

Community Needs Assessment Survey Results

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Presentation Overview

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Survey Overview & Scope

Purpose | Identify previous gaps and new gaps in the safety net needed to advance best practice programs to encourage accelerated, successful outcomes for low and moderate income groups. The survey tool is intended to gather actionable data in order to spur increased investment.

Timeline | June 2020-March 2021

Goals

1. Gather local, regional and statewide needs assessment reports that have a mission to serve or document needs of their communities (ALICE reports, CAP Agency Reports, etc)
2. Form a working group to leverage multiple sector expertise in the development of a survey tool
3. Develop and send a survey to gather results to assist policy and/or funding recommendations related to improving low and moderate income neighborhoods & communities

Survey Overview & Scope

Topics

- Housing & Homelessness
- Healthcare
- Childcare
- Employment
- Transportation
- Financial Literacy
- Education & Training

Audience

- Workforce Development Boards
- Housing Authorities
- Community Action Programs
- United Ways
- Regional Plan Commissions
- Non-Profit Hospitals
- CDFIs / Financial Institutions
- Tribal Nation Leadership

Progress

Working Group Formed (June 2020) ✓

Survey Framework Approved ✓

Survey Questions Approved ✓

Survey Developed & Launched (October 2020) ✓

Survey Closed (December 2020) ✓

Data Analysis (January -February 2021) ✓

Summary Presentations - in process

Regional Presentations

Online Database Released

Working Group Participants

Chair: Dawn Follendorf *CRA Officer, Incredible Bank*

Survey Partner: Kristin Runge *Principal Investigator at Economic Development Administration University Center, UW-Madison*

Tim Size *Executive Director Rural Wisconsin Health Cooperative*

Kelliann Blazek *Former Director of the Office of Rural Prosperity, WEDC*

Melissa Borino *Director CRA Governance, BMO Harris Bank- Brookfield*

Tessa Conroy *Economic Development Specialist and Assistant Professor, Center for Community and Economic Development - UW Madison*

Ana Thompson *Director, Community & Economic Development, Wisconsin Housing and Economic Development Authority (WHEDA)*

Todd Berry *Ph.D., Rep for Wisconsin Economic Development Institute, Former President - Wisconsin Taxpayers Alliance*

Doug Ihrke *Ph.D. Executive Director, Helen Bader Institute for Nonprofit Management - UW Milwaukee*

Dennis Lawrence *Executive Director, North Central Wisconsin Regional Planning Commission*

Bryce Lord *Business Manager, Associate Director Helen Bader Institute for Nonprofit Management*

Mike Mathews *President, Economic Growth Advisors, LLC*

Charlene Mouille *Executive Director, United Way of Wisconsin (Katie McMullen)*

Brad Paul *Executive Director, Wisconsin Community Action Program Association (WISCAP)*

Tony Shields *President and CEO, Wisconsin Philanthropy Network*

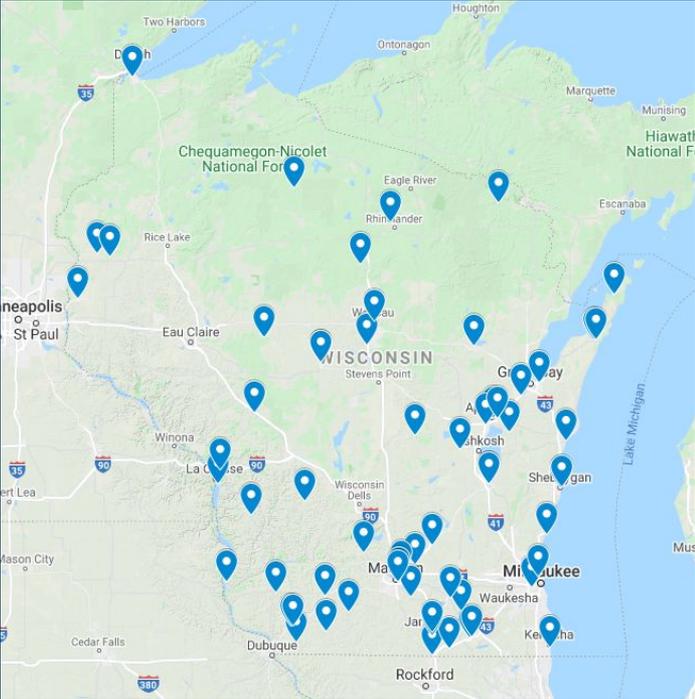
David Wiese *Vice President of Community Relations, Wells Fargo*

Whitney Roberts *Project Lead and Consultant, For the Good, LLC*

Brian Doudna *Former Executive Director, WEDA*



Survey Reach



97%

Counties represented



State Level Overview

Themes across all responses related to priority needs in their service areas:

- affordable housing
- affordable and quality childcare
- mental healthcare
- available workforce
- access to broadband

There is general anxiety about the **impacts on local economies** from the pandemic and respondents note they need more resources from the state government to respond.

Racism and economic equality are also highlighted as existing challenges needing leadership and designated focus.

132 Total Responses - 13.5% Response Rate

- **93% serve rural (or rural & urban) WI counties**

Dates active: 10/19/20 - 12/11/20

“Rural Wisconsin needs greater attention by the State of Wisconsin. **Broadband internet** is extremely important for the economic survival of rural areas, especially now with Covid-19.”

“We need to invest in more **low income housing** with incentives to work programs and hold classes stating ‘this is temporary housing’ to get people where they need to be.”

“**Childcare** needs solving. It is the lynch pin for everything: businesses finding employees, quality early childhood for the strong future of kids. **THIS is critical!**”

“The need for food has been outstanding, which exemplifies how close to the edge so many families live.”

“The legacy of discrimination and segregation is so pervasive that it will take concerted efforts, on multiple fronts, to **address racial wealth gaps**, and ensure that every credit-worthy borrower has equal access to fairly-priced credit to purchase, rehab or refinance a home, or to create or build a business. CRA is one of the incredibly important tools that we can use in that work.”

Northwest	North Central	Northeast	Southwest	South Central	Southeast
Ashland	Adams	Brown	Buffalo	Columbia	Kenosha
Barron	Florence	Calumet	Crawford	Dane	Milwaukee
Bayfield	Forest	Door	Grant	Dodge	Ozaukee
Burnett	Green Lake	Fond du Lac	Green	Jefferson	Racine
Chippewa	Langlade	Kewaunee	Iowa	Rock	Walworth
Clark	Lincoln	Manitowoc	Jackson		Washington
Douglas	Marathon	Marinette	Juneau		
Dunn	Marquette	Oconto	La Crosse		
Eau Claire	Menominee	Outagamie	Lafayette		
Iron	Oneida	Sheboygan	Monroe		
Pepin	Portage	Winnebago	Richland		
Pierce	Shawano		Sauk		
Polk	Vilas		Trempealeau		
Price	Waupaca		Vernon		
Rusk	Waushara				
Sawyer	Wood				
St. Croix					
Taylor					
Washburn					



CRA Regions by County



CRA Region Level Responses - Northwest

11 Responses

- 2 Healthcare
- 2 Economic Development/CDFI
- 1 Housing
- 1 Workforce Development
- 5 Other

27% provide services tied to income verification

Top 5 Issues:

1. Affordable / available housing
2. Access to broadband
3. Affordable health care
4. Mental health care
5. Reliable transportation

“Diversity in housing by type and cost are a real struggle especially in small towns that are able and trying to grow. The jobs are here but the housing is not. PLUS, we need to have BROADBAND NOW! Our communities can serve all but connectivity and housing are the base that must be obtained.”

Key data points: Northwest

- Rate availability of safe and updated homes for purchase by low to moderate income households: **100% “very scarce” or “scarce”**
- What percentage of overall demand for affordable housing will be met by existing stock or new housing starts over the next two years? (housing authorities): **11%**
- Top 3 client-based issues addressed by workforce development professionals: **Stable housing, childcare, financial constraints**
- Thinking ahead to 2021, how much does your organization (healthcare) anticipate working on the following? - Availability of resources to meet needs (safe housing, food): **100% “significant effort” or “a great deal of effort”**

CRA Region Level Responses - North Central

29 Responses

- 10 Economic Development/CDFI
- 7 Workforce Development
- 1 Healthcare
- 11 Other

48% provide services tied to income verification

Top 5 Issues:

1. Access to affordable housing
2. Broadband access
3. COVID relief
4. Workforce availability & talent development
5. Healthcare and mental health services

“I still have many community leaders who don't understand CRA credits, how they sit inside the many programs that are already in existence. I believe TECHNICAL ASSISTANCE is urgently needed in our rural communities, and INVESTMENT in many opportunities would make a difference.”

Key data points: North Central

- How would you rate the following in the communities your organization serves? - Availability of affordable homes for purchase by low or moderate income households: **59% “very scarce” or “scarce”**
- How would you rate the accessibility of the following in your area? - Financial products serving underserved or underbanked populations: **60% “difficult” or “very difficult to access”**
- Which of the following hurdles or barriers are you (financial institutions) working with applicants most frequently to overcome? - Lack of a business plan: **100% “frequently”**
- Is it difficult for businesses to get loans less than \$1 million in your service area? If so, what might be some of the underlying reasons that your organization has observed? **“Yes. Federal HUD and WI DOA forced the counties to permanently close our RLF loan programs originally funded by CDBG grants. This \$500,000 pool of funds was very helpful. We wrote on average 3 loans per year at roughly \$50,000 per loan. I am currently working on a USDA RBDG to hopefully obtain a new RLF loan pool, but this grant is limited to \$99,000 plus whatever match I can generate from area banks.”**

CRA Region Level Responses - Northeast

41 Responses

- 8 Workforce Development
- 7 Economic Development
- 3 Healthcare
- 2 Housing Authority
- 19 Other
- 2 No response

46% provide services tied to income verification

Top 5 Issues:

1. Affordable housing
2. Safe and affordable childcare
3. Available workforce
4. Broadband access
5. Small business support/financing

“Our county is unique in many ways. It is a close-knit community, so those that can help out others tend to step up and support each other. But the need for food has been outstanding, which exemplifies how close to the edge so many families live.”

Key data points: Northeast

- How would you rate the following in the communities your organization serves? - Availability of affordable homes for purchase by low or moderate income households: **80% Scarce or very scarce**
- Which of the following hurdles or barriers are you (financial institutions) working with applicants most frequently to overcome? - Lack of a business plan: **100% frequently or always**
- To the best of your knowledge (housing authorities), what percentage of overall demand for affordable housing will be met by existing stock or new housing starts over the next two years? **5-25%**

CRA Region Level Responses - Southwest

14 Responses

- 3 Economic Development
- 3 Healthcare
- 1 Housing Authority
- 1 Workforce Development
- 6 Other

43% provide services tied to income verification

Top 5 Issues:

1. Affordable housing
2. Childcare
3. Small business financing/support
4. COVID relief
5. Mental Health resource

“We encourage financial institutions to be proactive in building relationships and serving communities of color. Many financial institutions have programs or staff training to address racial bias but in reviewing mortgage data, mortgage disparities between populations of color and the white population are still very large. This means current work is not, by itself, effective. We would like to see financial institutions diversify their lending staff, proactively build relationships with communities of color, offer more effective programs designed to reduce barriers for people of color by first building trust, and provide ongoing training - by experts - on unintentional bias. The financial institutions have a strong role to play in addressing disparities in a proactive way.”

Key data points: Southwest

- ...has your organization identified specific hurdles or circumstances facing entrepreneurs? If yes, would you share a little bit about the hurdles you've identified? **“Classes introducing the business planning process to the would be entrepreneur would be a step in the right direction.”**

“Access to bridge or gap financing, many of the revolving loan programs have been dissolved by the State. Resources for business planning and financial management are limited. Area financial institutions are very conservative and risk adverse (sic), and so our entrepreneurs search for financing outside the area.”

- How would you rate the following in the communities your organization serves? - Availability of affordable homes for purchase by low or moderate income households. **86% “very scarce” or “scarce”**
- How would you rate the following in the communities your organization serves? - Availability of reliable and robust public transportation. **71% “very scarce” or “scarce”**

CRA Region Level Responses - South Central

21 Responses

- 3 Economic Development
- 3 Healthcare
- 3 Workforce Development
- 1 Housing Authority
- 8 Others
- 3 No response

33% provide services tied to income verification

Top 5 Issues:

1. Affordable housing
2. COVID relief
3. Reliable transportation
4. Available workforce
5. Support for small business

“The economic crises (sic) and related fall-out due to COVID, will require solutions that look beyond the customary or traditional playbooks that follow recessions. Fundamentally, more affordable funding - for businesses and consumers - needs to be made available. Without having this type of liquidity pumped into the markets, economies will have a very difficult time recovering from COVID. As such, there should be some significant attention provided to stabilize, reduce and/or prevent foreclosures and bankruptcies.”

Key data points: South Central

- Is Internet access, in general, a barrier for your clients? **87% Yes**
- How would you rate the following in the communities your organization serves? - Availability of affordable homes for purchase by low or moderate income households **97 % “Very scarce” or “scarce”**
- Availability of safe and updated homes for rent by low to moderate income households - **100% “very scarce” or “scarce”**
- Which of the following hurdles or barriers are you (financial institutions) working with applicants most frequently to overcome? - Too much existing debt - **100% “frequently”** Lack of a business plan- **100% “frequently”**
- ...has your organization identified specific hurdles or circumstances facing entrepreneurs? If yes, would you share a little bit about the hurdles you've identified? **Overall, WI lacks access to a sustainable source of funding for traditional businesses that are not linked to IPO's, bio-tech, the Internet of Things, etc. Funding for small, service and goods producing firms is increasingly in short supply - especially at affordable interest rates.**

CRA Region Level Responses - Southeast

15 Responses

- 3 Economic Development
- 3 Workforce Development
- 1 Healthcare
- 1 Housing Authority
- 4 Others
- 3 No response

53% provide services tied to income verification

Top 5 Issues:

1. Affordable housing
2. Racial equity
3. Transportation
4. Jobs with livable wages
5. Available workforce

“There are a huge number of Black-owned small businesses in Milwaukee that are persisting, and could generate more wealth and potentially expand if supported with technical assistance and financing.

Additionally, the north side of Milwaukee has experienced disinvestment over decades. Compounded with redlining and segregation, this has led to a depressed market that struggles to attract capital.”

Key data points: Southeast

- How would you rate the following in the communities your organization serves? - Availability of safe and updated homes for purchase by low to moderate income households. **93% “very scarce” or “scarce”**
- Which of the following hurdles or barriers are you working with applicants most frequently to overcome? - Insufficient collateral- **100% “frequently”**
- Is it difficult for businesses to get loans less than \$1 million in your service area? If so, what might be some of the underlying reasons that your organization has observed? **“Yes, this is difficult. We have observed that smaller loans take just as much staff effort (time to process) as larger loans, but the payoff for the lender is so small that smaller loans may not be considered worthwhile.**

Our CDFI has specialized in filling that gap, offering small business loans between \$100,000 to \$700,000. This is significantly larger than "micro-lenders," but still in a segment of the market that typically goes unserved.”

- There are many reasons that employment placements may fail. How often are the following factors in a failed employment relationship? - Mental health challenges **100% “frequently”**



Next Steps

1. Continued analysis of the data at regional levels
2. Website build out for sharing full results & supporting agency reports
3. Presentation of results to stakeholder groups
4. Summary and regional level reports released

Questions

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