

COMMUNITY FOUNDATION OF MORGAN COUNTY

COMMUNITY HEALTH & RESILIENCY INITIATIVE

Prepared by



Polyphonic Solutions

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PROJECT OVERVIEW

BACKGROUND

In Spring of 2019, the Community Foundation of Morgan County (CFMC) launched a county-wide effort to determine concerns and priorities in a number of focus areas impacting quality of life. CFMC recognized a need to strengthen community connections with a diverse audience, in order to expand its current programming and to consider the organization's role in Morgan County community development efforts.

CFMC established a framework for the Health & Resiliency Initiative, incorporating Social Determinants of Health (SDoH) as a guiding principle to determine Morgan County opportunities and challenges. SDoH address conditions where people are born, grow, live, work, and age. These circumstances are shaped by the distribution of resources at national, regional and local levels.¹

The SDoH focus areas explored in this initiative include:

- Neighborhood Environment
- Economic Stability
- Education
- Health Care Systems
- Food
- Community Involvement

Applying a health lens in community development efforts does not typically require new programming – only new ways of thinking, talking, partnering, and measuring. Comprehensive community development is a community health agenda; housing, employment, neighborhood safety, and thriving business districts all affect health outcomes

¹ Source: Artiga, Samantha and Elizabeth Hinton. "Beyond Health Care: The Role of Social Determinants in Promoting Health and Health Equity." Kaiser Family Foundation.

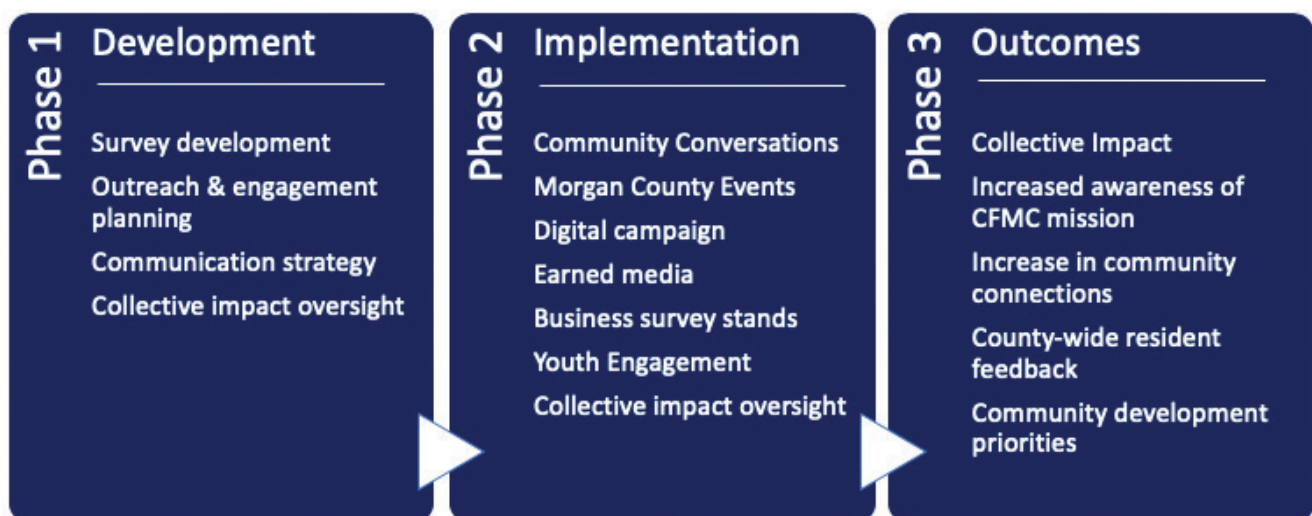
PROJECT OVERVIEW

PROCESS

CFMC established a list of deliverables to meet the goals of this initiative. Focusing on an inclusive outreach and engagement strategy, CFMC established an implementation plan to include:

- County-wide community survey
- Youth engagement survey
- Communication campaign
- Community conversations
- County-wide event participation
- County-wide stakeholder focus groups

CFMC developed a collective impact of Morgan county leaders representing all six SDoH focus areas to guide the CFMC staff through all phases of the initiatives.



COMMUNITY OUTREACH

SURVEY RESPONSES

Target **400**

Total **861**

Long Form

589

Short Form

272

COMMUNITY OUTREACH

COMMUNITY
CONVERSATIONS

10

ATTENDEES **80**

COMMUNITY
EVENTS

11

CFMC SURVEY
STANDS

16

COMMUNITY CONVERSATION LOCATIONS

CFMC OPEN HOUSE, MARTINSVILLE
BROOKLYN KIDS PARK **canceled due to attendance*
EMINENCE COMM. SCHOOLS
GRAND VALLEY GARDENS, MARTINSVILLE
MILLER'S MERRY MANOR, MOORESVILLE
MONROVIA MIDDLE SCHOOL

MORGANTOWN PUBLIC LIBRARY
MOORESVILLE PUBLIC LIBRARY
NORTH MADISON ELEMENTARY SCHOOL
PARAGON VOLUNTEER FIRE DEPARTMENT
THE WATERS OF MARTINSVILLE

MEDIA ENGAGEMENT

SOCIAL MEDIA

Frequency of Posts

During the initial launch of the survey a post a day was dedicated specifically to the survey. After the initial launch, these posts tended to be every 3-4 days until the final week the survey was live. During the final week CFMC did another large push posting daily, including videos encouraging all of Morgan County to take the survey.

Where did we post?

The bulk of the posts were made on the CFMC Facebook page.

Facebook town chatter groups listed below shared CFMC post:

- The People's Morgantown Indiana
- Morgan County History Partnership
- Porch Time (Martinsville)
- Martinsville Live
- Monrovia Indiana's Conversation
- Morgantown Times
- Mooresville Community Chat
- It's All Good Martinsville
- Town of Mooresville Chatter
- Morgan County Tourism Indiana
- Waverly Chatterbox

The posts made in the town chatter groups were specific to the respective towns. CFMC utilized Facebook poll feature to ask a sample survey question with all the options available.

Overall Insights

CFMC saw more engagement within the town chatter groups than on the CFMC Facebook page. People were more willing to comment and share their thoughts in that setting. For every comment CFMC replied back to every post, encouraging people to share their feedback through the survey.

MEDIA ENGAGEMENT

SURVEY LANDING PAGE

CFMC developed a Survey Landing Page to direct users to the online survey, powered by Survey Monkey. This site had over 1000 page views with 876 Unique page views. The majority of click through traffic was from Facebook, Instagram, Google, Survey Monkey, Yahoo, Bing, Hoosiertimes and Martinsville Chamber of Commerce.

SURVEY ADMINISTRATION

The online survey was accessed via the CFMC website and social media posts. The survey was also loaded onto tablets, which CFMC representatives used to collect responses at community festivals and events. Paper surveys were made available at community conversations, festivals, and events, and were distributed through local businesses, libraries, and partner organizations.

MEDIA

Radio interviews

- WCBK Martinsville

Newspaper articles

- Reporter Times

Newsletters

- Mooresville Schools Newsletter
- Morgan County Economic Development Corp Newsletter
- Morgan County Business Leader
- Martinsville Chamber of Commerce
- Indiana Economic Digest

SURVEY FINDINGS

APPROACH & ANALYSIS

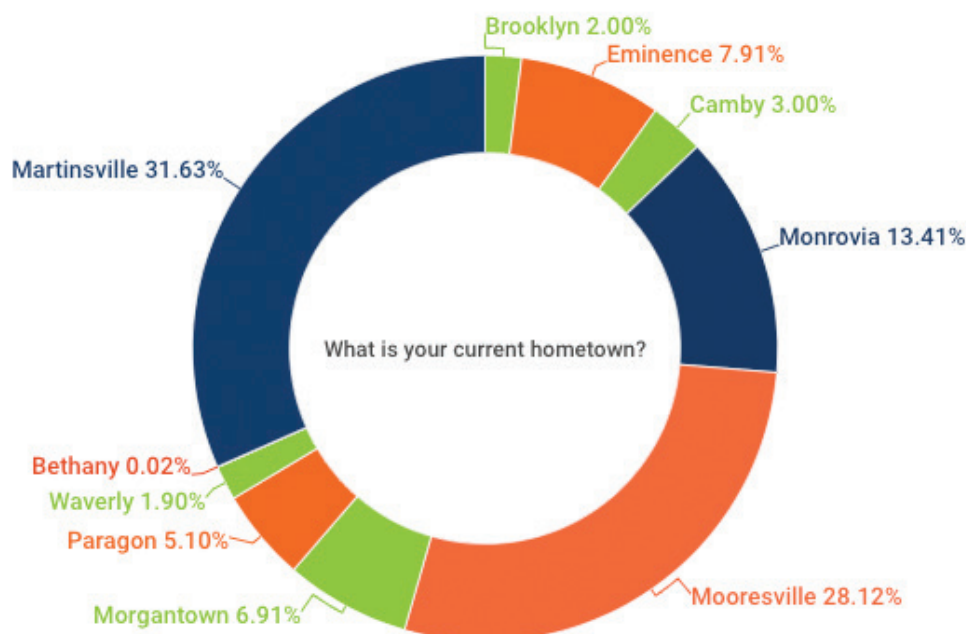
These survey findings represent responses collected from two surveys; long (50 questions) and short (17 questions). The 272 short survey responses have been added to the 589 long survey responses, strengthening the certainty level of these key questions. With 589 responses to the long survey alone, the data confidence level is roughly 95%, with a 5% margin of error.

Known sample errors include: demographic, economic, and geographic underrepresentation, and response variance at the individual question level. Key findings presented here also include anecdotal data from community conversations and open-response questions.

This information has been used to highlight and better understand survey data, and is presented at the community level in order to continue the hometown dialogues started by this initiative.

DEMOGRAPHICS

HOMETOWN

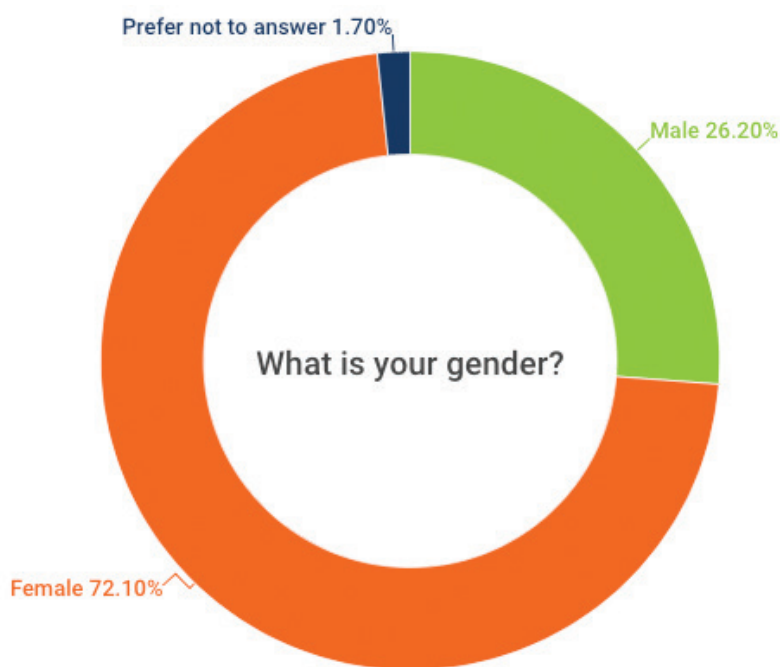
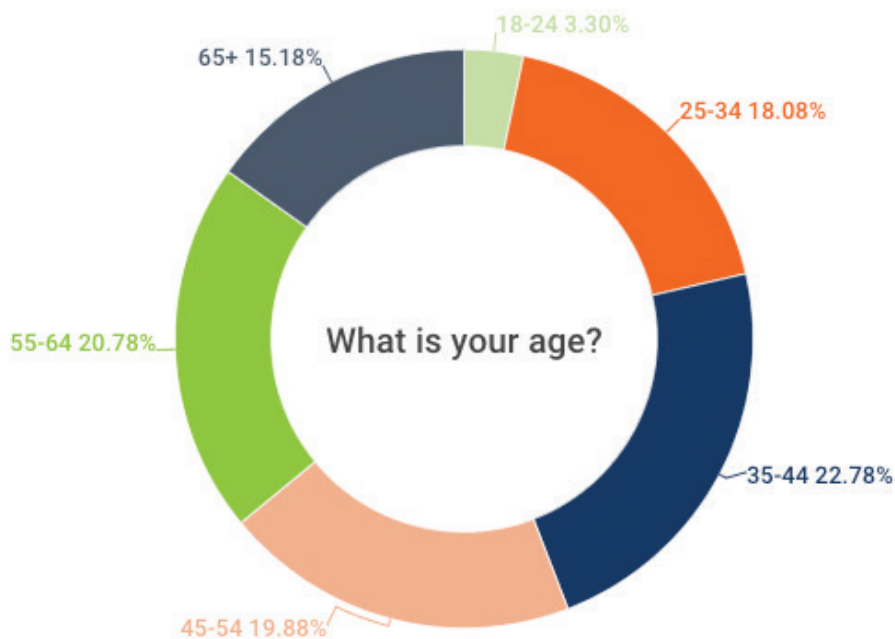


SURVEY FINDINGS

DEMOGRAPHICS

AGE

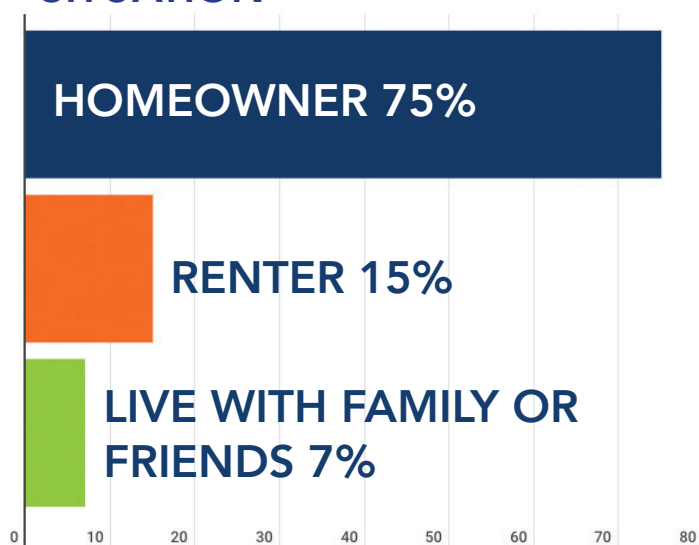
GENDER



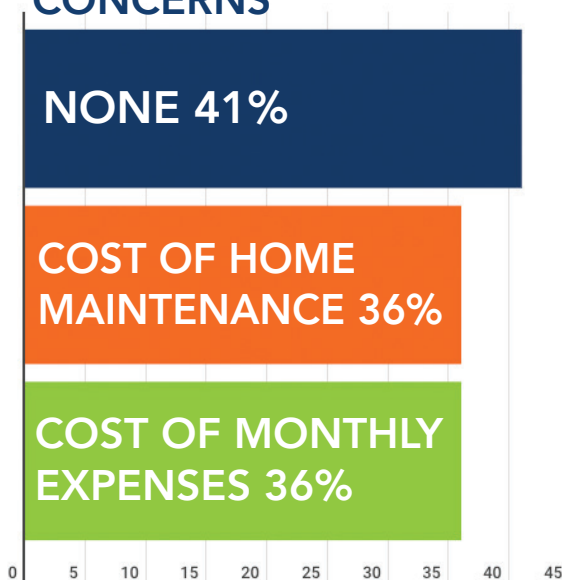
SURVEY FINDINGS

NEIGHBORHOOD ENVIRONMENT

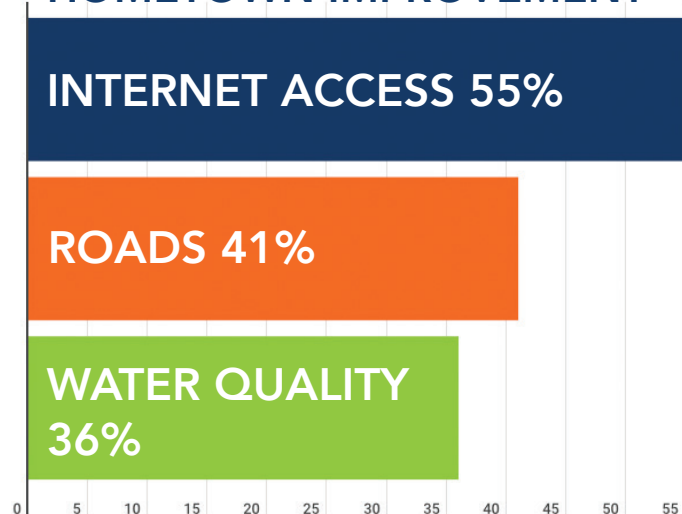
CURRENT LIVING SITUATION



TOP THREE HOUSING CONCERNS



TOP THREE PRIORITIES FOR HOMETOWN IMPROVEMENT

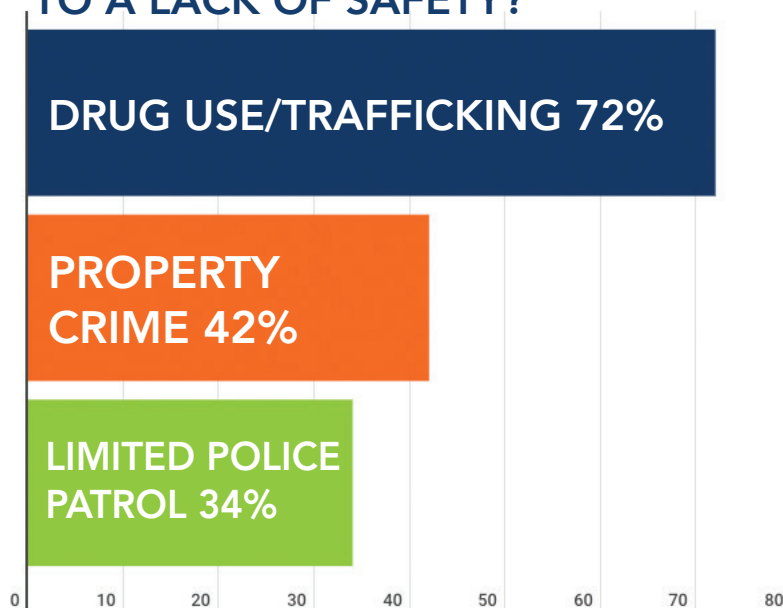


Top open-ended response: parks/recreation facilities

SURVEY FINDINGS

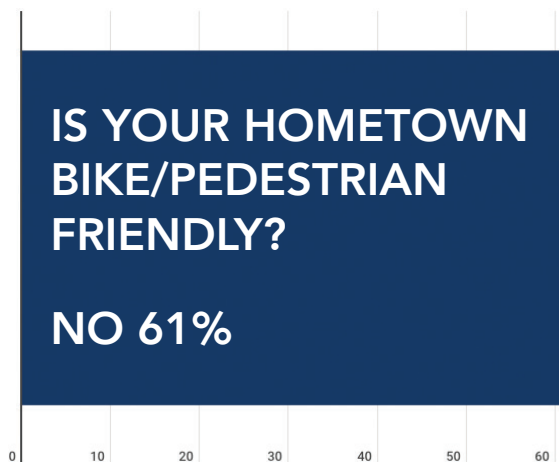
NEIGHBORHOOD ENVIRONMENT

WHAT FACTORS CONTRIBUTE
TO A LACK OF SAFETY?



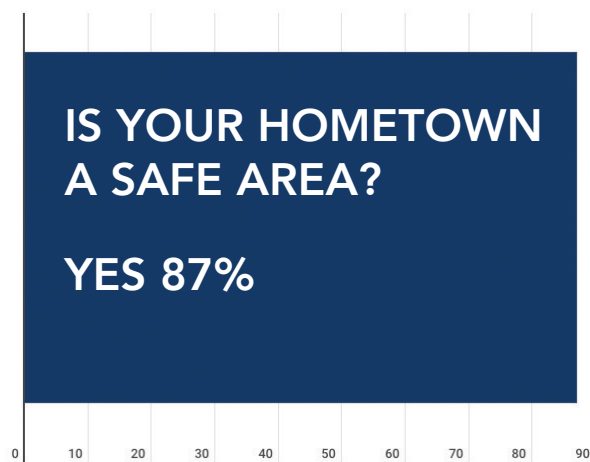
IS YOUR HOMETOWN
BIKE/PEDESTRIAN
FRIENDLY?

NO 61%



IS YOUR HOMETOWN
A SAFE AREA?

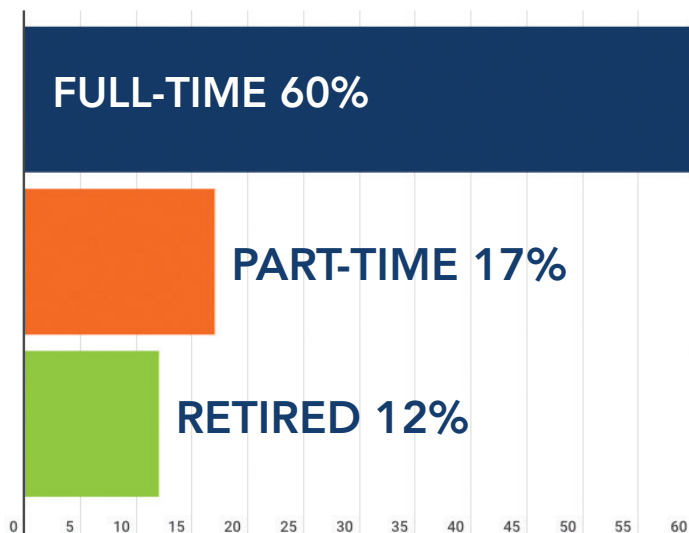
YES 87%



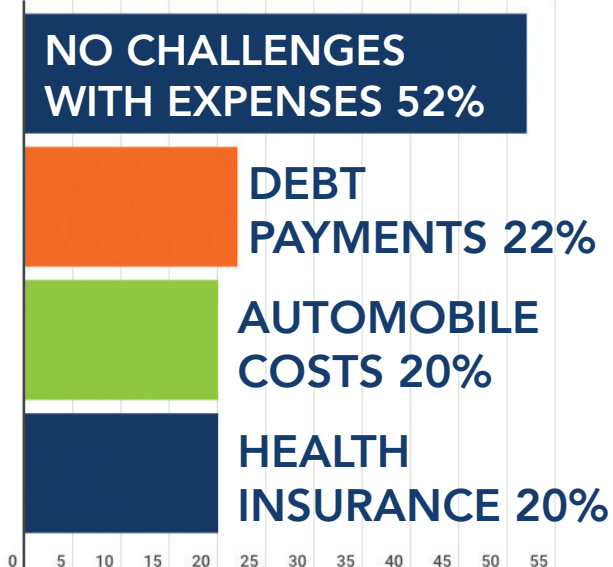
SURVEY FINDINGS

ECONOMIC STABILITY

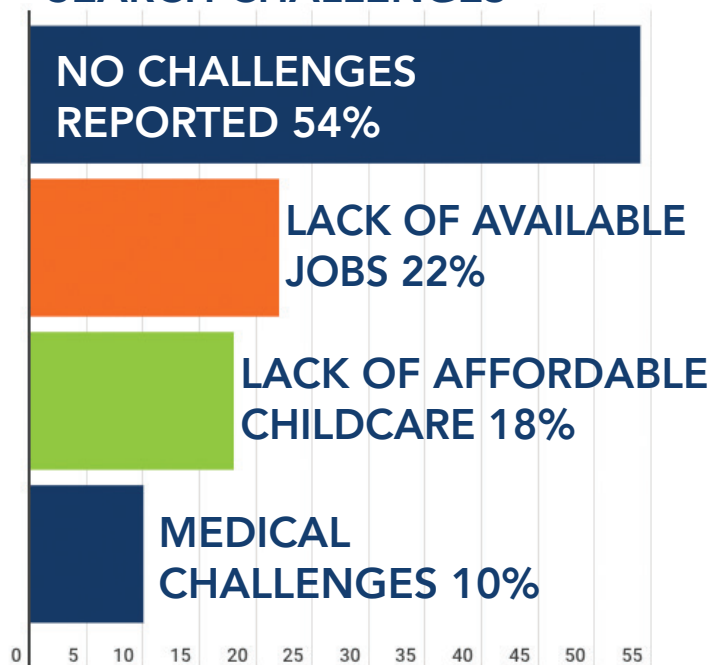
CURRENT EMPLOYMENT STATUS



TOP THREE UNFORDABLE EXPENSES



TOP THREE JOB SEARCH CHALLENGES

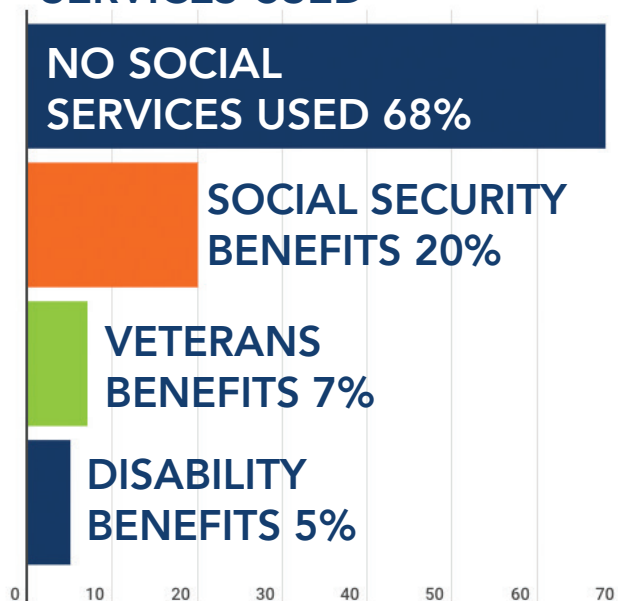


Top open-ended response: low-paying jobs

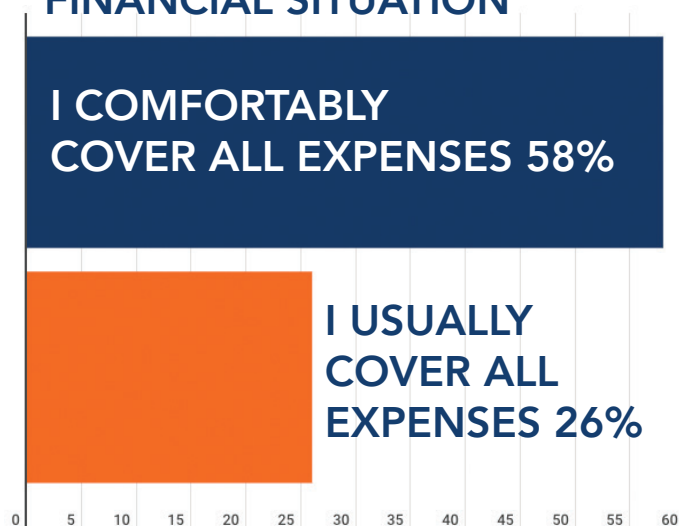
SURVEY FINDINGS

ECONOMIC STABILITY

TOP THREE SOCIAL SERVICES USED

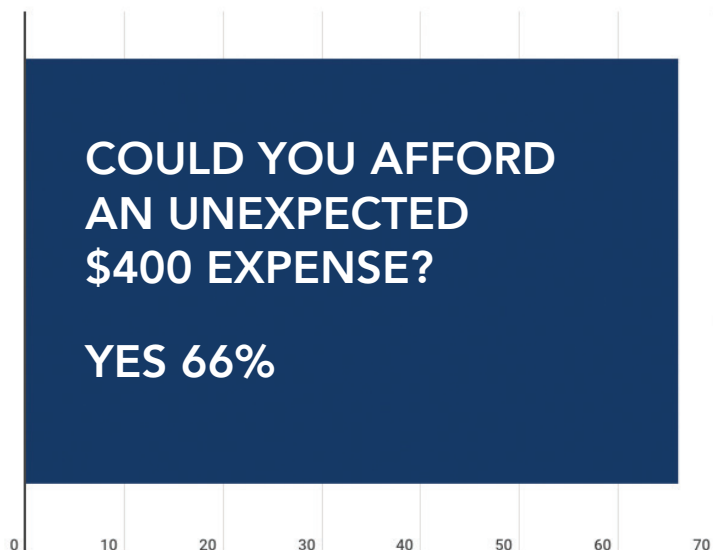


CURRENT PERSONAL FINANCIAL SITUATION



**COULD YOU AFFORD
AN UNEXPECTED
\$400 EXPENSE?**

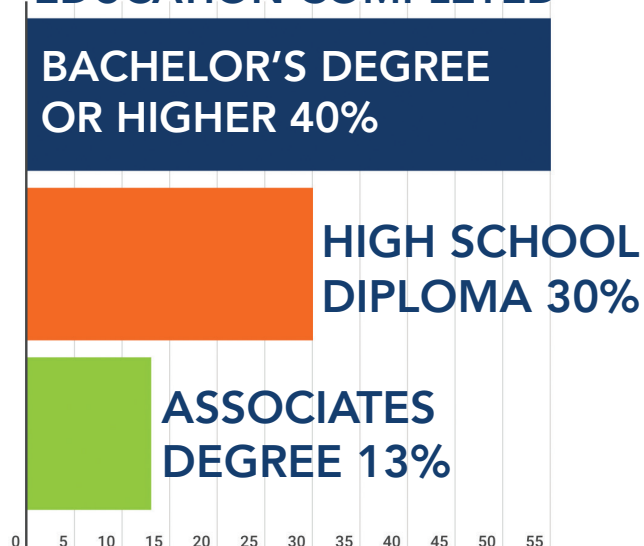
YES 66%



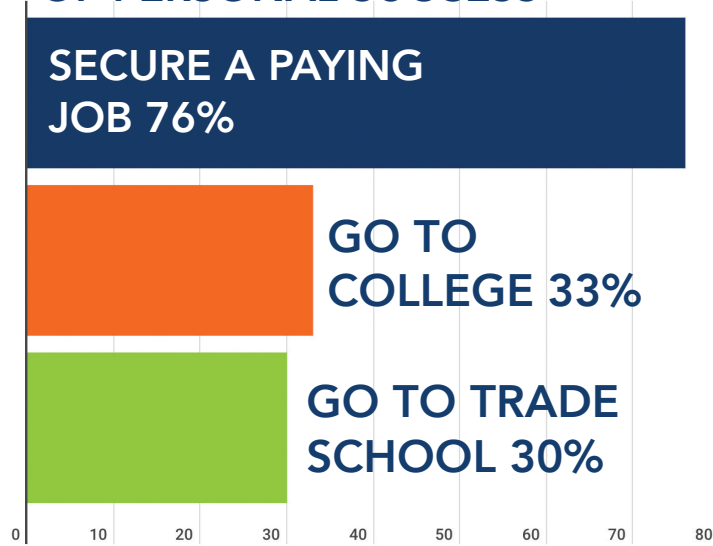
SURVEY FINDINGS

EDUCATION

HIGHEST LEVEL OF EDUCATION COMPLETED



TOP THREE INDICATORS OF PERSONAL SUCCESS

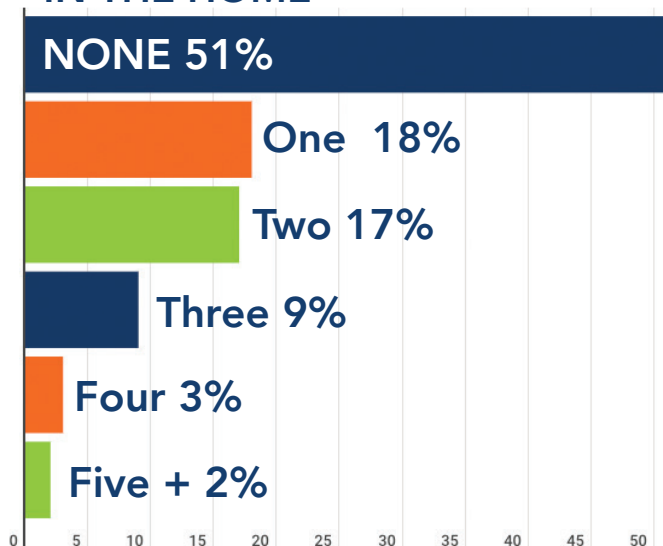


Top open-ended response, be happy, kind, good

TOP THREE CHALLENGES WITH CONTINUING EDUCATION



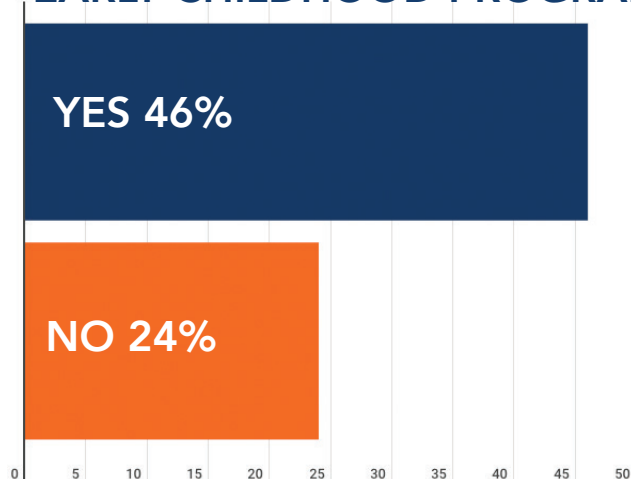
NUMBER OF CHILDREN IN THE HOME



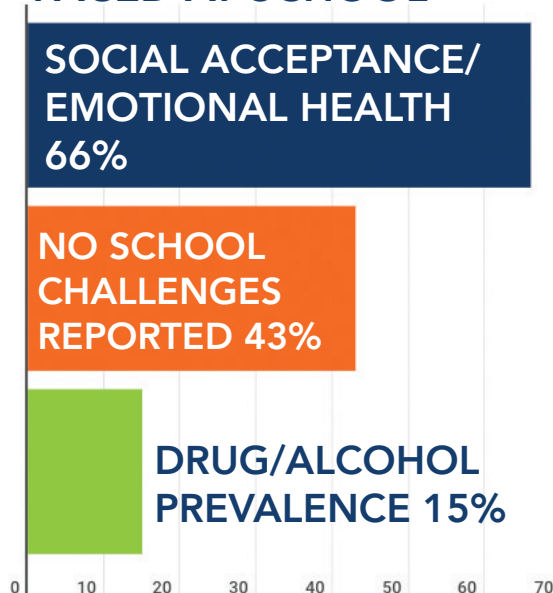
SURVEY FINDINGS

EDUCATION

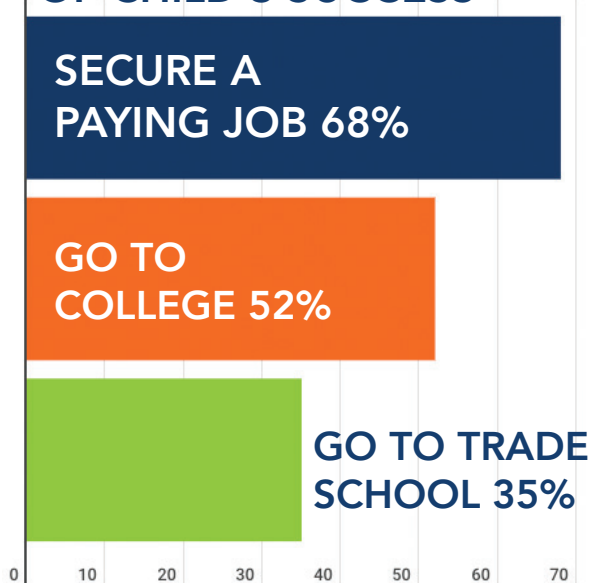
**DO YOU HAVE ACCESS TO
EARLY CHILDHOOD PROGRAMS?**



**TOP THREE CHALLENGES
FACED AT SCHOOL**



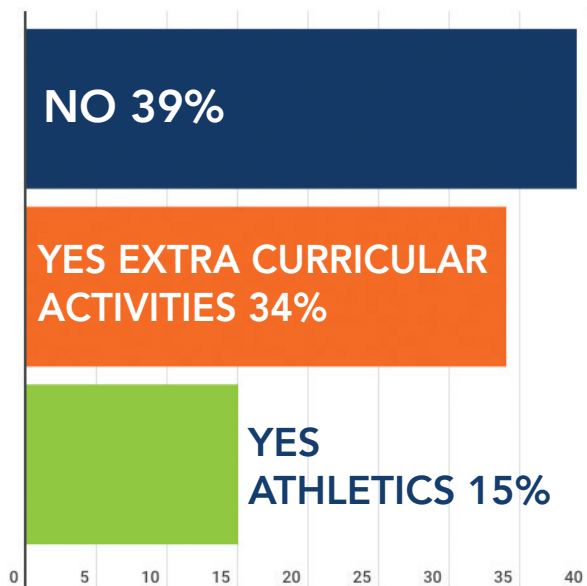
**TOP THREE INDICATORS
OF CHILD'S SUCCESS**



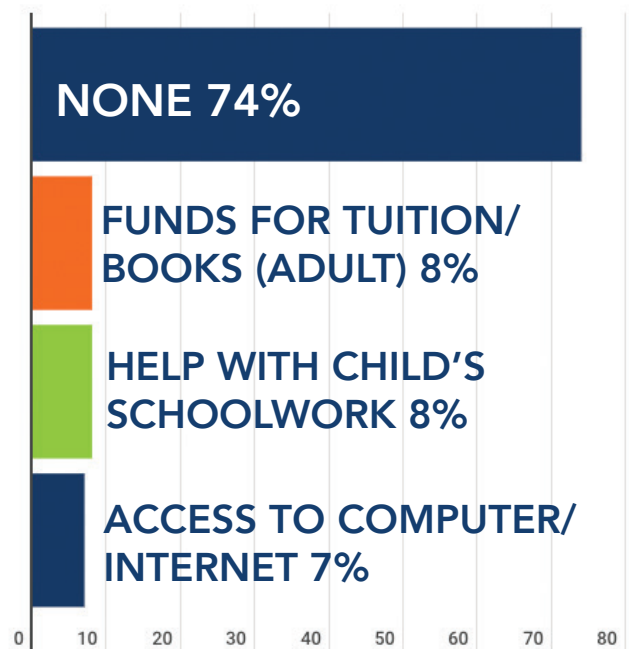
SURVEY FINDINGS

EDUCATION

DO YOU VOLUNTEER AT
YOUR CHILD'S SCHOOL?



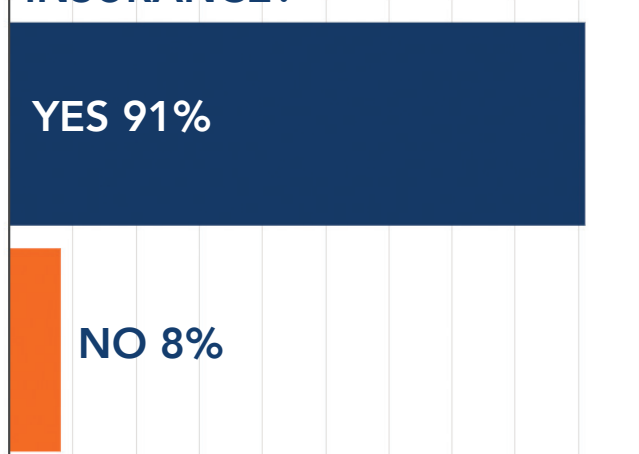
HOUSEHOLD EDUCATION
CHALLENGES



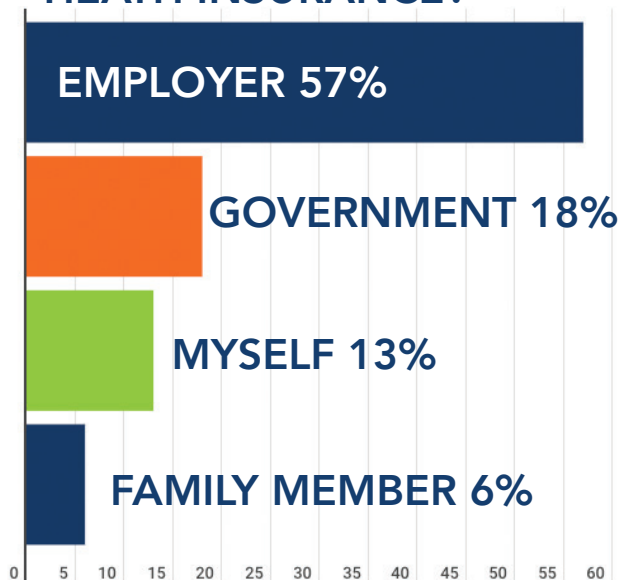
SURVEY FINDINGS

HEALTHCARE

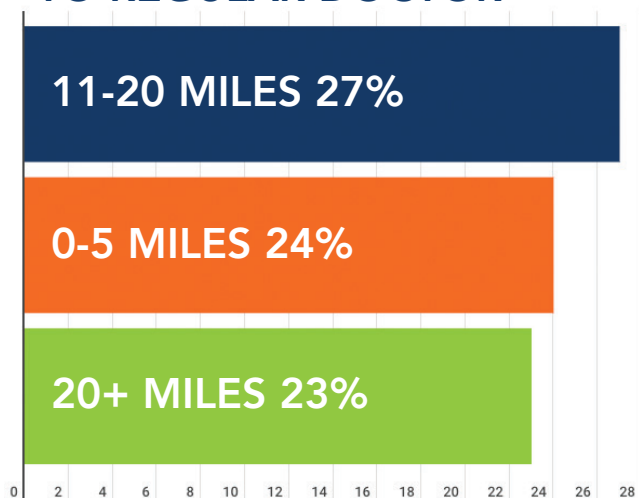
DO YOU HAVE HEALTH
INSURANCE?



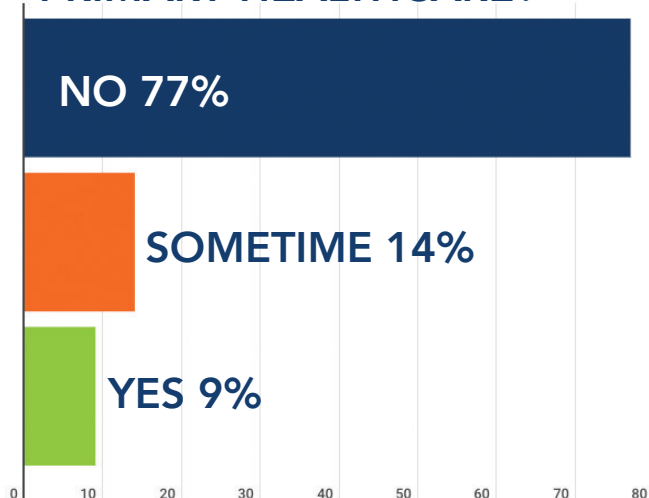
WHO PROVIDES YOUR
HEALTH INSURANCE?



DISTANCE FROM HOME
TO REGULAR DOCTOR



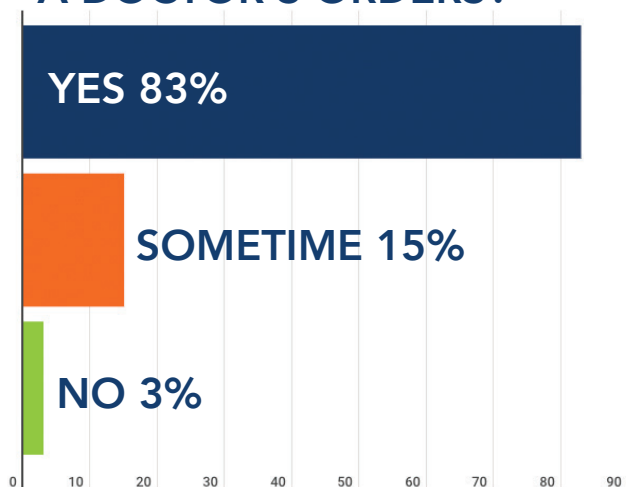
DO YOU USE AN ER FOR
PRIMARY HEALTHCARE?



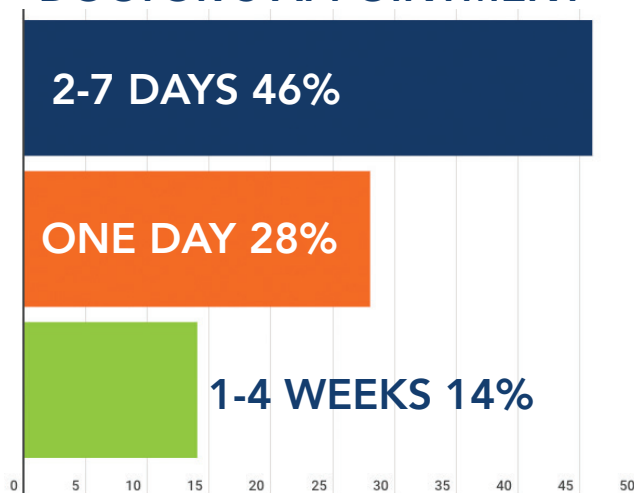
SURVEY FINDINGS

HEALTHCARE

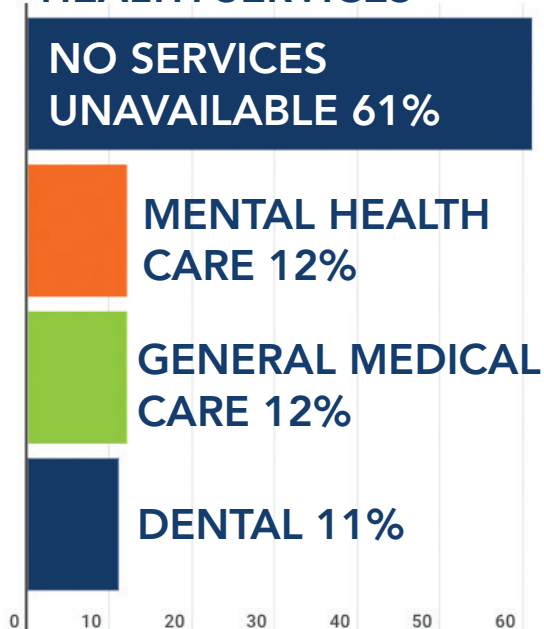
ARE YOU ABLE TO FOLLOW
A DOCTOR'S ORDERS?



AVERAGE WAIT FOR
DOCTOR'S APPOINTMENT



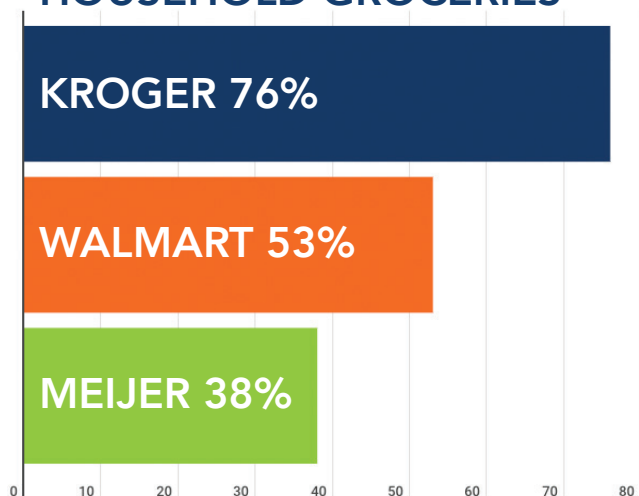
TOP THREE UNAVAILABLE
HEALTH SERVICES



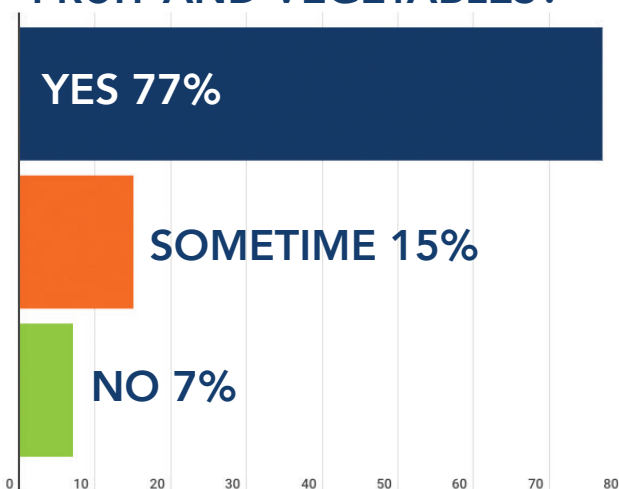
SURVEY FINDINGS

FOOD CONDITIONS

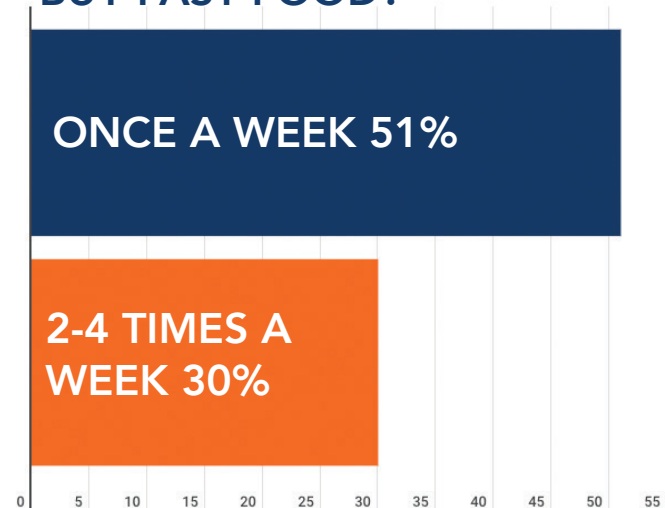
TOP THREE SOURCES OF HOUSEHOLD GROCERIES



CAN YOU AFFORD FRESH FRUIT AND VEGETABLES?



HOW OFTEN DO YOU BUY FAST FOOD?



IS FAST FOOD MORE AFFORDABLE THEN HOME-COOKED?



SURVEY FINDINGS

FOOD CONDITIONS

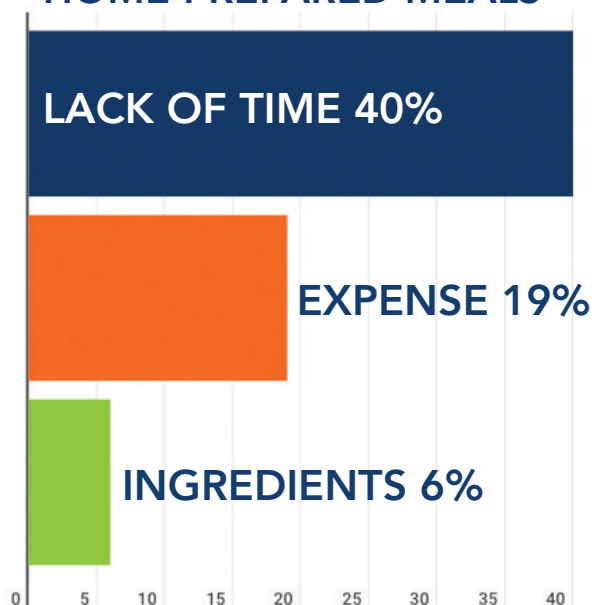
AVERAGE NUMBER OF MEALS
FAMILIES EAT EACH DAY



NO FOOD FOR TWO OR
MORE DAYS, LAST 30 DAYS



PRIMARY BARRIERS TO
HOME-PREPARED MEALS

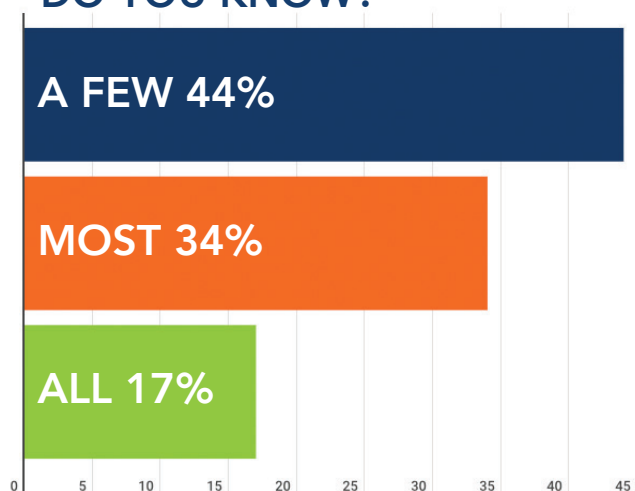


*Top open-ended response: busy family,
different schedules*

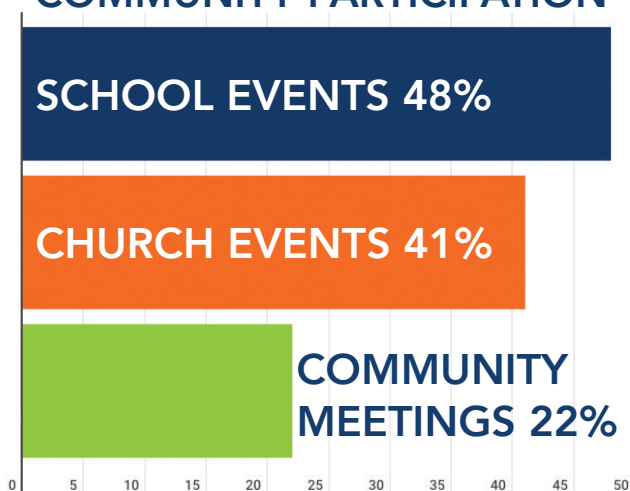
SURVEY FINDINGS

COMMUNITY INVOLVEMENT

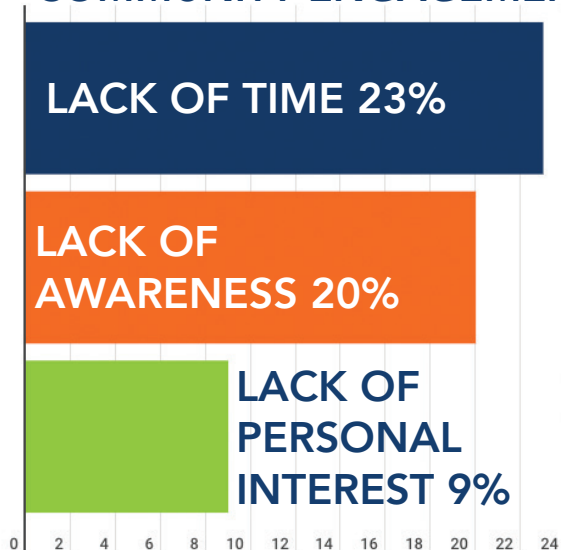
HOW MANY NEIGHBORS
DO YOU KNOW?



TOP THREE CATEGORIES OF
COMMUNITY PARTICIPATION



TOP THREE REASONS FOR LOW
COMMUNITY ENGAGEMENT



COMMUNITY FINDINGS: BROOKLYN

*Trends, themes, and hometown priorities highlighted by local residents.
Percentages based on number of responses per question; see full data set for
distribution of responses.*

Overview

A total of 17 residents of Brooklyn responded to the survey, and there were no attendees at the community conversation that was planned for the Brooklyn Kid's Park.

WHAT DO YOU LIKE MOST ABOUT BROOKLYN?

- Rural, small town feel
- Local businesses and churches
- Affordable, low taxes

WHAT DO YOU LIKE LEAST ABOUT BROOKLYN?

- Unmaintained properties
- Increasing urbanization
- Nothing for youth to do

NEIGHBORHOOD ENVIRONMENT

Top priorities for improvement in hometown surroundings (response averages):

- Internet access (100%), roads, water quality, and utility services (all 75%)
- Open response: youth/family rec center, improved sidewalks, more street lighting, parks, playgrounds, and walking/bike trails

75% believe Brooklyn is not pedestrian/bike friendly

63% feel safe; property crime and drug use are top concerns (both 80%)

ECONOMIC STABILITY

75% homeowners; 75% employed full-time

38% struggle to pay for monthly expenses and home repairs

29% face lack of childcare when job-searching

57% "usually" cover monthly expenses; 43% "comfortably" do

29% struggle to make payments on debt

71% would be able to cover an unexpected \$400 expense

29% use Social Security benefits

COMMUNITY FINDINGS: BROOKLYN (CONTINUED)

EDUCATION

43% completed high school; 29% hold a bachelor's degree or higher
Top indicators of personal success ("very important" ratings):
• Secure a paying job (57%), go to college (43%), start a family (29%)
Expense (86%) and childcare needs (43%) are top continuing-education challenges
Average number of children currently living at home: Two
67% of parents do not have access to safe/affordable childcare programs
Top challenge faced at school: social acceptance/emotional health issues*
Top hopes for children after they complete school ("very important" ratings):
• Secure a paying job (57%), go to college (43%), go to trade school (14%)
57% of parents do not volunteer at their child's school

**Includes social/emotional health issues, bullying, and lack of respect/acceptance*

HEALTHCARE

100% have health insurance; 57% provided by employer
43% travel 11-20 miles to see their regular doctor
57% wait one week or less for a doctor's appointment
57% do not use an ER for primary services, 86% are able to follow doctor's orders
71% have no healthcare needs that are not available nearby

FOOD

Top grocery sources: Kroger (83%) Meijer (50%)
67% can access/afford healthy foods; 67% of families eat 2-3 meals/day
67% eat fast food 1x a week
50% believe fast food is more expensive than home cooked meals
Time (33%) and expense (33%) prevent families from cooking healthy meals

COMMUNITY INVOLVEMENT

50% know most neighbors; 33% know a few
Top three community events for participation:
School activities (100%), church activities (67%), community meetings (50%)

** Includes social/emotional health issues, bullying, and lack of respect/acceptance*

COMMUNITY FINDINGS: CAMBY

Trends, themes, and hometown priorities highlighted by local residents.

Overview

A total of 24 residents of Camby responded to the survey, and there were seven participants in the community conversation that was held at North Madison Elementary School. That discussion focused largely on the area's growth and development, and the impact it is having on crime, employment, and housing. Participants also highlighted significant gaps in social services and a lack of coordination among charitable organizations. Key findings from the survey and community conversation are highlighted below.

WHAT DO YOU LIKE MOST ABOUT CAMBY?

- Convenient location
- Quiet, peaceful, safe
- Nice people, sense of community

WHAT DO YOU LIKE LEAST ABOUT CAMBY?

- Drug activity, increasing crime
- Lack of dining and entertainment options
- Lack of family-friendly recreation facilities

Growth and Development

Camby and its surroundings is the fastest growing area in Morgan County, according to a member of the Morgan County Planning Committee, who participated in the community conversation. Participants discussed the challenges and opportunities presented by this rapid growth, as follows:

CHALLENGES

More people = services and schools struggle to keep pace with increasing needs

Crime has been increasing along with population growth, but police presence remains low

80% of workers commute to work in other areas, no dining options

There are few entry-level jobs in the area; youth move away because of lack of job opportunities

OPPORTUNITIES

More people = justification for development of parks, community centers, sports facilities, etc.

Overall growth will justify need for a police substation to serve rural areas

The NW area of the county is a prime location for warehouse and manufacturing jobs

Increasing opportunities in IT, trucking, facilities management, factory, medical, retail

COMMUNITY FINDINGS: CAMBY (CONTINUED)

Community and Social Services

Participants of the community conversation shared concern about gaps in Camby's ability to meet the educational, rehabilitative, and nutritional needs of its residents. Specific areas of perceived need include:

- Services for people facing homelessness, drug addition, and domestic violence
- Food pantry and/or coordination among churches who provide sporadic food assistance
- Sponsorship for students who are unable to afford after-school activities
- Entry-level jobs to reverse the trend of increasing crime and incentive youth to stay

Percentages based on number of responses per question; see full data set for distribution of responses.

NEIGHBORHOOD ENVIRONMENT

Top priorities for improvement in hometown surroundings (response averages):
Roads (83%), Internet access (73%), utility services (70%)
78% believe Camby is not pedestrian/bike friendly
96% feel safe; property crime and drug use are top concerns (both 55%)

ECONOMIC STABILITY

Economic Stability 78% homeowners; 77% employed full-time
43% struggle to pay for monthly expenses and home repairs
15% face lack of available jobs and affordable childcare when job-searching
57% "comfortably" cover monthly expenses; 33% "usually" do
29% struggle to make payments on debt
68% would be able to cover an unexpected \$400 expense
86% use no financial assistance services

EDUCATION

40% completed high school; 25% hold a bachelor's degree or higher
Top indicators of personal success ("very important" ratings):
• Secure a paying job (90%), go to college (40%), go to trade school (30%)
Expense (80%) and childcare needs (25%) are top continuing-education challenges
2.3: average number of children currently living at home
40% of parents do not have access to safe/affordable childcare programs

*Top challenge faced at school: social acceptance/emotional health issues**

COMMUNITY FINDINGS: CAMBY (CONTINUED)

EDUCATION (CONTINUED)

Top hopes for children after they complete school ("very important" ratings):

- Secure a paying job (88%), go to college (71%), go to trade school (41%)

59% of parents volunteer for extracurricular activities at school; 29% for athletics

66% face no educational challenges; 17% struggle to pay for adult tuition/books

HEALTHCARE

89% have health insurance; 78% provided by employer

56% travel 0-5 miles to see their regular doctor

39% wait one week or less for a doctor's appointment

83% do not use an ER for primary services, and are able to follow doctor's orders

28% need but are unable to access mental health care services nearby

FOOD

Top grocery sources: Wal-Mart (67%), Meijer (56%), Kroger (50%)

83% can access/afford healthy foods; 56% of families eat 2-3 meals/day

44% eat fast food 1x a week

50% believe fast food is more expensive than home cooked meals

Time (56%) and expense (28%) prevent families from cooking healthy meals

COMMUNITY INVOLVEMENT

50% know a few neighbors; 33% know most

Top three community events for participation:

- School activities (56%), community meetings (39%), church activities (28%)

Time (28%) and not feeling welcome (17%) prevent community involvement

** Includes social/emotional health issues, bullying, and lack of respect/acceptance*

COMMUNITY FINDINGS: EMINENCE

Trends, themes, and hometown priorities highlighted by local residents

Overview

A total of 68 residents of Eminence responded to the survey, and there were 10 participants in the community conversation that was held at the Eminence Community School. The school serves as the primary community gathering space, as it provides the largest venue for events, outdoor recreation facilities, and even a location for emergency medical services. The conversation focused on the unmet nutritional and medical needs of local families, and participants shared their concern about the safety and healthy engagement of students after school. Key findings from the survey and community conversation are highlighted below.

WHAT DO YOU LIKE MOST ABOUT EMINENCE?

- Friendly, helpful, tight-knit community
- Quiet, peaceful, safe
- Rural, country, small town living

WHAT DO YOU LIKE LEAST ABOUT EMINENCE?

- Lack of retail, dining, and basic services
- Drug activity and property crime
- Lack of sidewalks, walking paths

Food Assistance

Evidenced by survey findings, and underscored by community conversation participants, there are many families in the Eminence area who struggle to feed their families. Known food support organizations/initiatives include:

- Sheltering Wings – providing nutrition/life skills
- Local food pantry – serving an average of 20 families, once every two weeks
- Gleaner's – mobile food bank serves 177 families, once a month

A pressing concern for teachers is that many students are going hungry. The school had a backpack feeding program that ended in 2016, and in past years the school has provided free breakfast/lunch for students in the summer. The community would like to secure funding to revive these programs.

Medical Services

Most residents (58%) travel 20+ miles to their regular doctor, which has led to a culture of families using the school nurse to address children's medical needs. While there are volunteer EMTs in the community, and the school has field space for an air ambulance,

COMMUNITY FINDINGS: EMINENCE (CONTINUED)

there are gaps in general medical care affect low-income populations the most. Community conversation participants highlighted a need for a mobile clinic, as well as county-wide coordination of services among medical providers.

Student Safety and Engagement

After-school student safety and engagement is a primary concern of Eminence residents. Issues highlighted in the survey as well as the community conversation include:

- There are 50+ transfer students who have no place to go until they are picked up
- Lack of sidewalks is a safety concern; students walk on the edge of the road after school
- After school care is only available through 8th grade, and still too costly for some families

While the school has a comprehensive classroom/counseling program for behavioral health and an innovative life skills course (Pathways), opportunities for more after-school clubs/programs remain.

Percentages based on number of responses per question; see full data set for distribution of responses.

NEIGHBORHOOD ENVIRONMENT

Top priorities for improvement in hometown surroundings (response averages):

- Roads (92%), Internet access (76%), trash disposal, water quality (both 71%)
- 82% believe Eminence is not pedestrian/bike friendly
92% feel safe; limited police patrol (66%) and drug activity (57%) are top concerns

ECONOMIC STABILITY

84% homeowners; 61% employed full-time
47% struggle to pay for monthly expenses; 42% for home repairs
25% face lack of childcare when job-searching
58% "comfortably" cover monthly expenses; 29% "usually" do
21% struggle to make payments on debt
66% would be able to cover an unexpected \$400 expense
65% use no financial assistance services; 22% use Social Security benefits

EDUCATION

39% completed high school; 32% hold a bachelor's degree or higher
Top indicators of personal success ("very important" ratings):

- Secure a paying job (81%), go to college (35%), start a family (35%)

Expense (79%) and childcare needs (24%) are top continuing-education challenges

COMMUNITY FINDINGS: EMINENCE (CONTINUED)

EDUCATION (CONTINUED)

1.68: average number of children currently living at home
58% of parents have access to safe/affordable childcare programs
*Top challenge faced at school: social acceptance/emotional health issues**
Top hopes for children after they complete school ("very important" ratings):
• Secure a paying job (82%), go to college (38%), go to trade school (32%)
36% of parents volunteer for extracurricular activities at school
60% face no educational challenges; 18% need help with child's schoolwork

HEALTHCARE

92% have health insurance; 53% provided by employer, 24% by government
58% travel 20+ miles to see their regular doctor
46% wait one week or less for a doctor's appointment
79% do not use an ER for primary services, 87% are able to follow doctor's orders
31% need but are unable to access dental and vision care nearby

FOOD

Top grocery sources: Wal-Mart (68%), Kroger (61%), Meijer, Dollar General (34%)
74% can access/afford healthy foods; 82% of families eat 2-3 meals/day
53% eat fast food 1x a week
28% believe fast food is more expensive than home cooked meals
Time (46%) and expense (24%) prevent families from cooking healthy meals

COMMUNITY INVOLVEMENT

39% know a few neighbors; 34% know most
Top three community events for participation:
• School activities (63%), church activities (45%), youth groups (26%)
Time (26%) and lack of awareness (15%) prevent community involvement

** Includes social/emotional health issues, bullying, and lack of respect/acceptance*

COMMUNITY FINDINGS: MARTINSVILLE

Trends, themes, and hometown priorities highlighted by local residents

Overview

A total of 206 residents of Martinsville responded to the survey, and there were 11 participants in the community conversation that was held at the CFMC office. That discussion focused largely on youth, and the local programs and spaces that are being developed to provide young people with enrichment activities and opportunities for healthy recreation. Key findings from the survey and community conversation also include specific neighborhood concerns, highlighted below.

WHAT DO YOU LIKE MOST ABOUT MARTINSVILLE?

- Friendly, helpful, tight-knit community
- Quiet, peaceful country living, natural beauty
- Proximity to town, cities, highways

WHAT DO YOU LIKE LEAST ABOUT MARTINSVILLE?

- Drug activity, decreasing feeling of safety
- Unmaintained properties, lack of sidewalks
- Lack of retail, employment, activities, parks

Youth Engagement

A top response to an open-ended question about neighborhood improvement priorities was need for a community center, recreational activities, and general “things to do” for youth. Additionally, a top thing residents “like least” about their community is lack of youth activities, playgrounds, and parks. Youth-related initiatives and concerns shared at the community conversation include:

- A youth center for middle school students is being developed to provide students access to sports, active recreation, and mentoring after school.
- The Martinsville library is designing a space designated for teens, who already congregate at the library after school. The room will have computers for gaming and general use, and glass walls to minimize noise yet allow for supervision.
- Transportation is a challenge for after-school activities; the bus is not available for all ages.
- Existing known programming for youth includes the PRIDE program, which connects youth with local businesses, 4H, and FFA. The nearest Boys and Girls Club is in Mooresville.

COMMUNITY FINDINGS: MARTINSVILLE (CONTINUED)

Neighborhood Environment

The survey asked several open-ended questions about what residents liked, disliked, and would like to improve about Martinsville. Many of these responses underscored results from related multiple-choice questions. Top responses to need for improvement in hometown surroundings include:

Roads

87% of respondents agree this is a top priority
15% would spend "unlimited money" on this*

Street lighting

67% of respondents agree this is a top priority
19% improved street lighting as a priority*

Police presence

25% agree that limited police patrol contributes to a lack of safety in Martinsville
20% would spend "unlimited money" on this*

Property maintenance

9% say unmaintained property is what they "like least" about Martinsville*
10% would spend "unlimited money" on this*

** Data collected from an open-ended question; indicates underrepresentation of consensus*

Percentages based on number of responses per question; see full data set for distribution of responses.

NEIGHBORHOOD ENVIRONMENT

Top priorities for improvement in hometown surroundings (response averages):

- Roads (87%), water quality (80%), Internet access (77%)
- 66% believe Martinsville is not pedestrian/bike friendly
79% feel safe; drug use and trafficking is the top concern (88%)

ECONOMIC STABILITY

84% homeowners; 62% employed full-time
42% struggle to pay for home repairs; 32% for monthly expenses
25% face lack of available jobs when job-searching
63% "comfortably" cover monthly expenses; 23% "usually" do
67% face no challenges affording regular expenses
78% would be able to cover an unexpected \$400 expense
68% use no financial assistance services; 20% use Social Security benefits

COMMUNITY FINDINGS: MARTINSVILLE (CONTINUED)

EDUCATION

23% completed high school; 45% hold a bachelor's degree or higher
Top indicators of personal success ("very important" ratings):
• Secure a paying job (73%), go to college (33%), go to trade school (28%)
Expense (73%) and childcare needs (21%) are top continuing-education challenges
1.8: average number of children currently living at home
45% of parents have access to safe/affordable childcare programs
Top challenge faced at school: social acceptance/emotional health issues*
Top hopes for children after they complete school ("very important" ratings):
• Secure a paying job (70%), go to college (45%), go to trade school (33%)
33% of parents volunteer for extracurricular activities at school
78% face no educational challenges

HEALTHCARE

92% have health insurance; 55% provided by employer, 22% by self
27% travel 0-5 or 20+ miles to see their regular doctor
46% wait one week or less for a doctor's appointment
85% do not use an ER for primary services, 83% are able to follow doctor's orders
66% have no healthcare service needs that are not available nearby

FOOD

Top grocery sources: Kroger (83%), Wal-Mart (42%), Meijer (21%)
80% can access/afford healthy foods; 78% of families eat 2-3 meals/day
47% eat fast food 1x a week
40% believe fast food is more expensive than home cooked meals
1 respondent has gone without food for 2+ days in the last 30 days
Time (39%) and expense (16%) prevent families from cooking healthy meals

COMMUNITY INVOLVEMENT

46% know a few neighbors; 33% know most
Top three community events for participation:
• Church activities (51%), school activities (42%), community meetings (33%)
Time (22%) and lack of awareness (21%) prevent community involvement

** Includes social/emotional health issues, bullying, and lack of respect/acceptance*

COMMUNITY FINDINGS: MONROVIA

Trends, themes, and hometown priorities highlighted by local residents

Overview

A total of 115 residents of Monrovia responded to the survey, and there were nine participants in the community conversation that was held at Monrovia Middle School. The discussion was centered on differing perspectives on if/how Monrovia should grow, and addressing the needs of students who are not being reached by current extracurricular activities and mental health services. Key findings from the survey and community conversation are highlighted below.

WHAT DO YOU LIKE MOST ABOUT MONROVIA?

- Country, rural living, peace and quiet
- Proximity to bigger towns and the airport
- Involved, caring, and service-minded people

WHAT DO YOU LIKE LEAST ABOUT MONROVIA?

- Warehouse-associated growth, traffic, crowds
- Lack of parks, public spaces, youth activities
- Poor road conditions, dangerous intersections

Community Growth

Community conversation participants perceive a divide among Monrovia residents: there are those who do not want the town to grow, and others who see a real need and positive opportunities for controlled, thoughtful growth. Survey responses primarily reflect the pro-growth sentiment, offering the following suggestions for what they would like to see more of:

Public recreational areas

Parks, trails, playgrounds, sports facilities, outdoor amphitheater / events venue, dog park, community center, bigger library

Businesses

Restaurants, shops, gym, grocery stores, food delivery service, entry-level job opportunities (other than fast food)

Accessibility

Sidewalks, crosswalks, public transportation, affordable housing

COMMUNITY FINDINGS: MONROVIA (CONTINUED)

The concern about growth may be attributed to an increasing presence of warehouse businesses, and the perceived unplanned/reactive growth that follows: more trucks, traffic, crowds, housing shortages, and fast food restaurants. Discussion participants indicated that the documentary Monrovia, Indiana highlighted the fact that those who attend town hall meetings do not accurately represent residents' diverse opinions on growth, and there could be more engagement with the town council to better inform community and business development plans.

Student Engagement and Support

The community conversation participants were very proud of Monrovia's youth. Local schools are supportive and provide many enrichment and extracurricular opportunities, and students are encouraged and able to participate in multiple clubs/sports due to the small student population. However, participants noted a few areas in need of improvement:

- After-school loitering: there are 30-40 students who transfer in to Monrovia schools, and hang out at the library while they wait for their ride home. The library offers once-weekly activities, but they are otherwise unable/unfunded to do more.
- Mental health services: counseling is provided as a social service for low-income students, but there is no mental health counseling available to the full student population.

The discussion on student support circled back to community growth: with a larger tax base, and more engagement from employers in the area, there may be funding to address these gaps.

Percentages based on number of responses per question; see full data set for distribution of responses.

NEIGHBORHOOD ENVIRONMENT

Top priorities for improvement in hometown surroundings (response averages):

- Roads (73%), utility services (70%), Internet access (65%)

66% believe Monrovia is not pedestrian/bike friendly

97% feel safe; drug activity (49%), limited police patrol (47%) are the top concerns

ECONOMIC STABILITY

91% homeowners; 52% employed full-time

49% struggle to pay for monthly expenses; 38% for home repairs

15% face lack of available jobs when job-searching

55% "comfortably" cover monthly expenses; 28% "usually" do

COMMUNITY FINDINGS: MONROVIA (CONTINUED)

ECONOMIC STABILITY (CONTINUED)

28% struggle to cover debt payments; 20% automobile costs
59% would be able to cover an unexpected \$400 expense
74% use no financial assistance services

EDUCATION

29% completed high school; 34% hold a bachelor's degree or higher
Top indicators of personal success ("very important" ratings):
• Secure a paying job (76%), go to trade school (36%), go to college (33%)
Expense (83%) and childcare needs (11%) are top continuing-education challenges
2.3: average number of children currently living at home
44% of parents have access to safe/affordable childcare programs
Top challenge faced at school: social acceptance/emotional health issues*
Top hopes for children after they complete school ("very important" ratings):
• Secure a paying job (71%), go to college (46%), go to trade school (34%)
37% of parents volunteer for extracurricular activities at school
70% face no educational challenges; 11.5% need money for books, supplies, lunch

FOOD

Top grocery sources: Kroger (63%), Meijer (52%), IGA (48%)
74% can access/afford healthy foods; 72% of families eat 2-3 meals/day
63% eat fast food 1x a week
31% believe fast food is more expensive than home cooked meals
1 respondent has gone without food for 2+ days in the last 30 days
Time (38%) and expense (17%) prevent families from cooking healthy meals

COMMUNITY INVOLVEMENT

57% know a few neighbors; 30% know most
Top three community events for participation:
• School activities (47%), church activities (36%), youth groups, group sports/fitness (both 15%)
Time (32%) and lack of awareness (21%) prevent community involvement

** Includes social/emotional health issues, bullying, and lack of respect/acceptance*

COMMUNITY FINDINGS: MOORESVILLE

Trends, themes, and hometown priorities highlighted by local residents

Overview

A total of 242 residents of Mooresville responded to the survey, and there were 13 participants in the community conversations that were held at the Mooresville Public Library and Miller's Merry Manor, a senior living center. Discussion themes included housing and infrastructure needs, better coordination of community services, and increased awareness of workforce development programs. Key findings from the survey and community conversation are highlighted below.

WHAT DO YOU LIKE MOST ABOUT MOORESVILLE?

- Friendly people, caring community
- Rural, small town feel, yet close to services
- Thoughtful growth, affordable, safe

WHAT DO YOU LIKE LEAST ABOUT MOORESVILLE?

- Lack of diversity, inclusion, forward-thinking
- Unsafe roads, poor street lighting
- Lack of restaurants, retail, grocery stores

Housing and Infrastructure

Residents list sidewalk and road improvements as priorities in Mooresville, which is a common theme throughout Morgan County. Mooresville residents have also highlighted a need for improved housing infrastructure and property maintenance, to retain and attract more middle class families. Relevant comments and discussion points include:

Housing shortages

There is a housing shortage at multiple levels: affordable housing for low-income residents, "starter" homes for young middle class families, and high-end housing for professionals. The upcoming opening of a new St. Francis hospital facility may exacerbate this shortage, leading hospital staff to find housing elsewhere.

Property maintenance

Residents complain that both public and private properties are poorly maintained throughout Mooresville, which negatively affects property value, in-migration, and safety. There were many suggestions for funding to help families get the resources, training, and labor needed to maintain their properties.

Business infrastructure

An estimated 16,000 residents commute outside of Mooresville for work, and sometimes relocate to Greenwood/Plainfield, where businesses and services are more plentiful. Lack of retail, restaurants, services, and entertainment is a common complaint among Mooresville residents, and deters in-migration.

COMMUNITY FINDINGS: MOORESVILLE (CONTINUED)

Coordination of Community Services

Mooreville residents point to the flood of 2008 as an example of the positive impact community organizations can have when they coordinate efforts. Dialing 211 connects residents to services, but it only connects with organizations that have registered to be listed. City Changers is working to better coordinate and increase awareness of community services.

Workforce Development

While there are some positive examples of workforce development initiatives (Ben Davis, Ivy Tech, IUPUI's Span Program), there is an overall lack of awareness, and some families struggle to afford the \$50-75/semester fee for dual enrollment at Mooreville High School and Ivy Tech. Additionally, there is a perceived lack of acceptance of career counseling, so connecting youth to entry-level jobs remains a challenge. There is an opportunity to increase awareness, affordability, and effectiveness of programs, targeting the reported lack of youth employability highlighted by survey respondents.

Percentages based on number of responses per question; see full data set for distribution of responses.

NEIGHBORHOOD ENVIRONMENT

Top priorities for improvement in hometown surroundings (response averages):

- Roads (85%), water quality (72%), street lighting, utility services (both 71%)
- 50% believe Mooreville is not pedestrian/bike friendly
- 96% feel safe; drug activity (65%), property crime (45%) are the top concerns

ECONOMIC STABILITY

77% homeowners; 57% employed full-time
 26% struggle to pay for home repairs; 22% for monthly expenses
 18% face lack of available jobs when job-searching
 57% "comfortably" cover monthly expenses; 21% "usually" do
 22% struggle to afford health insurance
 64% would be able to cover an unexpected \$400 expense
 62% use no financial assistance services; 28% use Social Security benefits

EDUCATION

24% completed high school; 38% hold a bachelor's degree or higher
 Top indicators of personal success ("very important" ratings):
 • Secure a paying job (77%), go to college (31%), start a family (29%)
 Expense (69%) is the top continuing-education challenge
 2.13: average number of children currently living at home

COMMUNITY FINDINGS: MOORESVILLE (CONTINUED)

EDUCATION (CONTINUED)

55% of parents have access to safe/affordable childcare programs
Top challenge faced at school: social acceptance/emotional health issues*
Top hopes for children after they complete school ("very important" ratings):
• Secure a paying job (81%), go to college (42%), go to trade school (33%)
29% of parents volunteer for extracurricular activities at school; 43% none
80% face no educational challenges

HEALTHCARE

90% have health insurance; 55% provided by employer, 23% by government
49% travel 0-5 miles to see their regular doctor
42% wait one week or less for a doctor's appointment
81% do not use an ER for primary services, 84% are able to follow doctor's orders
75% have no healthcare needs that are not available nearby

FOOD

Top grocery sources: Kroger (73%), Meijer (64%), Wal-Mart (32%)
85% can access/afford healthy foods; 76% of families eat 2-3 meals/day
45% eat fast food 1x a week
38% believe fast food is more expensive than home cooked meals
2 respondents have gone without food for 2+ days in the last 30 days
Time (38%) and expense (13%) prevent families from cooking healthy meals

COMMUNITY INVOLVEMENT

47% know a few neighbors; 32% know most
Top three community events for participation:
• Church activities (44%), school activities (42%), community meetings (24%)
Lack of awareness (25%) and time (24%) prevent community involvement

** Includes social/emotional health issues, bullying, and lack of respect/acceptance*

COMMUNITY FINDINGS: MORGANTOWN

Trends, themes, and hometown priorities highlighted by local residents

Overview

A total of 59 residents of Morgantown responded to the survey, and there were 10 participants in the community conversation that was held at the Morgantown Public Library. The conversation was centered on the residents' efforts to upgrade outdoor recreation facilities, a need for youth activities, and opportunities to increase tourist appeal and business growth. Key findings from the survey and community conversation are highlighted below.

WHAT DO YOU LIKE MOST ABOUT MORGANTOWN?

- Friendly, helpful, close-knit community
- Quiet, peaceful, safe, small town feel
- Proximity to cities, services, shopping

WHAT DO YOU LIKE LEAST ABOUT MORGANTOWN?

- Drug activity, theft, crime
- Distance to dining, shopping, medical services
- Nothing for kids to do, decreasing quality of life

Upgrades to Public Recreation Facilities

Several community conversation participants have been active in Morgantown's effort to upgrade a public recreation space to include baseball and basketball facilities, a walking trail, and a playground. Survey results support this as a priority; the top open-responses to needed neighborhood improvements include: parks, walking trails, dog parks, and playgrounds. The estimated cost of the proposed upgrades is \$140-150k. The application has been submitted to OCRA and CFMC but has been unsuccessful thus far. Residents are hopeful that this new level of engagement might revive the effort with increased visibility and public momentum.

Youth Activities

Morgantown does not have a school; most kids go to school in neighboring Trafalgar, which is where they also end up recreating and working entry-level jobs. Some churches in Morgantown host youth groups, but otherwise there is not much for youth to do locally. In addition to the envisioned upgrades to the recreation facilities, residents suggest: youth/community center, bike trails, library upgrades and a skate park.

COMMUNITY FINDINGS: MORGANTOWN (CONTINUED)

Tourism and Business Growth

Because Morgantown is surrounded by family-owned farmland, growth is likely to only happen in the form of revitalization within the town boundaries. While weekend traffic is relatively heavy, Morgantown is currently only a pass-through town, with few unique businesses or events to attract tourists to visit. To increase curb appeal and encourage visitors, residents would like to see:

- A downtown beautification campaign and seasonal decorations
- A program helping low-income and elderly residents better maintain their properties
- Unique small businesses – “destination” restaurants, retail, and markets
- Festivals and events corresponding with peak tourist seasons in the area

Residents overwhelmingly appreciate the small town feel and close-knit community in Morgantown, and have many innovative ideas on how to revitalize their town without compromising on cultural and community values.

Percentages based on number of responses per question; see full data set for distribution of responses.

NEIGHBORHOOD ENVIRONMENT

Top priorities for improvement in hometown surroundings (response averages):

- Internet access (94%), water quality (89%), home security (81%)

56% believe Morgantown is pedestrian/bike friendly

78% feel safe; drug activity (91%), property crime (39%) are the top concerns

ECONOMIC STABILITY

83% homeowners; 57% employed full-time

44% struggle to pay for home repairs; 29% for monthly expenses

46% face lack of available jobs when job-searching; 23% face lack of childcare

49% “comfortably” cover monthly expenses; 37% “usually” do

29% struggle to cover debt payments; 24% automobile costs

54% would be able to cover an unexpected \$400 expense

69% use no financial assistance services; 23% use Social Security benefits

EDUCATION

43% completed high school; 23% hold a bachelor’s degree or higher

Top indicators of personal success (“very important” ratings):

- Secure a paying job (77%), start a family (27%), go to trade school (21%)

Expense (78%) and childcare (22%) are the top continuing-education challenges

COMMUNITY FINDINGS: MORGANTOWN (CONTINUED)

EDUCATION (CONTINUED)

2: average number of children currently living at home
44% of parents have access to safe/affordable childcare programs
Top challenge faced at school: social acceptance/emotional health issues*
Top hopes for children after they complete school ("very important" ratings):
• Secure a paying job (68%), go to college (38%), go to trade school (35%)
35% of parents volunteer for extracurricular activities at school; 44% none
72% face no educational challenges; 13% lack access to internet/computer

HEALTHCARE

88% have health insurance; 59% provided by employer, 18% by government
38% travel 11-20 miles to see their regular doctor
41% wait one week or less for a doctor's appointment
76% do not use an ER for primary services, and are able to follow doctor's orders
26% lack nearby access to dental and general medical care; 44% no service gaps

FOOD

Top grocery sources: Kroger (70%), Wal-Mart (52%), IGA (45%)
61% can access/afford healthy foods; 73% of families eat 2-3 meals/day
52% eat fast food 1x a week
22% do not know if fast food is more expensive than home cooked meals
1 respondent has gone without food for 2+ days in the last 30 days
Expense (33%) and time (24%) prevent families from cooking healthy meals

COMMUNITY INVOLVEMENT

47% know most neighbors; 28% know a few
Top three community events for participation:
• Community cleanups (38%), church and school activities (both 35%)
Lack of awareness (28%) and time (21%) prevent community involvement

** Includes social/emotional health issues, bullying, and lack of respect/acceptance*

COMMUNITY FINDINGS: PARAGON

*Trends, themes, and hometown priorities highlighted by local residents.
Percentages based on number of responses per question; see full data set for
distribution of responses.*

Overview

A total of 44 residents of Paragon responded to the survey, and there were four participants in the community conversation that was held at the Paragon Fire Department.

NEIGHBORHOOD ENVIRONMENT

Top priorities for improvement in hometown surroundings (response averages):

- Internet access (93%), water quality (90%), roads (88%)

60% believe Paragon is pedestrian/bike friendly

83% feel safe; drug activity (71%), limited police patrol (58%) are the top concerns

ECONOMIC STABILITY

78% homeowners; 71% employed full-time

53% struggle to pay for monthly expenses; 23% for home repairs

35% face lack of available jobs when job-searching; 27% face lack of childcare

51% "comfortably" cover monthly expenses; 35% "usually" do

32% struggle to cover debt payments; 21% utility bills

51% would be able to cover an unexpected \$400 expense

58% use no financial assistance services; 21% use Social Security benefits

EDUCATION

39% completed high school; 29% hold a bachelor's degree or higher

Top indicators of personal success ("very important" ratings):

- Secure a paying job (79%), go to trade school (47%), go to college (37%)

Expense (92%), feeling unprepared (21%) are top continuing-education challenges

1.8: average number of children currently living at home

38% of parents have access to safe/affordable childcare programs

Top challenges faced at school: drugs, social acceptance/emotional health issues*

Top hopes for children after they complete school ("very important" ratings):

- Secure a paying job (88%), go to college (50%), go to trade school (50%)

35% of parents volunteer for extracurricular activities at school; 50% none

53% face no educational challenges; 25% lack access to internet/computer

COMMUNITY FINDINGS: PARAGON (CONTINUED)

HEALTHCARE

94% have health insurance; 51% provided by employer, 29% by government
37% travel 11-20 miles to see their regular doctor
44% wait one week or less for a doctor's appointment
86% do not use an ER for primary services, and are able to follow doctor's orders
51% face no healthcare service gaps nearby; 21% lack general medical care

FOOD

Top grocery sources: Kroger (94%), Wal-Mart (51%), Dollar General (31%)
71% can access/afford healthy foods; 69% of families eat 2-3 meals/day
46% eat fast food 1x a week
40% believe fast food is more expensive than home cooked meals
1 respondent has gone without food for 2+ days in the last 30 days
Time (46%) and expense (23%) prevent families from cooking healthy meals

COMMUNITY INVOLVEMENT

46% know most neighbors; 29% know all
Top three community events for participation:
• School activities (40%), church activities (38%), community meetings (34%)
Lack of awareness (22%) and time (16%) prevent community involvement

** Includes social/emotional health issues, bullying, and lack of respect/acceptance*

COMMUNITY FINDINGS: WAVERLY

*Trends, themes, and hometown priorities highlighted by local residents.
Percentages based on number of responses per question; see full data set for
distribution of responses.*

Overview

A total of 16 residents of Waverly responded to the survey, and a community conversation was not planned for this town.

NEIGHBORHOOD ENVIRONMENT

Top priorities for improvement in hometown surroundings (response averages):

- Roads (67%), walking/bike trails, home security, internet access (all 47%)

80% believe Waverly is not pedestrian/bike friendly

100% feel safe; limited police patrol (58%), drug activity (50%) are top concerns

ECONOMIC STABILITY

80% homeowners; 46% employed full-time

33% struggle to pay for monthly expenses; 27% lack affordable housing

45% face lack of childcare when job-searching; 27% lack employment resources

69% "comfortably" cover monthly expenses; 15% "usually" do

42% struggle to afford health insurance; 33% payments towards debt

46% would be able to cover an unexpected \$400 expense

75% use no financial assistance services; 17% use veteran's benefits

EDUCATION

46% completed high school; 15% hold a bachelor's degree or higher

Top indicators of personal success ("very important" ratings):

- Secure a paying job (67%), go to college (33%), go to trade school and join the military (both 27%)

Expense (73%), childcare needs (36%) are top continuing-education challenges

2.4: average number of children currently living at home

67% of parents have access to safe/affordable childcare programs

Top challenge faced at school: social acceptance/emotional health issues*

Top hopes for children after they complete school ("very important" ratings):

- Secure a paying job (89%), go to college (60%), go to trade school (40%)

40% of parents volunteer for extracurricular activities at school; 30% none

70% face no educational challenges; 30% have difficulty reading (child)

COMMUNITY FINDINGS: WAVERLY (CONTINUED)

HEALTHCARE

90% have health insurance; 60% provided by employer
80% travel 11-20 miles to see their regular doctor
70% wait one week or less for a doctor's appointment
90% do not use an ER for primary services, 80% are able to follow doctor's orders
22% lack access to nearby dental, mental health care, and drug/addiction services

FOOD

Top grocery sources: Kroger (100%), Wal-Mart (60%), Meijer (40%)
70% can access/afford healthy foods; 80% of families eat 2-3 meals/day
90% eat fast food 1x a week
50% believe fast food is more expensive than home cooked meals
Time (40%) prevents families from cooking healthy meals

COMMUNITY INVOLVEMENT

40% know all neighbors; 30% know a few
Top three community events for participation:
• Community meetings and school activities (both 60%), community cleanups and picnics (both 40%)
Lack of awareness (30%) prevents community involvement

** Includes social/emotional health issues, bullying, and lack of respect/acceptance*

NEXT STEPS

For years, CFMC has worked within our community and partnered with our local non-profits, business leaders and schools to learn more about needs in Morgan County. Through these valued partnerships, we always felt we had a good understanding of where our community needs could be met and what services might be offered if resources were available. With our Community Health & Resiliency data, it has encouraged CFMC to look even deeper into the current goals we have in supporting Morgan County. It is encouraging to know that our foundation programs including IMPACT grant making, CEO Round-tables and Funder's Circle align with what we have learned.

It has become very aware to us throughout the process that working more directly with each community, no matter the size, is key to improving the quality of life in all of Morgan County. CFMC seeks to be more intentional about spending time in each town, and city to find out what specific needs or projects can most directly impact an improved quality of life. Whether it's Martinsville or Wilbur, Waverly or Brooklyn, CFMC wants to get more involved with the community members and make a difference by working more closely together.

Moving forward, CFMC is becoming even more intentional about our outreach into our communities at the individual level. Later in 2020, we will begin dedicating staff time and resources to visit and learn from every area in our county. Whether it be from the Dairyland in Eminence, Kathy's Café in Morgantown, or Tomato Pie in Paragon, we want to begin visiting with our friends and neighbors to learn what inspires common values and hopes for the future of our kids and our community. This will be a new element of CFMC and we plan to learn as we move forward.

Beginning in 2021, CFMC will employ a full-time position focused on community development efforts. The focus of this position will be to spend time within each community and work to harness the goodwill and leadership within those areas. CFMC has also established individual funds so that any donations to, for example Morgantown, can be specifically designated to support programs and efforts in that, or any, community. We believe that "giving local" is a great opportunity for CFMC to engage with the community but also for the local area to invest in itself with the resources needed to improve the quality of life. The exciting news is that each community will have a voice and action plan on what they hope to create and CFMC can work with our friends and neighbors side-by-side towards common goals through IMPACT giving.