



## **Travis W. Staton**

*President and Chief Executive Officer  
@TravisStaton*

**United Way of  
Southwest Virginia**  
[UnitedWaySWVA.org](http://UnitedWaySWVA.org)



**By 2040, Virginia could be the 10th most populous state in the nation.**

***- University of Virginia Today***

**FIGHTING FOR TOMORROW'S WORKFORCE**



**Southwest Virginia could lose as much as 30% of its population within the next two decades.**

***- The Roanoke Times***



**ALICE<sup>®</sup>**

**ASSET LIMITED, INCOME CONSTRAINED, EMPLOYED**

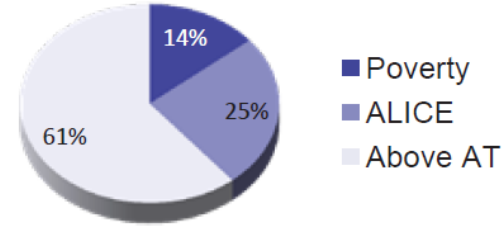


United Way of Southwest Virginia

# ALICE IN PULASKI COUNTY

## 2015 Point-in-Time Data

**Population:** 34,528 | **Number of Households:** 14,619  
**Median Household Income:** \$47,495 (state average: \$66,262)  
**Unemployment Rate:** 7.4% (state average: 5.5%)  
**Gini Coefficient** (zero = equality; one = inequality): 0.43 (state average: 0.47)



Pulaski County, 2015		
Census Place	Total HH	% ALICE & Poverty
Belspring	100	15%
Draper	128	49%
Dublin	863	54%
Fairlawn	1,092	38%
New River	153	17%
Parrott	242	87%
Pulaski	3,888	50%

Household Survival Budget, Pulaski County		
	SINGLE ADULT	2 ADULTS, 1 INFANT, 1 PRESCHOOLER
Housing	\$519	\$643
Child Care	\$-	\$989
Food	\$169	\$561
Transportation	\$322	\$644
Health Care	\$165	\$634
Miscellaneous	\$143	\$397
Taxes	\$251	\$497
Monthly Total	\$1,569	\$4,365
<b>ANNUAL TOTAL</b>	<b>\$18,828</b>	<b>\$52,380</b>
Hourly Wage	\$9.41	\$26.19

## What are the economic conditions?

The **Economic Viability Dashboard** evaluates community conditions for ALICE in three core areas. Each is an index with a scale of 1 (worse) to 100 (better).

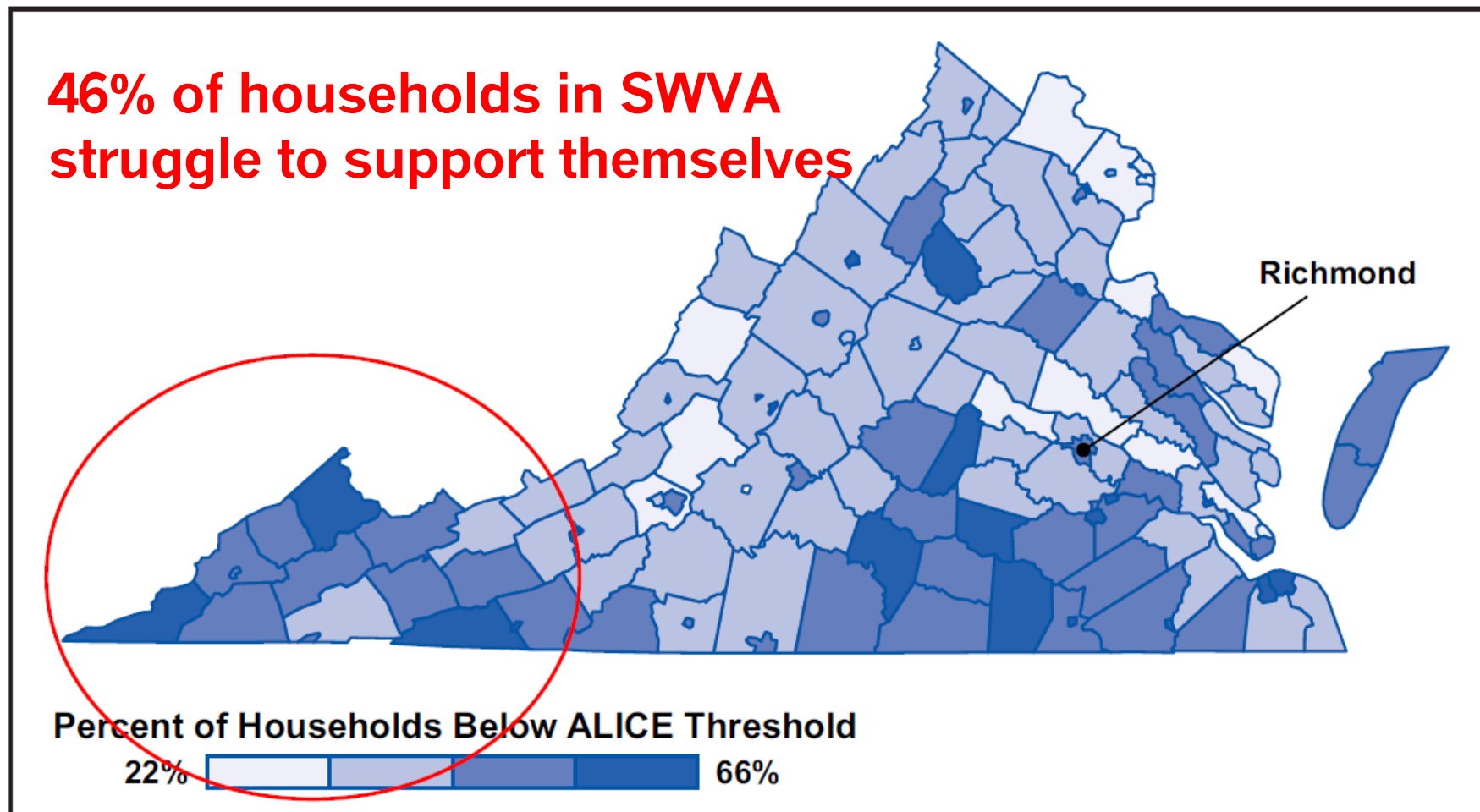
**Housing Affordability**  
46

**Job Opportunities**  
66

**Community Resources**  
43

Source: American Community Survey, Bureau of Labor Statistics (BLS), Internal Revenue Service (IRS), U.S. Census, U.S. Department of Agriculture (USDA), U.S. Department of Housing and Urban Development (HUD), U.S. Election Assistance Commission, Virginia Department of Taxation, and Virginia Department of Social Services, 2015.

## Percent of Households Below the ALICE Threshold by County and Independent City, Virginia, 2015



Source: American Community Survey, 2015, and the ALICE Threshold, 2015



# KEY FINDINGS IN SWVA

- Between 2007 -15' things worsened in housing affordability, job opportunities, and community resources
- Unemployment in SWVA 7.6% vs state rate of 4.5%
- Less than 6% of state's employment is in SWVA amounting to less than 4% of state's payroll
- Firms with less than 50 employees is 48% of SWVA jobs and firms with more than 500 employees is 9% of SWVA jobs vs state's 23%





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# KEY FINDINGS IN SWVA

- State's % of aging population is highest in SWVA (65+ is 18% in SWVA vs 13% statewide)
- Households under the ages of 25 years are more like to be in poverty (37% in Cumberland Plateau to 73% in New River Valley vs state average of 39%)
- Cost of living in SWVA is 19% lower than the rest of the state...housing is 28% less and childcare is 32% less
- Transportation is higher in SWVA \$644 vs state average of \$172 for public transportation



## The Consequences of Insufficient Household Income



**Transportation**



**Child Care and Education**



**Taxes**



**Food**



**Housing**

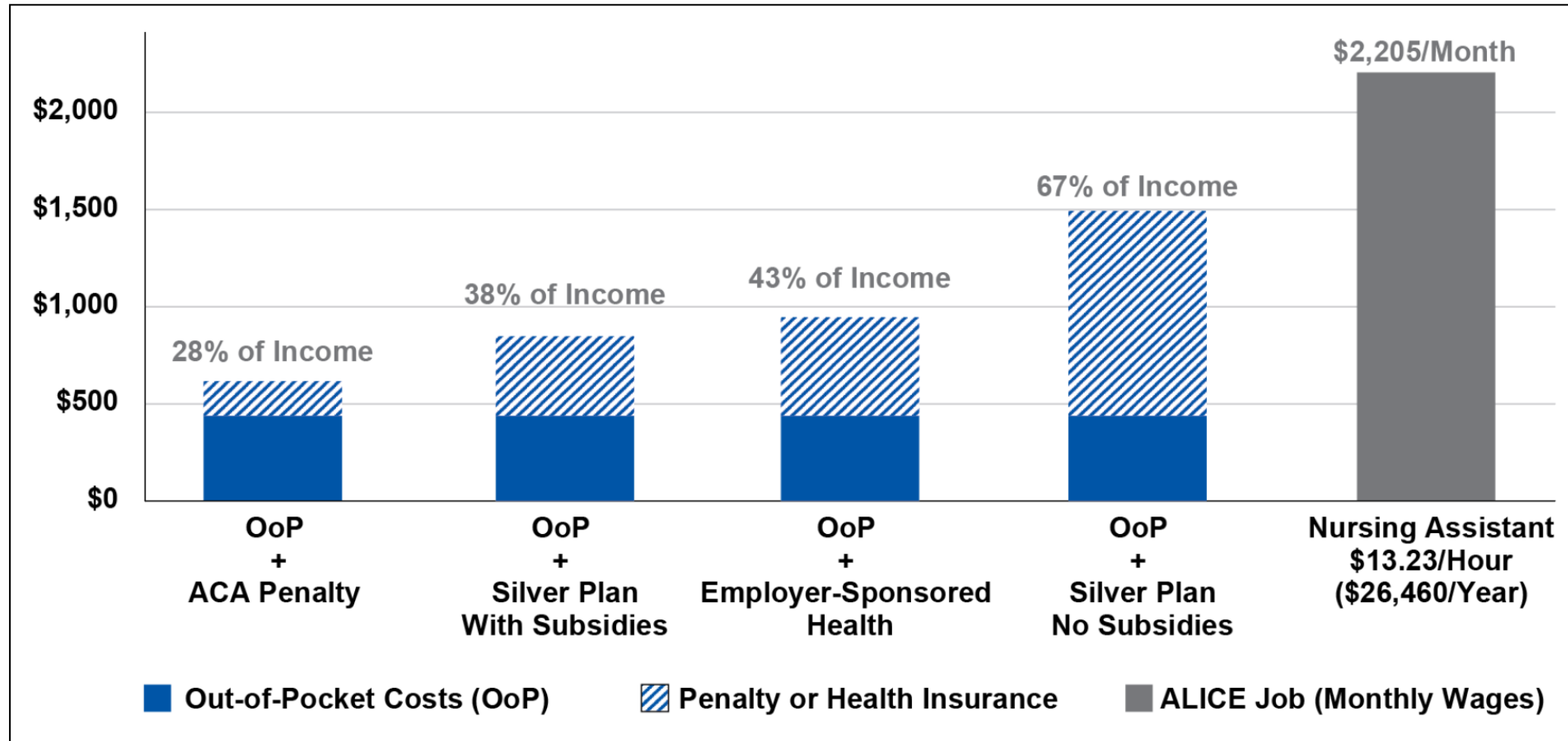


**Technology**

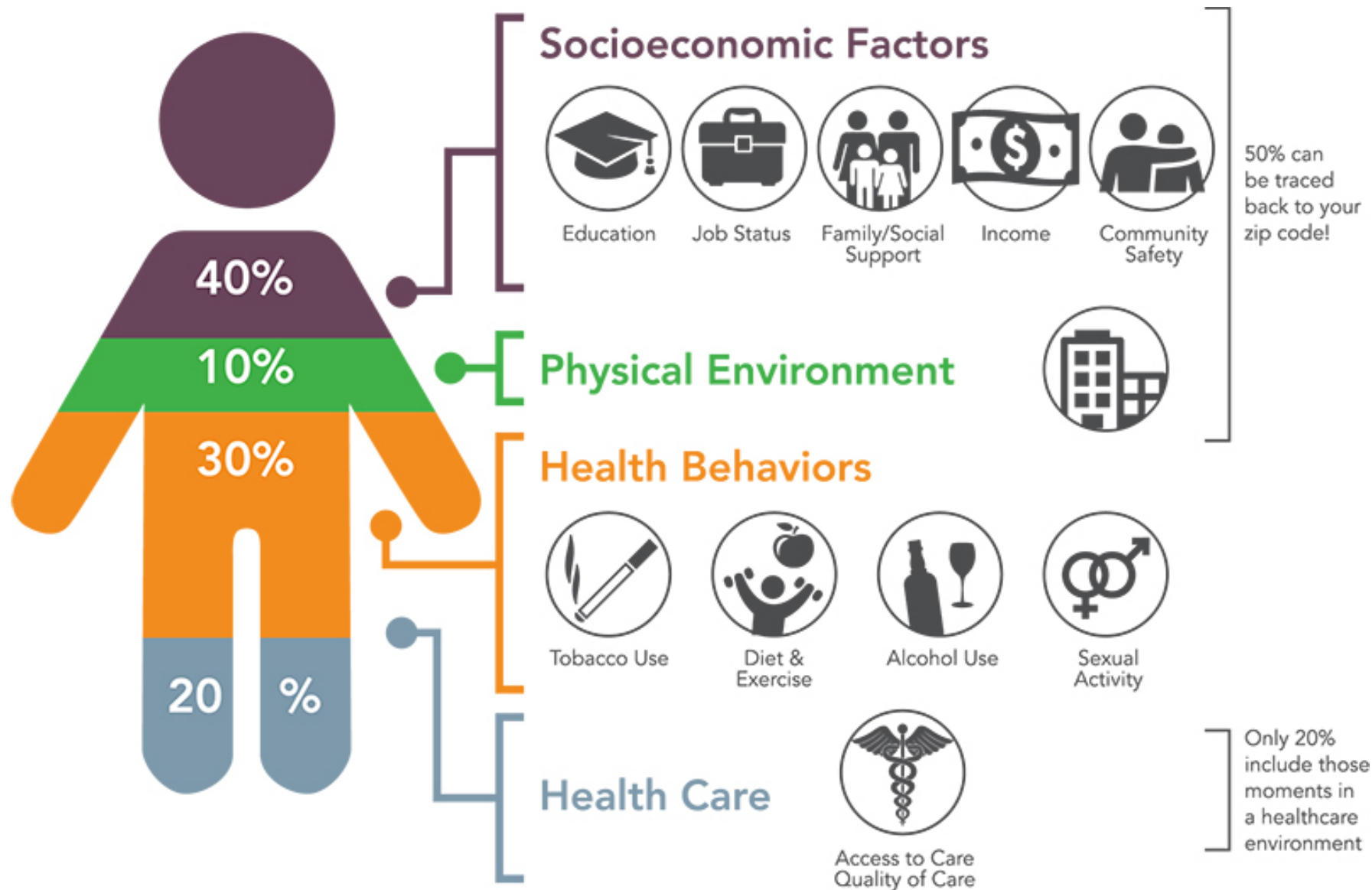


**Health Care**

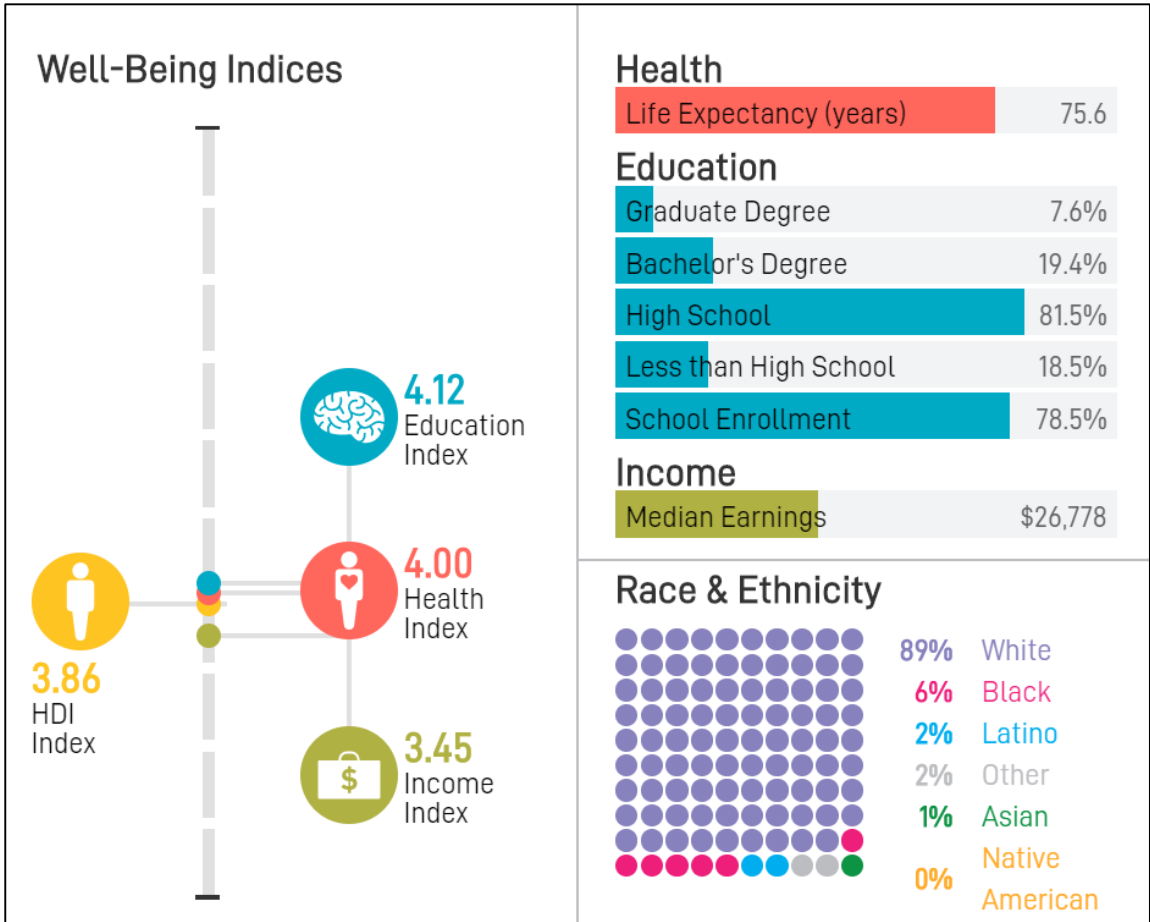
## Monthly Health Care Costs and Percent of an ALICE Income, U.S., 2017



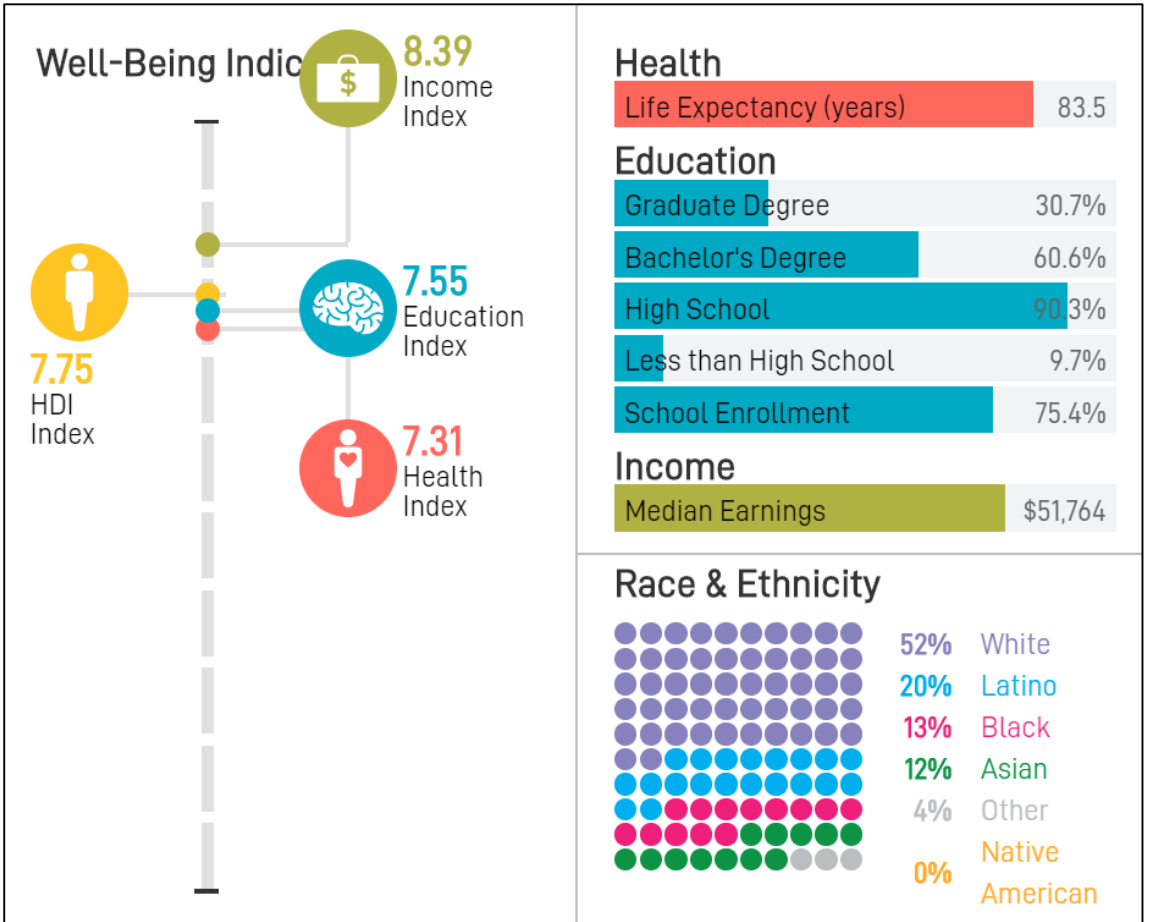
Sources: Bureau of Labor Statistics. (2017). *Occupational employment statistics: OES data*. U.S. Department of Labor; Bureau of Labor Statistics. (2018, September). *Consumer expenditure survey (CES): Table 3443. Consumer units of four people by income before taxes: Average annual expenditures and characteristics*, Consumer Expenditure Survey, 2016–2017; Healthcare.gov. (n.d.). *No health insurance? See if you owe a fee*; Kaiser Family Foundation. (2017). *2017 health insurance marketplace calculator: Silver plan premiums*; U.S. Department of Health and Human Services. (2015). *Table VII.D.2. Average total employee contribution (in dollars) per enrolled employee for family coverage at private-sector establishments that offer health insurance by proportion of employees who are full-time or low-wage and State: United States, 2015*. Agency for Healthcare Research and Quality, Center for Financing, Access and Cost Trends, 2015 Medical Expenditure Panel Survey-Insurance Component.



# VIRGINIA 9

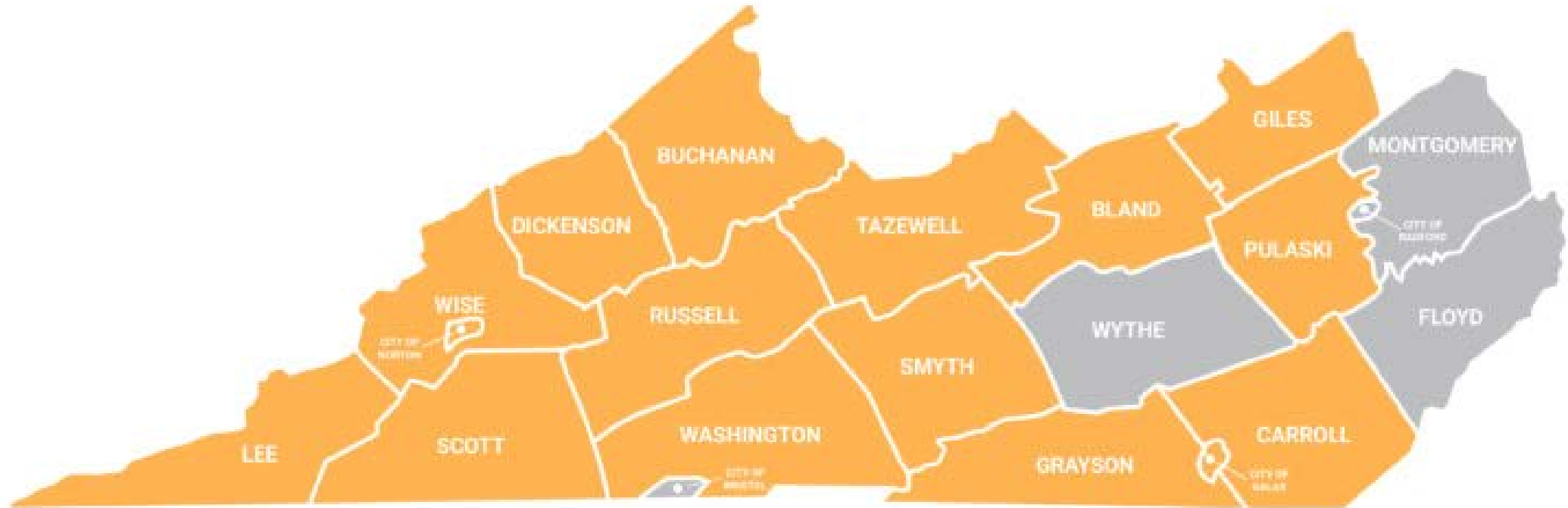


# VIRGINIA 8





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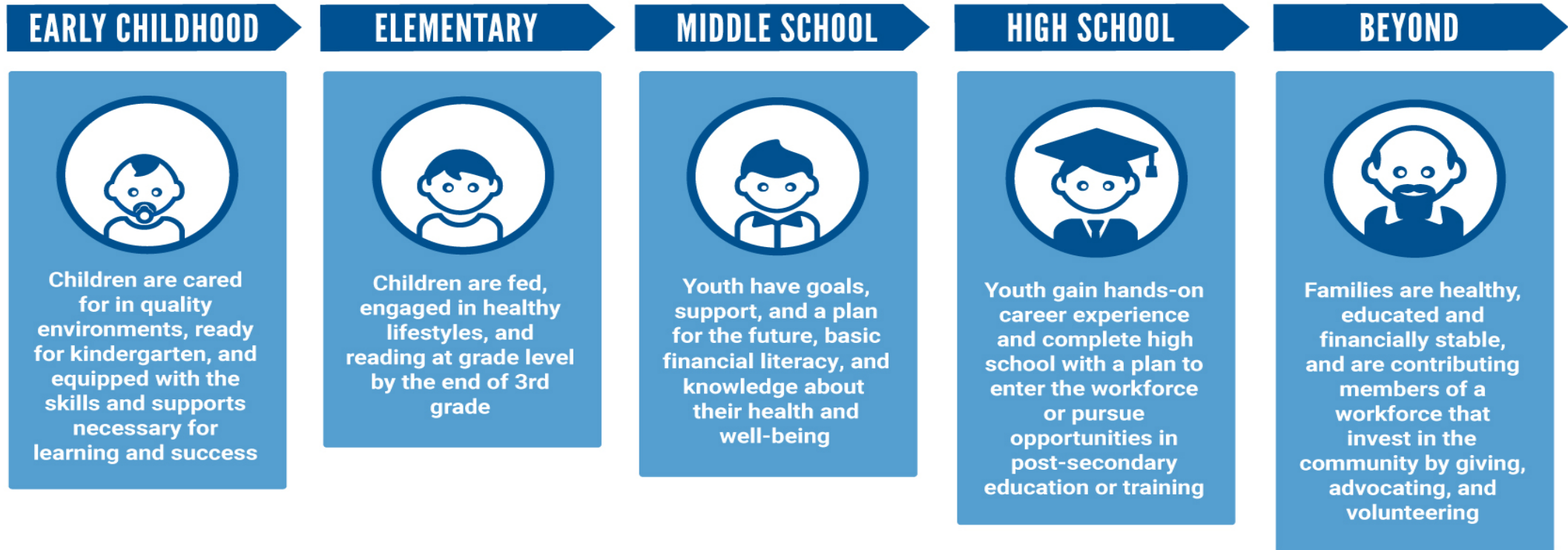


Service area

Additional areas in which United Way of Southwest Virginia programs and initiatives are offered



# OUR CRADLE-TO-CAREER APPROACH



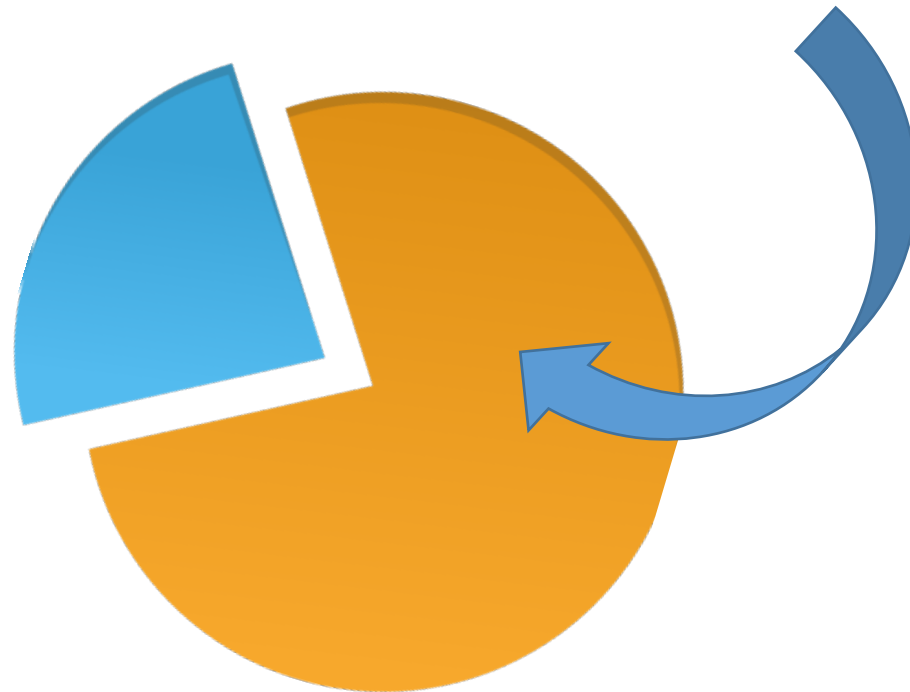


**“Educational attainment is arguably the most important ingredient to regional development.”**

***- Appalachian Regional Commission***

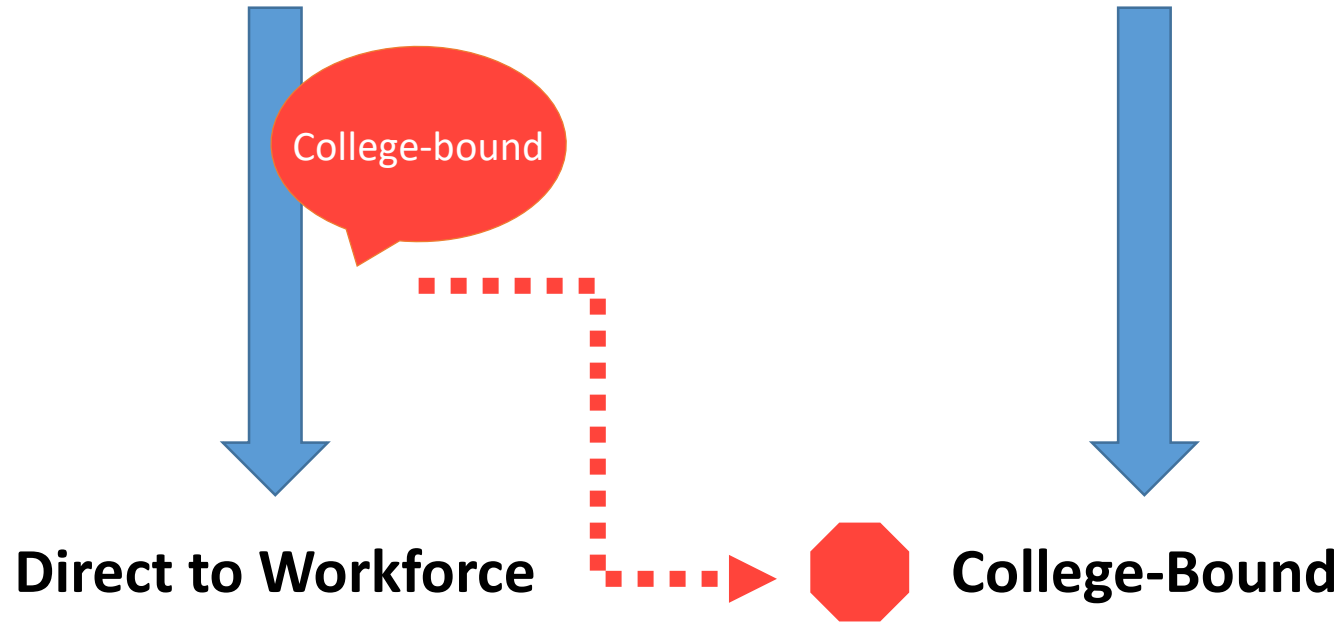


Over the next decade, **more than 75% of jobs** will require skills and credentials above and beyond a high school diploma.



## Standard Diploma

## Advanced Diploma



Standard Diploma: 70% in SWVA county vs. 39% VA state



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*VIRGINIA INITIATIVE FOR*  
**GROWTH &  
OPPORTUNITY**  
*IN EACH REGION*

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**“...in the end, work itself is the strongest program.”**

***- Annie E. Casey Foundation***





# The American “Opportunity Continuum”

EDUCATION, INCOME AND HEALTH: THE BUILDING BLOCKS OF A SUCCESSFUL LIFE

