

CO CSBG/Community Action Community Needs Assessment Webinar Training

February 2, 2023

Presented by CCAA & DOLA

RESOURCE: [CO CSBG CNA TEMPLATE](#)

RESOURCE: [DOLA Webpage](#)

RESOURCE: [CCAA CNA/CAP Tools Webpage](#)



COLORADO
Department of Local Affairs
Division of Local Government



Community Needs Assessment Training Agenda

- Introductions
- CSBG Act Guidance, Key Steps in Needs Assessment, and Role of the Tripartite Board/Advisory Committee
- Evaluation of Past Performance and Environmental Scan
- Data: Qualitative and Quantitative
- Data: Other Key Sectors
- Community Resource Mapping and Analysis
- Analyzation of the Diversity, Equity, Inclusiveness, and Belonging
- Analyzation of the Assessment
- Communicating the Results of the Assessment

Community Needs Assessment and Community Action Plan

CSBG ACT 1998 - Sec.676(b)(11) – The State will secure from each eligible entity in the State, as a condition to receipt of funding by the entity through a community services block grant made under this subtitle for a program, a community action plan that includes an assessment for the community served.

We have been charged with:

- identifying community needs (as they relate to the elimination of poverty)
- identifying community resources
- developing a Community Action Plan that indicates what we will do and what we will accomplish.

Key Steps in the Community Needs Assessment

- Define the parameters of the assessment: Define Community, Needs, and Assets.
- Create an Assessment Plan: Create an Assessment “Team” and Further Parameters.
- Create a Data Collection Plan: What Data is Needed, How to Collect, and How to Organize.
- Implement the Needs Assessment Survey: Collect the Data.
- Report and Take Action: Create the Community Profile, Analyze and Compare, and Report Out.

Factual and opinion-based input leaders will need to complete the next strategic planning process.

The community assessment includes key findings on the causes and conditions of poverty and the needs of the communities assessed. (Org Standard 3.4)

NASCSP – Comprehensive Guide to CNA Process:

<https://nascsp.org/wp-content/uploads/2018/02/needs-assessment-final-8.22-print-to-pdf.pdf>

Role of the Tripartite Board/Advisory Committee

Legislative Guidance from the Community Services Block Grant (CSBG) Act for Eligible Entities:

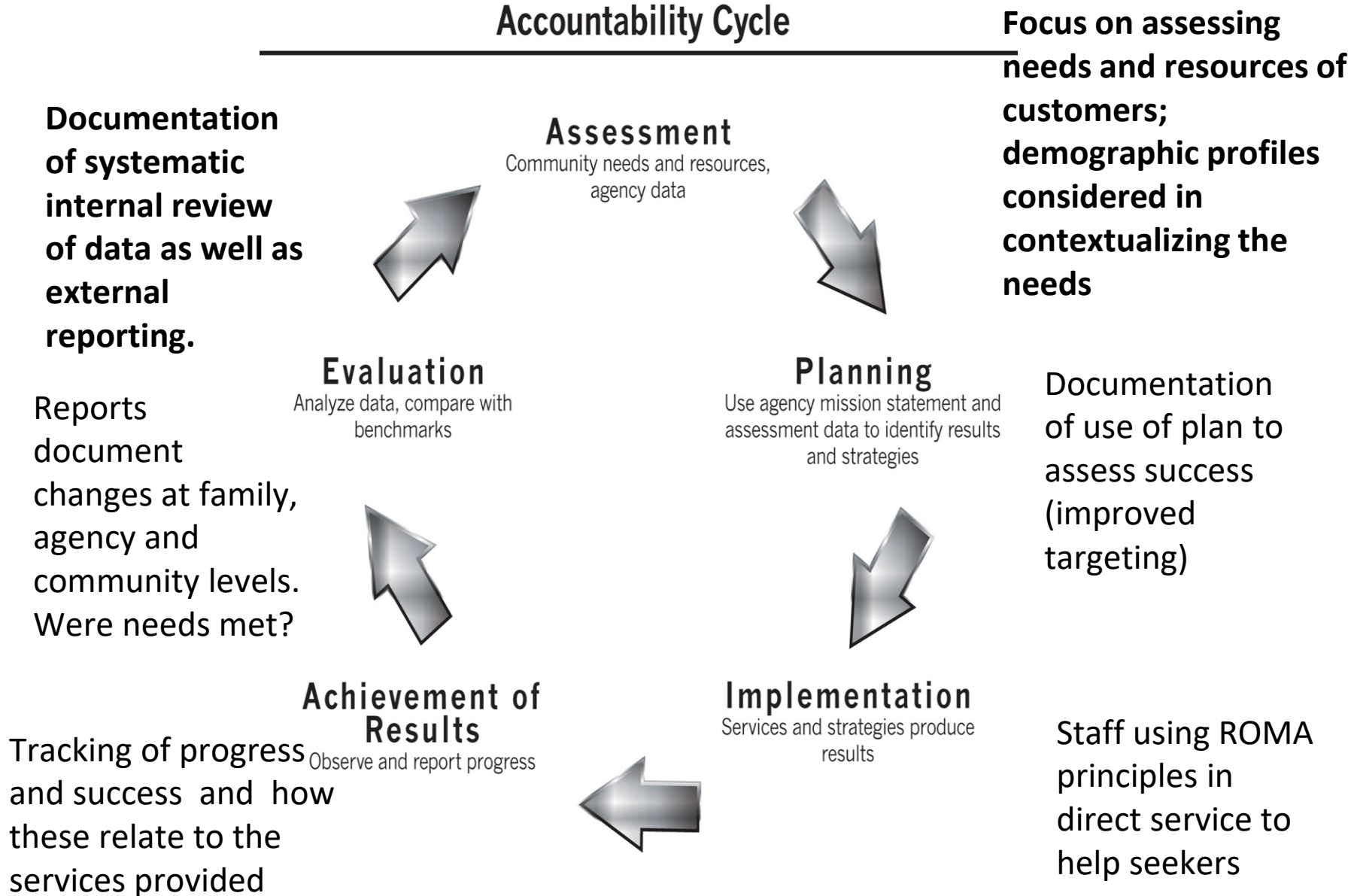
- [Federal CSBG Act \(42 U.S.C. § 9910\)](#)
- Tripartite Board/Advisory Committee fully participates in CSBG program
- [OCS IM 82](#) (guidance only, not binding)

Fully participate in **development**, planning, implementation, **evaluation** of the CSBG program through Results Oriented Management & Accountability (ROMA)

Role of the Tripartite Board/Advisory Committee in the CNA/CAP Process

- Use existing data (qualitative and quantitative) whenever possible.
- Generally, it is best to summarize the data/information compiled in stages and provide the board/committee with time to review & digest the material (and formally accept the Assessment).
- Key Informant Survey – The Board, because of the work they do in the community, are experts or “key informants”...their opinion carries weight.
- Balance the Needs/Resources Identified with the amount of CSBG Funding and other leveraged/mobilized funds.
- Needs Assessment must be formally accepted by the Tripartite Board (Org Standard 3.5)
- Board is annually updated on success of strategies contained in CAP (Org Standard 4.4)

The Results Oriented Management and Accountability Cycle



(Adapted with permission from materials created by Dr. Barbara Mooney)

Evaluation of Past Performance and Environmental Scan

- What were the major findings of the previous three-year Community Needs Assessment?
- Who received services or benefited from the community strategies implemented?
- Where any changes made to the strategies/services during the current three-year period?
- What progress has been made towards the previous three-year Community Action Plan Goals?
- Is there a Theory of Change model in place for those with low-incomes and/or low-income neighborhoods?
- Are there any environmental scan items that need to be considered during the upcoming Community Needs Assessment?

How are those with Low-Income and/or Low-Income Neighborhoods benefitting from CSBG support?

Evaluation of Past Performance and Environmental Scan

- Identifying Strategies/Services achieving *optimum results for low-income individuals/families and/or low-income neighborhoods*
- Strengthening versus Abandoning Discussion
- What were the Measurement Tools used to capture evidence of success through measurement of our Outcome Indicators? Were they sufficient?
- Dr. Reginald Carter's Seven Key Questions Answered (and two additional questions to consider):
 1. How many clients did we serve?
 2. Who were they?
 3. What services did we give them?
 4. What did it cost?
 5. What did it cost per service delivered?
 6. What happened to the clients as a result of the services (outcome/s)?
 7. What did it cost per outcome?
- Bonus Questions (Carter-Richmond Methodology)
 8. What was the value of the Outcome?
 9. What was the Social Return on Investment?

Data: Qualitative and Quantitative

It is important to collect and analyze both (Org Standard 3.3)

- Qualitative data is usually collected from interviews, surveys, observations, and opinions. Quality has an “L” and can be thought of as data with “letters.” This is data that is (usually) collected directly from the “subjects.” It is often considered as “primary” data.
 - Who do you ask? Qualitative data can come from customer satisfaction surveys or surveys of employees or even survey of partners – these may indicate an agency level need.
 - What kind of “in depth” responses do they give you that helps you assess the situation (the needs, the resources and later the outcomes) with greater understanding?
- Quantitative data is usually aggregated from other sources, so it is often considered “secondary”. Quantity has an “N” and can be thought of a data with “numbers.”
 - How much or how many? What is the scope?
 - Qualitative information collected directly from subjects is gathered together and a total of the responses is used to produce quantitative data.

Data: Qualitative

It is important to survey primary customers (those that receive the services) and secondary customers (community, partner agencies, funders) to provide local perspective and context to the needs of the community.

Qualitative Data Examples:

- Customer Satisfaction Survey(s) – Org Standard 1.3 and 6.4 – Gauge the overall satisfaction of the customer with their interaction with the program/agency.
 - [Customer Satisfaction Survey Template](#)
- Agency/Community Surveys - Org Standard 1.2 – Information collected directly from low-income individuals and/or community members.
 - [SAMPLE Community Needs Assessment Survey](#)
- Key Informant Surveys – Group Prioritization Exercise for customers/board
- Focus Groups, Forums and/or Interviews – Individual/Group; Varied Formats

Data: Quantitative

As part of the community assessment, the organization collects and includes current data specific to poverty and its prevalence related to gender, age, and race/ethnicity for their service area (Org Standard 3.2)

Quantitative Data - Demographic/Social/Economic to Contextualize the Needs

- Community Action Partnership's National Data Hub:
<https://cap.engagementnetwork.org/>
- Colorado Demography Office: <https://demography.dola.colorado.gov/>
 - DOLA/Demography [CSBG Data Hub](#)
- [Census, American Community Survey](#)

Internal database(s), partner databases, shared community database(s)

Data: Other Key Sectors

The organization utilizes information gathered from key sectors of the community in assessing needs and resources, during the community assessment process or other times. These sectors would include at minimum: community-based organizations, faith-based organizations, private sector, public sector, and educational institutions. (Org Standard 2.2)

Examples:

- **Community-Based Organizations:** Partner Customer Data; Case Manager Interview(s)
- **Faith-Based Organizations:** Customer Needs Survey; Resource Mapping Exercise
- **Private Sector:** Major Industry Worker Retention Analysis; Economic Development Focus Group
- **Education Institutions:** Free and Reduced Lunch Data; Student Resource Officer Survey

- **Public and Other Sources:**
- Housing Studies/Plans/Assessments (E.g. [Denver Housing Stability 2021 Action Plan](#))
- Transportation Studies/Plans/Assessments (E.g. [NWCCOG's Transportation Gap Analysis Assessment 2021](#))
- Public Health Studies/Plans/Assessments (E.g. [Southwest Health System's Community Health Needs Assessment and Implementation Plan October 2022](#))
- Broadband Studies/Plans (E.g. [NWCCOG's Regional Broadband Ten Year Report 2022](#))
- Area Agency on Aging Studies/Plans (E.g. [Boulder County's Age Well Boulder County Action Plan](#))
- Early Childhood Studies/Plans (E.g. [NWCCOG's Regional Assessment of Child Care Industry 2021](#))

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State Departmental and Other Data:

- Housing - [Colorado Division of Housing Data](#)
- Public Health and Environment - [CDPHE Data](#)
- Department of Health Care Policy and Financing - [HCPF Publications](#)
- Education - [CDE Data](#)
- Human Services - [CDHS Data](#)
- Transportation - [CDOT Library](#)
- Workforce - [Colorado Talent Dashboard](#)
- Youth
 - Colorado Department of Early Childhood [Reports and Data](#)
 - Colorado Children's Campaigns [Kids Count in Colorado 2022](#)
- Broadband - Colorado Broadband Office's [Data and Mapping Hub](#)

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Studies, Plans, and Standards:

- Energy - [Colorado Energy Office's Pathway to Energy Affordability in Colorado - January 2022](#)
- Self-Sufficiency Standard - [Colorado Center for Law and Policy Self-Sufficiency Standard for Colorado 2022](#)
- Living Wages - [MIT Living Wage Calculator](#)
- Homelessness - [MDHI's State of Homelessness Report 2022-2023](#)
- Health - [Colorado Health Institute's Colorado Health Access Survey 2021](#)
- Education - [Colorado Department of Education Strategic Plan Updated 2023](#)
- Broadband - [Colorado Broadband Roadmap](#)

Analyzation of the Inclusion, Diversity, Equity, and Accessibility

- [Empowerment Scores](#)
- Internal svc data, demographic data for populations services
- Gathering input from populations for surveys, etc.
- Accessibility
- Other External Resources:
 - [Colorado Equity Alliance Tools and Resources](#)
 - [Colorado Department of Personnel and Administration's Equity, Diversity, and Inclusion Webpage](#)
 - [Other and Belonging Institute](#)
 - [National Community Action Partnership Racial Equity](#)
 - [NASCSP's How to Use Data tHo Identify Inequities Video](#)

Analyzation of the Assessment

Raw data is not information. It has to be analyzed before it can be useful.

A number of pressing issues/needs in the community have been identified, and now you need to understand what the data is telling you.

What are the Causes and Conditions of Poverty?

What is your past customer demographic profile? What is the demographic profile of those experiencing poverty in the community overall? What is the profile of the community and its assets?

What are the most important issues for the agency to address? What are the resources available?

Some Analyzation Techniques:

- **Five Whys:** The “five whys” can help in determining the root cause of a problem and ensure that the problem itself is identified and you are not just observing a symptom of something deeper.
- **Force Field Analysis:** In the Force Field Analysis, you identify the forces in the community that will have an impact on the issues that have been identified, noting both promoting forces and restraining forces at work, and then providing consideration to what would have to change for positive outcomes.
- **Trend Analysis:** Consider if there are any emerging trends that may have impact on the identified problem or on resources. Is there a newly identified demographic that needs to be considered? Are additional resources expected or a reduction of resources?

Communicating the Results of the Assessment

- The assessment report is shared with the community and agency stakeholders to ensure that the results are shared with partner organizations, other sectors, and the community at large.
- The report can be issued a number of ways.
 - The agency website
 - Posted on the agency's Facebook page
 - Electronic reports are emailed
 - Printed copies are distributed
 - Other social media distribution/ press release
- Peer Review of Output
- Assessment not Compilation
- Key Audiences
- Create Specialized Products
- Ending the Report and Turning Assessment into Action

Needs Assessment to Community Action Plan

Community Action Plans must clearly demonstrate the manner in which the eligible entity *determined the need and how the agency will account for CSBG funds.*

- The CAP is outcome-based, anti-poverty focused, and ties directly to the community assessment (Standard 4.2)
 - It generally covers 3-years (Standard 3.1)
 - Is living document/process encompassed in ROMA Cycle
 - Can be based off of the agency/program ROMA Logic Model
 - Should contain “Linkages” and other “Leveraged” resources

Results Oriented Management & Accountability (ROMA) Virtual and In-Person Trainings

Introduction to ROMA Trainings can be conducted via in-person full day trainings or virtually through a three part series of 3-hour webinars.

ROMA for Boards/Committees Training Available Virtual or In-Person. Contact the CCAA for more information.

Upcoming Three-Part Trainings

[April Virtual ROMA Training](#)

Day 1 - April 12, 2023 9 a.m. - 12 p.m.

Day 2 - April 19, 2023 9 a.m. - 12 p.m.

Day 3 - April 26, 2023 9 a.m. - 12 p.m.

Upcoming Three-Part Trainings

[June Virtual ROMA Training](#)

Day 1 - June 7, 2023 9 a.m. - 12 p.m.

Day 2 - June 14, 2023 9 a.m. - 12 p.m.

Day 3 - June 21, 2023 9 a.m. - 12 p.m.

Introduction to Results Oriented Management and Accountability (ROMA) Trainings

Schedule one in your community today!

More information/register: <https://www.coloradocommunityaction.org/roma.html>

2023 Colorado Community Action Regional Forums BEING SCHEDULED NOW!

2023 Colorado Community Action Regional Forums Locations (subject to change)

Castle Rock – TBD

Limon – TBD

Durango – TBD

Walsenburg – TBD

Westminster – TBD

Frisco – TBD

Lamar – TBD

Grand Junction – TBD

Craig – TBD

Ft. Morgan – TBD

This training and networking opportunity is **FREE and open to the public!** Lunch is included with registration.
Register Will Open Soon!

Tentative program includes moving from a Needs Assessment to Action Planning and Implementing Community Level Initiatives around Theory of Change. Come discuss anti-poverty and economic security issues relevant to your community!



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We will answer the following questions:

- *What does your data tell you?*
- *What are your Need Statements?*
- *What are possible Outcomes?*
- *What are possible Services and Strategies?*
- *What should be your Action Plan?*
- *How will you measure success?*





QUESTIONS



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CO Department of Local Affairs (DOLA)

Program Manager

Alex Diaz (They/she)

303-864-8423

Alex.Diaz@state.co.us

Financial Assistance Manager

Audrey Field (*She/her*)

303-864-7897

Audrey.Field@state.co.us

Program Coordinator

Becky Saad (*She/her*)

303-864-7894

Becky.Saad@state.co.us

Colorado Community Action Association

www.coloradocommunityaction.org

Josiah Masingale (he/him)

303-949-9934 ext 801

josiah@coloradocommunityaction.org

Liz Espinoza (she/her)

303-949-9934 ext 803

liz@coloradocommunityaction.org

Jessica Roschen (she/her)

303-949-9934 ext 804

jessica@coloradocommunityaction.org