

Kentucky Extension Community Assessment Shelby County Report 2019



COOPERATIVE EXTENSION

 University of
Kentucky
*College of Agriculture,
Food and Environment*





University of Kentucky
College of Agriculture, Food and Environment
Cooperative Extension Service

Dear Community Member,

Thank you for your support and participation in the Kentucky Cooperative Extension Service Community Needs Assessment. The purpose of this assessment is to better serve you through targeted educational programming.

The Kentucky Cooperative Extension Service is the outreach arm of the University of Kentucky College of Agriculture, Food and Environment and Kentucky State University College of Agriculture, Communities and Environment. With offices in all 120 counties of the Commonwealth, Extension provides practical, research-based educational programs and information.

Extension values community input into educational program development and has from its inception more than a century ago. Every four years, each Extension office prepares a plan of work that includes gathering information from community members as well as secondary data to inform the plan.

Our state is changing, and new areas of need are emerging. To standardize our plan of work process, a committee of Extension personnel and community members developed the community needs assessment process to formalize that data gathering portion.

We expected a large response and we were not disappointed. Over 38,000 people completed the survey. More than 500 interviews and focus groups were conducted. We will use this information to develop local plans of work in our counties as well as regional and statewide initiatives to make a positive impact in the lives of Kentuckians.

We look forward to continuing to serve you.

Sincerely,

University of Kentucky Cooperative Extension Service Administration

ASSESSMENT OVERVIEW

In the fall of 2018, the University of Kentucky Cooperative Extension Service began a statewide assessment of community issues and priorities from across the Commonwealth. County Extension offices led the effort by collecting feedback from various county residents, stakeholders, and organizations. Each county collected feedback through surveys, focus groups, and interviews with community stakeholders. The goal of this project was to gain a better understanding of the needs and priorities facing communities in Kentucky. Gathering information from each county allowed both a broad view of state community issues and an opportunity to detail and address issues specific to counties. Utilizing the results, the University of Kentucky and Cooperative Extension Service can align resources and improve services and partnerships in response to the priority needs of each county. This report is a summary of the data collected in this county.

Community Survey

A community needs assessment survey was developed by a committee representing a mix of county Extension Agents, Extension Specialists from departments across the University of Kentucky, and community stakeholders. The assessment survey was shared with each county Extension office. In turn, Extension Agents invited county residents to participate in the community needs assessment survey. The survey was electronically distributed by social media and email, and was distributed on paper to individuals, groups and organizations to be completed.

Focus Groups

County Extension office staff convened community members in interactive focus groups in the fall of 2018. The focus group listening sessions were designed to allow community members to discuss their ideas on the future of the county in more detail than allowed on the survey. Participants in the focus groups were invited to discuss their vision for a more vibrant county, issues for the future, barriers to issue resolution, resources or information that would help the issues, and ideas for an improved future. A summarized reporting of the results of these listening sessions are included in this report.

Interviews

In addition to the survey and focus group sessions, county Extension Agents also conducted interviews with individuals in formal leadership roles in the county. The interview questioning followed a similar format to the focus groups, seeking information on pressing needs, long term needs, and exploring the role that Extension might serve to address future issues confronting the county.

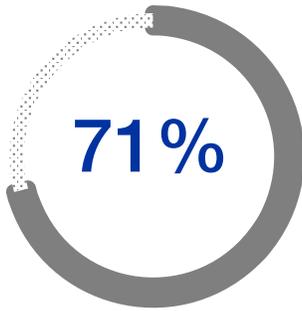
Secondary Data

To complement the survey, focus groups, and interviews, detailed data profiles have been compiled for each county that correspond to topic areas covered in the survey. This information provides additional context to understand the role of identified issues in each county as well as historical data to highlight trends.

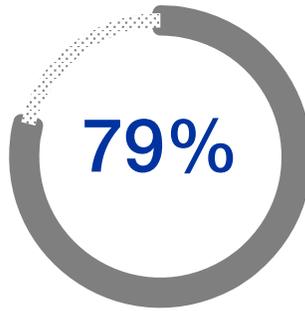
Next Steps

This report summarizes the information collected for this county. The report and the included secondary data compilation can serve as a starting point for deeper investigation into the issues of concern and priority for community members. The University of Kentucky and Cooperative Extension Service will support the county in addressing the priorities identified through this assessment.

421 Respondents



are Female



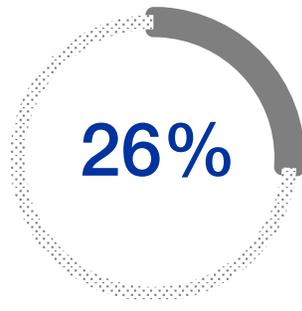
are White
(non-Hispanic)



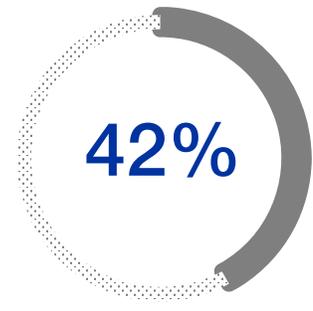
are 25-64 years old
(working age)



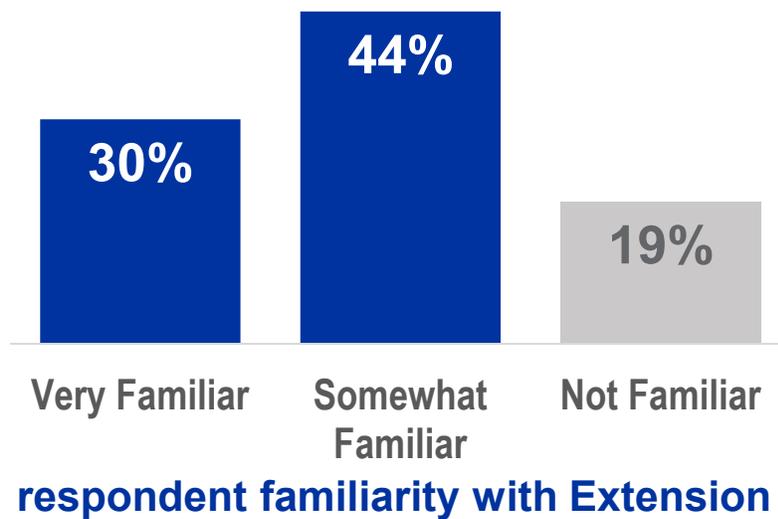
work or are
self-employed



are retired



currently participate
in Extension
programming



ISSUE IMPORTANCE

421 respondents ranked 62 community issues on a scale of “very important” to “not important.”

The table below lists all 62 community issues. The numerical value listed next to each issue represents the average rating across all respondents. Below is the scale used to determine the average rating:

Very important = 4 Important = 3 Not that important = 2 Not important = 1

The table is organized into two columns: the most important issue (on average) is listed at the top of the left column.

Category Legend:

▲ Health and Wellness ♥ Youth and Families ♦ Agriculture and Environment ■ Jobs and Infrastructure ● Community Vitality

3.79 ■ Trustworthy and effective law enforcement	3.49 ♥ More senior citizen support programs
3.76 ■ Responsive emergency services	3.49 ■ Access to affordable, reliable high-speed internet service
3.74 ▲ Fewer chronic diseases (diabetes, heart disease, cancer, etc.)	3.48 ● More pride in the community and its assets
3.74 ▲ Improved affordability of health care insurance	3.48 ■ More qualified employees for existing or new jobs
3.73 ♥ More youth life skills training (money management, life decision making, etc.)	3.47 ● More youth community leadership opportunities
3.72 ▲ Improved access to quality affordable health care providers (medical, dental, etc.)	3.47 ♦ More awareness and support for agriculture and agribusinesses
3.68 ▲ Improved availability of health care insurance	3.44 ▲ Better skills for selecting and preparing healthier food
3.68 ▲ Fewer overweight or obese youth and adults	3.43 ● More citizens helping to solve local issues
3.68 ■ More jobs paying good wages with benefits	3.42 ▲ Safer community places to walk, run, bike, etc.
3.64 ♥ Better family skills in reducing debt, increasing savings, and financial planning	3.42 ♦ More market opportunities for farmers
3.64 ♥ More support for families with mental and emotional health issues	3.41 ♦ More profitable farms
3.62 ▲ Safer use of prescription medications	3.41 ● More effective cooperation between community organizations
3.62 ■ Safe and accessible public water and sewer	3.4 ● More active community volunteers
3.6 ♥ More support for prevention of school violence and bullying	3.4 ■ Better employee “soft skills” training (communications, team work, etc.)
3.6 ♥ More affordable, quality elder care options	3.36 ▲ More individual physical activity opportunities
3.59 ♥ Affordable, quality child care	3.36 ● More community marketing efforts (tourism, industry attraction, etc.)
3.59 ♥ More child and partner abuse prevention resources	3.34 ▲ More healthy snacks and food options at restaurants and community events
3.59 ● More qualified leaders to prepare community for the future	3.33 ♦ More crop and livestock production opportunities
3.58 ♦ Less illegal dumping and littering	3.3 ♦ More land available for food production
3.58 ♥ Better youth and adult career readiness	3.3 ♦ Less pest, disease, and weed issues
3.57 ♥ More support for families and individuals with special needs	3.29 ▲ Improved sidewalks and crosswalks
3.57 ♥ Stronger parenting and relationship building skills	3.27 ■ Better utilities (water, sewer, etc.) to attract industry
3.57 ▲ Better use of food safety practices (hand washing, storage, preservation, etc.)	3.16 ■ More part-time and summer job opportunities
3.56 ▲ More sources for buying safe, affordable, fresh local foods	3.09 ♦ More farm-related jobs
3.54 ▲ Availability of substance use treatment	3.09 ♦ More training for food gardening skills
3.53 ♥ More support for relatives raising children of family members	3.09 ♦ Increased tree and forestry management
3.53 ■ Increased support for small business	3.07 ♦ More community parks and green spaces
3.52 ♦ Sustainability of family farms	3 ■ More public transportation options
3.52 ■ Better roads and bridges	3 ■ More tourism-related businesses
3.52 ▲ More sources for buying safe, affordable, fresh food	2.97 ♦ More community gardens
3.51 ▲ Availability of substance use prevention programs	2.97 ♦ Better landscapes for improved home value

TOP PRIORITY ISSUES

After respondents ranked the importance of issues in their community, they were asked to identify the top three priorities for their community in each issue category.

293 respondents chose issues by priority, and the resulting top three priorities for each issue category are listed below.

By prioritizing the issues, respondents are not just identifying how important each issue is for their community, but rather *which issues they would prioritize in their community*.

Jobs & Infrastructure

1. More jobs paying good wages and benefits
2. Better employee “soft skills” training (communications, team work, etc.)
3. Responsive emergency services

Agriculture & Environment

1. Sustainability of family farms
2. More market opportunities for farmers
3. Less illegal dumping and littering

Health & Wellness

1. Improved affordability of health care insurance
2. Fewer chronic diseases (diabetes, heart disease, cancer, etc.)
3. Improved access to quality, affordable health care providers (medical, dental, etc.)

Youth & Families

1. More youth life skills training (money management, life decision making, etc.)
2. More support for prevention of school violence and bullying
3. Better family skills in reducing debt, increasing savings and financial planning

Community Vitality

1. More qualified leaders to prepare community for the future
2. More citizens helping to solve local issues
3. More pride in the community and its assets

The Shelby County Extension Office convened community members in two interactive focus groups that represented community members from a wide range of age, business, and organizational groups. The conversations focused on identifying the priority issues facing the county and proposed ideas of what residents would like to see in the future. While focus groups only offer a small sample of attitudes within the county, they do provide insightful first-hand perspectives from residents. The responses from the focus groups are summarized below.

Vision for a More Vibrant Community

The following themes were raised by focus group participants when asked about their vision for the future of the county:

- A community that meets the basic needs of residents
- Support for farm families through agriculture local foods, and agritourism
- A well-defined community identity and purpose with engaged residents
- A healthy population
- A skilled, active, ready workforce
- A community with housing for entry level and young families, public transportation, youth sports programs, successful park system, and affordable day care
- Citizens ready to contribute to the community and coordination of volunteer services
- Schools identifying as the hub of community activities and host extra-curricular activities

Identified Priorities

- Increase awareness of community resources
- Increase services for mental health
- Expand Envision Shelby County
- Increase the public workforce

Priorities Discussion

The focus group sessions raised many topics of common importance to the participants. One identified priority was the importance of making known the availability of helpful resources. It was shared that many people are unsure of where to go for publicly available resources. Some thought that coordination of volunteer services could strengthen the provision of social services to address the basic needs of residents. Additionally resources are needed including: people providing extended care for family members, housing for low-income residents, addressing drug problems, and challenging home or family situations. Mental health was also identified as a pressing need in the community.

Participants recognized the importance of having a stronger county identity and pride in their vision, values and culture. Participants noted they wanted to be known as a welcoming community that supports and encourages tourism.

Improving the workforce was also acknowledged as a priority in the community. Focus group members recognized the value of soft-skills development and the importance of customer service skills to support businesses in the area.

The Shelby County Extension Agents conducted three separate interviews with persons in leadership positions within the community. These interviews allowed deeper insight from the perspectives of people highly engaged in community activities. The interview followed a similar format to the focus groups, seeking information on pressing needs, long-term needs, and exploring ways that Extension might serve to address issues confronting the county. The interview perspectives are compiled and summarized to represent key discussion ideas.

Identified Priorities

- Planning for growth
- Infrastructure
- Personal and family development
- Drug problem

Priorities Discussion

Interviewees identified planning for development and population growth as pressing issues in the community. One respondent felt an internal agreement between Shelbyville and Simpsonville was needed immediately. The desire to have a plan to guide community growth and land use was identified as highly important. Assessing the economic impact of agriculture in the county is also a topic to be explored and considered in planning.

Interviewed participants noted that providing necessary county infrastructure is a pressing issue in the county. Growing industry, housing, and population are creating pressures on resources. There is a need to improve rural internet connections and communications. Affordable, single-income housing and availability for seniors was also acknowledged as important.

Respondents discussed the importance of family stability. Many families that are providing care for extended family members struggle to do so. Services for support of these challenging situations may include support with life and professional development skills.

Addressed as the “opioid crisis” in the interviews, substance abuse was identified as a pressing issue in the area. Interviews suggested that drug use impacts the individual and families directly affected and carries economic and social implications for the community. Drug use can increase demands on public services and can impact regional employment and economics.

County leaders elaborated about types of information or resources the University of Kentucky and the Cooperative Extension Service could provide to address identified issues in Shelby County. These include:

- Resources to support urban and rural co-existence
- Education about importance of agriculture in Shelby County
- Support with agricultural policy changes concerning land use
- Support individual and family development
- Planning town hall meetings to address the issues discussed and future planning

UNDERSTANDING YOUR SECONDARY DATA PROFILE

As part of the Community Assessment process, each county is provided with a profile of secondary data. The goal is to supplement the survey, focus groups and interviews with a wide range of secondary data. The data selected for the profiles correspond to the topics covered in the survey and a list of variables provided by the committee that designed the assessment process.

As counties begin to understand the results from their surveys, focus groups and interviews, these data provide an additional dimension to understanding the role of particular issues in each county.

Profile Data

Data in each profile are organized as follows: county demographics; families and households; agriculture; jobs, economy and labor force; youth; and health and wellness. Because we all relate to data in different ways, within each section, the data are presented using three different formats:

- Tabular data
- Narrative
- Graphic

Comparison data over time or comparisons with the state as a whole are provided where space allowed.

County Demographics

Families and Households

Agriculture

**Jobs, Economy and
Labor Force**

Youth

Health and Wellness

Finding More Data

If you need additional data, many sources are available. On the back page of each profile, we provide information for each of the data sources we used. We also provide a list of websites where you may access them.

For easy access to a wide array of data, visit [Kentucky: By The Numbers](#), the [Building Strong Families Profiles](#) from Family and Consumer Sciences Extension, and the [County Data Profiles](#) from the Community and Economic Development Initiative of Kentucky (CEDIK).

If you need help in finding more data or if you need assistance in understanding this secondary data profile, please feel free to contact Dr. Julie N. Zimmerman (jzimm@uky.edu) in the Department of Community and Leadership Development.



Shelby County Data Profile

Shelby County's Data Profile is provided by the **Kentucky: By The Numbers** program in the Department of Community and Leadership Development for the Community Assessments conducted by the University of Kentucky's Cooperative Extension Service. These secondary data profiles supplement the survey, focus groups, and key informant interviews conducted in each county across the state through the County Extension Offices and coordinated by Community and Economic Development Initiative of Kentucky (CEDIK).

The overall goals for the Community Assessments are:

- To gain a better understanding of the county's pressing issues;
- To enhance Extension's place-based approach by providing information on locally relevant issues in counties;
- To gain a better understanding of how Extension can support important community change to improve Kentucky;
- To provide a statewide view of how top issues are distributed across the state.

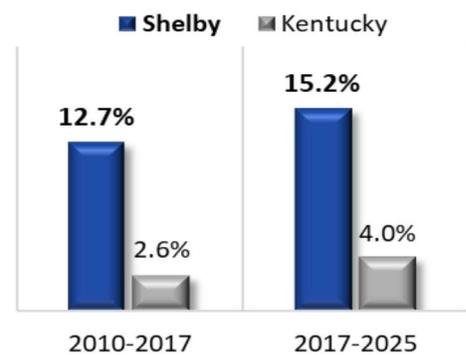
For more information on the Community Assessment process, visit <https://extension.ca.uky.edu/communityassessment>

For additional data or other data-related assistance, contact: Dr. Julie N. Zimmerman (jjimm@uky.edu)

County Demographics

Population	2010 ¹	2017 ²	2025 ³
Total	42,074	47,421	54,637
Ages 65 and over	5,060		9,512
	2010-2017⁴		
Net Migration (in/out)	3,375		
Race/Ethnicity	2010 ¹	2016 ⁵	
White	34,144	37,322	
Black or African American	3,060	3,299	
Asian	251	511	
Other and 2 or more races	807	1,067	
Hispanic	3,812	4,209	

Percent Change Total Population⁶
2010-2017 and 2017-2025

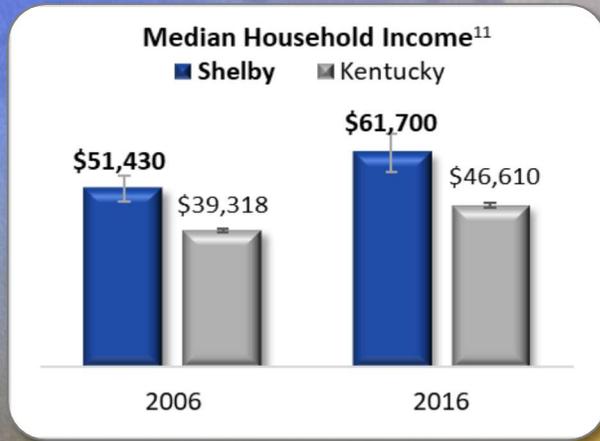


- From 2010 to 2017, the total population in Shelby County **increased** by **5,347** people.²
- Between April 2010 and June 2017, there was an estimated **net in migration** of **3,375** people.⁴
- In 2016, the composition of Shelby County's population is estimated to be **80.4%** White, **7.1%** Black/African American, **1.1%** Asian, **2.3%** other and 2 or more races, and **9.1%** Hispanic.⁵
- From 2017 to 2025, the total population in Shelby County is **projected** to **increase** by **7,216** people.³
- As baby boomers are entering retirement, between 2010 and 2025 the population ages 65 and over in Shelby County are **projected** to **increase** by **88.0%** compared to 51.9% for the state as a whole.³

Shelby County Data Profile

Families and Households

Families	<u>2010</u> ¹	<u>2012-2016</u> ⁷
Married couple		
... with own children	3,494	3,724 (+/- 330)
Female householder		
... with own children	1,059	1,147 (+/- 223)
Male householder		
... with own children	429	414 (+/- 131)
Nonfamily households (live alone/unrelated)	4,014	4,223 (+/- 371)
Poverty		<u>2012-2016</u> ⁷
Percent of families with related children who are below poverty		13.5% (+/- 3.3%)
Percent 65 and over below poverty		7.0% (+/- 2.8%)

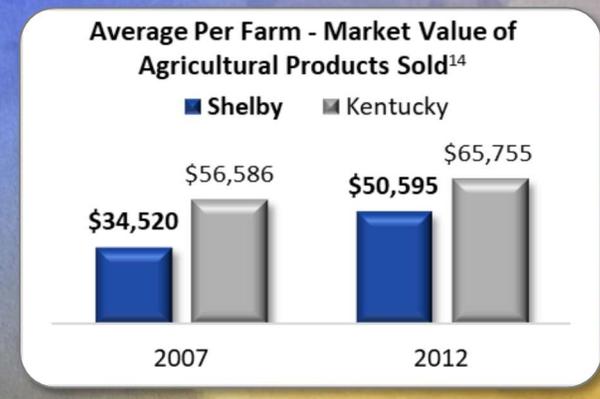


Grandparents living with and raising grandchildren ³	<u>2012-2016</u> ⁷
	421 (+/- 158)

- In 2016, Shelby County's official poverty rate was **11.5%** (9.4% - 13.6%), compared to 18.2% (17.9% - 18.6%) for the state as a whole.⁸
- In 2017, there were **32** child care centers in Shelby County. Of these **23** were STARS certified.⁹
- Between 2012-2016, **9.4%** (+/-0.8%) of people ages 5 and over spoke a language other than English at home.⁷
- The Urban Institute estimates that **18%** people in Shelby County with a credit bureau record in 2016 had student loan debt compared to 16% for the state.¹⁰

Agriculture (Data from the 2017 Ag Census will be available in 2019)

Farms*	<u>2007</u> ¹²	<u>2012</u> ¹³
Total number of farms	1,651	1,518
Percent of land in farms	84.5%	82.0%
Average farm size (acres)	124	131
		<u>2012</u> ¹³
Income from agri-tourism and recreational services		\$71,000
Number of farms marketing products directly to retail outlets		23
Average value per farm of agricultural products sold directly to individuals for human consumption		\$9,666



Percent of Principal Operators	<u>2012</u> ¹³
... who are female	15.4%
... under age 35	3.5%
... farming as primary occupation	40.5%

- In 2012, the total market value of agricultural products sold in Shelby County was **\$76,804,000**.¹³
- Of the total market value of agricultural products sold, **71.4%** was the value of crops and **28.6%** was the value of livestock, poultry, and their products.¹³
- The total farm production expenses (average per farm) was **\$51,690** compared to \$62,002 for the state.¹³
- In Shelby County, there were **1,677** hired farm labor workers on **439** farms.¹³
- 86.5%** of farms were operated by a family or an individual compared to 91.0% for the state.¹³

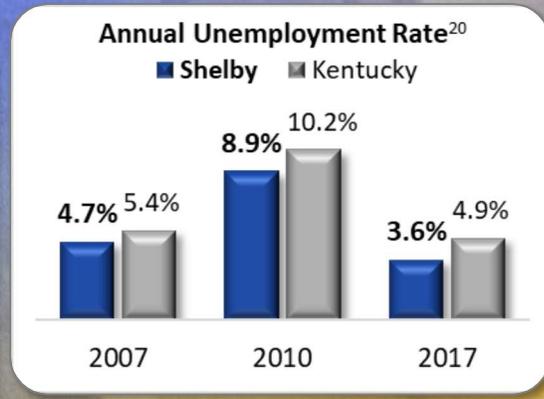
* A farm must sell at least \$5,000 to be defined as a farm operation.

Shelby County Data Profile

Jobs, Economy, and Labor Force

Jobs and Businesses	2010	2016
Total Employment (# of jobs) ¹⁵	19,566	24,266
Total Establishments (w/ employees) ¹⁶	895	974
... % with 1-9 employees	74.9%	71.7%
... % with 10-20 employees	12.7%	13.7%
Total NonEmployer Establishments (w/o employees) ¹⁷	2,849	3,304

Education	2012-2016 ⁷	
Percent of population 25 and over		
... with HS or higher	85.8% (+/- 1.5%)	
... with bachelors or higher	23.8% (+/- 1.6%)	
	Men	Women
Median Earnings (2012-16) ⁷	\$34,004 (+/- \$3,161)	\$24,488 (+/- \$2,283)



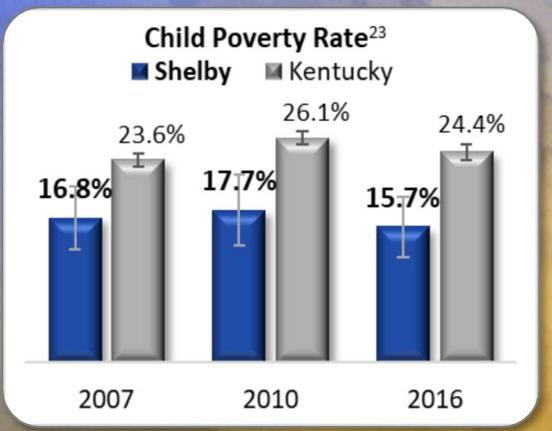
Avg Weekly Wage ¹⁸	2017
... All Industries (Private & Govt)	\$749
... Goods-producing (Private)	\$964
... Service-providing (Private)	\$658

- In 2017, the number of private establishments covered by unemployment insurance in Shelby County was **194** for goods-producing, **897** for service-providing, and **85** for hospitality & leisure.¹⁸
- Between 2012 and 2016, of the **21,050** (+/- 639) workers ages 16 and over, **51.9%** (+/- 2.4%) worked inside the county, **46.9%** (+/- 0.6%) worked outside the county and **1.2%** (+/- 0.6%) worked outside Kentucky.⁷
- Between 2012 and 2016, **2.4%** (+/- 0.9%) of workers ages 16 and over who worked full-time year round were below poverty compared to 3.5% (+/- 0.1%) for the state as a whole.⁷
- **33.8%** of 2016 HS graduates in the county earned an industry certificate compared to 19.2% for the state.¹⁹

Youth

Population by Age	2010 ¹	2017 ²	2025 ³
Under 5 years old	2,769	3,009	3,912
5-9 years old	3,008	3,017	3,885
10-14 years old	2,886	3,029	3,710
15-19 years old	2,790	3,138	3,300

Children by Relationship to Householder	2012-2016 ⁷
... Own Children (Biological, Adopted, Stepchild)	9,737 (+/- 265)
... Grandchild	554 (+/- 203)
... Other Relative	319 (+/- 152)
... Foster/Unrelated	170 (+/- 114)



17.1% of students entered KY public postsecondary institutions underprepared in one or more subjects (2015).²¹

- Between 2012-2016, there were an estimated **441** (+/- 151) youth ages 5-17 who had a disability.⁷
- **38.3%** of 3rd grade students in Shelby County scored proficient or distinguished on math in the 2015-16 school year compared to 47.7% for the state.²²
- **2,372** (+/- 453) youth under age 18 lived in households that received supplemental security income (SSI), cash public assistance, or food stamps/SNAP in the past 12 months (2012-2016).⁷

Shelby County Data Profile

Health and Wellness

Percent of Adults

... reporting poor or fair health (2016) ²⁴	18.4% (17.8%-19.0%)
... with hypertension (2013-15) ²⁵	33.3% (22.3%-46.5%)
... with obesity (2014-16) ²⁵	30% (20.4%-42.3%)
... with diabetes (2014-16) ²⁵	12.0% (6.7%-20.5%)

Number of Individuals

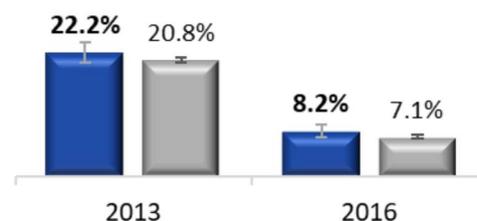
... receiving SNAP (food stamps) (2017) ²⁶	3,431
... who are food insecure (2016 estimate) ²⁷	5,080

Number of Overdoses²⁸

	2008-2010	2015-2017
... fatal overdoses	< 5	42
... nonfatal overdoses	244	455

Percent of Population Ages 18-64 who are Uninsured²⁹

■ Shelby ■ Kentucky



Number of Care Providers²⁴

... Primary Care Physicians (2015)	19
... Dentists (2016)	19
... Mental Health Providers (2017)	50

- The estimated food insecurity rate for Shelby County is **11.3%**, compared to 15.5% for the state.²⁷
- From 2010 to 2016, the number of grocery stores **decreased** by **40.0%**, from **10** to **6** stores.¹⁶
- In 2013-2015, **27.4%** (22.0%-33.5%) of adults ages 20 and over reported no leisure time physical activity.²⁴
- The Urban Institute estimates that **29%** of people in Shelby County with a credit bureau record in 2016 had medical debt in collections compared to 27% for the state as a whole.¹⁰
- **10.3%** (5.6%-18.3%) of adults reported that there was a time in past year when they needed to see a doctor but could not because of the cost.²⁵

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- Kentucky State Data Center. <https://factfinder.census.gov>
- Kids Count Data Center. <https://datacenter.kidscount.org/>
- Local Area Unemployment Statistics. <https://www.bls.gov/lau/>
- Map the Meal Gap. <http://map.feedingamerica.org/>
- Quarterly Census of Employment and Wages (QCEW).
<https://www.bls.gov/cew/>
- Small Area Health Insurance Estimates (SAHIE).
<https://www.census.gov/programs-surveys/sahie.html>
- Small Area Income and Poverty Estimates (SAIPE).
<https://www.census.gov/programs-surveys/saie.html>

Additional data are also available at:

Kentucky: By The Numbers (<http://www2.ca.uky.edu/snar/index.htm>),
 the FCS Building Strong Families profiles (<http://hes.uky.edu/StrongFamilies>),
 and the CEDIK county profiles (<https://cedik.ca.uky.edu/CountyDataProfiles>).

Shelby County Priority Responses
293 Respondents

Jobs and Infrastructure

More jobs paying good wages and benefits	27.79%
Better employee "soft skills" training (communications, team work, etc.)	12.13%
Responsive emergency services	10.67%
Increased support for small businesses	10.64%
More tourism-related businesses	9.95%
Access to affordable, reliable high-speed internet service	9.45%
More qualified employees for existing and new jobs	9.45%
Trustworthy and effective law enforcement	8.71%
Better roads and bridges	7.46%
Safe and accessible public water and sewer	6.97%
More public transportation options	3.98%
Better utilities (water, sewer, etc.) to attract industry	2.49%
More part-time and summer job opportunities	2.24%

Agriculture and Environment

Sustainability of family farms	30.1%
More market opportunities for farmers	25.5%
Less illegal dumping and littering	21.59%
More profitable farms	15.88%
More support for Kentucky agriculture and agribusiness	13.18%
More community parks and green spaces	11.39%
More crop and livestock production opportunities	9.93%
More training for food gardening skills	9.2%
More farm-related jobs	7.96%
Increased tree and forestry management	7.69%
More land available for food production	5.97%
Less pest, disease, and weed issues	5.46%
Better landscapes for improved home value	5.21%
More community gardens	3.72%

Health and Wellness

Improved affordability of health care insurance	23.63%
Fewer chronic diseases (diabetes, heart disease, cancer, etc.)	18.61%
Improved access to quality, affordable health care providers (medical, dental, etc.)	16.13%
Fewer overweight or obese youth and adults	9.93%
Availability of substance use treatment	9.2%
Improved availability of health care insurance	8.71%
Availability of substance use prevention programs	8.71%
More sources for buying safe, affordable, fresh food	8.68%
Better skills for selecting and preparing healthier food	8.21%
More sources for buying safe, affordable, fresh local foods	7.21%
More healthy snack and food options at restaurants and community events	7.2%
Safer community places to walk, run, bike, etc.	5.71%
Better use of food safety practices (hand washing, storage, preservation, etc.)	5.47%
Safer use of prescription medications	4.98%
Improved sidewalks and crosswalks	2.49%
More individual physical activity opportunities	1.49%

Youth and Families

More youth life skills training (money management, life decision making, etc.)	34.24%
More support for prevention of school violence and bullying	15.67%
Better family skills in reducing debt, increasing savings and financial planning	15.38%
Better youth and adult career readiness	15.17%
More support for families with mental and emotional health issues	13.9%
More affordable, quality elder care options	11.69%
Stronger parenting and relationship building skills	10.45%
Affordable quality child care	7.46%
More child and partner abuse prevention resources	5.96%
More support for families and individuals with special needs	5.96%
More support for relatives raising children of family members	5.47%
More senior citizen support programs	4.23%

Community Vitality

More qualified leaders to prepare community for the future	33.83%
More citizens helping to solve local issues	22.58%
More pride in the community and its assets	16.92%
More effective cooperation between community organizations	15.88%
More community marketing efforts (tourism, industry attraction, etc.)	15.42%
More youth community leadership opportunities	15.14%
More active community volunteers	13.37%

COOPERATIVE EXTENSION



DATE

NAME
ADDRESS
CITY, KY ZIP

Cooperative Extension Service

(Your) County
Street address
City, KY zip-speed
(000) 000-0000
Fax: (000) 000-0000
<http://extension.ca.uky.edu>

Re: _____ County Extension Community Survey

Dear _____,

The **Kentucky Cooperative Extension Service (Extension)** is the local outreach arm of the **University of Kentucky** College of Agriculture, Food and Environment and **Kentucky State University** College of Agriculture, Communities, and the Environment. The goal is to provide practical, research-based education that helps individuals, families and communities solve problems and improve lives. Extension provides value to communities through educational programs and information in areas like farming, gardening, parenting, budgeting, healthy living, and youth, community, and economic development.

We are interested in better understanding the issues that are important to you in your community. In response, the Kentucky Cooperative Extension System can tailor new and existing programs to address the highest priority issues that directly impact you, your family and your community. You do NOT need to be familiar with Cooperative Extension to complete this survey. The survey should take no more than 15 minutes to complete and all of your responses will be completely anonymous and confidential.

Please return this survey to (Local office name and address) by _____.

Thank you for taking the time to complete this survey. If you have any questions or concerns, please contact (local office name and phone number).

Sincerely,

Cooperative Extension Service
Agriculture and Natural Resources
Family and Consumer Sciences
4-H Youth Development
Community and Economic Development

Educational programs of Kentucky Cooperative Extension serve all people regardless of economic or social status and will not discriminate on the basis of race, color, ethnic origin, national origin, creed, religion, political belief, sex, sexual orientation, gender identity, gender expression, pregnancy, marital status, genetic information, age, veteran status, or physical or mental disability. University of Kentucky, Kentucky State University, U.S. Department of Agriculture, and Kentucky Counties, Cooperating.
LEXINGTON, KY 40546



Disabilities
accommodated
with prior notification.

1. Please rate each of the following community issues on a scale of "Not Important" to "Very Important" by placing a check mark or "X" in the corresponding space. If you are uncertain if an issue is important to your community, select "I don't know."
2. After evaluating the importance of each issue within this category, please select the **TWO** issues you consider the highest priority for your community.

Jobs and Public Infrastructure

	1.					2.	
	Not Important	Not that Important	Important	Very Important	I don't know	Select 2 issues	
More jobs paying good wages with benefits	<input type="radio"/>						
More tourism-related businesses	<input type="radio"/>						
Increased support for small businesses	<input type="radio"/>						
More part-time and summer job opportunities	<input type="radio"/>						
More qualified employees for existing or new jobs	<input type="radio"/>						
Better employee "soft skills" training (communications, team work, etc.)	<input type="radio"/>						
Better utilities (water, sewer, etc.) to attract industry	<input type="radio"/>						
Access to affordable, reliable high-speed internet service	<input type="radio"/>						
Safe and accessible public water and sewer	<input type="radio"/>						
Responsive emergency services	<input type="radio"/>						
Trustworthy and effective law enforcement	<input type="radio"/>						
Better roads and bridges	<input type="radio"/>						
More public transportation options	<input type="radio"/>						
Other _____	<input type="radio"/>						

Agriculture and Environment

	Not Important	Not that Important	Important	Very Important	I don't know	Select 2 issues	
More farm-related jobs	<input type="radio"/>						
More market opportunities for farmers	<input type="radio"/>						
More crop and livestock production opportunities	<input type="radio"/>						
More profitable farms	<input type="radio"/>						
Sustainability of family farms	<input type="radio"/>						
More awareness and support for agriculture and agribusinesses	<input type="radio"/>						
More land available for food production	<input type="radio"/>						
Less pest, disease and weed issues	<input type="radio"/>						
More community gardens	<input type="radio"/>						

This section continues on the next page.

Please rate each of the following community issues on a scale of "Not Important" to "Very Important" by placing a check mark or "X" in the corresponding space. If you are uncertain if an issue is important to your community, select "I don't know."

After evaluating the importance of each issue within this category, **please select the TWO issues** you consider the highest priority for your community.

Agriculture and Environment, continued

	Not Important	Not that Important	Important	Very Important	I don't know	Select 2 issues
More training for food gardening skills	<input type="radio"/>					
More community parks and green spaces	<input type="radio"/>					
Increase tree and forestry management	<input type="radio"/>					
Less illegal dumping and littering	<input type="radio"/>					
Better landscapes for improved home value	<input type="radio"/>					
Other _____	<input type="radio"/>					

Health and Wellness

	Not Important	Not that Important	Important	Very Important	I don't know	Select 2 issues
Better skills for selecting and preparing healthier food	<input type="radio"/>					
More healthy snacks and food options at restaurants and community events	<input type="radio"/>					
Better use of food safety practices (hand washing, storage, preservation, etc.)	<input type="radio"/>					
More sources for buying safe, affordable, fresh food	<input type="radio"/>					
More sources for buying safe, affordable, fresh local foods	<input type="radio"/>					
Fewer chronic diseases (diabetes, heart disease, cancer, etc.)	<input type="radio"/>					
Fewer overweight or obese youth and adults	<input type="radio"/>					
Improved access to quality affordable health care providers (medical, dental, etc.)	<input type="radio"/>					
Improved availability of health care insurance	<input type="radio"/>					
Improved affordability of health care insurance	<input type="radio"/>					
Safer use of prescription medications	<input type="radio"/>					
More individual physical activity opportunities	<input type="radio"/>					
Safer community places to walk, run, bike, etc.	<input type="radio"/>					
Improved sidewalks and crosswalks	<input type="radio"/>					
Availability of substance use prevention programs	<input type="radio"/>					
Availability of substance use treatment	<input type="radio"/>					
Other _____	<input type="radio"/>					

Please rate each of the following community issues on a scale of "Not Important" to "Very Important" by placing a check mark or "X" in the corresponding space. If you are uncertain if an issue is important to your community, select "I don't know." After evaluating the importance of each issue within this category, **please select the TWO issues** you consider the highest priority for your community.

Youth and Families

	Not Important	Not that Important	Important	Very Important	I don't know		Select 2 issues
Better youth and adult career readiness	<input type="radio"/>		<input type="radio"/>				
More youth life skills training (money management, life decision making, etc.)	<input type="radio"/>		<input type="radio"/>				
Better family skills in reducing debt, increasing savings and financial planning	<input type="radio"/>		<input type="radio"/>				
More support for prevention of school violence and bullying	<input type="radio"/>		<input type="radio"/>				
More support for families with mental and emotional health issues	<input type="radio"/>		<input type="radio"/>				
More support for families and individuals with special needs	<input type="radio"/>		<input type="radio"/>				
More support for relatives raising children of family members	<input type="radio"/>		<input type="radio"/>				
More child and partner abuse prevention resources	<input type="radio"/>		<input type="radio"/>				
Stronger parenting and relationship building skills	<input type="radio"/>		<input type="radio"/>				
Affordable quality child care	<input type="radio"/>		<input type="radio"/>				
More senior citizen support programs	<input type="radio"/>		<input type="radio"/>				
More affordable, quality elder care options	<input type="radio"/>		<input type="radio"/>				
Other _____	<input type="radio"/>		<input type="radio"/>				

Overall Community Vitality

	Not Important	Not that Important	Important	Very Important	I don't know		Select 2 issues
More qualified leaders to prepare community for the future	<input type="radio"/>		<input type="radio"/>				
More youth community leadership opportunities	<input type="radio"/>		<input type="radio"/>				
More citizens helping to solve local issues	<input type="radio"/>		<input type="radio"/>				
More effective cooperation between community organizations	<input type="radio"/>		<input type="radio"/>				
More active community volunteers	<input type="radio"/>		<input type="radio"/>				
More pride in the community and its assets	<input type="radio"/>		<input type="radio"/>				
More community marketing efforts (tourism, industry attraction, etc.)	<input type="radio"/>		<input type="radio"/>				
Other _____	<input type="radio"/>		<input type="radio"/>				

Demographics

Please select your age:	Under 18	18-24	25-44	45-64	65 and over
	<input type="radio"/>				

Please select your gender?	Male	Female	Non-binary
	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please select your Race/Ethnicity?	
White, Non-Hispanic	<input type="radio"/>
African-American	<input type="radio"/>
Hispanic, Latino	<input type="radio"/>
Asian-American	<input type="radio"/>
Two or more races	<input type="radio"/>
Other	<input type="radio"/>

What is the highest level of education?	
Some high school	<input type="radio"/>
High school degree	<input type="radio"/>
Some college	<input type="radio"/>
Associate's degree	<input type="radio"/>
Bachelor's degree	<input type="radio"/>
Advanced degree(Masters, Doctorate, JD, MD, etc)	<input type="radio"/>

Please select the option that best describes your current employment status:						
Retired	Unemployed	Self-employed	Do not work	Work full-time	Work part-time	Student
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

How familiar are you with the programs and services of the Cooperative Extension Service?		
Very familiar <input type="radio"/>	Somewhat familiar <input type="radio"/>	Not familiar <input type="radio"/>

Do you, or someone in your family, currently participate in any Kentucky Cooperative Extension Service program?	
Yes <input type="radio"/>	No <input type="radio"/>

What county do you live?	Do you live in the county seat?
<hr style="border: none; border-top: 1px solid black;"/>	Yes <input type="radio"/> No <input type="radio"/>

What other comments and/or suggestions do you have about important issues in your county?
<hr style="border: none; border-top: 1px solid black;"/>
<hr style="border: none; border-top: 1px solid black;"/>
<hr style="border: none; border-top: 1px solid black;"/>

FOCUS GROUP PROCESS

Focus groups are a commonly used method for gathering feedback or perspectives from a sampling of stakeholders. For this initiative, county Extension educators convened two or more small group meetings of community members to facilitate discussion on community priorities. Participants were invited to discuss their vision for a more vibrant county, issues the county is experiencing, barriers to issue resolution, resources or information that would help address the issues, and ideas for an improved future.

The questions were not intended to focus solely on Extension related priorities. Rather, the questions sought to learn about what county residents were concerned about and how those issues impact residents. The focus group also sought to learn what quality of life issues residents are most interested in addressing.

FOCUS GROUP QUESTIONS

- What is your vision for a more vibrant county?
- Based on your experiences, what would you say are the most pressing issues for this county in the next four years?
 - Follow up questions: How do these issues affect you or your neighbors? What other quality of life aspects does this issue affect?
- Based on your experiences, what barriers prevent us from addressing these issues?
- What type of information or resources would help to address the issues?
- Given everything discussed, what final thoughts would you add on being a vibrant county? Have we left anything out?

INTERVIEW PROCESS

County Extension Educators were asked to conduct interviews with individuals in formal leadership roles in each county. These could include elected or appointed government leadership, public service or business organizational leaders, or leaders of healthcare or education institutions. The interview questioning followed a similar format to the focus groups, seeking perspectives on pressing needs, long term needs, and exploring the role that Extension might serve to address future issues confronting the county.

INTERVIEW QUESTIONS

- Based on your experiences, what would you say are the most pressing issues for this county in the next year?
- Based on your experiences, what would you say are the most pressing issues for this county in the next four years?
- What do you see as the broad (county wide) implications of the priorities you have identified?
- Based on your experience, what barriers obstruct addressing the issues?
- What type of information or resources could the University of Kentucky/Extension provide to help address these issues?

UNDERSTANDING SECONDARY DATA RELIABILITY

A key issue in understanding the secondary data profiles is to be aware of the ways in which sources report the reliability of their data. Both margins of error (+/- ##) and confidence intervals (### - ###) tells us the range within which the estimate most likely falls. The American Community Survey provides a margin of error for each estimate. Health data often report a confidence interval as do estimates on poverty and income from the Small Area Income and Poverty Estimates and those on health insurance from the Small Area Health Insurance Estimates.

Because their reliability can vary, we always need to look at the margin of error or confidence interval when we use data from these sources.

While we might not realize it, we encounter margins of error every time we hear about a poll in the news. When we see poll results and they say “plus or minus 5 points,” they are telling us the margin of error.

One way to think about margins of error or confidence intervals is to think of them as our “grain of salt.” We often use this phrase when we need to be cautious about taking something at face value. For instance, if the estimate is 30 (+/- 25), you will want to use a larger “grain of salt” than if your estimate is 30 (+/- 1).



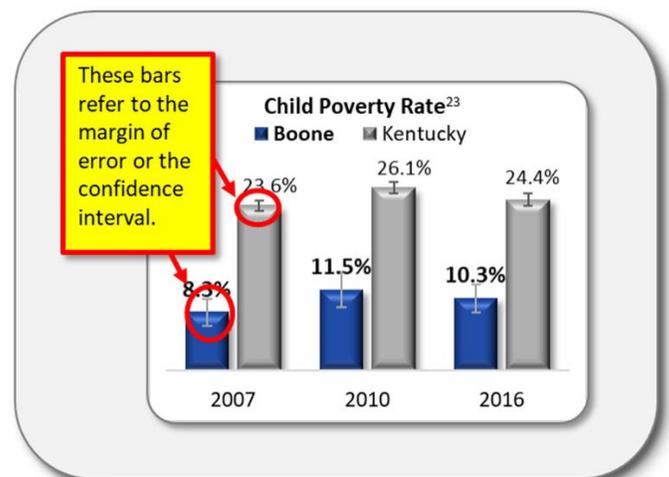
We can also think of margins of error and confidence intervals as “wobble room.” The larger the range, the more “wobble room” there is for the estimate. In other words, when the margin of error is smaller, the estimate is more precise or the focus is sharper. When the margin of error is larger, the estimate is more ‘fuzzy’ or ‘blurry.’

While a confidence interval gives us the actual range, for margins of error (or simply MOE) the plus/minus number gives us the information we need to determine the range. Since the estimate is generally the midpoint, finding the range represented by the margin of error is as straightforward as it seems.

To find the top of the range, add the margin of error to your number. To find the bottom of the range, subtract the margin of error from your number. (Remember, since confidence intervals already give the range, the math is already done.)

In the secondary data profiles, you will see the margins of error (+/- ##) or confidence intervals (### - ###) when they are part of the original data source. You will also see these reflected in the charts. They are called error bars. They look like the letter “I” and are located at the top of each bar.

One reason that margins of error and confidence intervals are important is because there will be times when they can be VERY large. This is especially the case for small groups or small places. Remember that “grain of salt?” The larger the range represented by the margin of error or confidence interval, the more cautious we need to be when it comes to interpreting the data.



It starts with us

Educational programs of Kentucky Cooperative Extension serve all people regardless of economic or social status and will not discriminate on the basis of race, color, ethnic origin, national origin, creed, religion, political belief, sex, sexual orientation, gender identity, gender expression, pregnancy, marital status, genetic information, age, veteran status, or physical or mental disability. UNIVERSITY OF KENTUCKY, KENTUCKY STATE UNIVERSITY, U.S. DEPARTMENT OF AGRICULTURE, AND KENTUCKY COUNTIES, COOPERATING