

The West Piedmont Planning District

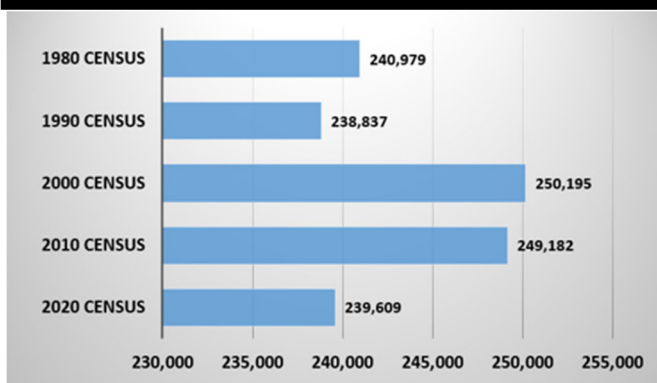
District Profile 2021

GEOGRAPHIC DESCRIPTION

The West Piedmont Planning District is located in the historic and scenic mountains and foothills of southwestern Virginia. The District covers approximately 2,587 square miles of land and is home to 239,609 persons, according to the 2020 Census. The District is comprised of four counties (Franklin, Henry, Patrick and Pittsylvania) and two independent cities (Danville and Martinsville). The Region also has 7 incorporated towns within its borders.

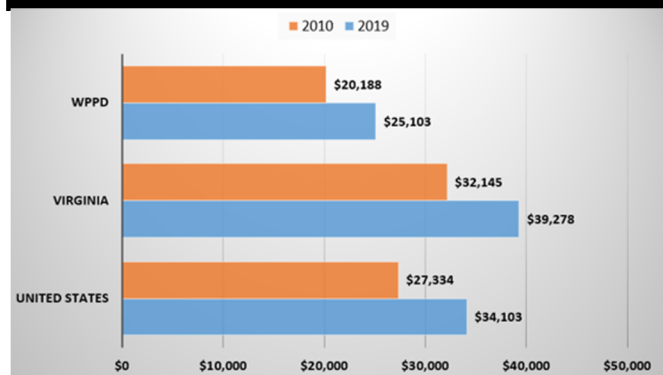
The West Piedmont Planning District is bounded on the west by the elevations of the Blue Ridge Mountains and on the east by the foothills of the Piedmont. Of the District's 1.6 million acres of land, approximately 10,748 acres are publicly held and protected by three Wildlife Management Areas. The headwaters of the Banister, Blackwater, Dan, Mayo, Pigg, and Smith rivers are located in the District. Divided by U.S. Highways 58, 220, 29, and 360, the District is located just south of Roanoke, approximately 50 miles north of Greensboro N.C., 140 miles southwest of Richmond, and 200 miles west of the Port of Hampton Roads.

POPULATION 1980 - 2020



Source: U.S. Census Bureau, 1980 – 2020 Decennial Census

PER CAPITA INCOME 2010 & 2019



Source: American Community Survey (ACS), Table DP03, U.S. Census Bureau

INFRASTRUCTURE

Government

Counties – Board of Supervisors
Cities - City Councils
Incorporated Towns – Town Councils

Communications

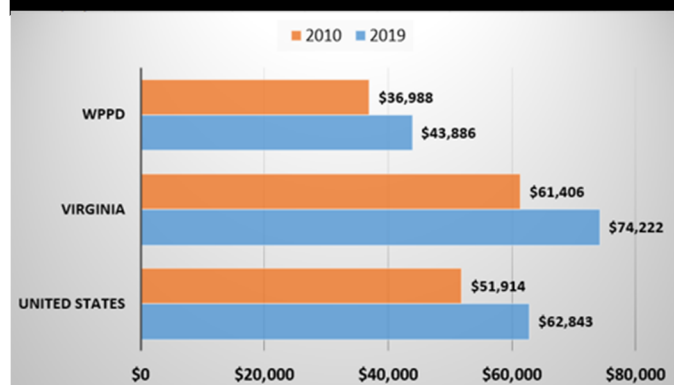
Fiber optics, DSL, and ISDN

Transportation

Rail - Amtrak, Norfolk Southern, and Norfolk Western
Road – U.S. Highways 58, 220, 29, 311, and 360
Future Interstates 73 and 785 (U.S. 29)
Air – Blue Ridge Airport and Danville Regional Airport
Port – Hampton Roads (200 miles east)

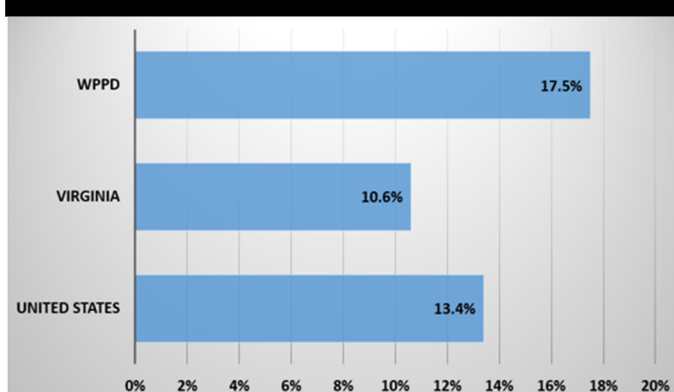
Transit - Danville Transit & Piedmont Area Regional Transit (PART)

MEDIAN HOUSEHOLD INCOME 2010 & 2019



Source: American Community Survey (ACS), Table DP03, U.S. Census Bureau

2019 INDIVIDUAL POVERTY STATUS



Source: American Community Survey (ACS) Table S1701, U.S. Census Bureau

Compiled and published by the West Piedmont Planning District Commission, 1100 Madison Street, Martinsville, VA 24112 (276) 638-3987. FAX (276) 638-8137. Email: staff@wppdc.org.

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POPULATION CHARACTERISTICS

Population	2010	2019	2010-2019 Change	Percent Change
Total Population	249,182	240,421	-8,761	-3.5%
Male	120,033	115,910	-4,123	-3.4%
Female	129,149	124,511	-4,638	-3.6%
White	181,385	174,706	-6,679	-3.7%
Nonwhite	67,797	65,715	-2,082	-3.1%
AGE				
Under 5 years	13,856	11,830	-2,026	-14.6%
5-9	14,060	13,716	-344	-2.4%
10-14	14,762	13,368	-1,394	-9.4%
15-19	15,510	13,704	-1,806	-11.6%
20-24	13,425	13,058	-367	-2.7%
25-29	12,451	13,266	815	6.5%
30-34	12,343	12,109	-234	-1.9%
35-39	14,469	13,062	-1,407	-9.7%
40-44	16,439	12,011	-4,428	-26.9%
45-49	19,221	15,295	-3,926	-20.4%
50-54	20,009	17,950	-2,059	-10.3%
55-59	18,624	18,590	-34	-0.2%
60-64	17,726	18,808	1,082	6.1%
65-69	14,706	17,116	2,410	16.4%
70-74	11,144	13,574	2,430	21.8%
75-79	8,414	10,429	2,015	23.9%
80-84	6,420	6,853	433	6.7%
85 and over	5,603	5,682	79	1.4%
Median Age	44.2	46.3		
Under 20	58,188	52,618	-5,570	-9.6%
Percent of total	23.4%	21.9%		
20 to 64	144,707	134,149	-10,558	-7.3%
Percent of total	58.1%	55.8%		
65 and over	46,287	53,654	7,367	15.9%
Percent of total	18.6%	22.3%		

Source: Census 2010 & 2015 - 2019 American Community Survey (ACS), U.S. Census Bureau, Tables DP05 & S0101.

AGRICULTURE 2012 - 2017

	2012	2017	Change
Number of Farms	3,233	2,871	-11.2%
Land in Farms (acres)	573,903	539,355	-6.0%
Average Size (acres)	165	188	13.9%
Market Value of Products Sold (\$1000)	\$168,869	\$173,274	2.6%

Source: Census of Agriculture, USDA, NASS

2019 COMMUTING PATTERNS

People who live & work in District	60,233
Total Out-commuters	37,670
Total In-Commuters	23,262
Net In-commuters (In - Out)	-14,408

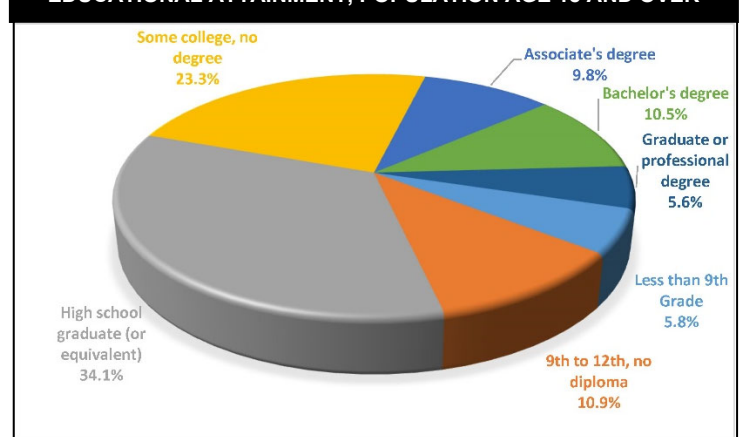
Source: OnTheMap, U.S. Census Bureau

HOUSING CHARACTERISTICS

Household Type	2010	2019	2010-2019 Change	Percent Change
Total	105,110	102,062	-3,048	-2.9%
Married Couple	49,860	47,084	-2,776	-5.6%
Male Householder	4,971	4,394	-577	-11.6%
Female Householder	15,151	14,947	-204	-1.3%
Non-Family	35,128	35,637	509	1.4%
Persons per:				
Household	2.32	2.35		
Family	2.87	2.92		
Housing Occupancy & Tenure				
Total Units	126,616	127,107	491	0.4%
Occupied Units	105,110	102,062	-3,048	-2.9%
Vacant Units	21,506	25,045	3,539	16.5%
Owner Occupied	75,005	72,497	-2,508	-3.3%
Percent	71.4%	71.0%		
Renter Occupied	30,105	29,565	-540	-1.8%
Percent	28.6%	29.0%		
Units in Structure				
Single Family	90,389	92,397	2,008	2.2%
Multi-Family	13,336	13,375	39	0.3%
Mobile Homes And Other	21,977	21,335	-642	-2.9%
Total	125,702	127,107	1,405	1.1%
2015-2019 Financial Characteristics			WPPD	Virginia
Median Gross Rent			\$710	\$1,234
Median Value (Owner-Occupied Units)			\$124,281	\$273,100

Source: Census 2010 and 2015 - 2019 American Community Survey (ACS) U.S. Census Bureau

EDUCATIONAL ATTAINMENT, POPULATION AGE 18 AND OVER



Total population 18 Years and Over = 192,730. Source: 2015 - 2019 American Community Survey (ACS), Table B15001, U.S. Census Bureau

West Piedmont PDC, 2nd Quarter 2021¹

NAICS	Industry	Current Avg Ann			5-Year History		5-Year Forecast				
		Empl	Wages	LQ	Change	Ann %	Total Demand	Exits	Transfers	Empl Growth	Ann % Growth
31	Manufacturing	14,704	\$48,194	2.07	-664	-0.9%	6,247	2,717	4,653	-1,123	-1.6%
62	Health Care and Social Assistance	13,193	\$39,208	1.03	-387	-0.6%	6,858	3,108	3,213	537	0.8%
44	Retail Trade	11,240	\$28,957	1.24	-488	-0.8%	6,504	3,206	4,051	-752	-1.4%
61	Educational Services	7,273	\$36,062	1.05	-874	-2.2%	2,922	1,577	1,702	-357	-1.0%
72	Accommodation and Food Services	6,058	\$17,188	0.92	-362	-1.2%	4,722	2,144	2,701	-123	-0.4%
56	Admin and Support and Waste Mgmt and Remediation Svcs	5,418	\$26,255	0.98	-1,140	-3.7%	2,979	1,307	1,783	-110	-0.4%
23	Construction	5,007	\$39,037	0.98	231	0.9%	2,294	868	1,554	-128	-0.5%
81	Other Services (except Public Administration)	4,516	\$24,389	1.20	-127	-0.6%	2,371	1,152	1,375	-157	-0.7%
92	Public Administration	3,870	\$44,501	0.91	139	0.7%	1,565	735	1,000	-169	-0.9%
48	Transportation and Warehousing	3,053	\$47,400	0.71	-288	-1.8%	1,499	679	919	-99	-0.7%
42	Wholesale Trade	2,501	\$55,092	0.76	-85	-0.7%	1,107	478	793	-164	-1.3%
54	Professional, Scientific, and Technical Services	2,081	\$46,370	0.34	-270	-2.4%	841	327	553	-39	-0.4%
11	Agriculture, Forestry, Fishing and Hunting	1,931	\$22,326	1.59	-244	-2.4%	839	427	575	-163	-1.8%
52	Finance and Insurance	1,429	\$56,233	0.39	-250	-3.2%	571	245	403	-77	-1.1%
71	Arts, Entertainment, and Recreation	1,042	\$22,976	0.75	-234	-4.0%	751	329	407	14	0.3%
51	Information	852	\$40,612	0.50	-117	-2.5%	361	145	257	-40	-1.0%
53	Real Estate and Rental and Leasing	839	\$37,102	0.56	-46	-1.1%	355	187	224	-55	-1.3%
55	Management of Companies and Enterprises	603	\$82,831	0.46	-42	-1.3%	252	99	169	-16	-0.5%
22	Utilities	569	\$58,350	1.23	-55	-1.8%	215	90	159	-34	-1.2%
99	Unclassified	306	\$30,045	2.74	190	21.4%	160	72	98	-9	-0.6%
21	Mining, Quarrying, and Oil and Gas Extraction	48	\$39,229	0.16	22	12.9%	27	8	17	2	0.9%
	Total - All Industries	86,533	\$37,342	1.00	-5,092	-1.1%	43,314	19,793	26,517	-2,996	-0.7%

Source: JobsEQ®. Data as of 2021Q2. Note: Figures may not sum due to rounding. 1. All data based upon a four-quarter moving average. Exits and transfers are approximate estimates based upon occupation separation rates. Exported on Friday, December 10, 2021

COMPONENTS OF LABOR FORCE

	2010	2019	Change
Civilian Labor Force	117,097	112,669	-3.8%
Employed	102,948	108,621	5.5%
Unemployed	14,149	4,048	-71.4%
Percent Unemployed	12.1%	3.6%	-8.5%

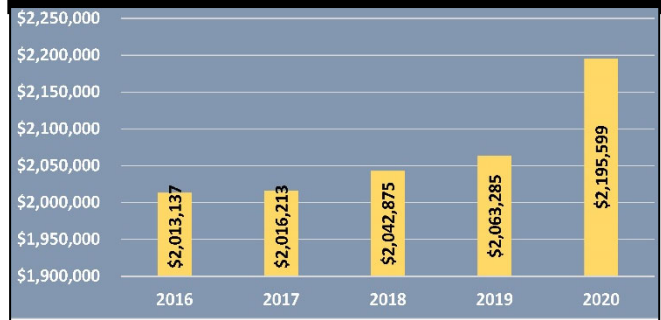
Source: Virginia Employment Commission

AVERAGE WEEKLY WAGE, 3rd Quarter 2021

WPPD	Virginia
\$784	\$1,265

Source: Virginia Employment Commission/U.S. Bureau of Labor Statistics

TAXABLE SALES (\$1,000) 2016 - 2020



Source: University of Virginia Weldon Cooper Center for Public Service and Virginia Department of Taxation

ECONOMIC DEVELOPMENT

Contacts: Danville Office of Economic Development, (434) 793-1753; Franklin County Economic Development, (540) 483-3030; Martinsville-Henry County Economic Development Corp., (276) 403-5940; Patrick County Economic Development, (276) 694-8367; Pittsylvania County Economic Development, (434) 797-6906;

Town of Rocky Mount, (540) 483-7660; Southern Virginia Regional Alliance, (434) 766-6707.

Building/Site information also available at: <https://www.vedp.org/site-selection>

COMMUNITY

Recreation/Attractions: Blue Ridge Parkway, Fairy Stone State Park, Fairystone Farms Wildlife Management Area, Turkeycock Wildlife Management Area, White Oak Wildlife Management Area, Smith Mountain Wildlife Management Area, Reynolds Homestead, The Crooked Road Music Trail; Philpott Lake, Marina, & Recreation Areas, Martinsville Speedway, Virginia Museum of Natural History, Piedmont Arts Association, Booker T. Washington National Monument, Smith Mountain Lake, Leesville Lake, Elkhorn Lake and Campground, Dick & Willie Trail, Smith River Sports Complex, Hooker Field, Wood Brothers Museum, and Danville Riverwalk Trail.

Averett University; Old Dominion University Satellite Program at DCC and PHCC; Patrick & Henry Community College (PHCC); New College Institute; and Ferrum College. Virginia Tech and Radford University are nearby. Other job training: A.L. Philpott Technical Center at PHCC; GenEdge Alliance; Workforce Services at DCC; Continued Education and Workforce Development at PHCC; The Franklin Center for Advanced Learning & Enterprise; Regional Center for Advanced Technology & Training (RCATT); and the West Piedmont Workforce Development Board.

Education/Job Training: Area schools include City and County Public Schools; Piedmont Governor's School for Mathematics, Science, and Technology; The Galileo School Partnership with NASA; Southside Virginia Regional Governor's School for Global Economics and Technology; Institute for Advanced Learning & Research (IALR); Danville Community College (DCC),

Healthcare: Carilion Franklin Memorial Hospital; SOVAH Health, formerly Danville Regional Medical Center and Memorial Hospital of Martinsville & Henry County.

FOR MORE INFORMATION...

West Piedmont Planning District Commission, 1100 Madison Street, P.O. Box 5268, Martinsville, Virginia 24115-5268
VOICE (276) 638-3987 - FAX (276) 638-8137 - Email: plan@wppdc.org