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Meet Barbara!

80% of Americans expect Social Security will be their main source of income, and over half of Americans are behind on their retirement savings.

Over half of Danville homes were built before the 1970s. As our City's homes age, we need to invest in making sure they work well for our community members.

Over 40% of households in Danville are led by single women. 1 in 10 households are run by single women over the age of 65.

About 20% of Danville's population is 65 years and older, and about 19% of the population has a disability.

Work

- Retired
- Serves as a mentor through the Danville Professional Women's Association (DPWA)
- Social security benefits are her main source of income

Live

- Lived in Danville her entire life
- Still resides in the home that she raised her family in, but it has seen better days
- Has a difficult time keeping up with the responsibilities of owning a two-story home

Play

- Married her high school sweetheart, who passed away 10 years ago
- Her closest child lives in Charlotte, but most of her children and grandchildren live farther away
- Wants to remain independent and continue to stay active both physically and socially

Connect

- Drives a car, but her eyesight is declining
- Goes to the Family Dollar after volunteering at the Changing Lives Outreach center for her favorite snacks using her wheelchair but is often worried by the speed of traffic and the lack of crossing signals and street trees

Barbara is a retired woman who lives in Danville. She is a member of the Danville Professional Women's Association (DPWA) and serves as a mentor. She is also a volunteer at the Changing Lives Outreach center. She is a single woman and is 65 years old. She has a car, but her eyesight is declining. She is often worried by the speed of traffic and the lack of crossing signals and street trees. She is a member of the Danville Professional Women's Association (DPWA) and serves as a mentor. She is also a volunteer at the Changing Lives Outreach center. She is a single woman and is 65 years old. She has a car, but her eyesight is declining. She is often worried by the speed of traffic and the lack of crossing signals and street trees.

What else might Barbara want and need in Danville?

Live

What housing needs does Barbara have?

Work

What business resoures, training, education or skills does Barbara need?

Connect

What transportation needs does Barbara have?

Play

What recreational activities does Barbara want to do?

Meet Barbara!

60% of Americans expect Social Security will be their main source of income, and **over half of Americans are behind on their retirement savings.**

Work

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- Serves as a mentor through the Danville Professional Women's Association (DPWA)
- Social security benefits are her main source of income

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Live

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- Drives a car, but her eyesight is declining
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What else might Barbara want and need in Danville?

Live

What housing needs does Barbara have?

Work

What business resoures, training, education or skills does Barbara need?

Play

What does Barbara want for recreation and entertainment?

Connect

What type of transportation needs does Barbara have?

Resources

What resources does Barbara need access to?

Challenges and Concerns

What challenges or concerns might Barbara have?

Meet Xavi!

The furniture and related product manufacturing industry is still among the **top four strengths in Danville**, but it has **been in decline for years.**

Work

- Small business owner of a furniture shop in Danville
- Recently saw a dip in sales due to rising popularity of online stores
- Cut back her hours to take care of family but struggles to find employees who can cover her hours at the shop

Over 17% of homes in Danville are at a moderate risk of flooding over the next 30 years.

Live

- Xavi's parents have health issues and their daughter, a recent college graduate, is struggling to find a job so they all live together for now
- Tight on space so her daughter is currently in the basement but they have frequent basement flooding

In 2019, only 4% of retailers offered curbside pickup. **By 2021, that number jumped to 44%.**

Play

- Like to support local restaurants and businesses on the weekends
- Still has to shop at larger brands to get all the things she needs
- Is trying to buy more curbside pickup at Walmart to accommodate her busy schedule

About 40% of occupied housing units in Danville have one vehicle available, and about 15% have **no vehicle available.**

Connect

- Xavi and her daughter share a car
- They use a combination of that vehicle and walking/bus to get to work and do errands

What else might Xavi want and need in Danville?

Live

What housing needs do Xavi and her family have?

Work

What business resoures, training, education or skills does Xavi need?

Play

What does Xavi want for recreation and entertainment?

Connect

What type of transportation needs does Xavi have?

Resources

What resources does Xavi need access to?

Challenges and Concerns

What challenges or concerns might Xavi have?

Meet Robert!

Robert is one of the **54% of employed Danville residents** who live in the city but work elsewhere.

Work

- Recently graduated with his teachers license
- Plays music on his guitar in Downtown to make extra money on the weekends
- Salary is barely enough to pay for housing expenses given his large student debt and car payments, so he currently isn't saving for retirement

About **32% of Millennials and GenZers returned home** during the pandemic, most of whom still live with their parents 2 years out.

Live

- Moved back to live with his parents while saving money for his own place
- Salary is barely enough to pay for housing expenses given his large student debt and car payments
- Would like to rent an apartment or home near Downtown to be close to shops and restaurants

Danville has **32 miles of trails.**

Play

- Enjoys happy hour and trivia night with friends between work and gigs
- Goes for nightly runs on the trails with his dog

Over 80% of Danville residents drive to work alone. 12% of commuters travel 20-24 minutes each day, like Robert.

Connect

- Commutes to Chatham for work
- Prefers to walk or ride when in town since he spends so much time during the week in his car

What else might Robert want and need in Danville?

Live

What housing needs does Robert have?

Work

What business resoures, training, education or skills does Robert need?

Play

What does Robert want for recreation and entertainment?

Connect

What type of transportation needs does Robert have?

Resources

What resources does Robert need access to?

Challenges and Concerns

What challenges or concerns might Robert have?

Meet Jordan!

Across the entire Danville economy, Hispanic or Latinx workers make **only about two-thirds the wage** of their white non-Hispanic counterparts.

Work

- Goes to Schoolfield Elementary school
- Mother is a physician and her dad telecommutes for work
- Wants to be a soccer star or a marketing mogul when she grows up
- Jordan's parents are part of the 4.6% of Danville's workers who identify as Hispanic or Latinx

In 2021, **7% of people in Danville moved homes within the area**, which was typical of prior years.

Live

- Parents recently sold their first home to move to a home with more space
- Used to live closer to the store and her school, so now they have to drive most places

There are only a handful of after school programs available in Danville beyond pre-school, such as the YMCA and Boys & Girls Club. **Most of these have waitlists.**

Play

- Was on the wait list for the Boys and Girls club before her mom graduated medical school, and now no longer qualifies
- Her dad is hoping to find some form of after school care for Jordan so he can keep up with his busy work schedule
- Love that her parents let her use Alexa to help them order groceries and help her dad cook family dinner

Between 2018 and 2022 there were **11 car crashes involving bicyclists and 50 involving pedestrians** in Danville.

Connect

- Used to walk to school but her parents were worried about her safety, especially with few traffic signals and no sidewalks in her neighborhood
- Now she takes the school bus

What else might Jordan want and need in Danville?

Live

What housing needs does Jordan have?

Work

What business resoures, training, education or skills does Jordan need?

Play

What does Jordan want for recreation and entertainment?

Connect

What type of transportation needs does Jordan have?

Resources

What resources does Jordan need access to?

Challenges and Concerns

What challenges or concerns might Jordan have?



PLAN Danville

Meet your neighbors!

Meet Barbara!



How do their needs
change in 20 years?

Meet Xavi!



How do their needs
change in 20 years?

Meet Robert!



How do their needs
change in 20 years?

Meet Taye!



How do their needs
change in 20 years?

Meet Jordan!



How do their needs
change in 20 years?

Characters in Danville: Activity Instructions

(5) Character Profiles and (1) Big Sheet

1. Assign each participant a character a character at your table.
2. Review the background information provided for your character's profile. Discuss relatable insights about the characters and compare and contrast their lifestyles, occupations, leisure activities, and social connections in Danville.
3. Record your perspectives and experiences on the characters' needs and resources at the bottom of their respective cards, using the handout on the table to guide your thinking.
4. Analyze how each character's actions and decisions impact one another.
5. Attach each character's card to the large sheet and share any additional insights on how their needs may evolve over the next 20 years.

PLAN Danville
Meet your neighbors!

1
2

Meet Barbara!

Work
Barbara is a social security representative in Danville. She works as a manager through the Danville Professional Workers' Association (DPAWA). Social security benefits are her main source of income.

Live
Barbara lives in Danville her entire life. She is a single mother who raised her family in Danville. It has been a better day with a difficult time keeping up with the responsibilities of owning a two-story home.

Play
Barbara is a high school sweetheart, who passed away 10 years ago. She has a daughter who lives in Danville. Barbara is a volunteer at the Changing Lives Outreach Center for her daughter's needs. She is trying to buy more outdoor pickup equipment to play active both physically and socially.

Connect
Barbara is a car, but her eyesight is declining. She goes to the family doctor after volunteering at the Changing Lives Outreach Center for her daughter's needs. She is trying to buy more outdoor pickup equipment to play active both physically and socially.

Resources
Barbara has a car, but her eyesight is declining. She goes to the family doctor after volunteering at the Changing Lives Outreach Center for her daughter's needs. She is trying to buy more outdoor pickup equipment to play active both physically and socially.

Challenges and Concerns
Barbara has a car, but her eyesight is declining. She goes to the family doctor after volunteering at the Changing Lives Outreach Center for her daughter's needs. She is trying to buy more outdoor pickup equipment to play active both physically and socially.

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Xavi is a small business owner of a furniture shop in Danville. He recently saw a dip in sales. He is trying to find a way to increase his sales. He is trying to find a way to increase his sales. He is trying to find a way to increase his sales.

Live
Xavi's parents have health issues and they struggle to meet college graduate. It is an ongoing to find a job so they all live together for now.

Play
Xavi likes to support local restaurants and businesses in the downtown. He is trying to find a way to increase his sales. He is trying to find a way to increase his sales. He is trying to find a way to increase his sales.

Connect
Xavi is a car, but her eyesight is declining. She goes to the family doctor after volunteering at the Changing Lives Outreach Center for her daughter's needs. She is trying to buy more outdoor pickup equipment to play active both physically and socially.

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Robert is a recent graduate from Georgia Tech. He is a software engineer at a local company. He is trying to find a way to increase his sales. He is trying to find a way to increase his sales. He is trying to find a way to increase his sales.

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Robert is a recent graduate from Georgia Tech. He is a software engineer at a local company. He is trying to find a way to increase his sales. He is trying to find a way to increase his sales. He is trying to find a way to increase his sales.

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9/22/2023

Welcome to PLAN Danville

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