



Salisbury-Rowan Community Action Agency, Inc.



**2020 Community-Wide
Strategic Planning and
Needs Assessment**

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Executive Summary

The Salisbury-Rowan Community Action Agency (SRCAA), Inc. 2020 Community-Wide Strategic Planning and Needs Assessment provides information and analysis on issues relating to poverty in the agency's core service area of Rowan, Cabarrus and Davidson counties.

The following report is the collection and analysis of information on the needs and characteristics of the service areas of Salisbury Rowan Community Action Agency, Inc., North Carolina, as well as the resources available to meet these needs. In addition to meeting federal regulations for Head Start/Early Head Start Programs to prepare a comprehensive Community Assessment (CA) every five years, the following report is an integral part of the agency's planning process. In addition, based on the mandates of the North Carolina Office of Economic Opportunity (OEO), the Community Assessment garnered input from the five required community sectors (constituents, community partners, public, private, and faith based entities as well as others) to ensure that the data gathered represents the full spectrum of community strengths, needs and opportunities. The Community Needs Assessment is the basis for designing plans, choosing community partners, forming essential collaborations, implementing comprehensive services to meet the needs of low-income children and families, and make decisions about changes needed in our program design and services.

Methodology for Conducting the Community Assessment

The methodology used in conducting the Community Assessment employed the following processes to enable Salisbury Rowan Community Action Agency (SRCAA) to effectively and comprehensively develop programs addressing the needs of eligible children and families:

- A Certified Community Action professional and Nationally Certified Results Oriented Management and Accountability (ROMA) Implementer planned and implemented the Community Assessment process, in addition to interpreting the data to be prepared for presentation to and reviewed by the governing Board of Directors. The data will be utilized in determining the direction for the organization going forward. SRCAA's Community Needs Assessment Committee members played instrumental roles in the gathering of quantitative and qualitative data. Administrative team members were consulted, as well as staff, community partners, Policy Council and members of the Board of Directors.
- Demographic data was collected and reviewed from federal, state, and local sources for the counties served.
- Information obtained from parents and participants through focus group meetings, family assessments, and conversations with program staff was also reviewed to determine satisfaction or concerns with the program.
- Community partners, members from the low-income community sector, members of the faith-based community; public and private sector were surveyed to obtain the most up-to-date information on their assessments of conditions and changes in Rowan, Cabarrus, and Davidson counties.
- The annual Head Start/Early Head Start Program Information Reports (PIR) and the Community Services Block Grant (CSBG) annual report was reviewed to determine possible trends or areas of concern.

Research and data gathering is an on-going process. Each year updates are completed on the general demographic and programmatic data to ensure that the most current information available is used to identify needs and set goals for the organization.

The analysis process included data from program staff, Head Start parents, CSBG participants, community partners, and public databases such as the most recent data from the US Census, NC Child Health, NC Child, Kids Count, NC Department of Commerce, NC Department of Workforce Solutions, County Community Health Assessments. Key partner agencies, local service providers, board members, and parents were asked to complete surveys. The collected data was reviewed and interpreted by a qualified professional; feedback was obtained from administrative staff; and results were presented to Policy Council and the Governing Board of Directors. Specific issues were identified, and tentative recommendations were made for addressing these issues.

Surveys

Surveys were a part of SRCAA's needs assessment process. SRCAA staff collected surveys from program participants and families. Families were asked questions regarding their perspective of community needs and strengths as well as the strengths and needs of their families. Surveys were also collected from the private and public sectors, the faith-based community, advisory councils, board members and community partners.

Secondary Data

Secondary data from a variety of sources is also utilized in this assessment. Each table and graph in this assessment is sourced. Sources include:

- U.S. Census Bureau
- U.S. Department of Labor
- North Carolina Department of Commerce
- North Carolina Division of Child Development and Early Education
- North Carolina Department of Public Instruction
- North Carolina Department of Health and Human Services
- North Carolina Department of Public Health
- UNC School of Social Work
- NC Child

Significant Findings/Trends

SRCAA, Inc. should continue to target services to the low-income population in its service area, expand services, and continue to collaborate more extensively with other service providers. They should continue to provide leadership for community childcare providers to create more affordable high-quality childcare. When given the opportunity, SRCAA, Inc. should try to expand services, based on the number of childcare facilities in the county.

SRCAA, Inc. should also pay careful attention to program design and management, staff/professional development, and the community climate to ensure that they continue to address the needs of the most vulnerable citizens in the service area in the most effective way. This will ensure that they remain the strong and highly visible advocate for children, youth, families and individuals in their service area. Economic development is a long-term investment in the future of Salisbury- Rowan Community Action Agency, Inc.

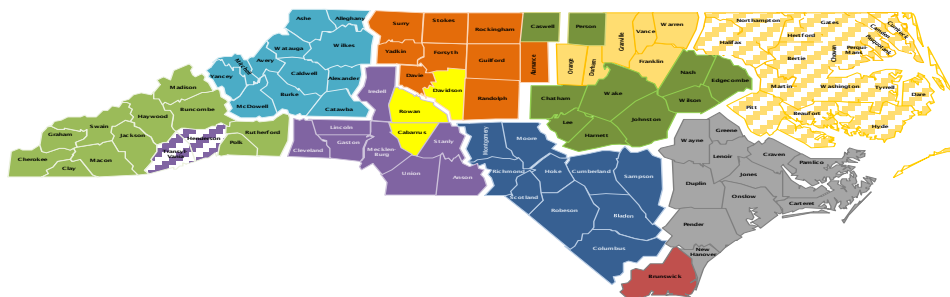
About SRCAA, Inc.

The Salisbury-Rowan Community Action Agency, Inc. (SRCAA, Inc.) is a responsible non-profit, Community Action Agency committed to providing comprehensive and accountable services for economically disadvantaged individuals, children and families in its services area. These services are designed to enhance the quality of life and promote the opportunity to achieve self-sufficiency. The organization has a rich history in providing services to the community. During the latter part of May 1965, the Office of Economic Opportunity officially approved the Salisbury-Rowan Community Services Council, Inc. as a Community Action Agency to operate its program with federal funds. In June 2007, the agency changed its name to the Salisbury-Rowan Community Action Agency, Inc. SRCAA, Inc. primarily serves Rowan, Cabarrus, and Davidson counties; and these counties are home to the agency's family development centers.

SRCAA, Inc. has provided innovative and transformative services to struggling families for more than 55 years. The agency has also been a convener or partner in many community-wide initiatives that have increased capacity, created opportunities, and focused the anti-poverty efforts of the communities SRCAA, Inc. serves.

SRCAA, Inc. locally administers federal and state programs like Head Start and Early Head Start and Family Services (CSBG, Community Service Block Grant). However, the agency also offers programs and services which are unique to SRCAA, Inc. and its service area such as North Carolina PreK Program – an innovative partnership for at-risk 4-year-old children in Rowan County.

These counties are highlighted in the map below. Bright yellow signifies SRCAA's core service area of Rowan, Cabarrus, and Davidson counties. This Community-Wide Strategic Planning and Needs Assessment will feature data from the agency's core service area.



Here is a brief description of some of the programs that SRCAA provides the following services to low income families:

HEAD START/EARLY HEAD START PROGRAM: The comprehensive child development program is designed to meet children and family needs, providing a solid foundation for the child and parent to grow together. The primary goals of the Head Start/Early Head Start programs are to provide the best child development practices for children birth to five years of age. Head Start provides a comprehensive child development program that addresses the physical, cognitive, mental, social, and emotional development of prenatal, infants, toddlers, and preschool participants. The program services Rowan, and Davidson counties.

FAMILY SERVICES: This Self-Sufficiency program assists those who choose to make a change in their life. For families and individuals enrolled in this program, the agency provides supportive services to help them overcome crisis for things like housing, utilities, childcare, education, and training. Family Development Specialists provide comprehensive supportive services; each family or individual can focus on the problems and barriers they have encountered. Families and individuals complete this program in one to three years and during this time they: secure employment or increase their income, obtain education and /or vocational training, make better use of their income, obtain and maintain standard housing, and build a strong work ethic.

Community Action Agencies (CAAs) are nonprofit private and public organizations established under the Economic Opportunity Act of 1964 to fight America's War on Poverty. Community Action Agencies help people to help themselves in achieving self-sufficiency. Today there are approximately 1000 Community Action Agencies, serving the poor in every state as well as Puerto Rico and the Trust Territories.

CAAs are a primary source of direct support for the more than 34.5 million people who live in poverty in the United States. The majority of CAA program participants are extremely poor, with incomes below 75 percent of the federal poverty threshold, or \$9,735 for a family of three (the average family size for the client population).

Mission, Vision, and Values

In all its endeavors, SRCAA, Inc. is guided by its mission, vision, and values statements. SRCAA's mission is: *"Salisbury-Rowan Community Action Agency, Inc. provides services for individuals, children and families to enhance their quality of life and promote opportunities for self-sufficiency."* With this mission, SRCAA, Inc. strives to assist low-income families as they seek a better life for themselves and for their children. Through SRCAA, Inc. programming, low-income individuals and families can access resources that help alleviate the symptoms of poverty (helping people) as well as the tools to make the substantive and lasting changes necessary to lead a life of self-sufficiency (changing lives). Finally, SRCAA, Inc. believes in strengthening communities by creating support systems for every individual, sharing ideas and concerns within the community, and providing resources to improve the lives of each individual (building communities).

SRCAA's mission statement creates a path that leads to the agency's ultimate goal, which is encapsulated in its vision statement: *"SRCAA, Inc. everyone will have an opportunity for success in life. Together, we create communities where fewer people find themselves in poverty, and those who do have a path out."*

Finally, the Salisbury-Rowan Community Action Agency, Inc. has developed the following principles to guide and direct the organization's work. The following principles help determine how the organization will work together to successfully accomplish the agency's efforts in the community:

- Accountability
- Advocacy
- Collaboration
- Communication
- Customer Service
- Integrity
- Performance-Driven
- Respect
- Technology
- Transparency

Promise of Community Action

Community Action changes people's lives, embodies the spirit of hope, improves communities and makes America a better place to live. We care about the entire community and we are dedicated to helping people help themselves and each other.

Families

We believe in the inherent worth of every individual and the family he or she creates. Families are the building blocks of society. Individuals learn to relate to and work with others in families. The health of families is the foundation for the health of organizations, institutions, and communities.

Helping Others

We care passionately about the people we serve, the communities in which we work, and the network of organizations that do the work of community action across the country.

Partnership

SRCAA, Inc. does not work alone. Success for individuals, families, organizations, and communities result from working together, sharing resources and risks, and involving all those affected in decision-making.

Achieving Results

Discovery, learning, growth and change are the means by which individuals and organizations reach their full potential. We learn from those who have come before us and from our peers. We use evidence-based and evidence-informed programs and practices to ensure we're offering the most effective interventions to the families we serve. Our work is outcome-oriented and data-driven. We collect and analyze data to monitor the effectiveness of our programs and help us improve.

Innovation

SRCAA, Inc. values learning and leading. We are creative. We thrive in an atmosphere that challenges us to excel.

Salisbury Rowan Community Action Agency's Service Areas

Rowan County - History

The first Europeans to enter what is now Rowan County came with the Spanish expedition of Juan Pardo in 1567. They established a fort and a mission in the native village of Guatari, believed to be located near the Yadkin River and inhabited by the Wateree. At the time, the area was ruled by a female chief the Spaniards called Guatari Mico. The Spaniards called the village Salamanca in honor of the city of Salamanca in western Spain, and established a mission, headed by a secular priest named Sebastián Montero. The Spaniards abandoned the area at some point before 1572.

The county was formed in 1753 from the northern part of Anson County. It was named for Matthew Rowan, acting governor of North Carolina from 1753 to 1754. It was intended to incorporate all of the lands of the Granville District that had heretofore been included in Anson County.

Originally, Rowan County was a vast territory with an indefinite western boundary. Reductions in its extent began in 1770, when the eastern part of it was combined with the western part of Orange County to become Guilford County, North Carolina. In 1771 the northeastern part of what remained of Rowan County became Surry County. In 1777 the western part of Rowan County became Burke County. In 1788 the western part of the now much smaller Rowan County became Iredell County. In 1822 the eastern part of the still shrinking county became Davidson County. Finally, in 1836 the part of Rowan County north of the South Yadkin River became Davie County.

Location

Rowan County is located between the State's largest city, Charlotte, and its capital, Raleigh. Its location makes it easy to go shopping in Charlotte, conduct business in Raleigh, take a weekend trip to the coast or ride through the mountains during the peak fall color season. As Interstate 85 runs through the county, ingress and egress are convenient. The climate is mainly pleasant and the people are mostly gentle and easy going. For several decades, the county was sustained primarily by the textile industry and for the last decade it has been struggling to transition from textiles to some other economic engine.

Table 3. Facts about Rowan County Service Area

Rowan County
County Seat: Salisbury
Largest City/Town: Salisbury
Unemployment Rate April 2020 14.4%
Total Area/Land Area of County: 362 square miles
Average High Summer Temperature: 89 degrees F

Average Winter Low Temperature:
28 degrees F

Cities

- Kannapolis
- Salisbury (county seat)

Towns

- | | |
|----------------|------------------|
| • China Grove | • Granite Quarry |
| • Cleveland | • Landis |
| • East Spencer | • Rockwell |
| • Faith | • Spencer |

Transportation

Major highways that currently traverse Rowan County include:

- | | | |
|---------|----------|----------|
| • I-85 | • US 601 | • NC 752 |
| • US 52 | • NC 8 | • NC 109 |
| • US 29 | • NC 49 | • NC 153 |
| • US 70 | • NC 150 | • NC 801 |

With direct availability to major interstates and highways, the beautiful Blue Ridge Mountains and the sandy beaches along the Atlantic coastline become an easy and enjoyable drive for a quick get-away. And Rowan County is strategically located to three international airports and numerous regional airports, in addition to being a frequent stop for the Amtrak rail service. (RSS)

Demographic and Other Population Data

Rowan County (according to US Census Quick Facts)

- The population is 142,088
- 50.6% of residents are female and about 49.4% are male.
- 9.4% of residents identify as Hispanic or Latino (of any race).
- In 2019, about 79.4% of residents are White.
- 16.9 % are African American.
- 1.2 % are Asian.
- In 2019, about 22.1% of the population is under 18.
- 85.3% of the adult population has a high school diploma.
- 18.7% of the adult population has a college degree.
- About 17.9% of population is retirement age (65 and older).
- 16.3% of the population lives in poverty.
- 13.6% of the population under 65 years of age are uninsured.
- 4.5% of the population is foreign born.
- The median income for a household in the county was \$48,667.
- There are approximately 8,241 children age birth to five in Rowan County

Economic Factors

Housing

Affordable Housing and severe housing problems in Rowan County include data points around the percentage of households with at least one of four housing problems: overcrowding, high housing costs, lack of kitchen facilities, or lack of plumbing facilities. Currently, 15% of Rowan residents experience housing problems, 12% experience severe housing cost burden, 3% experience overcrowding, and 1% experience inadequate facilities.

Food Deserts

Access to healthy foods continues to be an issue in Rowan County. Per the 2020 County Health Rankings, 11% of our population has limited access to healthy foods, that is, they are of low-income and do not live close to a grocery store; the state is at 7%. Additionally, 14% of the population have food insecurity and lack adequate access to food.

Economic Mobility

The “children living in poverty” measure captures an upstream measure of poverty that assesses both current and future health risks. Per the 2020 County Health Rankings, 25% of Rowan County children are living in poverty, while the statewide average is only 20%.

Our unemployment rate currently matches the states at 3.9% according to the 2020 County Health Rankings, however due to COVID-19, the novel coronavirus in early 2020, the unemployment rate skyrocketed as more than 500,000 jobs were lost in North Carolina.

The most recent data for Rowan County puts the unemployment rate at 4.4% in March. In May 2020, the Bureau of Labor Statistics shared the national unemployment rate was at least 14.7%.

(Rowan County 2019 State of the County Health Report)

Education

The Rowan-Salisbury School System (also called Rowan-Salisbury Schools) is a PK–12 graded school district in North Carolina covering nearly all of Rowan County including the city of Salisbury. The second largest employer in the county, the school system serves 19,500 students of which 63% live in poverty. Salisbury split off from the original county-wide system in 1921, but merged back into the county system in 1989.

Dr. Lynn Moody serves as the fifth superintendent of the combined system. The system has won several awards, including two statewide Teachers of the Year and two Blue Ribbon schools.

The following is the statistical data for RSS:

- 20,000 Students
- 3,000 Staff
- 35 Schools
- 6 Traditional High Schools
- 1 Early College
- 1 Alternative School
- 7 Middle Schools
- 20 Elementary Schools

Head Start /Early Head Start Eligible Children

As aforementioned, the estimated number of children ages birth to five in Rowan County is 8,241. In addition, the estimates are that 50.9% of children in the county live in poverty and are income and age eligible for Head Start.

Cabarrus County

Cabarrus County is a county located in the south-central part of the U.S. state of North Carolina. As of the 2010 census, the population was 178,011. The county seat is Concord, which was incorporated in 1803.

Among its significant historic sites is the Reed Gold Mine, a National Historic Landmark. The first gold discovered in the United States was found here in 1799, resulting in a gold rush in the early 1800s. So much gold was mined that President Andrew Jackson established the US Mint to control it.

History

The county was formed on December 29, 1792 from Mecklenburg County. Located in the Piedmont, it was named after Stephen Cabarrus of Chowan County, speaker of the North Carolina House of Commons.

Beginning about 1750, the county was settled mainly by immigrants: Germans on the eastern side and Scotch-Irish in the western area of the county. When it came time to choose a location for the county seat and county government, each ethnic group wanted the county seat located close to their populations and could not reach agreement on a site. Stephen Cabarrus wrote to the citizens pleading with them to come together in peace to choose a location for their county seat. A central area of the county was chosen in 1796 and aptly named Concord, a derivative of two French words "with" and "peace." Representative Paul Barringer introduced a bill into the state legislature to incorporate Concord; it passed on December 17, 1806. The town of Concord was begun on land owned by Samuel Huie and wife Jane Morrison Huie.

Location

Cabarrus County is included in the Charlotte-Concord-Gastonia, NC-SC Metropolitan Statistical Area. Cabarrus County is situated in the gently rolling countryside of the Carolina Piedmont. There are no significantly high peaks or points, although the eastern half of the county contains the westernmost foothills of the Uwharrie Mountains. Altitude ranges from approximately 500–800 feet above sea level. No large or navigable rivers flow through the county; the nearest navigable waterway is the Yadkin River in nearby Rowan County. Land slope is generally toward the southeast. The longest waterway within the county is Rocky River, which rises in Iredell County and empties into the Pee Dee below Norwood in Stanly County. (*Cabarrus County website*)

Table 1. Facts about Cabarrus County Service Area

Cabarrus County
County Seat: Concord
Largest City/Town: Concord
Unemployment Rate April 2020 12.3%
Total Area/Land Area of County: 362 square miles
Average High Summer Temperature: 89 degrees F
Average Winter Low Temperature: 28 degrees F

Cities

- Concord (county seat)
- Kannapolis
- Locust (part)

Towns

- Harrisburg
- Mount Pleasant
- Midland

Transportation: Highways

Major highways that currently traverse Cabarrus County include:

- I-85
- US 29
- NC 52
- US 601
- NC 3
- NC 24
- NC 27
- NC 49
- NC 73
- NC 200

Demographic and Other Population Data**Cabarrus County (according to US Census Quick Facts)**

- The population is 216,453.
- 51.2% of residents are female and about 48.8% are male.
- 11.1% of residents identify as Hispanic or Latino (of any race).
- In 2019, about 63.4% of residents are White.
- 19.6% are African American.
- 4.7 % are Asian.
- In 2019, about 25.4% of the population is under 18.
- 90% of the adult population has a high school diploma.

- 31.2% of the adult population has a college degree.
- About 13.4% of population is retirement age (65 and older).
- 9% of the population lives in poverty.
- 10.6% of the population under 65 years of age are uninsured.
- 8% of the population is foreign born.
- The median income for a household in the county was \$64,174.
- There are approximately 13,852 children age birth to five in Cabarrus County

Health Data

The 2012 Cabarrus Community Needs Assessment report highlighted the need for screening and prevention as one of the key issues in the community. Cancer, diseases of the heart and chronic lower respiratory disease are the top three causes of mortality in Cabarrus County. In the 2012 Community Needs Assessment, secondary data indicated that 21.9 percent of adults and 11.4 percent of children within the county were uninsured. Over the last four years, there has been a decrease in the number of adults (17%) and children (5.2%) that are classified as uninsured. The results of the 2016 Consumer and Key Informant Surveys are strikingly similar to those of 2012 with respect to the priority issues and many of the other issues related to prevention and health promotion. While, obesity is still considered a pressing health issue, substance use and mental health were prioritized as requiring the most immediate attention. The 2012 report highlighted healthy living (weight, nutrition and environmental supports) as a top priority for the community. High blood pressure, 41 diabetes, dental disease or problem, mental health diagnosis and obesity were among the top 5 conditions with which consumer respondents had been diagnosed in the 2016 Community Survey

(2016 Cabarrus County Community Assessment)

Economic Factors

The following six areas were identified as Cabarrus County's top priorities in the 2012 Community Needs Assessment:

- Under/Unemployment
- Access to Healthcare
- Mental Health
- Education
- Housing
- Wellness & Obesity

Specific progress towards priority areas identified in 2012 is noted in the comprehensive Community Needs Assessment and Annual SOTCH (State of the County Health) reports and can be accessed on the Healthy Cabarrus website. As part of the 2016 Needs Assessment process, key informants were asked to rate the significance of current community problems.

The top 15 issues included: affordability of healthy food (94%), obesity (91%), tobacco, alcohol or drugs (88%), affordability of housing (87%), homelessness (80%), access to mental health (82%), affordability of 5 clinical health services (82%), racism (79%), specialized services for

the aging (77%), substandard housing (77%), domestic violence (76%), public transportation (75%), child neglect or abuse (74%), affordability of childcare (74%), and neighborhood safety (73%).

(2016 Cabarrus County Community Assessment)

Education

The Cabarrus County School System serves all of the county with the exception of parts of Kannapolis, which operates its own school district. The system is generally regarded as one of the better school districts in the state, with high student achievement and low instances of violence and other problems.

The county is also home to Barber-Scotia College, the Cabarrus College of Health Sciences (a four-year college), and a branch of Rowan-Cabarrus Community College. UNC Charlotte, although in Mecklenburg County, is located near Harrisburg and is easily accessible to Cabarrus residents via Highway 49.

Cabarrus County citizens are served by the Cabarrus County Public Library system, which comprises four library locations and a fifth structure to be built in the town of Midland.

Cabarrus County Schools

With more than 32,000 students, Cabarrus County Schools is one of the largest school systems in North Carolina. Cabarrus County Schools has more than 4,000 employees, 2,400 of which are teachers. The school system budget is \$300 million. More than 24,670 students are transported each day and the school system boasts an 89.5% graduation rate which is higher than the state rate. *(Cabarrus County Schools)*

Kannapolis City Schools

The Kannapolis City School System was created by the North Carolina Legislature on March 28, 1935. J. W. Bullock became superintendent and remained in that position until his retirement in 1971. Dr. Grier Bradshaw served from 1971-1989. Ralph Johnson served from 1989-1992, and Dr. Edward B. Tyson served from 1992 until June 2001. On July 1, 2001, Dr. Jo Anne A. Byerly became the fifth superintendent of Kannapolis City Schools and the first woman to hold the superintendent's position. Dr. Pamela Cain became the sixth superintendent in July 2010 and served until October 2015. In January 2016 Dr. Daron "Chip" Buckwell was named the seventh superintendent. *(Kannapolis City Schools)*

Head Start /Early Head Start Eligible Children

As aforementioned, the estimated number of children ages birth to five in Cabarrus County is 13,852. In addition, the estimates are that 36.3 % of children in the county live in poverty and are income and age eligible for Head Start.

Davidson County

Davidson County is a county located in the U.S. state of North Carolina. Its county seat is Lexington and its largest city is Thomasville.

History

The original North Carolina county of this name was created in 1786 what was then the far western portion of North Carolina, with its county seat at Nashville and a territory covering most of what is now Middle Tennessee. When Tennessee was established as a separate state in 1796, this county became Davidson County, Tennessee.

The current North Carolina county was formed in 1822 from Rowan County. It was named after Brigadier General William Lee Davidson, an American Revolutionary War general killed at the Battle of Cowan's Ford on the Catawba River in 1781.

In 1911, a new county called Piedmont County was proposed, with High Point as its county seat, to be created from Guilford, Davidson and Randolph Counties. Many people appeared at the Guilford County courthouse to oppose the plan, vowing to go to the state legislature to protest. The state legislature voted down the plan in February 1911.

Location

Davidson County is included in the Winston-Salem, NC Metropolitan Statistical Area, which is also included in the Greensboro-Winston-Salem-High Point, NC Combined Statistical Area.

Parts of Davidson County are in the Yadkin Valley wine region.

Table 6. Facts about Davidson County Service Area

Davidson County
County Seat: Lexington
Largest City/Town: Thomasville
Unemployment Rate April 2020 13.5%
Total Area/Land Area of County: 552 square miles
Average High Summer Temperature: 87 degrees F
Average Winter Low Temperature: 27 degrees F

Transportation

Major highways that currently traverse Davidson County include:

- US 52
- NC 8
- NC 24
- NC 27
- NC 73
- NC 200
- NC 109
- NC 138
- NC 205
- NC 731
- NC 740
- NC 742

Ground Transportation

Davidson County encompasses a land area of 552 square miles with 205 miles of paved roads, and 95% of Davidson County residents live within 10 miles of a four-lane highway. Major highways include Interstate Highway 85, US Highways 52 and 64, and NC Route 8. There is no major commercial airport in Davidson County, but Piedmont Triad International Airport in Greensboro and Charlotte/Douglas International Airport in Charlotte are accessible by major highways. The local Davidson County Airport serves commuter and recreational fliers. Davidson County is not a major stop on any passenger railway system (the closest stops are Winston-Salem and High Point) and there are no interstate bus lines within the county that offer passenger services.

(2015 Davidson Community Health Assessment)

Demographic and Other Population Data

Davidson County (according to US Census Quick Facts-2016)

- The population is 167,609
- 51.1% of residents are female and about 48.9% are male.
- 7.4% of residents identify as Hispanic or Latino (of any race).
- In 2019, about 79.4% of residents are White.
- 10.1 % are African American.
- 1.6 % are Asian.
- In 2019, about 21.7% of the population is under 18.
- 83.4% of the adult population has a high school diploma.
- 18.5% of the adult population has a college degree.
- About 18.5% of population is retirement age (65 and older).
- 15% of the population lives in poverty.
- 14.2% of the population under 65 years of age are uninsured.
- 5% of the population is foreign born.
- The median income for a household in the county was \$47,271.
- There are approximately 9,218 children age birth to five in Davidson County

Health Data

It would appear that the poor, the uninsured, African Americans (and other minorities), and males in Davidson County are at greater risk for poor health outcomes than their wealthy, insured, white, and female counterparts. Other vulnerable populations include people living in the rural parts of the county, who may have problems accessing health and human service resources. Populations at-risk for poor health outcomes relative to priority health topics are discussed later in this report. *(2018 Davidson Community Health Assessment)*

According to results from the 2018 Davidson County Community Health Survey, approximately 12% of respondents reported being in “excellent” health, and almost 44% reported “good” health. Slightly under 9% deemed themselves in “poor” or “below average” health.

Life expectancy in Davidson County has improved overall. For persons born in 2011-2013, the overall life expectancy was 76.6 years, compared to 75.7 years in 1990-1992. Life expectancy in the African American community, despite continued poverty and poor health outcomes, improved from 70.3 years in 1990-1992 to 75.1 years in 2011-2013. While life expectancy for males rose from 72.1 to 74.5 over the period described, gender-stratified mortality data shows

that men in Davidson County have long had higher mortality rates than women for all leading causes of death except stroke and Alzheimer's disease.
(2018 Davidson Community Health Assessment)

The following were established as Davidson County's health priorities for the next three years (2016-2018):

- Overweight/obesity
- Smoking/tobacco use
- Mental health
- Chronic disease (especially heart disease and diabetes)
- Substance abuse

Economic Factors

Employment

The industry in Davidson County that employed the largest percentage of the workforce (22.56%) was Manufacturing, with an average weekly wage of \$934.

- The Retail Trade sector accounted for the second largest percentage of the Davidson County workforce, at 12.01% (average weekly wage of \$496), followed by Health Care and Social Assistance at 10.14% (average weekly wage of \$717).
- Statewide, the sector employing the largest percentage of the workforce was Health Care & Social Assistance (14.0%), followed by Retail Trade (11.7%) and Manufacturing (10.8%).
- The average weekly wage for all sectors in Davidson County was \$805, \$271 less than the average weekly wage for all sectors in NC as a whole. This weekly shortfall in Davidson County computes to an annual county deficit of \$14,092.

(2018 Davidson Community Health Assessment)

Poverty

The poverty rate is the percent of the population (both individuals and families) whose money income (which includes job earnings, unemployment compensation, social security income, public assistance, pension/retirement, royalties, child support, etc.) is below a federally established threshold.

As subsequent data will show, poverty may have strong racial and age components that are not discernible in these numbers.

- In Davidson County, the poverty rates rose in each period from 2006-2010 through 2009-2013 and have fluctuated since.
- The poverty rate in Davidson County was the lowest among the comparators in every period cited.

- In Davidson County over the period cited, the poverty rate among blacks was 1.7 to 2.7 times the poverty rate among whites.
- The poverty rate among Hispanics in Davidson County over the period cited was from 1.4 to 3.0 times the comparable rate for whites.

(2018 Davidson Community Health Assessment)

Education

Davidson County Schools

Davidson County Schools is a school district in Davidson County, North Carolina. The administrative education board is headquartered just off of U.S. Highway 64 on County School Road just outside the city limits of Lexington, North Carolina. The school system comprises six high schools, seven middle schools, eighteen elementary schools, one extended day school, one ungraded special school, and a STEM based career academy. The superintendent is Dr. Lory Morrow. Two other school districts, Lexington City Schools and Thomasville City Schools, are found in Davidson County.

Lexington City Schools

Lexington City Schools is located in the heart of Piedmont North Carolina. The city offers a unique blend between rural and urban life. With local attractions ranging from world-renowned artist galleries to Nextel Cup racing, we think there is something for all to enjoy. Aside from the features residing in this, our area, Lexington is also situated no more than 30 minutes from the Triad cities of Winston-Salem, Greensboro, and High Point as well as the Piedmont Triad International Airport (PTI). In addition, we are only an hour's drive on Interstate 85 from Charlotte and Research Triangle Park near Raleigh. *(Lexington City Schools website)*

Thomasville City Schools

“It is our mission in Thomasville City Schools to partner with parents, community, and staff to nurture and prepare our students for success in the 21st Century”. Educating the whole child and providing them with the tools needed for success in life is paramount. Expectations for a positive learning environment along with rigor, relevance, and relationship building will ensure success for all students. *(Thomasville City Schools)*

Graduation Rates

The 2015-16 four-year cohort graduation rates for Davidson County Schools was 89.3% compared to the state average of 87%. The 2015-16 four-year cohort graduation rates for Lexington City Schools was 89.3% compared to the state average of 87%. The 2015-16 four-year cohort graduation rates for Thomasville City Schools was 89.3% compared to the state average of 87%.

Head Start /Early Head Start Eligible Children

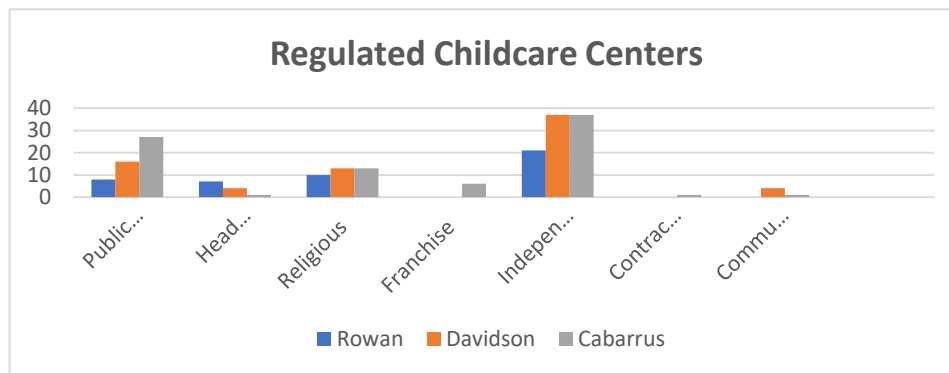
As aforementioned, the estimated number of children ages birth to five in Davidson County is 9,218. In addition, the estimates are that 49.5 % of children in the county live in poverty and are income and age eligible for Head Start.

Foster Care

Head Start Performance Standards require that all children in foster care be considered categorically eligible for Head Start services, regardless of income. The chart below shows the number of children under the care of the state.

Number of Children in Foster Care (Per County)			
Rowan County	Davidson County	Cabarrus County	North Carolina
295	245	175	17,280

Data Source: Duncan, D. F., Stewart, C. J., Vaughn, J. S, Guest, S., Rose, R. A, Malley, K., and Gwaltney, A. Y. (2018). [Management Assistance for Child Welfare, Work First, and Food & Nutrition Services in North Carolina \(v3.21\)](#), University of North Carolina at Chapel Hill Jordan Institute for Families.



(NC Childcare.ncdhhs.gov)

Poverty Indicators and Additional Data

During these unprecedented times caused by the Coronavirus pandemic, the percentage of children experiencing poverty as well as the number of uninsured children is likely to change due to the loss of parent's and caregiver's employment and employer health benefits.

More families are struggling to meet their basic needs, and once federal aid efforts have ended, families are likely to experience continued financial crisis when delinquent housing expenses that were placed on hold during the shutdown are due for payment.

Table 3 Child poverty indicators:

Child Poverty Indicators	Rowan County	Davidson County	Cabarrus County
Children living in low-income homes	50.9%	49.5%	36.3%
Children in households that are food Insecure	21.2%	20.2%	17.5%
Children Without Health Insurance	7.4%	6.6%	4%
Infant Mortality Per 1000 live births	5.6%	10.9%	7.6%

(NC Child 2020 County Data Report Cards)

Ethnicity & Race

While both the state of North Carolina and SRCAA's core service area are fairly homogenous in ethnicity and race, there are demographic differences among the three counties and the state of North Carolina.

With regard to ethnicity, Rowan and Cabarrus County has a slightly higher percentage of Hispanic residents than the state.

As for race, Davidson County has a much higher percentage of White residents (close to 90%) than any of the other service area counties and much higher than the state percentages.

Income

County	Median Income
Cabarrus	\$54,720
Davidson	\$43,693
Rowan	\$43,069

Cost of Living

The living wages in the chart below come from the Poverty in America Living Wage Calculator created by Dr. Amy K. Glasmeier of the Massachusetts Institute of Technology. State minimum wages are determined based on the posted value of the minimum wage as of January one of the coming year.

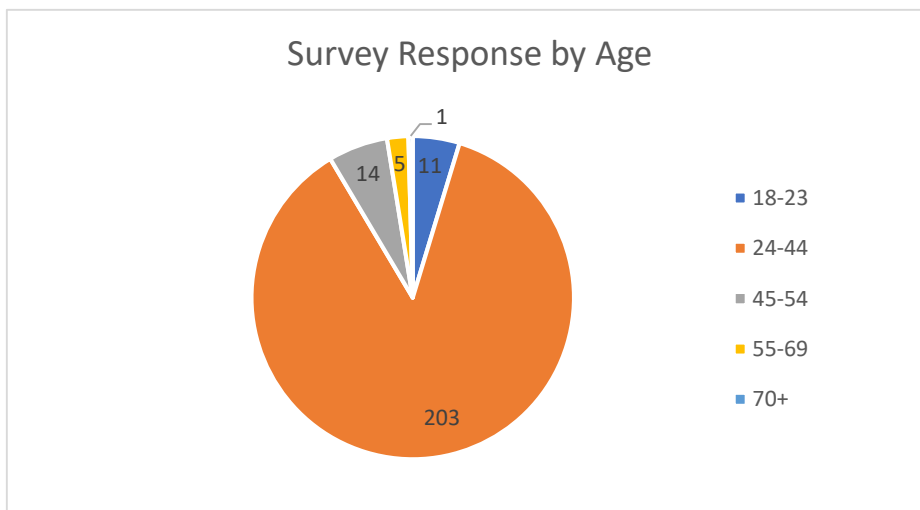
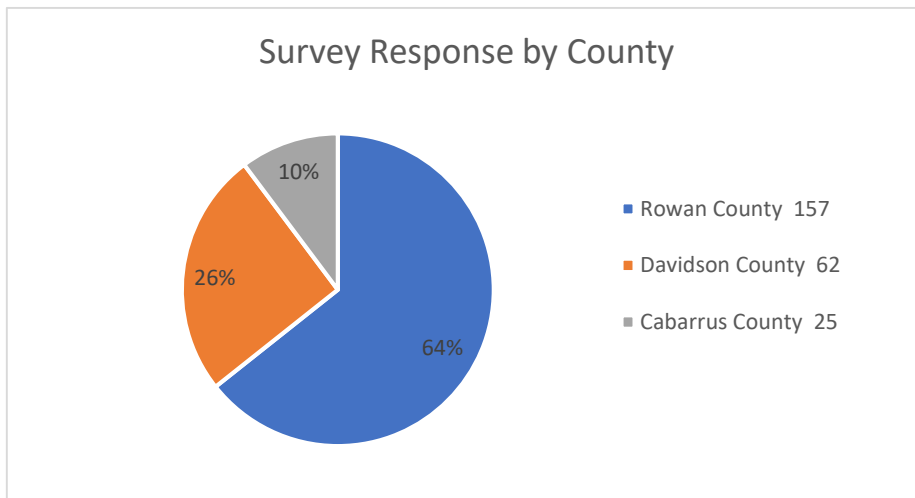
HOURLY WAGES		1 ADULT	1 ADULT, 2 CHILDREN	2 ADULTS, 2 CHILDREN
LIVING WAGE	Rowan	\$11.48	\$28.85	\$25.62
	Cabarrus	\$13.15	\$30.10	\$26.87
	Davidson	\$11.20	\$27.81	\$24.57
POVERTY WAGE	ALL	\$6.00	\$10.25	\$12.38
MINIMUM WAGE	ALL	\$7.25	\$7.25	\$7.25

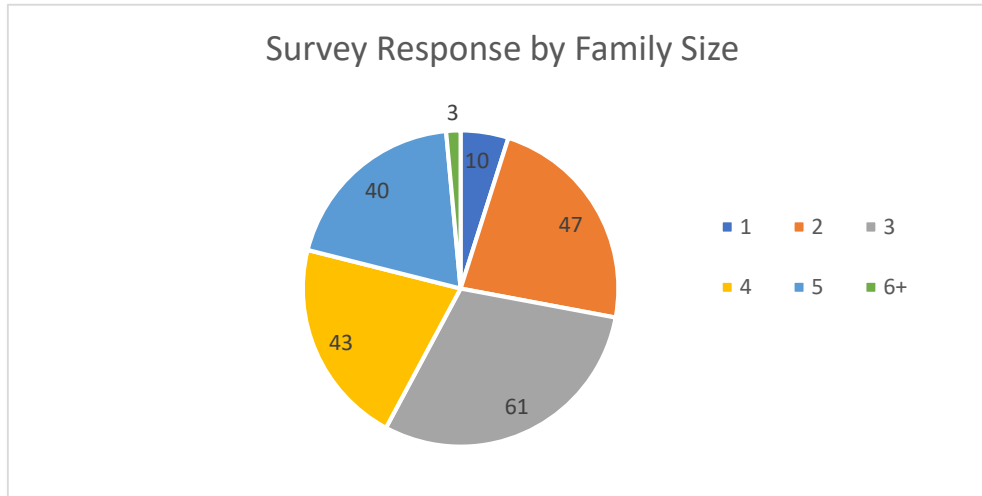
*It should be noted it is assumed one adult is the wage earner and one cares for the children in the two adults and two children scenario. For more information on the calculator or Dr. Glasmeier's methodology, go to <http://livingwage.mit.edu/>.

Community Perspectives on Need

As part of the Community Assessment process, community partners, members of the public and private sector and residents, parents and staff were polled to get their perspective on issues most relevant in their community. Surveys were remitted and completed. 244 surveys were returned. The following is a synopsis of the information obtained and input garnered from these data collection methods:

Survey Responses Data





Additional Characteristics of Survey Responders

<i>Household Type</i>			
Two Parent		Single Parent	
22		138	
<i>Primary Language</i>			
English	Spanish	Other	
198	46	1	
<i>Head Start Parent</i>			
Yes	No	Waitlisted	
200	44	23	
<i>Medical Insurance</i>			
Yes	No	Undisclosed	
214	29	1	
<i>Disabled</i>			
Yes	No	Undisclosed	
18	224	2	
<i>Education</i>			
High Diploma	College Graduate	Skills Certification	Undisclosed
147	51	8	38

Survey Results (Parents/Participants/Low Income Residents)

Of the 244 surveys returned, 89% were from low-income residents. The following are the results of the discussion (responses are in order of ranking):

Community Perception of Most Pressing Family Needs (in order of importance):

Survey Category	Percentage of Response
Employment Skills Training	42%
Crisis Assistance (Food & Utilities)	34%
Standard Housing – Housing Repair	31%
Afterschool Care	18%
Daycare	17%
Tutoring for Children/Teens	16%

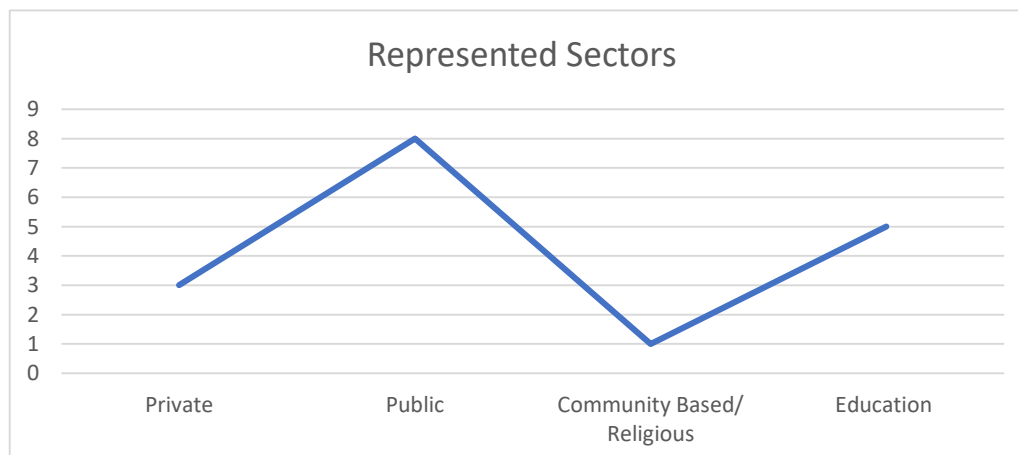
Community Perspective on Greatest Issues Facing the Community:

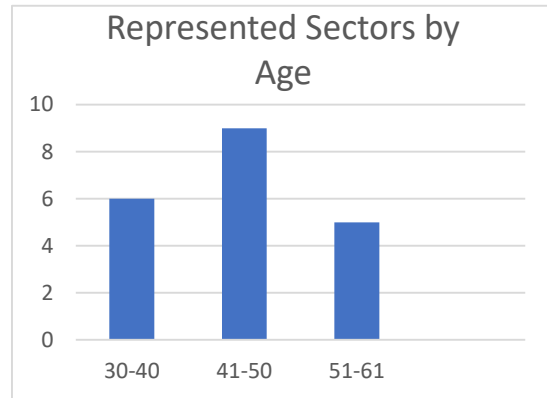
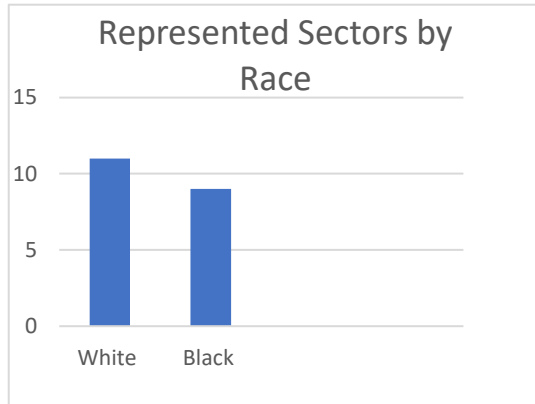
Survey Category	Percentage of Response
Head Start Transportation	30%
Public Transportation	21%
Neighborhood Safety	17%
Adult Basic Education (ABE)	11%
English as a Second Language (ESL)	14%

Focus Group Results

During the implementation of the Community Wide Needs assessment of SRCAA, Inc.'s service areas, several focus groups comprised of SRCAA, Inc. partners and representative of the community we conducted. The following are the results of the discussions.

Sectors Represented in Focus Groups





<i>What are the strengths of the community?</i>		
<i>Rowan County</i>	<i>Cabarrus County</i>	<i>Davidson County</i>
SRCAA, Inc. 24-hour homeless shelter Philanthropy Proximity to Charlotte/Greensboro Many institutions of higher learning	Thriving community Proximity to Charlotte Multiple resources Educational Institutions	Multiple resources Collaborations/Great Partnerships Head Start Medical Services Outreach Services Shelters

<i>What are the top needs of your community?</i>		
<i>Rowan County</i>	<i>Cabarrus County</i>	<i>Davidson County</i>
Employment Childcare Education and Job training Neighborhood safety Transportation Housing Nutrition	Employment Affordable housing Education/ Job training Financial literacy Transportation Neighborhood safety Nutrition	Housing Transportation Childcare

<i>What are the top issues facing your community?</i>		
<i>Rowan County</i>	<i>Cabarrus County</i>	<i>Davidson County</i>
Lack of employment opportunities Crime Healthcare System Education System Mental Health/ Behavioral Health Social Issues/ Discrimination Childcare	Education system Lack of employment opportunities Healthcare System Child Abuse/Neglect Social Issues/ Discrimination	Disparity (in transportation, housing and other services) in urban versus rural areas of the county

COMMUNITY RESOURCES

SRCAA provides many services to low-income families, for a complete listing of the agency's services, please visit www.srcaa.com. The following are non-SRCAA resources available in the agency's core service area.

ROWAN COUNTY

Rowan County Sheriff's Office'	First Methodist CDC
City of Salisbury	Haley's Future Leaders
Salisbury Police Dept.	Main Street Mission
Rowan County EMS	Blackwelder Park Food Pantry
Rowan-Salisbury Schools	Salvation Center Church
NC Cooperative Extension	West Point Baptist Church Food Pantry
Workforce Investment Act Program	Food Pantry, The Salvation Army of Rowan
Rufty-Holmes Senior Center	County
Smart Start Rowan	Grateful Community Services
Novant Medical Center	Gethsemane Outreach Center
Smoke Free Rowan	Rowan Helping Ministries
Piedmont Behavioral Healthcare	Main Street Mission
United Way of Rowan County	Goodwill Career Connections
Adolescent and Family Enrichment Council	Livingstone College
Youth Services Bureau	Rowan-Cabarrus Community College
Rowan Co. Department of Social Services	Catawba College
Social Security Administration	English as Second Language
Down East Respiratory Therapy	GED Program, RCCC
Interactive Speech Language Therapy	Rowan County Health Department
Daymark Recovery Services	Novant Health-Rowan Medical Center
Lifeworks Behavioral Health	Good Shepherd Clinics
Rape, Child & Family Abuse Crisis Council	Community Care Clinic
WIC	Rowan County Housing Authority
S & H Youth & Adult Services	Salisbury Housing Authority
Families First	East Spencer Housing Authority
Advantage Children's Center	Pregnancy Support Center

CABARRUS COUNTY

Healthy Cabarrus Chair/Cooperative
 Christian Ministry
 City of Concord
 CMC-North East Faith Community Health
 Ministry
 Cabarrus College of Health Sciences
 Cabarrus Health Alliance
 Cabarrus Community Planning Council
 Piedmont Behavioral Health
 Department of Social Services
 Cabarrus County Transportation Services
 Cabarrus Partnership for Children
 United Way of Central Carolinas
 Cabarrus Regional Chamber of Commerce
 Atrium Health
 Cabarrus County Department of Aging
 Mental Health Association of Central
 Carolinas
 City of Concord
 The Arc of Cabarrus County, Inc

Cooperative Christian Ministry
 Cannon Foundation
 Habitat Cabarrus
 City of Kannapolis
 American Red Cross, Cabarrus County
 Cabarrus County JobLink/Employment
 Security Commission
 Kannapolis Parks and Recreation
 Rowan-Cabarrus Community College
 Kannapolis City Schools
 Project SAFE Cabarrus
 Physician Services - Carolinas Medical
 Center-NorthEast
 Community Free Clinic
 Concord City Council
 Cabarrus County Schools
 New Life Baptist Church
 Cabarrus County Parks Department
 Southgate Masonry
 Cooperative Christian Ministry

DAVIDSON COUNTY

Thomasville City Schools
 WFBH Lexington Medical Center
 Foundation
 Community Relations Manager
 Baptist Children's Home
 Thomasville Medical Center
 Davidson County Board of Health
 City of Lexington
 Thomasville Medical Associates
 Bank of the Carolinas
 ASMO North Carolina, Inc.
 Davidson County Cooperative Extension
 Davidson County Health Department
 Wake Forest Baptist Health
 Thomasville Chamber of Commerce
 Davidson County Community College
 City of Lexington Recreation Department
 Rosary Catholic Church
 Davidson County Sheriff's Department
 Veterinary Hospital
 Lexington Housing Community
 Development
 Davidson Cardiology

YMCA of Lexington
 Director Smart Start
 Davidson Urology
 Thomasville Recreation Department
 Positive Wellness Alliance
 Davidson County Schools
 Davidson Medical Ministries Clinic
 Davidson County Recreation Department
 N.C. Department of Transportation
 Family Services of Davidson County
 Thomasville Pediatric Clinic
 Lexington Orthopedic Clinic
 Davidson County Community College
 Davidson Vision
 Davidson County Clerk of Courts
 Davidson County Emergency Services
 Davidson Water
 Lexington Chamber of Commerce
 Thomasville Pediatric Clinic
 Thomasville City Schools
 Davidson County Commissioner
 Davidson Cardiology
 Communities in Schools

