

07

PEOPLE  
PLANNING



# PEOPLE TASK FORCE CO-CHAIRS:



RESIDENT OF  
ALLEN HOMES

## Community Foundation of the CSRA

For more than 25 years, the Foundation has faithfully connected the philanthropic spirit of the community members with nonprofits and community initiatives to enhance the quality of life for all residents of our region — for today and tomorrow.

### **Key initiatives:**

- + The HUB for Community Innovation
- + Literacy Initiative targeting two area elementary schools
- + Trauma-informed care

## Augusta Housing & Community Development Department

The mission of the department is to create positive change by promoting self-sufficiency through partnerships in economic development, quality housing, and neighborhood reinvestment.

### **Key initiatives:**

- + Homeless Task Force Committee developing Strategic Plan to provide supportive services
- + Exploring creation of multi-service homeless prevention center

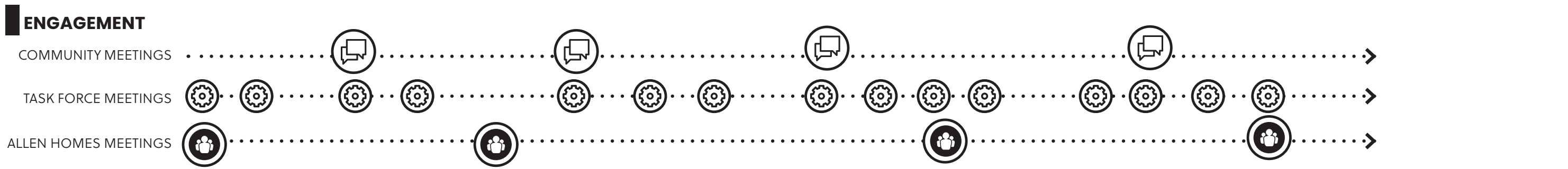
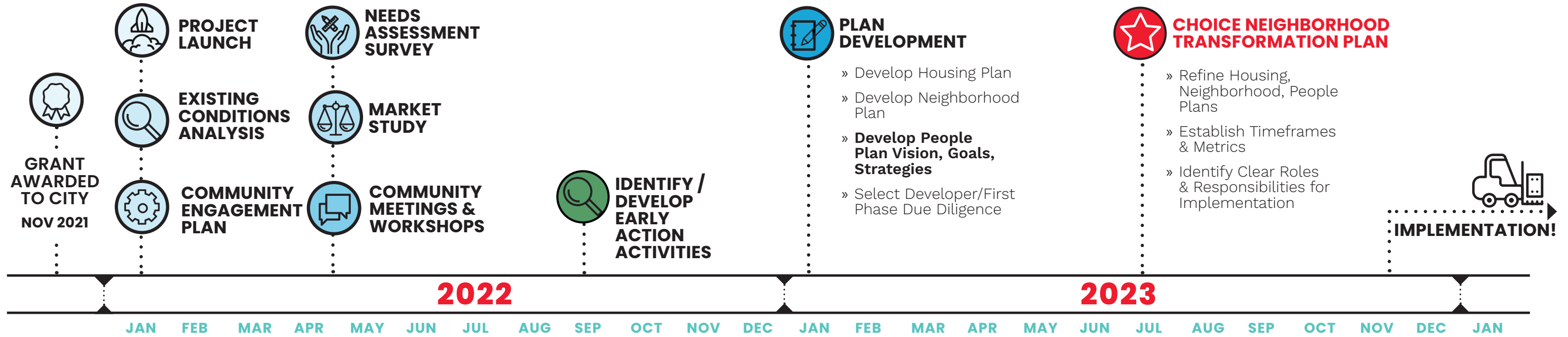
## Allen Homes Resident

Allen Homes is one of 13 residential housing sites operated by the Augusta Housing Authority. Residents are actively re-establishing the Resident Council to play an active role in the planning process.

### **Key initiatives:**

- + In the process of reactivating Resident Council so that it can serve as a strong resource for residents to keep them informed about and engaged in the planning process

# PLANNING SCHEDULE:



# DEMOGRAPHICS AT A GLANCE

		CITY OF AUGUSTA	CHOICE NEIGHBORHOOD	ALLEN HOMES
<b>POPULATION</b>		202,081 **	9,396	388
<b>AGE</b>	MEDIAN AGE	35.3	40.1	14
	UNDER 15	19%	14.7%	50.5%
	15-24	14.5%	18.2%	16.2%
	25-34	16.1%	12.1%	13.9%
	35-64	34.9%	34.8%	16.8%
	65+	15.5%	20.2%	2.6%
<b>RACE &amp; ETHNICITY</b>	BLACK	58.4%	68.9%	97.9%
	WHITE	34.3%	25.4%	0.3%
	OTHER	2.0%	3.1%	0.0%
	HISPANIC	5.3%	2.6%	1.8%
<b>POVERTY RATE</b>		20.6%	41.5%	NOT AVAILABLE
<b>UNEMPLOYMENT</b>		7.6%	11.9%	NOT AVAILABLE
<b>HOUSEHOLDS</b>	# HOUSEHOLDS	77,478	3,883	141
	AVG. HOUSEHOLD SIZE	2.44	2.00	-
	SINGLE-MOTHER HH (2010)	22.7% *	23.0% *	68.1%
	MEDIAN HH INCOME	\$44,715	\$20,633	\$9,528
<b>HOUSING</b>	TOTAL # UNITS	88,332	5,061	150
	HOMEOWNERSHIP RATE	44.0%	16.6%	NOT APPLICABLE
	VACANCY	12.3%	23.3%	7.3%***
	MEDIAN HOME VALUE	\$138,165	\$78,606	NOT APPLICABLE

# UNDERSTANDING HEALTH:

## COMMUNITY HEALTH INDICATORS

- + Cancer and heart disease are leading causes of death in all counties.
- + About half of all children live with one parent.
- + About 14% (2017) of people under 65 do not have health insurance in Richmond County.
- + The high rate of poverty makes it challenging to make healthy lifestyle choices.
- + The urban core is a food desert; there is not one full-service grocery store.
- + A positive: The ratio of health providers to people in Richmond County is higher than in many top-performing counties nationally.

SOURCE: 2019 COMMUNITY HEALTH NEEDS ASSESSMENT, UNIVERSITY HEALTHCARE SYSTEM

23%

OF CHOICE NEIGHBORHOOD RESIDENTS DO NOT HAVE HEALTH INSURANCE\*

20.1%

AUGUSTA RESIDENTS COULD NOT COVER \$400 EMERGENCY EXPENSE \*\*

34%

OF HOUSEHOLDS IN CHOICE NEIGHBORHOOD HAVE AT LEAST ONE PERSON WITH A DISABILITY\*

25.3%

AUGUSTA RESIDENTS WORRY/STRESS OVER RENT/MORTGAGE PAYMENT\*\*

SOURCE: \*2015-2019 ACS DATA; \*\*2019 COMMUNITY HEALTH NEEDS ASSESSMENT REPORT BY AUGUSTA HEALTH

# UNDERSTANDING HEALTH:

## **BUILDING A HEALTHIER COMMUNITY WHILE BECOMING A NATIONAL MODEL FOR COMMUNITY REVITALIZATION**

This project presents a unique opportunity to build on the strength of Augusta University Medical Center and the local health eco-system.

- + The combination of research, education, practice and deep community need is at the crossroads of creative new thinking.
- + There is an opportunity to extend community-based research efforts to the Choice Neighborhood through the HUB and build on creative initiatives such as MCG Center for Minority and Rural Health Disparities.
- + Strengthening relationships with Christ Community Health Services Augusta (FQHC), Harrisburg Family Health Care, Veteran's Hospital.



# UNDERSTANDING HEALTH:

## INITIATIVES UNDERWAY



### AUGUSTA LOCALLY GROWN

- + Dedicated to growing the local food community and promoting public health through farmers' markets, community gardens.
- + VeggieRx Program: One of first two programs like it in nation.
- + Healthy/Nutrition Classes using food out of garden and available in food deserts.
- + Food Pharmacy in HUB (planned).



### HARRISBURG FAMILY HEALTH CARE

- + Provides free medical care to more than 3,000 uninsured and under-insured Augusta area residents annually.
- + Hosts School Health Fair Checks for children; also at community affairs / events.
- + Planned services include: free mental health care (group/individual) and screening for ACES (planned).



### MCG CENTER FOR MINORITY AND RURAL HEALTH DISPARITIES

- + The Center will focus on research, education, and training to reduce or eliminate physical and mental health disparities in racial and ethnic minority populations. It will house multiple programs such as Georgia Prevention Institute; GCC Cancer Prevention, Control & Population Health; MCG 3+ Rural Healthcare Pathway Program; and Student Educational Enrichment Program.

# UNDERSTANDING INCOME & EMPLOYMENT:

## INCOME DISPARITIES

**42%**  
OF CHOICE  
NEIGHBORHOOD  
RESIDENTS LIVE  
IN POVERTY

RATE OF  
UNEMPLOYMENT  
**7.6%**

AUGUSTA  
**11.9%**  
CHOICE  
NEIGHBORHOOD

SOURCE: 2019 ACS 5-YEAR ESTIMATES

MEDIAN  
HOUSEHOLD  
INCOME  
**44,715**  
AUGUSTA

**20,633**  
CHOICE  
NEIGHBORHOOD

**9,528**  
ALLEN HOMES

**34%**  
OF CHOICE  
NEIGHBORHOOD  
RESIDENTS HAVE  
NO INTERNET  
ACCESS

MEDIAN HOUSEHOLD  
INCOME

- Less than \$20,000
- \$20,000-\$35,000
- \$35,000-\$50,000
- \$50,000-\$65,000
- More than \$65,000

SOURCE: 2019 ACS 5-YEAR  
ESTIMATES





# UNDERSTANDING INCOME & EMPLOYMENT:

## EMPLOYMENT SNAPSHOT

- + The Choice Neighborhood has a relatively high rate of unemployment (which could be even higher because of COVID pandemic.)
- + There is a significant need for educated residents to fuel workforce, presenting opportunity to create a training pipeline to available jobs.
- + Industries & Opportunities:
  - + Healthcare
  - + Government/Military
  - + Manufacturing/Warehousing - Amazon just built a warehouse nearby
  - + Retail/Services
  - + Cyber Security

NO. COMPANIES IN AUGUSTA

**16,027**

SOURCE: 2018 ENVISION AUGUSTA COMPREHENSIVE PLAN

2021 DAYTIME POPULATION IN CN

**32,736**

**26,473**

WORKERS

**6,263**

RESIDENTS

SOURCE: 2021 ESRI FORECASTS

ONLY

**13.5%**

OF CN RESIDENTS HAVE BACHELOR DEGREE OR HIGHER

SOURCE: 2021 ESRI FORECASTS

## SOME TOP EMPLOYERS

SOURCE: [HTTPS://AUGUSTAEDA.ORG/BUSINESS-INDUSTRY/LARGEST-EMPLOYERS/](https://augustaeda.org/business-industry/largest-employers/)

### MILITARY/GOVERNMENT

US ARMY CYBER CENTER OF EXCELLENCE & FORT GORDON

**29252**

NSA AUGUSTA

**6000**

### EDUCATION / HEALTHCARE

AUGUSTA UNIVERSITY

**6775**

AUGUSTA UNIVERSITY HOSPITALS

**5341**

### MANUFACTURING

EZGO TEXTRON

**1350**

# UNDERSTANDING EDUCATION:

## EDUCATIONAL FACILITIES

+ There are 2 public elementary schools, 1 middle school, and 1 high school serving the Choice Neighborhood. All are underperforming.

### ELEMENTARY / MIDDLE

- 1 C.T. Walker Magnet School (Grade 1-8)
- 2 W.S. Hornsby Schools (K-5 and 6-8)
- 3 Lamar-Milledge Elementary School

### OTHER

- 4 Curtis Baptist Schools (13 mos.-12th grade)
- 5 Challenge Preparatory Academy (Grade 5-6)
- 6 Heritage Academy (6 wks-8th grade)
- 7 Immaculate Conception School (K-12)
- 8 Richmond County Board of Education
- 9 Westabou Montessori School (2 yrs-8th grade)

### HIGH SCHOOL

- 10 Lucy C Laney High School
- 11 A R Johnson Health Science and Engineering Magnet School (Grade 6-12)
- 12 John S Davidson Magnet School (6-12)

### COLLEGE / UNIVERSITY

- 13 Augusta University
- 14 Paine College

### PRESCHOOL / CHILDCARE

- 15 Augusta Head Start Central Office
- 16 Big Blue Marble Academy
- 17 Family Y Child Development Academy
- 18 Silas X Floyd School (Head Start)
- 19 Tabernacle Child Development Center



# UNDERSTANDING EDUCATION:

## SCHOOL PERFORMANCE

### HORNSBY ELEMENTARY

- Ranked 1204th out of 1208 Elementary Schools in Georgia
- In 2021, less than 5% of 3rd graders met standard in math and less than 5% of 5th graders met standard in English

SOURCE: SCHOOLDIGGER.COM

### LAMAR-MILLEDGE ELEMENTARY SCHOOL

- Ranked 1035th out of 1208 Elementary Schools in Georgia
- In 2021, less than 10% 3rd graders met standard in math or English

SOURCE: SCHOOLDIGGER.COM

### W.S. HORNSBY MIDDLE SCHOOL

- Ranked 534th out of 540 Middle Schools in Georgia
- Approximately 6% of 7th grades met standard in English and less than 5% met standard in math

SOURCE: SCHOOLDIGGER.COM

### LANEY HIGH SCHOOL

- Ranked 379 out of 409 High Schools in Georgia
- Graduation rate: 80-84% (bottom 50% in Georgia)
- Math proficiency: 6-9%
- Reading proficiency: 25-29%

SOURCE: PUBLIC SCHOOL REVIEW

- + There are many quality schools in the Choice neighborhood, including private schools that offer scholarships.
- + Not many children in urban core apply to magnet schools. Schools like AR Johnson and Davidson Fine Arts Magnet School (one of top schools in GA) require an application, certain GPA, sometimes a try out, and transportation may also pose a challenge.
- + Many potential residents move to surrounding county with better schools.

# UNDERSTANDING EDUCATION:

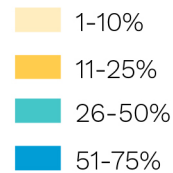
## OVERALL EDUCATIONAL ATTAINMENT

- + Level of educational attainment in CN is low: only 13.5% of CN residents have a bachelor's degree or higher, which has a direct correlation to employment and income.
- + A low literacy rate poses a significant challenge.
- + The impact of low adult literacy levels trickles down to children's education.
- + Increasingly, there is a generational lack of belief in the value/importance of education.

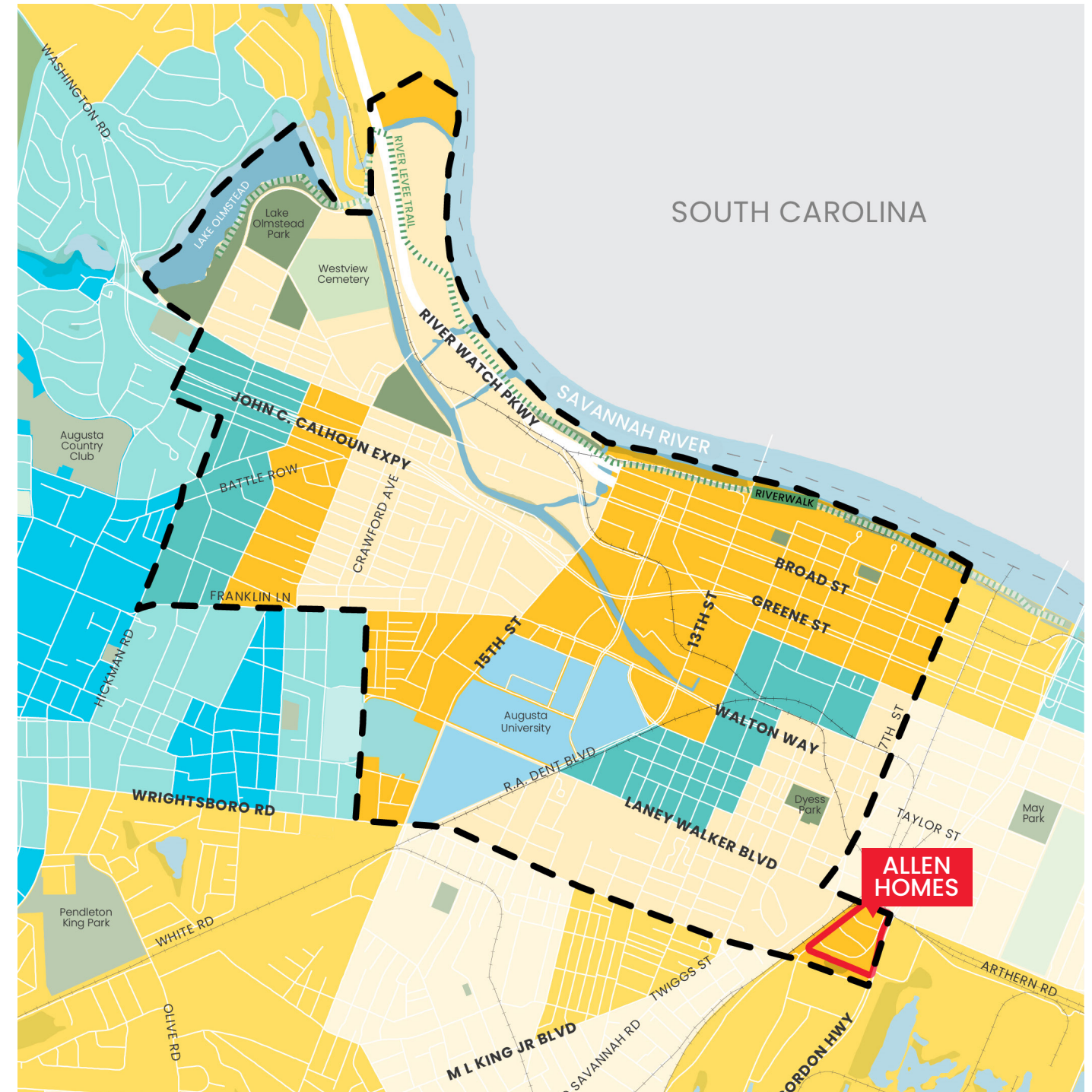
IN 2019, ONLY  
**50%**  
OF 8TH GRADERS IN  
RICHMOND COUNTY WERE  
READING AT OR ABOVE  
GRADE LEVEL

SOURCE: [HTTP://SCHOOLGRADES.GEORGIA.GOV/](http://SCHOOLGRADES.GEORGIA.GOV/)

### PERCENT OF PEOPLE WITH BACHELOR'S DEGREE OR HIGHER



SOURCE: 2019 ACS 5-YEAR  
ESTIMATES



# UNDERSTANDING EDUCATION:

## INITIATIVES UNDERWAY



IMAGE: RISE AUGUSTA

### RISE AUGUSTA

- + RISE Augusta acts as a “quarterback,” convening service providers to provide wrap-around services & tutoring with an emphasis on reading.
- + Provide 5-day a week tutoring to Lamar-Milledge and Hornsby Elementary Schools.



IMAGE: [HTTPS://WWW.WESTABOUMONTESSORI.ORG/](https://www.westaboumontessori.org/)

### EARLY CHILDHOOD EDUCATION

- + Several licensed early childhood education programs exist in CN with tuition assistance available: Westabou Montessori School, YMCA Child Development Academy, EOA Head Start, Heritage Learning Academy.
- + Attendance has been impacted by COVID but typically there are waiting lists.



IMAGE: [HTTP://WWW.AUGUSTABOXINGCLUB.COM/](http://www.augustaboxingclub.com/)

### YOUTH INITIATIVE(S)

- + There are approximately 16 organizations in the CN that serve youth. Available programs range from tutoring to boxing club, youth leadership, mentoring, and the arts. Most programs are free or have scholarships.

# UNDERSTANDING YOUTH:

## CHALLENGES & INITIATIVES

Unfortunately, many compounding challenges are preventing local youth from thriving:

- + 36% of children in Richmond County live in poverty.
- + There is high rate of single parent households.
- + Gangs are on the rise.
- + Sex trafficking for youth is a big challenge.
- + Opportunities for youth employment are few, in part because of limited transit options.
- + The impact of low adult literacy trickles down to children's education.
- + Increasingly, there is a generational lack of belief in the value/importance of education.
- + Youth are constantly living in crisis mode.



IMAGE: [HTTPS://MCGFOUNDATION.ORG/THEHUB/](https://mcgfoundation.org/thehub/)

# SECTION 3 OPPORTUNITIES:

## EXPLORING MULTIPLE OPPORTUNITIES



Augusta Locally Grown

### AUGUSTA LOCALLY GROWN

- + One initiative that is planned will assist local residents in developing food-related micro-businesses.
- + These businesses will be supported by a commercial kitchen, located in the HUB, and the only one in the neighborhood.



Powell Pointe involved multiple Section 3 positions

### CONSTRUCTION

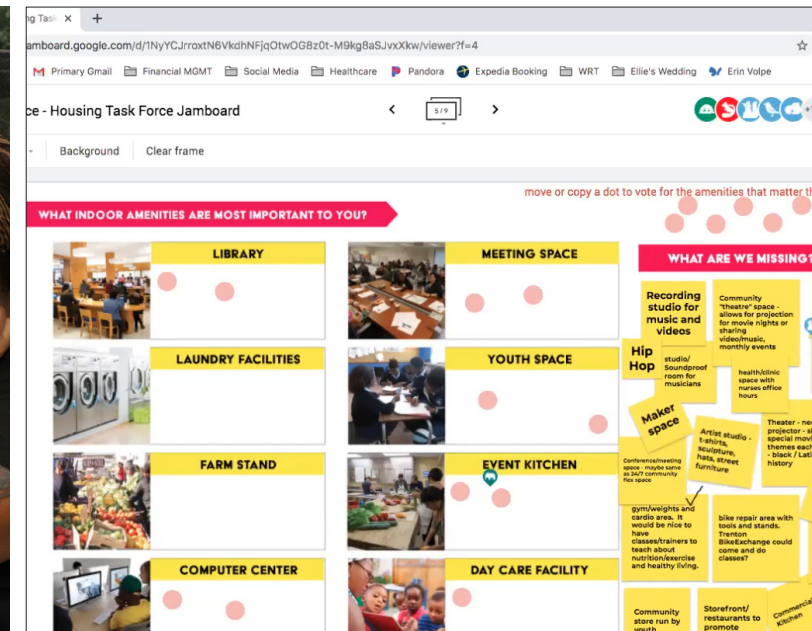
- + Housing and Community Development and the Augusta Housing Authority both have experience creating Section 3 construction opportunities, which they will explore through the CNI.

# STRATEGY FOR ENGAGEMENT:

## CONNECT. LEARN. LIFT UP.

An engagement strategy is being developed to:

- + **Connect** with Allen Homes and other neighborhood residents by communicating simply and regularly, and meeting them where they are.
- + **Learn** from residents, partners, and stakeholders throughout the process about community values and challenges, what issues should be prioritized, and how to shape a shared vision for the future.
- + **Lift up** residents so they feel comfortable participating in the process, sharing their opinions, becoming stewards of the plan, and civic leaders in their communities to continue to shape their neighborhoods and their futures.





# TOOLS OF ENGAGEMENT:

As we continue to experience the COVID-19 pandemic, we will need to be nimble and flexible and draw upon a variety of tools:

## COMMUNICATE:

Personal, Digital, Printed



Engagement Partner  
Resident Council  
Community Ambassadors



Website  
Social Media  
Newsletter  
Robcalls/Texts



Postcards  
Brochures  
Flyers & Posters  
Bulletin Board

## LISTEN & LEARN:

Meetings & Special Events



In person, virtual, and hybrid events using digital tools such as Zoom, Jamboard, Miro  
Branding Workshop



Walkshops  
Pop-ups  
Youth Planning Camp or Storytelling or Art/History Activity  
Senior Coffee Hour / Ice Cream Social  
Art / Cultural / History Projects



Neighborhood Clean-Ups

## LIFT UP:

Leadership Activities



Community Ambassadors (leadership training, event planning, community organizing)  
Leadership Series  
Youth Planning Camp  
Bus Tour of Revitalized Neighborhood

# NEEDS ASSESSMENT:

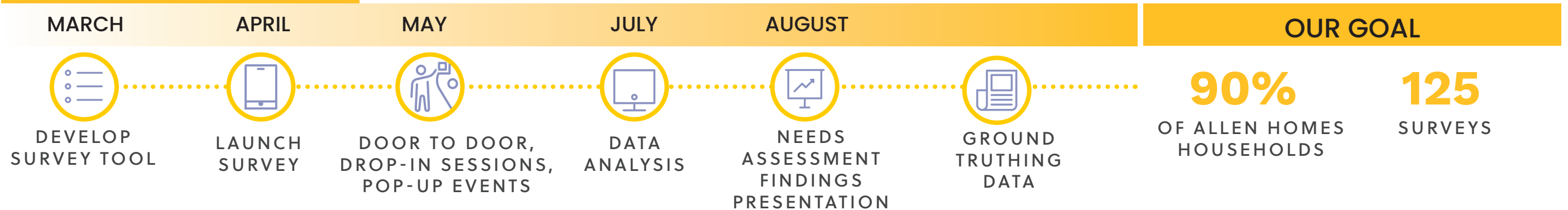


## UNDERSTANDING RESIDENT & COMMUNITY NEEDS & ASPIRATIONS

- + The comprehensive Needs Assessment is the first major touchpoint with Allen Homes residents.
- + We will use it as an opportunity to help residents understand the breadth of the plan and how to get involved.

- + **Audiences:** Allen Homes Residents + Neighborhood Residents
- + **Survey Administration & Analysis:** Paine College, City of Augusta, Augusta University

### survey administration



### AUGUSTA UNIV/MCG/AUGUSTA UNIV HEALTH SYSTEM



Providing leadership and excellence in teaching, discovery, clinical care, and service as a student-centered comprehensive research university and academic health center with a wide range of programs from learning assistance through postdoctoral studies.

### AUGUSTA LOCALLY GROWN



Augusta Locally Grown is 501c3 non profit organization dedicated to growing the sustainable local food community throughout the Central Savannah River Area. We are committed to the idea that a community is healthiest when it feeds itself. We accomplish this through farmers markets and educational programming.

### HARRISBURG FAMILY HEALTH CARE



Honoring individuals and families by providing holistic health care and promoting optimal wellness by connecting them to needed resources.

**PAINE COLLEGE (HBCU)**



Paine College emphasizes academic excellence, ethical and spiritual values, social responsibility, and personal development to prepare spiritually centered men and women for positions of leadership and service.

**AUGUSTA UNIVERSITY LITERACY CENTER**



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LITERACY CENTER

Augusta University Literacy Center provides children, adolescents, and adults from the Augusta Area with high quality literacy-related educational experiences that promote the development of life-long readers and writers.

**RICHMOND COUNTY SCHOOL SYSTEM**



Building a globally competitive school system that educates the whole child through teaching, learning, collaboration, and innovation.

AUGUSTA ECONOMIC DEVELOPMENT AUTH.



Improving the economy of Augusta-Richmond County by coordinating an aggressive public/private program to promote redevelopment and growth in Downtown Augusta.

AUGUSTA TOMORROW



Serving the community at large by planning, promoting, and implementing the development of Augusta with particular emphasis on the city center.

GOODWILL INDUSTRIES



Serving our communities and putting people to work.

AUGUSTA TECHNICAL COLLEGE



A public postsecondary academic institution that builds a skilled workforce and economically stronger communities through high-quality, innovative, and affordable career-advancing credentials.

RISE AUGUSTA



By helping our most vulnerable students stay in school and succeed in life, we are building stronger, healthier, and more economically stable communities where every person is capable of reaching his or her greatest potential.

E3 LEADERSHIP FOUNDATION



Educate, empower and enlighten our community through programs and initiatives that are aimed at leadership and community development for youth and emerging leaders in our community.

BOYS & GIRLS CLUB OF GREATER AUGUSTA



Boys and Girls Clubs of Greater Augusta inspires and enables all young people, especially those who need us most, to reach their full potential as productive, caring, responsible citizens.