACTION AGENCIES



In his State of the Union Address on January 8, 1964, President Lynden Johnson announced that his administration was committed to wiping out poverty. Johnson proposed a major piece of legislation which became the Economic Opportunity Act of 1964. In February 1964, Johnson charged Sargent Shriver with drafting the legislation that would serve the Great Society, Johnson’s vision for the future. The legislation passed and was signed, establishing Community Action Agencies and Programs.

Following the Economic Opportunity Act, the Older Americans Act was created in 1965 to provide nutritional and social programs through Health and Human Services’ Administration on Aging. Area Agencies on Aging were formally established in the 1973 Older Americans Act as the “on-the-ground” organizations charged with helping vulnerable older adults live with independence and dignity in their homes and communities.



## NEXT STEPS

Given the large geographic area of the Middle Peninsula and Northern Neck, which is over 2,600 square miles, it is expected that there will be diverse needs among the ten counties. However, there are needs that transcended among all ten counties that the Bay Aging Board of Directors, Senior Leadership Team and staff will focus on to better achieve its mission of delivering the programs and services people of all ages need to live independently for as long as possible in their own communities.

- 1) Transportation**
- 2) Health**
- 3) Housing**
- 4) Employment and Self-Sufficiency**

In addition to these identified areas, Bay Aging considers itself a strong community partner and works to integrate with planning district commissions, hospitals, colleges, communities of faith, businesses, all levels of government, non-profits, and community and civic groups where we each apply our strengths to develop stronger, healthier communities.

As other individuals, groups and organizations review this document, they too will identify the needs to which they can directly apply their expertise and talents to create a better environment for people of all ages who choose to live in our beautiful area of Virginia—the Middle Peninsula and Northern Neck!



**Thank you to all who responded through the online survey monkey and interviews. Your response is critical to forming plans of action for delivering appropriate services for your community.**

**Bay Aging is pleased to be celebrating its 40th anniversary of delivering quality programs and services to the people of the Middle Peninsula and Northern Neck.**

**The Board of Directors and staff are looking forward to the next 40 years, being innovative, meeting challenges, and delivering the services people need to live independently.**