Virginia Community Voice

Equipping neighbors in marginalized communities to realize their vision for their neighborhoods, and preparing institutions to respond effectively.

RVA Thrives 2018 Survey Analysis

Jobs, Housing, Beautification

Overall Summary Statistics

The first part of this analysis provides the demographics and the results overall. Each additional section provides responses by category.

Demographics

The demographics reveal this survey is not quite representative of the demographics of the Jefferson-Davis corridor. More women than men took the survey, and most respondents were between ages 55-69. Almost all respondents were African-American. Since the survey is not representative of the demographics of the JDC, we will provide analysis for each group (age, race, neighborhood, renter vs. owner, etc.) separately. This will clarify the different needs of each group, ensuring we know each category's response.

More renters than owners participated in the survey, and most households did not have children under 18 living in them (this is not surprising, given how many older individuals took the survey).

Most survey participants had at least a high school education, followed by some schooling or training after high school, college, and less than high school. Most survey respondents were employed more than 35 hours per week, followed by retired, and unemployed (not working and actively looking for work).

Most survey participants were from Hillside Court, followed by other, Davee Gardens, and Blackwell.

Gender	Female	Male	Other			
	73%	25%	2%			
Age (in years)	**<17**	**18-24**	**25-39**	**40-54**	**55-69**	**70+**
	2%	7%	25%	24%	31%	11%
Race	**Black**	**White**	**Latinx**	**Asian**	**Other/Self ID**	
	86%	7%	1%	1%	5%	
Housing	**Owns**	**Rents**	**No Fixed**	**Self ID**		
	41%	47%	3%	9%		
Kids <18	**Yes**	**No**				
	47%	53%				
Education Level	**College +**	**Technical School**	**High school**	**< High school**		
	21%	27%	35%	16%		
Employed	**Employed 35+ hours**	**Unemployed**	**<35 hours but want more**	**<35 hours but ok with it**	**Retired**	**No and not looking**
	35%	20%	7%	8%	24%	7%
Neighborhood % (#)	**Afton**	**Bellemeade**	**Blackwell**	**Broadrock**	**Brookberry**	**Castlewood**
	2% (4)	5% (13)	12% (31)	7% (19)	.4% (1)	4% (9)
	Cherry Gardens	**Cullenwood**	**Davee Gardens**	**Hillside Court**	**Jefferson Trace**	**Lafayette Gardens**
	.8% (2)	.8% (2)	14% (37)	20% (51)	2% (4)	3% (7)
	Manchester	**Oak Grove**	**Other**	**Rudd Trailer**		
	3% (7)	10% (25)	17% (43)	.4% (1)		

Survey Questions by all Categories:

JOBS

When you think about taking a new job, where would you like to see it located (pick top two)

Most respondents wanted a job close to their house or apartment (37%), while 32% wanted a job close to public transportation. Next, respondents chose a job close to amenities (such as shopping, grocery stores, or other places to run errands) (19%), followed by daycare (9%), and other (3%). Other included wanting a job closer to downtown or closer to transit.

What are the top two barriers that prevent JDC community members from finding stable, well-paying employment? Indicate top and second choice.

Survey respondents identified not enough jobs on the JDC as the biggest barrier to employment (22%), followed by not knowing which businesses are hiring and no transportation (bus or car access), both at 19%. This was followed by a criminal record (14%). The rest are included the table below. The survey respondents were mostly older, which could suggest why after-school and child care did not rank high for either the first or second choice for barriers to jobs.

Responses to barriers to stable, well-paying employment	Percent	Number
Not enough JDC jobs	22%	105
Not knowing which businesses are hiring	19%	88
No transportation	19%	92
Criminal Record	14%	64
No resource to money and expertise to start own business	11%	54
No after school care (kindergarten-high school)	7%	31
No childcare (0-4yrs)	4%	19
No legal paperwork	4%	21
Total	100%	474

HOUSING

Many community members have said that paying for housing has gotten harder over the last two years. What has been your experience in paying for housing?

Most respondents say paying for housing is harder (30%), while 28% say paying for housing has always been hard, but it has not gotten any harder in the last two years. This is not a huge difference, suggesting long-term affordable housing struggles and a potential cost increases (for a good portion of respondents).

Of those that indicated paying for housing has gotten harder in the last two years, 37% said they are paying more for rent but their apartment size hasn't changed, 18% said they've moved into a smaller or lower quality apartment to afford rent, and 25% said their property taxes are increasing.

Many changes are coming to Manchester and will continue down the corridor. With these changes, which is the most important to you to preserve on the JDC?

Respondents were evenly split on what they felt was most important to preserve along the JDC. Ensuring current community members can still afford to live here, and that they still have a voice during and after the changes were the most frequent answer (22%). This was followed by history and culture, and other, both at 21%. See table below.

Responses to preserving the JDC	Percent	Number
Current community members can afford to live here	22%	96
Long-term community still has a voice	22%	95
The history and culture	21%	91
Other	21%	91
Helping current favorite neighborhood businesses expand	12%	53
Total	100%	426

DEVELOPMENT

Many new businesses are coming to the JDC. What kind of new businesses, or expansion of existing businesses, do you want to see?

This was a free-response question. As such, I created categories for the responses. These categories include: grocery store, daycare, kids activities, shopping/restaurants/amenities, public services/amenities, jobs, transportation, housing, and medical clinic/care. Many respondents wanted grocery stores, clothing stores, and up-scale or healthier restaurants. Many individuals wanted family-oriented amenities and kids' activities, such as skate parks, movie theaters, and bowling alleys. Respondents that mentioned jobs wanted more businesses on the corridor that would hire from the corridor, specifically calling for minority-owned businesses, manufacturing, and service jobs.

What residents want on the JDC	Number of times mentioned
Shopping / Restaurants / Amenities	70
Grocery store	69
Jobs (businesses that hire local JDC residents)	24
Kids activities	13
Public Services / Amenities	12
Day care	9
Transportation	3
Medical Clinic	5
Housing	1

BEAUTIFICATION

Does the neighborhood look cleaner?

Most of the survey respondents think the neighborhood looks about the same (no cleaner than when we started) -- 39%. Thirty-three percent (33%) are unsure if the neighborhood is cleaner and responded it looks better on some days but not others. Only 17% believed it looks cleaner and better most days.

Analysis of Responses by Age

Individuals aged 55-69 make up the largest portion of respondents (29%), followed by 25-39-year-olds (24%), and 40-54-year-olds (23%). I grouped the following age groups together based on assumed similar life experiences. For example, individuals between ages 18 and 39 are more likely to have children under 18 and want employment, whereas individuals between 40 and 60 probably have older children and house payments. Therefore, I combined responses for respondents ages 39 a younger, 40-69, and 70+.

When you think about taking a new job, where would you like to see it located (pick top two)?

Ages 0-39 prefer job closer to home (68%) and close to transit (41%).
Ages 40-69 prefer jobs closer to transit (57%) and closer to home (53%).
Ages 70+ prefer jobs closer to home (50%) and closer to transit and amenities (both 39%).

What are the top two barriers that prevent JDC community members from finding stable, well-paying employment? Indicate top and second choice.

Age groups 0-39 and 70+ ranked transportation as first for job barriers. Age group 40-69 ranked 'not enough jobs on the JDC' highest. All age groups ranked job connectivity, or not knowing about businesses that are hiring) as the second barrier to employment.

Ages 0-39: Don't have transportation (21%) and Job connectivity (not knowing about available jobs) (18%)
Ages 40-69: Not enough jobs on the JDC (26%) and job connectivity (18%)
Ages 70+: Don't have transportation (24%) and job connectivity (22%)

Many community members have said that paying for housing has gotten harder over the last two years. What has been your experience in paying for housing?

Most respondents in the 0-39 age group felt paying for housing has not gotten harder over the past two years (33%) and that paying for housing has gotten harder (32%). Individuals in this age group range from late teens to 39 years old, with many different housing types. Late teens/early 20s may still live with parents, or be happy renting a cheaper/lower quality place to move out of the house. Alternatively, the younger end of this age group may be paying rent for the first time, and find rent harder to meet than living at home.

Analysis of Responses by Race

When you think about taking a new job, where would you like to see it located (pick top two)

African American respondents' top two preferred job locations are near their house or apartment (38%) and by public transit (31%). Latinx and White respondents also most frequently wanted jobs by their place of residence or by public transit.

What are the top two barriers that prevent JDC community members from finding stable, well-paying employment? Indicate top and second choice.

Housing Deep-Dive

This section of the analysis will provide additional insight into the housing affordability question, looking at responses based on neighborhood, age, current housing situation, children in the home, education level, race/ethnicity, and employment.

Most respondents said paying for housing is harder now than it was two years ago (30%), followed by paying for housing has always been hard but it's not any harder now (29%). As previously mentioned, this suggests that paying for housing along the JDC has always been hard, and that some areas along the JDC are experiencing an even greater housing burden today. To try to figure out why it's harder for respondents today, we asked a follow-up question: "How is it harder for you to pay for housing now than it was two years ago?". Most respondents said they're paying more for rent but their apartment size hasn't changed or that their property taxes have gone up in the last two years. The following shows all responses:

- **I'm paying more for rent by my apartment size hasn't changed: 37%**
- I've had to move into a smaller or lower-quality apartment to afford rent: 18%
- I've had to move into a bigger apartment and have to pay more for it: 8%
- **The property taxes on the home I own have gone up in the last 2 years: 25%**
- My mortgage payment for the house I own is more than it was two years ago: 10%
- Other: 3%

We should also keep in mind that some individuals may have experienced property tax, mortgage, or rent increases but feel paying for housing is not an issue.

Neighborhood

The table below shows the response to the question "many community members have said paying for housing has gotten harder over the last two years. What has been your experience in paying for housing?" by neighborhood.

Some neighborhoods appear to be facing more new housing pressure than others. Broadrock (58%), Blackwell (37%), Oak Grove (44%), and Rudd Trailer Park (100%) respondents explicitly said it has been harder to pay for housing over the last two years.

The majority of respondents in the following neighborhoods said paying for housing has always been hard but had not been harder the past two years include: Bellemeade (38%); Castlewood (44%); Davee Gardens (43%); Jefferson Trace (75%); and Manchester (43%). This could mean housing in these neighborhoods has never been affordable for residents. Other neighborhoods were split between the different response categories.

Paying for Housing Breakdown by Neighborhood, % and # per neighborhood				
Neighborhood	**Harder**	**Not an issue**	**Alway hard but not harder**	**Don't know + Live with someone else + Other**
Afton	50% (2)	50% (2)	-	-
Bellemeade	15% (2)	31% (4)	**38% (5)**	15% (2)
Blackwell	**58% (18)**	19% (6)	13% (4)	10% (3)
Broadrock	**37% (7)**	21% (4)	11% (2)	32% (5)
Castlewood	22% (2)	33% (3)	**44% (4)**	-
Cherry Gardens	-	100% (2)	-	-
Cullenwood	-	50% (1)	50% (1)	-
Davee Gardens	24% (9)	5% (2)	**43% (16)**	27% (10)
Hillside Court	29% (15)	22% (11)	29% (15)	20% (10)
Jefferson Trace	-	-	**75% (3)**	25% (1)
Lafayette Gardens	43% (3)	-	43% (3)	14% (1)

Manchester	14% (1)	29% (2)	**43% (3)**	14% (1)
Oak Grove	**44% (11)**	20% (5)	20% (5)	16% (4)
Rudd Trailer	**100% (1)**	-	-	-
Other	21% (9)	40% (17)	26% (11)	14% (6)
Missing Neighborhood	14% (2)	36% (5)	36% (5)	-

No response from Brookbury neighborhood.

The neighborhoods with more homeowner respondents include; Bellemeade, Blackwell, Castlewood, Cullenwood, Jefferson Trace, Lafayette Gardens, Oak Grove, and other. We need to keep in mind survey results may not be reflective of the actual homeownership rates for each neighborhood. However, it does provide some insight into the lives of this survey's respondents.

Renters and Owners by Neighborhood, % and #					
	Own	**Rent**		**Own**	**Rent**
Afton	50% (2)	50% (2)	**Hillside Court**	19% (9)	**70% (33)**
Bellemeade	**50% (6)**	42% (5)	**Jefferson Trace**	**50% (2)**	25% (1)
Blackwell	**70% (21)**	23% (7)	**Lafayette Gardens**	29% (2)	**57% (4)**
Broadrock	33% (6)	**61% (11)**	**Manchester**	17% (1)	**83% (5)**
Castlewood	**63% (5)**	13% (1)	**Oak Grove**	**50% (12)**	38% (9)
Cherry Gardens	50% (1)	50% (1)	**Rudd Trailer**	-	**100% (1)**
Cullenwood	**100% (1)**	-	**Other**	**45% (17)**	37% (14)

Davee Gardens	37% (13)	**49% (17)**	**Missing Neighborhood**	50% (1)	50% (1)

Housing Type

Responses for housing situations include: rent, own, no fixed address, and prefer to self identify. The table below provides the responses for paying for housing for each housing situation group.
Homeowners (33%) said it's been getting harder to pay for housing over the last two years, while most renters (34%) said it's always hard but not harder. However, almost as many renters (32%) said paying for housing has gotten harder over the last two years. This suggests individuals who rent have always found rent to difficult to pay, potentially pointing to an underlying issue (e.g. employment rate or type, education level, age, etc.).

Some responses in the self identify group noted they lived with parents or children, but did not specify if they contributed to household costs (rent, mortgage, utilities, other). The majority of self-identifies also said paying for housing has gotten harder over the last few years, which could be why individuals have moved in with family.

Paying for Housing by Housing Type, % and #				
Housing Situation	**Harder**	**Not an issue**	**Alway hard but not harder**	**Don't know + Live with someone else + Other**
Owner	**33% (33)**	27% (27)	22% (22)	17% (17)
Renter	32% (36)	21% (23)	**34% (38)**	14% (16)
No Fixed Address	25% (2)	13% (1)	**38% (3)**	25% (2)
***Self-Identify**	**33% (6)**	11% (2)	28% (5)	28% (5)
Missing Response	17% (5)	**30% (9)**	**30% (9)**	23% (7)
*Self-ID: Within self-identify, there was one renter who responded it was harder to pay rent and two owners that said paying for housing is not an issue. I included these in the owner and renter calculations. These responses were removed from self-identify.				

Neighborhood Breakdown of How Housing is Becoming Less Affordable
*Reminder that some of these numbers look large, like 17%, but they often represent only one or two respondents.

- Afton
  - Paying more for rent but apartment size hasn't changed
  - Increasing property taxes
- Bellemeade
  - Increased property taxes
- Blackwell
  - More rent same apartment size: 17%
  - Move to bigger apartment: 6%
  - Forced into smaller/lower quality apartment: 22%
  - Increased mortgage payment: 22%
  - Increased property taxes: 33%
- Broad Rock
  - More rent same apartment size: 50%
  - Move to bigger apartment: 17%
  - Forced into smaller/lower quality apartment: 17%
  - Increased mortgage payment: 17%
- Davee Gardens
  - More rent same apartment size: 17%
  - Forced into smaller/lower quality apartment: 17%
  - Increased mortgage payment: 17%
  - Increased property taxes: 33%
- Hillside Court
  - More rent same apartment size: 79%
  - Moved to bigger apartment: 7%
  - Forced into smaller/lower quality apartment: 14%
- Lafayette Gardens
  - More rent same apartment size
- Manchester
  - More rent same apartment size
- Oak Grove
  - More rent same apartment size: 36%
  - Forced into smaller/lower quality apartment: 27%
  - Increased property taxes: 36%
- Other
  - More rent same apartment size: 13%
  - Moved to bigger apartment: 25%
  - Forced into smaller/lower quality apartment: 13%
  - Increased mortgage: 13%

    - Increased property tax: 38%
- Rudd Trailer Park
    - Moved to bigger apartment
- Brookbury, Castlewood, Cherry Gardens, Cullenwood, Jefferson Trace - No observations