Results – Community Needs Assessment Survey

Conducted by Kenosha Community Foundation

In partnership with UW Extension Kenosha County

December 2017
Background on the Survey

• **Why the Foundation Conducted the Study:**
  – Foundation wants to adjust the focus of its Unrestricted Funds grant making to better align it with the community’s current priorities, challenges and needs.
  – To better understand these priorities, challenges and needs, a survey open to all in the community was conducted.

• **With survey results the Foundation plans to:**
  – Consult with other local funding and charitable organizations.
  – Finalize the focus for its future Unrestricted Funds grant making.
On-line Survey Details

• Conducted November 1 – 19, 2017.
• Publicized via social media, local press coverage and word-of-mouth.
• 202 responses received.
• 82 respondents identified their location (zip code):
  – 67 from zip codes nearest to Kenosha (53140, 53142, 53143, 53148)
  – 8 from Westosha (west of I-94)
  – 7 from outside Kenosha County
• 176 respondents identified their age range:

![Pie chart showing age distribution]

- under age 21
- age 21-39
- age 40 or over
Question 1

(multiple options: choose up to three with a write-in option):
What are the three things you like most about living in Kenosha/Kenosha County?

- Arts and Culture - cited in 75 surveys (37% of all)
- Uniqueness of the Urban / Rural mix - 70 (34.5%)
- Family – 55 (27%)
- Jobs and the Economic Climate – 51 (25%)
- Convenience – 45 (22%)
- Recreational / Sports opportunities - 44 (22%)
- City and County have so much to offer – 41 (20%)

Top theme among the 21 written responses:
Access to the Lakefront and Parks (7)
Question 2

(multiple options: choose up to three with a write-in option):
What do you think are the three most significant social issues/challenges facing our community?

• Substance Abuse - cited in 83 surveys (41% of all surveys received)
• Mental Health - 71 (35%)
• Crime – 56 (28%)
• Homelessness and Affordable Housing – 52 (26%)
• Poverty – 37 (18%)
• School issues (truancy and graduation) – 32 (16%)

Top theme among the 19 written responses:
Adult education and literacy (5)
Question 3

(multiple options: choose up to three with a write-in option):
What types charitable / non-profit groups do you support via donations, volunteering or both?

• Educational* Programs - cited in 76 surveys (38%) *Includes: schools, reading, literacy
• Health Services & Emergency Aid - 71 (35%)
• Foundations and charities – 56 (28%)
• Religious Organizations – 50 (25%)
  • Performing Arts – 45 (22%)
  • Visual Arts – 41 (20%)
  • Youth Sports, Recreation – 40 (20%)

Top mentions among the 27 written responses:
  Big Brothers, Big Sisters (3), Shalom Center (2), United Way (2)
Question 4

(open ended, write-in responses):
What one thing would make Kenosha and Kenosha County a better place to live?

• Overall - 99 responses received
• Responses can be grouped into the following categories:

  Development / Community Projects – 20
  Transportation / Infrastructure – 8
  Poverty Reduction – 8
  Communications / Collaboration / Cooperation – 7
  Crime / Policing / Justice – 7
  Arts / Recreation – 7
  Families and Children – 6
  Housing / Homelessness – 6
  Mental Health – 6

  Substance Abuse – 3
  Other – 5
  Environment / Sustainability – 3
  Education – 3
## Question 4
What one thing would make Kenosha and Kenosha County a better place to live?

<table>
<thead>
<tr>
<th>Development / Community Projects</th>
<th>Transportation / Infrastructure</th>
<th>Poverty Reduction</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sample* of 20 responses</td>
<td>Sample* of 8 responses</td>
<td>Sample* of 8 responses</td>
</tr>
<tr>
<td>“Build up downtown area” (5 similar comments received)</td>
<td>“…roads are terrible, our infrastructure is falling apart”</td>
<td>“More family-supporting jobs”</td>
</tr>
<tr>
<td>“Less empty buildings and businesses taking better care of their property” (2 similar received)</td>
<td>“Sustainable travel/public transit”</td>
<td>“Higher wages and full time jobs”</td>
</tr>
<tr>
<td>“New Performing Art Center Convention Center”</td>
<td>“Streetcar expansion on 7th Ave…connecting Carthage College …to Downtown…”</td>
<td>“Job opportunities that truly support a living wage, offer benefits…and allow citizens to do more than just make ends meet.”</td>
</tr>
<tr>
<td>“Public market”</td>
<td>“…good public transportation…bus out to industrial parks for all shifts”</td>
<td>“Poverty relief”</td>
</tr>
<tr>
<td>“Uptown needs to be revitalized/cleaned up”</td>
<td>“Public transportation past I-94”</td>
<td>“$15 per hour minimum wage”</td>
</tr>
<tr>
<td>“More opportunities west of the I (I-94)”</td>
<td>“Connect college campuses to downtown…with late night transportation”</td>
<td>“Reclaiming impoverished areas”</td>
</tr>
</tbody>
</table>

*NOTE: This is only a representative sample of responses – refer to the handout to view all written comments submitted and included in the analysis.*
Question 4
What one thing would make Kenosha and Kenosha County a better place to live?

<table>
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<th>Communications / Collaboration / Cooperation</th>
<th>Crime / Policing / Justice</th>
<th>Arts / Recreation</th>
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<tbody>
<tr>
<td>Sample* of 7 responses</td>
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</tr>
<tr>
<td>“We would benefit from a better media (newspaper / website) connecting the city and county”</td>
<td>“By getting drugs off the street”</td>
<td>“Arts and entertainment facility for large concerts and plays”</td>
</tr>
<tr>
<td>“Working together as a community instead of in silos”</td>
<td>“Keeping our people safe”</td>
<td>“Entertainment complex-water park, performers, restaurant”</td>
</tr>
<tr>
<td>“Connecting our most vulnerable families to Kenosha institutions...parks, libraries...”</td>
<td>“Justice”</td>
<td>“A fun, unique and diverse night life.”</td>
</tr>
<tr>
<td>“Increased collaboration with surrounding communities...”</td>
<td>“More police patrols at night”</td>
<td>“More community activities”</td>
</tr>
<tr>
<td>“Coordinating Services instead of competing”</td>
<td>“Stop widespread drug dealing”</td>
<td>“Higher end recreational activities, events and restaurants”</td>
</tr>
<tr>
<td></td>
<td>“Police being versed in invisible disabilities”</td>
<td></td>
</tr>
</tbody>
</table>

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Question 5
(open ended, write-in responses):
What issues and/or organizations should the Foundation consider supporting?

• Overall - 102 responses received (refer to the handout to view all written comments submitted and included in the analysis).

• Responses referring to a Specific Organization – 29; most mentions:
  – Kenosha Literacy Council mentioned 8 times
  – Big Brothers, Big Sisters mentioned 6 times
  – Hope Council mentioned 3 times
  – Kenosha Community Media mentioned 3 times

• Responses referring to a general issue or cause – 58; most mentions:
  – Substance Abuse mentioned 11 times
  – Mental Health mentioned 11 times
  – Homelessness mentioned 10 times
  – Youth Programs mentioned 10 times
  – Arts mentioned 10 times

• Responses referring to a very specific issue or causes – 15; most mentions related to
  – Development mentioned 3 times
  – Civic Leadership / Politics mentioned 6 times
  – Social Justice mentioned 3 times
Next Steps

• Discuss results as part of the Foundation’s effort to help set the focus of its future Unrestricted Funds grant making.

• Share and discuss results of the on-line survey with other stakeholders / donors (city, county, United way, etc.) – identify any opportunities.

• Share results with the community (meetings, social media, at Foundation’s annual meeting in January 2018) – secondary response.
Any Questions?

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DRAFT - December 2017