

Bailey County

Community Needs and Opportunities:
A Conversation Opener



What is it like living today in **Bailey County** – and what **opportunities** and **challenges** face us as we forge a future together? What **resources** can we tap to move our community ahead?

This is a conversation worth having. The facts and figures and perspective offered in this report are meant to help open that conversation. Armed with insights about your community, you can begin a community process that includes setting bold goals and harnessing all your resources to help the residents of Bailey County get ahead, stay ahead and leave behind a stronger community for their children.

May 2015

**LUBBOCK AREA
FOUNDATION**

LIVE. GIVE. GROW.

In the 100-year-old tradition of community foundations across the country, the **Lubbock Area Foundation** harnesses the collective generosity of thousands of West Texans to give to causes and concerns in the region. The Foundation stewards the gifts placed in its care with an eye toward permanence and growth, and from the investment earnings, awards over \$1 million in grants and scholarships in the region every year. As a philanthropic leader, the Lubbock Area Foundation seeks solutions and promotes innovation across a broad array of issue areas including arts and culture, education and youth, civic, social and community development, basic needs and self sufficiency. The Foundation believes that the success of this region requires visionary community leadership, innovation and a commitment to the common good.

LubbockAreaFoundation.org

**Center for Rural
Entrepreneurship**
energizing entrepreneurial communities

The **Center for Rural Entrepreneurship** helps community leaders build a prosperous future by supporting and empowering business, social and civic entrepreneurs. With its roots and hearts in rural America, the Center helps communities of all sizes and interests by bringing together research, community engagement and strategy development. The Center's Solution Area Teams empower communities to discover their own answers to the challenges and opportunities they face.

THE ASPEN INSTITUTE
**Community
Strategies Group**

The **Aspen Institute Community Strategies Group** helps rural, urban and suburban communities act together to create more vibrant regions that advance and sustain prosperity and wellbeing for local people, places and firms, including those on the economic margins. Aspen CSG connects community and economic development leaders across the nation to motivate each other, and equips them with good ideas, tools and strategies to improve results and prospects for their regions.

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1	What resources can Bailey County tap to support community betterment?	This special analysis by the Center for Rural Entrepreneurship was commissioned by the Lubbock Area Foundation for Bailey County and the entire region.
2	What do we think about Bailey County?	This section features the responses to a 20-question public survey of residents in Bailey County. The survey was open for anyone to answer from February 20th through March 30th, 2015.
3	Who is living in Bailey County?	Each of these four sections profiles recent data on five factors related to the topic of the section. It explains why each measure is important, and highlights a key point or two. The underlying facts and figures all come from publicly available sources, like the US Census, the State of Texas and other agencies that conduct research across the country.
4	How are Bailey County's people doing?	
5	How is Bailey County's economy doing?	
6	How is Bailey County, the place, doing?	

Using this Booklet as a Conversation Guide

Please use this booklet with local organizations, groups, family or neighbors to start a discussion about how Bailey County is doing today, and what we might want to address together to make the County an even better place tomorrow – to live in, work and raise a family.

There are reflection questions at the end of each section – and some Overall Priority Questions on the back cover. We encourage you to work with local groups or neighbors to answer these questions individually, and then share your answers with each other before you answer the Overall Priority Questions.

The Lubbock Area Foundation wants to better target their grantmaking and action on priorities set by the community. So the Foundation is eager to hear from any group or individual who has used this guide. We would especially like to hear:

- When you used it – and with what group and how many people.
- Your group's answers to the Overall Priority Questions.
- Any other ideas you have about the top priorities people in our area should take on together that will build a better future for Bailey County.

Please send the Lubbock Area Foundation your ideas – contact information is on the back cover of this booklet.

About the Data

This report is intended to start a conversation about community opportunities and needs. As a result, the data included provides a general overview of the county's people, the place and the economy using simple graphs and estimates.

Every indicator is listed with its date and data source. If a particular indicator interests you, we recommend accessing the original data source. The source will provide additional information including margins of error and more nuanced discussion on how to interpret the estimates. This is particularly helpful for smaller communities where estimates can be less accurate.

If you want someone to help organize or facilitate a group conversation or discussion, help is available! Please contact Tami Swoboda at 806-762-8061 or at tami@lubbockareafoundation.org.



What resources can Bailey County tap to support community betterment?

Finding the resources to support community development is a pressing challenge. But, every community has financial assets that, when developed and managed properly, can create a lasting community impact. How big is that opportunity?

Resources for Development

Successful communities regularly reinvest in themselves. In Bailey County, community philanthropy represents one of the greatest underdeveloped resources for furthering community betterment projects and programs. One important way of assessing a community's capacity to give is a region's **Transfer of Wealth** (TOW). TOW is the process of passing estates from one generation to the next.

Current and former residents who care deeply about their hometown are likely interested in leaving some of their wealth to support community betterment well after they are gone. Giving from one's accumulated wealth or estate creates a permanent legacy that supports the hometown forever. Understanding the tremendous size of the community's TOW is the first step in capturing its potential for community development.

Bailey County's Transfer of Wealth

\$130,000,000

will transfer between generations in the next 10 years

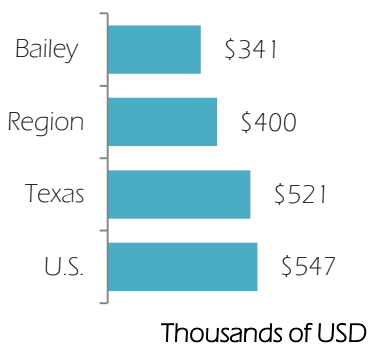
\$6,400,000

is 5%, which, if captured to support community betterment, could generate \$320,000 annually

\$3,200,000

is what the community could generate over a decade if it captures and endows just 5%. Imagine what that could do for your community!

a. Average household net worth



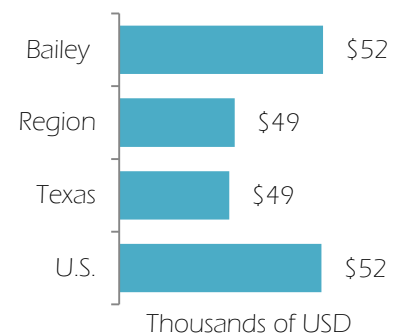
Why it matters: Most communities and community residents see themselves as poor. Many believe they don't have the financial means to make their place better. Understanding that every community—even your community—has wealth, can shift attitudes from “the glass is half empty” to “the glass is half full” and motivate action.

How the county stacks up: Bailey County has a slightly lower average household current net worth when compared to the region, the U.S. and Texas. As an average value, there are many households with little or no household wealth, but there are others with significant ability to give back to their hometown.

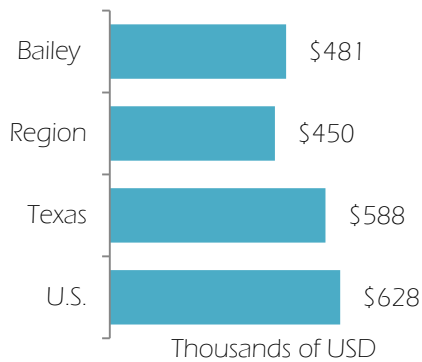
b. 10-year TOW Opportunity (per household)

Why it matters: Understanding how much wealth is likely to transfer in the short term is important to communities. This allows communities to set specific goals to work towards. Those communities with specific goals tend to do better in achieving or exceeding them.

How the county stacks up: Over the next 10 years (2011-2020), residents of Bailey County are estimated to transfer \$130 million (or \$52,000 per household). Bailey County's per household TOW opportunity is higher than the values for Texas and the U.S. There is tremendous opportunity for community development through philanthropy.



c. 50-year TOW Opportunity (per household)



Why it matters: Understanding how much wealth will transfer in the long-term is important. It can encourage communities into a more proactive approach to economic development. This allows communities to envision where they want to be in the long-term and start building a pool of funding to achieve their vision.

How the county stacks up: Between 2011 and 2060, residents of Bailey County are estimated to transfer \$1.2 billion (or \$480,000 per household). Bailey County's per household TOW opportunity is slightly higher than the values for other counties in the region, and county residents have tremendous potential to "give back" and support community betterment projects.

Trends and Data of Note

- The transfer of wealth estimates for Bailey County are conservative – because they reflect only measures of permanent resident household wealth, which do not include corporate or former resident wealth.
- For a county like Bailey, former residents represent a significant donor pool. In other parts of the country, community "alumni" have demonstrated both capacity and desire to give back to their hometowns.
- Other likely donors that would contribute to community endowments in Bailey County include:
 - **Closely-Held Family Businesses.** Family-owned—or what are referred to as closely-held family businesses—are a big part of the economy of Bailey County. Family business owners are often multi-generational and deeply rooted in their hometowns. These potential donors have both capacity to give, as well as motivation and a history of supporting their chosen communities.
 - **Land Wealth.** As is the case throughout this region of Texas, land wealth is significant. When land is transitioned from one generation to the next, or to a new land owner, the potential exists to give some or all of it (or proceeds from its sale) to the community. While such donations typically represent just a small portion of the land wealth being transitioned or sold, they can collectively be significant.
 - **Energy Royalty Wealth.** Mineral rights ownership and associated leasing payments and royalties are a potential source of wealth in parts of Bailey County. Anticipated future and long-term energy production within the County will likely increase this source of wealth and potential sources of giving to the community.
 - **Thrifty Retirees.** For aging generational groups there is a culture of working hard, spending less than you make, saving for the future and often investing long and well. While most retirees are not wealthy, they do have assets. They are often very rooted in their home communities and have the capacity and desire to leave a legacy.

Discussion Questions

- 1.1 What one or two things most **surprised** you in this data about the Transfer of Wealth?
- 1.2 What one trend in this data or idea in this discussion gives you the most **hope** for the county?
- 1.3 What one trend, fact or idea in this data and discussion causes you the most **concern** – for any reason?

2

What do we think about Bailey County?

Everybody has thoughts and opinions about their community. Taken together, local opinions can offer a “reality check” on what is working and what is not.

From February 19 to March 30, 2015 the Lubbock Area Foundation fielded a survey in several West Texas communities: Bailey, Cochran, Crosby, Floyd, Lamb, Lubbock, Lynn, Terry and Yoakum. The survey responses both identify regional trends and highlight opportunities and challenges in each specific community.

Demographics of Bailey County Responses

- 345 surveys were collected from county residents; 62% were from women and 38% were from men.
- 23% of respondents have lived in the area less than 10 years; 30% have lived in the area 30 years or more.
- 55% of respondents were 35 or older (53% of the county’s population is younger than 35).
- 85% of respondents speak English at home (49% of the county’s population speaks Spanish at home).

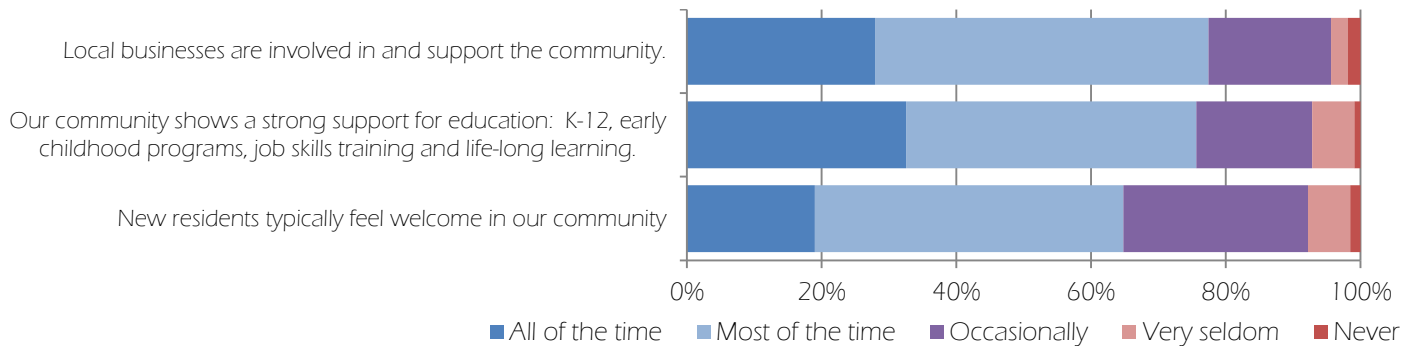
Demographics of All Survey Responses

- 1,870 surveys were collected throughout the area; 65% were from women and 35% were from men.
- 31% of respondents have lived in the area less than 10 years; 30% have lived in the region 30 years or more.
- 79% of respondents were 35 or older (52% of the population is younger than 35).
- 93% of respondents speak English at home.

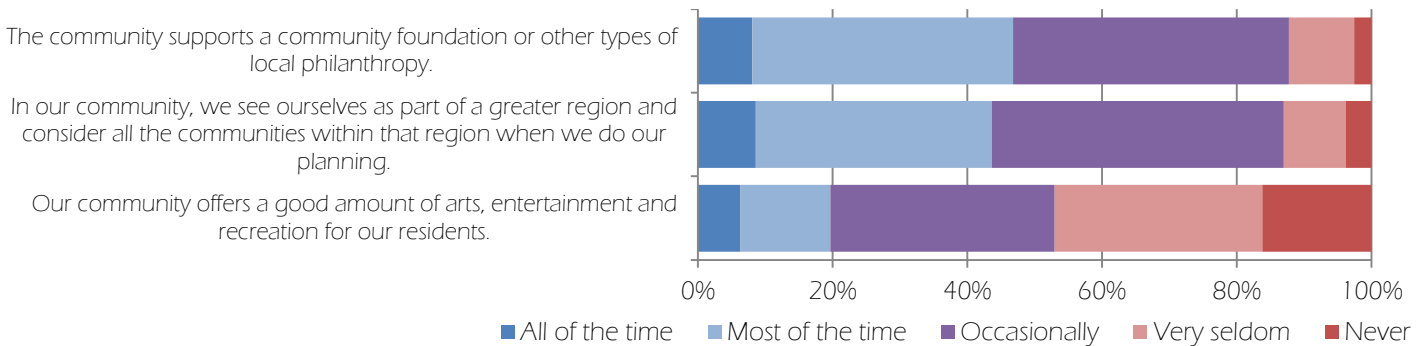
a. Ranking community strengths and weaknesses

All survey takers were presented with the same 17 positive statements about their community and were asked if the statements were always, mostly, occasionally, very seldom, or never true.

Statements rated as always or mostly true by the highest percent of residents:



Statements rated as occasionally, very seldom or never true by the highest percent of residents:



b. Open-ended reflections

Based on your experience, what are the one or two very best things about living in your community?

The people (63%)

Respondents listed "the people" - often with descriptors like "friendly".

Size (26%)

Respondents said that the "small size" or "small-town living/atmosphere" was one of the best things about their community.

Convenience/amenity access (17%)

Respondents said that their town has - or has easy access to - a variety of amenities, such as shopping/dining, medical services, entertainment and higher education institutions. Many said they liked living in a small town with convenient access to amenities in larger cities like Lubbock.

Schools (11%)

Respondents listed public and private secondary schools as community strengths.

Safety (8%)

Respondents said that they feel safe. Many said children were safe because others would watch out for them.

What are the one or two most challenging things about living in your community?

Lack of amenities (48%)

Respondents cited a lack of amenities, such as shopping, dining, family-oriented entertainment, and medical facilities as one of the most challenging things in their community. Many cited having to travel to find what they need.

Jobs/economy (12%)

Respondents cited a lack of jobs or "the economy" as the most challenging thing about their community. Many said that there are not enough "white-collar" or "professional" jobs available.

Weather/wind/sand/water (9%)

Respondents said weather or drought - sometimes wind or sand - was a challenge.

Access to medical care (5%)

Respondents cited problems accessing health care, dentists or doctors.

High taxes (4%)

Respondents said that taxes were raising the cost of living or preventing the growth of business.

If you could wave a magic wand to change just one thing in your community, what would it be?

Grow and attract amenities (50%)

Respondents wanted to bring more restaurants, shopping destinations, and entertainment venues to the community. Some mentioned specific chains that they hoped would open in the community while others were more general and expressed desire for a vibrant business district with activities for families.

Provide youth opportunities (22%)

Respondents wrote about creating more opportunities and amenities for young people.

Better grocery options (15%)

Respondents specifically asked for access to grocery stores or better grocery stores.

Beautify, construct parks (12%)

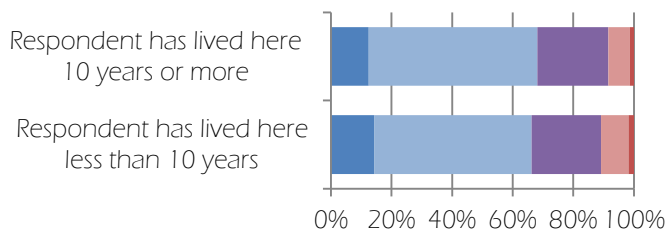
Respondents hoped to make the community more beautiful, to build more parks, plant more trees, and create more outdoor recreational spaces.

Provide senior opportunities (9%)

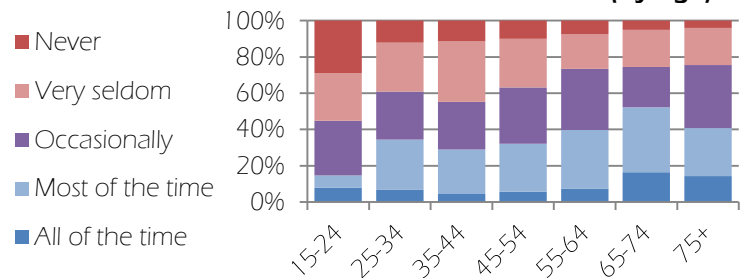
Respondents wrote about creating more opportunities and amenities for seniors including senior centers.

c. Regional demographic trends of note

New residents typically feel welcome in our community*



Our community offers a good amount of arts, entertainment and recreation for our residents (by age)*



*These graphs aggregate responses from several counties in the region.

Discussion Questions

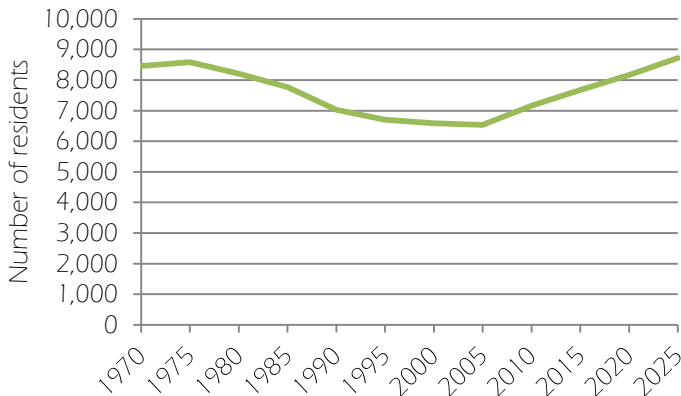
- 2.1 What one or two things most **surprised** you in this data about the area?
- 2.2 What one trend in this data or idea in this discussion gives you the most **hope** for the area?
- 2.3 What one trend or fact or idea in this data and discussion causes you the most **concern**?
- 2.4 Which fact in this data would you most like to **change** – and why?

3

Who is living in Bailey County?

Any examination or conversation about a county starts with a few key facts about who is living there now – and how that is different from the past and might soon change.

a. Population



Why it matters: Changes in a county’s population can signal economic activity, expansion or contraction of sectors or institutions, and migration trends. Population shifts can also bring to light potential opportunities and challenges – like growth, decline, need for housing, schools and the like.

How the county stacks up: Bailey County’s population peaked in 1975 after steady growth. In subsequent decades, the county experienced population decline. Recently, the county started to grow again and is projected to grow over the next 10 years. By 2025 the county will grow back to its 1970 population.

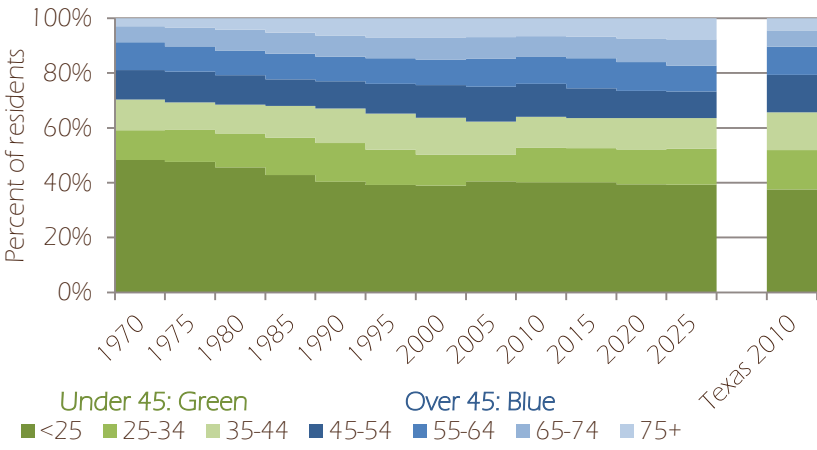
Source: Texas State Data Center, 2012

Why it matters: A population with balanced age groups is an indicator of community health and vitality. Do families think this is a good place to have children? As young people grow up, do they find the education, amenities and employment to build a life? And as they age, do they have the support and community culture they need and want to stay there?

How the county stacks up: The population of Bailey County is aging like many rural Great Plains counties. With a recent influx of younger residents, however, the state projects that this aging will level off in the coming decade.

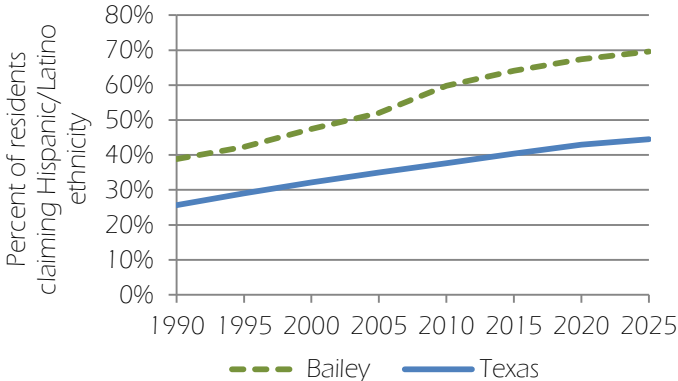
Source: Texas State Data Center, 2012

b. Age composition



Under 45: Green Over 45: Blue
 ■ <25 ■ 25-34 ■ 35-44 ■ 45-54 ■ 55-64 ■ 65-74 ■ 75+

c. Hispanic/Latino population

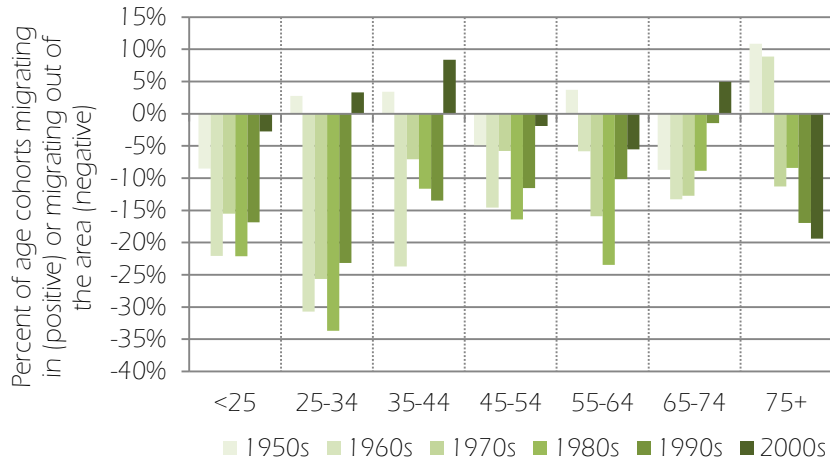


Why it matters: One dynamic demographic trend shaping America’s future is Hispanic/Latino population growth. America is becoming more diverse, and the Hispanic/Latino population is driving this change in many regions.

How the county stacks up: Bailey has been a majority minority county since 2005. Compared to Texas, Bailey’s Hispanic/Latino population grew faster between 2005 and 2010 and will likely reach 70% of the population by 2025.

Source: Texas State Data Center, 2012

d. Net migration



Why it matters: Residents moving out of a region subtracted from new residents moving in define its net migration. Big changes in net migration for any age group can signal significant shifts in a county's future.

How the county stacks up: With the exception of 25-44 and 65-74 age groups, net migration is negative. Unlike many other rural places, Bailey is able to attract younger residents. This trend coupled with birth rates is strong enough to have a positive effect on population growth in the coming decades.

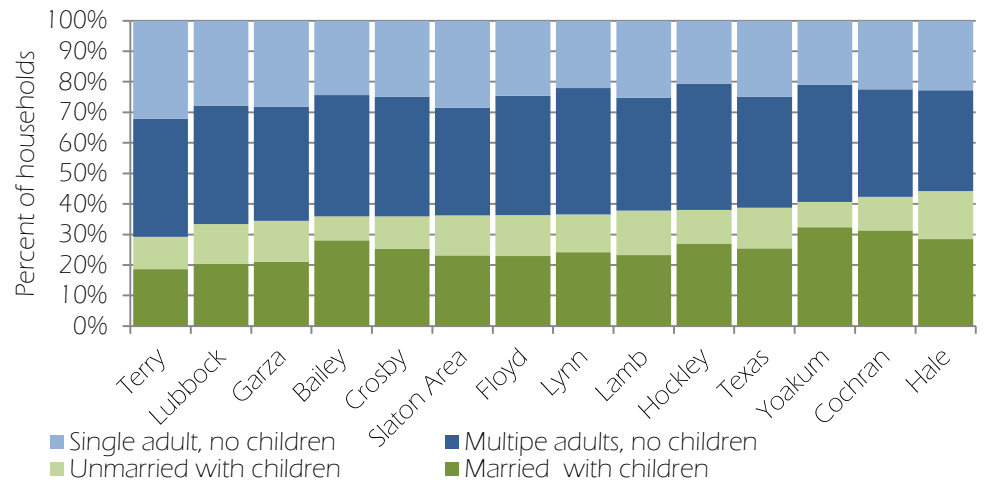
Source: Texas State Data Center, 2012

Why it matters: Today, the fact that there is a wide range of household types reflects emerging trends in American society. For example, there are fewer married couples with children and more single-adult households. Different household types may call for different services and signal future trends or changes in the community.

How the county stacks up: Bailey has proportionally fewer households with children under 18 than Texas as a whole and most counties in the region.

Source: American Community Survey 5-year estimates, 2012

e. Household structure



Discussion Questions

- 3.1 What one or two things most **surprised** you in this data about who is living in the county?
- 3.2 What one trend in this data gives you the most **hope** for the county?
- 3.3 What one trend in this data causes you the most **concern** – for any reason?
- 3.4 Which fact in this data would you most like to **change** – and why?

4

How are Bailey County's people doing?

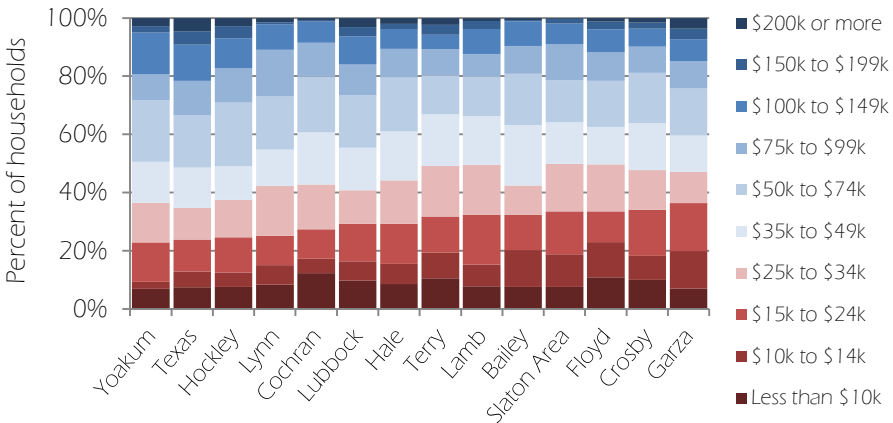
Once you understand who lives in a region, the work of trying to help a region get ahead must consider and address how those people are doing.

a. Household income distribution

Why it matters: Household income provides a general indicator of well-being of its members. It correlates with health, educational outcomes and happiness.

How the county stacks up: About 40% of households in Bailey County earn less than \$35,000, 150% of poverty for a household of 4. Approximately 10% of households earn more than \$100,000.

Source: American Community Survey 5-year estimates, 2012

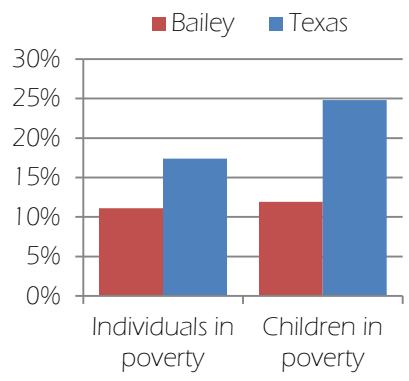
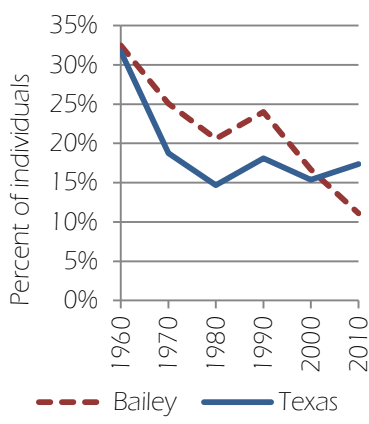


Why it matters: Poverty is a well-established benchmark of how a community's residents are doing economically. Rising or declining poverty rates can indicate changes in resident well-being as well as the extent to which the area's economy provides economic opportunity.

How the county stacks up: The poverty rates for both Bailey County and Texas are lower than they were in 1960. In 2010, Bailey County's poverty rate was lower than the rest of the state for both individuals and children.

Source: Decennial Censuses and American Community Survey 5-year estimates, 2012 (individual & child poverty)

b. Poverty rate

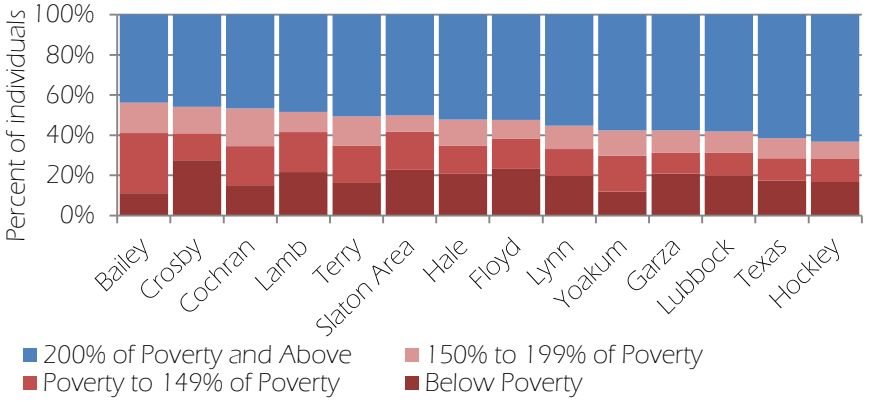


c. Income and poverty

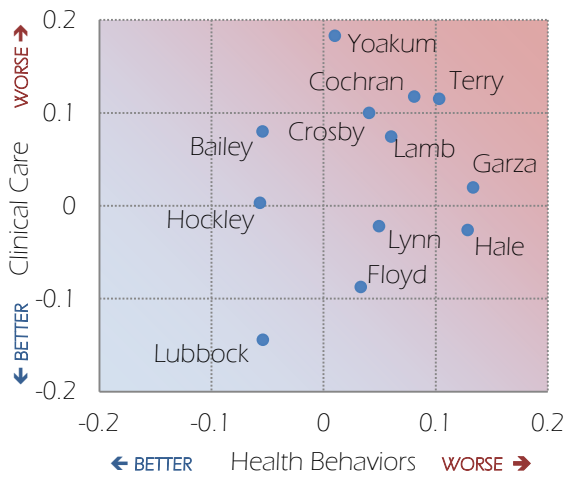
Why it matters: Many who track individual and family economic well-being use 200% of the poverty rate as a better measure – which, today, amounts to an annual income of \$47,700 for a family of four.

How the county stacks up: More than half of Bailey County's residents live below the 200%-of-poverty line. That means a large percentage of the population faces significant economic challenges.

Source: American Community Survey 5-year estimates, 2012



d. Health factors



Why it matters: Indicators like health status, happiness and attitude shed light on people’s current and future well-being. The Robert Wood Johnson Foundation assigns counties a standardized health behavior score (the Texas average score is 0) taking into account factors such as obesity, smoking and sexually transmitted infection rates. It also assigns a clinical care score including factors such as the ratio of residents to doctors and dentists and rate of preventative care screenings.

How the county stacks up: Bailey County performs poorly on clinical care measures. Of particular concern is the county’s large uninsured population, lack of access to dental care, and high numbers of preventable hospital stays. On a positive note, the county has lower rates of sexually transmitted infections and alcohol-impaired driving deaths.

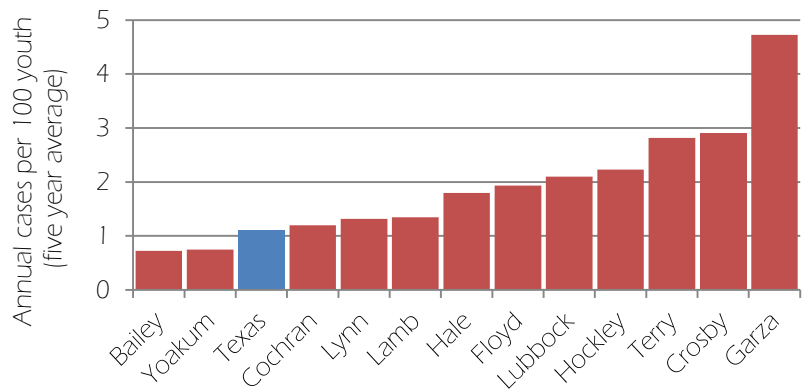
Source: Robert Wood Johnson’s County Health Rankings, 2013

Why it matters: Abuse and neglect of children includes physical, sexual and emotional abuse as well as abandonment, medical neglect, and neglectful supervision. High rates of abuse are correlated with historical abuse, mental health challenges, substance abuse, economic stress, social isolation, and violent surroundings.

How the county stacks up: From 2009 to 2013, Bailey County had 82 confirmed victims of abuse and neglect. That averages out to 16 cases a year, one of the lower rates in the region.

Source: Texas Department of Family and Protective Services, 2009-2013

e. Abuse and neglect of children



Discussion Questions

- 4.1 What one or two things most **surprised** you in this data about how people are doing in the county?
- 4.2 What one trend in this data gives you the most **hope** for the county?
- 4.3 What one trend in this data causes you the most **concern** – for any reason?
- 4.4 Which fact in this data would you most like to **change** – and why?

5

How is Bailey County's economy doing?

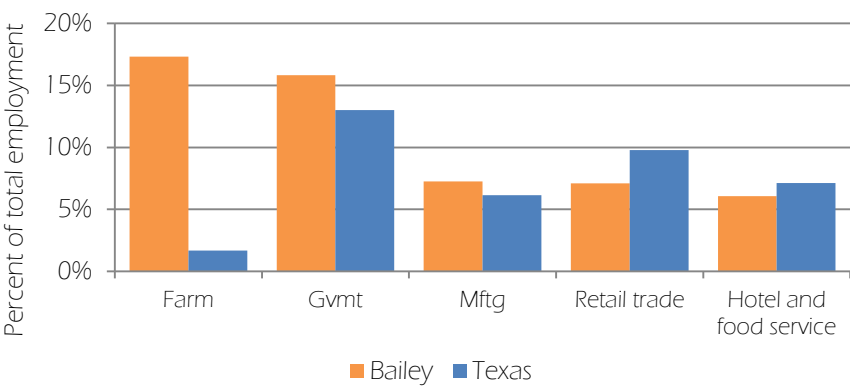
The factors that drive or drain a local economy – specific industry sectors, the education and skills of residents, the sources of the income people spend – all affect the future.

a. Employment by sector

Why it matters: Every economy has a unique set of industry sectors. Rural areas typically have less diversity, relying on fewer sectors than metro economies to provide jobs. Understanding which sectors drive a local economy is essential.

How the county stacks up: Bailey County's employment is concentrated in farming, government and manufacturing. It has lower than average employment in retail trade and accommodation and food service industries.

Source: Bureau of Economic Analysis, 2012

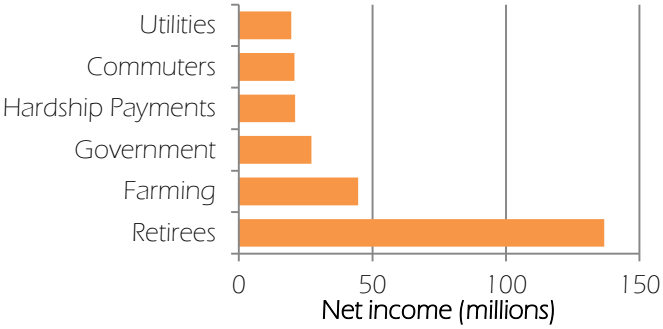


Why it matters: Another way to understand a county's economy is by looking at which sectors produce the most income for residents. Here we've included income sources not traditionally considered "sectors" – like retirement income and the wages of residents who live in Bailey County but commute to jobs outside the county.

How the county stacks up: Income earned by retirees is the largest economic driver in the county followed by farming income, and government salaries.

Source: Headwaters Report, 2012

b. Personal income by sector

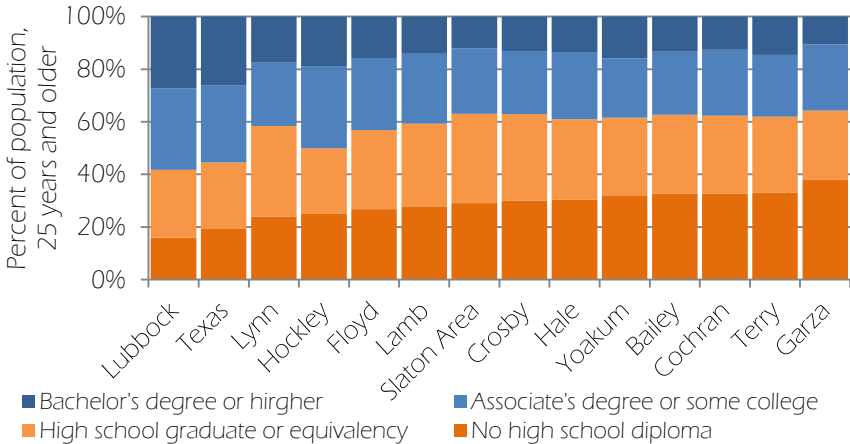


c. Educational attainment

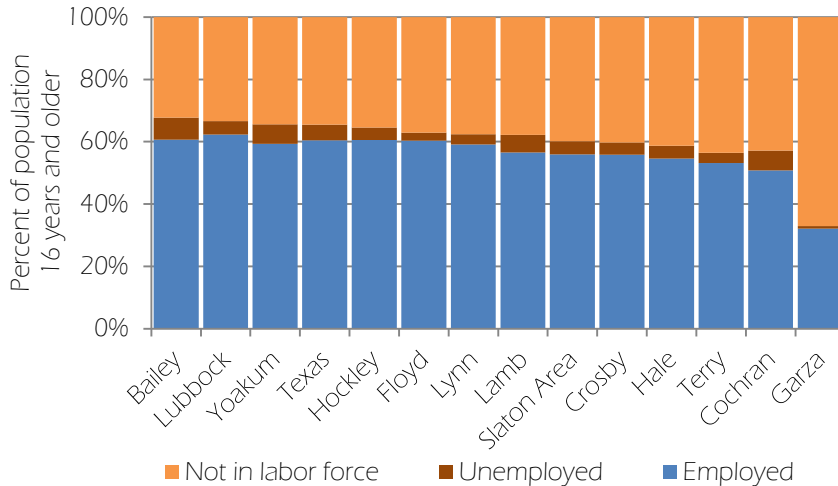
Why it matters: A leading factor shaping any economy is educational attainment. Higher education levels within a community typically result in higher incomes, more wealth formation and even healthier residents.

How the county stacks up: More than 30% of Bailey County's residents don't have a high school diploma. Fewer than 40% have completed a college course.

Source: American Community Survey 5-year estimates, 2012



d. Labor force participation



Why it matters: Aging communities and communities experiencing economic distress typically have lower labor force participation rates. Conversely, communities that are growing, younger and doing better economically have higher labor force participation rates and lower unemployment rates.

How the county stacks up: Bailey County's unemployment rate as of January 2015 is at 4.5%. 32% of Bailey County's population is not in the labor force, the lowest rate in the region.

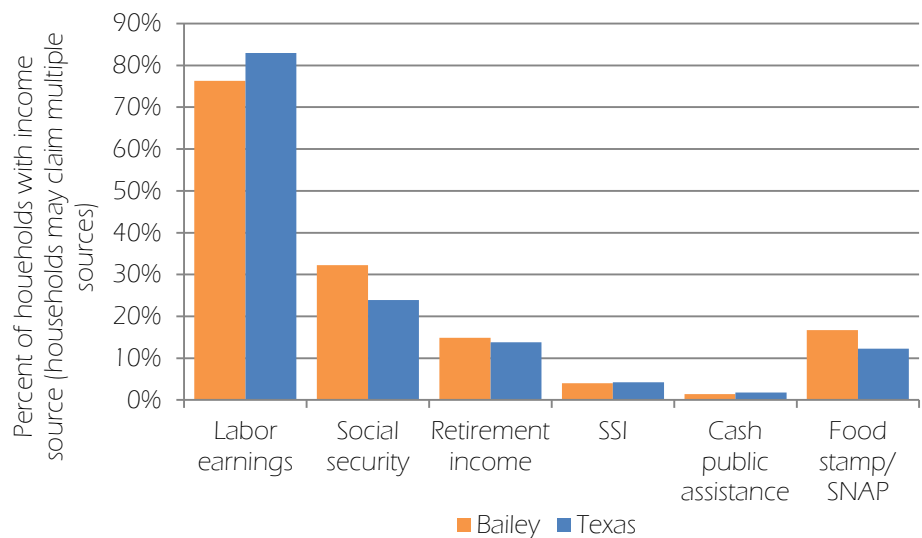
Source: American Community Survey 5-year estimates, 2012

Why it matters: Labor earnings include income generated by working. Other forms of income represent retirement income from investments and transfer payments associated with Social Security, farm programs and those receiving help due to illness or unemployment.

How the county stacks up: Compared to Texas, Bailey County households rely slightly less on labor earnings and more on Social Security and SNAP assistance. Still, the vast majority of households have labor earnings.

Source: American Community Survey 5-year estimates, 2012

e. Labor and non-labor earnings



Discussion Questions

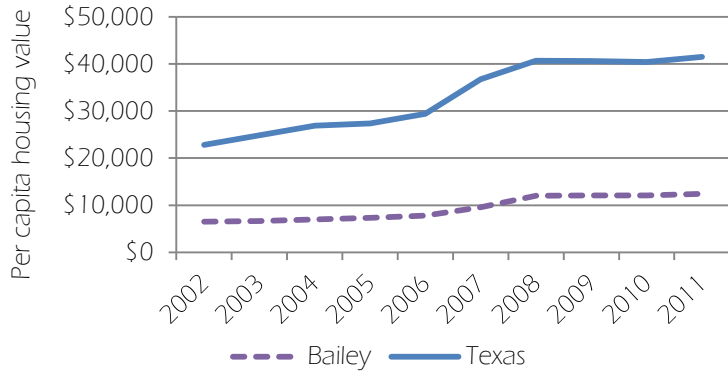
- 5.1 What one or two things most **surprised** you in this data about how the county economy is doing?
- 5.2 What one trend in this data gives you the most **hope** for the county?
- 5.3 What one trend in this data causes you the most **concern** – for any reason?
- 5.4 Which fact in this data would you most like to **change** – and why?

6

How is Bailey County, the place, doing?

The natural resources, buildings and amenities in a place, as well as where people live and shop, make a difference in the quality of life.

a. Value of housing



Why it matters: In America, home ownership is the single most important household asset. Consequently, housing values can be an important core indicator for both household and community well-being.

How the county stacks up: Housing values in Bailey County are less than one third of those in Texas. Part of this difference is due to higher housing prices in urban areas (typically higher per square foot) and differing housing quality.

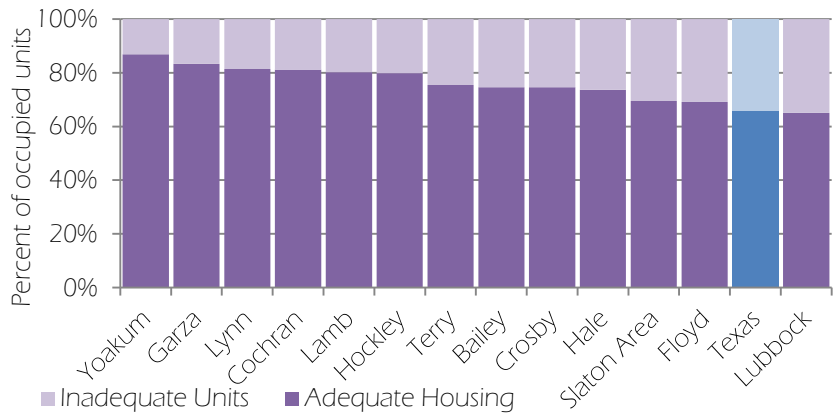
Source: Texas Comptroller of Public Accounts, Property Tax Survey Data and Reports

b. Housing adequacy

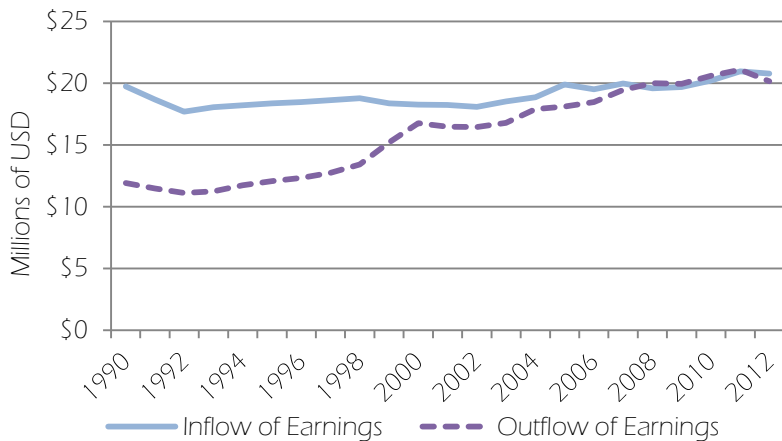
Why it matters: An adequate housing unit has complete plumbing, a kitchen, is not overcrowded, and is affordable for either its owner or renter. Housing adequacy rates highlight critical health and safety issues. High rates of poor housing stock can be a red flag.

How the county stacks up: Underlying data show that Bailey's housing is generally affordable but can be overcrowded.

Source: American Community Survey 5-year estimates, 2012



c. Commuting patterns

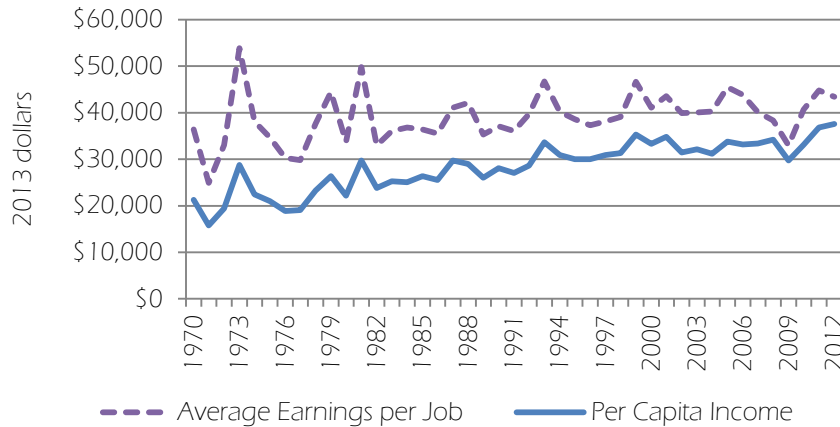


Why it matters: Many Americans commute to work, entertainment and shopping. People who work in Bailey County but live in another county tend to spend more of their paycheck in the county where they live, creating an "outflow of earnings" – and vice versa.

How the county stacks up: Bailey County's inflow and outflow of earnings are the same – meaning many residents earn a paycheck elsewhere but bring it back to Bailey County to spend and vice versa.

Source: U.S. Department of Commerce. Multiple Years Bureau of Economic Analysis, Regional Economic Information System. Tables CA30 & CA91.

d. Average earnings and income



Why it matters: Average earnings per job is a measure of the compensation of the average job and an indicator of the quality of local employment. Per capita income is a measure of income per person and a measure of economic well-being.

How the county stacks up: Although average earnings per job has fluctuated since the 1970s, it has stayed around \$40,000 over time. On the other hand, per capita income has increased by almost \$13,000 since the 1970s.

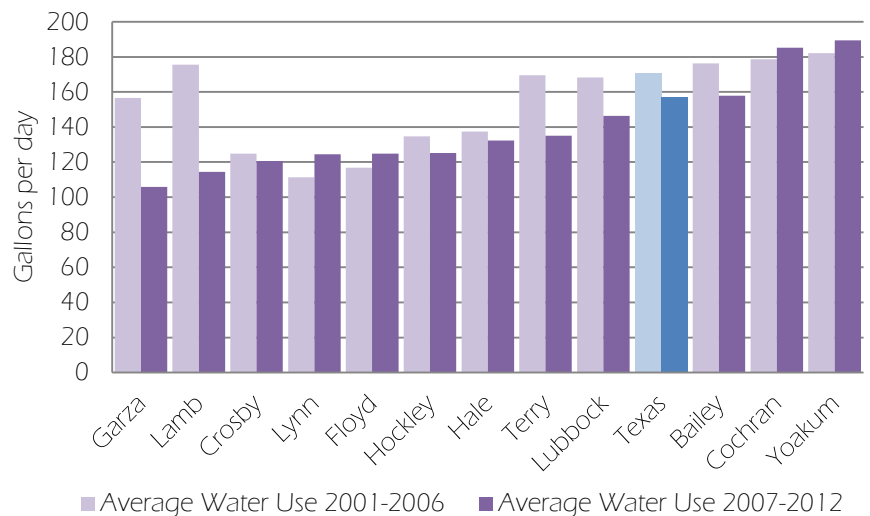
Source: Bureau of Economic Analysis, Regional Economic Information System, Tables CA30, 2014

e. Daily water use

Why it matters: Measures of per capita consumption help assess efficient use of water. Household conservation is one of the lowest cost strategies for increasing water availability in the region.

How the county stacks up: Bailey County daily per capita water consumption dropped approximately 19 gallons from 2001-2006 to 2007-2012. Despite the decrease, residents still use more water than many neighboring counties.

Source: Texas Water Development Board, 2011



Discussion Questions

- 6.1 What one or two things most **surprised** you in this data about how the county, the place, is doing?
- 6.2 What one trend in this data gives you the most **hope** for the county?
- 6.3 What one trend in this data causes you the most **concern** – for any reason?
- 6.4 Which fact in this data would you most like to **change** – and why?

Overall Priority Questions: Looking Forward

This Assessment is offered as a conversation opener – a tool that can help open a discussion about what is good and what is challenging today in the area, and what we want to work on to make a better future for our people, economy and place.

You may review this by yourself, or work with a local group or set of neighbors to answer the questions at the end of each of the six sections in the Assessment. Having done that, we recommend one final reflection.

Thinking across all six sections of this Assessment, and taking into account all your insights when you reviewed them, answer these final two Overall Priority questions:

- 1 What do this data – and your reflections – suggest should be the area's top two or three priorities for action over the next five years?
- 2 For each priority you listed, what other information or deeper data do you think would be very useful or critical to know before exploring and choosing a good strategy to address that priority?

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