



## **United Way of Cumberland County (UWCC) Community Needs Assessment Summary Report**

### **METHODOLOGY**

United Way of Cumberland County's Community Needs Assessment is a study of community issues conducted by a survey questionnaire to first, identify current issues faced by residents of Cumberland County and second, to obtain the measurement of the importance of those issues. The Assessment was designed around the target areas established by United Way World Wide: Education, Financial Stability and Health – the building blocks for a good quality life. The results from recent focus groups were used to modify the survey instrument to reflect current trends and issues. The following issues were identified: Economic, Housing, Education, Health, Public Safety, Transportation, Leisure and Cultural Activities.

The purpose of the Community Needs Assessment is to assist UWCC in determining community conditions and community responses to those conditions. UWCC volunteers and staff will use the responses to determine the best way to allocate resources and to implement the community impact agenda of advancing the common good and improving the quality of life in Cumberland County. The survey tool asked respondents to rate whether an issue was major, moderate, minor or not an issue in their community.

Following a comprehensive marketing plan, surveys were mailed out to 6,000 randomly selected Cumberland County households. Using stratified random sampling, the county residency addresses were divided into 16 geographic areas, representing Cumberland County zip codes and the number of residencies in each zip code. There were 318 surveys returned for a return rate of 5.3%. The percentage of return caused some concern for the Community Needs Assessment Committee. As a result, a second needs assessment was conducted this time offering an incentive to household for completing and returning the survey. The second assessment was mailed out to 3,500 randomly selected Cumberland County households, using the same stratified random sampling as the initial assessment. There were 436 surveys returned for a rate of return at 12.5%.

### **COMMUNITY SURVEY SUMMARY OF FINDINGS**

Listed on the attached report are the top ten issues identified as major concerns by respondents who randomly received the household surveys. The 2016 Community Issue Responses Table provides a breakdown of the issues in each of the priority areas determined by the community focus group meetings.

We compared the percentage of respondents that reported issues as a major concern to the 2012 Community Assessment results. The percentage for crime/gang activity and unemployment/low paying jobs has decreased; however, the percentage of homelessness has increased. Although the percentages have changed since the 2012 Assessment, all of the issues have remained a major concern for respondents. The following issues from the 2012 top ten issues list were not identified as top ten in the 2016 Assessment results: Literacy; Alcohol/Drug Abuse; Job Training & Placement Opportunities; Affordable After-School & Summer Programs; as well as, Financial Management/Self-Sufficiency Programs. Abuse, Neglect or Assault on Children & Illegal Drug Distribution emerged as top ten issues on the 2016 top ten issues list.

Also attached are the results from the 2015 Community Focus Group meetings which established the issues of Cumberland County residents' concerns.

**Top Ten Issues Identified as Major Concerns by Survey Respondents:**

**2016 Top Ten Identified Issues**

1. Crime (72%)
2. Low Paying Jobs (66%)
3. Unemployment (62%)
4. Affordable Medical Health (59%)
5. Affordable Dental Health Care (59%)
6. Homelessness (59%)
7. Affordable Mental Health Care (56%)
8. Gang Activity (55%)
9. Abuse, Neglect or Assault on Children (54%)
10. Illegal Drug Distribution (53%)

**2012 Top Ten Identified Issues**

1. Unemployment/Low Paying Jobs (77%)
2. Crime (76%)
3. Affordable Medical, Dental & Mental Health Care (63%)
4. Gang Activity (62%)
5. Homelessness (56%)
6. Literacy (54%)
7. Alcohol/Drug Abuse (52%)
8. Job Training & Placement Opportunities (50%)
9. Affordable After School & Summer Programs (47%)
10. Financial Management/Self Sufficiency Programs (46%)

**Community Issue Survey Responses**

**MAJOR ECONOMIC ISSUES**

<b>Low Paying Jobs</b>	<b>66%</b>
Unemployment	62%
Job Training & Placement Opportunities	41%
Financial Management/Self Sufficiency Programs	38%

**MAJOR HOUSING ISSUES**

<b>Homelessness</b>	<b>59%</b>
Shortage of Homeless Shelters	50%
Shortage of Affordable Housing	42%
Food, Clothing and/or Utility Assistance	37%
Lack of Mortgage/Rental Assistance	34%
Substandard Housing	31%
Overcrowded Housing	22%
Shortage of Transitional Housing	29%

**MAJOR EDUCATION ISSUES**

<b>Literacy (Reading Below Grade Level, End of Grade Testing Scores)</b>	<b>48%</b>
Overcrowded Classrooms	45%
Programs to Reduce High School Drop Out Rates	43%
Affordable Child Care Options	40%
Affordable Summer Programs	37%
Unsafe School Environment	35%
Affordable After-School Mentoring/Tutoring Programs	33%
Affordable Pre-K/Head Start Programs	33%

**MAJOR HEALTH ISSUES**

<b>Affordable Medical Health Care</b>	<b>59%</b>
<b>Affordable Dental Health Care</b>	<b>59%</b>
Affordable Mental Health Care	56%
Alcohol/Drug Abuse in Community	50%

**MAJOR HEALTH ISSUES (cont'd)**

Lack of PTSD Assistance	38%
Elderly Assistance/Services (Home Care & Centers)	37%
Programs & Services for Persons with Disabilities	35%
Prescription Assistance	34%
Lack of Home Health Care	30%
HIV/AIDS Awareness, Prevention/Intervention	27%
Medical Transportation Assistance	27%

**PUBLIC SAFETY ISSUES**

<b>Crime</b>	<b>72%</b>
Gang Activity	55%
Abuse, Neglect or Assault on Children	54%
Illegal Drug Distribution within the Neighborhood	53%
Domestic Violence	50%
Abuse, Neglect or Assault on the Elderly	44%

**SOCIAL ISSUES**

<b>Teen Pregnancy</b>	<b>34%</b>
Lack of Ex-Offender Re-Entry Programs	33%

**LEISURE & CULTURAL ACTIVITY ISSUES**

<b>Shortage of Affordable Recreational Facilities</b>	<b>37%</b>
Lack of Cultural Activities (Concerts, Museums)	31%
Youth Sports/Physical Activity Programs	29%
Adult Sports/Physical Activity Programs	26%

**TRANSPORTATION ISSUES**

<b>Elderly &amp; Disabled Public Transportation</b>	<b>31%</b>
Transportation to and from Medical Appointments	29%
Inadequate Public Transportation	28%

For complete report please visit our website: <http://www.unitedway-cc.org/our-work/>  
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## Community Focus Group Summary of Major Findings

<b><u>Economic Issues</u></b>	<b><u>Health Issues</u></b>
*Job Training	*Affordable Health, Mental & Dental Assistance
*Unemployment	*Drug & Alcohol Abuse & Education
*Assistance for Homelessness (Shelters)	Elderly & Child Abuse
Personal Financial Assistance (Rent/Mortgage/Utilities)	Victim Assistance
Disability Assistance	Medical Transportation
Head Start/Child Care Programs	PTSD
<b><u>Basic Needs Issues</u></b>	<b><u>Public Safety Issues</u></b>
*Elderly Assistance/Services (Home Care & Centers)	*Crime
*Affordable Housing	Emergency Management Training & Shelter
Financial Management	Domestic Violence
Clothing Food Assistance	Human Trafficking
Support for Veterans	
Re-Entry for Ex-Offenders	<b><u>Other Social/Community Issues</u></b>
	*Transportation
<b><u>Educational Issues</u></b>	*Youth Sports/Physical Activities
*After School Programs	Teen Pregnancy
*Mentoring/Tutoring Programs & Services	High School Drop Out Rates
	Diversity Awareness

**The major community focus group issues by number of responses (ranked by frequency of response) were:**

1. Crime
2. Job Training/Prep
3. Unemployment
4. Assistance for Homelessness
5. Drug/Alcohol Abuse and Education
6. Elderly Assistance/Services (Home Care & Centers)
7. Youth Sports Activities (Recreation Centers in Outlying Areas)
8. Affordable Housing
9. Mentoring/Tutoring Programs (After School Programs)
10. Mental Health Care Assistance
11. Transportation
12. Personal Financial Assistance
13. Affordable Health, Medical/Dental Insurance
14. Affordable Medication
15. Ex-Offender Re-Entry Programs

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