



Situation Analysis Report



City of Petersburg

2013

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Introduction

The Petersburg Cooperative Extension conducted a comprehensive situation analysis during the 2013 calendar year. The process was led by the Petersburg Extension Leadership Council (ELC) following guidelines and procedures which resulted in the development of the Petersburg Unit Profile as well as gathering surveys on needs and issues from the community. Based on information found on the Virginia Cooperative Extension (VCE) Resource Website, the Voices for Virginia's Children Publication, the U.S. Department of Labor-Bureau of Labor Statistics, the Virginia Department of Health and the U.S. Census Bureau-Virginia Employment Commission Community Profile for the city of Petersburg, data resulting from these documents were analyzed by the ELC and priority issues were identified.

The ELC met three times during the situation analysis process. The first meeting was an overview covered by the unit coordinator on the situation analysis guidelines. During this meeting, ELC members and VCE staff reviewed the roles and responsibilities of each individual along with timeline. Sub-committees were established to analyze collected data. At the second meeting, the ELC and the VCE staff determined that a survey would be the most appropriate means to collect information from the community and key leaders. The ELC along with the VCE staff developed a survey and identified opportunities for getting the surveys completed. The survey was loaded on the VCE Qualtrics system and the link within an article was submitted to the local newspaper and community e-newsletter.

During the third and final meeting, the findings from the unit profile and surveys were presented and discussed. Top priority issues were identified and ranked, including those that were already being addressed by VCE, those that could be addressed by VCE, and those that were outside current available VCE resources.

Unit Profile

The independent city of Petersburg consists of 22.9 square miles of land and is located in south-central Virginia. Petersburg is bordered on the north by the Appomattox River. The city is strategically located at the junction of Interstates 85 and 95. Petersburg is 23 miles south of Virginia's state capitol, Richmond and 125 miles south of Washington, D.C. Petersburg is one of the oldest settlements in the Commonwealth, dating back to the establishment of Fort Henry in 1646. According to the 2012 U.S. Census Bureau, the population in Petersburg is 31,973. Population growth in Petersburg has declined from April 1, 2010 to July 1, 2012 by - 1.4%.

Throughout this document the indication of the Tri-Cities area includes the cities of Petersburg, Colonial Heights and Hopewell. District 19 refers to the counties of Dinwiddie, Prince George, Sussex, Surry, Greensville/Emporia and the city of Petersburg.

The median age of Petersburg residents is 39.8 years. In 2012, 7.9% of the population was under the age of 5, 22.1% were under the age of 18, and 15.1% were persons 65 years old and over. The median age for females is 38.9 and the median age for males is 34.8.

According to the 2012 U.S. Census Bureau, Virginia Employment Commission, the racial composition in Petersburg is 17.7% white, and 83.1% nonwhite. Of the 83.1% nonwhite, 79% is Black or African American. The imbalance of racial composition will continue. White population will continue to decline in both absolute and percentage terms. This decline is predicted to be a result of natural decrease and continued out-migration. The City's population will continue to be majority Black or African American. The combination of aging baby boom generation and improved health care for the elderly will result in an increase in the median age nationally. The number of City residents is projected to increase by .86% by 2020, an increase since the late 1980's.

In a January 30, 2012 published news report, which was based on 2010 surveys, released by Voices for Virginia's Children, Petersburg is in a statistical tie for the highest child poverty rate statewide. This report states that 41.4 % - almost half of all children in the city - live in poverty. Statewide, an average of 14.6 % of children live in poverty - that's 4.4 % more than in 2006. The report also shows that the number of people living in poverty in the Tri-Cities jumped by more than half in the past decade as the effects of two national recessions. According to the 2010 figures released by the U.S. Census Bureau, 8,015 (25.2 % of all residents) in Petersburg, live in poverty, up 37.6 % from 5,826 (17.8 %) in 2000. In 2011, the median household income in Petersburg is \$36,289, whereas Virginia's median household income is \$62, 391. While the citywide median household income has increase 15% since 2005; it remains lower than that of neighboring jurisdictions of Colonial Heights and Hopewell. As of August 2013, the percentage of school children receiving free or reduced lunch in Petersburg for the 2012-2013 school year was 74.8% or 3,282 children. As of 2011, there are 16,629 housing units in Petersburg, in which 33.9% are multi-unit structures.

According to the U.S. Department of Labor, Bureau of Labor Statistics, as of August 2013, the unemployment rate for Petersburg is 10% (Virginia 7.3%) a net change of -1.5% (Virginia -0.9%) from 11.5% in August 2012 (Virginia 8.2%).

In 2011, Petersburg had one of the highest rates of live births per 1,000 females under the age of 20 in the Tri-Cities area, District 19 and the State. The city of Petersburg rate was 78.0 live births per 1,000 females between the ages of 10-19 far exceeding the State of Virginia's rate of 18.6 live births per 1,000 females between the ages of 10-19. In 2013, premature death before the age of 75 is 14, 478 (per 100k), poor or fair health is 16%, adult obesity is 38%, sexually transmitted infections is 1595 (per 100k), limited access to healthy foods is 13%, uninsured clinical care is 19%, violent crimes rate is 1180 (per 100k) and excessive drinking is 6%.

The top two leading causes of death in Petersburg and the Tri-Cities are heart disease and cancer. Individuals living in poverty are more likely to experience an increase in health issues, due to lack of finances and health insurance. This has an impact on the morbidity and mortality rate in the community.

In 2011, there were 418 students enrolled in nursery/preschool, 4894 students enrolled in K-12 and 1,337 students enrolled in college or graduate school. The percentage of high school graduates or higher is 70.8% and bachelor's degree graduates or higher is 13.9%.

Community and Resident Perspectives

Based on information identified in the unit profile, community surveys were conducted with city key leaders and residents. An article explaining the importance of the Situation Analysis with a link to complete and submit the survey through VCE's Qualtrics system was published in the local newspaper and the community e-newsletter. Separate emails with a letter and survey link enclosed were sent to leaders who represent the following agencies and organizations: Petersburg Public Schools, Petersburg Sheriff's Department, Petersburg Business Owners, Petersburg Department of Social Services, District 19 Community Service Board, PELC members, Petersburg City Hall, Petersburg Office on Youth and Petersburg Parks and Leisure Services.

Youth Development

As a result of community and key leader's surveys, the following issues were noted and prioritized in order:

1. Life Skills/Decision Making for Youth
2. Teen Leadership
3. Youth and Teen Activities
4. Teen Violence
5. School Dropout Prevention
6. Science and Technology Enrichment Programs
7. Volunteer and Community Service Training
8. Before and After School Issues

Additional survey comments included:

- Prevention of Negative Behaviors in Youth
- How to Address Poverty
- Careers
- Nutrition

Family and Consumer Sciences

As a result of community and key leader's surveys, the following issues were noted and prioritized in order:

1. Financial Management/ Finances
2. Early Childhood/Childcare
3. Nutrition and Wellness
 - Health

- Obesity
 - Chronic Disease
 - Food and Safety Preservation
 - Local Food Systems
4. Parenting
 - Child Development
 5. Housing
 6. Aging/Elder Care
 - Long Term and Dependent Care
 7. Workforce Development/Small Business/Entrepreneurs
 8. Local Government
 9. Community Services and Planning
 10. Consumer Issues

Horticulture/Agriculture/Other

As a result of community and key leader's surveys, the following issues were noted and prioritized in order:

1. Land Use
2. Water Quality/Quantity
3. Pest/Pesticides
4. Environment
5. Energy
6. Invasive Species
7. Public Awareness of Agriculture
8. Agricultural Marketing
9. Agricultural Production/Profitability
10. Horticulture
11. Alternative Agriculture

Priority Issues

Issue 1: Life Skills / Decision Making for Youth

Communication, teamwork, problem solving and managing resources are important life skills needed by today's youth. Without these skills, youth will not be able to be totally self-sufficient. There are very few educational arenas where youth can still acquire these skills. This is an issue because currently there is no researched based youth development program that focuses on life skills development in Petersburg other than 4-H. The other youth development programs in the city are focusing mainly on recreational activities.

VCE is addressing this issue by providing yearlong 4-H Youth Enrichment Programs, such as: Clothing and Construction, Nutrition and Wellness, Character Education, Child Care Training, Career Planning, Leadership and Personal Development and Decision Making/Problem Solving/Goal Setting Techniques. 4-H provides volunteer training for youth and adults in the area of leadership development.

Issue 2: Youth and Teen Activities

After School and Community Service activities are needed to prevent latch-key situations and to increase the social and cognitive skills of youth. Having these activities will help youth find an alternative to undesirable activities which may result in juvenile delinquency problems. This is an issue because according to the 2010 Supported Alternatives for our Valued Youth (SAVY) Needs Assessment, there is a limited scale of promising practice programs for youth in Petersburg. There are many children and teens in the Petersburg area that needs services to help them develop positive behaviors. Although there are programs available there are few research-based models.

VCE is addressing this issue by providing After-School programs in the schools, community recreations, organizations and community clubs. As a part of these programs, the youth are involved in community service activities and projects. These programs are led by VCE Staff and trained 4-H Adult Volunteers. Transportation is often an issue. Programming efforts could be increased if transportation resources were made available.

Issue 3: Science and Technology Enrichment Programs

Due to the demands placed on students in Virginia to pass the state Standards of Learning (SOL) in science and math, programs need to focus more on these academics to serve as enrichment to the curricula taught in the school systems. This is an issue because the ability to read at grade level by third grade is a critical milestone for later success in school. Petersburg students have lower pass rates of any school system in the Tri-Cities on SOL tests in Math, History and Science. Out of the 7 Petersburg schools, 3 are fully SOL accredited, 3 are SOL accredited with warning, and 1 is SOL accredited denied.

VCE is addressing this issue by implementing in-school 4-H curriculum in the area of science and technology, as well as math and engineering. As a result of these activities, students in

grades 3 and 5 were able to increase their knowledge in the area of science and technology. 4-H is also providing in-school programming for the middle and junior high schools in these courses. These programs are led by VCE staff, trained 4-H Adult Volunteers and school staff. Continuous efforts are being made to increase elementary and secondary in-school programming.

Issue 4: Volunteer and Community Service Training

Several residents and key leaders who submitted the survey indicated a need for volunteer and community service trainings for teens. The teens in return will be able to give back to their communities, under the leadership of a trained 4-H Adult Volunteer. Teens and volunteers will be able to provide programs for youth and adults, and foster family oriented opportunities. The Unit Profile data indicated a need for continued efforts to address problems of teenage pregnancy, school dropouts, youth-at-risk and crime. Training in community service could provide opportunities for youth, adults and families that address these issues.

VCE is collaborating with the Petersburg Office on Youth Program, Petersburg Department of Social Services, churches, YMCA and the Petersburg Parks and Leisure Services to provide positive teen leadership trainings for teens in Petersburg. 4-H has implemented Leadership and Citizenship Programs in the community to encourage teens to become productive and contributing members of society.

Issue 5: Financial Management / Finances

Financial Management to include, credit counseling, debt management, consumerism and bankruptcy is needed to assist low income residents in effectively managing their financial resources. This is an issue because in 2010, 25.2% of all residents in Petersburg live in poverty. As of August 2013, 74.8% of school children are receiving free or reduced lunch in Petersburg and the unemployment rate for Petersburg is 10% whereas the Virginia is 7.3%.

VCE is currently addressing this issue by providing financial counseling and consumerism programs to its residents. Currently, the aging population has been targeted by VCE in the area of consumerism to include scams and identity theft. VCE is also offering a home study course for residents in the area of financial management. Residents are also given one-on-one financial counseling by a VCE agent or trained VCE volunteer.

Issue 6: Early Childhood / Child Care

Finding safe, affordable and quality child care is difficult for many parents. The high cost of child care causes some parents to shop for low cost care that may lack in safety and quality. This is an issue in Petersburg because the Petersburg Department of Social Services has a total of 47 regulated child care centers and family day care homes. These providers are currently serving approximately 500 children between the ages of 0-12. The providers need quality child care training to ensure the safety of children and to meet state licensing mandates.

VCE is currently providing a limited amount of child care training for licensed family day care providers and licensed child care centers. VCE is currently providing these child care providers with bi-annual resources related to quality care. VCE also collaborated with the Petersburg Department of Social Services to form a regional Child Care Committee to address the issues facing child care regionally. VCE has served on a sub-committee of the Petersburg Alliance for Children and Families which specifically focuses on child care legislation and child care center quality in the city.

Issue 7: Nutrition and Wellness

Childhood obesity and adult obesity are both national concerns. The need to educate the general public about proper nutrition, chronic disease, portion sizes and overall good food choices is essential to the health and well-being of youth and adults. This is an issue because according to the Crater Health District the top two leading causes of death were heart disease and cancer. Petersburg has the largest number of WIC (Women Infants and Children) participants as compared to all other localities in the Crater District.

VCE is providing low-income residents with the SNAP-Ed (Supplemental Nutrition Assistant Program-Education) Programs. Since 2005, VCE has an Adult and Youth Family Nutrition Program Assistant to increase the resources in the community.

Issue 8: Parenting

Parent education is a need that has been identified by the Petersburg Department of Social Services and the District 19 court system. This is due to the number of residents involved in child abuse and neglect cases, as well as the number of residents filing for custody of children. Adequate parenting skills are needed by all parents or by individuals that find themselves in a parenting role. These individuals need to understand the ages and stages of development and how to appropriately discipline children. In 2011, Petersburg had one of the highest rates of live births per 1,000 females under the age of 20 in the Tri-Cities area, District 19 and the State. Petersburg rate was 78.0 live births per 1,000 females between the ages of 10-19 far exceeding the State of Virginia's rate of 18.6 live births per 1,000 females between the ages of 10-19.

VCE is already addressing this issue. The Positive Parenting Curriculum is being utilized to teach parents effective parenting skills. VCE has been partnering with the Petersburg Department of Social Services in conducting 32 weeks (8 weeks each, 4 times a year) in parenting education. Teen parenting workshops, presentations and short courses are being conducted by VCE through a partnership with the Petersburg Health Department, Resource Mothers program.

Issue 9: Housing

Securing safe, affordable housing on a limited budget is difficult. Individual and families who do not have the financial resources necessary to afford adequate housing usually resort to sub-standard housing or homelessness. Home maintenance and cleanliness is low on the

priority list of an individual or family trying to survive by meeting their basic needs. This is an issue because in Petersburg the 2011 U.S. Census Bureau Report stated there are 16,629 housing units in Petersburg, in which 33.9% are multi-unit structures.

VCE is involved through collaboration with the Petersburg Redevelopment and Housing Authority (Family Services) to provide housing residents with housekeeping related workshops. The potential to provide city residents with home maintenance information is great and an increase in resources would be necessary to further these efforts.

Issue 10: Aging

The aging population (persons 65 and over) is one of the fastest growing populations in the United States. As members of society are living longer, the need for elder care, as well as elder health and economics will become more important. This is an issue because 16% of individuals ages 65 + live below the poverty level in the city of Petersburg. The number of older adults in the region will grow to more than 251,000 by 2030 when the baby boomers will be older than age 65.

VCE is collaborating with the Retired Senior Volunteer Program as an advisory board member. VCE is also conducting programs related to aging for the various homes that cater to this group.