



Rooftop

Lifting people up and forward

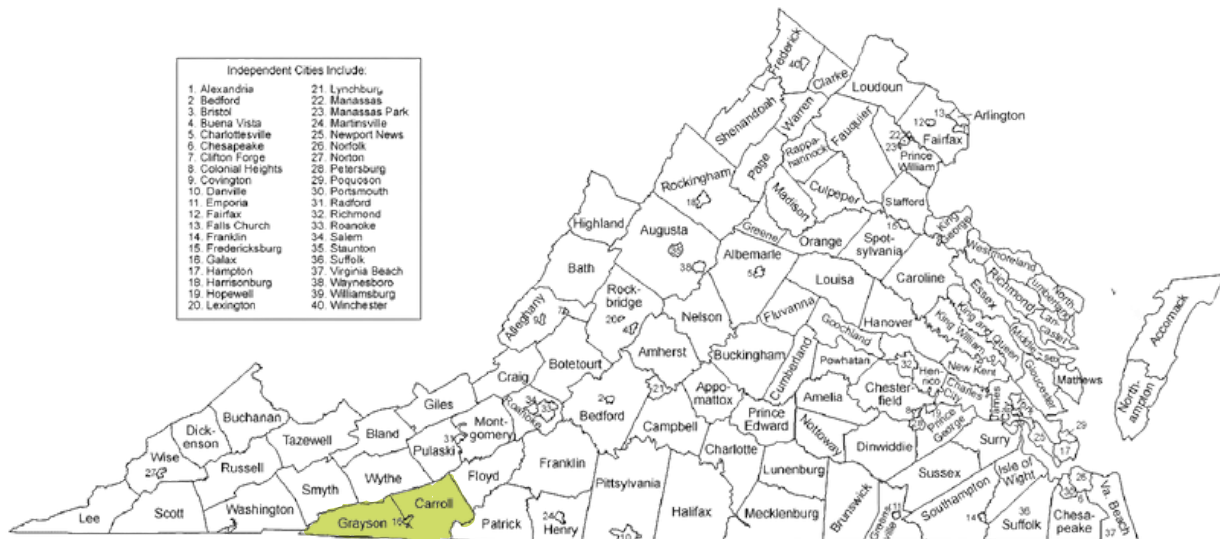


2025 Community Needs Assessment

**An Evaluation of the Counties of Carroll
and Grayson & the City of Galax**

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Grayson and Carroll Counties, with the City of Galax tucked right in the middle, border North Carolina and are considered to in the rural, southwest part of Virginia.

Disclaimer:

The information presented in this Community Needs Assessment was acquired and analyzed according to the most recent and relevant data available. Interpretations, estimates and analysis are those of the authors at RTOV and may not reflect the views of local governing bodies, funders, partners, or other stakeholders. This assessment has been approved by the Head Start Policy Council and the Rooftop of Virginia CAP Board of Directors (April 2025).

Serving the Community – An Introduction

Rooftop of Virginia Community Action Program (RTOV) is housed in rural southwest Virginia and has served the area since 1965. RTOV was formed as a response to the Economic Opportunity Act of 1964 and was tasked with helping to overcome “poverty in the midst of plenty” by offering opportunities and resources to low-income people and communities. The agency assists residents in the city of Galax and the counties of Carroll and Grayson.

Rooftop of Virginia CAP is one of over 1,000 nationwide and one of 31 statewide Community Action Agencies positively lowering the needle of poverty. By offering support, resources, education, and more, RTOV helps individuals and families move through progressive growth and reach their versions of success. The agency received its first federal grant in 1965 in the amount of \$21,332 and served a handful of people. Today, RTOV operates on a \$5,000,000+ budget and serves an average of 2,000 unduplicated individuals annually. RTOV has been continuously working to revamp programs and services since 2023 and has seen better outcomes for agency customers. Adhering to the notion of continuous improvement, performance excellence, and innovation is key, RTOV has been implementing new and improved operations that has a trickle effect through customers and out into the community.

Not only is Rooftop of Virginia CAP serving residents in the community, but the agency is also a fairly large employer. Over 60 employees are dedicated and committed to the mission of RTOV and 99% of them reside in the service area. The agency has worked hard to increase wages, benefits, and perks since 2023. External Customer Satisfaction Survey Results indicate that the agency, and the people inside it, provide quality care and services in a safe and supportive environment. Employees are engaged with customers and work alongside them to aid them in continued progressive growth. This is the vision of RTOV: “create a vibrant community in which every person thrives.”



The Rooftop of Virginia CAP headquarters was once the First Baptist Church of Galax. The 100+ year-old building is an iconic part of the City of Galax's downtown landscape.

Executive Summary and Key Findings

One of the primary responsibilities of Rooftop of Virginia CAP (RTOV) is to understand, document and respond to the community needs in the service area. In order to do so, the agency must engage in a triennial comprehensive needs assessment. This practice is not only mandated for Community Action Agencies but it is essential in order to provide the most relevant services and programs to area residents to aid them in reaching goals of economic and social independence. RTOV is an anti-poverty agency tasked with addressing the causes and conditions of poverty. This assessment will provide insight into poverty in the Twin Counties and help readers gain an understanding of past, present, and possible future challenges and opportunities.

Using a wide variety of information collection strategies such as surveys, focus groups and public data, Rooftop of Virginia CAP identified the following top needs for the Twin Counties:

1. **Housing** (Community Level Need and Condition of Poverty): The community lacks affordable, available, and quality units for rent and purchase.
2. **Employment/Industry** (Community Level Need and Cause of Poverty): The community lacks jobs and/or industries that pay a living wage for residents.
3. **Childcare** (Community Level Need and Condition of Poverty): The community lacks options for childcare. *Agency/business level need: There is a lack of employees/potential employees to fill vacant and/or potential positions.

Methodology

Rooftop of Virginia CAP collected data and information during the summer and fall of 2024, which was then used to analyze and determine community needs, resources, and opportunities for change. A consensus method and then an identification of root causes (technique: the five whys) and resources were used to compile needs and information in this report. The Community Needs Assessment Team, Leadership Team (including Advisory Committee) and Board of Directors were responsible for the analysis of all data. Resources utilized in the process include the Community Service Block Grant Organizational Standards and the Results-Oriented Management and Accountability framework.

Quantitative Data

Resources such as the US Census Bureau, Kids Count, Community Commons and others were used to gather statistics and secondary data. This was then used to support primary data and assisted the agency in analyzing how the local service area information compared to state and national data. Sources are cited throughout the report and in the appendix.

Qualitative Data

Statistics are very important to determine needs and areas of concern, but experienced opinions of stakeholders, citizens and more are also necessary to project how the service region could be improved. The following are methods that the agency used to gather data in a qualitative manner:

1. Surveys

- a. General community member surveys were available through links on the agency's social media pages.
- b. Customer surveys were completed via paper form and online.
- c. Stakeholder/partner surveys were emailed and completed online.
- d. Staff surveys were emailed and completed online.

2. Focus Groups

- a. RTOV Staff: activity identifying area needs, root causes, resources, and opportunities for change
- b. Parents: parents participating in agency programs were invited to discuss topics related to the needs of area families, strengths of the community, and opportunities for change
- c. Senior Citizens: RTOV Senior Citizen Group participated in a discussion regarding topics related to the needs of area seniors, strengths of the community, and opportunities for change
- d. Housing: agency housing customers met to discuss topics related to the housing needs, strengths of the community, and opportunities for change

3. Listening Session: Representatives from local faith-based, business, and human service organizations met to discuss poverty in the Twin Counties – how to define it, what the area would look like without it, and how to eradicate it.



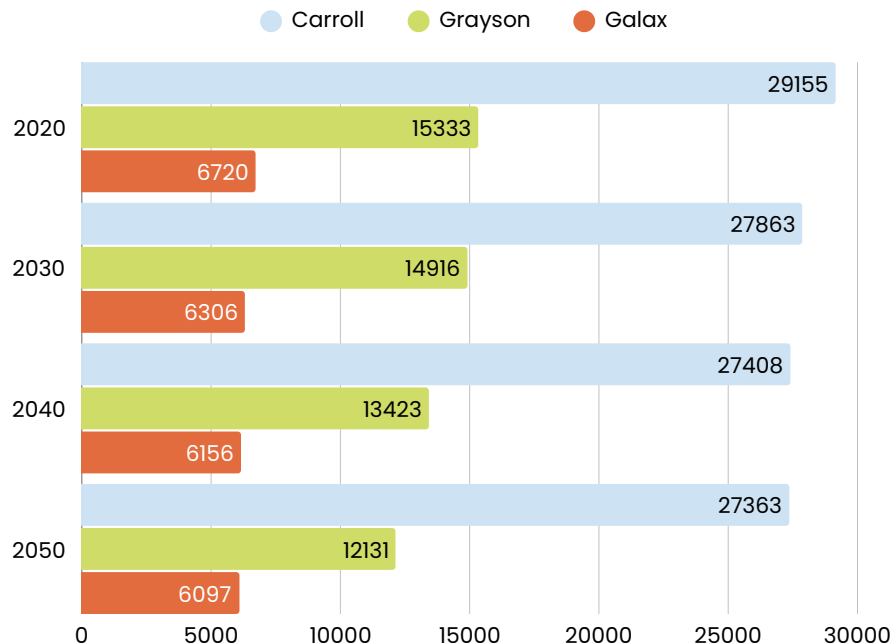
Overview of the Service Area

The Twin County area (city of Galax and the counties of Carroll and Grayson) is nestled in the Blue Ridge Mountains in rural, Southwest Virginia. The area borders North Carolina and has access to major thoroughfares such as Interstates 77 and 81. Music and agricultural heritage are embraced within the culture. The beauty of the natural surroundings adds to the charm of the “small-town” feel within the community. A total of 925 square miles of rolling landscape is interspersed with small communities some of them in far-reaching portions of the area.

While the Twin Counties are composed of three separate localities (city of Galax, Carroll County, and Grayson County), the needs, strengths, and resources of the area are fundamentally the same. Any differences of note will be highlighted in this report.

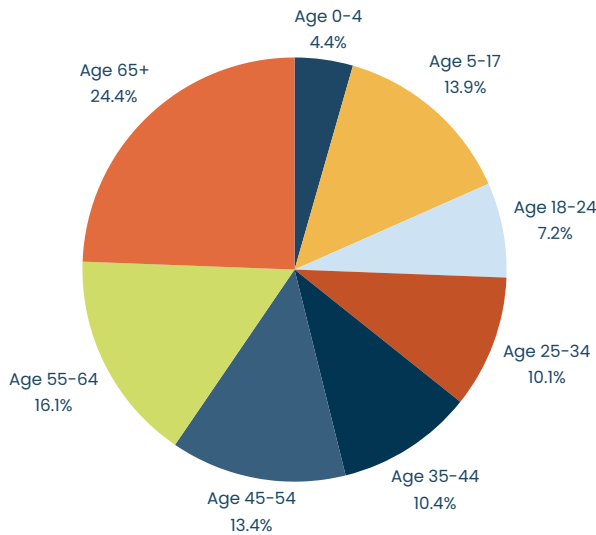
Area Demographics

According to the 2020 U.S. Census data, the total population is 51,169. This is a 5% decline from 2000. While this might seem to some like a small percentage, for an area like the Twin Counties, a shift in population can mean a drastic shift in resources and opportunities. Per projections from UVA Weldon-Cooper, the area is expected to continue to experience declines based on past and present trends through 2050 and beyond.



Grayson County reports the largest decline in population and the data located above indicates that projections continue to support a steeper drop than the other two localities. While Carroll and Galax only project declines of less than 10% from 2020 to 2050, Grayson’s population is projected to decrease almost 21%. This can drastically impact the health of a community.

Percentage of Population by Age



The area's median age is 47, showcasing an aging population. This trends older than the state's median age of 39 but has remained consistent in the last five years. It is important to note that those aged 65 and older encompass 24% of the total population. If you add aging and early retirement age workers, those age 55-64, that totals 40% of the population. That level of older population impacts the economy, healthcare resources, and housing needs. An aging population can affect the growth of a community and the attractiveness that it offers to potential industries.

Age 0-4	Age 5-17	Age 18-24	Age 25-34	Age 35-44	Age 45-54	Age 55-64	Age 65+
2,272	7,129	3,700	5,177	5,324	6,856	8,224	12,487

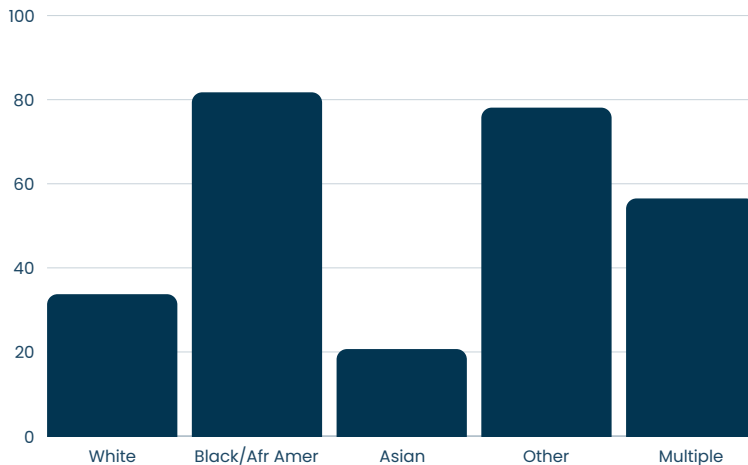
*49.59% of the population is male and 50.41% is female.



Of the entire population, 18% (9,401 children) are under the age of 18 per the American Community Survey (2018-2022). The number of persons in this age group is relevant, just like those over the age of 55 or 65, because they have unique needs which should be considered separately from other age groups.



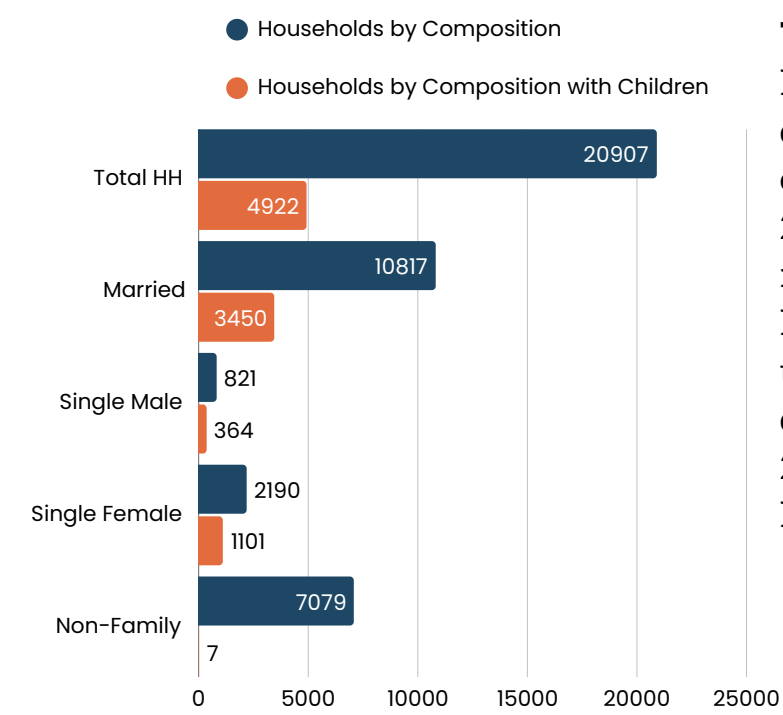
Percentage of Family Households with Children by Race



Example of how to interpret data: Out of all of the white households in the area, 33.74% house children under age 18.

White 4,428 = 33.74%
 Black/African American 112 = 81.75%
 American Indian/Alaskan 0
 Asian 6 = 20.69%
 Native Hawaiian 0
 Other 157 = 78.11%
 Multiple 191 = 56.51%

According to the most recent American Community Survey (2018-2022), 24% of all occupied households in the area are family households with one or more child (ren) under the age of 18. As defined by the US Census Bureau, a family household is any housing unit in which the householder is living with one or more individuals related to him or her by birth, marriage, or adoption. A non-family household is any household occupied by the householder alone, or by the householder and one or more unrelated individuals.



There has been a 3% decrease in total households since 2022. According to agency data, composition has remained fairly consistent over the last decade. In the RTOV 2022 Community Needs Assessment, it was reported that single-male family households had increased steadily, but recent data from the American Community Survey shows a decrease in this factor by about 17% from 2022. There is also a decrease in non-family households by 6%.



Quick Facts:

2,272 Children are ages 0-4

13% under age 18 are Hispanic

The Twin Counties have a predominantly white population (91%), with residents identifying as multiracial (4%) and Black (3%) making up smaller portions of the community. However, the region has experienced significant growth in its Hispanic and Latino population over the past decade. In Carroll and Grayson counties, this demographic represents 4% of the population in each, while in Galax, it accounts for 20% of the city’s residents. As a result, the presence of Spanish as a primary language has grown, though English remains the most widely spoken language. This shift has increased the demand for bilingual professionals in local businesses and service organizations. Recognizing this need, Rooftop of Virginia CAP has made it a priority to have bilingual staff available at all agency locations to better serve the community.



Reverends Javier and Elizabeth Hernandez own and operate a local coffee shop, StartBien, and “serve as co-pastors to the oldest Hispanic church the Holston Conference” (Door of Heaven United Methodist Church located in Galax). They often serve as a resource to linking relationships between Spanish-speaking and English-speaking people.

<https://www.holston.org/article/startbien-coffee-shop-15787302>

According to the American Community Survey (2018-2022), the Twin Counties are home to 829 non-Citizens, or 1.62% of the total population. This is well below the state (5.56%) and national (6.53%) averages.

Native	Born in US Territory	Born Abroad to US Citizens	Naturalized	Non-Citizen
49,455	116	264	505	829

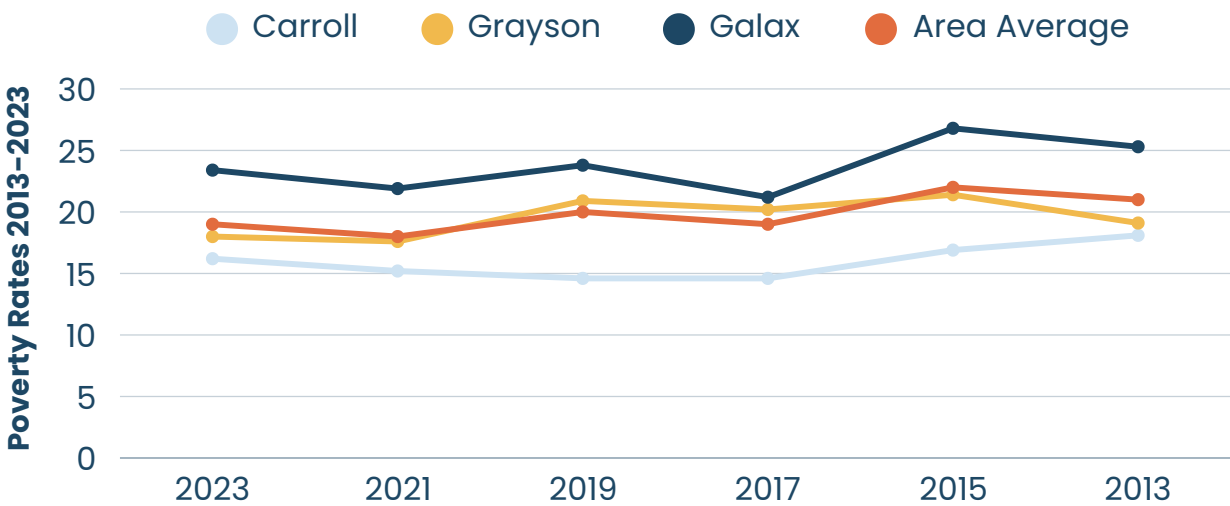


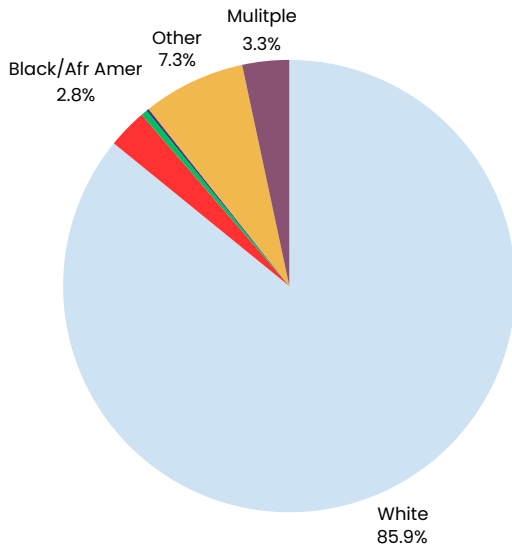
Quick Facts: 17.38% of the population is considered to be living with a disability and 8% of the area’s total residents are veterans.

Poverty Outlook

In December 2024, the U.S. Census Bureau released data from the 2019-2023 American Community Survey. According to this data, the average poverty rate in the Twin Counties has fluctuated over the past decade but has ultimately declined. In 2013, the average poverty rate stood at 21%, whereas the 2023 data shows a decrease to 19%. Among the three localities, Carroll County has maintained the most consistent poverty rates, averaging 16%, and has the lowest rate in the region. In contrast, Galax City reports the highest average poverty rate at 24%. For context, Virginia's overall poverty rate is 10.6%, while the national average is 12.6%. RTOV is actively working to reduce poverty rates by fostering positive outcomes for families each year.

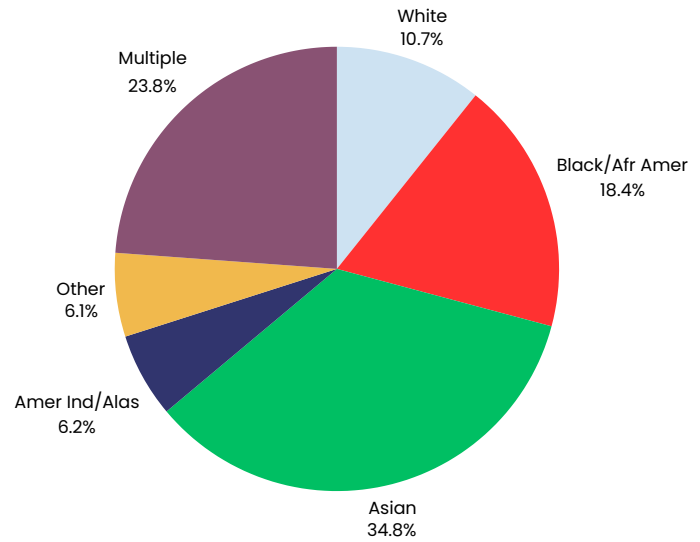
How well do you think the overall local economy is doing? That question was posed in an online community survey. Out of the respondents, 59% stated that they felt the local economy is “poor.”





Percentage of Population by Race

Other: Asian .48%, American Indian/Alaskan .17%
Native Hawaiian .07%, Other 1.73%



Percentage of Population Living in Poverty

Native Hawaiian n/a

The pie charts above indicate percentages of the local population. The chart on the left provides the percentage of the population based on race. The chart on the right details the percentages of the population, based on race, that are living in poverty. One should interpret the data as “Out of all of the Asian population in the Twin Counties, 34.8% are living in poverty.” Another example of how to interpret: Out of the entire population of the Twin Counties, 3.3% identify as Multiple Races. Within that 3.3%, 23.8% are living in poverty.



Quick Facts:

Who is living in poverty?
11.4% of ages 65+ (VA=8%)



The area median income is an average of \$45,626 (ACS 19-23). Carroll County (\$52,575) has a higher median income than Grayson (\$42,864) and Galax (\$41,438). Carroll does have a higher population and a few more industries. Twin County median incomes are 62% lower than the state of Virginia's (\$87,249) and 49% lower than the nation's (\$75,149).

According to the MIT Living Wage Calculator (www.livingwage.mit.edu), a single person with one child living in the Twin Counties will need an annual wage of \$63,579 to fully meet the needs of the household. A family of two adults, one child, and only one of the adults working would need an annual income of \$66,643. This means meeting basic needs and remaining self-sufficient.

The most recent United Way ALICE reports were issued in 2022. The Twin Counties have an average of 37% of ALICE households (Carroll 36%, Grayson 39%, Galax 35%). We all know people who are ALICE; **A**sset **L**imited, **I**ncome **C**onstrained, **E**mployed. These families earn more than the federal poverty level but not enough to afford the basics where they live. Sometimes these families need assistance but earn just enough to make them ineligible for services. Currently, RTOV is seeing something like this in the Head Start program. Income requirements state that families must be under 100% of the federal poverty rate (some requirements allow for families to have income up to 130%). When the Virginia minimum wage began increasing, the RTOV Head Start program began seeing families have income that tipped them over the income guidelines. Unfortunately, until federal regulations change, this means that some families that could really benefit from services will have to be turned away. It is a practice of the agency to try to identify other resources for families in these instances.

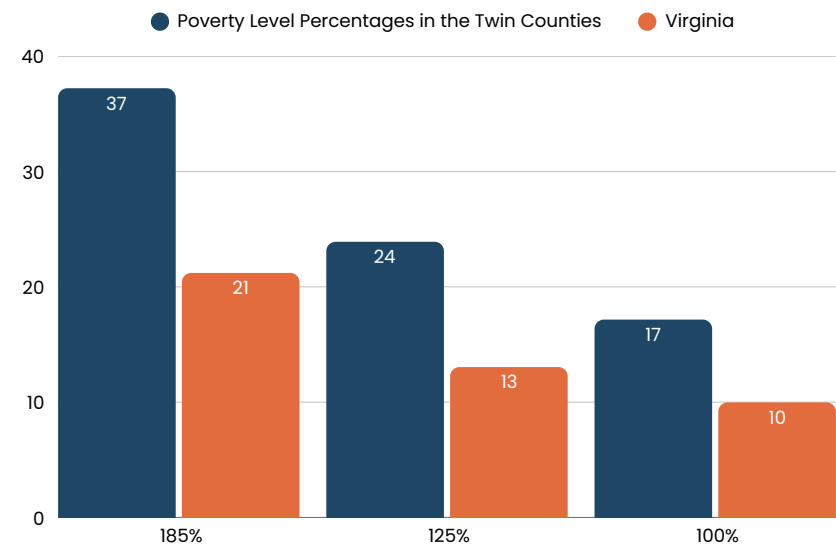
Other relevant indicators related to poverty are located in the table to the right. Those living in what might be considered “extreme” poverty levels may have increased barriers to things such as health services, healthy food, education, employment, and more. This can contribute to poor health status and overall household challenges. Average poverty levels are around 200% of the FPL. How to interpret data: 37% of those living in poverty are at the 185% FPL.



Most programs aimed at assisting individuals and families in reaching goals of self-sufficiency or in providing services for things such as basic needs have income eligibility guidelines. Rooftop of Virginia CAP services have a varied range of guidelines and customers are encouraged to reach out with questions. Most agency services have at least an eligibility range of under 200% of the federal poverty level, while other activities, like the Senior Involvement Group, do not have any income eligibility requirements.

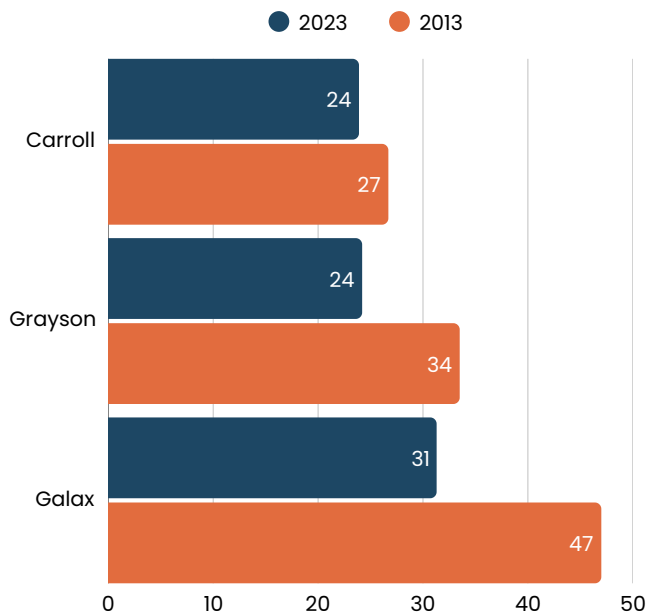
Examples of income levels based on the 2024 Federal Poverty Guidelines:

	200%	185%	125%	100%
Family of 1	\$30,120	\$27,861	\$18,825	\$15,060
Family of 4	\$62,400	\$57,720	\$39,000	\$31,200





Quick Facts:
What gender has the highest poverty rate? Females



In the table to the left, data from the American Community Survey (2019-2023) indicates the percentages of children under the age of 18 living in poverty. In 2013, the area's average poverty rate for this age group was 35.7%. The rate has decreased to 26.5% in 2023. Of note, there are 28.5% under the age of 5 living in poverty. Studies have shown that child poverty starts with adult poverty in a vicious cycle. While it is promising that rates have declined, they are still almost double the state average.

While the area as a whole is seeing declining poverty rates, the rate of poverty in homes of senior citizens is increasing. Those over the age of 65 have seen an increase of 2% since 2013; 14% of seniors living in Carroll, Grayson, and Galax are living in poverty. This demographic encompassing 24% of the population is at risk of poor health outcomes and limited resources.



RTOV Note

The RTOV Senior Involvement Group meets weekly for meals, socialization, and fun. A portion of this program is sponsored by District III Senior Services.



Mary, one of our seniors, volunteers for our VITA program and helps customers with their income tax prep.

Housing

In all of the surveys, focus groups, listening sessions, and conversations that took place in preparation for this Community Needs Assessment, the overwhelming response to “What is the greatest need in the community?” was housing. Specifically, the need for affordable housing, more available units, and better-quality units.

Concerns that were mentioned in surveys and focus groups:

- construction/repair costs are too high
- empty houses/units that are in disrepair
- rents are too high and/or there are not enough rental units
- mortgage rates are expensive
- not enough places for senior citizens or those living with disabilities
- not enough contractors available to do repairs/construction promptly
- need more first-time homebuyer education and assistance
- need more lower-income housing assistance



Affordability

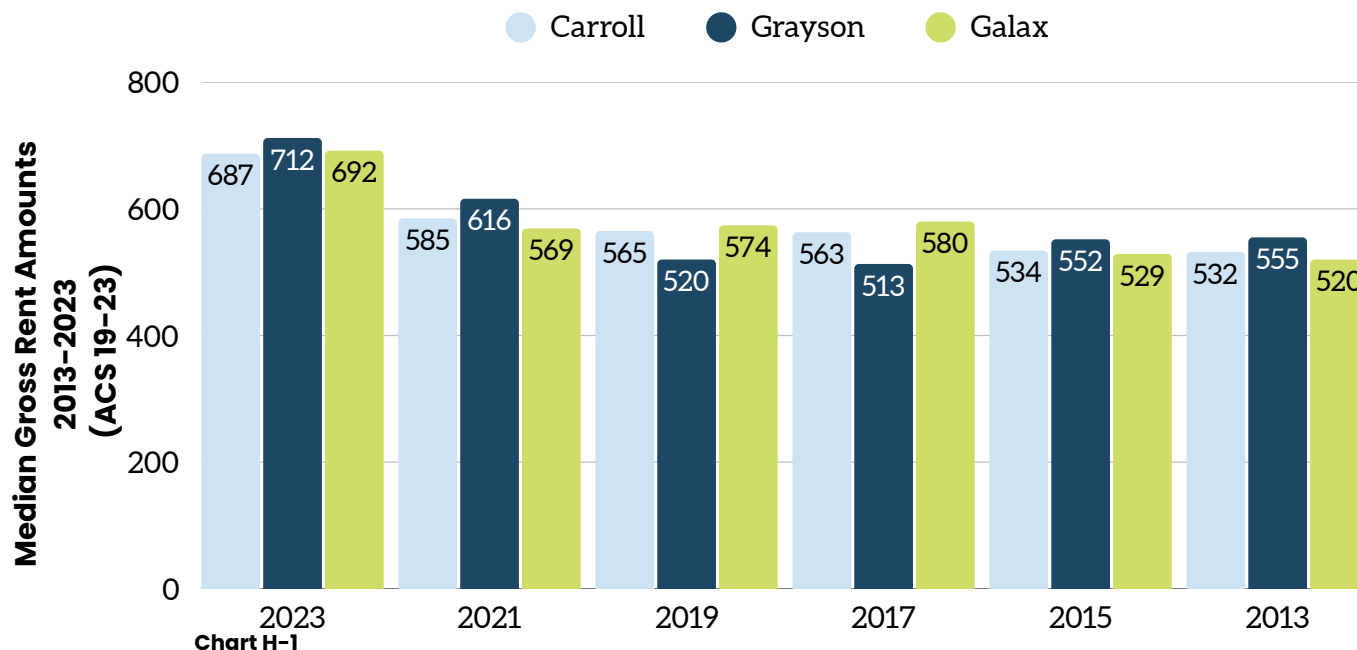
Affordability remains a significant challenge, as highlighted by community members, partners, stakeholders, and agency staff, as well as through quantitative data analysis. In a staff focus group, one employee shared the story of a family she works with: although their household income had increased slightly, it was nowhere near enough to cover the sharp rise in rent and the overall cost of maintaining their home. Affordability concerns extend beyond renters to homeowners, who are also struggling amid rapid inflation, rising costs, increased interest rates, and relatively stagnant wages. Currently, renters in the area pay an average rent of \$697—an increase of \$161 since 2013, according to the most recent U.S. Census Bureau data (ACS 19-23). See Chart H-1 on the following page.

RTOV helps alleviate some of this burden through the Housing Choice Voucher Program (Section 8 Housing), funded by Virginia Housing. Nearly 300 vouchers are issued to families in the Twin Counties to assist with rental costs. However, rent increases became particularly steep in 2020, during the height of the COVID-19 pandemic. While temporary relief programs provided rental and mortgage assistance at the time, those resources have long since been exhausted. Meanwhile, service providers are operating with pre-pandemic—or even lower—funding levels, yet rents continue to climb. A household is considered housing cost-burdened if it spends 30% or more of its income on housing. In the Twin Counties, 35% of renting households meet this threshold—a significant figure, though lower than Virginia’s statewide rate of 45%.

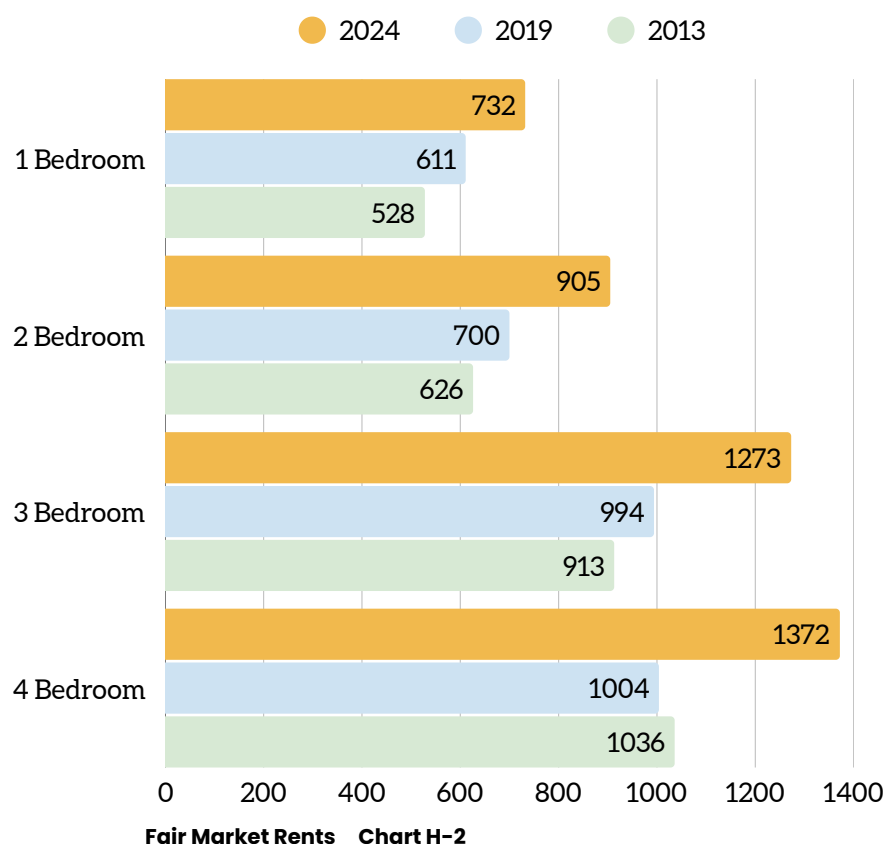
Quick Facts:

RTOV’s Housing Choice Voucher Program maintains a waiting list of an average of 250 individuals annually





Fair Market Rents (FMR), set by the U.S. Department of Housing and Urban Development (HUD), are the estimated rental price a property should command in a specific local housing market, based on factors like size, location, and amenities, and is primarily used to determine payment levels for housing assistance programs like Section 8 vouchers, essentially acting as a benchmark for what a "typical" rental unit should cost in that area. In Chart H-2 below, you will see that the FMRs for the area have steadily increased since 2013.



There are 20,907 occupied units in the Twin Counties. Renters occupy 22% of them.

Renter-Occupied units based on race:

White 20.19%

Black 63.34%

Asian 47.69%

Other 49.75%

Multiple 50.26%

"Of all the households with white residents within the report area, the percentage of renter-occupied households is 20.19."

(American Community Survey 2018-2022)

There are 28,750 housing units in the area (American Community Survey 2018-2022). The data source estimates that 16,338, or 57%, are owner-occupied. This is a decrease from 79.59% in 2000 even though there has been an increase in units by 6,355. Challenges related to increased costs in maintenance, interest rates, or just not understanding the home purchasing process were noted in qualitative data collection. Housing cost-burdened homeowners with mortgages are at 26% and are just over the state average of 25%. Those owners without mortgages report only 8% that are housing cost-burdened.

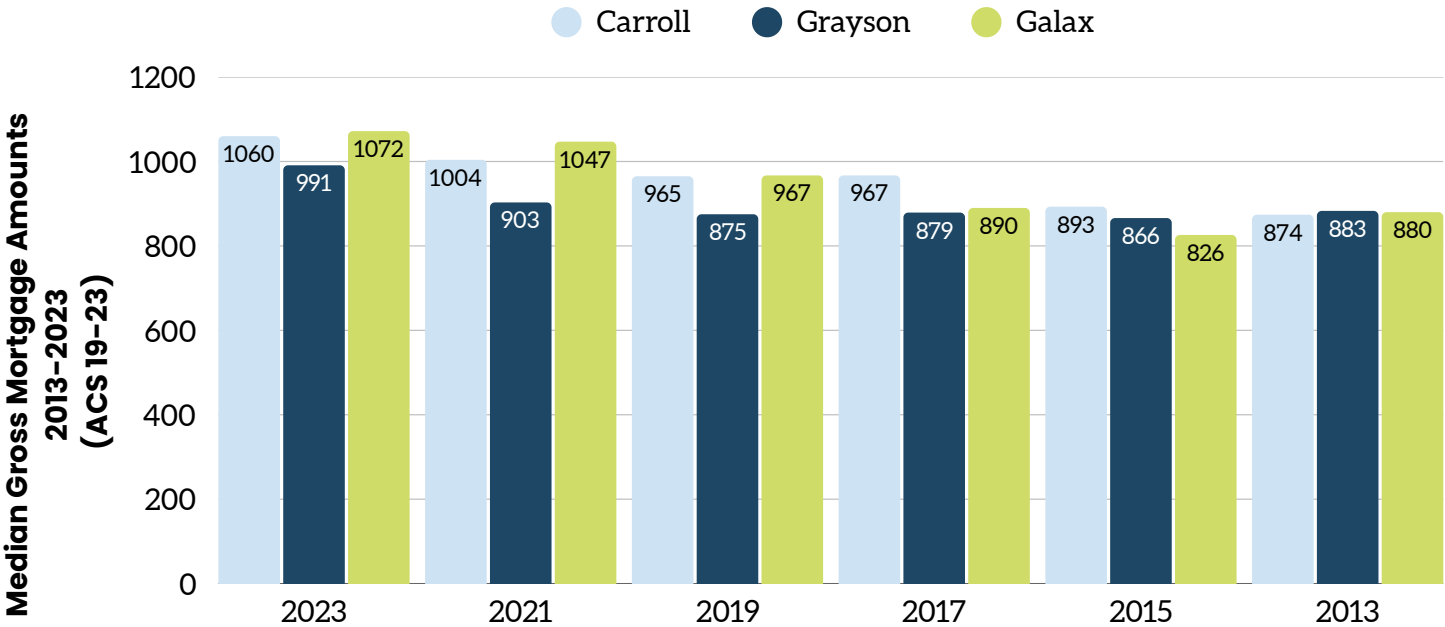


Chart H-3



The Fuller Center for Housing is a faith-based organization working to build and rehabilitate homes for people in need. This home was completed in 2021 just in time for the family to move in for the holidays.
www.fullercenter.org



Quick Facts:

The median value of owner-occupied housing units has increased by 28% in the last 5 years.

Availability

Prior to 2013, rental units seemed to be easy to locate. Some owners had multiple properties and fairly comparable rents. The River North Correctional Center opened in Grayson County in 2013. This impacted the local availability of housing units, rentals and purchases. Then, the number of available units was impacted again in 2020. During the COVID-19 pandemic, the Twin Counties saw long-time landlords selling properties for single-family ownership and the housing market boom in sales. Buyers far exceeding sellers leading to some properties selling for above asking prices. This information is based on data held internally at Rooftop of Virginia CAP in operating the rental assistance and other housing programs as well as data from local realtors and landlords.

Currently, the number of people who are seeking properties exceeds the number that are available. The RTOV Housing Choice Voucher (HCV) program has difficulty securing units for participants. Units available for purchase are not as abundant as they were in 2020. There is limited development on new properties which might be because construction costs have increased by around 30% (Virginia Department of Housing) over a 5-year time frame. Some of the survey and focus group respondents noted that there is not enough housing, for rent or purchase, for those with lower incomes. This has historically been an issue but is even more evident in a climate where availability is limited which might lead to those with higher incomes purchasing or renting properties that once would have been more attainable by someone with a lower income.

RTOV offers the Virginia Individual Development Account (VIDA) program that helps working families with their first home purchase. Participants receive financial education and matched savings to use toward down payments and closing costs. For every \$1 the participant saves, they earn a \$10 match (maximum match of \$10,000). Savers have up to two years to reach their goals and complete program requirements. Since 2022, RTOV has helped two families reach their goal of homeownership.

Quality

The substandard housing indicator provided by the American Community Survey 2018-2022, reports the number and percentage of owner- and renter-occupied housing units having at least one of the following conditions: 1) lacking complete plumbing facilities, 2) lacking complete kitchen facilities, 3) with 1 or more occupants per room, 4) selected monthly owner costs as a percentage of household income greater than 30%, and 5) gross rent as a percentage of household income greater than 30%. Selected conditions provide information in assessing the quality of the housing inventory and its occupants. This data is used to easily identify homes where the quality of living and housing can be considered substandard. Of the 20,907 total occupied housing units in the report area, 4,134 or 19.77% have one or more substandard conditions. This is lower than the state's average of 28%.

Heard numerous times in the data collection process was the lack of better quality units. In trying to identify root causes to that need, a RTOV staff focus group identified challenges already noted previously in this section: increased costs of materials and limited contractor availability.

A home can be considered a machine because it integrates systems and structures designed to efficiently fulfill specific functions. Like a machine, a home operates with interconnected components, including heating, ventilation, plumbing, electrical wiring, and appliances. These systems work together to provide comfort, safety, and convenience for its inhabitants. Just as a machine is engineered to perform tasks, a home is designed to support daily living by regulating temperature, supplying clean water, managing waste, and enabling communication and entertainment. In this way, a home is a complex, human-centered "machine for living." Everyone deserves to have a properly functioning machine to welcome them in at the end of the day.

RTOV is addressing the quality of the local housing stock by operating the Weatherization Program. Since 1976, numerous homes throughout Carroll, Grayson, and Galax have received measures that increase energy efficiency, while ensuring health and safety. Those eligible for assistance might save up to \$372 annually on their electric bill and, in turn, "lessen their overall environmental impact by the reduced consumption of natural resources" (SECP 2023). These improvements also impact the health of inhabitants and puts funds into the local economy. RTOV completes about 40 homes annually.

How does the RTOV Weatherization program work? Applications are taken at the main agency location and those that are eligible are placed on a waiting list. An auditor will visit the property and conduct a technical study to determine the measures required to increase energy efficiency. Those might include some of the ones listed in the graphic to the right. Each property is different and will have different needs. The crew will then complete the required measures and a Quality Control Inspection will finish out the process.





Quick Facts:

There are 27 housing units that lack complete plumbing facilities.

The Indoor Plumbing and Rehabilitation Program provided by Rooftop of Virginia CAP, in partnership with Mt. Rogers PDC, completed this home in 2024 for an individual whose previous home lacked proper plumbing systems.

Other Housing Needs of Note

- **Senior Housing:** This need aligns with the top three areas of concern in the housing domain, but should be specifically highlighted due to numerous mentions and conversations regarding this topic from assessment participants as well as the quantitative data collected. The local population is aging. More older individuals are choosing to move to the area due to a lower cost of living than larger or urban areas. With an increase in those over 65, housing units must be affordable for their fixed incomes, accessible to allow for their health needs, and plentiful due to the increasing numbers. Senior living communities that are not nursing facilities are limited. Participants in the Senior Focus Group and the Housing Focus Group both mentioned that it would be helpful to have grouped home developments where seniors can have access to resources while building supportive communities amongst themselves (decreasing isolation).
- **Homelessness:** Many attempts were made to locate recent data related to homeless population counts. Based on the American Community Survey 2018-2022, there are 4,871 students enrolled in the local school systems (2021-2022 school year), and 46, or 0.94%, reported experiencing homelessness. The following information was provided by Carroll and Grayson County school systems (unable to access Galax information):

*Doubled up means living with relatives, friends, etc.

◦ Carroll:

2020-2021: 27 total students identified as homeless. 3-high school; 8 middle school; 16 elementary school. 6 identified as living in hotel/motel; 2 unsheltered; 19 doubled up

2021-2022: 26 total students identified as homeless. 6- high school; 9 middle school; 11 elementary school. 6 hotel/motel; 4 unsheltered; 17 doubled up

2022-2023: 23 total students identified as homeless. 8- high school; 6 middle school; 9 elementary school. 4 hotel/motel; 5 unsheltered; 14 doubled up

2023-2024: 15 total students identified as homeless. 2- high school; 2 middle school; 11 elementary school. 5 hotel/motel; 10 doubled up

2024-2025: 22 (so far) total students identified as homeless. 5- high school; 5 middle school; 12 elementary school. 7 hotel/motel; 1 unsheltered; 14 doubled up

- Grayson:

2019-2020 school year: 1 double

2020-2021 school year: 1 double-up

2021-2022 school year- 6 double-up

2023-2024 school year- 9 double-up

2024-today: 5 (3 double-up & 2 hotel/motel)

For fiscal year 2024, RTOV served a total of 16 individuals experiencing homelessness; 3 families in Head Start. It is important to note that homelessness isn't just a person living outdoors. It might be the family that is living with a relative or the teen that is couch-surfing at the homes of friends.

- **Emergency and/or Transitional Housing:** RTOV often gets requests for assistance with emergency or short-term housing. There is one local shelter, The Hope House, for men, but no shelters for women and/or families. There are also no facilities that aid those who have been displaced from homes or living situations that just need a short time period to secure new housing. This might include foster children aging out of services. This need was brought up in the listening session, multiple focus groups, and survey results.



In efforts to address those experiencing homelessness or lack of heat sources in the cold weather months, local faith-based and service organizations gathered to start Elisha's House Warming Shelter in 2023. The shelter is operated mostly by volunteers and donations, but the Twin County Community Foundation provided needed funding in 2023 and 2024. RTOV oversees the grant funding and three agency employees sit on the Board of Directors for the shelter.

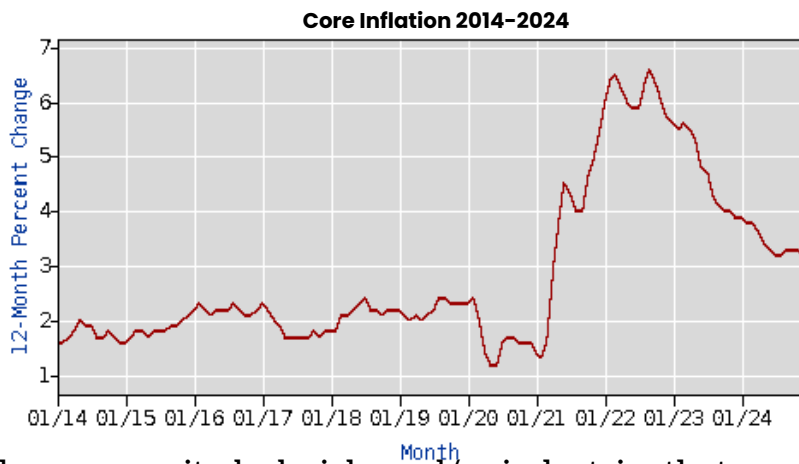


RTOV Note

Rooftop of Virginia CAP is looking to expand the Housing Department and address more housing needs in the Twin Counties. Working with local, state, and federal partners, the agency seeks to begin working within the development side of housing to increase and provide higher quality units. An increase in access to housing resources such as home ownership training, loan packaging, and more will also be included in department expansion. This will be part of the agency's new strategic plan.

Employment & Industry

“The costs of my groceries are going up, but my paycheck isn’t.” That is the sentiment shared by one of the RTOV customers in a focus group and echoed throughout many of the others. According to a story shared on www.npr.org on January 15, 2025, consumer prices increased 2.9% from December 2023 to December 2024. Gas prices rose 4.4% in just one month from November 2024 to December 2024. While core inflation has decreased from the spike seen in 2022 (see the chart below provided by the US Bureau of Labor Statistics), the costs of most basic necessities are continuing to increase. Inflation and the after-effects of the global pandemic that began in 2020 were discussed in every group conversation around the local economy, wages, and industry in an RTOV staff focus group.

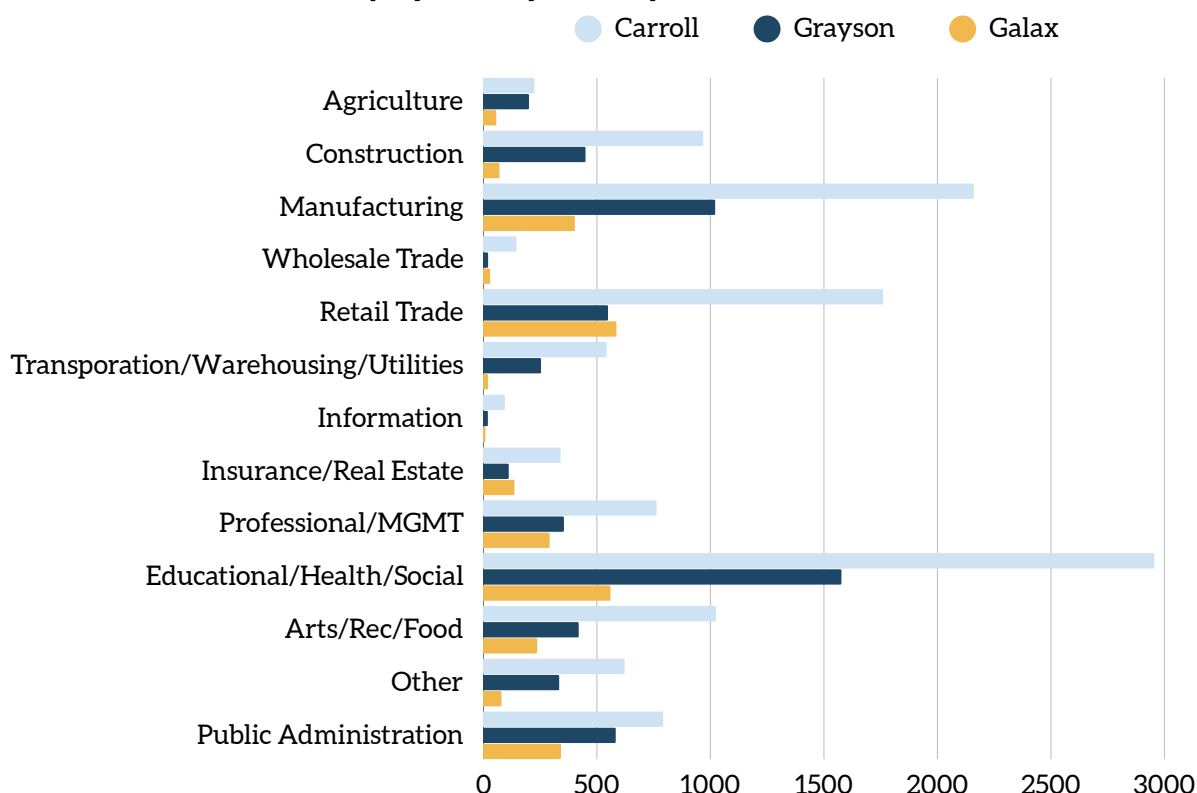


Quick Facts:
45% of the population is in the workforce (December 2024).

The community lacks jobs and/or industries that pay living wage jobs. This was identified as a condition of poverty and a top need in the Twin Counties. The lack of living wage jobs in rural communities has far-reaching consequences, exacerbating economic hardship and population decline. When workers cannot earn enough to cover basic needs like housing, healthcare, and transportation, they often struggle with financial insecurity, increasing reliance on public assistance programs or informal support networks. This can sometimes be difficult in the local area due to lack of knowledge of services or the inability to access services because of challenges with accessibility or transportation (focus group comments). Economic strain reduces local spending power, making it difficult for small businesses to survive, which further weakens the community’s economic foundation. Additionally, younger generations may leave in search of better opportunities elsewhere, leading to what is being seen locally; aging populations and labor shortages that hinder long-term growth. The resulting cycle of economic stagnation and depopulation can erode essential services such as schools, healthcare facilities, and infrastructure, ultimately diminishing the overall quality of life in rural areas. All of these factors are already evident in the Twin Counties as indicated by the Social Vulnerability Index score of .46 (Centers for Disease Control and Prevention and the National Center for Health Statistics, 2022). This score is a measure of the degree to which a community exhibits certain social conditions, including high poverty, that impact a community’s ability to prevent human suffering and financial loss in the event of a disaster.

The state’s score is .39 and the nation’s is .58.

Employment by Industry - US Census 2023



Manufacturing was once the backbone of Carroll, Grayson, and Galax. Beginning in the 1990's, textile and furniture factories that once employed generations of local families began closing their doors. A shift from manufacturing being the major occupational field in the area began to really take shape in 2010, when the focus became more on educational, healthcare, and social assistance occupations (US Census). In the chart above, retail trades round out the top three occupations in the Twin Counties.



Quick Facts:

41% of Community Survey respondents noted that it is "somewhat difficult" for them to cover their typical monthly expenses.

In a report by the Virginia Employment Commission (Top 5 Industries in VA, 2020), the top three local occupational areas were found in the top five industries in the state of Virginia. Manufacturing was in the fifth spot, healthcare in number one, and retail was found at number three. Chart E3 (following page) breaks down each of the three occupations highlighted in the reports by noting the localities, the number of establishments, average employment, and the average weekly wage. Of note, Grayson County wages are lower than those for Carroll County and the City of Galax.

Occupation	Locality	Establishments	Average Employment	Average Weekly Pay
Manufacturing	Carroll	24	1,076	\$685
	Grayson	14	343	\$681
	Galax	14	1,158	\$682
Healthcare	Carroll	190	881	\$668
	Grayson	149	288	\$473
	Galax	117	1,462	\$765
Retail	Carroll	76	709	\$478
	Grayson	26	165	\$433
	Galax	69	998	\$497

Top 5 Industries in VA - VEC 2020 = Chart E3

The question of area needs was presented in a key stakeholder survey to a local government representative. Their answer: “We need more jobs and businesses in our area.” In analyzing data collected for this assessment, it was determined that entities like local governments, economic development authorities, and planning commissions should work to increase the attractiveness and improve the infrastructure of the local area to more and/or larger industries. Industrial park zones or properties such as Wildwood Commerce Park in Carroll County would be perfect for businesses to construct and operate new facilities.

Research gathered for this report on February 20, 2025, from the Virginia Employment Commission website indicated 215 advertised positions within 25 miles of the 24333 (Galax city and into the counties) zip code. These positions had been open for at least one week. At least 75% of them required education and certifications higher than a high school diploma and offered wages higher than \$32,000 annually. Local unemployment rates are at a low 2.8% (VEC, December 2024) and local employers report staffing shortages and difficulty filling vacant positions. While the area does need more jobs, businesses, and opportunities, it also needs increases in wages for existing positions.



RTOV Note

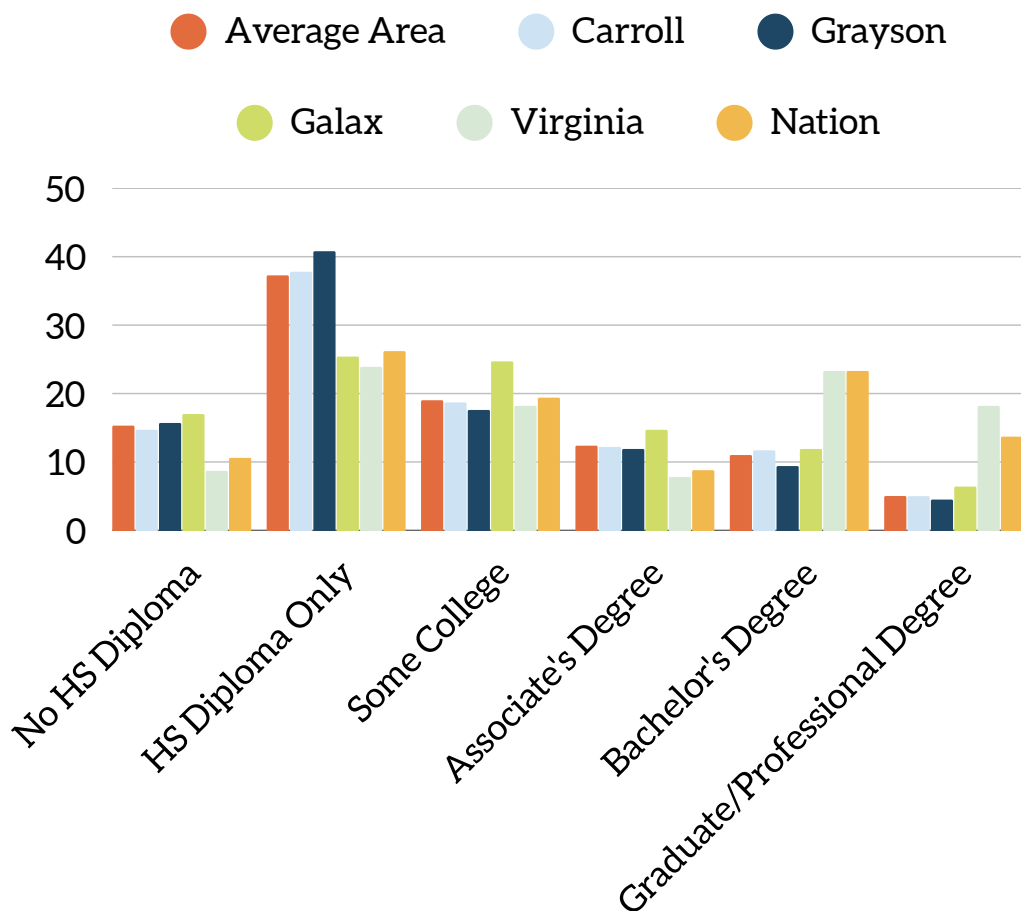


Rooftop of Virginia CAP is doing their part as an employer in working to increase wages. Historically, nonprofits have been unable to compensate their employees at high levels due to limits in funding. In 2023, the agency began working within their budgets and with funders to identify the ability to increase salaries. The agency can now boast that all positions have received increases and the lowest paid salary is at least \$2.00 above minimum wage. This might sound insignificant, but that is a feat that not all of the agency's state-wide nor nation-wide peers have been able to accomplish. The agency has also increased the benefits available, implemented staff wellness and recognition plans, and improved the overall culture. RTOV has an average of 60 employees; 45% living in Carroll County, 24% in Grayson, 24% in Galax, and 7% outside of those areas.

If a community needs living wage jobs, it will often need a combination of multiple factors in order to create change. Some of those might include economic development, policy changes, education and job training programs, and social support systems that aid families while they are in the process of reaching goals of better wage attainment. One of the ways that Rooftop of Virginia CAP is trying to address this challenge is by operating within the scope of a whole family approach to services. Working with families to help encourage goal-setting, barrier identification, planning, determining support networks, and teaming up with partners helps to ensure that families are accessing better wages and/or opportunities.

It is important to note that living wage jobs that are available often require a combination of education, skills, and experience. The local population that does not have a high school diploma is almost double that of the state's population without a high school diploma (local area 15%, VA 8.7% - American Community Survey 2019-2023) which means that it will take effort from those seeking employment to receive skills and/or certification attainment in order to become more competitive in the job market. A valuable resource in the local area is Wytheville Community College (WCC). The school offers multiple, fairly short programs that can aid students in obtaining marketable skills for the local workforce. Pairing the school with a resource like the Twin County Community Foundation Scholarship Program will definitely make an impact on the future of graduates in the Twin Counties. The foundation's scholarship program provides last-dollar assistance to new graduates of Grayson, Carroll, and Galax High Schools who will be attending WCC. That opportunity invests in the futures of the community and seeks to retain talent in the Twin Counties.

Education Attainment Percentages - Chart E4



Educational Attainment shows the distribution of the highest level of education achieved in the report area, and helps schools and businesses to understand the needs of adults, whether it be workforce training or the ability to develop science, technology, engineering, and mathematics opportunities. Educational attainment is calculated for persons over 25 years old, and is an estimated average for the period from 2019 to 2023 (American Community Survey). For the selected area, 11.01% have at least a college bachelor's degree, while 37.27% stopped their formal educational attainment after high school.

It has long been a fact that the more education or certifications that an individual acquires, the more their earning potential. Those with a Bachelor's degree earn almost double what those with a high school diploma earn annually (US Bureau of Labor Statistics, 2023). Also, higher-wage jobs are more likely to offer benefits that add to the total compensation for the employee. These benefits range from paid leave, medical insurance, and retirement plans.

Skills and experience are also beneficial to make individuals more attractive to employers. A shift from requiring educational degrees to evaluating potential hires for their experience and skills began in 2022. The New River /Mount Rogers Workforce Development Board has multiple grant programs that can provide funding to support work-based learning opportunities. Gaining skills while earning a paycheck helps the employee, but also provides much-needed staffing to employers.



Quick Facts:

Locally, females acquire more education than a high school diploma than males.

Since the beginning of the Covid-19 pandemic in 2020, Rooftop of Virginia CAP has struggled with staff shortages and turnover. Most of the shortages and turnover are in the early childhood education programs. Discussions with local school administrators, teachers, and stakeholders identified that many in the field of education are dealing with the same issues; increasing numbers of children with challenging behaviors, increase in demands of job positions, stress and burnout, decrease in students entering the field of education, lack of qualifications, lack of soft skills, low wages, etc. While RTOV has decreased turnover from 65% in 2022 to 37% in 2024, staff shortages are still an issue and have hindered the ability to open all classrooms in Head Start. This impacts the number of families that could be served. Effective February 2025, there are four (4) unopened classrooms due to not enough qualified staff. That is 40 slots, or 40 children, that are not receiving services. Licensed childcare facilities have regulations regarding staff qualifications and requirements and the Head Start program provides performance standards that exceed those standards to provide the most comprehensive and quality services. This can hinder hiring in that potential employees do not always come with the necessary qualifications. RTOV can work with employees to provide education assistance for them to obtain the needed certifications. This is just one more benefit to employees.

Interesting Note

It is important to mention that this needs assessment process is the first one in quite some time where transportation was not deemed as a top need or challenge in the community. In years past, lack of transportation was noted as impacting access to employment, education, healthcare, and more. While the local area does not offer public transportation except for the Lynx Transit system that operates only in the city of Galax, survey and focus group participants mentioned that they had access to reliable transportation. According to the American Community Survey (2023), only 5.73% of local residents do not have a motor vehicle. There is an exception to this note that will be discussed later in this report related to transportation to medical resources and those living with disabilities or senior citizens.



Quick Facts:

Highest average commute time for work for local residents is 10 to 30 minutes (48% of workers).

Children & Families



Opportunities and challenges for children and families are always at the forefront of conversations. Many understand that building strong foundations for our children promote continued progressive growth not only individually, but within families and the community as a whole.

All quantitative and qualitative data confirm that the Twin Counties face a significant shortage of childcare options, thus rounding out the top needs in the area. This scarcity not only affects families on a personal level but also has broader economic implications. The lack of essential infrastructure, such as childcare facilities, hinders the region's ability to attract new industries and promote economic growth.

	Carroll	Grayson	Galax
Licensed	11 (9)	1	3 (3)
Unlicensed	2	1	1
11 providers serve infant to school age (12), 4 serve preschool age, 3 serve toddler to school age, 1 serves preschool to school age			

Childcare Providers (non-RTOV) - Chart CFI

The chart to the left indicates the number of childcare options that are available in the Twin Counties. It does not include centers provided by RTOV (provided on next page). The number in parentheses indicates the number of providers that accept childcare subsidies (program assisting eligible parents pay for childcare). The average cost for infant care is \$175 per week. Prices decrease as age increases.

Grayson County has the least available options for childcare. Localities are allocated subsidy amounts annually to use for eligible parents from the Virginia Department of Education. Grayson County is unable to allocate its funds to families because the county does not have any providers that accept subsidy payments.

Costs of childcare can hinder families from entering the workforce or seeking to further their education. Resources like Mixed Delivery, provided by the Virginia Early Childhood Foundation, subsidizes the costs of childcare for eligible families. Some of the providers in the chart above participate in the Mixed Delivery program. RTOV has one Mixed Delivery classroom, Igniting Futures Academy. Head Start is also a program that is offered free of charge to eligible families.

Rooftop of Virginia Early Childhood Education Locations			
Site	Age Range	Available Slots (128 total)	Open Slots (March 2025)
Galax Head Start	3-5	32	16
Galax Early Head Start	birth-2	24	8
Hillsville Head Start	3-5	16	0
Hillsville Early Head Start	birth-2	32	23
Independence Head Start	3-5	16	0
Independence Early Head Start	birth-2	8	1
Pregnant Mothers		8	4
Igniting Futures Academy	3-5	10	0

RTOV Locations - Chart CF2

RTOV Head Start Statistics

136 funded slots (128 children, 8 pregnant mothers)

Waiting List:
Head Start-6
Early Head Start-6

Average Daily Attendance:
Head Start-85.75%
Early Head Start-84.75%

Families over 100% and under 130% federal poverty level being served:
Head Start-7
Early Head Start-6

Foster Children Served: 1
Homeless Served: 6
Identified Disability: 7

Fully Staffed: 45
Vacant Positions (March 2025): 14

Almost \$3M annual budget

During data analysis, RTOV sought to determine the availability of childcare slots in the local area compared to the number of children potentially in need of care. Using the Virginia Department of Social Services website, RTOV identified licensed providers and their permitted capacity, revealing a total of 1,067 available slots for children from birth to school age. When compared to the local population of 4,574 children aged 9 and under (excluding older children up to age 12 that some providers serve), it is clear that demand far exceeds supply. Additionally, staffing shortages further reduce the number of available slots, leaving even more children without care. This shortage not only limits families' access to childcare but also restricts parents' ability to work outside the home, exacerbating economic challenges in the community.

Other Children & Family Needs of Note

- Grandparents as primary caregivers - This topic was discussed heavily in the staff and parents/families focus groups. Per the 2023 US Census update, there are 680 households in the Twin Counties that have grandparents as the primary caregivers for children under the age of 18. Grandparents usually are raising grandchildren because there is a difficulty that prevents the parent from doing so, i.e. substance abuse, mental illness, incarceration, financial challenges, etc. Discussions within the focus groups identified that, locally, grandparents in this situation might not have and/or be aware of resources that could be of assistance. There is a need for more social advocacy and awareness of the specific challenges and opportunities that grandparents as caregivers face.
- Activities for youth - This topic has been mentioned in previous needs assessments and through conversations within focus groups and survey results. While there are facilities like the Galax Recreation Center, the Carroll Wellness Center, and recreational departments in both Carroll and Grayson Counties, not all youth or families might have ready access due to challenges like financial constraints, transportation needs, and activity availability. There are no longer entertainment options like roller skating or bowling like there once was in the Twin Counties. Research has indicated that having more positive activities for youth can decrease risky behavior, improve wellbeing, and promote better social skills (Launchpad Early Education).
- Elder care - As previously noted in this report, the Twin Counties have a notably aging population. Many participants in the Senior Focus Group expressed concerns about the lack of local care options for families with elderly members who require constant assistance outside the home. As a result, families often struggle to balance work responsibilities while ensuring proper care for their loved ones. Without adequate resources, this challenge becomes even more difficult.



RTOV Note

The Igniting Futures Academy operated by RTOV serves children ages 3-5 with incomes under 200% of the federal poverty level.



Health & Wellbeing

All methods of data collection indicate that multiple aspects of health are of concern in the local area. Mental health and substance abuse issues are mentioned more than others as challenges facing the community. Additionally, needs related to accessibility to quality medical and dental care and food affordability rank high on the list.

Mental Health & Substance Abuse Prevalence		36% in the area
By Gender	Females 42%	Males 30%
By Race (only 2 available)	White 37%	Black 30%

Source: Center for Medicare/Medicaid – Chart HWI



Quick Facts:

19% of those over age 18 reported having poor mental health in the last month

The table to the left indicates the prevalence of mental health and substance abuse concerns for those receiving Medicare and Medicaid. It does not account for those with other and/or no medical coverage.

Area stakeholders noted that while the Twin Counties does have some resources for mental health and substance abuse treatment such as the Life Center of Galax, Sobrius Addiction Treatment Center, and Mount Rogers Community Services, there are no and/or limited extended or after-care resources to help in increasing the probability of lasting positive outcomes.

Also of note, many community members discussed that while normalizing mental health issues has become better in recent years, there is still a stigma attached to seeking and/or receiving help. RTOV staff discussed in their focus group that the area is in need of more education and advocacy related to mental health and its impact on not only individuals but on everyone around them. Key informant surveys highlight that mental health and substance abuse are heavily correlated to issues such as local foster care and crime rates.

A “death of despair” is an indicator of poor mental health. These deaths include those due to intentional self-harm (suicide), alcohol-related disease, and drug overdose. Per the Centers for Disease Control and Prevention, the Twin Counties have reported 170 deaths of despair between 2018 and 2022.



Celebrate Recovery is a Christ-centered, 12 step recovery program for anyone struggling with hurt, pain, or addiction of any kind. God's Storehouse hosts a Celebrate Recovery program as well as other services such as food distribution in Galax.



God's Storehouse actually began in the basement of Rooftop of Virginia CAP. Becky McClendon had an idea to help those less fortunate. While Becky has passed away, the organization has continued to meet the original goal while expanding and thriving under the compassionate eyes and direction of Kisha Johnson (Executive Director) and Delina Parks.

Many community members expressed concerns about the lack of quality medical services in the area. They highlighted challenges such as a shortage of healthcare providers, particularly specialists, which often forces residents to travel outside the region for necessary care. This issue is especially concerning for senior citizens who may face transportation barriers, yet local transportation services remain limited. Additionally, residents pointed out a shortage of dental providers, particularly those willing to serve individuals without insurance or those covered by Medicaid and Medicare.



Body and Mindfully Healthy provides services in Galax. Melissa Londry, CEO, works closely with RTOV families and staff.

Local Access to Care	Providers, Rate per 100,000 Population	State Access Averages
Primary Care	87.88	113.43
Dental Care	39.06	67.01
Mental Health	164.04	264.62

Source: Center for Medicare/Medicaid – Chart HW2

The data in the chart above (HW2) compares local access to healthcare providers (per 100,000 population) to the statewide averages across three key areas: Primary Care, Dental Care, and Mental Health. The local community has fewer healthcare providers across all categories compared to state averages. This healthcare shortage could lead to barriers in accessing medical, dental, and mental health services, impacting overall community well-being. Addressing these gaps might require policy changes, incentives for providers, or increased investment in healthcare infrastructure.



Quick Facts:

Average life expectancy is 76 years

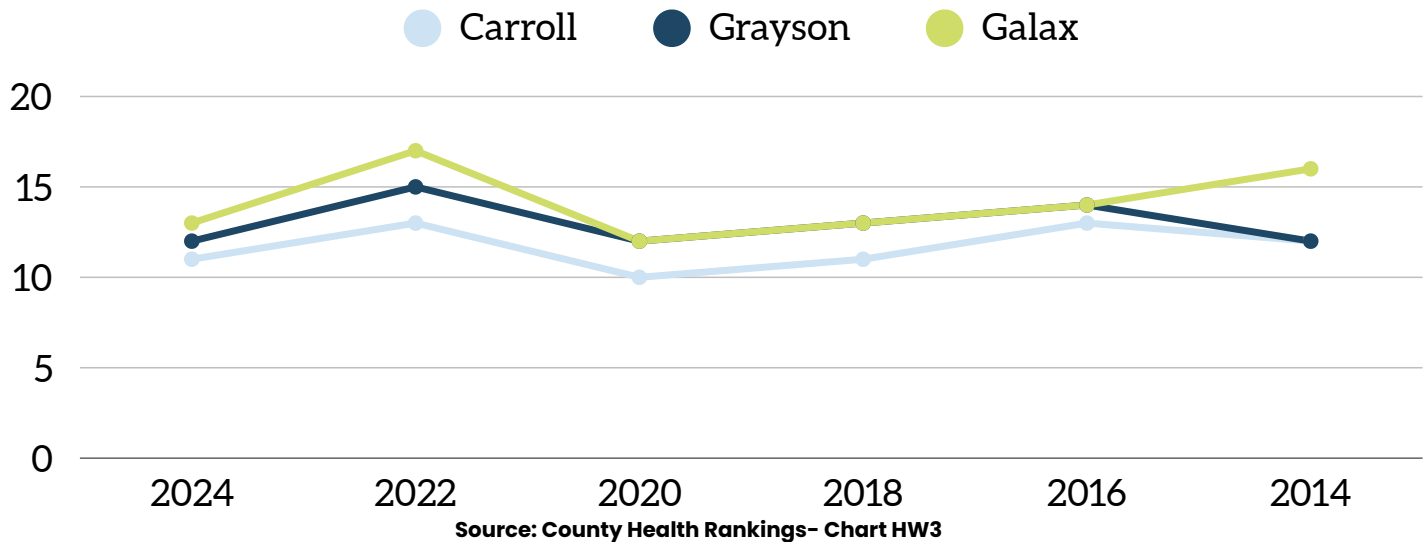
Uninsured Adults = 10.5%

Uninsured Children = 5%



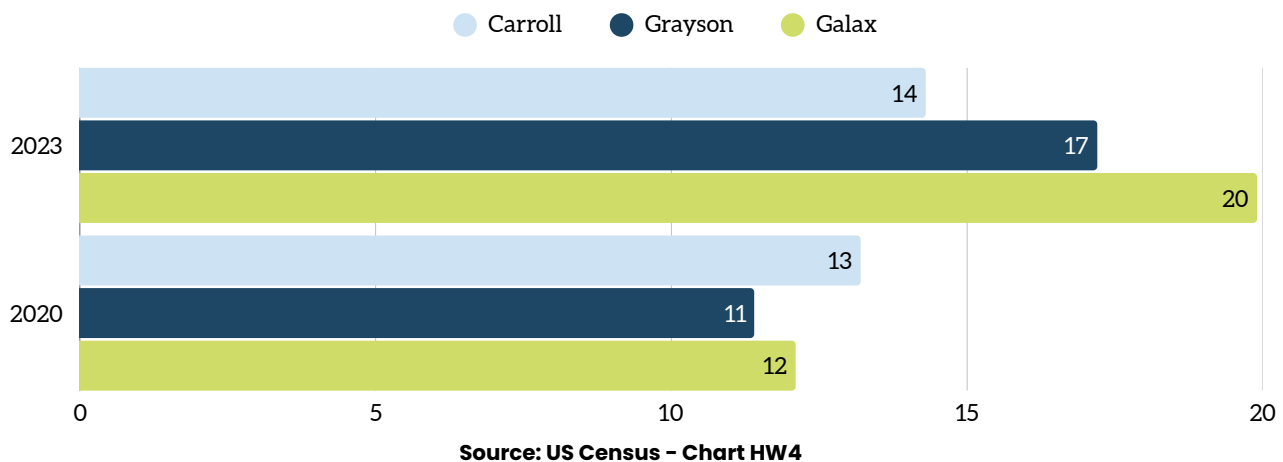
The Ohlen R. Wilson Health Center is a resource in the area that assists the uninsured and/or under-insured with medical and limited dental care.

Rooftop of Virginia CAP works to provide health and wellbeing services to customers such as behavioral health evaluations and counseling to children and families. The Senior Group participates in educational and physical sessions such as hosting nutritional classes and getting active with activities like group drumming. The PERIOD service provides hygiene items to those in need. Agency staff have access to mental, physical, financial, social, and educational well-being activities.



The chart above indicates the local food insecurity rates for the last decade. This indicates the percentage of the population that lacks adequate access to food. Recently, rising food costs driven by inflation have made it increasingly difficult for many individuals to afford the food they need, as highlighted in focus group discussions and survey responses.

The graph below shows the percentage of area residents who receive Supplemental Nutrition Assistance Program (SNAP) benefits. There has been an increase in recipients in the last few years. Based on the USDA Food and Nutrition Service, the maximum allotment for a family of four in 2025 is \$975 per month.



Opportunities for Change – Gaps and Linkages

In the Listening Session held with local stakeholders, they were tasked with discussing the question of “what is poverty?” They determined that poverty is relative, generational, normalized, and somewhat accepted in the Twin Counties. What did they think it would take to end poverty? **People**; those who are willing to do the work and to work together with others to achieve a vision that would make lasting change.

Gathering information and data is important for the community. It helps to begin to form a picture of past, present, and potential future statuses or impacts on local living. It is even more important to analyze that data to attempt to identify any gaps in existing services, possibilities for potential partnerships, and opportunities to positively influence local growth.

The RTOV Community Needs Assessment Team conducted an analysis of the data collected and identified the following opportunities for change :

1. Lack of centralized resource referral system - Many area organizations use various systems, but not one is being utilized by all. This can lead to duplication of services, inaccessibility to services, and a lack of awareness.
2. Increase access/marketing of skill attainment resources - There are multiple resources available to assist individuals in obtaining credentials and/or training. While RTOV makes referrals to partners like People Inc. for their Workforce Investment Opportunity Act (WIOA) programs, it seems like the process could be improved to increase customer results. Better partnerships could be established in order to streamline referrals. More and/or improved marketing materials might provide more visibility for the educational programs.
3. Increase industry and infrastructure - Local government, Economic Development Authorities, and businesses could work to increase the attractiveness of the area to larger industries and employers. Governments could work to increase accessibility to crucial infrastructure needs such as water/sewer, broadband, housing, and childcare.
4. Lack of needed dental health providers - Area organizations and local dentists might partner to develop a resource that can be accessed by those uninsured or underinsured that have been unable to receive needed dental care.
5. Senior housing - RTOV is already working with potential partners to develop senior housing (not ready to release at report publishing time). Once this project is accomplished, the agency would like to further expand its housing department by adding more housing opportunities (single-family homes, transitional housing, etc.)

Final Viewpoints



Rooftop of Virginia CAP Terri Gillespie, CEO

I have worked at Rooftop of Virginia CAP long enough to have seen many needs in the community and also within the agency. While some needs seem to remain fairly constant like, housing and healthcare, the nuances related to those needs are continuously evolving. Over the last few years, and especially since 2020, I have seen the change from not just housing affordability issues, but also problems with housing availability. I have noticed that health concerns are not just about not having enough dentists, but also not having enough mental health providers. A decade ago, our needs assessments didn't have the data around local mental health concerns like we do now. I like to think that we are broadening our knowledge of what it entails to be a strong community and what the Twin Counties need in order to be home to healthy, happy individuals and families.

Our agency's needs are changing too. We have been renting our satellite sites for our early childhood education centers for years. While this has been necessary, it does nothing for the sustainability of our agency. Over the next few years, we will be working to create and own our 'forever home' for many of our sites, but especially our Galax centers. After a recent technology assessment, we determined that some of our IT infrastructure needs to be updated. RTOV has needs related to increasing staffing and diversifying funding. Did you know that our agency is not fully funded? We heavily rely on the generosity of private donors in order to meet our mission. Just like the community, RTOV also has progressive growth to achieve.

We identified the top needs of affordable/available/quality housing, living wage jobs, and childcare. We also noted many other challenges that impact residents. When you look at the report as a whole, I hope that you see that each and every need is connected to another. Improving one area would positively impact something else. It can be daunting to think about, but it can be done. In 2025, RTOV is celebrating 60 years of moving the needle on poverty. It has been slow, but we have recently seen a slight decrease in the poverty rate. That's a win!

I believe that with every person, compassionate commitment, and community, we will achieve our vision - ***to create a community in which every person thrives.***

Rooftop of Virginia CAP

206 North Main Street

Galax, VA 24333

(276) 236-7131

www.rtov.org



Appendix

Rooftop of Virginia CAP Demographics

2023-2024

Male	805
Female	1082
Total Individuals Served	1887
Age	
0-5	249
6-13	198
14-17	103
18-24	155
25-44	404
45-54	206
55-59	125
60-64	126
65-74	194
75+	127
Education Level (ages 14-24)	
Grades 0-8	60
Grades 9-12/Non-Grad	76
High School Grad	89
GED/Equivalency	0
2-4 years College Grad	8
12 grade + Some Post Secondary	20
Graduate or other Post Secondary	0
Unknown/Not Report	5
Total	258
Education Level (ages 25+)	
Grades 0-8	50
Grades 9-12/Non-Grad	175
High School Grad	611
GED/Equivalency	0
2-4 years College Grad	123
12 grade + Some Post Secondary	202
Graduate or other Post Secondary	9
Unknown/Not Report	12
Total	1182
Health (Disabling Condition)	
Yes	309
No	1388
Unknown	190
Health Insurance	
Yes	1279
No	67
Unknown	541
Ethnicity	
Hispanic, Latino or Spanish Origins	114
Not Hispanic, Latino or Spanish Origins	1753
Unknown/Not Reported	20
Race	
American Indian/Alaska Native	1
Asian	1
Black/African American	195
Native Hawaiian/Pacific Islander	0
White	1609
Other	47
Multi-race (2 or more of the above)	34
Unknown/Not Reported	0

2022-2023

Male	845
Female	1094
Unknown/Not Reported	3
Total Individuals Served	1942
Age	
0-5	336
6-13	206
14-17	109
18-24	128
25-44	450
45-54	202
55-59	119
60-64	132
65-74	166
75+	94
Education Level (ages 14-24)	
Grades 0-8	83
Grades 9-12/Non-Grad	70
High School Grad	59
GED/Equivalency	1
2-4 years College Grad	5
12 grade + Some Post Secondary	14
Graduate or other Post Secondary	0
Unknown/Not Report	5
Total	237
Education Level (ages 25+)	
Grades 0-8	63
Grades 9-12/Non-Grad	232
High School Grad	498
GED/Equivalency	47
2-4 years College Grad	115
12 grade + Some Post Secondary	179
Graduate or other Post Secondary	19
Unknown/Not Report	10
Total	1163
Health (Disabling Condition)	
Yes	282
No	1650
Unknown	10
Health Insurance	
Yes	1798
No	135
Unknown	9
Ethnicity	
Hispanic, Latino or Spanish Origins	153
Not Hispanic, Latino or Spanish Origins	1782
Unknown/Not Reported	7
Race	
American Indian/Alaska Native	3
Asian	8
Black/African American	188
Native Hawaiian/Pacific Islander	0
White	1651
Other	30
Multi-race (2 or more of the above)	47
Unknown/Not Reported	15

Needs Assessment Customer and Local Area Survey Results

Which county/city do you live in? Carroll 41.2%, Grayson 41.2%, Galax 17.6%

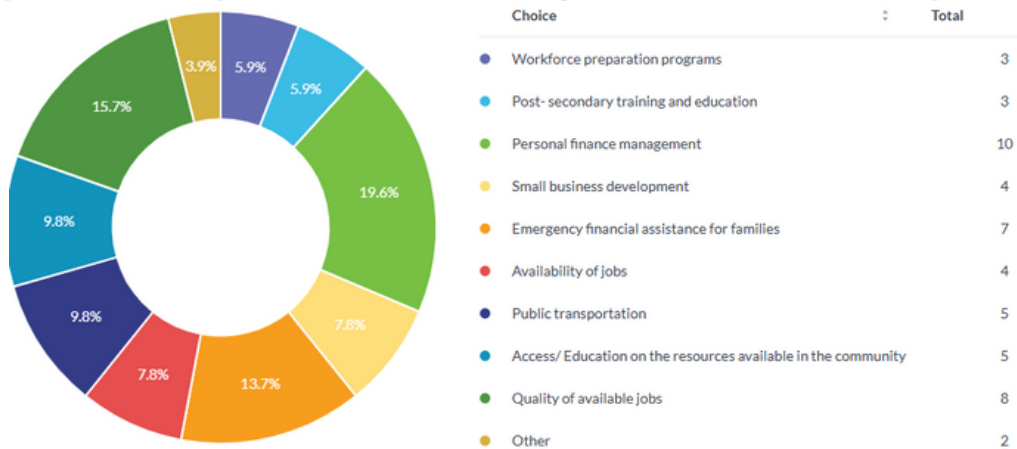
In your opinion, what is the greatest need facing your community?

- There are a lot of needs in the community. Jobs, food, affordable housing, activities for youth and elderly, reliable internet, health care. As for the greatest, I'll say food and shelter.
- Child care for 2 parent households that isn't expensive
- Homelessness and Addiction issues and transitional services/permanent supportive housing for those struggling with these issues
- Homeless and drug use
- We are new to the area, and the greatest need we have seen is the astronomical power bills. With the poverty in this area, it seems ridiculous to pay such high amounts, when just across into NC, rates are much more reasonable.
- No housing, no help for limited income people to get help fixing roofs, or other things around homes.
- Affordable childcare that specializes in teaching preschoolers so they will be more ready for kindergarten.
- Affordable housing and daycare
- Food and housing
- Health Care
- More activity for our youth of all ages ...
- Affordable housing
- Affordable housing
- Rental Property
- Housing assistance and more daycares
- Better local job opportunities. Have to travel to receive greater pay.
- Quality and affordable education

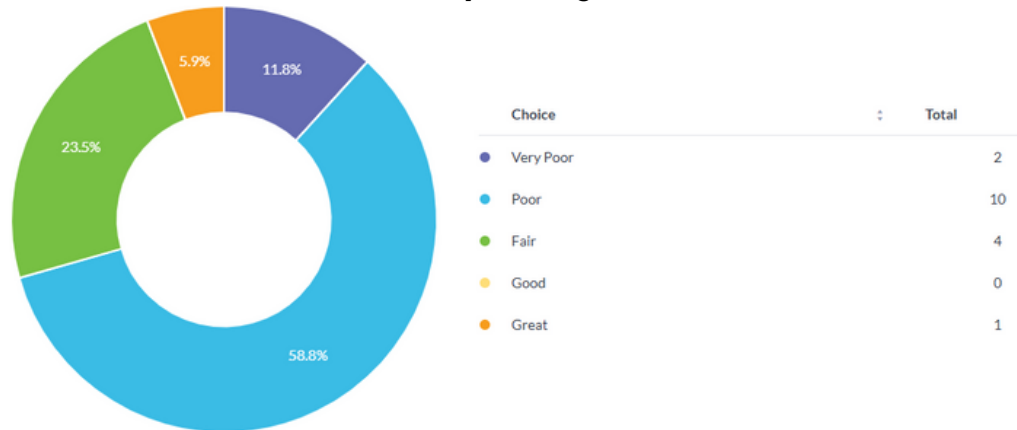
What factors (historical, social, economic, etc.) have made this the greatest need in your community?

- I think there has been a lot of business closures and overall economic downturn.
- Everything is income based with an absolute ridiculously low income requirement
- Opioid crisis, lack of mental health care, skyrocketing housing costs, lack of affordable housing
- Drug use and inflation
- I believe the power company should not be allowed to have such a monopoly, or they should be helping the communities that are paying so much. I honestly can't imagine how older folks or single income families survive. We will probably move because of the AEP company.
- Nothing that I can think of.
- Economic
- Single parenting
- I don't think there's a single underlying reason but there does not seem to be a lot of well paying jobs in the county
- Economic
- Social and economic
- Population growth, government policies and market dynamic.
- Rent has went up way more than pay
- People moving to the area or people needing a place to live and all low income housing is wait listed
- No big businesses around to bring in money and the drug issue.
- The water and electrical grid structure is unable to handle the demand of better paying larger business opportunities in our area.
- Obsolete information

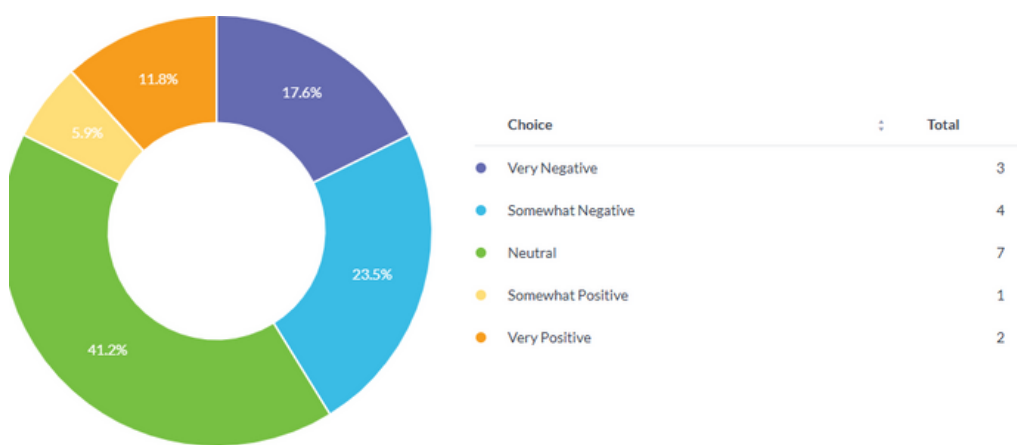
The following questions include a list of workforce and economy topics and issues that might be important in your community. Please indicate how important these issues are to you.



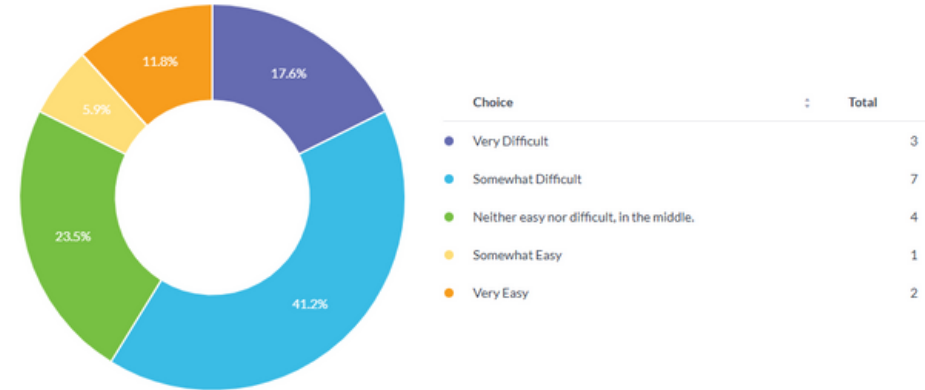
How well do you think the overall local economy is doing?



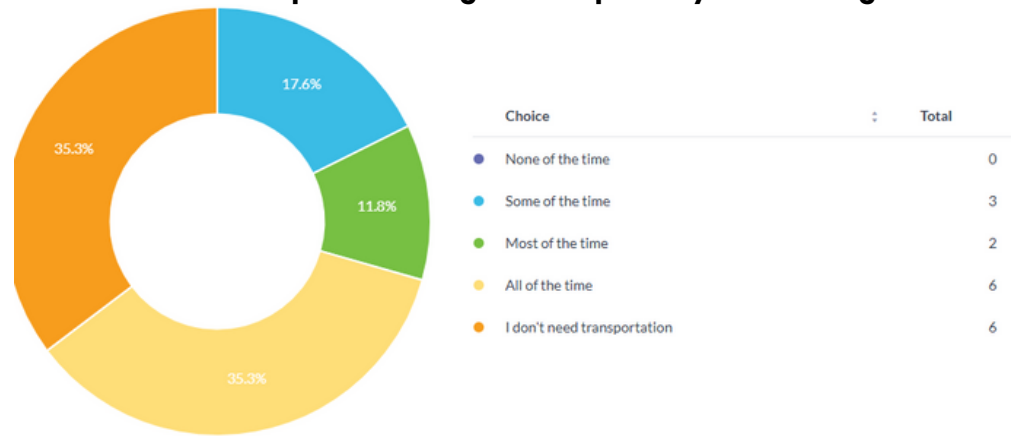
How do you feel about the financial future of your family?



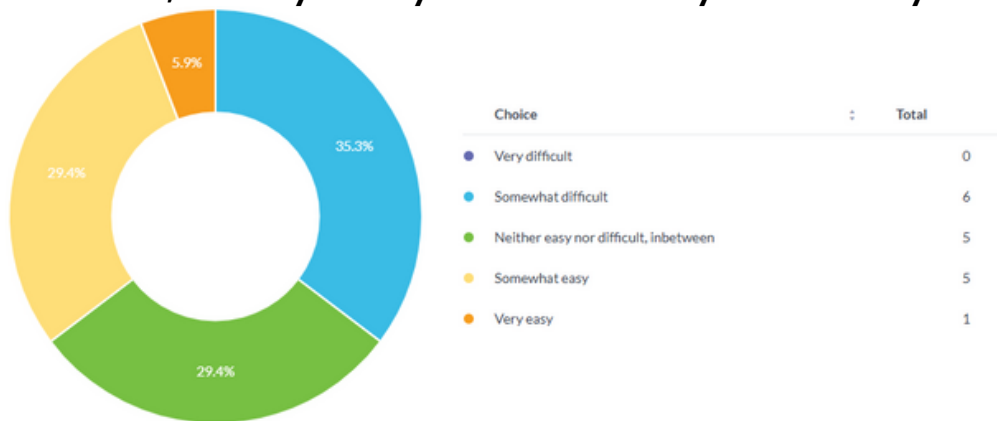
In a typical month, how difficult is it for you to cover your expenses?



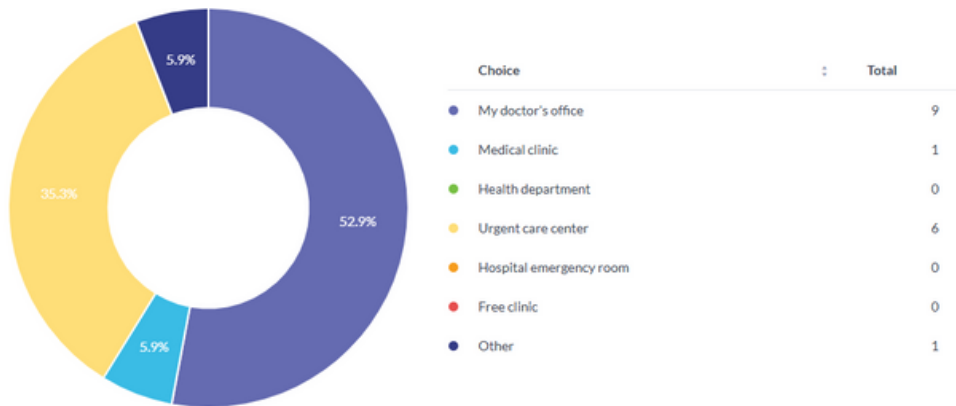
How often do you have reliable transportation to get to the places you want to go?



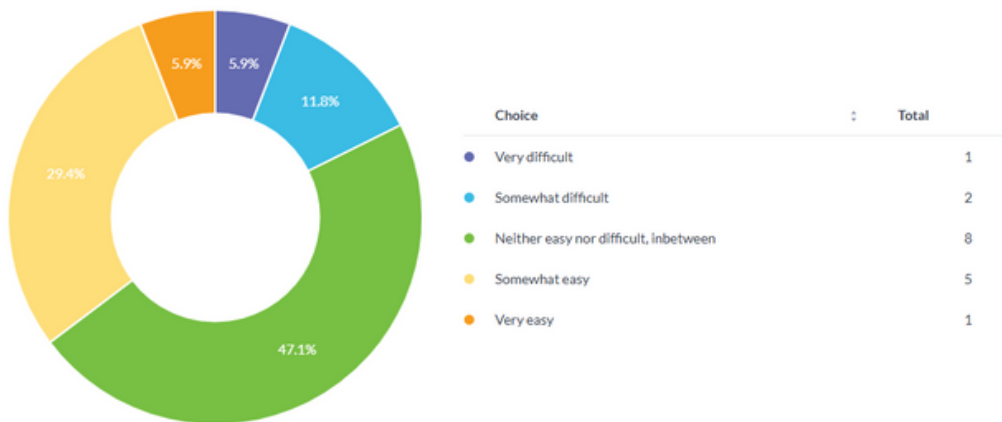
When you need healthcare, how easy is it for you to access within your community?



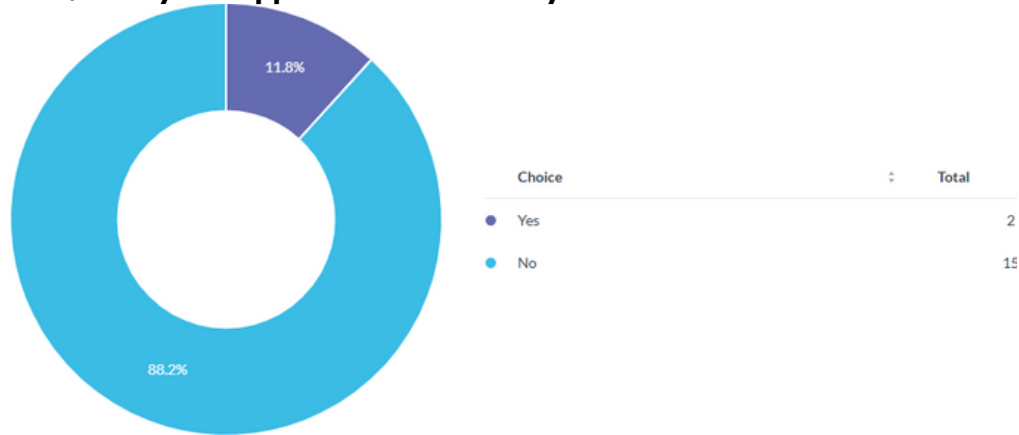
When you feel sick enough to require medical attention, where do you most often go for healthcare?



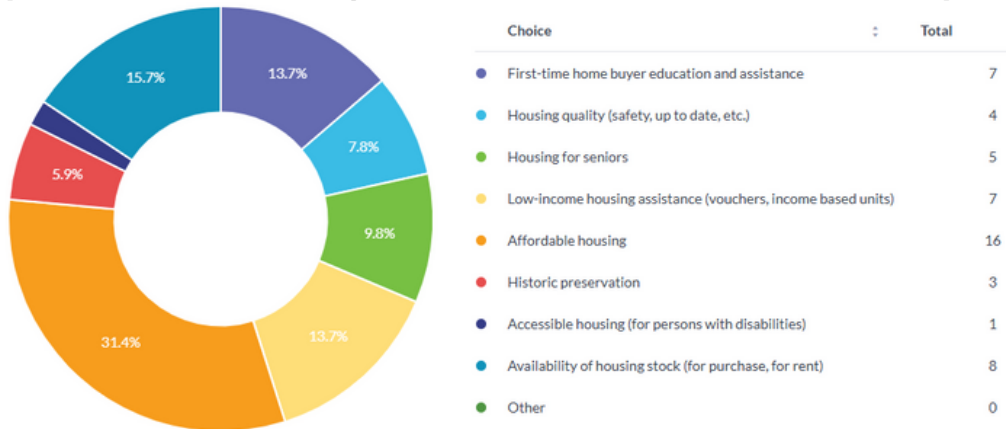
How easy is it for you to access healthy food for you and your family?



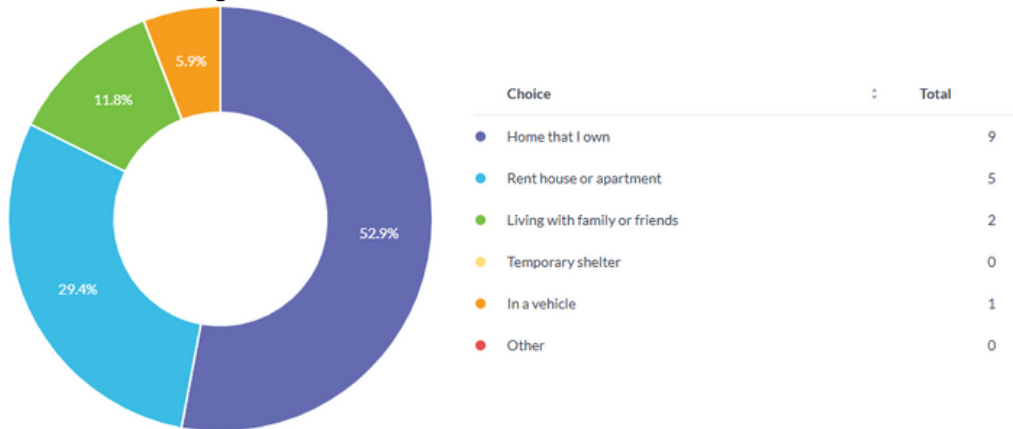
In the last week, have you skipped meals because you couldn't afford food?



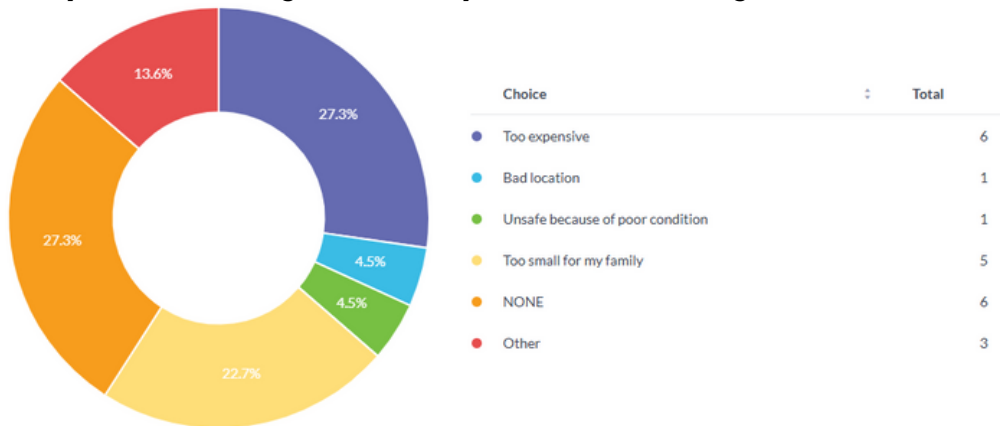
The following questions include a list of housing topics and issues that might be important in your community. Please indicate how important these issues are, and also how well your community is doing...



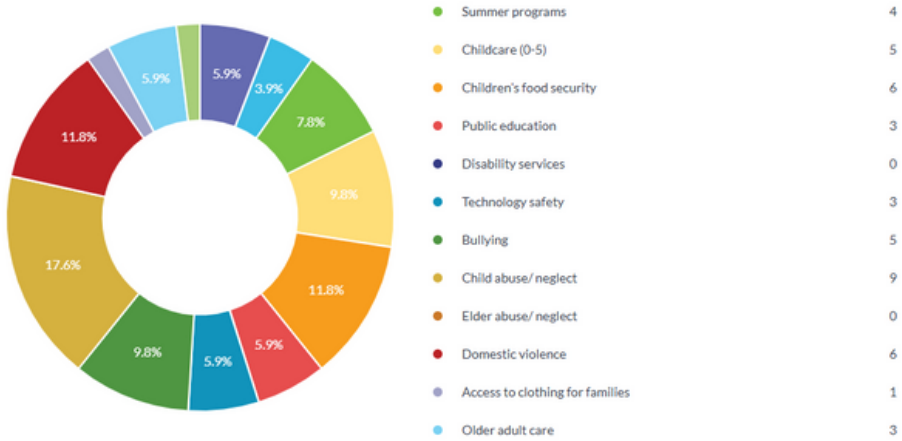
What is your current living situation?



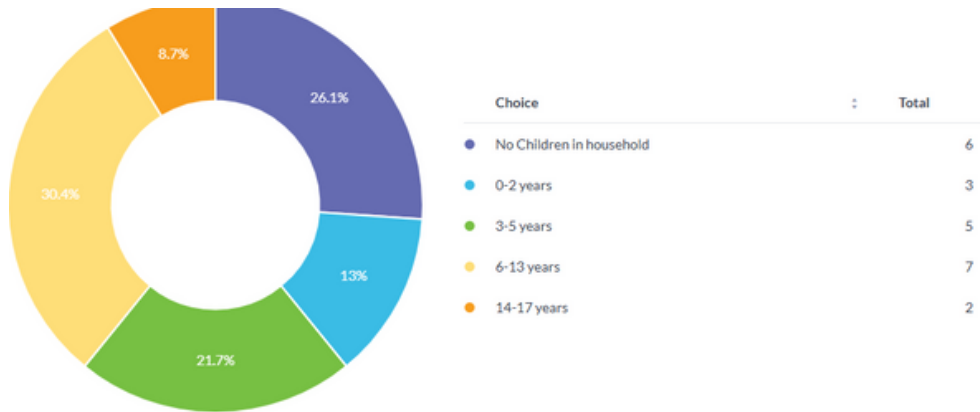
Do you have any of the following issues with your current housing? (Please check all that apply)



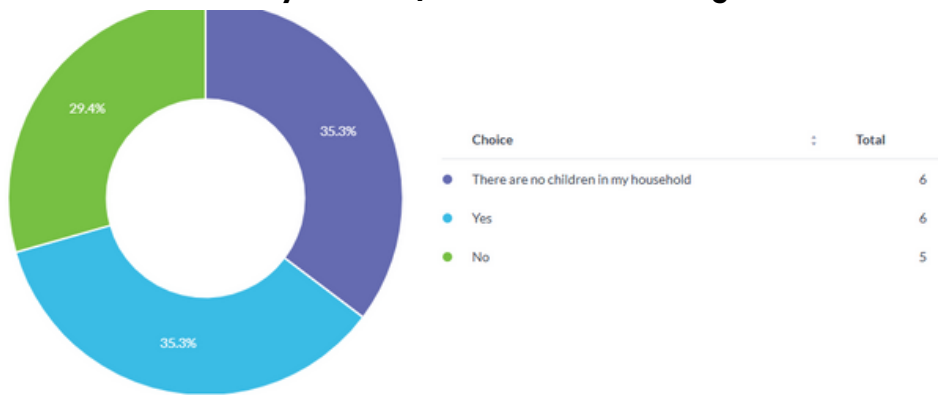
The following questions include a list of children and family topics and issues that might be important in your community.



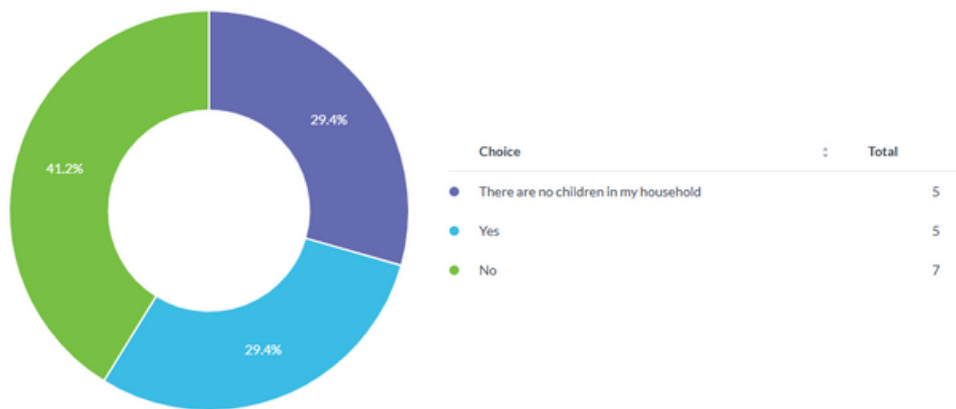
In which of the following age groups do the children in your household fall? (check all that apply)



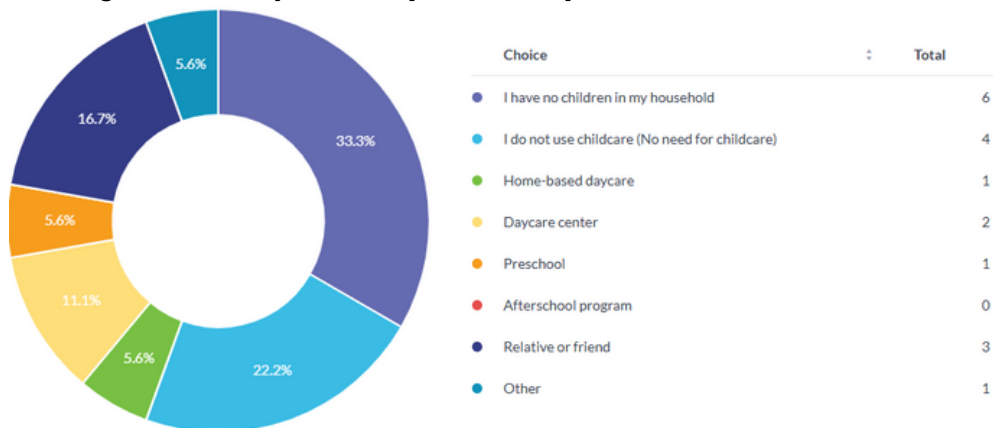
Are you satisfied with the education your child/children are receiving?



Have you ever quit or lost a job because you did not have the childcare you needed?

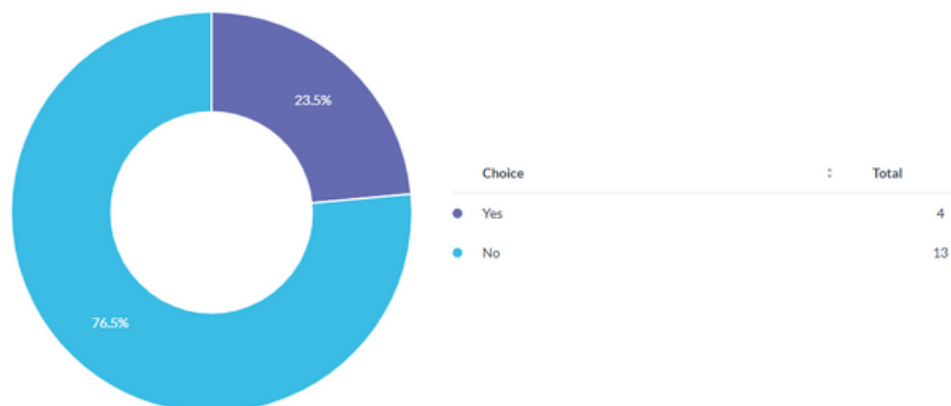


Which of the following childcare options do you use for your child/ children? (check all that apply)



If you pay for childcare, how much is it a month? Average \$750

Are you the caregiver for an older adult?



If yes, what services/supports are most important for you in your role as a caregiver of an older adult?

- Having a dependable service, that accepts medicaid. With people that you can trust to leave in your house, while you are gone.
- Activities and places to go that are wheelchair accessible it can be very difficult getting out when you have to worry how difficult getting to the bathroom or things like that will be
- Financial support

Please feel free to use this space to provide any additional comments you think will be helpful to Rooftop as we complete our Community Needs Assessment.

- I feel there are a lot of people trying to address the needs in the community but just need more support.
- Older citizens are becoming the dominant population in our area, including myself. What will we do if our children and future generations move away for better opportunities? We need young families to be a part of growth, new ideas and investments. New job opportunities in our area.

What was your household's income last year before taxes? Think of all income sources including employment, social security, child support, and other cash benefits.



Qualitative Data Cumulative Results

Staff Focus Group

Activity to identify needs, root causes, area resources, and potential opportunities.

Staff (58) Needs/Whys Results (analyzed all results and tallied most mentioned topics)

a.Economy

- Cost of living increase – inflation and after-effects of pandemic
- Livable wages – wages have not increased with inflation, not enough businesses in the area paying livable wages, workers need more skills for jobs that are available
- Notable mention: lack of motivation to obtain needed skills to better situation

b.Housing

- Lack of affordable units – high rents, high interest rates, low stock
- Better quality – costs related to build/repair, lack of availability of contractors
- Senior and accessible housing – aging community, substandard isn't safe for disabilities/seniors

c.Health & Wellbeing

- Lack of providers (dental and mental health mentioned mostly) – local area not attractive to potential providers?
- Excessive substance abuse and lack of assistance (especially long-term) – mental health issues, lack of support systems, generational

d.Children & Families

- Lack of childcare – not enough providers, not enough staff for providers
- Parenting skills & family supports – generational breakdowns, 2nd gen. parents with little knowledge of resources

Key Informant Interviews

Questions:

- 1.Job/Sector Served and Locality
- 2.Top 3 needs in the community
- 3.Suggestions on how our community may become involved in creating change for the needs mentioned
- 4.Identify strategies that are currently in place that have been helpful to the community but might also need to be developed further
- 5.Comments
- 6.Discussion of relationship with Rooftop of Virginia CAP

Key Informant (5) Interview Results (these were local governmental or service organizational individuals). Responses noted are most mentioned topics.

a.Needs: lack of affordable housing, child care, businesses/industry for jobs

b.Noted that working with RTOV has been positive partnership

c.General consensus of need for more resources

Parent, Senior, and Housing Focus Groups

Questions:

- 1.What are the strengths and resources in the community?
- 2.What are the weaknesses or needs in the community?
- 3.What ideas for change do you have?
- 4.Thoughts/ideas/comments on RTOV.

Focus Group Notes (3 groups (seniors, housing, parents), 20+ participants)

a.Needs: affordable housing, healthcare providers, substance abuse services, senior housing,

b.Strengths/Resources: Rooftop, recreation departments, local police departments, food resources, safe neighborhoods, District III, churches, Ohlen Wilson, some substance abuse assistance, Mt Rogers

c.Opportunities for change: more senior services, more industry/restaurants, substance abuse long-term resources, public transportation, more housing

Listening Session

What is poverty?

Poverty is relative, generational, normalized, and accepted. The benefits are disincentives to working.

What is the vision without poverty?

Food bank numbers would go down (they increase by about 20% every month), drug abuse would go down, education increases, more inspiration and motivation, more access to trade schools, more housing, more transportation, better jobs, better retail, higher skillset in workers, livable wages for all, socioemotional wellbeing increases, health increases, grades go up, stability is found.

What do we do to end poverty?

People- to know it takes work and to work together. More funding, community partnerships that function, consciousness raising, and educating. Coordinated efforts. A vision. Resource sharing. Education. Increase the community's skills. Create support networks. Change legislation.

Negatives/Barriers: low life skills among population and a low motivation to work or get education, stigma against assistance, the issue within school systems of choosing candidates for their trade skill programs. Housing needed- it is expensive and low availability.

Internal Data Sources

- Previous Community Needs Assessments
- Impact Reports
- Strategic Plan 2020-2025
- Community Action Plans
- Annual Financial Reports
- Head Start Program Information Report
- Quarterly Reporting
- Monitoring Reporting
- Program Reports
- Internal Customer Satisfaction Results
- Wage Caparability Studies

External Data Sources (most recent available)

- External Customer Satisfaction Results
- US Census Bureau
 - American Community Survey
- UVA Weldon-Cooper
- Community Action Partnership (Map My Community)
- MIT Living Wage Calculator
- unitedforalice.org
- US Department of Housing and Urban Development
- Virginia Department of Housing
- Local School Systems (wage information, homeless student information, attendance/open slots, etc.)
- US Bureau of Labor Statistics
- Centers for Disease Control and Prevention
- National Center for Health Statistics
- Virginia Employment Commission
- New River/Mount Rogers Workforce Development Board
- Local childcare facilities
- Virginia Early Childhood Foundation
- Department of Social Services
- Launchpad Early Education
- US Department of Agriculture
- National Low Income Housing Coalition

Key Staff

- Terri Gillespie, CEO
- Amanda Funk, COO
- Caitlen Crotts, Impact Coordinator
- Leadership Team
- Advisory Committee

Board of Directors

- | | | | |
|-------------------|---------------------|--------------------|---------------------------|
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| • Crystal Cureton | • Tammy Quesenberry | • Susan Carico | • Rita Reeves |
| • Kristin Shumate | • Michelle Dalton | • Jada Black | • Melissa Munton |
| • Ted Merry | • Tracy Moore | • Elizabeth Motley | • Renae Alderman-Mitchell |
| • Emily Carrico | | | |



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