



2014 Tri-Valley Community Needs Assessment



Tri-Valley Opportunity Council, Inc.

Community Action: Helping People. Changing Lives.

Characteristics and Service Needs of Low-Income Residents in Marshall, Norman, and Polk Counties

Tri-Valley Opportunity Council, Inc. is a non-profit community action agency headquartered in Crookston. In existence since 1965, Tri-Valley provides services in 84 counties in Minnesota and Northeast North Dakota with a primary service area of west Polk, west Marshall and Norman counties. The mission of Tri-Valley is to provide opportunities to improve the quality of life for people and communities.

Board of Directors Priorities

Priority 1 – Improve/promote/ advance the objective of promoting Tri-Valley through Community Engagement:

- Create a comprehensive communication plan. **(A communication and marketing plan has been completed for Tri-Valley).**
- Take steps to educate the public about the services we provide, avoid simply listing our services. Ensure success stories are shared with stakeholders and the public as appropriate. **(Individual programs have designed informational brochures. Press releases go out to media outlets across Minnesota and into North Dakota and a company newsletter had been developed to keep employs and board members informed of services and success stories).**
- Coordinate between programs any booths set up at county fairs, etc. Ensure employees are prepared to discuss Tri-Valley programs and understand they are representing the entire agency. **(Coordination plans have been designed for programs to take part in trade shows/county fairs/etc. Informational banners and brochures have been designed for individual programs and a Tri-Valley “Cheat Sheet” has been designed to help those working the booths represent the entire agency.**

Priority 2 – Improve/promote/advance the objective of keeping seniors in their homes and avoiding premature nursing home placement:

- Develop a new program that fills the needs of seniors that do not qualify for the Senior Companion program and the needs of volunteers that do not wish to volunteer 15 hours a week.
- Promote awareness of the fact that avoiding premature nursing home placement is a team effort between many services and the efforts put forth by team members are cost effective.
- Ensure services for seniors are marketed to not only seniors themselves but the children of seniors and those about to become seniors.

Priority 3 – Improve/promote/advance early childhood education:

- Identify ways to provide services to working families that may not qualify for Head Start or may be on the waiting list.
- Provide more opportunities to fill gaps in area child care needs and braid services when possible with Head Start.
- Provide resources on Tri-Valley’s website to educate child care providers and new parents on what quality child care is to enhance the work of Child Care Aware.

Demographic Summary

Population

During the twelve-year period (2000-2012), total population estimates from our primary service area declined by -2.59%, decreasing from 48,966 persons in 2000 to 47,697 persons in 2012. The greatest loss occurred in Norman County which experienced a -8.68% decrease in population, whereas Polk County experienced a 0.18% change. Of our population, 6.18% are under the age of 4, 17.47% are age 5 to 17, 59.36% are 18 to 64, and 16.99% are over 64 years old. Our three county service area has 5.7% more people 65 and over, compared to the state average. (Source: U.S. Census Bureau, Population Division, Census 2010. Release Date: February 2011 and U.S. Census Bureau, American Community Survey, 2012 Data Release, December 2013.)

Income

According to the U.S. Census, Median Annual Household Incomes ranged from a low of \$45,043 in Norman County to a high of \$52,791 in Marshall County in 2012. The median income in our service area in 2012 of \$48,504 is over \$10,000 less than the statewide median income of \$58,828. (Source: U.S. Census Bureau, Small Area Income and Poverty Estimates (SAIPE), 2012. Estimates for 2012 were released in December 2013.)

Economic Development

The economic condition in northwest Minnesota is worsening. Employment levels have been stagnant for several years, we have seen recurring flooding, and there are fewer quality employment opportunities. Wages in the area are low to moderate, and are not high enough to attract our young people to remain in the area.

Nutrition

3,182 students (or 40.99 percent) received free or reduced price lunches during the 2009 - 2010 school year. At 38.61 percent, Polk County had the smallest percentage of students participating in the school lunch program, while Norman County had 47.54 percent of students participating, which is more than the national average of 46.62 percent. (Source: National Center for Educational Statistics (NCES), Common Core of Data (CCD), 2009-10 School Universe data.)

Poverty

Roughly 16.1% of children (0-17) in the three county area lived in poverty in 2012, compared to 14.6% statewide. At 10 percent, Polk County had the lowest percentage of seniors (age 65 and over) in poverty while Marshall County had the highest percentage of seniors in poverty. According to American Community Survey estimates, there were 845 seniors, or 10.7 percent, living in poverty within the report area. The state average for seniors in poverty is 8.3%. (Source: U.S. Census Bureau, Small Area Income and Poverty Estimates (SAIPE), 2012.)

Ethnicity

According to the American Community Survey 5 year averages, white population comprised 95.79% of the report area, black population represented 0.62%, and other races combined were 2.03%. Persons identifying themselves as mixed race made up 1.57% of the population. (Source: U.S. Census Bureau, American Community Survey, 2012 Data Release, December 2013.)

Child Care

The number of children ages 0 - 5 potentially needing child care in the three county area is 3,056. The capacity of licensed child care providers for children 0 - 5 is 2,453. These numbers indicate that an estimate of 603 children (down from 749 last year) and their families must find alternative sources of care which is generally unlicensed friends, family or neighbor care.

Unemployment

According to the U.S. Department of Labor in December, unemployment in the report area varies from 4.6 percent in Polk County to 7.8 percent in Marshall County. Overall, the report area experienced an average 5.3 percent unemployment rate in December 2013 as compared to a state average of 4.7%. (Source: U.S. Department of Labor, Bureau of Labor Statistics, Local Area Unemployment Statistics, April 10, 2013)

Overall

Community perceptions indicate that this area has a high quality of living standard.

The Good News

- We have higher rates of children staying in school and getting an associates degree as compared to the rest of the state. (Source: U.S. Census Bureau, American Community Survey, 2012 Data Release, December 2013.)

- In 2011, the percentage of persons uninsured ranged from 10.5 in Polk County, to 11.7 in Norman County. The service area percentage of uninsured is 8.74% compared to the state average of 10.20%. (Source: U.S. Census Bureau, Small Area Health Insurance Estimates, 2011 (August 2013 release).)

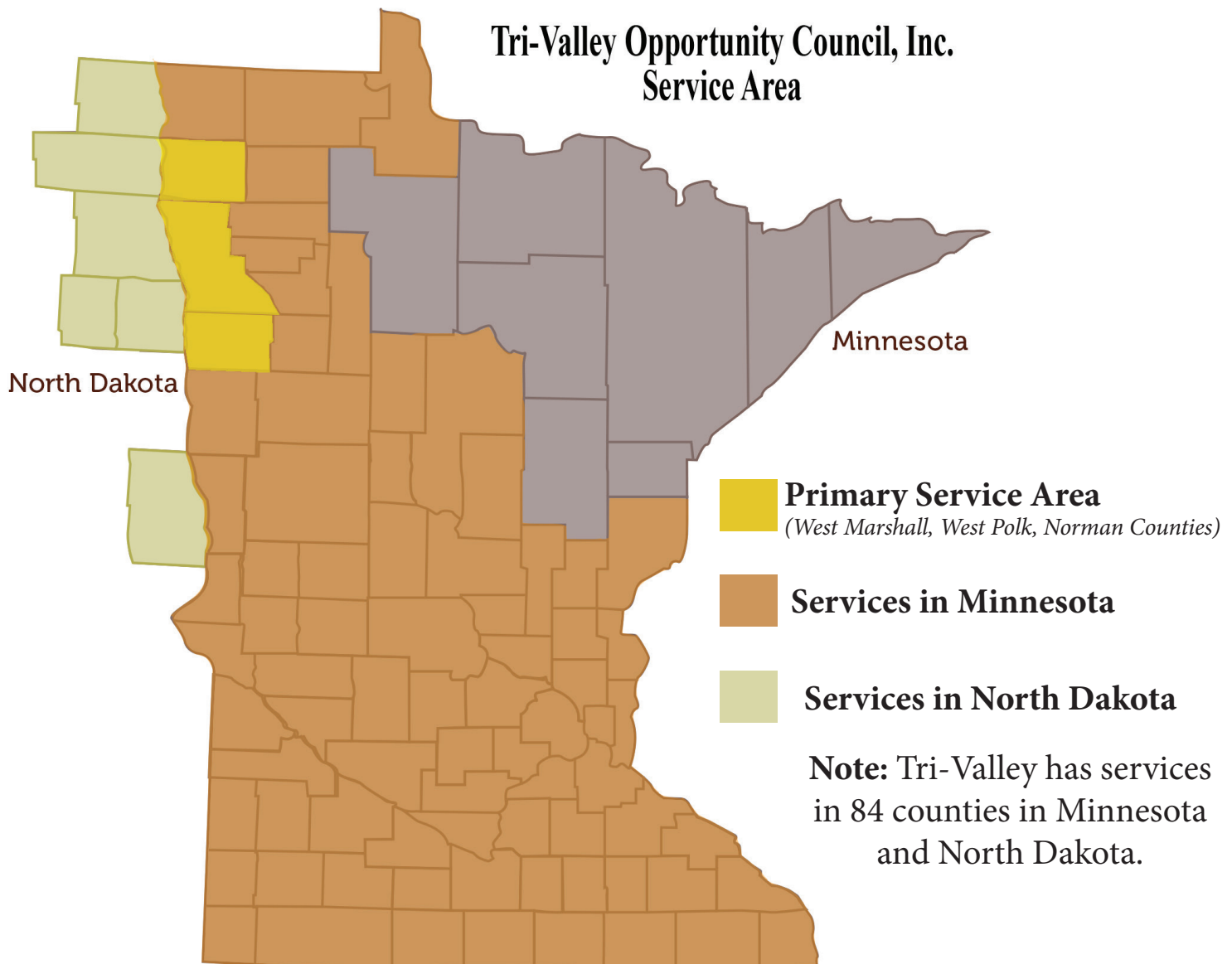
- Our service area has higher rates of children receiving services and not requiring out of home placements as compared to the state. (Source: Minnesota Department of Human Services, Minnesota's Child Welfare Report for 2012)

- The average percent of households paying more than 30% of their income for housing is less than the state average. (Source: US Census Bureau, 2010 American Community Survey)

- We have one of the lowest rates of children being abused or neglected in the state in 2010. (Source: Minnesota Department of Human Services, Minnesota's Child Welfare Report for 2012)

- In 2012, 11,453 children spent some time in out-of-home care. The total number of children who experienced out-of-home care has decreased 25 percent since 2003. (Source: Minnesota Department of Human Services, Minnesota's Child Welfare Report for 2012)

- Children entering care for child behavior or alcohol and other drug abuse reasons decreased dramatically since 2003. (Source: Minnesota Department of Human Services, Minnesota's Child Welfare Report for 2012)

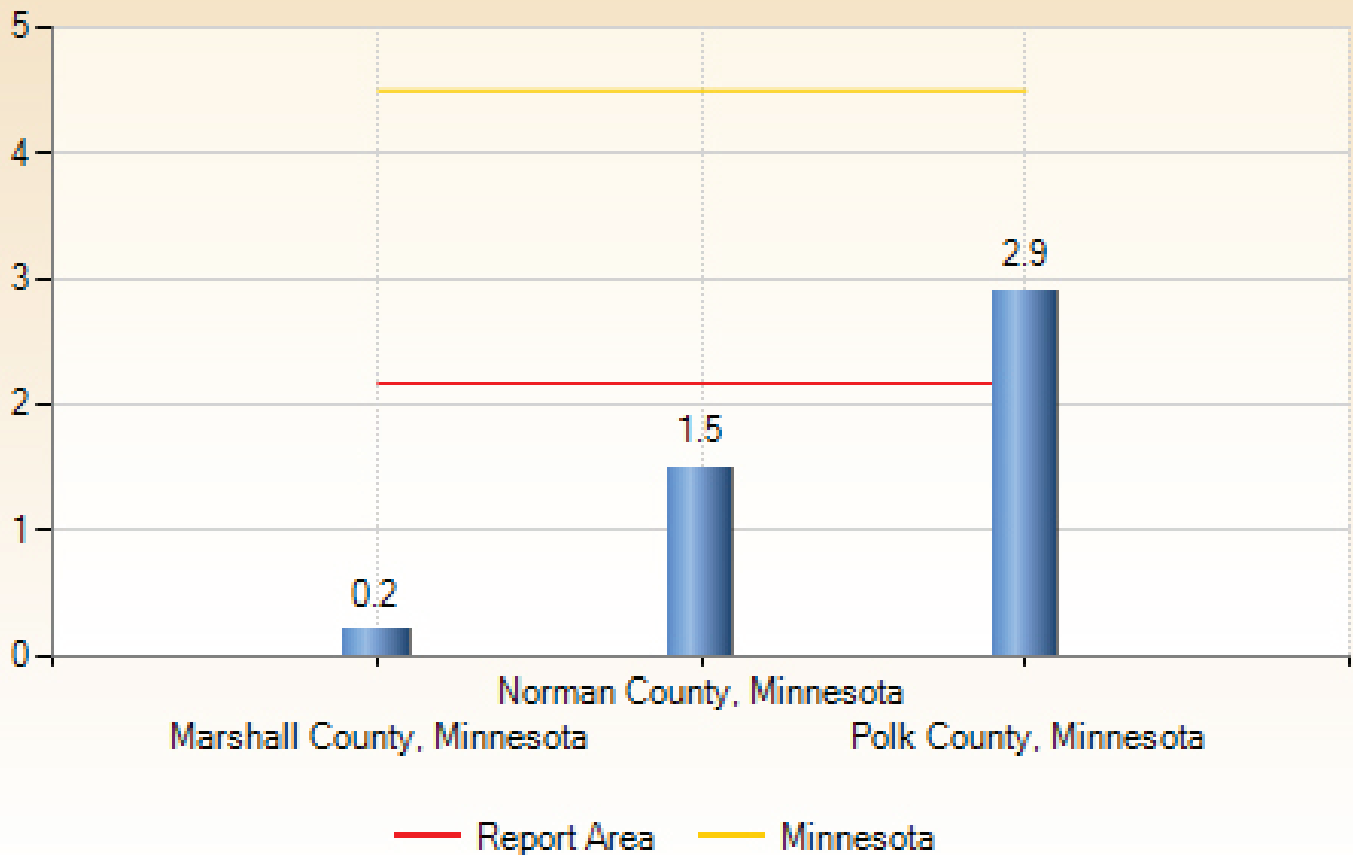


Quality of Life Indicators

POVERTY INCIDENCES (Rate Change 2000-2012)

Geographic Area	Persons in Poverty, 2000	Poverty Rate, 2000	Persons in Poverty, 2012	Poverty Rate, 2012	Change in Poverty Rate, 2000 - 2012
Marshall County, Minnesota	877	8.9	849	9.1	0.2
Norman County, Minnesota	734	10.2	757	11.7	1.5
Polk County, Minnesota	3,217	10.7	4,098	13.6	2.9
Report Area	4,828	10.2	5,704	12.4	2.2
Minnesota	336,594	6.9	597,515	11.4	4.5
United States	31,581,086	11.3	48,760,123	15.9	4.6

Change in Poverty Rate, 2000 - 2012



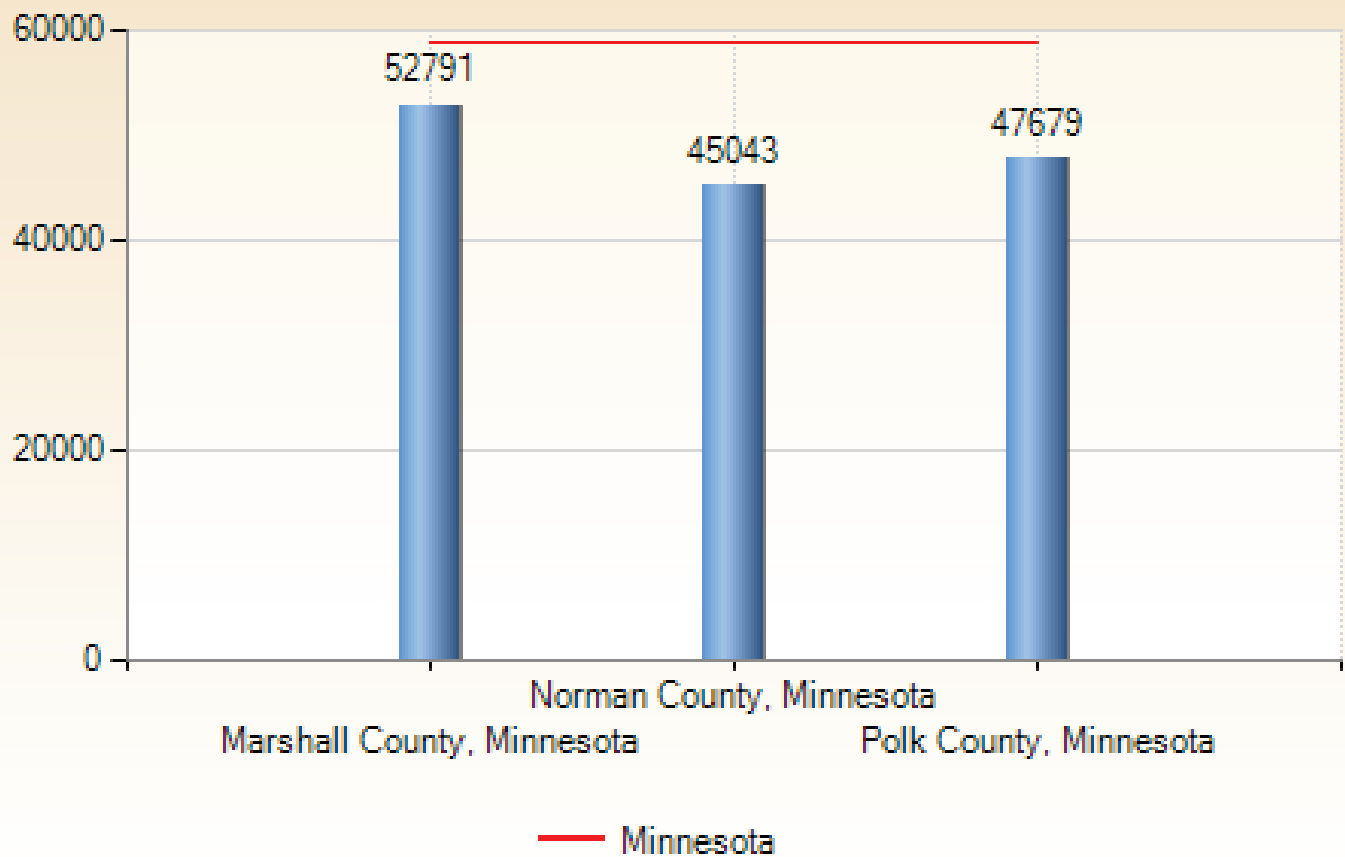
Source: U.S. Census Bureau, Small Area Income and Poverty Estimates (SAIPE), 2012. Estimates for 2011 were released in December 2012.

Quality of Life Indicators

MEDIAN FAMILY INCOME (2012)

Geographic Area	Median Household Income (\$)
Marshall County, Minnesota	52,791
Norman County, Minnesota	45,043
Polk County, Minnesota	47,679
Minnesota	58,828
United States	51,371

Median Household Income (\$), 2012

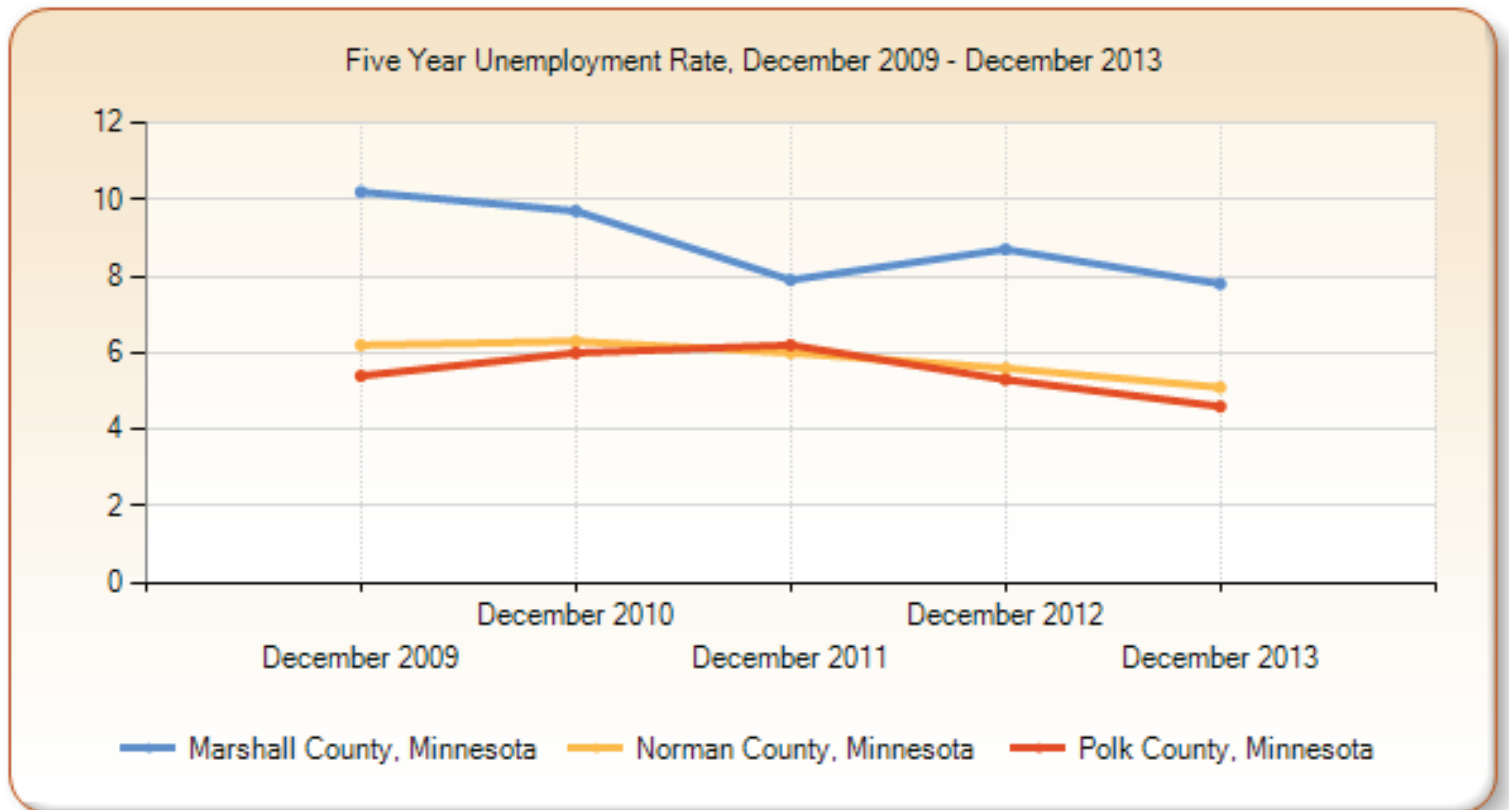


Source: U.S. Census Bureau, Small Area Income and Poverty Estimates (SAIPE), 2012. Estimates for 2012 were released in December 2013.

Quality of Life Indicators

EMPLOYMENT (February 2014)

Geographic Area	December 2009	December 2010	December 2011	December 2012	December 2013
Marshall County, Minnesota	10.2	9.7	7.9	8.7	7.8
Norman County, Minnesota	6.2	6.3	6.0	5.6	5.1
Polk County, Minnesota	5.4	6.0	6.2	5.3	4.6
Report Area	6.5	6.8	6.5	6.0	5.3
Minnesota	7.6	7.0	5.8	5.4	4.7
United States	9.7	9.2	8.3	7.7	6.5



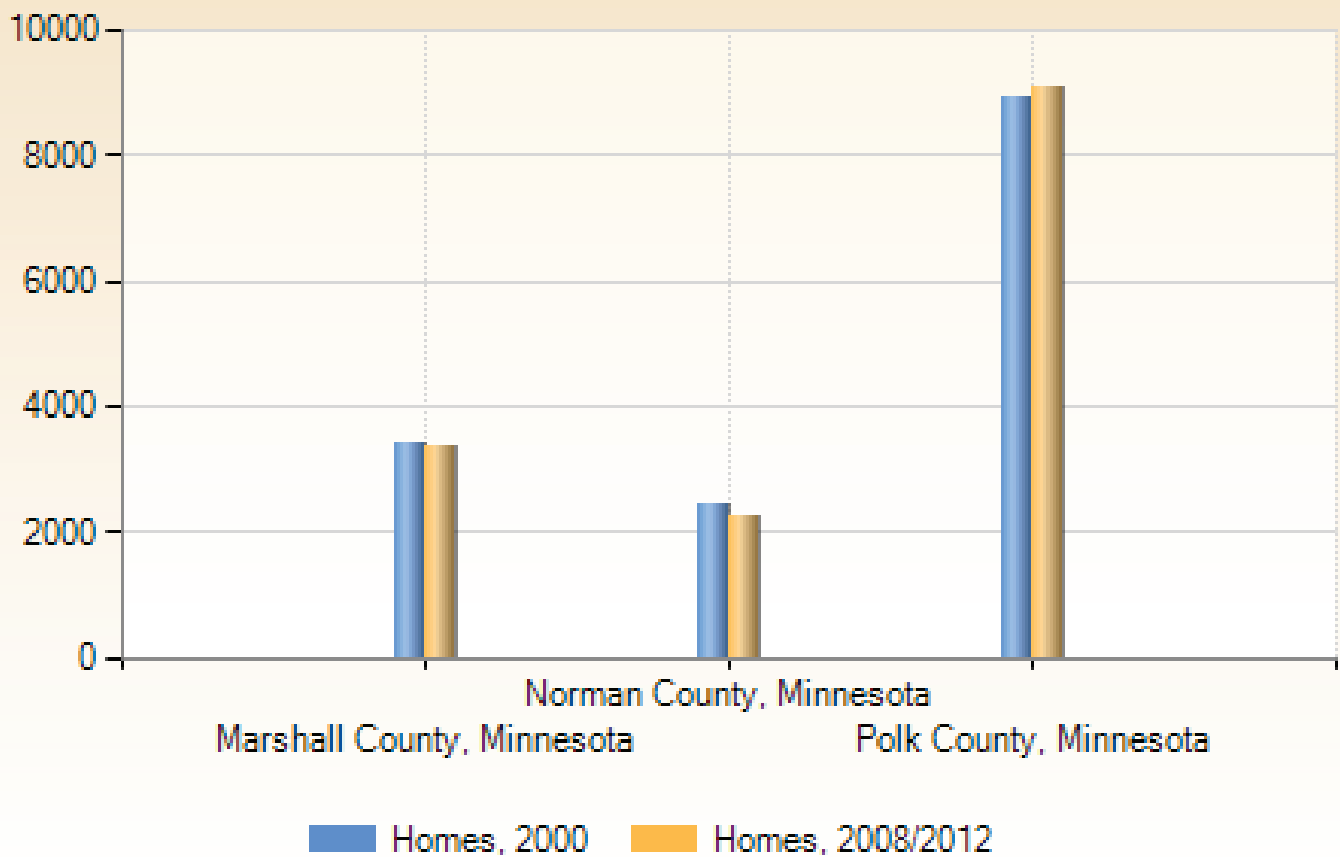
Source: U.S. Department of Labor, Bureau of Labor Statistics, Local Area Unemployment Statistics, February 5, 2014.

Quality of Life Indicators

HOMEOWNERSHIP (2000 and 2008/2012)

Geographic Area	Homes, 2000	Homes, 2008/2012
Marshall County, Minnesota	3,427	3,355
Norman County, Minnesota	2,438	2,241
Polk County, Minnesota	8,949	9,049
Report Area	14,814	14,645
Minnesota	1,412,865	1,534,719
United States	1,293,556	1,544,719

Owner Occupied Homes, 2000 - 2008/2012



Source: U.S. Census Bureau, 2000 Census of Population and Housing, Summary File 1, 2000; U.S. Census Bureau, American Community Survey, 2012 Data Release, December 2013.

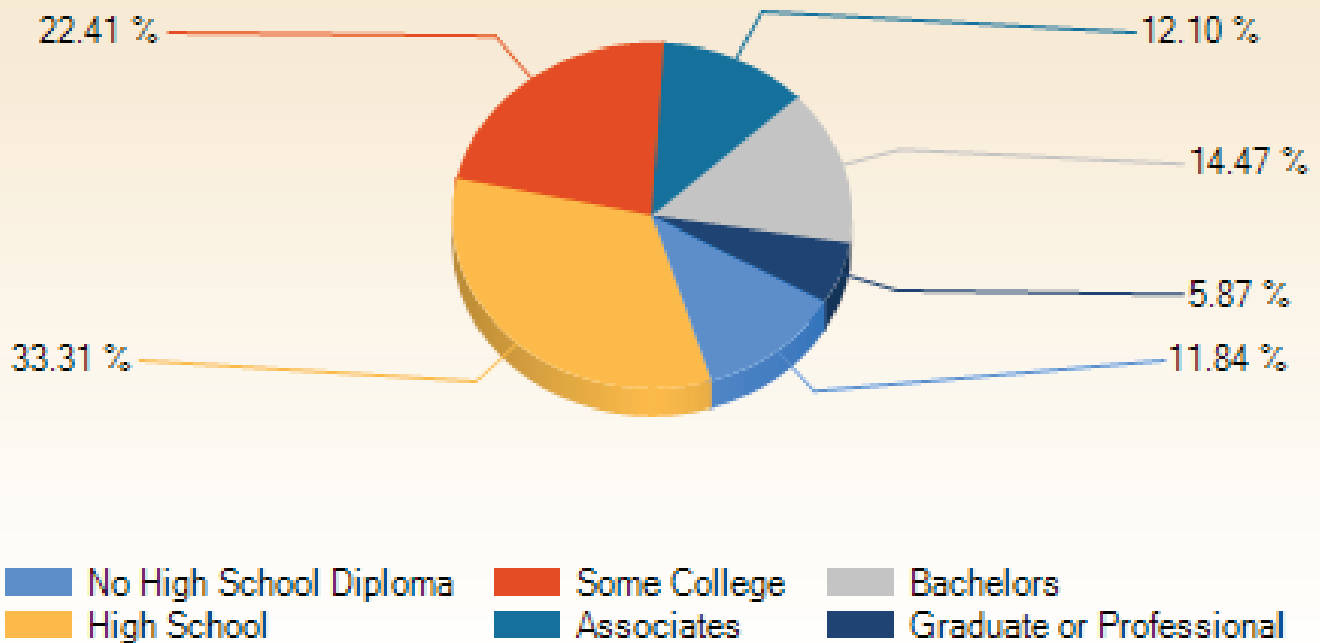
The 2012 American Community Survey 5-year data is a 5-year average of data collected from 2008 through 2012.

Quality of Life Indicators

GRADUATION RATES (2008-2012)

Geographic Area	% No High School Diploma	% High School Only	% Some College	% Associates	% Bachelors	% Graduate or Professional
Marshall County, Minnesota	13.11	37.4	21.6	10.9	13.4	3.6
Norman County, Minnesota	12.26	39.5	21.5	12.7	11.6	2.5
Polk County, Minnesota	11.30	30.6	22.9	12.3	15.5	7.4
Report Area	11.84	33.3	22.4	12.1	14.5	5.9
Minnesota	8.11	27.1	22.5	10.0	21.8	10.5

Educational Attainment, 2008 - 2012



Source: U.S. Census Bureau, American Community Survey, 2012 Data Release, December 2013.

The 2012 American Community Survey 5-year data is a 5-year average of data collected from 2008 through 2012.

Who Did We Serve?

FOR SENIORS:

- Provided programs and activities to 3,067 seniors to help maintain their independent living.
- Provided programs and activities to 3,181 individuals with disabilities to help maintain their independent living.
- Provided emergency payments to vendors for fuel and energy bills for 560 seniors.
- Provided emergency rent or mortgage assistance to 198 seniors.
- Provided emergency home repair to 119 senior households.
- Provided referrals for emergency food assistance to 383 seniors.
- Provided referrals for temporary shelter to 66 seniors.
- Provided referrals for emergency medical care to 33 seniors.
- Assisted 13 seniors in averting foreclosure and maintaining their home.

FOR INFANTS/CHILDREN AND FAMILIES:

- Assisted 1,300 infants and children obtain age appropriate immunizations, medical, and dental care.
- Improved the health and physical development of 1,300 infants and children as a result of providing adequate nutrition.
- Provided preschool activities to develop school readiness to 431 children.
- Ensured that 431 children from low-income families are ready for school having developed pre-literacy and pre-numeracy skills as measured by assessment.
- Assisted 67 youth in improving social/emotional development.
- Ensured that 1,279 parents and other adults learned and exhibited improved parenting skills.
- Ensured that 1,076 parents and other adults learned and exhibited improved family functioning skills.

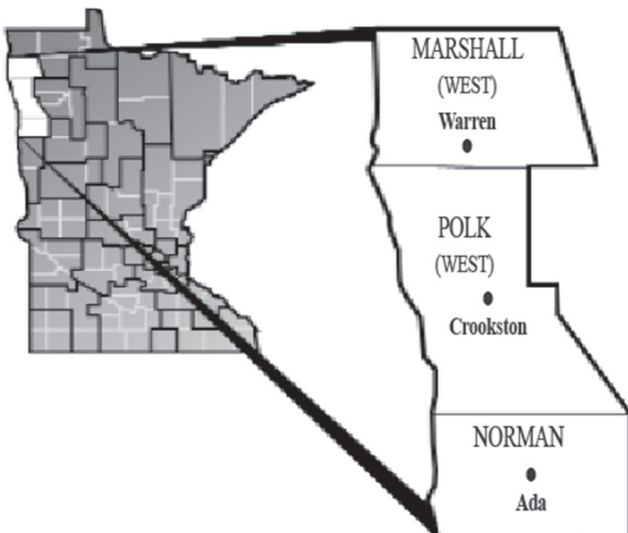
FOR THOSE UNABLE TO WORK:

- Assisted 95 in obtaining care for their child or other dependent.
- Assisted 8,739 in obtaining access to reliable transportation.
- Assisted 359 in obtaining health care services for themselves or family member.
- Assisted 87 in obtaining safe and affordable housing.
- Assisted 1,109 in obtaining food assistance.
- Assisted 174 in obtaining non-emergency LIHEAP energy assistance.

FOR LOW-INCOME INDIVIDUALS AND/OR FAMILIES:

- Provided 89,405 rides.
- Provided 1,918 information and referral calls.

Primary Service Area Map



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