

*Poverty in Our Rural  
Communities:  
Challenges and Potential Solutions*

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# Agenda

- Overview of Rural Poverty Challenges
- Brief SMWG 2.0 Update
- Roundtable Discussion
- Report Out
- Next Steps



# What's a "Rural Community"?

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A county that does not have a core urban area of at least 50,000 people.

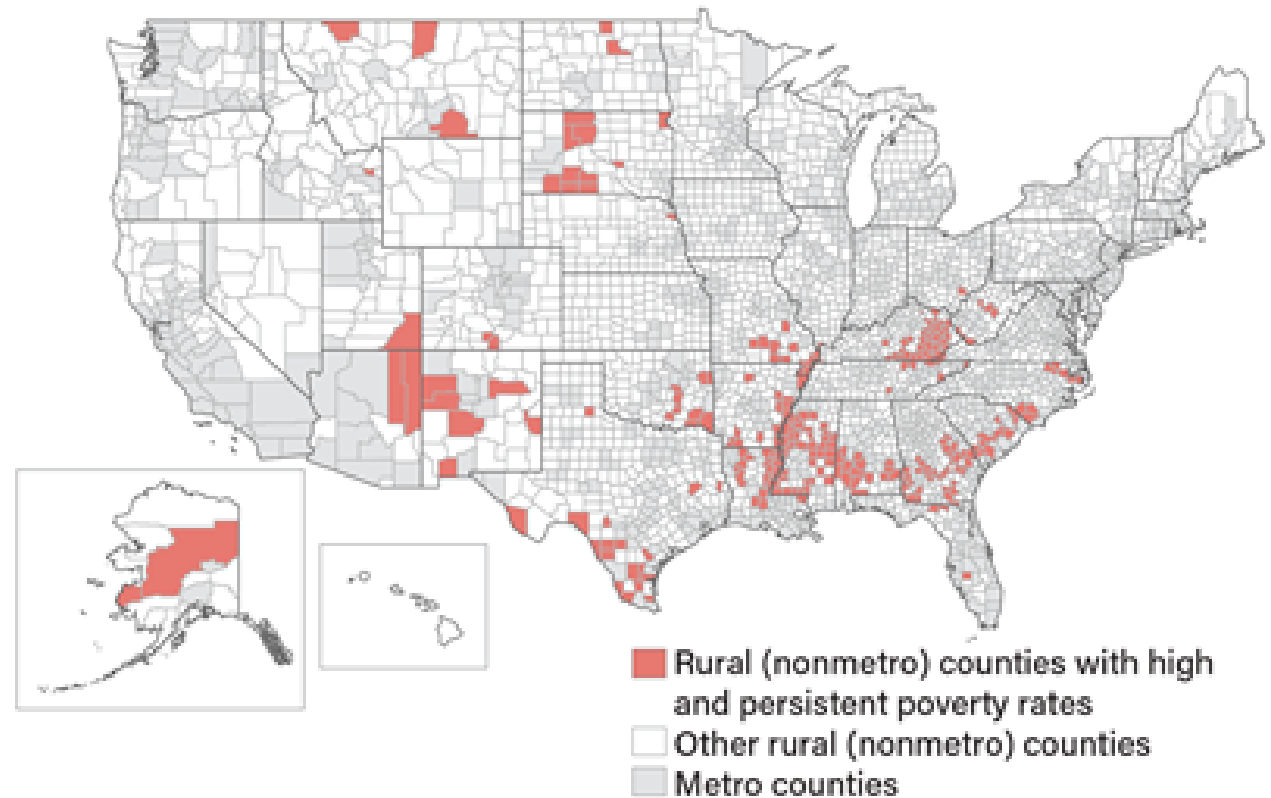
**OR**

An area of at least 400 square miles with a density of less than 35 people per square mile.

# Poverty Rates in Rural Areas

## High and persistent poverty rates in U.S. rural counties, 2019

USDA Economic Research Service  
U.S. DEPARTMENT OF AGRICULTURE



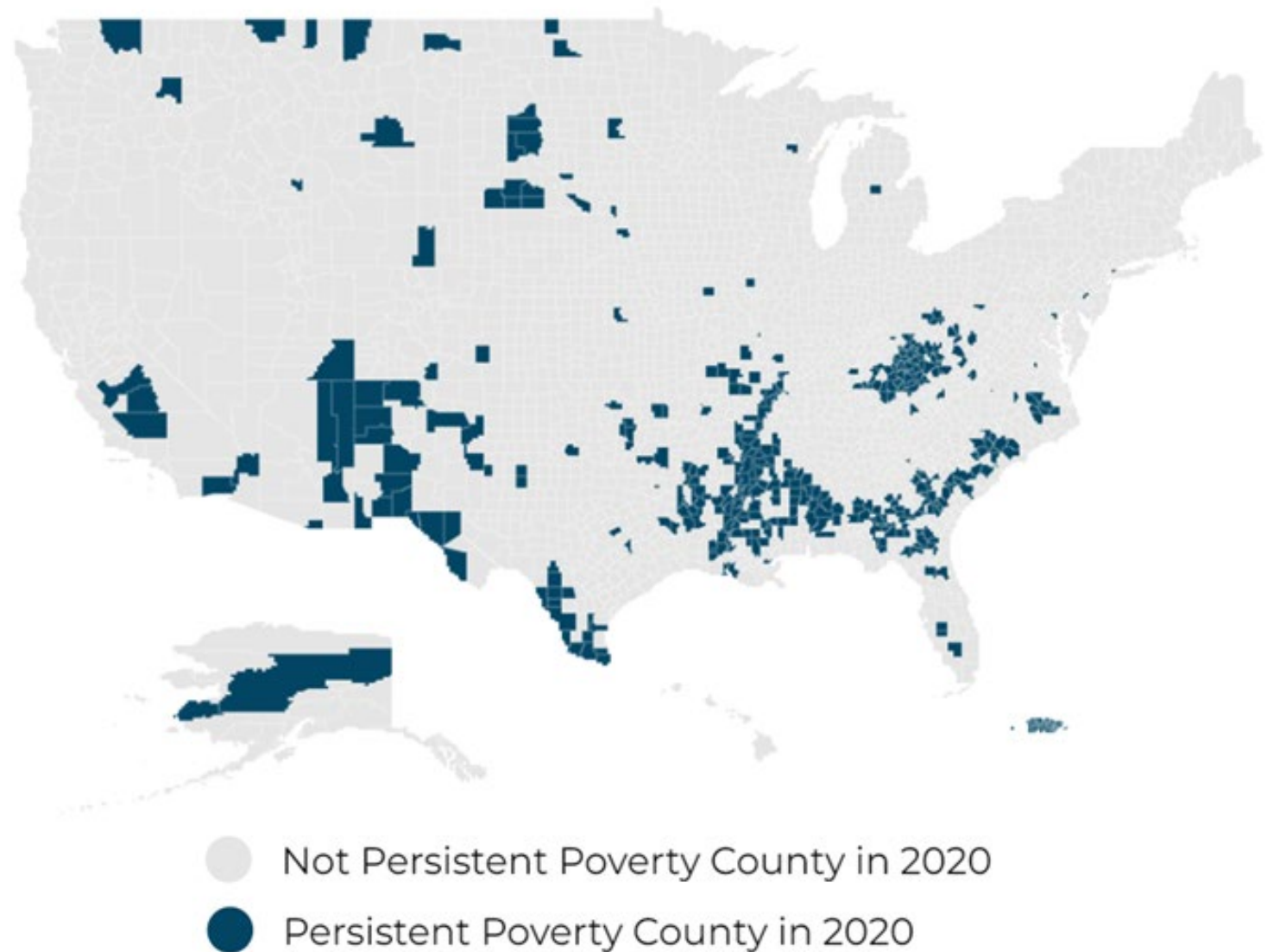
Notes: High and persistent poverty county = county designated as persistent poverty (over the 30-year period ending with 2007-11) in the USDA, Economic Research Service County Typology Codes 2015 edition and high poverty in the current period (2015-2019). Nonmetro (rural) status determined by 2013 metropolitan area designations from the U.S. Office of Management and Budget.

Source: USDA, Economic Research Service using 1980, 1990, and 2000 decennial census data and American Community Survey 5-year estimates for 2007-2011 and 2015-2019.

# *Persistent Poverty*

Persistently poor counties are classified as having poverty rates of **20 percent or more for three consecutive decades.**

There were approximately **377 persistently poor counties** in 2020.

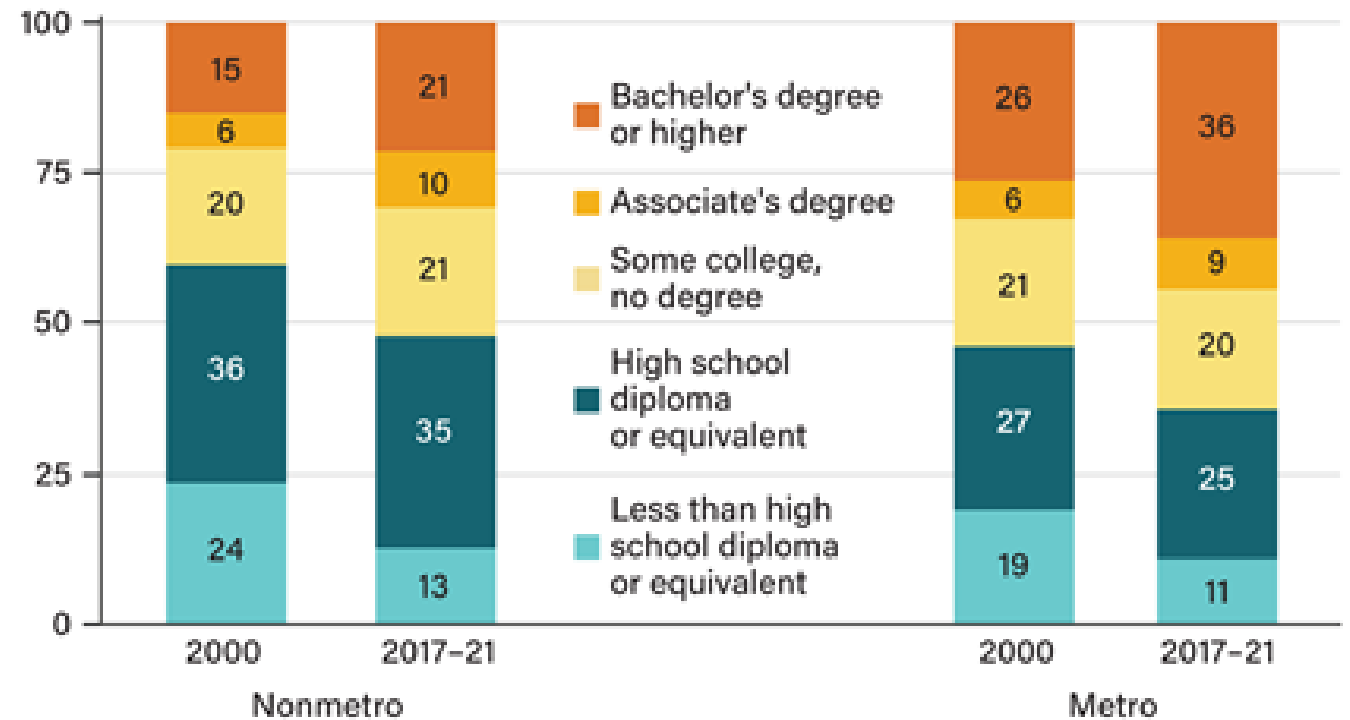


# Education in Rural Areas

## Educational attainment for adults 25 and older, 2000 and 2017–21

USDA Economic Research Service  
U.S. DEPARTMENT OF AGRICULTURE

Percent



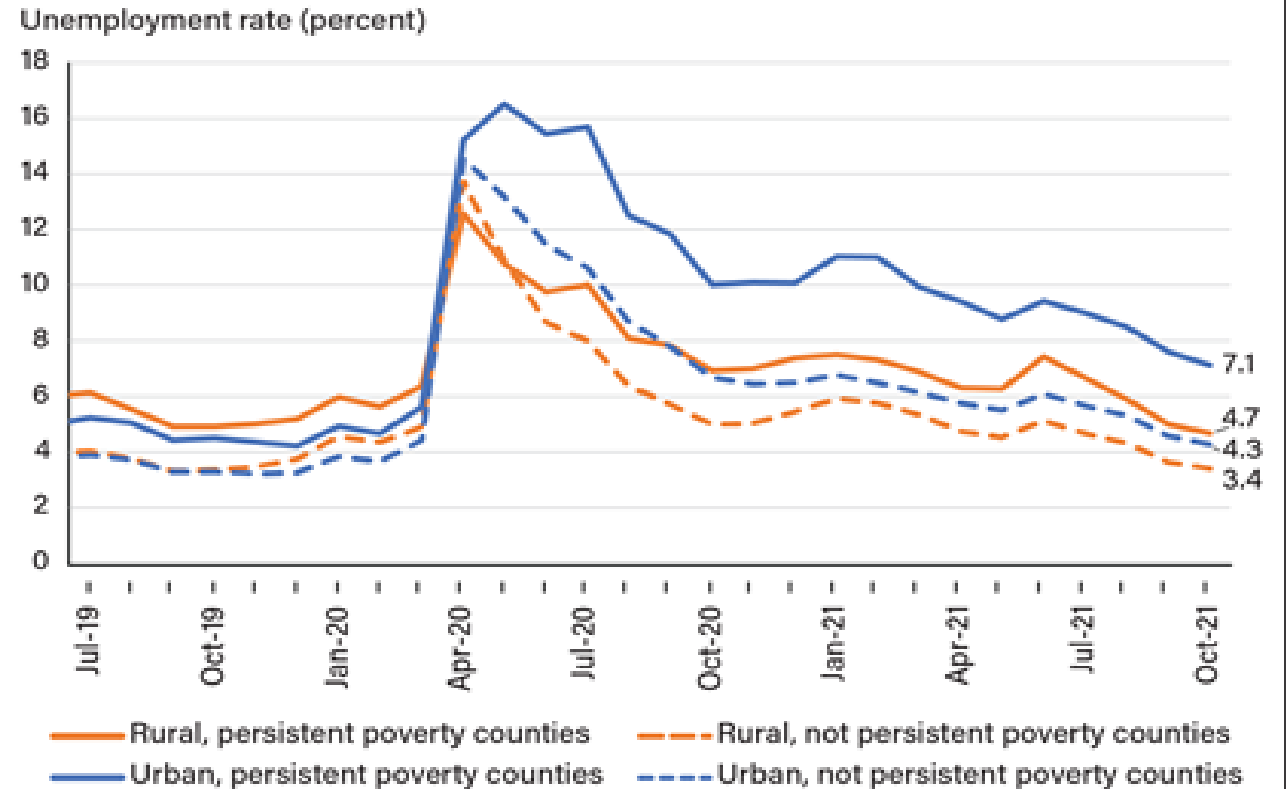
Note: Data are aggregated based on county metro-nonmetro status by Office of Management and Budget's 2013 metropolitan area definitions. Categories may not sum to 100 percent because of rounding.

Source: USDA, Economic Research Service using U.S. Department of Commerce, Bureau of the Census, 2000 Decennial Census and 2017-21 American Community Survey 5-year period estimates.

# Unemployment in Rural Areas

Unemployment rates by metropolitan and poverty status, July 2019 to October 2021

USDA Economic Research Service  
U.S. DEPARTMENT OF AGRICULTURE



Notes: Data are not seasonally adjusted. Unemployment rate estimates for October 2021 are preliminary. Persistent poverty counties have an all-ages poverty rate of 20 percent or higher during four consecutive U.S. Census measurements dating back to 1980. Rural counties are defined as counties outside of metropolitan areas, and urban counties are part of a metropolitan area. Metropolitan status was determined using the U.S. Office of Management and Budget's 2013 Core-Based Statistical Area classifications.

Sources: USDA, Economic Research Service, using 2015 County Typology Codes and data from U.S. Department of Labor, Bureau of Labor Statistics, Local Area Unemployment Statistics program (accessed December 7, 2021).

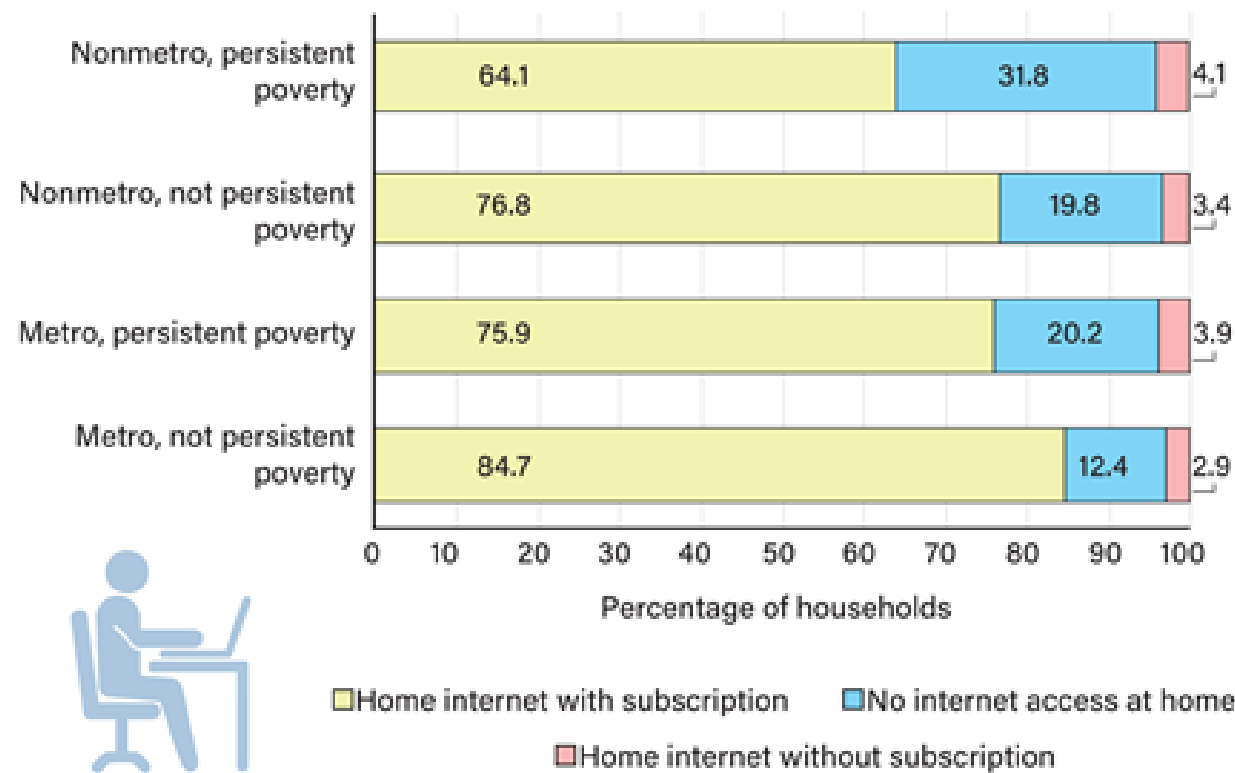


# Broadband Access

## Internet subscription, access for households by county poverty and metro status, 2015-19



Economic Research Service  
U.S. DEPARTMENT OF AGRICULTURE

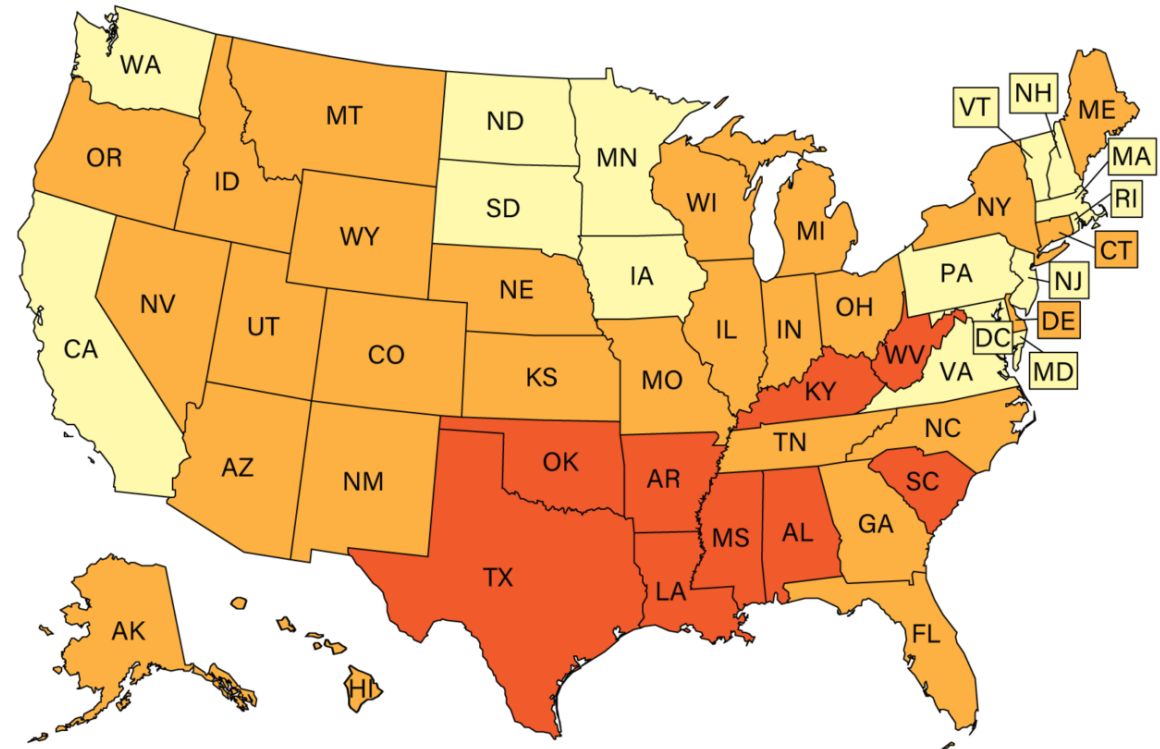


Notes: **Home internet with subscription** includes dial-up and wired broadband connections, cellular data plans, and satellite internet service. **No internet access at home** refers to only using internet away from home at locations such as public libraries or commercial establishments. **Home internet without subscription** refers to internet access without a subscription, such as community- or university-provided internet. Counties are termed persistently poor if 20 percent or more of the population lived at or below the Federal poverty line during four consecutive U.S. Census measurements dating back to 1980. County metro status is from the Office of Management and Budget's 2013 Core-Based Statistical Area classifications.

Sources: USDA, Economic Research Service using 2015 County Typology Codes and data from the U.S. Department of Commerce, Bureau of the Census, 2019 American Community Survey 5-year estimates.

# Food Insecurity

## Prevalence of food insecurity, average 2019-21

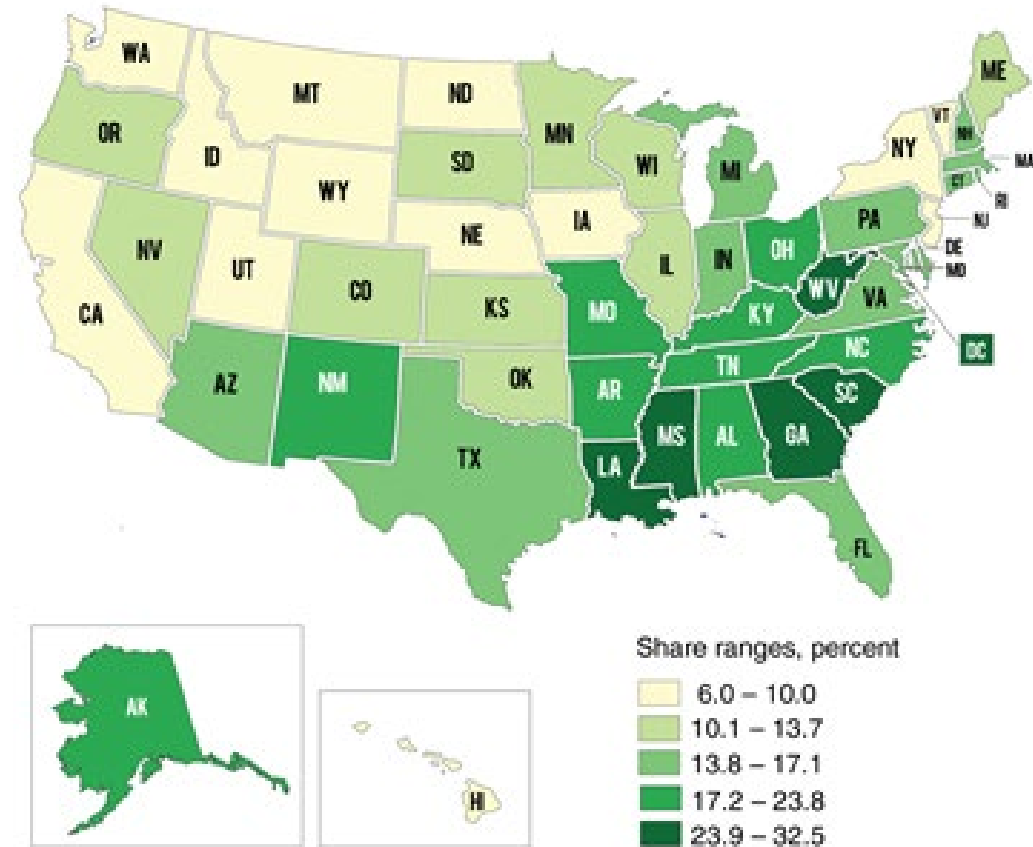


- Food insecurity above U.S. average
- Food insecurity near U.S. average (10.4 percent)
- Food insecurity below U.S. average

Source: USDA, Economic Research Service using data from U.S. Department of Commerce, Bureau of the Census, 2019, 2020, and 2021 Current Population Survey Food Security Supplements.

# Food Access

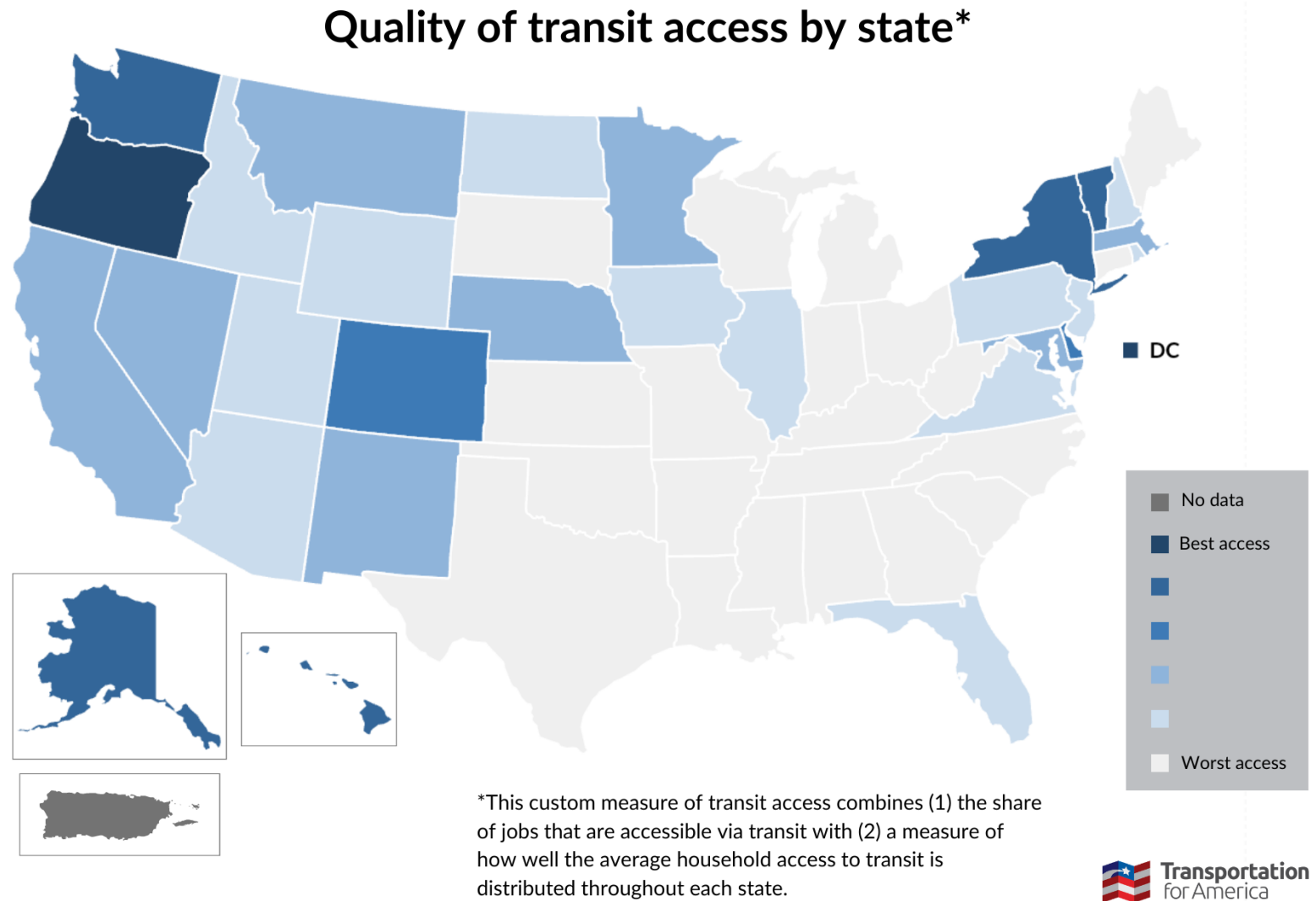
Share of low-income and low-food-access census tracts using the vehicle-access and 20-mile definition, 2015



Notes: A census tract is a subdivision of a county that usually contains between 1,200 and 8,000 people. A low-income census tract is one where the poverty rate is 20 percent or higher, or the median family income is at or below 80 percent of the metropolitan area or State median income. A low-food-access census tract is one where either at least 100 households live more than 0.5 mile from a food store (supermarket, supercenter, or large grocery store) and do not have a vehicle or where at least 500 people, or 33 percent of residents, live more than 20 miles from the nearest food store.

Source: USDA, Economic Research Service.

# Access to Public Transit



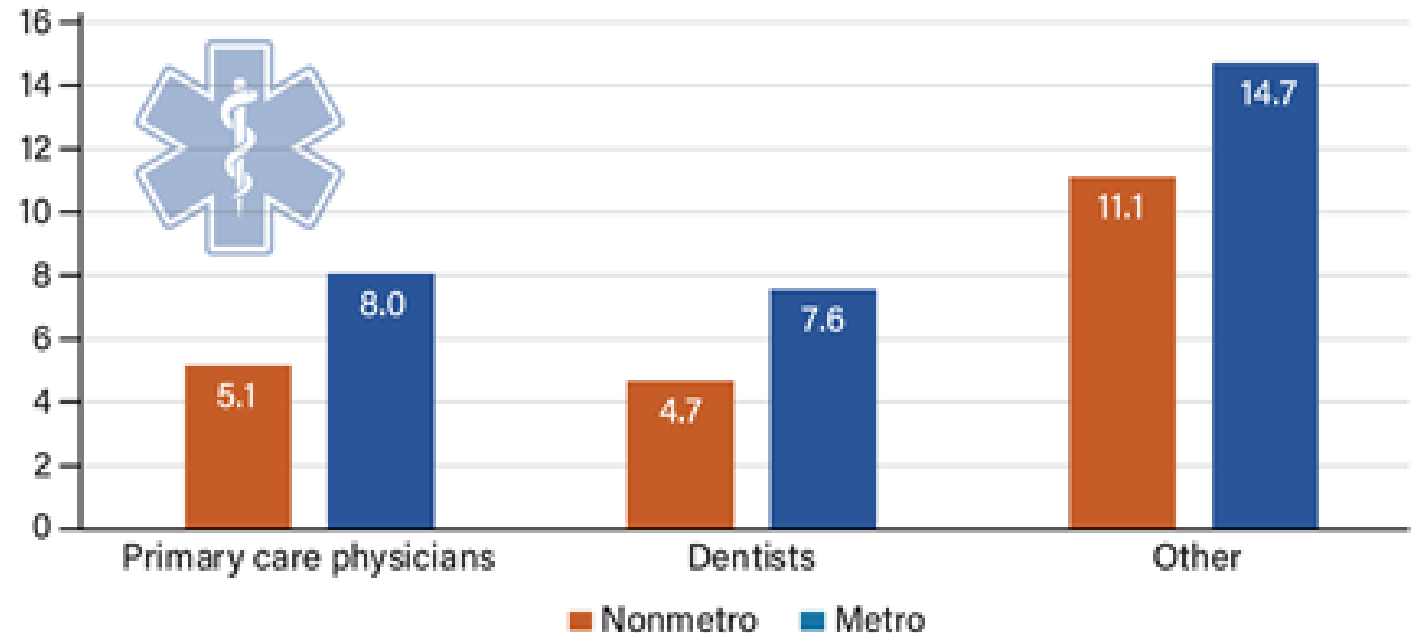
# Primary Care in Rural Areas

## Select healthcare professionals by county type, 2020



Economic Research Service  
U.S. DEPARTMENT OF AGRICULTURE

Number of providers per 10,000 residents

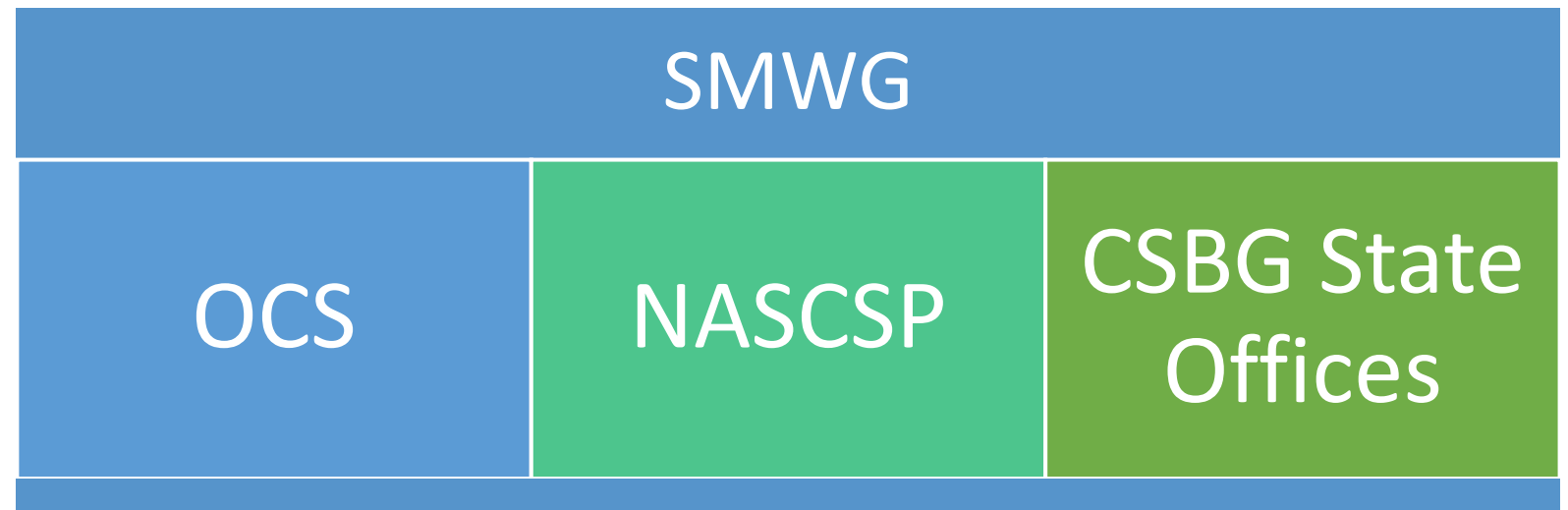


Note: **Metro** and **nonmetro** areas are as classified by the Office of Management and Budget in 2013. **Other** refers to a combined category of healthcare professionals that includes nurse practitioners, physician assistants, and certified nurse midwives.

Source: USDA, Economic Research Service analysis of Area Health Resource File data (Health Resources and Services Administration, 2020).

# State Management Work Group (SMWG)

The State Management Work Group serves as a consultative body to NASCSP and OCS *in conducting research that informs the development of a variety of practices, tools, resources, and training and technical assistance offerings for state administrators.*



# SMWG 2.0 Members

Member	State	RPIC Region
<a href="#"><u>Marc Tremblay</u></a>	New Hampshire	I
<a href="#"><u>Nikki Battistoni</u></a>	New York	II
<a href="#"><u>Alicia McDaniel</u></a>	Delaware	III
<a href="#"><u>Lindsay Whittin</u></a>	Tennessee	IV
<a href="#"><u>Amy Parker</u></a>	Minnesota	V
<a href="#"><u>Genevieve Fields</u></a>	Louisiana	VI
<a href="#"><u>Monice Crawford</u></a>	Kansas	VII
<a href="#"><u>Karen Quackenbush</u></a>	Utah	VIII
<a href="#"><u>Christine Shall</u></a>	Arizona	IX
<a href="#"><u>Elizabeth Rackham</u></a>	Idaho	X
<a href="#"><u>Beverly Buchanan</u></a>	Arkansas	NASCSP Board President

## SMWG 2.0 Guiding Coalition

A Guiding Coalition is a small group of key stakeholders with the credibility and knowledge to provide information, guidance, and support critical to refining the issue(s) to be addressed by the work group, the goals of the workgroup, and the expected results.

It also serves as an advocate communicating its support for the work group and its improvement recommendations to the CSBG network.

The Guiding Coalition will aid in assuring all effected parties are on the same page over the next three years about the problems to be addressed and the results to be achieved by the SMWG 2.0.



# Rural Poverty Challenges



Workforce shortages/finding qualified staff & contractors



High cost of serving remote, often large areas (i.e., travel time of staff to rural communities)



Limited community resources (including lack of internet access)



Addressing cultural and language barriers



Limited coordination between agencies



Board vacancies



Increased administrative burdens and documentation requirements from states (i.e., monthly reimbursement documentation)



Minimal funding based on current funding formulas

# Local CAA Challenges to Serving Rural Poor

- Staff capacity (often only one or two-person shop)/difficulty finding qualified staff
- Conflict of interest rules/procurement (where only one vendor)
- Limited local resources (i.e., lack of local hospital, health department, lack of transportation, poor internet access, food deserts, etc.)
- Lack of services or nearby services
- Cultural factors (i.e., unwillingness to seek help)
- Cost/Challenge of managing satellite offices
- Political climate (i.e., housing/zoning laws, DEI, disagreements about what services to offer)



# *Innovative Practices*





# Roundtable Discussion

What do you *wish* states could do to help CAAs better serve rural communities?

30:00

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# Report Out

# State Support and Flexibilities

- Flexible board member recruitment policies
- Audit report requirements--streamline
- Assist agency with grant applications
- Client application requirements--streamline
- Use discretionary funds for rural-specific needs like disaster relief and TTA
- Streamline administrative requirements and reporting
- Increase state-level funding and resources for rural agencies
- Rural community workgroup
- Utilize State Association to distribute discretionary funds more quickly to CAAs
- Organizational Standards yearly review—sample vs. full list
- Update state funding formulas to better account for rural factors
- Standardize tools for CAAs (i.e., Organizational Standards, CNA, CAP Plans, Strategic Plans, etc.) –templates, etc.

*Help us achieve  
our goal!*

**We want to  
interview you!**

If you would like to be  
involved in this process,  
please scan the QR  
code to share your  
contact information.









# Thank You!!



Hugh Poole  
CSBG Director



Lauren Johnson  
CSBG Program Manager

*Please scan  
here to  
complete  
the  
evaluation  
for this  
session!*

