December 31, 2002

Ray Manieri  
HOPE VI Project Director  
Danville Housing and Redevelopment Authority  
299 Garfield St.  
Danville, VA 24541  

Dear Mr. Manieri:

It was a pleasure to spend time with you and your staff this past July as we prepared for our evaluation of the Liberty View HOPE VI redevelopment project.

In this document, we will present a brief background of our involvement with the HOPE VI project, followed by a description of our initial findings from the trip and our analysis of Census, real estate, and Dun and Bradstreet data. A refined plan for the evaluation process is also included.

Having had the chance to meet with the HOPE VI staff, we will focus our evaluation on your progress toward and the relationships between both the particular goals of the Liberty View HOPE VI community and the broader goals of the HOPE VI program.

Again, we would like to thank you for your hospitality and your support in providing us with the information and background needed for the evaluation process.

Sincerely,

Noel Poyo  
Evaluation Team Leader  
Director of Marketing and Development  
Housing Opportunities Unlimited  

cc: David I. Connelly, President  
Rodney Green, Director, Center for Urban Progress, Howard University
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**Background**

**Introduction to HOPE VI Program**

The HOPE VI program, also called the Urban Revitalization Demonstration program, was created by Congress in 1992 in response to the Report of the National Commission on Severely Distressed Public Housing. The program was launched to address the most the problem of severe distress in public housing. HOPE VI is a grant program under which the Department of Housing and Urban Development (HUD) awards competitive grants to public housing authorities (PHAs) to redevelop public housing sites.

The elements of public housing transformation that are key HOPE VI program include:

- Changing the physical shape of public housing
- Establishing positive incentives for resident self-sufficiency and comprehensive services that empower residents
- Lessening the concentration of poverty by placing public housing in non-poverty neighborhoods and promoting mixed income communities
- Forging partnerships with other agencies, local governments, non profit organizations, and private businesses to leverage support and resources.

HOPE VI revitalization grants are provided to fund the following purposes:

- Capital costs of major rehabilitation, new construction and other physical improvements
- Demolition of severely distressed public housing
- Acquisition of sites for off-site construction
- Resident relocation
- Community and supportive service programs for residents, including those relocated as a result of revitalization efforts.
The Danville HOPE VI Revitalization Grant

The Danville Redevelopment and Housing Authority received a HOPE VI Revitalization grant in FY2000 in the amount of $20,647,784 for the demolition of Liberty View public housing development and the revitalization of the surrounding neighborhood. At Liberty View, 250 units of severely distressed housing will be demolished and a new mixed income development named Fairview Hills will be developed. The new development will consist of 50 senior public housing cottages and 35 family public housing intended for homeownership. Offsite, another 136 infill units will be built throughout the surrounding neighborhood, 126 of which will be for homeownership. These homeownership units will be divided into 35 public housing, 81 affordable units, and 10 market-rate units. A new Boys and Girls Club, a new daycare center, a new community center, and several other community amenities will be constructed on or adjacent to the HOPE VI site. One special feature of this project is that a new golf training center will be developed on 60 acres of abandoned property adjacent to the HOPE VI site. The golf training center and clubhouse will be built in partnership with the First Tee Foundation. Other partners in this HOPE VI grant include the City of Danville, the Ford Foundation, Boys and Girls Clubs, Danville Community College, and Bank of America. The HOPE VI grant will leverage an additional $37.1 million in public and private investments.

Engaging an Evaluation Team

In December 2001, Housing Opportunities Unlimited (HOU), in partnership with the Howard University Center for Urban Progress (CUP), submitted a response to the Danville Housing and Redevelopment Authority (DHRA)’s request for proposals for HOPE VI evaluation services at its Liberty View/Fairview Hills HOPE VI project. The HOU/CUP team was selected to provide these services in January 2002, and entered into a contract for services with the DHRA in May 2002. HOU/CUP received a copy of the DHRA’s final draft CSS Workplan in June 2002.

As part of its proposed scope of services, HOU/CUP proposed to conduct an initial start-up meeting with HOPE VI staff in Danville during the summer of 2002 to collect baseline data and gain the background and local perspective necessary to develop a detailed
evaluation design. HOU/CUP traveled to Danville during July 9 and 10 for these meetings. Over this two-day period, HOU/CUP team members interviewed HOPE VI staff members and local service providers, met with community residents, toured the HOPE VI site and surrounding community, and reviewed case management files. On the basis of the information collected during its July 9-10 trip to Danville along with follow-up requests for information, the HOU/CUP team presents a baseline report herein.

Refining the Evaluation Design and the Need for a Baseline Study

Based on a review of relevant documents and data collected during the initial site visit as well as further discussions with the HOPE VI staff and city officials, the HOU/CUP Team has refined the evaluation design presented in its original proposal. The following section of this report presents an evaluation design that will guide the evaluation team’s efforts over the next four years. Following the evaluation design is a baseline study, against which the progress and impact of the HOPE VI project will be compared.

Baseline studies are critical for good monitoring systems and for reliable evaluations. Baseline studies provide a benchmark against which subsequent performances can be measured. These studies establish a starting point for a program and make it possible to see if anything has changed as a result of the program. Baseline studies form the foundation of a quality evaluation.

The value of baseline studies becomes more apparent over time as they allow us to measure change from a previous period. Successive studies of the program’s progress help us to compare its quality and effectiveness with earlier ones. This information assists project planners and administrators in developing achievable goals, tracking progress, effecting mid-course corrections wherever and whenever necessary, and aid program evaluation.
Evaluation Design

A. Approach to Measuring Impact

The HOU/CUP evaluation will measure the impact of the HOPE VI project in four primary ways. First, the evaluation will measure the extent to which the project meets goals defined in relevant strategic planning documents, including the CSS Workplan and the Revitalization Plan, and goals established by HUD for all HOPE VI programs. Second, the evaluation will measure the extent to which community residents make progress toward self-sufficiency and the target area demonstrates positive economic development. Third, the evaluation will demonstrate how the HOPE VI target area improves and evolves in comparison to a similar comparison community (Cardinal Village), the city of Danville, the Danville MSA, and the State of Virginia. Finally, the evaluation will gauge the extent to which residents of the targeted community have been involved and/or satisfied with the project.

In evaluating the effectiveness of the HOPE VI program in each of these areas, the Team will consider the following issues.

- **Quantitative Goals**
  To determine the effectiveness of each HOPE VI program activity, HOU/CUP will first compare the quantitative goals for the year with the actual outcomes, as measured by the comprehensive survey, audit of case management files, and other sources.

- **Durability**
  HOU/CUP will measure the “durability” of program outcomes. Durability refers to indications that the quantitative progress toward program goals determined above reflects real, lasting improvements in an individual or household’s self-sufficiency.
• **Sustainability**

An important goal for all HOPE VI projects is to sustain the resources necessary to meet continuing community needs beyond the grant period. HOU/CUP will evaluate the extent to which the DRHA has made provisions for future sustainability in each of its annual reports.

• **Systems**

On the basis of its review of both the files from program services, homeownership, and relocation and the monthly and quarterly reports for the year, HOU/CUP will determine the effectiveness of the Liberty View HOPE VI reporting systems and procedures. When evaluating systems, HOU/CUP will also review recommendations and findings from prior annual reports and track the HOPE VI team’s progress in making adjustments.

**B. Evaluating Progress Toward and the Evolution of Defined Program Goals**

A basic element of the evaluation process will be to evaluate the extent to which the HOPE VI program meets the goals established in the application, the CSS Workplan, elements of the Revitalization Plan and HUD regulations. It is anticipated that the goals established for the HOPE VI program will evolve throughout the project in response to new conditions created by progress and challenges. This evolutionary process is in itself an important process to track as a part of a comprehensive evaluation. This baseline report provides an accounting of the goals and regulations that will shape the HOPE VI effort as found in the sources enumerated above.

**B1. Measuring the Impact of the Community and Supportive Services Program**

*Overall Community Impact*

The HOU/Howard CUP Team will analyze changes in demographics of the resident population targeted by the HOPE VI project. The demographics reported in the HOPE VI application as well as management data obtained during the Team’s initial site visit will be used as a baseline. The Team will measure effectiveness of the following initiatives.
• **Case Management, Career Development and Educational Advancement**

HOU will review the progress of case management activities with all targeted households on an annual basis through a comparison of survey results, file audits and direct resident contact.

- **FSS Plans**
  
  In the first quarter of each year, HOU will work with DRHA to conduct a survey of resident satisfaction and outcomes. This will focus particularly on residents’ FSS plans and their success at meeting FSS goals. As will be described in more detail below, HOU will conduct a review of case management files to determine how HOPE VI staff responded to barriers that residents faced in completing their FSS requirements. In addition to file review, HOU will conduct focus groups and interviews with residents to determine their level of engagement in and satisfaction with HOPE VI case management.

- **File Reviews**
  
  For all households that have elected to take part in HOPE VI case management, HOU/CUP will also review all case management files. This review will assess the completeness and accuracy of files, the use of all available resources – such as childcare and transportation providers, and demonstration of regular follow-up with all eligible residents.

- **Employment Services**
  
  HOU will use case files, along with the monthly and quarterly reports, focus groups, and interviews to determine whether employment service providers have met their annual goals. In the focus groups, HOU will not only address job readiness, childcare, transportation, and placement services, but will also emphasize issues relating to job retention and possibilities for career advancement. The HOU/CUP team will conduct interviews with employers to
determine whether case managers have successfully coordinated job readiness, employment skills training, and follow-up with local businesses.

- **Educational Enhancement**
  As part of its annual survey, HOU/CUP will ask residents to report whether there has been any change in their level of educational attainment and whether they have been enrolled in Adult Basic Education, literacy, GED, or post-high school training through Danville Community College or other educational institutions. HOU/CUP will also review case management files that include educational referrals, hold a resident focus group emphasizing adult education, and survey both participants and staff at educational service providers.

- **Homeownership**
  In coordination with the Homeownership Coordinator and the Danville Redevelopment and Housing Authority, HOU/CUP will compile an updated list of all Liberty View HOPE VI households that qualify for homeownership services. HOU/CUP will then independently contact residents to determine whether they have been offered the chance to engage in homeownership classes and services. HOU/CUP will also review case files with the Homeownership Coordinator and any homeownership or credit counseling service providers to determine whether residents have successfully attended classes and resolved issues such as outstanding debt. The evaluation team will also hold one homeownership focus group and will interview households that have prematurely exited the homeownership program.

- **Relocation**
  HOU/CUP staff will review all relocation files for completeness and accuracy. Additionally, the staff will interview selected residents who have taken part in relocation over the past year to determine whether the stipulations of the relocation plan and all relevant federal and state regulations have been followed.
Impact on Individual Households

In addition to demographic tracking and analysis, the Team will track families in greater detail through focus groups and interviews. These families will be selected at the time of the first data gathering trip in early 2003. Approximately 10 families will selected for interviews and two to four focus groups will be convened. The qualitative data gathered in these processes will provide rich insight on how the HOPE VI grant has impacted specific families.

B2. Measuring the Economic Development Impact of the HOPE VI

HOU/Howard CUP staff will measure the economic development impact of the HOPE VI through the comparison of relevant data on the target area over time as well as in comparison with data for the Cardinal Village community, the city of Danville, the Danville MSA, and the State of Virginia. Throughout the evaluation period, HOU/Howard CUP will collect data relevant to economic development, such as those listed below.

<table>
<thead>
<tr>
<th>Information</th>
<th>Possible Source</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tax revenue</td>
<td>City/State Departments of Revenue</td>
</tr>
<tr>
<td>Real estate values</td>
<td>City Real Estate Office</td>
</tr>
<tr>
<td>Employment in areas</td>
<td>City Department of Planning or appropriate city department, Dun and Bradstreet.</td>
</tr>
<tr>
<td>Appropriate boundaries for areas</td>
<td>City Department of Planning or appropriate city department, US Census</td>
</tr>
</tbody>
</table>

D. Contextualization of the HOPE VI and Comparison with a Comparison Area

In order to better control for broader development trends and fluctuations in the local economy when analyzing the impact of the HOPE VI effort, a comparison area with similar characteristics to the Liberty View community will be tracked. The Cardinal Village public housing community has been selected as a comparison area for the
evaluation of the Liberty View community. In addition, economic and social trends in the city, MSA, and state will also be tracked to best contextualize the HOPE VI project.

E. Resident Input and Satisfaction
The evaluation team seeks to engage residents in the evaluation process through an evaluation committee made up of interested residents. During the initial site visit, the evaluation team obtained the names and phone numbers of over twenty residents interested in participating on this evaluation committee. The purpose of the committee is to educate residents about the evaluation process, provide an opportunity for their input and engage them in aspects of the evaluation such as the resident satisfaction survey.

In order to measure resident satisfaction, HOU/CUP will develop a survey of resident satisfaction and outcomes at the beginning of the first quarter of each year. The survey will be administered in cooperation with the residents of Liberty View. HOU/Howard CUP will work with DRHA to recruit and train residents of Liberty View to work as data collectors and to fill other roles in the evaluation process as appropriate.

The evaluation team will also gauge resident satisfaction through community meetings and focus groups. The evaluation team has encouraged the HOPE VI staff to document individual success stories and testimonials from residents.

F. Reporting
HOU/Howard will conduct the bulk of its evaluation activities in the first two months of each year and will complete a draft of the annual report by the end of June of each year. The evaluation team will provide the Executive Director of the DRHA with a draft for review before finalizing the annual evaluation. The HOU/Howard Team is committed to reviewing all draft reports with the residents of Liberty View and incorporating their input before finalizing the product.

It is critical that the HOPE VI program serve as a catalyst for capacity building within the DRHA and that the HOPE VI CSS program’s successes be identified and duplicated,
even outside of the HOPE VI context. Each year, the evaluation team will highlight best practices from the previous year and make recommendations for duplicating or expanding on these successes.

As a part of each annual report, HOU/CUP will offer specific, practical recommendations to address challenges and program weaknesses. In addition to presenting these recommendations in writing and orally at the public meeting (as described below), HOU will meet with the HOPE VI Project Director and each coordinator to review recommendations and discuss strategies for implementing them. These recommendations may, at the discretion of DRHA, be incorporated into the evaluation for the next year. Finally, the evaluation team will assist DRHA in quantifying the value of resources leveraged by the HOPE VI CSS Program.

HOU/CUP will provide up to twenty black and white copies of the written annual report to the Danville Redevelopment and Housing Authority. In addition, representatives of HOU/CUP will present findings orally at a public meeting. HOU/CUP can offer presentations and evaluation review workshops to other DRHA and HOPE VI staff upon request.
III. Baseline Report

Description of Physical Location

Members of the HOU/CUP team reviewed site maps and took tours of the site with HOPE VI staff, and also independently drove around the Liberty View area. Below is a general description of the physical location of Liberty View:

The Liberty View Public Housing Project is located in a residential alcove adjacent to Industrial Avenue, one of the major roads in the City. The alcove is also accessible from Goodyear Boulevard, another major road lined with industrial businesses. Goodyear Boulevard connects with Route 29, a limited-access highway linking Danville and Greenville, North Carolina, less than one mile southeast of Liberty View. The residential alcove also connects to Main Street and downtown Danville, less than 1 mile to the North and West, via Holbook Avenue. Dan River, the Goodyear factory, and many other major business employers are within one to two miles of Liberty View. A cemetery is located immediately to the west of the site.
Liberty View is located in the middle of the residential alcove described above. A Housing Authority maintenance facility is located in the center of the site and the HOPE VI office is located in a trailer on the west side of the property. As one enters the alcove from Industrial Avenue, one passes a church and a number of detached single-family homes. The Liberty View public housing project is surrounded to the north and partly to the west and south, by other residential housing.
The entire surrounding residential area is very low density, with groups of houses often separated by wooded areas. To the south of Liberty View is a large tract of undeveloped land and a currently unused armory building. The HOPE VI redevelopment plan calls for the development of the unused tract into a golf facility and the renovation of the armory into a community center.

While Liberty View is geographically close to a number of businesses, as well as the highway and downtown Danville, there are few sidewalks or other links to these areas for residents without cars. A limited bus route, however, does serve the Liberty View area and allows residents to visit area shopping malls and other resources.

**Community Demographics**

Baseline data on the residents of the targeted community are provided below. Data from the HOPE VI application is limited, but represent the earliest information available specifically about the target community. In addition, data was provided in the CSS Workplan. Site management provided demographics for the period corresponding to the date of HOPE VI application. Finally, data from case management intake surveys provide the most detailed information about individuals and households.
**HOPE VI Application**

The HOPE VI application submitted in the summer of 1999 reports the following demographic information.

- Median income at Liberty View was $4,314 and no household has income in excess of 50% of median income
- 75% of residents do not earn wages
- 68% of residents receive public assistance (19% TANF, 25% social security, 22% SSI, 1% unemployment)
- 21% report no income at all

**CSS Workplan**

The Liberty View CSS Workplan, approved by HUD in Spring 2002, provides additional analysis of the needs of the target population. The workplan states that

[o]f the 157 original residents, more 50% of the household heads lacked a high school degree or GED, and only 30% had education beyond that level. Almost 60% of these household heads were unemployed. More than 20% of the households reported no income and only about the same percentage
claimed income from wages. Supplemental payments such as TANF, unemployment benefits, child support, and social security payments made up the bulk of the community’s income. Single persons headed over one-third of the community’s families, and most of these were single females with two or more children.

Further, the Workplan describes seven specific areas of need.

a) Educational Needs:
[Twenty seven] 27 adult household heads do not have GED’s. Of these 27, 9 are seniors who will probably not pursue getting their GED. The remaining 18 will be referred to Adult and Continuing Education Office of the Danville Public Schools. This office has already started a class at the HOPE VI office site that meets on Tuesdays and Thursdays from 11 am – 1 pm. There are currently 9 residents enrolled in the class.

b) Employment and Job Training Needs:
The results of the needs assessment indicated 26 adults need training and employment-related services. These adults have little or no job experience or sporadic work history. They require training in filling out applications, interviewing, punctuality, and attendance. We will use several community partners to meet this need. They include: Goodwill Industries, Southside Community Action, Inc., and the Virginia Employment Commission.

c) Homeownership Needs:
[Fifteen] 15 potential FSS participants have expressed an interest in purchasing one of the project’s new homes, and are believed to be capable of purchasing within three years. These residents need homeownership preparation training and counseling and eventually special financing assistance. The HOPE VI Homeownership Coordinator has identified these households and assessed their purchasing situation. She to began a homeownership training class in January 2002.

d) Childcare Needs:
So that they can access these and other services, 21 residents need childcare service and will be referred to Head Start or Even Start. It is anticipated that there will be no costs for these services. Other residents, who receive TANF or other forms of public assistance, may also be eligible to receive day care stipends from the Danville Department of Social Services. However, the HOPE project may need to pay initial childcare costs until residents qualify and enroll in these programs.

e) Transportation Needs:
So that they can access the above types of services, 62 residents need transportation assistance. Bus service to Liberty View is limited. Some of this
transportation need can be addressed by providing residents with bus tokens to access the limited bus service still available to Liberty View. However, the HOPE VI project also intends to secure at least one vehicle to use to transport residents to job interviews and job sites. We have contacted the local taxicab service and private transportation companies to see if they can assist with transportation. No formal agreement has been executed. These methods of providing transportation may not meet the needs of all residents, and the project would also like to attempt to develop a used car pool program. It proposes to purchase cheap used cars and to provide necessary repairs through Danville Community College’s Automobile Repair Program. The DRHA would own these cars and maintain insurance. However, the cars would be leased to residents needing transportation to access employment. Cars would be leased for a maximum period of period of six months, after which residents must obtain their own transportation. To be eligible to lease a car residents must demonstrate that they have a job, a good driving record, that they cannot solve their transportation problem through other means, and that they don’t have the financial capability to purchase a car.

f) Health Related Needs
Based on the results of the needs assessment, 5 residents indicated a need for mental health treatment and will be referred to Danville Pittsylvania Community Services Board, the local office that provides mental health and substance abuse counseling.

g) Small Business[es] Training Needs:
[Seven] 7 residents expressed a desire to learn more about establishing their own small business. The Dan River Business Development Center will provide initial information about business ownership, as well as training and business plan development for residents showing a serious interest and capability of starting their own business. The project proposes to provide small loans of up to $5,000 for a resident starting a business according to the guidelines described in the attached HOPE VI Education and Training Policies and Procedures.

Management Demographics on Income
The DRHA management office at Liberty View Terrace provided data on the income (amounts and sources) of 151 of the original HOPE VI households as of the June 2000 recertification. The average annual household income was $5,216, ranging from $0 - $18,741. There are 41 wage earners in 40 or 26% of households. The following chart illustrates the sources from which residents received income (note: includes multiple sources of income for households resulting in a count over 153)
Table 1: Household Income

<table>
<thead>
<tr>
<th>Source From Which Household Receives Income</th>
<th># of Households</th>
<th>% of 152 Households</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wages</td>
<td>40</td>
<td>26%</td>
</tr>
<tr>
<td>Child support</td>
<td>17</td>
<td>11%</td>
</tr>
<tr>
<td>DSS or General Relief (Welfare)</td>
<td>22</td>
<td>15%</td>
</tr>
<tr>
<td>Social Security</td>
<td>43</td>
<td>28%</td>
</tr>
<tr>
<td>No Income Reported</td>
<td>39</td>
<td>26%</td>
</tr>
</tbody>
</table>

Case Management Intake Surveys

The DRHA HOPE VI office provided the evaluation team with 106 completed household needs assessment forms (70% of the 151 households for which baseline income data were available from DRHA management). The following data was drawn from the responses of these 106 individuals who were engaged in case management as of the summer of 2002.

Tables 2
Highest Level of Education

<table>
<thead>
<tr>
<th>Educational Achievement</th>
<th>Number of Respondents</th>
<th>Number of Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>No High School Diploma/ GED</td>
<td>41</td>
<td>39%</td>
</tr>
<tr>
<td>High School Diploma/ GED</td>
<td>30</td>
<td>28%</td>
</tr>
<tr>
<td>Some College</td>
<td>7</td>
<td>7%</td>
</tr>
<tr>
<td>Bachelor’s Degree</td>
<td>1</td>
<td>1%</td>
</tr>
<tr>
<td>No Response</td>
<td>27</td>
<td>25%</td>
</tr>
</tbody>
</table>

- 27 respondents indicated that they were interested in obtaining a GED and 15 indicated an interest in pursuing advanced educational opportunities.

Employment and Obstacles to Employment

- 34 residents engaged in case management as of the summer 2002 were employed
- 22 indicated a desire to obtain employment and 13 wanted job search assistance
- 27 of the 34 respondents who were working indicated they wanted to keep their current job
• Resident identified the following reasons for not having a job: young children or other dependent at home, lack of transportation, medical problems, looking but have not been hired

**Other Supportive Service Needs**

• 36 respondents reported having a drivers license
• 17 reported needing childcare
• 13 have childcare (pay between $60 and $370/ month)
• 21 identified with medical problem
• 10 stated that they had been convicted of a crime

Additional data on community demographics from the 2000 Census are presented below in the section on demographic comparisons and contextualization of the HOPE VI target area.
Demographic Comparisons and Contextualization

In this baseline study, an attempt is made to contextualize the program area with respect to the state of Virginia, the Danville MSA, Danville City and Cardinal Village, a public housing area chosen as a comparison area. This analysis helps to pinpoint the differences in the demographic characteristics between these different geographic units. It also gives a basic understanding of the social and economic features underlying these units.

This report gives a brief description of the demographic and economic characteristics of the state of Virginia, the Danville Metropolitan Statistical Area, Danville City, the block groups in which the HOPE VI program public housing (hereafter referred to as the impact area) and the Cardinal Village public housing (hereafter referred to as the comparison area) are located, and finally the impact area and comparison area themselves.

An essential tool for assessing the impact of a community initiative is an equivalent community to compare with the impact area. In this evaluation process, we identify an equivalent community that resembles the impact or target community to the maximum extent feasible. The comparison community that is not benefiting from the initiative is used to measure the outcomes in the target community as the initiative progresses.

Virginia
The State of Virginia has a population of 6.1 million of which 77 percent are white and 19 percent are black. While the percentage of whites is quite similar to the national average of 75 percent, the percentage of blacks is higher because of a very small percentage (2.51) of Hispanics in the state. Other races (mainly Asians) account for the rest. The median household income in the state is $33,328 as against a national average of $42,148. The percentage of persons living below poverty levels is 9.88 percent, lower than the national average of 11.8 percent. Table 1 presents the major demographic details in respect of the state of Virginia.
### Table 3: Selected Demographic Statistical Data, Virginia

<table>
<thead>
<tr>
<th>Population</th>
<th>Families</th>
<th>Households</th>
<th>Race</th>
<th>Median family income</th>
<th>Poverty Level</th>
<th>Total Housing Units</th>
<th>Occupied</th>
</tr>
</thead>
<tbody>
<tr>
<td>6,187,358</td>
<td>1,642,735</td>
<td>2,294,722</td>
<td>White-77.4%</td>
<td>$38,213</td>
<td>9.8%</td>
<td>2,496,334</td>
<td>2,291,830</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Black-18.7%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Hispanics-2.5%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Source: Census Bureau

### Danville MSA

Danville MSA includes Pittsylvania county and Danville City. It is located in southern Virginia bordering North Carolina. The MSA has a population of 108,711 of which 73,791 or 67.8 percent are white and 34,443 or 31.68 percent are black. These two races are predominant in the MSA, and the rest of the races account for a very small percentage of the total population. The educational attainment of MSA residents is generally lower than that of all Virginia residents. For the state as a whole, the ratio of high school graduates to college graduates is 3.5:1, that is nearly one out of 4 high school graduates is a college graduate also. But for the Danville MSA, this ratio is 9.5:1, that is only one in nearly ten high school graduates is also a college graduate. The median household income in the MSA is $23,086, which is about 30 percent less than the average for the state as a whole. The percentage of persons living below the poverty level is 4 points higher in the MSA than in Virginia as a whole (15.22% vs. 9.88%).

### Table 4: Selected Demographic Statistical Data, Danville MSA

<table>
<thead>
<tr>
<th>Population</th>
<th>Families</th>
<th>Households</th>
<th>Race</th>
<th>Median family Income</th>
<th>Poverty level</th>
<th>Total Housing Units</th>
<th>Occupied</th>
</tr>
</thead>
<tbody>
<tr>
<td>108,711</td>
<td>30,871</td>
<td>42,313</td>
<td>White-67.8%</td>
<td>$28,682</td>
<td>15.22</td>
<td>46,158</td>
<td>42,325</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Black-31.6%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Hispanics-0.3%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
The Danville MSA has a labor force of 58,724. About 74 percent of the males are in the labor force as against 58 percent of the females. The unemployment rate at 6.2 percent in the MSA is higher than the state average (2.8 percent) and the national average (4.2 percent). There are about 6,000 firms in the MSA. The largest number of establishments is in the retail sector followed by services and manufacturing sectors. About 885 firms are owned by minorities and 1,200 by women.

Pittsylvania and Danville City

Pittsylvania and Danville City have distinct demographic characteristics. The black percentage of the population in Danville City is ten points higher than that in Pittsylvania. The percentage of those living below poverty level is disproportionately high for the black population.
Map 2: Map of Danville City

In Pittsylvania 72.9 percent of the population are white and 26.8 percent of the population are black. The median household income, at $25,585, is higher than that of the Danville MSA, although it is lower than the state level.

Table 5: Selected Demographic Statistics, Danville City

<table>
<thead>
<tr>
<th>Population</th>
<th>Families</th>
<th>Households</th>
<th>Race</th>
<th>Median family Income</th>
<th>Poverty level</th>
<th>Total Housing Units</th>
<th>Occupied</th>
</tr>
</thead>
<tbody>
<tr>
<td>53,056</td>
<td>14,596</td>
<td>21,664</td>
<td>White-62.5%</td>
<td>$27,752</td>
<td>18.4%</td>
<td>23,297</td>
<td>21,712</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Black-36.7%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Hispanics-0.3%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

The population of Danville City is 62.5 percent white and 36.7 percent black. The median household income, at $20,414, is lower than the Danville MSA and Pittsylvania.
levels. The percentage of persons living poverty level is 18.46 percent, almost twice the state average.

The employment profiles for key sectors of Pittsylvania and Danville City are quite different. Danville City employment by sector is: Manufacturing 27.2 percent, Trade 26.7 percent and Services 23.6 percent. The corresponding figures for Pittsylvania County are: Manufacturing 50.0 percent, Trade 13.0 percent and Services 9.0 percent.

Census Tract Analysis
We next consider Census Tracts 10 and 11 of Danville City in which the comparison public housing units and the impact public housing units, respectively, are located. Both of these tracts are in ZIP code 24541. Within this ZIP code area there are about 840 business establishments of which 645 are male owned and 195 female owned. Together these firms employ 12,246 workers and earned sales revenue of $480 million in 2001.

Census Tract 10 of Danville City
The Cardinal Village public housing, which is the comparison unit, is located in census tract 10 of Danville City.

Map 3: Map of Census Tract 10 of Danville City
The population of Tract 10 is majority white (59%) with blacks constituting the remainder of the population (41%). The median household income is $17,990, half the state average and much lower than that of the Danville MSA, Danville City and Pittsylvania County. The poverty level is also considerably higher than the other geographical units, at 25.4 percent. Tract 10 is made up of two block groups – Block Group 1 and Block Group 2. Block Group 1 is the comparison area for this baseline study.

Map 4: Map of Block Group 1 of Census Tract 10

A comparative study of these two block groups demonstrates a sharp contrast within the tract itself. Block Group 2 is a predominantly white area (83 percent of the population). In contrast, blacks account for 60 percent of the population in the Block Group 1 while whites account for the remaining 40 percent.

The median household income in Block Group 2 is $23,715, close to that for the Danville MSA but higher than that for Danville City. The percentage of population with income below the poverty level is 7.8 percent, much lower than the state average. Block Group 1 presents a completely different picture. Here the median household income is $15,451, less than half the state average. Correspondingly, about 38 percent of the population in Block Group 1 have income below the poverty level.
Census Tract 11 of Danville City

The Liberty View public housing, which is the impact area, is located in Census Tract 11 of Danville City.

Map 5: Map of Census Tract 11 of Danville City

Census Tract 11 is a predominantly black area; 72 percent of the population is black and 27.5 percent is white. The median household income in the tract is $14,338, lower than that for Tract 10. The median household income in this tract is the lowest of all other comparison areas (Tract 10, Danville City, Pittsylvania and the state of Virginia). About 40 percent of the persons living in the tract have income below poverty level.

The impact area lies within Census Tract 11 of the Danville City. Tract 11 is made up of three block groups – Block Groups 1, 2, and 3. The HOPE VI project, Liberty View, lies within Block Group 1 of Tract 11 of Danville City, so Block Group 1 is the impact area for this study. Although Block Groups 1 and 2 are similar in some respects, there are significant demographic differences among the three geographical units.
The population of Block Group 1 is 94 percent black and 5.7 percent white. Only 21 percent of residents over the age of 25 are high school graduates compared to 33 percent in the state as a whole. The median household income is $5,892 and a stunning 76 percent of the persons in the block group have incomes below poverty levels. The median household income in this block group is roughly 20 percent of that of the state and the poverty level eight times the state average.

Block Group 2 is predominantly black (97.5 percent). In this respect Block Group 2 is somewhat similar to Block Group 1. However, the similarity ends here. The median household income in Block Group 2 is $13,981. Although this is much lower than that found for the Danville MSA, Danville City, and the two block groups in Tract 10, it is more than twice that of Block Group 1 of Tract 11. The number of persons with income below poverty levels in Block Group 2, at 21.7 percent of the population, is less than one third of that in Block Group 1.

Map 6: Map of Block Group 1 of Census Tract 11
Block Group 3 is differs racially from the other two, since it is a majority white area. About 63.5 percent of the population is white and the rest, 36 percent, is black. The median household income in the block group is $29,375, more than twice that of Block Group 2 and nearly five times that of Block Group 1. The percentage of persons below poverty level is 12.7 percent, lower than that for either of the two other block groups in the tract as well as for Danville MSA and Danville City.

A Comparative Analysis of the Demographic Characteristics of Block Group 1 of Tract 10 and Block Group 1 of Tract 11

The housing development covered by HOPE VI lies within Block Group 1 of Tract 11 with blacks accounting for 97.5 percent of the population. As noted earlier, this area is the most distressed of all those considered, with more than 75 percent of the households below the poverty level and a median household income of $5,892.

The comparison housing project lies within Block Group 1 of Census Tract 10. This block group is also distressed; median household income is less than half of that for the state and more than a third of the population is below the poverty level. However, compared to Block Group 1 of Tract 11, it is somewhat better off economically.

Table 6: Characteristics of Block Group 1 of Census Tract 10 and Block Group 1 of Census Tract 11

<table>
<thead>
<tr>
<th></th>
<th>Population</th>
<th>Families</th>
<th>Households</th>
<th>Race</th>
<th>Median Family Income</th>
<th>Poverty</th>
<th>Total Housing Units</th>
<th>Occupied Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tract 10</td>
<td>4388</td>
<td>1217</td>
<td>1842</td>
<td>White-57.8%</td>
<td>$21,681</td>
<td>25.4%</td>
<td>1966</td>
<td>1858</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Black-41.3%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Hispanics-1.4%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tract 11</td>
<td>2383</td>
<td>675</td>
<td>933</td>
<td>White-63.4%</td>
<td>$16,384</td>
<td>39.4%</td>
<td>1049</td>
<td>918</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Black-36.1%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Hispanics-Negligible</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Source: Census Bureau
Liberty View Public Housing

The Liberty View public housing development is located primarily in Block 1001 of Block Group 1 of Census Tract 11 of Danville City.

**Map 7: Liberty View Public Housing, Block 1001**

The total population in this block is 105, all of whom are black. The average household size is 2.84. There are 54 housing units in the block of which 37 are occupied and 17 unoccupied. There are 37 households in the block of which 7 are 1-person households, 12 are 2-person households, 7 are 3-person households, 5 are 4-person households, 4 are 5-person households, and 1 each of 6 and 7-person households. Table 7 presents a comparative picture of the blocks neighboring Liberty View.

**Table 7: Comparative Demographics of Block 1001 and Neighboring Blocks**

<table>
<thead>
<tr>
<th>Demographics</th>
<th>Block 1001</th>
<th>Block 1002</th>
<th>Block 1003</th>
<th>Block 1004</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Population</td>
<td>105</td>
<td>85</td>
<td>40</td>
<td>7</td>
</tr>
<tr>
<td>Race/Blacks</td>
<td>105</td>
<td>85</td>
<td>40</td>
<td>7</td>
</tr>
<tr>
<td>Households</td>
<td>37</td>
<td>37</td>
<td>18</td>
<td>3</td>
</tr>
<tr>
<td>Average household size</td>
<td>2.84</td>
<td>2.30</td>
<td>2.22</td>
<td>2.33</td>
</tr>
<tr>
<td>Family households</td>
<td>20</td>
<td>16</td>
<td>12</td>
<td>3</td>
</tr>
<tr>
<td>Housing units</td>
<td>54</td>
<td>45</td>
<td>24</td>
<td>4</td>
</tr>
<tr>
<td>Occupied</td>
<td>37</td>
<td>37</td>
<td>18</td>
<td>3</td>
</tr>
<tr>
<td>Vacant</td>
<td>17</td>
<td>8</td>
<td>6</td>
<td>1</td>
</tr>
</tbody>
</table>

Source: Census Bureau. Census 2000
The Cardinal Village Public Housing
The Cardinal Village Public Housing development which has been chosen as the comparison group for the purpose of evaluating the HOPE VI program is Block 1024 of Block Group 1 in Census Tract 10 of Danville City.

Map 8: Cardinal Village Public Housing, Block 1024

Block 1024 has a total population of 207. Blacks account for 195 or 94.2 percent of the block population and whites account for the remaining 5.8 percent of the population. There are 74 households in the block and the average household size is 2.80. Fifty-nine of these are family households, of which 22 are 2-person households, 16 are 3-person households, 19 are 4-person households, 7 are 5-person households and 4 are 6-person households. The remaining 15 are non-family households. The average family size is 3.15. There are 83 housing units in the block of which 74 are occupied. In order to gain a better understanding of the block demographics, Table 8 presents a demographic summary of the comparison block and those contiguous to it.
Table 8: Characteristics of Cardinal View (Block 1024) and Neighboring Blocks

<table>
<thead>
<tr>
<th>Demographics</th>
<th>Block 1022</th>
<th>Block 1023</th>
<th>Block 1024</th>
<th>Block 1025</th>
</tr>
</thead>
<tbody>
<tr>
<td>Population</td>
<td>178</td>
<td>38</td>
<td><strong>207</strong></td>
<td>69</td>
</tr>
<tr>
<td>White</td>
<td>77</td>
<td>14</td>
<td>8</td>
<td>3</td>
</tr>
<tr>
<td>Black</td>
<td>93</td>
<td>20</td>
<td>195</td>
<td>66</td>
</tr>
<tr>
<td>Households</td>
<td>69</td>
<td>14</td>
<td><strong>74</strong></td>
<td>30</td>
</tr>
<tr>
<td>Average household size</td>
<td>2.58</td>
<td>2.71</td>
<td><strong>2.80</strong></td>
<td>2.30</td>
</tr>
<tr>
<td>Family households</td>
<td>44</td>
<td>11</td>
<td><strong>59</strong></td>
<td>17</td>
</tr>
<tr>
<td>Total housing units</td>
<td>75</td>
<td>15</td>
<td><strong>83</strong></td>
<td>37</td>
</tr>
<tr>
<td>Occupied</td>
<td>69</td>
<td>14</td>
<td><strong>74</strong></td>
<td>37</td>
</tr>
<tr>
<td>Vacant</td>
<td>6</td>
<td>1</td>
<td>9</td>
<td>7</td>
</tr>
</tbody>
</table>

Recall that Liberty View occupies Block 1001 of Tract 11 and the comparison area, Cardinal Village, largely occupies Block 1024 of Tract 10. Table 9 presents the characteristics of these two blocks.

Table 9: Characteristics of Liberty View (Block 1001) and Cardinal Village (Block 1024)

<table>
<thead>
<tr>
<th>Block</th>
<th>Population</th>
<th>White</th>
<th>Black</th>
<th>Households</th>
<th>Av. Household size</th>
<th>Family households</th>
<th>Housing Units</th>
<th>Occupied</th>
</tr>
</thead>
<tbody>
<tr>
<td>1001</td>
<td>105</td>
<td>0</td>
<td>105 (100%)</td>
<td>37</td>
<td>2.84</td>
<td>30 (81%)</td>
<td>54</td>
<td>37 (70%)</td>
</tr>
<tr>
<td>1024</td>
<td>207</td>
<td>8</td>
<td>195 (94.5%)</td>
<td>74</td>
<td>2.80</td>
<td>59 (80%)</td>
<td>83</td>
<td>74 (90%)</td>
</tr>
</tbody>
</table>

Source: Census Bureau. Census 2000

Property Values and Business Activity

Property values and business activity are two other major indicators of community development. This report analyses property values and business establishments in three concentric areas: the City of Danville, the census tracts in which the impact and comparison areas are located, and the impact/comparison areas themselves.
City of Danville

Danville City is part of the Danville MSA, and is situated in southern Virginia touching the North Carolina border. Its area is about 100 square miles. The city population is 53,056 and the median family income $27,752. Map 9 shows the geographical location of the city.

Map 9

Danville City

The total number of real estate properties in Danville is 26,127. Of these, 17,558 or 67 percent are residential properties. About 4,200 are vacant residential lots and 800 are vacant commercial lots. The other 3,500 properties comprise business, school and other properties.¹

¹ Real Estate Office, City of Danville.
The average value of all types of properties in Danville is $73,870. The average assessed value of single family residential properties is $57,613 while that of multi-family properties is $101,560.\(^2\)

There are 1,311 business/service establishments in Danville City.\(^3\) These establishments employ 12,246 workers and earn annual revenue of about $480 million. A list and enumeration of some major manufacturing, retail, and service business types in the city are given in Table 10.

### Table 10: Types and Numbers of Businesses in Danville, VA

<table>
<thead>
<tr>
<th>Type</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Manufacturing</strong></td>
<td></td>
</tr>
<tr>
<td>1. Lumber Products</td>
<td>7</td>
</tr>
<tr>
<td>2. Stone-Clay-Glass products</td>
<td>1</td>
</tr>
<tr>
<td>3. Metal Products</td>
<td>8</td>
</tr>
<tr>
<td>4. Food Products</td>
<td>7</td>
</tr>
<tr>
<td>5. Tobacco Manufacturing</td>
<td>15</td>
</tr>
<tr>
<td>6. Textile Manufacturing</td>
<td>14</td>
</tr>
<tr>
<td>7. Apparel and Accessories</td>
<td>33</td>
</tr>
<tr>
<td>8. Printing and Publishing</td>
<td>8</td>
</tr>
<tr>
<td>9. Chemicals and Allied Products</td>
<td>1</td>
</tr>
<tr>
<td>10. Petroleum and Coal Products</td>
<td>6</td>
</tr>
<tr>
<td>11. Rubber Products</td>
<td>1</td>
</tr>
</tbody>
</table>

\(^2\) All information on property values presented in this report has been obtained by the Center for Urban Progress from the Real Estate Office, City of Danville.

\(^3\) Information on business establishments has been obtained from Dun & Bradstreet. Limited information about businesses has also been obtained from the Real Estate office, City of Danville.
**Retail**

<table>
<thead>
<tr>
<th>Category</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>12. Food and Drugs</td>
<td>70</td>
</tr>
<tr>
<td>13. General Merchandise</td>
<td>25</td>
</tr>
<tr>
<td>14. Furniture and Home Appliances</td>
<td>27</td>
</tr>
<tr>
<td>15. Liquor Stores</td>
<td>3</td>
</tr>
<tr>
<td>16. Building Materials and Farm Equipments Dealers</td>
<td>52</td>
</tr>
</tbody>
</table>

**Services**

<table>
<thead>
<tr>
<th>Category</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>17. Beauty Shop, Barber Shop, Laundry</td>
<td>76</td>
</tr>
<tr>
<td>18. Utilities and Communication</td>
<td>34</td>
</tr>
<tr>
<td>19. Restaurant</td>
<td>87</td>
</tr>
<tr>
<td>20. Service Stations</td>
<td>39</td>
</tr>
<tr>
<td>21. Bank, Real Estate, Insurance, Finance</td>
<td>93</td>
</tr>
<tr>
<td>22. Auto Repair Services</td>
<td>61</td>
</tr>
<tr>
<td>23. Doctors Offices and Medical Services</td>
<td>89</td>
</tr>
<tr>
<td>24. Legal Services</td>
<td>13</td>
</tr>
<tr>
<td>25. Educational Buildings</td>
<td>36</td>
</tr>
<tr>
<td>26. Churches</td>
<td>173</td>
</tr>
<tr>
<td>27. Hospitals</td>
<td>5</td>
</tr>
</tbody>
</table>

Source: Dun & Bradstreet

City of Danville, Real Estate Office

---

**Census Tract 11 of Danville City**

The impact area surrounding Liberty View is located in Census Tract 11, which covers about 1.6 square miles area. Map 10 shows the location of the tract. The tract population is 2,383 and the median family income is $14,338.

**Map 10**

**Census Tract 11**

---

33
There are 315 properties in Tract 11. Of these, 194 (60 percent) are single family residential properties and six are multifamily properties. The average value of single family properties is $45,675 and that of multifamily properties is $12,000. The low value of multifamily property reflects its status as severely distressed public housing. There are 113 vacant residential lots and one vacant commercial lot. The average property value in the tract is $29,330.

There are three business establishments in the tract located on Shamrock Drive, Southland Drive and Ayers Street. None of these is a retail business. One is a nonclassifiable establishment, one is a membership organization, and the third is a dental laboratory. These establishments employ five (5) persons and together have annual revenue of $182,000.

**Census Tract 10 of Danville City**

The comparison area, Cardinal Village Public Housing, is located in Census Tract 10 of the State of Virginia. The tract covers a 1.7 square mile area. Map 11 shows the location of the tract. The tract population is 4,388 and the median family income is $21,681.

**Map 11**

**Census Tract 10**

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4 Dun & Bradstreet.
5 Firms not engaged in SIC or NAICS classified goods/services
There are 712 properties in Tract 10. Of these, 548 (76 percent) are single family residential dwellings. There are 46 multifamily dwelling units. Vacant residential lots (buildable and not buildable) account for 79 properties while vacant commercial lots account for 12 properties. There are also 12 religious properties in the tract. The average value of single residential dwellings is $43,762 while that of multifamily dwellings is $33,954. The average value of all properties in the tract is $39,516.\(^6\)

There are 15 businesses in the tract of which eight (8) are religious organizations. Actual business firms include garden services firm (2), a floor covering company (1), a gas station (1), a beauty shop (1) and a miscellaneous merchandise firm (1). These establishments employ 61 persons. Their annual revenue is about $3 million.

**Liberty View Public Housing– HOPE VI Project Impact Area**

There are 222 properties and three businesses in Liberty View Public Housing and its immediate vicinity. The impact area is located in Block Group 1 of Census Tract 11, which includes the Liberty View Housing Project and its immediate surrounding areas. Map 12 shows Block Group 1 of Tract 11.

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\(^6\) This average value excludes a school building with a property value of $2,306,300. If the property value of the school is taken into consideration, the average property value would be $42,699.
The 222 properties that are taken into account for this study are located in the following streets:

- Shields Drive
- Darby Road
- Grant Street
- Lincoln Street
- Seeland Street
- Beauford Road
- Jackson Branch
- Garfield Street
- Sheridan Place
- St. Paul Circle, and
- Sanitary Road.

Of these 222 properties, 158 or 70 percent are vacant lots. Of the remaining 64 properties, 53 are single family residential dwellings, four (4) are multi-family dwellings, four (4)
are churches, two are cemeteries, and one is a military establishments. The average property value in this area is $28,184.

There are no retail businesses located in the impact area. According to information obtained from Dun & Bradstreet, there are two childcare centers in the area. They are:

- Liberty View Head Start Center, 317 Grant Street, Danville; and
- Bibleway Church Daycare Center, 151 Grant Street, Danville.

The third agency is a religious establishment. These establishments together employ 16 persons and have annual revenue of over $39,000.

**Cardinal Village Public Housing – Comparison Area**
Cardinal Village public housing is situated in Block Group 1 of Census Tract 10. Map 13 shows Block Group 1 of Tract 10. There are 565 properties in Cardinal Village and its immediate surrounding area. The streets covered for the purpose of identifying the properties and businesses in the area are:

- Hughes Street
- Kemper Road
- Taylor Drive
- Bell Drive, and
- Southland Drive.
Of the 565 properties, 448 or 79 percent are residential. There are 74 vacant residential lots, 15 vacant commercial lots, and six religious organizations. The rest are business and service properties. The average value of properties in the area is $48,277. Table 11 presents the list of businesses/service organizations operating out of the area:

### Table 11

**Types and Numbers of Businesses in the Cardinal Village Impact Area**

<table>
<thead>
<tr>
<th>Type</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tree/Garden service</td>
<td>2</td>
</tr>
<tr>
<td>Miscellaneous merchandise</td>
<td>1</td>
</tr>
<tr>
<td>Community organization</td>
<td>1</td>
</tr>
<tr>
<td>Religious organization</td>
<td>8</td>
</tr>
<tr>
<td>Beauty shop</td>
<td>1</td>
</tr>
<tr>
<td>Floor covering installation</td>
<td>1</td>
</tr>
<tr>
<td>Gas service station cum convenience Store</td>
<td>1</td>
</tr>
<tr>
<td>Hospital</td>
<td>1</td>
</tr>
</tbody>
</table>

Sources: Dun and Bradstreet  
City of Danville, Real Estate Office
These businesses and organizations earn annually $2.78 million and employ 304 workers.

**Comparative Analysis**

The property values and business activities may now be compared for the baseline analysis. There are five areas of study -- Danville City, the two census tracts in which the impact area and the comparison area are located, and the block groups that comprise the impact and comparison areas respectively.

**Table 12**

Real Estate Values for Five Danville Areas

<table>
<thead>
<tr>
<th></th>
<th>Danville City</th>
<th>Tract 10</th>
<th>Cardinal Village</th>
<th>Tract 11</th>
<th>Liberty View</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of Properties</td>
<td>26,217</td>
<td>712</td>
<td>565</td>
<td>315</td>
<td>223</td>
</tr>
<tr>
<td>Residential</td>
<td>17,558 (67%)</td>
<td>548 (76%)</td>
<td>448 (79%)</td>
<td>194 (61%)</td>
<td>57 (25%)</td>
</tr>
<tr>
<td>Vacant Lots</td>
<td>509 (0.01%)</td>
<td>91 (12.7%)</td>
<td>89 (15%)</td>
<td>113 (35%)</td>
<td>158 (70%)</td>
</tr>
<tr>
<td>Average Property Value</td>
<td>$73,870</td>
<td>$42,699</td>
<td>$48,277</td>
<td>$29,330</td>
<td>$28,184</td>
</tr>
<tr>
<td>Average Single Family Property Value</td>
<td>$57,613</td>
<td>$43,762</td>
<td>$48,273</td>
<td>$45,675</td>
<td>$18,664</td>
</tr>
<tr>
<td>Average Multi family Property Value</td>
<td>$101,560</td>
<td>$33,954</td>
<td>$33,930</td>
<td>$12,000</td>
<td>$13,100</td>
</tr>
<tr>
<td>Annual Business Revenue</td>
<td>$480 million</td>
<td>$3.5million</td>
<td>$2.78 million</td>
<td>$182,000</td>
<td>$23,000</td>
</tr>
<tr>
<td>Employment</td>
<td>12246</td>
<td>76</td>
<td>304</td>
<td>5</td>
<td>15</td>
</tr>
<tr>
<td>Number of Establishments</td>
<td>1310</td>
<td>21</td>
<td>16</td>
<td>3</td>
<td>2.0</td>
</tr>
</tbody>
</table>

Source: Real Estate Office, City of Danville

Dun & Bradstreet

Source: Center for Urban Progress
Table 12 reflects the contrasts between the Danville City, the Cardinal Village (comparison area) and Liberty View (impact area). The percentage of residential properties in the impact area is 25 percent compared to 79 percent in the comparison area and 67 percent in Danville City. There is a significant differential in the number of vacant lots between the impact area (70 percent) and the comparison areas (15 percent for Cardinal View and 0.01 percent for Danville City). In line with these characteristics, the average property value in Liberty View is only 38 percent of that of Danville and 58 percent of that of Cardinal Village. Table 10 also shows the virtual absence of retail businesses in the impact area and very few employment opportunities in the neighborhood.

The above information gives us a good idea of the lack of economic development in the impact area, and provides two ways of measuring the progress of the HOPE VI project in coming years, first by comparing growth between the city as a whole and the impact area, and second by conducting a similar comparison between a roughly comparable area and the impact area. The HOPE VI project, if successful, will, by creating a multi-use housing development in the impact area, induce faster economic growth in terms of numbers of businesses, sales, and employees, and a more rapid rise in real estate values, than in the two comparison areas.

**Description of Relevant Non-HOPE VI Community and Economic Development Resources**

One of the key requirements of the HOPE VI application is to demonstrate that the HOPE VI program leverages and integrates with local resources. While HUD does not, to date, recommend a process for tracking the extent to which HOPE VI programs leverage and integrate with other resources, the evaluation team has compiled a list of non-HOPE VI resources that may be viewed as leverage or “collateral investments” that have been spurred by the presence of the HOPE VI grant. These resources could include:

- Universities and community colleges
- Not-for-profit service providers
• Local TANF agency or Workforce Investment Board
• Advocacy organizations
• Churches
• Childcare centers
• Hospitals
• Local businesses/Employers
• Volunteers
• Private foundations

At this time, it does not appear that the Liberty View HOPE VI project has a system for tracking leveraged resources.

**Interviews and Document Review**

The HOU/CUP team interviewed all members of the HOPE VI staff over the course of our visit to Danville. Additionally, we spoke with area service providers and Liberty View residents. Below is a summary of our findings from each of these interviews.

- **Case Management Staff**

  The case management staff indicated that they had contacted all HOPE VI households and determined whether households planned to return to the redeveloped community and whether they wished to participate in case management. The caseload was then broken down into three groups: FSS households, elderly/disabled, and work-eligible non-FSS households.

  The HOPE VI staff has already developed a referral network with agencies dealing with mental health and elder service issues. Disabled residents are connected with the Department of Rehabilitation Services. Additionally, the Program Services staff has started on-site GED classes for FSS households, which are run by the Danville Center for Adult Education.

  Case Management staff indicated that much of their current work involves handling crises among residents. Case Managers have accompanied residents and their children on court dates and have connected residents with emergency
medical service. They indicated that the extent of their caseload has given them less time to focus on career development issues.

- **Homeownership Coordinator**

  The HOPE VI staff indicated that homeownership is the most common goal for FSS households. Thus, the classes offered on-site by the Homeownership Coordinator are very important to the overall CSS program. These classes, which are modeled on a curriculum developed by the Virginia Housing and Development Authority (VHDA), help residents improve their credit and incomes. Many of the referrals for more advanced job training are made by the Homeownership Coordinator.

  The HOPE VI program will support homeownership efforts by holding a $500,000 trust fund to be used for low-interest mortgages and other community development projects.
- **Relocation Coordinator**
  The Relocation Coordinator indicated that she has had considerable success finding temporary and permanent apartments for Liberty View residents. She reports that new affordable housing units have recently been built in Danville and that residents are already being relocated to these units on schedule. It appears that all HOPE VI households have been effectively tracked through the relocation period.

- **HOPE VI Project Director**
  The Project Director indicated that two top priorities for improving the CSS Program at Liberty View are improving job development services and an improved process for connecting residents with existing city services. He suggested that HOPE VI residents sometimes have a harder time accessing existing services because providers tend to prefer to work with non-HOPE VI individuals whom they see as having fewer options.

- **Service Providers**
  The HOU/CUP team met with representatives of the Virginia Employment Commission, Jackie Rochford of the Danville Public Schools Adult Education Division and Angela Boyte of the City of Danville Department of Community Development. The Adult Education program offers GED classes on-site for Liberty View residents. Ms. Rochford indicated that she had a strong working relationship with the case management staff. Adult education instructors and case managers work together with residents, for example, to develop appropriate schedules for completing adult education programs as part of their FSS plans. The HOPE VI staff does not appear to have a strong working relationship with the Virginia Employment Commission. Ms. Boyte from the City was very helpful in providing information about what individuals in the City could be contacted about various issues. She forwarded a copy of the Consolidated Plan to the evaluation team.
Residents
Over 25 residents took part in a community meeting on July 10 and were interviewed by members of the HOU/CUP team. Residents indicated overwhelming support for the case management staff and the HOPE VI program. Many residents were interested in taking part in the evaluation process; 20 signed up to be contacted about future collaboration with the evaluation team.

Residents reported that transportation, which had previously been considered a critical deficiency for Liberty View residents, was more readily available than other sources had indicated. In conversations with two residents, HOU/CUP staff members found that they felt the bus service was adequate for their needs.

Additionally, residents indicated that crime was not a major problem at Liberty View.

File Review
The Project Leader conducted a cursory review of case management files. The purpose of the review was not to collect data, which will be done as a part of evaluation activities.
at the beginning of each year, but rather to determine if files are in fact being kept and will be able to serve as viable sources of data. Based on this cursory review, it appears that case management files will be a viable source of data. The case managers provided the Evaluation Team with 106 completed household needs assessments (approximately 70% of the heads of households).

**Review of CSS Workplan and Danville Consolidated Plan**

The CSS Workplan for the Liberty View HOPE VI clearly includes the elements required in the HUD format. In particular, Section Eight provides quality detail on the structure of the case management/FSS program. Section Ten could provide additional detail on viable strategies for sustaining the benefits of the CSS program, particularly given that HUD has yet to release guidance regarding the implementation of endowment trusts. The Services/Needs Matrix and the goals and objectives section are included herein for reference. In addition, data from section one has been included in the presentation of baseline demographic data herein.

The Consolidated Plan for the City of Danville makes specific reference to the HOPE VI project and prioritizes the goals of the project on page 7. The consolidated plan identifies the HOPE VI target area is identified as a CDBG target area. This provides initial evidence that the project is being integrated into the City’s overall approach to community and economic development.