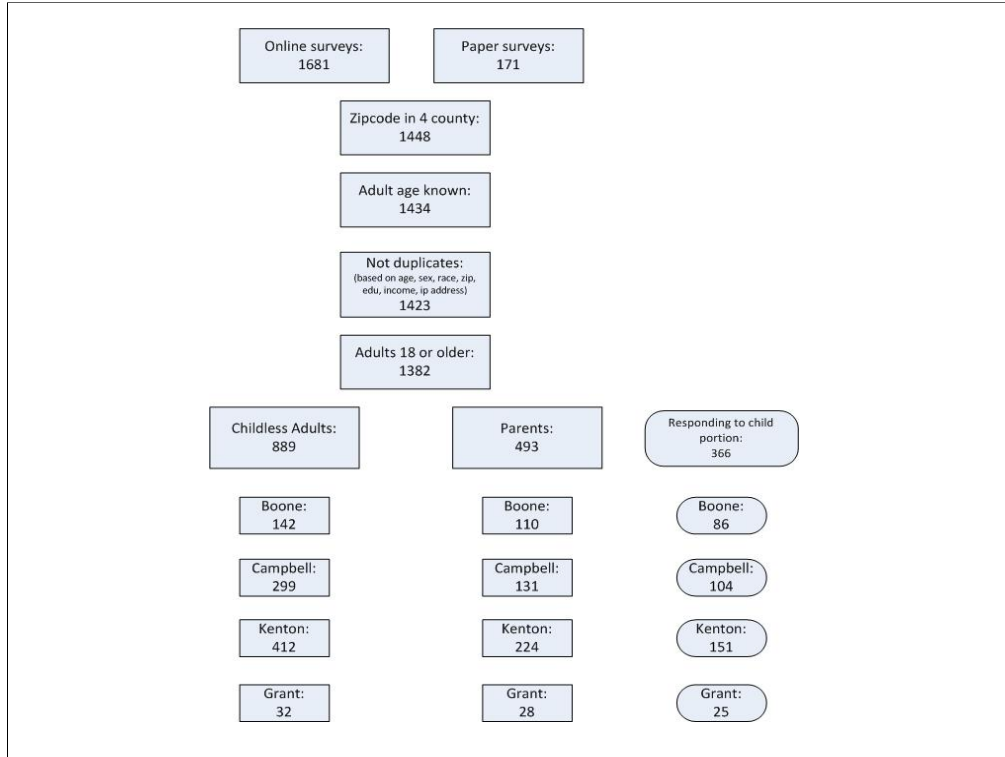
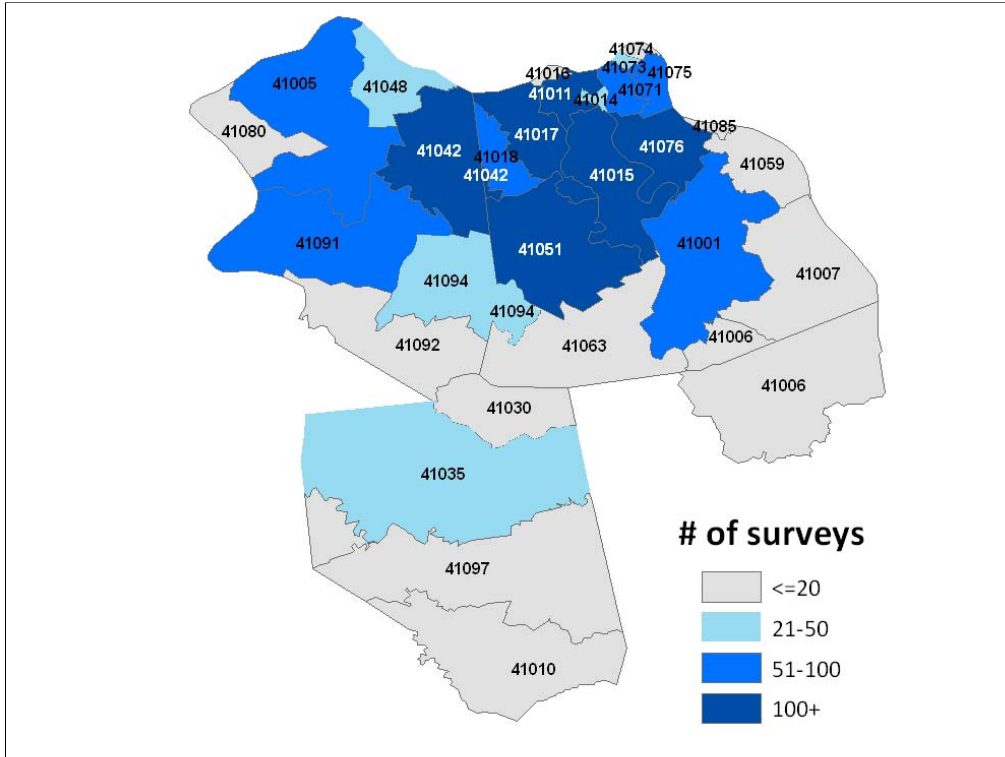


Community Strengths and Themes Assessment

Results presented by:
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Children's Hospital Child Policy Research Center
21 May, 2009



- This diagram shows the number of respondents and final # included in the analysis
- Completion rate per survey monkey is 73% (1682 started and 1223 completed)
- For our analysis, did not exclude incomplete surveys
- Excluded based on zipcode, age, and duplicates
- Only 1/3 respondents were parents; this may reflect demographic, but also an error as the parent question was at the end of the survey and some may not have bothered to answer this question (and proceed to child portion)
- Unclear why there were so many zipcodes (~400) from outside the 4 county area. Survey instructions were clear. Very likely they work in NKY, or are students temporarily in NKY, in which case some of the responses can be included. Will do separate analysis of other zipcodes



- This map shows the number of surveys per zipcode. No surprises here.
- Boone was slightly underrepresented, Kenton slightly over

	Expected		Survey	% Dif	
	#	%	%		
Gender					
Male	184,568	49.1	22.9	-53.4	■
Female	191,310	50.9	77.1	51.4	■
Total	375,878	100.0			
Age					
Under 5 years	27,582	7.3	6.9	-6.2	
5 to 14 years	53,952	14.4	11.9	-17.2	■
15 to 24 years	49,570	13.2	16.2	22.5	■
25 to 34 years	52,300	13.9	14.3	2.9	
35 to 44 years	58,212	15.5	15.7	1.1	
45 to 54 years	56,285	15.0	18.3	22.3	■
55 to 64 years	38,511	10.2	12.6	23.0	■
65 to 74 years	21,035	5.6	3.7	-34.6	■
75 years and over	18,431	4.9	0.6	-88.8	■
Total	375,878				
Race					
White	356,804	93.8	95.2	1.5	
Black or African American	14,348	3.8	1.2	-69.0	■
Asian and PI	1,886	0.5	1.0	91.6	■
Am. Indian, Alaska Native	4,761	1.3	0.5	-60.1	■
Other	2,494	0.7	1.5	128.7	■
Hispanic	0	0.0	0.7	#DIV/0!	
Total	380,293				
Household Income					
less than 25k	30,347	20.9	11.5	-45.2	■
25-50k	36,982	25.5	18.8	-26.5	■
50-75k*	30,374	20.9	19.1	-9.0	
More than 75k*	47,286	32.6	50.7	55.5	■
Total households	144,989				

- This table is used to compare our survey population to the whole, to help us decide who was missed, what the biases may be, and how much we can generalize.
- It shows the expected # and percent of key demographics of the population, using the 2005 American Community Survey Data, and the proportion found in the survey. The difference shows the relative (not absolute) difference between the observed and expected. [Difference= (Observed – Expected)/ Expected]
- Note that the response categories for the race and income variables between the ACS and our survey are very similar not exactly the same.
- Generally, the bias in income is concerning and limits our ability to generalize. The poor are underrepresented and rich overrepresented.
- Focus groups may provide perspective of underrepresented poor and minority
- Consider too that public policy is driven by those who participate. The CTSA went to great efforts to distribute this survey widely. Those who did not participate in the assessment will likely also not participate in the solution, and Vision 2015 relies heavily on community participation.

Most important issues:

% of respondents saying the issue was highly important

Safety, in general	93
Theft or home invasions	88
Violence or threat of violence	87
K-12 public schools	83
Outdoor air quality	81

- The 5 most import issues in NKY
- As expected, safety is always #1

Least important

% of respondents saying the issue was highly important

Social interaction with neighbors	31
Community centers	29
Volunteerism with local organizations	24
Participation in neighborhood meetings or activities	19
Participation in fundraising events	15

- The 5 least important issues in NKY
- Discouraging, as these could all be classified as issues of social capital
- Consider that importance was ranked High, Medium, Low. The percent here reflects the proportion of all respondents saying the topic was of high importance

Most satisfied

% of respondents who were satisfied or very satisfied with the status of the issue

Public libraries	91
Safety, in general	81
Pre-school programs	76
Violence or threat of violence	75
Health care access/facilities	72

- There may be some correlation between satisfaction and importance. However, the difference between the two is important for our analysis of strengths and themes
- High satisfaction w/ health care access is not consistent w/ it's identification as a priority need by the Health Status Assessment Workgroup. However, consider this (survey group) is a higher income population that has more access.

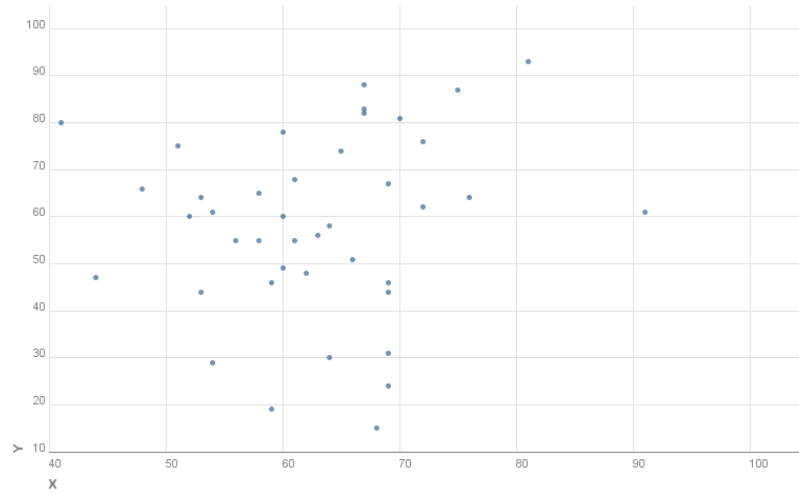
Least satisfied

% of respondents who were satisfied or very satisfied with the status of the issue

Local leaders response to your concern	52
Drug and alcohol abuse	51
Stream, pond, and river quality	48
Vibrant business districts	44
Job opportunities	41

- Job opportunities likely reflects current economy and discourse in the media
- Respondents apparently truthful, as drug and alcohol abuse rightly was identified as a problem

Strengths, Weaknesses, Opportunities, Threats



http://manyeyes.alphaworks.ibm.com/manyeyes/visualizations/nky_s-w

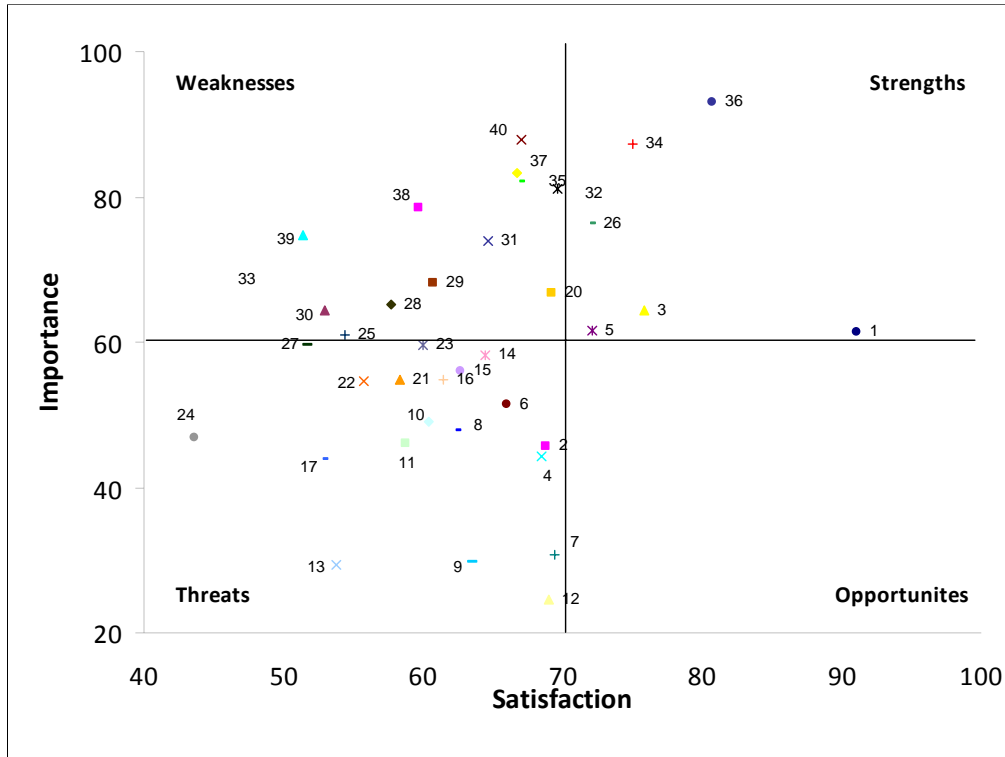
- This shows each of the 41 issues plotted on the X axis (% satisfied or very satisfied) and Y axis (% saying issue was highly important)
- Use the link to view an interactive graphic and mouse over the points to identify the issue

Issue	Key	Satis	Import	Score
Public libraries	1	91	61	112
Child care facilities	2	69	46	48
Pre-school programs	3	76	64	48
Adult learning/ continuing education opportunities	4	69	44	48
Overall Education	5	72	62	40
Parks and natural areas	6	66	51	39
Social interaction with neighbors	7	69	31	37
Outdoor recreation areas, trails, playgrounds, sports field	8	62	48	33
Overall Neighborhood Involvement	9	64	30	30
Noise pollution and traffic noise	10	60	49	27
Locally owned businesses	11	59	46	27
Volunteerism with local organizations	12	69	24	27
Community centers	13	54	29	21
Variety of affordable goods and services	14	64	58	21
Overall Public Places	15	63	56	21
Overall Daily Needs	16	61	55	20
Public transportation	17	53	44	17
Participation in neighborhood meetings or activities	18	59	19	14
Participation in fundraising events	19	68	15	12
Streets	20	69	67	11
After school programs for youth	21	58	55	11
Sidewalks	22	56	55	3
Traffic	23	60	60	2

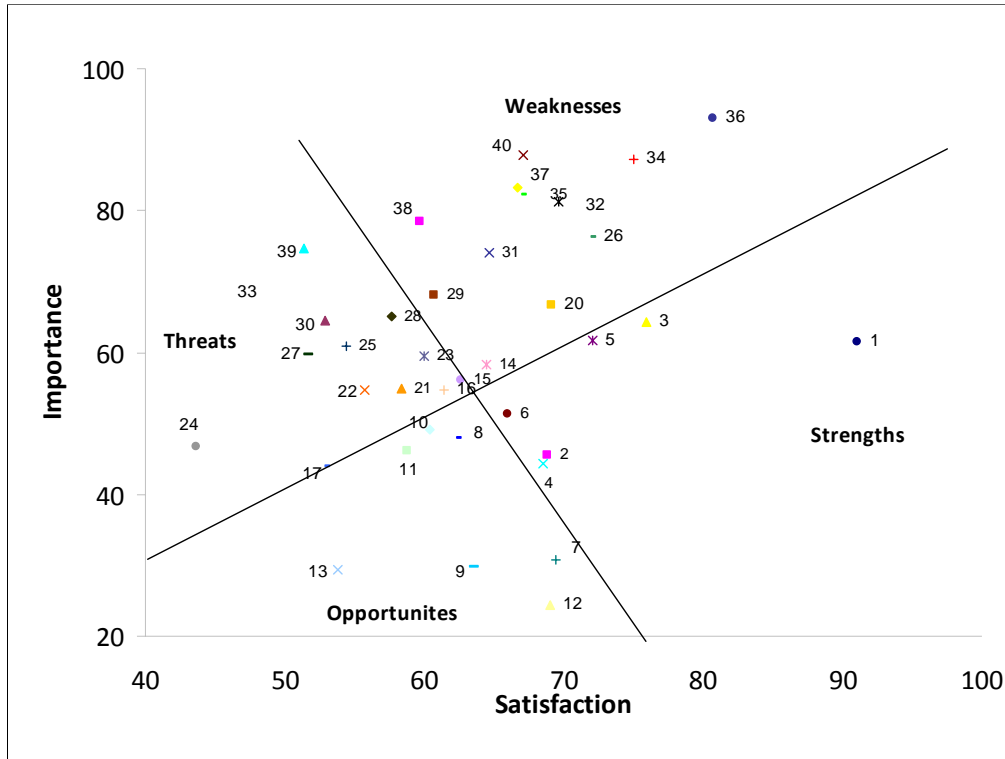
- Other option is to use the key # from this table
- The score accounts for the difference between importance and satisfaction, and gives extra weight to the importance: was calculated as: (satisfaction - importance) * (importance)² /1000
- The highest scoring issues could be considered strengths. I.e. fairly important issues that people are very satisfied w/

Vibrant business districts	24	44	47	-7
Overall Economy	25	54	61	-24
Health care access/facilities	26	72	76	-25
Local leaders response to your concern	27	52	60	-28
Overall Environment	28	58	65	-32
Vandalism, graffiti, and litter	29	61	68	-34
Public areas free of litter	30	53	64	-48
Affordable housing	31	65	74	-51
Outdoor air quality	32	70	81	-76
Stream, pond, and river quality	33	48	66	-79
Violence or threat of violence	34	75	87	-93
Overall Crime and Safety	35	67	82	-103
Safety, in general	36	81	93	-107
K-12 public schools	37	67	83	-115
Affordable, healthy foods	38	60	78	-115
Drug and alcohol abuse	39	51	75	-130
Theft or home invasions	40	67	88	-160
Job opportunities	41	41	80	-248

•The lowest scoring issues could be considered weaknesses. I.e. highly important issues which people are not satisfied w/ the status of.



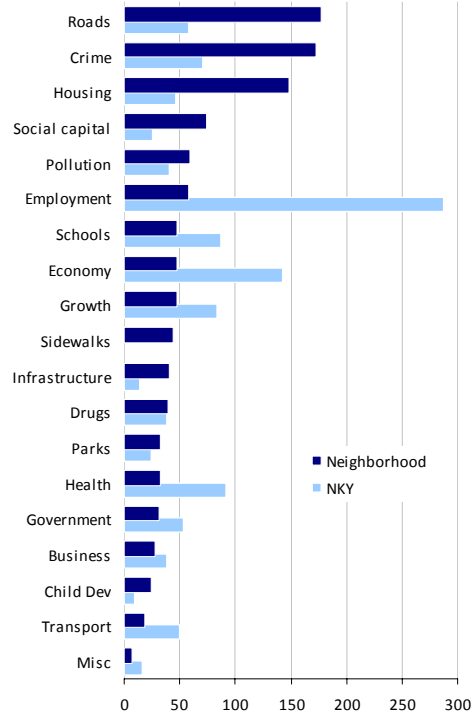
- A standard SWOT analysis might use these quadrants to classify
- ONLY important issues can be considered strengths and weaknesses



- However, a modified definition of the quadrants may also be useful
- As shown, nearly all the highest scoring issues are in strengths, and lowest scoring are in weaknesses or threats

**What do you feel is
the single most
important issue
facing your
neighborhood?**



















“ “ in NKY?













- This shows the results of two OPEN-ENDED questions regarding the top concern in the neighborhood and NKY region
- Free text responses were grouped using language processing (key word analysis) and reviewed and further grouped by Alan and Joe
- Consider alignment of these responses to the issues analysis. E.g., social capital issues were not important in first section, but in open-ended questions people cited issues like values and diversity
- Issues more important to region than neighborhood include: employment, schools, economy, growth, etc.
- Roads, crime, housing, social capital etc. tend to be local neighborhood problems
- Consider whether a problem (road traffic) or solution (public transportation) was identified











Concern	Examples
Roads	Traffic problems, road conditions, construction, traffic violations
Crime	A feeling of safety in general, increasing crime
Housing	Affordable housing, maintenance, landlords, foreclosures, etc
Social capital	Friendly neighborhoods, people working together, community, diversity, values
Pollution	Air, water, litter, noise, general environment
Employment	Loss of jobs, need for employment, retaining YP's
Education	Need for better schools, affordable higher education, school programs
Growth	Uncontrolled growth, sprawl, over development, regional planning, population
Economy	General economy and high prices, social services
Sidewalks	Sidewalk condition, safe walking conditions, lack of sidewalks
Infrastructure	Water, sewage, electric, etc.
Drugs	Drugs and alcohol use related to crime and deteriorating neighborhoods
Parks	Parks, lack of recreation, bike paths, swimming pools, etc. loss of green space, playgrounds
Health	Healthy food, access to care, care for elderly, smoking
Government	Government control, corruption, high taxes, lack of services, indentity, shared services
Business	Need for new businesses, tourism, deteriorating downtown, shopping, local owners, investment
Child Dev	Lack of things for kids to do, misbehaving kids, child abuse
Transit	Lack of public transportation
Misc	arts and entertainment, other uncategorized response











- Examples of the types of free text responses in each group













NEIGHBORHOOD	#	%	
Overall quality of life			
Very satisfied	391	28	
Satisfied	862	61	
Dissatisfied	122	9	
Very dissatisfied	35	2	
As a place to raise children			
Excellent	472	34	
Good	550	39	
Fair	251	18	
Poor	105	7	
Don't know	30	2	
As a place to grow old			
Excellent	354	25	
Good	578	41	
Fair	300	21	
Poor	157	11	
Don't know	23	2	
NKY REGION			
Overall quality of life			
Very satisfied	334	24	
Satisfied	924	65	
Dissatisfied	138	10	
Very dissatisfied	15	1	

SERVICES FOR THE AGING			#	%	
How informed are you					
Well informed	93	7			
Informed	246	18			
Somewhat informed	500	36			
Not very informed	403	29			
Not at all informed	161	11			
accessability					
Excellent	26	2			
Good	276	20			
Fair	424	31			
Poor	154	11			
Don't know	503	36			
quality					
Excellent	25	2			
Good	310	23			
Fair	386	28			
Poor	98	7			
Don't know	556	40			

HEALTHCARE			
	#	%	
accessibility			
Excellent	210	15	
Good	555	40	
Fair	384	28	
Poor	137	10	
Don't know	94	7	
affordability			
Excellent	37	3	
Good	314	23	
Fair	518	37	
Poor	381	27	
Don't know	138	10	

SERVICES FOR DISABLED			
	#	%	
accessibility			
Excellent	38	3	
Good	261	19	
Fair	341	25	
Poor	143	10	
Don't know	590	43	
quality			
Excellent	45	3	
Good	266	19	
Fair	311	22	
Poor	115	8	
Don't know	646	47	

How effective you can be in making NKY better			
Very effective	221	16	
Somewhat effective	816	58	
Not very effective	275	20	
Not at all effective	45	3	
Don't know	48	3	
How effective NKY institutions work for all residents			
Very effective	95	7	
Somewhat effective	809	58	
Not very effective	351	25	
Not at all effective	85	6	
Don't know	64	5	

Will move out of NKY within the next 5 years			
Very likely	190	13	
Somewhat likely	279	20	
Not very likely	421	30	
Not at all likely	444	32	
Don't know	75	5	
Strongest factor in choice to move			
Other	109	18	
Employment	200	33	
Education	64	11	
Public Services	6	1	
Economy	40	7	
Environment	58	10	
Social/ Cultural	71	12	
Crime	22	4	
No specific reason	33	5	