

## Isaac Coleman Community Investment

*When we leave low-income communities and communities of color behind, we leave talent behind. All people, regardless of zip code or race, deserve the opportunity to learn and innovate and be active contributors to our economy.*

*Janelle Williams – Casey Foundation*



**Dr. Dwight Mullen**  
**Professor of Political Science**  
**UNC Asheville**

*A look at the educational and economic opportunity for  
Blacks in Buncombe County*

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As of 2015 Buncombe County's total population equaled 254,836, of which 228,681 (89.7%) were White and 15,327 (5.6%) were Black residents. The total population is projected to increase by 15,492 (up 6.1%) by year 2020; the White population is projected to increase by 13,445 (up 5.9%) and the Black population decline by 127 (down 0.8%).



There was a time when there was a **Thriving Black Community**

## Seniors

**ROBERT ALFONSO SMITH**  
Friendly  
Senior Classmate, Commercial Club  
Vocation: Lawyer

**MARY ANN SMITH**  
Friendly, Talkative  
Dramatics Club, Spanish Club  
Vocation: Nurse

**VIVIAN LOBBRAINE SMITH**  
Friendly, Quiet  
Commercial Club, Senior Classmate  
Vocation: Secretary

**JOYCE STALEY**  
Dignified, Poised  
N.H.A., Student Council  
Vocation: Undecided

**MARTHA JEAN STAMEY**  
Friendly, Talkative  
French Club, Band  
Vocation: Nurse

**MATTHEW BERNARD SUBRATT**  
Friendly, Studious  
Crown & Scepter Club, Dramatics Club  
Vocation: Professor of History

**HAROLD EUGENE SWEENEY**  
Talkative, Studious  
Varsity Club, Senior Classmate  
Vocation: Businessman

**JOHN ERIC TRAMER**  
Intelligent, Congenial  
Crown & Scepter Club, Student Council  
Vocation: Surgeon

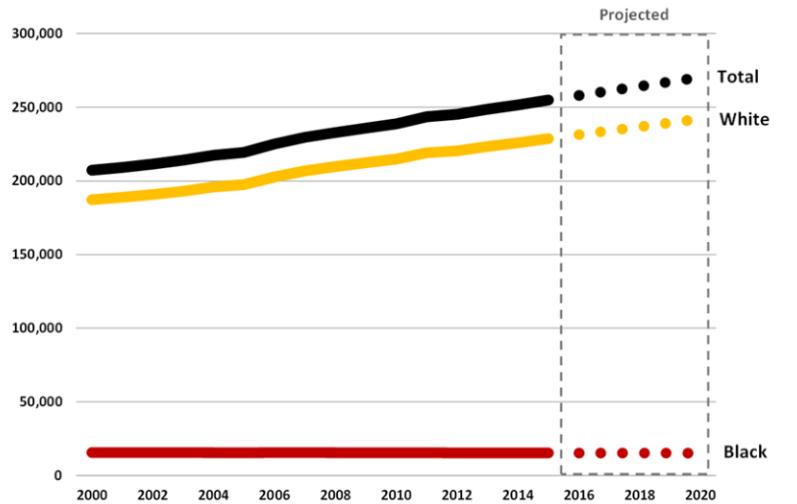
**GLOBBA LOUISE THOMAS**  
Quiet, Friendly  
Crown & Scepter Club, Senior Classmate  
Vocation: Elementary Teacher or Bookkeeper

**JOHN EDWARD THOMPSON**  
Classroom, Clever  
Dramatics Club, Senior Classmate  
Vocation: Undecided





# Total Population

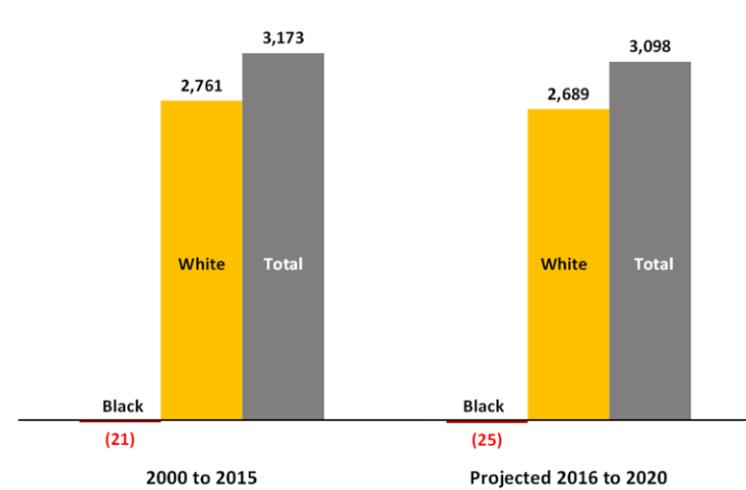


Source: NC Office of State Budget and Management

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As of 2015 Buncombe County's total population equaled 254,836, of which 228,681 (89.7%) were White and 15,327 (5.6%) were Black residents. The total population is projected to increase by 15,492 (up 6.1%) by year 2020; the White population is projected to increase by 13,445 (up 5.9%) and the Black population decline by 127 (down 0.8%).

## Average Annual Population Change

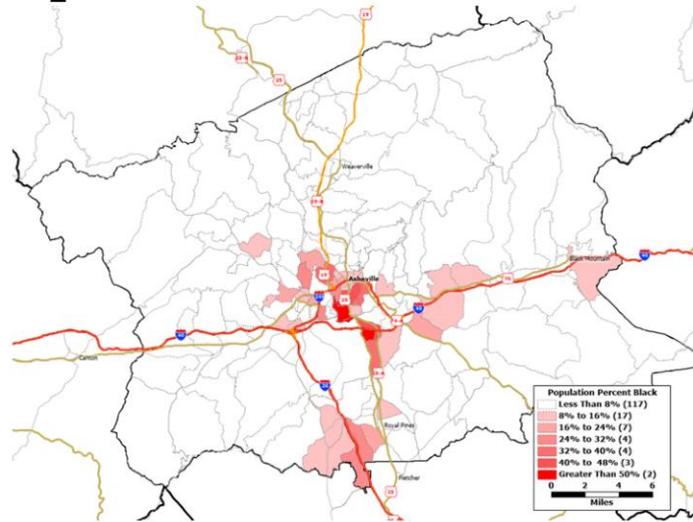


Source: NC Office of State Budget and Management

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From year 2000 to 2015 the population in Buncombe County increased by an average of 3,173 persons (1.4%) per year; the White population increased by 2,761 (1.3%) per year and the Black population declined by an average of 21 (-0.1%) per year. For years 2016 to 2020 the total population is projected to increase by 3,098 (1.2%) persons per year; the White population increase by 2,689 (1.1%) per year and the Black population decline by 25 per year (-0.2%).

# Population Percent Black

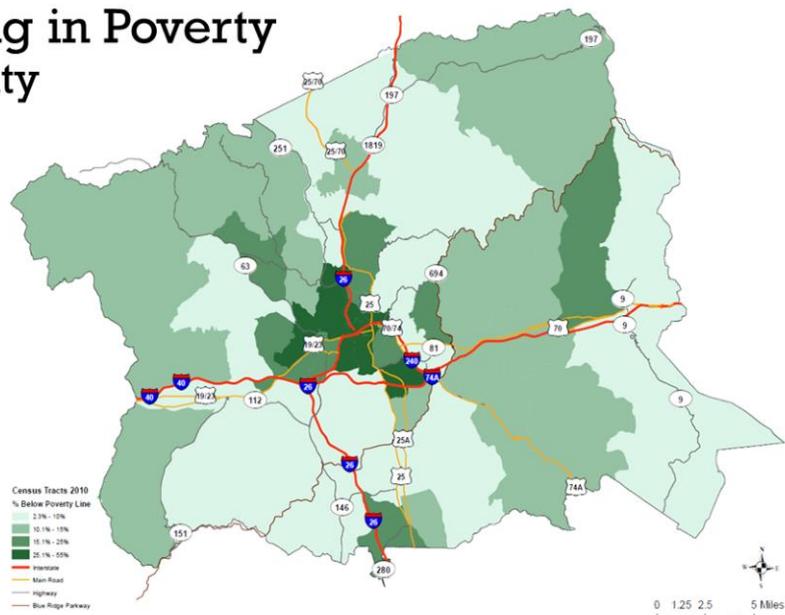


Source: US Census Bureau, 2011-2015 five-year estimates

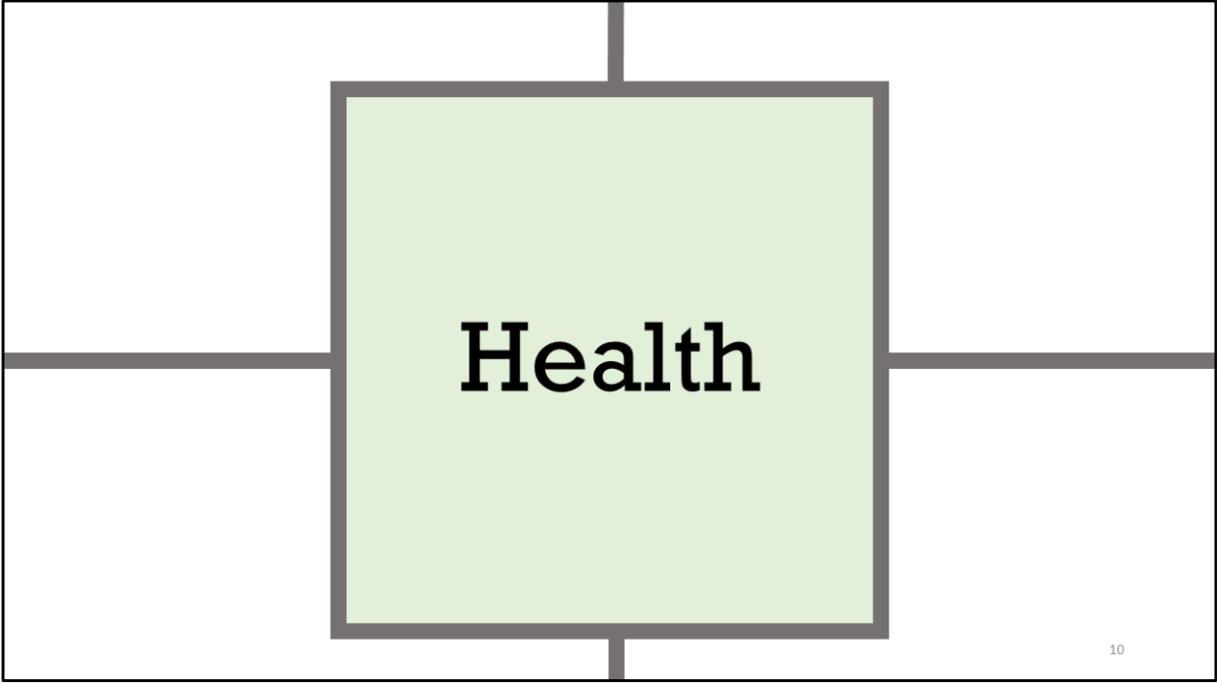
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Of the 154 Census Block Groups comprising Buncombe County, Blacks are a majority of the population in only two.

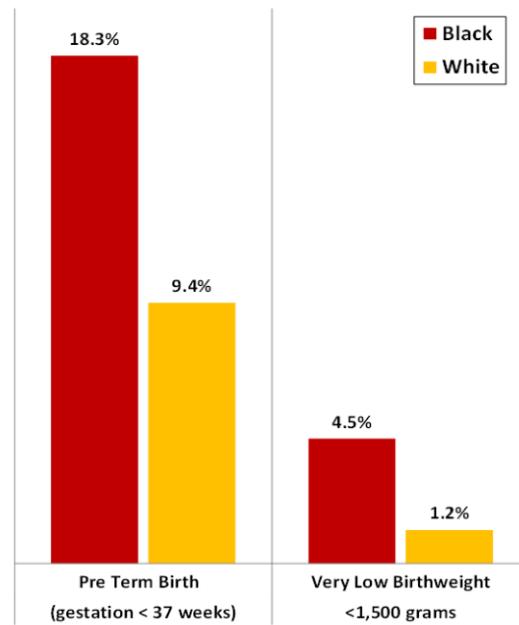
# Residents Living in Poverty Buncombe County



We don't want any community left out



Black babies are...  
2X more likely to be  
born prematurely;  
  
4X more likely to have a  
very low birthweight



Source: North Carolina State Center for Health Statistics, 2015

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Births to Black mothers in Buncombe County are more likely to be Pre Term (18.3% versus 9.4%) and have a Very Low Birthweight (4.5% versus 1.2%) compared to births to White mothers. Eighty-two percent of Black birth mothers were unmarried; 50 percentage points above White birth mothers.

Black babies in our  
community are **3.1**  
times more likely to die  
before their first birthday.



### Christina

(Dr. M notes) There are significant disparities when we break this data down by race and ethnicity –black babies in the US are more than twice as likely to die before their first birthday than white babies.

Despite declines in IMR for both blacks and whites, this disparity has not improved over 30+ years.

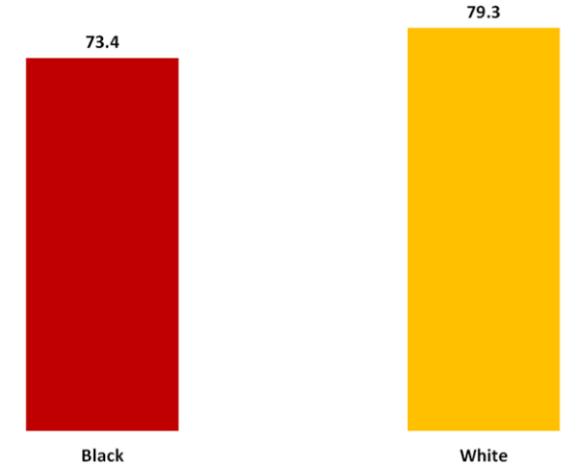
And this disparity remains even when controlled for income, SES, education of the mother.

There is nothing natural about this – nothing innate about black babies that causes this – it has to do with systemic issues For decades, the health care system in the US has focused its efforts on prenatal care and care during labor and delivery, in an attempt to improve infant mortality.

But, as I mentioned before, our infant mortality rates have been stagnant year after year, and...

# Life Expectancy

Blacks die 6 years earlier than Whites

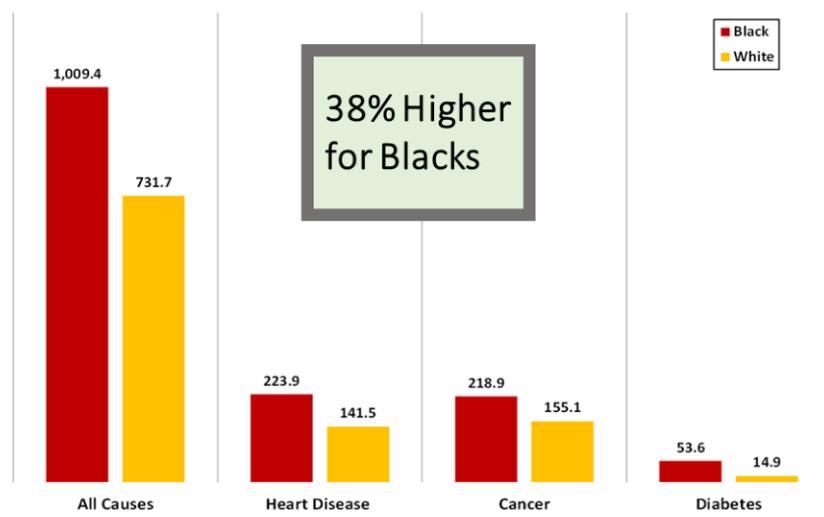


Source: North Carolina State Center for Health Statistics, 2013-2015

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Life expectancy for those born 2013 to 2015 is 5.9 years lower for Black residents of Buncombe County (73.4 years) compared to White residents (79.3 years).

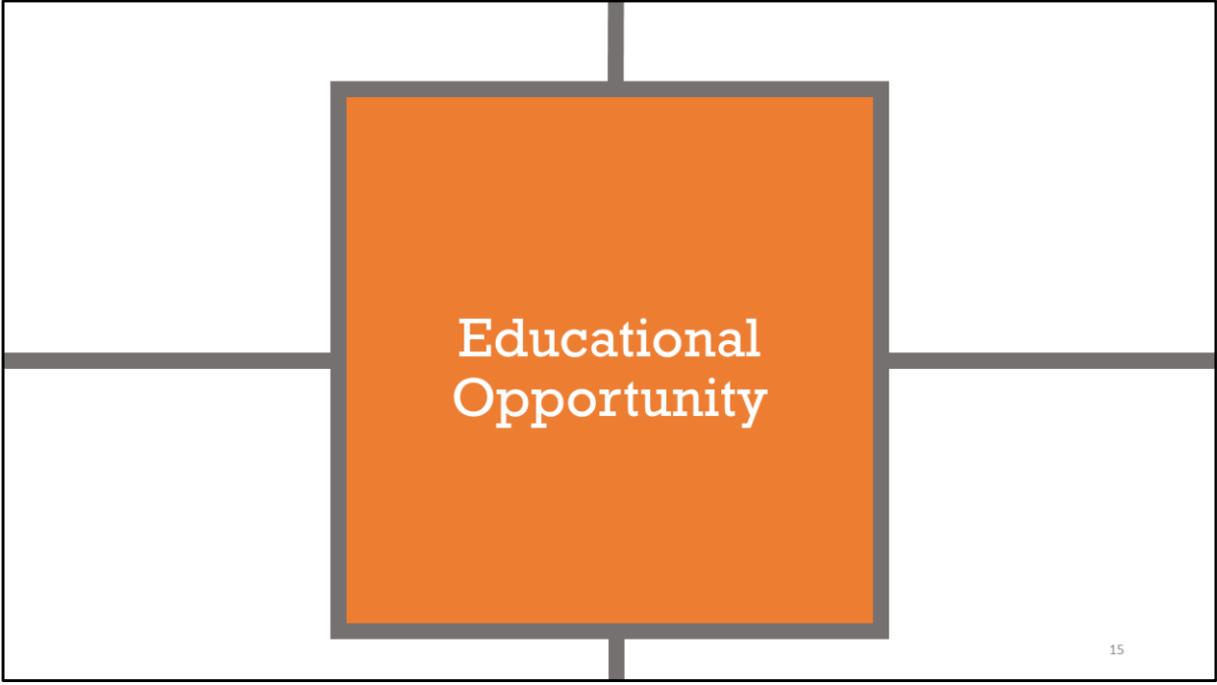
## Death Rates per 100,000



Source: North Carolina State Center for Health Statistics, 2011-2015, calculated per 100,000

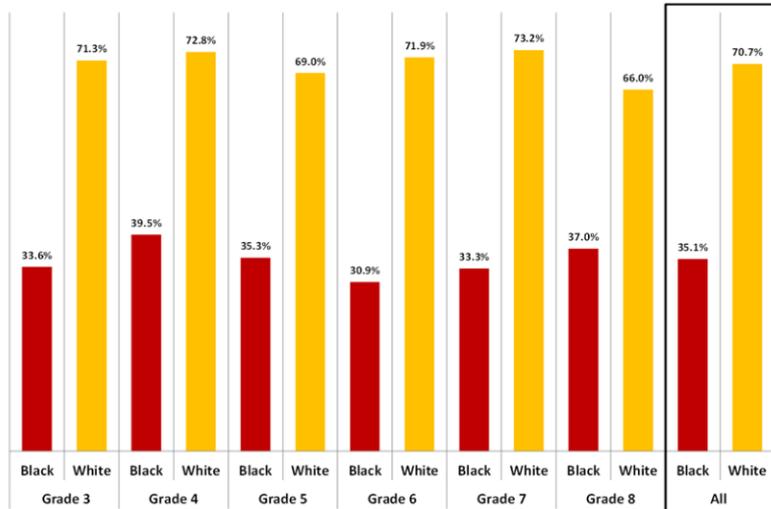
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Death rates are higher for Black residents of Buncombe County compared to White residents across all major causes. Overall, the rate for all causes is 38% higher for Blacks.



## Reading- Percent of Students at Grade Level Proficiency

35% of Blacks  
VS  
71% of Whites at  
grade level

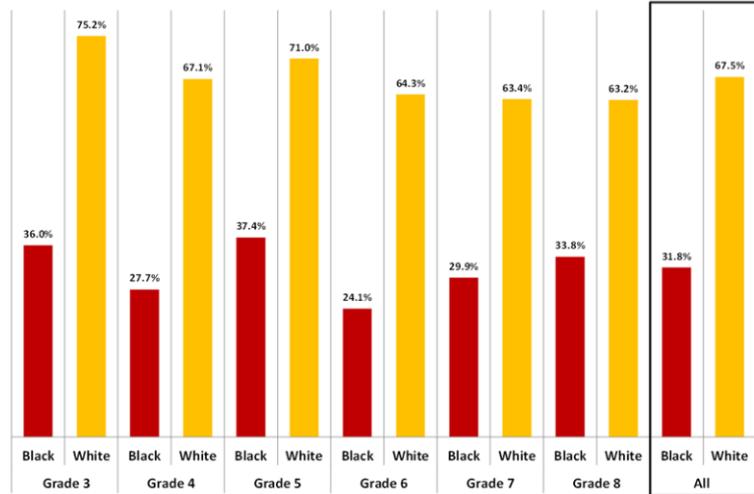


Sources: 2015-2016 School Year, North Carolina Department of Public Instruction, combined Asheville City and Buncombe County Schools 16

Thirty-five percent (35.1%) of *Black* students in grades 3-8 scored proficient for *reading* at their grade level in Buncombe County compared to seventy-one percent (70.7%) of *White* students. The disparity in *reading* proficiency is consistent across all six grades.

# Mathematics— Percent Grades at Grade Level Proficiency

32% of Blacks  
VS  
67% of Whites  
at grade level

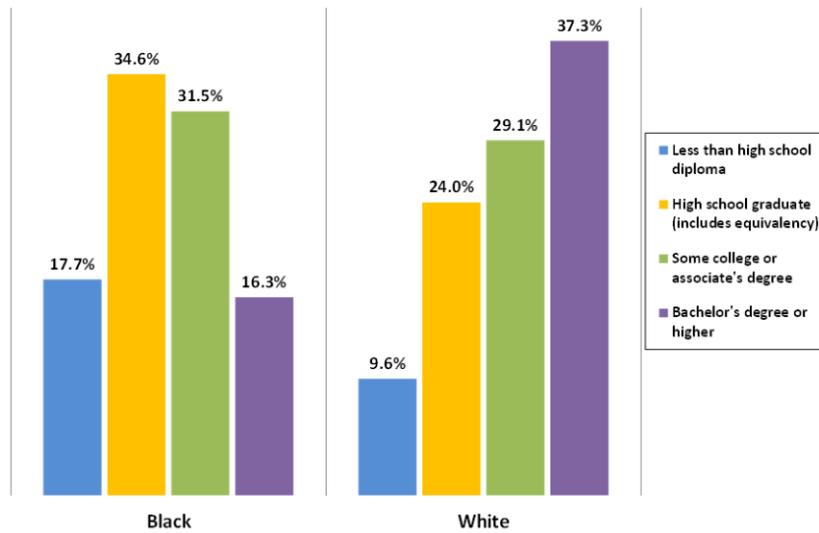


Sources: 2015-2016 School Year, North Carolina Department of Public Instruction, combined Asheville City and Buncombe County Schools

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Thirty-two percent (31.8%) of *Black* students in grades 3-8 scored proficient in *mathematics* at their grade level in Buncombe County compared to sixty-eight percent (67.5%) of *White* students. The disparity in *mathematics* proficiency is consistent across all six grades.

## Highest Level of Educational Attainment- Ages 25+

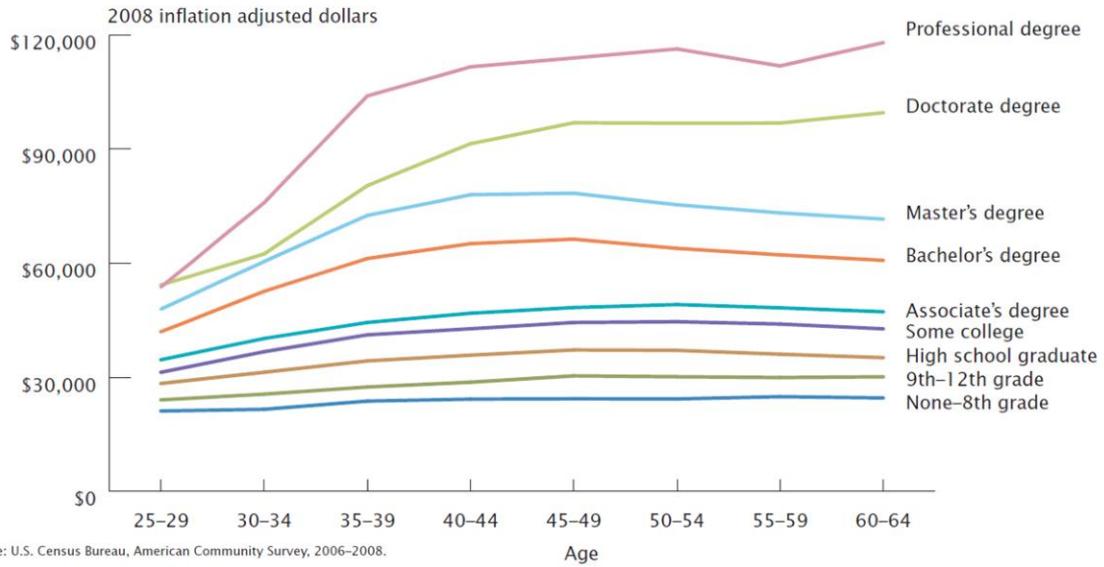


Source: US Census Bureau, 2011-2015 five-year estimates

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Among *Black* residents of Buncombe County, *High school graduate (includes equivalency)* represents the largest share (34.6%) of educational attainment; among *White* residents, *Bachelor's degree or higher* represents the largest share (37.3%).

## Median Annual Earnings by Age & Educational Attainment— (Full-time, year-round workers)

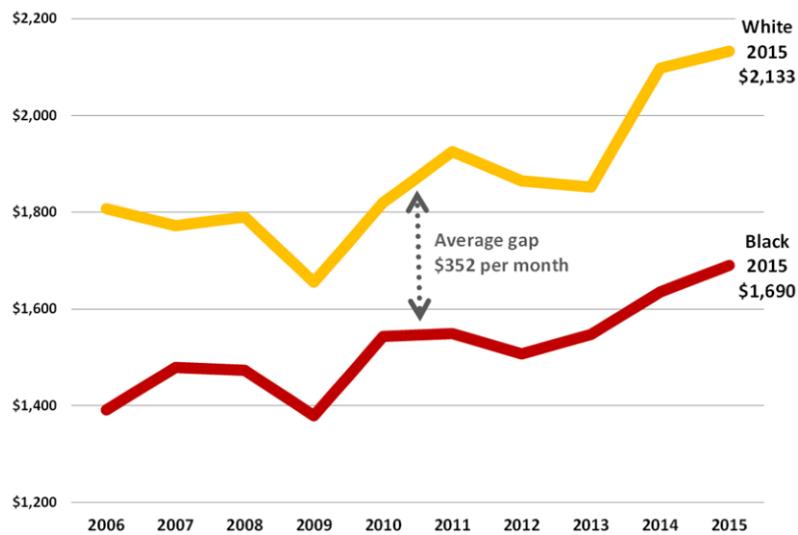




Economic  
Opportunity

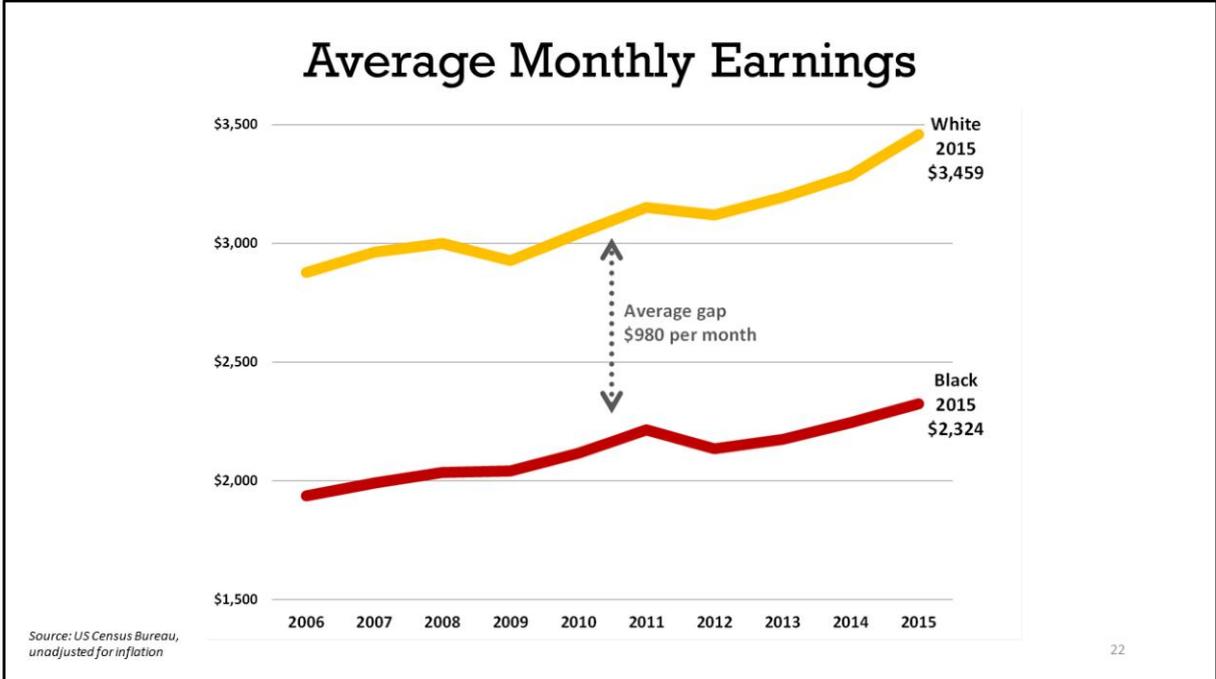
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## Average Monthly Earnings: New Hires



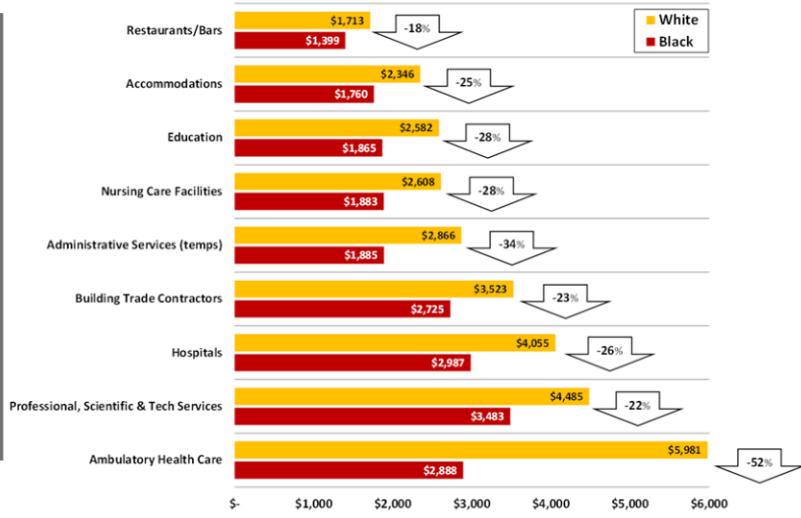
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In 2015 average monthly earnings for new hires were \$443 lower (-20.8%) for Black workers in Buncombe County compared to White workers. Over the last ten years the gap has averaged -\$352 per month (-18.8%).



In 2015 average monthly earnings were \$1,135 lower (-32.8%) for Black workers in Buncombe County compared to White workers. Over the last ten years the gap has averaged -\$980 per month (-31.6%).

Across top Industry sub-sectors, Blacks have significantly lower monthly earnings.



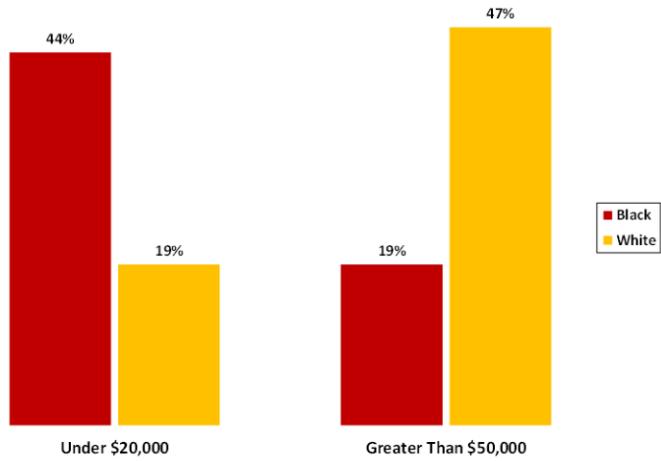
Source: US Census Bureau, 2015

In 2015, average monthly earnings among the top nine largest industry sub-sectors in Buncombe County; all reported lower earnings for Black workers compared to White workers; ranging from 52% lower in Ambulatory Health Care to 18% lower in Restaurants/Bars.

## Annual Household Income Percent Households by Race

Under 20K  
44% Black vs 19%  
White

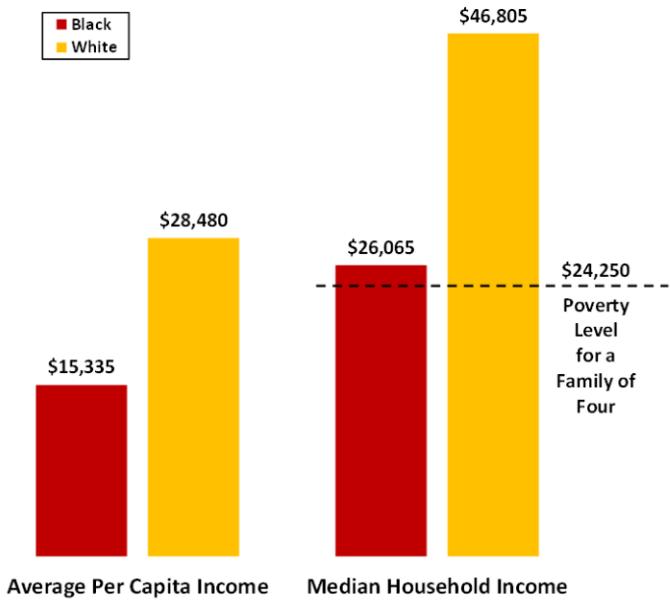
Over 50K  
19% Black vs 47%  
White



Source: US Census Bureau, 2011-2015 five-year estimates

\$24,450 is  
the poverty  
level for a  
family of 4

■ Black  
■ White

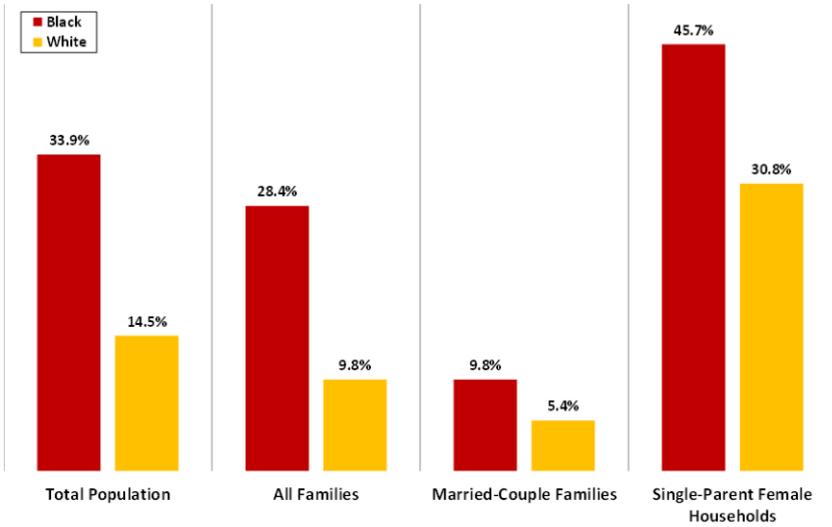


Sources: US Census Bureau, 2011-2015  
five-year estimates, Poverty Level 2015  
for comparison

34% of all Blacks  
in the County are  
living in poverty

28% of all Black  
Families in the  
County are living in  
poverty

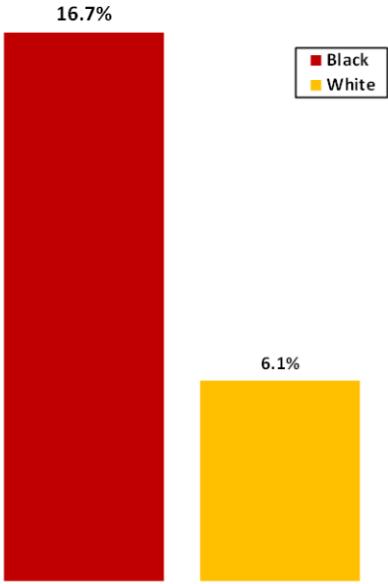
# Percent below Poverty Level



Sources: US Census Bureau, 2011-2015 five-year estimates

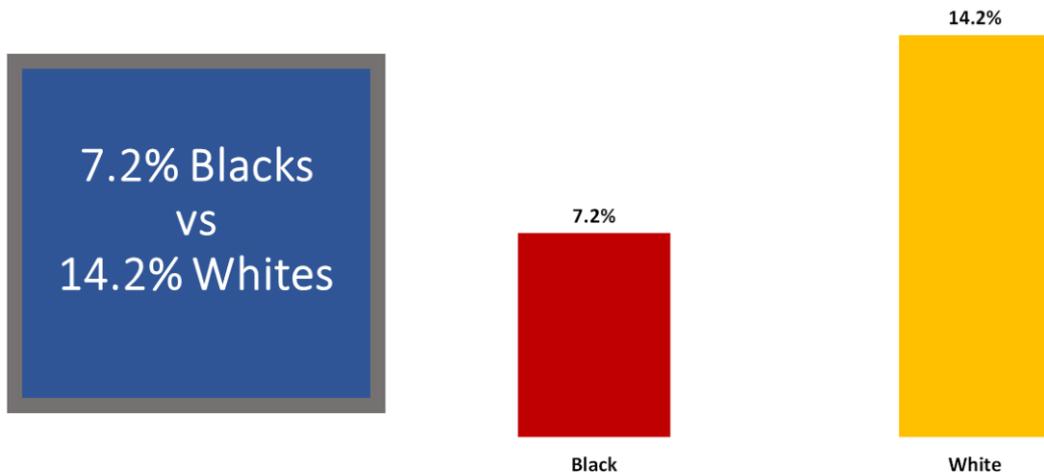
# Unemployment Rate

17% for Blacks vs  
6% for Whites



Unemployment rate

## Percent of Population that Owns a Business

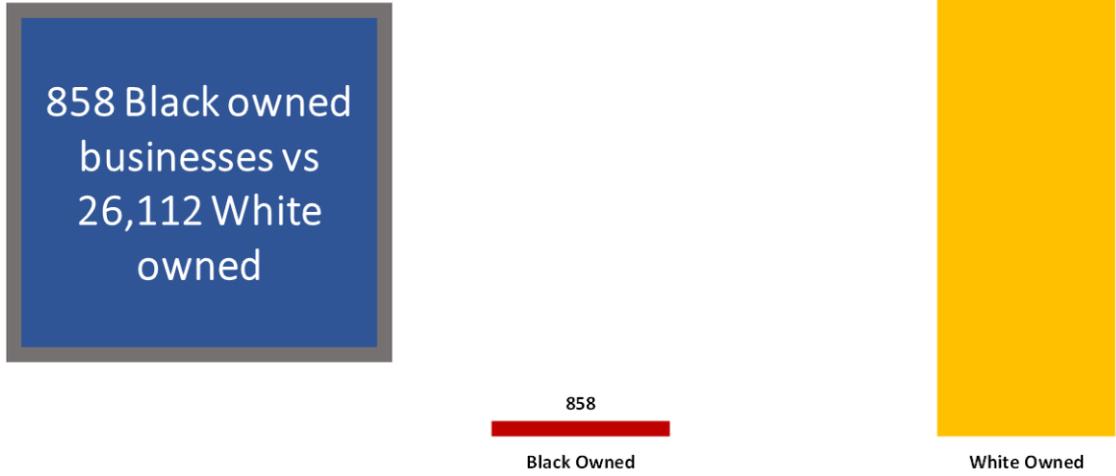


Sources: US Census Bureau, 2012 (most current), North Carolina Office of State Budget and Management ages 16+

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As of 2012, 858 businesses in Buncombe County were Black owned and 26,112 were White owned. This means 7.2% of Blacks age 16 and older owned a business, while 14.2% of Whites owned a business.

# Number of Businesses



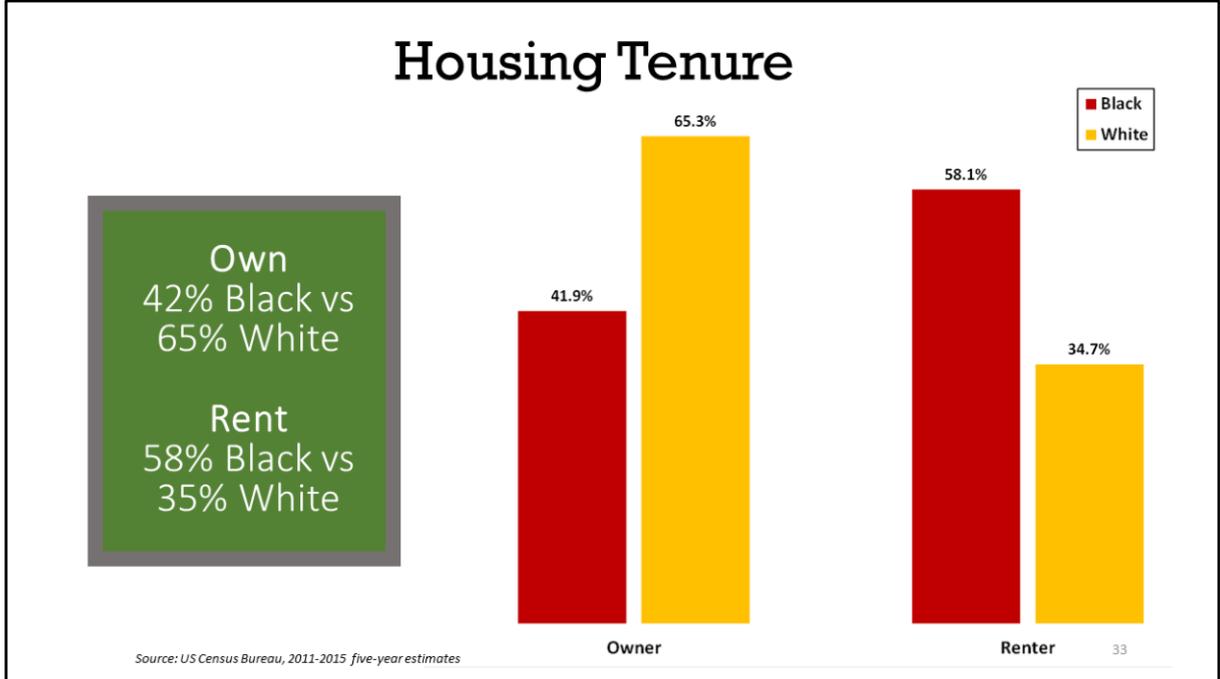
Sources: US Census Bureau, 2012 (most current)

# Business Owners: Average Annual Sales

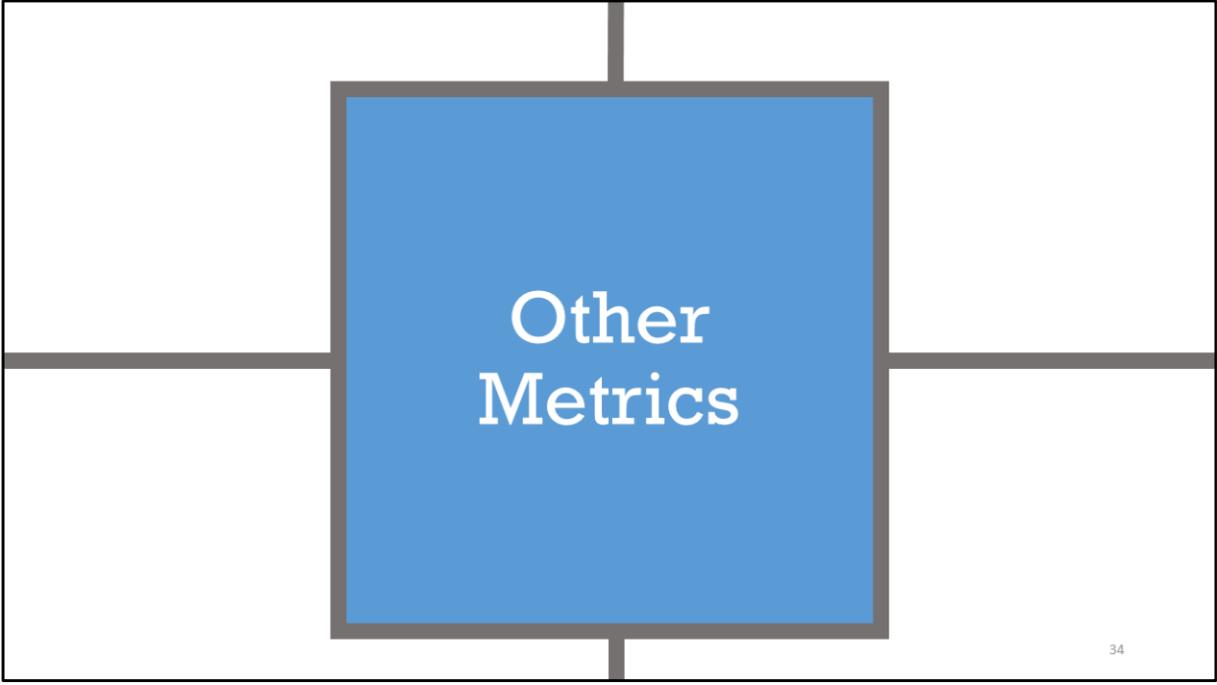


As of 2012, average annual sales at White owned businesses in Buncombe County were about 10 times (9.9x) greater than at Black owned businesses.



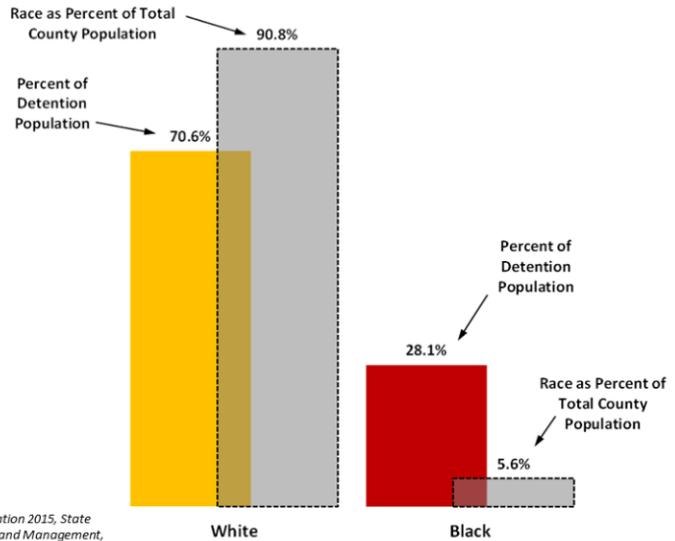


At 58.1%, *Black* residents of Buncombe County are more likely to live as renters; 23.4 percentage points higher than *White* residents (34.7%). Conversely, at 41.9%, *Black* residents of Buncombe County are less to live as home owners; 23.4 percentage points lower than *White* residents (65.3%).



# Detention Facility Population

Blacks  
(16 years and older)  
are 5.6% of BC  
population yet make  
up 28% of those  
jailed



Sources: Buncombe County Detention Facility Average Daily Population 2015, State Pretrial Inmates, Population: North Carolina Office of State Budget and Management, ages 16 and over.

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Blacks ages 16 and over comprise 5.6% of Buncombe County's population, although they are 28.1% of the Average Daily Population of the Buncombe County Detention Facility.

We know a working community is a  
safe and thriving community

Rebuilding a  
robust  
economy

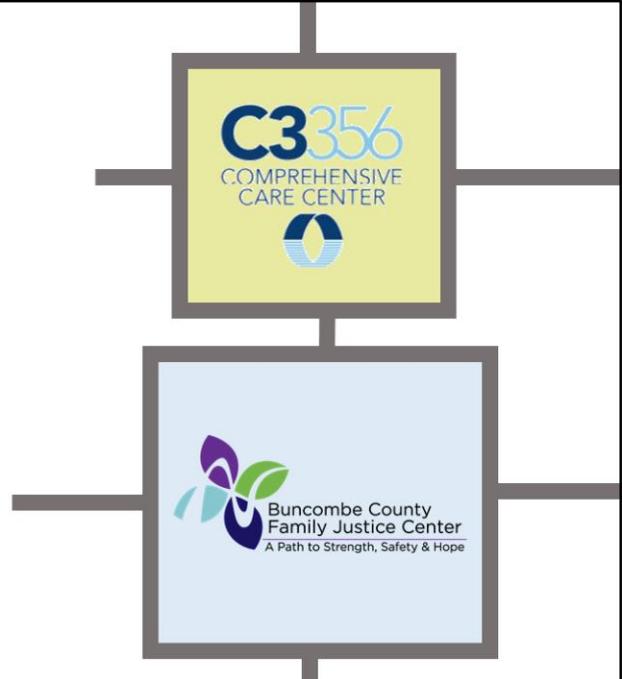




**How can we better the conditions for all children in Buncombe County?**

## Our approach...

- Evidence-based, national models
- Coordinated efforts
- Data-driven decision making
- Smart partnerships
- Outcomes-focused
- Cost avoidance
- Reinvestment of Savings
- Sustainable



With every coordinated investment in a child,



**we strengthen our entire community**

How can we change the conditions in our neighborhoods so that all children thrive? With every strong child we raise, we strengthen our entire community.

Evidence tells us there are barriers to success for some children in our community.

Race

Poverty

Trauma

I would add something like 1 in 4 children live in poverty in Buncombe County. This is a reality.



an entire kindergarten  
class lost

Lower education and job  
readiness

Lower wages in every  
employment sector

Greater health disparities

Housing problems

Despair



Lower education and job  
readiness

Lower wages in every  
employment sector

Greater health disparities

Housing problems

Despair

**Smart investments in our neighborhoods:  
combatting poverty, trauma, and violence**



Every time we work with a child in an afterschool program or a club, they go back into their neighborhood. We need neighborhoods that support the strong development of children.

Health, safety  
and wellbeing  
are culturally  
created...not  
professionally  
prescribed



County and City Efforts: largely focused on agency and program supports

- Education
- Health
- Behavioral Health
- Safety
- Self-sufficiency
- Workforce Development
- Business Incentives
- Jail Diversion
- Community Support

Programs and services **alone** are not enough. *We know that health, safety and wellbeing are culturally created...not professionally prescribed*

## Healing Communities from within: a working community is a safe community

### Improving Equitable Opportunity

- Pipelines to jobs
- Apprenticeships
- Self-sustaining businesses



### Connecting People

- Rebuilding trust
- Fostering a sense of “we”
- Building a can do sense that neighbors can work together to get things done
- Supporting emerging leaders

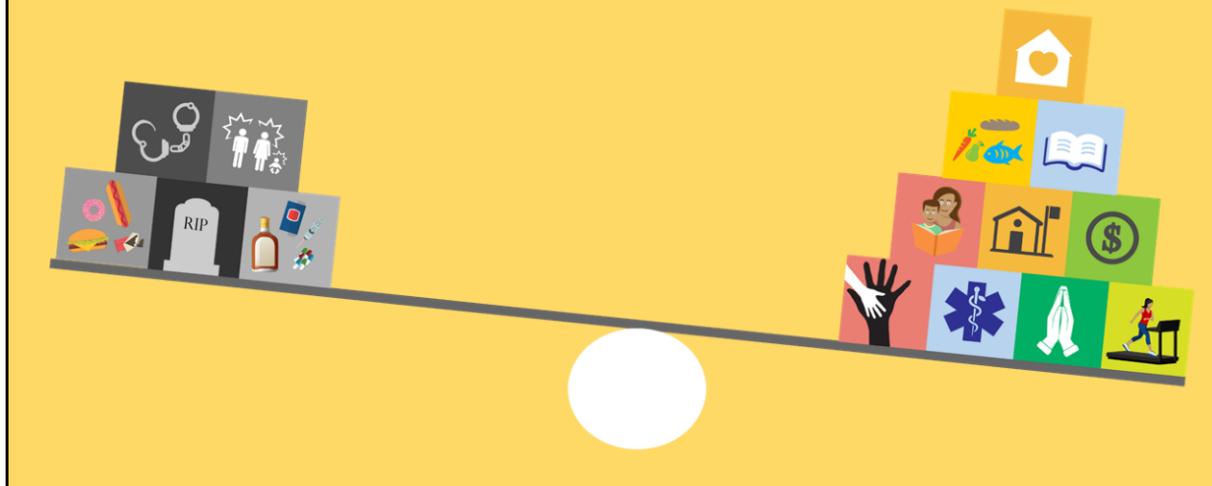


### Ensuring Positive Place

- Healthy public spaces that encourage gathering
- Gardens and walking trails
- Cultural identity that brings people together



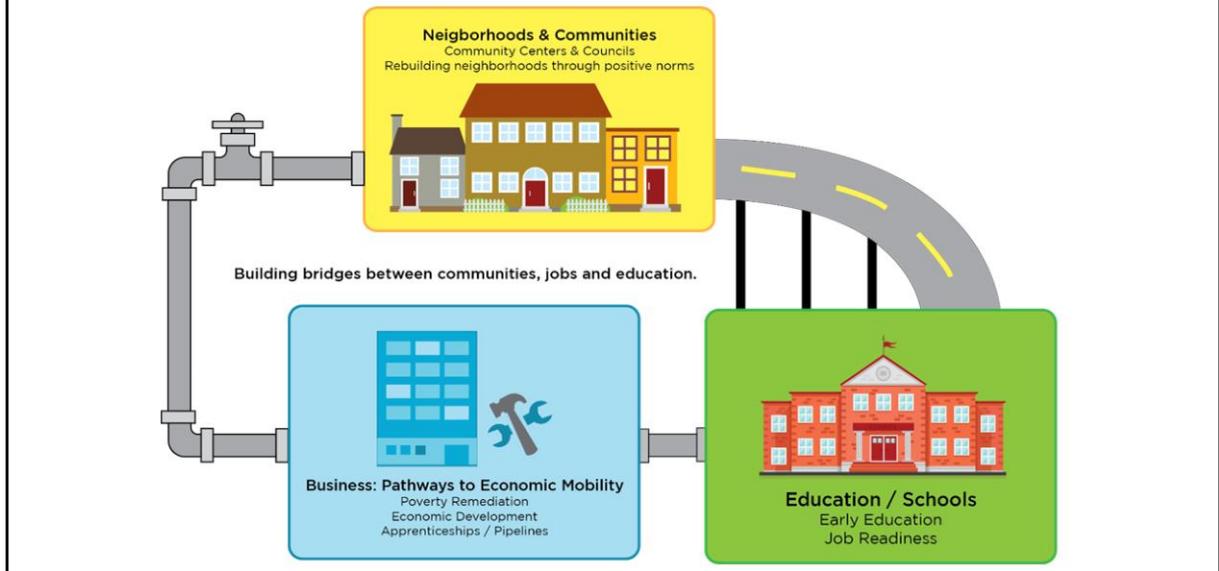
What investments can the Board make to tip our community toward greater resiliency?



Giving lift to the talent and assets that already exist...

Proposed Strategy/Direction...

## Economic Investment in our Neighborhoods:



Leverage Neighborhood and County Resources



**PIPELINES TO JOBS**





**A continuum of support for our children  
based on positive, uplifting neighborhood norms**



middle school success: Homework Diners 2016

What Challenges  
do you see your students face?

- Support at home - Parents - Having to support
- Relationship with student - Parents - Ability to be comfortable with technology
- Language barrier - Parents - Don't know how to help
- Loneliness - Parents - Don't know how to help
- Not at school - Parents - Lack of motivation



**PIPELINES OF SUPPORT FOR OUR SCHOOLS**





## Supporting Emerging Leaders: Tipping Grants



## More Effectively Connecting Community, County & City Efforts



Congratulations to the Fall 2015 Graduating  
Professional Development Series Class!



## Isaac Coleman Community Investment

*As a global community, we all want to end poverty. Mia Birdsong suggests a great place to start: Let's honor the skills, drive and initiative that poor people bring to the struggle every day. She asks us to look again at people in poverty: They may be broke — but they're not broken.*

