

RVA Thrives Job Seeker Survey Analysis

October 2019

Virginia Community Voice (VACV) prepared this document for Jefferson-Davis Corridor (JDC) community neighbors and Goodwill of Central Virginia, which provided funding support for the project.

This report provides insights into job-seekers' challenges and needs, reviews the demographics of survey respondents, their employment statuses, what type of job services they have used in the past year, where they would like to see job services located, and the challenges they face as job-seekers.

This document also provides insights into how the results fit into the larger context of employment in Richmond. The first page of the document provides an overview of the findings, followed by a more in-depth review.

RVA Thrives is a program of
Virginia Community Voice
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Executive Summary

Jefferson-Davis Corridor (JDC) residents have higher unemployment rates than the rest of the city of Richmond. In order to better understand why unemployment is higher, RVA Thrives developed and deployed a job seeker survey to determine JDC job seekers' barriers to employment, industry interest, use of available employment services, and where they would like to see employment services located. Most survey respondents were unemployed and actively looking for a job, and the employment service most frequently utilized over the last 12 months were job fairs.

RVA Thrives also hoped to determine if job seekers would use employment services if they were more accessible to individuals living along the JDC. Employment services help prepare individuals for finding employment by building skills, helping with resumes, practicing interviews, and matching job seekers to employers. These services may even help with continuing education. Currently, Richmond's employment services are located across the river, in an area not easily accessible to JDC residents. Most job seeker survey respondents said they would use employment services if they were located in a place they already go, and named SCHDC, community centers, churches, and grocery stores as places they would like to see services located.

Barriers to employment also prevent individuals from finding and keeping employment. RVA Thrives wanted to better understand which barriers most affected JDC residents. JDC community members most frequently named transportation and not having the right skills or experience as the biggest barriers to finding and keeping employment.

These survey results are an important first step in understanding JDC job seekers' challenges, wants, and needs for finding and keeping employment. However, the demographic breakdown of the survey responses are not representative of the JDC. This section uses demographic information from the Census Bureau's American Community Survey (ACS) five-year aggregate file and Bureau of Labor Statistics for JDC census tracts 602, 607, 608, 609, and 610 to highlight differences between the survey respondents and corridor residents.

Table 1 shows that survey respondents' median age was older than the overall JDC median age, that women were overrepresented, and that advocates (purposely) over-sampled the Latinx community. Fewer survey respondents had a high school degree or higher and a bachelor's degree or higher than the JDC overall. These differences are not problematic but should be kept in mind when reviewing and understanding how the results relate to the larger JDC corridor.

Table 1: Comparison of Select Survey Respondent and Jefferson-Davis Corridor Demographics		
Demographic Characteristic	Job Seeker Survey Statistics	Jefferson-Davis Corridor Statistics
Median Age	36 years	34 years
Gender	Female: 65% Male: 35%	Female: 51% Male: 49%
Race/Ethnicity	Black: 65% Latinx: 23% White: 8%	Black: 70% Latinx: 9% White: 17%
Educational Attainment	High School Degree or Higher: 71% Bachelor's Degree or Higher: 8%	High School Degree or Higher: 77% Bachelor's Degree or Higher: 17%
Source: ACS 2013 five-year aggregate file tables S1501, S0101, and DP05 and RVA Thrives Job Seeker Survey August 2019.		

RVA Thrives 2019 Job Seeker Survey Overview of Findings

From July - September 2019, RVA Thrives Steering Committee & Advocates collected 103 surveys, while the online Goodwill survey captured another 24 responses, totaling 127 responses. The following provides respondents' demographics, employment statuses, and where they would like to see job services located.

Employment Status	
Unemployed but looking for a job	38%
Employed but want a different job	21%
Employed but want to advance in my field	29%
Unable to work, but preparing to go back	12%

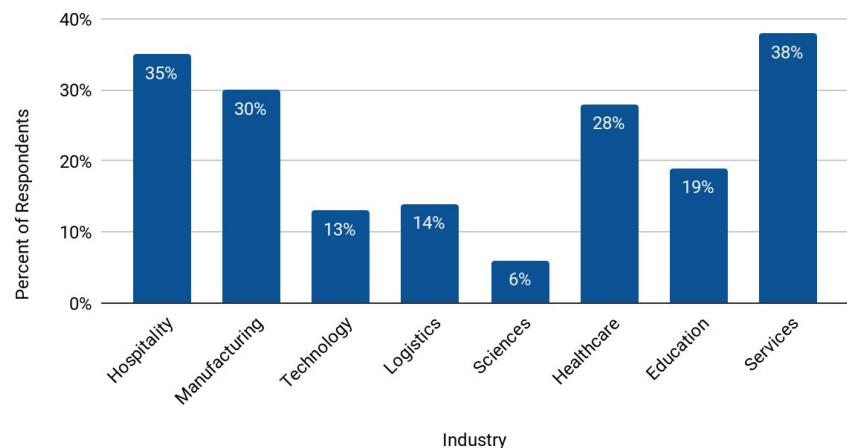
Most respondents were **unemployed but looking for a job**, followed by individuals who were employed but wanted to advance in their fields.

About 78% of respondents said they would use employment programs if they were located in a place they already go. Respondents named stores, community centers, SCDHC, and churches as places they would like to see employment services located.

Of the **barriers to employment** we listed, most people said they faced trouble with transportation (28%), did not have the right skills or experience (16%); had difficulty communicating in English (10%); had a criminal record (11%); or had health trouble (10%).

RVA Thrives asked respondents to pick two industries they were most interested in working in. The **industries** with the most interest were: services (38%); hospitality (35%); manufacturing (30%); and healthcare (28%).

Industry Interest by Percent of Respondents



Most respondents had a high school degree, followed by those who had some college experience but did not get a degree and those who did not complete high school.

Education Level
No high school degree: 16%
High school degree / GED: 39%
Some college but no degree: 25%
Bachelor's degree or higher: 8%
Professional Certificate or Associate's: 12%

Gender	Age	Race
Women: 65%	Average: 37	Black: 65%
Men: 35%	Youngest: 17	Latinx: 23%
	Oldest: 71	White: 8%

Almost twice as many women responded to the survey than men. Respondents' average age was 37, with a range of 54 years between the oldest and youngest respondents. Most respondents were Black, followed by Latinx, and then white.

Current Employment Status

According to Census estimates, in 2017, the JDC’s employment rate was lower at 60.5% than Richmond’s at 65%, and the JDC’s unemployment rate was higher than Richmond’s, at 7.2% and 5.7% respectively [1]. Furthermore, fewer individuals along the JDC worked full-time, year round (43%) compared to Richmond overall (45%) [2]. Individuals with full-time, year-round employment are more likely to have benefits, like health insurance or retirement savings accounts, and have different long-term outcomes than individuals with only part-time employment. While some individuals may prefer part-time work, these individuals may also be underemployed. RVA Thrives therefore recognized that there is more than one type of job seeker. We considered job seekers individuals who are unemployed and actively looking for a job; individuals who are employed but want a different job; individuals who are employed and want to advance in their field; and individuals who are unable to work right now but are preparing to go back. See **Table 2** for JDC employment and unemployment rates in 2017.

Most RVA Thrives survey respondents said they were unemployed but actively looking for a job (38%), followed by respondents who are employed but want to advance in their current field (29%), those that are employed but they want a different job (21%), and those currently unable to work but preparing to go back (12%). **Appendix A** provides employment status by educational attainment, gender, and race.

Race	Employment Rate	Unemployment Rate
Black	55%	15%
Latinx	68%	7%
White	77%	3%

Source: ACS 2013-2017 5-Year Estimates (table S2301).

Income & Earnings

Though RVA Thrives did not ask about income or earnings on the survey, income matters when thinking about the types of jobs individuals find and keep, and it plays an important role in life outcomes for adults and children, including: influencing poverty, housing and food stability, housing location and condition, health and educational outcomes, retirement, and generational wealth. In this report, RVA Thrives looks at earnings, a component of income that is made up primarily of wages from a job. **In 2017, Richmond’s median earnings were \$27,347, while the JDC’s average median earnings were more than \$6,000 less, at \$21,178.** Earning less can mean more reliance on government assistance, and it is not surprising that 32% of the JDC’s population uses SNAP benefits, compared to 16% in Richmond overall.

There is also a difference in earnings between racial/ethnic groups. **The JDC’s African American residents’ median earnings were the lowest at \$19,430 while white individuals’ median earnings were \$25,498 in 2017.** Hispanics / Latinx median earnings were highest out of the three racial/ethnic groups at \$27,714.

African American median earnings have still not recovered to pre-recession median earnings along the JDC, and African Americans along the JDC make almost 10% less than African Americans in Richmond overall. This matches national trends; according to the Pew Research Center, the median income for African Americans has not changed since the start of the Great Recession [3].

RVA Thrives Survey -- Hispanic / Latinx Respondents Employment Status:
 Unemployed but looking: 39%
 Employed but want to advance: 39%
 Employed but want a different job: 11%
 Unable to work, preparing to go back: 11%

Median incomes for white workers, however, has increased by 7% nationally, and by 15% in Richmond. Yet, white individuals living along the JDC still earn 33% less than white individuals in Richmond overall. See **Table 3** for additional five-year breakdowns of earnings by year between racial groups in Richmond and along the JDC.

Table 3: JDC vs Richmond Median Household Earnings 2007, 2012, & 2017					
Year	Location	Median Earnings	Black Median Earnings	Latinx Median Earnings	White Median Earnings
2017	JDC	\$21,178	\$19,430	\$27,741	\$25,498
	Richmond	\$27,347	\$21,493	\$19,435	\$38,052
2012	JDC	\$18,848	\$17,344	\$19,112	\$25,696
	Richmond	\$24,400	\$20,273	\$15,590	\$32,997
2007	Richmond	\$24,774	\$20,554	\$17,144	\$32,835

Sources: Median earnings for population 16+ ACS 2013-2017 5-year aggregate file. [4]

Hispanic / Latinx Earnings: The high median earnings for Latinx / Hispanic individuals coincides with the national trend that saw Hispanic / Latinx household incomes rise 3.7% in 2017, with no statistical difference between Black and white household income changes during the same time. Nationally, Hispanic / Latinx household incomes have risen 20.7% over the past five years [5], while their median personal income rose 5% from 2007-2017 [6].

However, there are differences between U.S.-born and foreign-born Latinx. U.S.-born Latinx incomes in 2017 were 6% less than in 2007, while foreign-born Latinx incomes were 14% higher than in 2007 [7]. In general, younger, less educated workers are more vulnerable in economic downturns than older, more educated workers. U.S.-born Latino workers were found to be more than five years younger and less educated than U.S.-born workers overall, and experienced greater losses in the Great Recession and a slower recovery afterwards [8]. U.S.-born Latino workers had a 10% decrease in personal income compared to the 3% decrease by U.S.-born workers overall [9]. U.S.-born Latinos have still not recovered.

Long-tenured immigrants typically earn more than newer immigrants, and as Latin American immigration slowed, the amount of foreign-born Latin American immigrants who had lived in the U.S. for the last ten years increased. Newer and lower-wage labor was not as available, meaning long-term foreign-born immigrants had more jobs available to them. With less competition, their incomes increased after the Great Recession.

Location of Employment Services

Employment services can be an important part of finding a job and advancing in a career. However, challenges such as transportation, childcare, time, and location can make accessing employment services difficult. **More than three-quarters (78%) of respondents said they would use employment programs if they were located in a place they already go.** About 16% of respondents said they might use services if they were located in a place they already go, while 6% said they would not use these services [10]. The majority of respondents in all demographic groups and by challenges, such as childcare, transportation, homeless, or criminal record said they would use employment services if they were located in a place they already go.

Respondents most frequently named the following places where they would like to see services located: SCDHC (this was most frequently named by the Latinx community); community centers; churches; grocery stores (like Walmart, the Big Apple Store, and Food Lion); Family Dollar and neighborhood convenience stores; gyms; along the bus line or near other public transportation; near their children's' schools; in libraries; at rec centers; near shelters; with community aid organizations; and "close to home". One person suggested setting up a telephone hotline or other remote service (similar to telehealth); while others suggested resume writing services, and internships for adults to break into different industries.

Below provides more in-depth information from different groups of survey respondents. These respondents could be considered more vulnerable or may need additional assistance finding and keeping employment. For example, individuals who are undocumented may be afraid to use employment services, fearing exposure to ICE. Individuals without a fixed address might have trouble accessing services if they are far from a bus line, or may have co-challenges, such as a criminal record, as oftentimes returning citizens have difficulty finding stable housing. These vulnerable individuals may most need services to help them find and keep employment.

Undocumented: Respondents who are undocumented or who are afraid of ICE named the following places: close to schools and where they live. Additional efforts may be needed to find the best location for employment services for undocumented individuals.

Hispanic / Latinx: Most of the Latinx respondents (68%) said they would use employment services if they were located in a place they already go. Latinx respondents named SCDHC, Southwood, stores, schools, and "around my house" / "in my neighborhood" as locations they already go and would like to see services located.

Individuals experiencing homelessness: Individuals experiencing homelessness may have less access to services, or need services closer to where they are staying. Their options may be more limited. Individuals who said they have no fixed address listed anywhere along the bus line; churches; foodbanks; shelters; and grocery stores.

Transportation challenges: Individuals who said they have transportation challenges named the following as places they already go and would like to see services located: SCDHC; community and rec centers; grocery stores; libraries; churches; and anywhere on the bus line or close to public transit.

Childcare challenges: Mostly women experience issues accessing childcare. They named: near schools; in neighborhoods; and, at grocery stores. One individual also suggested setting up a hotline service (similar to telehealth), which would help more individuals than those with childcare challenges.

Respondents with disabilities: This response category asked if respondents' mental or physical disabilities prevented them from finding and keeping employment. A person's mental or physical health may determine where and when they can access needed services. Individuals with mental or physical disabilities named churches; grocery stores; community centers; libraries; and "along the Jefferson Davis Corridor."

Individuals with criminal records:

Respondents with criminal records named the following as places they already go and would like to see services located: churches; grocery stores; shelters; foodbanks; and anywhere along the bus line. Some of the individuals with criminal records also have additional challenges, such as transportation and unstable housing. All but one individual who reported having a criminal record were men. Placing employment services in areas that are easily accessible by the most vulnerable could be the best way to assist with employment.

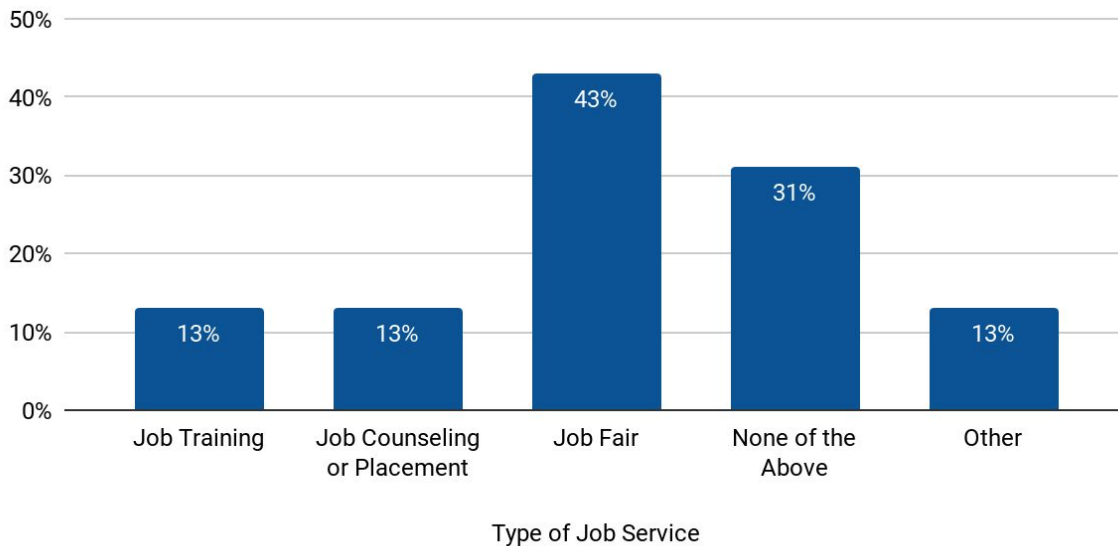
Gender: Women named the following places that they already go and would like to see services located: SCDHC, rec and/or community centers, churches, grocery stores, libraries, near schools and daycares, and along the Jefferson Davis Highway. It is also important to note that seven of the nine individuals who said access to childcare was a challenge for finding and keeping a job were women.

Men named the following as places they already go and would like to see services located: SCDHC; community and rec centers; churches; grocery stores; near schools; by shelters and food banks; along the Jefferson Davis Corridor; and anywhere along the bus line or near public transit.

Employment Services Used in the Past Year

To better understand how job seekers look for jobs, the survey asked respondents to think about their job search efforts over the past year and check all that applied. These services included: (1) attending a job training and/or certification course, such as those offered through the Community College Workforce Alliance (CCWA); (2) receiving job placement and/or career counseling services from a provider such as Goodwill, the Office of Community Wealth Building, or Virginia Career Works; and (3) attending a job fair; (4) not applicable; and, (5) other. The most frequently used service in the past year was attending a job fair (43%), followed by not using any of the job services listed (none of the above) (31%). See **Figure 1** for the percent of respondents who used the listed job services in the past year. As a reminder, this does not show individuals who received jobs after using these job search methods.

Figure 1: Percent of Respondents who Used Job Services in the Past Year



Hispanic / Latinx: Of the employment services listed, 11% went to a job fair, 7% utilized job training services, 4% used job placement or career counselling services, 50% said they did not do any of those things; and 14% said other (e.g. word of mouth, applied online). Latinx respondents may face unique barriers to employment, such as difficulties communicating in English or their immigration status. Latinx respondents may not know about job services in Richmond, especially if they are new to the city.

Job fairs could be the most frequently used service because fairs are well advertised and most people know about, and understand, what job fairs entail. Individuals may be less certain, or do not know about, all the services offered through Goodwill, Community College Workforce Alliance (CCWA), the Office of Community Wealth Building, or Virginia Career Works. Examples of responses under “other” include: word of mouth; applied online; used internet job search site; and servsafe certification course. Under “other” respondents also said they wanted help with writing resumes and learning how to interview.

Job Services Used by Employment Status: The most frequent job service used by all employment statuses was attending a job fair, followed by almost all employment statuses saying they did not use any of the listed job services. For respondents unemployed and looking for employment, only 12% utilized job training and job placement/career counseling. Please see **Appendix B** for the breakdown of employment status by job services used in the past year.

Again, job seekers may not know these services exist or may not be able to access services (e.g. no transportation, can't find child care, the hours are not convenient), or other services, like certification, training, or classes, being cost prohibitive. Putting services where job seekers are, performing additional outreach about services, and helping individuals obtain grants or financial assistance may help increase utilization of these services by job seekers.

Understanding Who is Using Existing Job Services:

Of the job services RVA Thrives listed on the survey, almost all demographic categories most frequently reported utilizing job fairs in the past year. The following section provides additional insights into the demographic categories.

Gender: Both men and women most frequently responded they've gone to a job fair in the past year. Yet, more men than women used both job counseling or placement services and job training. Women may not know about these services or face additional challenges, such as access to childcare, that prevents them from participating.

Respondents experiencing homelessness: Individuals experiencing homelessness may not have the same access to job services or training opportunities as other individuals. In the past year, 56% of the individuals who said they had no fixed address participated in job training, while 22% said they had job counseling. About half went to a job fair.

Undocumented Respondents: Undocumented respondents mostly did not access established employment services and instead relied on "word of mouth" for finding employment. One respondent who is undocumented said they went to job training in the last year.

Respondents with criminal records: Individuals with criminal records most often went to job fairs (71%), followed by job training (43%), and finally job counseling (29%). Respondents with criminal records face additional barriers to employment beyond job training that may require additional support and wrap-around services.

Respondents with disabilities: Individuals with mental or physical disabilities may need different, specialized, or better access to employment services. About 75% of individuals with mental or physical disabilities said they attended a job fair in the past year, followed by job placement or counseling (50%) and job training (25%).

Transportation challenges: Individuals with transportation challenges most frequently reported going to job fairs. This could be getting to a job fair is easier than attending a regular class or keeping appointments with career counseling services.

Race/Ethnicity: Both African American and white respondents said they have attended a job fair in the past year. Latinx respondents said they did not use any of the listed services or tried other ways of finding a job, such as “word of mouth”.

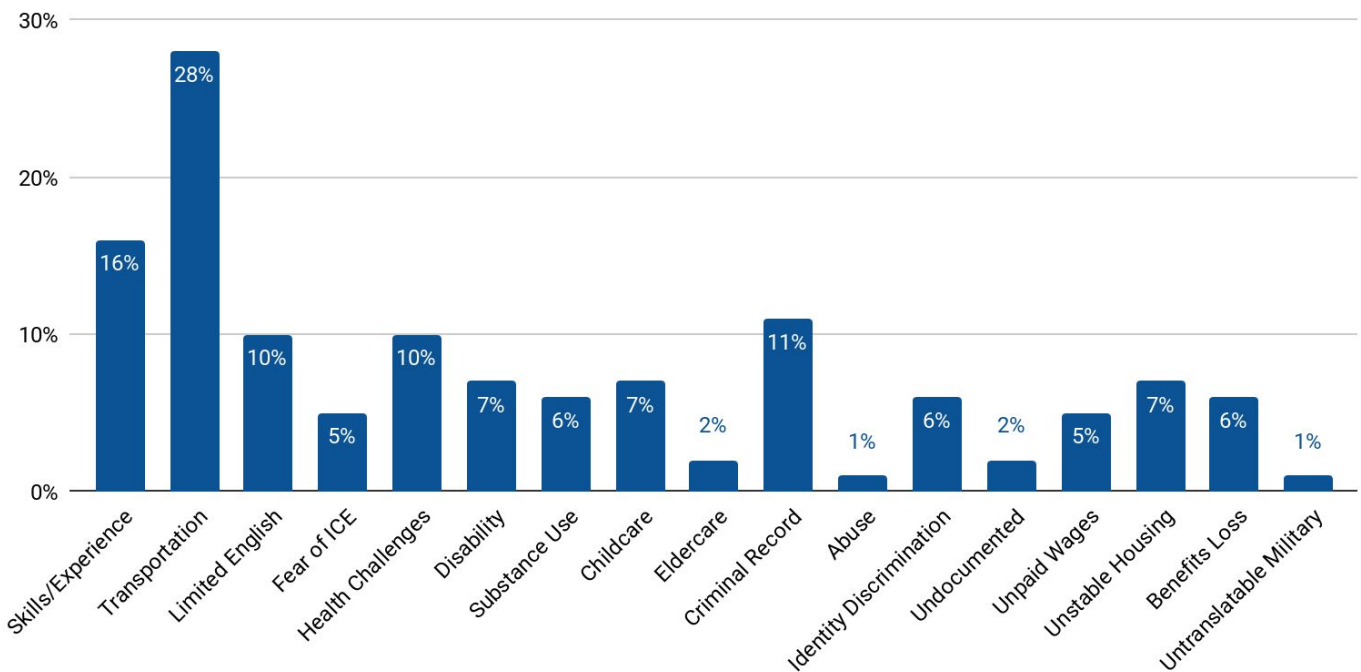
Education: Almost all education levels said they attended a job fair in the past year, followed by “none of the above,” suggesting job seekers are not accessing available job services in Richmond.

Age: All age categories named job fairs most frequently as the job service they used. However, almost all age categories also frequently said they did not use any of the listed services. Younger individuals may be more likely to use online job search sites, like Indeed.com, than older individuals. Younger age groups may not know about job services offered through places like Goodwill or the Office of Community Wealth Building.

Challenges Faced by Job Seekers

The most commonly picked challenges for finding and keeping employment include transportation (28%); a lack of proper skills and experience (16%), having a criminal record (11%), having physical or mental health challenges (10%), and having trouble communicating in English (10%). **Figure 2** shows the percentage of respondents for each category. Respondents could pick more than one challenge, and challenges were not mutually exclusive.

Figure 2: Most Frequently Identified Challenges



Challenges Provided by RVA Thrives

Understanding the barriers: This next section provides additional information on who is confronting the most frequent barrier.

Skills & Experience: Of those that said lack of skills and experience was a challenge in finding and keeping employment, 80% were women, while 20% were men. About 70% Black respondents, 25% of Latinx respondents, and 5% of white respondents said they lacked appropriate skills and experience. Twenty percent of respondents without a high school degree, 55% of respondents with a high school degree, and 10% of respondents with a college degree said they lacked appropriate skills and experience.

Criminal record: Of those that said having a criminal record was a challenge to finding and keeping employment, 93% were men and 7% were women; 71% were Black, 21% white, and 7% Latinx; and 70% had a high school diploma / GED or less.

Childcare: Of those that said childcare was a challenge to finding and keeping a job, 78% were women and 22% were men; 67% were Black, 11% Latinx, and 22% were white. This issue affected all education levels equally, but only affected ages 25-44. Emerging research suggests the JDC is a “childcare desert,” with more children than available providers.

Substance use: Of those that said that substance was a barrier to employment, equal amounts were women and men; and there were not large differences between race / ethnicity, education levels, and age.

Trouble Communicating in English: Of those that said they had trouble communicating in English, 85% were Latinx, and 8% were Black; 46% had a high school diploma / GED or less; and most were between ages 35-44.

Undocumented / ICE Fears: Of those that listed these issues as a challenge, 100% were from the Latinx community; were from all education levels; and were in all age categories.

Not paid what promised: Through our research and talking with the community, RVA Thrives heard that employers do not always pay their workers what was promised. This often happens when the employer realizes they have an advantage over certain groups, such as undocumented individuals or those who do not have the power to speak out. Of the respondents that said their employer has not paid them when or what they were owed, most were Black (83%) followed by Latinx (17%); were both men and women; and it affected those with a high school degree or less. This challenge also occurred in all age groups equally.

Homeless: Of those that said not having a permanent address was a challenge to finding and keeping employment, most were male (89%); Black (56%), white (33%), and Hispanic (33%); had a high school degree or less (100%); and respondents were from all age groups.

Identity: Of those that said not being able to be their true selves at work, 62% were women and 37% were men; most were Black (62%), followed by white (25%) and Latinx (12%); and respondents were from all education levels and age categories.

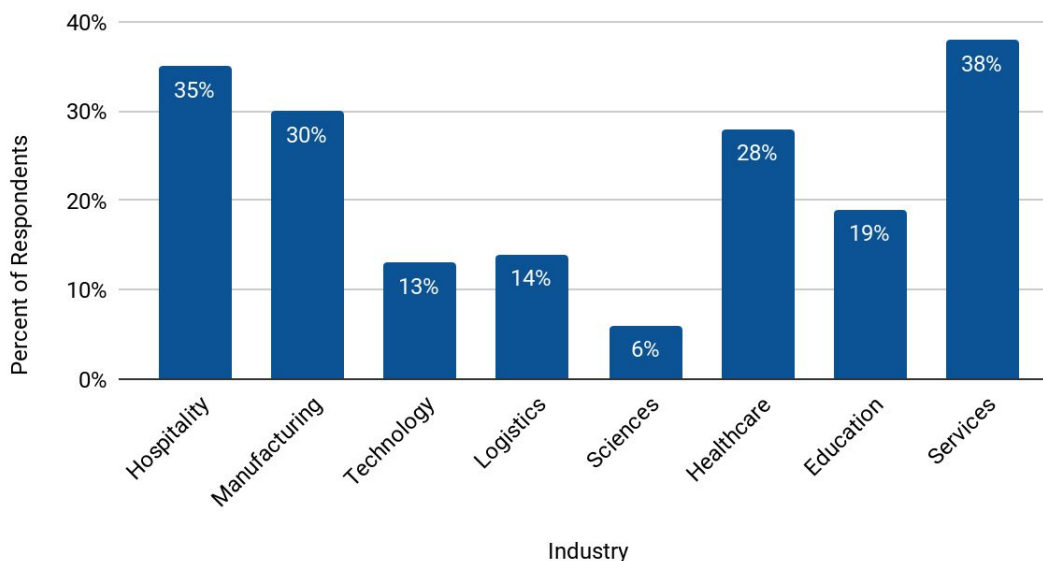
Transportation: About 28% of respondents said transportation was a barrier to finding and keeping employment. Of those, 66% were women, while 34% were men; 60% were Black, 29% Latinx, and 11% were white. About 50% had a high school degree / GED or less.

Studies show access to affordable transportation, whether public or private, is essential for overcoming poverty. Low-income households rely more heavily on public transit, and without an adequate transit system, these individuals may lose out on job opportunities. This is especially problematic in Richmond, where there transportation system does not serve all areas of the city equally. A 2015 study by the University of Minnesota found only 26.5% of available jobs were accessible by public transit [11], while a 2017 Virginia Commonwealth University (VCU) study found that 55% of Richmond’s modest-wage jobs were inaccessible by transit, while 48% of low-cost housing were also inaccessible by transit [12]. VCU’s report highlights the transit access mismatch between affordable housing and entry-level jobs. To put this in context for the JDC, 22% of households do not have a personal vehicle, and in 2016 19% of JDC residents reported using public transit to get to work [13].

Industry Interest

Respondents were asked to pick up to two industries that they were most interested in working in, though some respondents picked more. Services (38%) and hospitality (35%) dominated respondents’ interests, followed by manufacturing (30%) and healthcare (28%) [14]. Please see the chart below for the industry breakdown. See **Figure 3** for the percentage for each industry.

Figure 3: Industry Interest by Percent of Respondents



Respondents also had the option of writing in an industry or job in which they were interested. Written responses include: advertising, architecture, childcare, cleaning, construction, electrician, legal, mental health, music, animals, toll collector, mail room attendant, and mechanic. This next section provides insights into industry interest by employment status, educational attainment, gender, and age.

Employment Status: Understanding industry interest by employment status can help service providers know what type of services (e.g. job training vs job counseling) could be best utilized for the unemployed versus those wanting to advance. For **unemployed but actively looking** respondents, the most popular industries were manufacturing, hospitality, and healthcare. Respondents **not currently working but preparing to go back** were most interested in hospitality. Respondents who are **employed and want to advance** were most interested in healthcare and services, while those who are **employed but wanted a different job** were most interested in hospitality and services.

Age: Industry interest varied by survey respondents' ages. The most popular industries for age groups 17-24 and 25-34 were healthcare and services. For the 35-44 age group, the most popular industries were hospitality and services, while hospitality, manufacturing, and services were the most popular industries for both the 45-54 and 55-64 age groups. Older individuals may be more interested in career advancement than career changes, or may not have the savings or enough income to retire at the federal retirement age.

Educational Attainment: While it is important for all individuals to have stable employment if they are able, some individuals need more assistance competing in today's job market than others. Individuals with higher educational attainment, such as bachelor's and master's degrees, or even professional certificates, are less likely to need employment services than individuals without a college degree or high school diploma / GED. Therefore, this section will focus on individuals without college and high school degrees. **Individuals who did not complete K-8** were most interested in manufacturing and services, while **respondents that completed K-8** were most interested in services and hospitality. **Individuals that completed some high school but did not earn their diploma or GED** were most interested in hospitality and manufacturing, while **respondents with a high school degree** were most interested in hospitality, manufacturing and healthcare. **Respondents who completed some college** but did not earn a four-year or associate's degree were most interested in hospitality, services, and healthcare.

Gender: The most popular industries for women were services (40%), healthcare (35%), and hospitality (35%). The most popular industries for men were manufacturing (43%) and hospitality (36%).

Manufacturing Trends: According to the Institute for Supply Management, manufacturing activity in the United States decreased in August for the first time in three years. Decreases meant fewer new orders, less production, and less hiring. Trade tensions with China and other trading partners led to a drop in export orders and are disrupting supply chains for factories that produce domestic goods. Nationally the manufacturing sector added 517,000 jobs over the last three years. However, the sector added fewer than 8,000 jobs per month in the first seven months of 2019 [15].

In Virginia, manufacturing jobs have decreased by 36% from 2000 to 2018 despite growth in output, suggesting greater reliance on automation and technology rather than human capital. Long-term industry projections from the Virginia Economic Commission suggest Virginia's manufacturing sectors will continue to decrease between 2016 and 2026 [16]. Manufacturing has traditionally employed individuals with high school education levels and middle skill workers with high school education levels. However, manufacturing jobs today require a higher level of education and/ or training experience, decreasing opportunities for low- and middle- skill workers.

Yet, industry experts also project a shortage in high-skill manufacturing workers due to aging boomers, low immigration rates, and misconceptions about the manufacturing industry. Since September, 522,000 high-skilled manufacturing jobs remain open [17], and this skills gap could leave almost 2.4 million high-skilled manufacturing positions unfilled over the next 10 years [18]. As manufacturing becomes more high tech and efficient, employers want workers with technical skills, technical aptitude, and be able to adapt to new technologies [19].

Hospitality Trends: According to the Virginia Department of Education, the hospitality and tourism sector in Virginia is expected to grow by 10% over the next decade, adding approximately 58,400 more jobs by 2026 [20]. From 2010 to 2016, Richmond's local hospitality sector added more jobs than expected given national growth [21]. Most of these jobs require a high school degree and training or certification. In 2017, the hospitality and tourism workers' median wages ranged from \$18,960 to \$33,590 [22]. While this industry is expected to grow, jobs in this sector may not provide a living wage, making it harder to afford every-day expenses and save for retirement, and can be physically demanding.

Healthcare Trends: According to data from the U.S. Economic Development Agency, Richmond's local healthcare sector added almost 10,000 jobs between 2010 and 2016 [23]. Richmond is a healthcare hub, with large hospital systems and colleges and universities performing advanced research. It is also home to large pharmaceutical companies. According to the Virginia Department of Education, this sector is expected to continue to grow for the next decade. Jobs in this field usually require a Bachelor's degree or more, or a GED with additional trainings and certifications. Salaries can range from \$21,770 to \$128,550 [24]. Individuals in the healthcare field have a better chance at making a living wage and pursuing a career, rather than simply a job, in this sector.

Services Trends: Service types range from business services, like accountants, consultants, and HR to landscaping and beauty/estheticians. According to data from the U.S. Economic Development Agency, the services sector in Richmond will continue to grow. Since services encompass so many professions, we recommend reviewing specific service sectors via the U.S. Clusters Mapping website, which uses data from both Harvard and the U.S. Economic Development Agency.

Appendix A: Employment Status by Gender, Race, and Education Level

Table 4: Employment Status by Gender		
	Women	Men
Unemployed but looking for a job	42%	32%
Employed but want a different job	19%	25%
Employed but want to advance in my field	30%	27%
Unable to work, but preparing to go back	9%	16%

From: RVA Thrives Job Seeker Survey 2019 Total survey responses: 127

Table 5: Employment Status by Race			
	Black	Latinx	White
Unemployed but looking for a job	38%	45%	30%
Employed but want a different job	22%	14%	30%
Employed but want to advance in my field	27%	31%	30%
Unable to work but preparing to go back	12%	10%	10%

Total survey responses: 127 From: RVA Thrives Job-Seeker Survey 2019

Table 6: Employment Status by Education Level				
	Unemployed & looking for a job	Employed, want a different job	Employed, want to advance in my field	Unable to work but preparing to go back
Less than K-8	50%	-	25%	25%
K-8	50%	-	25%	25%
Some high school	64%	9%	-	27%
High school diploma / GED	47%	17%	25%	11%
Some college no degree	23%	30%	37%	10%
Associates Degree	40%	40%	20%	-
Bachelor's Degree	14%	14%	57%	14%
Master's Degree or Higher	67%	33%	-	-
Professional Certificate	25%	-	75%	-

From: RVA Thrives Job Seeker Survey 2019 Total survey responses: 127 [25]

Appendix B: Employment Status by Employment Services Used in the Past Year

Table 7: Employment Status by Employment Services Used in the Past Year				
	I am currently unemployed and looking for a job	I am currently employed and looking for a different job	I am currently employed and looking to advance my career in my current field	I am currently unable to work, but am preparing to go back to work
Job Training	12%	15%	13%	13%
Job Placement / Career Counseling	12%	19%	5%	20%
Job Fair	44%	58%	30%	47%
None of the Above	37%	27%	32%	13%
Other	4%	27%	19%	27%
From: RVA Thrives Job Seeker Survey 2019				

This table does **not** show who obtained a job after using employment services.

Appendix C: Survey Collection Method

RVA Thrives Steering Committee members and Community Advocates collected 103 surveys from job seekers on the JDC between July and September of 2019 using snowball sampling methods. In order to take the survey, individuals had to be either (1) currently unemployed and looking for a job, (2) currently employed but looking for a different job, (3) currently employed and looking to advance in their current field, or (4) currently unable to work but preparing to go back. RVA Thrives also asked Steering Committee members and Community Advocates to survey at least 10 people each and to target the following demographics: six people under the age 40 and four people over age 40. Community Advocates collected surveys at civic association meetings, through talking with neighbors, and from a church feeding program. Spanish-speaking Community Advocates collected 28 surveys from the Latinx community using surveys translated into Spanish. Spanish-speaking community advocates utilized community resource centers to collect some of the survey from Latinx individuals.

Steering Committee members protected the privacy survey respondents by keeping the completed surveys in an envelope and not collecting any personally identifiable information on the survey itself. Survey results were considered confidential. Individuals who took the survey received a \$10 Walmart gift card.

Goodwill distributed paper surveys at the Peter Paul Development Center, the Neighborhood resource center, The Sacred Heart Center, the Hispanic Chamber of Commerce, and the Community Employment Center. Goodwill also provided the survey online. In total, Goodwill captured another 24 responses, reaching the surrounding counties of Chesterfield, Hanover, and Henrico, as well as the individuals in the city of Richmond. Online surveys were developed and deployed using Google forms. Goodwill staff entered the paper responses into the online form. RVA Thrives did not collect any personally identifiable information on these surveys.

In total, 127 surveys were collected.

Appendix D: Copy of Job Seeker Survey in English

1. Are you currently employed?

- I am currently unemployed and looking for a job.
- I am currently employed but looking for a different job.
- I am currently employed and looking to advance my career in my current field.
- I am currently unable to work, but am preparing to go back to work.

2. How important is it to you to work close to home (20 minute walk or a 5 minute drive)?

- Working close to home is a necessity for me.
- Working close to home is important, but not essential.
- Job distance is not really an issue for me.

3. Which of the following industries are you interested in working in? (Please pick up to two.)

- Hospitality** (e.g. chef, bar/restaurant manager, server, bartender, food prep, concierge, etc.)
- Manufacturing** (e.g. machinery operator, maintenance workers, mechanics, assemblers, welders, etc.)
- Technology** (e.g. IT specialist, computer programmer, systems engineer, etc.)
- Logistics** (e.g. Commercial driver, transportation manager, customer service representative for truck operators, material mover, etc.)
- Sciences** (e.g. lab technician, researcher. Food scientists)
- Healthcare** (e.g. home health aide, nurse, doctor, medical assistant, healthcare administrator, pharmacy technicians, etc.)
- Education** (e.g. teacher, tutor, music teacher, school administrator, etc.)
- Services** (e.g. office manager, Human Resources (HR), accountant, public relations, paralegals, receptionists, beauty/esthetician, consultant, etc.)
- Other:** _____

4. What employment challenges have you faced? These challenges may have kept you from seeking work, applying for jobs, getting a job, or keeping a job. Please pick all that apply.

- | | |
|--|--|
| <input type="checkbox"/> I do not have the right work skills and/or experience. | <input type="checkbox"/> A partner (boyfriend/girlfriend/spouse) or parent will not let me get or keep a job. |
| <input type="checkbox"/> I have transportation challenges. | <input type="checkbox"/> I do not feel like I am able to fully be myself at work because of my identity (age, gender, race/ethnicity, disability status, and/or sexual orientation). |
| <input type="checkbox"/> I have a hard time communicating in English. | <input type="checkbox"/> I am an undocumented worker. |
| <input type="checkbox"/> I am afraid to work because of ICE (Immigration & Customs Enforcement). | <input type="checkbox"/> My employer has not paid me when or as much as they were supposed to. |
| <input type="checkbox"/> I have physical and mental health challenges. | <input type="checkbox"/> I do not have a permanent address. |
| <input type="checkbox"/> I have a physical or mental disability. | <input type="checkbox"/> If I work too many hours I will lose my benefits. |
| <input type="checkbox"/> I have substance use challenges. | <input type="checkbox"/> I have a hard time translating my military experience for the civilian workforce. |
| <input type="checkbox"/> I do not have access to child care. | <input type="checkbox"/> Not applicable |
| <input type="checkbox"/> I do not have access to care for an aging adult. | <input type="checkbox"/> Other _____ |
| <input type="checkbox"/> I have a criminal record. | |

5. Think about places that you already go, such as gyms, grocery stores, churches, or daycares. Would you use an employment program to help you get a job if they were located in places you already go?

- Yes, I would use programs to help me get a job if they were located someplace I already go.
- I might use these programs if they were located someplace I already go.
- No, I would not use these services if they were located in a place I already go.**

**Why wouldn't you use them?

6. Where would you like to see services to help you get a job located?

7. Think about your job search efforts over the past year and please check all that apply.

- I have attended job training and/or certification courses, such as those offered through the Community College Workforce Alliance (CCWA).
- I received job placement and career counselling services from a provider such as Goodwill, the Office of Community Wealth Building, or Virginia Career Works.
- I have attended a job fair.
- I have not done any of the above.
- Other (please describe): _____

8. What is your age in years? _____

9. What is your gender?

- Female
- Male
- Prefer to self describe: _____

10. What is your race/ethnicity?

- Black
- White
- Hispanic/Latinx
- Asian
- Prefer to self identify: _____

11. What is your last completed school grade?

- I did not attend school (K-8).
- I finished K-8.
- I did not finish high school.
- I have a high school degree or GED.
- I took some college classes, but did not get a degree.
- I have an associates degree.
- I have a four-year college degree.
- I have a masters degree or higher.
- Other: _____

Endnotes

[1] ACS 2013-2017 5-Year Estimates table DP03. All Jefferson-Davis Corridor-specific statistics are calculated for Census tracts 602, 607, 608, 609, & 610 unless otherwise specified.

[2] ACS 2013-2017 5-Year Estimates table DP03.

[3] Kochhar, Rakesh. (March 7, 2019). Latinos' Incomes Higher Than Before Great Recession, but U.S.-Born Latinos Yet to Recover. Pew Research Center. Accessed October 7, 2019 from: <https://www.pewresearch.org/hispanic/2019/03/07/latinos-incomes-higher-than-before-great-recession-but-u-s-born-latinos-yet-to-recover/>

[4] This table provides the median earnings for population 16+ with earnings, all earnings not just full-time, year round. ACS table S2001, B20017B (Black or African American alone), B20017I (Hispanic / Latino), B20017H (white alone, not Hispanic or Latino). South Side census tracts: 602, 607, 608, 609, 610. South Side median earnings are mean of medians for each JDC census tract. Hispanic median income calculations excluded census tract 607 in 2017. White median income excludes census tract 609 in 2017. Census tract breakdowns were not available for 2007. Including 2007 shows pre-recession median earnings. The average median earnings were calculated for the JDC Census tracts.

[5] Davidson, Kate. (September 12, 2018). Hispanic Household Income Climbs. The Wall Street Journal. Accessed October 7, 2019 from: <https://www.wsj.com/articles/hispanic-household-income-climbs-1536792308>

[6] Kochhar, Rakesh.

[7] Kochhar, Rakesh.

[8] Kochhar, Rakesh.

[9] Kochhar, Rakesh.

[10] Though the “no” option on the survey prompted respondents to provide a reason why they would not utilize employment service, no respondents provided an explanation.

[11] Owen, A., Murphy, B., Levinson, D. (2015) Access Across America: Transit 2015. Accessibility Observatory Center for Transportation Studies, Department of Civil, Environmental, and Geo-Engineering, University of Minnesota. Accessed February 2018 from, <http://www.cts.umn.edu/Publications/ResearchReports/reportdetail.html?id=2554>

[12] Jacobson, T., Suen I., Mackenzie, M., Fasulo, F. (2017) Center for Urban and Regional Analysis L. Douglas Wilder School of Government and Public Affairs Virginia Commonwealth University; July 2017. Accessed February 2018 from, https://cura.vcu.edu/media/cura/pdfs/cura-documents/EditedJobs-Housing_July12_FINALE.pdf

Endnotes

[13] American Community Survey 1-year estimates 2016 table S0802 Means of Transportation to Work by Select Characteristics. Census tracts 602, 607, 608, 609, 610.

[14] Industry descriptions: **Services** - office manager, Human Resources (HR), accountant, public relations, paralegals, receptionists, beauty/esthetician, consultant, etc.; **Hospitality** - chef, bar/restaurant manager, server, bartender, food prep, concierge, etc.; **Manufacturing** - machinery operator, maintenance workers, mechanics, assemblers, welders, etc; **Technology** - IT specialist, computer programmer, systems engineer, etc.; **Logistics** - Commercial driver, transportation manager, customer service representative for truck operators, material mover, etc.; **Sciences** - lab technician, researcher, food scientists; **Healthcare** - home health aide, nurse, doctor, medical assistant, healthcare administrator, pharmacy technicians, etc.; **Education** - teacher, tutor, music teacher, school administrator, etc.

[15] Horsley, Scott. (September 3, 2019). Manufacturing Shrinks for the First Time in Three Years on Trade Tensions. All Things Considered, NPR. Accessed October 8, 2019 from: <https://www.npr.org/2019/09/03/757071073/manufacturing-shrinks-for-1st-time-in-3-years-on-trade-tensions>

[16] Khine, Kyaw. (March 19, 2019). Manufacturing Employment in Virginia. University of Virginia Weldon Cooper Center for Public Service Stat Chat. Accessed October 8, 2019 from: <http://statchatva.org/2019/03/19/manufacturing-employment-in-virginia/>

[17] Dollar, B., Pajula, S., Wellener, P. (2018). 2018 Skills Gap in Manufacturing Study. Deloitte. Accessed October 2019, from: <https://www2.deloitte.com/us/en/pages/manufacturing/articles/future-of-manufacturing-skills-gap-study.html>

[18] Rogers K. (October 4, 2019). Manufacturing is facing a growing skills gap that is leaving hundreds of thousands of positions open. CNBC. Accessed October 29 2019, from: <https://www.cnbc.com/2019/10/04/manufacturing-sector-is-facing-a-growing-skills-gap.html>

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[20] Virginia Department of Education. (n.d.) Hospitality & Tourism. Accessed on November 8, 2019 from: http://www.doe.virginia.gov/instruction/career_technical/career_clusters/hospitality_tourism/index.shtml

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[21] Harvard Business School, U.S. Economic Development Administration (2018). Cluster Mapping, Richmond VA Metropolitan Area. Accessed on November 8, 2019 from http://www.clustermapping.us/region/msa/richmond_va/cluster-portfolio#jobcreation

[22] Virginia Department of Education (n.d.)

[23] Harvard Business School, U.S. Economic Development Administration (2018). Cluster Mapping, Richmond VA Metropolitan Area. Accessed on November 8, 2019 from http://www.clustermapping.us/region/msa/richmond_va/cluster-portfolio#jobcreation

[24] Virginia Department of Education. (n.d.) Health Science. Accessed on November 8, 2019 from:
http://www.doe.virginia.gov/instruction/career_technical/career_clusters/health_science/index.shtml

[25] All respondents for the “Less than K-8” and “K-8” demographics were undocumented immigrants. In total, three respondents held a Master’s degree, and two out of the three three respondents were unemployed but looking for work.

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