



Indicators
Report

2018

RVA SNAPSHOT

A shared vision for our region.



**Capital Region
Collaborative**

Our RVA. Better Together.



INTRODUCTION

What is the Capital Region Collaborative?

The number and complexity of challenges our region faces can be overwhelming. These issues go beyond our individual communities, and no one person or group can tackle them alone. The Capital Region Collaborative builds alignment around these shared challenges and opportunities.

We are a partnership of local government, business, philanthropic, and community leaders who come together to achieve a shared vision for the Richmond Region. We're thinking creatively about how to mobilize networks, ideas, approaches, and resources to unlock our community's full potential.

To support our mission, we work in 4 key areas:

- » **Lead the community in a shared vision.** Our region identified eight priority areas as a framework to work together. We help ensure that all community stakeholders are working together toward that vision.
- » **Identify gaps in each priority area** and facilitate action teams to move specific goals forward.
- » **Champion collaborations** across our region and share their stories of success.
- » **Connect and provide resources and support to tackle our community's biggest challenges.** This includes leading the Regional Indicators Project, incubating collaborative efforts, hosting learning opportunities, and more.



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INDICATORS PROJECT

Why a Regional Indicators Project?

The Regional Indicators Project launched in 2016 as a way to measure progress on economic and social goals related to our region's shared priorities. The indicators assist community leaders, elected officials, and funders in making informed, strategic decisions to drive change. The data quantify the current state of our region, allow us to compare ourselves to similar communities, and measure progress over time.

Key data partners are essential to the Regional Indicators Project. We are pleased to work with the Richmond Regional Planning District Commission to ensure ongoing and unbiased research, as well as numerous data and subject matter experts to select indicators that tell the most meaningful story of our region.

RVA SNAPSHOT

The RVA Snapshot: A Shared Vision for Our Region is a printed annual report that highlights selected indicators from each priority area. The report highlights indicators that are key

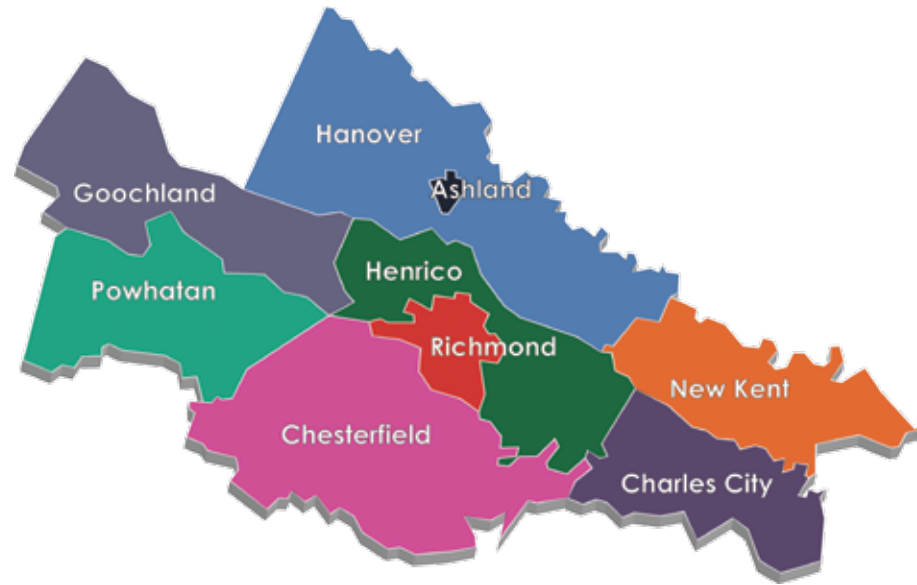
drivers in moving each priority area forward. Articles with additional research and local initiative examples are included to provide context and analysis. We've also included "Collaboration at Work" articles to highlight partnerships that are advancing priority area goals. Some are partnerships of the Capital Region Collaborative, others are not. But all of them show the tremendous impact of working together.

It's important to note that 2016 and 2018 refer to the report year. See the sources below each indicator for details on the data.

For ongoing updates to the data, additional indicators, and deeper analysis, visit: www.capitalregioncollaborative.com.

Defining the Region

Data for the Richmond Metropolitan Statistical Area (MSA) are used to compare the Richmond Region to peer regions. The Richmond MSA includes: the cities of Richmond, Hopewell, Petersburg, and Colonial Heights; the counties of Amelia, Caroline, Charles City, Chesterfield, Dinwiddie, Goochland, Hanover, Henrico, King



William, New Kent, Powhatan, Prince George, Sussex; and the towns of Ashland and Bowling Green. For indicators specific to our region, we've defined the region as the 9 jurisdictions of the Collaborative: the City of Richmond, the Town of Ashland, and the Counties of Charles City, Chesterfield, Goochland, Hanover, Henrico, Powhatan, and New Kent.

Comparative Region

The peer regions (Austin, TX; Hartford, CT; Jacksonville, FL; Louisville, KY; Memphis, TN; Raleigh, NC) were chosen for their comparable size and composition. These same regions have been used in other local comparative studies.



EDUCATION

ASPIRATION

The region ensures that every child graduates from high school ready for college or a career.

DID YOU KNOW?

7,054 FAFSA applications were completed in our region in 2017 (about 58% of graduating students).

Why is this important?

Improving educational outcomes for all students is shown to close income gaps and increase the region's access to diverse talent. Research shows that success in school is tied to higher quality of life measures, including health and civic involvement. It's important to view these indicators along a cradle to career continuum. There are developmental and opportunity turning points for an individual and their families within the education system, but often those in crisis struggle the most to access available support systems that keep students on track. Key indicators focus on ensuring access to high-quality early childhood education, performing on-grade level, expanding in-school interventions and out of school opportunities, increasing the graduation rate, and building pathways to college and career.

PRESCHOOL ENROLLMENT		
% 3 to 4 year olds enrolled in public or private pre-school.		
	2016 REPORT	2018 REPORT
AUSTIN	46.9%	48.6%
HARTFORD	67.0%	65.8%
JACKSONVILLE	48.5%	49.9%
LOUISVILLE	40.8%	44.9%
MEMPHIS	40.1%	42.5%
RALEIGH	53.1%	52.5%
RICHMOND	45.3%	46.9%
Source: U.S. Census Bureau, 2014 American Community Survey 1-Year Estimates and 2012-2016 American Community Survey 5-Year Estimates		
POPULATION WITH A HIGH SCHOOL DIPLOMA		
% of the population 25-64 years with a high school diploma.		
	2016 REPORT	2018 REPORT
AUSTIN	87.2%	89.4%
HARTFORD	90.4%	92.5%
JACKSONVILLE	89.9%	90.9%
LOUISVILLE	88.5%	90.6%
MEMPHIS	86.8%	88.3%
RALEIGH	89.7%	91.8%
RICHMOND	88.4%	90.3%
Source: U.S. Census Bureau, 2014 American Community Survey 1-Year and 2012-2016 American Community Survey 5-Year Estimates; Includes the population 25 years to 64 years old.		

POPULATION WITH A BACHELOR'S DEGREE		
% of the population 25-64 years with a bachelor's degree.		
	2016 REPORT	2018 REPORT
AUSTIN	42.0%	45.3%
HARTFORD	40.0%	43.5%
JACKSONVILLE	27.3%	32.9%
LOUISVILLE	29.2%	33.0%
MEMPHIS	27.5%	31.6%
RALEIGH	45.8%	49.0%
RICHMOND	35.7%	39.3%
Source: U.S. Census Bureau, 2014 American Community Survey 1-Year and 2012-2016 American Community Survey 5-Year Estimates; Includes the population 25 years to 64 years old.		

45+ out-of-school time programs participate in intensive assessment, coaching, and professional development each year through Richmond Youth Program Quality Intervention (YPQI).

COMMUNITY NARRATIVE

ATTENDANCE MATTERS

Students missing 10% or more days, for whatever reason (i.e. excused, unexcused, suspensions), are considered chronically absent. This could equate to as little as missing two days a month. Chronic absence impacts milestone factors like reading on grade-level and outcomes like GPA, student retention, and graduation rates. In our region, nearly 1 in 10 students who miss are chronically absent.

Building positive attendance behaviors in the early years are critical in improving not only education outcomes, but also workforce participation. When seeking solutions, it is vitally important to understand the social determinates that underlie this issue.

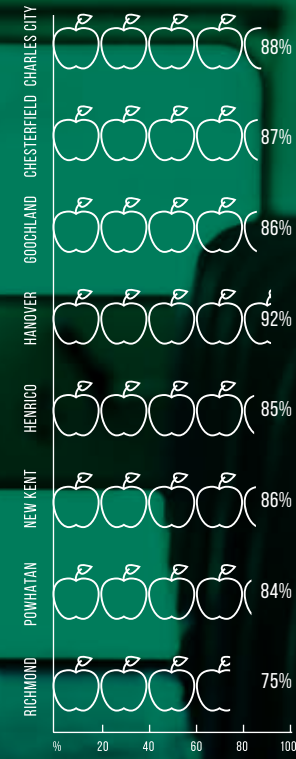
Consistent attendance can be particularly challenging for at-risk students due to unstable living conditions, transportation, and lack of access to healthcare. Chronic absenteeism is positively correlated with a host of issues ranging from social isolation and unwanted pregnancy to substance abuse and adult criminality. In our region, over 15% of economically disadvantaged students were chronically absent in the 2015-2016 year, compared to less than 5% of middle and higher income students.

In the Richmond Region, network partners like the Peter Paul Development Center, The YMCA, United Way, Smart Beginnings, and the school districts work with Bridging Richmond, to improve attendance outcomes as part of the Attendance Collaborative Network. Learn more at <http://bridgingrichmond.com/collaborative-action-networks/attendance/>.

*Source: Virginia Department of Education

PALS-K SCORES

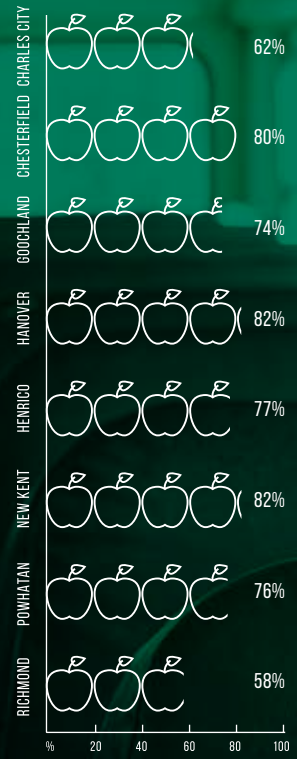
Passage rates by division



Source: Kids Count - A Project of the Annie E. Casey Foundation, 2016-2017 academic years.

3RD GRADE READING SOL SCORES

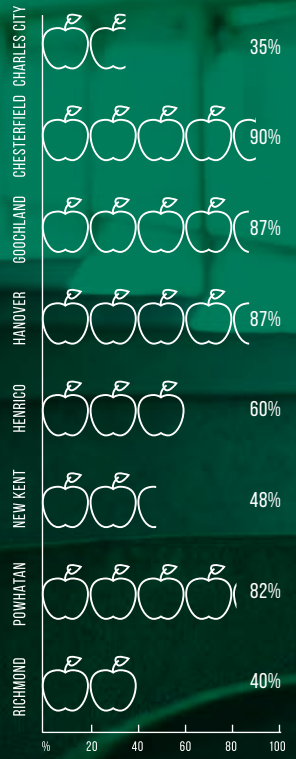
Passage rates by school division



Source: Virginia Department of Education, 2016-2017 academic years.

8TH GRADE MATH SOL SCORES

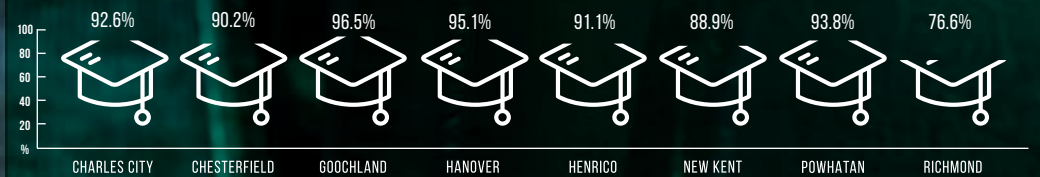
Passage rates by school division



Source: Virginia Department of Education, 2016-2017 academic year.

GRADUATION RATES

On-time graduation rates by school division



Source: Virginia Department of Education, Virginia Cohort Reports, Class of 2017 (first-time 9th grade cohort in 2013-2014).

JOB CREATION

ASPIRATION

The region enjoys a diverse economy that is competitive in the global marketplace and provides job opportunities for all.

Why is this important?

A community that supports innovation provides growth opportunities for existing businesses and attracts entrepreneurs and investors from outside the region. There is a growing emphasis on increasing the share of workers employed in high-wage jobs, while continuing to provide knowledge and skills training for workers at entry levels so they can advance to sustained employment.

ANNUAL WAGES

Average Annual Wages (adjusted for the cost of living).	2016 REPORT	2018 REPORT
AUSTIN	\$51,948	\$61,155
HARTFORD	\$51,905	\$54,645
JACKSONVILLE	\$49,013	\$51,917
LOUISVILLE	\$51,144	\$54,101
MEMPHIS	\$57,237	\$60,003
RALEIGH	\$49,081	\$55,622
RICHMOND	\$51,229	\$54,490

Source: JobsEQ, Chmura Economic and Analytics, 3rd quarter 2015 and 3rd quarter 2017; U.S. Bureau of Labor Statistics, Quarterly Census of Employment and Wages.

UNEMPLOYMENT RATES

% of the labor force 16 years and older that is not employed but actively seeking employment.	2016 REPORT	2018 REPORT
AUSTIN	3.4%	2.8%
HARTFORD	6.0%	4.5%
JACKSONVILLE	5.6%	3.6%
LOUISVILLE	4.7%	4.0%
MEMPHIS	6.7%	3.8%
RALEIGH	4.5%	3.8%
RICHMOND	5.1%	3.9%

Source: JobsEQ, Chmura Economics and Analytics, 2015 and 2017, seasonally adjusted. U.S. Department of Bureau of Labor Statistics.

EMPLOYMENT GROWTH

Annual percentage increase in employment.	2016 REPORT	2018 REPORT
AUSTIN	4.2%	2.4%
HARTFORD	1.1%	1.3%
JACKSONVILLE	2.9%	2.4%
LOUISVILLE	3.0%	1.0%
MEMPHIS	1.5%	0.5%
RALEIGH	4.3%	1.1%
RICHMOND	1.9%	1.8%

Source: JobsEQ, Chmura Economic and Analytics, 1st quarter 2015; U.S. Bureau of Labor Statistics, Quarterly Census of Employment and Wages.

NUMBER OF MAJOR COMPANIES

Companies with 500+ employees.	2016 REPORT	2018 REPORT
AUSTIN	120	118
HARTFORD	120	111
JACKSONVILLE	105	82
LOUISVILLE	98	113
MEMPHIS	111	105
RALEIGH	75	73
RICHMOND	103	98

Source: YourEconomy.org, a product of the Edward Lowe Foundation, 2016.

COLLABORATION AT WORK

THRIVE MENTOR NETWORK

SUCCESS, ACCELERATED.

Did you know there is a federally funded, state-administered, Small Business Development Center in RVA?!

The THRIVE Mentor Network was conceived to help launch RVA start-ups, fuel growing businesses and invigorate mature enterprises. This creative and impactful network is living up to its aspirational brand. Learning as it grows, firing synapses and igniting innovation, the exponential growth is impressive.

The concept grew from a simple question: what did the region's growing startup community need to make it even more vibrant? Now THRIVE has about 50 mentors who've delivered nearly 2000 hours of mentoring to 836 business owners, yielding the creation of 683 jobs and over \$32 million in sales.

One of the best things is the diversity of the THRIVE Mentor Network. Sixty-five percent of THRIVE businesses are at least 50 percent women-owned, and 35 percent of clients live in neighborhoods with average household incomes of \$30,000 or less. "The story those numbers tell is that, regardless of your background, experience or access to capital, if you've got a great idea for a business, we have resources that can help you build your dream," says Chrystal Neal, ChamberRVA's chief innovation and creativity officer.

This one-stop-shop for support, guidance, and education is key to building our entrepreneurial ecosystem and empowering the next generation of the region's movers and shakers. For more information, visit <https://grsbdc.com/>.

EMPLOYMENT DIVERSITY

Employment by industry cluster across the Richmond Region.



Our strongest competitive advantage nationally is in financial and management sectors.

Source: JobsEQ, Chmura Economic and Analytics, 3rd quarter 2017. U.S. Bureau of Labor Statistics, Quarterly Census of Employment and Wages. Includes all jobs located in the Richmond Regional Planning District Commission footprint.

AGRICULTURE, FORESTRY, FISHING AND HUNTING	0.40%
MINING, QUARRYING, AND OIL AND GAS EXTRACTION	0.07%
UTILITIES	0.42%
CONSTRUCTION	6.25%
MANUFACTURING	4.82%
WHOLESALE TRADE	3.72%
RETAIL TRADE	10.25%
TRANSPORTATION AND WAREHOUSING	4.07%
INFORMATION	1.21%
FINANCE AND INSURANCE	5.93%
REAL ESTATE AND RENTAL AND LEASING	1.54%
PROFESSIONAL, SCIENTIFIC, AND TECHNICAL SERVICES	6.55%
MANAGEMENT OF COMPANIES AND ENTERPRISES	3.16%
ADMINISTRATIVE AND SUPPORT AND WASTE MANAGEMENT AND REMEDIATION SERVICES	7.32%
EDUCATIONAL SERVICES	8.62%
HEALTH CARE AND SOCIAL ASSISTANCE	14.26%
ARTS, ENTERTAINMENT, AND RECREATION	2.19%
ACCOMMODATION AND FOOD SERVICES	7.99%
OTHER SERVICES (EXCEPT PUBLIC ADMINISTRATION)	5.17%
PUBLIC ADMINISTRATION	5.88%
UNCLASSIFIED	0.20%

WORKFORCE PREPARATION

ASPIRATION

The region addresses current skill gaps in the workforce while preparing for the jobs of the future.

DID YOU KNOW?

Over 9,000 high school students in our region graduated from a CTE program in 2015.

Why is this important?

Workforce preparation and career readiness initiatives build important links between our future workforce and employers. Creating a ready, willing, and able workforce depends on a strong educational foundation, early career exposure, strong training programs to develop our talent pipeline, a focus on building hard and soft skills, and diverse employment opportunities. It’s imperative as we’re creating workforce preparation initiatives to consider the current job demands, jobs of the future, and replacement jobs as the boomer generation begins to retire.

PER CAPITA INCOME		
The average income of the total population.		
	2016 REPORT	2018 REPORT
AUSTIN	\$32,549	\$34,093
HARTFORD	\$36,615	\$37,359
JACKSONVILLE	\$27,439	\$29,027
LOUISVILLE	\$27,910	\$28,796
MEMPHIS	\$24,837	\$26,242
RALEIGH	\$32,107	\$33,233
RICHMOND	\$31,741	\$32,115
Source: U.S. Census Bureau, 2014 1-Year Estimates and 2012-2016 American Community Survey 5-Year Estimates		
UNDEREMPLOYMENT		
Percent workers with a bachelor's degree or higher who are employed in low skilled jobs. Positive numbers indicate too many skilled workers for current occupations. Negative numbers show a deficit of skilled workers.		
	2016 REPORT	2018 REPORT
AUSTIN	4.9%	4.4%
HARTFORD	4.5%	2.2%
JACKSONVILLE	-4.9%	-1.6%
LOUISVILLE	-2.1%	-0.3%
MEMPHIS	-1.8%	-0.8%
RALEIGH	9.3%	6.8%
RICHMOND	1.3%	3.2%
Source: JobsEQ, Chmura Economic and Analytics, 1st quarter 2013 and 3rd quarter 2017. U.S Bureau of Labor Statistics, U.S Census Bureau.		

STEM-H JOBS		
Percent employment in growth industries related to science, technology, engineering, mathematics, and healthcare.		
	2016 REPORT	2018 REPORT
AUSTIN	21.7%	20.8%
HARTFORD	19.9%	17.7%
JACKSONVILLE	17.8%	16.4%
LOUISVILLE	16.9%	13.6%
MEMPHIS	15.2%	13.3%
RALEIGH	13.7%	19.4%
RICHMOND	13.8%	14.8%
Source: JobsEQ, Chmura Economic and Analytics, 1st quarter 2015 and 3rd quarter 2017. U.S Bureau of Labor Statistics, Quarterly Census of Employment and Wages.		
OPPORTUNITY YOUTH		
Percent of population aged 16-24, unemployed or not in the labor force, and have not attended school in the last 3 months.		
	2016 REPORT	2018 REPORT
AUSTIN	—	8.52%
HARTFORD	—	8.94%
JACKSONVILLE	—	11.38%
LOUISVILLE	—	15.27%
MEMPHIS	—	13.15%
RALEIGH	—	8.16%
RICHMOND	—	9.45%
Source: U.S. Census Bureau, 2016 American Community Survey PUMS Microdata 1-Year Estimates.		

LABOR FORCE PARTICIPATION RATE		
Percent of the population who are either employed or unemployed and looking for work.		
	2016 REPORT	2018 REPORT
AUSTIN	—	70.3%
HARTFORD	—	66.9%
JACKSONVILLE	—	63.7%
LOUISVILLE	—	65.2%
MEMPHIS	—	64.6%
RALEIGH	—	69.4%
RICHMOND	—	66.6%
Source: U.S. Census Bureau, 2012-2016 American Community Survey 5-Year Estimates.		

There are 33,805 employers in the region; with 74% having fewer than 10 employees.



Engage. Inform. Inspire. These were the goals for the second annual Mission Tomorrow—and judging from the energy and feedback of over 12,000 8th grade students, 140 exhibitors, and almost 200 volunteers—our region’s largest career expo was a huge success!

As we seek to build our cradle-to-career continuum, educating and inspiring youth about jobs of the future is key. At this event, students from all eight school districts participated in interactive exhibits from career clusters such as health science, arts, manufacturing, finance, public safety, and more. Each participating employer shared a little about their work and career path, while offering hands-on activities for students, ranging from flight simulators and life-size Monopoly to welding and CPR.

Mission Tomorrow is a fantastic and fun way to introduce students to possible careers, and help them start planning. Students also gained a better understanding of what it means to be prepared for a job, with follow-up online resources like the Richmond Fed’s “Invest in What’s Next” and the community college system’s “Virginia Education Wizard.”

In post-surveys, exhibitors, volunteers, and educators rated the event as excellent. Most importantly, though, was feedback from over 2,000 students.

- » 82% of students saw a new career
- » 88% of students discussed a career with an exhibitor
- » 86% of students wanted more info on a particular career
- » 49% discussed this (and career ideas) with an adult after the event

COMMUNITY NARRATIVE

OPPORTUNITY YOUTH

In our region, there are almost 14,000 young adults age 16-24 who are neither in school nor working. This disengagement results in a significant loss of human capital to our community. It is in recognition of their potential that these young people are referred to as “Opportunity Youth.”

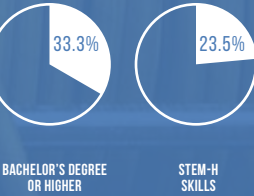
Too often these young people are also experiencing connected challenges like homelessness, placement in foster care, or are involved in the youth or adult criminal systems. These circumstances become overwhelming barriers. Removing these barriers and empowering young people to realize their full potential would transform their lives and our region.

When calculated for the taxpayer and social losses, a single Opportunity Youth in our region costs \$1,399,213 over their lifetime. Additionally, these youth are at higher risk for incarceration, teen pregnancy, and chronic health problems.

Across the country, there is an increased focus on this demographic because it often is a predictor of a community’s strength and long-term prosperity. The Aspen Institute established the Opportunity Youth Network in 2013 to bring visibility to this issue. Some of our peer regions (like Hartford and Austin) are involved in this initiative and taking innovative strides to address this population. Prevention is the best method for reducing the number of Opportunity Youth. Helping parents who are disengaged themselves, providing quality preschool for at-risk children, and focusing on improving K-12 schools are a few examples. There are also early successes with efforts like the “First Jobs” Campaign, success coaches in workplaces, targeted employment training, and apprenticeships.

ANALYZING THE SKILLS - GAP

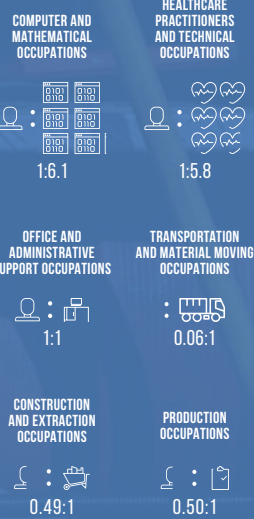
Job Requirements
According to the VEC analysis of the jobs posted in the Richmond Region.



Source: JobsEQ®.
Data reflect online job postings for 2017

Occupational Imbalance

Job Seekers : Open Jobs



Source: JobsEQ, Chmura Economic and Analytics, 3rd quarter 2017. U.S Bureau of Labor Statistics, U.S Census Bureau.

SOCIAL STABILITY

ASPIRATION

The region embraces our social diversity as a strong community asset and supports a community where all residents have the opportunity to succeed.

70% of registered RVA voters turned out to vote in 2016.

DID YOU KNOW?

609 people in our region were identified as homeless in the January 2018 Point-in-Time Count.

Why is this important?

Economic prosperity requires communities that are not just surviving, but thriving. Barriers in other priority areas, like transportation and healthy community, as well as systemic policy challenges make it hard for low-income families to find stability. Though poverty rates across our region are similar to peer regions, income mobility is a major concern in our most ergonomically disadvantaged neighborhoods, where children have less than a 5% chance of reaching the top 20% of income distribution if they grew up in a family in the bottom 20%.

POVERTY RATE ¹		
Percent of people living below the federal poverty line.		
	2016 REPORT	2018 REPORT
AUSTIN	15.1%	13.3%
HARTFORD	11.1%	10.4%
JACKSONVILLE	15.4%	14.3%
LOUISVILLE	14.5%	14.1%
MEMPHIS	20.3%	19.4%
RALEIGH	12.2%	11.6%
RICHMOND	12.8%	12.5%
Source: U.S. Census Bureau, 2014 1-Year Estimates and 2012-2016 American Community Survey 5-Year Estimates		

RECEIVING SNAP (FOOD STAMPS) ¹		
Percent of households receiving SNAP benefits		
	2016 REPORT	2018 REPORT
AUSTIN	9.9%	8.8%
HARTFORD	14.2%	14.0%
JACKSONVILLE	15.6%	14.4%
LOUISVILLE	14.2%	13.2%
MEMPHIS	20.2%	18.9%
RALEIGH	9.2%	9.0%
RICHMOND	11.1%	11.2%
Source: U.S. Census Bureau, 2014 1-Year Estimates and 2012-2016 American Community Survey 5-Year Estimates		

HOMELESS		
Percent of the population that is homeless determined by a bi-annual point in time count		
	2016 REPORT	2018 REPORT
AUSTIN	0.18%	0.10%
HARTFORD	0.08%	0.05%
JACKSONVILLE	0.18%	0.13%
LOUISVILLE	0.17%	0.08%
MEMPHIS	0.18%	0.11%
RALEIGH	0.12%	0.07%
RICHMOND	0.08%	0.05%
Connecticut Coalition to End Homelessness, 2017 CT Point in Time Report; Raleigh/Wake Partnership, 2017 Point in Time Count; Ending Community Homelessness Coalition, 2017 Point in Time Count; Florida's Council on Homelessness, 2017 Annual Homelessness Report; Coalition for the Homeless, 2017 Point in Time Count; Community Alliance for the Homeless, Inc., 2017 Point in Time Report; Homeward, 2017 Point in Time Count		

HOUSEHOLD INCOME		
Median Household Income		
	2016 REPORT	2018 REPORT
AUSTIN	\$63,603	\$66,093
HARTFORD	\$68,532	\$71,379
JACKSONVILLE	\$51,117	\$53,661
LOUISVILLE	\$50,932	\$52,437
MEMPHIS	\$45,844	\$48,545
RALEIGH	\$62,313	\$65,834
RICHMOND	\$60,936	\$61,124
Source: U.S. Census Bureau, 2014 1-Year Estimates and 2012-2016 American Community Survey 5-Year Estimates		

COST BURDENED HOUSEHOLDS ¹		
Percent of the population paying 30% or more of gross income on housing costs		
	2016 REPORT	2018 REPORT
AUSTIN	35.3%	34.7%
HARTFORD	35.2%	34.8%
JACKSONVILLE	37.1%	35.5%
LOUISVILLE	29.0%	28.4%
MEMPHIS	37.7%	35.9%
RALEIGH	29.8%	28.8%
RICHMOND	32.2%	32.9%
Source: U.S. Census Bureau, 2014 1-Year Estimates and 2012-2016 American Community Survey 5-Year Estimates		

COMMUNITY NARRATIVE

UNDERSTANDING ADVERSE CHILDHOOD EXPERIENCES

Two decades ago, Dr. Robert Anda of the CDC, and Dr. Vincent Felitte of Kaiser Permanente coined the term, Adverse Childhood Experiences (ACEs) in their breakthrough longitudinal study on the mechanism of early overwhelming stress on the developing brain. They found that across the board, negative behavioral, physical, and mental health outcomes increased for each additional early experience of abuse, neglect, and household dysfunction between birth and the age of 18. ACEs are a predictor of social stability and are considered the largest potentially modifiable impact to health costs, with additional negative impacts on education and workforce outcomes.

Solutions include: incorporating trauma informed care principles, building resiliency, interrupting the cycle of adversity, and increasing parental education and home visiting. Investments and policy focused on stabilizing the lives and emotional outcomes of our community's children is imperative for the equitable social growth and healing of our region.

Currently, 100 agencies participate in The Greater Richmond Trauma-Informed Community Network. They believe in a collective impact approach to advocating and supporting trauma-informed care in the region. Learn more at <http://grscan.com/trauma-informed-community-network/>.

MOVING FROM CRISIS TO THRIVING

OCWB Ladder: The climb for two adults (both working) and two children

Adapted from the Office of Community Wealth Building, January 2018. Call 646.6374 if you wish to reproduce.



HEALTHY COMMUNITY

ASPIRATION

The region is known for a healthy and active lifestyle, while addressing equity and social determinants of health.

DID YOU KNOW?

About 12.5% of people in our region are food insecure.

Regular physical activity can reduce the risk of depression by up to 30%.

Why is this important?

A healthy region is a more competitive region. We need a healthy workforce to build our economy, healthy students better equipped to learn and succeed academically, and healthy citizens able to fully participate and contribute to society. In 2017, Richmond won the Robert Wood Johnson “Culture of Health” prize which celebrates communities that are creating partnerships and demonstrating commitments to provide everyone, especially those facing the greatest challenges, with the opportunity to live the healthiest life possible.

HEART DISEASE

Represents deaths from heart disease per 100,000 of the population

	2016 REPORT	2018 REPORT
AUSTIN	87.9	97.3
HARTFORD	193.1	199
JACKSONVILLE	178.3	168.2
LOUISVILLE	197.2	208.9
MEMPHIS	152.9	201
RALEIGH	110.2	114.4
RICHMOND	179.8	183.9

Source: Centers for Disease Control and Prevention (CDC), CDC WONDER, 2013 and 2016.

DIABETES

Represents deaths from diabetes per 100,000 of the population

	2016 REPORT	2018 REPORT
AUSTIN	10.0	11.3
HARTFORD	19.7	20
JACKSONVILLE	25.0	24.5
LOUISVILLE	25.5	28.5
MEMPHIS	35.7	35.7
RALEIGH	14.2	19
RICHMOND	19.3	25.4

Source: Centers for Disease Control and Prevention (CDC), CDC WONDER, 2013 and 2016.

EMPLOYED IN HEALTHCARE

Health care as a percent of overall employment. Health care industry includes both health care and social assistance sub-industries

	2016 REPORT	2018 REPORT
AUSTIN	11.1%	11.0%
HARTFORD	16.7%	17.0%
JACKSONVILLE	14.2%	14.1%
LOUISVILLE	13.6%	13.8%
MEMPHIS	13.8%	13.5%
RALEIGH	10.4%	10.5%
RICHMOND	14.7%	17.4%

Source: JobsEQ, Chmura Economic and Analytics, 1st quarter 2015 and 3rd quarter 2017; U.S Bureau of Labor Statistics, Quarterly Census of Employment and Wages.

UNINSURED

Percent of uninsured population

	2016 REPORT	2018 REPORT
AUSTIN	16.1%	14.9%
HARTFORD	6.4%	5.5%
JACKSONVILLE	14.0%	12.8%
LOUISVILLE	10.4%	8.8%
MEMPHIS	14.4%	13.2%
RALEIGH	12.3%	11.2%
RICHMOND	11.1%	10.2%

Source: U.S. Census Bureau, 2011-2015 and 2012-2016 American Community Survey 5-Year Estimates

COLLABORATION AT WORK



PLAY DAY RVA

In June of 2017, all nine of our localities were awarded a “Kaboom! Playful Cities” designation—making us the first Playful Region in the country! To kick off this collaboration, we joined together for the first ever Play Day RVA— a celebration of the great play opportunities that exist in our community. Close to 100 organizations signed-on to make it a day of play, whether it was through walking lunch meetings, neighborhood bike rides, or incorporating play into senior therapy. Plus, a number of partners offered open-to-the-public opportunities like special programming at the Children’s Museum of Richmond, lawn games at Maymont, canoeing on the James River, yoga with Project Yoga Richmond, and much more!

So, why is play important? It’s tied to health, education, and quality place outcomes.

- » Access to play spaces is a driver for attracting young families to our community
- » Regular physical activity can reduce risk of depression by up to 30%
- » Only 1 in 4 children has 60 minutes of physical activity every day
- » Children without access to parks or playgrounds are 26% more likely to be obese
- » Play can allow children to develop 21st century skills such as collaboration, creativity, problem-solving, resilience, and empathy
- » Memory tasks improve by 16% when children get regular physical activity in schools
- » Walking during the day can decrease stress and increase creativity in the workplace

COMMUNITY NARRATIVE

ASTHMA

A STUDY IN EQUITY

Asthma is one of the most common, chronic, and early developing diseases facing the nation. As of 2014, almost 13% of adults in Richmond City had asthma. While not curable, asthma is a manageable condition but has the potential to be fatal to sufferers. The disease is more widespread among disadvantaged populations, potentially due to information divides and environmental factors.

A recent 2017 study from Rice University found that not only were children in poorer neighborhoods more likely to suffer, but African-American children were affected disproportionately. Even those in affluent neighborhoods were 5.8 percent more likely to have the disease. The call is on to dig deeper into social and racial disparities as proximate drivers of the disease.

In 2015, Richmond ranked among the top five worst cities to live for asthma sufferers. This is largely in part to climate change due to high ground level ozone and subsequent rise in allergic pollens like ragweed. Other leading exposure factors include stress, smoke, dander, and housing-related hazards such as mold and dust.

In response, three health systems in the region have partnered to create the Pediatric Asthma Collaborative Project. One of their drives is to address home-based triggers. The Lead-Safe & Healthy Homes Initiative (LSHHI) is leading the effort to empower, build capacity, and mobilize occupants and owners to break the link between hazards, safety, and illness.

AMERICAN
FITNESS INDEX®
RANKING

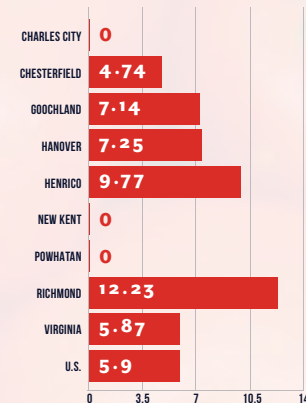
Part of a study prepared by the American College of Sports Medicine to rank the 50 largest metropolitan areas in the United States based on personal and community health.

	2016 REPORT	2018 REPORT
AUSTIN	20	12
HARTFORD	11	13
JACKSONVILLE	35	35
LOUISVILLE	46	50
MEMPHIS	49	45
RALEIGH	13	14
RICHMOND	18	30

Source: American College of Sports Medicine (ACSM) American Fitness Index (AFI), 2015 and 2017.

INFANT MORTALITY RATES

Number of infant deaths (children less than one year old) per 1,000 live births.



Source: Virginia Department of Health, 2015 Division of Health Statistics; Locality refers to mother’s place of residence, not the infant’s place of death.

COORDINATED TRANSPORTATION

ASPIRATION

The region maintains its status as one of the least congested transportation networks in the country, while supporting all modes of transportation.

Why is this important?

Coordinated transportation is essential both to building our economy and maintaining a high quality of life. This is especially true in our region as people cross geographic boundaries to work, live, and play every day. Coordination is becoming increasingly important in our global economy where economic opportunities are often related to the mobility of people, goods, and information.

DID YOU KNOW?

GRTC riders eliminate 2.4 million vehicle trips annually.

There are 85 miles of bicycle infrastructure in the Richmond Region.

COMMUTERS		
Percent of the population 16 years + who commute to work driving alone.		
	2016 REPORT	2018 REPORT
AUSTIN	76.6%	76.5%
HARTFORD	80.0%	81.4%
JACKSONVILLE	80.4%	81.1%
LOUISVILLE	81.4%	82.8%
MEMPHIS	81.8%	83.9%
RALEIGH	81.8%	80.2%
RICHMOND	84.9%	81.8%
Source: U.S. Census Bureau, 2014 American Community Survey 1-Year Estimate and 2012-2016 American Community Survey 5-Year Estimates		
COMMUTER DELAYS		
Annual Hours of Delay Per Peak Auto Commuter		
	2016 REPORT	2018 REPORT
AUSTIN	52	43
HARTFORD	45	19
JACKSONVILLE	38	21
LOUISVILLE	43	19
MEMPHIS	43	17
RALEIGH	34	18
RICHMOND	34	11
Source: Texas Transportation Institute, 2014 Urban Mobility Scorecard and Appendices and INTRIX 2017 Traffic Scorecard		

COMMERCIAL AIR TRAVEL		
Number of passenger boardings annually		
	2016 REPORT	2018 REPORT
AUSTIN	5,219,982	6,095,545
HARTFORD	2,913,380	2,982,194
JACKSONVILLE	2,589,198	2,729,129
LOUISVILLE	1,634,983	1,631,494
MEMPHIS	1,800,268	2,016,089
RALEIGH	4,673,869	5,401,714
RICHMOND	1,671,096	1,777,648
Source: Federal Aviation Administration, 2014 and 2016 Passenger Boardings at Commercial Service Airports.		
TRANSIT COVERAGE		
Rank of accessibility to jobs by transit, out of top 50 MSAs		
	2016 REPORT	2018 REPORT
AUSTIN	–	23
HARTFORD	–	28
JACKSONVILLE	–	47
LOUISVILLE	–	34
MEMPHIS	–	–
RALEIGH	–	48
RICHMOND	–	42
Source: Owen, A and Murphy, B. 2017. Access Across America: Transit 2016. Center for Transportation Studies. University of Minnesota.		

COMMUNITY NARRATIVE

RICHMOND MARINE TERMINAL

The Richmond Marine Terminal (RMT) is well-recognized as a catalyst for commerce in the Richmond Region; however, the often-overlooked sustainability benefits of the 64-Express Barge serving Richmond Marine Terminal are a key piece of this success story.

The 64-Express Barge provides relief for the traffic-choked segment of Interstate 64 between Hampton Roads and Richmond and reduces highway maintenance costs associated with truck wear and tear. Each fully loaded barge trip carries roughly 125 forty-foot shipping containers and removes at least the equivalent number of trucks (125) from the highways headed for the Richmond Region. Multiply this by three-round trip sailings per week and the number of trucks removed annually from the highways is tremendous, nearly 24,000¹ truck trips reduced in 2017!

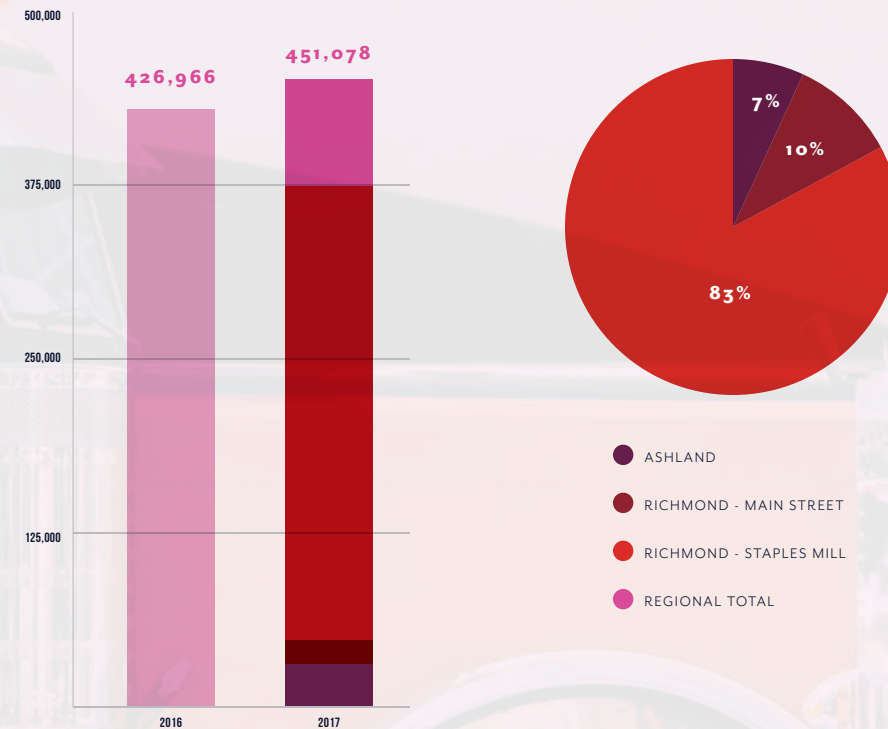
From an environmental perspective, reductions in fuel consumption and air emissions are realized with each sailing of the 64-Express Barge. The barge itself is pushed up the James River by a tugboat with a high efficiency engine using ultra-low-sulfur diesel (ULSD). The emissions reductions for air pollutants (NOx, SO2) and greenhouse gases (CO2) for barge versus truck are dramatic: 2,500¹ tons of CO2 emissions reduced which is nearly a 50%¹ reduction in emissions for barge compared with truck in 2017.

1. Source: Port of Virginia, presentation to RRTPO on February 1, 2018.

AMTRAK RIDERSHIP

Total Boardings and Departings

Source: Amtrak Fact Sheet, FY2017



STATION	2016	2017
ASHLAND	28,075	30,892
RICHMOND - MAIN STREET	42,702	46,354
RICHMOND - STAPLES MILL	356,189	373,832
REGIONAL TOTAL	426,966	451,078

Quality
of Life

2.3

JAMES RIVER

ASPIRATION

*The region will
make the James
River a centerpiece
for entertainment,
recreation, and
commerce.*

500,000
people attended
organized river
events in 2017.

DID YOU KNOW?

Restaurants along
the James River
can seat over
2000 people.
The addition of
Stone Bistro is
estimated to add
700 more!

2017 REPORT CARD



Source: James River Association, 2017 State of the James

The Economic Impact of the James

The James River is one of our region's most important natural resources. For at least 15,000 years, people have relied on the James as a source of food, travel, and natural defenses. Today, nearly 1/3 of all Virginians rely on the James River and its tributaries for water, commerce, and recreation.

The James River Park System extends from the Huguenot Bridge (West) to a half mile beyond the I-95 Bridge (East). It includes most of the fall line of the James River, and features rocks, rapids, meadows, and forests that make for an area of unspoiled natural beauty.

The James River Park System (JRPS) is an urban wilderness city park that plays a truly regional role in recreation. JRPS visitor surveys indicate that nearly 60% of JRPS visitors travel from outside of the City of Richmond to use the park. Many local businesses in and around the City directly benefit from economic activity stimulated by these visitor trends.

Using the JRPS visitation counts and Virginia State Parks spending trends, Virginia Commonwealth University recently conducted an economic impact study to examine the value that JRPS has on the City of Richmond. Researchers estimated that the average day-user spends about \$10.99 per local visitor and \$32.99 per non-local visitor. JRPS recorded a total of 1,404,903 visits in 2016 which means that the total day-user spending has the potential to generate over \$33 million per year in tourism. Given the JRPS FY17 budget of \$557,337, every JRPS budget dollar spent is associated with over \$60 returned in visitor spending.

Finally, park-related businesses found that their aggregated annual revenue exceeded \$15 million. These businesses estimated that they would lose approximately one-third of their total revenue if the James River Park System did not exist, which represents a potential regional loss of over \$5 million in revenue from these park-related businesses alone. This reinforces the importance of caring for our region's best natural asset.

MAP KEY: JAMES RIVER VISITATION

Park/Access Point	Seasonal Total
1 POWHATAN STATE PARK	136,025
2 ROBIOUS LANDING PARK	288,278
3 FLATWATER	49,603
4 PONY PASTURE	251,266
5 TEXAS BEACH	83,480
6 42ND STREET	22,745
7 REEDY CREEK	75,721
8 BELLE ISLE NORTH	469,590
9 BELLE ISLE SOUTH	157,894
10 OSBORNE BOAT LANDING	157,452
11 DUTCH GAP BOAT LANDING	188,204
12 HENRICUS PARK	185,113
13 DEEP BOTTOM	48,634
14 T. TYLER POTTERFIELD BRIDGE NORTH	393,065
15 PIPELINE EAST	71,720
16 CHAPEL ISLAND	55,544
17 PUMP HOUSE	37,806
TOTAL	2,672,140

VOLUNTEER HOURS

Annual hours people
volunteered with the James
River Park System

2016	2018
8,441	7,366

Source: James River Park System,
2015 and 2017 volunteer hours

PUBLIC ACCESS TO REGIONAL RIVERS

Number of water access
points from public parks and
daily-fee commercial sites

2016	2018
60	91

Source: Richmond Regional Planning District
Commission, 2015 and 2017 access points

QUALITY PLACE

ASPIRATION

The region is a leading attractive, inclusive and accessible community for arts, culture, recreation, and entertainment.

DID YOU KNOW?

Our region’s nonprofit arts & culture scene generates \$360.1 million annually for our economy.

Why is this important?

Research shows that many of the drivers in attracting and maintaining a young, talented workforce are connected to quality life metrics: affordability, low crime rate, walkable streets and green spaces, diversity, access to cultural amenities, and strong community engagement. Although the Richmond Region thrives in many of these areas, there is an increased awareness and need to ensure these opportunities are available to everyone.

EMPLOYMENT IN CULTURE		
Culture as a percent of overall employment; Culture industry includes arts, culture, and recreation		
	2016 REPORT	2018 REPORT
AUSTIN	2.4%	2.0%
HARTFORD	1.7%	2.3%
JACKSONVILLE	1.9%	2.1%
LOUISVILLE	1.7%	2.1%
MEMPHIS	1.0%	1.3%
RALEIGH	1.2%	2.2%
RICHMOND	2.1%	2.6%
Source: JobsEQ, Chmura Economic and Analytics, 3rd quarter 2015 and 3rd quarter 2017. U.S Bureau of Labor Statistics, Quarterly Census of Employment and Wages.		
AIR QUALITY		
The number of “good” air quality days		
	2016 REPORT	2018 REPORT
AUSTIN	262	280
HARTFORD	249	257
JACKSONVILLE	257	265
LOUISVILLE	122	209
MEMPHIS	240	261
RALEIGH	232	231
RICHMOND	291	263
Source: Environmental Protection Agency, Air Quality Index (AQI), 2014 and 2016.		

CRIME RATE		
Violent crimes per 100,000 people		
	2016 REPORT	2018 REPORT
AUSTIN	287.7	316.9
HARTFORD	252.8	238.3
JACKSONVILLE	493.7	478.9
LOUISVILLE	422.9	437.8
MEMPHIS	1,038.0	1082.1
RALEIGH	339.0	363.0
RICHMOND*	236.5	240.9
Source: Federal Bureau of Investigation, 2014 and 2016. Table 4. FBI's uniform crime reports for the year of 2016. Violent crimes include murder, rape, robbery, and aggravated assault. Rate per 100,000 inhabitants. *CRC Geographic footprint		
VOLUNTEER STATS		
Percent of residents who volunteer		
	2016 REPORT	2018 REPORT
AUSTIN	—	27.0%
HARTFORD	—	29.3%
JACKSONVILLE	—	26.1%
LOUISVILLE	—	28.2%
MEMPHIS	—	25.8%
RALEIGH	—	23.4%
RICHMOND	—	29.4%
Source: Corporation for National and Community Service, 2015		

COST OF LIVING		
A relative measure of prices that affect consumers’ well-being		
	2016 REPORT	2018 REPORT
AUSTIN	—	96.1
HARTFORD	—	117.3
JACKSONVILLE	—	94.4
LOUISVILLE	—	91.8
MEMPHIS	—	83.2
RALEIGH	—	96.1
RICHMOND	—	95.5
Source: JobsEQ, Chmura Economic and Analytics, 3rd quarter 2017. U.S Bureau of Labor Statistics, Quarterly Census of Employment and Wages.		

Since 2015, almost **1,500** ambassadors have been trained through the I Am Tourism program.



As our region comes together to move the needle on indicators, there are a lot of strategies for improvement, from program implementations to changes in policies and increased funding support. One of the best ways for individuals to get involved is by volunteering with something they’re passionate about. The Capital Region Collaborative is working with HandsOn Greater Richmond to make this as easy as possible, by sharing service opportunities matched to the priority areas.

We kicked off this partnership with Give A Day RVA, which brought thousands of volunteers together to serve at nearly 60 projects with over 40 different partners. Though this was HandsOn’s 10th big community day of service, this year the day had 2 exciting new elements. First, projects were hosted by both nonprofits and localities, giving an opportunity to connect the public sector to this effort and to showcase volunteer opportunities all across our region. Second, all of the projects were aligned to one of the 8 priority areas – making it easy for citizens to play a role in improving our community. As Chesterfield County Administrator Dr. Joe Casey said, “volunteers are part of building our future and this event is an opportunity to showcase the transformation that is possible when we all work together.”

Following their service project, volunteers were invited to attend the RVA Street Art Festival to continue celebrating RVA’s vibrant Quality Place!

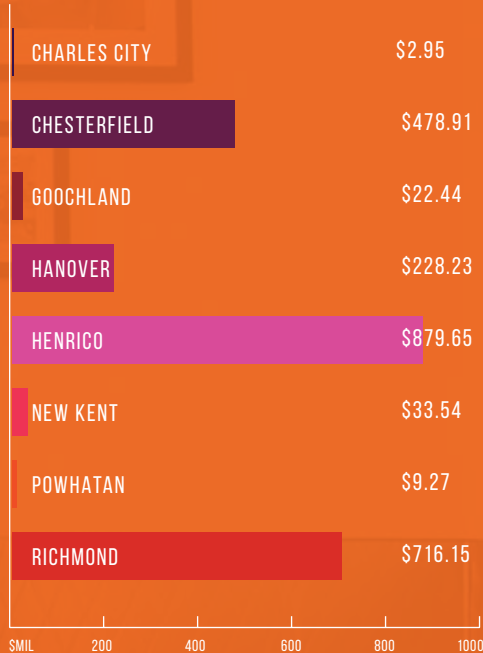
COMMUNITY NARRATIVE

TREE CANOPY

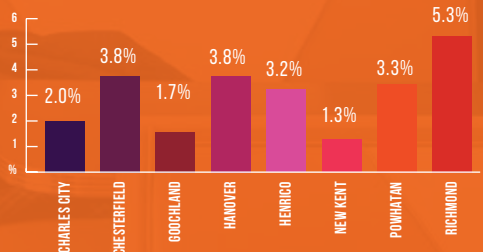
The transformative power that trees can have in a public space is essential for creating a quality place in our region. Trees not only produce oxygen and clean our region’s air, but trees can also reduce stress, enhance creativity, and improve happiness and health. Studies have also shown that trees can help lower crime rates and raise property values. Our region’s land cover is about 65% tree canopy, which is estimated to store over 4.5 million tons of CO2 annually (an estimated value of over \$160 million). Tree canopy also acts as a natural air conditioner to reduce the urban heat island effect through natural shading and evaporation. This phenomenon of higher urban temperatures compared to adjacent suburban and rural areas is caused by several factors including a lack of green spaces. As temperatures in cities continue to increase, biophilic design and green infrastructure offer important counter balances to help reduce urban heat island effect. Recently, the Urban Sustainability and Equity Center teamed up the Science Museum of Virginia, Virginia Commonwealth University, University of Richmond, and Groundwork RVA to record temperatures around Richmond. Visit our website to learn more about the project. Additionally, groups like Enrichmond and Richmond Tree Stewards promote and improve the health of Richmond’s trees through public awareness, community education, planting, and volunteer maintenance. Visit enrichmond.org and richmondtreestewards.org to find out how you can get involved.

TOURISM SPENDING ACROSS OUR REGION

2016 Expenditures (In Millions)



Change from 2015 (Percentage)

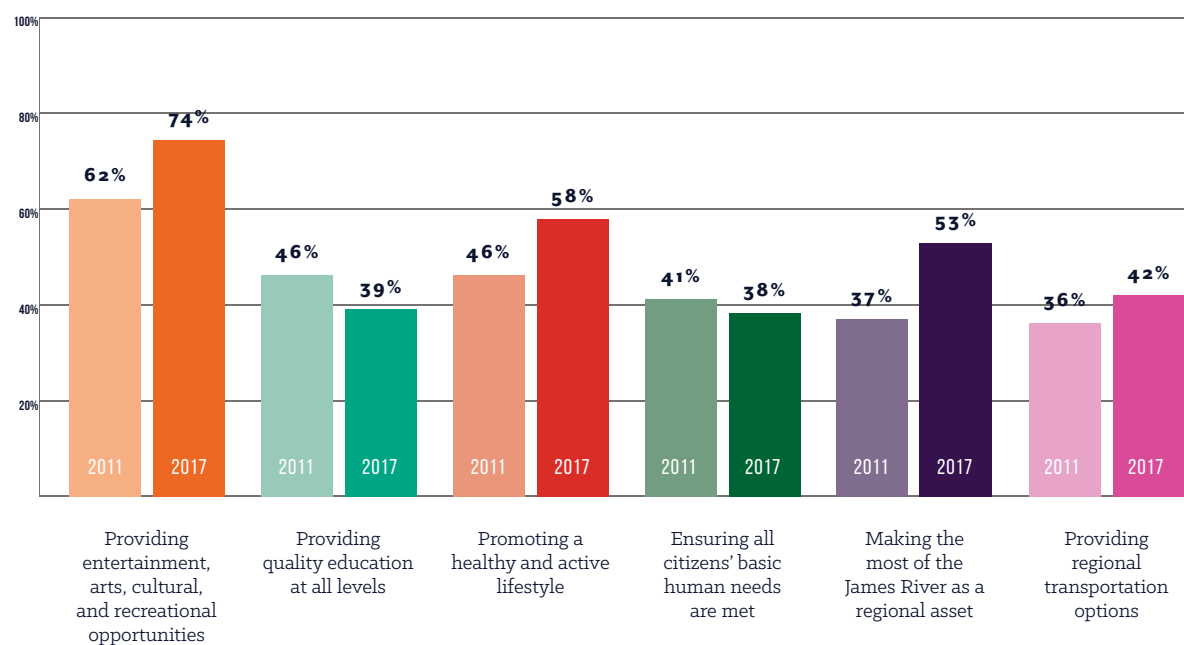


Source: The Economic Impact of Domestic Travel on Virginia Counties 2016, prepared for Virginia Tourism Corporation by the U.S. Travel Association, September 2017.

PROGRESS ACROSS THE REGION

PERCENT OF SURVEYED RESIDENTS WHO ARE SATISFIED THAT THE REGION IS ACHIEVING THESE GOALS

The Quality Place Action Team conducted a 1,000+ person survey on resident sentiment concerning living, working, and playing in the Richmond Region. Results are included in this Snapshot and on the website, and will be shared throughout various publications in 2018.



WHAT THREE WORDS COME TO MIND WHEN YOU THINK ABOUT THE RICHMOND REGION?

James River Food Family
Comfortable Climate
Small Opportunity Home
Growing Diverse Weather
Historic Easy
City Location
People Shopping Fun Nice
Culture Quiet Good Crime
Beautiful Safe Great Traffic
Friendly Convenient Education

LOOKING AHEAD

How to get involved.

LEARN MORE.

This snapshot provides some of the background, indicators, and opportunities for action in each of our priority areas. **Stay connected for deeper analysis and continued updates.**

www.capitalregioncollaborative.com
f CapitalRegionCollaborative t CRCollaborative

SHARE YOUR STORY.

Tell us how you've impacted change in the community. Join our **"What's Your RVA Campaign"** to share and support the causes and priorities you care about.

ADOPT A PRIORITY.

Choose one area where you commit to make a difference. If you, your family, your school, or your business were to categorize your support of community progress, which one of the 8 priorities would it fall under?

VOLUNTEER.

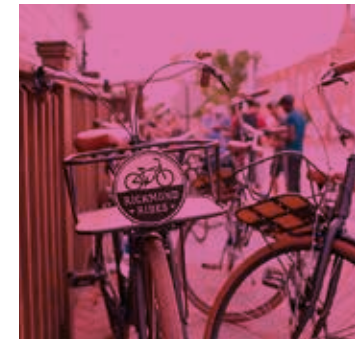
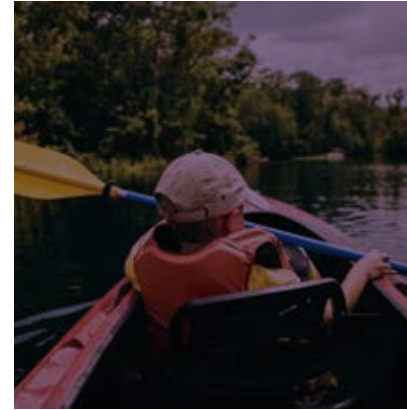
Get Involved! **Find volunteer opportunities across the 8 priority areas.** Learn more through our partners at www.handsonrva.org.

Thank
you.

Thanks to the Capital Region Collaborative Organizing Council, Action Teams, and community partners for the tremendous work you do to move the region forward!



Indicators Report 2018



Capital Region Collaborative
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RVA Snapshot | The 2018 Indicators Report



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Thanks to all photographers, including
Richmond Region Tourism, for local photos.