



# Tri-Valley

Opportunity Council, Inc.

## 2020 Tri-Valley Community Needs Assessment



**Tri-Valley Opportunity Council, Inc.**

*Community Action: Helping People. Changing Lives.*

# Community Needs Assessment Summary (2020)

## Top Five Values Tri-Valley Demonstrates:

- |                        |                 |
|------------------------|-----------------|
| #1 = Compassion        | #4 = Commitment |
| #2 = Respect (Tie)     | #5 = Honesty    |
| #3 = Cooperation (Tie) |                 |

## Top 10 Strengths of the Report Area:

- |                                 |  |
|---------------------------------|--|
| #1 = Basic Needs                | #6 = Income Security                   |
| #2 = Education                  | #7 = Consumer Services                 |
| #3 = Health Care                | #8 = Criminal Justice & Legal Services |
| #4 = Environmental Quality      | #9 = Mental Health Care                |
| #5 = Individual and Family Life | #10 = Community Services               |

## Top 10 Weaknesses of the Report Area:

- |                             |                                      |
|-----------------------------|--------------------------------------|
| #1 = Crime                  | #6 = Affordable Medical Care         |
| #2 = Poverty                | #7 = Young People Leaving the Area   |
| #3 = Drug Abuse             | #8 = Substandard Housing             |
| #4 = Affordable Housing     | #9 = Unemployment or Underemployment |
| #5 = Shortage of Child Care | #10 = Medical Insurance              |

## Possible Community Needs Over the Next 12 Months:

- #1 = Finding a job which pays enough to meet your family's basic needs
- #2 = Finding quality child care providers
- #3 = Finding a job where the employer offers benefits
- #4 = Help making your home more energy efficient to lower heating costs
- #5 = Finding affordable health insurance

## Comments From Community Forums:

- Change the culture/mindset that transportation is only vehicle related.
- We should be promoting walking, cycling, etc.
- Bike racks on busses, and then advertise it as a benefit of THE Bus
- Life skills literacy for not automatically jumping in a car and instead choosing to walk.
- Is there a multi-modal plan in place? Bike Crookston?
- Connect them to the trails around town.
- Do more advertising that Head Start also helps to educate families, not only the child.
- Establish a 'Workforce Volunteer Driver' program? Van Share?
- Caring Companion Program- is it possible to remove the age limit to help support any age that is feeling lonely.
- Is Caring Companion services available to individuals under 55 years old? Just for socialization or rides to the gym, for example.
- A program to help people apply for Social Security and Money Management.
- Funding for housing rehabs- similar to what Norman County does with 'Healthy Homes'.
- Financial Literacy Classes- Can they be Community Education classes format?
- Parenting Classes- There is a need for this.
- They would like to see some funding for car repairs and home repairs.
- Do not make any of our applications online only.
- Advertise and/or promote THE Bus and collaborate with Senior Centers and other programs so that people/seniors are able to ride the bus to other locations and schedule things accordingly.



## Comments From Community Needs Assessment Survey:

- Public Transportation (The Bus) is wonderful. RTC Program is helpful.
- How do I find out information about foreclosure help? Bill paying help?
- Finding affordable Health insurance is a major problem for elder and business owners.
- Thanks so much for the help with heating!
- Info on best ways to shop and cook for well balanced, nutritious meals while stretching your food dollar.
- Info and/or a loan to start a business is a major problem.
- I would love more info on best ways to shop and cook for well balanced, nutritious meals while stretching your food dollar.
- I think a support group for kids that have parents with cancer would be great! Very thankful for Heating Assistance! As a person who needs to be home w/ her ill husband & make money if I had more info on getting a small business loan I would .
- Can there be services for air conditioning in the summer to reduce cost? Thank you.
- More info on what assistance is available.
- Accessing an emergency food shelf is a major problem since they moved. As a community member who has not used your services & have very slight knowledge of your programs and your employees. I see T.H.E. Bus and I have heard of fuel assistance, Head Start, & Foster Grandparents.
- When a single parent works and pays child support, that should not be counted against them. Take that off of their income.
- Racial or Ethnic discrimination is major problem. The minority groups seem to receive more help from the services provided. Accessing an emergency food shelf is a major problem. Many people who do not drive are unable to use the food shelf Polk County provides. Located in East Grand Forks. I feel that there should be no income guidelines when it concerns people who are disabled, or elderly. Some disabled or elderly people have huge medical bills or meds that cost a lot. Then when you include living expenses on top of medical bills they have very little money left for the month, like groceries, help with winter summer outdoor work. I feel if you need the total income into the household that all the bills, how much they pay out of their own pockets for insurance and medications. Receiving money you've worked hard to have when you're disabled and/or elderly should be used but so should every single bill you have to pay. There are many elderly or disabled people who really need help but according to the "guidelines" they make too much money to receive help.
- Finding a dentist nearby who accepts Medical Assistance/MN Care as payment is a major problem, my clients travel to Fosston & Fergus Falls. Public transportation is a minor problem but the increasing hours helps. Holidays are an issue.
- Help with payments for home heating expenses is a major problem. Income limits? are way out of line-- gross income is NOT what I bring home I am stuck in the area where I work 2-3 part time jobs to pay my bills and then make too much money by the standard to get any help. very interesting. Being punished for working while those who chose not to, get the assistance.
- Thanks For Asking!
- Tri Valley is a well ran department. Great employees.
- Tri-Valley saved me from depression and the verge of financial ruin, and I have and will remain grateful for your services for the rest of my life.
- I am an employee at True North Equipment and I am not very familair with what you do, but i do know you run T.H.E. Bus and Head Start. Thank you for those programs
- Many people in our area are low income and not educated enough on the options out there for them. Without transportation it is hard to get to a place that can explain the options to them. Without affordable health care many people are not healthy. There is a daycare crisis in our area especially for young ages, so people with jobs now cannot work.
- I am brand new to my community so this was difficult for me to assess.



**Tri-Valley**  
Opportunity Council, Inc.

# *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 increasing the availability of quality child care slots in the areas we serve:**

- Increase the number Early Head Start slots.
- Develop family and center based resources in area.
- Develop Early Childhood Workforce.

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

- Expand reach of Tri-Valley programming outside of income-eligible population.
- Enhance effectiveness of existing community resources for Seniors.
- Aggressively market resources available outside of Tri-Valley along with internal options.

### **Priority 3 – Improve/promote/advance housing options in the service area:**

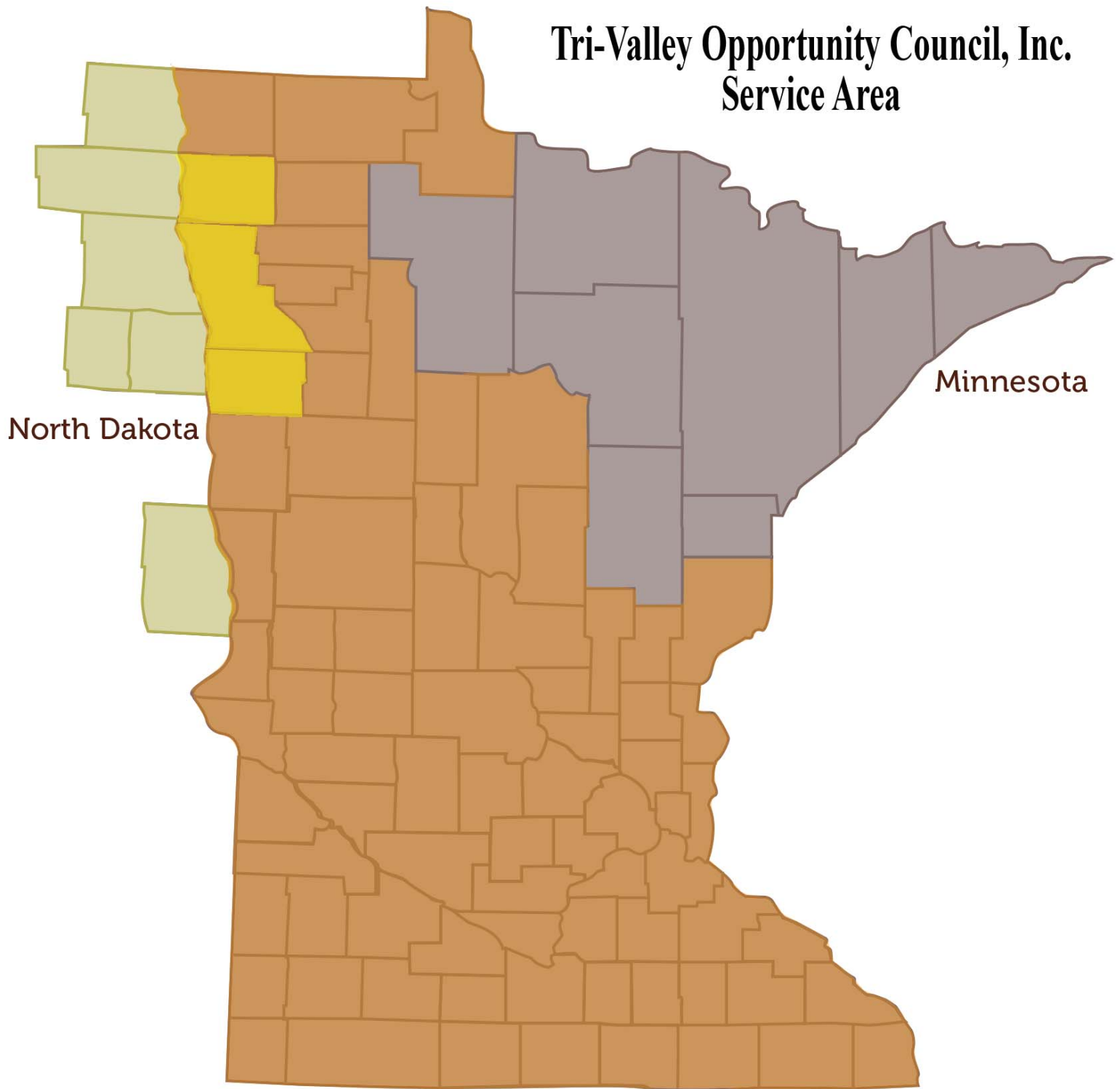
- Bring Homeownership classes and renter classes to area to coordinate with financial literacy.
- Bring housing rehab resources to the service area.
- Add 1 FTE to Community Services team.

### **Priority 4 – Improve/promote/advance Community Partner Engagement in the service area:**

- Develop a cross-program workgroup to produce internal/external communication around programming with a 2-generation focus.

# Tri-Valley Service Area

## Tri-Valley Opportunity Council, Inc. Service Area



- Primary Service Area**  
(West Marshall, West Polk, Norman Counties)
- Services in Minnesota**
- Services in North Dakota**



**Tri-Valley**  
Opportunity Council, Inc.

**Note:** Tri-Valley has services in 84 counties in Minnesota and North Dakota.

# Demographic Summary

## **Demographics**

The population average from 2013-2017 in the report area (Marshall, Polk, Norman Counties) was 47,550. Males accounted for 50.7% and females accounted for 49.3% of the population. The largest age group was 55-64 years old which comprised 14.1% of the population. The white population comprised 89.3% of the report area, black population represented 1.4%, and other races combined were 10.7%. Persons identifying themselves as mixed race made up 1.9% of the population. Foreign-born residents comprised 3.0% of the population in the report area.

## **Economy**

The median annual household income in the report area in 2017 was \$55,447. 31.5% of households had an income of less than \$35,000.

## **Poverty**

Households with incomes below the poverty level were 11.4%. 71.4% of households reported an income of 200% of poverty or higher.

## **Health**

Total population age 65 and under for whom health insurance coverage status is determined was 38,469.

## **Housing**

The total housing units in the report area were 22,716, of which, 19,007 were occupied housing units. 63.8% of the total household were family households. In 31.4% of the households, the householder was living alone. 4,177 households were paying rent with a median rent paid in 2017 of \$657.

## **Transportation**

The report area showed that 92.4% of households had access to between one and three vehicles. 10.4% of workers walked, biked, worked at home, or other to get to employment.

## **Education**

Of those in the service area age 25 years and older (32,249), 9.3% had less than a high school education. 90.7% were a high school graduate or higher and 22.6% had a bachelor's degree or higher.

## **Workforce**

Working adults in the service area between the ages of 18-64 totaled 27,259. Of that population, 80.0% were employed. 23.7% were 29 or younger, 51.1% were 30 to 54, and 25.2% were 55 or older. In 2015, 59.5% of workers earned under \$40,000. 30.7% of workers in the report area worked in either educational services or health care and social assistance. 71.5% of those employed traveled less than 25 miles to work while 11.3% traveled greater than 50 miles.

## **Child Care**

Even with the growth trend in child care centers, every region of the state still shows a shortfall between the number of children potentially needing child care and the number of spaces available. Currently in Northwest Minnesota, there are roughly 6,972 licensed providers and shortfall of 2,717 (39%) spaces needed to accommodate the number of children under six with both parents working. (*Center for Rural Policy and Development*)

*Data from Minnesota Compass: [www.mncompass.org](http://www.mncompass.org)*



# Quality of Life Indicators



## Demographics

Marshall, Norman, Polk

Minnesota

### Total population (2013-2017)

Total population	47,550	100.0%	5,490,726	100.0%
------------------	--------	--------	-----------	--------

### Gender and age (2013-2017)

Male	24,086	50.7%	2,731,831	49.8%
Female	23,464	49.3%	2,758,895	50.2%
Under 5 years	3,035	6.4%	349,962	6.4%
5-9 years	3,069	6.5%	362,905	6.6%
10-14 years	3,213	6.8%	359,707	6.6%
15-17 years	1,897	4.0%	213,764	3.9%
18-24 years	4,087	8.6%	505,783	9.2%
25-34 years	5,412	11.4%	749,397	13.6%
35-44 years	5,014	10.5%	677,599	12.3%
45-54 years	6,316	13.3%	742,604	13.5%
55-64 years	6,710	14.1%	725,287	13.2%
65-74 years	4,448	9.4%	451,386	8.2%
75-84 years	2,921	6.1%	237,556	4.3%
85 years and older	1,428	3.0%	114,776	2.1%
17 years and younger	11,214	23.6%	1,286,338	23.4%
18-64 years	27,539	57.9%	3,400,670	61.9%
65 years and older	8,797	18.5%	803,718	14.6%

### Race and ethnicity (2013-2017)

White	42,462	89.3%	4,434,473	80.8%
Of Color	5,088	10.7%	1,056,253	19.2%
Black or African American	644	1.4%	321,543	5.9%
American Indian and Alaskan Native	514	1.1%	suppressed	
Asian or Pacific Islander	suppressed		256,122	4.7%
Other	suppressed		suppressed	
Two or more races	904	1.9%	134,693	2.5%
Hispanic or Latino	2,681	5.6%	284,649	5.2%

### Foreign-born (2013-2017)

Foreign-born residents	1,434	3.0%	448,397	8.2%
------------------------	-------	------	---------	------

# Quality of Life Indicators



## Economy

Marshall, Norman, Polk

Minnesota

### Household income (2017 dollars) (2013-2017)

Total households	19,292	100.0%	2,153,202	100.0%
Less than \$35,000	6,085	31.5%	548,493	25.5%
\$35,000-\$49,999	2,631	13.6%	267,201	12.4%
\$50,000-\$74,999	3,744	19.4%	397,774	18.5%
\$75,000-\$99,999	2,799	14.5%	301,270	14.0%
\$100,000 or more	4,033	20.9%	638,464	29.7%
Median household income (2017 dollars)	\$55,447		\$65,699	

### Poverty (2013-2017)

All people for whom poverty status is determined	46,172	100.0%	5,366,210	100.0%
With income below poverty	5,257	11.4%	560,995	10.5%
With income 100-149% of poverty	3,733	8.1%	385,334	7.2%
With income 150-199% of poverty	4,230	9.2%	409,027	7.6%
With income 200% of poverty or higher	32,952	71.4%	4,010,854	74.7%



## Health

Marshall, Norman, Polk

Minnesota

### Health coverage (2013-2017)

Total population age 65 and under for whom health insurance coverage status is determined	38,469		4,659,219	
---	--------	--	-----------	--



## Housing

Marshall, Norman, Polk

Minnesota

### Rent paid (2013-2017)

Households paying rent	4,177		584,669	
Median rent paid (2017 dollars)	\$657		\$906	



# Quality of Life Indicators



Workforce

Marshall, Norman, Polk

Minnesota

## Educational attainment (2013-2017)

Population (25 years and older)	32,249	100.0%	3,698,605	100.0%
Less than high school	3,007	9.3%	267,049	7.2%
High school diploma or GED	10,851	33.6%	938,846	25.4%
Some college or associate degree	11,093	34.4%	1,206,960	32.6%
Bachelor's degree	5,263	16.3%	849,439	23.0%
Graduate or professional degree	2,035	6.3%	436,311	11.8%
High school graduate or higher	29,242	90.7%	3,431,556	92.8%
Bachelor's degree or higher	7,298	22.6%	1,285,750	34.8%

## Working adults (2013-2017)

Total civilian non-institutionalized population, age 18-64	27,259		3,375,077	
% of working age adults who are employed	21,817	80.0%	2,711,993	80.4%

## Total employed workers (LEHD) (2015)

Total employed workers	21,084	100.0%	2,552,060	100.0%
------------------------	--------	--------	-----------	--------

## Worker age (2015)

Age 29 or younger	4,995	23.7%	589,481	23.1%
Age 30 to 54	10,779	51.1%	1,384,394	54.2%
Age 55 or older	5,310	25.2%	578,185	22.7%

## Workers by earnings (2015)

\$15,000 per year or less	4,682	22.2%	486,255	19.1%
\$15,001 to \$39,999 per year	7,859	37.3%	788,268	30.9%
\$40,000 or more per year	8,543	40.5%	1,277,537	50.1%

## Workers by distance to employment location (linear) (2015)

Less than 10 miles	6,528	44.2%	1,225,465	49.7%
10 to 24 miles	4,026	27.3%	833,111	33.8%
25 to 50 miles	2,530	17.1%	233,424	9.5%
Greater than 50 miles	1,670	11.3%	173,090	7.0%

# Quality of Life Indicators



## Transportation

Marshall, Norman, Polk

Minnesota

### Transportation to work (2013-2017)

Workers (16 years and older)	23,429	100.0%	2,851,545	100.0%
Car, truck, or van (including passengers)	20,866	89.1%	2,467,451	86.5%
Public transportation	<i>suppressed</i>		102,928	3.6%
Walked, biked, worked at home, or other	2,433	10.4%	281,166	9.9%



## COMPASS POINTS 2020

Minnesota Compass looks at key measures in a number of topic areas to promote cradle-to-career success for all of Minnesota's youth, a strong and vibrant economy and workforce, and healthy communities throughout the state.

### Everyone counts. . . except when not everyone is counted.

2020 is a decennial census year, which means the U.S. Census Bureau will attempt to count every person in the United States. Despite its best efforts, the agency misses certain populations more than others, particularly Black, Hispanic, and homeless populations. Because much of the information we present on Minnesota Compass is derived from census data, it is critically important that every person in our state is counted, including those at risk of being missed.

#### Missed in the U.S.

##### Young children

Nearly 5% of children younger than five were not counted in the 2010 decennial census, a rate higher than all other age cohorts. Those who were Black or Hispanic were more likely to be missed.

#### What we know in Minnesota

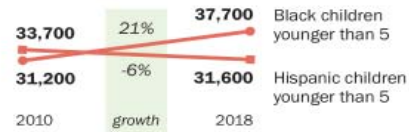
Children younger than five make up **6%** of our state's population.



About **1/3** of these are **children of color**, a number expected to climb for the foreseeable future.

#### Populations at risk of being missed

##### Black and Hispanic children in Minnesota



#### People experiencing homelessness

An estimated 3.5 million people are believed to be homeless.

Homeless people are at risk of being undercounted because of their transitory status, age, and higher likelihood of living in hard-to-reach locations.

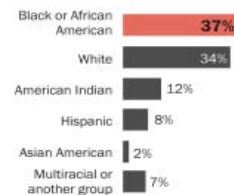
More than **10,000 people** were experiencing homelessness in Minnesota on a single night in October 2018.



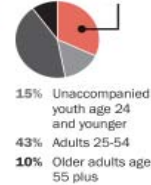
**1 in 3** live in **greater Minnesota**.

#### Demographics of Minnesota's homeless

37% of adult homeless were **Black**, despite making up less than 5% of MN's population.



Nearly 3,500 were **children (0-17)**.



#### Renters

1% of people living in rental units were not counted in the 2010 decennial census.

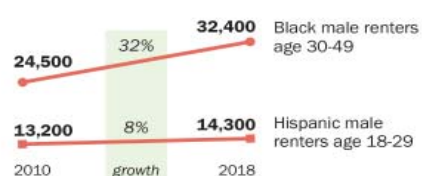
12% of Black male renters age 30-49 and 9% of Hispanic male renters age 18-29 went uncoun-



Since 2010, the number of renters has grown in Minnesota by nearly **150,000**.

About **24%** of all people **rent**, up from 23% in 2010.

#### Black and Hispanic renters in Minnesota



MINNESOTA COMPASS | [mncompass.org](http://mncompass.org)

Measuring progress. Inspiring action.

# Minnesota's population at a glance

	2000	2018		2000	2018
<b>Overall population</b>	<b>4.9 million</b>	<b>5.6 million</b>	<b>Older adults (age 65+)</b>	<b>594,000</b>	<b>890,000</b>
Twin Cities	2.6 million	3.1 million	Twin Cities	255,000	434,000
Greater Minnesota	2.3 million	2.5 million	Greater Minnesota	339,000	456,000
<b>Children and youth (age 0-17)</b>	<b>1.3 million</b>	<b>1.3 million</b>	<b>Foreign-born residents</b>	<b>260,000</b>	<b>484,000</b>
Twin Cities	698,000	725,000	Twin Cities	206,000	382,000
Greater Minnesota	589,000	578,000	Greater Minnesota	54,000	102,000
<b>Working-age residents (age 18-64)</b>	<b>3.0 million</b>	<b>3.4 million</b>	<b>People of Color</b>	<b>582,000</b>	<b>1.2 million</b>
Twin Cities	1.7 million	1.9 million	Twin Cities	444,000	857,000
Greater Minnesota	1.3 million	1.5 million	Greater Minnesota	138,000	295,000

Numbers may not add up to totals due to rounding.



	CURRENT	RECENT TREND	NATIONAL RANK (1=BEST)
ARTS & CULTURE	<b>55%</b> Adults age 18+ who attended a cultural event in the past year	–	5
	<b>45%</b> Adults age 18+ who created or performed art in the past year	–	13
	<b>86%</b> Families whose children participated in arts in the past year	–	14
CHILDREN & YOUTH	<b>58%</b> Students who are connected to a caring adult	<b>WORSE</b>	–
	<b>60%</b> Students participating in enrichment activities 3x/wk	<b>WORSE</b>	–
CIVIC ENGAGEMENT	<b>64%</b> Voted in 2018 election (voting-eligible)	<b>BETTER</b>	1
	<b>47%</b> Residents age 16+ who volunteer	–	2
	<b>62%</b> Adult neighbors who help neighbors	–	6
EARLY CHILDHOOD	<b>68%</b> Kindergartners screened before age 5	<b>SAME</b>	–
	<b>7%</b> Low-weight births	<b>SAME</b>	7
ECONOMY	<b>\$59,000</b> Per-capita GDP (2012 chained dollars)	<b>BETTER</b>	15
	<b>3.0 million</b> Number of jobs	<b>BETTER</b>	18
	<b>\$70,300</b> Median household income (2018 dollars)	<b>BETTER</b>	13
	<b>10%</b> Poverty rate	<b>SAME</b>	7

Dig deeper. . . find data for specific populations, geographic areas, and where disparities occur at [mncompass.org](https://mncompass.org).  
 Also find data sources, years, margins of error, and additional notes.  
 Updated February 2020 with the most recent data compiled by Minnesota Compass.



	CURRENT	RECENT TREND	NATIONAL RANK (1=BEST)
EDUCATION	<b>55%</b> 3rd-graders who are proficient in reading	<b>WORSE</b>	--
	<b>55%</b> 8th-graders who are proficient in math	<b>WORSE</b>	--
	<b>84%</b> Students who graduate high school on time	<b>BETTER</b>	36
ENVIRONMENT	<b>47%</b> Days air quality was rated "good" (Twin Cities)	<b>WORSE</b>	13*
	<b>28</b> Tons of greenhouse gas emissions per person	<b>BETTER</b>	--
HEALTH	<b>30%</b> Adults age 18+ who are obese	<b>WORSE</b>	20
	<b>5%</b> Residents under age 65 who are uninsured	<b>SAME</b>	5
	<b>9%</b> Adults age 18+ with diabetes	<b>WORSE</b>	7
HOUSING	<b>10,200</b> People experiencing homelessness	<b>WORSE</b>	--
	<b>26%</b> Households who pay 30% or more of income for housing	<b>SAME</b>	9
	<b>36%</b> Homeownership gap (white, of color)	<b>SAME</b>	46
PUBLIC SAFETY	<b>22</b> Serious crimes committed per 1,000 residents	<b>BETTER</b>	--
	<b>504</b> Traffic injuries and fatalities per 100,000 residents	<b>BETTER</b>	--
TRANSPORTATION	<b>4%</b> Highway miles rated in poor condition	<b>SAME</b>	--
	<b>20%</b> Household income spent on transportation for median income family (Twin Cities)	<b>SAME</b>	7*
	<b>56</b> Annual hours of delay per auto commuter (Twin Cities)	<b>WORSE</b>	4*
	<b>18,000</b> Average number of jobs reachable within a 30-minute commute by foot or transit (Twin Cities)	<b>SAME</b>	13*
WORKFORCE	<b>79%</b> Proportion of adults working	<b>SAME</b>	1
	<b>37%</b> Adults age 25+ with a bachelor's degree	<b>BETTER</b>	10
	<b>65%</b> Graduation rate at 4-year institutions (within 6 years)	<b>BETTER</b>	14
	<b>54%</b> Graduation + transfer rate at 2-year institutions (within 3 years)	<b>BETTER</b>	10

\* 25 largest U.S. metros



# Who Did We Serve?

## FOR LOW-INCOME INDIVIDUALS AND/OR FAMILIES:

- Provided 207,195 rides.
- Provided 7,139 information and referral calls.
- Provided transit services (e.g. bus passes, bus transport, support for auto purchase or repair to 67,435 individuals
- Provided eviction counseling to 131 individuals
- Provided emergency rent or mortgage assistance to 118 individuals.
- Provided Financial Literacy Education to 106 individuals.
- Assisted with Health Insurance options to 218 individuals.
- Provided SNAP benefits to 435 individuals.
- Provided Family Skills Development parenting classes to 67 individuals.

## FOR INFANTS/CHILDREN AND FAMILIES:

- Assisted 1,038 infants and children in obtaining age appropriate immunizations.
- Assisted 955 infants and children in obtaining physicals.
- Assisted 963 infants and children in obtaining child dental screenings/exams.
- Improved the health and physical development of 955 infants and children as a result of providing adequate nutrition.
- Provided preschool activities to develop school readiness to 966 children.
- Ensured that 297 adults improved skills related to the adult role of parent/caregiver.
- Ensured that 371 parents/caregivers demonstrated increased sensitivity and responsiveness with their children.

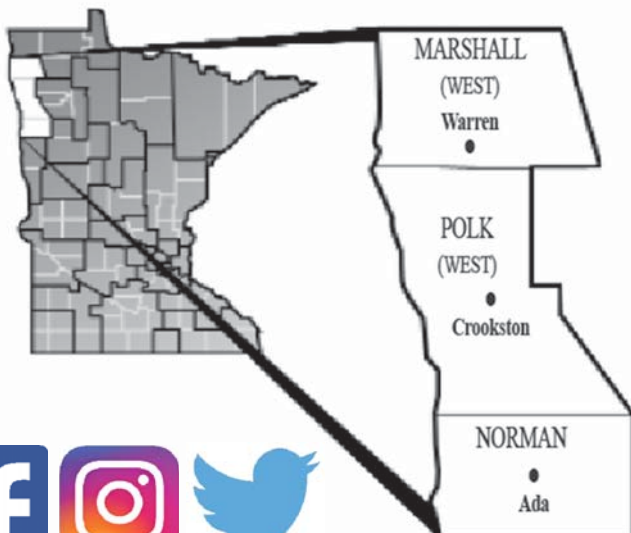
## FOR SENIORS:

- Provided programs and activities to 217 seniors to help maintain their independent living.

## FOR THOSE UNABLE TO WORK:

- Assisted 41 individuals obtain temporary housing placements.
- Assisted 104 individuals obtain permanent housing placements.
- Assisted 1,752 individuals in obtaining non-emergency LIHEAP energy assistance.

## Primary Service Area Map



Tri-Valley Opportunity Council, Inc.  
102 N. Broadway / PO Box 607  
Crookston, MN 56716  
218-281-5832 • 1-800-584-7020  
[www.tvoc.org](http://www.tvoc.org)



**Tri-Valley**  
Opportunity Council, Inc.