



Introduction

United Way Regional Needs Assessment Purpose & Goals

United Way of Greater Yankton plays an important role as our community's impact partner. We strive to foster powerful partnerships to impact critical human care issues and ensure a high level of accountability. As community needs and donor interests change, it is important that our United Way stays current in its mission to increase the organized capacity of people to care for one another.

Over the past decade, increased service demand, decreased resources and economic conditions created stress on our service delivery system. Donor demands for accountability, transparency, and results required us to evaluate how we distribute donor support. United Way of Greater Yankton recognized the need to make difficult choices, maximize efficiency and focus on the needs that matter most to ensure community impact.

Every three years, United Way of Greater Yankton assesses demographic and social trends in order to update priorities and target contributed funds to the needs that matter most to the people of Yankton County.

Needs Assessment Goals

1. Develop an understanding of the current human care condition and trends in the greater Yankton area and our place within a state and national context.
2. Gauge where the community feels that needs are being met, where gaps in service may exist and where United Way of Greater Yankton and surrounding United Ways should consider investing donor funds.

Executive Summary

United Way of Greater Yankton fights for the education, financial stability and health of every person in every community in the Yankton area.

United Way periodically assesses community needs, resources, and potential solutions to our common challenges. The 2019-2020 Community Assessment focuses on three of the most critical building blocks of a stable life for Yankton area residents—financial stability, health, and education. These continue to be priorities addressed by United Way through collective impact initiatives.

The 2019-2020 Community Assessment uses a combination of quantitative data (numbers) plus qualitative data (stories and observations) that were obtained via 5 focus groups, one community conversation, and a community survey conducted in the spring of 2019. This process helped to develop a consistent and comprehensive picture of the issues faced by residents of the Yankton area.

Overview of Results

A key theme that emerged in the qualitative data collection for this report was a shared sense of hopefulness among those surveyed that, although there are serious issues facing the Yankton community, **these challenges are solvable if collaborative action is taken**. Many stakeholders noted the strong community assets and partnerships that already exist. There are also synergies among some of the challenges, and in many cases, addressing one need (such as education) can help address other related problems (such as financial stability).

Demographics

Studying the demographics of a population provides information based on factors such as age, race and sex, among other elements. Governments, corporations and non-government organizations use demographics to learn more about a population's characteristics for many purposes, including policy development and economic market research.

Key Findings:

- Yankton and Yankton County saw a slight population increase from 2010-2017 (about 2%). Both the City and the County's rates of growth were outpaced by South Dakota (7%) and the United States (5.6%)
- According to the population projections, Yankton County could see a population between 26,850 and 28,620 by 2040.
- Population projections by age for 2030 and 2035 for Yankton County show that the 65+ age demographic will grow and a higher rate than the population under 18 years old. The dependency ratio in Yankton County will increase between 2030 and 2035. The aged dependency ratio will occupy a higher share of overall dependency in the County.
- The population of the "middle-aged" in Yankton County is projected to decrease by over 8% between 2020 and 2035, from 7,628 to 6,997.
- The race/ethnicity data show that white/Caucasian demographic is the predominant demographic in the area. However, trend data shows that the population is becoming slightly more diverse.
- The percent of people who speak Spanish in Yankton and Yankton County is approximately 3.35%.
- Just over 30% of the population of Yankton reported some type of disability, which is higher than the United States. Those with an ambulatory disability (7.4%) and an independent living disability (7.2%) are the main reasons that Yankton reported a higher percentage of people with disabilities.

United Way Focus Area - Education

Key Findings:

- Early childhood education is important in Yankton. There is a gap between the number of children under 5 years of age and the capacity to provide educational and childcare services by Head Start and area day cares.
- On average, it can cost nearly \$500 per month to care for one child at a day care in Yankton. This can make the possibility of a family having a sustainable living wage difficult.
- There is a higher percentage of children in the City of Yankton that are below the poverty level than in the County, the State, and the United States.
- Students in the Yankton School District have exceeded in the statewide assessments for English and Math. Scores for both subjects in Yankton have risen above the state level since 2015.
- Yankton has a higher graduation rate than the State for all students and those that are economically disadvantaged. As a whole, fewer students drop out of schools in Yankton County than those at the state level.
- Yankton graduated 198 students recently. Nearly half of the graduates with post-secondary plans chose to attend a public, in-state university.
- While the School District lags the State in college coursework readiness, Yankton excels at assessment readiness, college and career readiness, and ACT scores.
- Residents over 25 years old in Yankton who took some college courses or have earned a bachelor's or master's degree (or higher) make up a greater share of the population compared to the State and the United States.

United Way Focus Area – Financial Stability

Key Findings:

- Yankton experienced an 8.9% increase in the number of people below the poverty level between 2013 and 2017 while Yankton County, South Dakota, and the United States decreased. Median income in Yankton decreased between 2010 and 2017.
- Families in poverty are concentrated in the north/west area of Yankton. There is a disproportionate level of African Americans and Native Americans in poverty in Yankton compared to the United States.
- Nearly 40% of renter households in Yankton and Yankton County are paying over 35% of their income for rent. These are referred to as a cost-burdened households. These households are concentrated in the north/central/east areas of Yankton.
- Nearly every neighborhood in Yankton is considered unaffordable for a median income family. Households with median incomes spend at least 50% of their income on housing and transportation costs. Single parent households have the greatest challenge in affording their location. These households spend over 75% of their income on housing and transportation costs.
- Without a subsidy, it is very difficult for a family to be self-sufficient; especially families with one wage-earning parent and several children.
- SNAP benefit participation has decreased by about 7% between 2016 to 2018 in Yankton County. In Yankton County most of the households enrolled in SNAP have children under the age of 18.
- Data provided by Feeding America shows that Yankton County had a higher percentage of food insecure individuals with 11.5%. More alarming is the number of food insecure individuals who do not qualify for benefits. 42% of food insecure individuals in Yankton County will not be eligible for benefits.
- The core neighborhoods in Yankton County are considered food deserts (a low-income area more than one mile from a supermarket or large grocery store in urban areas, and more than 10 miles from a supermarket or grocery store in rural areas).

- The Yankton Homeless Shelter moved into a former motel in 2015 and renovated it to meet the needs of area clients. Between 2017 and 2018, the number of shelter nights increased by 23% from 6,949 and 8,562. The number of clients receiving Emergency Solutions Grant funds also increased by over 26%.
- Unemployment rates in Yankton County have dropped to nearly 2.5%. This condition makes it difficult for employers to find workforce to fill jobs.
- Yankton has a sizeable share of its workforce employed in the manufacturing industry. Wages for production occupations average \$32,000, or about \$16.00 per hour. While the wage is above the state minimum, it is still difficult to maintain self-sufficiency without help.
- Contacts to the 211 Helpline have increased dramatically over the past three years. We would expect the level of contacts to maintain at their current level or increase.
- The Center in Yankton provides invaluable services to the area's senior citizens. Concerns may arise in the future as to the size and location of the Center in order to maintain the level of service in the area.
- Yankton is considered a job center for the region. More workers commute in to Yankton for jobs than those that leave Yankton for their jobs. This could be seen as an opportunity for the housing market to meet the demand for workforce housing in Yankton.
- The vast majority of people in Yankton drive a car to work by themselves. Despite low car-ownership in some neighborhoods in Yankton, the number of transit trips remains low.

United Way Focus Area - Health

Key Findings:

- Yankton County continues to have a higher percent of adults who are obese.
- There is a higher rate of deaths from respiratory conditions and influenza & pneumonia in Yankton County
- There is a need for mental health services in the area.
- Drug overdoses are increasing in South Dakota and opioids are becoming a more significant component.
- Health education is needed to communicate important information such as:
 - Basic personal care
 - Safe pregnancy
 - Drug and substance abuse awareness

Methodology

The overarching goal of the 2019-2020 Community Needs Assessment was to identify and measure critical needs related to Education, Income, and Health & Wellness to better focus United Way efforts, as well as the efforts of the whole community, to create positive change.

Drawing on past research, as well as the work of other United Ways across the country, we focused the assessment on Education, Income, and Health & Wellness as the core building blocks that, together, contribute to a better quality of life.

Community Assessment Process

The Community Assessment process is broken down into five basic stages: (1) Plan and organize; (2) Topical forums; (3) Community survey, (4) Analysis; and (5) Goal setting.



Needs Assessment Process/Timeline

Planning for the Community Assessment began December 2018 with meetings between United Way staff and Planning & Development District III in Yankton. Assessments from other United Way organizations were examined for their content and format.

1. *Focus Group Planning and Forums* (Winter 2019)
Individuals representing agencies and organizations under the three United Way pillars were invited to participate in the focus group forums, which were held in the Avera Pavilion in February 2019.
2. *SPARK Presentation* (March 2019): Focus group feedback was presented to the SPARK group at their March meeting. The group participated in a conversation of their own and provided additional feedback for the assessment.
3. *Community Stakeholder Survey* (March 2019): An online survey was launched in March 2019 to gather input from the community stakeholders and the general public.
4. *Data Collection* (January through May 2019): Data was collected from multiple sources and incorporated into the assessment.
5. *Board of Directors Retreat* (May 2019): Reviewed data, focus group responses, survey results, key findings, strategic priorities and possible strategies.

Data Gathering

Information was obtained through these basic strategies.

1. Community Forums/Focus Groups

Five focus groups were held to solicit information on community needs. One group gathered comments from health and human service provider organizations, two groups focused on educational service providers, and two groups consisted of various agencies and groups that work with financial stability issues.

Focus group materials were developed, with insight from United Way staff, and included discussion cards tailored for each type of focus group and an outline of the session. Focus groups were held in 2019 and covered the three pillars of United Way: Education, Financial Stability, and Health. Each focus group forum asked attendees the following questions:

COMMUNITY NEEDS

What do local organizations do particularly well in addressing or promoting financial stability?
What are the challenges that local organizations face when HELPING INDIVIDUALS AND FAMILIES?
What do you think are a couple of the most important issues in the area regarding financial stability?
What do you think are the most significant barriers to addressing these issues?

SERVICE GAPS

What organizations that currently do not provide assistance within _____ should be partners in the cause? Or, if the organization provides such services, what can be done to expand or improve service delivery? What impact do organizations that provide services under financial stability have on health or education organizations?

STRATEGIC GOALS

Looking to the future (in the next 3-5 years), what do you see as the outlook for those in need in the greater Yankton area?
What recommendations do you have for United Way of Greater Yankton in improving the _____ of area residents/community members? What role should United Way have in the provision of those services?
What would you like to know or learn from area residents regarding _____?

Individuals representing service agencies and organizations participated in the Focus Group Forums. The following lists include those that were invited to participate for each forum type:

Education Forum

Wayne Kindle; YSD
Jennifer Johnke; YHS
Todd Dvorack; YMS
Heather Olson; YMS
Melanie Ryken; Webster
Carey Mitzel; Beadle
Jerome Klimish; Stewart
Paul Struck; Lincoln
Nakita; Cornerstone
Sarah Brandt; YHS/ELL
Dr. Marcus Long; MMC
Julie Nohr; Headstart
Josh Klimek; B&GC Yankton

Lindsie Bartley; B&GC Corporate
Lacey Johnson; DLR
Deanna Branaugh; PAT
Dana Schmidt; Library
Josh Svatos; RTEC
Rita Nelson; YAPG
Pam Folkers; SDHDC
Laura Haberman; SH
Tim Mulhair; SH
Holly Neth; Birth to Three
Laurie Hanson; Calvary Baptist
Jami Stevens; St. Johns Preschool
Caitlin Kemnitz; Dept of Labor

Income/Financial Stability Forum

Ann Horton; Yankton Housing
Carol/Bruce Myers; Banquet
Christy Hauer; The Center
Julie Dykstra; Habitat
Sylvia Selgestad; LSS
Jesse Bailey; Pathways
Joseph Tielke; Pathways
Carla Hummel; FFT
Tony Erickson; Transit

Nancy Wenande; YAPG
Jennifer Powell; SOC
Jennifer Adamson; Contact Center
Mike Gillis; DSS
Lacey Johnson; DLR
Julie Greenfield; ROCS
Peter Smith; ROCS
Darci Bultje; ROCS
Jeana Austin; DSS

Dave Mingo; City
Dan Klimisch; County
Sharon Egge; Feeding Yankton
Sandi Kramer; YSD
Andrea Wright; YSD Counselor

Holly Pearson; Stepping Stones Day Care
Sr. Maribeth Wentzlaff; Sacred Heart
Monastery
Kelle Loecker; DLR
Katelyn Schramm; Feonix

Health Forum

Loretta/Alan Sorenson; Steven's House
Daniel Prendable; EMS
Christy Hauer; The Center
Becky Frank; FECC
Krystal Butacan; RCFC
Desiree Johnson; RCDVC
Sherri Rodgers-Conti; SECASA
Frani Kieffer; Servant Hearts
Dr. Mark Mabee; Servant Hearts BOD
Thyra Crissey; Horizon Healthcare
Barb Dewitt; Horizon Healthcare

Dan Klimisch; County
Julie DeYonge; WIC
Jeremy Johnson; SD HSC
Pam Van Meeteren; LCBHS
Beth Kathol; ABS
Ken Cole SD; HSC
Ashli Danilko; Avera
Dr. Marcus Long; MMC
Josh Klimek; B&GC Yankton
Janet; Helpline Center

2. SPARK Community Conversation

A summary of the focus group forums was prepared for the SPARK Conversation, which was held on March 1, 2019. About 40 community members attended the meeting. After the presentation, members were invited to submit

3. Online Community Survey

A Community Stakeholder Survey was developed to solicit information on community needs from the perspective of larger stakeholder groups in health, education, government, and business industries. A web link to this Stakeholder Survey was distributed via email to targeted professionals including senior level health administrators, senior level education professionals, selected business contacts, and elected officials.

Health administrators included in the stakeholder list represented senior management of hospitals, clinics, and other health care facilities operating in Yankton County. Education professionals included lead teachers, counselors, principals, central office staff, and superintendents of school systems, public and private, throughout Yankton. Business contacts were developed from listings that included Human Resource professionals and executives representing the leadership of numerous corporations and business of various sizes across Yankton County.

Email invitations to participate in the survey were sent to targeted lists of professionals who then had the opportunity to distribute the email and web links to other professionals within their organization who met stakeholder survey criteria. Respondents were able to complete the survey online. Because both email links and web links were provided for respondents to enter this survey, stakeholder responses to the survey were anonymous.

A survey of the General Public was administered as well. This survey was disseminated through several outlets including United Way of Greater Yankton's website, Facebook page, Twitter account, and email distribution lists. United Way partner organizations were also recruited to share the survey through their webpages, social media sites, and email distribution lists. This survey of the general public targeted a convenience sample of people who

live and/or work in Yankton County. When it was completed, a total of nearly 400 respondents completed the survey.

4. Secondary Data

- County Health Rankings
- Feeding South Dakota
- Kids Count Data Center – South Dakota
- National Bureau of Economic Research
- The National Institute for Literacy
- National Low Income Housing Coalition – Out of Reach Report
- Opportunity Index
- U.S Bureau of Labor Statistics
- U.S. Census Bureau
- U.S Department of Housing and Urban Development
- South Dakota Department of Education
- South Dakota Department of Health
- South Dakota Department of Social Services
- South Dakota Labor Market Information Center
- Avera Sacred Heart Community Health Needs Assessment
- Community Health Survey (Valley Health CHNA)
- U.S. Dept. of Commerce STATSAmerica: On The Map, Innovation Index 2.0
- PolicyMap

Summaries

1. Community Forums/Focus Group

A series of focus groups were held in order to gather input from community stakeholders in February of 2019. The groups were divided into the three pillars of United Way: Education, Financial Stability and Health. The meetings were held at the Avera Pavilion building in Yankton. Two meetings were held with stakeholders invested in education; two meetings were held with community leaders interested in financial stability; and one meeting was held with those that specialized in health. A total of 35 stakeholders participated in the groups, with an average of 7 attendees per group. The following tables list the most common responses to questions that were presented to all the groups. The left column of each table lists the common answers among all the groups. The right side of the table shows answers that were unique from each focus group subject (Education, Financial Stability, and Health).

Focus Question 1: What do local organizations do particularly well in support of Education, Financial Stability or Health?

The main takeaway from the first question is that United Way and its agencies work well together. The agencies are good at making referrals to other organizations and services to best serve the area's residents. Yet more collaborative efforts to track needs and data is needed.

Common Themes From All Groups		Unique to Group
Work together	Financial Stability	rallying volunteers
Proactive		following up with clients/spending time
Connecting resources		personal budgeting and job placement
Diversity of educational programs		
Referrals	Education	after school programs
Program support from agencies		internship program at high school
Areas of care in time of crisis		free preschool
Knowledgeable resources		
	Health	new Avera care coordinator
		continuity of care
		free care for those who can't afford it

Focus Question 2: What are the challenges that local organizations face in addressing...?

United Way and its agencies are faced with external forces that challenge their work. Housing, workforce, transportation issues, language barriers, and other factors apply pressure to organizations and their ability to serve the public. It is here where we begin to see more cultural and behavioral issues being recognized by the groups as challenges in the community.

Common Themes From All Groups		Unique to Group
Funding	Financial Stability	job hopping
Housing affordability and availability		cultural sensitivity
Workforce/Labor		helping people navigate resources
Wages		

Day care options	Education	simply remembering or desire to participate
Substance abuse		communicating information to those that really need it
Language barrier		lack of translators
Transportation		
	Health	stigma talking about problems/vets with PTSD
		obesity >> chronic heart disease
		people can't afford prescriptions and/or deductibles

Focus Question 3: What do you think are a couple of the most important issues to discuss when talking about...? What do you think are the most significant barriers to addressing these issues?

The issues and barriers that were discussed by the groups seemed to echo the responses in the previous question about challenges: Housing, workforce, transportation, and language barriers. Other economic factors such as wages and housing and health care affordability are barriers to community development.

Common Themes From All Groups		Unique to Group
Affordable housing	Financial Stability	low wages
Health care		entry level housing
Low unemployment		availability of resources
Transportation	Education	need programs and services in workplace
Skilled workforce		connections to those who have discontinued working
Addictions	Health	video game/screen addiction in youth
Language barrier		support for caring family members
		resistance/unwillingness to speak
		availability - location and proximity challenges

Focus Question 4: What organizations that currently do not provide services should be partners in the cause? Or, if the organization provides such services, what can be done to expand or improve service delivery? What impact do organizations that provide services have on organizations under the other United Way pillars?

The groups echoed some of the themes from the previous questions when asked about service delivery and partnerships. Some potential solutions began to emerge in the groups. Some solutions are more project-based, such as transitional housing between homeless and homeownership. Other solutions are more program-based, like teaching life skills such as cooking, maintenance, etc.

Common Themes From All Groups		Unique to Group
High caseloads/not connected to resources	Financial Stability	leaders unaware of the work agencies and services financial advisors provide
Health care		leaders unaware of needs/poverty
Low unemployment		transitional housing between homeless and homeownership

Transportation		
Skilled workforce	Education	general counseling programs/services
General counseling programs		teaching life skills such as cooking, maintenance, etc.
211		mentor program(s)/fatherhood initiative
Teach life skills		
One stop shop/central location	Health	free clinic only for over 18 population - need for children
		daycare and transportation
		complexity of paperwork

Focus Question 5: Looking to the future (in the next 3-5 years), what do you see as the outlook for those in need in the greater Yankton area?

The focus group participants believed that there will be more cultural diversity in the community. This would create a demand for more social services to assist those new to Yankton. Unless there is a significant increase in the affordable housing stock, housing affordability will continue to be a concern.

Common Themes From All Groups		Unique to Group
Multiple languages/immigration	Financial Stability	health care funding - nursing homes closing
Problems continue to be generational		renter/landlord regulation-rights
Health care-medicare-medicaid		changing opinions/mindset of "this is enough"
Health care services for special needs (vets, mental health, etc.)		
Diverse cultures	Education	children living with grandparents - parents absent
Housing affordability problems continue		early childhood programs for immigrant families
Transportation funding-availability		waiting lists increasing
Central place		
Fighting substance abuse/addictions	Health	employers competing for employees
		tools for employers to encourage healthy employees
		parenting classes for younger generation

Focus Question 6: What recommendations do you have for United Way of Greater Yankton in improving services to area residents/community members? What role should United Way have in the provision of those services?

The groups suggested various ideas that would support the work of the agencies, such as grant writing for the organizations. Support systems for agencies could be provided in a central location where all the agencies could be housed together.

Common Themes From All Groups		Unique to Group
Cultural language barrier	Financial Stability	grant writing for all agencies
Collaboration		hire bilingual social workers
Central place/agencies housed together		being involved with Connecting Cultures
	Education	
		community resource fair/event/festival
		give DSS list to realtors
		United Way should be the gatekeeper
	Health	
		encourage services on prevention and awareness

Community Forums/Focus Group Findings

- The availability of a skilled workforce is, and will continue to be, an important issue for Yankton.
- There is a perceived cultural and language barrier that makes it difficult for new residents to navigate services and programs.
- The availability of transportation during “off hours” limits people’s access to employment and health care.
- There is a definite need for more affordable workforce housing in Yankton.
- There is a need for drug prevention/intervention and more mental health services in the community.
- The community needs to expand affordable health care options to those who need help.

2. SPARK Conversation

SPARK is a coalition of representatives from a variety of organizations whose goal is to connect community leaders and volunteers, while gaining knowledge and understanding of community needs. Members meet monthly to share information and look for opportunities to improve the community by working together to solve community problems beyond the scope of any single organization. **SPARK** raises awareness of area services and programs and ignites collaboration. Each month, members participate in conversations based upon our greatest needs as a community. This year’s Community Conversations have focused on critical topics such as addiction and childhood trauma. Other community **SPARK** initiatives this year have included Make a Difference Day Coat & Winter Wear Giveaway, a Community Resource Fair, United Way’s Community Needs Assessment, as well as a screening of the documentary “Resilience” focusing on ACE.

Staff presented the results of the focus group forums to the SPARK meeting on March 1, 2019. Participants were asked to write down ideas on small note cards and then post them on the wall of the meeting room. Staff organized the notes by general topics and different themes within each topic. The general topics included: Transportation, Housing, Diversity-Language and Day Care. A “parking lot” area was reserved for ideas that didn’t quite fit in any one topic or category.

The participants were then given a “sticky dot” to vote on the idea that they believed was the highest priority in terms of addressing the community’s needs. The following tables summarize the ideas generated at the SPARK meeting and the number of votes they received.

<i>Transportation</i>	
Votes	Sub-Topic/Ideas
3	<i>General Transit</i>

	After hours/evening transportation needed
	Transit needs to become more user-friendly...calling the night before is not always a possibility
	Yankton Transit-need new/additional funding/more stable long-term financial stability-expanded services
	Public transportation system-extended hours beyond 8-5 for those working 2nd or 3rd shifts
	Transportation leadership circle
1	Routes
	Pre-set routes/schedules for hop-on/hop-off riders
	City bus route with schedules and regular stops
	Expand Yankton Transit regular routes-schedules
	Regular routes for Yankton Transit
1	Affordability
	Affordable on-demand transportation (not scheduled)
	More affordable options for evening transportation
	Affordability
	Connect volunteers to people in need
	Get all the taxi services to accept a common voucher
	Gas assistance/voucher program - car repair program to get to work
	More options for transportation such as reduced passes for low income families
1	Youth/Access
	Activity busses so kids can get to sporting events, practice, and home
	Free summer park and rec bus that stops every so many blocks from 7am to 9pm for adults & kids to pool, SAC, ball fields
	Younger people under 19-use driver's ed to obtain license. Kids that have difficulty with exam at driver's licensing
1	Options
	Ride share. Co-workers bring co-workers to work
	Provide for transportation to other cities on transportation links
4	Accessibility
	We need wheelchair/accessible transportation evenings and weekends
	24/7 affordable, dependable transportation
	Transportation accessible on nights/weekends other than Lyft/taxi services (Transit extends their hours)
	Work with Lyft to grow/promote/expand. How to become a Lyft driver?
1	General Funding
	More funding for the transit as they are in need of a new bus
	Creative funding for transportation. Businesses make it part of employment. Hospital pays/clinic pays (billables increase, missed appts decrease)
12	Total Topic Votes

Housing	
Votes	Sub-Topic/Ideas
0	Transitional Housing
	Transition housing
	Transitional housing for individuals with limited or poor rental history
1	Development
	Reexamine building/zoning codes to see if we can encourage more affordable housing (lot size, sidewalks, manufactured housing, etc.)
	Encourage new housing development intended for low-income. Have a program that teaches responsible renting
1	Additional Space and Funding for Expansion

	Additional funding and space for homeless
	Help for homeless who don't qualify at pathways but a warm place to sleep
11	Affordable Housing
	Senior citizen independent apt. housing - congregate living
	Affordable dependable housing
	Housing that is affordable to people living on social security that is kept up and in working order
	Available rentals for low income
	Continue working on all levels of housing. Even creation of higher end and workforce housing create opportunities at lower cost units
	More entry level housing below \$50K
1	Relationships with Landlords
	Work with renter agencies to provide more places that accept pets
	An organization to oversee landlords when tenants have problems
	Incentives for landlords to improve property
0	Additional Support Services
	Expand access and availability of rental homes that are vacant
	Develop communal list of people (adults) looking for roommates to cost-share expenses
	Available supports to help families research housing options
1	Education
	Education on financial planning
	Help clients fill out and mail low-income housing applications
15	Total Topic Votes

<i>Diversity/Language</i>	
Votes	Sub-Topic/Ideas
1	Collaborative/Partnership
	Cross cultural community celebration (Winnipeg example)
	Promote cultural diversity by engaging support from local religious organizations
	Collaboration and centralization of services (ex: Center for New America)
	Work with PD and sisters. The problem needs to be more clearly identified. Have heard varied opinions
0	Translators
	More translators needed - offer classes/financial resources to available translators
	Need more translators or more classes to teach English and foreign languages
	Free/affordable translation services
2	Employers
	Affordable training for languages
	Employers offering training for employees to learn another language - sign language and Spanish
	Funding companies to send a lead employee to ESL classes and use as interpreters to increase ESL workforce
0	Ed Classes
	Public language classes for Spanish/English. More translators
	Tutoring program for non-English speakers
	More English as a second language classes
	Develop programs where English speakers can learn other languages and help others learn English - work together
3	Total Topic Votes

Day Care	
Votes	Sub-Topic/Ideas
5	Hours
	More evening and weekend childcare options
	Child care for nights and weekends
	Center based evening day care and overnights
	Early morning/late night child care
	Support for child care programs in off hours
	Evening day care/child care
	Day care that is available during early morning, evening and overnight hours
	Weekend day care
	24 hour child care. Sick children day care
	Affordable and development weekend and overnight day care
	1st grade before/after school child care
	More day care options needed for evening/weekend hours
0	Affordability
	Day care that operates with low overhead because volunteers watch kids as much as possible, decreasing cost. You have to contribute if kid goes there
0	Facilities
	Early childhood/pre-school day care
	Need more day care facilities
	Start community day care co-op in exchange child care - each member volunteers hours to work. Must be able to pass background check. Grant opportunity?
	Identify needs and promote. For example, 800 kids in need of day care. If all personal and business day cares are full they'd hold 500 kids. Advertise this need.
1	Public/Private Day Care
	More workplace sponsored, contained operated day care
	Public/private partnership for day care services. Similar to B&G club a possibility?
	More industry/work supported day cares. Easier state care acceptance
6	Total Topic Votes

Parking Lot	
Votes	Sub-Topic/Ideas
1	Community
	Foster an image of Yankton being a "can do" community. Yes, we have problems....need to view them as opportunities to get better. Negativity is not productive
2	Homeless/At-Risk Assistance
	Make it a smoother transition from homeless-welfare to working-self support
	Homelessness-somewhere for the homeless to go when the shelter's full
	Assistance for emergency assistance - behind on rent, utilities, etc.
	Additional food funding
2	Health Care
	Affordable health care - make too much for health care assistance - but make too little to pay for premiums/copays
	Health care assistance for pay/copay/scripts/etc.
	Follow up/visitation following hospitalization for patients to see how they are doing and if their needs are being met
	Medical needs for uninsured
4	Life Skills
	Life skills for children and adults
	Basic life skills

	Life coach to help those feeling overwhelmed in many areas
	Life skills for employment - coming to work on time - being present
	Geriatric support-fall prevention-food-housing-basic needs
	Create support system or life skills program-teaching clients how to cook, clean, understand/fill out forms, etc.
3	Job Skills
	Training programs offered for needed positions/jobs
	Partner with businesses to offer internship or n the job trainings
	Get more people working
	Labor shortage-or willingness to work?
7	Mental Health
	Mental health
	Address stigma of mental health-especially suicide
	Mental health care
7	Substance Abuse
	Prevention of substance abuse
	Substance abuse-affect all-transportation, housing, health care
	Quicker access to treatment options for addiction
	Substance abuse education and treatment
	Increased alcohol/drug education to parents to ID problems earlier
	Substance abuse
	Increased court supervision to avoid jail
	Sober living homes for 1 to 6 month stays
	More entertainment for teens to help with teen alcohol/drug addiction
26	Total Topic Votes

Most of the sticky dots were placed on the “Parking Lot,” with 26 votes. “Mental health” and “substance abuse” each got 7 votes as sub-topics in the Parking Lot. Of the four “major themes,” Housing had 15 dots (with most of them being placed on the “affordable housing” group), followed closely by Transportation with 12 votes. Many of the participants wrote ideas about transit and accessibility under the Transportation topic.

3. Online Community Survey

United Way sent notices to the Yankton community to gather further input from stakeholders and Yankton residents in March 2019. A total of 394 surveys were completed online by April 23, 2019. The survey dug deeper into the pillars of Education, Financial Stability, and Health to gather more information regarding the needs and priorities of the community. The survey consisted of 22 questions. The first four questions gathered some demographic information. The last series questions asked the participants about how they receive information about services and if they have trouble navigating services in the community. The respondents were also asked of the community would be better-served by a central community service center. Finally, the respondents were invited to list any other concerns regarding community needs. The following is a summary of the demographic profile of the survey respondents:

- 42% of the respondents are married with children; twice that of single people living alone (21%).
- Nearly 69% of the participants owned a home.
- The vast majority of the people are white (90.5%).
- Just over half of the participants have a college degree or higher (54.8%).
- 32% had incomes that are adequate to meet their needs, while 20% reported that their household is “doing pretty good.” Nearly 18% said they live paycheck to paycheck.

This section will focus on the heart of the survey, which asked questions related to Education, Financial Stability and Health.

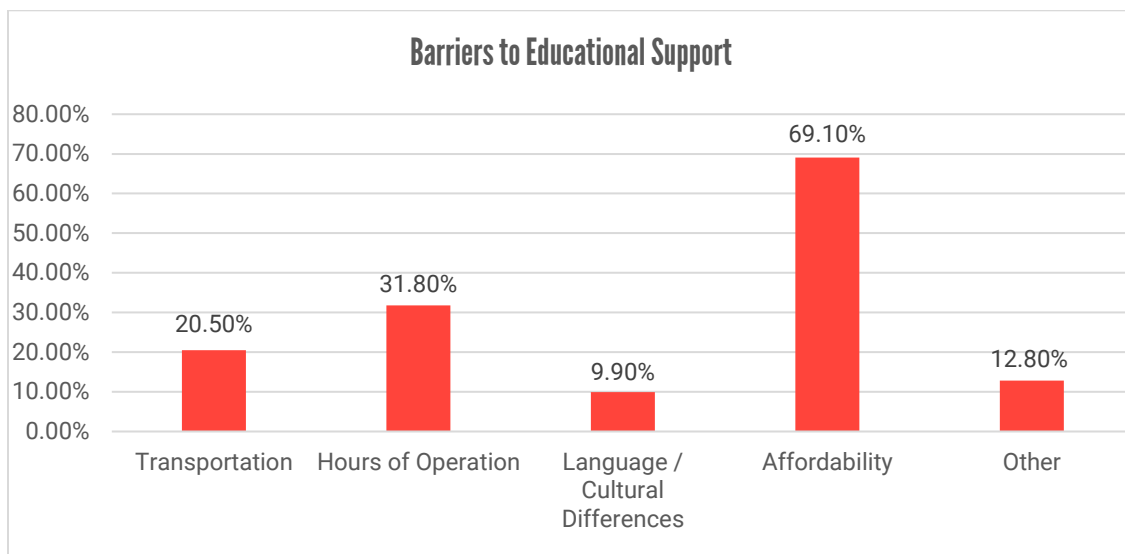
Survey Question 1-6: Thinking of the following aspects of EDUCATION in the greater Yankton area, how would you rate:

	Poor	Fair	Good	Excellent	Does Not Apply
Our community as a place that meets all of your family's educational needs	4	47	134	122	52
	1%	13%	37%	34%	14%
The availability of birth to age 3 educational opportunities (book access, play groups, parenting resources)	12	56	111	68	108
	3%	16%	31%	19%	30%
Opportunities in your job to gain additional knowledge or skills (skills training, tuition reimbursement)	31	81	118	68	59
	9%	23%	33%	19%	17%
The availability of life skills training (household or personal management)	28	95	117	44	73
	8%	27%	33%	12%	20%
Your ability to access adult education courses or job skill training resources	34	86	132	51	50
	10%	24%	37%	14%	14%
Your ability to pay for education beyond high school for you or your family	74	87	96	36	60
	21%	25%	27%	10%	17%

The majority of the “good” and “excellent” ratings were given to the idea that Yankton is a place that meets all of the community’s educational needs. Many fair and good ratings were assigned to early educational and job skills training. Most of the “poor” ratings went to the ability to pay for education beyond high school.

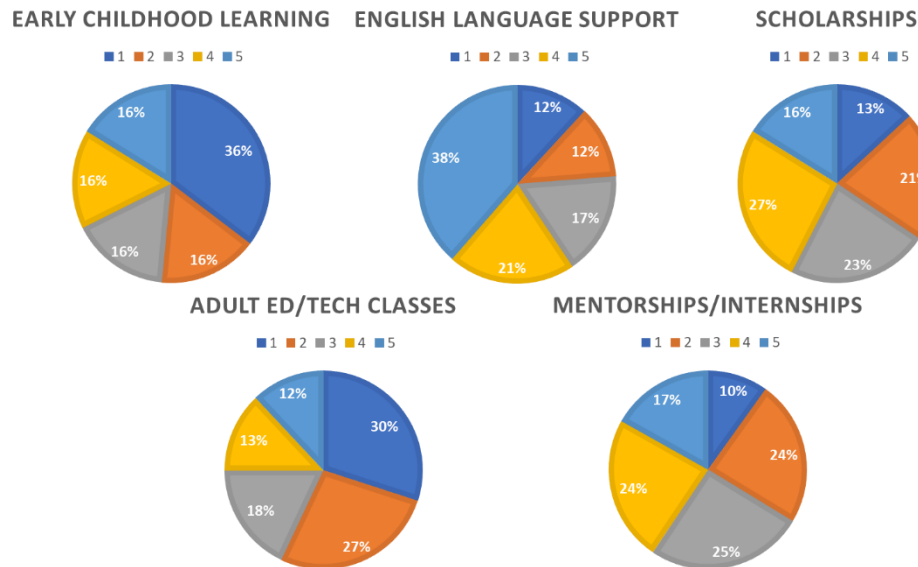
Over two-thirds of the participants believed that affordability is the main barrier to accessing educational support services. About one-third felt that the hours of operation limited their ability to access educational services.

Survey Question 7: What barriers prevent you or anyone you know from accessing educational support services?



Survey Question 8: Please rank the following educational support programs or services that would meet the community's needs most effectively:

When asked to rank various programs and strategies to meet educational needs in the community, early childhood learning and adult education such as technical classes or targeted job training. Thirty nine percent answered that English language support is not a priority in terms of educational programs. The following charts illustrate the results of the program rankings. The parts of the charts which are dark blue represent “top” priority” votes while light blue represent a “low priority” vote.



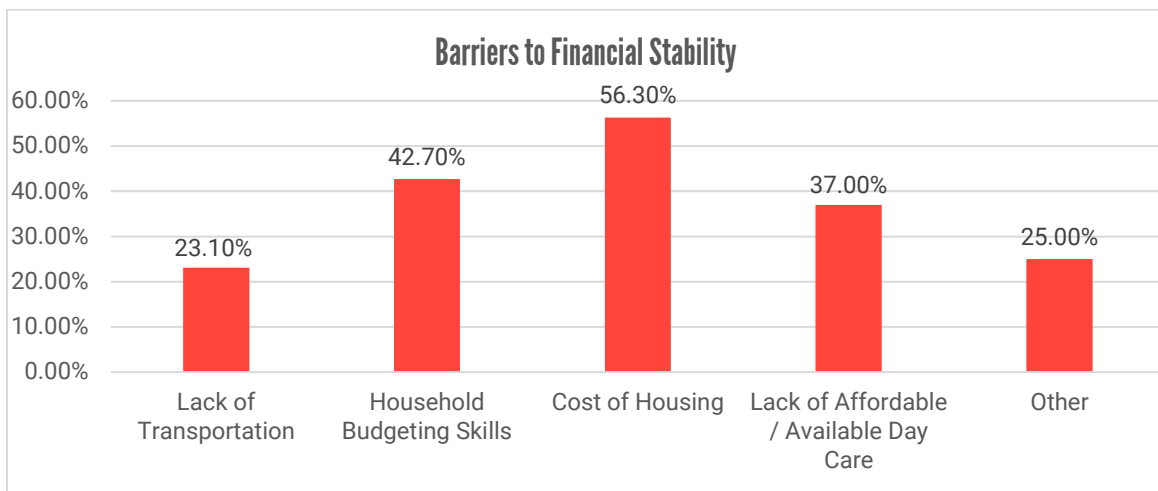
Survey Questions 9-15: Thinking of the following aspects of FINANCIAL STABILITY, how would you rate:

	Poor	Fair	Good	Excellent	Does Not Apply
The availability of jobs with wages that offer a comfortable standard of living for you and your family	60 18%	119 35%	89 26%	21 6%	49 14%
The availability of services for people who may need extra help (non-profit, govt)	35 11%	98 29%	122 37%	55 17%	23 7%
Your ability to pay for quality childcare	37 11%	71 21%	90 27%	39 12%	99 29%
Your ability to afford fair market value housing at about \$700/month	71 21%	83 25%	83 25%	56 17%	41 12%
Your ability to pay for your own vehicle (including gas, insurance and maintenance)	27 8%	77 23%	117 35%	92 28%	20 6%
Efforts to reduce poverty in our community	58 17%	115 34%	122 36%	34 10%	8 2%
Efforts to reduce hunger in our community	24 7%	64 19%	150 45%	92 27%	6 2%

Survey participants felt very good about the community’s effort to reduce hunger in Yankton; 72 % rate the efforts at least good to excellent. They felt just about as good with the community’s efforts at reducing poverty. Seventy percent rated it between fair and good. The field felt similarly about the availability of jobs with wages that offer a comfortable standard of living, rating it between fair and good. Housing affordability (the ability to afford market rate rental housing of about \$700 per month) was rated “poor” by 21 percent of the participants.

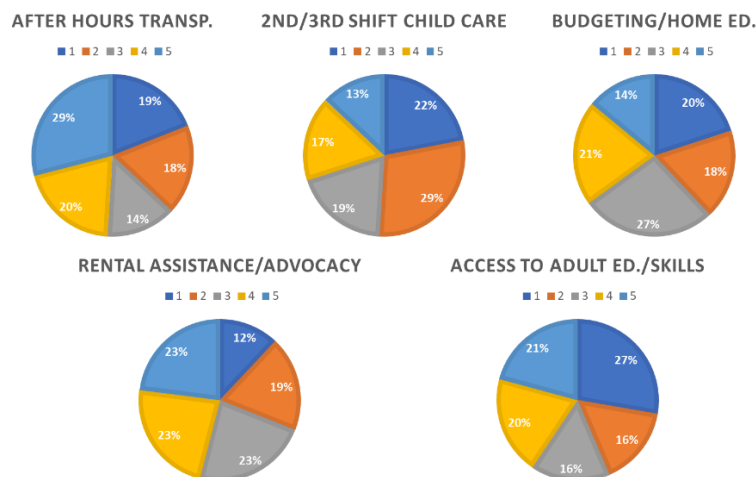
The participants were consistent in their beliefs by listing the “cost of housing” as the biggest barrier to achieving financial goals. Two other barriers received a significant level of responses: Household budgeting skills and the lack of affordable/available day care. These barriers seem to go hand-in-hand the main barrier of the cost of housing.

Survey Question 16: What barriers keep you or someone you know from achieving their financial goals?



Survey Question 17: Please rank the following solutions or programs that would best help community members achieve greater financial stability?

Respondents were asked to rank the priorities of solutions or programs that would help the community achieve greater financial stability. The majority of the field ranked “Access to Adult Education/Skills Training” as the highest priority solution to help achieve greater financial stability. Access to 2nd/3rd shift child care services was listed as a priority, with 51% rating it a “1” or a “2.” Nearly half of the respondents believed that affordable transportation after hours was a low priority in helping people achieve greater financial stability.



Survey Questions 18-25: Thinking of the following aspects of HEALTH, how would you rate:

Participants rated all the aspects of health care consistently “good.” All of the choices received at least 40% good ratings. The group rated access to health care as the best access of local health care; 40% voted “good” and 38% voted “excellent.” 13% of the respondents rated the ability to pay for health food choices as “poor.

	Poor	Fair	Good	Excellent	Does Not Apply
Your access to mental health care	18	62	143	69	31
	6%	19%	44%	21%	10%
Your access to health care	16	51	130	123	1
	5%	16%	40%	38%	0%
Your access to healthy food choices	18	51	153	92	1
	6%	16%	49%	29%	0%
Your ability to pay for health food choices	43	86	117	73	2
	13%	27%	36%	23%	1%
Your community as a place that meets the overall needs of seniors	17	66	138	69	32
	5%	20%	43%	21%	10%
Your community as a place that meets the overall needs of people with disabilities	17	78	138	66	23
	5%	24%	43%	20%	7%
The availability of services that meet the needs of abused children and adults	22	81	130	58	25
	7%	26%	41%	18%	8%

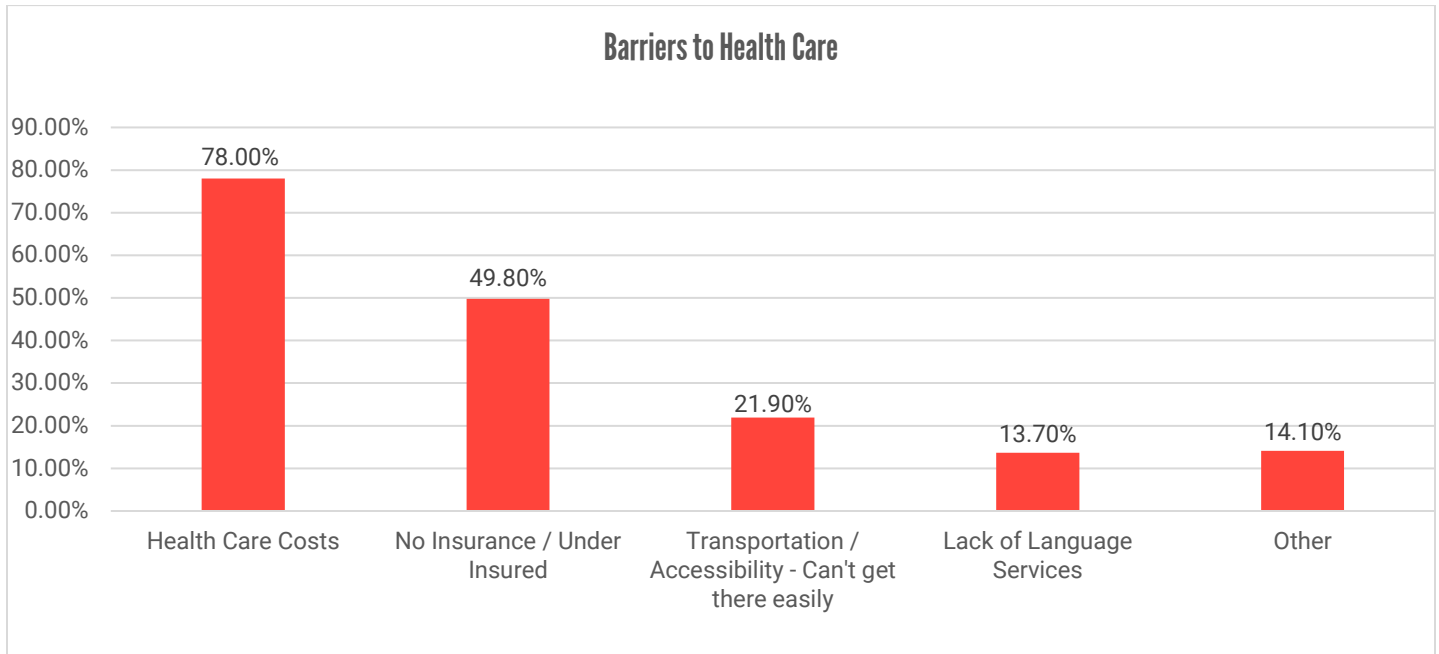
Survey Question 26-32: How would you describe your overall health?

Survey participants were asked to rate their overall health. Over half of the people rated themselves as fairly healthy, with a little over one fourth of them reporting that they could improve their health by making simple lifestyle changes. About 11% listed suffering from mental health issues while another 11% reported having health issues such as high blood pressure, diabetes or asthma but they were controlling their symptoms. Nearly 20% did not respond to this question.

	Number of Response(s)	Response Ratio
Overall healthy and thriving	104	26.3%
I could do a little better by making simple lifestyle changes	109	27.6%
My mental health suffers (depression, anxiety, addiction)	44	11.1%
I have some health issues, but they're under control (blood pressure, diabetes, asthma)	46	11.6%
I need treatment for more serious health issues (COPD, severe pain, cancer)	16	4.0%
No Responses	75	19.0%
Total	394	100%

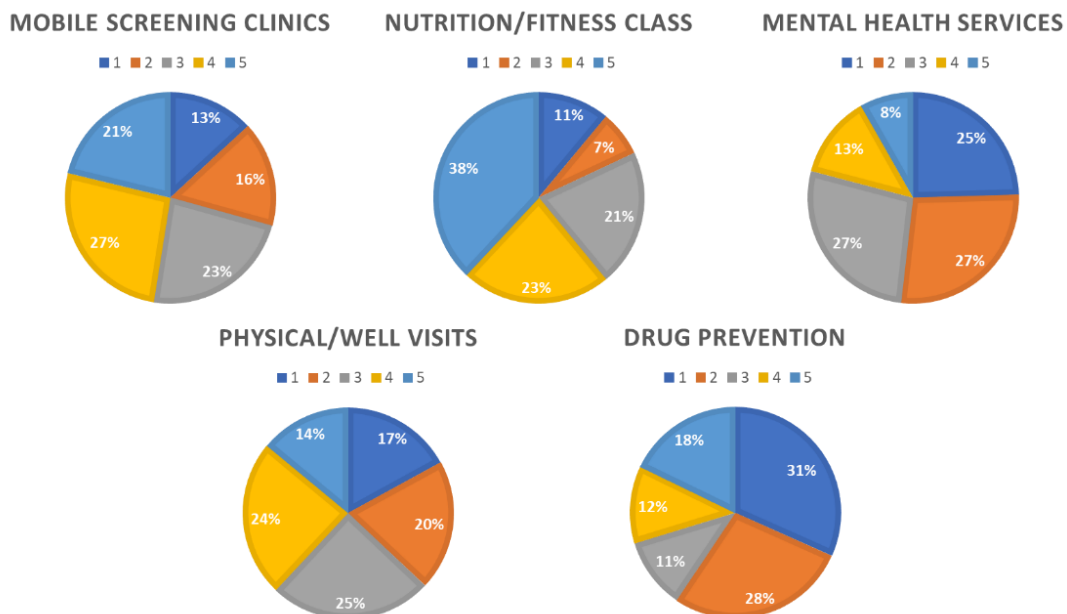
Survey Question 33: Are there any barriers which stop you from getting the care you need? Or, what do you believe is a barrier to people in the community getting health care?

Over three fourths of the participants listed health care costs as the biggest burden to getting the health care they need. About one half listed that not having insurance or being under-insured was a barrier.



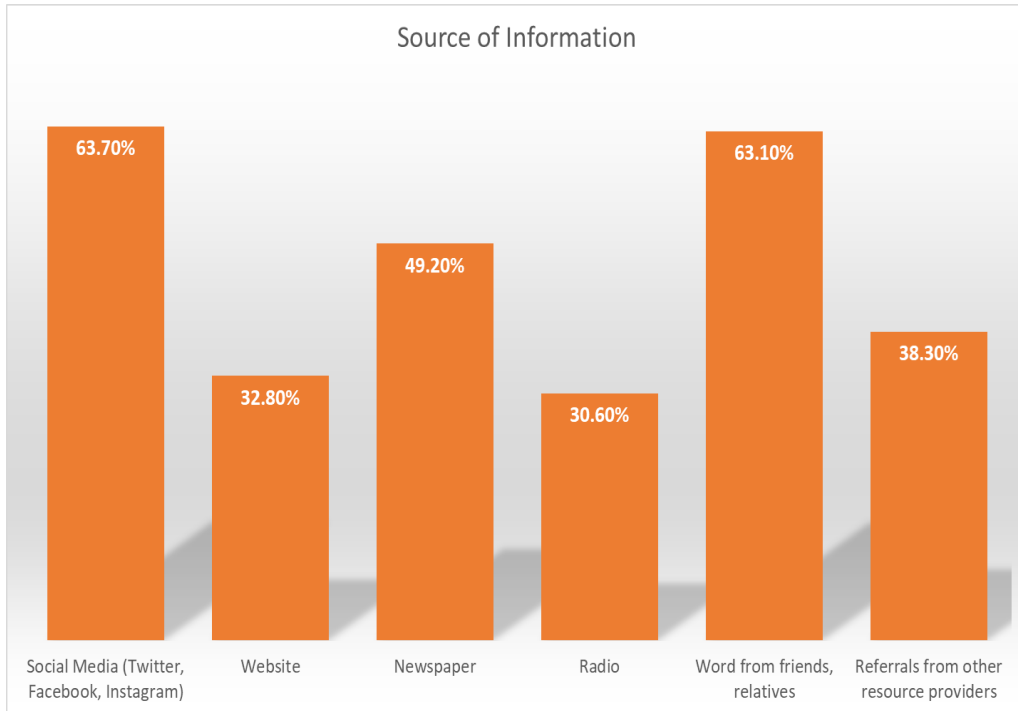
Survey Question 34: Please rank the following services that are needed to meet the community's health care needs most effectively.

There were two types of services or strategies that the respondents believed would efficiently meet the community's health care needs. Drug Prevention/Early Intervention was listed as a "1" or "2" by 60% of the people. Mental Health Services/Counseling was right behind it with 58%. The program or service that appeared to be the lowest priority among the participants was nutrition education and fitness classes.



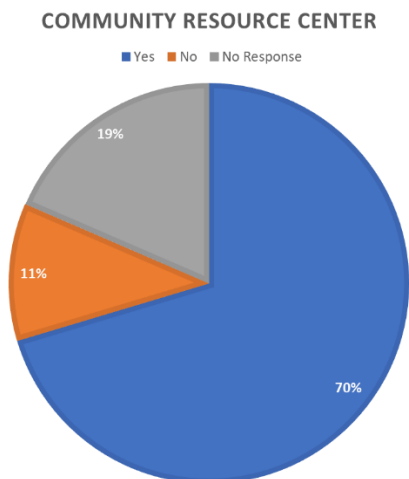
Survey Question 35: Which of the following are common ways you receive information about agencies, programs and services?

United Way asked respondents how they received information about agencies, programs and services. The respondents were given a variety of choices, from technology such as social media and websites, to traditional sources such as word-of-mouth. The results were split between “new and old:” 63.7% of the people said they got their information from social media while 63.1% said they got information by word from friends and relatives. Newspaper was listed by about one half of the respondents as a source of information.



Survey Question 36: Do you believe the community would be better served if certain health and human service programs were housed in a convenient single location? (Community Resource Center)

The participants seem to be in favor of a centralized community resource center. 70% of the respondents supported the idea of a single location to access services and programs. This may help United Way in planning for future facilities with its partner agencies.



Survey Findings

- The ability to afford the cost of education beyond high school is a significant barrier to people in Yankton.
- The community's educational priorities are early childhood educational programming and adult technical training.
- The ability people to find a job that pays a wage with which to live comfortably is fair at best.
- The cost of housing is a challenge for many people.
- Access to adult education and/or life skills would improve the community's chances at achieving greater financial stability.
- Access to 2nd and 3rd shift child care would reduce the financial stress on the workforce.
- Health care costs and insurance coverage are the most important issues facing many people in Yankton.
- Drug prevention and more mental health services would benefit Yankton and help it to become a healthier community.