

Marshall County West Virginia

A Profile of Current Conditions and Local Capacity

May, 2008

Marshall County was established in 1835 in honor of John Marshall, Chief Justice of the United States Supreme Court (1801-1835). The city of Moundsville is the County Seat. The area of present day Marshall County has a rich and storied history. The first known native settlers in the area were the Adena People or “Mound Builders” dating to 1,000 B.C. Numerous artifacts from the Adena civilization have been discovered in Moundsville and the *Grave Creek Mound* is a well known landmark located in the center of Moundsville. The geographic area which is now Marshall County was later inhabited by several Indian tribes of the Iroquois Confederacy. White settlers began to inhabit the area around the time of the American Revolution.

Marshall County Courthouse



Marshall County is located in the Northern Panhandle of West Virginia. The latest population estimate by the US Census Bureau (2007) for Marshall County is 33,148 persons. This estimate reflects a 7% decline in population during the current decade. 2,371 fewer people are estimated to live in the county in 2007 than was the case at the time of the 2000 Census. Reliable estimates for other basic demographic characteristics of the county population have not been made available since the 2000 census was taken; however, at the time of the 2000 census, 22.8% of the population was under the age of eighteen years and 16.3% of the population was over the age of sixty five years. This is about the same percentage of young people and a slightly higher percentage (1% more) of elderly people than is the case for the state as a whole (22.2% of the statewide population is under age 18 and 15.3% over the age of 65). There were 14,207 households in Marshall County and 10,108 families at the time of the last census.¹

Introduction:

This community profile is provided for use by local groups working to improve local community conditions in order to provide a general overview of some of the more relevant measures of community capacity within Marshall County. It is only one of many tools local planning and development groups may find useful. An additional report on the findings from a capacity survey completed by residents of Marshall County will be provided to supplement this statistical profile. Local development groups may wish to examine some of the issues raised by the profile that are relevant to specific local goals in more detail. Various data sets useful for further research are listed in Appendix C and local information can also be used to better inform the issues raised by a statistical profile. This profile is probably most useful in identifying areas of concern that may require further study and assessment by local citizens. Later, the indicators cited in the profile can be monitored and used as measures of local progress in improving community conditions.

Statistics and other information presented within the community profile are for Marshall County as a whole; however, local leaders should be aware that a statistical portrait reflecting overall county conditions may not be particularly applicable to smaller towns and cities located within Marshall County. Conditions and quality of life issues may vary from one location to another within the county.

Information presented here can be useful to community residents in considering where to invest time and energy and in establishing both short and long term priorities and goals for community improvements. The data is drawn from a number of different data sets which are updated at different times. Consequently the statistical portrait for the area is constructed from available information that in some cases may reflect local conditions at the time of the last census (2000) and in other cases is much more recent. The information provided is, however, no substitute for local initiative. Objective facts and individual perspectives must be considered in the context of local knowledge, opportunities and priorities. For example, if the general profile suggests recreational facilities or health care providers as possible areas for development, local residents should be asked what types of recreational opportunities they would be most interested in or where health care access needs to be improved. It is important to know what types of facilities or programs would be used before making plans for development.

Community Capacity and Types of Capital:

Community Capacity may be defined as the level of resources, assets, human capital, and social capital available to a group of people (a community) to achieve the results they want and care about. "Community capacity, in a general sense, is what makes communities work. It is what makes well-functioning communities function well." (Chaskin, et.al., 2001). Capacity may be found in local people, in the strength of the relationships among people, in civic enterprises, in local institutions, in the value of property and buildings, in financial investment, and in the quality of the environment.

Sufficient levels of community capacity are necessary prerequisites for successful community development. Current levels of community capacity can be measured and additional capacity can be built.

“Community capacity is what makes well-functioning communities function well” – (Chaskin, 2001)

The community profile is presented within seven capacity domains. A domain of capacity may be thought of as a significant area of influence that affects the ability of a community to get things done. Capacity includes assets present within the local area which may also be thought of as “Capital”. We are generally familiar with financial capital, the monetary investment that is made available to build something useful. Other forms of capital discussed in the profile are no less important. Five types of capital are important. In addition to financial capital; human capital, social capital, cultural capital, and environmental capital are all local resources that can be drawn upon to improve community conditions.

Marshall County Community Profile

Statistical Information Secured from Secondary Data Sets

Human Capital in Marshall County

Human Capital includes the **health and well being of local residents** as well as the **knowledge skills and abilities of local people**. There is considerable data available that can be used to measure health and well being. The measures of local health and well-being discussed here are reflective of Marshall County and not necessarily descriptive of every local community within the county.

Health and Well Being of Local People

Healthy People:

Three key measures of health were compiled for county residents. These measures include health insurance status, adult obesity, and low birth weight. Adult obesity which is defined as significantly exceeding recommended healthy weight is 22.8 % in Marshall County. This level of obesity is significantly below the average for West Virginia (27.7%) and it is the same as the average for the U. S. (22.8%). The number of adults without health insurance in Marshall was 20.0% in 2005. ² A smaller percentage of the adult population in the county is without health insurance than is the case for the state as a whole (22.8%) but the rate of uninsured adults is above the national figure of 18.2%. The percentage of low birth weight babies (6.9% in Marshall County) is lower than the national average of 7.8% and is notably less than the WV statewide average of 9.5%. ³

Obesity and low birth weight are both significant risk factors for major health problems. These risk factors in Marshall County are lower than in many other areas of the state; yet, given the implications for chronic health problems, these areas should be of concern and local residents may wish to look closer at this issue by talking to local health care professionals that serve the county. The percentage of adults with no type of health insurance coverage is also an issue that should be of concern. Most children are able to qualify for health care insurance through public programs if they are not insured through a parent's employer; however, that is not the case for many adults residing in the state. Again, local health care professionals would be good source of information about how this problem affects local residents and they should be consulted.

School Readiness:

Research studies over extended periods of time⁴ have documented the link between early childhood development and future success in school and later life. The area of school readiness defines levels of early childhood development that prepares children for school. The percentage of kindergarten children enrolled in public preschool programs is a good measure of school readiness as is the rate of retention in preschool and kindergarten programs. 2008 preschool enrollment as a percentage of kindergarten enrollments in Marshall County is 54.3% which is just under the statewide ratio of preschool enrollment to kindergarten enrollment (57.3%).

The percentage of pre-K and kindergarten students who are retained in Marshall County (not promoted to the next grade) is a second measure of school readiness. Children who are adequately prepared when they enter the public school system are generally not retained. The retention rate in public preschool and kindergarten programs in Marshall County for the 2003-04 school year was 10.2%. This is less than the state average of 12.2% but still high enough to be of concern given the importance of early childhood development. Specific and more recent statistics related to retention in preschool and kindergarten programs for local elementary schools serving Marshall County communities can be obtained from local school officials.

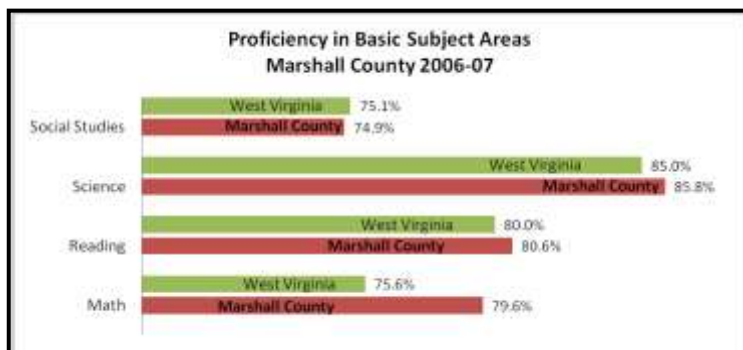
School readiness indicators appear to be close to statewide averages in Marshall County; nevertheless, public preschool programs in the area appeared to serve only about half of the children entering public school. Increased enrollment in public preschool programs would likely tend to increase human capital in the county over the long term. Preschool and kindergarten teachers as well as school administrators at local elementary schools would be the best sources of information about how prepared children are when they enter school.

Educational Attainment and Access:

Success in school may be measured by looking at several key indicators of continued education and achievement in the public schools. Measures selected for the profile include education levels of the population, high school graduation rates, students going on to college, and test scores on standardized testing.

Based on the 2000 census, 20.3% of the residents of Marshall County 25 years of age or older have not completed high school. This is a higher percentage than the statewide average (19.0%) and much higher than the U.S. population as a whole (15.9%). On the other end of the educational attainment continuum, only 10.7% of county residents over the age of 25 years hold a college degree. This is a much lower percentage than the statewide average of 16.5% and the national percentage of 27.0%.⁵

The high school graduation rate in Marshall County for 2007 was 87.2%. This is above the statewide rate (84.6%). Nevertheless, the number of young people who do not finish high school should be of concern and local school officials could provide additional information about this issue in Marshall County.



For the 2006-07 school year, the academic achievement of students in Marshall County was close to statewide averages for proficiency in all basic subject areas. The chart summarizes the percentage of students determined to be proficient in the four basic subject areas and compares Marshall County student proficiency rates to those of the state as a whole.⁶ Students in Marshall County

appear to be somewhat more proficient in Mathematics as compared to statewide averages.

Young people in Marshall County do not appear to be going on to college at the same rate as the state average. One measure of the college going rate is the percentage of high school graduates who take college entrance exams. In 2006, only 46.5% of Marshall County high school graduates took the ACT college entrance exam; the percentage of students taking the ACT test statewide is at 64%. The composite ACT score for Marshall County students at 20.4 is about the same as the state average of 20.6.

Based on the measures considered for *Educational Attainment and Access*, the Marshall County adult population (over age 25 years) is not as well educated as residents of the state as a whole. Current students appear to be doing well in attaining proficiency in basic subject areas; however fewer students appear to be going on to college than is the case in some other areas of the state. Data for individual schools serving different parts of the county is available and should be reviewed if public education is an area local leaders want to address further.

Community Safety:

The overall crime rate for West Virginia as a whole is one of the lowest in the nation at 29.0 crimes per 1,000 population. Data related to community safety is available at the county level and by individual police agencies. Marshall County indicators will be used to measure this component of the health and well being of local people; however, crime rates in different parts of the county may vary. The overall crime rate in Marshall County is considerably better than the state average at 16.11 crimes per 1,000 population.⁷

Alcohol related motor vehicle crash data indicates that Marshall County may have more of a problem with alcohol related vehicular accidents than the state as a whole. 2003 crash data documents 31 alcohol related crashes per 100 million vehicle miles traveled in Marshall County while the statewide rate is 18 such crashes.

There are forty-four sex offenders with a Marshall County address listed in the WV Sex Offender Registry. This is a rate of 1.24 per 1,000 population which is less than the statewide rate of 1.39 per 1,000 pop.

Marshall County seems to be a safe place to live as compared to state and national statistics. However, local safety concerns may be present that are not reflected in the limited crime statistics discussed. Further local assessment of any safety concerns community residents may have may be useful in measuring this component of health and well being.

Family Stability:

Two measures of family stability were researched for the community profile – domestic violence investigations and the ratio of marriages to divorces. The rate of domestic violence investigations within Marshall County is 12.7 investigations related to domestic violence per 1,000 households. This is a lower rate than the statewide rate of 16.85 per thousand households.⁸ The ratio of marriages to divorces in Marshall County is 1.88 marriages to every divorce. This is a higher rate than the statewide ratio of 1.45 marriages to each divorce.⁹ The lower rate of domestic violence

investigations and higher rate of marriages to divorces are indicators of more stable families in Marshall County.

Economic Security:

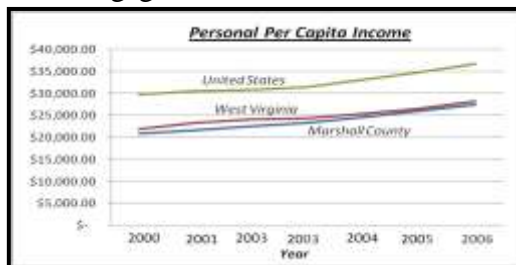
Perhaps the most telling component of family and individual well being is economic security. Unemployment, poverty, and a general lack of financial resources place families under severe stress that often leads to other problems.

The most recent (March 2008) unemployment rate for the area is 6.4%. This is higher than both the state rate of 5.4% and the federal rate of 5.2%¹⁰. The average monthly earnings in Marshall County during the period April 07 through March 08 were \$2,192 which is less than the state average of \$2,880¹¹. Additional information about the types of jobs available and local industries will be discussed later in the profile in relation to financial and manufactured capital.

12.4% of all families residing in Marshall County in 1999 (2000 Census) had family incomes below the federal poverty level.¹² At the time of the last census, Marshall County had a somewhat lower rate of families below the poverty level than the state as a whole (13.9%) but the poverty rate was higher than that of the nation (9.2%).

Per capita annual income from wages in Marshall County was essentially the same as the state average at the time of the last census. Marshall County residents' per capita income was \$16,472 and the state average was \$16,477.

More recent data for “personal per capita income”, which includes income from other sources including government benefits, is available for the years 2000 through 2006. Personal per capita income was \$27,458 in Marshall County in 2006. This figure represents total income from all sources divided by the mid-year population. Personal per capita income in Marshall County for 2006 was less than the state average of \$28,206 and much less than the national average of \$36,714.¹³ Personal Per Capita Income during the current decade has increased steadily; however, income in Marshall County lags behind the state average and the



national average over that period (see chart at left).

Data for Marshall County (2000) indicates that 16.5% of households in 1999 had a severe burden related to housing costs as defined by the U. S. Department of Housing and Urban Development. A “severe cost burden” is defined as low income families who pay more than 50% of their household income for housing. This rate of households with a severe cost burden in Marshall County is better, however, than both the statewide percentage with severe housing cost burden (21.3%) and the national figure of 25.8% of households.

Overall, the level of economic security for families appears to be somewhat worse in Marshall County than the state as a whole. There is a lower rate of families in poverty in Marshall County but higher rates of unemployment. Personal income from all sources is also lower in the county than the

state and national averages. Local planners should keep in mind that people residing in local communities within Marshall County may be more or less well off than the average for the county. Particular communities or neighborhoods may well have a much higher rate of economically struggling families than county statistics would indicate.

Skills, Knowledge, and Abilities of Local People

Indicator areas related to **using and enhancing skills, knowledge and abilities of local people, citizen engagement, and local decision making** are included in this domain. Some limited information is available in existing data sets that can provide us with a few measures of citizen engagement. The perception of Marshall County residents as reflected in the results of the capacity survey will also be used to supplement the data available and these results will be discussed in a separate report.

Information about how people use and enhance their skills at the local level is not available through any data sets currently compiled. Participation of local residents in training programs related to leadership development, strategic planning, community development, etc. would be good measures and some such information may be available locally. The level of participation on local boards, task teams, work teams, etc. is another such measure that can be assessed locally. Other useful measures of this domain where information may already be known to local citizens or where information could be collected locally might be participation of citizens in community meetings or observations about how local government or town meetings are conducted. Are there local opportunities to gain leadership skills? Are citizens encouraged to participate in local town meetings? Are diverse parts of the community represented and are all opinions welcomed?

Citizen Engagement:

A few local measures of citizen engagement related to participation in elections and volunteerism have been compiled for consideration by local planners. Participation in elections is often used as a measure of citizen engagement. In 2004 (a Presidential election year), 67.5% of registered voters in Marshall County cast a ballot in the general election. Voter turnout in Marshall County was a little higher than the statewide voter turnout of 65.9%. An additional measure of citizen participation is the percentage of the voting age population that actually registered and exercised their rights as a citizen to vote for their elected officials. In Marshall County the percentage of the voting age population that voted in the 2004 election was higher than the state or national turnout. 56.2% of the voting age population voted in Marshall County. This is a slightly higher percentage than either the statewide rate of 54.7% or the national rate of 55.5%.

These measures of citizen participation for Marshall County do not accurately reflect local civic involvement by residents of local communities throughout the county. Local development groups are encouraged to develop their own local measures for this domain.

Volunteerism is another measure of this domain for which we have some county level data. Marshall County residents participate in the Adopt-A-Highway program at a lower rate than the state average – 8.8 volunteers per 1,000 population in Marshall County and 13.2 per 1,000

statewide. Another measure of citizen involvement is the number of persons expressing interest in volunteering through the state registry maintained by the WV Commission on National and Community Service. This registry reflects 7.5 Marshall County residents per 1,000 population. This is less than the state average of 9.1 per 1,000 pop.

Social Capital in Marshall County

“Although some...continue to believe that healthy economies create vibrant communities, in fact, the reverse is more often the case. A strong community is a prerequisite for creating a healthy economy because it alone produces social trust.”
(Jeremy Rifkin, 2000)

Two domains of community capacity make up social capital – ***Relationships and Interpersonal Communications*** and ***Community Initiative Responsibility and Adaptability***.

These domains address levels of shared values, trust, connectedness, participation, collective vision, leadership planning, and sense of hope in the community. Unfortunately, there are currently few if any sources of local data in existing state or national data sets that effectively measure these important components of community capacity. One measure that may provide some insight into how young people may be building social capital in the area was secured from school survey data. School age children and youth in Marshall County were asked if they participate in community activities such as scouts, sports teams, youth clubs, etc. For 2004-05, 26.4% of Marshall County students reported participation in such activities. This is very close to the statewide rate of 26.7%.

With the exception of this one measure of relationship building in the community, there is little information about the level of social capital in local communities to draw upon. We will be able to gain some insight into this domain of local capacity through the perceptions of residents (survey data). Levels of social capital are probably best considered locally and local planning and development groups may want to identify suitable local measures in order to determine if additional social capital is built over time. Observations of the local interactions among people, and the presence or absence of a collective vision and plan for the community are some ways to measure social capital. Are public issues discussed in local newspapers or community forums? How many adults attend youth activities? Are community gatherings routine events and are new members of the community welcomed at community events? Are local organizations and local government connected to one another and engaged in joint planning to improve the community? Does one community work (and play) well with other communities in Marshall County? Do community residents resolve disagreements amicably and trust one another?

Local information can also be gathered by talking to local government officials or agency directors about their vision for the community and how they plan for the future. Is there a collective vision for local development? How many citizens are engaged in discussions about the future? What is the level of resources dedicated to planning by local organizations and local government?

Cultural Capital in Marshall County

Cultural Diversity and Quality of Life

This is another domain where existing databases offer limited useful information. A few indicators of cultural diversity are available, however.

The population of Marshall County reflects little racial diversity. Census data records the population of the county as 99.0% White.¹⁴

Three museums or art galleries are located in Marshall County and the county has four libraries.

Three hundred fifty-one people in the county are employed in the Arts, Entertainment, or Recreation sector representing 1.86% of the work force.

Quality of life issues are best assessed locally. The relatively low crime rate previously addressed in the profile as a safety issue is also a quality of life issue as are issues related to clean air and water that will be discussed under the heading of environmental capital.

Financial and Manufactured Capital in Marshall County

Investments in Community and Financial Resources

A significant number of measures have been identified from existing data sets to describe levels of community capacity and current conditions within this domain.

Financial Investments:

Data obtained from the WV Secretary of State Business Organization Information System indicates that 9.71% of the for-profit businesses in Marshall County were started in 2007. The statewide percentage of new business start ups is 12.12%; thus, the level of new business activity in Marshall County is a little below the state average. It is difficult to interpret this measure without knowledge of the local community since some new business startups could be a result of other business failures; however, the data tells us that there is somewhat less new business activity in the county than is the case for the state as a whole.

Investments in housing in Marshall County appear to be less than in the state as a whole or the nation. Marshall County residents secured 24 home purchase loans per thousand housing units in 2005 as compared to 32 per thousand units statewide and 75 per thousand units nationally.¹⁵

Local Financial Resources:

One measure of local financial resources is the total deposits in local banks. Information for Marshall County was calculated from available 2004 data at \$10,227 in per capita deposits (average

deposits per county resident). The state average per-capita deposit is higher at \$12,461. Marshall County has eight banking locations in the county and a total of \$339 Million dollars in total deposits (2004 data).¹⁶

Another measure of local financial resources is the average wage per job. Marshall County residents' earnings are above the state average at \$38,301 per job held. The state average is \$32,249 (2006 data).¹⁷ The median household income in Marshall County is \$34,264 which is a little higher than the state average of \$33,993.¹⁸

Access to Outside Financial Resources:

Several measures of federal spending and investment of federal financial resources in the area have been identified. One measure of federal investment in the county is federal transfer receipts. These federal payments are made to individuals for unemployment benefits, retirement, social security, disability payments, and other forms of payment not attributable to earnings from work. The "federal personal transfer receipts" for 2005 averaged \$6,542 for each person in the county (per-capita receipts). Statewide this figure is higher at \$7,098. Marshall County residents appear to be a little less dependent on federal government programs than the average for the state.¹⁹

Federal per-capita spending in Marshall County for salaries and benefits of federal employees, military personnel, procurement contracts, grants and other forms of investment was \$5,253 per person in 2004. This is less federal investment than the state per capita average of \$8,364. Federal grant funds received in Marshall County during 2004 were \$1,024 per capita which is only about half of the statewide average of \$2,038 per capita. These grant funds include grants made directly to local governments or organizations as well as federal grant funds distributed by state government to county residents and local governments.

Business Efficiency:

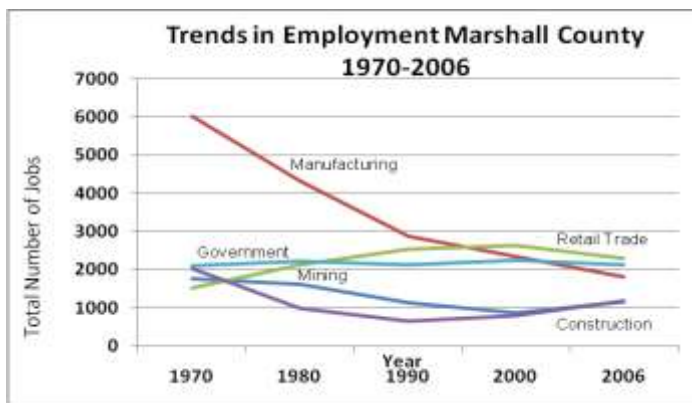
One measure of business efficiency is retail sales. The Economic Census of 2002 reported per capita retail sales in Marshall County as \$5,826. Statewide retail sales were \$9,277 per capita. Marshall County does not appear to be a center of retail trade since retail sales are significantly below the statewide average.

Job creation and changes in net employment are other measures that can be used to assess business efficiency within the county. During 2006-07, Marshall County had a net loss of 54 jobs. There were 489 new jobs created during that period²⁰. New jobs being created appear to be a little better than the norm within the state. Average new hire earnings are reported at \$2,354 per month while the statewide figure for average new hire earnings is at \$1,962. Even though there was a net loss of jobs during the most recent year, there has been an increase in the number of county-based jobs during the period 2000 to 2006 of 3,442 jobs. Overall, there has been an upward trend in available jobs within Marshall County during the current decade.

Business Diversity:

Business diversity within the county is reflected in the number and types of business establishments and in the types of jobs available. Non-farm business establishments in Marshall County totaled 523 in 2004. The 2002 Survey of Business Owners conducted by the Census Bureau included 455 businesses with employees. Information from the WV secretary of State business registration database (current monthly statistics) lists 618 for-profit businesses and 145 registered non-profit organizations operating within the county.

Employment in Marshall County for 2006 (the most recent available data) reflects a total employment of 18,872 persons. 85.3% of the employment is in private sector jobs while government employment accounts for 11.2%. The remaining 3.5% is farm employment.



Trends in Employment 1970 to 2006:

If we look closer at selected industries over the past thirty-six years the total employment in Marshall County within these particular industry sectors has increased during the period. There were 17,138 full time and part time jobs available in 1970 and 18,872 jobs (full and part time) in 2006. After a steady decline in the number of total jobs available

within the county over the thirty year period (1970-2000) there has been an increase in overall jobs during the current decade.

What is particularly notable is the shift in the type of jobs available. Jobs in retail trade and government jobs have increased over the period. The number of persons employed in manufacturing has declined significantly. There have also been smaller declines in mining jobs and construction jobs. See chart showing trends in the number of full and part time jobs within these selected industries over thirty years.

Cultivating Entrepreneurship:

Information is not available from secondary data sets that provide a useful measure of entrepreneurial activity within the Marshall County. Local development officials or the local Chamber of Commerce may be good sources of information about entrepreneurship within the county.

Community Resident Assets:

Resident assets may be measured to some extent by looking at the value of owner occupied housing. For most home owners their home is the greatest asset they have. In 2000, 77.5% of Marshall County residents owned their homes. This is a little higher than the statewide rate of home

ownership at 75.2% and significantly higher than the national home ownership rate of 66.2%. The median value of owner occupied housing in Marshall County in 1999 (latest available data) was \$62,600. This median value of owner occupied housing is lower than the median value statewide (\$72,800)²¹.

Community Infrastructure:

Community infrastructure is another area where local knowledge exceeds available statistics drawn from large data sets. Local residents most likely have a good sense of infrastructure issues based on their own local knowledge or by gathering local data related to public buildings, highway repairs, the age of water and sewer systems, new school facilities, etc.

Transportation infrastructure may be of particular importance since a high percentage of Marshall County workers are employed outside the county. The percentage of workers in Marshall County who commute outside the county to work is 39.3%. This is nearly twice the state average (20.2%). Average travel time to work, however, is the same as the state average at 22 minutes.

Other measures of local community infrastructure can be examined by local planners. One measure of any increase in local infrastructure is the number and type of building permits sought by local residents. This data should be locally available and is good measure of investment being made to increase the value of homes or business property.

Environmental Capital in Marshall County

Sustainable Healthy Ecosystems with Multiple Community Benefits

Local environmental issues are another area where existing data sets are not particularly useful; however, some county level information about the environment is available from the U. S. Environmental Protection Agency and the State Department of Environmental Protection as well as the State Department of Natural Resources.

Recent grant awards (2007) from the REAP Office of the State Department of Environmental Protection to address environmental issues does not include any grant awards in Marshall County. Grant awards to address environmental issues are one possible measure of local initiative and capacity within this domain.

In 2006, Marshall County industrial sites released 15,364,120 pounds of toxic chemical waste into the environment according to U. S. EPA databases. This is 15.1% of all toxic chemical releases into the environment in the state. There were no significant environmental cleanup sites listed for the Marshall County in state and federal databases.

Air pollution is a possible area of concern for county residents. Marshall County is one of five “non-attainment areas” in West Virginia where air pollution levels consistently exceed the national ambient air quality standards.

Local environmental issues may be monitored and potential problems identified through local projects to monitor water quality and bio-diversity. Local schools might be encouraged to conduct tests on local streams or conduct wildlife counts as student science projects. Recycling is another area that can be considered to maintain a high quality environment and recycling efforts in the county may be a good measure of environmental stewardship. Any local environmental organizations should be included in visioning and planning for local development.

Appendix A

Methodology and Technical Information

A Capacity Assessment Framework was used as the basis for constructing the community profile. The framework is based on a community capitals model and it addresses levels of capacity - that is stores of capital- that might be drawn upon to improve local conditions. Seven domains or “areas of influence” effecting community capacity were adapted from work done by the North Central Regional Center for Rural Development at Iowa State University. To the extent possible, measures for each domain were selected from relevant existing databases and these selected measures are discussed in the profile. The community profile discusses current conditions in the context of five capitals, seven domains and defined indicator areas that say something significant about each of the domains of interest. This framework is included as Appendix B.

Compiled and published information at the level useful for local assessment and planning is very limited for some areas of influence that determine local community capacity. Consequently, domains relating to social capital, cultural capital, and environmental capital are more difficult to measure using existing data sets. Local citizens in Marshall County were asked to complete a web-based survey in order to secure information about how they see their community and identify (from the perspective of the survey respondents) areas where local capacity appears to be present. Survey responses will be discussed in a separate report.

Appendix B - Framework for Assessing Community Capacity

<i>Capacity Domains (Areas of Influence)</i>	<i>Indicator Areas</i>
<i>Human Capital</i>	
1. Health and Well-Being of Local People	1(a) Healthy People 1(b) School Readiness 1(c) Educational Attainment & Access 1(d) Community Safety 1(e) Family Stability 1(f) Economic Security
2. Skills, Knowledge, and Ability of Local People	2(a) Using Skills, Knowledge, Abilities 2(b) Enhancing Skills, Knowledge, Abilities 2(c) Citizen Engagement 2(d) Data-driven Decision Making
<i>Social Capital</i>	
3. Relationships and Interpersonal Communication	3(a) Shared Values 3(b) Participation 3(c) Internal Connectedness 3(d) External Connectedness 3(e) Trust 3(f) Ability to Solve Problems
4. Community Initiative, Responsibility, and Adaptability	4(a) Shared Vision 4(b) Leadership 4(c) Planning 4(d) Building on Local Resources 4(e) Seeking alternative ways to improve 4(f) Sense of Hope
<i>Cultural Capital</i>	
5. Cultural Diversity and Quality of Life	5(a) Heritage 5(b) Arts 5(c) Recreation 5(c) Spirituality
<i>Financial and Manufactured Capital</i>	
6. Investments in Community and Financial Resources	6(a) Financial Investments 6(b) Local Financial Resources 6(c) Access to Outside Financial Resources 6(d) Resource Mobilization 6(e) Business Efficiency 6(f) Business Diversity 6(g) Cultivating Entrepreneurship 6(h) Community Resident Assets 6(i) Community Infrastructure <ul style="list-style-type: none"> - Housing - Facilities - Water/Sewer - Transportation - Communications
<i>Environmental (Natural) Capital</i>	
7. Sustainable, Healthy Ecosystems with Multiple Community Benefits	7(a) Air Quality 7(b) Water Resources 7(c) Biodiversity 7(d) Soil 7(e) Landscape (sense of place) 7(f) Ecosystem Knowledge and Appreciation

Appendix C

Data Sources and References

Data and information used within the community profile has been drawn from a wide range of secondary data sources. Secondary data is defined as information and statistics collected by government agencies or private organizations that are useful in describing and measuring the defined domains or areas of influence of local community capacity.

A great deal of data is readily available through internet based websites and documents that are related to the defined domains of community capacity. Some of this data is readily available at the local community (municipality) level, some is available at the county level, and some is only available for regional or statewide areas. Information referenced within the community profile is reported at the county level since that is the geographic unit of analysis that is generally available to the public. Local communities also operate within the larger context of the county in which they are located. Thus, county level data is often useful in providing measures of local capacity and community conditions.

Over fifty data sets were reviewed in order to identify relevant measures that would provide meaningful information about Marshall County. The information compiled within the profile paints a portrait of current community conditions and provides guidance for planning and priority setting. Since the data profile is organized under seven areas of influence (or domains) that collectively define community capacity, the profile also provides some level of insight into specific areas (domains) where local capacity may need to be built.

Much of the information reported in the community profile is drawn from publicly available data sets published on the Internet by federal and state agencies. Local citizens concerned with community and economic development may wish to access one or more of these sites for further information.

Federal Data Sites:

- United States Bureau of the Census <http://www.census.gov>
 - USA Counties – Provides many data sets from decennial census and annual estimates organized by county
Web address: <http://censtats.census.gov/usa/usa.shtml>
 - American Communities Survey – Provides data from the annual American Communities Survey for larger geographic areas. Data is generally not available from the ACS for rural counties and towns in West Virginia.
Web address:
http://factfinder.census.gov/servlet/DatasetMainPageServlet?_program=ACS&_submenuId=& lang=en& ts=
 - Consolidated Federal Funds Report – Provides information about a wide range of federal expenditures at state and county levels.
Web address: <http://harvester.census.gov/cffr/>

- Quarterly Workforce Indicators – Provides current and recent information about economic indicators and employment by quarter (every three months).
Web Address: <http://lehd.dsd.census.gov/led/datatools/qwiapp.html>
- United States Department of Commerce Bureau of Economic Analysis – Provides detailed information about economic conditions, jobs, employment, labor markets, industry types, etc.
Web Address: <http://www.bea.gov/>
- United States Department of Labor Bureau of Labor Statistics – Provides information about labor markets, employment, occupations, economic conditions, etc.
Web Address: <http://www.bls.gov/>
- United States Environmental Protection Agency (EPA) Toxic Release Inventory – Provides detailed information about reported releases of toxic chemicals into the environment.
Web Address: <http://www.epa.gov/triexplorer/>
- Federal Deposit Insurance Corporation Call Reports and Thrift Financial Reports – Database of information about all FDIC insured Banks and Savings and Loans that contains detailed financial status reports by quarter.
Web address: http://www2.fdic.gov/call_tfr_rpts/search.asp
- United States Department of Agriculture National Agricultural Statistics Service – Data by county about farms and farm products.
Web address: http://www.nass.usda.gov/Census/Create_Census_US_CNTY.jsp#top
- Federal Bureau of Investigation Uniform Crime Reporting System – Local, state, and national statistics of crime.
Web address: <http://www.fbi.gov/ucr/05cius/>

State Data Sites:

- WV Department of Health and Human Resources - Bureau for Public Health; Health Statistics Center – Statistics related to births, deaths, marriages, divorces, etc.
Web Address: <http://www.wvdhhr.org/bph/oehp/hsc/pubs/vital05/index.htm>
- WV Department of Health and Human Resources – Office of Accountability and Management Reporting – Information related to recipients and expenditures for major social welfare programs.
Web address: <http://www.wvdhhr.org/oamr/DAMRreports.htm>
- WV Department of Health and Human Resources - Bureau for Public Health; Behavioral Risk Factors Survey Reporting – Results of the Behavioral Risk Factors Survey addressing wide range of health status and health behavior indicators.
Web address:
<http://www.wvdhhr.org/bph/oehp/hsc/pubs/BRFSS2004and2005/default.htm>

- WV Coalition Against Domestic Violence – Statistics on prevalence of domestic violence in West Virginia.
Web Address: <http://www.wvcadv.org/>
- WV State Police Uniform Crime Reports – Statistics on crime in West Virginia.
Web address: <http://www.wvstatepolice.com/ucr/ucr.htm>
- Sex Offender Registry – Locations of known sex offenders in West Virginia.
Web address: <http://www.wvstatepolice.com/sexoff/websearchform.cfm>
- WV Department of Education – Wide range of information about educational facilities, performance, accountability, enrollment, expenditures, personnel, etc.
 - Report Card Data – Accountability indicators, testing data, graduation rates, etc. for every school in West Virginia.
Web address: <http://wveis.k12.wv.us/nclb/pub/rpt0506/pickreportcard.cfm>
 - West Virginia Education Information System – Detailed statistics for every school and county school district related to personnel, expenditures, facilities, enrollment, needy students, etc.
Web address: <http://wveis.k12.wv.us/>
- West Virginia Secretary of State Business Organization Information System – Searchable database containing information about types and numbers of businesses registered in West Virginia.
Web address: <http://www.wvsos.com/wvcorporations/>
- WV Department of Environmental Protection – Information about the environment including air quality, watersheds, waste sites, permits, etc. Information is provided on a regional basis.
Web address: http://www2.fdic.gov/call_tfr_rpts/search.asp
 - WVDEP Enviromap Explorer – Interactive geographic information system containing environmental information for West Virginia regions and local areas including aerial maps (large files).
Web address: <http://gis.wvdep.org/>
- WorkForce West Virginia Labor Market Information – Information drawn from federal and state data sets related to workforce, employment, and economic conditions in West Virginia.
Web address: <http://www.wvbep.org/bep/LMI/default.htm>

Private Organization Data Sites:

- Universal Living Wage – Information about Fair Market Rents and household income levels necessary to afford housing.
Web address: <http://www.universallivingwage.org/>

- Scorecard – This website compiles a wide range of information related to environmental pollution, air and water quality, and other environmental information about counties and local communities in the U.S.

Web address: <http://www.scorecard.org/>

Compiled Data Sets and Profiles for Counties and/or Local Municipalities:

Local Area Data Sets:

- DataPlace - <http://www.dataplace.org/>
- EPodunk - <http://epodunk.com/>
- West Virginia Development Office State Data Center Profiles of WV places from 2000 Census - <http://www.wvdo.org/business/2000CensusProfiles.html>

West Virginia County Data Sets and Profiles:

- WorkForce West Virginia County Profiles - <http://www.wvbep.org/bep/LMI/CNTYPROF/DEFAULT.HTM>
- West Virginia Development Office State Data Center Profiles of WV counties from 2000 Census - <http://www.wvdo.org/business/2000CensusProfiles.html>
- West Virginia University Bureau for Business and Economic Research – County profiles of business and economic conditions. http://www.be.wvu.edu/bber/data_profiles.htm

End Notes

¹ A household includes all of the people who occupy a housing unit while a family is defined as a householder and one or more other people living in the same household who are related to the householder by birth, marriage, or adoption. Not all households contain families since a household may be a group of unrelated people or one person living alone

² WV Bureau for Public Health - Behavioral Risk Factor Survey, 2005.

³ WV Bureau for Public Health –Vital Statistics, 2005.

⁴ Reynolds, AJ, Temple, JA, Robertson, DL, & Mann, EA. (2001) *Long Term effects of an early childhood intervention on educational achievement and juvenile arrest: A 15 year follow-up study of low income children in public schools*. Journal of the American Medical Association. 285:2339-23246 and Craig Ramey (1999), *Early Learning, Later Success: The Abecedarian Study*. Chapel Hill, NC: Frank Porter Graham Child Development Center.

⁵ 2006 estimates from American Communities Survey – US Census Bureau.

⁶ WV Department of Education WVEIS, NCLB data for all grades and all students, 2006-07.

⁷ FBI Uniform Crime Report (UCR), 2006.

⁸ National Incident Based Reporting System – Local Statistics 2006.

⁹ Calculated from West Virginia Vital Statistics, Bureau for Public Health, 2005.

¹⁰ WV Bureau of Employment Programs - Workforce WV Information and Analysis Division, December 2007.

¹¹ US Census Bureau Quarterly Workforce Indicators , 2008.

¹² US Census Bureau –2000 Census.

¹³ US Department of Commerce - Bureau for Economic Analysis, Table CA-04, 2006.

¹⁴ US Census Bureau – 2000 Census.

¹⁵ 2005 data from Home Mortgage Disclosure Act, Loans for 1-4 family units.

¹⁶ US Census data, 2004

¹⁷ US Deptment of Commerce –Bureau of Economic Analaysis, Table CA34, 2006 county data.

¹⁸ US Census Bureau Estimates, 2004

¹⁹ US Department of Commerce-Bureau for Economic Analysis, Table CA35, 2006 data.

²⁰ US Census Bureau – Quarterly Workforce Indicators for the period July 2006 through June 2007.

²¹ US Census Bureau, 2000 Census based on all owner occupied housing units.