

City of Huntington, West Virginia

*A Community Profile of Current Conditions and
Local Capacity*

**Prepared for the
Sustainable Communities Training Team
&
Create Huntington Project**

November 2008

The city of Huntington was named for Collis P. Huntington, a railroad entrepreneur who founded the city in 1870. The city was established to support the Chesapeake and Ohio Railroad which terminated in Huntington at the time. The town of Guyandotte (first settled in 1799) predated the founding of Huntington and when Huntington was established the town became a part of the larger city. During the Civil War, the town of Guyandotte cast its loyalties with the Confederacy and when it was captured by Union forces much of the original town was burned to the ground.



Marshall University is located in Huntington. The present day University began as a subscription school known as Marshall Academy in 1837. After the Civil War, Marshall Academy was re-opened by the newly established state of West Virginia as Marshall College to train teachers and the college grew to university status.



The city historically suffered from repeated flooding including the Great Flood of 1937 which devastated the city and left 6,000 residents homeless. A flood wall was constructed after this flood to protect the city. Access to major markets by rail resulted in rapid growth between 1880 and 1930. The city's population increased during this period from a little over 3,000 people to more than 75,000. By 1950 the population exceeded 86,000. This rapid growth was supported by the coal, chemical, and glass industries; however, the city's industrial base

declined during the latter half of the twentieth century resulting in a steadily declining population over the past fifty years.

The current day city serves as a regional medical center with two major hospitals and the Marshall University Medical School. The city is also very much a college town serving as home to 14,000 students attending Marshall University.



The latest population estimate by the US Census Bureau (2007) for the city of Huntington is 48,982 persons. At the time of the 2000 census, 17.8% of the population was under the age of eighteen years and 18.0% of the population was over the age of sixty five years. The population of the city reflects a lower percentage of young people and a higher percentage 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% is over the age of 65). There were 22,955 households in Huntington and 12,230 families at the time of the last census.¹ The population of the city is 98.5% White.²

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 the city of Huntington. It is only one of many tools local planning and development groups may find useful. An additional report on the findings from capacity surveys completed by Create Huntington members and team members participating in West Virginia Sustainable Communities Training Program will be provided to supplement this statistical profile.

Local citizens may wish to examine some of the issues raised by the profile that are relevant to any specific local goals in more detail. Various data sets useful for further research are listed in Appendix C and local knowledge of community conditions can also be used to better inform the issues raised by a statistical profile. In addition, the city has access to the Marshall University Center for Business and Economic Research which can provide local residents with additional research and analysis useful for local planning and development. This profile is probably most useful in identifying areas of concern that may require further study and assessment by local citizens. Later, the data cited in the profile can serve as indicators that can be monitored and used as measures of local progress in improving community conditions.

Statistics and other information presented within the community profile are provided for the city of Huntington when city-specific data is available. Some indicators of capacity reviewed in this summary are reliably available only at the county level. Others may be available for Cabell County and/or the Huntington-Ashland Metropolitan Statistical Area (MSA). City specific data will be cited when available and other geographically based data will be used as may be appropriate when good information is not readily available at the city level. Local leaders should be aware that a statistical portrait reflecting measures of capacity throughout the county or within a larger metropolitan area may or may not be particularly applicable to the city; however, the data for these larger geographic areas should provide a suitable context for local planning and development. In addition, local conditions and quality of life issues may vary from one location to another within the city itself; nevertheless, it is hoped that the profile presented here will provide a useful view of the general conditions within which city residents live, work, and play.

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 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 tourism as possible areas for development, local residents should be asked what types of recreational opportunities they would be most interested in and how tourism might be increased. It is important to ask local residents what types of facilities or programs would be used or what local attractions might attract visitors 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 is what makes well-functioning communities function well” – (Chaskin, 2001)

"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.

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 useful. Five types of capital are important and these are discussed within the statistical profile. These types of capital that can be drawn upon by local citizens to improve their community include:

- Human Capital,
- Social Capital,
- Cultural Capital,
- Financial Capital, and
- Environmental Capital.

Some of the above areas of capital are difficult to measure using available information from data sets collected and compiled by government agencies or other sources. Limited data is collected relevant to capacity domains falling within areas of social capital, cultural capital, and environmental capital while a great deal of information is readily available for domains related to human capital and financial capital. A “capacity survey” designed to measure citizen perception of the levels of local capacity present within the community will be used to supplement the statistical data available and provide for some insight into domains not easily measured by data compiled in secondary data sets. The survey results will be discussed in a separate report.

The City of Huntington Community Profile

Statistical Information Secured from Secondary Data Sets

Human Capital in Huntington

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 the City of Huntington when available and Cabell County when city-specific data is not readily available.

Health and Well Being of Local People

Healthy People:

Three key measures of health are compiled for county residents. Unfortunately these measures are not available for the city so county statistics will be used. These measures include health insurance status, adult obesity, and low birth weight. Adult obesity which is defined as significantly exceeding recommended healthy weight is 24.6 % in Cabell County. This level of obesity is below the average for West Virginia (27.7%) and it is above the average for the U. S. (22.8%). A second measure of the health status of local people is access to health insurance. The number of adults without health insurance in Cabell County was 24.4% in 2005.³ A larger percentage of the adult population in the county is without health insurance than is the case for the state as a whole (22.8%). The rate of uninsured adults in Cabell County is significantly above the national figure of 18.2%. A third measure selected is the percentage of low birth weight babies. The rate of low birth weight babies in Cabell County was 10.9% in 1995. This is higher than the WV statewide average of 9.5% and notably higher than the national average of 7.8%.⁴

Obesity and low birth weight are both significant risk factors for major health problems. Adult obesity in Cabell County is lower than in many other areas of the state but the rate of low birth weight is higher. 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 time⁵ 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. 2008-09 preschool enrollment as a percentage of kindergarten enrollments in Cabell County is 66.8% which is higher than the statewide ratio of preschool enrollment to kindergarten enrollment (62.76%).

The percentage of pre-K and kindergarten students who are retained in Cabell 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 Cabell County for the most recent available school year (2003-04) was 9.5%. 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 the city of Huntington can be obtained from local school officials.

School readiness indicators appear to be better than statewide averages in Cabell County. These indicators are likely similar within the city of Huntington. Nevertheless, public preschool programs in the area currently serve only about two-thirds of the children entering public school. Increased enrollment in public preschool programs would likely tend to increase human capital in the area over the long term. Preschool and kindergarten teachers as well as school administrators at local elementary schools serving the city would be the best sources of information about how prepared children are when they enter school.

Educational Attainment and Access:

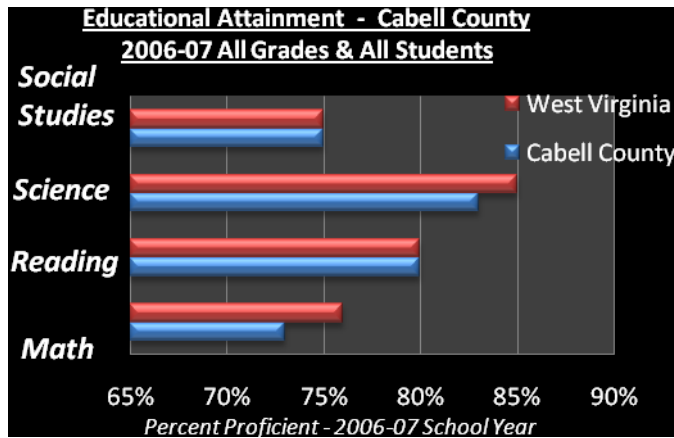
Success in school may be measured by looking at several key indicators of continued education and achievement in the public schools. Measures selected for the profile include education levels of the population, high school graduation rates, students going on to college, and test scores on standardized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

Based on the 2000 census, 20.4% of the residents of Huntington 25 years of age or older have not completed high school. This is a slightly 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, 22.4% of Huntington residents over the age of 25 years hold a college degree. This is a notably higher percentage than the statewide average of 16.5%. The higher percentage of college educated persons in Huntington may reflect the influence of Marshall University. Nevertheless, the college educated population is still lower than the national average of 27.0%.⁶

The high school graduation rate at Huntington High School in 2007 was 76.8%. This is considerably below the statewide rate (84.6%). The number of young people in Huntington who do not finish high school should be of concern and local school officials could provide additional information about this issue.

For the 2006-07 school year, the academic achievement of students in Cabell County was the same as the statewide averages for proficiency in social studies and reading but lagged behind the statewide average in science and math. The chart summarizes the percentage of students determined to be proficient in the four basic subject areas and compares Cabell County student proficiency rates

to those of the state as a whole.⁷ Data for individual schools serving the city of Huntington is available from the state department of education or local school officials.



Young people in Huntington 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 56.4% of graduating seniors at Huntington High School took the ACT college entrance exam; the percentage of students taking the ACT test statewide is at 64%. The composite ACT score for students

at Huntington High who took the exam was 20.8 which is slightly above the state average of 20.6.

Based on the measures considered for *Educational Attainment and Access*, residents of Huntington (over age 25 years) appear to be as well educated as residents of the state as a whole. Current students in Cabell County lag behind state averages in science and math proficiency. A smaller percentage of students in Huntington go on to college than is the case in some other areas of the state as well (2006 data). Data for individual schools serving the city should be consulted 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. Data reported by the Huntington City Police Department will be used to measure this component of the health and well being of local people when available. The overall crime rate reported by the Huntington Police Department is much higher than the state average at 85.23 crimes per 1,000 population.⁸

Alcohol related motor vehicle crash data indicates that alcohol related vehicular accidents in Cabell County may be higher than the state as a whole. 2003 crash data documents 22 alcohol related crashes per 100 million vehicle miles traveled in Cabell County while the statewide rate is 18 such crashes.

There are 103 sex offenders with a Huntington address listed in the WV Sex Offender Registry. This is a rate of 2.10 per 1,000 population which is higher than the statewide rate of 1.39 per 1,000 pop.

The city of Huntington appears to be somewhat less safe than the state as a whole. This is to be expected since the city is more urban than most of West Virginia and crime tends to be higher in more urbanized areas. 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 Cabell County is 19.4 investigations related to domestic violence per 1,000 households. This is a higher rate than the statewide rate of 16.85 per thousand households.⁹ The ratio of marriages to divorces in Cabell County is 1.37 marriages to every divorce. This is a lower rate than the statewide ratio of 1.45 marriages to each divorce.¹⁰ The higher rate of domestic violence and lower ratio of marriages to divorces in Cabell County are potential areas of concern. More localized statistics for the city of Huntington are not available for these indicators.

Economic Security:

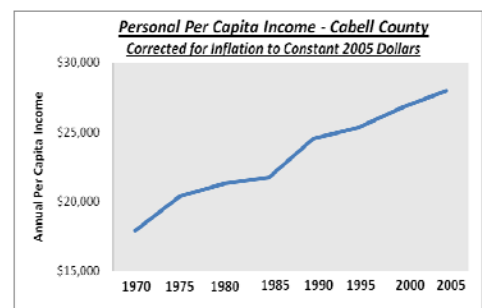
Perhaps the most telling component of family and individual well being is economic security. Unemployment, poverty, and a general lack of financial resources place families under severe stress that often leads to other problems.

The most recent (September 2008) unemployment rate for the area is 3.5%. This is slightly under the state rate of 3.7% and much lower than the national rate of 6.0%¹¹. The average monthly earnings for the Huntington-Ashland Metropolitan Statistical Area during the period October 2007 through September 2008 were \$2,963 which is close to the state average of \$3,066¹². 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.

17.5% of all families residing in the city of Huntington in 1999 (2000 Census) had family incomes below the federal poverty level.¹³ At the time of the last census, Huntington had a higher rate of families below the poverty level than the state as a whole (13.9%) and much higher rate than the nation as a whole (9.2%). The poverty rate for families with children residing in the city of Huntington at the time of the last census was 27.9% and the rate for families with children under the age of five years was even higher at 31.5%. More recent data available for the Huntington Urbanized Area reflects some improvement in the poverty rate. 2007 estimates reflect a family poverty rate of 15.5% still higher than the estimated statewide rate of 13.0%.

Per capita annual income from wages in Huntington was \$16,717 at the time of the 2000 census. This is close to the state average at that time of \$16,477.

More recent data for “personal per capita income”, which includes income from other sources including government benefits, is available for Cabell County for the year 2005 and prior years. Personal per capita income was \$27,965 in Cabell County in 2005. This figure represents total income from all sources divided by the mid-year population. Personal per capita income in Cabell County for 2005 was more than the state average of \$26,523 but much less than the national average of \$34,757.¹⁴ Personal Per Capita Income over the past 35 years has increased steadily in Cabell County even when corrected for inflation to constant 2005 dollars. (see chart).



Data for the Huntington Urbanized Area indicates that 32.5% 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 is worse 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 mixed in Huntington depending on what indicators are chosen. There is a higher rate of all families in poverty in the city and higher rates of poverty among families with children than is the case for the state as a whole. Unemployment is slightly less than the statewide average. Personal per capita income from all sources is higher than the state average; however, there appears to be more families in the Cabell County with a severe burden related to housing costs. Local planners should keep in mind that particular neighborhoods may well have a much higher rate of economically struggling families than the statistics for the city 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 Huntington 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 2008 (a Presidential election year), 40.9% of registered voters in Cabell County cast a ballot in the primary election. Voter turnout in Cabell County was close to the statewide voter turnout of 42.0%. 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 Cabell County the percentage of the voting age population that voted in the 2008 primary election was a little lower than the state average. 32.4% of the voting age population voted in Cabell County. This is a lower percentage than the statewide rate of 35.7%. Voter turnout in the general election held in November of 2008 would be a better indicator of social capital in the Huntington area and will be of interest to local groups working to improve Huntington when these figures are available from the West Virginia Secretary of State.

Volunteerism is another measure of this domain for which we have some county level data. Cabell County residents participate in the Adopt-A-Highway program at a much lower rate than the state average – 3.2 volunteers per 1,000 population in Cabell County and 13.3 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 2.9 Cabell County residents per 1,000 population. This is also much less than the state average of 9.1 per 1,000 pop.

These measures of citizen participation for Cabell County do not accurately reflect local civic involvement by residents of Huntington. A more meaningful indicator of local citizen engagement in Huntington may be the number of persons who responded to a recent community survey sponsored by the *Create Huntington Initiative*. Over 350 responses were received representing 1.5% of all households in the city. Participation rates in *Create Huntington* activities and in the *Sustainable Communities Training Program* are good indicators of this local capacity domain.

Local planning and development groups in Huntington are encouraged to develop their own local measures for this domain.

Social Capital in Huntington

“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 no good sources of local data in published state or national data sets that effectively measure these important components of community capacity.

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? Do people in Huntington work (and play) well with other communities in surrounding areas? 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 Huntington

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 Huntington reflects little racial diversity. Census data (2000 census) records the population of the city of Huntington as 98.5% White.¹⁵

There are cultural opportunities available in the city. At least five museums or art galleries are located in the area and the county has eight libraries.

1,597 people in Cabell County are employed in the Arts, Entertainment, or Recreation sector representing 1.1% of the total work force.

Cultural diversity and quality of life issues addressed within this domain are best assessed locally. Local citizens will be much more attuned to these issues and local measures can be developed to monitor changes in cultural capital.

Financial and Manufactured Capital in Huntington

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 218 for-profit businesses were started in Huntington during 2008. This is 5.5% of the registered businesses in the city. The statewide percentage of new business start ups during 2008 is 3.3%; thus, the level of new business activity in Huntington appears to be above 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 some level of new business activity in the city in recent months.

2005 investments in housing appear to be just less than in the state as a whole. Huntington residents secured 28 home purchase loans per thousand housing units in 2005 as compared to 32 per thousand units statewide and 75 per thousand units nationally.¹⁶

Local Financial Resources:

One measure of local financial resources is the total deposits in local banks. Information for Cabell County was calculated from available 2004 data at \$6,182 in per capita deposits (average deposits per county resident). The state average per-capita deposit is higher at \$12,461. Cabell County has 34 banking locations in the county and a total of \$1.758 billion dollars in total deposits (2004 data).¹⁷

Another measure of local financial resources is the average wage per job. Cabell County residents' earnings are slightly above the state average at \$32,424 per job held. The state average is \$32,249 (2006 data).¹⁸ Average wages per job for the Huntington-Ashland Metro Statistical Area is quite close to the data available for Cabell County. Average wages per job for the Huntington-Ashland MSA is at \$32,750. The 2007 estimate of median household income in Cabell County was \$31,592 which is lower than the state average of \$37,060.¹⁹

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 total "federal personal transfer receipts" for 2006 averaged \$7,256 for each person in the Huntington-Ashland MSA (per-capita receipts). This per capita amount is very close to the statewide average of \$7,112. On average, residents of Huntington appear to be as dependent on federal government programs as the typical resident of the state.²⁰ Although receipt of some types of federal personal transfer receipts might indicate a lack of financial security, these receipts are also a measure of outside investment in the local economy.

Federal per-capita spending in the Huntington-Ashland MSA for salaries and benefits of federal employees, military personnel, procurement contracts, grants and other forms of investment was \$7,230 per person in 2004. This is less federal investment than the state per capita average of \$8,364. Federal grant funds received by local government or other grantees in the Huntington-Ashland MSA during 2004 were \$1,747 per capita which is less than 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 Cabell County as \$13,058. Statewide retail sales were \$9,277 per capita. Cabell County appears to be a center of retail trade with retail sales per capita running significantly higher than the statewide average.

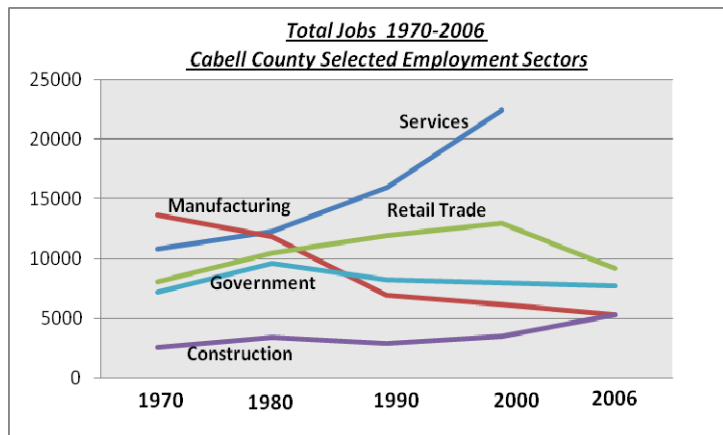
Job creation and changes in net employment are other measures that can be used to assess business efficiency within the county. During the period of October, 2007 through September of 2008, the Huntington-Ashland MSA had a net gain of 342 jobs. There were 3,201 new jobs created during that period²¹. New jobs being created appear to be lower paying jobs than the norm within the state. Average new hire earnings within the Huntington MSA are reported at \$1,698 per month while the statewide figure for average new hire earnings is at \$1,834. Over the past year, average monthly earning for all jobs within the Huntington-Ashland area are \$2,963. This is just over the statewide average of \$2,934. Total wage and salary employment in the area during the period 2000 to 2006 has remained stable with a net loss of 23 jobs over the six year period.

Business Diversity:

Business diversity within the Huntington area is reflected in the number and types of business establishments and in the types of jobs available. Non-farm business establishments in Cabell County totaled 2,723 in 2004. The 2002 Survey of Business Owners conducted by the Census Bureau included 1,476 businesses with employees in the city of Huntington.

Employment in Cabell County for 2006 (the most recent available data) reflects a total employment of 66,109 persons. 87.7% of the employment in Cabell County is in private sector jobs while government employment accounts for 11.7%. The remaining 1.2% is farm employment.

Trends in Employment 1970 to 2006:



It is useful to look closer at specific employment sectors in order to determine where jobs are and the trends in employment. The sectors identified for a closer look are: government, services, retail trade, manufacturing, and construction. If we look at these selected industries over the past thirty years the total employment in Cabell County within these particular industry sectors has increased during the period. There were 42,213 full time and part time jobs

available jobs in 1970 and 53,133 jobs (full and part time) in 2000.

What is particularly notable is the shift in the type of jobs available. Total jobs in the services sector have increased significantly over the thirty six year period shown in the chart. The number of persons employed in manufacturing has declined significantly. There has been a small increase in construction jobs in recent years (2000-2006). Jobs in retail trade increased steadily during the period 1970 to 2000 but employment in the retail trade sector has declined over the current decade. Government jobs in Cabell County have remained fairly consistent over the entire 36 year period shown in the chart. See chart showing trends in the number of full and part time jobs within these selected industries over a thirty six year period.

Cultivating Entrepreneurship:

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

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, 54.7% of Huntington residents owned their homes. This is much lower than the statewide rate of home ownership at 75.2%. The median value of owner occupied housing in Huntington in 1999 (latest available data) was \$65,400. This median value of owner occupied housing is lower than the median value statewide (\$72,800)²².

Based on 2007 estimates of housing values, 17.2% of owner occupied housing in Huntington is valued at under \$50,000. This is below the statewide rate of 20.6%.

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 importance since some Cabell County workers are employed outside the county. The percentage of workers in Cabell County who commute outside the county to work is 13.7%. This is, however, below the state average (20.2%). Average travel time to work of 19.9 minutes is also below the state average of 26 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 for the city of Huntington and it is a good measure of investment being made to increase the value of homes or business property.

Environmental Capital in Huntington

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 Huntington. Grant awards to address environmental issues are one possible measure of local initiative and capacity within this domain.

In 2006, Cabell County industrial sites released 422,646 pounds of toxic chemical waste into the environment according to U. S. EPA databases. This is less than one half of one percent (0.43%) of all toxic chemical releases into the environment in the state. There were no active environmental cleanup sites listed for Cabell County in state and federal databases.

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 Huntington participating in Create Huntington and the West Virginia Sustainable Communities Training Program and 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 level most appropriate given the limitations of the data sets available in public databases. When local data is not available, 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 the city of Huntington, the Huntington-Ashland Metropolitan Statistical Area, and Cabell County. The information compiled within the profile paints a portrait of current conditions within Huntington and the surrounding area 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.

Most 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&_subm enuId=& 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
- Marshall University Center for Business and Economic Research – research and analysis of various local issues affecting WV communities. <http://www.marshall.edu/cber/>

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 2000 Census
- ³ WV Bureau for Public Health - Behavioral Risk Factor Survey, 2005.
- ⁴ WV Bureau for Public Health –Vital Statistics, 2005.
- ⁵ 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.
- ⁶ 2006 estimates from American Communities Survey – US Census Bureau.
- ⁷ WV Department of Education WVEIS, NCLB data for all grades and all students, 2006-07.
- ⁸ FBI Uniform Crime Report (UCR), 2006.
- ⁹ National Incident Based Reporting System – Local Statistics 2006.
- ¹⁰ Calculated from West Virginia Vital Statistics, Bureau for Public Health, 2005.
- ¹¹ WV Bureau of Employment Programs - Workforce WV Information and Analysis Division, December 2007.
- ¹² US Census Bureau Quarterly Workforce Indicators, 2008.
- ¹³ US Census Bureau –2000 Census.
- ¹⁴ US Department of Commerce - Bureau for Economic Analysis, Table CA-04, 2006.
- ¹⁵ US Census Bureau – 2000 Census.
- ¹⁶ 2005 data from Home Mortgage Disclosure Act, Loans for 1-4 family units.
- ¹⁷ US Census data, 2004
- ¹⁸ US Department of Commerce –Bureau of Economic Analysis, Table CA34, 2006 county data.
- ¹⁹ US Census Bureau - American Communities Survey Estimates, 2007.
- ²⁰ US Department of Commerce-Bureau for Economic Analysis, Table CA35, 2006 data.
- ²¹ US Census Bureau – Quarterly Workforce Indicators for the period October 2007 through September 2008.
- ²² US Census Bureau, 2000 Census based on all owner-occupied housing units.