COMMUNITY NEEDS ASSESSMENT

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AUGUST 18, 2022
For more information on New York Forward, visit: NY Forward at https://www.ny.gov/programs/ny-forward

For more information on the Downtown Revitalization Initiative, visit: Downtown Revitalization Initiative at https://www.ny.gov/programs/downtown-revitalization-initiative

See Page 7 for Process for Asking Questions
Application Webinar Recording
CAPACITY BUILDING WEBINAR SERIES

Thursday, July 28: Introduction & Community Inventory
Thursday, August 11: Visioning, Goal Setting, & Outreach
**Thursday, August 18:** Community Needs Assessment
Tuesday, August 23: Placemaking Strategies and Early Project Identification
Thursday, August 25: Project Development
Thursday, September 8: Implementation of a Revitalization Plan

To access webinar presentations and recordings, visit: NY Forward at https://www.ny.gov/programs/ny-forward
WEBINAR PRESENTERS

Tiffany Zezula, Esq.
Land Use Law Center at Pace Law

Kevin Dwarka, PhD
Land Use & Economic Consultant
THE REVITALIZATION PLANNING PROCESS

- Visioning
- Community Needs Assessment
- Placemaking Strategies
- Projects
- Implementation
REVIEW OF THE VISIONING PROCESS

- The planning process starts with visioning.
- Visioning is a planning tool during which the community creates a shared vision of the future.
  - Reflects the whole community and community values
  - Addresses emerging trends and issues
  - Envisions a preferred future
- Visioning process assesses where a community is now and where it wants to be
- At the end of a visioning process, the community will have a vision statement that creates a shared direction and framework for community decisions

See the recording of the webinar on Visioning from August 11th, 2022: https://www.ny.gov/ny-forward/ny-forward-capacity-building-webinars#august_11
EXAMPLE VISIONS

• Westbury will be Long Island’s model transit-oriented, diverse, walkable, arts-centric downtown.

• The revitalization of Downtown Penn Yan will propel long-term regional prosperity and provide year-round opportunities for all residents and visitors to enjoy the area’s natural assets, local foods and beverages, arts, and creative economy in an attractive and accessible destination.

• Owego will leverage its access to one of America’s great rivers; its historical charm; its growing arts scene; its safe, friendly, and walkable atmosphere; and its proximity to major regional employers, to improve quality-of-life, resiliency, and economic opportunities for new and future residents, while attracting visitors to enjoy all of the recreational, cultural, and shopping assets that Owego has to offer.
A community needs assessment (CNA) is a document that uses data to identify, measure, and understand the broad needs of a community.

Many kinds of organizations create CNAs including local governments, transit agencies, hospitals, schools, and social service organizations.

A comprehensive CNA will address many kinds of needs including:

- Housing Needs
- Economic Needs
- Transportation Needs
- Social Service Needs
- Environmental Needs
- Cultural Needs
- Recreational Needs

Note that “Land Use Needs” are not on the list! The CNA focuses on the needs and desires of the community. During the placemaking and project development stage, land use development concepts are explored in response to community needs.
COMMUNITY NEEDS ASSESSMENTS WEBINAR
FOUR LEARNING OBJECTIVES

1) Learn the process for generating a CNA
2) Identify the types of information that are most often included within a CNA
3) Develop awareness of the sources you can use to find data quickly and for free
4) Recognize the value of different kinds of data to understanding community needs
THE PROCESS FOR GENERATING A COMMUNITY NEEDS ASSESSMENT
SIX KEY CHALLENGES

1) A community needs assessment requires work and some technical skill.
2) There may not be any prior record of a community’s needs.
3) The boundaries of the revitalization area may be ambiguous.
4) There may not be data available at the scale of the revitalization area.
5) Not all needs are easily quantified.
6) The assessment is only a starting point – it does not reveal placemaking strategies.
THE PROCESS FOR GENERATING A COMMUNITY NEEDS ASSESSMENT

SIX STEP PROCESS FOR COMMUNITY NEEDS ASSESSMENT

1) Generate an Instant Community Profile Directly from the US Census website
2) Engage the Community in a Brainstorm Session on Needs
3) Define Revitalization Area
4) Define Analysis Area
5) Collect A Variety of Kinds of “Data” (Quantitative Sources; Stakeholder Interviews; Community Survey)
6) Create the Report as a Tool for Goal Setting & Placemaking Strategies
DATA SOURCES FOR COMMUNITY NEEDS ASSESSMENT

- Existing Plans (Comprehensive Plans, Housing Studies, Economic Development Strategies, Sustainability Policies, etc)
- Local and County Geographic Information Websites
- NYS DOS Geographic Information Gateway: [http://opdgig.dos.ny.gov/#/home](http://opdgig.dos.ny.gov/#/home)
- US Census Data Portal for American Community Survey, Decennial Data, and Mapping: [https://data.census.gov/cedsci](https://data.census.gov/cedsci)
- Zillow Rental Manager for Rental Market Trends: [https://www.trulia.com/for_rent/Syracuse,NY/](https://www.trulia.com/for_rent/Syracuse,NY/)
- Google Earth for Transportation Networks: [https://earth.google.com/web/](https://earth.google.com/web/)
- NYS DEC Environmental Resource Mapper: [https://gisservices.dec.ny.gov/gis/erm/](https://gisservices.dec.ny.gov/gis/erm/)
- New York Protected Areas Map: [https://www.nypad.org/InteractiveMap](https://www.nypad.org/InteractiveMap)
The US Census Portal can instantly generate a community profile that compiles data on a range of topic including demographics, income, employment, housing, and education. It is a very fast way to establish a baseline understanding description of a locality.

STEP 2: BRAINSTORM WITH THE COMMUNITY ON NEEDS

Build off the initial community visioning process and collect input from residents on community needs through workshops, interviews, and surveys.
STEP 3: DEFINE THE REVITALIZATION AREA

Define the boundaries of the revitalization area based on several factors

- Patterns of community congregation and movement
- Existing concentration, intensity, and mix of land uses
- Transportation access connections
- Development sites
- Natural and recreational resources
STEP 4: DEFINE THE ANALYSIS AREA

Ossining Village Boundary

Ossining by Census Tracts

Pick the Census Unit that has the closest overlap with the revitalization area.

Webinar Training on Census Geographic Units:
STEP 5: COLLECT DATA ON NEEDS

Community Characteristics Data
- Demographic
- Socio-economic

Community Needs Data
- Housing
- Economic
- Transportation
- Recreational
- Cultural
- Environmental

Even though revitalization planning is about improving a PLACE, start by collecting data on PEOPLE...

Webinar on Collecting Census Data:
Population growth trends reveal the social and economic vitality of a community as well as its development potential.
Demographic Characteristics: Household Trends

Household data from the US Census American Community Survey

Different kinds of households have different kinds of housing needs

Household Composition in the City of Newburgh (2014/18)

- **City of Newburgh, NY**
- **Orange County, NY**

- **Households with Children Under 18**
  - City of Newburgh: 42%
  - Orange County: 36%

- **Single Female Parent Households**
  - City of Newburgh: 25%
  - Orange County: 12%

- **Single Male Parent Households**
  - City of Newburgh: 8%
  - Orange County: 4%
DEMOGRAPHIC CHARACTERISTICS: AGE OF RESIDENTS
AGE DATA FROM US CENSUS AMERICAN COMMUNITY SURVEY

Age data will reveal shifts in the size of the senior population, children, and young adults. Each of those groups have unique needs.
Racial and ethnic demographic data helps reveal the community's cultural diversity, patterns of segregation and integration, and racial disparities related to housing and employment access.
SOCIO-ECONOMIC CHARACTERISTICS: MEDIAN HOUSEHOLD INCOME
INCOME DATA FROM AMERICAN COMMUNITY SURVEY

Median Household Income in the Past 12 Months (2014/18)

- Census Tract 1: $49,259
- Census Tract 2: $51,964
- Census Tract 3: $44,554
- Census Tract 4: $36,111
- Census Tract 5.01: $26,904
- Census Tract 5.02: $42,457
- Census Tract 6: $28,401
- City of Newburgh, NY: $37,900
- Orange County, NY: $76,716
SOCIO-ECONOMIC CHARACTERISTICS: POVERTY
POVERTY DATA FROM US CENSUS AMERICAN COMMUNITY SURVEY

PERCENTAGE OF ALL PEOPLE BELOW FEDERAL POVERTY LINE BY RACE: NEWBURGH (2014/18)

<table>
<thead>
<tr>
<th>Race/Multi-Race Category</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>White alone, not Hispanic or Latino</td>
<td>23%</td>
</tr>
<tr>
<td>Black or African-American alone</td>
<td>36%</td>
</tr>
<tr>
<td>Asian alone</td>
<td>6%</td>
</tr>
<tr>
<td>Other race</td>
<td>32%</td>
</tr>
<tr>
<td>Hispanic or Latino</td>
<td>30%</td>
</tr>
</tbody>
</table>

Though an imperfect statistic, poverty data allows you to compare the socio-economic status of different groups.
Source of income data provides information on household economics
Socio-Economic Characteristics: Education

Education data helps explain the degree to which community segments are qualified for different employment opportunities.
Graduation data can help show the way different groups experience varying challenges completing school.
HOUSING NEEDS: TYPES OF HOUSING UNITS

HOUSING TYPE DATA FROM US CENSUS AMERICAN COMMUNITY SURVEY

Housing unit data can reveal an undersupply of certain kinds of housing units needed by different population groups.
Housing needs: building age

Housing age data from US Census American Community Survey

Housing age data, along with data on vacancies and building violations obtained from building departments, provides information on the condition of housing and maintenance needs.
Census data on rental costs can show the need for more affordable rental housing.
Though imperfect, online listings offers some indication of the asking rent for available apartments.
Cost burden data can reveal higher needs for affordable housing in different parts of a locality.
Homeownership data shows how different groups are securing their place within a community, investing in real property, and accumulating wealth.
Real estate data on housing sales shows how housing values may be beyond the reach for some residents.
### Sectors Employing Mamaroneck Residents (2019)

<table>
<thead>
<tr>
<th>Sector</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Health Care and Social Assistance</td>
<td>13.0%</td>
</tr>
<tr>
<td>Educational Services</td>
<td>12.5%</td>
</tr>
<tr>
<td>Finance and Insurance</td>
<td>11.4%</td>
</tr>
<tr>
<td>Professional, Scientific, and Technical Services</td>
<td>11.3%</td>
</tr>
<tr>
<td>Retail Trade</td>
<td>7.7%</td>
</tr>
<tr>
<td>Administration, Support, Waste Management &amp; Remediation</td>
<td>5.8%</td>
</tr>
<tr>
<td>Accommodation and Food Services</td>
<td>5.7%</td>
</tr>
<tr>
<td>Information</td>
<td>5.0%</td>
</tr>
<tr>
<td>Other Services (excluding Public Administration)</td>
<td>4.7%</td>
</tr>
<tr>
<td>Public Administration</td>
<td>3.8%</td>
</tr>
<tr>
<td>Wholesale Trade</td>
<td>3.6%</td>
</tr>
<tr>
<td>Construction</td>
<td>3.2%</td>
</tr>
<tr>
<td>Real Estate and Rental and Leasing</td>
<td>3.0%</td>
</tr>
<tr>
<td>Arts, Entertainment, and Recreation</td>
<td>2.7%</td>
</tr>
<tr>
<td>Management of Companies and Enterprises</td>
<td>2.3%</td>
</tr>
<tr>
<td>Manufacturing</td>
<td>2.0%</td>
</tr>
<tr>
<td>Transportation and Warehousing</td>
<td>1.6%</td>
</tr>
</tbody>
</table>

### Jobs Located Within Unincorporated Mamaroneck (2019)

<table>
<thead>
<tr>
<th>Sector</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Retail Trade</td>
<td>27.1%</td>
</tr>
<tr>
<td>Educational Services</td>
<td>25.1%</td>
</tr>
<tr>
<td>Other Services (excluding Public Administration)</td>
<td>14.1%</td>
</tr>
<tr>
<td>Health Care and Social Assistance</td>
<td>6.4%</td>
</tr>
<tr>
<td>Transportation and Warehousing</td>
<td>4.7%</td>
</tr>
<tr>
<td>Professional, Scientific, and Technical Services</td>
<td>4.4%</td>
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<tr>
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</tr>
<tr>
<td>Wholesale Trade</td>
<td>1.6%</td>
</tr>
<tr>
<td>Administration &amp; Support, Waste Management and Remediation</td>
<td>1.6%</td>
</tr>
</tbody>
</table>

**Sectoral data reveals the kinds of jobs held by residents and those held by workers living elsewhere.**
ECONOMIC NEEDS: LOCAL WORKFORCE AND JOB BASE

EMPLOYMENT DATA FROM “US CENSUS ON THE MAP” LONGITUDINAL EMPLOYMENT HOUSEHOLD DYNAMICS DATA

Inflow/Outflow data can reveal a need for more jobs within a community, housing needs for non-resident workers, or transportation needs for commuters.
ECONOMIC NEEDS: LOCAL WORKFORCE AND JOB BASE

EMPLOYMENT DATA FROM “US CENSUS ON THE MAP” LONGITUDINAL EMPLOYMENT HOUSEHOLD DYNAMICS DATA

RACIAL AND ETHNIC CHARACTERISTICS
5% of Working Mamaroneck Residents Identify as Black/African American
15% of Jobs Located in Mamaroneck are held by Workers Identifying as Black/African American

10% of Working Mamaroneck Residents Identify as Hispanic
23% of Jobs Located in Mamaroneck are held by Workers Identifying as Hispanic

SEX CHARACTERISTICS
46% of Working Mamaroneck Residents Identify as Female
55% of Jobs Located in Mamaroneck are held by Workers Identifying as Female

Demographic information from employment data enabled comparison between a locality’s community of workers versus its residents.
ECONOMIC NEEDS: EMPLOYMENT LEVELS

UNEMPLOYMENT DATA FROM NYS DEPARTMENT OF LABOR DATA DASHBOARD

Unemployment data can be compared across time and geography to identify unique economic challenges.
Maps show the degree to which a community is connected to employment centers via regional roads and transit services.
TRANSPORTATION NEEDS: TRANSPORTATION MODE
COMMUTE MODE DATA FROM US CENSUS AMERICAN COMMUNITY SURVEY

Means of Transportation to Work (2014/18)

- Car, truck, or van: 71%
- Public transportation (excluding taxicab): 7%
- Walking: 11%
- Taxicab, motorcycle, or other means: 8%
- Work from home: 3%

City of Newburgh, NY: 84%
Orange County, NY: 0%

Transportation mode data can show the need for improvement kinds of transportation infrastructure.
TRANSPORTATION NEEDS: VEHICULAR ACCESS
VEHICLE OWNERSHIP DATA FROM US CENSUS AMERICAN COMMUNITY SURVEY

One indicator of regional job access is vehicular ownership.
SOCIAL SERVICE NEEDS: GENERAL NEEDS

EXCERPT FROM YONKERS COMMUNITY NEEDS SURVEY ADMINISTERED IN YONKERS COMMUNITY ACTION PROGRAM

<table>
<thead>
<tr>
<th>Medical Healthcare</th>
<th>Housing</th>
<th>Legal Services</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dental Healthcare</td>
<td>Disability Assistance</td>
<td>Utilities Assistance</td>
</tr>
<tr>
<td>Vision Healthcare</td>
<td>Housing Repairs</td>
<td>Domestic Violence Services</td>
</tr>
<tr>
<td>Counseling / Mental Health Support</td>
<td>Employment</td>
<td>Senior Services</td>
</tr>
<tr>
<td>Clothing</td>
<td>Education</td>
<td>Other ____________</td>
</tr>
<tr>
<td>Food</td>
<td>Childcare</td>
<td></td>
</tr>
<tr>
<td>Job Transportation</td>
<td>Elder Care</td>
<td></td>
</tr>
</tbody>
</table>

Check if the following are needs for you or your family.

It is critical to understand a community’s social service needs, but this information may require surveying and interviewing.
Low levels of health insurance may indicate weak access to preventative care and medical information.

For a training webinar on generating thematic maps from the US Census Data Portal, see:

https://www.census.gov/data/academy/webinars/2022/making-the-most-of-mapping.html
Social Service Needs: Internet Access

Thematic map generated by US Census Data Portal with American Community Survey 2020 data

Percentage of Households With Home Internet by Census Tract

Lack of home internet service may limit the economic mobility and educational opportunities of certain households.
Obtaining information on children needs is difficult to find from quantitative sources. Interview teachers, counselors, youth program leaders. And facilitate community needs workshops in schools.
SOCIAL SERVICE NEEDS: PUBLIC SAFETY

CRIME DATA COLLECTED BY NYS DIVISION OF CRIMINAL JUSTICE SERVICES AND PUBLISHED BY NYS DATA PORTAL

Crime statistics can help understand a community’s experience of safety and security.
ENVIRONMENTAL NEEDS: KEY ENVIRONMENTAL ASSETS

Environmental Asset Maps Generated by NYS DECinfo Locator

The DEC Locator shows the location of wetlands, permits & registrations, remediation sites, environmental sites, and potential environmental justice areas. This kind of information can help reveal public health needs as well as development restrictions.
ENVIRONMENTAL NEEDS: KEY ENVIRONMENTAL ASSETS

Environmental Asset Maps Generated by NYS DEC Environmental Resource Mapper

The Environmental Resource Mapper is an interactive mapping application that can be used to identify some of New York State’s natural resources and environmental features that are state or federally protected, or of conservation concern.
In addition to the DEC mapping sites, the interactive map from New York Heritage Program also provides information on environmentally sensitive areas including conservation areas and easements.
ENVIRONMENTAL NEEDS: PROTECT DRINKING WATER

BOUNDARIES OF DRINKING WATER DISTRICTS AND WATER QUALITY MAPS FROM NYS WATER QUALITY MAP

Water quality reports may show the need for infrastructural or operational changes in water management.
ENVIRONMENTAL NEEDS: PROTECT COMMUNITIES FROM FLOODING
NEW FLOOD MAPS FROM NEW YORK CITY DEPARTMENT OF ENVIRONMENTAL PROTECTION (2022)

Extensive Stormwater Flood Based on 2080 Sea Level Rise Projection

See the NYC Flood Maps:
https://experience.arcgis.com/experience/26f9c4b85a8b47168ebe42e771be2dc9/page/Page-1/?draft=true&views=Extreme
CULTURAL NEEDS: HISTORIC PRESERVATION
MAP OF REGISTERED HISTORIC PLACES FROM NEW YORK STATE DATA PORTAL

Historic site information shows the buildings and areas that need to be preserved as part of a placemaking strategy.
RECREATIONAL NEEDS: ACCESS TO PARKS, TRAILS, AND RECREATION FACILITIES

MAP OF RECREATION SITES GENERATED BY NYS DECINFO LOCATOR

Maps of recreation sites show how a community is accessing natural sites and reveal opportunities for tourism.
STEP 6: CREATE THE COMMUNITY NEEDS ASSESSMENT

SIX TIPS FOR CREATING A USEABLE CNA:

1) Compare the data findings with the original community brainstorm session to make sure that all of the key needs have been addressed.
2) Take the simplest approach for presenting the data for the first draft – do not prematurely exhaust resources on mapping and infographics.
3) Start with a slide deck before drafting a narrative report.
4) Keep the content to a manageable length.
5) Draw connections between the data and community needs.
6) Validate the findings of the CNA with the community through more outreach.

See the Yonkers Community Needs Assessment
Once the community needs assessment is complete, the next steps in the revitalization planning process is to develop **placemaking** strategies that will meet the needs identified in the CNA.
Please submit questions using the chat function