



Community Action Wayne/Medina  
**NEEDS ASSESSMENT**

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**2023**





## INTRODUCTION

Since 1966, Community Action Wayne Medina (CAW/M) has been serving the residents of both Wayne and Medina Counties. CAW/M serves and empowers residents in need across the counties by providing a strong network of supportive services and programs that improve quality of life and promote self-sufficiency. To best understand the needs of people CAW/M hopes to serve, CAW/M regularly engages the community through needs assessments. CAW/M worked with The Center for Community Solutions in 2023 to assess the current needs of the community and anticipate future needs. **Findings from the assessment will be carefully considered as future programming and service decisions are made to continue to best invest in the community's health, welfare, and education opportunities.**



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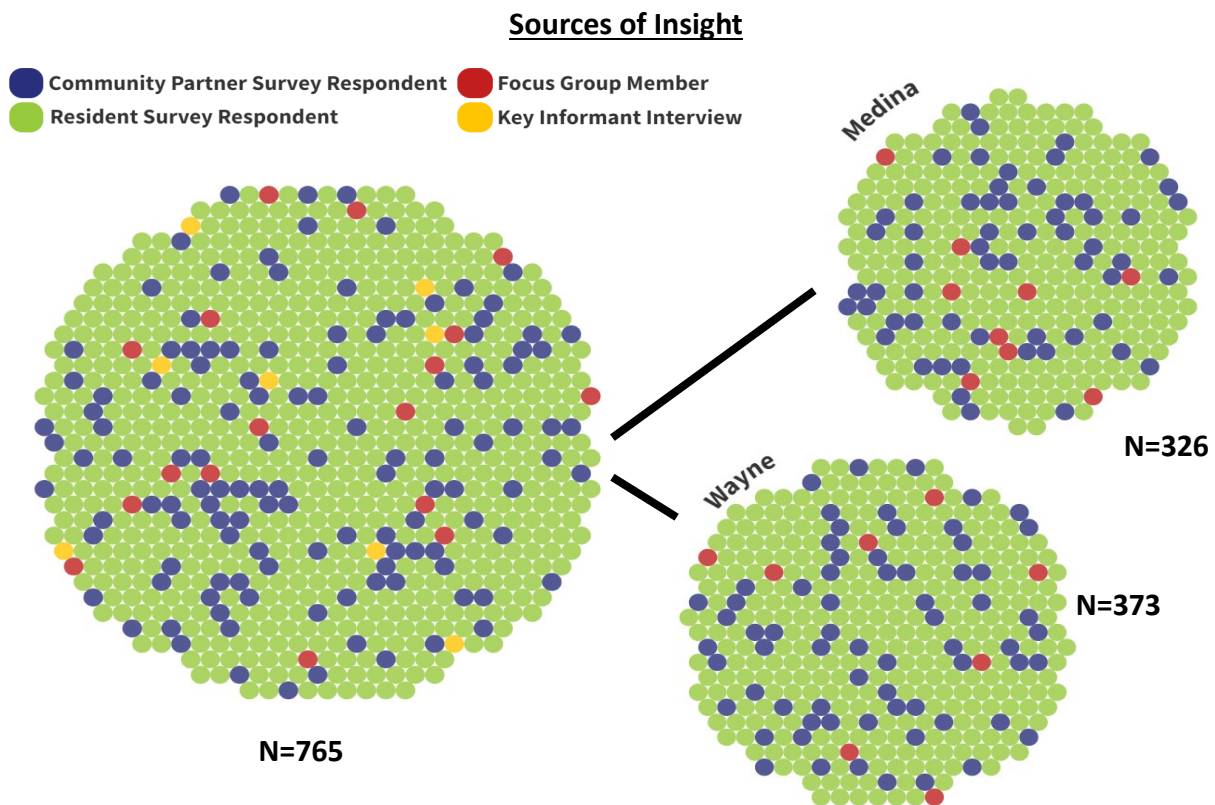


# METHODOLOGY

The assessment findings in the following pages include secondary data from sources such as the American Community Survey (ACS) of the U.S. Census Bureau, Community Health Rankings, the Ohio Department of Education, and the Governor’s Office of Workforce Development. These trusted secondary data sources provide an overview of the current community conditions in Wayne and Medina Counties as they relate to income, poverty, employment, education, and health.

Secondary data supplements the primary data collected through a survey mailed to residents, an online survey distributed to community partners, and direct conversations with community members. Primary data collection provides the opportunity to query residents and community partners directly about the programs and services offered by CAW/M, as well as gaps in service provision found within the county. **The combination of secondary and primary data provides a wealth of information that can guide CAW/M as they pursue their mission.**

**This project gathered insight from 765 unique residents of Wayne and Medina Counties: 613 residents through the mailed survey; 127 community partners primarily from local non-profits; and 25 residents through three focus groups and a series of key informant interviews.** Lower income residents, and residents who had received services from CAW/M in the past were prioritized in the survey mailings, focus groups, and interviews. Among the residents who provided information about where they live, 373 of them resided in Wayne County, and 326 in Medina County.



# RESIDENT PROFILE

Utilizing the data available from the most recently released 2021 five-year estimates from the American Community Survey from the US Census, insights about race, age and income can be drawn about Wayne and Medina Counties.

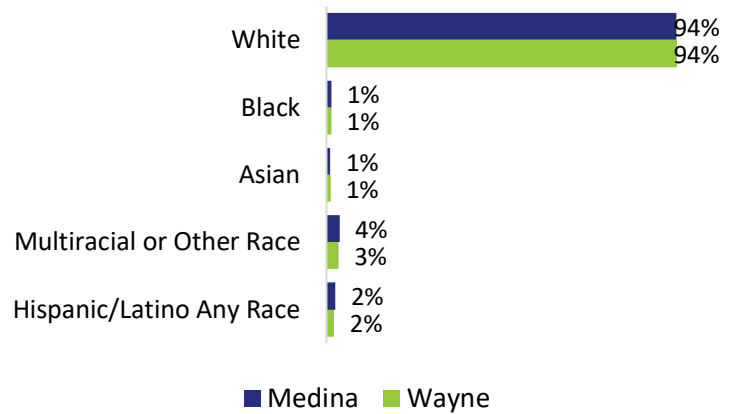
## Race

Wayne and Medina Counties have comparable racial compositions, both being primarily white, with about two percent of the population being Hispanic or Latin/o/a/x.

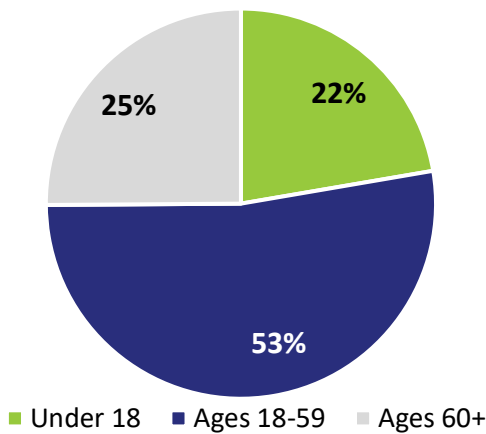
## Age

When exploring age, both counties mirror each other with a quarter of the population being aged sixty and over, and just under a quarter of the population of both counties being under the age of eighteen.

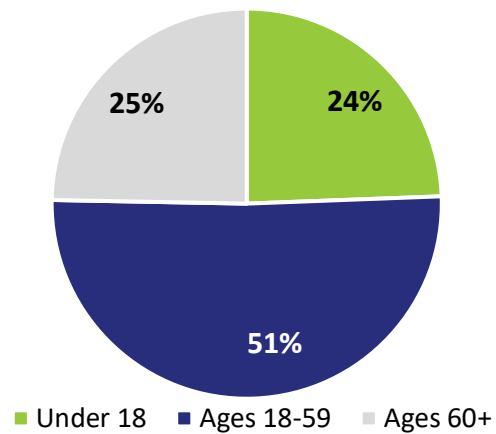
**Racial Makeup of Medina and Wayne Counties**



**Medina Age Breakdown**

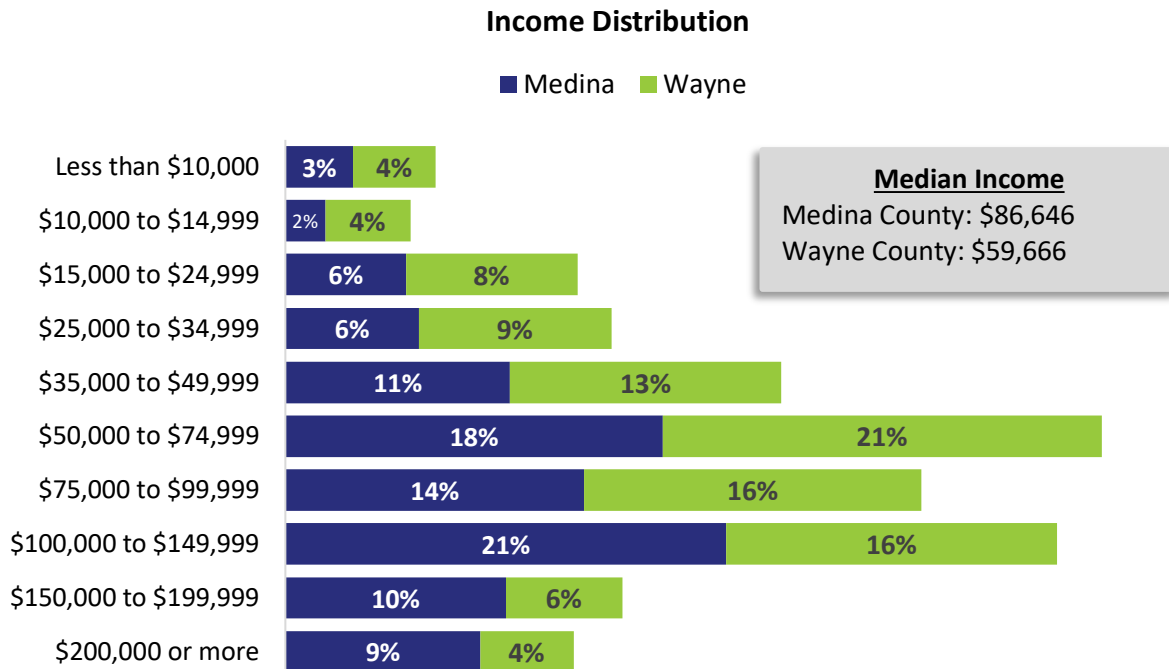


**Wayne Age Breakdown**



## Household Income

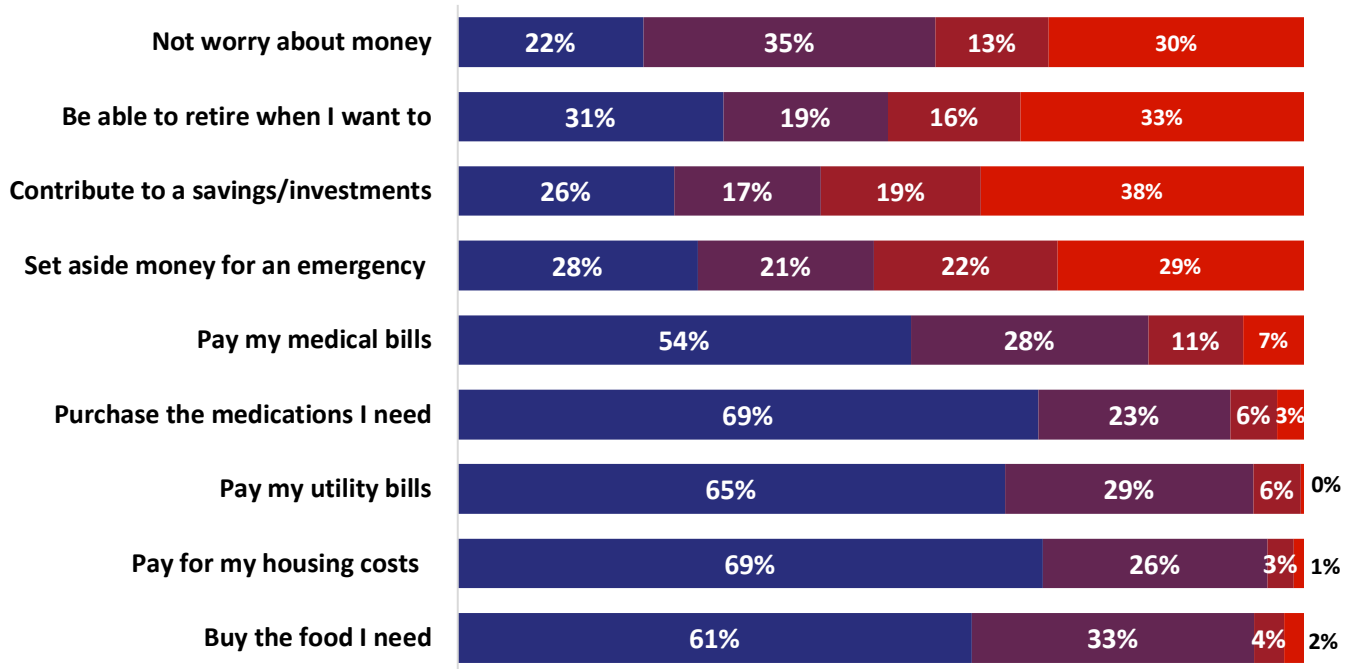
Annual household income is where Wayne and Medina Counties really show their differences. **The median household income of Medina County is \$86,646, much greater than the median household income of Wayne County at \$59,666.** Looking at the actual income distribution in the graph below tells a more nuanced story. The percentage of households in Medina County are consistently only one to three percentage points lower than the comparable income levels in Wayne County on all income levels up to \$99,999. This changes at the income levels above \$100,000, to which Medina County has a far greater proportion of their population. One interpretation of this data is that Medina has relatively comparable levels of lower- and middle-income folks as Wayne County yet has a far greater share of upper income families compared to Wayne. **This indicates potentially comparable need for services in both counties, despite the differences in median income.**



Survey respondents were asked how often they had enough financial resources to engage in the following activities (see graphs below). Responses were similar across both counties, with the fewest Wayne County and Medina County residents saying they never had to worry about money or felt like they'd be able to retire when they wanted to or were able to contribute to savings or set aside money for an emergency. Despite things like affording food and housing and utilities having the largest percentages of respondents indicating they can always afford them, it's still worth acknowledging that 39 percent of respondents in Medina and 43 percent of respondents in Wayne couldn't afford food all the time. Or 32 percent in Wayne and 31 percent in Medina couldn't always pay for their housing costs. It is also important to note that a large portion of respondents did not seem to think budgeting their money was a problem, with only 16 and 17 percent of respondents in Wayne and Medina respectively reporting that people in their household don't know how to budget money.

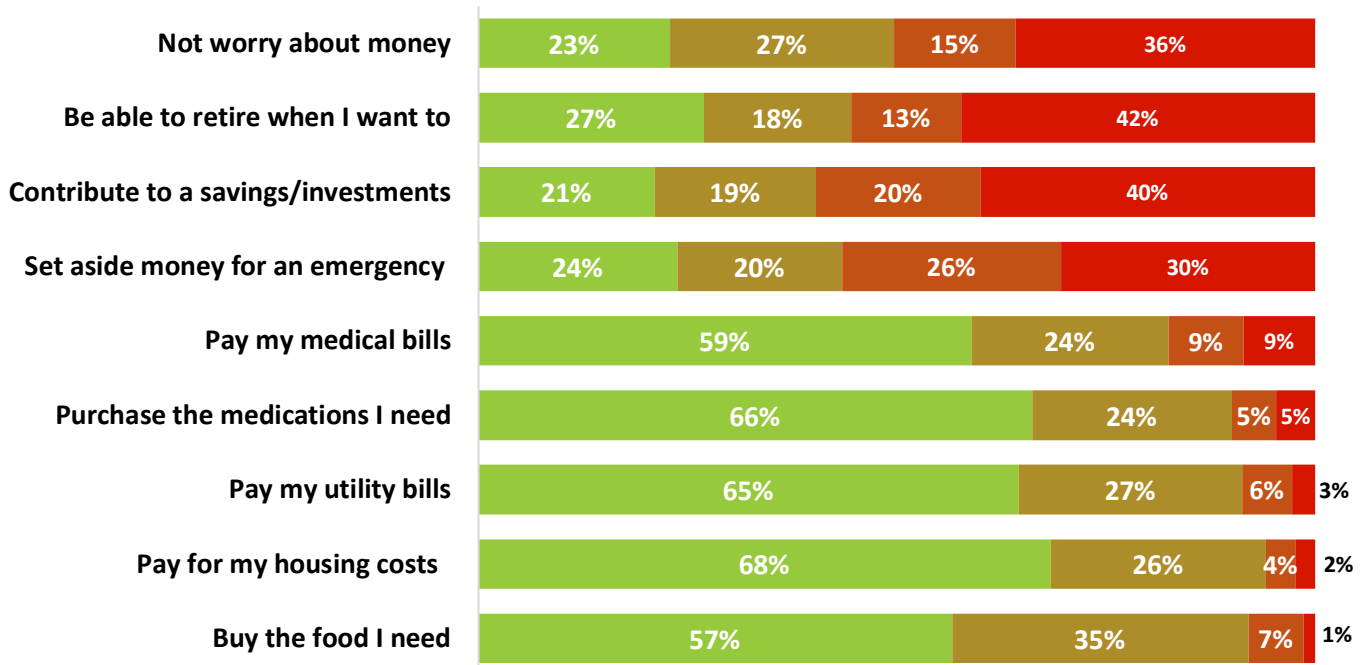
### Medina County; 'I have enough financial resources to...'

Always Sometimes Rarely Never

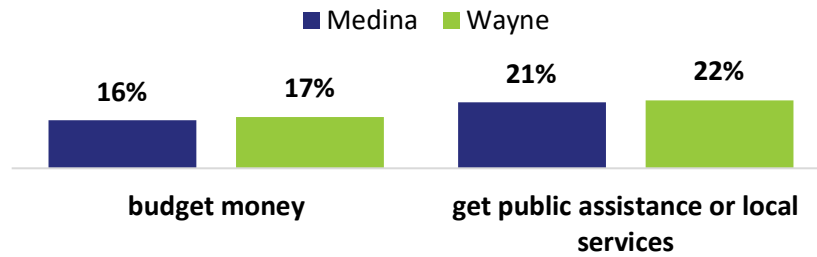


### Wayne County; 'I have enough financial resources to...'

Always Sometimes Rarely Never



### Percent of Respondents who said 'People in my household do not know how to...'



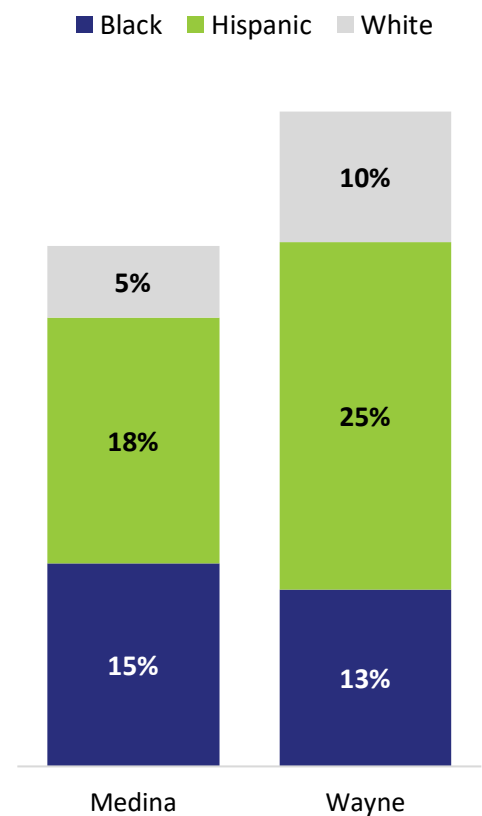
### Poverty

Almost twice as many residents of Wayne County (nine percent) are living in poverty compared to Medina County (five percent).

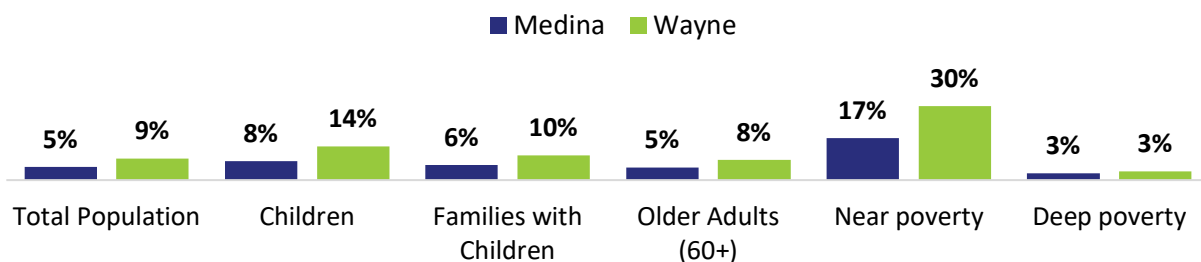
This represents about 9,500 people in Wayne County, and 9,600 people in Medina County. For all categories, a greater percentage of the population of Wayne County compared to Medina is living in poverty. Close to a third of the population of Wayne County (30 percent) is living in near poverty (under 200 percent of the federal poverty line), compared to under a fifth (17 percent) of Medina County.

Roughly three percent of the population of Wayne and Medina Counties are living in deep poverty, or at below 50 percent of the federal poverty line. For context, deep poverty for a single person in 2021 would be earning less than \$6,440 annually. Three percent of residents in Wayne and Medina County were living on less than \$536 a month. Poverty is rarely experienced uniformly, and Wayne/Medina Counties are no exception. In both counties, a greater proportion of Hispanic and Black residents are living in poverty compared to their white neighbors. This disparity is especially noticeable in Medina County. These disparities are due to a history in the US of racist policies and laws that, among other things, robbed people of color of the same opportunities that white Americans had to build wealth.

### Percentage of Residents Living in Poverty by Race



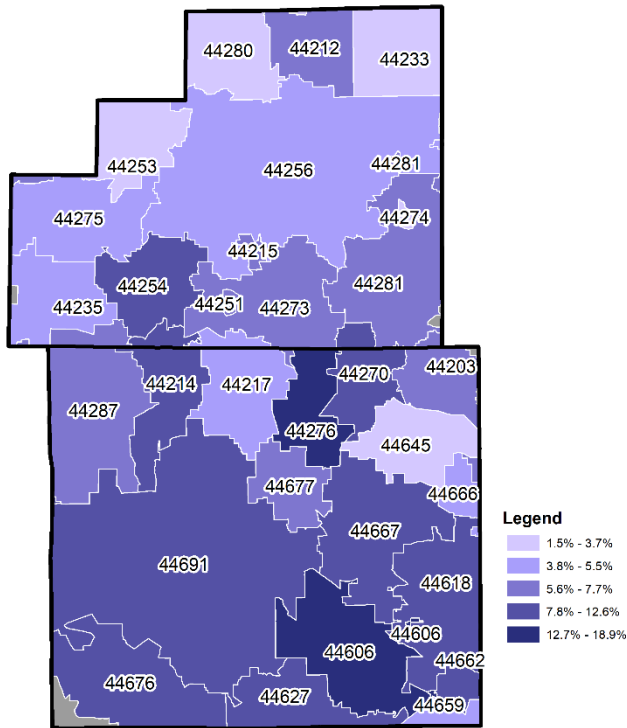
### Living in Poverty



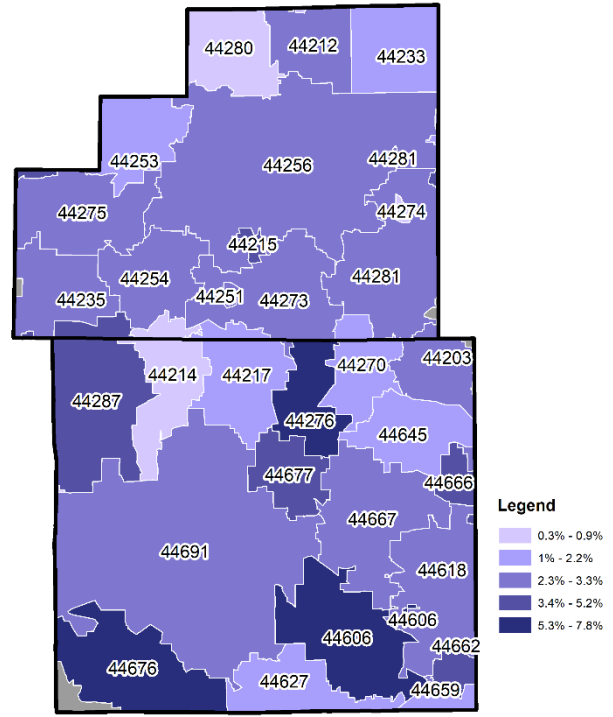


Chloropleth maps by ZIP code provide insight into where poverty in the counties is concentrated.

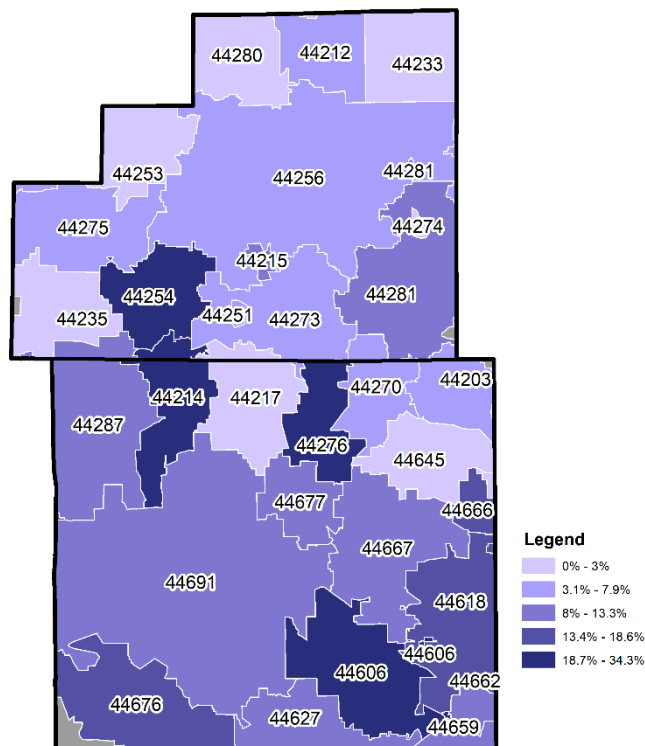
Percent of Population In Poverty in Wayne and Medina Counties by ZIP Code



Percent of Population in Deep Poverty in Wayne and Medina Counties by ZIP Code

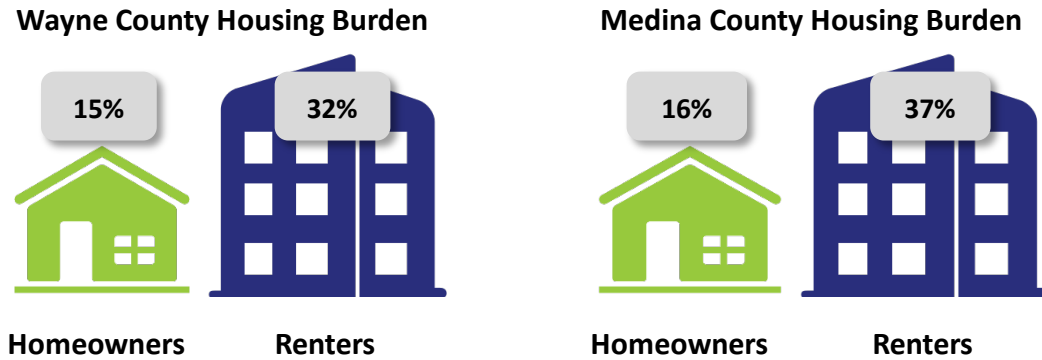


Percent of Children in Poverty in Wayne and Medina Counties by ZIP Code



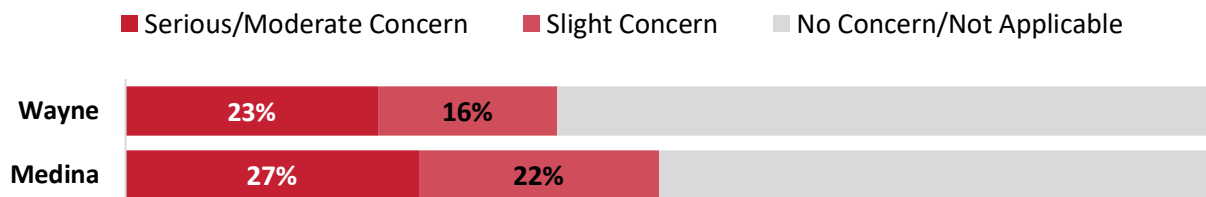
## Housing

Exploring data on housing costs shows that significant proportions of the residents of Wayne and Medina Counties are struggling to afford their housing, and renters are hit especially harshly. Specifically, “Housing Burden” is defined by the census as when more than 30 percent of your income goes towards all housing related costs. In both counties about 15 percent of homeowners are experiencing housing burden, compared to 32 percent and 37 percent of renters in Wayne and Medina respectively.

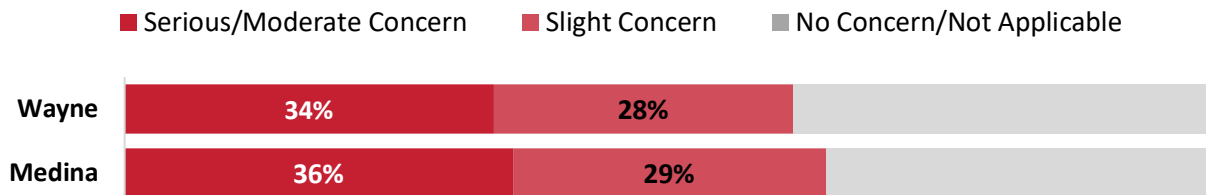


The housing burden data from the census mirrors what was gleaned from the community surveys. When asked if they had to spend less on things, they needed to afford housing, 37 percent of respondents in Medina and 40 percent of respondents in Wayne County said they had. About ten percent of respondents were worried that they may not have stable housing in two the next two months. See the graphs below for how residents in Wayne and Medina Counties responded to questions about their housing and living situations.

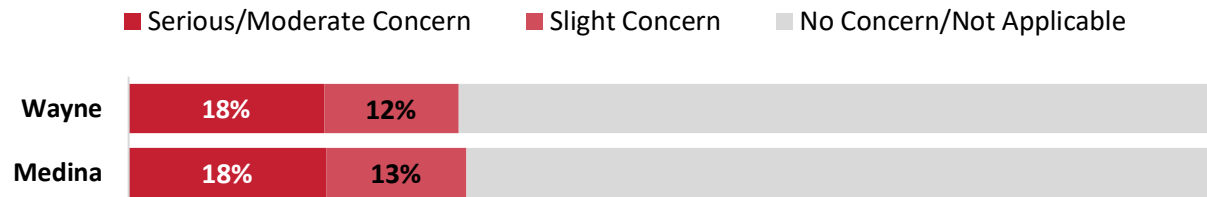
### Is affording rent/mortgage a concern for your household?



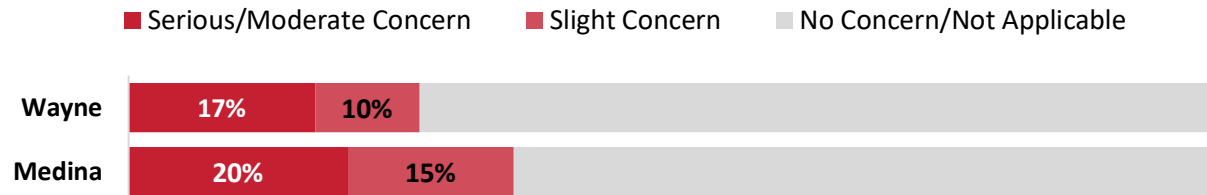
### Is affording other monthly bills a concern for your household?



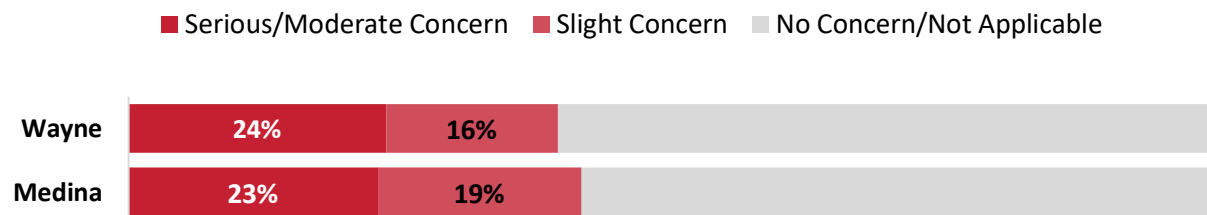
### Is a reliable source of heat a concern for your household?



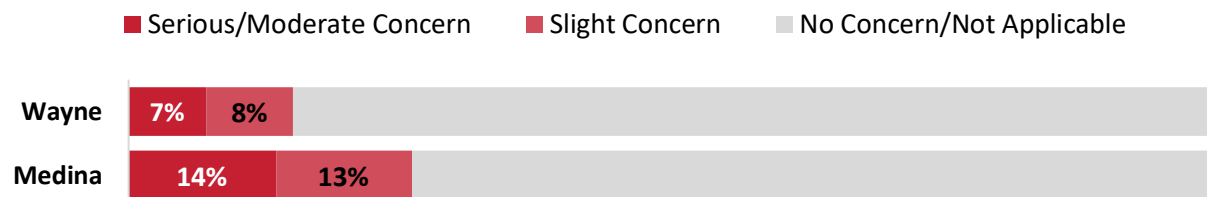
### Is safe drinking water a concern for your household?



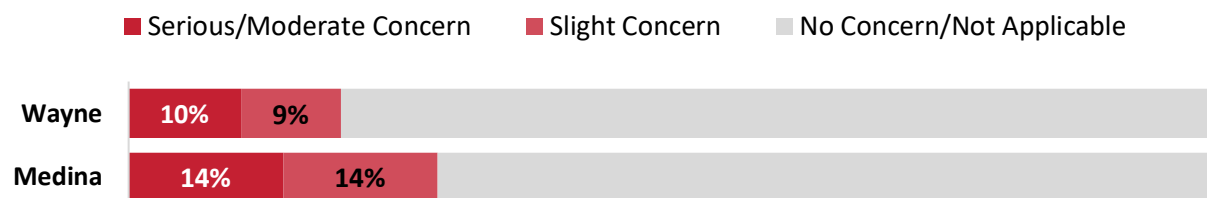
### Is adequate home weatherization a concern for your household?



### Is having enough room in the home a concern for your household?



### Is your house being safe a concern for your household?



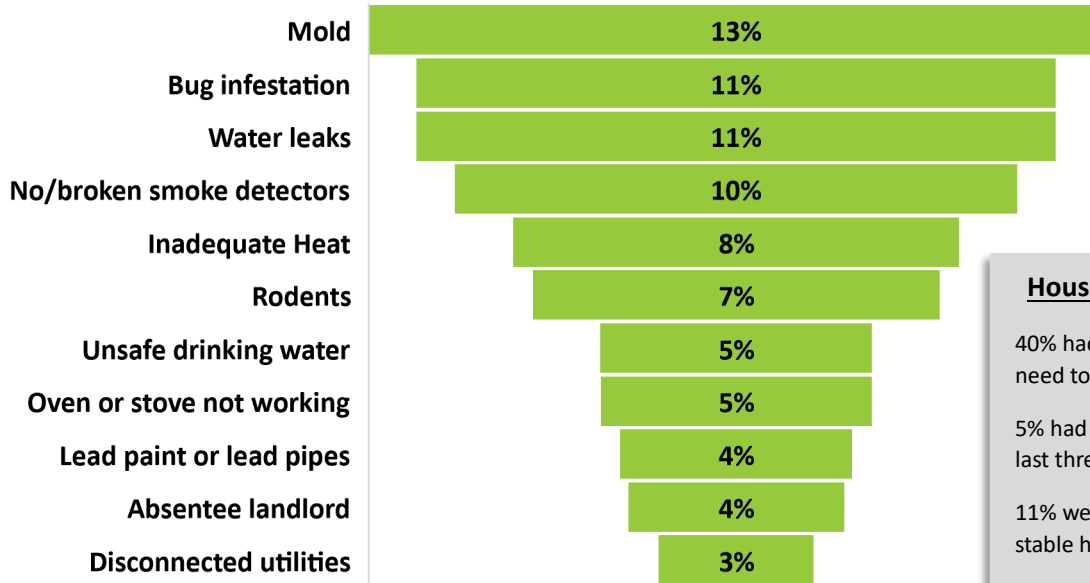


## Is the neighborhood being safe a concern for your household?

■ Serious/Moderate Concern ■ Slight Concern ■ No Concern/Not Applicable



Percentage of respondents in Wayne County experiencing the following issues where they live



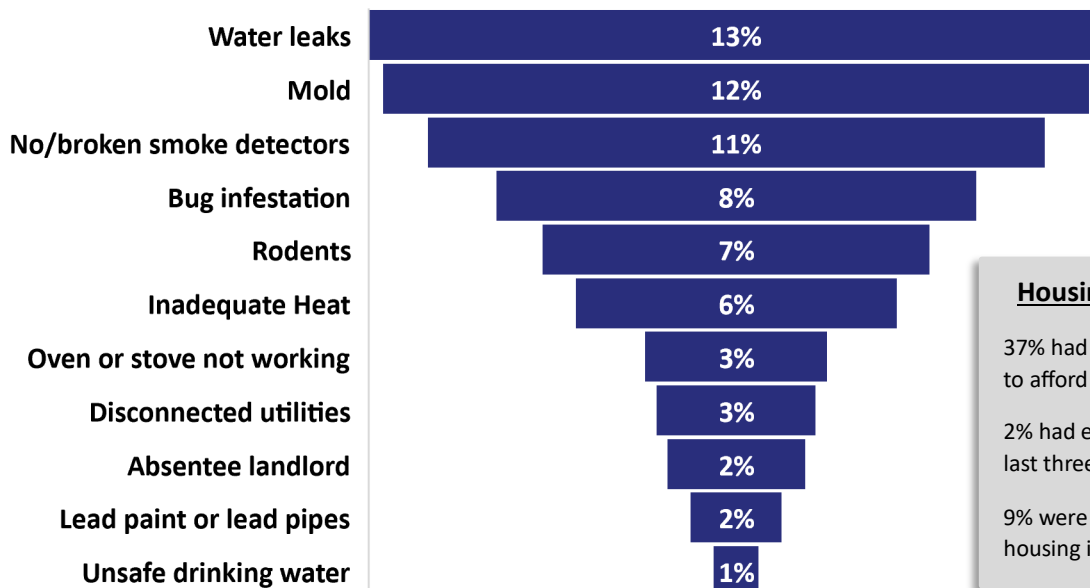
### Housing Stability Wayne County

40% had to spend less on things they need to afford housing

5% had experienced homelessness in the last three years

11% were worried they may not have stable housing in two months

Percentage of respondents in Medina County experiencing the following issues where they live



### Housing Stability Medina County

37% had to spend less on things they need to afford housing

2% had experienced homelessness in the last three years

9% were worried they may not have stable housing in two months

Percent of respondents who reported having adequate access to parks and playgrounds.

78% in Wayne County

86% in Medina County



## Insights from the focus groups on Housing in Wayne and Medina Counties

**Rent is too high.** Multiple focus group members shared personal experiences and stories from friends about rising rent prices. This is due to a combination of factors, including: limited housing stock causing increased demand; companies buying up lots of buildings, putting in small renovations and then charging more for them; renting standards for deposits getting harsher.

**Not a lot of options.** Focus group members explained that many landlords don't accept voucher assistance, and if you have pets or multiple kids, it can be extremely difficult to find a suitable place to rent. One focus group member spoke about her daughter in her early 20s wanting to find a place nearby and move out but was unable to due to the lack of options and the high rent price. According to the group members, there is also not enough public housing available for the people who need it the most.

**Buying a home is also difficult.** Due to the very limited housing stock, purchasing a home in Wayne and Medina counties is particularly tough.

## Community

Survey respondents were asked an open question about what they would like to see improved in their communities. These are thematic summaries of the responses from Wayne and Medina County residents.



What would respondents in Wayne County like to see improved in their community?

### Infrastructure and Maintenance:

- Better road repair and maintenance, addressing potholes and improving road conditions.
- Improved water quality and water system.
- Upgraded and well-maintained playgrounds, parks, and public spaces.

### **Affordable Housing and Basic Needs:**

- More affordable housing options for all income levels, including low-income and retired individuals.
  - Access to fresh produce, affordable groceries, and basic necessities.
  - Homelessness support, including shelters and services.
- 

### **Community Safety and Public Services:**

- Address drug issues and drug-related activities through stricter law enforcement and substance abuse programs.
  - Enhanced safety measures, such as reducing crime, drug activity, and speeding.
  - More police presence, as well as resources for emergency response and law enforcement.
- 

### **Transportation and Accessibility:**

- Improved public transportation options, including bus lines and routes to underserved areas.
  - Accessible transportation for elderly and disabled individuals, including access to medical facilities and social services.
  - Fewer traffic-related issues, such as congestion and heavy traffic.
- 

### **Community Engagement and Well-being:**

- Increased sense of community, trust, and understanding among residents.
  - More community events and activities to bring people together.
  - Programs and resources to support families, teens, and senior citizens, fostering a more inclusive environment.
- 



What would respondents in Medina County like to see improved in their community?

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### **Housing and Infrastructure**

- Address unkempt housing, enforce property maintenance rules.
  - Improve housing conditions, including maintenance, repairs, and rent affordability.
  - Repair and maintain roads, sidewalks, and other infrastructure.
- 

### **Communication and Community Services**

- Create a resident portal or platform to keep citizens informed about community events and updates.
- Establish a community center with minimal cost for various activities and gatherings.
- Increase resources and places for kids and teens to hang out, fostering positive choices.



### Transportation and Access

- Enhance public transportation options to improve mobility for residents.
- Develop accessible biking trails, bike lanes, and pedestrian infrastructure.
- Address traffic issues, lower speed limits, and improve traffic control.

### Safety and Well-being

- Address mental health needs by establishing a psychiatric hospital or improving mental health services.
- Strengthen safety measures, including more police presence, and address issues like bullying and drug activity.
- Improve healthcare accessibility, such as ambulance coverage and affordable dental care.

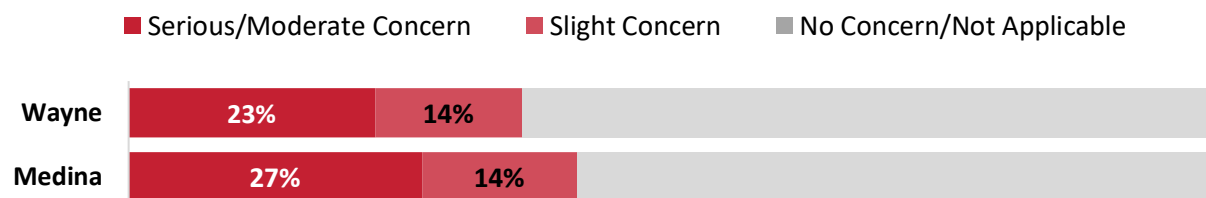
### Local Services and Amenities

- Establish more family restaurants and affordable dining options.
- Increase availability of essential services, like grocery stores, pharmacies, and clinics.
- Enhance recreational opportunities, such as parks, playgrounds, and community events.

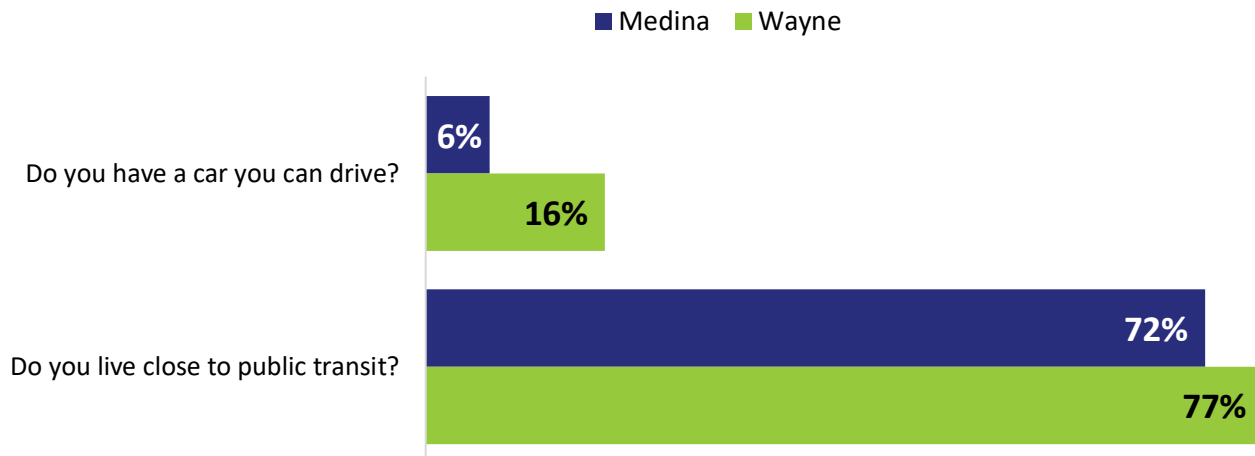
## Transportation

Given the distinct mix of rural, suburban, and urban geographies in Wayne and Medina Counties, it was important to develop an understanding of the transportation challenges being experienced by the residents of the counties. **Notably, around half of respondents in both counties indicated struggling to afford/maintain their cars, and about a third of respondents in Wayne and a quarter of respondents in Medina were struggling to afford transportation.** This is made all the more difficult by the fact that around three quarters of the respondents don't live near public transportation.

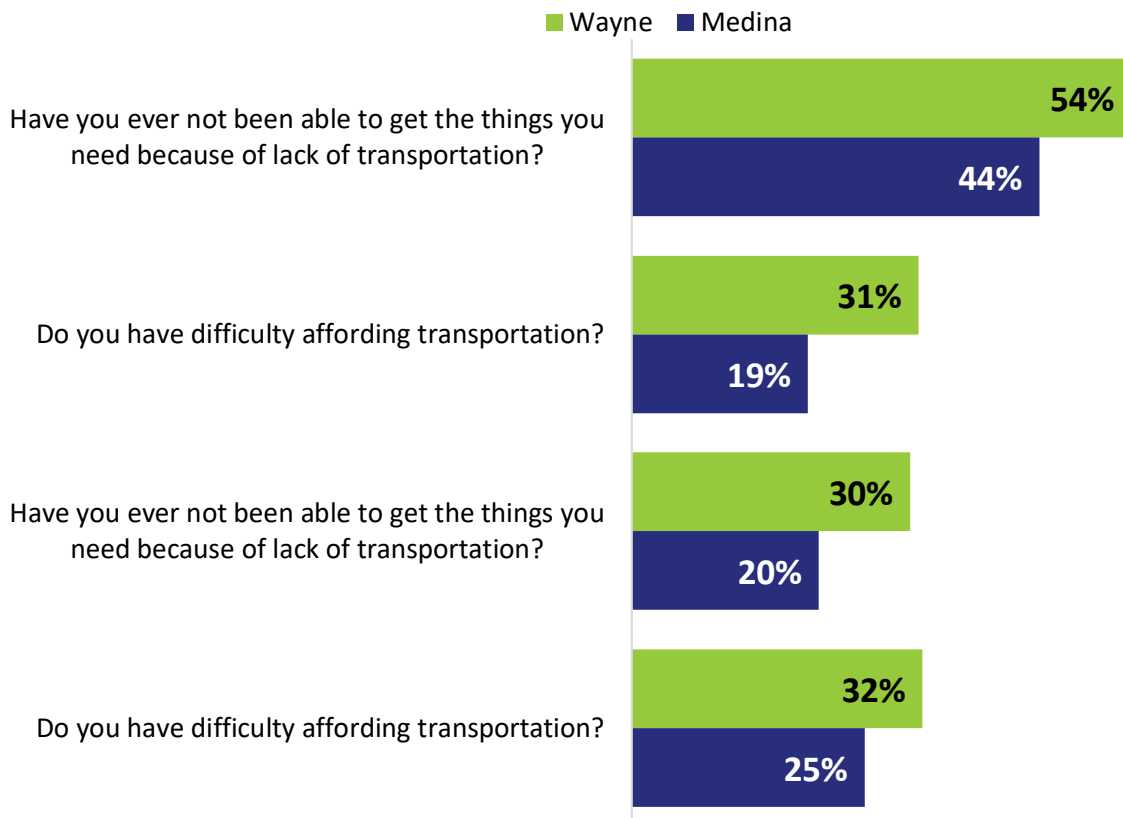
### Is reliable transportation a concern for your family?



### Percentage of Respondents Who Replied "No" to the Following Transit Questions



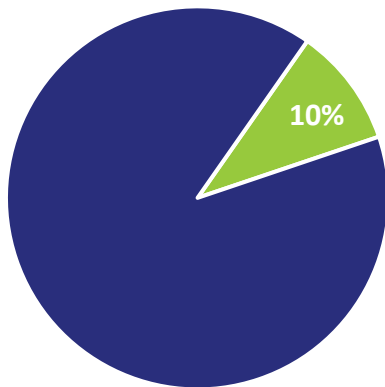
### Percentage of Respondents Who Replied "Yes" to the Following Transit Questions



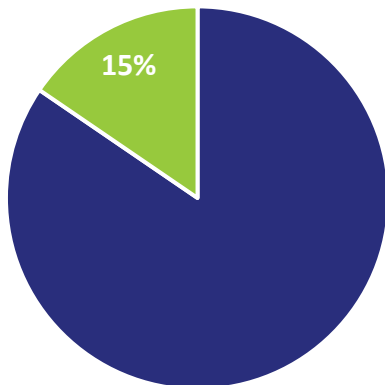
## Food and Nutrition

According to 2021 data from Feeding America's Map the Meal Gap, approximately one in ten residents in Wayne and Medina Counties are food insecure. When survey respondents were asked in the survey if their households had had enough food to eat, eight percent and 15 percent in Medina and Wayne Counties respectively reported that they did not. Reliance on food pantries, and the difficulties that families are experiencing due to the rising costs of groceries was a theme heard throughout this project. Approximately eight percent of households in Wayne, and six percent in Medina, receive SNAP benefits.

Percentage of Households Experiencing Food Insecurity in Wayne County

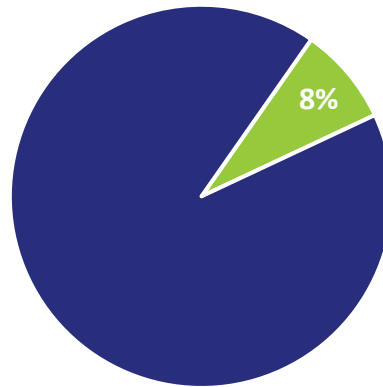


Wayne County

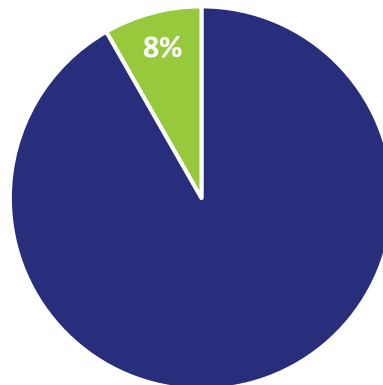


15% of respondents in Wayne County said that people in their household didn't have enough food to eat.

Percentage of Households Experiencing Food Insecurity in Wayne County



Medina County



8% of respondents in Medina County said that people in their household didn't have enough food to eat.



## Health

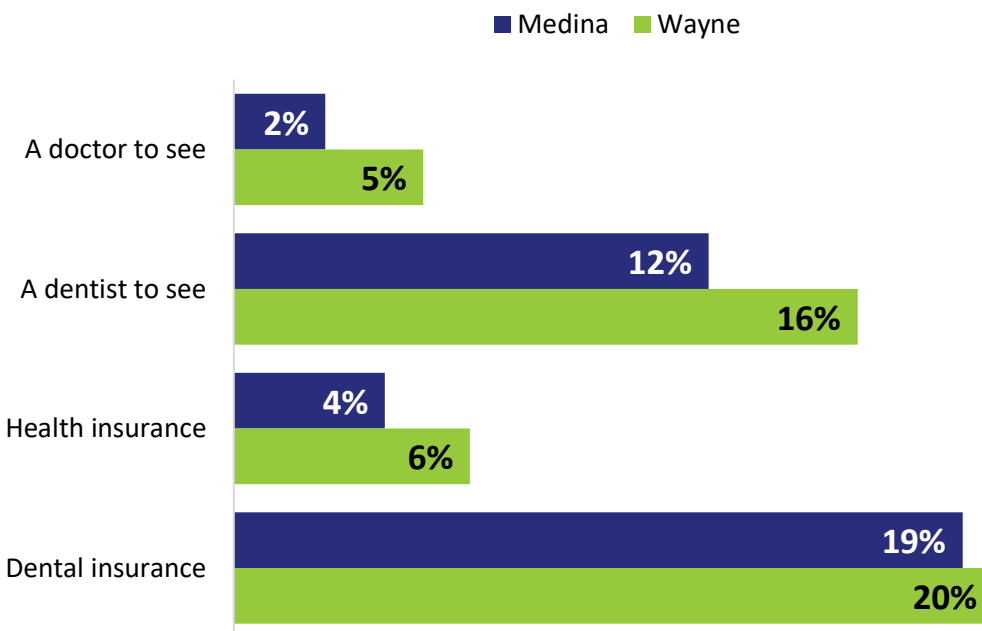
Respondents were asked about their access to health care services in the survey. **It is encouraging that the overwhelming number of respondents did in fact have a doctor to see, as well as health insurance.** Dental insurance, as well as a dentist to see was a bit less common.

Given the importance of mental health and how it impacts overall wellbeing, it is meaningful to explore access to mental health professionals. One way to understand this is the ratio of mental health professionals to residents in the counties. In Wayne County there is approximately one professional for every 270 residents, and in Medina County there is one professional for every 610 residents. This is a notably striking difference, with Wayne County residents seemingly having far more access to mental health services.

- In Medina County, about 6,280 residents (3.5 percent) do not have health insurance.
  - 10.9 percent of residents use Medicaid.
- In Wayne County, about 16,600 residents (14.1 percent) do not have health insurance.
  - 14.3 percent of residents use Medicaid.

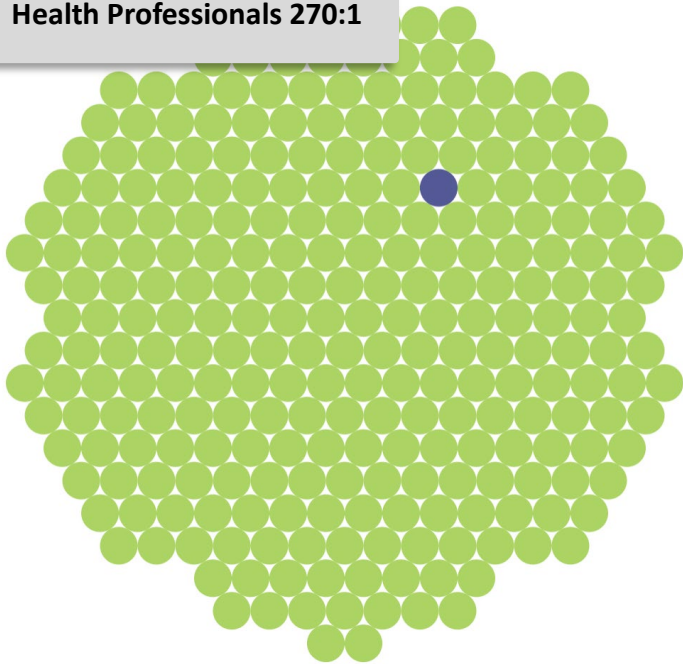
Source: [www.countyhealthrankings.org](http://www.countyhealthrankings.org)

Percent of Respondents who said 'People in my household do not have...'

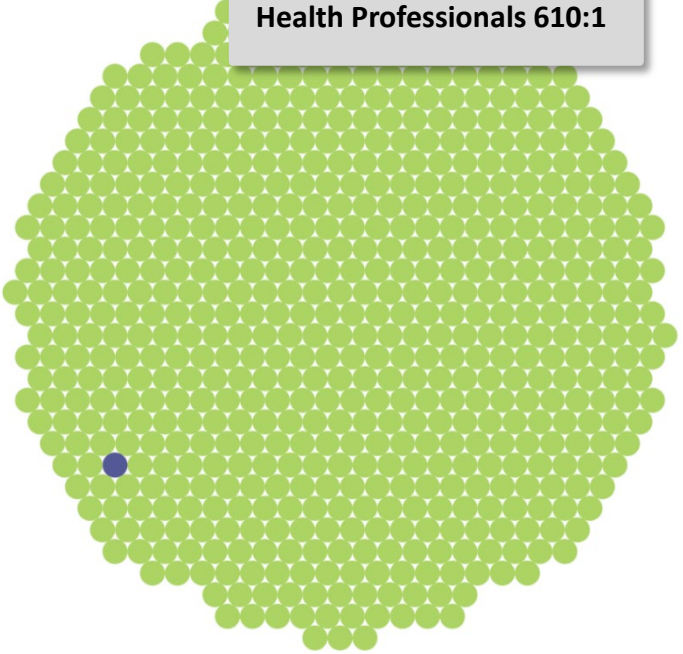


*“Given the importance of mental health and how it impacts overall wellbeing, it is meaningful to explore access to mental health professionals.”*

**Ratio of Wayne County Residents to Mental Health Professionals 270:1**



**Ratio of Medina County Residents to Mental Health Professionals 610:1**

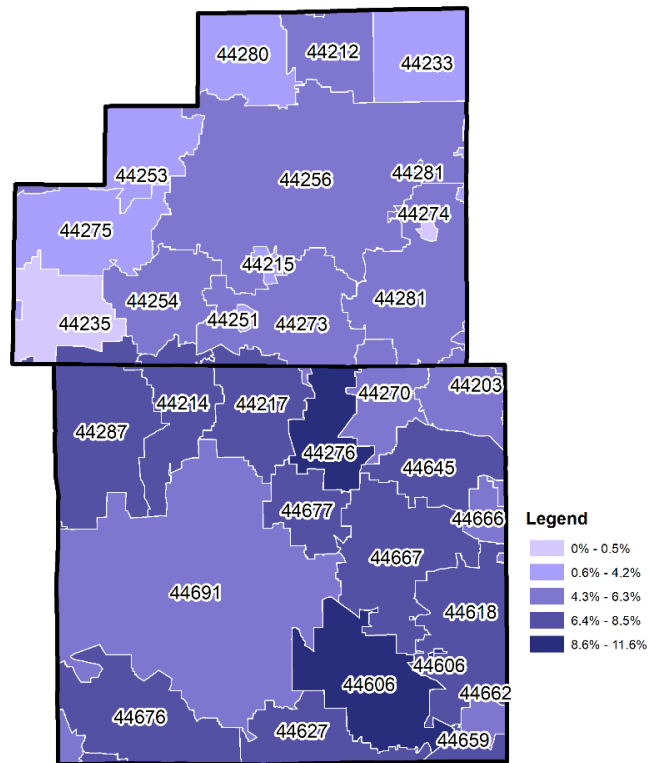


### Children

Given the important role CAW/M plays in the Head Start and Early Head Start programs, it is useful to see where the concentrations of young children are in the region. Additionally, data available from the Ohio Department of Education shows school district enrollment data for pre-school. As expected, Brunswick, Medina City, and Wooster all have the largest concentrations of enrolled pre-school students.

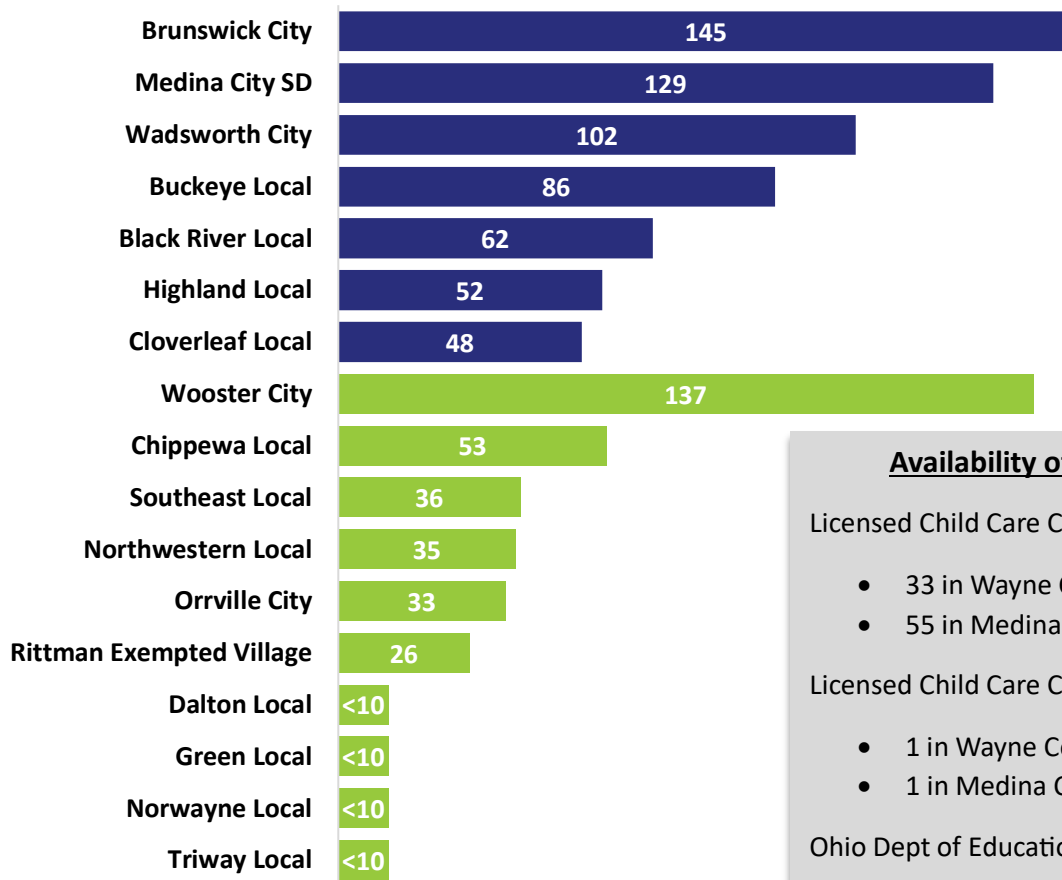


Percentage of the Population Under the Age of Five By ZIP Code



Source: [www.countyhealthrankings.org/](http://www.countyhealthrankings.org/)

## Pre-School Enrollment 2021-2022 in Medina and Wayne Counties



Source: [reportcard.education.ohio.gov/download](https://reportcard.education.ohio.gov/download)

### Availability of Child Care Centers

Licensed Child Care Centers:

- 33 in Wayne County
- 55 in Medina County

Licensed Child Care Centers with Weekend Hours:

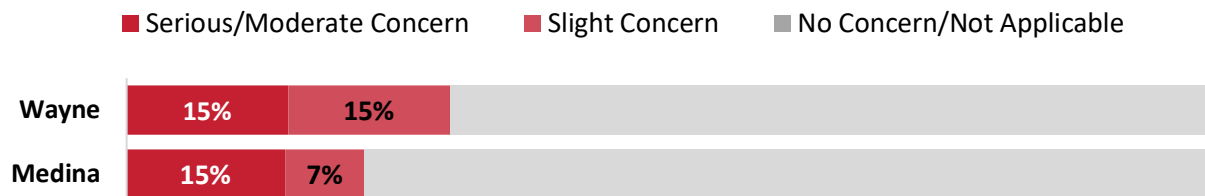
- 1 in Wayne County
- 1 in Medina County

Ohio Dept of Education Licensed Preschools:

- 23 in Wayne County
- 13 in Medina County

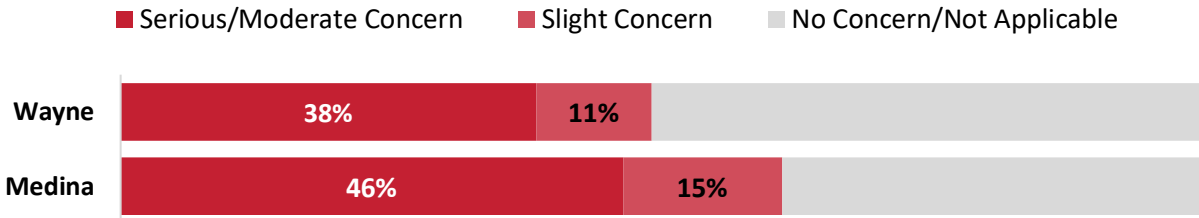
**Finding both safe and affordable childcare was a challenge for a significant portion of survey respondents with children aged five and younger.** In Wayne and Medina County approximately fifteen percent of respondents felt that finding safe childcare was a serious or moderate concern, with an additional fifteen percent in Wayne and seven percent in Medina saying it was a slight concern to them. The results become more concerning when respondents were asked about finding affordable childcare; 61 percent in Medina and 49 percent in Wayne reported that this was a concern of varying degrees for their households.

### Is finding safe childcare a concern for your family?



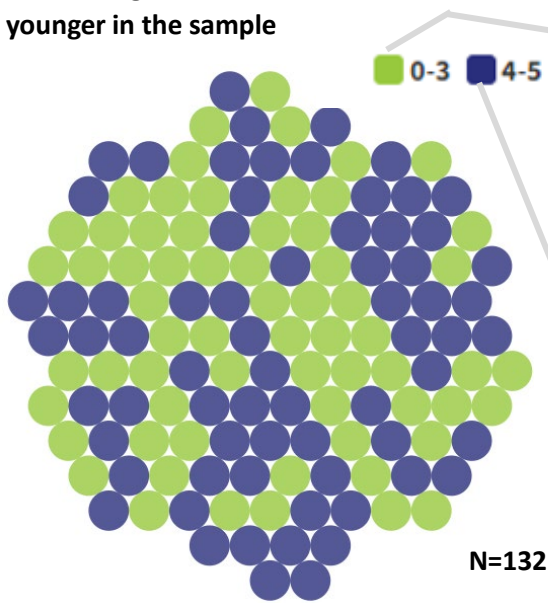


## Is finding affordable childcare a concern for your family?

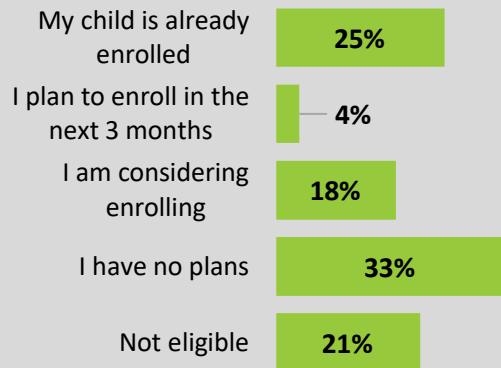


Survey respondents with children aged five and younger were asked to fill out a section of the survey specifically about Head Start. Out of everyone who answered, data was collected on a total of 132 unique children. Sixty-four (48 percent) of them were ages 0-3, and 68 (52 percent) were ages four and five. **Thirteen percent of respondents had been told that their child was behind a developmental milestone, and another nine percent was unsure.**

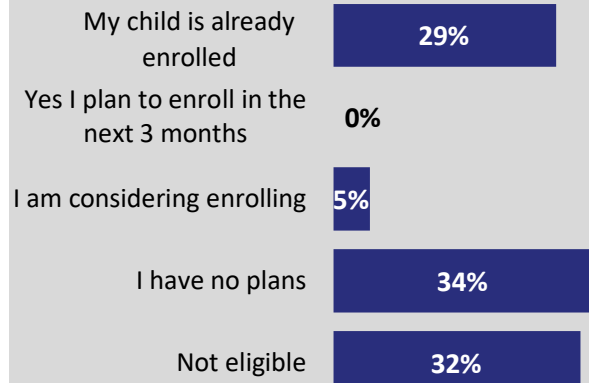
Children aged five and younger in the sample



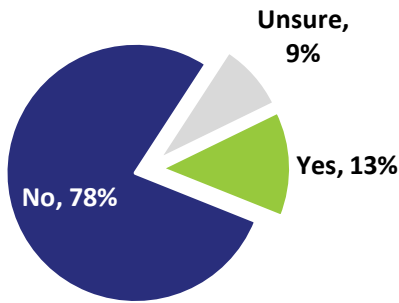
### For children 0-3; What are your Early Head Start Plans?



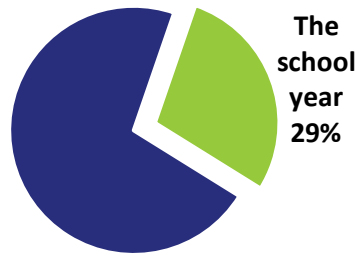
### For children 4-5; What are your Head Start Plans?



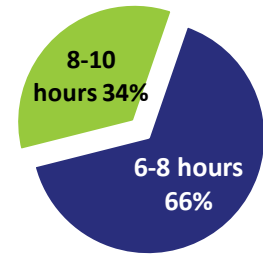
**Respondents who've been told their child is behind in a developmental milestone**



**What timeframe would be best for you to use Head Start?**



**How often would you use Head Start?**



The majority of respondents felt that a yearlong Head Start would be best for them, and about two thirds of respondents stated that they would use Head Start for 6-8 hours, as opposed to 8-10 hours. A small majority of 57 percent of respondents preferred that care and services *not* be provided for their child in their homes.

**Respondents who prefer care and services be provided for their child in the home**



Focus group members were asked about their experiences with childcare, and these were some of the insights they were able to provide from their lived experiences.

**Insights from the focus groups on childcare in Wayne and Medina Counties.**

**Expensive.** Many participants explained that childcare was so expensive, sometimes it wasn't even worth it to work. Add to that the extra cost of gas to transport one's kids to day care, as well as the complications in coordinating schedules.

**Limited Options.** There're only so many daycare options, and it becomes even harder to find daycare if you live outside of Wooster or Medina City.

**Quality of services.** Some participants had concerns about the quality and safety of day care centers. One participant had had a traumatic experience with a day care center and was particularly wary of them.

**Benefits Cliff.** Multiple focus group members said they earned *just* too much money to receive any help/services when it came to childcare. They wished there was more of a sliding scale for fees option available to them.

### Insights about the Population Under Five

According to 2021 5-year ACS Census estimates, the total number of children ages 5 and younger living below the federal poverty line in Wayne County is 1,246, and in Medina County this number is 869. This means there is an estimated 2,115 children who could be eligible for Head Start and Early Head Start. The table below breaks these numbers down by race and ethnicity.

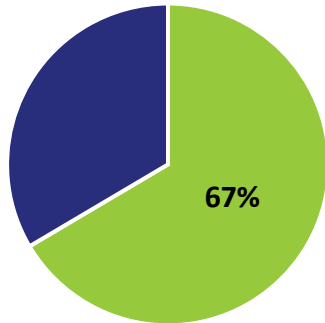
Children under five living in poverty by race	Medina	Wayne
White	732 (0.4%)	1,113 (1.1%)
Black	60 (2.7%)	0 (0.0%)
AIAN	0 (0.0%)	0 (0.0%)
Asian	0 (0.0%)	0 (0.0%)
NHPI	0 (0.0%)	0 (0.0%)
Other Race	0 (0.0%)	48 (4.0%)
Two or more races	77 (1.4%)	6 (0.3%)
Hispanic of Any Race	67 (1.6%)	79 (3.5%)

There are approximately 140 students experiencing homelessness in Medina County, and 177 students experiencing homelessness in Wayne County. This represents roughly 0.6 percent of the population of the student body in Medina, and 1.3 percent of the student body in Wayne. Those rates of students experiencing homelessness can be applied to the population of preschoolers in the counties to get an estimate of preschoolers experiencing homelessness. With about 667 students enrolled in preschool in Medina, and 341 enrolled in preschool in Wayne, this means that an estimated eight preschoolers, four in Medina and four in Wayne, are experiencing homelessness. Following a similar methodology, we can get an idea of the number of potentially eligible children in foster care. Approximately 175 students in Medina and 129 in Wayne are in foster care, which represents less than one percent of the student population in both counties. Applying that percentage to the number of preschoolers in the counties, the data estimates that roughly 5 preschoolers in Medina, and 3 preschoolers in Wayne county are in foster care. For both of these populations, young students experiencing homelessness or in foster care, they represent a small but particularly vulnerable population. It is also in all likelihood that these numbers are potentially undercounts, because they rely on rates of students who are homeless or in foster care but still engaged with the school systems. It does not capture students in similar situations who are not in school. Roughly 176 of children under the age of five (1.9 percent) in Medina county have a disability. In Wayne County, there are an estimated 14 children under five (0.2 percent) with a disability. While there isn't data on language spoken by children under five, roughly 99 percent of residents five years and older in Medina, and 95 percent of residents in Wayne Counties five years and older rate the proficiency in how they speak English as "very well".

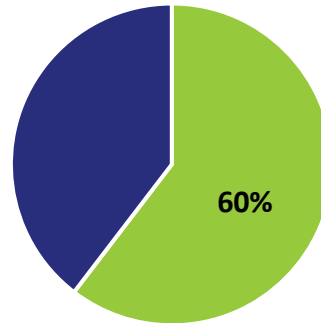
## Employment

Labor force participation in Wayne County was 60 percent, and 67 percent in Medina County, putting these counties right around the state average of 63 percent. Labor force participation is a measure of all individuals ages 16 and older who are currently employed or actively seeking employment.

**Percentage of Medina County Residents Participating in the Labor Force**

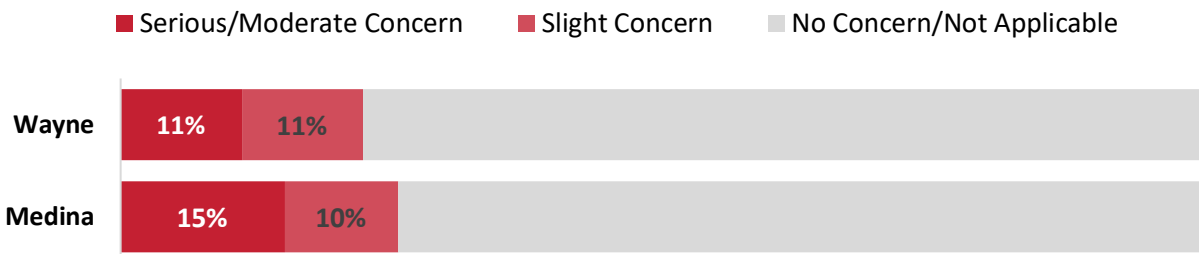


**Percentage of Wayne County Residents Participating in the Labor Force**



For 22 and 25 percent of survey respondents in Wayne and Medina Counties, respectively, finding stable employment represented a concern of varying degree for their household.

### Is stable employment a concern for your family?





# CAW/M SERVICES

The following section represents some of the most meaningful information gleaned from the residential surveys, and the focus groups. This section details the residents' knowledge of CAW/M, their experiences with the organization, and insights into how CAW/M can better provide their services and programs.

**8 in 10 (81%)** of Wayne County



felt that CAW/M provides important services.

**7 in 10 (70%)** of Medina County









felt that CAW/M provides important services.



What Community Action Wayne/Medina services have you or someone in your household used in the past?

## The six most commonly used services:

	Wayne County	Medina County
 Home Energy Assistance Program (HEAP) or Utility assistance	72%	65%
 Percentage of Income Payment Plan (PIPP)	45%	38%
 Food Pantry	20%	27%
 Head Start/Early Head Start	28%	23%
 Home weatherization Assistance Program (HWAP)	21%	19%
 Car Repair	20%	17%

<b>All utilized services by respondents in Wayne County</b>	<b>%</b>
Home Energy Assistance Program (HEAP) or Utility assistance	72%
Percentage of Income Payment Plan (PIPP)	45%
Head Start/Early Head Start	28%
Home weatherization Assistance Program (HWAP)	21%
Food Pantry	20%
Car Repair	20%
Rental/mortgage assistance	14%
Transportation	13%
Car Seats	10%
Tax Preparation	8%
Water Assistance (LIHWAP)	8%
Emergency Home Repair	7%
Other	7%
Senior services	7%
Action Fund	3%
Money Management Classes	2%
Fair Housing	1%
Employee Resource Fund	1%

<b>All utilized services by respondents in Medina County</b>	<b>%</b>
Home Energy Assistance Program (HEAP) or Utility assistance	65%
Percentage of Income Payment Plan (PIPP)	38%
Food Pantry	27%
Head Start/Early Head Start	23%
Home weatherization Assistance Program (HWAP)	19%
Car Repair	17%
Emergency Home Repair	8%
Senior services	7%
Transportation	6%
Other	6%
Tax Preparation	5%
Rental/mortgage assistance	5%
Water Assistance (LIHWAP)	5%
Car Seats	4%
Money Management Classes	3%
Fair Housing	2%
Action Fund	1%
Employee Resource Fund	0%

The top three needed services for both Wayne and Medina Counties were the same

Utility payment assistance



39% in Wayne  
42% in Medina

Food pantry



36% in Wayne  
36% in Medina

Car purchasing/Repair



32% in Wayne  
33% in Medina



What services do you believe you or someone in your household would use in the next 12 months?

**WAYNE County**

**Potential services respondents' households would use in the coming year**

Utility payment assistance	39%
Food pantry	36%
Car purchasing/repair	32%
Emergency home repair	18%
Affordable housing	16%
Mental health services	15%
Furnace repair/replacement	14%
Hot water tank repair/replacement	14%
Transportation for doctors appt.	11%
Tax return preparation	10%
Computer skills training	9%
Matched savings program	9%
Job search training	9%
Help starting a small business	7%
After school programs	7%
Homebuyer training	6%
Home health care	6%
Head Start/Early Head Start	5%
Childcare full day	5%
Childcare part-day	4%
Childcare with alternative hours	4%
Substance abuse services	4%
GED instruction	3%
Adult daycare	3%
Foreclosure counseling	1%

**MEDINA County**

**Potential services respondents' households would use in the coming year**

Utility payment assistance	42%
Food pantry	36%
Car purchasing/repair	33%
Mental health services	20%
Emergency home repair	18%
Furnace repair/replacement	18%
Affordable housing	15%
Computer skills training	13%
Tax return preparation	13%
Help starting a small business	11%
Hot water tank repair/replacement	10%
Transportation for doctors appt.	10%
Home health care	10%
After school programs	8%
Matched savings program	8%
Childcare full day	7%
Head Start/Early Head Start	7%
Homebuyer training	7%
Job search training	5%
Adult daycare	4%
Childcare part-day	4%
Childcare with alternative hours	4%
Substance abuse services	4%
Foreclosure counseling	2%
GED instruction	1%



In your own words, how do you believe CAW/M could better serve you?

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**Improved Communication and Accessibility.** Many respondents mentioned difficulties in reaching CAW/M through phone calls or getting timely responses. They suggested better phone assistance, extended business hours, and more ways to contact the organization. Some also mentioned the need for clearer contact information and a more user-friendly website.

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**Awareness and Education.** Some respondents expressed a lack of awareness about the full range of services offered by Community Action. They suggested better promotion and information dissemination to make the community aware of available programs, especially for seniors and those in need of home repairs, car repairs, and other assistance.

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**Expanded Services.** Respondents mentioned a desire for additional services such as lawn mowing, snow removal, transportation options for rural communities, public transit, and home health care. Some also suggested exploring more senior-focused programs. There are specific requests for enhancements to existing programs as well, such as providing more funds for car repairs, offering more programs for middle-income families, and expanding assistance for housing, utilities, and weatherization.

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**Efficiency and Accountability.** Some respondents mentioned issues with the application process for various programs. There is a need for easier application and verification processes. Others expressed concerns about delays and difficulties in reaching the appropriate person within the organization to get assistance.

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**Senior Services.** Respondents emphasized the importance of services tailored to seniors, including home repairs, yard maintenance, and educational programs to help seniors adapt to technology.

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**Transparency and Outreach.** Several respondents suggested greater transparency in program eligibility criteria and income limits. They also mentioned the need for outreach efforts to let people know about the available programs and how to apply for them.

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**Support for Vulnerable Populations.** Respondents highlighted the need for services to support disabled individuals, single parents, and those with limited financial resources. There was also a call for addressing mental health and emotional abuse issues, especially within families.

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## Insights from the focus groups on how CAW/M can better serve Wayne and Medina.

**People in the community aren't aware of services.** Focus group members acknowledged that it can be hard to share lots of information with community members about available services. Others mentioned the importance of flyers since many people don't have access to or aren't comfortable with using the internet. There was talk of using the schools as a good resource for getting out the information about CAW/M's offerings.

Examples of where focus group members had learned about CAW/M included: Their pediatrician; through WIC and Help Me Grow program; an annual flyer; their day care; and Head Start programs.

**People don't think they qualify for services.** Focus group members explained that income requirements are different for various programs, but not everyone realizes that. So just because you don't qualify for one program, doesn't mean you aren't eligible for other kinds of assistance. One person suggested printing income eligibility requirements on all the available services/programs.

**It can be difficult to schedule.** Some felt the automated voice they had to speak with when they called in was off-putting, which meant that their questions just went unanswered. Another person mentioned that appointments can be strict and difficult to attend if you work regular hours, mentioning that they really didn't want to lose hours to attend an appointment. One person said that services sometimes take a while to receive, but they were ultimately very grateful.

**In addition to wanting to know about how to better serve residents, CAW/M was invested in understanding if there were problems in the community that weren't getting enough attention.** Residents who were a part of the focus groups provided insight into this topic.

## Insights from the focus groups on problems that aren't getting enough attention.

**Elderly people are being left behind.** They need help with technology and digital literacy in a time where so many resources are going online.

**People with criminal justice involvement need help, too.** Felonies shouldn't disbar them from assistance.

**Transportation.** Especially in the rural parts of the community, getting around is very difficult, especially because a lot of younger people don't want to drive, or can't afford to drive.

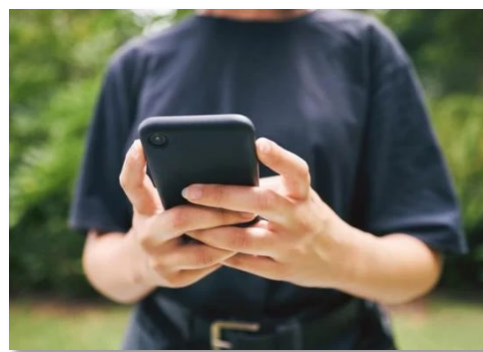
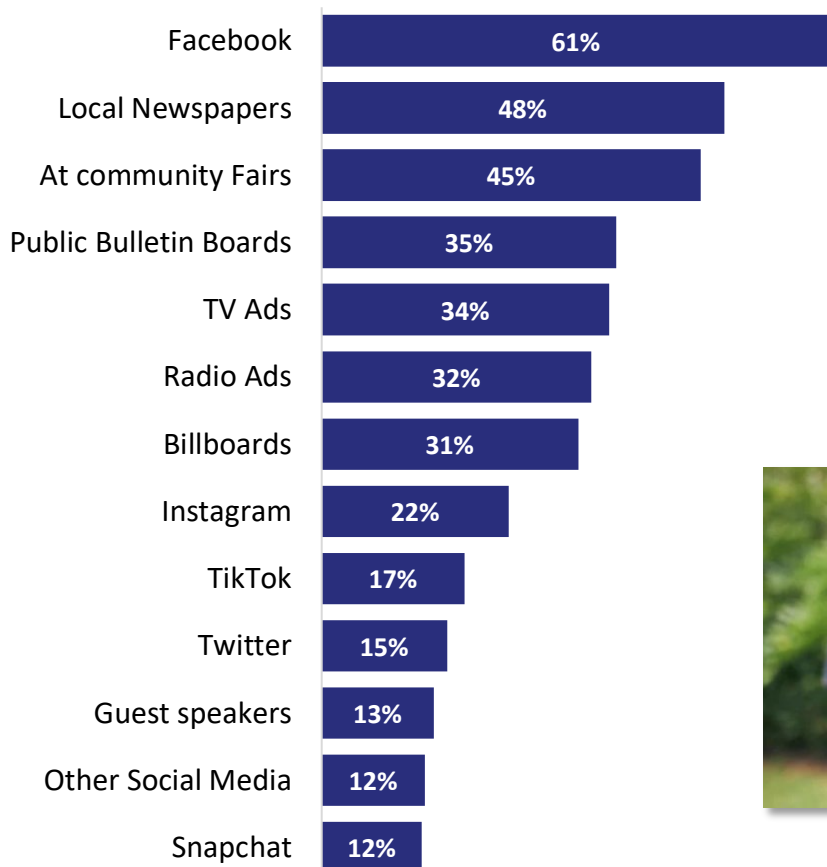
**Food and groceries.** The price of groceries has increased significantly in the last year, causing many focus group participants to have to cut and adjust their budgets, or rely on food distribution.

**Isolation.** There's not enough to do for teens and younger adults. The kids are so bored, and many youths are very isolated.

**A common theme heard in focus groups and survey responses was that some individuals weren't aware of all the services that CAW/M provided.** When survey respondents were asked what the best ways to inform people about CAW/M were, their top choices were a multi-pronged approach of social media (Facebook) and traditional media (newspapers and tv ads), as well as in-person advertising (community fairs and bulletin boards).

*"A common theme heard in focus groups and survey responses was that some individuals just weren't aware of all the services that CAW/M provided."*

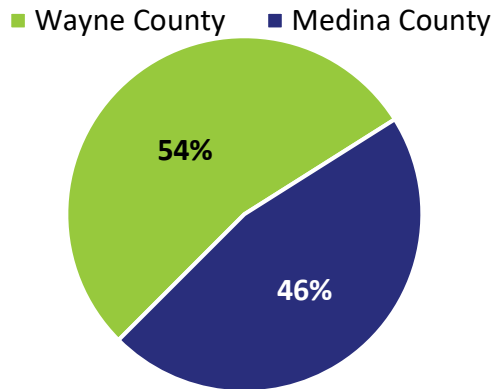
**What are the best ways to tell people about the services offered at Community Action Wayne/Medina?**



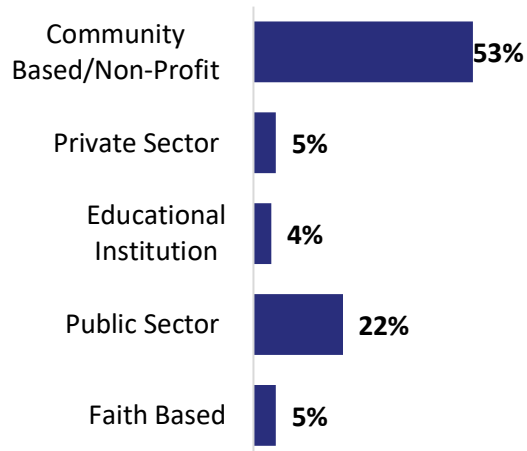
# COMMUNITY PARTNER INSIGHTS

This section details information gleaned from community partners in Wayne (54 percent) and Medina (46 percent) Counties. A little over half (53 percent) of the respondents came from the non-profit sector, and about a fifth (22 percent) were in local government or some other public sector position.

**Where the community partners primarily live/work**

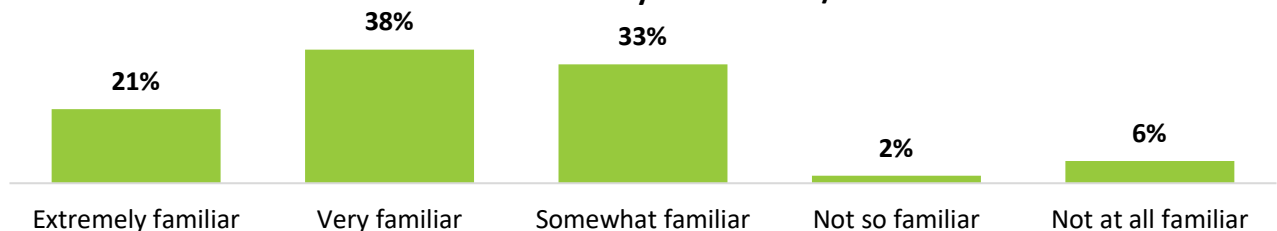


**Who the partners are**



Most partners were familiar with CAW/M, however this was to be expected considering the survey was primarily disseminated through a CAW/M mailing list.

**How familiar are you with CAW/M?**



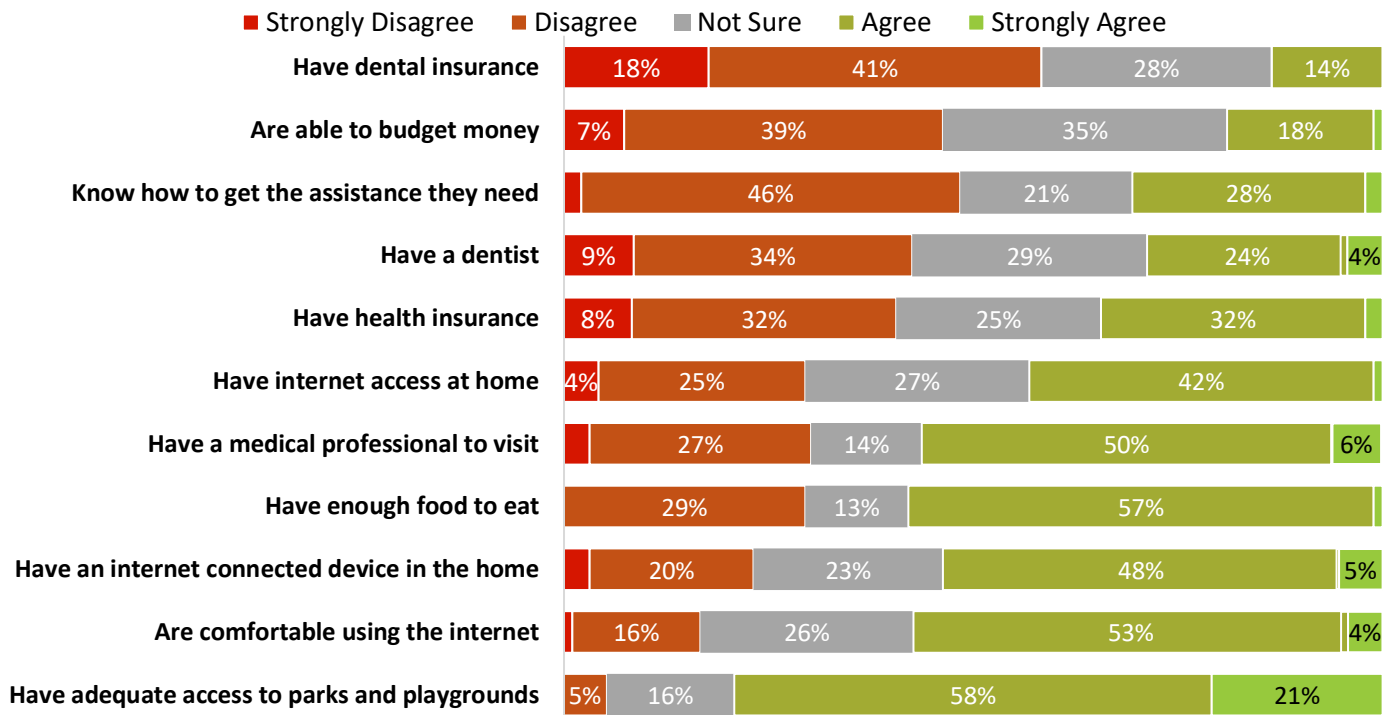
**How often do you refer people to CAW/M?**

- 37% Often
- 37% Occasionally
- 13% Rarely
- 14% Never before



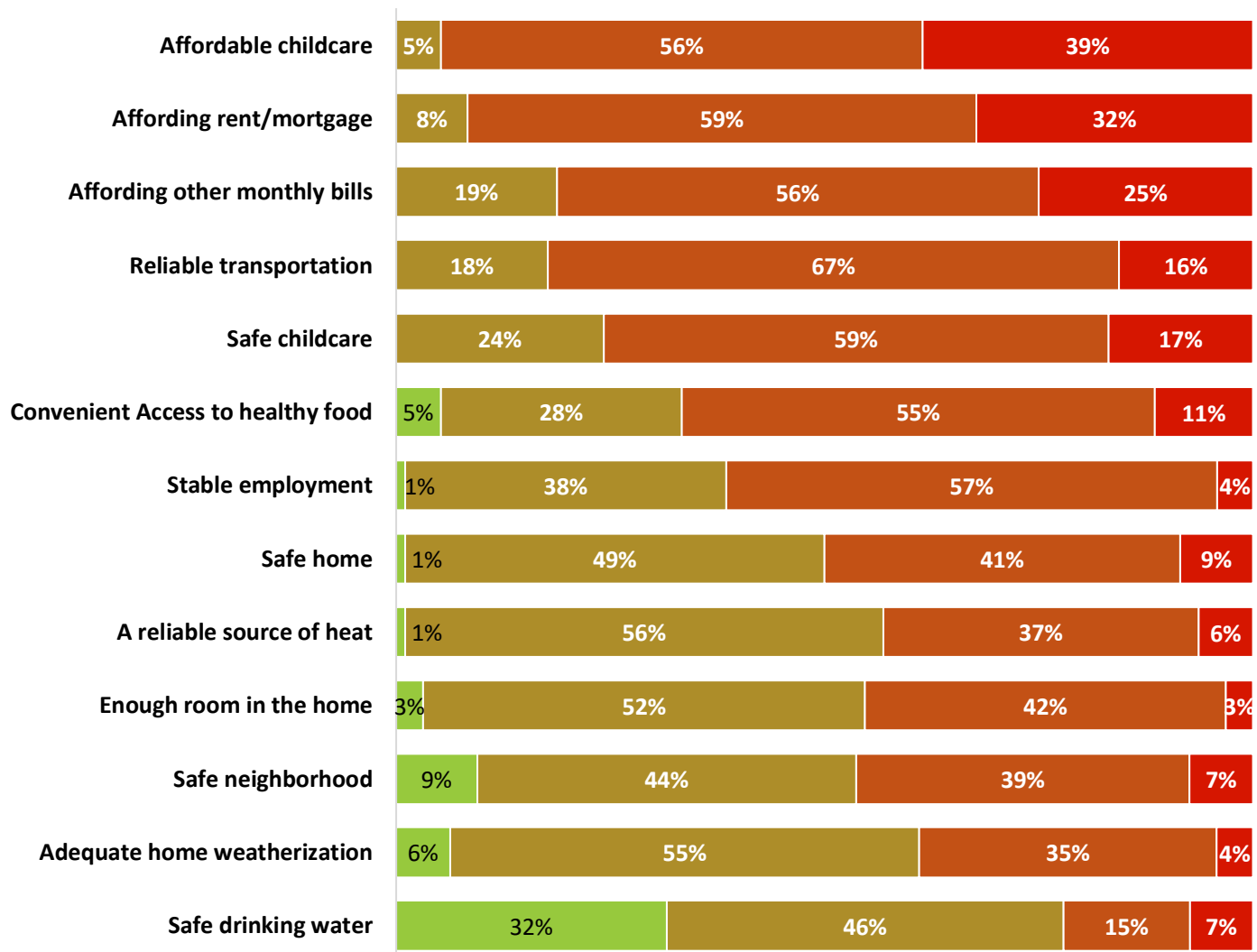
Community Partners were asked to provide information on what they believed were concerns for residents in Wayne and Medina Counties, as well as residents' access to things to stay healthy. Charts have been structured in descending order of concern and lack of access.

**In general, people in Wayne/Medina County...**



## Are any of the following a concern for the residents of Wayne/Medina Counties?

- Not a concern for any residents
- A concern for a few residents
- A concern for some residents
- A concern for most residents







## What programs and services do **community partners** feel are needed in Wayne and Medina?

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**Transportation and Accessibility.** There is a strong need for easy-to-navigate transportation options, especially for outlying towns and rural areas. Door-to-door transportation services are sought after to assist individuals with hospital discharges, access to medical appointments, and essential services. Dependable public transportation is desired to improve accessibility.

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**Affordable Housing and Homelessness Support.** Residents are seeking more affordable housing options, rental housing assistance, and emergency homeless shelters, including transitional housing. There is also a call for expanded services to support homeless individuals with severe physical and mental health concerns.

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**Child and Family Support Services.** Affordable and evening childcare services are in demand, along with supplemental food programs for school-age children during the summer. Accessible resources for single parents and support for families with severe mental health needs are needed.

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**Healthcare and Mental Health Services.** Additional mental health service providers, walk-in mental health clinics, and care for severe mental health issues are needed. Access to dental and vision clinics, especially for the vulnerable populations, is desired.

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**Education and Skill Development.** Residents are seeking practical education programs, including money management, job interview preparation, and healthy meal preparation on a budget. Life skills and budgeting programs are also in demand. Tutoring services for students across all income levels.

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**Community Information and Services.** Better information sharing and coordination among nonprofits and the community are needed to ensure residents are aware of available services.

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**Youth and Family Programs.** There is a call for more youth programs, after-school activities, and community-building activities that teach practical skills, such as home repair and improvement. Expanded intramural and non-competitive sports programs for youth and adults are also desired.

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**Transitional Support and Case Management.** Residents are looking for additional case management services to connect individuals to community resources, especially for housing and social services. Transitional housing and case management for domestic violence and sexual assault victims are also sought after.

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**Senior Services.** Programs for seniors, including affordable wellness and creative arts programs, transportation assistance, and auto repair services for the elderly population, are needed.

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# APPENDICES

## Appendix A - Demographics of Survey Participants from Wayne County

		n	%
How many people live in your household?	1	95	33.8%
	2	77	27.4%
	3	33	11.7%
	4	39	13.9%
	5	28	10.0%
	6	4	1.4%
	7	1	0.4%
	8	2	0.7%
	9+	2	0.7%
	Total	281	100%
What is your gender?	Man	68	24.9%
	Woman	204	74.7%
	Transman	1	0.4%
	Total	273	100%
What is your sexual orientation?	Asexual	4	1.5%
	Gay	3	1.1%
	Lesbian	1	0.4%
	Pansexual	4	1.5%
	Queer	1	0.4%
	Straight	237	86.2%
	Self - Describe	6	2.2%
	Prefer not to answer	19	6.9%
Total	275	100%	
What is your race, select all that apply	American Indian	5	1.7%
	Asian	0	0%
	Black/African American	16	5.5%
	Native Hawaiian	0	0.0%
	White	268	91.5%
	Self-Describe	5	1.7%
	Total (All who identified their race)	293	-
Are you Hispanic/Latino/Latina?	Yes	2	0.8%
	No	248	99.2%
	Total	250	100%
What is your marital status?	Single	75	27.2%
	Partner	16	5.8%
	Married	99	35.9%
	Separated	11	4.0%
	Divorced	45	16.3%
	Widow	30	10.9%

	Total	276	100%
What is your highest level of education?	Some HS	25	9.1%
	HS	110	39.9%
	College Some	65	23.6%
	2-year	23	8.3%
	4-year	53	19.2%
	Total	276	100%
What is your age?	18-24	11	4.0%
	25-34	37	13.4%
	35-44	49	17.7%
	45-54	37	13.4%
	55-64	60	21.7%
	65-74	49	17.7%
	75+	34	12.3%
	Total	277	100%
What language is primarily spoken in your home?	English	278	98.9%
	Other	3	1.1%
	Total	281	100%
What is your annual household income?	Less than \$14,580	74	27.0%
	\$14,580 - \$18,309	21	7.7%
	\$18,310 - \$23,029	25	9.1%
	\$23,030 - \$24,859	6	2.2%
	\$24,860 - \$29,999	15	5.5%
	\$30,000 - \$35,139	22	8.0%
	\$35,140 - \$40,279	16	5.8%
	\$40,280 - \$45,419	11	4.0%
	\$45,420 - \$50,559	16	5.8%
	\$50,560 - \$59,999	15	5.5%
	\$60,000 - \$69,999	12	4.4%
	\$70,000 - \$79,999	13	4.7%
	\$80,000 - \$99,999	7	2.6%
	\$100,000 or More	21	7.7%
Total	274	100%	
What is your current employment status?	Employed Full-time	70	25.5%
	Employed Part-time	46	16.7%
	Unemployed	42	15.3%
	Retired	85	30.9%
	Other	32	11.6%
	Total	275	100%
What are your typical work hours?	Traditional	86	61.4%
	Non-traditional	54	38.6%
	Total	140	100%

## Appendix B - Demographics of Survey Participants from Medina County

		n	%
How many people live in your household?	1	86	34.5
	2	79	31.7
	3	29	11.6
	4	31	12.4
	5	19	7.6
	6	5	2.0
	7	0	34.5
	8	0	31.7
	9+	0	11.6
	Total	249	
What is your gender?	Man	46	19.0
	Woman	194	80.2
	Non-binary	1	0.4
	Transman	1	0.4
	Total	242	
What is your sexual orientation?	Asexual	5	2.1
	Gay	1	0.4
	Lesbian	1	0.4
	Pansexual	4	1.7
	Straight	215	89.6
	Self - Describe	1	0.4
	Prefer not to answer	13	5.4
Total	240		
What is your race, select all that apply	American Indian	4	1.6%
	Asian	2	0.8%
	Black/African American	10	4.0%
	Native Hawaiian	1	0.4%
	White	232	93.9%
	Self-Describe	4	1.6%
	Total (All who identified their race)	247	-
Are you Hispanic/Latino/Latina?	Yes	2	0.9%
	No	216	99.1%
	Total	218	100%
What is your marital status?	Single	47	19.9%
	Partner	10	4.2%
	Married	103	43.6%
	Separated	3	1.3%
	Divorced	41	17.4%
	Widow	32	13.6%
	Total	236	100%

What is your highest level of education?	Some HS	11	4.6%
	HS	72	29.9%
	College Some	64	26.6%
	2-year	21	8.7%
	4-year	73	30.3%
	Total	241	100%
What is your age?	18-24	5	2.0%
	25-34	28	11.4%
	35-44	44	18.0%
	45-54	31	12.7%
	55-64	48	19.6%
	65-74	47	19.2%
	75+	42	17.1%
	Total	245	100%
What language is primarily spoken in your home?	English	243	99.2%
	Other	2	0.8%
	Total	245	100%
What is your annual household income?	Less than \$14,580	41	16.7%
	\$14,580 - \$18,309	23	9.3%
	\$18,310 - \$23,029	30	12.2%
	\$23,030 - \$24,859	9	3.7%
	\$24,860 - \$29,999	18	7.3%
	\$30,000 - \$35,139	13	5.3%
	\$35,140 - \$40,279	9	3.7%
	\$40,280 - \$45,419	8	3.3%
	\$45,420 - \$50,559	18	7.3%
	\$50,560 - \$59,999	9	3.7%
	\$60,000 - \$69,999	10	4.1%
	\$70,000 - \$79,999	5	2.0%
	\$80,000 - \$99,999	11	4.5%
	\$100,000 or More	42	17.1%
Total	246	100%	
What is your current employment status?	Employed Full-time	69	28.0%
	Employed Part-time	31	12.6%
	Unemployed	27	11.0%
	Retired	94	38.2%
	Other	25	10.2%
	Total	246	100%
What are your typical work hours?	Traditional	86	74.1%
	Non-traditional	30	25.9%
	Total	116	100%