

# Community Needs Assessment

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Survey and Public Deliberation Data Review

March 4, 2020



INSTITUTE FOR RESEARCH  
IN THE SOCIAL SCIENCES  
COLORADO STATE UNIVERSITY

## CSU Extension Mission

*Empower Coloradans to  
address important and  
emerging community issues  
using dynamic, science-  
based educational  
resources.*

Review survey instrument

Explore sample—who did we hear from?

Dive into data!



What did we ask?

- Overall priorities
- Priorities within PRU-based categories
- Current sources of information and educational resources
- Demographics
  - Age, gender, race/ethnicity, education level, income, zip code etc.
  - Rural, homeowner, agriculture industry, kids in household, etc.

# Question Types



“Larimer County CSU Extension is a partnership between Larimer County and CSU to educate, connect, and empower community members using resources and information from the university. We are different from other information sources because we provide information based on research and access to local experts to answer your questions.

For the following questions, consider what information and educational resources would be most beneficial to you.”

Keeping questions  
Extension-focused



Who did we hear from?



# Sample Demographics

1057 responses

People under 45 years of age and Hispanic/Latinx residents were underrepresented. Females were overrepresented, which normal in survey response trends.

Only 26% of respondents were familiar or extremely familiar with Larimer County Extension.

	# of responses	% of responses
less than \$25,000	66	6.2%
\$25,000 to \$49,999	161	15.2%
\$50,000 to \$74,999	145	13.7%
\$75,000 to \$99,999	138	13.1%
\$100,000 to \$124,999	124	11.7%
\$125,000 or more	154	14.6%
Prefer not to answer	173	16.4%
Missing	96	9.1%

Around ¼ of respondents reported making more than the median income in Larimer County.



# Zip code data shows that respondents came from 10 communities across the county.

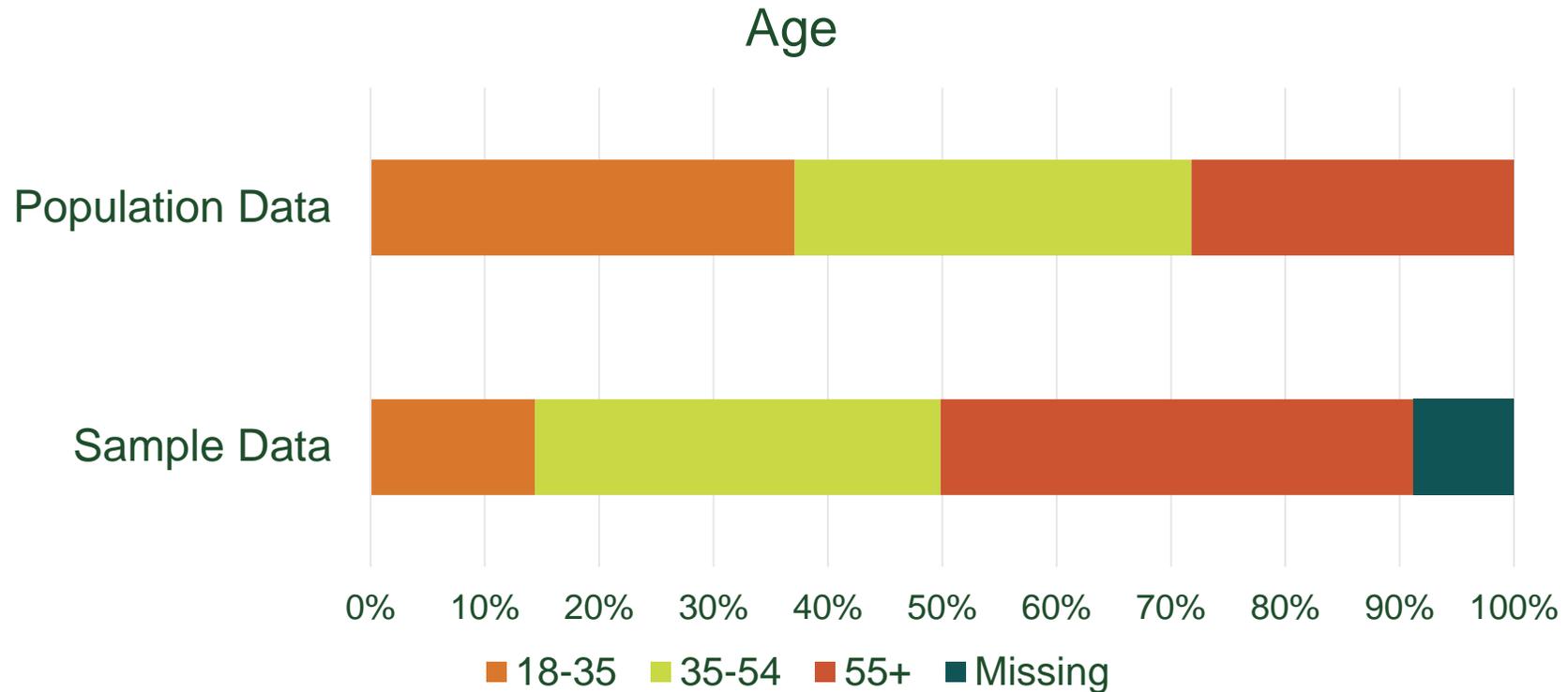
- Fort Collins, Timnath, Wellington, and Red Feather Lakes were overrepresented.
- Loveland was underrepresented compared to the population of Larimer County.

	# of responses	% of responses	% of Larimer County
Bellvue	8	0.8%	0.6%
Berthoud	25	2.4%	2.3%
Estes Park	22	2.1%	2.4%
Fort Collins	719	68.0%	60.3%
Laporte	5	0.5%	0.9%
Livermore	12	1.1%	0.9%
Loveland	182	17.2%	28.1%
Red Feather Lakes	18	1.7%	0.1%
Timnath	20	1.9%	0.9%
Wellington	44	4.2%	3.0%
Other	2	0.2%	0.4%

# Respondent Race/Ethnicity

	# of responses.	% of responses	% of Larimer County
American Indian/Alaskan Native	2	0.2%	0.5%
Asian	18	1.7%	2.0%
African American	3	0.3%	0.9%
Hispanic/Latinx	37	3.5%	11.2%
White	807	76.4%	83.2%
Other	9	0.9%	0.2%
Multi-racial	29	2.7%	2.2%
Missing/declined	151	14.4%	0.0%

# Survey respondents were generally older than all County residents.



# Nearly half of respondents had never been involved with Larimer County Extension.

I have not been involved with Larimer County CSU Extension	47%
Used Larimer County CSU Extension resources	44%
Participated in Larimer County CSU Extension programs and/or classes	22%
Volunteered with 4-H, Colorado Master Gardeners, or other Larimer County CSU Extension programs	11%
Employed by Larimer County CSU Extension	1%
Served as a Larimer County CSU Extension Advisory Committee Member	1%

# Diving into Data

*What did we learn?*



# A few caveats and notes

- Some things will not be surprising, and some topics that people prioritize will be things you already do.
- This is not all results—we are focusing largely on places where we did see significant differences:
  - Age
  - Race/ethnicity
  - Location
  - Children in household

# Questions to Consider

- What is most surprising to you?
- What questions do you still have?
  - Within our data set
  - For the community

# Extension's Current Audience

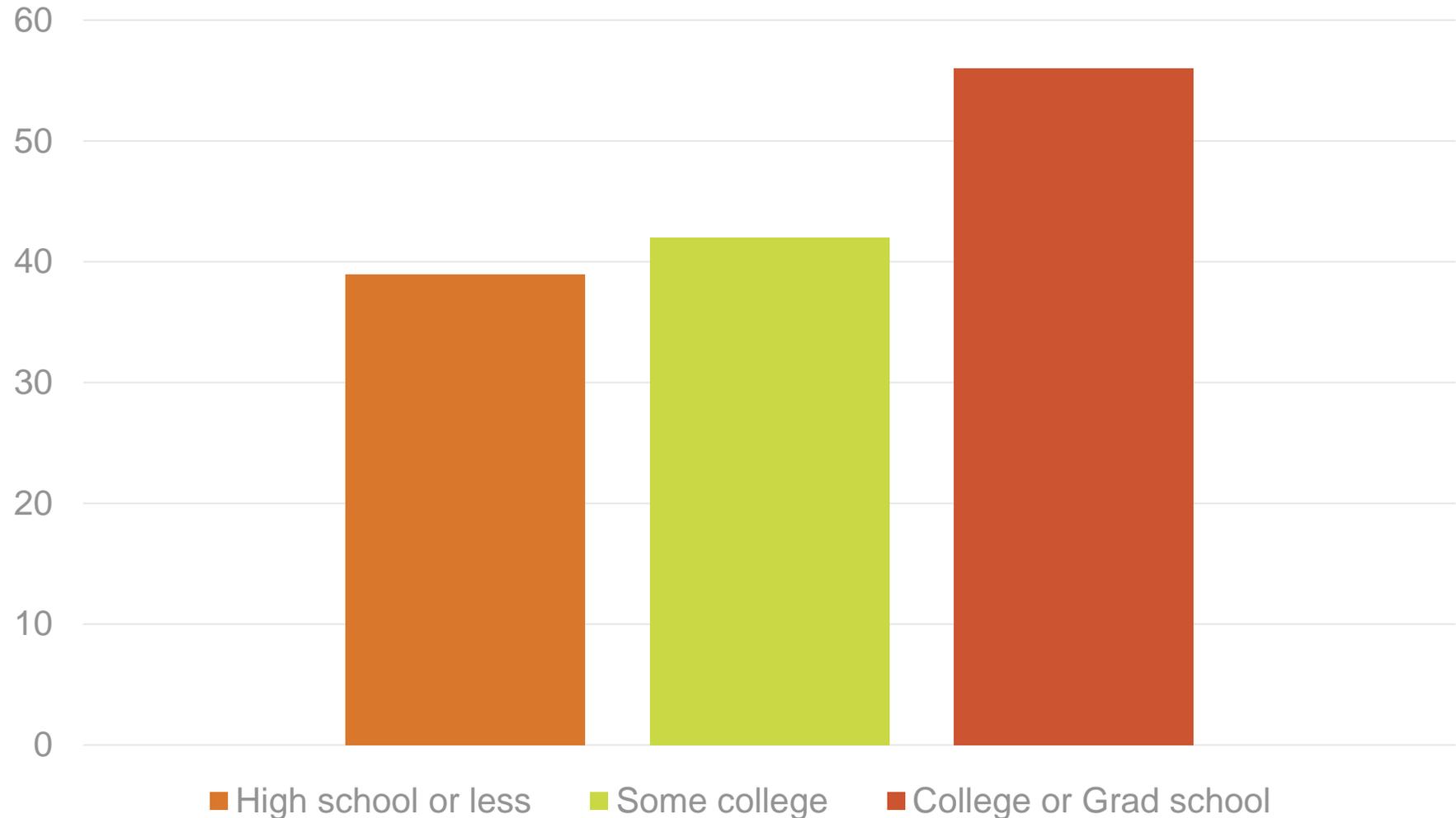


# Extension usage varies across demographics.

White respondents, older respondents, and respondents living in rural areas were more likely to have prior involvement with Extension.

<b>Involvement with Larimer County Extension</b>	18-24	25-34	35-44	45-54	55-64	65 or older
I have not been involved with Larimer County CSU Extension	57%	65%	54%	47%	41%	40%
Used Larimer County CSU Extension resources	38%	34%	45%	52%	58%	59%

# Respondents with a college or graduate level degree were more likely to have past experience with Extension.



# OVERALL PRIORITIES

“Thinking about the larger topics, select up to three topic areas where information and educational resources would be most beneficial to you.”

## Question Wording



# Overall Priorities

<b>Health and well-being</b>	<b>55%</b>
<b>Yard, property, and land management</b>	<b>46%</b>
<b>Natural resources and environment</b>	<b>44%</b>
<b>Family, household, and finances</b>	<b>40%</b>
Youth development	31%
Community support	27%
Food and agriculture industry	16%
None of the above would benefit me	3%

# Priorities across Demographics

- People of color prioritize the areas of health (65%), youth (54%), and family/household (51%), which differs from the overall trends.

- Respondents with kids prioritize the youth area, then health, then family. This differs from the overall trends in Larimer County respondents.

	No Kids	Has Kids
youth	16%	57%
health	59%	51%
family	41%	47%

- The highest priority area (52%) for respondents in the agriculture industry is the Food and Agriculture Industry area. This area was of low priority to Larimer County community members overall (<15%).

	Agriculture	Non-Agriculture
food	52%	15%

# PRIORITIES

“select up to three categories where **information and educational resources** would be most beneficial to you.”



# Health and Well-Being

<b>Physical health and exercise</b>	51%
<b>Nutrition and healthy cooking</b>	51%
<b>Mental health and stress management</b>	50%
Healthy aging resources	46%
Affordable healthcare resources	33%
Substance abuse prevention and addiction resources	13%
Resources for individuals with mobility issues and disabilities	13%
None of the above would benefit me	4%

# Priorities across Demographics

Respondents under 55 prioritize mental health, healthy cooking, and exercise while respondents 55 and over prioritize healthy aging in addition to healthy cooking and healthy exercise.

	18-24	25-34	35-44	45-54	55-64	65 or older
mentalhealth	83%	73%	64%	54%	38%	32%
cooking	67%	65%	59%	52%	46%	42%
exercise	60%	56%	55%	51%	45%	51%
aging	2%	9%	17%	39%	67%	79%

57% of people who are housing insecure identified affordable healthcare as one of the most beneficial categories.

# Yard, Property, and Land Management

<b>Maintaining trees, gardens, yards, and landscape</b>	<b>68%</b>
<b>Choosing sustainable landscapes</b>	<b>61%</b>
Addressing common outdoor pests and insects	50%
Composting	34%
Mitigating property for wildfire	17%
Managing small acreage	14%
None of the above would benefit me	7%

# Priorities across Demographics

Respondents in the agriculture industry and people who reported living in rural areas prioritized small acreage management at much higher rates.

	<b>Agriculture</b>	<b>Non-Ag</b>	<b>Rural</b>	<b>Suburban</b>	<b>Urban</b>	<b>I don't know</b>
Maintaining yards	64%	70%	52%	73%	72%	53%
Sustainable yards	48%	63%	50%	63%	67%	47%
Small acreage management	41%	13%	45%	7%	8%	9%

# Natural Resources

<b>Water quality and conservation</b>	57%
<b>Sustainable energy</b>	51%
Nature and environmental education	50%
Climate change	49%
Healthy ecosystems	40%
None of the above would benefit me	7%

# Youth Development

<b>Mental health and stress management for youth</b>	<b>48%</b>
<b>Developing youth life skills</b>	<b>47%</b>
Preparing students for college and career	27%
Developing youth leadership skills	27%
Early childhood education	25%
Teen-focused programs	21%
STEM resources for out-of-school programs	20%
None of the above would benefit me	20%

\*No significant differences between respondents with children and those without children.

# Family, Household, and Finances

<b>Emergency preparedness</b>	47%
<b>Personal financial management and planning</b>	45%
Food safety and preservation	33%
Support for adults caring for aging parents	30%
Radon mitigation and healthy homes	21%
Parenting and childcare resources	21%
Support for families caring for people with disabilities	17%
Support for grandparents raising grandchildren	11%
None of the above would benefit me	7%

# Priorities across Demographics

Respondents with kids prioritize family finances above emergency preparedness. This differs slightly than the overall population.

	No Kids	Has Kids
Managing finances	34%	55%
Emergency preparedness	47%	42%

Emergency preparedness and family finances are ranked in the top three areas across age groups. In addition:

- parenting and childcare is important to respondents under 35
- caring for aging parents is important for respondents 45-64.

# Food and Agriculture

<b>Supporting local food production and distribution</b>	<b>65%</b>
Food handling and safety practices	35%
Supporting new farmers	28%
Hobby farm and ranchland management	22%
None of the above would benefit me	20%
Food and agricultural business support	16%
Commercial farm and ranchland management	3%

# Priorities across Demographics

Respondents who reported working in the agriculture industry prioritized supporting new farmers and hobby farms at higher rates.

	Agriculture	Non-Agriculture
Local food	50%	65%
Food safety	21%	35%
New farmers	48%	28%
Hobby farms	50%	21%

# Community Support

<b>Increasing access to resources and information at Colorado State University</b>	<b>47%</b>
<b>Supporting nonprofit organizations and issue-based coalitions</b>	<b>39%</b>
Supporting communities experiencing rapid growth and development	33%
Providing resources to entrepreneurs and small businesses	28%
Providing certifications for workforce skills	26%
Facilitating respectful dialogue across different perspectives	26%
Increasing civic engagement and leadership	24%
Fostering connections between rural and urban communities	19%
None of the above would benefit me	8%

# Key Findings

Respondents who did not have prior experience with Extension, and younger respondents prioritized **nonprofit support** above connections to CSU.

Rural respondents prioritized **connections between urban and rural areas** over nonprofit support.

	Fort Collins	Loveland	Other	Rural	Suburban	Urban
Rural-urban connections	19%	17%	29%	34%	14%	20%

Nonwhite respondents and respondents without a college degree prioritized **workforce certifications**.

# Outreach and Engagement



# What is your primary source for information?

	Business	News/ media	Gov. agency	Extension	Nonprofit	Friends/ Family	Social media
Community support	3%	17%	15%	4%	17%	15%	15%
Family, household, and finances	16%	15%	4%	3%	8%	33%	8%
Youth development	3%	13%	6%	5%	18%	22%	12%
Health and well- being	15%	21%	7%	4%	8%	17%	12%
Yard, property, and land management	12%	15%	7%	22%	4%	17%	9%
Food and agriculture industry	7%	22%	9%	17%	5%	13%	11%
Natural resources and environment	4%	23%	15%	14%	9%	10%	9%

# Public Deliberation Event



# Attendees

13 participants

Range of Larimer County residency:

- 6 months (1)
- 1-5 years (2)
- 10-15 years (4)
- Over 20 years (6)

# Key Findings: Emergency Preparedness

- Educating the community on how to be prepared for emergencies
  - Snowstorms
  - Power outages
  - Town shut-down
- What amount of and type of food and water to have on hand for how long
- How to heat your home without power
- Communications about how to be prepared for emergencies
- Circulating information online and in print (newspapers, bulletin boards, postcard mailers)

# Key Findings: Supporting Local Food

- Buying locally-produced food
  - Identifying locally grown
  - For some, locally grown becomes synonymous with organic
  - In-season foods
- When considering purchased of locally-grown food
  - Is the additional expense worth it?
  - Ensuring they are not contributing to food waste

# Key Findings: Workforce Certification

- Are there certain jobs that require certifications?
- Resume courses are helpful
- Connecting people to job boards and resources necessary to help in securing employment

# Key Findings: Connecting to CSU

- Being a bridge to CSU – Extension is CSU's representation in the community
  - Helping CSU come to the community
  - Disseminating CSU communications to the community
  - Disseminating community events to CSU students, faculty, and staff

# Key Findings: Supporting Non-Profits

- Be a connecting resource for non-profits who are mission aligned with each other
  - Mentorship programs for struggling non-profits
  - Promoting non-profits
- Helping to communicate research that is relevant to non-profits
- Publicizing what Extension does in partnership with non-profits already

# Key Findings: Accessing LC Ext.

- Generational differences in gathering information
  - Mail, print, bulletin boards, and newspaper ads
  - Social media
  - Email
- How can people connect to online resources?
  - General awareness on how to access Extension resources is lacking
- Offer online courses/webinars to accommodate time-strained people
- Need more information about Extension
  - Classes offered (many learned about Extension resources at the event)
    - Cost
  - How to access information and get on email lists
  - Volunteer opportunities