



Virginia Cooperative Extension

Virginia Tech • Virginia State University

www.ext.vt.edu

Situation Analysis Report

Goochland County

2013

Goochland Extension Staff

Sarah Crews, Unit Coordinator, Associate Extension Agent, 4-H

Rachel Grosse, Associate Extension Agent, ANR

Robert Whitehead, Horticulture Associate

Shannon Grayson, Unit Administrative Assistant

Goochland Extension Leadership Council

Betsy Wright

Bill Cleveland

Carol Dunlap

Carol Washburn

Cindy Stansberry

Don Sharpe

Donna Bullard

Elizabeth Culley

Jessee Tate

Larry Proffitt

Linda Bowles

Wanda Taylor

Introduction

The Goochland County Extension Leadership Council (ELC) began the process to complete an in-depth Situation Analysis during the calendar year 2013-2014. Most of the members actively served on one of the two subcommittees that reviewed extensive data sources and prepared reports that were used to develop the Unit Profile. Community and resident perspectives were obtained. Several members of the ELC met to discuss the data and draft a list of the extensive number of top priority items. Finally, the ELC met to discuss the results of the Situation Analysis and help identify the priority issues that should be included in the final report.

Unit Profile

Basic Demographics

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 284.43 square miles with 59.4 persons per square mile. Residential growth has appeared along the eastern part of the county, the Centerville area. While residents understand that growth is inevitable, they wish to keep the county as rural as possible reports the Richmond Times-Dispatch.

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 38 inches and 14 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/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 two newspapers, 43 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.

The Virginia Department of Education reports that Goochland County has three elementary schools with a fall 2006 enrollment of 1,046 students, one middle school with an enrollment of 323 students, and one high school with an enrollment of 944 students. Goochland's high school graduation rate was 69%, 94% and 82% in 2000, 2002 and 2004, respectively. According to Hanover Heath District statistics (2004-2005 – public school students in grades K, 3, 7,10) 2% of students (15) were underweight, 58% of students (391) were normal weight, 17% of students (117) were overweight, and 22% of students (150) were obese. Goochland Department of Social Services reported 9 “founded” investigations of child abuse/neglect, 5 “unfounded” investigations, and 13 “family assessments” for the 2005-2006 fiscal years.

The Free Clinic of Goochland provides quality health care to adult residents who cannot reasonably be expected to pay. Statistical reporting from the Free Clinic indicates that 623 patients were served in 2006 with a total value of services delivered of \$1,600,000. In addition, 63% of total patients served lived under 100% of poverty, 43% were without a high school diploma, and greater than 65% were employed part or full-time. In 2003, 10% of Goochland's population was uninsured. Three hundred and ninety three (393) children were enrolled in Medicaid, 39 in Medicaid Expansion, and 52 in FAMIS with a total enrollment of 483 in 2004. However, it was estimated that 586 children were eligible for all insurance programs reports the Virginia Department of Medical Assistant Services.

The Division of Health Statistics at the Virginia Department of Health reports that Goochland has one Title X-funded clinic. In 2002, the clinic served 140 clients and 580 women needed publicly supported contraceptive services and supplies. In 2004 there were 181 live births in the County, including a non-marital birth rate of 20.4% and 4.4% low weight births. In addition, 93.9% of women received prenatal care in the first 13 weeks of their pregnancy and there were 42 induced pregnancy terminations and 26 natural fetal deaths. Goochland's 2005 teenage pregnancies (rate per 1000 – age 10-19) totaled 14.1. Also, 17.7% of births in the County were to single mothers and 11.6% of births were to mothers with less than a 12th grade education.

In 2004, there were 32 cases of Chlamydia, 10 cases of Gonorrhea, 1 case of AIDS, and 9 cases of Syphilis reported in Goochland. The major causes of death were heart disease, malignant neoplasm, and unintentional injury (accidents).

The Virginia Economic Development Partnership reports that Goochland's 2005 population rate was 19,638 with a median age of 40 years, a median family income of \$67,550, and per capita personal income of \$52,212. Gender distribution totaled 50.1% male and 49.9% female. The 2005 racial demographics of the County are as follows:

| | |
|----------------------------------|--------|
| White | 14,805 |
| Black | 4,215 |
| Asian | 209 |
| Two or more | 90 |
| American Indian or Alaska Native | 39 |
| Pacific Islander | 2 |
| Hispanic (may be of any race) | 278 |

According to the 2000 U.S. Census, approximately 36% of Goochland residents held management positions, 14% were employed in the service industry, 28% were employed in sales, 13% in construction, 10% in transportation, 2% in agriculture, and 7% in manufacturing. In 2006, 6256 Goochland County residents were unemployed and in April 2007 the County had an unemployment rate of 2.09%.

In 2000, 1,068 people were reported to live in poverty in Goochland (2000 Census). United Way of Great Richmond reported that 9.1% of children (ages 0-17) lived in poverty and 21.7% of students were approved for free or reduced price school lunches in 2003. Of the total households (6,178) 25.19% received Social Security Income, 3.16% received Supplemental Security Income and 1.94% received Public Assistance. The 2000 Census also indicates that 8.1% of older adults (ages 65+) residing in Goochland lived in poverty, 7.4% of older adults lived alone, 33% of older adults were disabled and 46.7% were grandparent caregivers. According to the Hanover Health District Demographic Summary; January 2005, 27% of older adults reported being diagnosed with diabetes, 39% reported having high cholesterol, 59% reported having high blood pressure, 46% reported being overweight, 51% reported that the lack of affordable/available healthcare was a serious problem, and 42% reported that the lack of affordable long-term services was a serious problem.

According to the Hanover Health District Demographic Summary (2005), Goochland experienced 61 crimes against humanity, including 3 murders, 7 forcible sex (including rape), 2 robberies, and 49 aggravated assault offenses in 2005. The Virginia Department of Criminal Justice Services (2002) reported that there were 4 Black, 2 Hispanic, and 13 White, juvenile status offenses, 1 Asian, 8 Black, 1 Hispanic, 82 White and 1 Other, juvenile delinquent cases, and 1 Black, 10 White, and 1 Unknown, juvenile detention home placements.

The Virginia Agriculture Statistics Service Census Data for 2002 indicate there were 315 farms in Goochland County, encompassing 52,335 acres, with an average size of 166 acres. According to the 2002 Census of Agriculture, the market value of production was \$5,750,000 with an average per farm of \$18,254. Government payments equaled \$277,000. Approximately 46% of crops grown were grains, 11.8% were fruits, and 42.4 were listed as "other." Also, 35.8% of livestock and poultry raised were cattle, 14.6 were poultry and eggs, and 15.1% were equine.

The Virginia Agriculture Statistics Service Census Data for 2002 estimated the number of horses in Goochland County to be 1,038.

Community and Resident Perspectives

Based on issue areas identified in the unit profile, a community survey was conducted in Goochland County. 123 survey responses were captured via paper and online survey methods.

Priority Issues

Based on the unit profile and resident perspectives data, the following top priority issues were identified for Goochland County. Some of these issues can be addressed through Virginia Cooperative Extension (VCE) resources. The issues are classified accordingly and are listed in priority order within classifications.

Issues Status: All of these issues are being addressed to some extent by VCE resources. Additional efforts need to be explored to better address these issues.

Issue 1: Agriculture Sustainability & Preservation

The County of Goochland is both rural and urban and located on the outskirts of booming Henrico County. The survey showed that agriculture sustainability and preservation are very important. Specific issues related to agriculture sustainability that were found to be very important included, agriculture production and profitability, public awareness of agriculture, agriculture marketing, and alternative agriculture and vegetable gardening. Several informants provided feedback on this issue, pointing out that “Specific issues related to agriculture sustainability that were found to be very important included, agriculture production and profitability, public awareness of agriculture, agriculture marketing, and alternative agriculture and vegetable gardening. Another stakeholder pointed out the importance of agriculture in the future stating, Agriculture sustainability and alternative agriculture will be vital to a healthy future. We need educated farmers with up to the minute alternative agriculture training to pass this on to the youth who inherit or purchase the property. Additionally, this will affect consumers of food in the area, and businesses associated with food production. Land and youth and wisdom of elders is not dispensable”.

Currently the Goochland Extension Office has provided many programs to educate the citizens on best agricultural management practices and partnered with other organizations in the county to offer programs that help them start new enterprises. Supporting the maintenance of Goochland County’s rural character and historic resources is a priority for Extension. Although these areas have had some coverage, it could be focused on more with the support of increased Extension staff. Currently, there is only a part time Agriculture Extension Agent position in the county. A full-time Agriculture Agent would be better able to address growing agricultural concerns. These issues can also be supported by additional staff in the Family and Consumer Science program area where there is currently no staff. This increase can allow for program partnerships with the Agriculture Extension Agent related to consumer education about nutrition and food safety as well as producer education with value added products that are produced that involves food safety and preservation. A key informant interview found that there is real promise for alternative sustainable agriculture ventures such as microbreweries growing hops, vineyards and more.

On some levels, this issue is currently being addressed with existing unit 4-H resources. For example, the county has several horse clubs and a 4-H livestock club in which youth learn more about agricultural practices. However, youth members of these clubs are generally from farming families and already have an interest in agriculture. In addition, the youth component

of the Ag Day showcase is still available for some schools each year, but this event only accommodates a portion of the county's students. Additionally, Field Day of the Past 4-H Livestock show showcases youth involvement in agriculture and promotes agricultural awareness, but more could be done to provide more intentional agricultural workshops for the general public. Although 4-H is meeting some of the needs for agriculture support, there are opportunities to expand agriculture programming for to youth of a more general audience.

Issue 2: Animals and Livestock

Many citizens moving to the County as well as current citizens have become more and more interested in ways they can generate food and alternative income from their land or start a new hobby. Livestock such as beef cattle, dairy cows, goats, sheep, alpacas, poultry and horses are all found in the county. One survey taker pointed out that animals and livestock are important as they serve as "another potential income source and source of food for people within the county." They went on to suggest the value of having "more classes to introduce people to other types of animals/livestock and lessons on how to select and take care of various types of animals".

Recently the Goochland Extension Office has offered programs geared toward beef cattle producers, small ruminants, equine owners and more. An area in need of programming is poultry, although there is support from the industry in large scale egg and meat production, small flocks are increasingly popular with Richmond City and Chesterfield County now allowing limited number of birds. In addition, the local 4-H program has 3 Animal and Livestock clubs operating in the county. Youth participants learn about beef cattle, dairy cows, poultry, rabbits, pigs, goats, and horses through a variety of educational opportunities offered through the extension office. Many youth raise livestock and compete in 4-H shows. While the 4-H program is currently very strong on Animal and Livestock opportunities, there is always room for improvement. Providing more hands-on educational workshops for youth to help them improve their livestock practices would prove valuable. Additionally, more clubs could be created to explore new animal or livestock interests, like alpacas, dogs, sheep, or small pets.

Issue 3: Environmental Issues

The community survey completed in Goochland County found many environmental issues that include land use, water quality/quantity, home water quality, wildlife, bees, natural resource production/profitability and more. Land use has currently not been fully addressed by the Goochland Extension Office; however, there are developed programs by Community Viability Agents that could be utilized. The Goochland Extension Office has offered Drinking Water Clinics that have been very successful in the past. The Agriculture Extension Agent has worked with community partners to offer programs to agriculture producers to teach best management practices in support of environmental health. They also have served as a Director of the local Soil and Water Conservation District that implements cost share practices that promote healthy soil and water. The Agent, supported by the Master Gardeners is reintroducing a lawn program to teach homeowners and recommend proper fertilization based on soil tests and their lawn area. From a horticultural stand point, a key informant interview mentioned that there is a real concern about the decline in bees. The Agent also supports a

local beekeepers association but may look into more public education on responsible gardening with pesticides to support bee populations. A key informant interview also found that predatory timber buying is a huge issue that many land owners face. Educational programs have been offered by the VA Department of Forestry and this may be something that the Goochland Extension Office can support and partner on. In addition, the 4-H Agent can provide programming to county youth that address the importance of natural resource production, sustainable land practices, and information about water quality and water sheds. By developing youth educational programs focused on environmental issues faced in Goochland County, the Extension office can assist in educating Goochland citizens at an early age. Armed with the knowledge of our local environmental issues, youth may one day exhibit improved environmental management practices as adult citizens in Goochland County.

Issue 4: Career Education & Community Services

Ranked high on the community survey, career education and community services encompass many issues. This issue is related to both youth and adults and involves issues such as community planning and services, financial management, and career development. Currently the 4-H Youth Development program is very strong with in-school and after-school programs, as well as community clubs and other county events that provide financial management educational opportunities for youth. Every other year, Goochland 4-H hosts a Reality Store for local schools in which youth learn about financial management, career opportunities, and community services they may use as an adult. In addition, youth in community clubs learn about financial management through their elected Club Treasurer. The Goochland Extension Office also participates in local Career Fairs where middle school youth learn more about career education opportunities in the County. Support for the aging population and adult population related to career education and community services could be done with more Extension staffing in the Family and Consumer Science program area, which currently is unstaffed in Goochland County. Additional support could be needed for the 4-H Youth Development program area to maintain and expand educational opportunities in the community. Future opportunities may include providing more financial management workshops, career exploration day camps for youth, and fostering additional partnerships with active community services to better serve Goochland County.

Issue 5: Youth Development

Last but not least, the community survey expressed a strong interest in Youth Development programs in Goochland County. Specific issues that survey takers found important include youth activities, science and technology, youth leadership, life skills development and decision making skills for youth, and child development. Currently the 4-H Youth Development program is very strong with in-school and after-school programs as well as community clubs and other county events. Additional support for the 4-H Youth Development program area could be used to maintain and expand opportunities in the community including afterschool activities and day camping opportunities.