



Situation Analysis Report



King George County

2013

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Introduction

The King George Cooperative Extension Unit began discussion of the Situation Analysis with the ELC during late summer 2013. With the help of an unpaid intern, the Extension staff began compiling statistical data of King George County to complete the unit profile. It was determined a community survey and key informant interviews would be the best methods to assess the community. Because the 2004 Situation Analysis produced a low return from generically mailed surveys, a Qualtrics survey tool was utilized and distributed to key community groups. Also, key informant interviews were conducted. At the winter quarterly meeting, ELC members summarized data from the unit profile, tabulated surveys, and informant interviews to determine priority issues.

Unit Profile

King George County is located in Eastern Virginia at about midpoint between Richmond, VA, and Washington, D.C. The Northern boundary is the Potomac River and the Southern boundary is the Rappahannock River. King George is one of the smaller counties in Virginia with 180 square miles of area. It covers approximately 113,920 acres (183 square miles), of which 27% urban, 73% rural. The County is also traversed by two major thoroughfares (US Routes 3 and 301).

Population:

Though King George remains relatively rural with pockets of residential development, it has been one of the fastest growing counties in Virginia. In 2010, there were approximately 131.3 people per square mile of the county. Recent U.S. Census estimates place King George as the third fastest growing locality in the region. In 2000, the population was 16,803; it grew to 23,321 in 2011. Age distribution data show the greatest population increase (42%) in persons between 25-54 years and (30.2%) of persons 19 and under. Population diversity is predominately white (77.38%), African American (18.17%), 2% Hispanic (3.01%), and (1.48%) other races.

Child Well Being:

In 2013, 25.0% lived in single parent households; 10.0% percent of children lived in poverty; 35.7% of the student population received free and reduced lunch according to school records.

Health:

Consistent with trends nationwide, obesity rates in Virginia had been steadily rising for the last decade and more. But the state's current (2012) 27.4 percent obesity rate is now slightly lower than the national average (27.6%), which it dropped a bit from the previous year. In King George, adult obesity rate is 28.0 %; low income preschool rate: 16.2. According to CountyHealthRankings.org., King George's health outcome ranked 38 out of 131 Virginia counties and cities in 2012.

Education:

In 2012, People 25 years of age or older with a high school degree or higher: 80.4% People 25 years of age or older with a bachelor's degree or higher: 23.6%

Employment Statistics:

Industries providing employment: Public administration (22.3%), Professional, scientific, management, administrative, and waste management services (18.6%), educational, health and social services (15.3%), retail trade (12.0%). There are only a small number of blue-collar jobs available. The main employer in the county is the federal government at the Naval Surface Warfare Center and its tenant activities. In 2013, the unemployment rate in King George was 7.3, slightly higher than the state average (6.2%).

Median Income:

Estimated median household income in 2009: \$63,403 (\$49,882 in 1999). Percentage income below the poverty level: 5.6%; percentage with income below 50% of the poverty level: 2.8%.

Housing:

Homeownership rate (2008-2012) is 75.1%. Median contract rent in 2009 for apartments: \$797 (lower quartile is \$628, upper quartile is \$994).

Agriculture:

The number of farms in the county is continuing to go up from 169 farms (2002) to 180 (2007) with average size of farms at 189 acres. Average total farm production expenses per farm: \$19,125. The percentage of farms operated by a family or individual: 91.72% with the average of principal farm operators: 59 years. The number of cattle and calves per 100 acres of all land in farms: 7.45. Acres of crop harvested were corn for grain: 284, all wheat for grain: 1185 harvested acres, soybeans for beans: 4007, and vegetables: 275 harvested acres. Also, land in orchards: 52 acres

King George Quick Facts	King George County	Virginia
Population, 2013 estimate	NA	8,260,405
Population, 2012 estimate	24,500	8,186,628
Population, 2010 (April 1) estimates base	23,584	8,001,031
Population, percent change, April 1, 2010 to July 1, 2013	NA	3.2%
Population, percent change, April 1, 2010 to July 1, 2012	3.9%	2.3%
Population, 2010	23,584	8,001,024
Persons under 5 years, percent, 2012	7.1%	6.2%
Persons under 18 years, percent, 2012	26.5%	22.7%
Persons 65 years and over, percent, 2012	11.0%	13.0%
Female persons, percent, 2012	49.6%	50.9%
White alone, percent, 2012 (a)	77.2%	71.1%
Black or African American alone, percent, 2012 (a)	17.9%	19.7%

American Indian and Alaska Native alone, percent, 2012 (a)	0.6%	0.5%
Asian alone, percent, 2012 (a)	1.3%	6.0%
Native Hawaiian and Other Pacific Islander alone, percent, 2012 (a)	0.1%	0.1%
Two or More Races, percent, 2012	3.0%	2.6%
Hispanic or Latino, percent, 2012 (b)	4.1%	8.4%
White alone, not Hispanic or Latino, percent, 2012	73.9%	64.1%
Living in same house 1 year & over, percent, 2008-2012	85.8%	84.7%
Foreign born persons, percent, 2008-2012	2.2%	11.1%
Language other than English spoken at home, pct age 5+, 2008-2012	3.9%	14.7%
High school graduate or higher, percent of persons age 25+, 2008-2012	91.2%	86.9%
Bachelor's degree or higher, percent of persons age 25+, 2008-2012	30.6%	34.7%
Veterans, 2008-2012	3,031	734,151
Mean travel time to work (minutes), workers age 16+, 2008-2012	33.8	27.5
Housing units, 2012	9,611	3,398,286
Homeownership rate, 2008-2012	75.1%	67.8%
Housing units in multi-unit structures, percent, 2008-2012	9.6%	21.5%
Median value of owner-occupied housing units, 2008-2012	\$281,900	\$249,700
Households, 2008-2012	8,166	3,006,219
Persons per household, 2008-2012	2.85	2.59
Per capita money income in past 12 months (2012 dollars), 2008-2012	\$34,603	\$33,326
Median household income, 2008-2012	\$82,195	\$63,636
Persons below poverty level, percent, 2008-2012	5.6%	11.1%
Private nonfarm establishments, 2011	439	191,063 ²
Private nonfarm employment, 2011	5,943	3,029,030 ²
Private nonfarm employment, percent change, 2010-2011	13.6%	1.0% ²
Non-employer establishments, 2011	1,257	521,053

Manufacturers' shipments, 2007 (\$1000)	0 ¹	92,417,797
Merchant wholesaler sales, 2007 (\$1000)	8,168	60,513,396
Retail sales, 2007 (\$1000)	154,993	105,663,299
Retail sales per capita, 2007	\$6,873	\$13,687
Accommodation and food services sales, 2007 (\$1000)	14,697	15,340,483
Building permits, 2012	109	27,278
Land area in square miles, 2010	179.64	39,490.09
Persons per square mile , 2010	131.3	202.6

Agricultural Summary*				
	King George 2002	King George 2007	Virginia 2007	National 2007
Total Farms	169	180	47,383	2,205,607
Land in Farms (Acres)	31,889	36,723	8,103,925	922,095,840
Average farm size	189	204	171	418
Median farm size	102	93	70	-
Farms by size (acres)				
1-9	4	7	3,530	232,849
10-49	45	50	15,177	620,283
50-179	69	61	17,589	660,530
180-499	42	46	7,777	368,368
500-999	4	9	1,985	149,713
1000+	5	7	1,325	173,864
Total Cropland	15,240	15,410	3,274,137	406,424,909
Harvested cropland	11,746	11,978	2,544,997	309,607,601
Irrigated land	-	672	82,187	56,599,305
Farms by sales (\$)				
<\$2,500	83	78	20,191	900,327
\$2,500-\$4,999	26	23	5,391	200,302
\$5,000-\$9,999	15	13	6,191	218,531
\$10,000-\$24,999	21	38	6,597	248,285
\$25,000-\$49,999	17	18	3,399	154,732
\$50,000-\$99,999	3	4	1,886	125,456
\$100,000+	4	6	3,728	357,542
Farm expenses per farm	\$19,125	\$122,700	\$57,226	-
Net operat. Income per farm	\$1,517	\$8,852	\$8,863	-

Market value of farms (\$)				
Per Farm Average	\$539,839	\$1,302,697	\$720,538	\$791,138
Per Acre Average	\$2,867	\$3,846	\$4,213	\$1,892
Equip. + Machines	\$37,840	\$122,914	\$65,870	\$88,357
Ag. Products sold	\$17,573	\$119,749	\$61,334	\$134,807
Livestock & Poultry (total)				
Cattle inventory	2,377	1,781	1,566,217	96,347,858
Beef cows	-	492	695,061	32,834,801
Milk cows	-	500	98,917	9,266,574
Cattle sold	1,105	727	880,607	74,071,936
Hogs inventory	14	440	371,176	67,786,318
Hogs sold	-	261	965,117	206,807,181
Chickens sold	-	-	249,184,367	8,914,828,122
Crops harvested (bushels)				
Corn for grain	219,825	977,774	34,811,582	12,738,519,330
Corn for other	-	5,356	1,717,974	104,224,795
Wheat for grain	72,205	356,379	12,345,217	1,993,648,378
Oats for grain	4,850	-	286,954	89,508,669
Barley for grain	-	68,218	2,008,416	207,089,232
* The 2012 Census of Agriculture data is not anticipated to be released until Spring of 2014				

Source: U.S. Department of Commerce; Bureau of Census; KidsCount, Virginia Performs, Weldon Cooper Center for Public Service

Community and Resident Perspectives

As part of Situational Analysis, surveys and interviews were conducted. The survey was distributed to key community groups and residents which included 4-H club leaders, farmers, pesticide and food safety customers, and participants at an annual community holiday program. Seventy-seven responded (16 surveys withdrawn due to significant errors). Issues identified through this process were:

Agriculture and Natural Resources

1. Livestock Production and Pasture Management
2. Home Horticulture (lawn and garden care)
3. Environmental Quality (Air, Soil & Water)
4. Pesticide Safety Education
5. Commercial Horticulture (fruit/vegetable & greenhouse production)
6. Natural Resources (forestry, wildlife)
7. Crop Production (corn, wheat, soybeans)
8. Local Foods (Accessibility, community linkages)

Family and Consumer Sciences

1. Money Management for Teens to Seniors (Budgeting, Debt Management, Identity Theft)
2. Parenting Education
3. Childcare
4. Family Issues
5. Aging Issues
6. Health and Nutrition
7. Home Safety and Maintenance
8. Food Safety
9. Housing Issues

4-H Youth Development

1. Leadership Development
2. 4-H Club Activities
3. Service Learning (Community Service)
4. Educational Programs for Home-Schooled Youth
5. Competitive Events (Share-the-Fun, public speaking, presentations)
6. Summer Day Programs
7. Natural Resources Programs
8. Youth Health/Wellness

Also, key informant interviews were conducted with six county members. Two were females and the four were males. Their professions included directors from parks and recreation, social services, and a county government office, youth librarian, civilian military personnel, and a school educator. Comments from the interviews:

- “families need land education”
- “access to more fresh food”
- “how would fracking impact the community”
- “get youth outdoors”
- “support local farmers markets”
- “create community gardens”
- “the need for positive things to do in King George”
- “tackle an emerging drug problem”
- “too much time spent with screen technology”
- “need to reach middle school youth”
- “raise importance of books for ages 0-5”

Priority Issues

ELC members with the help of VCE staff summarized data from the unit profile, tabulated surveys, and informant interviews to determine priority issues.

Issue 1 – Local Foods, Environmental Quality, Home Horticulture

King George County prides itself in having a thriving economy for all while preserving its heritage and rural character. As economic opportunities arise, the county takes care to evaluate the impact on quality of life, specifically on natural, cultural and historical resources.

- King George residents, as many residents in counties and cities in the Virginia and across the country, are increasingly demanding local food options. The demand is not only from the viewpoint of the consumer, but from farmers looking to expand production and markets.
- The number of individuals involved in horticulture production (lawns and gardens) is increasing.
- The Naval Surface Warfare Center in Dahlgren continues to be a major employer in the county.
- Though new economic prospects (like fracking, transportation, and tourism) are on the rise and offer attractive opportunities to diversify the tax base, many community members are concerned about the impact on the county's environment quality (land, air, water, and wildlife).
- King George County has had a rapid population growth since the late 1990s. It has the third growth rate in the Fredericksburg area.
- Some of the comments from informant interviews: "families need land education", "access to more fresh food", "how would fracking impact the community", "get youth outdoors", "support local farmers markets" and "create community gardens".

Because Cooperative Extension is fundamentally prevention education with a lifespan (youth to adult) focus, an interdisciplinary (Agriculture and Natural Resources, 4-H, and Family and Consumer Sciences) approach is utilized in almost all programming. With the ANR Extension Agent as lead, the key issues are currently being ((or will be) addressed by VCE unit resources:

- VCE fosters a strong local food presence through diverse community-based partnerships (farmers markets, CSAs, Farm to School collaboration, food banks and pantries, Department of Social Services, "Buy Fresh Buy Local" and "\$10 SNAP = \$20 Fresh Food" initiatives, and Master Volunteers (Gardeners, Food and Preservers).
- VCE promotes agricultural and home horticultural BMPs to farmers and landowners and regionally educates about land conservation and preservation options through seminars, field days, home visits, newspaper articles, Green Talks workshops and Master Gardeners' clinics.
- VCE offers educational programming to the public to increase agricultural and environmental awareness (50-Mile Meal, Vegucation Station, Helping Hands and Environthon 4-H clubs, farm tours, Farm to School Week, AG Day, Home Show, etc.)

- VCE offers commercial and private pesticide education annually.

Issue 2 – Youth Development (Leadership, Service Learning, 4-H Clubs)

King George County has the third highest growth rate in the region. Child population increased from 5481 in 2005 to 6,530 in 2011.

- Youth Development issues are of concern to our residents. With such a significant increase in this population there is a need to provide positive youth development opportunities. These opportunities have been identified as programs that support character and leadership development, provide for recognition of youth involvement, giving back to the community, and educational activities that children can participate in after school and during the summer.
- Some of the comments from Key Informant Interviews: “the need for positive things to do”, “tackle an emerging drug problem”, “too much time spent with screen technology”, “need to reach middle school youth” and “raise importance of books for ages 0-5”.

Because Cooperative Extension is fundamentally prevention education with a lifespan (youth to adult) focus, an interdisciplinary (Agriculture and Natural Resources, 4-H, and Family and Consumer Sciences) approach is utilized in almost all programming. With the 4-H Extension Agent as lead, the key issues are currently being (or will be) addressed by VCE unit resources:

- According to a recent study by Tufts University, 4-Hers are: 2.3 times more likely to exercise and be physically active, report better grades, have higher levels of academic competence, and an elevated level of engagement at school; are nearly two times more likely to plan to go to college and more likely to pursue future courses or careers with a STEM focus; 3.3 times more likely to actively contribute to their communities when compared with youth who do not participate in 4-H; and 4 times more likely to delay sexual intercourse by Grade 12, and shown to have had significantly lower drug, alcohol and cigarette use than their peers.
- VCE’s 4-H camping program is one of the most beneficial leadership and youth development vehicles available to the 4-H age youth. Children, ages 9-13, have an opportunity for personal growth through group bonding and teamwork experiences. They can develop self-esteem, self-worth, and communication and leadership skills through a variety of activities. Teen counselors ages 14-18 learn about the concepts of responsibility, self-discipline, and motivational techniques while serving as staff during this annual 4-H summer residential camp. This experience provides the teens with a variety of real-world leadership development challenges.
- VCE’s 4-H Congress provides high school youth with the opportunity to learn about leadership development through workshops and competitions. Congress delegates also have the opportunity to participate in numerous service projects in and around Virginia Tech and learn about career opportunities through activities provided by the university.
- VCE’s 4-H clubs elect officers each year and club members get valuable leadership experience serving in these positions. Club members participate in various activities and special events that support their club’s area of interest. Each of the 4-H clubs is required to perform at least one service project during the year. These projects teach

the members the importance of giving something back to the community by volunteering their time, energy and resources. 4-H Clubs include Archery, Cloverbud, Ecology, Fancy's Friend Dog, Garden, Helping Hand Community, Envirothon, Heritage, Horse and Pony, Horsin' Around, Livestock, Quilt, Shooting, Lego Robotics, and Teen Leadership. Club members have the opportunity to participate in several county 4-H activities such as Achievement Night, Fall Festival Parade and Presentation Night.

- VCE's other specialty 4-H programs provide a platform to introduce the positive life skills and attitudes that are the foundation of the 4-H mission. With support of the ANR agent, agricultural and environmental programs are the focus for in-school programs and field days.
- In conjunction with the FCS agent, nutrition and wellness and financial literacy programs will be offered for preschoolers to high school students.
- VCE works collaboratively with King George Parks and Recreation, King George YMCA, L.E. Smoot Library, Virginia Department of Forestry, Caledon State Park and others to offer a host of interdisciplinary programs/day camps (dealing with environmental science, nature/ecology, nutrition and health, and financial literacy) for summer recreational opportunities for the youth of the community. Programs target preschoolers through middle school students.

Issue 3 – Family Issues (Childcare, Money Management, Parenting Education)

Though the economy is improving, the recent economic downturn threatened family well-being. In a domino effect fashion, family infrastructure was weakened with company downsizing and closure (joblessness and under-employment), credit indebtedness (home foreclosure, bankruptcies and credit card delinquencies), lack of affordable childcare, and poor parenting (marital conflict and parent apathy).

- Current statistics indicate that one in five Virginia children enter kindergarten without the basic skills needed to succeed. Yet research shows that the first five years of life are crucial to children's long-term cognitive, social and emotional development
- There are an estimated 599,000 children under the age of 6 in Virginia. Of these, someone other than their parents routinely cares for approximately 62%. According to the U.S. Census, 603 are in King George. In 2009, the 138 children in King George received childcare subsidies from Virginia Department of Social Services
- In 2012, one-tenth of Virginians reported using high cost, short term loans to make ends meet. Additionally, one of every 2126 households in Virginia received a foreclosure filing.
- In October 2013, the unemployment rate in King George was 7.3, slightly higher than the state average (6.2%). 5.6% persons lived below the poverty level percent.
- In 2012, 35.7% of the King George County school population received free and reduced lunch according to school records.
- In 2005, the Virginia state legislature recognized the need for financial education with the passage of Senate Bill 950 that requires financial literacy and economic concepts be integrated into the Standards of Learning in k-12 grades.

- In 2013, there were 154 reports of child abuse in King George. The most common type of abuse was neglect --a failure to provide adequate food, shelter, clothing, or supervision.
- Although juvenile intake rates have generally declined all decade, 2012 saw an uptick in rate for most regions in Virginia. There were 129 juvenile intake cases in King George.

Because Cooperative Extension is fundamentally prevention education with a lifespan (youth to adult) focus, an interdisciplinary (Agriculture and Natural Resources, 4-H, and Family and Consumer Sciences) approach is utilized in almost all programming. With the FCS Extension Agent as lead, the key issues are currently being (or will be) addressed by VCE unit resources:

- Supporting early childhood education is a smart investment. One in seven Virginia students arrives in kindergarten without the basic skills.
- VCE co-sponsors the “Family Fair” an annual conference for child care providers and families.
- VCE presents workshops at the statewide Virginia Association for Early Childhood Education conference annually.
- VCE works collaboratively with Virginia Department of Health and Virginia Department of Forestry to co-present nutrition and physical activity programs to local day centers and family daycare homes.
- VCE conducts money management education workshops for adults.
- VCE presents youth financial literacy programs for preschoolers to high school students at the local schools and churches.
- VCE offers Master Food Volunteer and Master Financial Education Volunteer trainings to expand programming in King George.
- VCE conducted “Cooking Matters” to low income families, “Healthy Weights for Healthy Kids” at youth afterschool programs, and “Nutrition on the Bookshelf” to preschoolers. “Health Rocks” a youth drug awareness program will start in 2014.
- Through volunteers, VCE presented “Vegucation Station” at the farmers market in King George and other markets in the region.
- VCE offers the following parent education programs: “Living Apart Parenting Together”, “Success for Teen Parents Program”, “Project Lift”, and “Parenting While Incarcerated”.

Issues identified that were outside the scope of VCE to address:

Though solutions to issues like population growth, transportation, tourism and fracking are out of the scope of VCE, this local unit (with the help of the Community Viability specialists and others) can offer natural resource management and Agri-tourism education, 4-H education for the expanding number of youth, and work force development and facilitation support to new labor markets and public forums respectively.

Appendices

- Issues / Needs Survey
- Key Informant Interview Questions

Virginia Cooperative Extension – King George County Issues / Needs Survey

Virginia Cooperative Extension (VCE) enables people to improve their lives through an educational process that uses scientific knowledge which is focused on community issues and needs. Extension is not only interested in identifying needs and concerns existing within the county, it also shares a commitment to finding solutions for those needs, implementing them, and evaluating the results of those efforts.

To help King George County Extension staff serve you better, would you please respond to the following questions?

For questions 1-3, under each category please rank (1-7) in order of importance to you the issues listed with 1 being most important and 7 being least important.

1. Agriculture and Natural Resources

- _____ Livestock Production and Pasture Management
- _____ Environmental Quality (Air, Soil, and Water)
- _____ Commercial Horticulture (fruit/vegetable & greenhouse production)
- _____ Sustainability (economics, environmental)
- _____ Natural Resources (forestry, wildlife)
- _____ Crop Production (corn, wheat, soybeans)
- _____ Farm Transition
- _____ Home Horticulture (lawn and garden care)
- _____ Pesticide Safety Education
- _____ Farm Labor
- _____ Alternative Agricultural Enterprises
- _____ Local Foods (Accessibility, community linkages)
- _____ Other. Please name and rank any other issue(s) you may have that are not listed above.

2. Family and Consumer Sciences

- _____ Money Management for Teens to Seniors (Budgeting, Debt Management, Identity Theft)
- _____ Parenting Education
- _____ Family Issues
- _____ Health and Nutrition
- _____ Food Safety
- _____ Childcare
- _____ Aging Issues
- _____ Home Safety and Maintenance
- _____ Housing Issues
- _____ Other. Please name and rank any other issue(s) you may have that are not listed above.

3. 4-H Youth Development

- _____ Leadership Development
- _____ Service Learning (Community Service)
- _____ Competitive Events (Share-the-Fun, public speaking, presentations)
- _____ Natural Resources Programs
- _____ 4-H Club Activities
- _____ Educational Programs for Home-Schooled Youth
- _____ Summer Day Programs
- _____ Youth Health/Wellness
- _____ Other. Please name and rank any other issue(s) you may have that are not listed above.

(OVER) →

4. What is the best way for you to receive information about community activities?
Check all that may apply.

- Internet (including newsletters, social media, etc.)
- Telephone
- Mailing
- Radio/Television
- Churches / community groups
- Workplace
- Other. Please name and rank any other issue(s) you may have that are not listed above.

5. Which of the following services/programs of the King George County Office (VCE) have you used in the past or may use?
Check all that may apply.

- Agriculture
- 4-H Camp
- 4-H School-based programs
- 4-H Clubs
- Tours (Farm, Shopping Matters, Green Talks)
- Master Volunteers (Gardener, Food, and Financial)
- Web-based (classes, publications, and newsletters)
- Home Horticulture Assistance (Pest ID, Gardening info, Soil Tests)
- Seminars, Workshops, Classes
- Nutrition, Financial & Parenting Education (Canning, Vegucation Station, School-based, Teen/Co-parenting classes)
- Other information

(OVER) →

_____ YES, I would like additional information on the services and programs offered by Virginia Cooperative Extension.

Name _____

Address _____

City _____ Zip _____

What type of information you would like to know more about?

Thank you for taking the time to complete this survey.

(OVER) →

