2016 Community Needs Assessment

OVERVIEW

Community Action Agencies ("CAAs") must conduct three planning processes:

1. A *Community Needs Assessment* ("CNA") every 2 years identifying community needs;
2. A *Strategic Plan* ("SP") every 5 years setting agency priorities and outcomes; and
3. A *Community Action Plan* ("CAP") every year identifying the plan to implement programs that meet the community needs.

CAA Planning Processes

1. Community Needs Assessment	→	2. Strategic Planning	→	3. Community Action Plan
Identifies Needs		Sets Priorities		Identifies Activities

Federal Requirements for Needs Assessments

In 2001, the U.S. Department of Health and Human Services ("USHHS") issued Information Memorandum 49, requiring eligible entities to conduct needs assessments and use the results to design programs to meet community needs. In 2015, USHHS issued Information Memorandum No. 138 establishing Community Services Block Grant (CSBG) Organizational Standards requiring CAAs to conduct a Community Needs Assessment and develop a Community Action Plan to address the needs identified in the needs assessment.

At a minimum, CAAs must conduct Community Needs Assessments that meet the following requirements established by the Organizational Standards:

Std.	*Summary of Community Needs Assessment Requirements*
3.1	Conduct it every 3 years
3.2	Collects current poverty data and its prevalence related to gender, age, and race/ethnicity
3.3	Collects and analyzes both qualitative and quantitative data on its service areas
3.4	Includes key findings on the causes and conditions of poverty and the needs
3.5	Governing board formally accepts the completed assessment
4.2	Informs an outcome-based and anti-poverty focused Community Action Plan

6.4 Customer satisfaction data and input identified is considered in the strategic planning process

1. PLAN

1. **Decide how the assessment should be conducted**

   ✓ Include diverse members such as management, staff, board members, representatives from partner organizations, and volunteers

   CDSA's program coordinators and frontline staff assisted with collection of data. Representatives from partner organizations also completed surveys. The receptionist entered data into a format designed by the IT Manager and the Executive Director analyzed the data and prepared the report.

2. **Involve the Board**

   ✓ Inform the board of need to conduct a community needs assessment

   ✓ Ensure board members participate in the planning of the assessment

   ✓ Ensure the board provides input on the scope of process and information to be collected

   ✓ Interview board members

   CDSA's board of directors was involved early in design of the survey and interview instruments and completed surveys themselves. The board will also review the community needs assessment and accept it before the information is disseminated to others in the community.

3. **Define Assessment Goals – What data is needed?**

   ✓ Identify the goals of the needs assessment. Clearly define what you expect to know once the assessment is complete in order to determine what data to collect.

   CDSA's goals for the assessment are:

   - Identify the causes and conditions of poverty in the service area
   - Determine the level of poverty in the CAA service area
   - Determine the needs of low-income persons
   - Determine how well the needs of low-income persons are being met
   - Identify (organization-based and client-based?) barriers to serving residents
   - Gather data from the following broad categories:
     - Population Profile , Employment
     - Assistance
     - Community
     - Education
     - Employment
     - Family Support
     - Housing
     - Health

4. **Develop a Timeline**

✓ Develop a timeline and a system to track that deadlines in the timeline are being met

Timeline:

#	Timeline	Dates	Activity
1	1 month	Sept. 1-30	Planning and developing forms
2	2 months	October-November	Collecting Data/Analyzing Demographics
3	1 months	November-December	Analyzing Data/Preparing Report
4	1 month	January 2016	Present Report
Total	**5 months**	**Sept.-January**	

A. SURVEYS

Use surveys to capture specific information from a large number of individuals in a short period of time.

1. **Design survey forms (See attached)**
2. **Identify the people that you will survey**
   - ✓ Determine who you will survey, for example: low income residents in identified census tracts or zip codes with high poverty areas, students in community colleges, staff, volunteers and clients
3. **Determine the number of people you will survey**

   The Raosoft, Inc. sample size calculator recommends a sample size of 270 for a population of 100,000, with a 5% margin of error and 90% confidence level. CDSA collected 285 surveys.
4. **Determine how you will survey**

   Participants will be surveyed in person, electronically, and by paper survey form.
5. **Places to conduct community surveys:**
   - Loaves and Fishes
   - Our Daily Bread
   - Homeless Day Center
   - The Nonprofit Center
   - Non-Profit Organizations Serving Low-Income Persons
6. **Conduct surveys**
   - ✓ Distribute survey forms
   - ✓ Send out invitations for online surveys and reminders to complete it as the deadline approaches
7. **Tally results of surveys**
   - ✓ Tally results
8. **Summarize findings**
   - ✓ Summarize finding and identify the top 3 needs

CDSA would like your input to better serve you.

City where you live:_____

Check one of these choices to let us know who completed the survey: ☐ Local Official ☐ Client ☐ Community Member ☐ Human Service Professional ☐ Tenant ☐ Other, describe:_____

Circle the number that reflects your opinion on the need for each item.

CATEGORY	NEEDS	Don't Know (0)	Not Needed (1)	Rarely Needed (2)	Needed (3)	Very Needed (4)
Assistance	Help with applying for Social Security, SSDI, WIC, TANF, etc.	0	1	2	3	4
	Prescription assistance	0	1	2	3	4
	Food	0	1	2	3	4
	Public transportation vouchers	0	1	2	3	4
	Free/affordable legal Services	0	1	2	3	4
Community	Neighborhood clean-up projects	0	1	2	3	4
	Crime awareness or crime reduction	0	1	2	3	4
	Public parks and facilities	0	1	2	3	4
	Recreational opportunities	0	1	2	3	4
Education	GED classes	0	1	2	3	4
	English as a Second Language Classes	0	1	2	3	4
	Computer Skills Training for Adults	0	1	2	3	4
	Financial assistance to attend career tech, or college	0	1	2	3	4
Employment	Help to improve job skills, training	0	1	2	3	4
	Job search assistance	0	1	2	3	4
	Higher paying jobs	0	1	2	3	4
Family Support	Financial Education/Budgeting	0	1	2	3	4
	Parenting Information	0	1	2	3	4
	Finding Affordable Child Care	0	1	2	3	4
	Nutrition Education/Healthy Eating	0	1	2	3	4
	Classes on relationships, resolving conflicts	0	1	2	3	4
	Programs for young children (0-11)	0	1	2	3	4
	Programs and Activities for Youth (12-18)	0	1	2	3	4
	Programs and Activities for Seniors (65+)	0	1	2	3	4
Housing	Finding affordable housing	0	1	2	3	4
	Help paying rent or utility bills	0	1	2	3	4
	Homeless shelter/transitional housing	0	1	2	3	4
	Making homes more energy efficient	0	1	2	3	4
Health	Health Insurance/ Affordable Medical Care	0	1	2	3	4
	Health Education Services	0	1	2	3	4
	Mental health counseling services	0	1	2	3	4
	Substance abuse counseling/treatment	0	1	2	3	4

B. INTERVIEWS

Use interviews to gather focused in-depth information from key community stakeholders such as elected officials and community partners.

See attached interview form

1. Identify the people that you will interview

CDSA will interview board members and city and county officials

2. Determine methods to conduct interviews

- ✓ Conducting interview in person
- ✓ Mailing interview form – follow-up to ensure receipt, completion, and return (self-addressed, stamped envelope recommended)
- ✓ E-mailing interview form - follow-up to ensure receipt, completion, and return

3. Conduct interviews

- ✓ While conducting interviews, discuss confidentiality and purpose of the interview

4. Summarize interviews

- ✓ Review responses from interviews and develop summary of input

See interview form-next page

Key Informant Interview Form

Date of interview: _____

Name :_____

CDSA is conducting a Community Needs Assessment as part of the requirements to receive Community Services Block Grant funds from the Texas Department of Housing and Community Affairs. As part of the survey, we are interviewing key stakeholders in the community.

1. **What do you know about our Community Action Agency and the services we provide that help address needs of low-income persons?** (Note: persons that aware of what the agency does, do not need to answer question #1 in the in person interview.)

2. **What do think are the top five key needs of low-income persons in the community?**
   The needs could be in the areas of employment, education, income management, housing, emergency assistance/services, nutrition, helping persons to become self-sufficient, or coordination of services and connecting persons to services, community revitalization, or other needs.

   1)

   2)

   3)

   4)

   5)

3. **Is your organization currently addressing any of the needs that you identified? If yes, please specify which are being addressed and how?**

4. **How can our agency partner with others to address the needs that you identified?**

5. **Do you have any other feedback?**

Income and Poverty

The poverty thresholds, as defined by the U. S. Bureau of the Census, are updated annually based on many factors. A family is classified as poor if its income falls below this minimum standard.

2015 Poverty Guidelines:

Family Size	100%	120%	135%	150%	175%	200%
1	$11,770	$14,124	$15,889	$17,066	$20,597	$23,540
2	$15,930	$19,116	$21,505	$23,895	$27,877	$31,860
3	$20,090	$24,108	$27,121	$30,135	$35,157	$40,180
4	$24,250	$29,100	$32,737	$36,375	$42,437	$48,500
5	$28,410	$34,092	$38,353	$42,615	$49,717	$56,820
6	$32,570	$39,084	$43,969	$48,855	$56,997	$65,140

Data Set	**Garfield County**	**Grant County**
Median Household Income*	$46,726	$48,345
Per capita income**	$24,647	$28,135
Persons in poverty, percent	14.5%	12.3%
Child Poverty***	20.5%	18.4%
Homes with children under 5+	24.1%	23.6%
65 and older in poverty+	9%	6.4%
Female householder+	31.9%	40%

*Source: U.S. Census, 2010-2014, in 2014 dollars

**Source: U. S. Census, 2010-2014, in 2014 dollars, income in past 12 months

***Source: Kids Count Data Center, 2013 data

+Source: American Community Survey

Poverty by race in Oklahoma

White	Black	Hispanic	Other	Total
10%	29%	21%	20%	14%

Source: Kaiser Family Foundation

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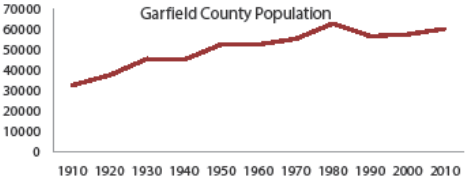
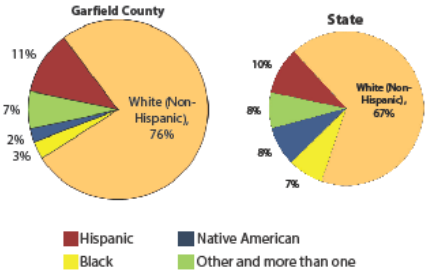
Garfield County 2015

For all measures, a rank of 1st indicates highest and 77th indicates lowest (not best or worst).

Demographics

Population 63,091 (12th of 77 counties)





Economy

Median Household Income $47,961 (22nd)

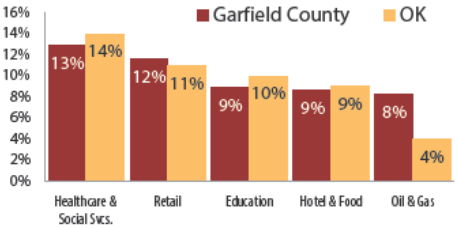
9% employed in state and local government (68th)

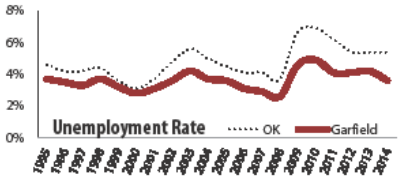
64% of working-age civilians in labor force (16th)

24% of residents receive food stamps (43rd)

21% of children live in poverty (55th)

Top 5 Employment Sectors





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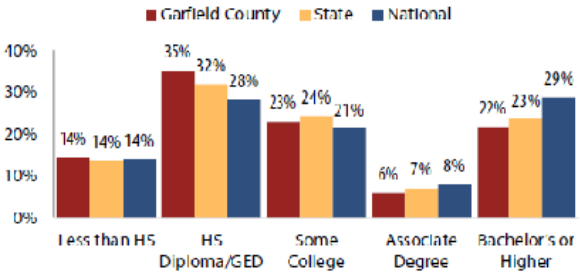
Education

Highest Educational Attainment



26% under 18 yrs. are children of color (49th)

16 to 1 is the student to teacher ratio (22nd)

66% of students eligible for free/reduced lunch (39th)

Health

24% of adults smoke (40th)

21% of residents under 65 are uninsured (49th)

35% of adults are obese (21st)

67 births per 1000 teenage girls (29th)

17% are enrolled in Medicare (47th)

4% are receiving Social Security Disability (53rd)

16th

Overall Healthiest

All data is the most recent available at time of publication, ranging from 2013 to 2015. For more county level data sheets and source information, visit

www.okpolicy.org/countystats

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Grant County 2015

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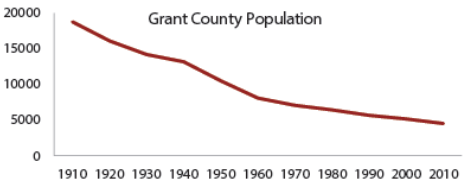
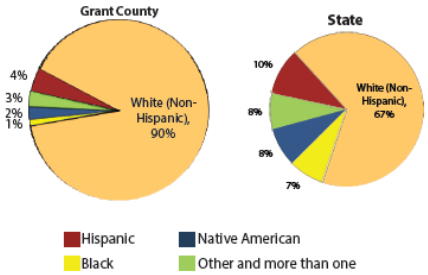
Demographics

Population 4,501 (72nd of 77 counties)





Economy

Median Household Income $51,119 (12th)

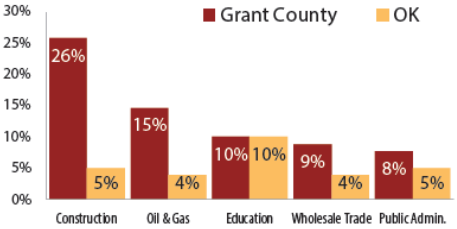
9% employed in state and local government (65th)

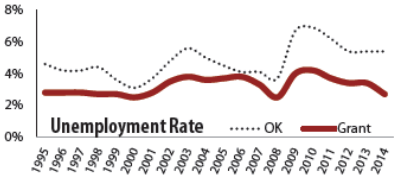
62% of working-age civilians in labor force (21st)

12% of residents receive food stamps (70th)

18% of children live in poverty (61st)

Top 5 Employment Sectors





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Grant County 2015

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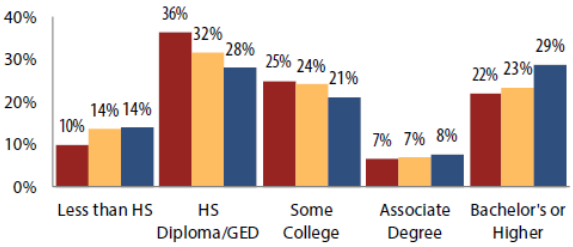
Education

Highest Educational Attainment



14% under 18 yrs. are children of color (70th)

12 to 1 is the student to teacher ratio (70th)

58% of students eligible for free/reduced lunch (57th)

Health

19% of residents under 65 are uninsured (71st)

37% of adults are obese (8th)

26 births per 1000 teenage girls (74th)

20% are enrolled in Medicare (13th)

3% are receiving Social Security Disability (64th)

18th

Overall Healthiest

All data is the most recent available at time of publication, ranging from 2013 to 2015.
For more county level data sheets and source information, visit

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2. Results

Results of Key Informant Interviews/Surveys

The following were identified as top five needs:

1. Medical
2. Food/healthy food/nutrition assistance (6)
3. Affordable High Quality Child Care (4)
4. Affordable, High Quality Housing (7)
5. Utility Assistance
6. Life Skills
7. More parent involvement in child's education
8. Transportation (3)
9. Higher paying jobs/employment (4)
10. Educational opportunities/job training (6)
11. Coordination of services (2)
12. Emergency Services
13. Income management (2)
14. Rehab programs
15. Services for parents with kids
16. Building self-confidence
17. Family planning
18. Self-sufficiency (2)
19. Available affordable health care

Highest ranking top five: Housing, Higher paying jobs, job training
Food, nutrition

Suggestions on how needs might be addressed:

1. Advocate for and inform about tenant rights
2. Start early in childhood
3. Encourage more workers to use employer flex plans where possible to pay for childcare services pre-tax.
4. Encourage parent involvement
5. Focus on transportation first
6. Coordinate services in a facility farther east
7. Collaborate more
8. Continue the trail system to make city more walkable
9. Promote bike use
10. Information to employers about helping with childcare and the benefit of part-time work hours for mothers
11. Promote our services more/increase public awareness (2)

Primary community revitalization needs:

1. Low cost/no cost family entertainment
2. Money management counseling
3. Affordable quality housing (4)
4. Improve blighted neighborhoods
5. Public transportation
6. Well placed parks
7. More key services in southwest quadrant of Enid
8. Lifting up people with low esteem/expectations
9. Job placement assistance
10. Quality of life improvement programs

Strategies to address community revitalization needs:

1. Operating programs like those we currently operate
2. Assist with infrastructure costs to make it more affordable for private builders to enter the market
3. Partner with government, schools and churches and other nonprofits to revitalize areas-communicate better with stakeholders (3)
4. Work to make more services like community clinic available.
5. Working together
6. Remove roadblocks to development in dilapidated areas
7. Focus on rehabilitating commercial corner nodes downtown
8. Provide business incentives for depressed areas
9. Full implementation of CDSA strategic plan

CATEGORY	2016 Survey Results	Don't Know	Not Needed	Rarely Needed	Needed	Very Needed
		(0)	(1)	(2)	(3)	(4)
Assistance	Help with applying for Social Security, SSDI, WIC, TANF, etc.	22	32	26	74	76
	Prescription assistance	16	28	27	106	59
	Food	9	20	18	79	81
	Public transportation vouchers	12	32	27	75	63
	Free/affordable legal Services	15	26	65	63	65
Community	Neighborhood clean-up projects	17	29	64	62	90
	Crime awareness or crime reduction	15	33	61	106	53
	Public parks and facilities	17	32	37	76	74
	Recreational opportunities	21	24	28	78	86
Education	GED classes	23	30	18	82	84
	English as a Second Language Classes	27	42	21	67	79
	Computer Skills Training for Adults	17	25	45	73	80
	Financial assistance to attend career tech, or college	14	29	16	57	74
Employment	Help to improve job skills, training	18	19	21	74	68
	Job search assistance	15	15	19	76	68
	Higher paying jobs	8	13	10	59	112
Family Support	Financial Education/Budgeting	13	25	17	73	69
	Parenting Information	15	29	29	73	54
	Finding Affordable Child Care	18	26	22	64	62
	Nutrition Education/Healthy Eating	16	28	54	76	58
	Classes on relationships, resolving conflicts	14	26	30	65	91
	Programs for young children (0-11)	19	27	22	81	60
	Programs and Activities for Youth (12-18)	15	26	18	67	111
	Programs and Activities for Seniors (65+)	20	25	26	66	62
Housing	Finding affordable housing	7	15	21	45	117
	Help paying rent or utility bills	12	15	20	60	103
	Homeless shelter/transitional housing	15	21	35	56	99
	Making homes more energy efficient	18	23	22	67	107
Health	Health Insurance/ Affordable Medical Care	13	21	21	55	110
	Health Education Services	12	26	23	74	78
	Mental health counseling services	13	22	18	24	102
	Substance abuse counseling/treatment	14	25	17	46	100
		500	809	898	2199	2595

City	#
Enid	225
Nash	4
Douglas	4
Pond Creek	9
Kremlin	4
Drummond	4
Cushing	2
Stillwater	5
Yale	1
Perkins	3
Wakita	1
Ponca City	1
Waukomis	6
Lahoma	8
Garber	6
Kingfisher	1
Hennessey	1
	285

Who	#
Local Offic	8
Client	165
Communi	42
Human Se	37
Tenant	4
Other	4
CBO	1
FBO	3
Private	20
Ed.Inst.	1
	285

Top Three Needs Identified through the assessment

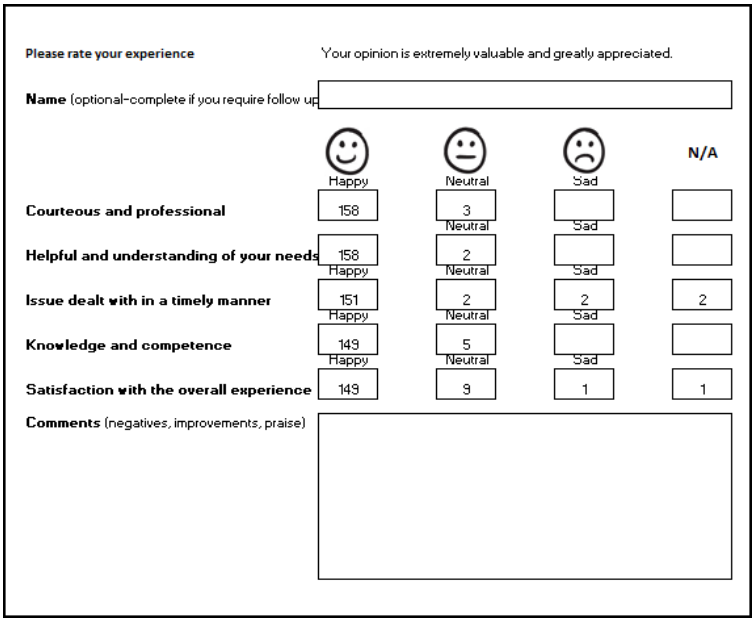
Identified Need	Contributing Factors	Community Assets/ Resources	Plan
1. Affordable Housing, Energy Efficient Housing	• **Rapid rise in rents due to economic boom. Rents have not fallen with economic decline** • **Lack of high quality affordable housing** • **Poor quality housing results in high energy costs** a) Why have rents failed to decline? (1) There is not enough rental housing b) Why is there not enough high quality rental housing? (1) Development has not kept up with demand (2) Poor quality housing still demands high rents	New tax credit developments New market rate developments	CDSA should continue all efforts and increase our own rental stock. All projects should include energy efficiency
2. Higher Paying jobs	• **Many area industry jobs do not require high skills** • **Wages have not kept up with rising area costs** • **Lack of job skills** (a) Why do we not have more high skill jobs? (1) Traditional agriculture/oil and gas industry base (2) Location (3) Lack of high skill workers (b) Why have wages not kept up with rising costs? (1) The most rapidly rising cost is rent. Some wages did rise during the economic boom and many could afford the higher rents. Those that are most impacted are single moms who did not benefit from the economic boom in the oil and gas industry. (c) Why do workers have low job skills? (1) Lack of reading, writing, and math skills need for training (2) Lack of money to pay for training	Existing industry, particularly medical service hub industry, does have high skill jobs and many lower skill jobs. Oil and Gas Industry also has many high skill jobs and lower skill jobs. Multiple level jobs are also scattered across diverse industrial employers.	CDSA should concentrate on employment and training services and continue to help workers increase their reading, writing, and math skills through a high school graduation program. CDSA should seek ways to expand basic skills learning across the community.

Identified Need	Contributing Factors	Community Assets/ Resources	Plan
3. Programs for Youth (12-18)	• **The community sees perceives that this age group is more at risk than other age groups** • **The community wants youth to be invested in the community and stay out of trouble** • **This age group is explores options and often has poor judgment, resulting in life-long negative impact**	Multiple school districts Numerous church youth programs Involved parents	CDSA should provide innovative services targeted at this population.

Results of Customer Service Surveys

CDSA has incorporated customer service standards that are widely understood throughout the agency. All coordinators are empowered to recognize excellent customer service by awarding “hour off cards”.

Customer service survey cards are distributed by all staff and also collected at the front desk. I slotted box on the front desk allows customers to deposit their survey anonymously. Following are the results of the last quarter of calendar year 2015. Comment cards are reviewed by the executive director and kept on file for 6 months.

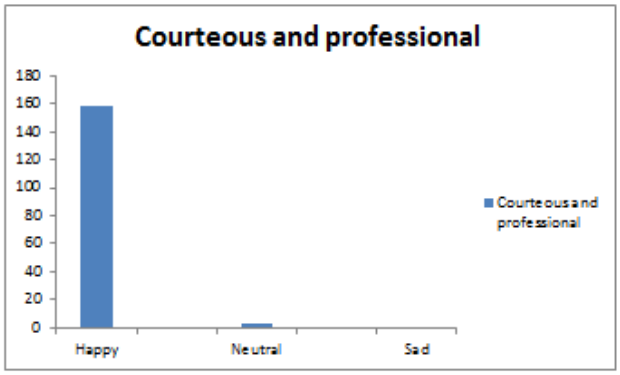


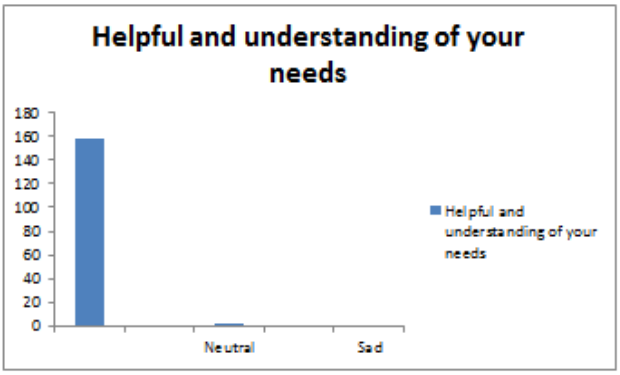
Please rate your experience — Your opinion is extremely valuable and greatly appreciated.

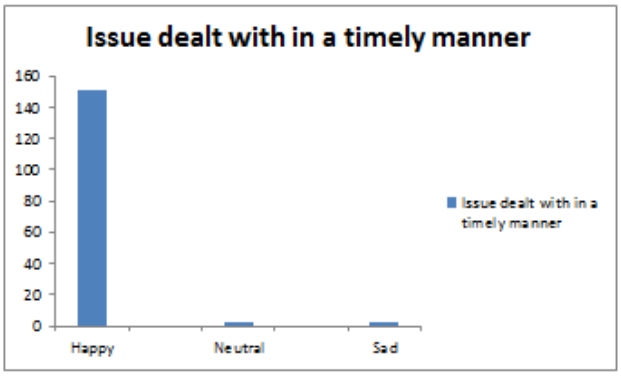
Name (optional-complete if you require follow up)

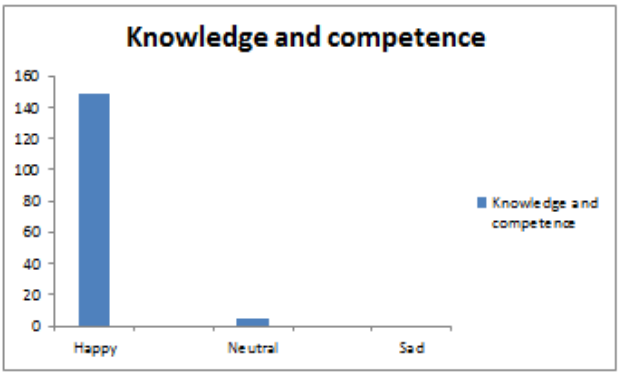
	Happy	Neutral	Sad	N/A
Courteous and professional	158	3		
Helpful and understanding of your needs	158	2		
Issue dealt with in a timely manner	151	2	2	2
Knowledge and competence	149	5		
Satisfaction with the overall experience	149	9	1	1

Comments (negatives, improvements, praise)









Sampling of customer comments:

“I can’t say thank you enough!”

“Did her best to help me.”

“Great people.”

“We greatly enjoy our experience here.”

“My kids and I love playing here.”

“Very sweet and knowledgeable.”

“Works great!”

“Phone call took too long.”

“If people were told about WIOA sooner it would be helpful. I had never hear about it until I was in a follow-up meeting for unemployment.”

“Peggy was helpful and encouraging. I am very pleased to have the opportunity to be part of an amazing program that helps our future.”

“Pleasant, friendly people who were open and helpful.”

“Thank you so much. Our family is very grateful.”

“Very helpful. Beyond my expectations.”

“Earlene was very helpful.”

“She was very nice and helpful. I am very blessed for your help.”

“No openings in childcare homes-paying family member.”

There were almost no negative comments about service. CDSA staff understands that while we cannot help everyone with exactly what they request or need, the way we deliver our services is important. We are committed to delivering professional services quickly and with kindness.