

# Community Action Partnership Community Needs Assessment 2016



Education



Housing



Youth Programs



Employment



Access to healthy food  
options



COMMUNITY HEALTH  
IMPROVEMENT PARTNERS  
*making a difference together*



LIVE WELL  
SAN DIEGO

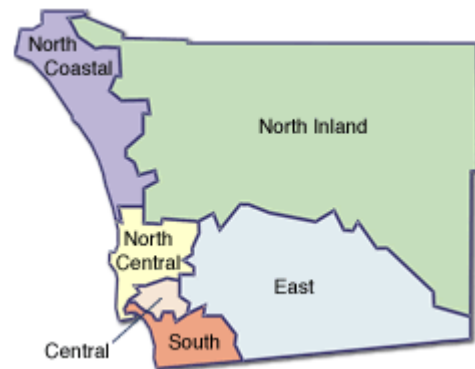
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## Executive Summary

In preparation for the 2016-2017 Community Action Partnership (CAP) Plan, CAP completed a community needs assessment process in 2014 that included analysis of community indicators and feedback from the community collected through trained Resident Leadership Academy<sup>1</sup> (RLA) graduates. Through this new process, different community and countywide priority needs were identified than in prior years, including: youth programs, housing, gang activity, community engagement, access to healthy food, infrastructure improvement, employment and transportation. To ensure future CAP programs are meeting needs in priority service areas and not duplicating services already available in the community, CAP<sup>2</sup> conducted a follow-up needs assessment in 2016 that “drills down” on the top identified needs from the 2014 assessment.

The CAP 2016 Needs Assessment Drill-Down identified six communities, one in each HHSA service region using local data on poverty rates to focus its efforts. The Needs Assessment broke those HHSA regions into the subregions of Southeastern San Diego, El Cajon, Kearny Mesa, Oceanside, Escondido and South Bay. Local Community Based Organizations (CBOs<sup>3</sup>) were selected to assist with this process because of their participation in the 2014 RLA Needs Assessment, their engagement with the community and overall interest in helping to identify needs in these areas. To achieve this drill-down assessment, several methods were used including community forums, surveys (paper and digital) and live polling. The paper survey identifying the priorities and the strategies along with the online survey of 33 questions, provided a countywide perspective, while the public forums gave a snapshot of the subregional areas. Materials and content were translated and interpreted as needed into three additional languages (Spanish, Arabic and Vietnamese). The Countywide survey was completed by 445 individuals and of those 255 completed it online and at least 190 completed it via paper survey. Most individuals that completed the survey were community residents (67.82%), and there was almost equal participation countywide with slightly more in Oceanside (20.83%) and somewhat less in Southeast San Diego (10.68%).



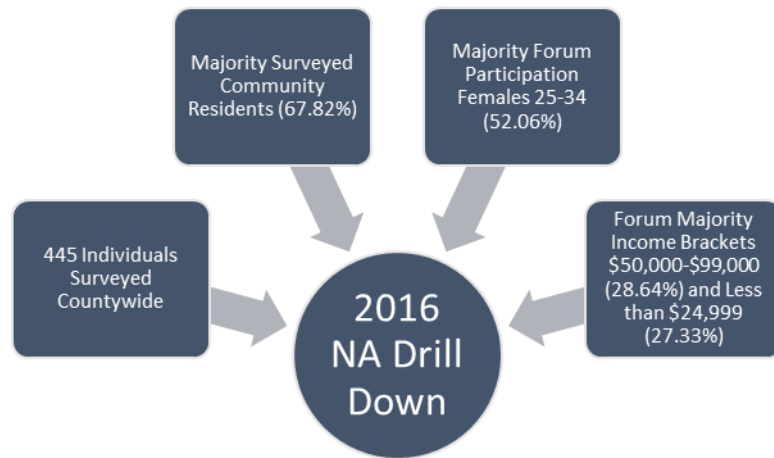
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<sup>1</sup> The Resident Leadership Academy is a curriculum-based, community health organizing project that empowers neighborhood residents to make positive changes in their communities relative to improving food and physical activity environments, and public safety in high need communities.

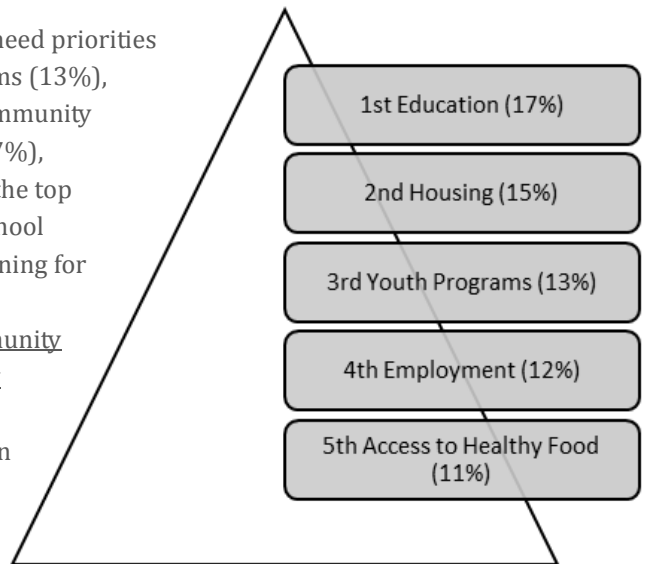
<sup>2</sup> Community Health Improvement Partners (CHIP) [www.sdchip.org](http://www.sdchip.org) was the lead contractor for the CAP Needs Assessment Drill-Down 2016.

<sup>3</sup> The six CBOs were The Urban Collaborative Project- Southeast San Diego, Bayside Community Center- Kearny Mesa, El Cajon Collaborative- El Cajon, Escondido Education COMPACT-Escondido, Vista Community Clinic- Oceanside, 4 Walls International- South Bay.

Demographics gathered at the community forums and Live Poll survey throughout the county reflected the majority of participation to be from females ages 25-34 of White race, employed with small to moderate size families with income representation from all levels, but with the highest percentage of representation being from the \$50,000-\$99,000 bracket (28.64%), followed closely by the less than \$24,999 bracket (27.33%).



The countywide survey results showed the ranking of the top need priorities being: 1. Education (17%), 2. Housing (15%), 3. Youth Programs (13%), 4. Employment (12%), 5. Access to Healthy Food (11%), 6. Community Engagement (10%), 7. Gang Activity (8%), 8. Transportation (7%), 9. Infrastructure (7%). The majority of participants ranked as the top strategies; K-12 Supplemental for Education, Before & After School Activities for Youth Programs, Financial Capabilities Skills Training for Housing, Relationship Building Activities with Residents & Law Enforcement for Gang Activity, Leadership Trainings for Community Engagement, Nutrition Education Classes for Access to Healthy Food, Community Improvement Projects for Infrastructure, Vocational Training for Employment, and Public Transportation Services for Transportation. This Needs Assessment 2016 Drill-Down process was able to gather useful data not just at a countywide level but also at the subregional levels through



the community forums and the new and unique way that information was gathered --anchored heavily in technology and making use of mobile Live Polling, mobile surveys and (wherever needed) paper surveys. A majority of community residents that participated liked the experience, and especially liked the technological aspect of being able to see the results immediately at the forums. All too often, needs assessment data is collected and is not shared back with the community in real time. This data (available in real-time) will better inform not just CAP programs and resources, but also other County of San Diego Health and Human Services Agency (HHS) divisions.

## Data Collection Process

Data collection for the 2016 Needs Assessment was similar to the previous needs assessment process. It consisted of standard paper surveys, online surveys and community forums with a new live polling component done in multiple languages. CHIP subcontracted with six local Community Based Organizations (CBOs), including The Urban Collaborative Project (UP) representing the Southeast San Diego subregional area, Bayside Community Center (BCC) representing the Kearny Mesa subregional area, El Cajon Collaborative (ECC) representing the El Cajon subregional area, Escondido Education COMPACT representing the Escondido subregional area, Vista Community Clinic (VCC) representing the Oceanside subregional area and 4 Walls International representing the South Bay subregional area. Each community was represented by a CBO staff person or contracted staff to support the Needs Assessment process, facilitate bringing each community together at the Needs Assessment Community Forums, and help collect surveys from all subregions. A total of 6 forums were held throughout the communities, with a total of 211 people in attendance countywide. Surveys remained active for inputting and paper ones were collected pre and post forums to acquire the most data possible to inform the Needs Assessment drill down. Countywide a total of 445 surveys were completed. Surveys were BETA tested September 19, 2016 through September 26, 2016, and were distributed widely in final form September 29, 2016 through December 5, 2016.

### COMMUNITY BASED ORGANIZATIONS

The CBOs selected as subcontractors to assist with this needs assessment were identified based on their previous experience with community engagement through hosting Resident Leadership Academies, experience with the 2014 Needs Assessment process, community connections to the respective subregion, sustained connections to a Resident Leaders in Action groups, and their overall interest in gathering key community needs information to help support their work with the community. CHIP provided TA and guidance to these organizations to support them and assure successful outcomes for the 2016 Needs Assessment Drill-Down. As a result of the process, the various organizations were able to gain some capacity building skills not just for themselves in learning the technological opportunities available to them, but also in finding new community venues to access, and interpreters to work with for community-building purposes. The residents that these CBOs work with also gained capacity and a better understanding of government processes for gathering needs assessment data.

#### Community Based Organizations

- The Urban Collaborative Project
- Bayside Community Center
- El Cajon Collaborative
- Escondido Education COMPACT
- Vista Community Clinic
- 4 Walls International

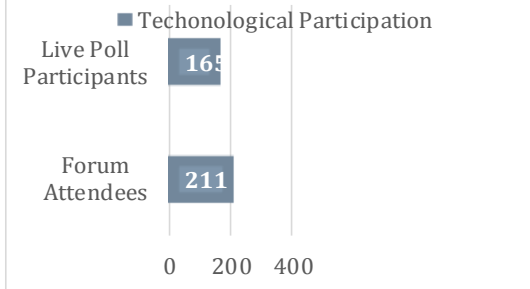
Many learned how to use technology that they had not been able to use before this process, and they were excited about the opportunities that come with the knowledge gained. Through this process, the CBOs learned and highlighted some key things that were unique to their communities. For example, in El Cajon and Kearny Mesa, there were higher needs for trilingual interpretation and translation to meet the needs of those communities. In South Bay, they learned that the best time to hold forums for the local population to engage more high-need families would be during the middle of the week, in the morning, , and that holding forums during the evening attracted a more senior/older adult population, rather than low-income families. In Southeast San Diego, they identified that they likely needed more ways to access the higher-need families in the area, and that more discussion and thought needed to go into how the area was labeled and divided into service areas, because those designations set the tone for resource distribution and support for the area. In Escondido and in Oceanside, they were able to use the opportunity to reach out to additional communities that they hadn't connected with in the past and increase their base while maintaining their current leaders active and involved.

## THE TECHNOLOGY

Unique to this needs assessment process was the high amount of technology that was used compared to previous years. CHIP opted to promote the use of technology at this level to keep innovating, and to be able to create something that would help quantify the information gathered in a useful way for CAP. Using technology with a purpose leads to collaboration in real time, gives opportunity to reflect and share, and provides for better research, making something (that matters), and having digital records creates an environment for understanding of assessments. Using this method helped to gather more data than a paper survey could achieve. Using technology also naturally quantifies the data, to create a clearer picture of the needs for the county, and provide feedback in real time for the attendees of the forums. All subregions were provided with bilingual English/Spanish survey links to send out and provide to their target community pre and post forums. At the forums, the majority of the time was spent using the technology with the online survey and with the Live Poll activity which helped to gather additional demographic data for each subregion. Participants that were able to use their phones to participate in the needs assessment process were asked to, and then guided on how to complete it. In order to make the participation of the technology as easy as possible, the CBOs were asked to find venues with Ethernet connection and Wi-Fi to be able to have a clean connection to the internet that wouldn't interrupt the feedback of the data. The Wi-Fi was provided to be able to offer free internet data services for those participants that had limited data plans.



## TECHNOLOGICAL PARTICIPATION



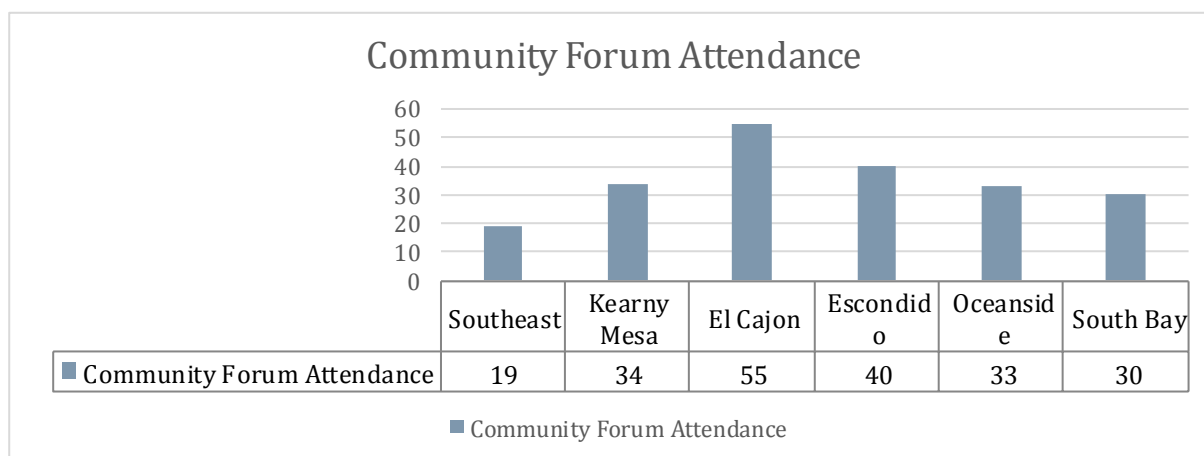
User friendly instructional guides were created with visual directions on how to participate. In addition, several staff and volunteers were available at each forum to help during the activities to answer questions and troubleshoot. The platform used to collect the data was Polleverywhere.com, a service that provides surveys and Live Poll opportunities. During the planning process, it was decided that it would be easier to have all the data collected on one platform (in one place), and therefore, the survey and live poll were created under Polleverywhere.com software.

This platform also allowed for anonymous inputting that seemed to be helpful to have more individuals complete the survey. Although this platform has some very impressive capabilities especially in the live polling format that provided good data, the survey component is very limiting when choosing to go anonymous, and is irreversible. This led to challenges in being able to breakdown the countywide data by subregions, which would have been additional information that would have been helpful to the subregional data collection process. In addition, the platform only allows for one survey platform to be active at a time, so the latter also created barriers to running multiple surveys in multiple languages simultaneously, to record the needs of the community. For future assessments, we would recommend only using this Polleverywhere.com platform for live polling services during public forums, and we recommend using a separate survey platform for conducting the online survey component of the needs assessment. Due to the limitations of the survey portion of the Polleverywhere.com platform and the need to acquire additional subregional data for South Bay and Southeast San Diego, the Live Poll questions were converted into an online bilingual survey as well and were shared with all contacts to be able to acquire additional subregional data that was desired. Outside of those that attended the public forums, an additional 55 residents participated in the Live Poll via the online survey, and those results were incorporated to the overall subregional reports which shifted the results just slightly from the originals input received from attendees of the forums.

Overall, being technology heavy was definitely more challenging than expected. It required a large amount of time for creating, maintaining, guiding, training, capacity building and troubleshooting the technological portions as they came up. However, it was also a good opportunity to be able to build capacity not just with CHIP, CAP and the CBOs, but for the residents and community as a whole. The CBOs learned how to use technology that they can use for other efforts locally. Input was acquired from those that would not have attended the forums, and many residents enjoyed the public forum experience, and became more confident in their personal use of technology by using their text messaging features and by sharing the survey with others. If the technological push is maintained and nurtured, this approach will have great potential to lead to even greater opportunities for data collection in a faster, more accurate way for similar projects in the future.

## FORUMS

The forums were held in locations that could accommodate the forum needs for technology and space along with proximity to the community areas of most need. Forum locations included Southeastern San Diego, Linda Vista, El Cajon, Oceanside and Imperial Beach. The community forums were well attended with a total of 211 community members attending the forums countywide, despite some dates being challenging with local and national events that were affecting the community. For example, one of the challenges was that the Oceanside forum was held during a time when there had been several homicides in the community in a short period of time. In addition, the forum itself was held the day after Election Day, and there were concerns of how people might be processing the results and what the overall turnout would be.



At the community forums, attendees were provided an opportunity to hear about the original 2014 Needs Assessment process, the outcomes of that assessment and how this 2016 Needs Assessment connected to that process. In addition, the attendees utilized Live Polling technology to drill down on the priorities of 2016. They also took a longer survey that drilled into the specific strategies they preferred from the needs listed. Lastly, they were able to give public comment on what needs they had in their community as well and share the survey link with others. The CBO Partners in each subregion outreached to their target communities via flyers, emails, personal invitations, in multiple languages (English, Spanish, Vietnamese, and Arabic), attended collaborative meetings and provided access to the survey links and paper survey options for those in the community that didn't have technology capabilities. Surveys and forums were also conducted in bilingual capacity at the majority of the forums and, in two subregions, trilingual capacity was included to accommodate the community demographics and be able to gather the input desired. Overall, the forums were informative to what each community's needs were and provided the space to allow input that could be collected and used for further improvement in these high-need communities. Although it was a challenge having limited time for outreach, finding facilities that met the desired technological requirements, space and being able to have all the documents and information translated into four different languages, we were still able to reach a significant amount of the community members in all of the subregions of the county.



This process provided a key opportunity for continuous engagement, many community members were interested in the next steps for the Needs Assessment, and in having a follow-up update report with outcomes. Below is an example of one of the flyers that was used in the outreach for the community forums by the different subregions. Although there were similarities, CBOs tailored outreach strategies and materials developed to their respective target communities, which is evident in the slight differences between the flyers.

*Community Forum Outreach Flyer Example*

# Community Needs Forum

**What does your community need to be more healthy, safe, and thriving?  
Come share your ideas to improve your community!**



**When:** Tuesday October 18, 2016  
**Where:** Pioneer Elementary School (MPR)  
 980 N Ash St. Escondido, CA 92027  
**Time:** 8:15am-10:30am  
 Meeting will be in English with Spanish translation.  
 Light refreshments and child care will be provided.

The County of San Diego's Community Action Partnership (CAP) in collaboration with Community Health Improvement Partners (CHIP) and Escondido Education COMPACT want to hear from you about the most important issues in your community. In 2014 CAP worked with community members to conduct a needs assessment as part of a Resident Leadership Academy training experience. The top nine needs were identified as youth programs, housing, aging activity, community engagement, access to healthy food, infrastructure improvement, employment and transportation. To ensure they have the voice of the customer, CAP and its partners invite you to come and talk more in-depth about these issues and others that impact the health, safety and quality of life in your community.

For more information call  
 Escondido Education COMPACT  
 (760) 839-4515

## LANGUAGE NEEDS

During the planning stages of the survey and forums, it was decided that there would be a need for bilingual English/Spanish and in some cases trilingual capacity for the Needs Assessment process to be able to gather adequate input from the desired populations. The surveys and Live Polls were translated and disseminated in both English and Spanish. The paper survey was also later translated into Spanish to ensure inclusive participation. Interpreters were used for five of the six forums and in two cases multiple language interpreters were used.

In the Kearny Mesa subregion, an additional need arose for Vietnamese translation and interpretation so Bayside Community Center staff assured that, in addition to English/Spanish interpretation, the forum also provide Vietnamese interpretation. Similarly in the El Cajon subregion,

they saw the need for adding Arabic interpretation to forum logistics, to include the refugee population that resides in El Cajon. El Cajon Collaborative with support from the Newcomers Support and Development, an emerging non-profit, translated the flyer and provided interpretation into Arabic at the forum as well. In addition, the local CBO staff provided personal assistance during the forum to help translate when necessary to help residents complete the surveys.

*Community Forum Languages*

Southeast San Diego	Kearny Mesa	Oceanside	Escondido	El Cajon	South Bay
<ul style="list-style-type: none"> <li>•English</li> </ul>	<ul style="list-style-type: none"> <li>•English</li> <li>•Spanish</li> <li>•Vietnamese</li> </ul>	<ul style="list-style-type: none"> <li>•English</li> <li>•Spanish</li> </ul>	<ul style="list-style-type: none"> <li>•Spanish</li> </ul>	<ul style="list-style-type: none"> <li>•English</li> <li>•Spanish</li> <li>•Arabic</li> </ul>	<ul style="list-style-type: none"> <li>•English</li> <li>•Spanish (was available)</li> </ul>

## Countywide Perspective

The countywide survey was created and disseminated through all of the CBOs in specific subregions, to be able to get a better understanding of what types of community action strategies residents felt would be the most useful and appropriate/impactful pertaining to the top nine needs identified in the 2014 needs assessment. The strategies included in the survey were selected because they represent community action strategies required by the National Community Action Foundation. These strategies included multilingual community forums, paper surveys, online surveys and text survey sharing. Respondents were asked to rank the five (5) most important issues in their communities by priority. Then within each five subject areas ranked, respondents were asked to mark the most important strategy to improving health, safety, and well-being in that community. Respondents were also given the opportunity to add comments or suggested strategies if needed.

The survey was created using Polleverywhere.com in English and Spanish, and disseminated countywide from the period of September 29, 2016-December 5, 2016. Throughout that process, the survey web links were shared via emails several times, and at the community forums residents were asked to fill out the survey online or in paper format -- whichever they felt more comfortable with. For those that didn't have mobile devices to participate, they could still include their input in the survey process by completing the survey in paper format. As an action item at the end of the forums, participants were also asked to share the survey link with others in their community via text messages, to assist in acquiring more community input for the CAP needs assessment.

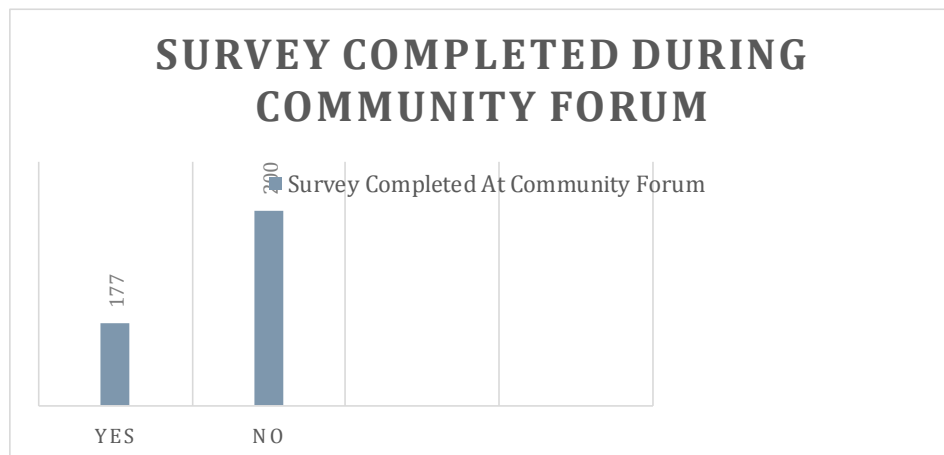
### *Countywide Survey Participants*

Survey	Participants	Location (subregions)
<ul style="list-style-type: none"><li>• Total- 445</li><li>• Online Survey- 255 (57%)</li><li>• Paper Survey- 190 (43%)</li><li>• Total Engagement- (48.99%)</li><li>• Average Responses- (218)</li></ul>	<ul style="list-style-type: none"><li>• Community Residents- (67.82%)</li><li>• CBO- (15.63%)</li><li>• Service Provider- (7.13%)</li><li>• Government- (4.37%)</li><li>• Other- (5.06%)</li></ul>	<ul style="list-style-type: none"><li>• Southeast San Diego- (10.68%)</li><li>• El Cajon- (17.71%)</li><li>• Kearny Mesa(17.45%)</li><li>• Oceanside- (20.83%)</li><li>• Escondido(16.93%)</li><li>• South Bay- (16.41%)</li></ul>

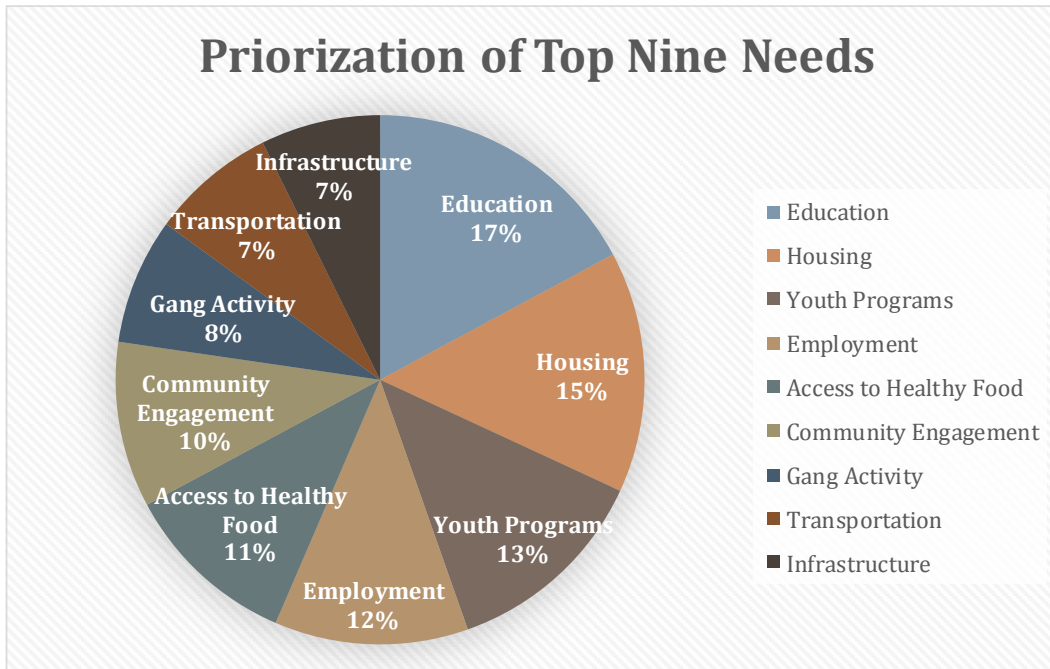
*The survey was taken less by a small margin at the community forums than through other means of outreach. At the forums, 46.95% took the survey and 53.05% did not. This speaks to the additional outreach needed and conducted to obtain feedback of others that couldn't attend the forums*

In addition, the CBOs attended stakeholder and community meetings to share the survey link and invitations to the community forums as well. A total of 445 people participated in completing the survey countywide. Out of the 445, at least 190 of those were paper surveys that were inputted into the online survey platform, to assist with easier data processing. The online survey was completed by a total of 255 participants, and was the most highly utilized survey completion method. The table above shows percentages of who completed the survey, and where and what method they used.

Overall, the survey was completed slightly more online than in paper format, and the majority of participants were community residents (68%). The survey was completed almost evenly countywide with a slightly higher amount of surveys completed in Oceanside, with the lowest number of surveys received from Southeast San Diego. The strategies identified could easily work countywide as there was a lot of overlap on the priorities and strategies to use targeting the nine needs identified in the 2014 assessment. The 2014 assessment also yielded a similar amount of participation in each subregion in both the community forums and survey collection. At a countywide level, the prioritization of the nine community needs were all very close, but of the 5 needs that were prioritized and most important to communities were: (1) Education, (2) Housing, (3) Youth Programs, (4) Employment and (5) Access to Healthy Food.



2016 Countywide Prioritized Needs



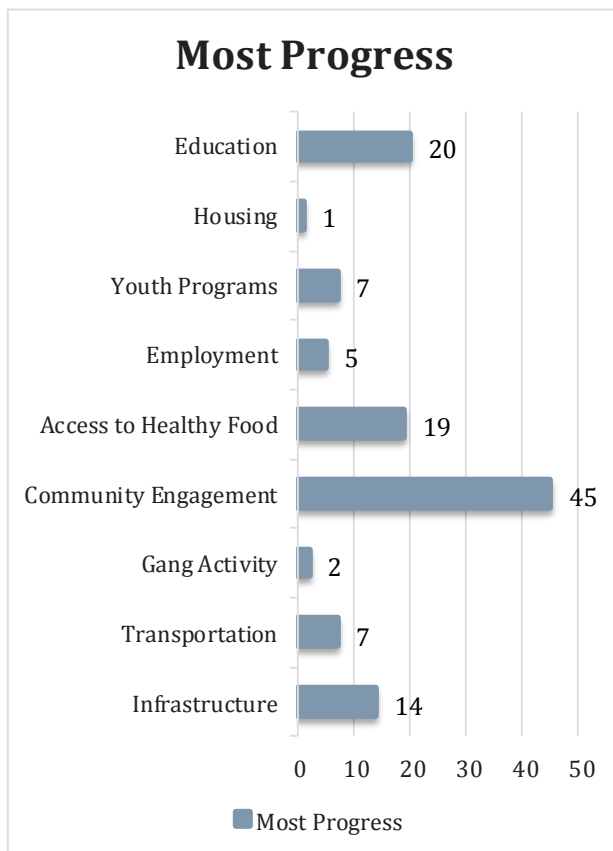
The online countywide survey went a step beyond the community forums and Live Poll activity, and asked participants to identify the specific strategies for each community need. Participants chose from a list of strategies that they prioritized based on which would be most impactful for them and their communities. These data show what the majority of participants ranked as the top need and top strategy addressing each need. In Education the preferred strategy was K-12 Supplemental, in Housing Financial Capabilities Skills Training, in Youth Programs Before & After School Activities, in Employment Vocational Trainings, in Access to Healthy Food Nutrition Education Classes, in Community Engagement Leadership Trainings, in Gang Activity Relationship Building Activities with Residents & Law Enforcement, in Transportation Public Transportation Services and lastly in Infrastructure Community Improvement Projects. Across the board, most subregions had clear cut leads in preferred strategies with the exception of the Access to Healthy Food, Community Engagement and Employment needs. In those areas, participants had a harder time ranking the strategies that they felt would be the most impactful choice for their community.

*This table identifies the prioritized top nine needs along with the community's ranking of their preferred and most impactful strategies necessary to address each need.*

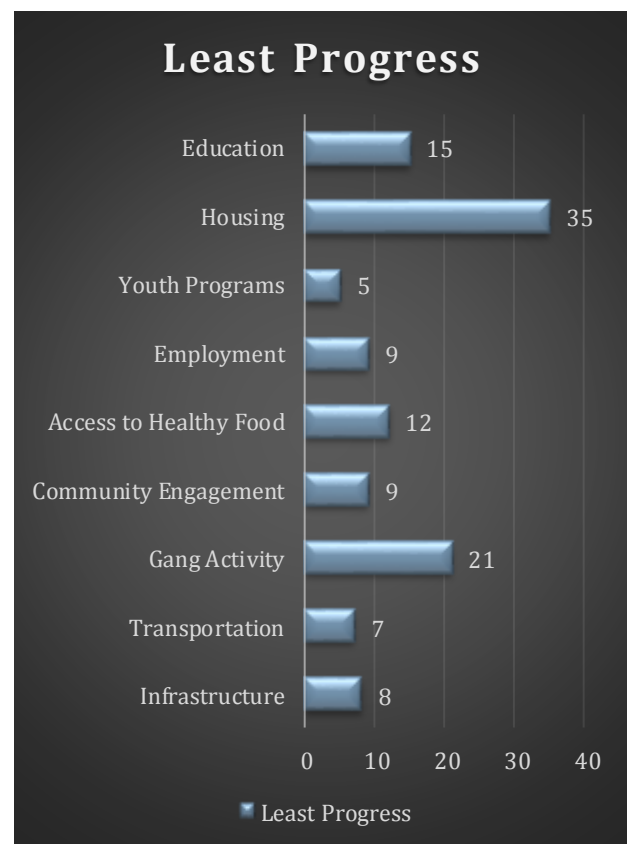
<b>Education</b>	<ul style="list-style-type: none"> <li>• <b>K-12 Supplemental Education (#1)</b></li> <li>• Wellness Classes (#2)</li> <li>• Adult Basic Education (#3)</li> <li>• English Language Classes (#4)</li> </ul>
<b>Housing</b>	<ul style="list-style-type: none"> <li>• <b>Financial Capabilities Skills Training (#1)</b></li> <li>• Rental Deposit Assistance (#2)</li> <li>• Eviction Prevention Services (#3)</li> <li>• Credit Repair Counseling (#4)</li> </ul>
<b>Youth Programs</b>	<ul style="list-style-type: none"> <li>• <b>Before &amp; After School Activities (#1)</b></li> <li>• College Readiness Classes (#2)</li> <li>• Youth Recreational Activities (#3)</li> <li>• Youth Employment Programs (#4)</li> </ul>
<b>Employment</b>	<ul style="list-style-type: none"> <li>• <b>Vocational Training (#1)</b></li> <li>• Soft-Skills Training (#2)</li> <li>• Career Counseling (#3)</li> <li>• Self-employment Skills Training (#4)</li> </ul>
<b>Access to Healthy Food</b>	<ul style="list-style-type: none"> <li>• <b>Nutrition Education (#1)</b></li> <li>• Emergency Food Assistance (#2)</li> <li>• Help Accessing Food Assistance (#3)</li> <li>• Community Gardening Projects (#4)</li> </ul>
<b>Community Engagement</b>	<ul style="list-style-type: none"> <li>• <b>Leadership Training (#1)</b></li> <li>• Family Skills Development Programs (#2)</li> <li>• Mediation Services (#3)</li> <li>• Citizenship Classes (#4)</li> </ul>
<b>Gang Activity</b>	<ul style="list-style-type: none"> <li>• <b>Relationship Building Activities Law Enf + Residents (#1)</b></li> <li>• Parent Engagement Programs (#2)</li> <li>• Restorative Justice Programs (#3)</li> <li>• Outreach to Potential/Current Gang Members (#4)</li> </ul>
<b>Transportation</b>	<ul style="list-style-type: none"> <li>• <b>Public Transportation Services (#1)</b></li> <li>• Walk/Bike Programs (#2)</li> <li>• Support for Auto Purchase (#3)</li> <li>• Help with Auto Repair (#4)</li> </ul>
<b>Infrastructure</b>	<ul style="list-style-type: none"> <li>• <b>Community Improvement Projects (#1)</b></li> <li>• Community Beautification (#2)</li> <li>• Community Events (#3)</li> <li>• Local Business Support (#4)</li> </ul>

In addition to the online survey rankings of needs and strategies, the Live Poll Activity asked participants which of the nine needs had they seen the most and least progress within the last two years. The 2016 Countywide Most Progress and Least Progress charts below show the actual number of participants countywide that provided this feedback. These charts also provide a side by side comparison between the needs that the community members felt they had seen the most and least progress. Consequently, the “most progress” was made in the areas of Community Engagement, Access to Healthy Food and Infrastructure, based on responses received. The areas of “least progress” were Housing, Gang Activity and Education, and this result directly correlates with the overall survey data showing Education and Housing as the top two priorities for the county. In addition, these needs also reflected as the top two needs in a majority of the subregions.

2016 Countywide Most Progress Chart



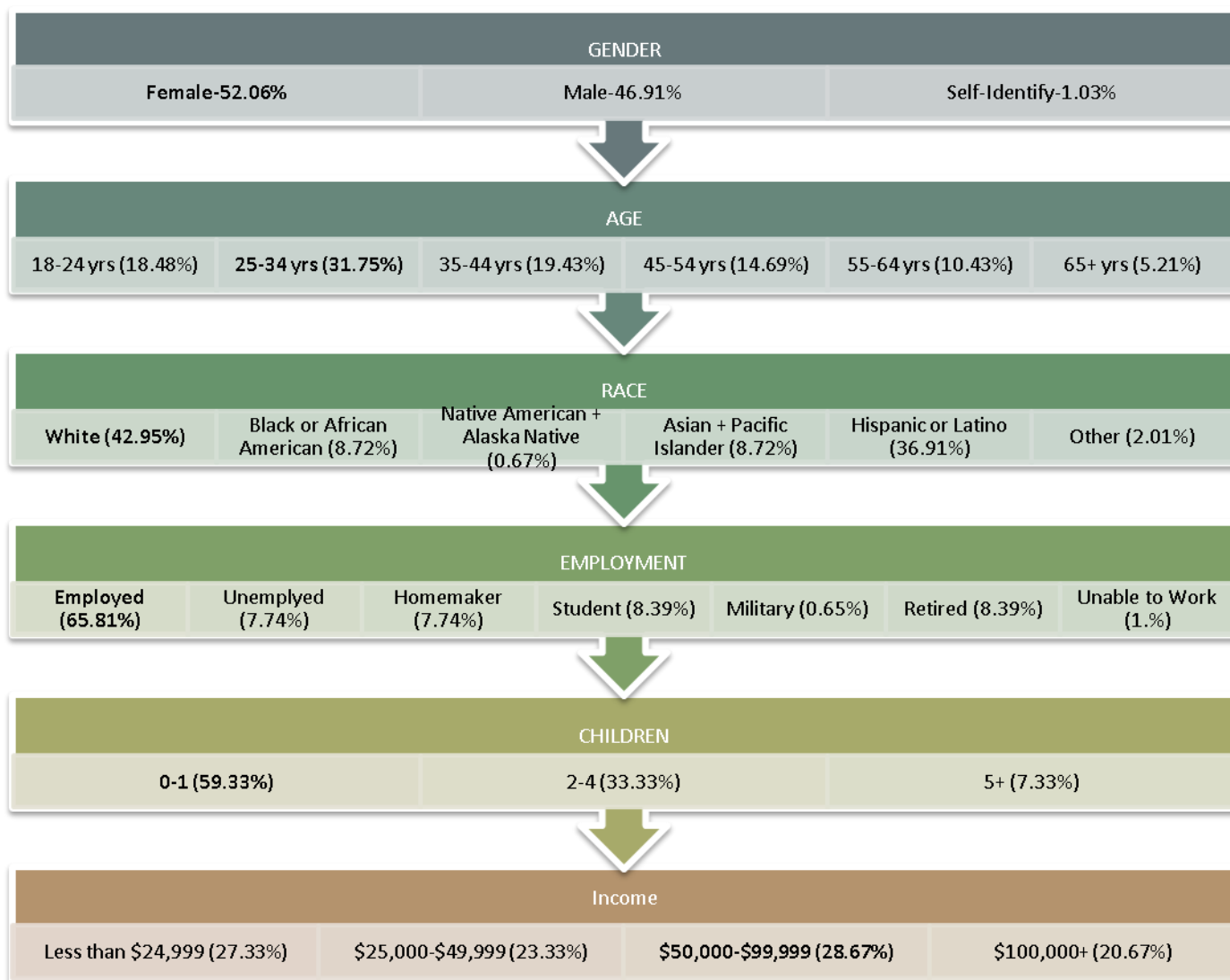
2016 Countywide Least Progress Chart



## LIVE POLL COUNTYWIDE DEMOGRAPHICS SUMMARY

Demographics were collected at the community forums to identify who participated in the needs assessment. The table below shows the results for the attendance at the forums countywide. In bold are the highest percentages found in each category.

*2016 Countywide Community Forum Demographics*



## Subregional Community Breakdowns

### **SOUTHEAST SAN DIEGO. THE URBAN COLLABORATIVE PROJECT**

#### **COMMUNITY FORUM: NOVEMBER 14, 2016. LANGUAGE: ENGLISH. ATTENDANCE: 19**

The Southeast San Diego forum was attended by a majority of females, residents of the ages 35-44 and African American race/ethnicity. The majority of residents in attendance at the forum were from the 92114 area code with representation from various zip codes in Southeast San Diego. Respondents were mostly employed with small families and have a household income of \$50,000-\$99,000 annually. Residents at the forum expressed how much they care about their community and realize there is much to do and they want to improve it for the betterment of their own families, friends and others in need.



Through the Live Poll Activity, we gathered demographics and shared the list of needs several times and asked them to rank their top five needs, their lowest priority, the need they had seen the most progress and least progress and share any needs they felt were missing. Their top needs were Education, Housing, Youth Programs and Employment. Their lowest priority was transportation but the forum attendees felt that might be the case because those in attendance had cars so for them it wasn't a priority. The area that they felt had seen the most progress was community engagement and the least progress they felt was housing. This correlated with the results of the highest priority for them being housing. Some of the needs they felt were missing were homelessness, mental health, refugee/immigration, civic engagement-voter empowerment and seniors. During the open discussion portion of the agenda, the residents shared that they felt that civic engagement and community engagement didn't mean the same to them, and they would like to see more efforts in voter empowerment strategies for civic engagement.



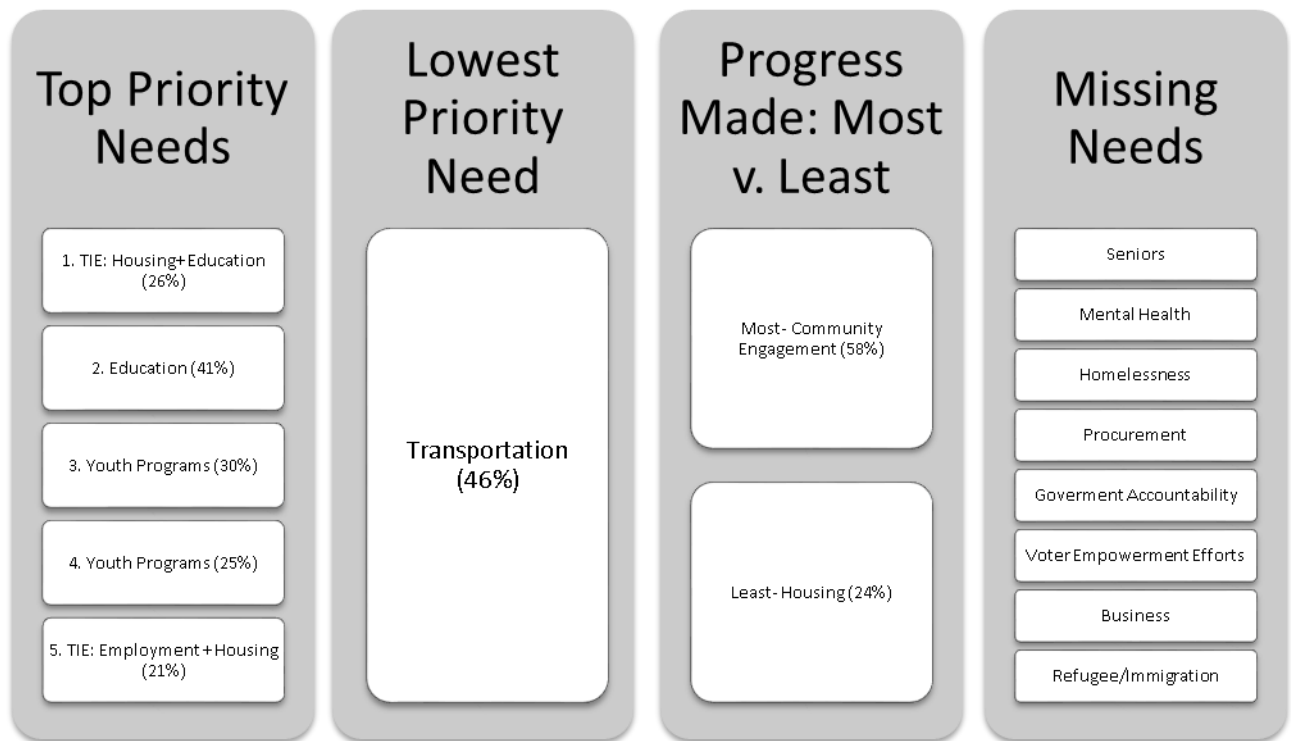
These efforts, however, should be accompanied with education on the policies and ballot measures, so community residents can make informed decisions. Participants also shared concerns of how Southeast San Diego is underserved especially when it comes to resources, funding and engagement opportunities. Participants did not seem to be aware of what the next steps would be in order to engage, or take action in their community. In addition, they mentioned there was a lack of support for small business, entrepreneurs and for returning graduates that wanted to work and live in their hometown neighborhood. Youth engagement was highlighted

as important, and they shared that El Cajon and Mira Mesa have some programs that should be duplicated in



Southeast San Diego. Participants also shared that the youth today are seeing the possibility of living a good life through the lens of generalizations and from visuals and the things that they see in social media, and not the real effort it would take to be successful in life. Community is already overwhelmed with heavy workloads and low paying jobs with demanding work schedules and the youth in these high-need areas who try to help their over burdened parents with the financial needs of the home are labeled negatively before even having a chance to compete. They are impacted by issues of racism, judgement and cultural misunderstanding to name a few. Community residents shared a strong belief that beyond rationalizing and strategizing the problem, it is time for action because things are dire. They found it difficult to prioritize such important needs especially as each need can encompass so much more. Unique to this forum and one other forum conducted in South Bay, was the low representation of the lower income residents with families. In order to better outreach to the low income populations, the Live Poll questions reviewed at the community forum were converted into an online survey link that was disseminated by the CBO, to share throughout the subregion. Although additional people did fill out the Live Poll survey, it wasn't the targeted population desired that responded, and therefore, it seems that lower income populations in particular may be more reachable via paper surveys. The additional Live Poll surveys altered the subregional report data compared to input that was received at the actual forum. Below is a summary of the Southeast San Diego needs feedback provided via the community forum and the Live Poll survey.

*Southeast San Diego Subregion Live Poll Activity Needs Feedback*



*Southeast San Diego Subregion Live Poll Activity Demographics*

GENDER	AGE	RACE	EMPLOYMENT	CHILDREN	INCOME	LOCATION
<ul style="list-style-type: none"> <li>•Female-<b>60%</b></li> <li>•Male-36%</li> <li>•Self-Identify-4%</li> </ul>	<ul style="list-style-type: none"> <li>•18-24 yrs (4%)</li> <li>•25-34 yrs (16%)</li> <li>•<b>35-44 yrs (69%)</b></li> <li>•45-54 yrs (24%)</li> <li>•55-64 yrs (20%)</li> <li>•65+ yrs (4%)</li> </ul>	<ul style="list-style-type: none"> <li>•White (<b>42%</b>)</li> <li>•Black or African American (37%)</li> <li>•Native American + Alaska Native (0%)</li> <li>•Asian + Pacific Islander (4%)</li> <li>•Hispanic or Latino (17%)</li> <li>•Other (0%)</li> </ul>	<ul style="list-style-type: none"> <li>•Employed (<b>88%</b>)</li> <li>•Unemployed (4%)</li> <li>•Homemaker (0%)</li> <li>•Student (0%)</li> <li>•Military (0%)</li> <li>•Retired (8%)</li> <li>•Unable to Work (0%)</li> </ul>	<ul style="list-style-type: none"> <li>•0-1 (<b>100%</b>)</li> <li>•2-4 (0%)</li> <li>•5+ (0%)</li> </ul>	<ul style="list-style-type: none"> <li>•Less than \$24,999 (0%)</li> <li>•\$25,000-\$49,999 (28%)</li> <li>•<b>\$50,000-\$99,999 (32%)</b></li> <li>•\$100,000+ (40%)</li> </ul>	<ul style="list-style-type: none"> <li>•92114</li> <li>•92102</li> <li>•92103</li> <li>•92104</li> <li>•92105</li> <li>•92129</li> <li>•92123</li> <li>•92109</li> <li>•92020</li> <li>•92021</li> <li>•92115</li> <li>•92116</li> <li>•92103</li> </ul>

**Note:** Bolded items represent the highest number or per choice for each category.

*Special thanks to The Urban Collaborative Project for their work in gathering these data for the Southeast San Diego Subregion Needs Assessment 2016.*



**KEARNY MESA. BAYSIDE COMMUNITY CENTER COMMUNITY FORUM-NOVEMBER 1, 2016. LANGUAGES: ENGLISH, SPANISH, VIETNAMESE. ATTENDANCE: 34**

The Kearny Mesa forum was held in Linda Vista and was attended by majority females, residents of the ages 25-34, 45-54 and of Asian/Pacific Islander race/ethnicity. The majority of residents were from the 92111 area code with representation from other zip codes in the Kearny Mesa subregion. The respondents were mostly employed with small families and have a household income of less than \$24,999 annually. This part of the county is very diverse and required trilingual capacity for all the residents to be able to participate meaningfully. Therefore, the forum was interpreted from English into Spanish and Vietnamese.

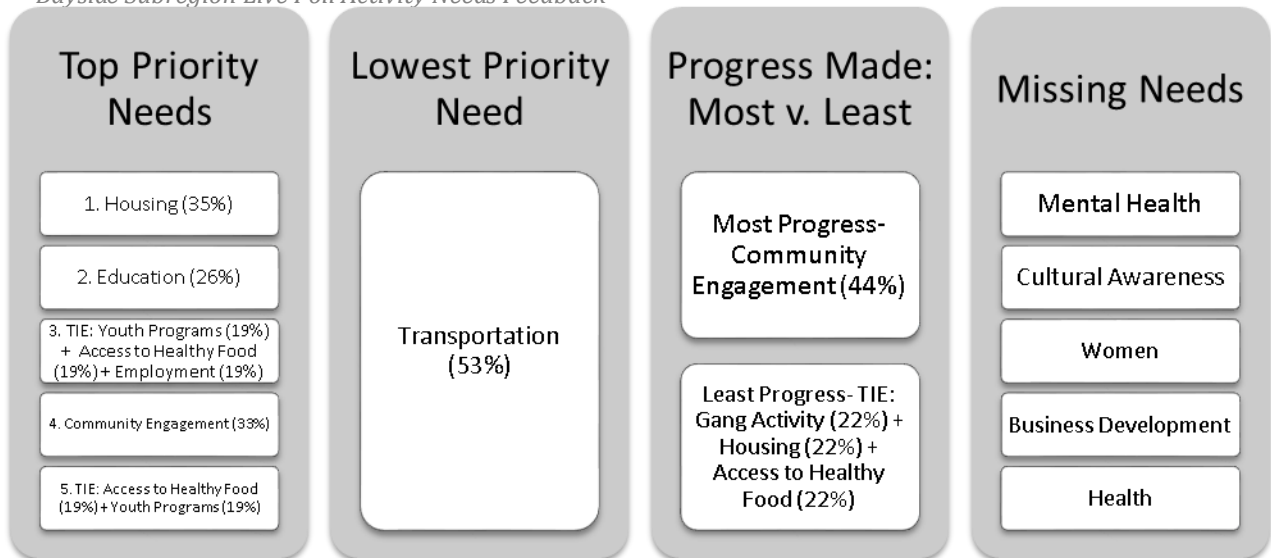




Through the Live Poll Activity we gathered demographics and shared the list of needs several times and asked them to rank their top five needs, their lowest priority, the need they had seen the most progress and least progress and share any needs they felt were missing. The Kearny Mesa subregion's top needs were Education, Housing, Youth Programs, Community Engagement and Access to Healthy Food. Their lowest priority was transportation and the area that they felt had seen the most progress was community engagement and the least progress was a tie between housing, gang activity, and access to healthy food. This correlated with the

results of the highest priority need for them being housing. Some of the needs they felt were missing were mental health, cultural awareness, women's health and business development. The residents felt that the area they needed the most help with was in the area of housing rights and protecting tenant rights from slum and absentee landlords. Many residents shared the high need for housing to be addressed, not just in getting people into housing, but also in maintaining feasible rents by looking into rent control to protect tenants. The residents shared how landlords abuse federal programs for the funding and then raise rents, which will eventually gentrify their communities. In addition, a good amount of attendees of the forum were students from the USD campus who expressed that they wanted to learn more about the community they reside in during their college experience. The student presence in this community potentially creates a very special and unique opportunity for providing input toward impacting health in this area of the county. This is something to keep in mind as resources and programs are being developed for this area. The high level of engagement and feedback in this region can be attributed in part to participants' previous involvement in RLA and community volunteer programs, through the efforts of Bayside in the area.

*Bayside Subregion Live Poll Activity Needs Feedback*



*Bayside Subregion Live Poll Activity Demographics*

GENDER	AGE	RACE	EMPLOYMENT	CHILDREN	INCOME	LOCATION
<ul style="list-style-type: none"> <li>• <b>Female-71%</b></li> <li>• Male-29%</li> <li>• Self-Identify-0%</li> </ul>	<ul style="list-style-type: none"> <li>• <b>18-24 yrs (14%)</b></li> <li>• <b>25-34 yrs (27%)</b></li> <li>• 35-44 yrs (9%)</li> <li>• 45-54 yrs (27%)</li> <li>• 55-64 yrs (9%)</li> <li>• 65+ yrs (14%)</li> </ul>	<ul style="list-style-type: none"> <li>• <b>White (33%)</b></li> <li>• Black or African American (0%)</li> <li>• Native American + Alaska Native (0%)</li> <li>• <b>Asian + Pacific Islander (46%)</b></li> <li>• Hispanic or Latino (21%)</li> <li>• Other (0%)</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Employed (48%)</b></li> <li>• Unemployed (0%)</li> <li>• Homemaker (8%)</li> <li>• Student (36%)</li> <li>• Military (4%)</li> <li>• Retired (4%)</li> <li>• Unable to Work (0%)</li> </ul>	<ul style="list-style-type: none"> <li>• <b>0-1 (71%)</b></li> <li>• 2-4 (29%)</li> <li>• 5+ (0%)</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Less than \$24,999 (54%)</b></li> <li>• \$25,000-\$49,999 (9%)</li> <li>• \$50,000-\$99,999 (29%)</li> <li>• \$100,000+ (8%)</li> </ul>	<ul style="list-style-type: none"> <li>• <b>92111</b></li> <li>• 92103</li> <li>• 92037</li> <li>• 92126</li> <li>• 92117</li> <li>• 92110</li> <li>• 92102</li> <li>• 92075</li> </ul>

**Note: Bolded items represent the highest number or per choice for each category.**

*Special thanks to Bayside Community Center for their work in gathering these data for the Kearny Mesa Subregion Needs Assessment 2016.*



**EL CAJON. EL CAJON COLLABORATIVE**

**COMMUNITY FORUM: NOVEMBER 15, 2016. LANGUAGES: ENGLISH, SPANISH, ARABIC. ATTENDANCE: 55**

The El Cajon subregional forum was attended by majority females, residents of the ages 35-44 and of White race/ethnicity. The majority of residents were from the 92020 area code with representation from various zip codes within the subregion. The respondents were mostly employed with families of 2-4 children and have a household income of less than \$24,999 annually. Residents mentioned needing a better understanding of the systems in the US due to the high concentration of refugees resettling in the area.

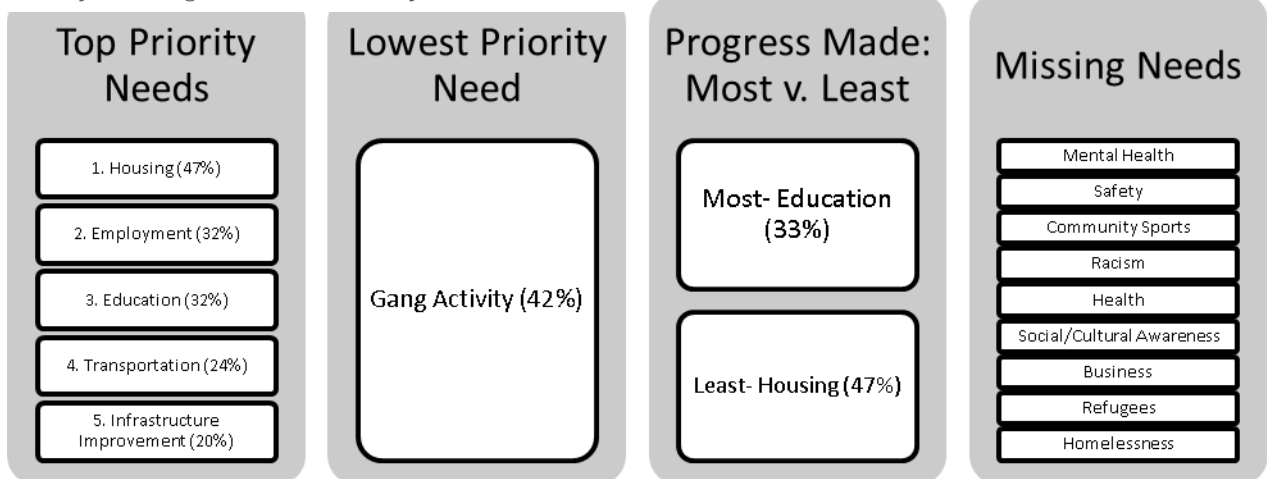




They also have needs such as how to transfer certifications, education degrees, professions from other countries to the US, which are significant factors with regard to acquiring employment. This subregional area of the county is very diverse, and required trilingual capacity for all the residents to be able to participate meaningfully, and was conducted in English with interpretation to Spanish and Arabic. Through the Live Poll Activity, we gathered demographics and shared the list of needs several times and asked them to rank their top five

needs, their lowest priority, the need they had seen the most progress and least progress and share any needs they felt were missing. The top five needs identified were Education, Housing, Transportation, Infrastructure and Employment. The lowest priority was gang activity and this was the only forum that had transportation as a high need which could be associated with the challenges faced by the refugee population in becoming familiar with local transportation systems. The refugee residents shared the lack of familiarity with traffic rules, and shared the need for translation of street signs. Families also have a limited number of cars they have acquired which leads to entire families having to share one car. The area that they felt had seen the most progress was education and the least progress identified as housing. This correlated with the results of the highest priority need for them being housing. Some of the missing needs they identified were homelessness, mental health, refugee /immigration, community activities, social/cultural awareness, business and safety. In addition, the community forum was very well attended by the Arabic refugee community in El Cajon, and they were able to share the need they have for basic understanding of US systems. This forum had the highest number of participants of all six forums in the County, and also through the survey participation, showed high interest in using the information to promote resources for their specific needs.

*El Cajon Subregion Live Poll Activity Needs Feedback*



*El Cajon Subregion Live Poll Activity Demographics*

SEX	AGE	RACE	EMPLOYMENT	CHILDREN	INCOME	LOCATION
<ul style="list-style-type: none"> <li>• <b>Female-79%</b></li> <li>• Male-9%</li> <li>• Self-Identify-0%</li> </ul>	<ul style="list-style-type: none"> <li>• 18-24 yrs (7%)</li> <li>• 25-34 yrs (28%)</li> <li>• <b>35-44 yrs (39%)</b></li> <li>• 45-54 yrs (11%)</li> <li>• 55-64 yrs (15%)</li> <li>• 65+ yrs (0%)</li> </ul>	<ul style="list-style-type: none"> <li>• <b>White (68%)</b></li> <li>• Black or African American (2%)</li> <li>• Native American + Alaska Native (0%)</li> <li>• Asian + Pacific Islander (0%)</li> <li>• Hispanic or Latino (25%)</li> <li>• Other (5%)</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Employed (69%)</b></li> <li>• Unemployed (15%)</li> <li>• Homemaker (7%)</li> <li>• Student (7%)</li> <li>• Military (0%)</li> <li>• Retired (2%)</li> <li>• Unable to Work (0%)</li> </ul>	<ul style="list-style-type: none"> <li>• 0-1 (39%)</li> <li>• <b>2-4 (50%)</b></li> <li>• 5+ (11%)</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Less than \$24,999 (37%)</b></li> <li>• \$25,000-\$49,999 (18%)</li> <li>• \$50,000-\$99,999 (27%)</li> <li>• \$100,000+ (18%)</li> </ul>	<ul style="list-style-type: none"> <li>• <b>92020</b></li> <li>• 92019</li> <li>• 92104</li> <li>• 92021</li> <li>• 92126</li> <li>• 92103</li> <li>• 92012</li> <li>• 91941</li> <li>• 91942</li> </ul>

**Note: Bolded items represent the highest number or per choice for each category.**

*Special thanks to The El Cajon Collaborative for their work in gathering these data for the El Cajon Subregion Needs Assessment 2016.*



**ESCONDIDO. ESCONDIDO EDUCATION COMPACT**

**COMMUNITY FORUM: OCTOBER 18, 2016. LANGUAGE: SPANISH. ATTENDANCE: 40**

The Escondido subregion forum was attended by majority females, residents of the ages 35-44 and of Hispanic/Latino race/ethnicity. The majority of residents were from the 92025 area code with representation from various zip codes within the area. The respondents were mostly employed with moderate size families and have a household income of \$25,000-\$49,999 annually. This part of the county has a high population of Latino/Hispanic and required Spanish only capacity for all the residents to be able to participate meaningfully. This particular forum had the lowest number of participants with access to mobile phones, which resulted in a higher need for paper surveys to gather input.



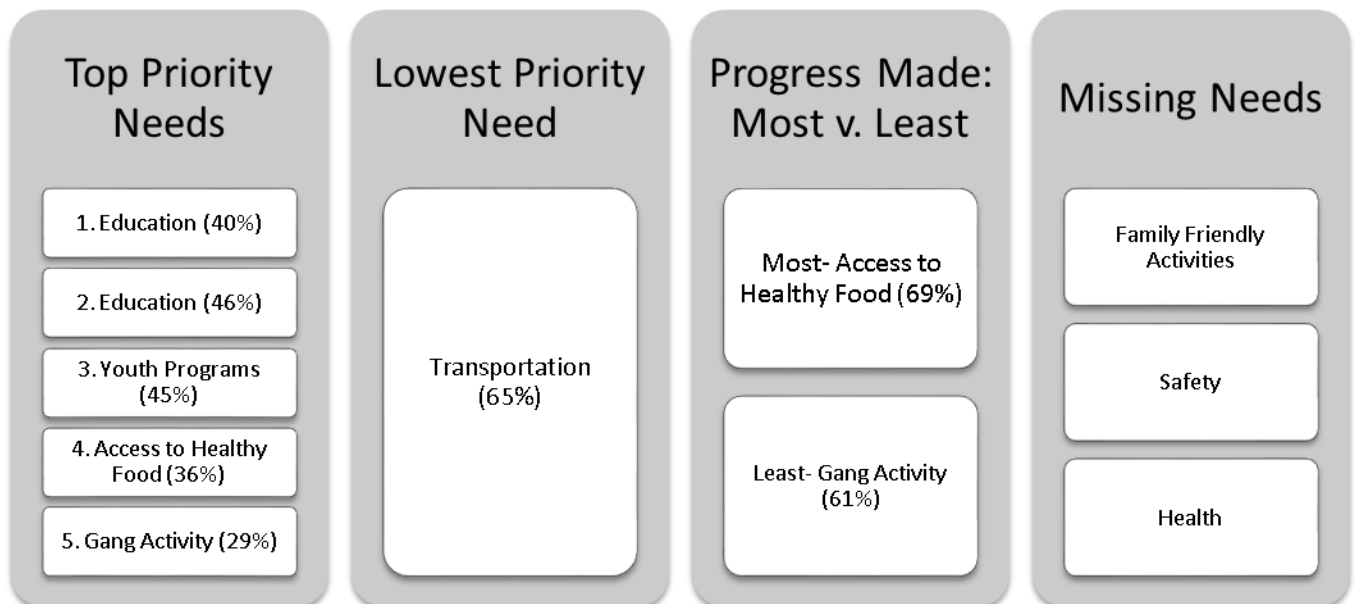
Through the Live Poll Activity, we gathered demographics and shared the list of needs several times and asked them to rank their top five needs, their lowest priority, the need they had seen the most progress and least progress and share any needs they felt were missing. The top priority needs identified were Education, Youth Programs, Access to Healthy Food and Gang Activity. The lowest priority was transportation and the

area identified with the most progress made was Access to Healthy Food and the least progress was Gang Activity. The results correlated with one of the highest priorities being Gang Activity. During the forum, there was a high level of engagement of participants that provided constructive comments and feedback. Some of the needs the group stated were missing were family friendly activities, public safety and health education/promotion. During the open discussion segment of the forum, the participants opened up more



and also mentioned the need for continued infrastructure improvements needed in the community. Participants specifically highlighted intersections in the community that needed attention for traffic/pedestrian safety. They also discussed the issues they were facing with the dangers of children crossing when school lets out, and the cars that don't adhere to the transportation safety laws. Overall, the residents that attended the forum in Escondido were majority Latino/Hispanic mothers that were aware of the needs their families have in the community especially where it pertains to Education and Infrastructure and were able to share those to help advocate for improvements in their communities.

*Escondido Subregion Live Poll Activity Needs Feedback*



*Escondido Subregion Live Poll Activity Demographics*

GENDER	AGE	RACE	EMPLOYMENT	CHILDREN	INCOME	LOCATION
<ul style="list-style-type: none"> <li>•Female-<b>93%</b></li> <li>•Male-7%</li> <li>•Self-Identify-0%</li> </ul>	<ul style="list-style-type: none"> <li>•18-24 yrs (0%)</li> <li>•25-34 yrs (12%)</li> <li>•<b>35-44 yrs (69%)</b></li> <li>•45-54 yrs (19%)</li> <li>•55-64 yrs (0%)</li> <li>•65+ yrs (0%)</li> </ul>	<ul style="list-style-type: none"> <li>•White (7%)</li> <li>•Black or African American (0%)</li> <li>•Native American + Alaska Native (0%)</li> <li>•Asian + Pacific Islander (0%)</li> <li>•Hispanic or Latino (<b>93%</b>)</li> <li>•Other (0%)</li> </ul>	<ul style="list-style-type: none"> <li>•Employed (<b>50%</b>)</li> <li>•Unemployed (12%)</li> <li>•Homemaker (38%)</li> <li>•Student (0%)</li> <li>•Military (0%)</li> <li>•Retired (0%)</li> <li>•Unable to Work (0%)</li> </ul>	<ul style="list-style-type: none"> <li>•0-1 (21%)</li> <li>•2-4 (<b>79%</b>)</li> <li>•5+ (0%)</li> </ul>	<ul style="list-style-type: none"> <li>•Less than \$24,999 (36%)</li> <li>•<b>\$25,000-\$49,999 (50%)</b></li> <li>•\$50,000-\$99,999 (7%)</li> <li>•\$100,000+ (7%)</li> </ul>	<ul style="list-style-type: none"> <li>•92025</li> <li>•92026</li> <li>•92065</li> <li>•92128</li> <li>•92027</li> </ul>

**Note:** Bolded items represent the highest number or per choice for each category.

*Special thanks to Escondido Education COMPACT for their work in gathering these data for the Escondido Subregion Needs Assessment 2016.*



**OCEANSIDE. VISTA COMMUNITY CLINIC COMMUNITY FORUM: NOVEMBER 9, 2016. LANGUAGES: ENGLISH AND SPANISH. ATTENDANCE: 33**

The Oceanside forum was attended by majority females, residents of the ages 45-54 and of Hispanic/Latino race/ethnicity. The majority of residents were from the 92054 area code with representation from various zip codes within Oceanside. The respondents were mostly employed with small to moderate size families, and had a household income of less than \$24,999 annually.



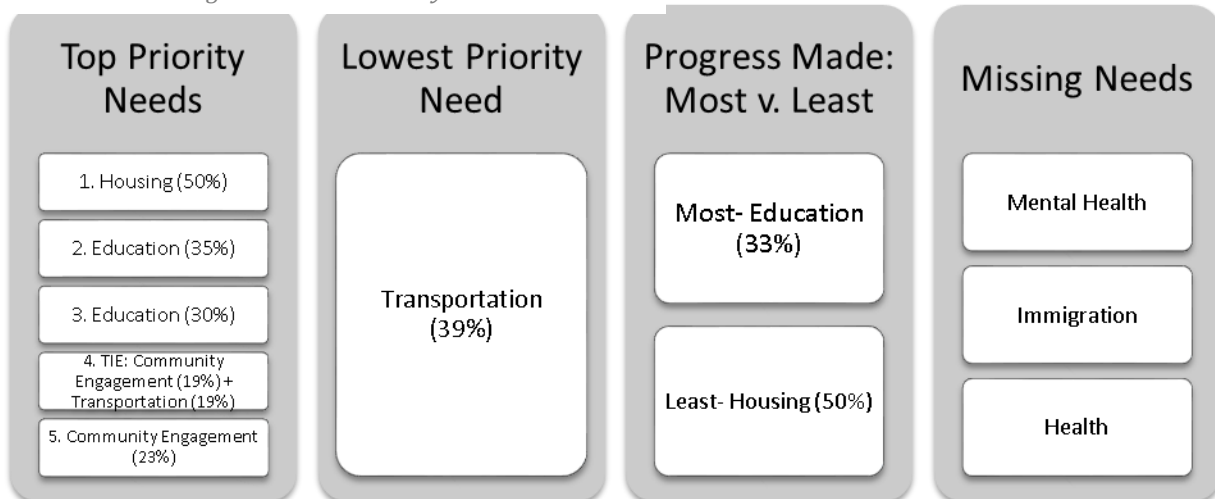




This part of the county has a high population of Latino/Hispanic and required additional Spanish capacity for all the residents to be able to participate meaningfully, therefore the first part of the forum was conducted in English with Spanish interpretation and the second half was conducted in Spanish. Through the Live Poll Activity we gathered demographics and shared the list of needs several times and asked them to rank their top five needs, their lowest priority, the need they had seen the most progress and least

progress and share any needs they felt were missing. The top priority needs identified were Education, Housing, Community Engagement and Transportation. The lowest priority was Transportation. The area that had seen the most progress was Education and the least progress was Housing. This correlated with the results of the highest priority need being Housing. Some of the needs they felt were missing were mental health, healthcare access and immigration. They also have a high concentration of crime and gang activity that need specialized attention in the community. In addition, attendees of the forum were majority Latino/Hispanic residents, with half of the attendees being service providers. In the open discussion segment of the forum, the participants shared the need for quality, affordable housing. The community also identified the need for more services that support mental health just as much as physical health. In addition, the educator/service provider staff that attended the discussion felt that they needed to share these findings with their districts to be able to help address some of these areas especially in the education field. Feedback was significant which was not expected since the forum was held the day after the presidential election. The high level of engagement and feedback in this region (similar to North Central, Kearny Mesa subregion) can be attributed in part to participants' previous involvement in RLA and community volunteer programs, through the efforts of VCC in the area.

*Oceanside Subregion Live Poll Activity Needs Feedback*



Oceanside Subregion Live Poll Activity Demographics

GENDER	AGE	RACE	EMPLOYMENT	CHILDREN	INCOME	LOCATION
<ul style="list-style-type: none"> <li>• <b>Female-76%</b></li> <li>• Male-18%</li> <li>• Self-Identify-6%</li> </ul>	<ul style="list-style-type: none"> <li>• 18-24 yrs (20%)</li> <li>• 25-34 yrs (25%)</li> <li>• 35-44 yrs (10%)</li> <li>• <b>45-54 yrs (40%)</b></li> <li>• 55-64 yrs (5%)</li> <li>• 65+ yrs (0%)</li> </ul>	<ul style="list-style-type: none"> <li>• White (24%)</li> <li>• Black or African American (9%)</li> <li>• Native American + Alaska Native (5%)</li> <li>• Asian + Pacific Islander (0%)</li> <li>• Hispanic or Latino (<b>57%</b>)</li> <li>• Other (5%)</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Employed (78%)</b></li> <li>• Unemployed (9%)</li> <li>• Homemaker (4%)</li> <li>• Student (0%)</li> <li>• Military (0%)</li> <li>• Retired (0%)</li> <li>• Unable to Work (9%)</li> </ul>	<ul style="list-style-type: none"> <li>• <b>0-1 (65%)</b></li> <li>• 2-4 (31%)</li> <li>• 5+ (4%)</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Less than \$24,999 (31%)</b></li> <li>• \$25,000-\$49,999 (17%)</li> <li>• \$50,000-\$99,999 (30%)</li> <li>• \$100,000+ (22%)</li> </ul>	<ul style="list-style-type: none"> <li>• 92054</li> <li>• 92027</li> <li>• 92083</li> <li>• 92069</li> <li>• 92011</li> <li>• 92078</li> <li>• 92057</li> <li>• 92056</li> <li>• 92024</li> <li>• 92129</li> <li>• 92084</li> </ul>

Note: Bolded items represent the highest number or per choice for each category.

*Special thanks to Vista Community Clinic for their work in gathering these data for the Oceanside Subregion Needs Assessment 2016.*



**SOUTH BAY. 4 WALLS INTERNATIONAL**

**COMMUNITY FORUM: OCTOBER 26, 2016. LANGUAGE: ENGLISH. ATTENDANCE: 30**

The South Bay subregional forum was held in Imperial Beach and was attended by majority females, residents of the ages 55-64 and of White race/ethnicity. The majority of residents were from the 91932 area code with small representation from other zip codes in the area. The respondents included both employed and retired individuals with small families, and had a household income of \$50,000-\$99,999 annually. This part of the county has a mix of Latino/Hispanic and older White/Caucasian population that they shared needed more support in community engagement efforts.





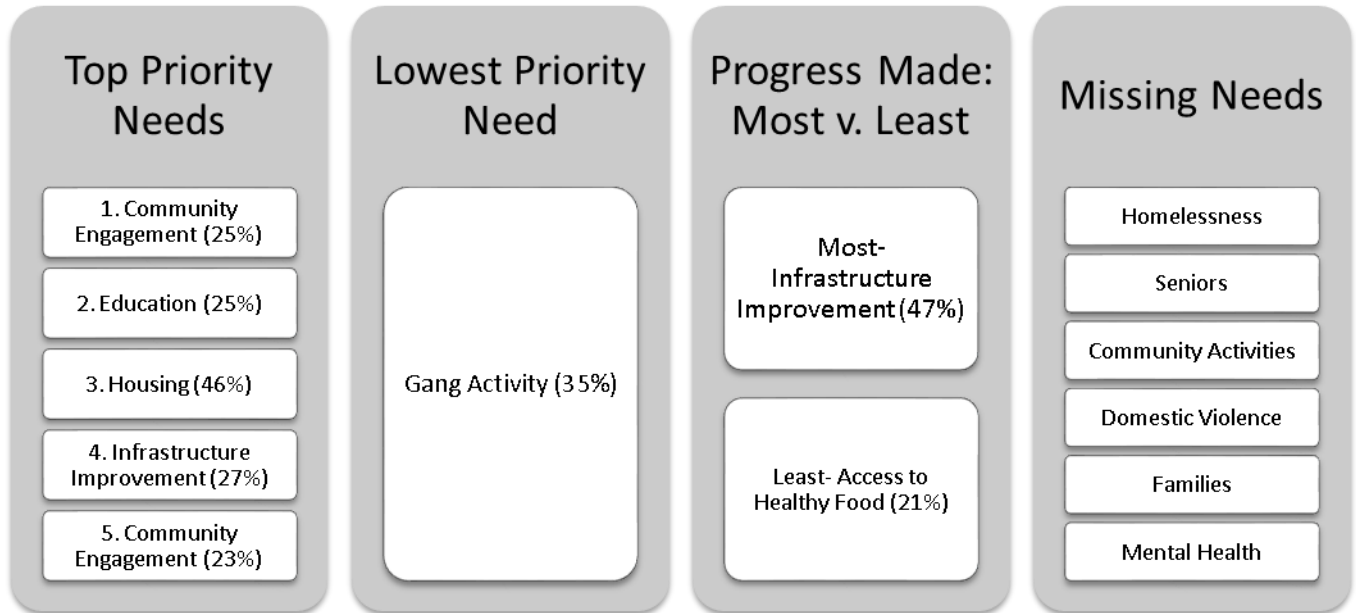
Through the Live Poll Activity we gathered demographics and shared the list of needs several times and asked them to rank their top five needs, their lowest priority, the need they had seen the most progress and least progress and share any needs they felt were missing. The top needs identified were Education, Housing, Community Engagement and Infrastructure Improvements. The lowest priority was Gang Activity; this could be reflective of the missing participation of several segments of the South Bay population at the forum as well as in the Live Poll survey. The area that residents felt had seen the most progress was Infrastructure Improvement and the least progress was Access to Healthy Food. This correlated with the results of one of this area's highest priorities being Infrastructure Improvement. Some of the missing needs participants identified were community friendly activities, mental health, homelessness and especially senior services. At the forum, the Mayor of Imperial Beach welcomed everyone and shared the importance for Imperial Beach to continue to make

improvements in the *Live Well San Diego* areas of safe, healthy and thriving communities. The attendees of the forum were majority senior citizens of higher income levels with specific needs and this demographic (although important) does not fully reflect the entire Imperial Beach and overall South Bay community. In this particular community there haven't been any RLAs or leadership trainings conducted, to help bring the community together for civic engagement, and it was apparent by the lack of diverse attendance at this forum. Despite extensive outreach to the area's local schools, PTA groups, and community organizations, several segments of the South Bay population were not in attendance during the Community Forum.

The 4Walls CBO representative provided feedback from the different stakeholders they met with that for parents with families the best way to acquire their input was through the schools and preferably in the mornings. In addition, they shared the concerns they have with entities coming to gather information and not being confident in how the information will be used and impact their community. They also shared they feel a disconnect from other populations of the Imperial Beach community. To that extent community engagement isn't prevalent in this part of the South Bay and for these reasons amongst others (that we aren't aware of) the high-need and low-income, Latino residents from the westside Imperial Beach community, (the area near Nestor and just west of the 805 freeway) and the San Ysidro population were not represented in the Needs Assessment 2016 community forum the way they were in other subregions. To help gather this missing information the Live Poll Activity that was done at the forums was converted into the Live Poll Activity Survey and was shared with the local CBO and its partners to be able to provide feedback that way in lieu of not being able to attend the forum. In addition attempts were made to return to their meetings with the Live Poll survey and flyer their areas to no avail. Unfortunately due to the Holidays and small time frame that extra effort didn't return the results we hoped.

However, those in attendance did share during the open discussion segment of the forum that there was a need for community engagement, and special attention and resources for seniors. They shared it was very necessary in this community to focus on engagement as they did not have the understanding of how to make connections throughout the community to fully reflect the population needs for that area.

*South Bay Subregion Live Poll Activity Needs Feedback*



*South Bay Subregion Live Poll Activity Demographics*

GENDER	AGE	RACE	EMPLOYMENT	CHILDREN	INCOME	LOCATION
<ul style="list-style-type: none"> <li>• <b>Female-56%</b></li> <li>• Male-44%</li> <li>• Self-Identify-0%</li> </ul>	<ul style="list-style-type: none"> <li>• 18-24 yrs (5%)</li> <li>• 25-34 yrs (5%)</li> <li>• 35-44 yrs (0%)</li> <li>• 45-54 yrs (16%)</li> <li>• <b>55-64 yrs (37%)</b></li> <li>• 65+ yrs (37%)</li> </ul>	<ul style="list-style-type: none"> <li>• <b>White (59%)</b></li> <li>• Black or African American (6%)</li> <li>• Native American + Alaska Native (0%)</li> <li>• Asian + Pacific Islander (6%)</li> <li>• Hispanic or Latino (29%)</li> <li>• Other (0%)</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Employed (55%)</b></li> <li>• Unemployed (0%)</li> <li>• Homemaker (0%)</li> <li>• Student (5%)</li> <li>• Military (0%)</li> <li>• Retired (40%)</li> <li>• Unable to Work (0%)</li> </ul>	<ul style="list-style-type: none"> <li>• 0-1 (<b>84%</b>)</li> <li>• 2-4 (16%)</li> <li>• 5+ (0%)</li> </ul>	<ul style="list-style-type: none"> <li>• Less than \$24,999 (0%)</li> <li>• \$25,000-\$49,999 (35%)</li> <li>• <b>\$50,000-\$99,999 (40%)</b></li> <li>• \$100,000+ (25%)</li> </ul>	<ul style="list-style-type: none"> <li>• <b>91932</b></li> <li>• 91950</li> <li>• 92154</li> <li>• 92173</li> </ul>

**Note:** Bolded items represent the highest number or per choice for each category.

*Special thanks to 4 Walls International for their work in gathering these data for the South Bay Subregion Needs Assessment 2016.*



## **SUMMARY OF SUBREGIONAL FINDINGS**

After hosting the community forums and live polling activities in the six subregions, we discovered some interesting themes across the county. For example, countywide all regions had Education or Housing as either their first or second priority. Across the board, the community resident responses far outweighed the input received from service providers (6-8 out of 10). The lowest priority in five out of six subregions was Transportation except for El Cajon, which could be related to the high refugee population that requires a higher need of transportation services. In all subregions, the need that the communities chose as having seen the least progress reflected itself in their top priority need area. The majority of needs assessment participants were employed and there were more woman participants than men across the board. Additionally we saw that in many cases residents had a difficult time prioritizing between needs which made for several ties in the prioritization exercise for the Live Poll Activity. Overall, the communities that had seen the most progress in the areas of community engagement and access to healthy food did not want to lose momentum, so they kept these needs as top priorities while also identifying these areas as where they had seen the most improvement in recent years. Lastly, the missing needs that came up across all the regional forums in the County were mental health, homelessness, healthcare, refugee/immigration and seniors.

## **Lessons Learned**

Several lessons were learned in the Needs Assessment 2016 Drill-Down process with components intended to draw in different information and utilizing innovative methods with technology being at the forefront. Throughout the process, these were the useful lessons learned which will inform future needs assessments processes.

- It is key for communities to have leadership trainings, such as Resident Leadership Academies, along with strong, stable and active local CBOs that support their community's health and engagement activities and assist in guiding their advocacy efforts. Organizations demonstrating these capacities have the best connections to the desired populations that needs assessments are attempting to reach, and these capacities were evident in the stakeholder representation at the community forums.

### **MISSING NEEDS IDENTIFIED COUNTYWIDE**

- Mental Health
- Homelessness
- Healthcare
- Refugee/  
Immigration
- Seniors

- Additionally, in those communities where RLA support was sustained for engagement they had greater success in resident turnout and participation this was evident in their larger turnouts, completion of surveys and vested resident participation.
- In comparing this process and that of 2014 we noticed the engagement was reduced when you don't involve RLA residents in the process. In 2014 for each area, an entire RLA class was involved in outreach and in gathering surveys – up to 20 additional participants for each region. For this report, the goal was to engage existing resident leadership groups and in the areas where those groups are sustained and have active leaders the outreach task was listed to the main CBO representative for that community, therefore the number of people doing outreach was reduced and it is evident in the number of surveys and forum attendees.
- The use of the Live Polling technology provided the unexpected result of pulling more engagement from middle to upper class community members that don't usually attend community forums but have valuable input to share from their own perspectives.
- Although San Diego County has some unique needs and differences across the population, participants overall identified their needs, interest and gaps very similarly across the County.
- Using methods that were more digitized was helpful for calculating and sorting the data to be able to provide more standardized feedback from the communities.
- Using technology is useful but takes a large amount of resources to assure everyone is able to participate. Special considerations need to be made for adequate data plans, internet access, mobile phones, computers, and most importantly interest in using the technology for the purposes of the community needs assessment input engagement.
- Most community residents have mobile phones and computers but what they do not have is enough understanding of how to use them. Therefore, it our conclusion that they use these technologies only when they have to. Therefore, more technological training for low-income communities would be useful, so that their comfort level would increase, and they could more easily access and use the resources that are available to them. Consequently, it is our thinking that if these trainings are provided within the communities, that low income resident participation will increase overall.
- More time (increased timeline) and resources are needed to successfully conduct a needs assessment process of this scale in order to truly be able to accommodate various information collection methods, reaching all the subregions, populations, languages, stakeholders and communities across the County.
- A significant amount of resources need to be set aside to be able to translate all the materials into all the languages of the populations that are trying to be reached in the different subregions along with interpreters to be able to communicate during the forums themselves.
- Surveys should be hosted on platforms that specialize in survey data gathering so that the data that is being collected does not have any limitations that would affect the additional breakdown of data into the subregional areas.

## Conclusion

This Needs Assessment 2016 Drill-Down process was able to successfully gather useful data not just at a countywide level but also at the subregional levels, through the community forums and the new and unique way to collect information -- anchored heavily in technology and making use of mobile Live Polling, mobile surveys and (as needed) paper surveys. A majority of community residents have mobile phones, but don't know how to use them and that limited their interest and capability to participate in the technological aspect of the needs assessment. However, those that did participate with technology and had this capacity, liked the experience and especially liked being able to see the results in real time as most often data is collected and never shared back with the community during assessments like these.

These data will also be able to better inform not just CAP programs and resources but also other County of San Diego Health and Human Services Agency (HHSA) departments. For example, the Behavioral Health Services (BHS) Division of HHSA will find this information useful in following-up on the residents needs for more mental health services, and thus, connecting them to future BHS Community Forums. In addition, there is an opportunity in communities, to provide more education on what mental health resources are available to the community countywide and in the specific subregions. It was also apparent that communities that have had leadership trainings like RLAs along with strong, stable and active local CBOs had a better connection and access to the community resident populations and demographics that the needs assessment is trying to reach. It is evident that these participants are better informed and able to make decisions for the betterment of the community as a whole. Capacitated subregions and providers were very instrumental in gathering the most useful data for their areas and they also had the most participatory forums which also reflected the value of leadership trainings and local CBOs that work with residents to empower them through civic engagement in the areas of public health. The experience overall was extremely rewarding and informative, and we are encouraged that this report will help create additional improvements in the County of San Diego across all subregions, but most especially, in the target areas of Southeast San Diego, Kearny Mesa, El Cajon, Escondido, Oceanside and South Bay that participated, shared their thoughts and helped make this report possible.