

PRIORITIES FOR PROGRESS

ASSETS AND ASPIRATIONS IN SOUTHERN INDIANA
2021



Community Foundation
of Southern Indiana

A REPORT FOR THE COMMUNITY FOUNDATION OF SOUTHERN INDIANA PRODUCED IN
PARTNERSHIP WITH THE IU SOUTHEAST APPLIED RESEARCH AND EDUCATION CENTER



APPLIED RESEARCH AND EDUCATION CENTER

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The Applied Research and Education Center (AREC) is an outreach project of Indiana University (IU) Southeast. The AREC provides research, consulting and technical assistance to nonprofit organizations, foundations, government agencies and local businesses. The student staff enhances classroom learning through applied research projects as it actively engages every stage of each community-based project. The AREC combines learning, teaching and doing to support and empower community organizations in the IU Southeast service region.

Priorities for Progress

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2021

New Albany, Indiana

Table of Contents

Executive Summary	8
A Changing Region.....	8
Economic and Financial Well-Being	9
Basic Needs.....	9
Health & Wellness	10
Education & Workforce Development.....	10
From Youth to Old Age	10
Community in Southern Indiana.....	11
Quality of Place.....	11
Priorities for Progress.....	11
Introduction.....	12
Data sources	12
Systems Thinking.....	12
Consensus and Variation	13
Using the Data.....	13
Regional Overview	14
Urban, Suburban, and Rural	14
Race, Ethnicity, and Income.....	14
Age and Generation	18
Community and Economic Development.....	18
COVID-19, Racial Justice, and Priorities for Progress	19
Strengths, Opportunities, & Priorities.....	20
Economic and Financial Well-Being	24
Community Profile: Economy.....	24
Income	24
Poverty	25
Employment	30
Small Business	32
COVID-19	32
Community Perceptions: Economic Development	33
Community Perceptions: Personal Finance.....	35
Priorities for Progress.....	35
Economic Development	36
Personal Finance.....	36
Basic Needs.....	38
Community Profile: Food & Clothing.....	38
Community Profile: Housing.....	40
Community Perceptions: Basic Needs	43
COVID-19 Impacts on Basic Needs	45
Priorities for Progress.....	48
Food Security	48
Housing	48
Health and Wellness	49
Community Profile: Physical & Behavioral Health.....	49
Community Perceptions: Physical Health.....	54
Community Perceptions: Mental Health and Substance Abuse	58
Priorities for Progress.....	60

Physical Health.....	60
Mental Health and Substance Abuse.....	60
Education & Workforce Development.....	61
Community Profile: Education.....	61
Community Perceptions: Education.....	63
Community Profile: Schools.....	65
Community Perceptions: Schools.....	68
COVID-19.....	70
Priorities for Progress.....	70
From Youth to Old Age.....	71
Community Profile: Youth.....	71
Community Perceptions: Youth.....	73
Priorities for Progress.....	75
Community Profile: Aging.....	76
Community Perceptions: Aging.....	77
Priorities for Progress.....	78
Community.....	79
Social Capital.....	79
Social Infrastructure.....	79
Public Service & Infrastructure.....	81
Arts, Culture, & Creative Expression.....	86
Priorities for Progress.....	86
Quality of Place.....	87
Community Perceptions.....	89
Priorities for Progress.....	90
Priorities for Progress.....	91
Economic and Financial Well-Being.....	91
Basic Needs.....	92
Health and Wellness.....	93
Education and Workforce Development.....	94
Children and Youth.....	94
Older Adults.....	95
Community.....	95
Quality of Place.....	95
Appendix A: Methods.....	97
Appendix B: Community-Produced Asset Map.....	101
Regional Overview.....	101
Education.....	102
Employers and Employment.....	103
Food Systems.....	104
Health and Wellness.....	105
Housing.....	105
Leadership.....	106
Natural Resources.....	107
Political and Public Services.....	108
Recreation, Arts & Culture.....	108
Social Networks.....	110
Appendix C: Big Ideas, Greatest Barriers, and Must Include Items.....	111
Appendix D: Survey Instrument.....	113
REFERENCES.....	123

Table of Figures

Figure 1: Population Distribution, Clark and Floyd Counties, 2019	15
Figure 2: Distribution of Clark and Floyd Counties' Population in Cities, Towns, and Rural Communities...	15
Figure 3: Racial Composition, 2019.....	16
Figure 4: Racial Composition of Elementary and High Schools in Clark and Floyd Counties.....	17
Figure 5: Assets—Areas where 60% or more “Agree” or “Strongly Agree” or Rate Quality “Good” or “Excellent”	21
Figure 6: Less than 50% “Agree” or “Strongly Agree” or rate the item as “Good” or “Excellent”	22
Figure 7: Social Issues of Greatest Concern.....	22
Figure 8: Overall Priorities.....	23
Figure 9: Top Employers	25
Figure 10: Income Distribution Clark and Floyd Counties, 2014-2018.....	26
Figure 11: Median Household and Per Capita Income, 2014-2018.....	27
Figure 12: Median Earnings and Median Earnings by Sex, 2014-2018 (2018 Inflation Adjusted Dollars)	27
Figure 13: Poverty Rates, 2014-2018	28
Figure 14: Percent of those below 100 Percent of Poverty Level by Race Compared to Share of the Population, Clark County, IN 2014-2018	28
Figure 15: Percent of those below 100 Percent Poverty Level by Race Compared to Share of the Population, Floyd County, IN 2014-2018	29
Figure 16: Percent in Poverty by family type	29
Figure 17: Percent Employed by Age Cohort for Prime Working Age Adults, 2014-2018.....	30
Figure 18: Unemployment Rates in Clark and Floyd Counties, 2010-2020	31
Figure 19: Top 5 Priorities for Economic Development (N=504).....	33
Figure 20: Economic Development Priorities by Income Level.....	34
Figure 21: Percent who "Agree" or "Strongly Agree" with statements about opportunities for economic development	35
Figure 22: Top Priorities for Personal Finance	36
Figure 23: Personal Finance Priorities by Income Group.....	37
Figure 24: Food Security and Access to Assistance, 2018	39
Figure 25: Median Monthly Owner Gross Rent Costs, 2014-2018	40
Figure 26: Median value of owner-occupied housing units, 2014-2018	40
Figure 27: Rental Affordability in Clark and Floyd Counties.....	41
Figure 28: Hunger and access to healthy food.....	43
Figure 29: Clark and Floyd counties performance in meeting basic needs of low-income children/youth.	43
Figure 30: Housing Priorities Most Frequently Selected (N=530)	44
Figure 31: Housing Priorities by Income Level	45
Figure 32: Rental Assistance Recipients, Hope Southern Indiana, 2019 & 2020 (March 16-November 12 Figures for both years)	47
Figure 33: Homelessness Prevention Services, Provided by Hope Southern Indiana 2020.....	47
Figure 34: Clothing Vouchers Distributed by Hope Southern Indiana, year over year comparison	47
Figure 35: Percent with access to exercise opportunities	50
Figure 36: County Health Rankings 2020, Out of 92 Counties.....	51
Figure 37: Overall health and life lost to premature death.....	51
Figure 38: Key Health Indicators	51

Figure 39: Percent of Driving Deaths with Alcohol Involvement	52
Figure 40: Opioid Prescriptions (per1,000 population 2020 Q3).....	52
Figure 41: Deaths by Overdose 2019 (age adjusted rate per 100,000 population)	52
Figure 42: Access to Healthcare	53
Figure 43: Top Priorities for Physical Health (N=587)	54
Figure 44: Figure 45: Priorities for physical health by income level.....	55
Figure 45: Percent that rated supports for children/youth health “good” or “excellent”	56
Figure 46: Physical health assets in Clark and Floyd counties	57
Figure 47: Priorities for Mental Health (N=564)	58
Figure 48: Mental Health Priorities by Income.....	59
Figure 49: A majority rate mental health support for children “poor” or “very poor” (N=363)	59
Figure 50: Educational Attainment Summary, 2014-2018.....	62
Figure 51: Detailed Educational Attainment, 2014-2018.....	62
Figure 52: Median Earnings by Education Level	63
Figure 53: Educational Assets & Opportunities--Percent that Rate the Item "Excellent" or "Good"	64
Figure 54: Priorities for Education in Clark and Floyd Counties (N=532)	65
Figure 55: Percent of Students that Received Free or Reduced Price Meals, 2020	66
Figure 56: School District Profiles.....	67
Figure 57: Priorities for Schools	68
Figure 58: Priorities for Schools among Lower and Higher-Income Respondents	69
Figure 59: KidsCount County Profiles of Child Well-Being, selected variables.....	72
Figure 60: Percent who Rate Each Support for Children/Adolescents "Good" or "Excellent"	73
Figure 61: Percent that Rated Supports for Children and Youth “Poor” or “Very Poor”	74
Figure 62: Priorities for supporting children and youth in Clark and Floyd counties (N=547).....	75
Figure 63: Age composition of the senior population in the two-county region	77
Figure 64: Housing cost burden for those over age 65.....	77
Figure 65: Disability prevalence among the aging in Clark and Floyd counties	77
Figure 66: Priorities for Older Adults	78
Figure 67: Social Capital in Clark and Floyd counties, Percent of respondents that agree or strongly agree	80
Figure 68: Priorities for Community Building in Clark and Floyd Counties (N=617)	81
Figure 69: Social Infrastructure--percent rating "good" or "excellent"	82
Figure 70: Percent that rate public service "good" or "excellent"	83
Figure 71: Priorities for Transportation, full sample and by income level.....	84
Figure 72: Perceptions of art and cultural opportunities in Clark and Floyd counties	85
Figure 73: Quality of place priorities in Clark and Floyd counties (N=492).....	88
Figure 74: Priorities for recreational quality of place in Clark and Floyd counties.....	89
Figure 75: Income Distribution of Survey Respondents (N=479).....	98
Figure 76: Educational Attainment of Survey Respondents (N=408).....	99



Executive Summary

As the third decade of the 21st century gets underway Clark and Floyd counties work to capitalize on natural assets to build strong quality of place with trails, waterfront amenities and downtowns built for social activity. At the same time, locals recognize the need to devote significant energy and resources to addressing core quality of life issues such as substance abuse, mental health, housing, education, workforce development, and the need for living wage jobs for workers of all skill levels. By directing resources to both quality of place and quality of life, local leaders hope to increase engagement in active lifestyles that can hold chronic disease at bay and improve mental health and resilience. Strong social capital, positive regard for the region and its assets, proximity to a mid-size city, and a beautiful location on the banks of the Ohio River provide a foundation on which to build thriving communities.

The Community Foundation of Southern Indiana worked with the Indiana University Southeast Applied Research and Education Center (AREC) to produce its first assessment of needs and priorities for Clark and Floyd counties in 2015. The current report updates and expands on that work with a more detailed community survey and a closer look at public data to inform local planning and decision-making.

The IU Southeast team hosted listening sessions throughout the two-county region including sessions in Borden, Georgetown, Greenville, Henryville, Jeffersonville, New Albany, New Washington, and Utica. We hosted survey completion events in Greenville, Henryville, and

Utica. Unfortunately, data collection using paper surveys and survey events ended as the result of the COVID-19 pandemic. We distributed the survey via email contact lists, and Facebook. With pandemic restrictions in place, the research effort struggled to reach lower income residents. The AREC worked with community partners to do an additional push with paper surveys made available at local food bank locations and through a local public housing program. Even with these efforts, the resulting sample skews toward higher income residents (household incomes over \$50,000). In total, we received 690 surveys. The resulting report triangulates public data, community conversations, and *Priorities for Progress* surveys to produce an assessment of local assets and aspirations.

A Changing Region

Clark and Floyd counties are a mix of densely populated centers in Clarksville, Jeffersonville, and New Albany, more suburban communities like Sellersburg and Charlestown, and small towns and rural communities (eg. Borden, Georgetown, Greenville, Henryville, New Washington, and Utica). Both counties continue to see new housing development. The completion of the Lewis and Clark Bridge on the East End creates increased demand and opportunity for housing in Utica and Charlestown, while Floyd County engages infill development in walkable areas of New Albany and in pockets of land in more rural areas communities.

Clark County is home to a larger, younger, and more racially and ethnically varied population. The region as a whole is diversifying: school data indicate that the area's elementary school

population is more racially and ethnically diverse than the high school student population, suggesting that young families moving to the area are diversifying the local population. Diversification is not, however, even across the region. Elementary schools range from 5.6 percent of students that are not “white alone” at William Borden Elementary to 75.1 percent not “white alone” at Parkwood Elementary.

Floyd County is more affluent, but also has significant pockets of concentrated poverty, leading to a larger gap between the incomes of high- and low-income residents.

Economic and Financial Well-Being

Manufacturing provides an economic base for the region and River Ridge offers room for growth in new manufacturing. Logistics, healthcare, and education contribute opportunities to attract and keep professionals. In addition, the river towns are engaging local quality of place development via the Ohio River Greenway, parks, and walkable communities filled with locally owned restaurants, bars, and shops.

Clark County’s median income (\$54,240) is in line with the state median (\$54,325) while Floyd County’s higher median income (\$61,754) is just above the national median (\$60,293). The gender wage gap is significant in both counties and contributes to poverty, particularly in female-headed households. Twenty to thirty percent of female-headed households with no husband present lived in poverty 2014-2018, compared to an estimated 9.5-11.2 percent of the population as a whole. People of color, especially Black residents, comprise a larger share of the poor population than their share of the population as a whole. Unemployment rates are low and employment ratios are strong (pre-COVID).

Living wages and affordable housing are top priorities for southern Indiana. Enhanced support and empowerment for minority and women workers and deliberate attention to eliminating systemic biases that limit opportunities have the potential to improve the local economy and reduce poverty. Among key strategies to improve the current and future labor force is investment in high quality early care and education that supports labor force participation, creates good jobs, and

builds a stronger future workforce. Collaboration across the public, nonprofit, and for profit sectors has the capacity to strengthen the labor force, increase employment stability, and create high quality jobs.

Basic Needs

More than 22,000 Clark and Floyd county residents (11 percent) experience food insecurity resulting from financial strain and more than 13,000 do not have access to a full-service grocery. More than 15.3 percent of local children live in food insecure households. In Clark County, 32 percent of food insecure households do not qualify for the supplemental nutrition assistance program or other public nutrition programs. That number is an even higher 40 percent in Floyd County.

The housing market in Clark and Floyd counties has rebounded from the 2008 collapse and slow recovery, and yet the area continues to offer more affordable home prices than Louisville and other metropolitan areas. The median home price in Clark County (\$137,800) is just above the state average (\$135,400) while Floyd County’s median home price is substantially higher (\$165,700).

The rental market, however, places safe, quality housing out of reach for many workers. The Department of Housing and Urban Development defines “affordable” as housing costs (including utilities) that total no more than 30 percent of monthly income. In 2019, an estimated 50.6 percent of the two-county region’s renter households spent 30 percent or more of monthly household income on rent (not including utilities).¹ Nearly 7,000 Clark and Floyd county households spent 50 percent or more of monthly earnings on housing (not including utilities) during the 2014-2018 period.

Living wages and full-time jobs across skill levels have the capacity to support households’ ability to meet their basic needs. In addition, strategies to address the region’s food deserts include improving public transportation and supporting efforts to get small full-service grocery stores to Borden, downtown New Albany, and New Washington. The region needs more mixed income housing development and must find ways to ease the price pressures on the local rental market and increase access to affordable housing for low-wage workers.

Health & Wellness

Health and wellness are foundational requirements for a thriving community. Wellness includes physical and mental health, and the means to maintain both. While individual health issues may be personal concerns, at the community level, health and wellness are public issues that shape education, economic, and quality of life potential. Structural factors such as natural resources, the built environment, economic opportunities, education, and quality of place amenities all shape health and wellness.

Affordable access to quality health and mental health services, including substance abuse treatment, are the top priorities for Clark and Floyd counties. The local economy's ability to provide living wages, to expand access to transportation, and to support successful engagement in school and employment will affect health and mental health outcomes. *Availability, proximity, and cost* comprise access to healthy food, physical activity, physical healthcare, mental healthcare, and substance abuse prevention and treatment. Efforts to increase access should tend to all three components.

Education & Workforce Development

Education is a foundational ingredient for economic development and well-being. Education, along with health, is essential to a strong economy.² A strong K-12 system increases civic engagement³ and provides a foundation for vocational and educational success across interests. Educational attainment improves earning potential and thereby improves health, and interest and development in arts and culture.⁴ Clark and Floyd counties value education and have positive regard for local schools. Across areas, “getting and keeping quality teachers” is the most widely shared priority for the region.

The region experienced progress in educational attainment of the adult population over the last several years, but remains behind state and national attainment of four-year and graduate degrees. Adults in Clark and Floyd counties are more likely to have some college with no degree or an Associates' degree than is the case for adults

over age 25 in the state or in the U.S. This may reflect a recent focus on increasing trade certificates and tech-related Associate's degrees at Ivy Tech. Given growth in fields that require more than high school, but less than a four-year degree, this is good. However, increasing higher levels of attainment is essential to generate and maintain well-paid jobs and to build and attract a highly qualified knowledge economy and high tech workforce that helps create good jobs throughout the community.

The region needs to ensure that all children have access to high quality early care and education. Schools and the local culture should promote and value diverse career pathways and levels of educational attainment. School districts must work to attract and retain high quality teachers and eliminate barriers to youth engagement in extra-curricular activities. Finally, the region can benefit from efforts to align the contributions of education, workforce development and employer training to produce good jobs and a work force prepared to succeed and to adapt to ever-changing demands.

From Youth to Old Age

Childhood is the foundation for healthy living, education, and economic well-being. In many respects, creating healthy, safe, engaged, high quality childhood experiences is the key to building a strong future for any community. On the opposite end of the life course, a community's ability to care for the aging is important to retaining residents in their home communities upon retirement. The ability to age in place is important to quality of life for seniors. As the baby boomers continue to move into retirement, these issues are important considerations for maintaining functioning community service systems that will undoubtedly see increased demand.

Several indicators suggest that childhood is difficult for many of the region's kids. The two-county region needs to support families with easily accessible mental health services delivered through school-based programs that can detect and respond to needs as they emerge. Across the life course, substance abuse prevention and treatment are essential to the physical health and mental well-being of residents. Mental health services and substance abuse prevention and treatment can play a significant role in reducing the number of children in need of services (CHINS). In addition,

respondents indicate a need to improve support for single parents across the income distribution.

Community in Southern Indiana

Community is comprised of social relationships, a shared sense of place and local identity, art and cultural activities, civic engagement and responsibility, and the collective work a locality does to govern itself and provide public infrastructure and services for shared use. *Social infrastructure* refers to built environments that promote social engagement—from libraries and community theaters to coffee shops, parks, and trails.⁵ Public infrastructure includes social infrastructure such as libraries, parks, and public transportation as well as hard infrastructure such as roads, bridges, and utility networks.

Clark and Floyd county residents want to see more opportunities to gather and engage in community-building activities in public spaces. Responses suggest that people want to see investment in indoor and outdoor activity spaces and want to be sure people of all income levels, in cities and rural towns, have access to those spaces and to activities from outdoor recreation to arts and culture.

The area has strong social capital, people feel positive about their local community, but there are gaps in public infrastructure to support community success. Emergency medical services are tenuous for rural portions of the region. Local water and sewer infrastructure needs to modernize and grow ahead of further development. Henryville residents, for example, cite lack of adequate sewer infrastructure as an impediment to economic development while Greenville struggles with water quality. Finally, public transportation has the capacity to increase access to activities across the life course and for people with disabilities. Moreover, improving public transportation can help support stable employment and improve air quality to reduce strain on those with respiratory illness.

Quality of Place

Today, researchers and community development experts recognize how intertwined quality of place and quality of life are and increasingly embrace the notion that investments

in quality of place can and do improve and enhance quality of life. The Ohio River Greenway, for example, is a major quality of place amenity that is also encouraging outdoor physical activity and social engagement, both essential to physical and mental health.

Priorities for quality of place vary among survey respondents, but discussions in listening sessions suggest significant interest and energy around outdoor amenities and the potential to leverage natural assets for local small business development and community building activities. Given significant needs related to health and wellness, investments in infrastructure that provides free access to healthful outdoor activities are a promising way to improve well-being in southern Indiana. Quality of place efforts will need to draw from public and private sectors, both for-profit and nonprofit. Significant attention to ensuring that people of varied abilities, income levels, and life course stages have access to such amenities will be essential to ensuring they reach their full potential for impact.

Priorities for Progress

The region enjoys strong social capital, quality schools, and a manufacturing base that means quick recovery following the pandemic is likely. This recovery may, however, leave some behind as some jobs will not return. Attention to workforce development (including retraining for new jobs), race and gender equity in hiring and wage structures, and livable wages across skill levels will be essential to a strong recovery. Clark and Floyd counties face a few key challenges that will need attention: substance abuse, mental health, affordable housing, and wages are significant areas of need that, if addressed, can provide leverage for generating positive progress in other areas. A focus on improving child well-being can benefit adults and children alike. Public data and community perceptions provide useful information for identifying leverage points to address priorities in each sector discussed in this report. *Priorities for Progress* offers some ideas about where to start these conversations.



Introduction

As the third decade of the 21st century gets underway Clark and Floyd counties work to capitalize on natural assets to build strong quality of place, with trails, waterfront amenities and downtowns built for social activity.⁶ At the same time, locals recognize the need to devote significant energy and resources to addressing core quality of life issues such as substance abuse, mental health, housing, education, workforce development, and the need for living wage jobs for workers of all skill levels. By directing resources to both quality of place and quality of life, local leaders hope to increase engagement in active lifestyles that can hold chronic disease at bay and improve mental health and resilience. Strong social capital, positive regard for the region and its assets, and a beautiful location on the banks of the Ohio River provide a foundation on which to build thriving communities.

Data Sources

This study uses community conversations, surveys, and publicly available data on Clark and Floyd counties to assess current conditions across key areas of economy, basic needs (food and housing), health and wellness, education, support for youth and the aging, community, and quality of place. For full documentation of research methods, see Appendix A. The research team triangulates data sources to arrive at an assessment of strengths, opportunities for

improvement, aspirations for the future, and recommendations for ways to build on the community's assets to address its greatest challenges in each area. These findings are not comprehensive; they simply provide a starting place for thinking about potential areas for community action. Any planning efforts that emerge from this work should bring together diverse stakeholders to carefully examine the findings, share information, and fill gaps in information to develop specific plans of action. The full report and topical research briefs provide common reference points for the community conversations that will support work to build a strong future for Clark and Floyd counties.

Systems Thinking

The research team uses a *systems thinking* approach that views all the topics addressed as part of a community system. “A system is an interconnected set of elements that is coherently organized in a way that achieves something.”⁷ According to a systems thinking framework, the system is perfectly designed to produce exactly the outcomes we see and experience within that system. This means we can identify the aspects of the system that are producing problematic outcomes and can redesign the system to produce desired outcomes. Factors that shape the region's system include macro-economic changes, state and national policy, and local decision-making and action. While some of these are beyond the control

of local leaders, the community controls how it responds to external changes. Moreover, the local community has the ability to shape systems that operate within the counties, municipalities, and towns governed by local policy and decision-making and that are structured by the actions of area businesses and nonprofit organizations.

Systems are comprised of feedback loops. Feedback loops are responsible for consistent patterns over time—patterns that reproduce themselves. For example, health and education exist in a feedback loop. When people are healthier, their brains develop well and they are able to learn more effectively, they learn more and their higher education helps them make good health choices, but may also lead to higher earnings, which facilitate good health choices and provide access to quality medical care, which helps them stay healthy and continue to learn and grow. This is a virtuous feedback loop—positive outcomes in A generate positive outcomes in B which then feed back into positive outcomes in A. When A is high so is B. When A is low, so is B.

When community planners can identify the feedback loop driving a pattern, then it becomes easier to also identify “leverage points” for either balancing the vicious feedback loop (stopping its reinforcing nature), or reversing it and creating a virtuous feedback loop. A balancing loop might include programs that ensure that people with low levels of education and consequent low income still have access to healthy food, the capacity to make healthy choices, and access to quality medical care. Reversing the loop to a virtuous cycle would mean increasing education and good health to generate better outcomes in both in a continuing feedback loop.

In this report, we will use these terms and direct attention to places where feedback loops or reinforcing cycles may be generating outcomes. When we use the term “leverage,” we refer to places in the system where a change could have significant impact by stopping a vicious feedback loop (bad) and/or generating a virtuous feedback loop (good). High leverage opportunities are likely to generate positive outcomes in multiple parts of the system. Just remember that “leverage” indicates actions where the community is likely to get the greatest bang for its buck, so to speak. We

are most interested in *leverage points* where community members express interest or energy.

Consensus and Variation

In interpreting data from the *Priorities for Progress* survey, it is important to understand that the survey measures perceptions. One’s own lived experiences and observations shape perceptions. One of the things we look for in aggregating responses from a diverse sample is consensus. In what areas do a large portion of respondents agree on the quality of a service or local resource? Whether good or bad, if a large portion of the sample seems to rate something in the same direction that is a perception that warrants attention. The second thing we look for is meaningful variation. Whether we see consensus or not, it is useful to ask about what may drive differences in perception.

In the case of priorities, we asked respondents to choose 3-5 priorities based on the length of the list of options provided. In some areas, we found little consensus. This means responses spread across the list of options. In other areas, we saw very clear consensus on a couple of top priorities. Low consensus suggests there may be lots of needs and priorities across the population.

To explore factors that shape perceptions, we split the group by income into those from households with income less than \$50,000 per year and those with household incomes of \$50,000 or more. In some cases, we see more consensus within an income group than in the population as a whole.

Using the Data

The full report document contains triangulated findings from public data sources, community conversations, and surveys. These data present a snapshot of a moment in time. The data provide a shared reference for strategic planning, applying for particular grant monies, and setting a baseline against which to establish benchmarks and measure progress. The data represent a place to start community conversations, but they do not replace the need for ongoing opportunities to engage diverse actors in taking ownership in how this region will build on its assets, develop, and respond to the challenges it faces over time.



Regional Overview

Clark and Floyd counties sit within the metropolitan statistical area of Louisville, Kentucky, but are also home to farmland, small towns, and areas of low population density (Figure 1). Clarksville, Jeffersonville, and New Albany are small cities in their own right, perhaps best described as suburbs, but their density and proximity to Louisville lead them to share both the benefits and some of the challenges of more urban communities. They enjoy their river front locations, a view of the Louisville skyline (for Clarksville and Jeffersonville), and the amenities of close proximity to a major urban center. These population centers are home to industry, retail, and a significant food service sector. Each municipality has its own local government and both counties work to balance their urban, suburban, and rural interests with County Council and County Commission governance structures.

Urban, Suburban, and Rural

In land area, Clark County is more than two and a half times as large as Floyd County and is home to 50 percent more people. With plenty of land, Clark County's population is growing quickly. The County is home to Jeffersonville, Clarksville, Charlestown, Sellersburg, and several smaller towns (Figure 2). Clark County's larger population is more racially and ethnically diverse (Figure 3). Floyd County is far smaller in land area and population, with far less undeveloped agricultural land. Floyd County is home to New Albany and the smaller towns of Floyds Knobs, Georgetown, and Greenville (Figure

2). Housing development is following infill strategies both in New Albany proper and in Floyds Knobs, Georgetown, and Greenville. Floyd County is more affluent than Clark County, with a median household income slightly higher than the national median household income.

Race, Ethnicity, and Income

Area schools reflect economic, racial and ethnic dynamics of the community, and they tell us something about how those characteristics are changing. The region is becoming increasingly diverse as young families of color choose to settle in the area. We know the shift is occurring among young families because the racial ethnic composition of area elementary schools is significantly more diverse than for area high schools. In aggregate, 30.6 percent of the area's elementary school population is nonwhite, compared to 25.4 percent of the region's high school population. This diversification is growing geographically, but remains mostly concentrated in the population centers of the two-county area. The percent of the student population comprised of youth who identify as something other than white alone has grown by 4.5 points since 2015. While these numbers reflect change, the 2015 Assessment of Needs and Priorities anticipated far more growth in the Latino, Middle Eastern and Asian populations.

At the time of the 2015 Assessment of Needs and Priorities, Louisville-based nonprofits' work

FIGURE 1: POPULATION DISTRIBUTION, CLARK AND FLOYD COUNTIES, 2019

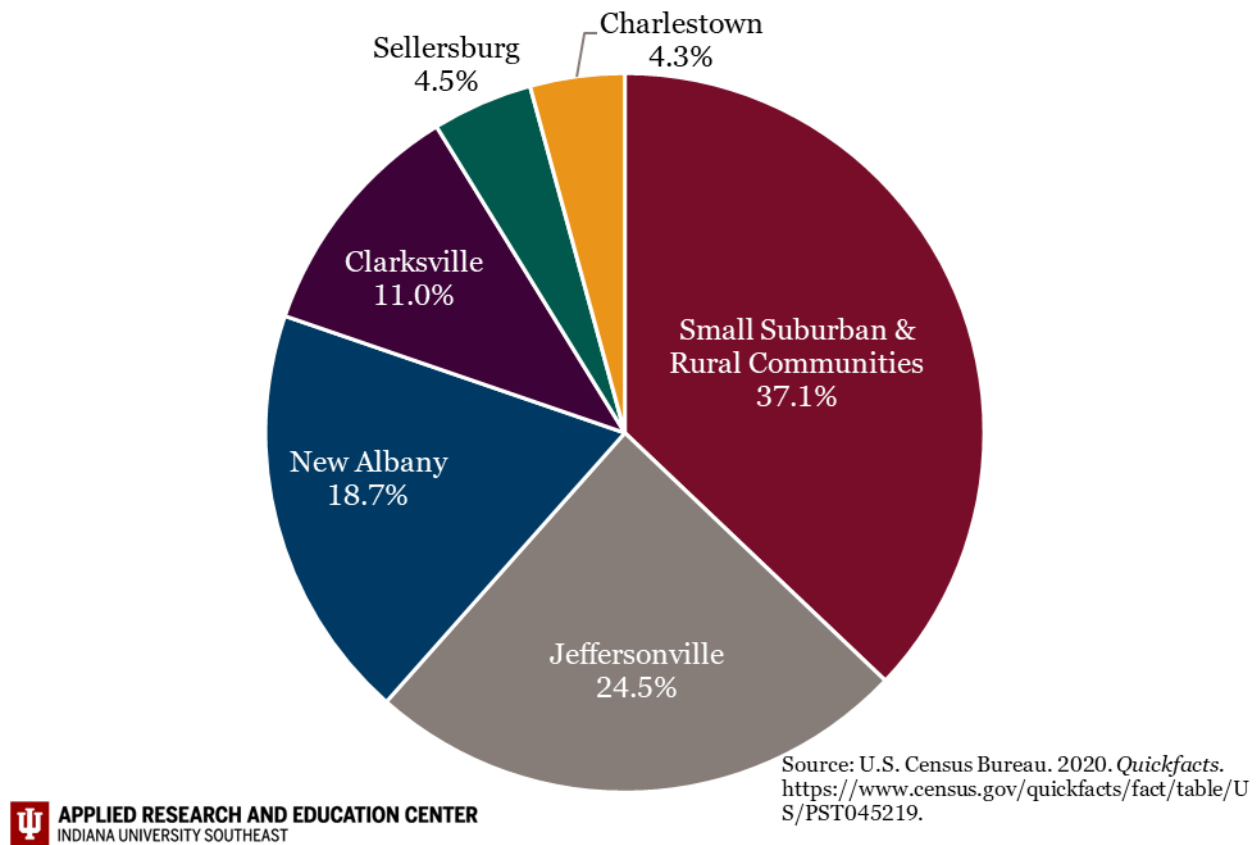
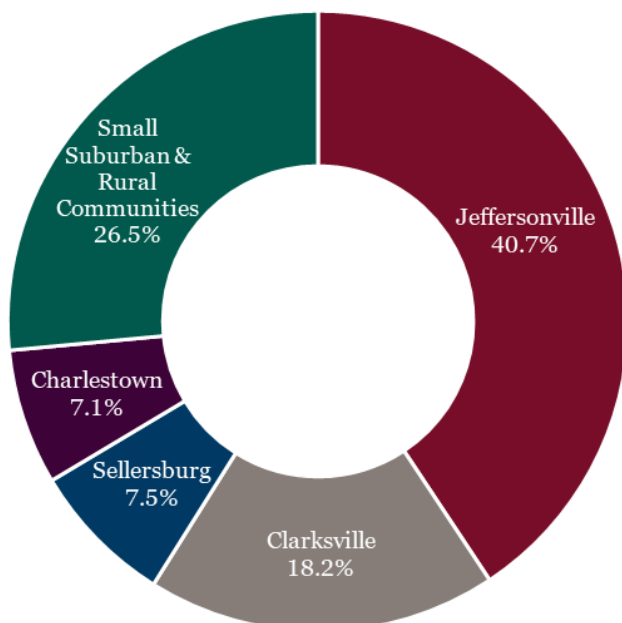
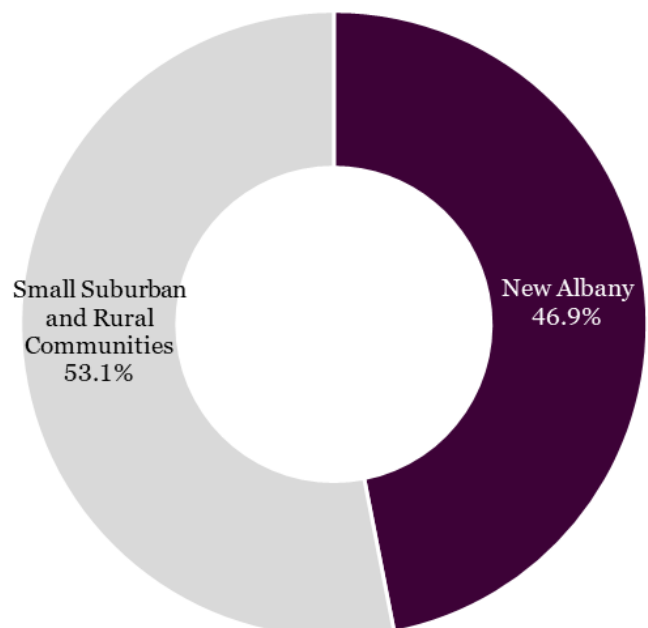


FIGURE 2: DISTRIBUTION OF CLARK AND FLOYD COUNTIES' POPULATIONS IN CITIES, TOWNS, AND RURAL COMMUNITIES

CLARK



FLOYD



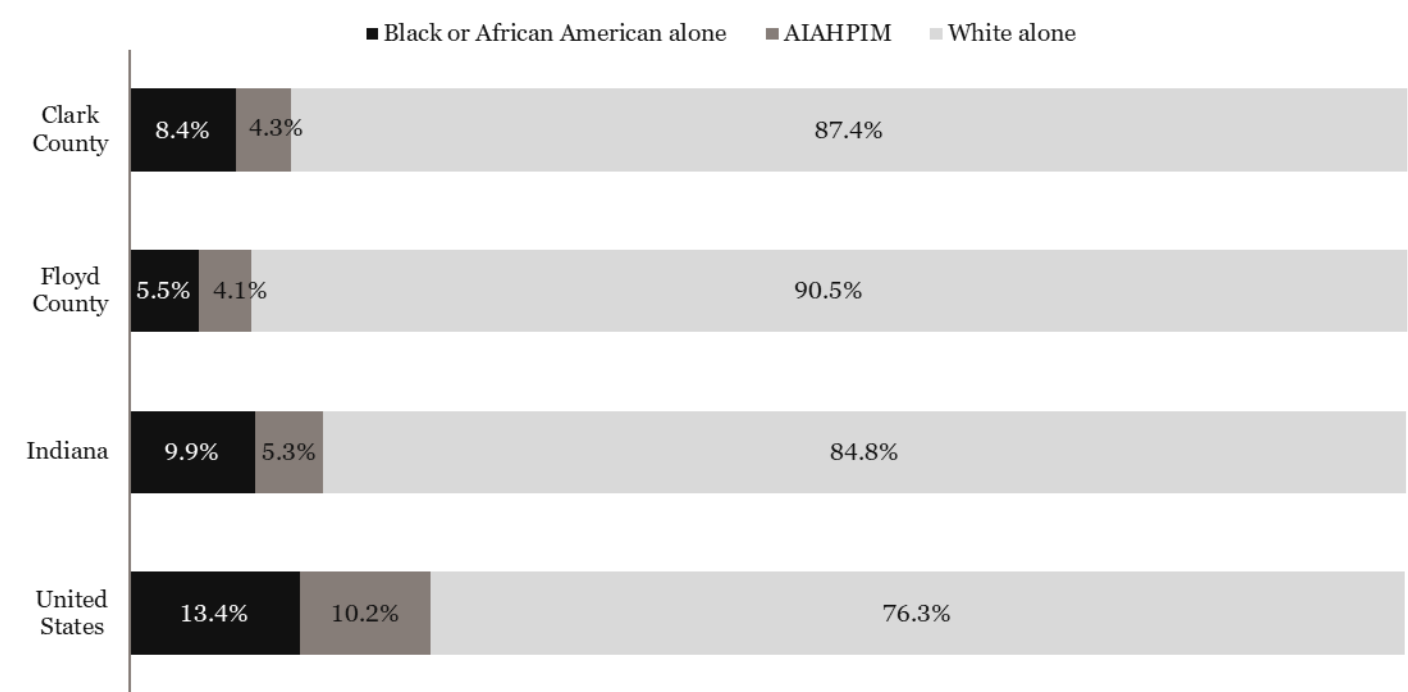
in refugee resettlement, along with Central American unrest that caused many to migrate and seek asylum in the U.S., contributed to rapid growth in the English Language Learner population. U.S. Refugee resettlement and immigration from Central America to our region have contracted since 2016. Still, the fact that our elementary schools are more diverse than our high schools suggests that we will continue to see racial and ethnic diversification as these young children grow up and have children of their own. Policy changes may increase some types of immigration and resettlement, but the pandemic is likely to keep migration levels low for the near future and may shift patterns in unexpected ways.

Our local schools continue to work to provide appropriate language support for English Language Learners. The completion of the east end bridge and the increased capacity of I-65 resulting from the addition of the Abraham Lincoln Bridge, along with development along the Ohio River, industrial growth at River Ridge Commerce Center, and broader economic development will continue to generate out-migration from Louisville to southern Indiana, which is likely to further diversify the region.

Elementary schools continue to reflect significant racial residential segregation, though figures have shifted since 2015 (Figure 4). The racial residential segregation black/white index is 45 in Clark County and 52 in Floyd. This dissimilarity score indicates the percent of black people that would have to move to other (predominately-white) neighborhoods in order to achieve proportional representation across the geographic area. The Non-White/White racial residential segregation indices are 36 and 39 for Clark and Floyd counties, respectively. While both counties are racially segregated, Floyd County has a higher level of segregation than does Clark County.

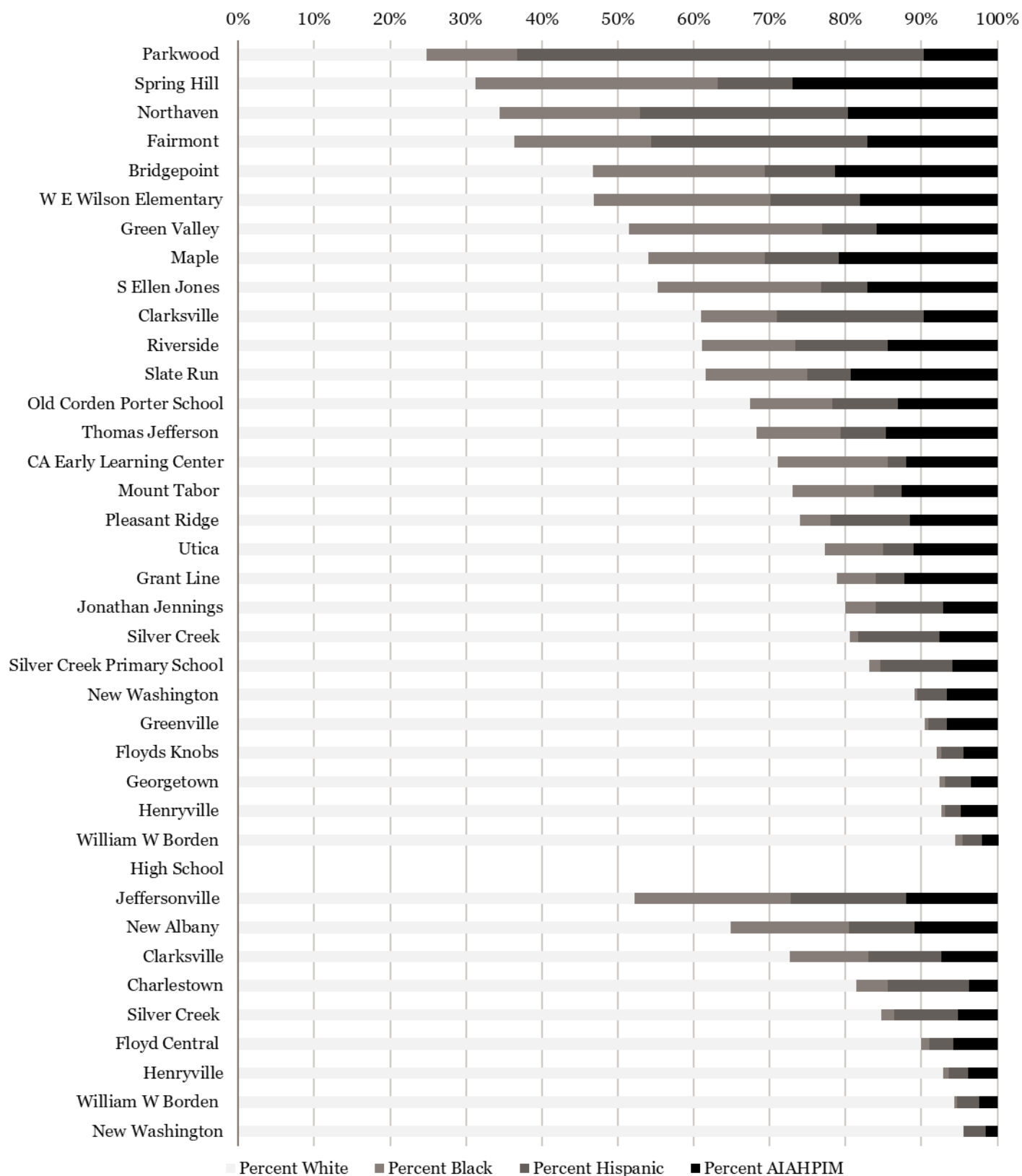
School demographics indicate increases in the multiracial population as well as continued growth in Hispanic and Asian populations (Figure 4). They range from 5.6 percent of students that are not “white alone” at William Borden Elementary to 75.1 percent not “white alone” at Parkwood Elementary (not “white alone” means these figures include Hispanics who identify as white and all those who identify as multiracial in addition to those who claim a single

FIGURE 3: RACIAL COMPOSITION, 2019



AIAHPIM = American Indian & Alaska Native, Asian, Hawaiian or other Pacific Islander, and Multiracial. Asians are the largest group in the composite. Source: U.S. Census Bureau. 2020. *Quickfacts*. <https://www.census.gov/quickfacts/fact/table/US/PST045219>.

FIGURE 4: RACIAL COMPOSITION OF ELEMENTARY AND HIGH SCHOOLS IN CLARK AND FLOYD COUNTIES



*AIAHPIM = American Indian & Alaska Native, Asian, Hawaiian or other Pacific Islander, and Multiracial. Asians are the largest group in the composite. Source: Indiana Department of Education. 2020. "School Enrollment by Ethnicity and Free/Reduced Price Meal Status." Retrieved 09-08-20 (<https://www.doe.in.gov/accountability/find-school-and-corporation-data-reports>).

non-white identity). At the high school level, schools range from 4.5 percent not “white alone” at New Washington High School to 47.8 percent “not white alone” at Jeffersonville High School.

In addition to racial and ethnic residential segregation, the region’s residents segregate by income levels. Elementary schools range from 12.5 percent receiving free or reduced lunch at Floyds Knobs Elementary to 89.2 percent at Fairmont Elementary, just 3.9 miles away. These figures reflect some reductions in the percent of students receiving free and reduced lunch since the 2015 report. At the time of that writing, the region was still working on a slow recovery from the 2008 recession. Data for this report reflect additional recovery, but most data do not include the recent impacts of the COVID-19 pandemic.

Clark County’s median income of \$54,240 is right in line with the state median, while Floyd County’s median income of \$61,754 is more in line with national figures. A closer look at economic well-being will show recent successes, while exploring potential impacts of the pandemic recession, and aspirations for regional growth.

Age and Generation

As the baby boomer generation ages, the portion of the local population over the age of 65 grows. In 2015, 14 percent of the local population was over age 65 and that number is now 16.2 percent in Clark County and 16.5 percent in Floyd County, both higher than the state’s 16.1 percent. Floyd County has a higher median age and a larger share of its population over the age of 65, but the aging population will present new demands and challenges for both counties. Both communities will need a strong and engaged working age population to support the emerging bubble in the senior population. Clark County is seeing more growth in young families than is Floyd County. This may be the result of Floyd County’s tight and, as a result, more expensive, housing market.

Community and Economic Development

Clark and Floyd counties grew up around the Falls of the Ohio and established themselves as manufacturing communities able to capitalize on Ohio River access for trade. Like manufacturing communities across the rust belt, Clark and Floyd counties experienced significant decline as mechanization reduced demand for human labor and jobs shifted to cheaper labor markets in Southeast Asia and the global south. Even as the Louisville-Metro area developed service and knowledge economy jobs, relatively low educational attainment kept Hoosiers from quickly shifting into the new economy. Slowly, but surely, this is changing. Educational attainment figures in this report reflect improvements over 2015 findings. River Ridge Commerce Center is up and running and engaging with area institutions to train and educate a workforce to fill the jobs it will provide. Completion of the major Ohio River Bridges projects that were underway in 2015 has indeed brought some of the expected migration to new high-end housing in Utica and Charlestown.

Local small businesses have blossomed in recent years and the restaurant and bar scenes in the area’s river front communities were quite active until the arrival of COVID-19. Those with outdoor seating in areas bordering new parks and paths remain crowded, as weather permits, amid the pandemic. The completion of the Ohio River Greenway’s main stretch of path has generated significant outdoor activity among residents and Louisville’s bikers and runners. A recent addition connecting the Clarksville shopping district to the Greenway makes the trail, and the parks connected to it, easily accessible to more of the area’s population. Additional plans for using rails to trails resources to connect and expand pedestrian and bike paths throughout the area continue to attract attention and public and private investment. In 2015, we speculated that all of these efforts had the capacity to drive social and economic change for decades to come. In just a few short years, the region enjoyed a taste of these benefits.

Median Age
United States

37.9

Indiana

37.6

Clark County, IN

38.9

Floyd County, IN

39.9

COVID-19, Racial Justice, and Priorities for Progress

Just as the region began to welcome a very active spring (March 2020) along the Ohio River Greenway and at restaurants and bars in the area's population centers, this exciting progress ran headlong into the unexpected interruption of a global pandemic. Thousands of local residents became out of work or underemployed amid shut downs and constrained business operations. While the uncertainties of this time are many, assessing strengths, priorities, and opportunities for growth and improvement is vital to planning a strong recovery and identifying opportunities to rebuild with intention. The pandemic overlapped with heightened national and local awareness and concern about our continuing struggle to achieve racial equity and justice. The deaths of George Floyd, Ahmaud Arbery, and Breonna Taylor, are among many that have drawn recent attention to the ongoing struggle and have spurred renewed energy among whites to face responsibility for building more just and inclusive communities. Leaders in Southern Indiana convened during the spring, summer, and fall months of protest to

discuss strategies for systemic change and the possibilities around seeing post-pandemic redevelopment as an opportunity to build a more equitable community.

This report updates the 2015 baseline report, providing information on where we have seen progress, where needs remain unanswered, and the issues that local people see as priorities for action. The public data provide a pre-COVID snapshot to remind us where we need to return to and the point from which the region would like to continue forward movement. The surveys include responses collected before COVID reached our area and after the shutdown. This means that some identification of needs may reflect the cracks laid bare by the pandemic. To the extent that respondents completed surveys without a clear sense of the full impact the pandemic might have over the long haul, the findings will undoubtedly miss emerging issues. Still, these data are a reflection of our region's strengths, opportunities for growth and improvement, residents' aspirations for a thriving and vibrant future, and recommendations from a range of perspectives within our two-county region.





Clark and Floyd counties are good places to live. The survey sample in this study is not fully representative of the population, as higher income and more highly educated community members are overrepresented (Figures 75 and 76). Among this group, however, the majority have positive sentiments about most of the communities' resources, about the character of the people and the community they engage in together, and about their ability to access healthcare and raise their children in quality school systems. Positive sentiments around these many and varied assets (Figure 5) indicate a strong foundation of institutions and social supports for addressing challenges the region faces.

Respondents identify several important opportunities for improvement, all of which are leverage points for generating ripple effects in the community (Figure 6):

- Increase access to affordable high quality early care and education.
- Increase access to mental health services.
- Ensure that people across income levels have access to art and cultural experiences.
- Build and attract living wage jobs.
- Educate and train a high quality labor force that can build and attract good jobs.

Improvements in these areas that community members identify as concerns can build on one another. Increasing access to high quality early care and education creates good jobs, increases the current labor force, and contributes to educating tomorrow's high quality workforce. High quality,

developmentally appropriate early care and education improves mental health outcomes and increases resilience in ways that improve educational attainment and lifetime earnings. Building and attracting good jobs both requires a high quality labor force and attracts a high quality labor force, which generates a virtuous cycle of positive community impacts from education and health to income and quality of life.

In addition to these areas of community institutional concern, respondents identify substance abuse, homelessness, mental health, poverty, and youth drug or alcohol use as the social issues of greatest concern to the region (Figure 7). These concerns overlap areas identified as weaknesses (Figure 6) as well as areas selected as priorities by the largest share of respondents (Figure 8). Priorities include attention to education and workforce development, substance abuse, mental health services, housing, and wages. The consistency with which these areas are identified both as needs and as priorities reinforces their importance. Addressing weaknesses in each of these areas has the capacity to generate improvements in each of the others.

The remaining sections bring together publicly available data on the region with community perceptions and priorities for each area. By triangulating these data, noting overlaps, and recognizing the ways the factors affect one another, the community can better identify strategies for building on its strengths to address areas of concern and generate positive cycles of community development.

FIGURE 5: ASSETS—AREAS WHERE 60 PERCENT OR MORE “AGREE” OR “STRONGLY AGREE” OR RATE QUALITY “GOOD” OR “EXCELLENT”

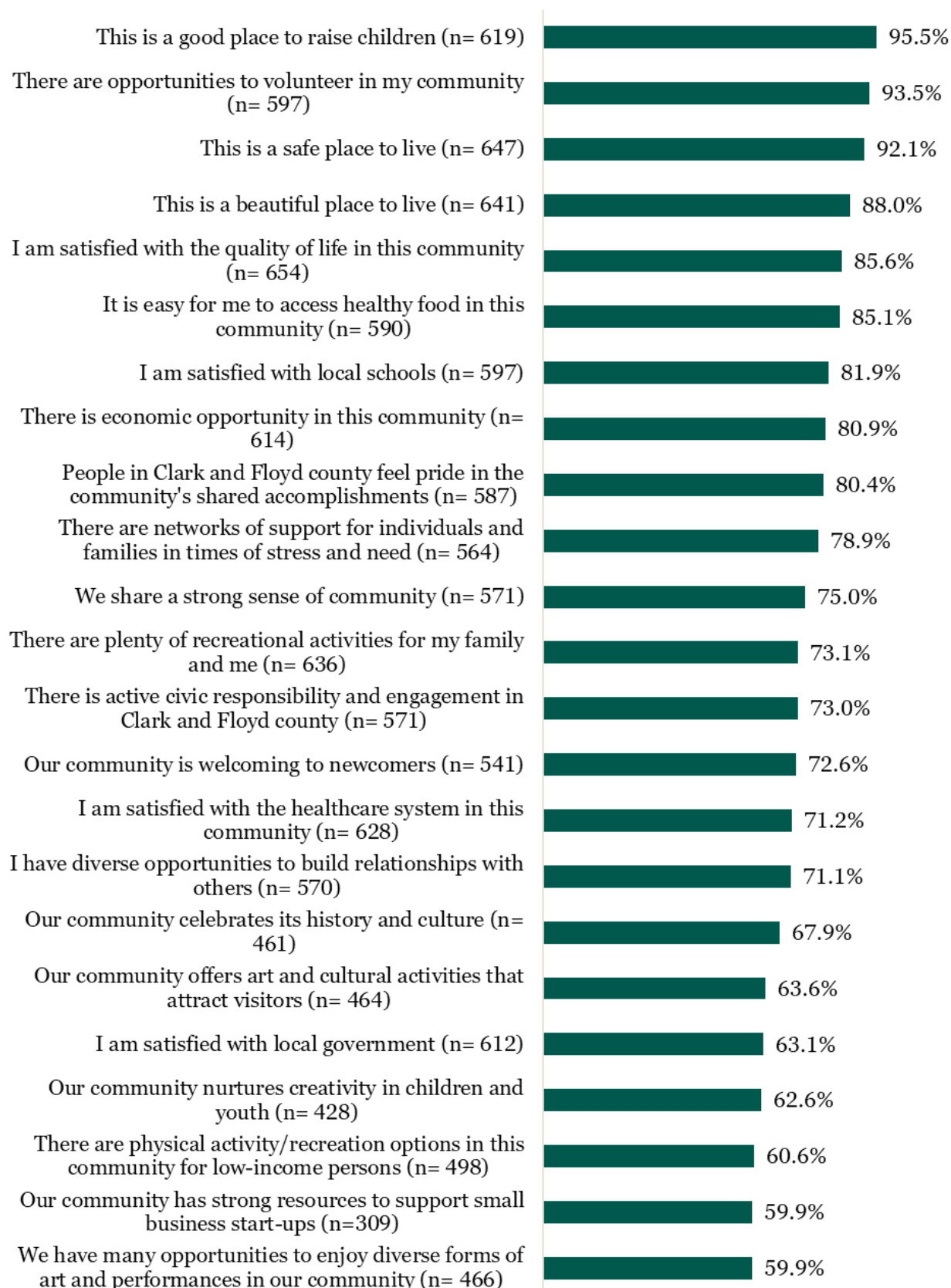


FIGURE 6: LESS THAN 50 PERCENT “AGREE” OR “STRONGLY AGREE” OR RATE THE ITEM AS “GOOD” OR “EXCELLENT”

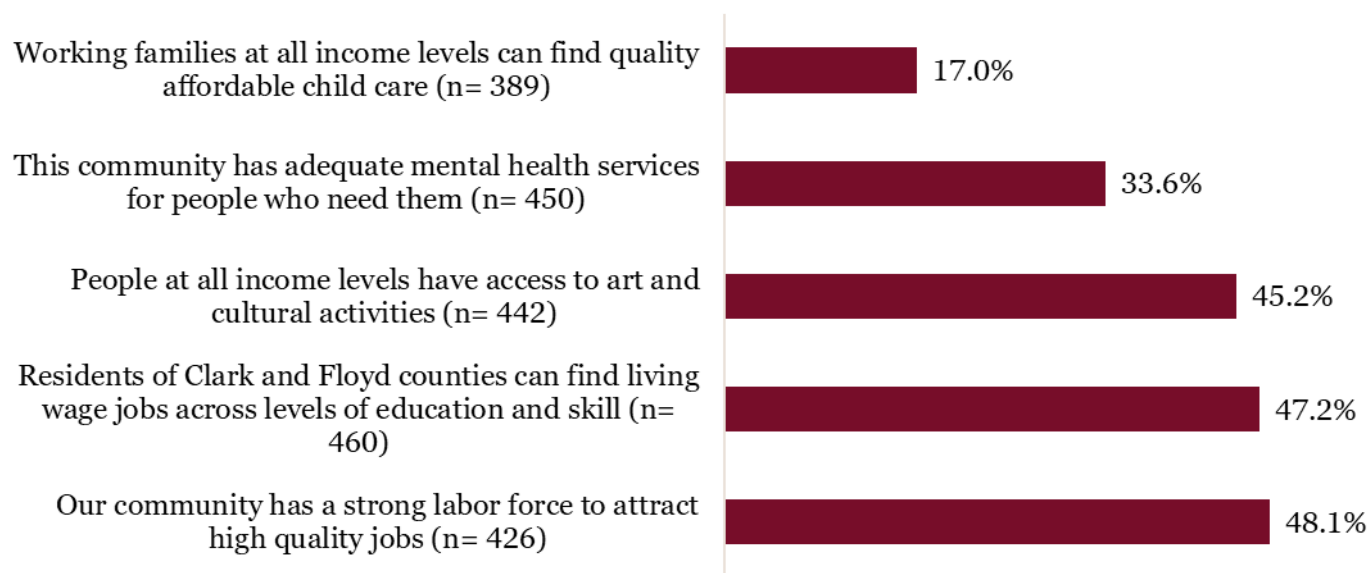


FIGURE 7: SOCIAL ISSUES OF GREATEST CONCERN

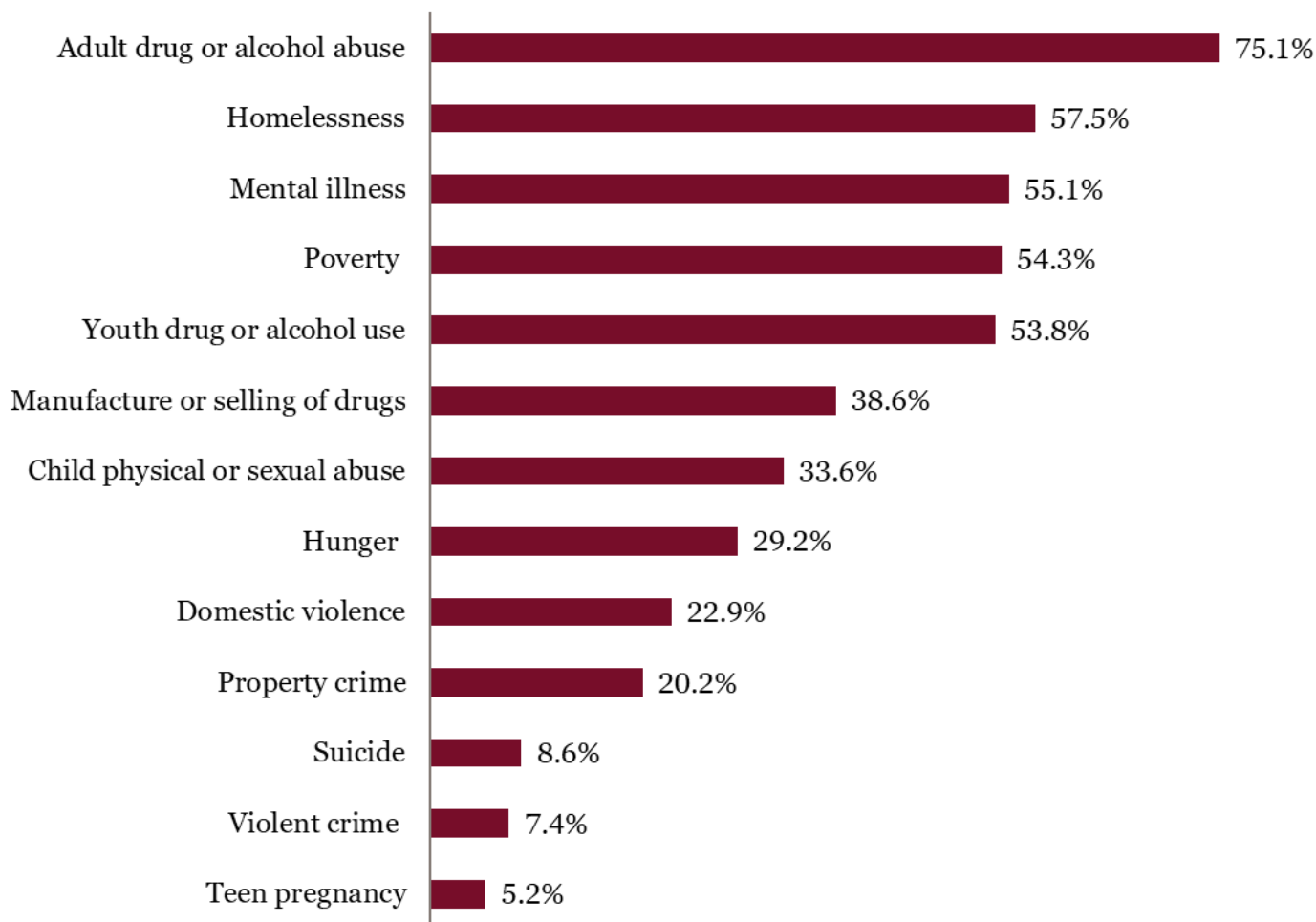
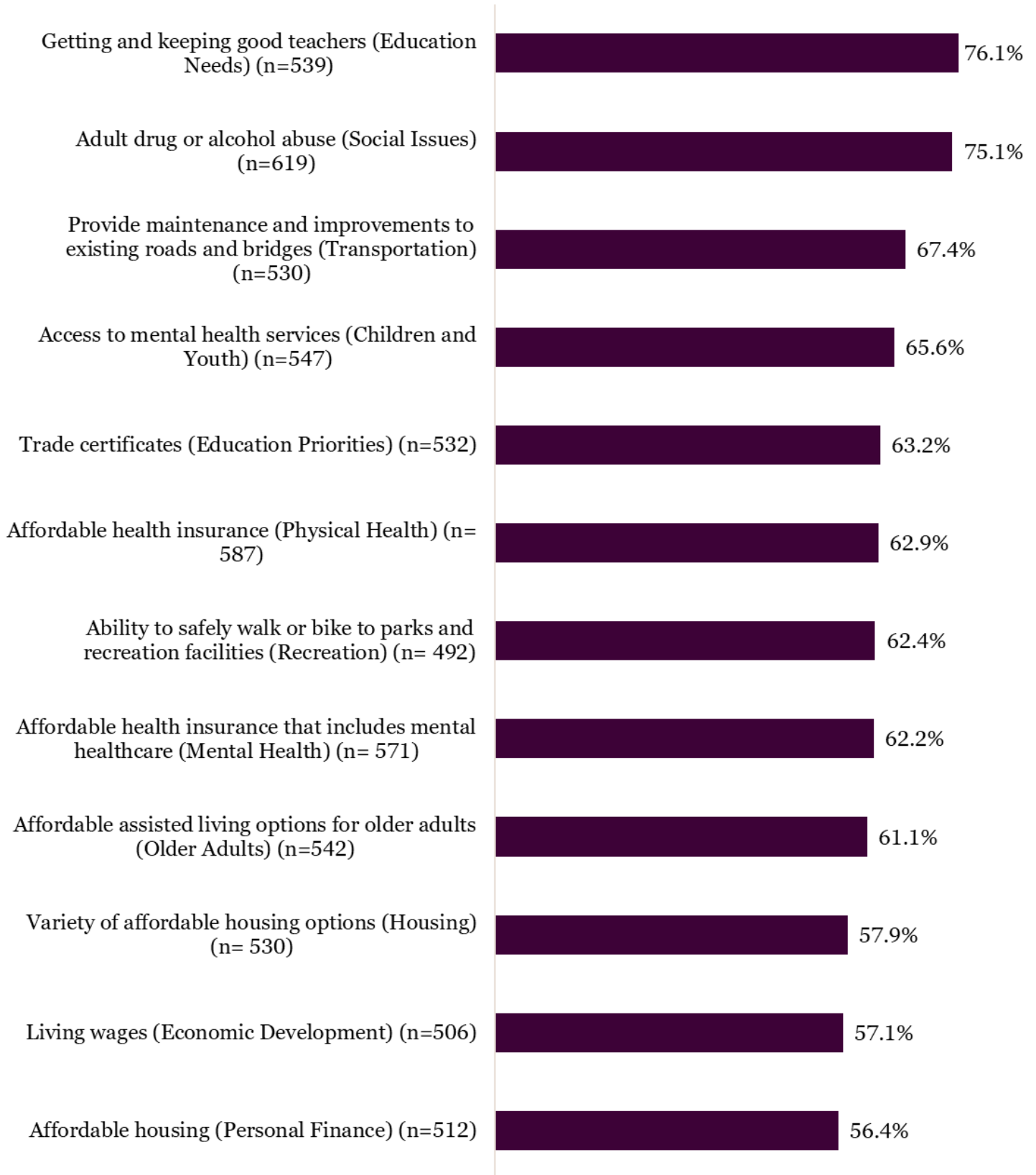


FIGURE 8: OVERALL PRIORITIES



Economic & Financial Well-Being



Local economies are a product of macro-level processes, federal, state, and local policies, and local trends and culture. Clark and Floyd counties are historically home to manufacturing, agriculture, and shipping. Manufacturing remains a substantial part of the local economy with potential for further growth at River Ridge Commerce Center, and shipping has grown into a larger logistics industry that builds on the region's location at the crossroads of three major interstates, with an international port on the Ohio River, Amazon Fulfillment Center, and the United Parcel Service hub in Louisville. The region is home to two hospitals and three significant institutions of higher education. Retail and food service have grown and the region supports local small businesses and restaurants in each of its population centers and small towns.

Community Profile: Economy

The top employers in Southern Indiana include Amazon Fulfillment Services at River Ridge, the U.S. Census Bureau, Baptist Health Floyd, Samtec, Inc. (a homegrown tech manufacturing firm) and the New Albany Floyd County Consolidated School Corporation (Figure 9). Top employers in Louisville, just across the Ohio River, include the United Parcel Service, Jefferson County Public

Schools, the Ford Motor Company, and Norton Healthcare.

Income

Median household income indicates where the middle of the pack is: if we list all household incomes in the county from highest to lowest, the median would be the halfway point on that list with half the listed incomes above it and half below it. Clark and Floyd Counties are moving with the pack, so to speak, when it comes to median household income. Clark County's median household income of \$54,240 tracks closely with the state median of \$54,325. Floyd County's median household income is nearly 14 percent higher at \$61,754, which places it just above the national median of \$60,293 (Figure 11). The per capita income provides a community-level measure of economic well-being by measuring total county income divided by the number of people in the county. Clark County's per capita income is just above the state's and Floyd County's is just a few hundred dollars short of the national per capita income (Figure 11).

Floyd County enjoys a somewhat higher median income than Clark County, but it is also

FIGURE 9: TOP EMPLOYERS

Top Employers	
Southern Indiana	City of Louisville
1. Amazon Fulfillment Services	1. United Parcel Service
2. U.S. Census Bureau	2. Jefferson County Public Schools
3. Baptist Health Floyd and Baptist Medical Group	3. Ford Motor Company
4. Samtec, Inc.	4. Norton Healthcare, Inc.
5. New Albany-Floyd County Consolidated School Corp.	5. Humana
6. Caesars Southern Indiana	6. Kroger Co.
7. Greater Clark County Schools	7. Baptist Healthcare System, Inc.
8. Clark Memorial Health (Norton Healthcare and LifePoint Health)	8. Walmart, Inc.
9. NYX, LLC (formerly Beach Mold & Tool, Inc.)	9. University of Louisville
10. Heartland Payment Systems	10. KentuckyOne Health

home to a higher level of economic inequality. One measure of income inequality is the “Income Ratio.” To calculate the income ratio, researchers place all household incomes for the county in order from highest to lowest and then divide the group into five equal quintiles, each representing 20 percent of the population. Researchers then divide the household income at the 80th percentile (higher than 80 percent of households in the area and the lower limit of the top quintile) by the household income at the 20th percentile (the lowest fifth of area household incomes are at or below this income level). The resulting income ratio provides a measure of income inequality.

Counties with the highest ratings for health and well-being have an income ratio of 3.7. This means that in these thriving communities the highest income households earn 3.7 times what the lowest income households earn. The United States, which is among the nations with the highest income inequality, has an income ratio of 4.9. Indiana has an income ratio of 4.4. Floyd County’s income ratio is a relatively high 4.5 and Clark County’s is 3.8. Notably, Floyd County’s 20th percentile is a bit lower than Clark County’s, at the same time that the 80th percentile Floyd County income is considerably higher than in Clark County. When we use the American Community Survey’s categorical income data to visualize the local income distribution, we can more clearly understand how the distributions in Clark and Floyd County differ (Figure 10). A slightly larger

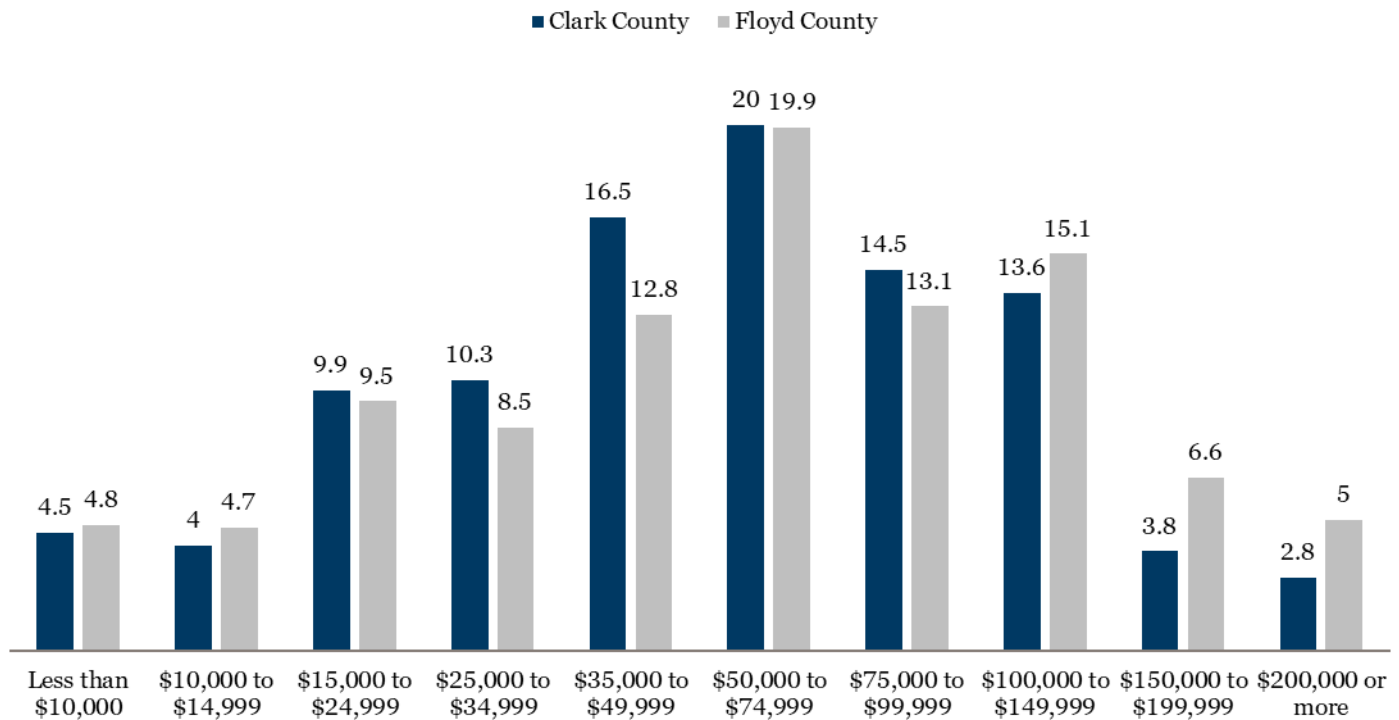
share of Floyd County’s households have incomes in the lowest two income categories than in Clark County. Further, larger portions of the Floyd County population have incomes in the highest three income categories than in Clark County (Figure 10). In Floyd County the 20th percentile is lower and the 80th percentile is higher than in Clark County--larger proportions of the population earning at opposite ends of the income distribution produces higher levels of inequality as measured by the income ratio.

While median household income tells us about the whole household’s income, earnings figures allow us to look more closely at the results of the wage and salary structure in the region. Individual median earnings in Clark County lag just behind state median earnings, while Floyd County is slightly behind the national median. The gender gap in earnings remains a concern across the board, but is particularly large in Floyd County where women’s median earnings trail men’s by about \$14,000 per year (Figure 12).

Poverty

From 2015-2020, Clark and Floyd counties saw a reduction in poverty, reflecting a fuller realization of the economic recovery from the 2008 recession than we saw in 2015. Five years ago, poverty rates were 12.2 percent in Clark and 13.3 percent in Floyd, whereas in the 2014-2018 data those numbers drop to 11.2 percent in Clark and

FIGURE 10: INCOME DISTRIBUTION CLARK AND FLOYD COUNTIES, 2014-2018



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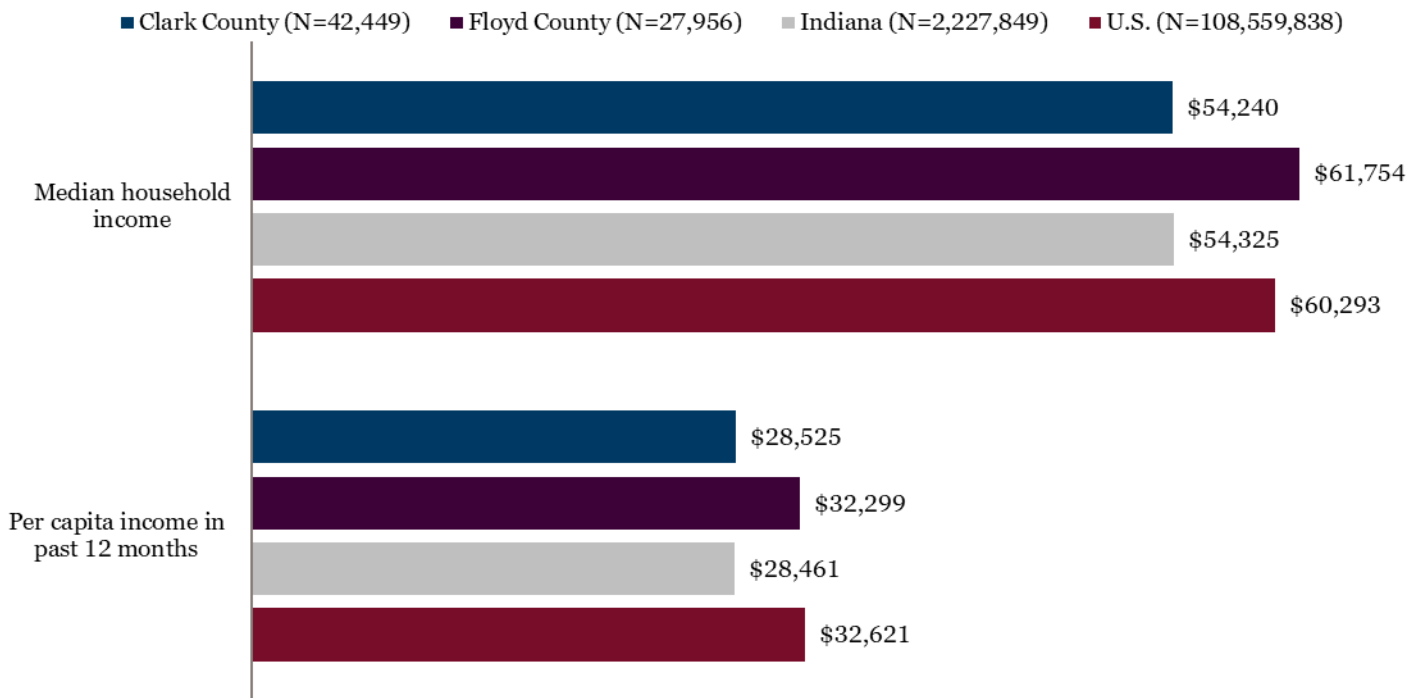
9.5 percent in Floyd (Figure 13). The significant drop in Floyd may be due to growth in higher income developments both in New Albany and in the Knobs.

Poverty remains a concern and is not evenly distributed across the population. As the “Overview” indicates, people of color comprise a relatively small portion of the population in Clark and Floyd Counties (compared with state and national demographics). These groups, however, are overrepresented among the region’s poor. While Whites comprise 87-90 percent of the region’s population, they comprise 68-79 percent of the poor (Figure 15 and Figure 16). Those who identify as Black or African American comprise 6.8 and 5.3 percent of Clark and Floyd counties’ populations, respectively, and 18.2 percent (Clark) and 36.8 percent (Floyd) of the poor. Hispanics are overrepresented among the poor by roughly twice their representation in the population. The imbalances persist for those who identify as “some other race” and those who claim a multiracial identity (Figure 15 and Figure 16) (AIAHPIM signifies a composite category including American Indian, Alaskan, Hawaiian or other Pacific

Islander, and Multiracial. The research team combines these groups because each is so small in the local figures).

In addition to racial disparities, those not in married couple family households are vulnerable to poverty. The significant gender wage gap places female householder families at particular risk. Indeed, 20-30 percent of female-headed families live below 100 percent of the poverty level (Figure 14). Insufficient high quality early care and education, accessible to all income levels, makes it difficult for single mothers to rise above the poverty level. For many local earners, even among those who manage to work full-time, a single wage is insufficient to support a household.

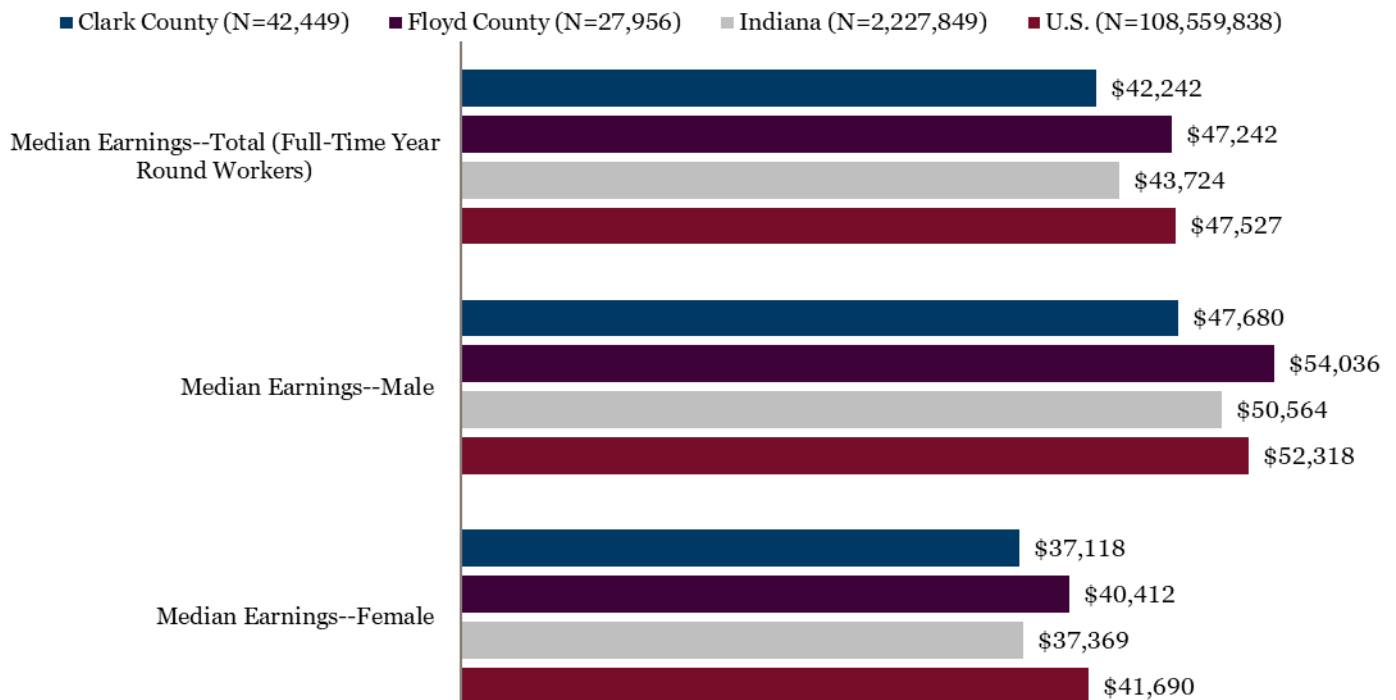
FIGURE 11: MEDIAN HOUSEHOLD AND PER CAPITA INCOME, 2014-2018



Source: U.S. Census Bureau. 2020. "Quickfacts." *American Community Survey 5-Year Estimates, 2014-2018*.



FIGURE 12: MEDIAN EARNINGS AND MEDIAN EARNINGS BY SEX, 2014-2018 (2018 INFLATION ADJUSTED DOLLARS)

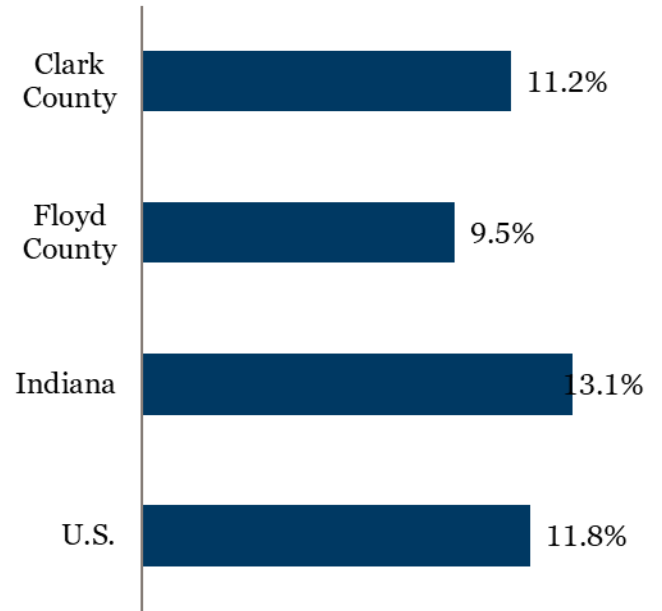


Source: U.S. Census Bureau. 2020. "Earnings in Past 12 Months (in 2018 Inflation-Adjusted Dollars) Table S2001 ACS 5-Year Estimates Subject Tables, 2014-2018).





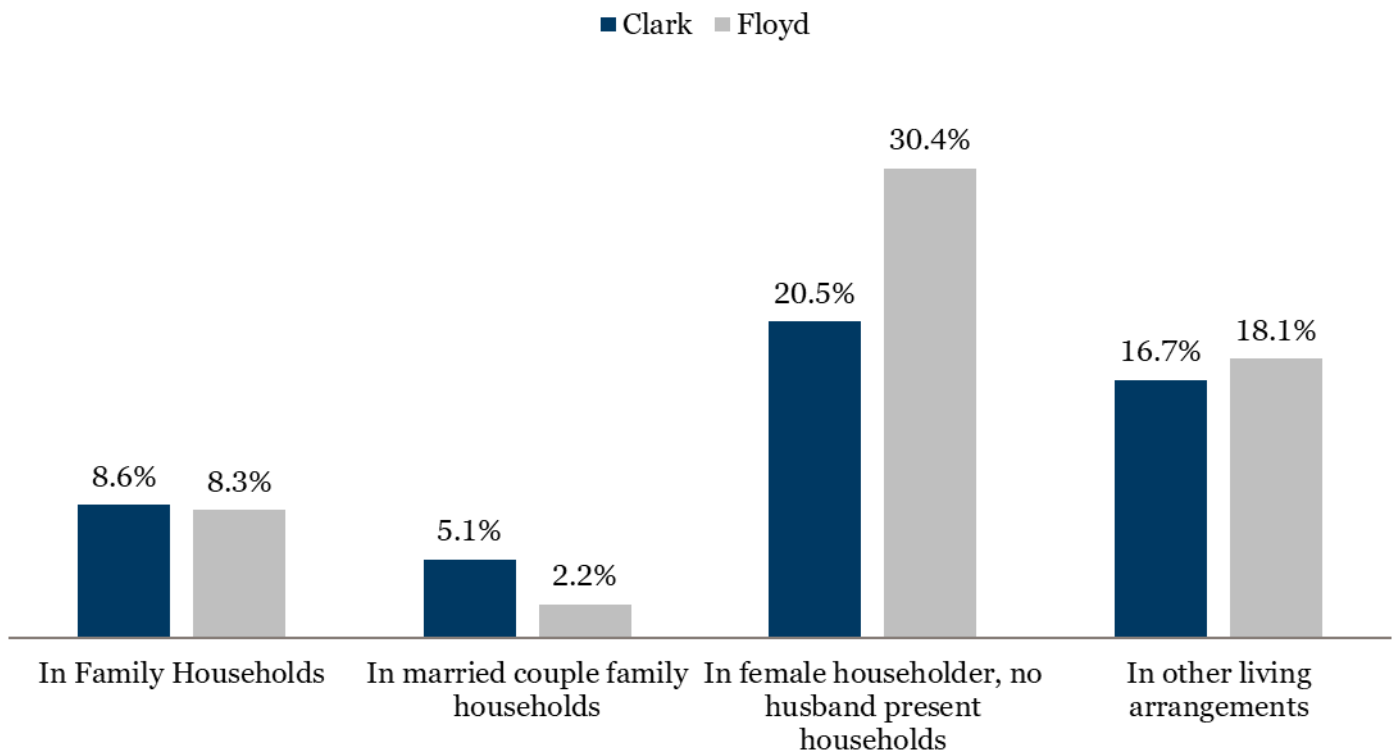
FIGURE 13: POVERTY RATES, 2014-2018



Source: U.S. Census Bureau. 2020. "Quickfacts." *American Community Survey 5-Year Estimates, 2014-2018*.

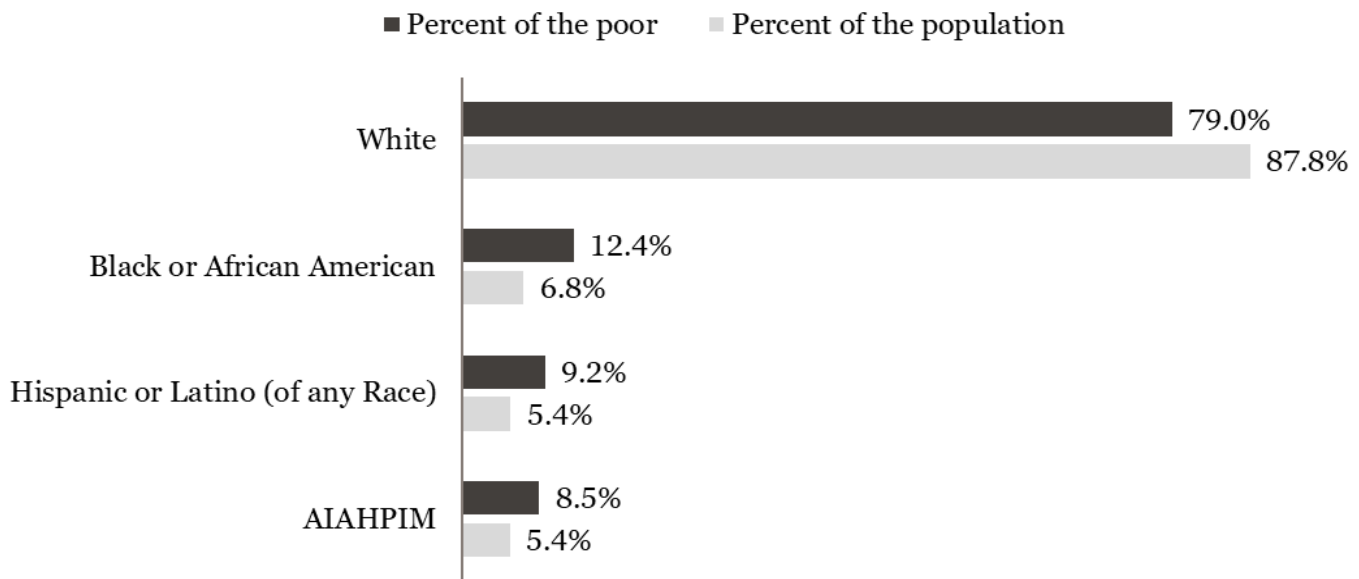
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FIGURE 14: PERCENT IN POVERTY BY FAMILY TYPE



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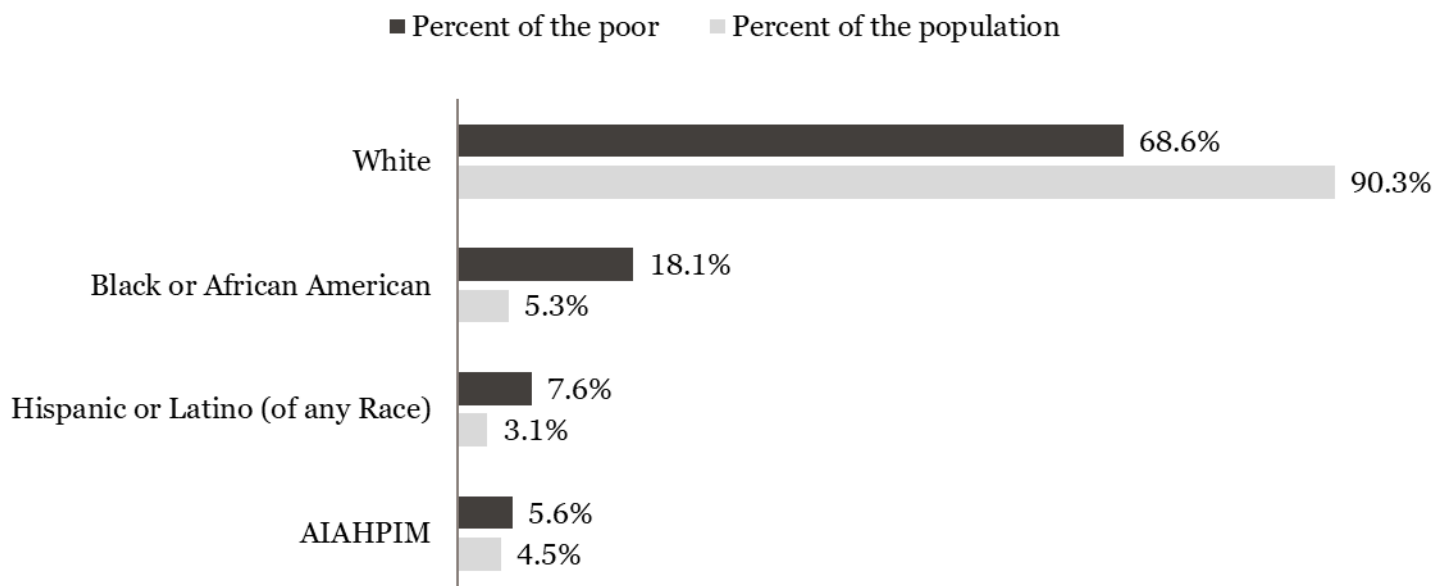
FIGURE 15: PERCENT OF THOSE BELOW 100 PERCENT OF POVERTY LEVEL BY RACE COMPARED TO SHARE OF THE POPULATION, CLARK COUNTY, IN 2014-2018



AIAHPIM = American Indian and Alaska Native, Asian, Hawaiian or other Pacific Islander, and Multiracial. Asians are the largest group in the composite. Source: U.S. Census Bureau. 2018. "Table S1703: Selected Characteristics of People at Specified Levels of Poverty in the Past 12 Months." *American Community Survey 5-Year Estimates, 2014-2018*. (<https://data.census.gov/cedsci/table?t=Poverty&g=0500000US18019,18043&tid=ACST5Y2018.S1703&hidePreview=false>).



FIGURE 16: PERCENT OF THOSE BELOW 100 PERCENT POVERTY LEVEL BY RACE COMPARED TO SHARE OF THE POPULATION, FLOYD COUNTY, IN 2014-2018



AIAHPIM = American Indian & Alaska Native, Asian, Hawaiian or other Pacific Islander, and Multiracial. Asians are the largest group in the composite. Source: U.S. Census Bureau. 2018. "Table S1703: Selected Characteristics of People at Specified Levels of Poverty in the Past 12 Months." *American Community Survey 5-Year Estimates, 2014-2018*. (<https://data.census.gov/cedsci/table?t=Poverty&g=0500000US18019,18043&tid=ACST5Y2018.S1703&hidePreview=false>).



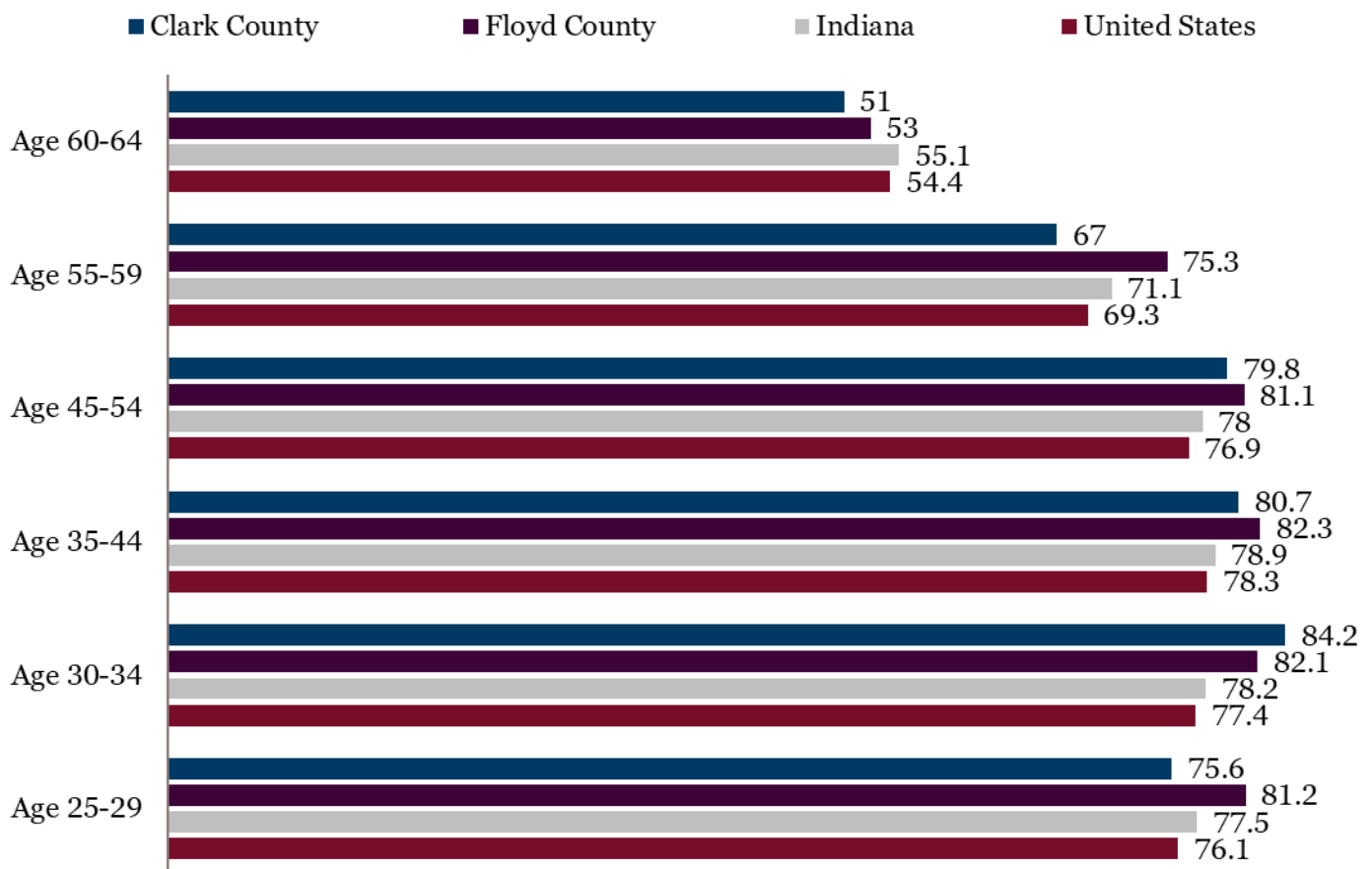
Employment

Clark and Floyd counties enjoy low unemployment rates and have high employment ratios, suggesting an active and engaged labor force (Figure 17 & Figure 18). This may also reflect the extent to which families require two earners to maintain middle class income levels. Slightly higher employment ratios in Floyd County likely explain at least some portion of the higher median household income.

The combination of median household incomes, individual earnings and high employment ratios indicates a strong foundation for economic prosperity. While the decline of manufacturing hit this region, the area managed to maintain a strong manufacturing base and has more recently expanded on that.

The region tapped into its location and assets to build a logistics hub, welcoming production facilities poised to take advantage of road, air, and water routes to move goods to distant markets. To be clear, many factories and production facilities have closed and such closings have had significant impacts over the last few decades. River Ridge Commerce Center has the capacity to house larger employers, but in the three-year period from 2015-2018, the area saw a decline in the number of establishments with 100 or more employees.⁸ From 2015 to 2018, the number of businesses grew by 202, with more than 90 percent of those new establishments employing less than 50 people.

FIGURE 17: PERCENT EMPLOYED BY AGE COHORT FOR PRIME WORKING AGE ADULTS, 2014-2018

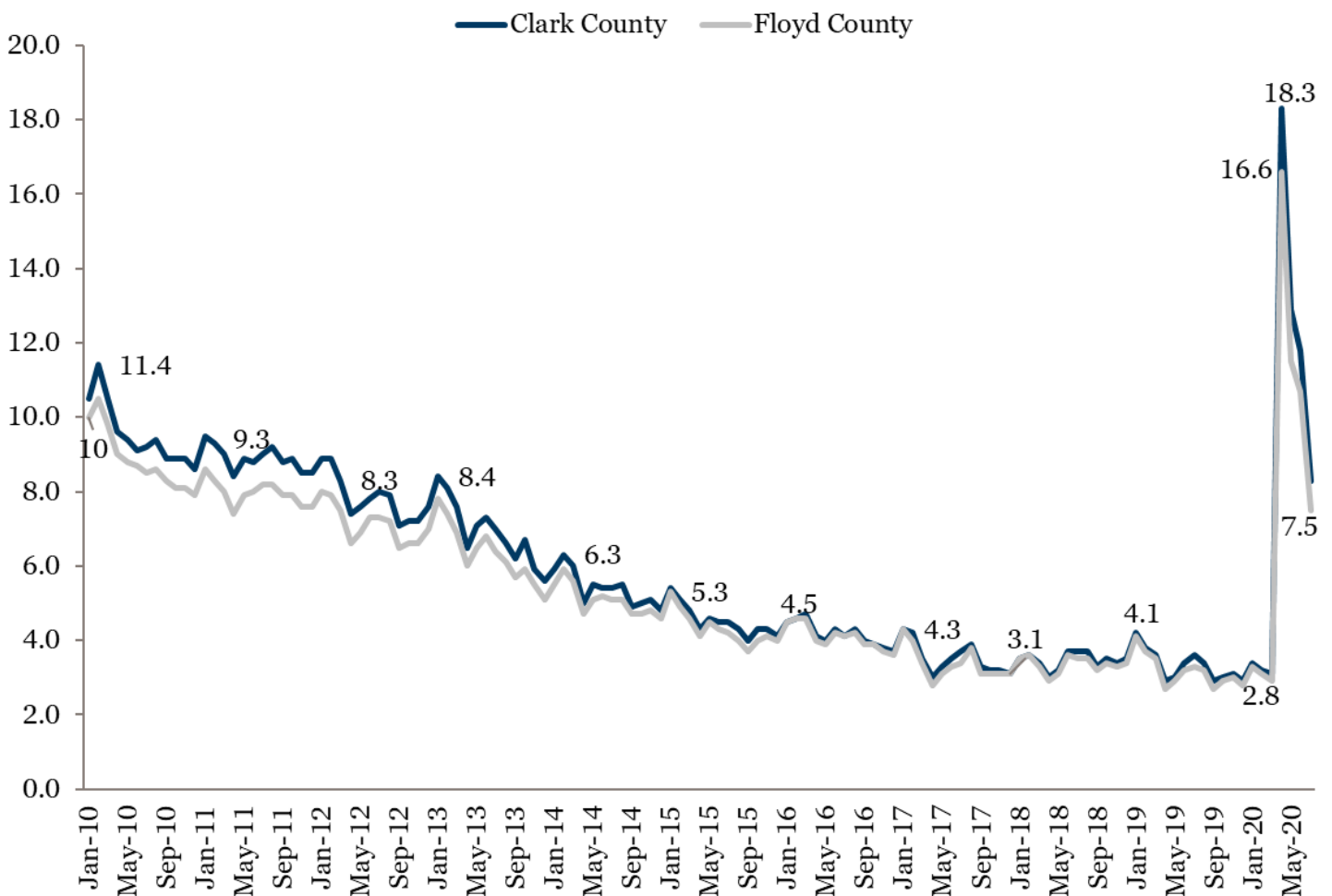


U.S. Census Bureau. 2020. "Table S2301: Employment Status." *American Community Survey 5 Year Estimates, 2014-2018*.

As noted, American Community Survey 5-Year Estimates for 2014-2018 suggest a fuller recovery from the 2008 recession than we saw in the 2009-2013 figures that formed the basis for the 2015 Assessment. These figures, however, do not reflect the recent tumble into pandemic recession. Unemployment figures that had been declining for a decade, spiked in April 2020 as restaurants, stores, bars, and gyms closed their doors during the first shut down (Figure 18). The local market rebounded considerably during the summer months, but the volatility of the pandemic remains a concern.



FIGURE 18: UNEMPLOYMENT RATES IN CLARK AND FLOYD COUNTIES, 2010-2020





Small Business⁹

Many argue that small business is the heart of the economy. Nationwide, small businesses comprise 99.9 percent of all firms and 99.7 percent of firms with paid employees.¹⁰ They employ 47.1 percent of private sector employees and 40.3 percent of private sector payroll.¹¹ Small businesses have accounted for 65.1 percent of net new job creation since 2000.¹² Across multiple studies, research finds that locally owned businesses generate significantly more local economic activity than do national chains.¹³ Their sales recirculate money in the local economy in ways that create additional local employment and a virtuous feedback loop of economic activity.¹⁴

One Southern Indiana, the local chamber of commerce, works to support local businesses and attract development to the area. The organization received statewide recognition as the 2020 Indiana Chamber of the Year. In addition, Develop New Albany and Jeffersonville Main Street have made great strides in revitalization, beautification, and historic preservation. Local governments, the Southeast Indiana Small Business Development Center (<https://isbdc.org/locations/southeast->

[isbdc/](https://isbdc.org/)), and philanthropies have made significant contributions to these efforts and both Jeffersonville and New Albany are seeing progress. As noted, the area experienced a net gain of 202 businesses from 2015-2018 and 92.2 percent of that growth was in businesses with fewer than 50 employees.¹⁵ More than sixty percent of new firms employed fewer than 20 people. Applications for new businesses were even more active, with just over 1500 applications in 2019.¹⁶ This level of activity reflects entrepreneurial growth throughout the region.

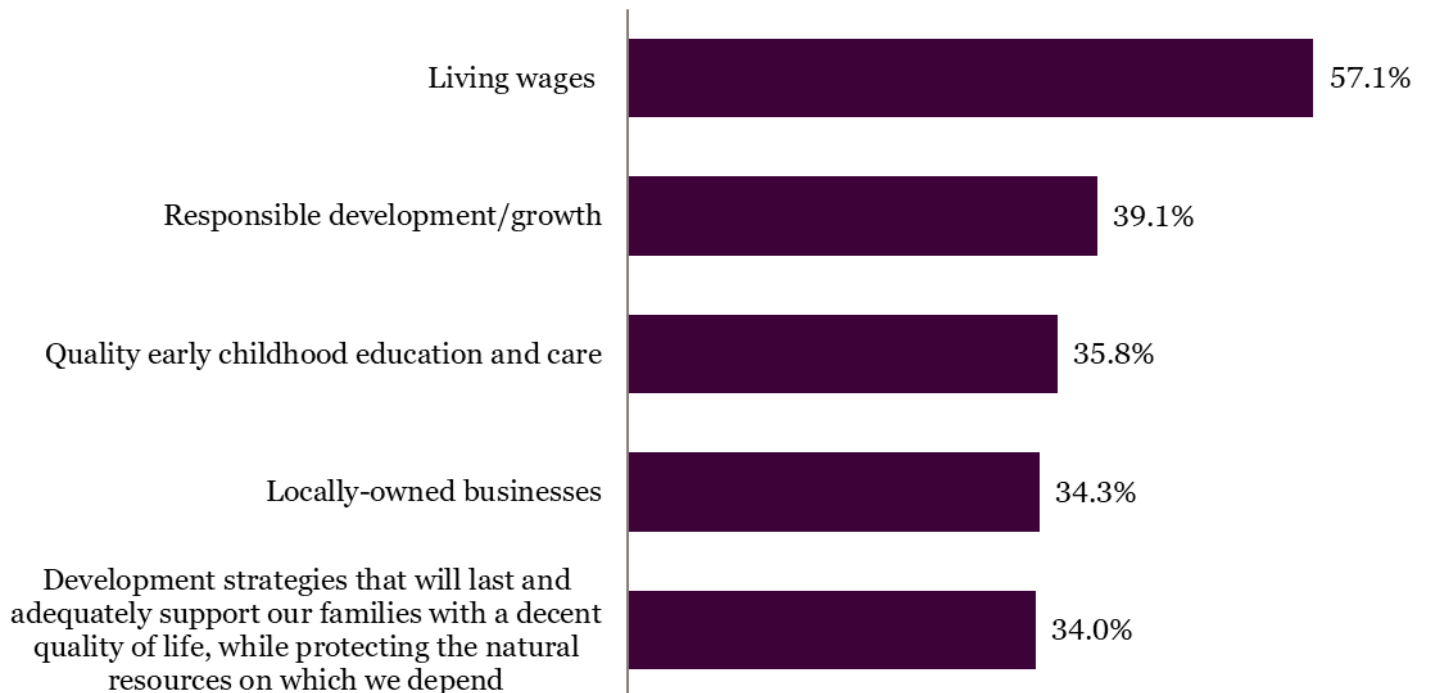
COVID-19

In addition to the spike in unemployment already noted and its attendant rise in poverty, COVID-19 is changing labor market dynamics. High unemployment and depressed revenue means that many of the jobs on offer are paying less than the jobs people lost in April. Despite finding employment, people are struggling to make ends meet, stay in the same housing, and maintain food and household necessities.¹⁷

The pandemic has exacerbated shortages in an already underdeveloped childcare sector, making it difficult to find the care needed for parents to return to work. In addition, school age children are home, engaged in nontraditional instruction (NTI), and often require oversight and parent participation to stay focused.

The region's manufacturing base and historical data from previous recessions suggest this region may recover faster than many other places. May and June saw significant improvements, although some jobs lost to the pandemic will not return. Questions remain about what structural adjustments will look like and what that will mean for employment and wages. In the early weeks and months of the pandemic, businesses with 20-49 employees had the largest employment declines of any size group. Black business owners have seen three times the decline in business activity compared to other business owners.¹⁸ In September, Yelp data showed 60 percent of business closures due to the pandemic had become permanent.¹⁹ We will not have a full understanding of these impacts until a few years into the recovery.

FIGURE 19: TOP 5 PRIORITIES FOR ECONOMIC DEVELOPMENT (N=506)



Community Perceptions: Economic Development

When asked to prioritize strategies for economic development, a majority (57.1 percent) select living wages and the next most commonly selected item is responsible development/growth (39.1 percent), followed by quality early care and education, locally owned businesses, and sustainable development (Figure 19). These top priorities are largely the same as in 2015, with one exception: qualified working age population, the number two priority in 2015, was selected by nearly a quarter of higher income respondents in 2020, but did not make the top five priorities, and was selected by only 14.5 percent of lower income respondents (Figure 20).

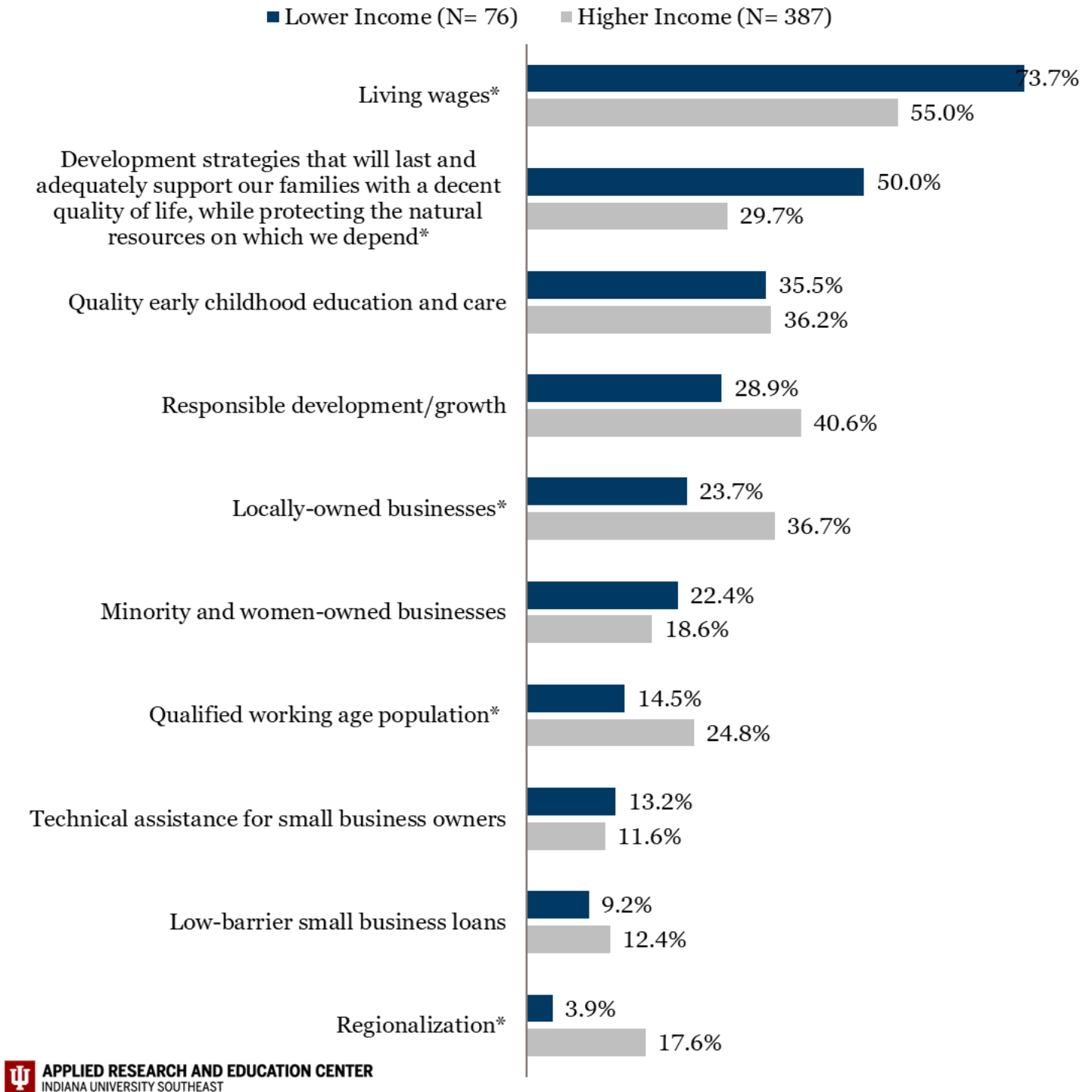
Community profile data reflect some strong fundamentals in terms of an engaged labor force and low unemployment, but community perceptions suggest opportunities to improve supports for economic prosperity. One area of apparent strength lies in support for small businesses. About 60 percent agree with the statement, “Our community has strong resources to support small business start-ups.” That is the only

item on which more than 50 percent of respondents agree, but when we isolate the responses of business owners and for-profit executives, the agreement rate drops to 52.9 percent (Figure 21).

The one area where agreement from business leaders is more prevalent than in the full sample is in response to the statement, “Residents of Clark and Floyd counties can find living wage jobs across all levels of education and skill.” Nearly 51 percent of business leaders agree, a lower 47.2 percent of the full sample agrees and an even lower 44.2 percent of nonprofit executives agree. Very few (17.0 percent of the full sample, 15.6 percent of business leaders, and 13.0 percent of nonprofit executives) agree that families at all income levels can find quality affordable childcare (Figure 21).

Differences in perceptions of community performance reflect distinct social locations. Business leaders report that despite offering strong wages, they struggle to find and keep employees. Nonprofit executives, on the other hand, may be more in touch with the experiences of low-wage workers who, despite finding a job, cannot consistently make ends meet on the low wages they

FIGURE 20: ECONOMIC DEVELOPMENT PRIORITIES BY INCOME LEVEL

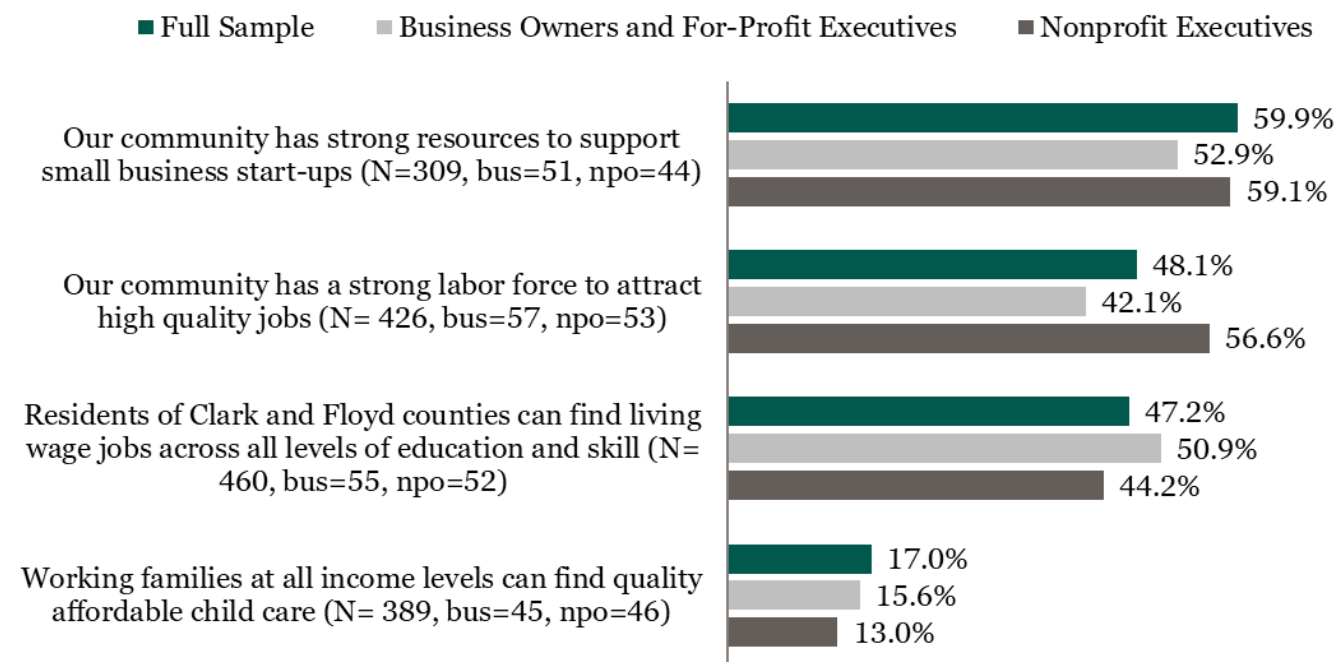


earn with no benefits. The difficult reality is that both of these things may be true. Employers in the building trades, for example, may be offering \$34 per hour but struggling to find appropriately skilled workers who will stay with the job. High demand for these workers means a little higher wage offered elsewhere may lead to a quick departure. Meanwhile, those working in retail and

food service may juggle multiple jobs and still struggle to make rent and buy food and clothing for their children.

Perceptions of the quality of the region's labor force also vary. Less than half of all respondents believe the region has a strong labor force to attract high quality jobs, with business leaders less likely to agree than the full sample. Nonprofit

FIGURE 21: PERCENT WHO "AGREE" OR "STRONGLY AGREE" WITH STATEMENTS ABOUT OPPORTUNITIES FOR ECONOMIC DEVELOPMENT (N=NUMBER RESPONDING IN FULL SAMPLE, BUS=NUMBER OF BUSINESS OWNERS AND FOR-PROFIT EXECUTIVES, NPO=NUMBER OF NONPROFIT EXECUTIVES)



executives, on the other hand agree at a rate of 56.6 percent (Figure 21). Both subsamples are employers, but they have different perceptions of the quality of the labor force. The responses of nonprofit leaders may reflect a more optimistic outlook for better utilizing the existing local labor force. Both building more skill and better using what the region has will need to be part of building and maintaining strong economic outcomes.

Community Perceptions: Personal Finance

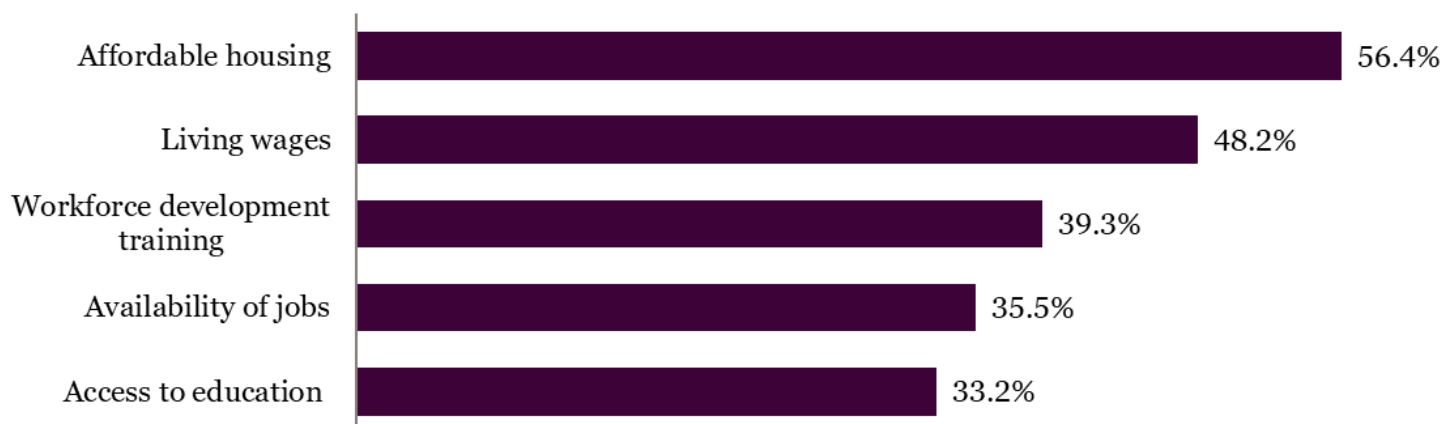
The *Priorities for Progress Survey* asked respondents to rate economic priorities related to personal finance. Affordable housing was the most frequently cited issue, followed nearly eight points behind by living wages, and even further behind that came workforce development, availability of jobs, and access to education (Figure 22). Lower-income respondents were more likely to select living wages and job availability and significantly ($p<.05$) more likely to select workforce development training and availability of low-interest loans, though both of these were selected

by only 28 percent of respondents. Far more frequently selected were housing, wages, and jobs (Figure 23).

Priorities for Progress

Prior to the COVID-19 pandemic, Clark and Floyd counties gained traction after a long slow recovery from the 2008 recession. High labor force engagement, low unemployment, and relatively low poverty rates indicate fundamental strengths in the local economy. Even with those gains over 2015, however, high levels of inequality, particularly in Floyd County, mean economic gains were uneven. Key characteristics of the region's economy suggest that Clark and Floyd counties may enjoy quick rebounds as the population gets vaccinated. However, the pandemic is likely to leave some workers behind as the result of efficiencies gained and discovery of new methods and processes for work. Attention to the needs of these workers and the disproportionate share of the region's people of color living below poverty will be important to full recovery and growth.

FIGURE 22: TOP PRIORITIES FOR PERSONAL FINANCE (N=512)



Economic Development

- Work to improve wages across sectors. The region might benefit from a wage study to better understand the wage structure in the area, how it affects employment stability, and what it means for quality of life in the region. Such a study could identify priority areas for improvement and help local government, business, and nonprofit leaders arrive at a common understanding of the issues and the roles for workforce and economic development in better responding to regional needs.

Such an effort should direct significant attention to systemic prejudice in hiring and wage practices that maintain the gender gap in pay and disparate earnings across racial/ethnic groups.

- Coordinate planning for responsible growth across municipal and county governments, with input from residents, business, and nonprofit sectors.
- Pursue public/private partnerships to pilot models for high quality early care and education with a focus on making it available to people at all income levels, living and working throughout the region. Piloting multiple models offers the opportunity to try various strategies and financing models, evaluate what works and what does not (both in terms finance and in terms of child outcomes), and develop a system or set of options that can be scaled up to serve the region.
- Continue to support small business development with existing programs and

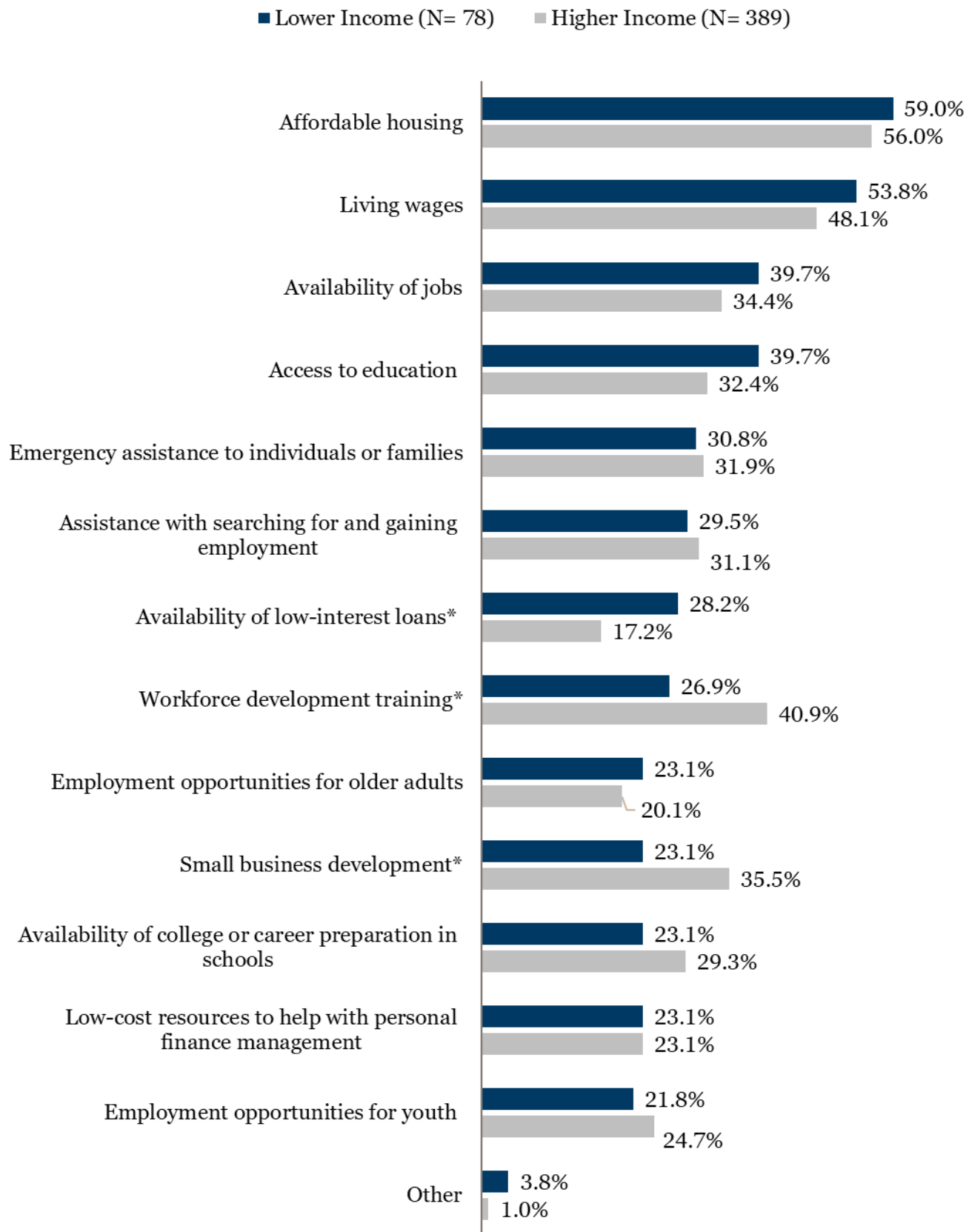
convene local business owners to identify opportunities to enhance and build on the successes of those programs. Encourage and support opportunities to increase minority and female entrepreneurship.

- Engage in brownfield redevelopment of former industrial sites and build environmental and quality of life protections into all economic development agreements.

Personal Finance

- Pursue public/private partnerships to make more affordable housing available throughout the region (also discussed in Basic Needs section).
- Develop college and career readiness programs in K-12 schools that educates youth on costs of living, the wages needed to support themselves and a family, and the wide range of career pathways available to them.
- Support access to workforce development and training through subsidized programs, scholarships, and grants that reduce or eliminate the need for student loans and make education and training accessible to all.
- Identify creative opportunities to engage single mothers in education and training that meets their childcare needs and supports their ability to focus on improving employability and earnings potential.
- Support efforts to develop women's skills and confidence in negotiating wages and salaries, increase knowledge of their value in the labor market, and inform them of the wages men earn for the same work.

FIGURE 23: PERSONAL FINANCE PRIORITIES BY INCOME GROUP





Basic Needs

Basic human needs include food, clothing and shelter. Health, education, employment, wages, and social supports addressed throughout this report all shape residents' ability to meet these needs. Access to food and stable housing are indicators of how well other community systems are functioning. Without food and stable housing, performing well in school, maintaining employment, and engaging in health behaviors that support well-being are challenging, if not impossible. We present these indicators first in order to draw some quick comparisons to where we were in 2015 and to set the stage for better understanding the root causes that show up in other parts of the full report. The COVID-19 Pandemic has significantly changed many individuals' and families' abilities to meet their own basic needs. We provide some data and anecdotes from local providers to help readers better understand the impacts.

Community Profile: Food & Clothing

In 2015, an estimated 15,640 Clark County residents and 10,630 Floyd County residents were food insecure.²⁰ By 2018, those numbers had

dropped to 13,530 and 8,600 in Clark and Floyd counties, respectively. The population grew modestly from 2015 to 2018, bringing the percent food insecure down from just over 14 percent across the two county region to 11.7 percent in Clark County and 11.2 percent in Floyd County in 2018 (Figure 24). Among those struggling with food insecurity in Clark and Floyd counties, an estimated 32 percent to 40 percent earn enough that they are likely ineligible for state or federal food assistance (Figure 24).

The region emerged more fully from the 2008 recession and a number of efforts seemed to be hitting stride by 2018. Still, more than 22,000 residents struggled with consistent access to sufficient food and nutrition to support a healthy active lifestyle. Food insecurity is largely a measure of financial stability. In addition, geographic proximity to full-service grocery stores that offer healthy food choices and fresh produce shapes residents' access to healthy food. The percent of residents who report limited access to healthy food has gone up since 2015. Most notably, the percent in Floyd County jumped from 4.2 percent to 8.0 percent. This likely reflects the closure of Save-a-Lot, which was the only full service grocery in easy walking distance to much of downtown New

FIGURE 24: FOOD SECURITY AND ACCESS TO ASSISTANCE, 2018

	Clark County	Floyd County	Indiana
Number Experiencing Food Insecurity	13,530	8,600	274,080
Percent Food Insecure	11.7%	11.2%	13.2%
Qualifying for Assistance			
Those who are food insecure with income above Other Nutrition Program threshold of 185% of poverty (i.e. likely ineligible for state or federal food assistance).	32%	40%	32%
Between 130% and 185% (i.e. do not qualify for SNAP, but <i>may</i> qualify for Other Nutrition Programs)	20%	15%	16%
Below SNAP threshold 130% poverty (i.e. Qualify for SNAP)	49%	45%	52%
Child Hunger			
Percent of Children Food Insecure	15.3%	15.8%	17.5%
Percent of Food Insecure Children whose households fall below the SNAP threshold of 130% of poverty (i.e. Qualify for SNAP)	Not Available	Not Available	72%
The Dollars and Cents of It			
Average Meal Cost	\$2.78	\$2.91	\$2.68
Annual Aggregate Food Budget Shortfall	\$6,269,000	\$4,242,000	\$400,962,000
Access to Healthy Food			
Number with Limited Access to Healthy Food	7,604	5,595	883,260
Percent with Limited Access to Healthy Food	7%	8%	7%

Albany's housing. Significant portions of New Albany have no access to a full service grocery in walking distance.

Church networks and nonprofit organizations in Clark and Floyd counties remain important sources for free meals. These programs have shifted to boxed meals during the pandemic. In New Albany, meals are available Tuesdays at the Hour of Power, Fridays at St. Paul's Episcopal Church, Saturdays at St. Mark's United Church of Christ, and Sundays at Bicknell Park. In Jeffersonville, Community Kitchen serves lunch 11:30-1 Monday-Friday and at the same time on the last Sunday of the month and St. Luke's serves a meal on Saturdays. In 2015, there was a hot meal available every day of the week in each of the two counties. Exit 0 provides food and supports to help the street homeless and the Homeless Coalition of Southern Indiana's White Flag shelter serves dinner and breakfast on nights when it operates.²¹

Community Action of Southern Indiana, Volunteers of America Mid-States, and New Hope Services are among those who deliver basic needs

services with funding from state and federal funding streams. Two interfaith organizations, Center for Lay Ministries in Clark County and Hope Southern Indiana in Floyd County, as well as the Salvation Army are among the major providers of food pantries. Hope Southern Indiana, the Salvation Army, Community Action of Southern Indiana, and area Township Trustees provide additional gap-filling support (e.g. utility assistance, emergency hotel vouchers) to those struggling to maintain housing and meet their basic needs.

St. Elizabeth Catholic Charities in New Albany distributes mom and baby/child clothing, diapers, formula, and household items to low-income families through Marie's Ministry. Hope Southern Indiana provides clothing vouchers. In addition to these programs, several churches operate additional food pantries and clothing closets (e.g. St. Mark's in New Albany operates a clothes closet on Saturdays when they are also the meal site for New Albany).

Community Profile: Housing

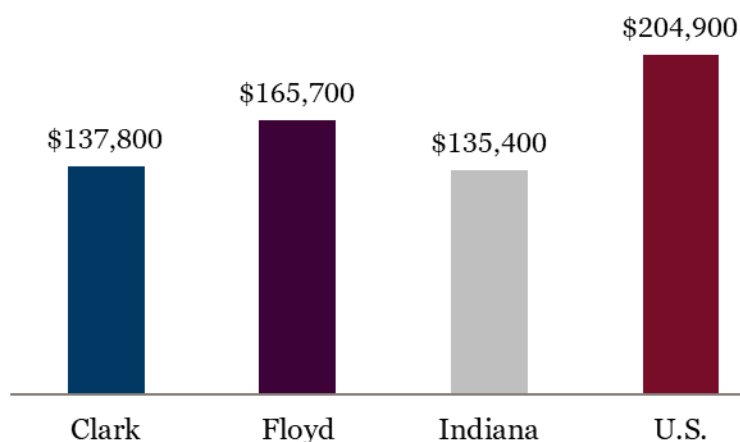
COVID-19 is already disrupting housing in significant ways and at this writing, we have not yet reached the end of the eviction moratorium, which has kept thousands of unemployed workers housed during the pandemic recession. The data presented are a snapshot of housing prior to the pandemic.

The housing market in Clark and Floyd Counties has rebounded from the 2008 collapse and slow recovery, and yet the area continues to offer more affordable home prices than Louisville and other metropolitan areas. Local owner costs are in line with Indiana state averages (Figure 25). The median home price for Clark County (\$137,800) is just above the state average (\$137,400) and is a substantially higher \$165,700 in Floyd County (Figure 26).

FIGURE 25: MEDIAN MONTHLY OWNER GROSS RENT COSTS, 2014-2018

	Clark	Floyd	Indiana
Median selected monthly owner costs -with a mortgage, 2014-2018	\$1,123	\$1,250	\$1,130
Median selected monthly owner costs -without a mortgage, 2014-2018	\$402	\$447	\$401
Median gross rent, 2014-2018	\$813	\$786	\$807

FIGURE 26: MEDIAN VALUE OF OWNER-OCCUPIED HOUSING UNITS, 2014-2018



The rental market, however, remains a challenge. The rental market is hot for property owners, but challenging for those looking to rent. The vacancy rate for the two-county region was 2.3 percent at the close of the quarter ending September 30, 2020.²² This may be lower than normal due to the pandemic-related eviction moratorium (the government passed a policy to disallow evictions during the COVID-19 crisis), but anecdotal accounts from local social service providers suggest people are still getting evicted and struggling with homelessness. In the two county region, nine census tracts have a residential vacancy rate of 0.0 percent (four in Clark and five in Floyd), and 28 of 46 census tracts have vacancy rates below two percent (18 of 26 in Clark and 10 of 20 in Floyd). Only 12 census tracts have vacancy rates above 4.0 percent (five in Clark and seven in Floyd).²³

With relatively low vacancy rates, rent prices have been high since the post-2008 flood of the rental market. In 2019, building permits totaled 904 in Clark County and 207 in Floyd County. New building has the capacity to ease pressure on the rental market as it increases the supply of housing, but to the extent that southern Indiana continues to attract new residents, this easing may be slow. Persistent low wages in much of the retail, food service, and low-skill service sectors intersect

with the tight rental market to create an affordability crunch. A two-bedroom fair market rent apartment requires 83.0 hours of work at \$10 per hour (Figure 27). For a single mother working in the low wage and retail service sector, this cost equation likely means holding down multiple part-time jobs (full-time is difficult to come by in this part of the market), and struggling to find childcare to support working those jobs.

The Department of Housing and Urban Development defines “affordable” as housing costs (including utilities) that total no more than 30 percent of monthly income. In 2019, an estimated 50.6 percent of the two-county region’s renter households spent 30 percent or more of monthly household income on rent (not including utilities).²⁴ For the period 2014-2018,

ten percent of renting households suffered “severe housing cost burden,” which means they spent 50 percent or more of monthly household earnings on housing (not including utilities). This amounted to 6,868 households experiencing severe housing cost burden.

Since the 2015 Assessment, the landscape of housing supports available in Clark and Floyd counties has changed significantly. Both New Albany and Jeffersonville have new leadership in their Housing Authorities, Charlestown continues to have low-income public housing options and vouchers, and Sellersburg participates in Housing Choice Voucher programs. Transitional housing programs are no longer funded by the federal government so two local programs have either closed or shifted gears considerably. St. Elizabeth Catholic charities provides emergency shelter for pregnant and parenting mothers, and offers an Affordable Supportive Housing program. Salvation Army no longer provides transitional housing and

Hope Southern Indiana recently found itself picking up the slack by securing funds to support hotel vouchers to keep people housed during transition periods.

One of the three high vacancy census tracts in the area is home to several units of New Albany Housing Authority’s (NAHA) public housing. In 2015, the assessment noted the high concentration of public housing in New Albany, with attention to significant maintenance issues in much of the housing stock. In the intervening years, the federal government and the local housing authority have shifted away from traditional public housing and toward rental assistance models. NAHA plans to demolish about 1200 units of traditional public housing (much of it very old and unsafe), and will replace roughly half of those units. At this time, no one is being displaced to vacate units on track for demolition; those units simply are not filled

FIGURE 27: RENTAL AFFORDABILITY IN CLARK AND FLOYD COUNTIES

Year	Efficiency	One-Bedroom	Two-Bedroom	Three-Bedroom	Four-Bedroom
FY 2020 FMR	\$614	\$713	\$872	\$1,174	\$1,331
Average Utilities	\$207	\$207	\$207	\$207	\$207
Total Housing Cost (Rent + Utilities)	\$821	\$920	\$1,079	\$1,381	\$1,538
Number of hours of minimum wage (\$7.25/hr) work per week needed for this to be affordable.	87.1	97.6	114.5	146.5	163.2
Number of hours of \$10/hr work per week for this to be affordable. (Some anecdotal sources suggest this is the more common starting rate in the area)	63.2	70.8	83.0	106.2	118.3
Hourly wage required for one income	\$16	\$17.69	\$20.75	\$26.56	\$29.58
Monthly Income	\$2,737	\$3,066	\$3,597	\$4,603	\$5,127
Annual Income	\$32,840	\$36,800	\$43,160	\$55,240	\$61,520

Sources: U.S. Department of Housing and Urban Development. 2020. *Fair Market Rent Documentation System*. Retrieved 10/23/2020 (https://www.huduser.gov/portal/datasets/fmr/fmrs/FY2020_code/2020bdrm_rent.odn?year=2020&cbsasub=METRO31140M31140&br_size=0); Payscale. 2020. “Cost of Living in Jeffersonville, IN.” Retrieved 11-09-2020 (<https://www.payscale.com/cost-of-living-calculator/Indiana-Jeffersonville>). Cost of living estimates appeared to be the same across multiple places in Clark and Floyd counties.



when vacancies arise, hence the high vacancy rate in one of the areas slated for demolition. In the meantime, local nonprofits report significant challenges in finding affordable housing for their clients.

As NAHA shifts, significant housing resources will go toward rental assistance for private property occupancy. Housing vouchers, however, have mixed results as many local property owners are unwilling to jump through the bureaucratic hoops required to participate in the program. The city of New Albany has directed attention to local code enforcement to reduce the disincentive for participation in federal rental assistance programs. If all landlords have to maintain higher standards, then consistent rent payments that come with vouchers are a clear net benefit without an additional cost. Some argue this plan will improve quality of life and safety for NAHA residents, while others express concerns that the results will mirror those from previous urban renewal programs: residents displaced, moved further from employment opportunities, communities disrupted, and many vulnerable families left with less support, but no less need.

The area's single general population homeless shelter has changed hands and now operates under the name Catalyst Rescue Mission. The BreakAway, a recovery home for women, opened

in 2017 and has become an important part of the housing and recovery system in the region. Additional recovery homes catering to men and women operate across the two county region. The Center for Women and Families closed its Southern Indiana shelter, but continues to provide support services. Area providers now coordinate their work and advocacy through the Homeless Coalition of Southern Indiana (HCSI), which is leading the way in getting the

region's service providers to use a single point of entry system for intake and referral to community services.

HCSI established a White Flag Emergency Shelter for nights when temperatures drop to 35 or lower for four or more consecutive hours between 7:00 p.m. and 7:00 a.m. from November 15 to April 15 each year. The shelter is largely volunteer staffed, but has shifted to having at least one paid staff at the shelter at all times and this year shifted to two paid staff for the overnight shift, to eliminate the need for volunteers from 10:30 p.m.-5:00 a.m. The White Flag Shelter has experienced wide variation in usage, from an average of 4-8 visitors per night the first year to 22 visitors per night in the 2018-2019 season, and 30 guests per night in the 2020-2021 season. With the support of more than 200 volunteers, from 2015 through April 2020, the White Flag shelter has operated 214 nights, sheltered 283 unduplicated guests for 1,940 total shelter visits. In the current season, the shelter has already hosted more than 900 shelter visits.

The Point-In-Time count of the homeless occurs in the last week of January every year. For Clark and Floyd counties, total counts range from around 150 to more than 300 over the past 10 years. These counts reflect those counted homeless on a single night of the year (often one of the coldest nights). The count does not include any

individuals who are able to find shelter with friends or family on that night, are in the hospital, in jail, not found by people conducting the count, and those who refuse to participate in the count. Nationally, experts agree that the Point-In-Time count is a severe undercount.²⁵ Research suggests true homeless figures are 2.5-10.2 times the size the count indicates in jurisdictions across the U.S.²⁶ Local developers indicate that they multiply the PIT count by 5 to get their estimates of the need for additional housing.

The 2020 Point in Time Count of the homeless reported 129 homeless individuals in Clark County and 29 in Floyd County. Among those, 54 were adults with serious mental illness, 29 were adults with substance abuse issues, two reported having HIV and six reported being victims of domestic violence. Clark and Floyd counties' 2020 total of 158 includes 12 children and nine individuals age 18-24.

Community Perceptions: Basic Needs

When asked to select their top five social issues, 29.2 percent of the full sample and 30.7 percent of lower income respondents selected "Hunger" (Figure 28). Low-income families, often paying higher rents than they can afford, may struggle with food insecurity. Public programs and the many private supplements available in our community likely keep this issue from landing in the top five social issues of concern, but it still claims priority.

A large portion of the community recognizes the housing challenges faced by low- to moderate-income residents. Among social issues of greatest concern, 57.5 percent of the sample selected "Homelessness", second only to "Adult drug or alcohol use" (75.1 percent). A full 57.9 percent of respondents selected "Variety of affordable housing options" as

FIGURE 28: HUNGER AND ACCESS TO HEALTHY FOOD

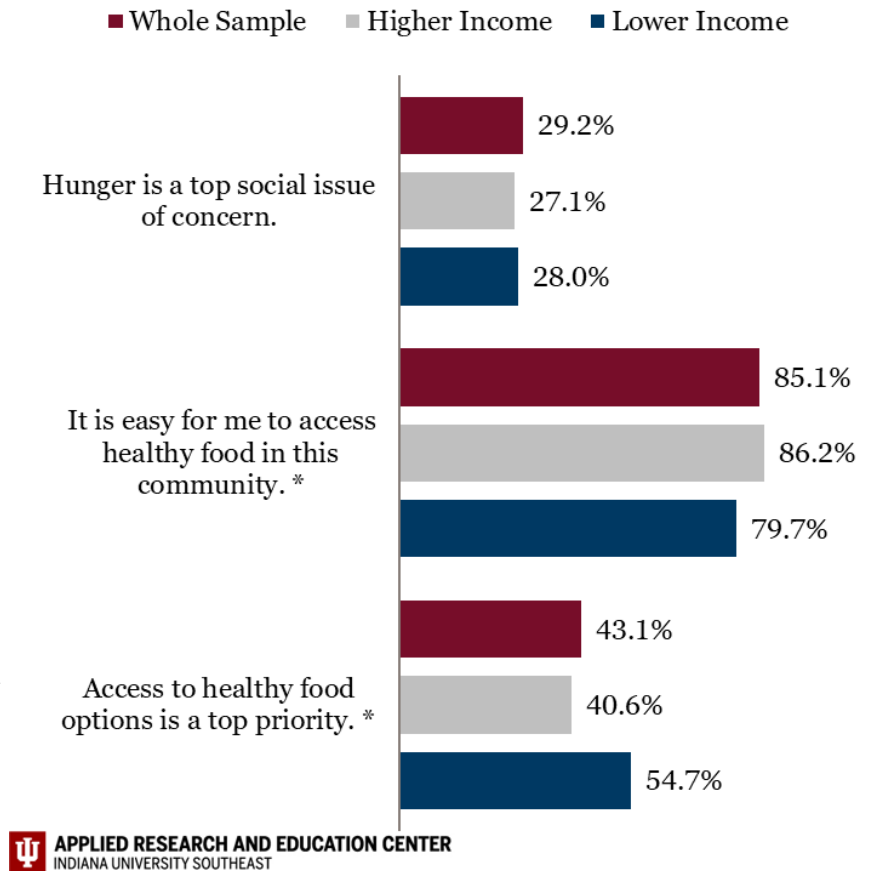


FIGURE 29: CLARK AND FLOYD COUNTIES PERFORMANCE IN MEETING BASIC NEEDS OF LOW-INCOME CHILDREN/YOUTH (MISSING=285, INCLUDING THOSE WHO RESPONDED "DON'T KNOW")

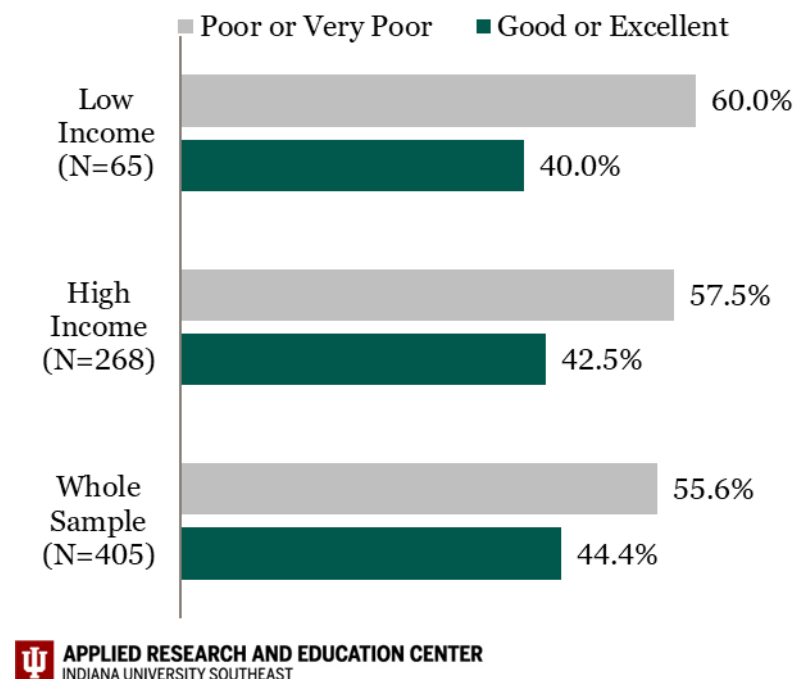
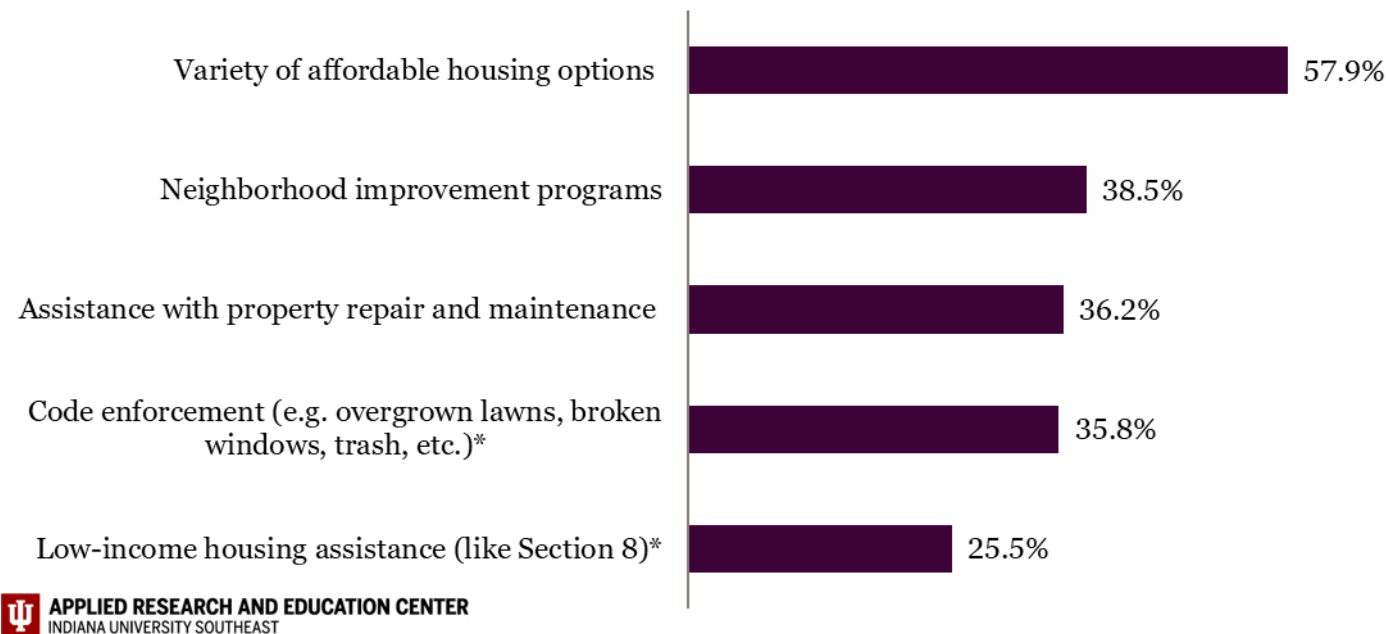


FIGURE 30: HOUSING PRIORITIES MOST FREQUENTLY SELECTED (N=530)



a top housing priority for the community (Figure 30) and affordable assisted living and housing options claimed the top two spots for priorities for older adults. Write-in responses included additional items related to affordable housing: lower rents, group homes for those with low incomes and who need medical assistance, housing options for low-wage workers, tiny homes, and housing for youth aging out of the foster care system. Housing remains a top priority for Clark and Floyd counties.

More than one-third of respondents selected neighborhood improvement programs, assistance with property repair and maintenance, and code enforcement as priorities. Low-income housing assistance (Section 8/Housing Choice Vouchers) rounded out the top five with 25.5 percent of respondents selecting it as a priority. That number rose to 31.2 percent among lower income respondents.

While relatively stagnant wages and the proliferation of low-wage jobs clearly affect housing stability, they also affect neighborhoods and property maintenance. As noted, home ownership rates are high, but low to moderate income homeowners may find it more

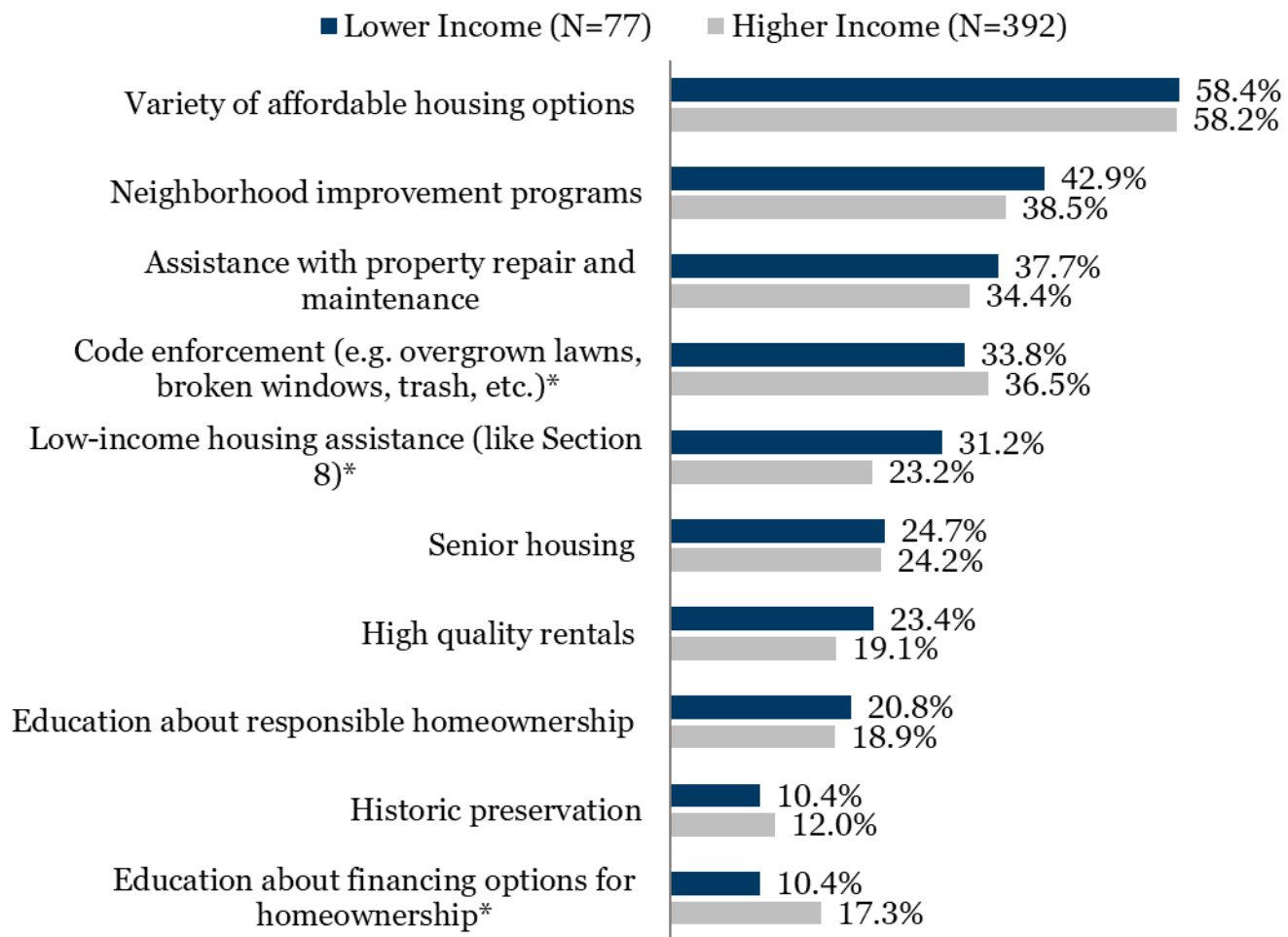
challenging to maintain their property when housing takes up a large share of monthly income. For these homeowners, code enforcement may simply add one more expense that people cannot afford to pay. A more effective response may be to develop a funding and service model to provide home repairs to low-income homeowners. In addition to new builds, Habitat for Humanity does this kind of rehab work in some locations. Such a program can draw on private sector support of

corporate and individual donors, philanthropic foundation support, and volunteer labor to clean up and beautify neighborhoods while building community social ties and empowering those struggling to maintain their homes. Such an option is a useful response to the current problem, but does not change the system that produces the problem. In order to decrease the need for this type of support, local workers need to earn wages that match the cost of living.

In our conversations with residents, concerns about code enforcement reflect this issue as well. People are concerned about failures to maintain property, but they are also concerned about landlords who fail to maintain safe and healthy properties for renters.

“Affordable housing availability period! Rents are too high. New building is great but they are coming in at exorbitant monthly rent fees and thereby allowing older properties to drive up their own rental fees. Rents need to be lower!”

FIGURE 31: HOUSING PRIORITIES BY INCOME LEVEL



New Albany has taken some steps to increase code enforcement at rental properties. However, anecdotal reporting suggests that code enforcement remains an issue with rental properties in Clark and Floyd counties. Low-income renters who struggle to make rent and feed their families are often left with little leverage to demand better. Increasing local enforcement is important to healthy and safe housing throughout the region and may level the playing field in ways that create greater incentives for local landlords to work with the Housing Choice Voucher program, thus protecting against housing shortages resulting from NAHA's plan not to replace all units slated for demolition.

COVID-19 Impacts on Basic Needs

As the two interfaith service organizations who do a significant portion of the area's food distribution, Hope Southern Indiana and the Center for Lay Ministries are on the front lines seeing and hearing about the impact of COVID-19 on individuals and families throughout the two-county region.

The Center for Lay Ministries (CLM) had a history of seeing several hundred clients each month, with 800 being the high end of their normal range. Early on in the pandemic, as layoffs and furloughs took hold and people waited for unemployment to kick in, their numbers climbed to around 1,000 in April. In May and the summer months, some returned to work, and unemployment checks came in. In September and

I'm outside talking to these folks every day. I hear many heart-breaking stories. Folks who are unable to pay their bills, or those who have paid all of them but have no money for food, folks who have been out of work, or can't return to work, and so many who have family members that are ill or have died. We also have a great many of our clients who have taken family members into their homes because they have been evicted or could not keep their own homes.

Staff, Center for Lay Ministries



October, however, as savings and unemployment payments declined or went dry, numbers started to climb. In October, the Center for Lay Ministries served an all-time high of 1,600 households. Two weeks into October, their staff reported that they had already seen three days in November 2020 that hit their highest daily client visits ever. Center for Lay Ministries has reduced distribution hours, but with drive thru service, is serving more people in less time than ever before.

Staff report that CLM is seeing clients return who have not used the food bank in years, but are also seeing brand new clients—people who have never needed to rely on a food bank before. More of their visitors are homeless. They report that they cannot find a place to stay—nothing is available or what is available is too expensive.

Hope Southern Indiana (HSI) has not seen the same level of uptick in food distribution. The

director notes that her clientele received increases in Supplemental Nutrition Assistance Program funds that are helping them through this time. HSI data, however, indicate they are distributing more food than this time in 2019, just not the same level of increase seen at the Center for Lay Ministries.

HSI administers CARES Act rental assistance funds and has seen a large number of families in need of rental assistance (Figure 32). Many do not qualify for the Cares Act funds and are struggling to make rent. Those with Housing Choice Vouchers and who live in public

housing are not eligible for CARES Act assistance, and those who do qualify only receive one month's rent. Housing needs are much higher than the CARES Act response. HSI has shifted to providing support for families in transition by securing funds to purchase hotel vouchers to keep families from becoming homeless. The demand for this program is higher than they anticipated. At this writing, the transitional support program has served 39 families that included 54 adults and 68 children (Figure 33).

In addition to food and housing, both Hope Southern Indiana and Centerstone report increases in the need for clothing. Hope Southern Indiana has provided clothing vouchers to nearly twice as many adults and children as they had at the same time last year (Figure 34).

Spotlight: Hope Southern Indiana & the COVID-19 Pandemic

FIGURE 32: RENTAL ASSISTANCE RECIPIENTS, HOPE SOUTHERN INDIANA, 2019 & 2020
(MARCH 16-NOVEMBER 12 FIGURES FOR BOTH YEARS)

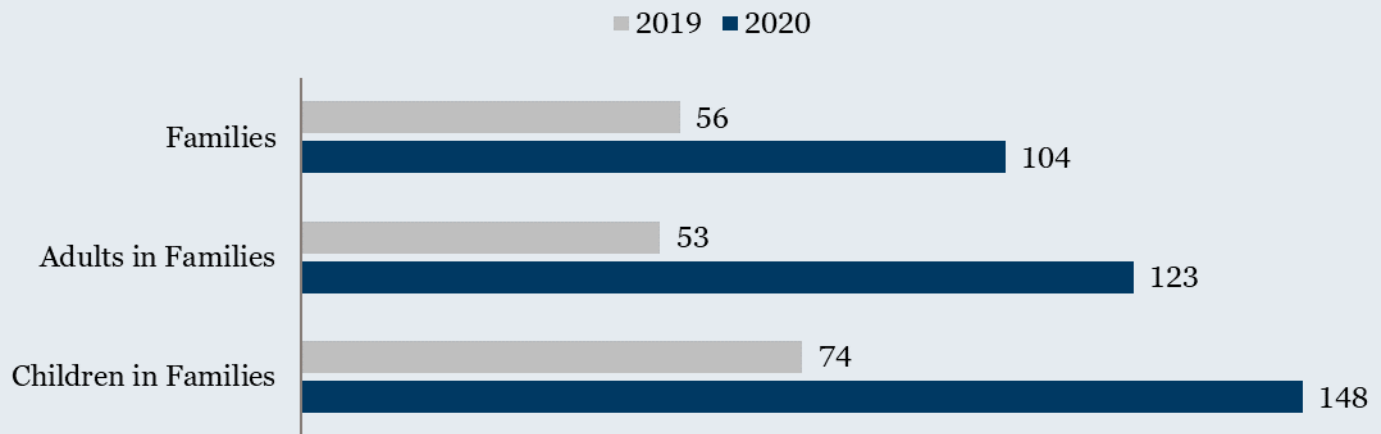
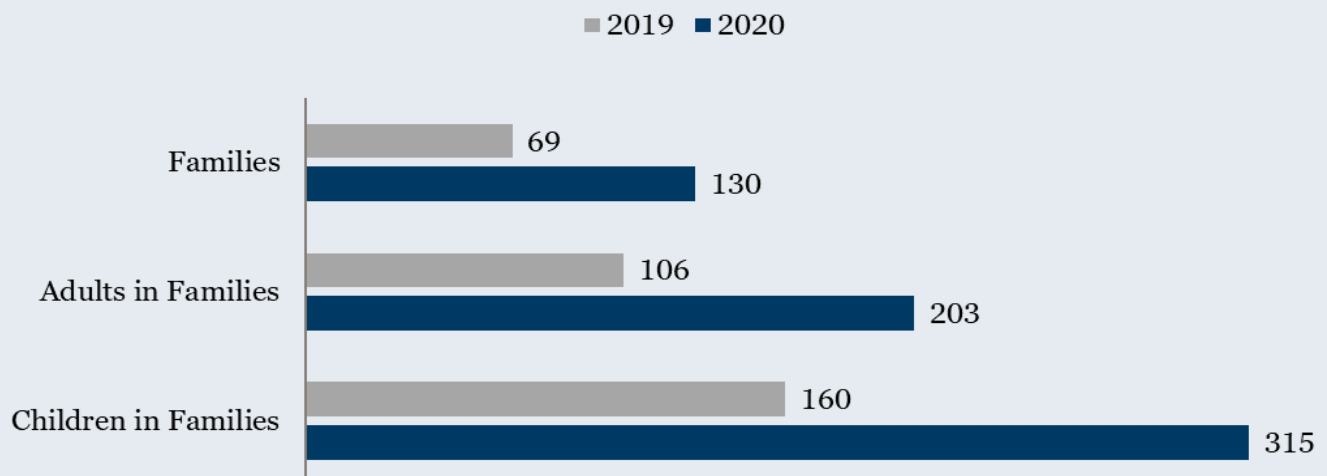


FIGURE 33: HOMELESSNESS PREVENTION SERVICES, PROVIDED BY HOPE SOUTHERN INDIANA 2020



FIGURE 34: CLOTHING VOUCHERS DISTRIBUTED BY HOPE SOUTHERN INDIANA, YEAR OVER YEAR COMPARISON





Priorities for Progress

Clark and Floyd counties saw important reductions in food insecurity between 2015 and 2020. These gains have disappeared amid the COVID-19 recession. The region has strong private systems that supplement public nutrition programs and these systems will need support to continue to manage the high demands of the current pandemic recession. *Priorities for Progress* need to recognize the near term needs presented by the pandemic as well as the longer-term needs reflected in the data on access to food and food security.

- Ensure that local organizations that fill gaps left by the recession and public programs have needed resources to keep local families fed and housed for the duration of the pandemic and the recovery that follows (organizations that provide regular, structured, and funded programs for food, clothing and housing are best equipped to manage this effort).
- Increase coordination between schools, child services, and social service providers to ensure that children's basic needs are met.

Food Security

- Support increased wages for low-skill occupations, and build and attract living wage jobs across the economy. Skilled or unskilled, full-time workers need to earn enough to feed and house their families.

- Work to bring a full service grocery to downtown New Albany.
- Work with TARC and with Indiana state government to improve public transportation that can facilitate access to groceries for food deserts within the region's population centers.
- Work to improve public transportation between population centers and rural communities.
- Support and encourage small business development to bring full service grocery stores to Borden and New Washington.

Housing

- Engage mixed income development by increasing affordable housing requirements for new development targeting multiple income levels (e.g. 30 percent area median income and 60 percent area median income).
- Enforce codes at local rentals to even the playing field and remove disincentives to participation in federal rental assistance models.
- Identify potential partners and funding models, design and implement a program that provides home repair support for low-income homeowners.



Health & Wellness

Health and wellness are foundational requirements for a thriving community. Wellness includes physical and mental health, and the means to maintain both. While individual health issues may be personal concerns, at the community level, health and wellness are public issues that shape educational, economic, and quality of life potential. Natural resources, the built environment, economic opportunities, education, and quality of life amenities all shape health and wellness. In this section, we explore health behaviors, healthcare, and health outcomes, including attention to mental health and substance abuse, in Clark and Floyd counties. In community development research, access to health care, health behaviors, and outcomes indicate “quality of life,” while external amenities that support healthy living fall under “quality of place.”²⁷ We follow this form with attention to indicators of quality of life in this and other sections, and a separate section on *Quality of Place*.

Community Profile: Physical & Behavioral Health

Southern Indiana enjoys some important strengths with regard to health and wellness, but rankings on various factors that contribute to health and indicators of health outcomes are scattered enough to suggest opportunities for

significant improvement. The area has slipped in its rankings on some important measures of health while climbing on others, limiting overall improvement.²⁸

Indiana ranks 41 out of 50 states in America’s Health Rankings so using state averages does not really help us understand where Clark and Floyd counties stand in terms of health.²⁹ In this profile, we use Indiana’s top rated Hamilton County, home to the affluent communities of Carmel and Fishers, to provide some reference for how Clark and Floyd counties fare compared to a healthy community.

Health indicator comparisons between the two counties reveal the problematic correlations between income, health behaviors, and outcomes. Floyd County, with a higher median income, ranks higher than Clark County on most indicators. Physical environment is better in Clark County as the community has engaged more effective reforestation and there is a larger supply of undeveloped land area. This difference shapes differences in air and water quality, but Clark and Floyd counties both receive “F’s” for high ozone from the American Lung Association. Clark County had 4.0 high ozone days per year (weighted average) from 2016-2018 and Floyd County had 5.3 per year over the same period. Jefferson County, Kentucky had 9.5 high ozone days 2016-2018, down from 10.7 at the time of the 2015

Respiratory Illness in Clark and Floyd Counties ³¹

3,827 children
suffer from asthma

15,023 adults
suffer from asthma

14,047 residents
suffer from
**Chronic Obstructive
Pulmonary Disorder**

16,882 *suffer from*
Cardiovascular Disease

assessment, and Indianapolis had 6.0.³⁰ These figures indicate ongoing improvement in local air quality. Still, ozone remains high and dangerous to human health.

When it comes to length of life, quality of life, access to clinical care, social and economic factors, Floyd County ranks higher than Clark County. Both communities rank low in health behaviors (71 and 79, respectively, out of 92 counties), a significant drop from 60 and 62 in 2015 (Figure 36). Smoking and physical inactivity rates have declined, but remain high compared to a healthy community (Figure 38). Both counties' physical inactivity rates are higher than the state

rate and much higher than Hamilton County. Related outcomes include obesity rates around 10 points higher than in Hamilton County and 2-3 points higher than the state (Figure 38). In an area where more than 80 percent of the population reports access to exercise (Figure 35), these figures suggest it will take more than the presence of exercise opportunities to activate the population.

Physical inactivity is both cause and effect of poor physical and mental health. Clark County is in line with the state rate of 20.0 percent of the population reporting poor or fair health. Floyd County does a bit better at 17.0 percent, but this is still significantly higher than Hamilton County's 11.0 percent (Figure 37). For individuals in the two-county region these differences result in an average additional day of poor physical or mental health each month and five to seven fewer years of life (Figure 37). At the population level, the outcome is roughly two times as many years of life lost to premature death per 100,000 people (Figure 37). Higher rates of poor mental and physical health undoubtedly affect personal and paid labor productivity, outlook on life, and creativity. These impacts, when aggregated across the population, affect the region's ability to thrive socially and economically.

A closer look at issues related to substance use indicates opportunity for significant improvement. Of driving deaths, 27 percent in Floyd County involved alcohol, compared to only eight percent in Clark County (Figure 39). Driving deaths involving alcohol are one of the few areas where Hamilton County performs poorly. This indicator, unlike others, may have a positive rather than a negative correlation with income levels. In both Clark and Floyd counties and statewide, 18 percent report excessive drinking, compared to 20 percent in Hamilton County, but this issue is likely underreported.

FIGURE 35:
**PERCENT WITH
ACCESS TO
EXERCISE
OPPORTUNITIES**

	Clark County	Floyd County	Indiana	Hamilton County
Percent with access to exercise opportunities	89%	82%	75%	91%

Source: Robert Wood Johnson Foundation and the University of Wisconsin Population Health Institute. 2020. *County Health Rankings & Roadmaps*. (www.countyhealthrankings.org)

Over the last decade, the substance use of greatest concern has been opioid use. One factor in the opioid epidemic is prescribing practices and loose oversight of prescribed opioids. Opioids are important and useful tools in the physician's tool kit, but their use requires careful and consistent oversight in order to be safe and effective, and to prevent misuse or leakage of medications into the illegal drug trade. Prescribing rates have been coming down across Indiana, and in Clark and Floyd counties, from the first quarter of 2017 until the second quarter of 2020, but they increased

FIGURE 36: COUNTY HEALTH RANKINGS 2020, OUT OF 92

County Health Ranking Indexes	Clark County	Floyd County
Length of Life	73	42
Clinical Care	50	12
Quality of Life	77	55
Social and Economic Factors	51	29
Health Behaviors	79	71
Physical Environment	56	60

Source: Robert Wood Johnson Foundation and the University of Wisconsin Population Health Institute. 2020. *County Health Rankings & Roadmaps*. (www.countyhealthrankings.org)



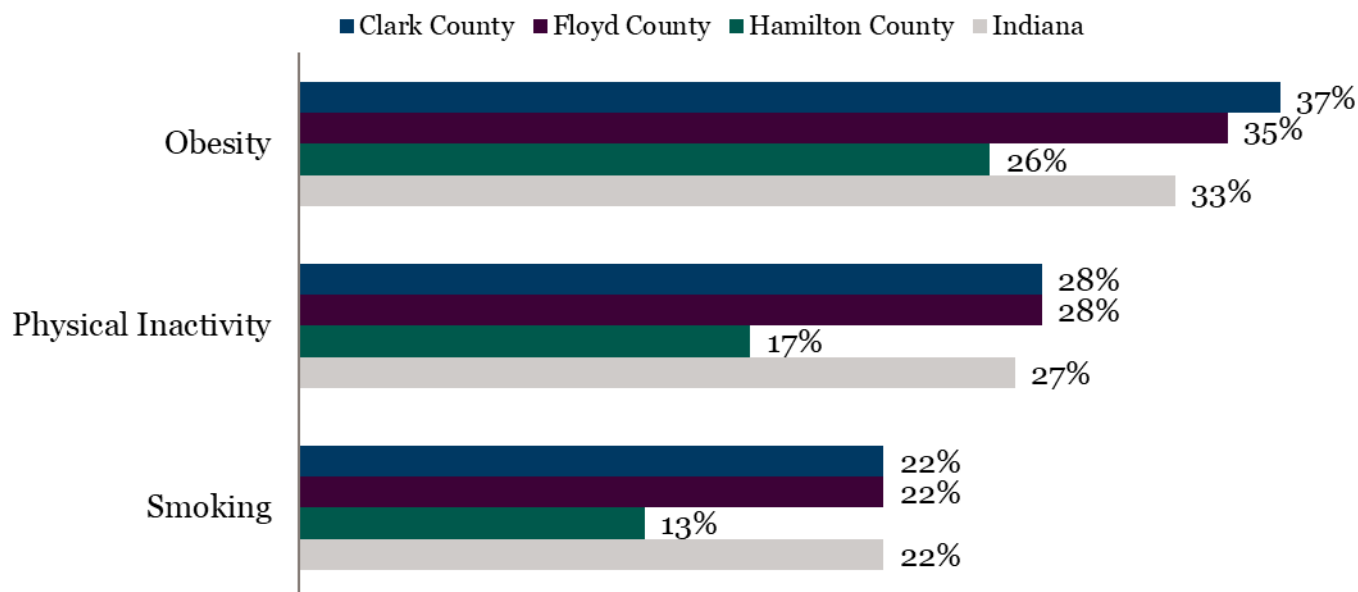
FIGURE 37: OVERALL HEALTH AND LIFE LOST TO PREMATURE DEATH

	Clark	Floyd	Hamilton	Indiana
Life Expectancy	74.9	76.6	81.9	77
Premature death (years of life lost to premature death per 100,000)	9,765	8,184	4,148	8,306
Poor or Fair Health	20.0%	17.0%	11.0%	20.0%
Average number of poor physical health days per month	4.3	3.9	3	4.2
Average number of poor mental health days per month	4.8	4.5	3.5	4.7

Source: Robert Wood Johnson Foundation and the University of Wisconsin Population Health Institute. 2020. *County Health Rankings & Roadmaps*. (www.countyhealthrankings.org).

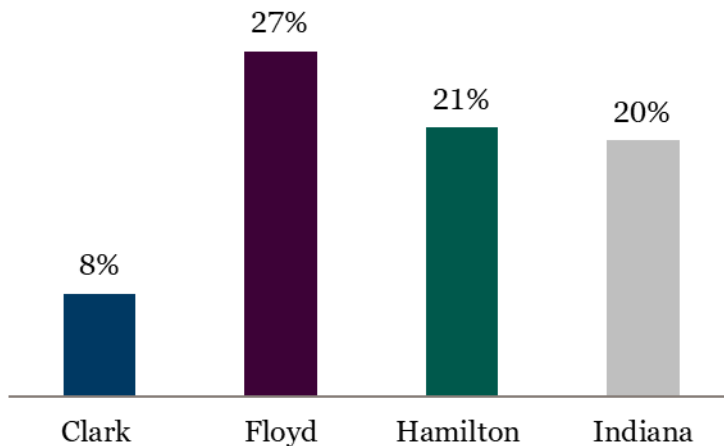


FIGURE 38: KEY HEALTH INDICATORS



Robert Wood Johnson Foundation and the University of Wisconsin Population Health Institute. 2020. *County Health Rankings & Roadmaps*. Retrieved 11-9-2020 (www.countyhealthrankings.org).

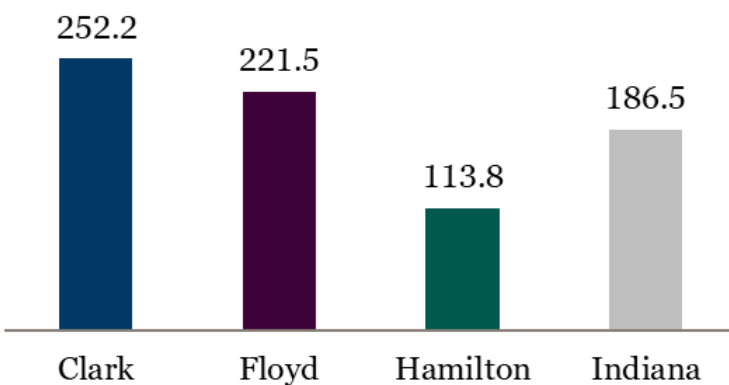
FIGURE 39: PERCENT OF DRIVING DEATHS WITH ALCOHOL INVOLVEMENT



Robert Wood Johnson Foundation and the University of Wisconsin Population Health Institute. 2020. *County Health Rankings & Roadmaps* (www.countyhealthrankings.org).

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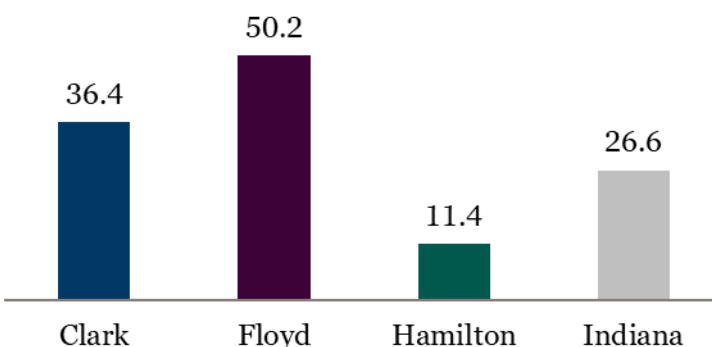
FIGURE 40: OPIOID PRESCRIPTIONS (PER 1,000 POPULATION 2020 Q3)



Source: Indiana Department of Health. 2020. "Deaths." *Indiana Drug Overdose Dashboard*. <https://www.in.gov/isdh/27393.htm>.

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FIGURE 41: DEATHS BY OVERDOSE 2019 (AGE ADJUSTED RATE PER 100,000 POPULATION)



Source: Indiana Department of Health. 2020. "Deaths." *Indiana Drug Overdose Dashboard*. <https://www.in.gov/isdh/27393.htm>.

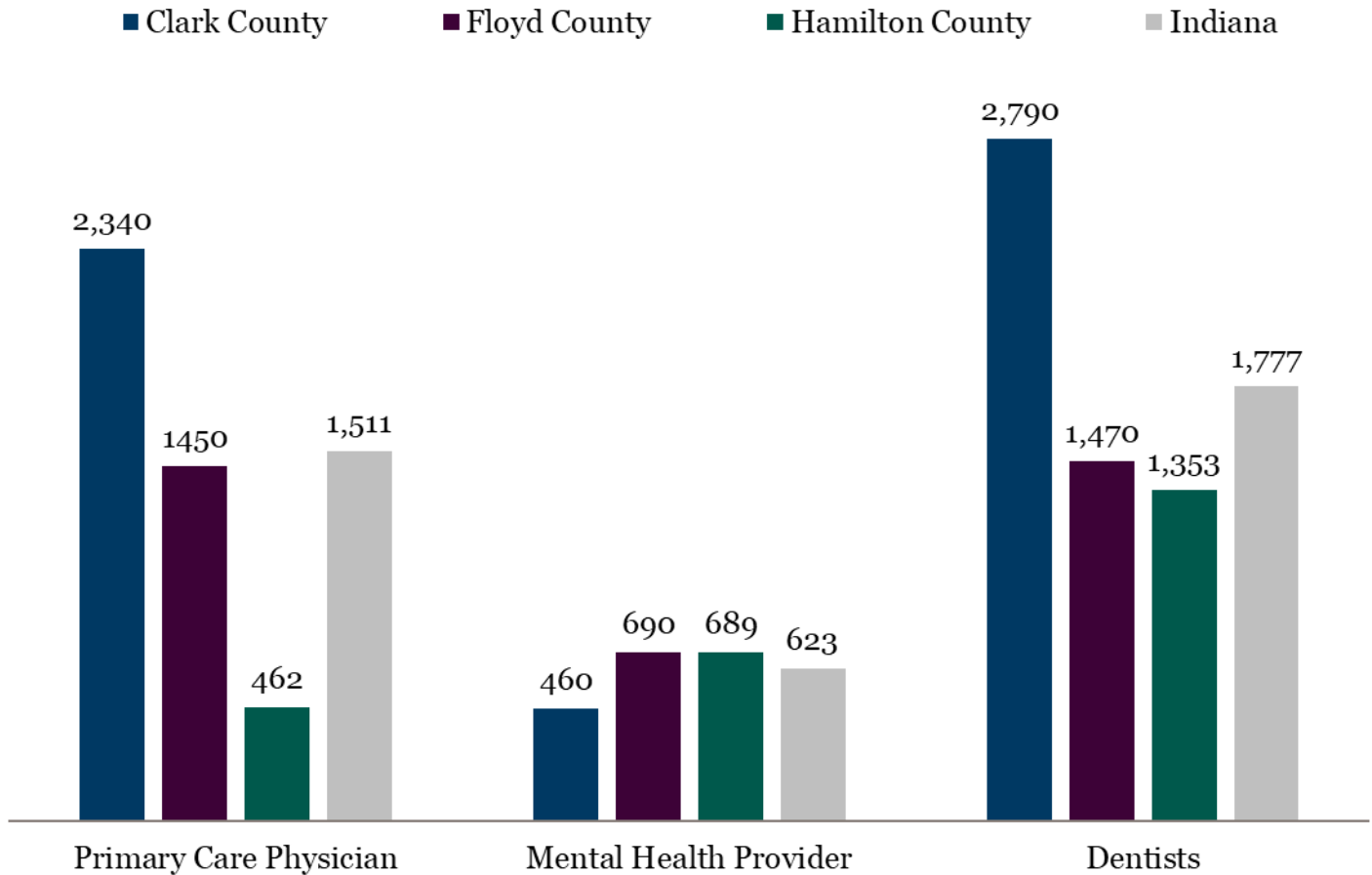
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some in the third quarter of 2020. Clark County has an opioid prescription rate of 252.5 per 1,000 population and Floyd's rate is 221.5 per 1,000. These rates are roughly double Hamilton County's 113.8, and well over the state rate of 186.5 (Figure 40). Deaths by overdose (of any kind per 100,000) in 2019 were far higher in Floyd County (50.2) than in Clark (36.4) and both exceeded the state rate (26.6) and dwarfed Hamilton County's rate of just 11.4 per 100,000 population (Figure 41).

Mental and physical health (which includes dental care) are functions of a variety of factors from health behaviors to natural and built environment, and access to consistent quality health care. Data suggest the two-county region, while home to two hospitals, comes up short in supply of primary care physicians and dentists (Figure 42). With Louisville just across the river, many people access healthcare in the city. For some, the added drive and inconvenience is a deterrent and the shortage of providers close to home likely reduces use of preventive care. Primary care is essential to identifying mental health issues and substance use disorders. Shortages in this frontline role may lead to delays in identifying and treating illness and disease, and to higher prevalence of preventable chronic diseases.

In addition to issues of structural access to care, data on child abuse and neglect, combined with physical and behavioral health indicators, and rates of accidents and deaths related to substance use suggest the need to be proactive in reducing and mitigating the impacts of childhood trauma. In 1998, doctors working with individuals suffering from obesity found that those who relapsed and seemed unable to keep the weight off, despite using treatment strategies that worked well with others, had something in common. They all had traumatic childhood experiences in their personal histories.³² The physicians followed this finding, studied the social histories of thousands of patients, and found ten childhood traumas whose relationship with obesity was statistically significant. They developed an instrument to hone in on the ten ACEs with strong statistical relationships with negative outcomes. They tested the instrument and a long line of research has emerged demonstrating that people with multiple ACEs (from among the list of 10) are more likely to experience a wide range of negative outcomes in

FIGURE 42: ACCESS TO HEALTHCARE, NUMBER OF RESIDENTS PER PROVIDER



Robert Wood Johnson Foundation and the University of Wisconsin Population Health Institute. 2020. *County Health Rankings & Roadmaps*. Retrieved 11-9-2020 (www.countyhealthrankings.org).



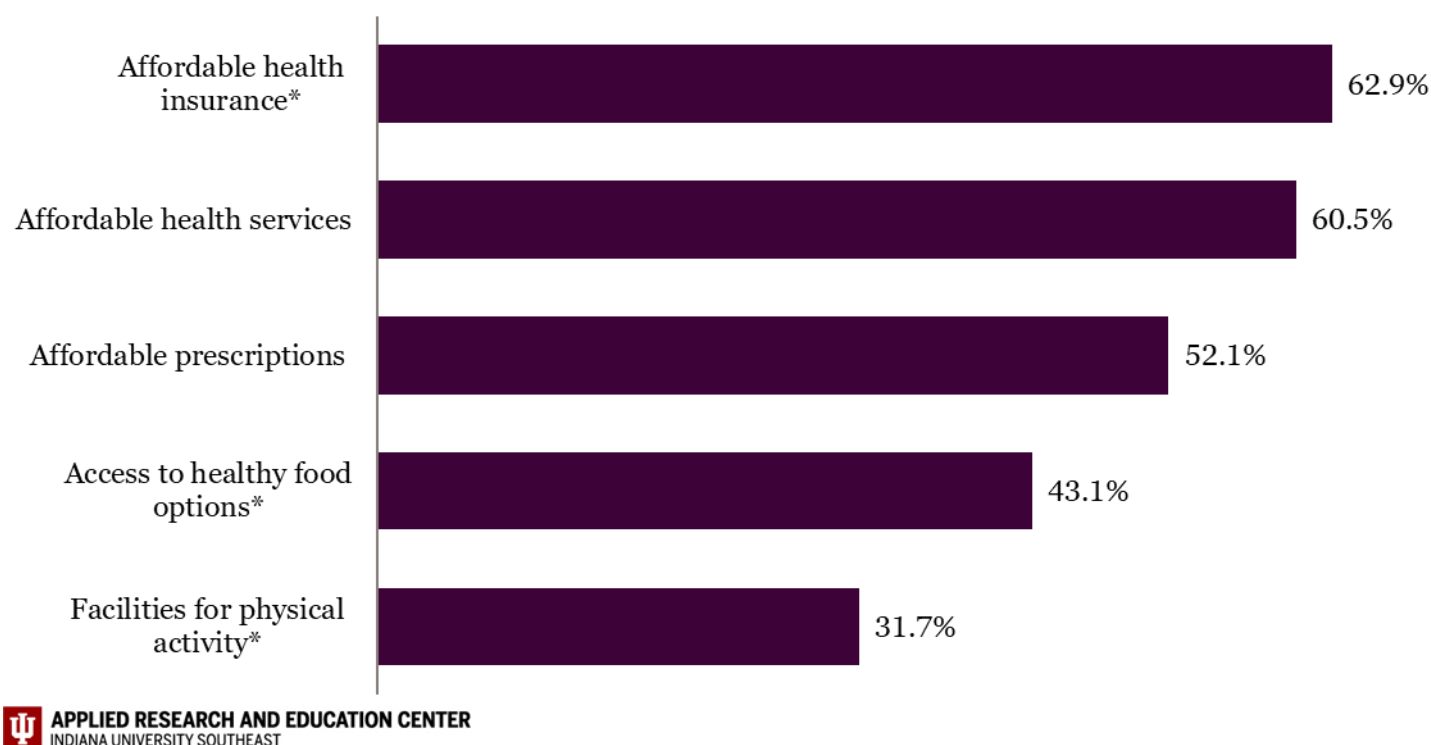
education, employment, health, and mental health. The mechanism: toxic stress. The chemicals released by the body in stressful situations are useful for temporary concerns, but when the fight or flight reflex remains in the “on” position for long periods, this has a negative impact on the body.³³ It actually causes the brain to develop differently. In one study, those of low socioeconomic status with four or more ACEs had a 7-fold increase in risk for substance abuse compared to those with zero ACEs.³⁴ They were also 1.5 times more likely to be physically inactive and suffer from severe obesity.

Indicators of childhood trauma (see “From Youth to Old Age”) combined with data on health and wellness suggest that Clark and Floyd counties need to do more to prevent, and mitigate the effects of, childhood trauma. A key element to such efforts will need to include

“trauma-informed” approaches to physical and mental health care, and substance abuse prevention and treatment. These approaches anticipate potential sources of anxiety for trauma survivors and they shift the mental model for responding to resulting physical and mental health issues. Instead of asking “what’s wrong with you?” trauma-informed approaches ask “what happened to you?”

Given indicators of high levels of substance use disorder, high numbers of children in need of services, the prevalence of obesity and physical inactivity, Clark and Floyd counties are likely to benefit from intentional efforts to employ trauma-informed approaches to care. Many of the region’s local service providers are doing just that. In addition, several organizations have staff who can train others in trauma-informed approaches. This strategy is vital to health and wellness, but will

FIGURE 43: TOP PRIORITIES FOR PHYSICAL HEALTH (N=587)



also have positive impacts in education and youth development.

Health and wellness are the result of many factors. Additional sections of the report will shed light on how education, economy, childhood well-being, and quality of place may affect health and could contribute to improving outcomes in the years to come.

Community Perceptions: Physical Health

Asked to select top priorities for physical health in Clark and Floyd counties, respondents focused on affordable health care and access to healthful living. Affordable health insurance, health services, and prescriptions topped the list, with access to healthy food options and facilities for physical activity rounding out the top five, but with much lower percentages of the population prioritizing them (Figure 43).

When we compare lower-income (people with household incomes below \$50,000 per year) and higher-income (people with household income at or above \$50,000 per year) respondents, lower income respondents are significantly more likely to prioritize access to healthy food options (Figure

44). Lower income households are more likely to live in food deserts, either rural or urban, and may face transportation barriers in accessing healthy food. In community listening sessions in New Albany, the recent closure of Save-a-lot was raised as a concern. Community members in New Washington, Borden, and Utica see small locally owned grocery shops as an asset, but in New Washington, residents voice some desire for a full service grocery closer to home. Residents also discuss the expense of eating healthy, noting that making healthy choices costs more, in time and money, than eating highly processed foods.

Discussion participants value local farmers' markets, but some indicate that produce at these markets is often too expensive for low-income families. In New Albany, community members comment that the farmers' market targets higher income residents. New Roots' recent sliding scale farm to table efforts have brought some fresh produce to a neighborhood with no full-service grocery.

People with higher incomes are significantly more likely to prioritize affordable health insurance and facilities for physical activity. Higher income respondents may earn too much to qualify for subsidized health care or may qualify

FIGURE 44: PRIORITIES FOR PHYSICAL HEALTH BY INCOME LEVEL

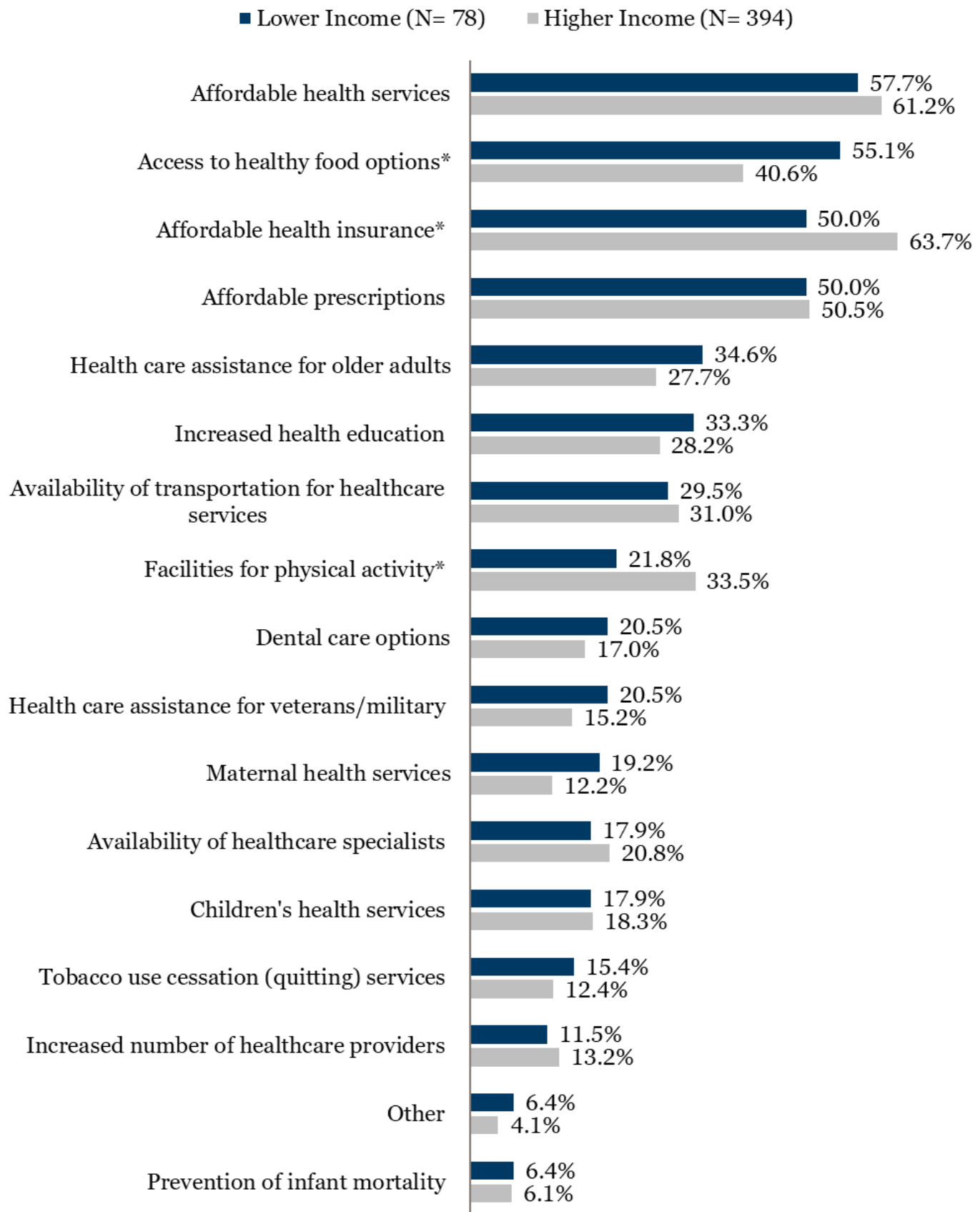
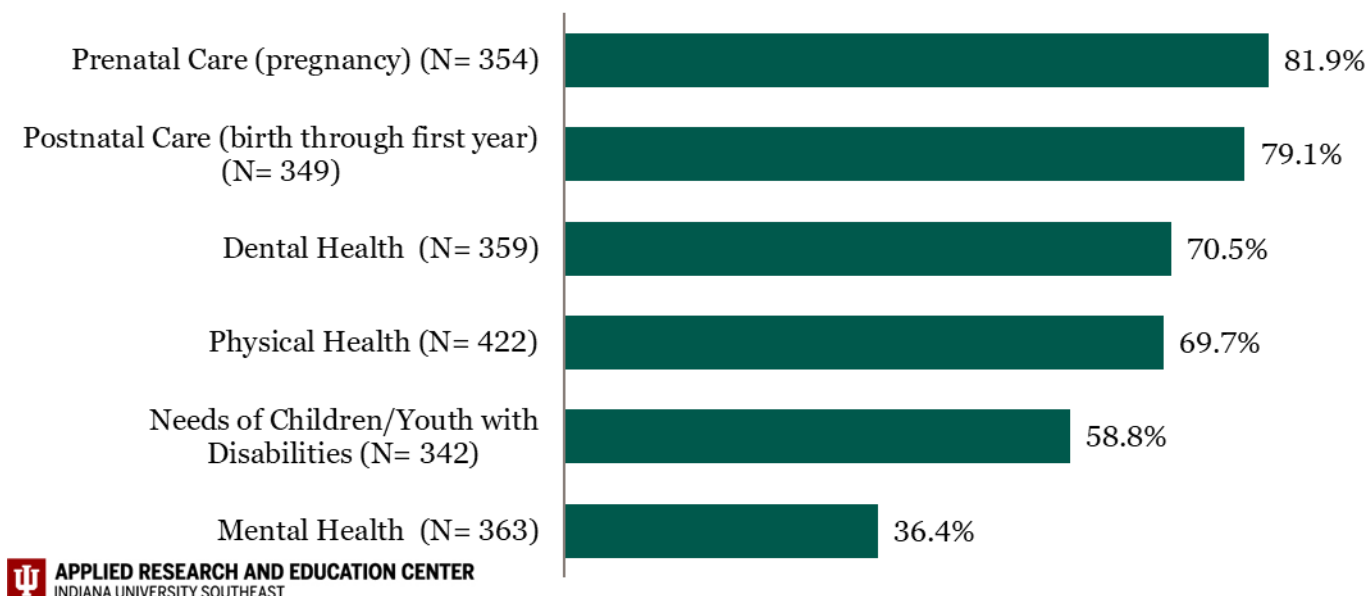


FIGURE 45: PERCENT THAT RATED SUPPORTS FOR CHILDREN/YOUTH HEALTH “GOOD” OR “EXCELLENT”



for a subsidy that is lower than what would make health insurance affordable. In addition to this constituency, higher income households who own their own business may have to pay the full price of their health insurance without an employer contribution, placing high cost insurance at the top of their list of priorities. The higher priority placed on facilities for physical activity among higher income respondents could reflect a few different dynamics. Higher income people may have different frames of reference for the kinds of facilities and recreational opportunities available in other communities, leading to higher expectations for the availability of such amenities. Higher income people may also have more time to devote to recreational physical activities and are better able to afford the equipment to engage in them.

These discrepancies may also reflect the role of Maslow’s hierarchy of needs. Those with lower incomes are worried about basic needs and the essentials for survival—they react to immediate needs such as healthcare, food, and prescriptions. People with higher incomes have those needs met and are able to think about their next-level needs and wants. They can think about proactive and preventive strategies for personal and community health. At the community level, leaders and decision-makers face the challenge of doing both. The community needs to find resources and strategies for meeting immediate needs of low-income residents, while also seeking to build and

develop in ways that create proactive systems for promoting health and well-being across income levels.

Health is the foundation for every other part of a person’s life. The *Priorities for Progress* survey specifically asked respondents to rate the quality of health services and supports for children and youth. Based on these ratings, prenatal and postnatal care are strengths, with around 80 percent of respondents rating them “good” or “excellent” (Figure 45). In our relatively high-income sample, this largely reflects the size and quality of the region’s healthcare system, with a hospital in each county, several OB/GYN and pediatric offices and significant perinatal resources in nearby Louisville. Families with full access to healthcare have lots of good options.

In addition, Goodwill’s Nurse-Family Partnership³⁵ (NFP) program provides support to first time mothers during pregnancy and in the first two years of the child’s life. Home visiting programs for first time mothers are an effective strategy for improving infant health and preventing child abuse and neglect.³⁶ Research estimates that for every \$1 invested in Nurse-Family Partnership, the public saves \$5.70 in future costs for the highest risk families served.³⁷ Even among lower risk families, the program saves communities through reduced spending on crime and government programs, and increased tax revenue

and productivity resulting from higher incomes for participating families than for counterparts who do not get the same support. Goodwill of Southern Indiana’s Clarksville based NFP program began in 2011, and has served more than 2,500 babies in central and southern Indiana.³⁶

Dental and physical health enjoyed consensus on “good” to “excellent” quality (Figure 46). Support for the needs of children/youth with disabilities also drew positive response, though it does not quite reach 60 percent, which suggests room for improvement. Moreover, the sample split on the availability of exercise and recreational opportunities for persons with disabilities. These figures suggest room for growth.

Overall, people who live, work, and play in Clark and Floyd counties report positive sentiments about their access to opportunities for healthful living (Figure 46). Most report easy

access to healthy food, options for exercise, and satisfaction with the healthcare system. Community profile data support these sentiments, though access to primary care is an area for improvement. In addition, residents in Henryville report the need for an Urgent Care Facility closer to home and those in New Washington, Charlestown, and Utica note too few local options for basic health care.

Low-income populations face barriers to accessing healthy food (as reflected in priorities and in community profile data on Basic Needs). A somewhat lower portion of the sample agrees that options for physical activity and recreation are readily available to low income people and persons with disabilities. These findings suggest a foundation in availability of healthy food and exercise options, with some need to increase access to these amenities, particularly for low-income populations and those with disabilities.

FIGURE 46: PHYSICAL HEALTH ASSETS IN CLARK AND FLOYD COUNTIES (N=587)

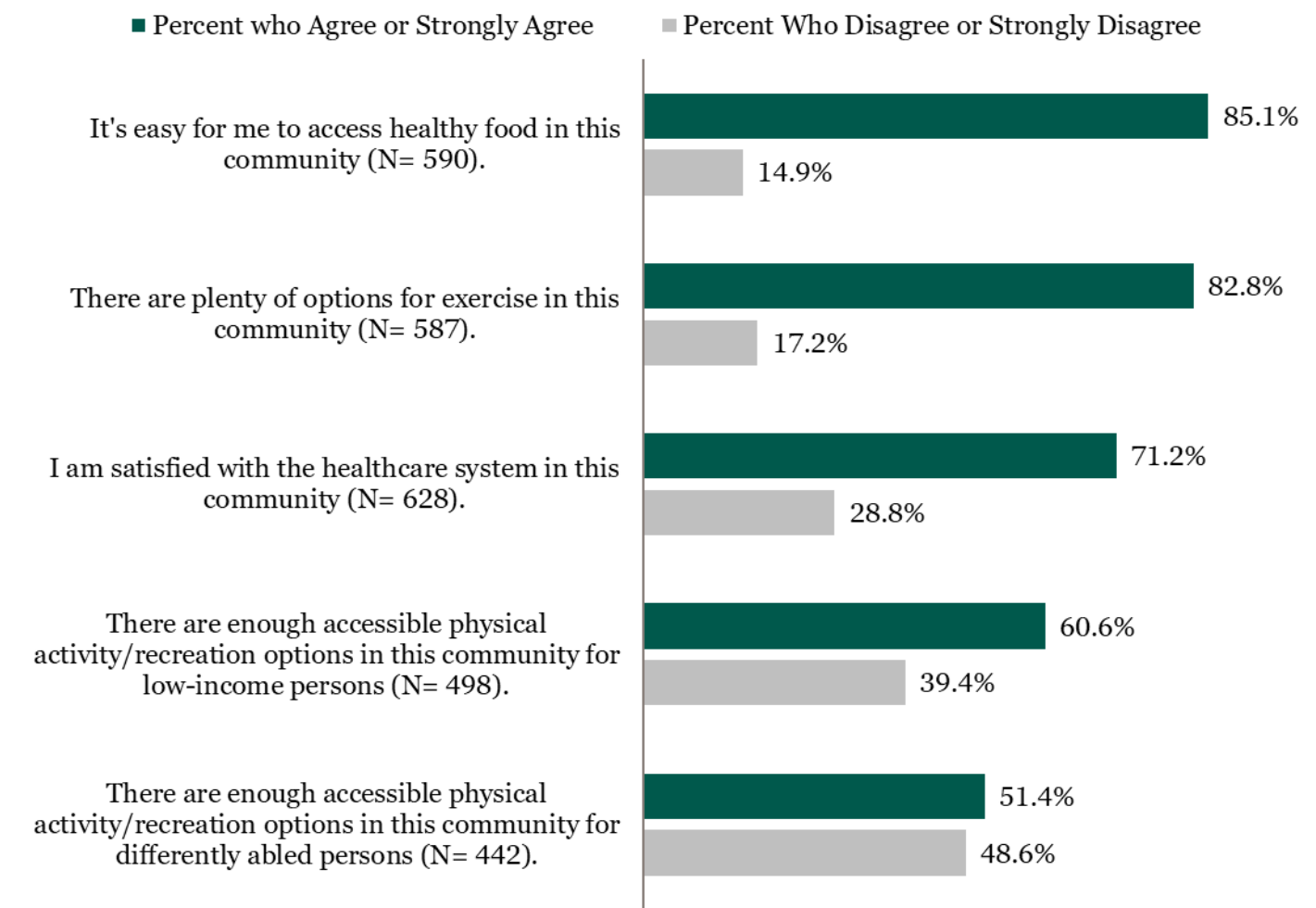
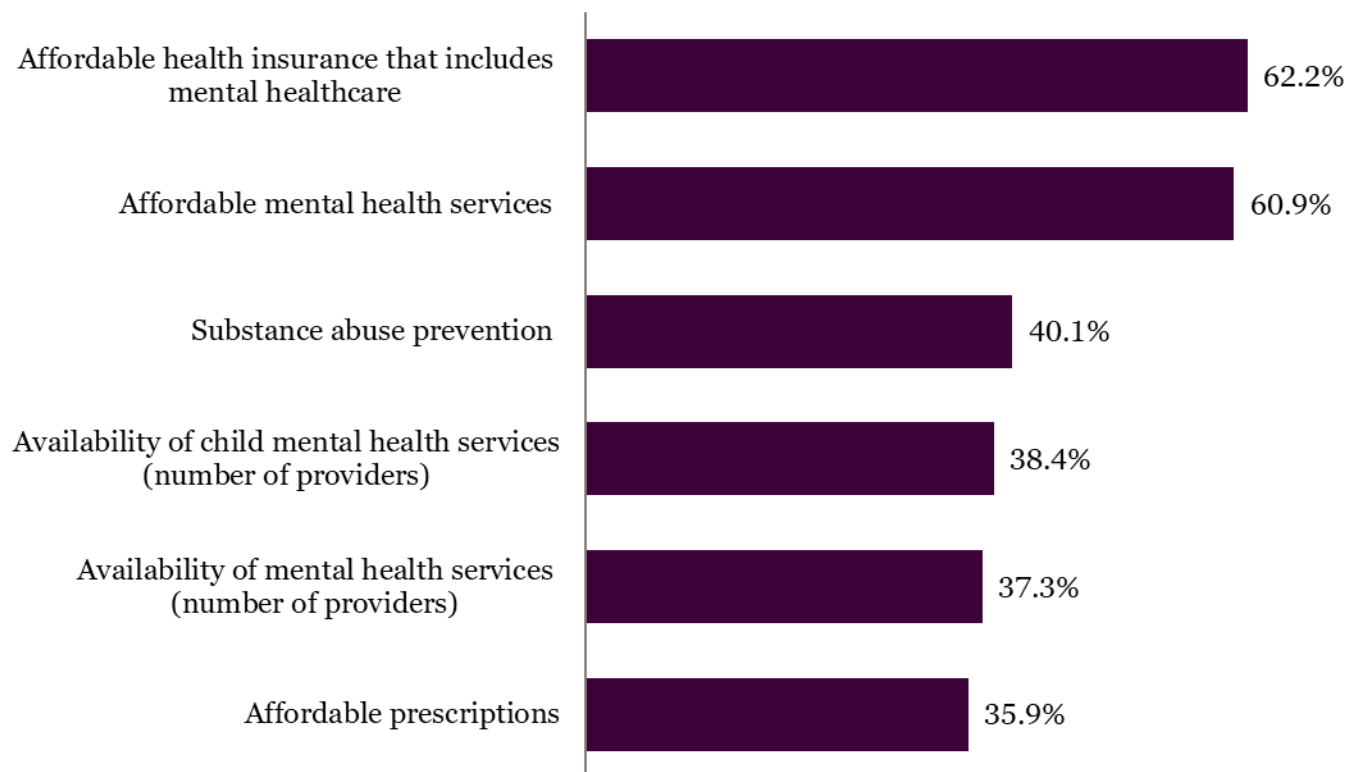


FIGURE 47: PRIORITIES FOR MENTAL HEALTH (N=571)



Community Perceptions: Mental Health and Substance Abuse

Top priorities for mental health include concerns about affordability, access, and quality. Substance abuse prevention is the third most frequently selected priority (Figure 47). More than a third of respondents selected inpatient/residential substance abuse treatment, and more than a quarter selected outpatient treatment as top priorities.

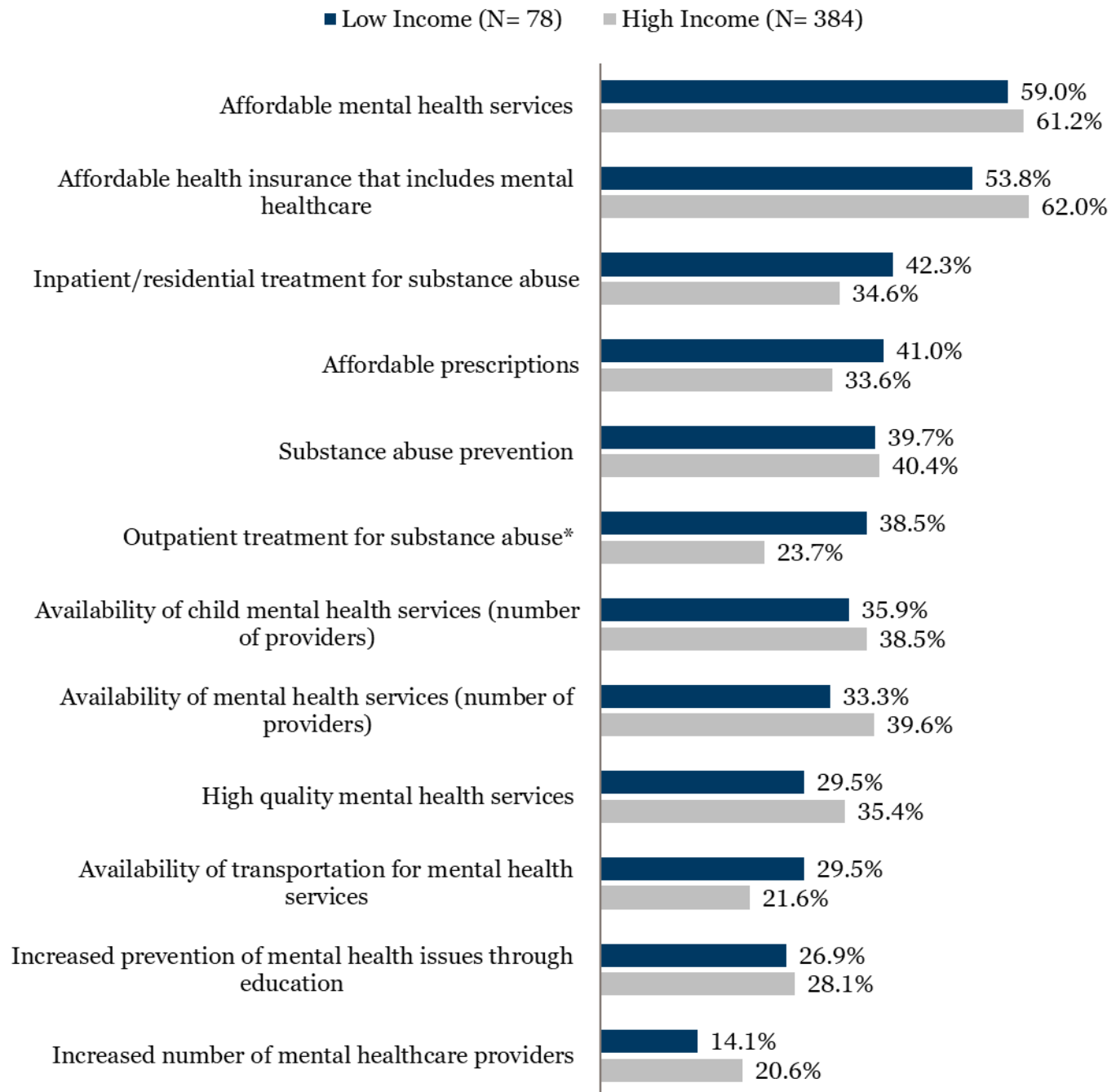
Lower-income and higher-income respondents varied significantly on only one mental health priority: outpatient treatment for substance abuse. Nearly thirty-nine percent of lower-income respondents prioritized outpatient treatment compared to only 23.7 percent of higher income respondents (Figure 48). More lower-income people prioritized inpatient treatment, but the difference between lower-income and higher-income prioritization of outpatient treatment was greater and was statistically significant. The consensus across income levels is that access to affordable mental health care (including

prescriptions) and to substance abuse treatment are top priorities.

Nearly two-thirds (63.6 percent) rated mental health support for children as “poor” or “very poor” (Figure 49). Mental health provider numbers suggest availability of care, but this raises some questions. Anecdotally, local providers indicate a shortage. Local providers often serve not just the local population, but also more rural surrounding counties. This dynamic may place greater demand on our providers than is reflected in county figures.

In addition, comparing availability per capita across geographies may not adequately account for varying levels of need. In communities facing significant substance abuse issues, for example, demand for mental health services may be higher than average. Three of the top five “social issues of greatest concern” in Clark and Floyd counties were adult drug or alcohol abuse, mental illness, and youth drug or alcohol use (Figure 7). The other two were poverty and homelessness, both of which can, but certainly do not always, result from or generate mental illness and substance use disorders. Substance abuse concerns combined with mental

FIGURE 48: MENTAL HEALTH PRIORITIES BY INCOME



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health concerns occupy a large share of priorities and concerns among respondents. Efforts to improve child mental health and to prevent and respond to youth substance use are essential to reducing adult substance use disorder and associated illness and death.

FIGURE 49: A MAJORITY RATE MENTAL HEALTH SUPPORT FOR CHILDREN "POOR" OR "VERY POOR" (N=363)



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Priorities for Progress

Affordable access to quality health and mental health services, including substance abuse treatment, are the top priorities for Clark and Floyd counties. The local economy's ability to provide living wages, the community's ability to expand access to transportation, and to support successful engagement in school and employment will affect health and mental health outcomes. Availability, proximity, and cost comprise access to healthy food, physical activity, physical healthcare, mental healthcare, and substance abuse prevention and treatment. Efforts to increase access should tend to all three components.

Physical Health

- Support local organizations (public and nonprofit) bringing affordable healthcare and prescription resources to the two-county region. Coordinate efforts to ensure geographic coverage, to build effective systems for connecting residents in need to appropriate programs and services, and to identify and respond to remaining gaps.
- Advocate for universal access to affordable healthcare (including mental health) and prescriptions (including those to treat mental health and substance abuse).

- Work with local farmers' markets, nonprofit organizations, small business owners, grocery stores, and public transportation providers to identify food deserts and develop strategies for bringing affordable healthy food to low-income families in rural and urban food deserts.

Mental Health and Substance Abuse

- Support school-based mental health, substance abuse prevention, and early intervention services as a way to increase access, improve consistent engagement with treatment, prevent youth substance abuse, and support positive educational outcomes.
- Engage schools and nonprofit organizations to support substance abuse prevention through school-based and out of school programs that nurture developmental assets found to lower risk for substance abuse (e.g. support evidence-based programs such as LifeSkills and Footprints for Life in area schools, and support youth development programs that nurture social connection, confidence, and self-efficacy).
- Work with public, for profit, and nonprofit partners to increase access to affordable substance abuse treatment, both inpatient and outpatient.



Education & Workforce Development

Education is a foundational ingredient for economic development and well-being. Education and health are essential to economic development.³⁹ A strong K-12 system generates greater civic engagement⁴⁰ and provides a foundation for vocational and educational success across interests. Educational attainment increases earning potential and thereby improves health, and interest and development in arts and culture.⁴¹ Clark and Floyd counties value education. Across areas, “getting and keeping quality teachers” is the most widely shared priority for the region.

Community Profile: Education

Clark and Floyd counties in Southern Indiana are home to strong educational opportunities, from high quality public and private K-12 education, including Prosser Career Education Center, to Ivy Tech Community and Technical College, Purdue Polytechnic Institute, and Indiana University Southeast, which includes a comprehensive set of four-year degree options and a growing list of graduate and professional school opportunities. In addition to master’s degrees in education, counseling, and interdisciplinary studies, and a high-quality nursing program, Indiana University Southeast is home to a top ranked Masters of Business Administration program for working professionals, located in Jeffersonville, with

convenient proximity to downtown Louisville.

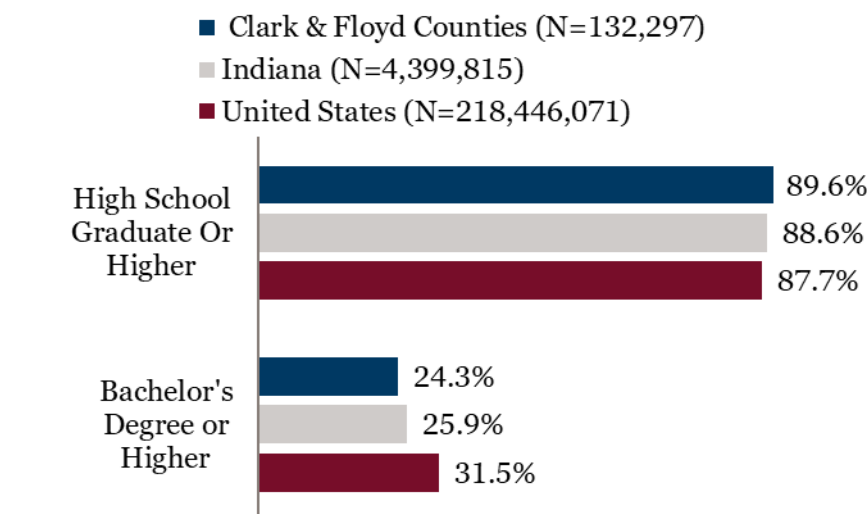
Residents enjoy easy access to Bellarmine University, University of Louisville, Spalding University, Simmons College, and a short commute to Hanover College for those interested in a small liberal arts experience close to home. Within and beyond these institutions students can find a full range of options from trades to the culinary arts, engineering to the liberal arts.

The region has strong assets on which to build in the area of education, but still has work to do in closing the attainment gap with college, professional, and graduate degree attainment (Figure 50 & Figure 51). Clark and Floyd counties have a larger share of adults with more than a high school diploma, but less than a four-year degree than do Indiana or the U.S. as a whole. While many jobs require this level of education and training, southern Indiana still needs to advance college and graduate level attainment. Growth in good jobs that require less education and skill depends, at least in part, on strong leadership, creativity, and entrepreneurship among those with higher education, and on strong earnings that provide greater discretionary income throughout the region.

Educational attainment delivers economic returns for area residents, as higher levels of

FIGURE 50: EDUCATIONAL ATTAINMENT SUMMARY, 2014-2018

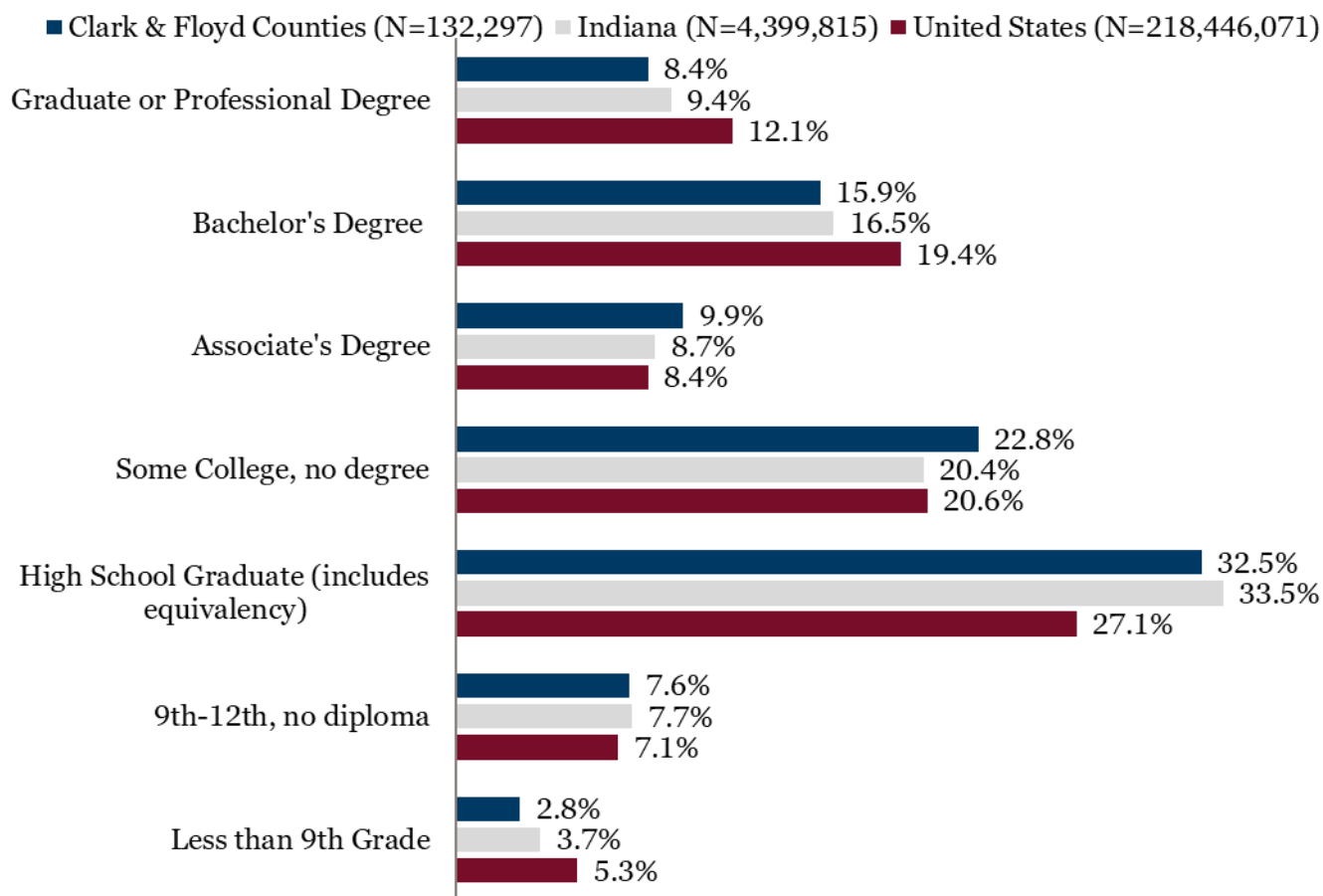
education are associated with higher median earnings (Figure 52). However, those returns are lower among Clark County residents than among Floyd County residents. The median earnings for those with a graduate or professional degree is \$56,745 in Clark County compared to \$68,999 in Floyd County. A smaller, but still notable, gap exists for those with a Bachelor's degree as well. The median income for those with a Bachelor's in Clark County is \$47,713 compared to \$53,410 in Floyd County (Figure 52). In a region that continues to have lower college, graduate, and professional school attainment (Figure 50 & Figure 51), these lower returns do not help to incentivize pursuit of higher education. Business leaders have concerns about the region's ability to



U.S. Census Bureau. 2020. "Table S1501: Educational Attainment." *American Community Survey 5 Year Estimates, 2014-2018* (www.census.gov).



FIGURE 51: DETAILED EDUCATIONAL ATTAINMENT, 2014-2018



U.S. Census Bureau. 2020. "Table S1501: Educational Attainment." *American Community Survey 5 Year Estimates, 2014-2018*. Retrieved 11-9-2020 (www.census.gov).



attract quality jobs. Businesses will not fare well in attracting workers with higher levels of human capital if data show that the returns on education lag in the region.

Community Perceptions: Education

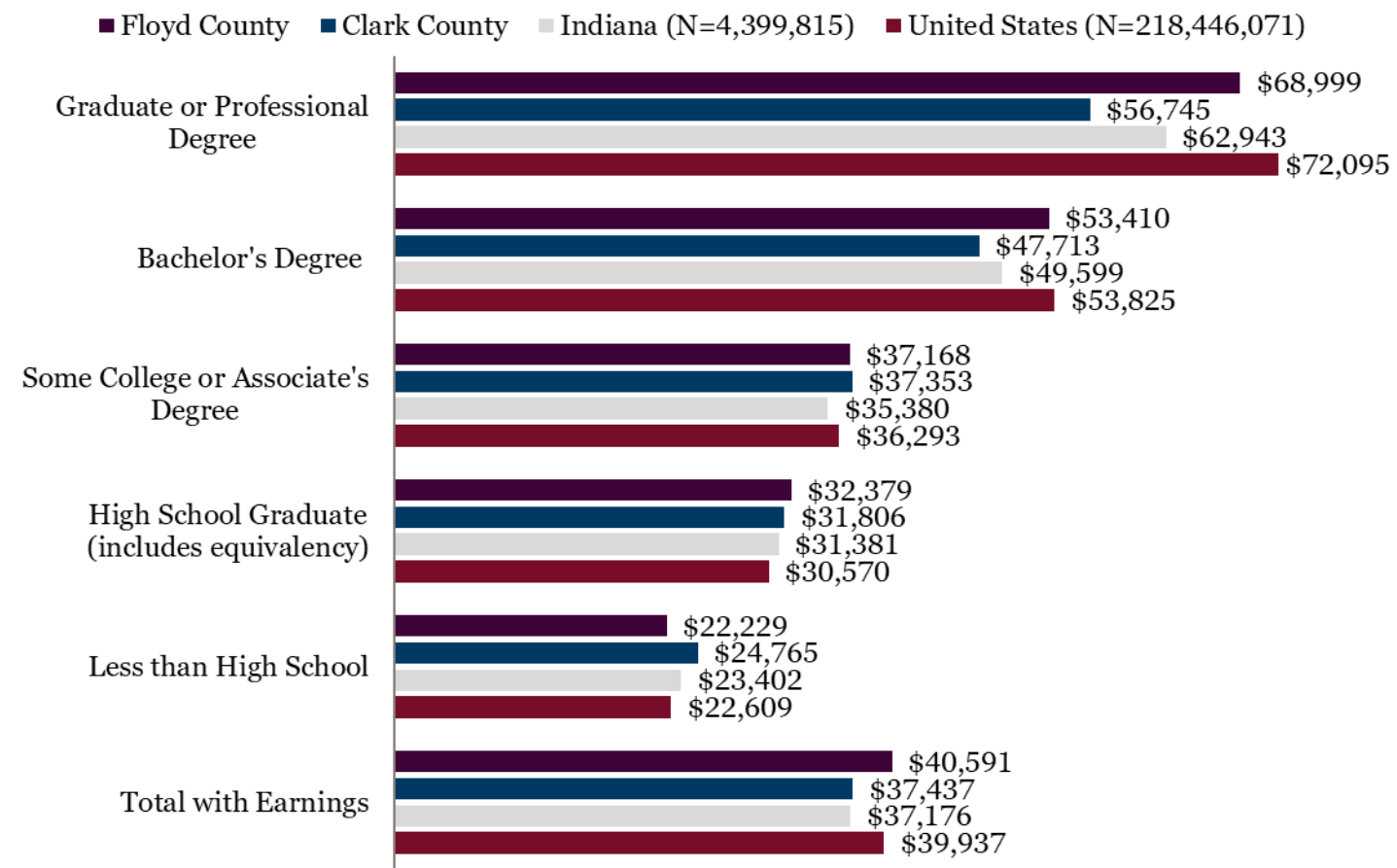
A majority of Clark and Floyd county respondents (82.0 percent) agree or strongly agree with the statement, “I am satisfied with the local schools.” Nearly 90 percent of respondents rate the quality of K-12 Education good or excellent. A large majority rate college (82.5 percent) and career preparation (71.5 percent) good or excellent. However, experiences of the local school systems are not uniform. While differences between lower and higher income responses are not statistically significant, they remain instructive. Lower income respondents do not seem to rate area educational

assets as favorably as higher income respondents. This may reflect differences in the schools respondents’ children attend and/or it may reflect different experiences within the same institutions.

In the area of early care and education (birth to age 5), however, responses indicate significant opportunities for improvement in affordability, access, and quality. Smaller percentages (the minority) of lower income respondents rate quality, access, and affordability good or excellent, whereas a bare majority of higher income respondents rate quality (54.5 percent) and access (51.1 percent) good or excellent.

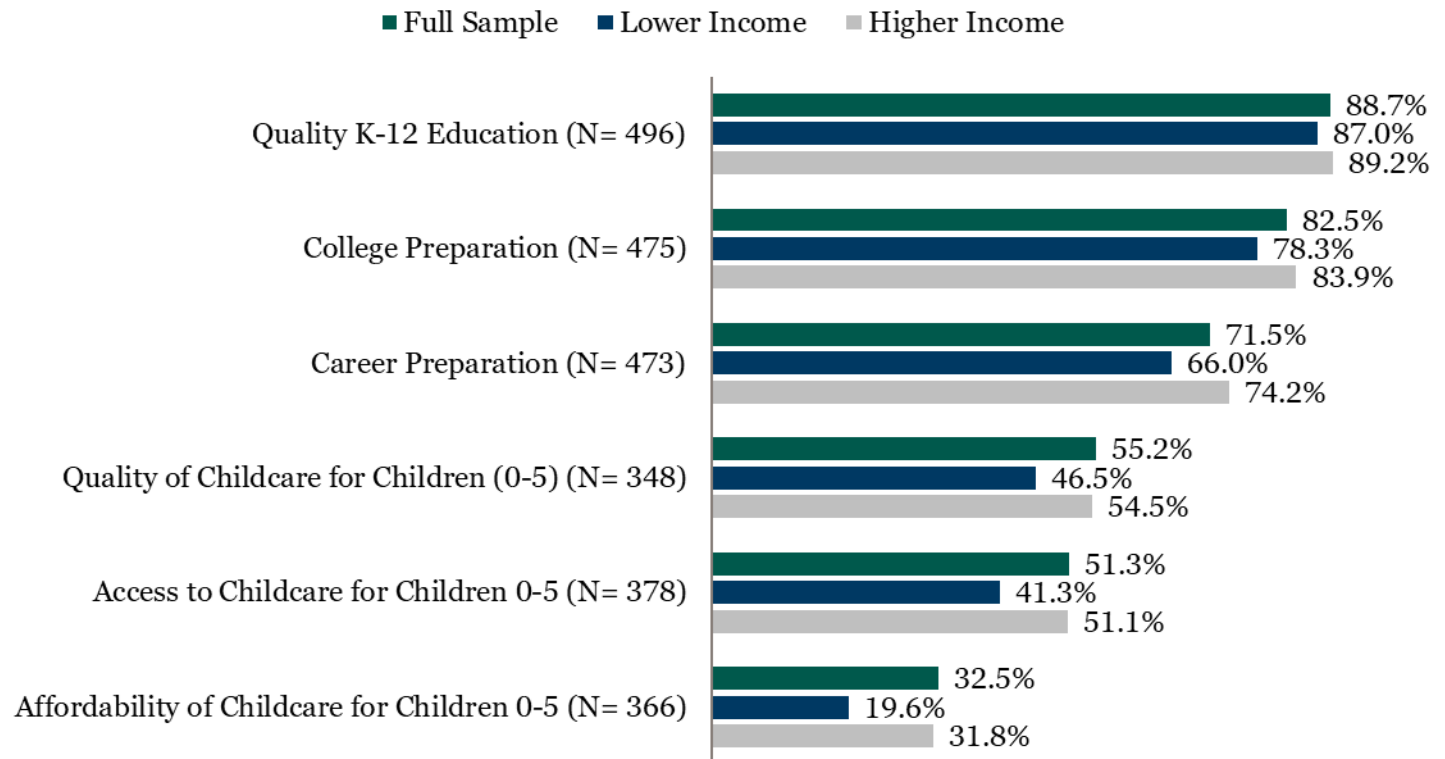
When asked to prioritize aspects of education in Clark and Floyd counties, responses spread across choices. The highest frequency priority is trade certificates (63.2

FIGURE 52: MEDIAN EARNINGS BY EDUCATION LEVEL



U.S. Census Bureau. 2020. "Table S1501: Educational Attainment." *American Community Survey 5 Year Estimates, 2014-2018*. Retrieved 10-20-2020 (www.census.gov).

FIGURE 53: EDUCATIONAL ASSETS & OPPORTUNITIES--PERCENT THAT RATE THE ITEM "EXCELLENT" OR "GOOD"



percent), followed more than 10 points behind by college scholarships and financial assistance (51.5 percent), early childhood education and care (50.4 percent), after-school programs (49.8 percent), and high school completion (44.9 percent). A relatively small 22.9 percent prioritized 4-year degree completion (Figure 54).

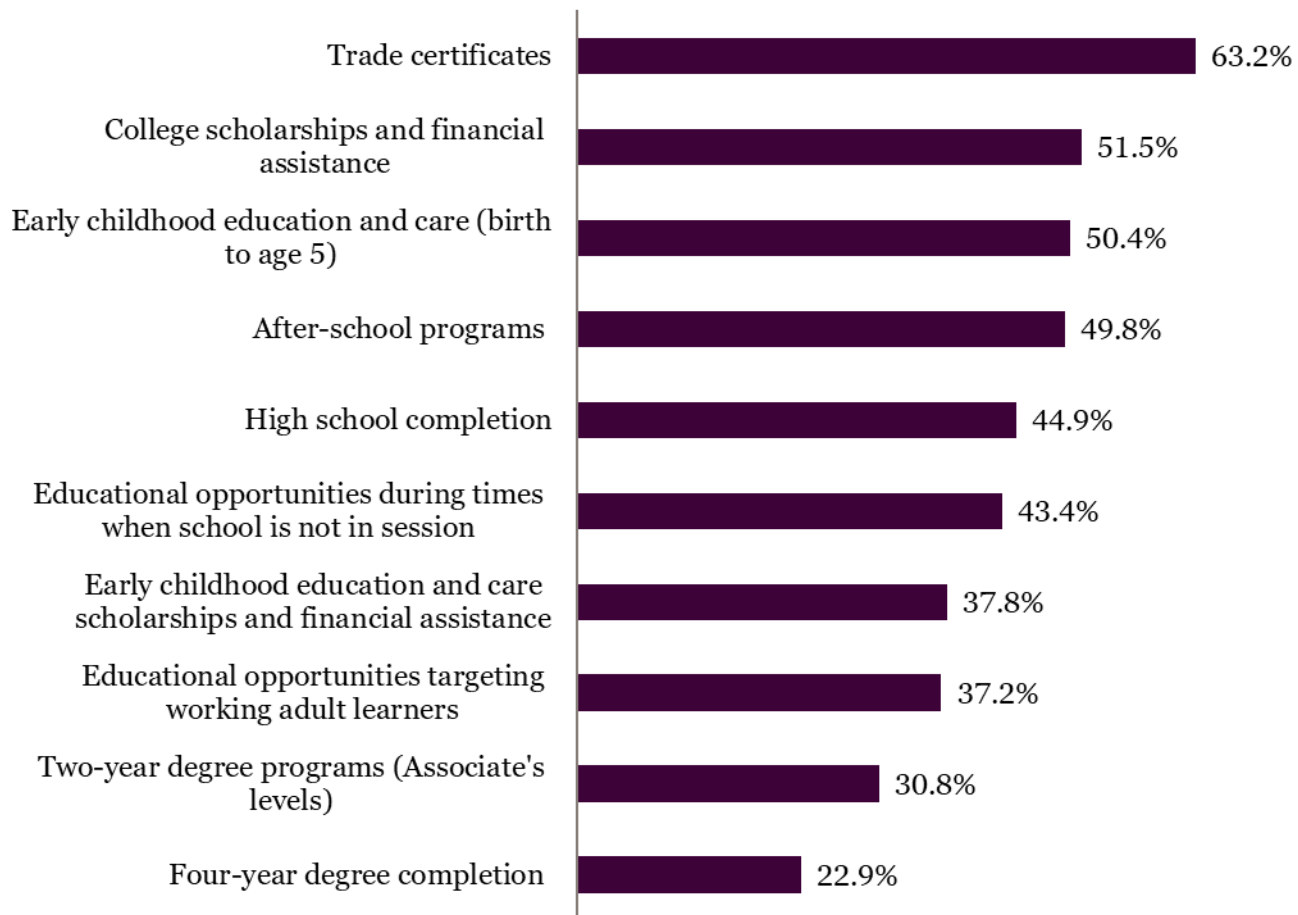
Community profile data suggests the region has more than state or national averages in associate's degrees and some college, but is behind state and national averages for 4-year degree completion and graduate and professional degrees (which first require four-year degrees). The data points for "some college, no degree" and "associate's degrees" might capture some trade certifications but also reflect the large number of people who start, but do not complete, college degrees. If the region wants to attract good jobs with living wages, training in the trades and college completion, graduate, and professional degrees will need to be priorities.

Building and attracting good jobs with living wages requires skilled labor, entrepreneurship, workers prepared to take on management positions, and growth in professional services.

College scholarships and financial assistance are essential to increasing attainment. College students need to have a brief window of time when they can focus on school, knowing they will be able to meet their own and their family's basic needs and will be able to pay tuition and school related expenses. Stop outs are often related to earnings, health, and mental health concerns (often tied to the stresses of juggling school, family, and work demands). Programs and policies that remove financial barriers to college completion are essential. Given demographic shifts that mean the traditional college age population is contracting, increasing educational attainment will require boosting educational opportunities for adult learners, which 37.2 percent of respondents selected as a priority.

Respondents recognize opportunities for improvement in quality, access, and affordability of early care and education and half of all respondents select it as a priority. A 2017 study of early care and education in southern Indiana indicates the need to increase access to affordable high quality care.⁴² After-school programs are a related concern. With high employment ratios,

FIGURE 54: PRIORITIES FOR EDUCATION IN CLARK AND FLOYD COUNTIES (N=532)



most parents work and are juggling paid employment and family responsibilities. After-school programs have the capacity to constructively engage youth, enhance their social and educational experiences, and provide safe spaces under the supervision of caring adults.

Community Profile: Schools

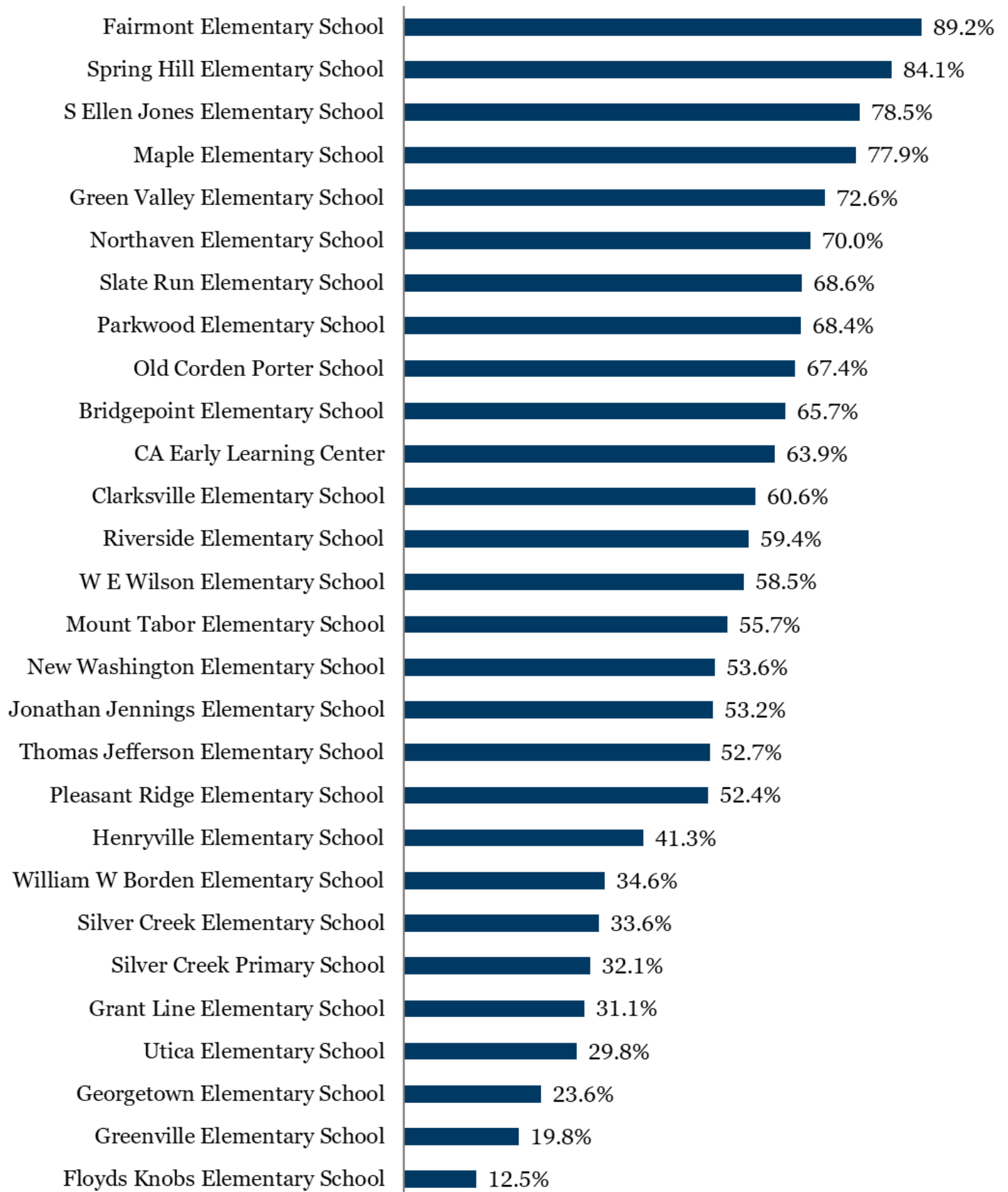
Clark and Floyd counties are home to five public school districts. New Albany Floyd County Consolidated School Corporation covers all of Floyd County. Four school districts serve Clark County: Clarksville Community Schools, Greater Clark County Schools, Silver Creek School Corporation, and Henryville-Borden School Corporation. West Clark Community Schools recently split into two districts: Henryville-Borden School Corporation and Silver Creek Schools. Data for the newly defined districts are not yet available so this report provides data on West Clark

Community Schools. While Indiana was an early adopter of Charter School enabling legislation, Clark and Floyd counties are home to only two: Community Montessori and Renaissance Academy.

Among private schools in Floyd County, the offerings are all parochial. Catholic schools dominate the mix, but each county is also home to an ecumenical Christian K-12 school (Rock Creek Christian Academy in Clark County and Christian Academy of Indiana in Floyd County). Area Catholic elementary and middle schools (Holy Family, Our Lady of Perpetual Help, Sacred Heart, St. Anthony, St. John Paul II, St. Mary of-the-Knobs, and St. Michael) feed into Our Lady of Providence Junior and Senior High School, located close to the border of Clark and Floyd counties.

Local Districts provide opportunities for four-year old pre-K at Bridgepoint, Franklin Square, Northaven, New Washington, Parkwood, Pleasant

FIGURE 55: PERCENT OF STUDENTS THAT RECEIVED FREE OR REDUCED PRICE MEALS, 2020



Ridge, Riverside, Thomas Jefferson, and Utica Elementary Schools in Clark County and Children's Academy in Floyd County, using state On My Way Pre-K dollars. Floyd County's Greenville Elementary also provides pre-K using Department of Education funds, not On My Way Pre-K. These programs are a great start, but such programs are not yet universal.

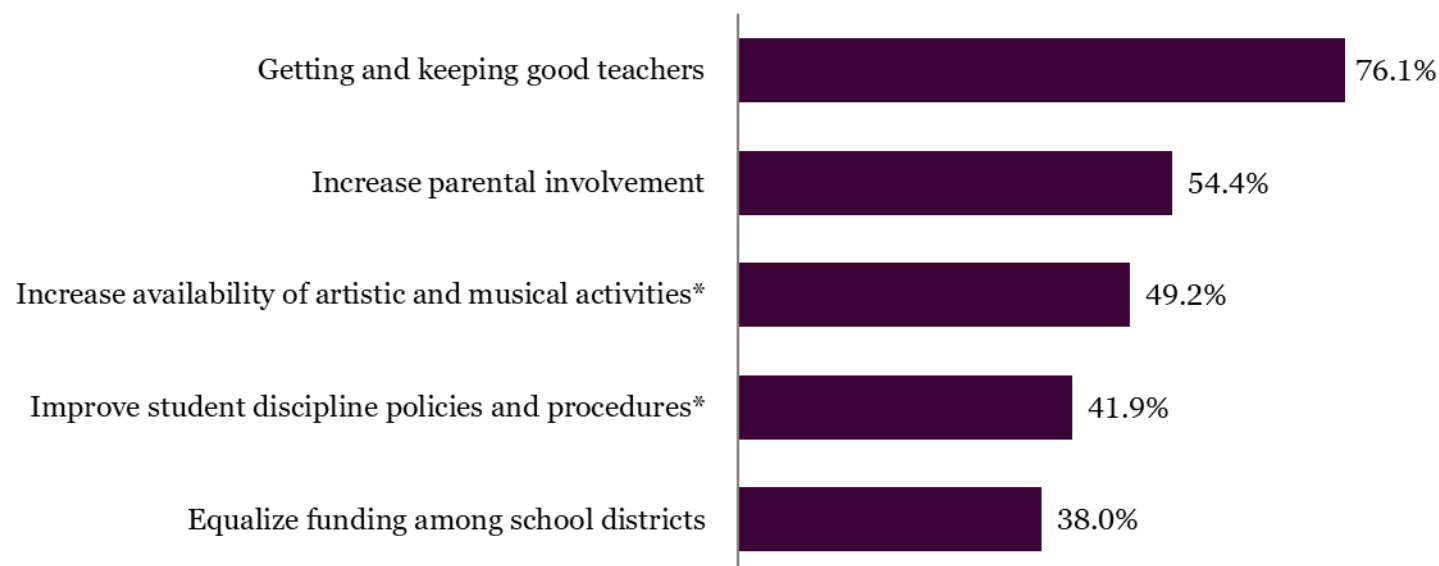
As a school choice state, residents are able to use vouchers to opt out of public schools and attend private schools. In addition those attending public schools can choose to attend schools other than those tied to their home address, space permitting.

Area schools vary in the populations they serve with clear signs of economic and racial residential segregation evident in the range of free and reduced lunch rates (Figure 55) and in the racial composition of area elementary schools (Figure 4). Clarksville Community and Greater Clark County Schools (GCCS) have the highest percentages of English Language Learner (ELL) students though both New Albany Floyd County and West Clark have a higher number of ELL students than Clarksville Community Schools. Greater Clark County serves more than half the area's ELL students. Greater Clark and New Albany Floyd County (NAFC) Schools (the two largest districts)

FIGURE 56: SCHOOL DISTRICT PROFILES

	State Average	NAFC School Corporation	Clarksville Community Schools	Greater Clark County Schools	West Clark Community Schools
Grade		B	B	B	B
Students Graduating within 4 Years	86.4%	93.5%	94.7%	92.6%	92.9%
Diploma Strength	70.8%	76.1%	76.6%	81.4%	79.1%
Graduates earning a college or career credential	68.3%	71.0%	69.4%	67.2%	80.4%
Meeting the college and career readiness benchmarks on the SAT.	52.3%	55.6%	12.5%	54.7%	44.2%
Percent of Students participating in SAT.	61.7%	49.3%	37.0%	10.8%	48.4%
Meeting the college and career readiness benchmarks on the ACT.	56.7%	52.9%	29.3%	29.0%	59.0%
Percent of Students participating in ACT.	25.4%	53.0%	38.0%	81.5%	30.8%
Percent of ELL students who met or exceeded annual growth target.	31.3%	38.1%	23.2%	31.7%	31.0%
Percent of ELL students who achieved English language proficiency.	7.3%	8.1%	3.6%	6.0%	9.5%
Chronic Absenteeism	13.7%	12.8%	16.4%	14.7%	4.7%
Percent Special Education (2020-2021)		18.8%	18.4%	17.1%	17.0%
Percent ELL (2020-2021)		2.3%	8.9%	7.6%	3.4%
Per pupil expenditures		\$8,640.79	\$8498.3	\$8,838.98	\$8,442.91
Source: Indiana Department of Education. 2020. "School Profiles." <i>INView</i> . https://inview.doe.in.gov/ .					

FIGURE 57: PRIORITIES FOR SCHOOLS (N=539)



serve the largest shares of special education students. These factors likely shape the per pupil expenditure differences across districts. Schools receive additional state and federal funds to meet the needs of ELL, special education, and gifted students. Differences in expenditures across the two-county region are small and likely reflect these aspects of the state funding model (Figure 56).

Variations in percent of students on free and reduced lunch (Figure 55), percent English Language Learners, and percent special education are all factors that shape student outcomes. School and district level data are not simply reflections of the quality of the education provided or the strengths of the staff. Socioeconomic factors, including parents' level of education, play a role in how ready to learn students are when they show up to school.

Graduation rates, college and career readiness, and ELL progress are all measures of school performance that also reflect underlying demographics of local school districts. The area's school districts all receive a "B" rating. They show real strength in high graduation rates with good diploma strength and high performance in earning college or career credentials. Performance on national standardized exams like the SAT and ACT suggest some areas for improvement in college preparation.

Low percentages of students participating in these exams may reflect the struggle to create a strong college going culture in the area. GCCS took a significant step by facilitating (i.e. paying for) widespread participation in the ACT (81.5 percent), but performance figures for GCCS on both the SAT and ACT suggest opportunities for growth. NAFC School Corporation has not instituted a universal program, but has added an onsite opportunity to take the ACT. Participation numbers are strong and performance hovers around state averages. West Clark lags some in participation, but shows strong performance on the ACT (Figure 56).

Community Perceptions: Schools

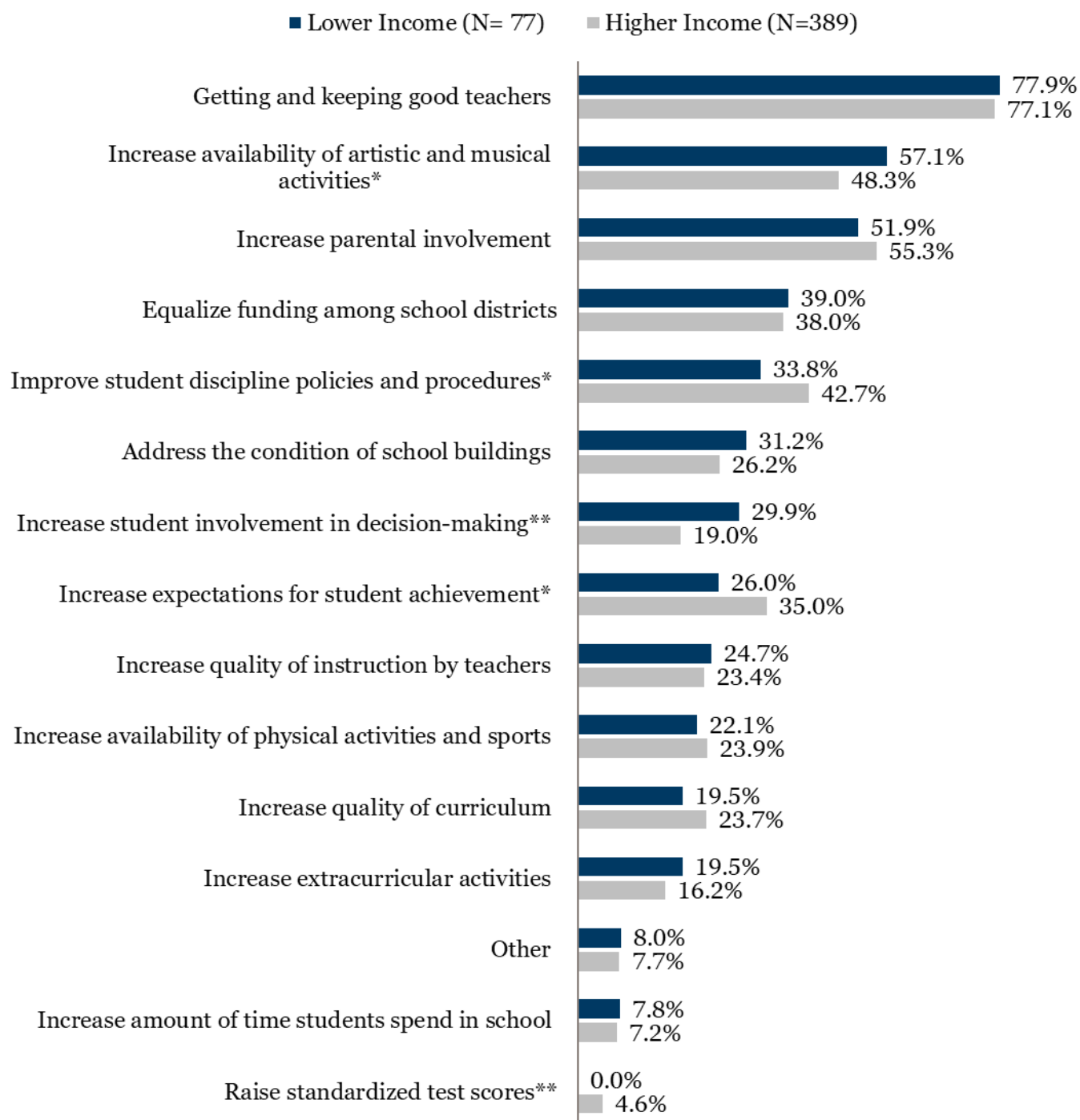
Local survey respondents overwhelmingly agree that getting and keeping good teachers is a top priority (Figure 57). The majority believe increasing parental involvement is a top priority and nearly 50 percent of respondents include increasing availability of artistic and musical activities as a priority. Consensus around priorities drops below the fifty percent mark for the rest of the options.

Lower income and higher income respondents have distinct perceptions around several priorities. While not all of these differences are statistically significant, some reflect a wide margin of difference (Figure 58). Concern about availability

of arts and music, extracurricular activities, and the condition of school buildings may reflect very real differences in the ability of schools across the two-county region to support low-income students' access to arts and extra-curricular activities, and variations in the condition of school facilities. While per pupil expenditures are

not significantly different across districts, there are variations in district resources, spending on capital improvements, and in support of extra-curricular activities. Interestingly, lower income respondents want to see greater involvement of students in decision-making while higher income respondents want improvements in student discipline policies and procedures.

FIGURE 58: PRIORITIES FOR SCHOOLS AMONG LOWER AND HIGHER-INCOME RESPONDENTS



COVID-19

When the pandemic hit, our most vulnerable children lost a structure and set of resources vital to their learning, health, and well-being. Numerous articles have speculated about the long-term impacts for intellectual, social, and emotional development, and later education and quality of life outcomes.⁴³

A Clark County resident and IU Southeast student explained,

When I'm not available to help my five year old brother with NTI [Non-Traditional Instruction], my Grandpa does it. But Pap doesn't know how to send a text message, much less deal with the internet and does not have internet access at his house. He takes my brother and my little cousin in the cab of his pick-up truck to the school parking lot where they can get wi-fi and they use the school-issued tablets. Neither child is old enough to read and Pap doesn't know how to use computers. When they were in school he, my brother, was fine, but now that they are going online again, I don't know what is going to happen.

Local school districts distributed tablets and Chromebooks and have worked to combine Nontraditional Instruction (NTI), online offerings, and alternating in-person schedules to meet varied student needs and protect the health and safety of students and staff.

Throughout the pandemic, Clark and Floyd County districts have made significant efforts to get kids to school when they can, give families online options to keep households safe, and try to maintain student learning. The full impact of pandemic-related disruptions in our schools will not be clear for years. We know, however, that our region's children have already had significant health and mental health impacts.

Priorities for Progress

- Pursue strategies to ensure that all children have access to high quality developmentally appropriate care from birth to age five.
- Promote the value of various education-to-career pathways, including trades, college attainment, and professional and graduate aspirations, throughout the K-12 system.
- Identify the most important factors in producing, attracting, and retaining high quality teachers and coordinate resources to pursue those strategies.
- Eliminate barriers to student participation in arts, music, and extracurricular activities. This includes increasing exposure to the arts in the standard curriculum, providing resources to ensure access to the equipment and supplies for arts and other extracurricular activities for every child, and developing school transportation strategies that remove transportation as a barrier to participation.
- Align workforce development efforts with regional needs. Secondary and postsecondary education should lay the foundation in basic skills, critical thinking, and problem solving that create a trainable workforce that can adapt to a changing economy. Education is not job training, but improved communication and coordination between the region's employers and its education system will help all parts of the system work more effectively to produce high school and college graduates well-prepared for their next steps. These efforts will also produce employers who understand their own role in training workers with the industry-specific skills they need.



From Youth to Old Age

Childhood is the foundation for healthy living, education, and economic well-being. In many respects, creating healthy, safe, engaged, high quality childhood experiences is the key to building a strong future for any community. On the opposite end of the life course, a community's ability to care for the aging is important to retaining residents in their home communities upon retirement. The ability to age in place is important to quality of life for seniors. As the baby boomers continue to move into retirement, these issues move from quality of life concerns to very real considerations for maintaining functioning community service systems that will undoubtedly see increased demand.

Community Profile: Youth

Childhood experiences profoundly shape adult outcomes. Ninety percent of brain development occurs in the first five years of life as significant neural pathways form during the rapid cell division of early life.⁴⁴ When children lack adequate sleep, nutrition, and age appropriate stimulation, brain development does not reach its full potential. Moreover,

experiences of chronic stress in these early years affect a child's health and educational performance.⁴⁵ Children's access to trusting relationships with adults is essential to developing healthy coping strategies that foster resilience in the face of life's challenges.⁴⁶ Youth development from birth through the teen years is essential to producing strong, healthy, and successful adults.

In Clark and Floyd counties, some things have improved for children and youth since 2015, but in other areas, the community has slipped (Figure 59). Both counties have enjoyed reductions in women who report smoking during pregnancy and have seen teen birth rates decline. Lower teen fertility is essential to reducing poverty and improving health, education, and economic well-being. Both communities realized recovery from the 2008 recession and saw child poverty and food insecurity decline. Unfortunately, the COVID-19 recession is destroying these gains. In addition to these points of shared progress, Floyd County had a very slight decline in premature births and a more pronounced decline in students experiencing homelessness.

The region has seen decreases in women accessing prenatal care in the first trimester, which

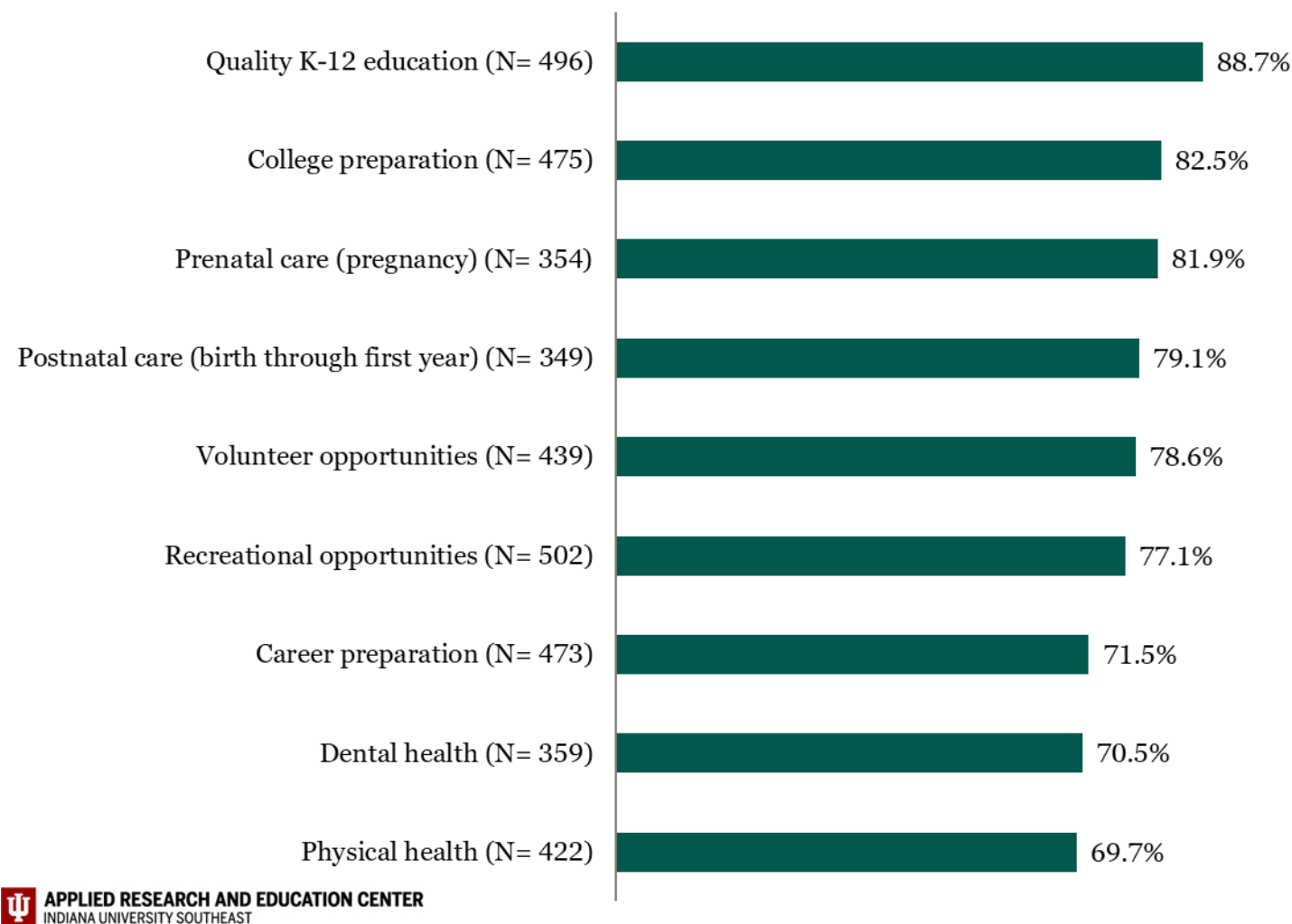
FIGURE 59: KIDSCOUNT COUNTY PROFILES OF CHILD WELL-BEING, SELECTED VARIABLES

	Clark				Floyd			
Green = Improved Red = Worsened	2015	2018	Rank (out of 92)	Change Status	2015	2018	Rank (out of 92)	Change Status
Low-birthweight babies	7.7%	8.3%	31		7.2%	7.5%	48	
Premature babies	9.2%	10.1%	40		9.1%	9.0%	58	
Mothers who received first trimester prenatal care	71.5%	67.0%	66		79.0%	72.0%	45	
Mothers reported smoking during pregnancy	13.2%	11.4%	71		15.2%	9.0%	81	
Deaths from Drug Poisoning Involving Any Opioid	11	36	5		10	15	18	
Teen Birth Rate (per 1,000 Females, Ages 15-17)	9.3	7.2	40		9.6	5.7	45	
Children in Need of Services (CHINS) Rate per 1,000 Children Under Age 18	11.6	17.6	64		15.0	29.8	29	
Child Abuse and Neglect Rate per 1,000 Children, Under Age 18	16.0	16.7	64		14.5	23.3	38	
Single Parent Families (as percent of all families with own children under 18)*	32.0%	30.1%	51		35.7%	34.1%	30	
Children in Poverty, Ages 0-17	16.2%	15.9%	50		17.5%	14.5%	62	
Food Insecure Children (2014 and 2017)	18.9%	15.4%	71		19.9%	15.6%	66	
Students Experiencing Homelessness	267	398	15		118	57	51	

Source: Indiana Youth Institute. 2020. "County Profiles." *KidsCount Data Book*. <https://www.iyi.org/county-snapshots/>. Rankings are out of 92 as data values may repeat. One equals greater number of youth affected. Noted "change status" has not been tested for statistical significance.

*Author adjusted 2015 calculations as KidsCount data from IYI appeared to use a different denominator for the 2015 data. To ensure appropriate comparisons, we use "Total Families with own children under 18 in the household" as the denominator and "male householder, no wife present, family with own children under 18 years" plus "female householder, no husband present, family with own children under 18 years" as the numerator. These figures do not account for single grandparents, aunts or other child raising kin or fictive kin. For this data point "2015" data are American Community Survey 2009-2013 5-year data reported on in 2015 and "2018" data are American Community Survey 2014-2018.

FIGURE 60: PERCENT WHO RATE EACH SUPPORT FOR CHILDREN/ADOLESCENTS "GOOD" OR "EXCELLENT"



likely relates to increases in low-birthweight babies (Figure 59). **Fifty-one people died from opioid drug poisoning in 2018.** These deaths likely reflect historic aspects of child well-being even as they create new issues for the region's children today. Rates of abuse and neglect and the related rate of Children in Need of Services (CHINS) have climbed significantly since 2015. Floyd County went from 15.0 CHINS per 1,000 children to 29.8 and Clark County is seeing more students experiencing homelessness. These figures tell a story of adverse childhood experiences that will affect health, mental health, education, and economic security well into the future.⁴⁷

Community Perceptions: Youth

Clark and Floyd counties have significant assets on which to build to support children and adolescents. More than 60 percent of respondents rated nine out of 18 supports "good" or "excellent." (Figure 60). The region has strong assets in education, health, opportunities for recreation and for social connection. Overall, people feel it is a good place to raise children (67.0 percent agree and 28.4 percent strongly agree).

A larger percentage of higher income respondents rate most assessed supports good or excellent, though none of the income differences is statistically significant. Lower-income respondents have a higher percentage providing

positive ratings for the following:

- Recreational opportunities.
- Employment for youth.
- Violence/bullying prevention.
- Supports for single parents.

The first three items may be a case of distinct expectations for community supports. Support for single parents had the highest percent of the sample rating it poor or very poor (Figure 61). The fact that a higher percentage of lower income respondents rated supports for single parents as good or excellent may reflect the presence of more resources to support lower income single parents than to support higher income single parents.

Social service agencies that work to support low-income families often design programs and services with female-headed households in mind, as these households are overrepresented among the poor. For higher income single parents, no such support structures are in place. Institutions, such as schools and extracurricular activities, assume the families they engage can figure these issues out for themselves. With a higher proportion of families having all adults in the household working, designing school and extracurricular activities in ways that are supportive of single parent families,

regardless of income level, would likely serve all families better, and would increase youth engagement in activities.

Affordable childcare had the second highest percentage issuing poor or very poor ratings, followed by mental health. Among those with between 50 and 60 percent negative ratings were violence/bullying prevention and basic needs of low-income children/youth. These low ratings tie directly to respondents' priorities for supporting children and youth.

The five most frequently selected priorities for supporting children and youth are:

- Access to mental health services.
- Bullying in schools.
- Treatment for youth drug or alcohol use.
- Youth drug and alcohol use.
- Child physical or sexual abuse.

These priorities reinforce the need to increase access to mental health services, and to devote resources to substance abuse prevention and treatment (Figure 62). Bullying in schools and child physical and sexual abuse are both likely symptoms of broader issues of adult and child mental health and substance abuse in the region. These priorities map onto the challenges reflected by increases in

FIGURE 61: PERCENT THAT RATED SUPPORTS FOR CHILDREN AND YOUTH “POOR” OR “VERY POOR”

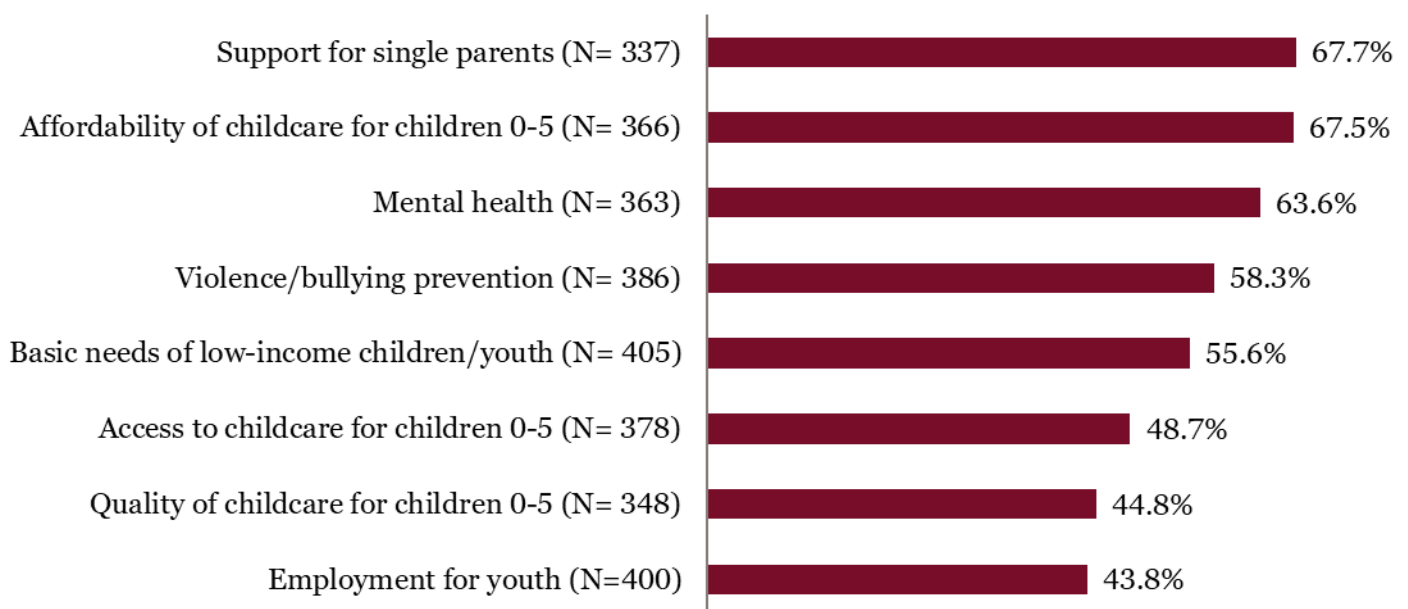


FIGURE 62: PRIORITIES FOR SUPPORTING CHILDREN AND YOUTH IN CLARK AND FLOYD COUNTIES (N=547)



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CHINS cases, prevalence of abuse and neglect, and the high numbers of deaths from drug poisoning involving opioids in the region.

The two county area has multiple organizations working to improve child mental health, provide substance abuse prevention programs, and deliver early intervention and treatment for substance use disorder in young people. Schools are an optimal venue for reaching the largest number of children and for ensuring that those who have not been identified as at risk receive education, opportunities for support, and activities that can help build resilience.

For the last few years, the Lilly Endowment Inc. provided resources to enhance access to mental health services through the schools by having behavioral health organizations keep staff on location. Not all districts received this grant, but the region had a chance to pilot how this might work. Lilly funds supported the infrastructure of the on-site service model and, where possible, public and private health insurance reimbursed providers for the service. Schools saw good results with hundreds of children accessing needed care without parents having to make and keep appointments or worry

about transportation. In May 2020, New Albany Floyd County Schools sought referendum support that would have continued funding this model. The measure did not pass.

Prevention programs provided by Our Place Drug and Alcohol Education Services have long been a part of local health curricula, but have been dependent on state administered grants and the schools granting access to the outside organization. As a result, these programs have not been consistently institutionalized as a part of the K-12 structure to ensure that children receive developmentally appropriate, evidence-based education on alcohol, tobacco, and other drugs, as well as resilience-building activities, at regular intervals associated with both formative development and the stages when use patterns shift. Align Southern Indiana has an Action Team working to develop just such a system. This system will require regular funding and support.

Priorities for Progress

- Support community partnerships to deliver mental health services through local school systems. Many families will need to access care outside of school hours as well, but building

Trauma-Informed Youth Supports

Local organizations providing behavioral health care and substance abuse prevention in schools are all employing trauma-informed strategies. These organizations, working together through the System of Care coordination efforts seek to educate teachers, school personnel, parents, and community members on the lasting impacts of chronic stress during childhood. According to the Centers for Disease Control, the strategies for building resilience, preventing, and mitigating the impacts of childhood trauma include the following⁴⁸:

Strengthen economic supports to families.

- * Strengthen household financial security.
- * Implement family-friendly work policies.

Promote social norms that protect against violence and adversity.

- * Public education.
- * Bystander prevention.
- * Reduce corporal punishment.

Ensure a strong start for children.

- * Early childhood home visitation.
- * High-quality early care and education.
- * Preschool enrichment with family engagement.

Teach skills

- * Social-Emotional Learning.
- * Safe dating and healthy relationship skills programs.
- * Parenting skills and family relationship approaches.

Connect youth to caring adults and activities.

- * Mentoring programs.
- * After-school programs.

Intervene to lessen immediate and long-term harms.

- * Enhance primary care.
- * Victim-centered services.
- * Treatment to lessen the harms of ACEs.
- * Treatment to prevent problem behavior and future involvement in violence.
- * Family-centered treatment for substance use disorders.

these connections into the school structure increases access and supports children's health and educational success.

- Pool appropriate public and private resources to support local nonprofit organizations' community-wide and school-based substance abuse prevention and trauma-informed resilience building programs (which include violence and bullying prevention).
- Design, implement, and evaluate strategies to better support single parents across the income distribution.
- Use existing school infrastructure to ensure that all children have full access to extracurricular school clubs, homework help, performing arts, athletics, and needed community support services. Schools can become hubs of activity and support for families during the common working hours of 8:00 a.m. to 6:00 p.m.

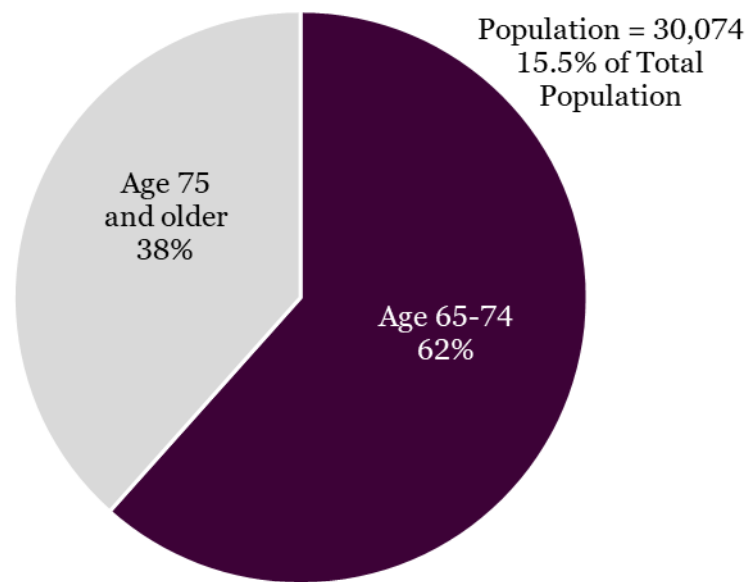
Strategies might include bringing nonprofit afterschool activities to the schools, providing school bus transportation to off-site activities, and adding school bus transportation options that remove barriers to full engagement in activities and access to needed supports. A 6:00 bus gives all kids access to participation in arts, clubs, and athletics and it supports working parents.

- Improve adult access to mental health and substance abuse treatment to reduce the prevalence of child abuse and neglect.
- Collaborate and combine public and private funding to support more widespread access to youth substance abuse treatment, both outpatient and inpatient, for the uninsured and underinsured.

Community Profile: Aging

Seniors comprise 15.5 percent of the two-county region's population (an estimated 30,074 individuals) (Figure 63). This represents an increase over the last five years as the baby boomers continue to age. The size of the cohort now entering and in old age, along with their life expectancy, will generate significant demands on health care and social service systems, and is

FIGURE 63: AGE COMPOSITION OF THE SENIOR POPULATION IN THE TWO-COUNTY REGION



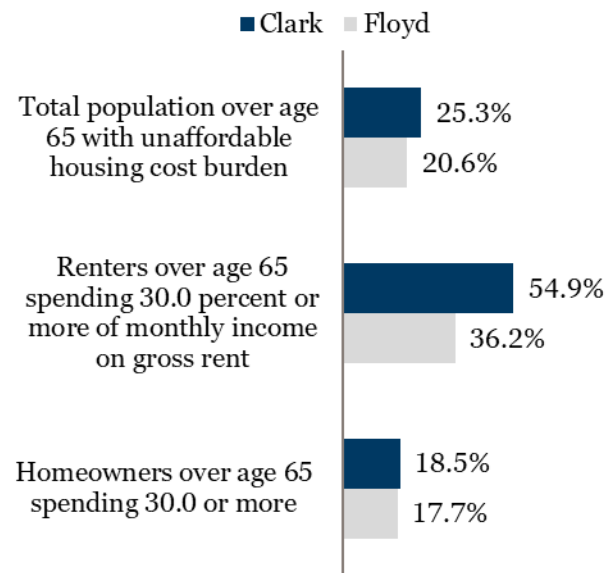
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creating new demands for increased housing options that facilitate aging in place.

Only 2.2 percent of the area's senior population lives in poverty, but among grandparents over age 60 responsible for raising their own grandchildren under the age of 18 (and therefore with bigger households), the poverty rate is 23.6 percent in Clark County and 12.4 percent in Floyd County.⁵⁰ Social Security significantly reduces poverty,⁵¹ but the recent surge in the share of grandparents raising their grandchildren places stress on earnings intended to support just one individual or a couple in their later years. In addition, among those over age 60 raising their grandchildren, 44.9 percent have a disability.⁵²

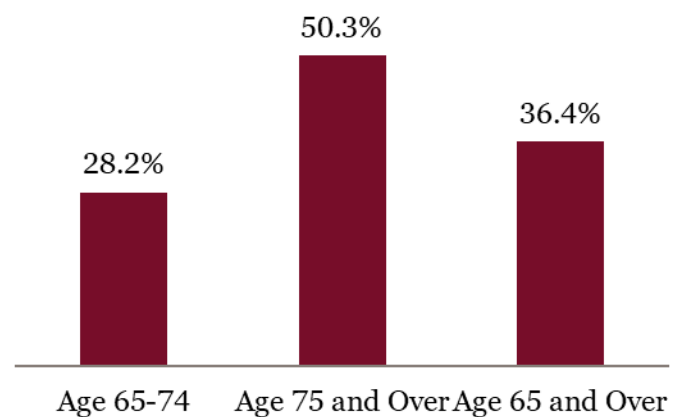
Most seniors in the two-county region own their homes and likely want to stay in them as long as they can. Among those who own their homes (N=15,291), however, 18.2 percent spend 30 percent or more of monthly income on selected monthly owners costs (see Figure 64 for county figures). Among renters (N=3,264), this number jumps to 48.3 percent with a housing cost burden beyond what is considered affordable. Just over 28 percent of those aged 65-74 have a disability, but that number jumps to roughly half by age 75, increasing the need for assistance (Figure 65).

FIGURE 64: HOUSING COST BURDEN FOR THOSE OVER AGE 65



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FIGURE 65: DISABILITY PREVALENCE AMONG THE AGING IN CLARK AND FLOYD COUNTIES



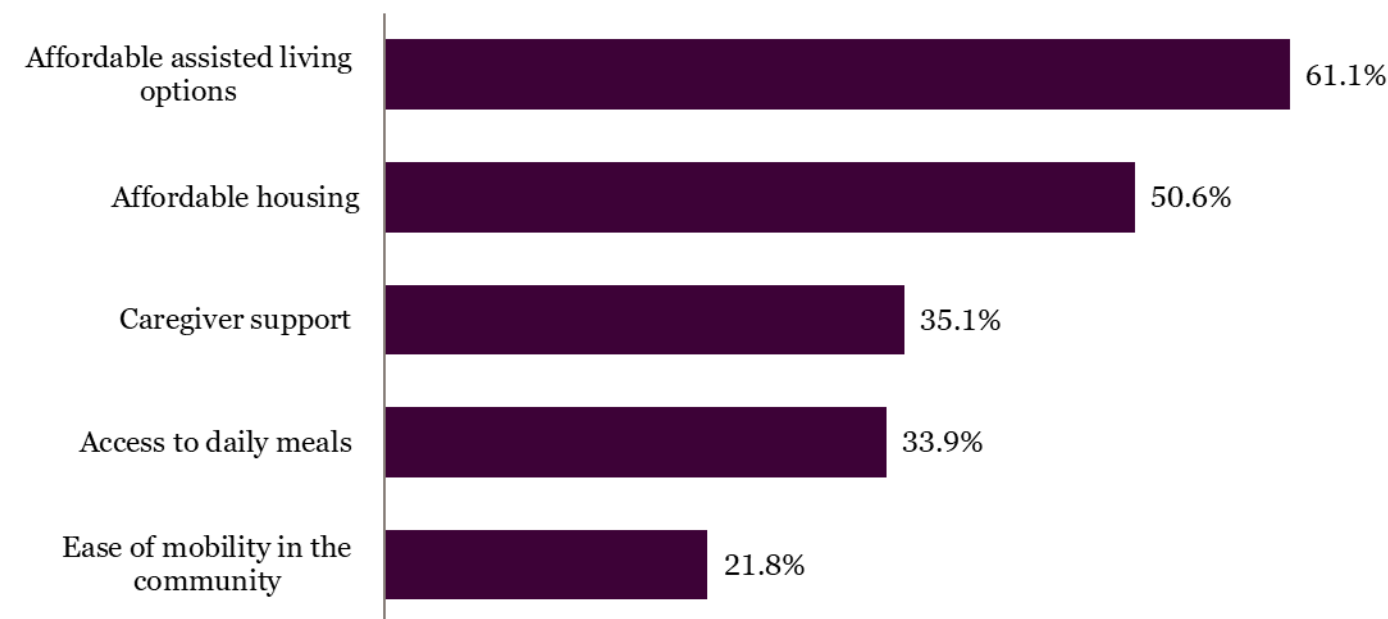
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Community Perceptions: Aging

Among respondents, 68.5 percent agree that "This is a good place to retire," and another 15.0 percent strongly agree. As the portion of the population over age 65 grows over the next few years, healthcare, assisted living, mental health services, memory care, and transportation will all see higher demand for support services.

Top priorities for older adults include affordable assisted living options and affordable housing (Figure 66). Caregiver support and access

FIGURE 66: PRIORITIES FOR OLDER ADULTS (N=542)



to daily meals are next, but with a far lower percentage of responses. The survey item for priorities offered a large number of options so responses spread thinner than in other parts of the survey. If we group them by types of concerns, housing, long-term care, and healthcare (home health and other medical care) are top of mind, followed by ease of mobility and community involvement. Among low-income respondents, additional issues of “finances” and “elder abuse” were far more prevalent than among higher income respondents.

Priorities for Progress

- Public and nonprofit organizations need to continue to collaborate to provide services to support aging in place. These collaborations may need to expand and will need to increase affordable housing and assisted living options for the region’s seniors. As more of the baby boomer cohort moves toward age 75, the need for assisted living will balloon. Local leaders need to create options with an eye toward the demographic contraction that will follow this wave to ensure intentional and sustainable long-term community planning.
- Place the needs of seniors at the top of priorities in plans to expand public transportation and increase walkability. Walkability efforts need to include attention to accessibility to ensure that all residents can benefit from such improvements.
- Develop and maintain funds for the express purpose of assisting grandparents over the age of 60 who are responsible for children under the age of 18 in their households. Such supports might include funds or programs to help with clothing, student activities, and necessities like dental care.





Community

Community is comprised of social relationships, a shared sense of place and local identity, civic engagement and responsibility—sociologists refer to this combination of connections and resources as *social capital*. Self-governance is the collective work a locality does to provide *public infrastructure* (eg. roads, bridges, water mains), maintain public safety, and develop services for shared use. *Social infrastructure* refers to built environments that promote social engagement. *Public social infrastructure* includes libraries, parks, and transportation.

Social Capital

Clark and Floyd county residents have strong social capital, in terms of local identity, sense of place, and social cohesion. People overwhelmingly recognize opportunities to volunteer and contribute. They believe people in the region feel pride in the community's accomplishments and lend a hand in times of need. Three quarters of respondents report feeling a strong sense of community and a lower 67 percent believe there is active civic responsibility and engagement in the region. Just over 71 percent indicate they have diverse opportunities to build relationships with others (Figure 67). While respondents agree that “the community is welcoming to newcomers,” this sentiment is not equally shared across income groups. Among lower income respondents, only 59.3 percent agree or strongly agree with the

statement compared to 73.7 percent of higher income respondents.

In response to prioritizing community building activities, no strong consensus emerged. Based on community listening sessions around the region, the research team suspects this may reflect different ideas for different parts of the two county region. In Greenville, we heard about a desire for shared social space, both indoors and out. Some want a new gazebo at the local park so they can host events with music and games. In population centers, residents talk about neighborhood associations and block party activities. Lower-income respondents expressed greater interest in mentoring programs for adults and children, group activities for seniors, and neighborhood activities. Higher income respondents prioritized voluntary associations for youth and adults at higher rates than did low-income people. These differences reflect distinct experiences shaped by income level.

Social Infrastructure

Clark and Floyd counties are home to four libraries with six locations, dozens of municipal, town, and county parks, two state parks, and a growing network of walking/biking paths, including the Ohio River Greenway. We will further discuss some of these amenities in Quality of Place, but also want to note quality social infrastructure among the public goods and services provided by local government. Nearly 95 percent of



contracted out to for-profit providers. In Henryville, a volunteer firefighter shared a story of administering CPR for 45 minutes while waiting on EMS coming all the way from Hurstbourne Parkway in Louisville because no closer service was available. The property tax system and the size of townships make the township structure very uneven in terms of ability to fund emergency services. Residents in far flung parts of Clark County are particularly vulnerable, but even in Greenville, reliance on volunteer fire fighters makes the

use bottled water to avoid problems. Water did not come up as a significant issue elsewhere, but other parts of the two-county region remain on well water. In Henryville, lack of sewer infrastructure means the area on one side of the interstate cannot be developed. This constraint has limited the community's ability to generate revenue from their location at an interstate exit and with access to outdoor recreation that could draw visitors.

The research team held a number of listening sessions at firehouses. In this region, firehouses are township entities. Volunteers staff most of the firehouses serving rural areas. Georgetown is an exception. Emergency Medical Services are

system less than ideal. If the staffed unit is on a call and someone else has a need, they turn to Lafayette or Georgetown Townships. The firefighters we spoke with expressed concerns about the region's ability to respond effectively to emergency needs. The greatest concerns are the ongoing funding needs of firefighter services and the inadequacy of EMS services to meet truly emergent needs. Even with these concerns, people in the region feel quite safe. More than 92 percent agree or strongly agree, "This is a safe place to live."

We heard some desire to get more bike paths and trails in rural areas to facilitate safe outdoor

FIGURE 69: SOCIAL INFRASTRUCTURE--PERCENT RATING "GOOD" OR "EXCELLENT"

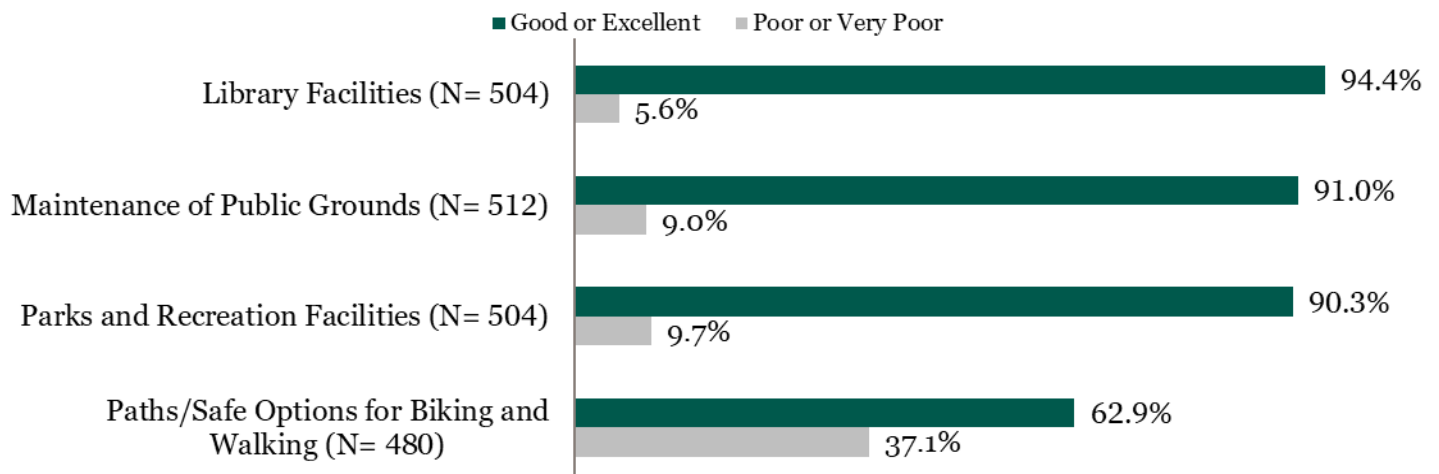
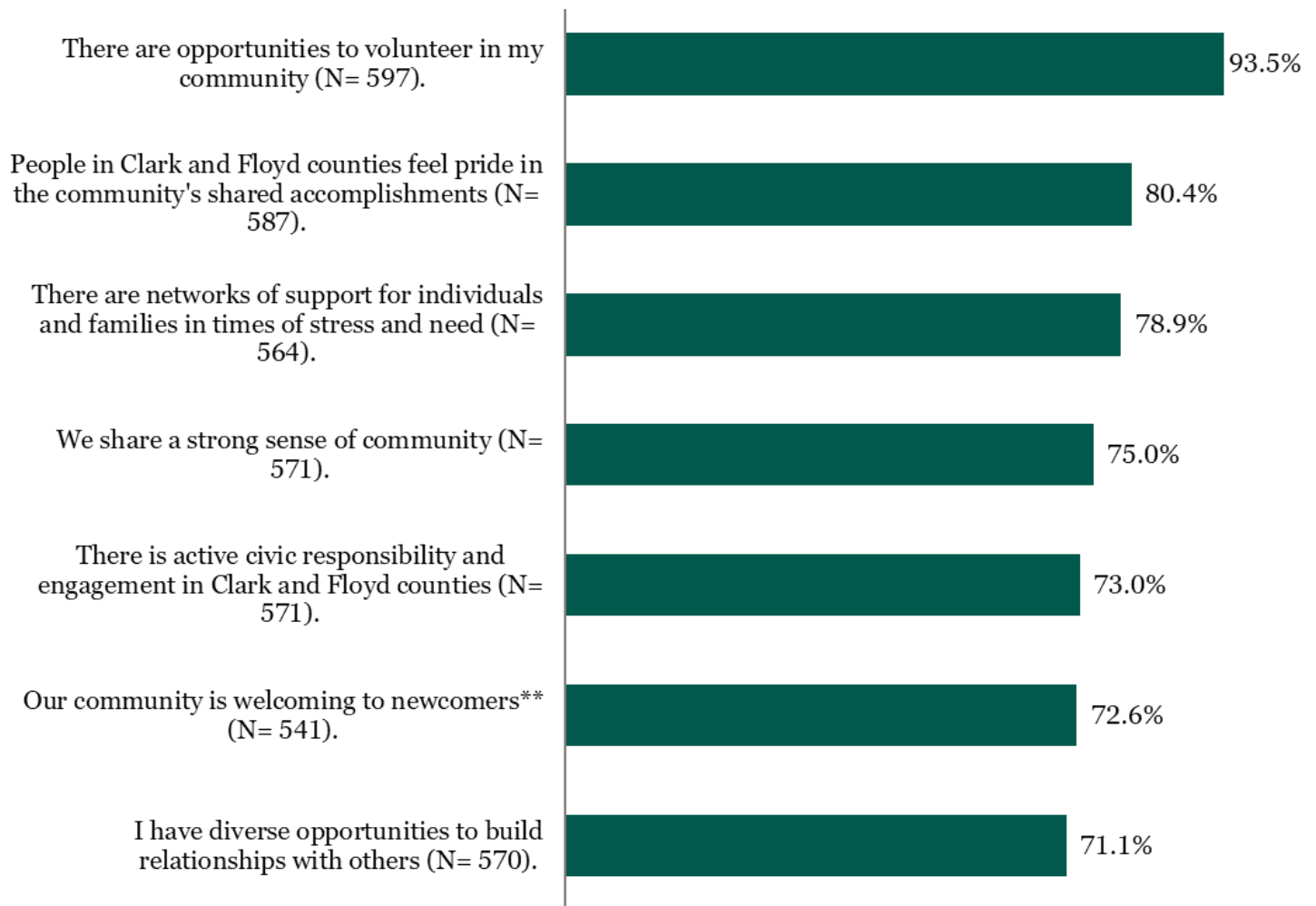


FIGURE 67: SOCIAL CAPITAL IN CLARK AND FLOYD COUNTIES, PERCENT OF RESPONDENTS THAT AGREE OR STRONGLY AGREE

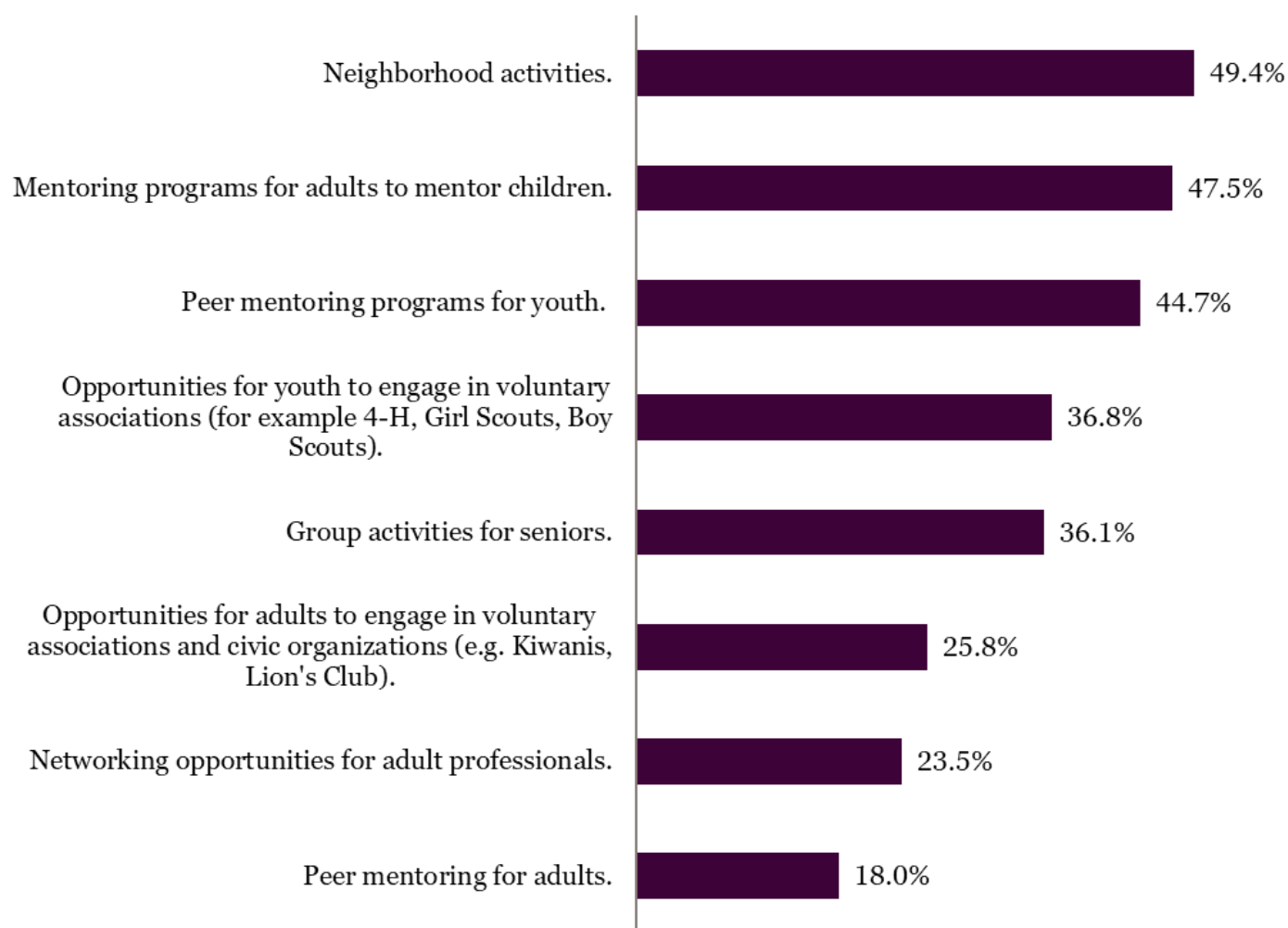


respondents rate library facilities in the area “good” or “excellent” (Figure 69). Floyd County is home to the New Albany main library and a recently added digital library located on Highway 150 between Floyds Knobs and Greenville. This addition has been quite a success. Greenville is one of many areas with spotty internet and cell service and many residents use the digital location for computing and communication needs. Jeffersonville Township Public Library has locations in Jeffersonville and Clarksville, hosts a wide range of youth and adult programs, and houses a significant Spanish language collection to serve the LatinX population. Charlestown and Sellersburg have libraries that host book discussion groups and children’s programs, and some of the area’s smaller towns also house small libraries (participants in listening sessions in Borden and New Washington noted small libraries as assets in their communities).

Respondents indicate positive sentiments for the maintenance of public grounds and for parks and recreation facilities. A lower percentage rate “paths/safe options for biking and walking” as good or excellent, in part because so much of both counties is rather poorly served in terms of even basic sidewalks (Figure 69). Much of rural Clark and Floyd counties’ development occurred before local leaders instituted requirements that developers include sidewalks in neighborhoods. This likely reduces outdoor activity and socializing with neighbors.

These elements of social infrastructure provide spaces for people to gather, share experiences, and build community. Both Jeffersonville and New Albany have recently added park space, chairs, picnic tables, and benches to encourage outdoor social engagement. While COVID-19 has restricted

FIGURE 68: PRIORITIES FOR COMMUNITY BUILDING IN CLARK AND FLOYD COUNTIES (N=617)



ability to convene inside, parks and trails in the area filled with activity.

Public Service & Infrastructure

Clark and Floyd counties enjoy considerable positive sentiment about many aspects of public services and facilities.⁵³ The majority of respondents rate all items “good” or “excellent” (Figure 70). Survey responses suggest that the only areas where consensus wanes are code enforcement for private properties and road maintenance. In community conversations, however, residents express concerns about some key areas of need. Throughout the region we heard residents express frustrations about roads that local government does not control—state roads that may need repair, but are not the responsibility of local entities.

Rural communities expressed significant concern about internet access, water quality, and Emergency Medical Services. Many areas of rural Clark and Floyd counties have little to no internet access. The COVID-19 pandemic heightens these concerns as internet and cell phone services are essential during this time of isolation. Local cell phone providers have made free data available to households with students, but this service is not as stable or reliable as a solid broadband connection would be. It may be that 5G service will eventually provide the needed connectivity for rural communities, but at this time some areas of both counties are largely without service and some do not even have reliable cell phone service.

In Greenville, we learned that some residents cannot even get their pets to drink the water. Residents shared stories of learning of boil water advisories well after they occurred and opting to

activity and kids' ability to walk or ride to school if they live close by. For example, a large number of families live well within walking distance of Georgetown Elementary, but without sidewalks or paths, the area continues to have large numbers of vehicles carrying individual children to and from school each day. The lack of infrastructure to promote and facilitate walking adds to environmental concerns in the area.

Walking and cycling are forms of transportation that reduce air pollution while improving health and well-being, so long as the routes are safe. Residents want these and other transportation alternatives. Higher income respondents were significantly more likely to prioritize "provide maintenance and improvements to existing roads and bridges" than were lower income respondents, but it was the most frequently prioritized item for both groups

FIGURE 70: PERCENT THAT RATE PUBLIC SERVICE "GOOD" OR "EXCELLENT"

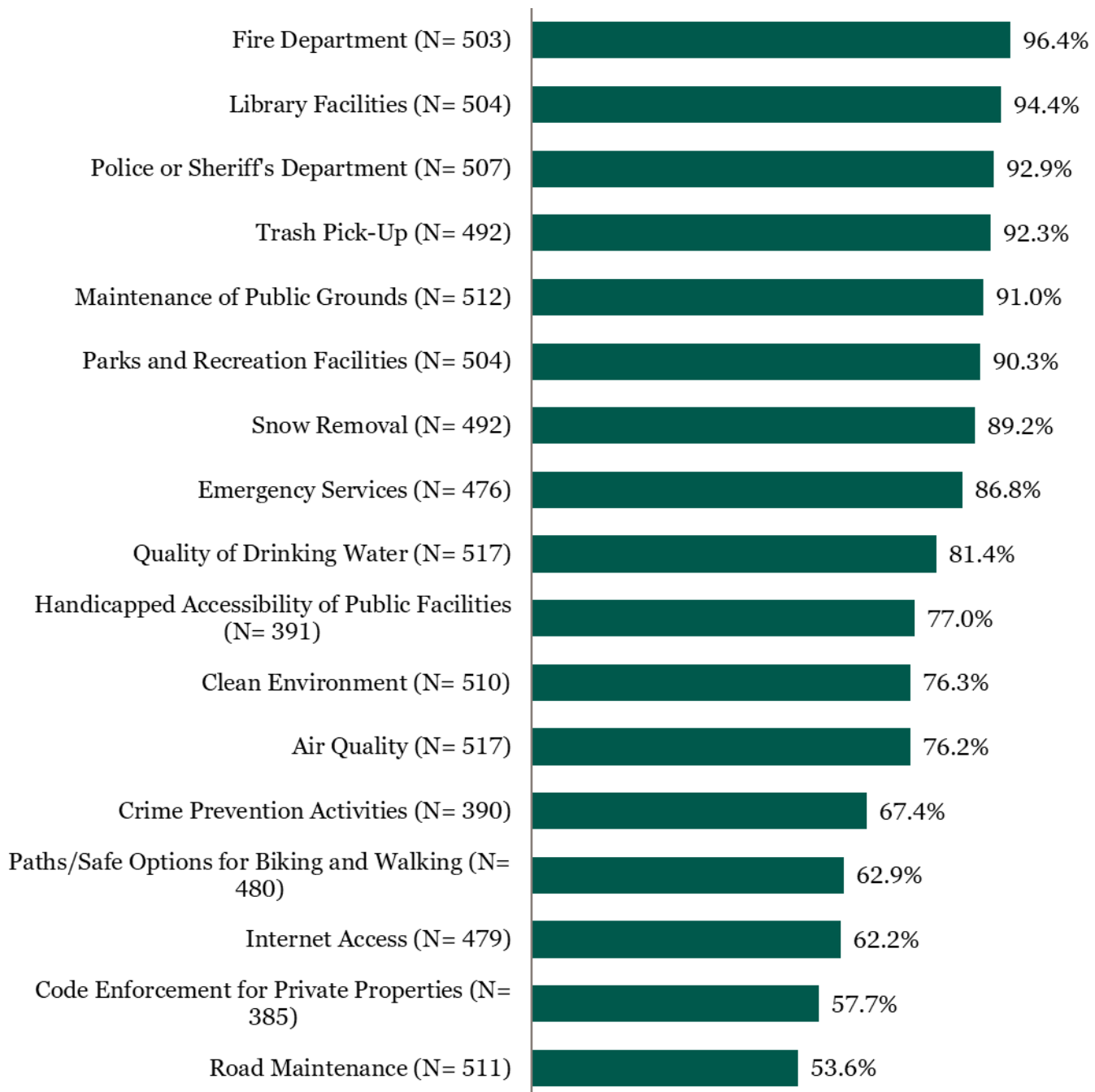
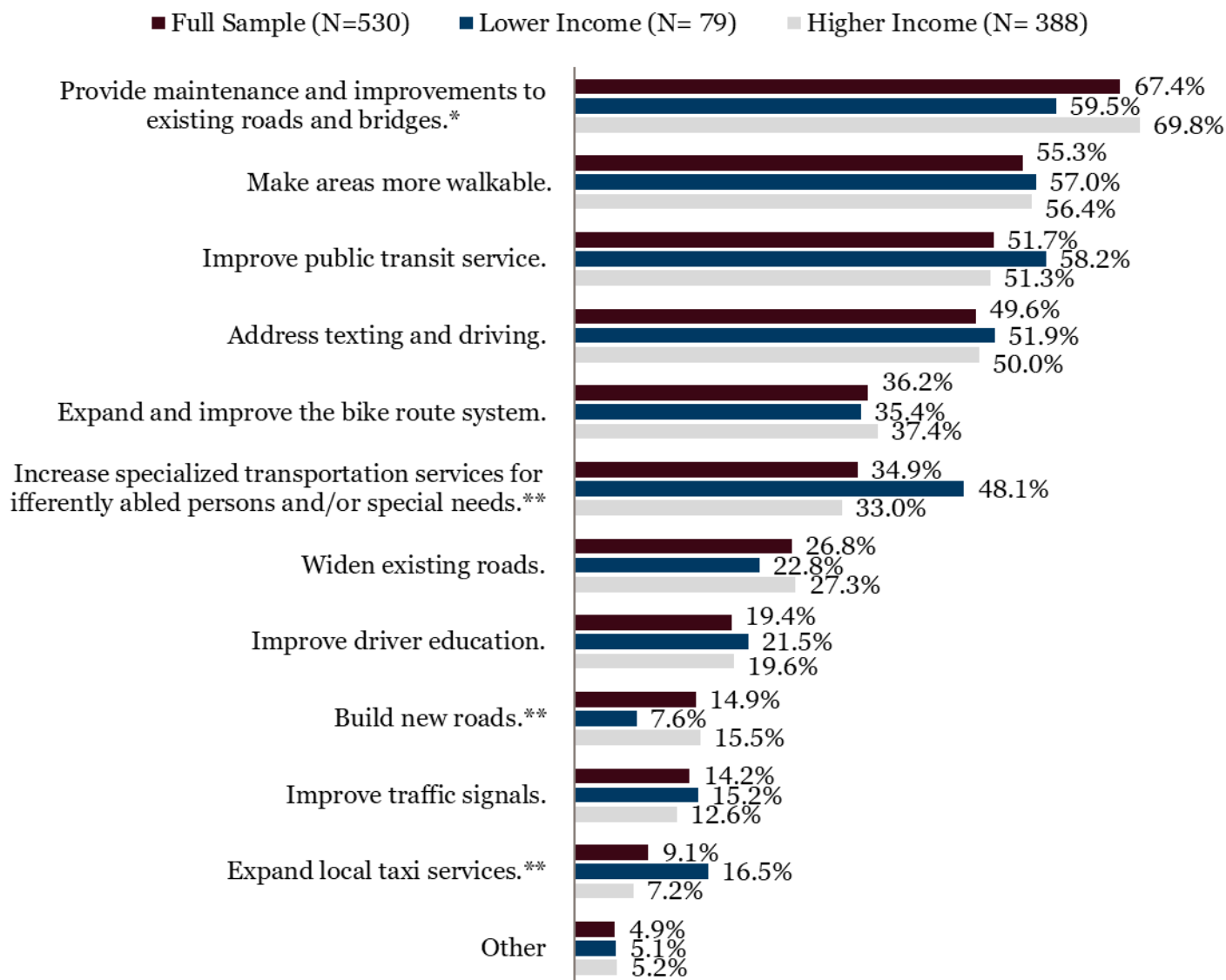


FIGURE 71: PRIORITIES FOR TRANSPORTATION, FULL SAMPLE AND BY INCOME LEVEL



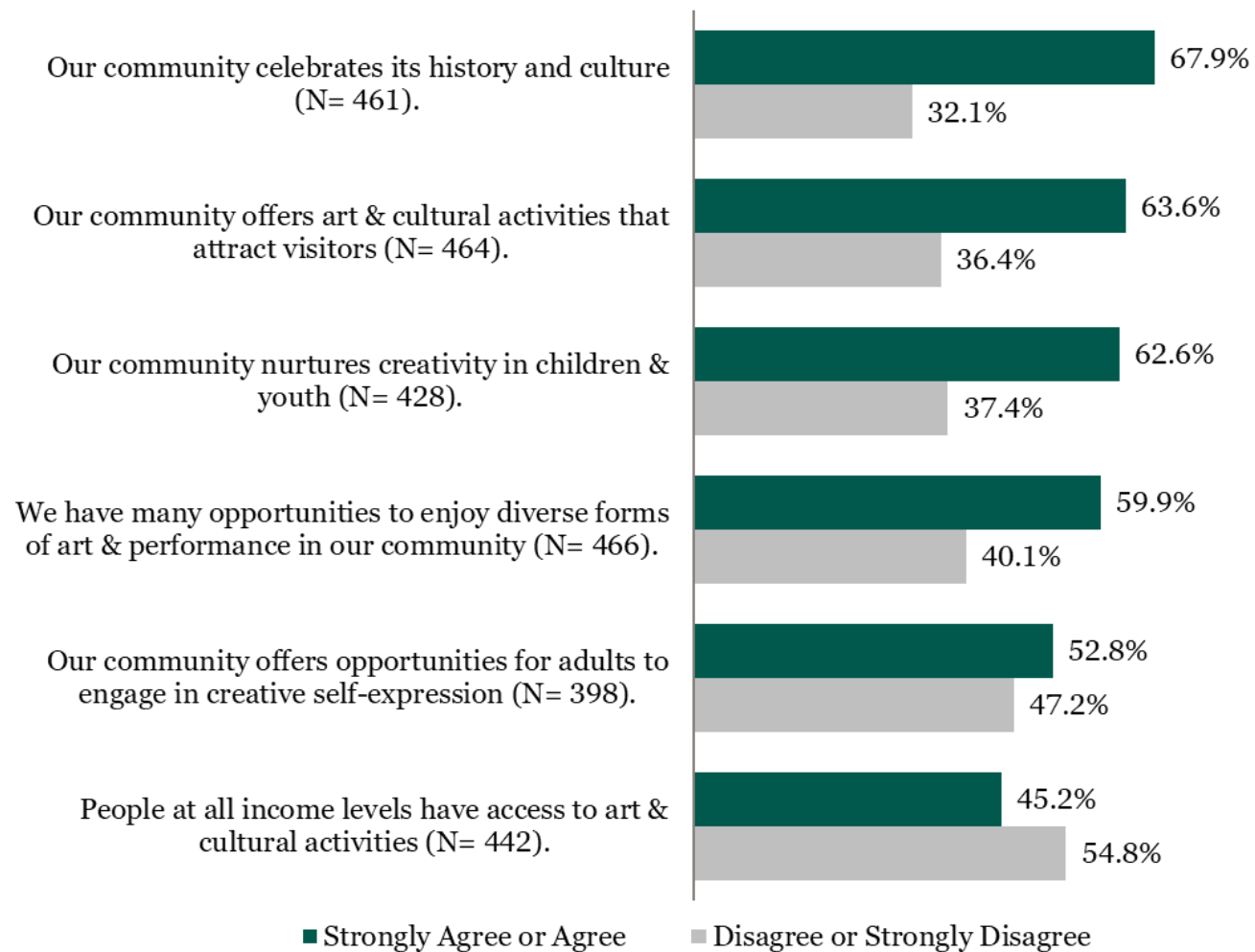
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(Figure 71). Higher income people were also more likely to prioritize building new roads. The group agreed on the need to make areas more walkable, improve public transportation, and address texting and driving. Just over a third prioritized improvements to the bike route system.

Lower-income respondents were significantly more likely to prioritize increased specialized transportation services for differently abled persons and those with special needs, and expansion of local taxi services. These are both services on which lower income people are more likely to rely. Local taxi services, however, will maintain additional cars on the road. Given ongoing efforts to reduce

FIGURE 72: PERCEPTIONS OF ART AND CULTURAL OPPORTUNITIES IN CLARK AND FLOYD COUNTIES



ozone in the region, efforts to increase frequency, reliability, and coverage of public transportation would provide significant leverage in meeting transportation needs while reducing ozone. Such an effort would require a major campaign to generate widespread use of public transportation. Low ridership has plagued all efforts to provide more adequate public transportation service to the region and, without better service, people will not shift to using it.

With several layers of local government, residents express frustration that it is not always clear who is responsible for what. The region has county, municipal, township, and town governments all operating to meet the needs of residents. Still, most residents (63.1 percent) are satisfied with local government.





Arts, Culture, & Creative Expression

Clark and Floyd county residents enjoy easy access to a thriving arts community in Louisville, both visual and performing arts. Southern Indiana is also home to its own small theaters (Derby Dinner, Clark Little Theater, TheatreWorks of SoIN, the Ogle Center at IU Southeast), a recently established community orchestra operating out of a new community music space in New Albany, the Floyd County Youth Symphony, and quality visual and performing arts programs at area high schools.

Respondents have some consensus that the community celebrates its history and culture, offers art and cultural activities that attract visitors, nurtures creativity in children and youth, and has many opportunities to enjoy diverse forms of art and performance. A smaller share of respondents agree that the community offers opportunities for adults to engage in creative self-expression, and the majority disagree with the statement, “people at all income levels have access to art and cultural activities” (Figure 72).

Priorities for Progress

- Identify opportunities to use public social infrastructure to engage community-building activities including neighborhood activities, youth and adult mentoring programs, and opportunities for seniors to engage both within and across generations. To the extent that such activities can increase physical activity and health behaviors, they can address multiple regional priorities.
- Engage local and state government in a serious effort to understand the emergency medical services and firefighting capacity needed in a growing suburban/rural region. The structure for funding emergency services needs to be adequate to meet needs.
- Identify a plan to fund and implement water supply modernization and sewer service expansion in more rural areas not yet adequately served. The structure for funding local water and sewer infrastructure needs to be appropriate to meet the needs of a growing community. State and Federal grants may be available to support infrastructure that must precede development, but that will raise the necessary revenue to maintain such systems.
- Continue to invest in and expand public social infrastructure that promotes social engagement, ensuring that opportunities for active outdoor engagement grow and that people of all income levels have access to indoor spaces for activities.
- Improve availability of and access to transportation for low income, differently abled persons, and those with special needs.
- Build on existing efforts to make art and cultural activities more widely available to people across income levels, including removing barriers to kids’ participation in school and community-based arts programs.



Quality of Place

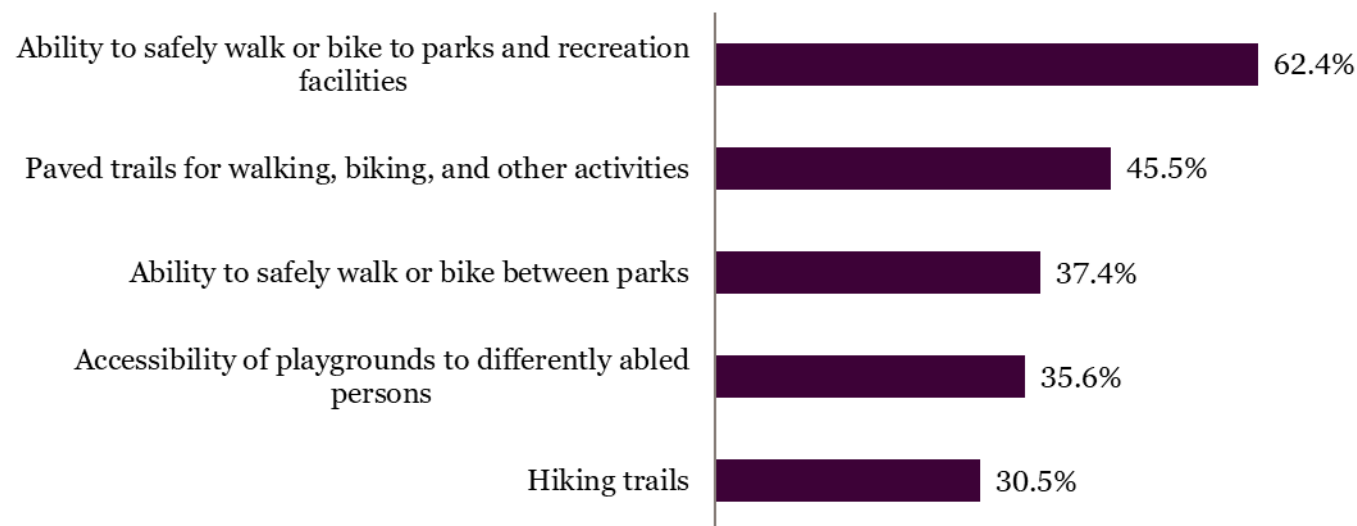
Quality of place, quality of life, and sustainability are concepts used in planning, community and economic development, and public policy. *Quality of life* tends to reflect physical, mental, and social well-being. *Quality of place* studies often focus on factors in the external environment that contribute to quality of life.⁵⁴ *Sustainability* is a term used by developers to refer to the health and resilience of environmental, economic, and social systems. The factors used to measure these concepts exist in the interlocking community systems that comprise the sectors described in this report.

Historically, researchers observed that communities struggling economically focused first on quality of life—meeting basic needs for food, shelter, health, and education. When communities started to thrive, then they turned their attention to recreational, physical, and social amenities associated with quality of place. Today, researchers and community development experts recognize how intertwined all of these factors are and increasingly embrace the notion that investments in quality of place can and do improve and enhance quality of life. The Ohio River Greenway, for example, is a major quality of place amenity that encourages outdoor physical activity and social engagement, both essential to physical and mental

health. Breaking up asphalt heat islands with trees and increasing vegetation along thoroughfares creates a more visually appealing experience, helps clean the air and manage storm water, and has positive health impacts, including immediate impacts on blood pressure.⁵⁵

Quality of place amenities can encourage or facilitate an active lifestyle and active lifestyles have become a central part of attracting an educated workforce and the businesses that rely on them. Clark and Floyd counties sit on the banks of the Ohio River and are home to some of the largest fossil beds in North America, prized state forests, a few interestingly placed trails and parks, and the private wildlife refuge and sanctuary that Mt. St. Francis so generously shares with the community. In addition, the flood zone along the Ohio River is home to distinct flora and fauna that thrive on the rise and fall of river waters. Following an Olmsted approach, the cities of Clarksville, Jeffersonville, and New Albany, along with the River Heritage Conservancy (RHC) seek to build on what the Ohio River Greenway started. The RHC has begun work to create Origin Park, a regional quality of place attraction that will serve residents and attract guests, generating both active lifestyles and economic activity.

FIGURE 73: QUALITY OF PLACE PRIORITIES IN CLARK AND FLOYD COUNTIES (N=492)



Completion of the Big Four Bridge, and the Ohio River Greenway have increased traffic from Louisville area cycling clubs that traverse up and down the riverfront from the Sherman Minton Bridge in New Albany to the East End Bridge in Utica. Business owners in Utica's fast-growing community, Jeffersonville's waterfront, and New Albany's downtown are looking for ways to capitalize on the cycling traffic.

Clark and Floyd counties' rural areas also have something to offer for recreation and respite. Clark County is home to Charlestown State Park, Deam Lake, and the Knobstone Trail. Local residents recognize opportunities to improve maintenance of hiking, horse, and mountain bike trails, campgrounds and park facilities to encourage more outdoor recreational tourism. Residents in Borden are excited about opportunities for business development if a Rails-to-Trails project connecting New Albany to Bedford comes online.

Community conversations include discussion of the potential to develop a quaint travel stop with lodgings, restaurants, and shuttle access to Huber's Winery and Family Farm. Floyd County is now home to two disc golf courses, one of which has hosted national tournaments. Georgetown's master plan includes expansion and enhancement of the town park that lies adjacent to its historic district. The well-kept wildlife sanctuary at Mount St. Frances supplements hiking available at area state parks and attracts retreat visitors from across the country and around the world to the area.

Lower-income respondents are most concerned with safe access to amenities freely available to them and that do not necessarily require additional equipment. Paved trails, safe walking and biking to area parks, and accessible playgrounds are essential. While not statistically significant, 42.1 percent of lower income respondents prioritized accessible playgrounds compared to only 34.8 percent of higher income households. Lower income respondents were also more likely to prioritize indoor athletic facilities, accessibility of parks and paved trails to differently abled persons, access to fishing, outdoor athletic facilities, and transportation to parks. Higher income people were far more likely to prioritize paved trails for walking, biking, and other activities, hiking trails, bike lanes, and all-terrain vehicles (ATV Trails). ATV trails were a priority for only 5.0 percent of higher income respondents.

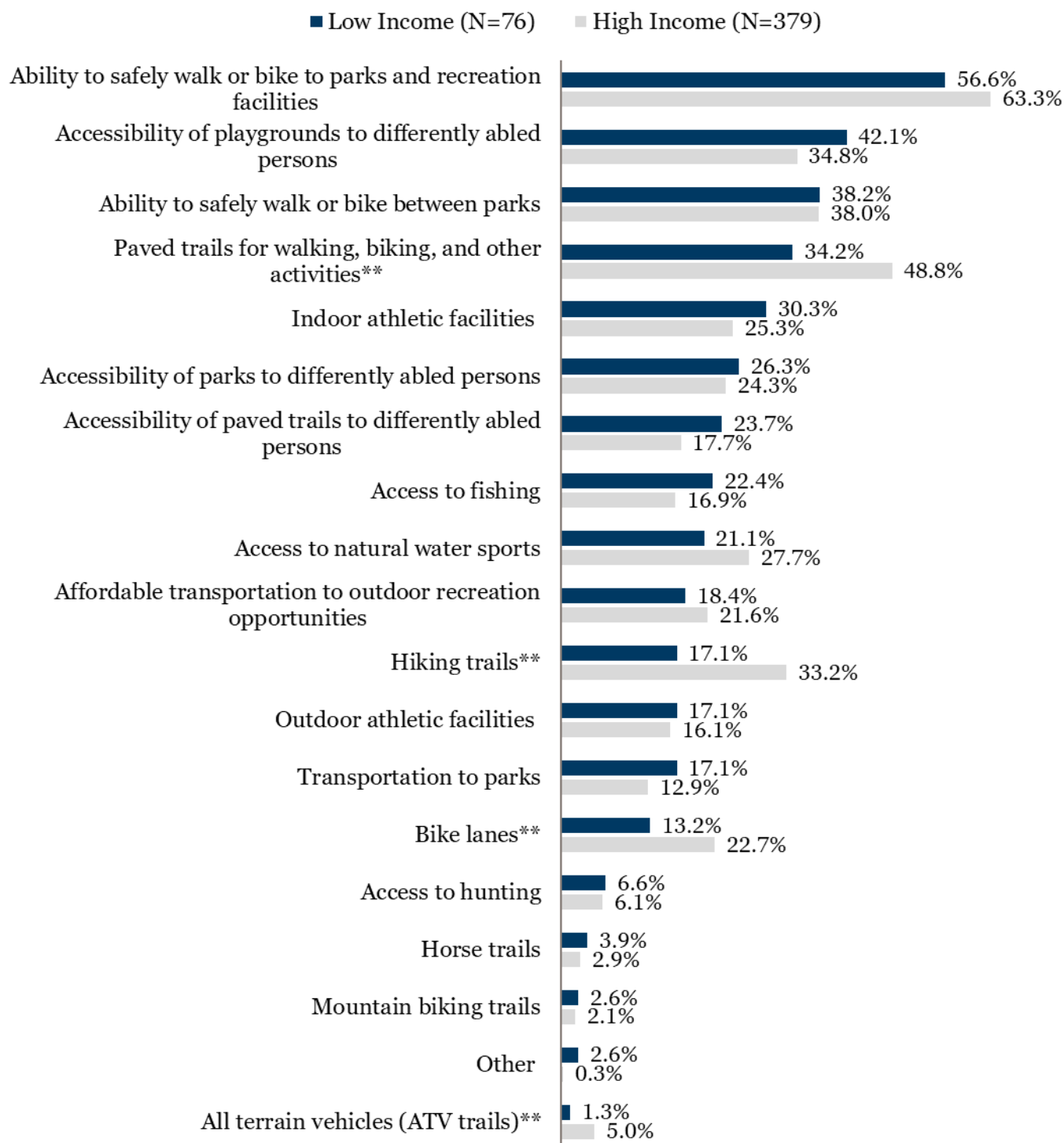
One challenge for the community is that some of the less frequently selected priorities are activities that could attract recreational tourism and the revenue it brings. Those include, but are not limited to the following: natural water sports, access to hunting, mountain biking trails, and horse trails. The opportunities for the region abound. Current energy, organization, and funding structures provide avenues to improve quality of place amenities in ways that can also improve quality of life.

Community Perceptions

Work on area parks, trails, and outside amenities has been productive and energetic in recent years, but recreational aspects of Quality of Place do not enjoy resounding consensus. In part, this reflects varied experiences of both access to and the importance of such amenities.

For those struggling to meet basic needs or who seldom have time or transportation to enjoy state parks, these amenities may seem superfluous. At one community conversation, a visioning exercise intended to get people thinking beyond basic needs and more toward wants, residents focused on sewer service.

FIGURE 74: PRIORITIES FOR RECREATIONAL QUALITY OF PLACE IN CLARK AND FLOYD COUNTIES





When a community feels constrained in its ability to develop and attract economic activity because of insufficient public infrastructure, it is more difficult to think about leisure amenities. Lack of consensus may reflect varied experiences of area residents and distinct understandings of the extent to which we are not meeting basic needs required to even think about growth and shared prosperity.

The one item chosen as a priority by more than 60 percent of respondents is “Ability to safely walk or bike to parks and recreation facilities” (62.4 percent). Paved trails, the ability to safely walk or bike between parks, and accessible playgrounds were the next three priorities in order of frequency. Hiking Trails rounded out the top five, but only 30.5 percent of respondents identified them as a priority (Figure 73).

Priorities for Progress

- Develop a regional plan to improve safety of foot and bicycle access to area trails, parks, and recreational facilities, and coordinate public and private resources to implement the plan. Include attention to connectivity between facilities and trails as part of the plan.
- Identify priority locations for improving playground accessibility and make investments in appropriate playground equipment. Public entities may need to make changes to

infrastructure such as curbs, sidewalks, and railings, and private philanthropy and grants can support accessible playground equipment.

- Collaborate across sectors to build additional miles of paved trails. Private investments can enhance and supplement Rails-to-Trails grant funds to improve usability and support community development around such projects.
- Support small business and community efforts to use the developing trails system as part of broader strategies for economic development.
- Provide resources to organizations to use trails, parks, and recreational facilities to deliver programs to low-income youth that encourage active lifestyles, engagement with the arts, and safe, healthy youth development.
- Provide resources to organizations to use trails, parks, and recreational facilities to deliver programs to senior citizens that encourage active lifestyles, cross-generational interaction, and social engagement.



Priorities for Progress

Clark and Floyd counties enjoyed progress on a number of fronts from 2015-2020. Recovery from the 2008 recession hit full speed, development related to the Big Four Bridge flourished, completion of the East End Bridge led to upper middle and high-income development in Utica, and riverfront and downtown development in Jeffersonville and New Albany targeted young professionals.

The Ohio River Greenway opened, New Albany and Jeffersonville made improvements to the look and feel of downtown areas, and new restaurants popped up in the area's population centers. Housing developments in population centers, suburban, and rural communities welcomed newcomers, but also raised property values in ways that continue to challenge the region's ability to maintain affordable housing for low-wage-workers. Poverty rates and unemployment declined and median incomes rose. The COVID-19 pandemic interrupted this exciting progress and will require attention to the basic needs of those hardest hit by the resulting recession.

The region enjoys strong social capital, quality schools, and a manufacturing base that means quick recovery following the pandemic is likely. This recovery may, however, leave some behind as

some jobs will not return. Attention to workforce development (including retraining for new jobs), race and gender equity in hiring and wage structures, and livable wages across skill levels will be essential to a strong recovery. Clark and Floyd counties face a few key challenges that will need attention: substance abuse, mental health, affordable housing, and wages are significant areas of need that, if addressed, can provide leverage for generating positive progress in other areas. A focus on improving child well-being can benefit adults and children alike. Public data and community perceptions provide useful information for identifying leverage points to address priorities in each sector discussed in this report. *Priorities for Progress* offers some ideas about where to start these conversations.

Economic and Financial Well-Being

Economic Development

Public policies, local government, private enterprise, and the nonprofit sector will all continue to play important roles in pursuit of shared prosperity. Efforts to build a strong and

inclusive recovery will need to tend to the following:

- Work to improve wages across sectors. The region might benefit from a wage study to better understand the wage structure in the area, how it affects employment stability, and what it means for quality of life in the region. Such a study could identify priority areas for improvement and help local government, business, and nonprofit leaders arrive at a common understanding of the issues and the roles for workforce and economic development in better responding to regional needs. Such an effort should direct significant attention to systemic prejudice in hiring and wage practices that maintain the gender gap in pay and disparate earnings across racial/ethnic groups.
- Coordinate planning for responsible growth across municipal and county governments, with input from residents, business, and nonprofit sectors.
- Pursue public/private partnerships to pilot models for high quality early care and education with a focus on making it available to people at all income levels, living and working throughout the region. Piloting multiple models offers the opportunity to try various strategies and financing models, evaluate what works and what does not (both in terms of finance and in terms of child outcomes), and develop a system or set of options that can be scaled up to serve the region.
- Continue to support small business development with existing programs and convene local business owners to identify

opportunities to enhance and build on the successes of those programs. Encourage and support opportunities to increase minority and female entrepreneurship.

- Engage in brownfield redevelopment of former industrial sites and build environmental and quality of life protections into all economic development agreements.

Personal Finance

- Pursue public/private partnerships to make more affordable housing available throughout the region.
- Develop college and career readiness programming in K-12 schools that educates youth on costs of living, the wages needed to support themselves and a family, and the wide range of career pathways available to them.
- Support access to workforce development and training through subsidized programs, scholarships, and grants that reduce or eliminate the need for student loans and make education and training accessible to all.
- Identify creative opportunities to engage single mothers in education and training that meets their childcare needs and supports their ability to focus on improving employability and earnings potential.
- Support efforts to develop women's skills and confidence in negotiating wages and salaries, increase knowledge of their value in the labor market, and inform them of the wages men earn for the same work.

Basic Needs

Clark and Floyd counties saw important reductions in food insecurity between 2015 and 2020. These gains have disappeared amid the COVID-19 recession. The region has strong private systems that supplement public nutrition programs and these systems will need support to continue to manage the high demands of the pandemic recession. Priorities for progress need to recognize the near term needs presented by the pandemic as well as the longer-term needs reflected in the data on access to food and food security.



- Ensure that local organizations that fill gaps left by the recession and public programs have needed resources to keep local families fed and housed for the duration of the pandemic and the recovery that follows (organizations that provide regular, structured, and funded programs for food, clothing and housing are best equipped to manage this effort).
- Increase coordination between schools, child services, and social service providers to ensure that children's basic needs are met.

Food Security

- Support increased wages for low-skill occupations, and build and attract living wage jobs across the economy. Skilled or unskilled, full-time workers need to earn enough to feed and house their families.
- Work to bring a full service grocery to downtown New Albany.
- Work with TARC and with Indiana state government to improve public transportation that can facilitate access to groceries for food deserts within the region's population centers.
- Work to improve public transportation between population centers and rural communities.
- Support and encourage small business development to bring full service grocery stores to Borden and New Washington.

Housing

- Engage mixed income development by increasing affordable housing requirements for new development targeting multiple income levels (e.g. 30 percent area median income and 60 percent area median income).
- Enforce building, health, and safety codes at local rentals to even the playing field and remove disincentives to participation in federal rental assistance models.
- Identify potential partners and funding models, design and implement a program that provides home repair support for low-income homeowners.

Health and Wellness

Affordable access to quality health and mental health services, including substance abuse treatment, are the top priorities for Clark and Floyd counties. The local economy's ability to provide living wages, the community's ability to expand access to transportation, and to support successful engagement in school and employment will affect health and mental health outcomes. Availability, proximity, and cost comprise access to healthy food, physical activity, physical healthcare, mental healthcare, and substance abuse prevention and treatment. Efforts to increase access should tend to all three components.

Physical Health

- Support local organizations (public and nonprofit) bringing affordable healthcare and prescription resources to the two-county region. Coordinate efforts to ensure geographic coverage, to build effective systems for connecting residents in need to appropriate programs and services, and to identify and respond to remaining gaps.
- Advocate for universal access to affordable healthcare (including mental health) and prescriptions (including those to treat mental health and substance abuse).
- Work with local farmers' markets, nonprofit organizations, small business owners, grocery stores, and public transportation providers to identify food deserts and develop strategies for bringing affordable healthy food to low-income families in rural and urban food deserts.



Mental Health and Substance Abuse

- Support school-based mental health, substance abuse prevention, and early intervention services as a way to increase access, improve consistent engagement with treatment, prevent youth substance abuse, and support positive educational outcomes.
- Engage schools and nonprofit organizations to support substance abuse prevention through school-based and out of school programs that nurture developmental assets found to lower risk for substance abuse (e.g. support evidence-based programs such as LifeSkills and Footprints for Life in area schools, and support youth development programs that nurture social connection, confidence, and self-efficacy).
- Work with public, for profit, and nonprofit partners to increase access to affordable substance abuse treatment, both inpatient and outpatient.



Education and Workforce Development

- Pursue strategies to ensure that all children have access to high quality developmentally appropriate care from birth to age five.
- Promote the value of various education-to-career pathways, including trades, college attainment, and professional and graduate aspirations, throughout the K-12 system.
- Identify most important factors in producing, attracting, and retaining high quality teachers. Identify key strategies and coordinate resources to pursue them.
- Eliminate barriers to student participation in arts, music, and extracurricular activities. This includes increasing exposure to the arts in the standard curriculum, providing resources to ensure access to the equipment and supplies for arts and other extracurricular activities for every child, and developing school transportation strategies that remove transportation as a barrier to participation.
- Align workforce development efforts with regional needs. Secondary and postsecondary education should lay the foundation in basic skills, critical thinking, and problem solving that create a trainable workforce that can adapt to a changing economy. Education is not job training, but improved communication and coordination between the region's employers and its education system will help all parts of the system work more effectively to produce high school and college graduates well-prepared for their next steps. These efforts will also produce employers who understand their own role in training workers with the industry-specific skills they need.

Children and Youth

- Support community partnerships to deliver mental health services through local school systems. Many families will need to access care outside of school hours as well, but building these connections into the school structure increases access and supports children's health and educational success.

- Pool appropriate public and private resources to support local nonprofit organizations' community-wide and school-based substance abuse prevention and trauma-informed resilience building programs (which include violence and bullying prevention).
- Design, implement, and evaluate strategies to better support single parents across the income distribution.
- Use existing school infrastructure to ensure that all children have full access to extracurricular school clubs, homework help, performing arts, athletics, and needed community support services. Schools can become hubs of activity and support for families during the common working hours of 8:00 a.m. to 6:00 p.m. Strategies might include bringing nonprofit afterschool activities to the schools, providing school bus transportation to off-site activities, and adding school bus transportation options that remove barriers to full engagement in activities and access to needed supports. A 6:00 bus gives all kids access to participation in arts, clubs, and athletics and it supports working parents.
- Improve adult access to mental health and substance abuse treatment to reduce the prevalence of child abuse and neglect.
- Collaborate and combine public and private funding to support more widespread access to youth substance abuse treatment, both outpatient and inpatient, for the uninsured and underinsured.

Older Adults

- Public and nonprofit organizations need to continue to collaborate to provide services to support aging in place. These collaborations may need to expand and will need to increase affordable housing and assisted living options for the region's seniors. As more of the baby boomer cohort moves toward age 75, the need for assisted living will balloon. Local leaders need to create options with an eye toward the demographic contraction that will follow this wave to ensure intentional and sustainable long-term community planning.

- Place the needs of seniors at the top of priorities in plans to expand public transportation and increase walkability. Walkability efforts need to include attention to accessibility to ensure that all residents can benefit from such improvements.
- Develop and maintain funds for the express purpose of assisting grandparents over the age of 60 who are responsible for children under the age of 18 in their households. Such supports might include funds or programs to help with clothing, student activities, and necessities like dental care.

Community

- Identify opportunities to use public social infrastructure to engage community-building activities including neighborhood activities, youth and adult mentoring programs, and opportunities for seniors to engage both within and across generations. To the extent that such activities can increase physical activity and health behaviors, they can address multiple regional priorities.
- Engage local and state government in a serious effort to understand the emergency medical services and firefighting capacity needed in a growing suburban/rural region. The structure for funding emergency services needs to be adequate to meet needs.
- Identify a plan to fund and implement water supply modernization and sewer service expansion in more rural areas not yet



adequately served. The structure for funding local water and sewer infrastructure needs to be appropriate to meet the needs of a growing community. State and Federal grants may be available to support infrastructure that must precede development, but will then raise the necessary revenue to maintain such systems.

- Continue to invest in and expand public social infrastructure that promotes social engagement, ensuring that opportunities for active outdoor engagement grow and that people of all income levels have access to indoor spaces for activities.
- Improve availability of and access to transportation for low income, differently abled persons, and those with special needs.
- Build on existing efforts to make art and cultural activities more widely available to people across income levels, including removing barriers to kids' participation in school and community based arts programs.

Quality of Place

- Develop a regional plan to improve safety of foot and bicycle access to area trails, parks, and recreational facilities, and coordinate public and private resources to implement the plan.

Include attention to connectivity between facilities and trails as part of the plan.

- Identify priority locations for improving playground accessibility and make investments in appropriate playground equipment. Public entities may need to make changes to infrastructure such as curbs, sidewalks, and railings, and private philanthropy and grants can support accessible playground equipment.
- Collaborate across sectors to build additional miles of paved trails. Private investments can enhance and supplement Rails-to-Trails grant funds to improve usability and support community development around such projects.
- Support small business and community efforts to use the developing trails system as part of broader strategies for economic development.
- Provide resources to organizations to use trails, parks, and recreational facilities to deliver programs to low-income youth that encourage active lifestyles, engagement with the arts, and safe, healthy youth development.
- Provide resources to organizations to use trails, parks, and recreational facilities to deliver programs to senior citizens that encourage active lifestyles, cross-generational interaction, and social engagement.



APPENDIX A

METHODS

The Community Foundation of Southern Indiana (CFSI) used Lilly Endowment Gift VII planning grant funds to hire the IU Southeast Applied Research and Education Center (AREC) to conduct an update to their 2015 Assessment of Needs and Priorities, with an eye toward identifying key regional assets and challenges. The study triangulates objective public data, community input from individual asset mapping and group visioning and discussion, and community perceptions of regional performance and priorities across several areas.

Dr. Melissa Fry led community brainstorming and listening sessions at eight locations spread across the two-county region: Bordon, Georgetown, Greenville, Henryville, Jeffersonville, New Albany, New Washington, and Utica. Groups ranged in size from two to eighteen participants. Participants individually completed asset map worksheets covering the following areas: education, employers/employment, food systems, health and wellness, housing, leadership, natural resources, political and public services, recreation, arts and culture, and social networks. Following the asset mapping exercise, participants shared those assets they thought were most important. For the second portion of the group discussion, Dr. Fry asked participants to imagine that money and politics were not barriers and to describe big ideas for the success of their communities. Dr. Fry wrote ideas up on poster sized post-its so all participants could see and add to the ideas others shared. When the group exhausted their big ideas, Dr. Fry asked participants to identify barriers to realizing their big ideas. Finally, the groups discussed items they thought must be included in the community survey and/or in documenting community priorities and planning for the future.

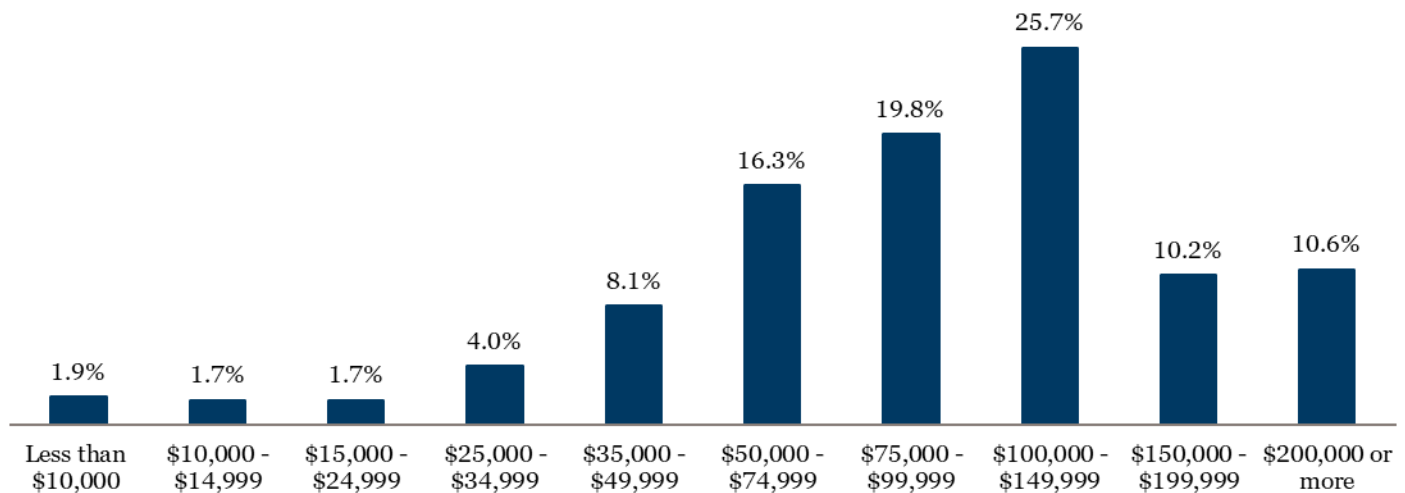
With findings from the community listening sessions in mind, the AREC made edits and additions to the *Priorities for Progress* survey and launched data collection. AREC hosted survey events in Greenville, Utica, and New Washington before the pandemic stopped in-person gatherings.

The team had plans for paper data collection through additional survey events and with surveys and drop boxes located at several sites across the region. The pandemic shutdown began just as we started to place surveys and drop boxes out in the community. As a result, the survey effort went completely online. The survey included more than 100 questions (number varied slightly based on skip patterns) and took respondents 20-36 minutes to complete. This length limited the number of surveys completed in their entirety and likely decreased overall response rate.

Had we been able to do a strong community effort around completion through voluntary associations and distribution of paper surveys in places like public libraries, we may have had better response and more complete surveys. The length, however, would likely have been an issue regardless. Community leaders may want to choose a couple topics to do each year in a rotation so that the region has updated community input ever five years on each topic, but never requires more than about ten minutes of peoples' time.

The AREC used all of our mailing lists as well as the CFSI's mailing lists to distribute the survey as widely as possible using Qualtrics survey software. The CFSI posted the survey link on social media and made a press release that resulted in an article in the News and Tribune that included a link to the online survey. In May, the research team reviewed the demographic characteristics of surveys collected by that time and noted very low numbers of respondents with lower incomes and lower levels of education. In an effort to attract more low-income respondents, the research team delivered paper surveys and locked survey drop boxes to New Albany Housing Authority, Hope Southern Indiana, and the Center for Lay Ministries, all of which were either visiting with clients at their homes or had clients coming to their facilities for services, even as they observed pandemic precautions. This effort yielded an additional 26 surveys from lower income respondents.

FIGURE 75: INCOME DISTRIBUTION OF SURVEY RESPONDENTS (N=479)



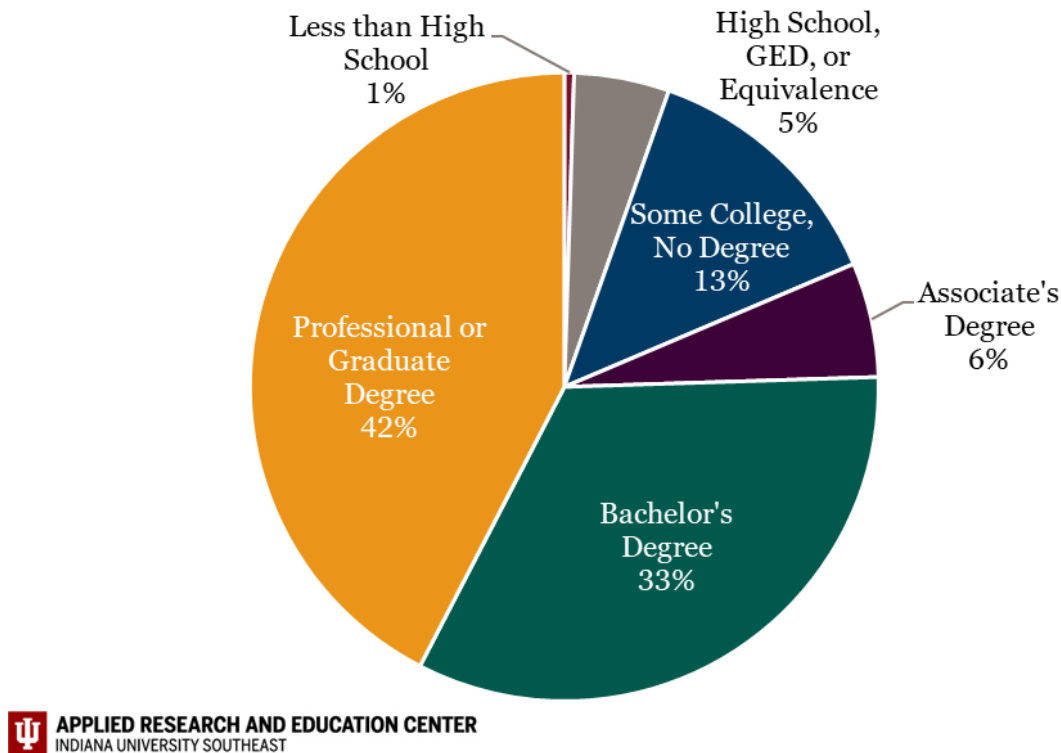
Community Members completed 690 surveys. No more than 488 respondents provided demographic information (numbers varied by variable, with 488 being the maximum response to a demographic question). Surveys that did not include demographics varied significantly from those that did include demographics on only five survey items. The pattern of distinction was not consistent with income differences in responses and so we do not have any reason to believe that nonresponse was related to the income level of the respondent. With this in mind, we do not make any assumptions about any difference between the income distribution among demographic nonresponse respondents and that among those who provided demographic information.

Among respondents, 90.2 percent (N=488) live in Clark or Floyd County. More than half of the sample (55.5 percent) lives and works in the two-county area while 34.6 percent live in Clark or Floyd, but work elsewhere; 2.7 percent neither live nor work in Clark or Floyd County and 7.2 percent live elsewhere and work in Clark or Floyd County. Among respondents, 3.9 percent hold elected office, 11.3 percent are nonprofit executives, and 12.7 percent are business owners or hold executive office in a for-profit enterprise. Nearly half our sample (48.2 percent) grew up in Clark or Floyd County. Just over half the sample (51.8 percent) lives in the more densely populated urban centers of Clarksville, New Albany, or Jeffersonville. The

sample skews toward higher income levels with 45.5 percent reporting household incomes between \$75,000 and \$149,999 (Figure 76). People with higher levels of education are significantly overrepresented with 77.5 percent holding a bachelor's degree or more (Figure 77). The sample also skews toward older residents with 51.0 percent age 55 and older. Surveys come from 14 zip codes.

The sample underrepresents people of color with only 1.5 percent identifying as Black or African American and only .8 percent Hispanic. The sample does not include those who may struggle the most to get their needs met: people who are not visiting social service offices or public facilities, who may not have access to internet, and/or those who do not believe that sharing their perceptions will have any effect. The skewed sample limits the extent to which findings on community perceptions represent the whole community. Community profile data can help to offset potential gaps, but more needs to be done to bring the voices of local people of color and Hispanics into the dialogue. The research team had plans for Spanish language surveys and deliberate outreach to the Black community, but these efforts were significantly disrupted by the pandemic. Knowing we might still have gaps, we planned to hold post survey focus groups with those not well-represented. However, during a pandemic, these groups were even harder to reach and to bring together.

FIGURE 76: EDUCATIONAL ATTAINMENT OF SURVEY RESPONDENTS (N=408)



The survey sample is not representative of the community, but nonprofit leaders, social service providers, teachers, school administrators, local business owners, and elected officials do tend to have perspectives that reflect some understanding of the challenges faced by fellow community members. Moreover, these data are not intended to be used as outcome measures or documentation of fact, they simply reflect community perceptions that in most cases are best understood and illuminated in relation to objective indicators provided by community profile data for each topic and with the understanding of who completed surveys. Future assessments will seek to broaden strategies for getting input from underrepresented parts of the community.

Upon completion of data collection, the research team downloaded electronic responses from Qualtrics into SPSS. The team cleaned and merged Qualtrics data with paper data entered directly into SPSS. Research staff checked data for erroneous outliers suggesting keystroke or data system errors prior to analysis. Open-ended responses were moved into Microsoft Word to sort and identify themes. The research team ran frequencies for all survey items. To better understand the distinct perspectives of lower

versus higher income respondents, the research team collapsed the income variable into a binary and coded respondents with household incomes below \$50,000 as “1” and \$50,000 and higher as “0”. In all instances where we provide data broken down by higher and lower income households, only the 479 cases that responded to the income question are included and the numbers further decline based on response to the particular item in question.

The research team collapsed Likert Scale items into binary variables that represented agreement or disagreement for the items where the options were “strongly agree,” “agree,” “disagree,” “strongly disagree.” We collapsed items that rated local services, infrastructure, or amenities as “Excellent,” or “good,” into a positive response coded “1” and “poor,” or “very poor” into a negative response coded “0.” The survey offered “Don’t Know” as a response to deter respondents from providing ratings or responding to questions on issues or services about which they did not know enough to provide a meaningful answer. “Don’t Know” responses were treated as missing data. This means reported valid percentages are based on only those who felt they knew enough to take a position on the issue, service, or amenity.

The team ran t-tests for difference of means between lower income and higher income respondents for binary priority variables and collapsed Likert Scale items. The team also examined the responses of those over age 65 for items specifically related to the needs of seniors. In instances where we wanted to compare responses to a categorical item not made into a binary, we used chi-square tests to determine the significance of correlations between responses to two substantive survey items or between demographic characteristics and survey responses. Collapsing these variables mutes some variability. In some instances, we have referenced the full frequencies to highlight important distinctions. Strategic planning efforts within particular areas of community action, should closely examine relevant frequencies.

Scaled items indicate areas of community strength or assets and areas where there is opportunity for improvement. Planning efforts should include key stakeholders and actors who can provide specific information on systems to help identify particular bottlenecks and gaps to

address. For each area, we provided a list of potential areas of concern, need, or priority and asked respondents to select three to five, depending on the length of the list. In some areas, respondents indicate very clear top priorities. In other areas, widespread needs require a closer look at how priorities might be related and where efforts may address more than one priority need through a single effort (these are leverage points).

The Survey data set combined with current public data on the state of community systems provides a baseline against which to measure progress and accomplishments. Survey findings provide some sense of where there is energy and interest in seeing action. This is important to pay attention to and to balance with the information provided by the community profile data. Community profile indicators will be most important to measuring objective progress.



APPENDIX B

COMMUNITY-PRODUCED ASSET MAP

At each community listening session, the groups began with each individual completing community asset maps where they noted key assets in the region with a focus on their particular area to be sure we heard about things people in other parts of the two-county region might not think about. The community asset map tool was provided by the Indiana University Center for Rural Engagement. The tool covers the following areas: Education, employers/employment, food systems, health and wellness, housing, leadership, natural resources, political and public services, recreation, arts, and culture, and social networks. Once completed, we discussed assets they thought were most important, areas where they saw opportunities for improvement, and aspirations for the region's future. The resulting asset map is not comprehensive; it reflects what local residents who showed up for listening sessions think is important. These ideas offer some ideas about key assets the region can build on in its community and economic development efforts. This appendix provides a guide to the assets identified in each of the eight communities—some assets are local to those communities while others are regional assets they enjoy by proximity. In a few places, participants identified key gaps on the asset map—denoted by an asterisk in this document.

Regional Overview

The Items that consistently came up in most or all community events:

Assets

- Close proximity to a variety of higher education options such as; University of Louisville, Indiana University Southeast, Ivy Tech Community College, Jefferson Community and Technical College, & Prosser Career Education Center (which is the region's secondary vocational and technical school).
- Rural residents identify community leaders who sit on town boards or city councils as the “movers and shakers” of the area.
- Libraries in rural communities are highly valued and provide important resources for community residents.
- Facebook pages play a significant role in connecting the members of a community, particularly in rural areas but still present in more populated areas as well.
- Many rural areas are seeing an increase in property values as housing prices going up.
- The Big Four Bridge; access to metro area
- River Heritage
- Airport; Louisville and Clark County
- River Ridge; development and growth to attract new people & businesses to region
- Ohio River; natural resources
- Falls of Ohio
- Education opportunities; K-12 levels, technical schools, college/higher education opportunities
- Hospitals/ Healthcare Providers; job opportunities & availability to public
- Developing more resources for drug addiction treatment options, Providence House

-
- Affordable housing market; more affordable compared to Louisville area
 - New developments across the region
 - Nonprofits; far more than people realize, a lot of community outreach
 - Local parks & recreation areas
 - Wide variety of restaurants and food services in the region
 - Farm land, farmer's markets, food pantries
 - Churches provide a lot of social support in the region to residents
 - Social capital in rural areas
 - Lion's Club, 4-H, Masonic Lodges, and other volunteer opportunities
 - Local libraries
 - Galena library was brought up in multiple sessions

Opportunities for Improvement

- The need for many members of rural areas to travel to Jeffersonville, New Albany, and Louisville for employment (River Ridge, UPS, Amazon, Humana, etc.).
- The lack of doctors' offices, urgent or emergency care facilities, and specialists in rural areas. Have to travel to New Albany, Jeffersonville, or Louisville for medical care.
- Those living in rural communities have to travel to the population hubs in Clark and Floyd counties for many recreational activities.
- Decline in local newspapers in rural communities makes it less likely that people stay aware of things with which they are not directly involved.
- While some benefit from increases in home values, others find it harder to get into the market or to afford rent.

Education

Borden

- Excellent K-12 School System (all in one location)
- Experienced teachers who are active in the community
- Small library in Borden
- After school programs; clubs and athletics
- New Albany High School
- Jeffersonville High School

Georgetown

- Local elementary school in Georgetown
- Top rated education options

Greenville

- Mid-America Science Park (training facility)
- Strong middle school
- Local schools in Greenville
- Galena library
- New Albany Floyd County Schools
- Connection to other city libraries

Henryville

- West Clark Community Schools
- Henryville Community Schools
- Local Henryville library

Jeffersonville

- Leadership Southern Indiana Organization
- Clarksville Renaissance Academy
- Jeffersonville Township Public Library

New Albany

- Floyd Central
- Higher Education
- Schools
- IUS/Ivy Tech/Prosser/Purdue Center (Polytechnic)
- Technical education
- Early childcare – good, inviting, public, but lacking in specialized needs/diagnoses
- Public library

New Washington/Charlestown

- Greater Clark County Schools
- Charlestown Library, community offerings
- New Washington Library, supply numerous programs/resources
- Close to Hanover College
- New Washington Elementary, Middle, and High Schools have high test scores

Utica

- Good elementary school (the best in the area)

Employers and Employment

Borden

- Local restaurants and shops
- Borden School System
- Indiana University
- Hospitals
- Huber's Winery and Orchard
- Koetter Woodworking
- Farm work
- Many find employment in the county hubs; factories like Amazon, Ford, and UPS are large employers

Georgetown

- Local businesses & shops
- Nova Park
- Metro area jobs

Greenville

- Not many employment opportunities located in Greenville, many travel to River Ridge, Amazon, UPS, etc.
- Voss
- Work One
- Vocational Rehab
- Local shops
- Rauch Inc
- Bosch
- Non-profits

Henryville

- Goodfella's Pizzeria, Huckleberry's Country Kitchen (local restaurants and shops)
- Housing Contractor Company
- Beauty & Tanning Salons
- Car Wrecker Service
- Car Dealership
- Adams IGA Super Market
- Clark State Forestry
- Local schools
- River Ridge
- New Washington State Bank

Jeffersonville

- WorkOne express
- The Port of Jeffersonville
- General Electric
- School Systems
- Ford
- Hospitals
- Samtec

New Albany

- Big Manufacturing Industry
- River Ridge
- Downtown Jeff
- Clarksville Redevelopment

- Large Non-Profit Sector
- Infrastructure
- New Albany – downtown development, infrastructure, rebuilding
- River Ridge – economic development
- Jeffersonville/Clarksville–redevelopment, growth, draws people
- Restaurants, breweries

New Washington/Charlestown

- Small, locally owned businesses (hair salons, restaurants, etc)
- JayC

- Local/state government and school systems
- 4-Quarters
- 1894 Lodge
- New Washington Bank
- New Washington Hardware
- Wiggam lumber
- Fasteners Direct
- A few strong employers locally, a number of solid employers within 20-30 minute drive

Utica

- Many travel to River Ridge or population hubs for work

Food Systems

Borden

- Book Dairy Farm
- Huber's Farm and Winery
- Borden Helping Hands Food Pantry
- Locally owned shops
- Lion's Club
- Student run farmer's market (maybe)
- Kroger
- Target
- Sam's Club
- Walmart

Georgetown

- Local grocery stores
- Farm land
- Fast food options

Greenville

- Access to stores is good in more urban areas. Okay in rural.
- Several farms in Greenville, unknown produce/livestock.
- Hope of Southern Indiana
- Dare to Care
- New Albany Farmer's Market
- Faith Harvest Food Bank
- Lots of local farmers

Henryville

- Local gardens

- Food pantries
- Adams IGA Super Market
- Farmers and farms

Jeffersonville

- Green BEAN delivery
- Large Kroger in Jeffersonville Commons
- Numerous food pantries
- Farmer's Markets
- Locally sourced farm-grown food
- Farmer's market
- New food vendors, restaurants, and food options

New Albany

- Farmers' Market
- Nice Kroger
- Seeds & Greens and Rainbow Blossom offer access to more specialty organics.
- Hope Southern Indiana food pantry
- Hot meals for low-income people

New Washington/Charlestown

- Farms & Agriculture tourism site
- Seasonal local farmer's market
- Clark County Cattleman
- 4H and FFA
- Berry Best Farms
- Charlestown Pizza Company
- La Pasadita
- Small grocery stores

- Access to larger stores in Jeffersonville, New Albany, & Clarksville
- Food stands on 62
- Church food pantries

Utica

- Local food pantry
- Locally-owned grocery store
- Farmer's Market in Jeffersonville
- Some farms nearby

Health and Wellness

Borden

- Generally have to travel outside of Borden to reach any health and wellness amenities such as hospitals, emergency care, specialists, gyms, etc.
- Floyd, Clark Memorial, Urgent Care, YMCA

Georgetown

- 2 Dentists in Georgetown
- Doctor's office at the edge of town
- Metro area medical care

Greenville

- YMCA
- Anytime Fitness
- Life Spring
- Metro area medical care

Henryville

- New medical office opening soon
- Metro area options

Jeffersonville

- Baptist Health Floyd
- Norton & Clark Memorial
- Life Spring

- Life Span
- YMCA
- Walking bridge

New Albany

- YMCA
- Baptist Health Floyd
- Proximity to Louisville Hospitals
- Ohio River Greenway

New Washington/Charlestown

- Doctors in Charlestown, need more local options
- Jay-C minute clinic
- Nursing home
- Limited first responders
- New hospital soon (hopefully)
- None in New Washington and Nabb area

Utica

- Travel to population hubs for medical care.
- YMCA

Housing

Borden

- Local trailer community
- Private apartments owned by local resident
- Land available but few housing developments in Borden
- Retirement center in New Albany
- New housing developments in Sellersburg, Clarksville, & Jeffersonville

Georgetown

- Providence House
- Older homes in one part of town, newer

developments on other side

- Some apartments available

Greenville

- Lacking in affordable housing
- Somewhat reasonably attainable
- 2 Housing Authorities
- Housing development (too large for infrastructure)
- Higher-end housing, high property values

Henryville

- Low income apartments

- Rural subdivisions
- Housing boom
- Presence of River Ridge sparked new developments

Jeffersonville

- New housing developments
- New Albany Housing Authority
- Mid & High-level housing
- Hotel construction

New Albany

- New Albany Housing Authority
- New Directions
- New condos and apartments in New Albany
- New neighborhoods in the knobs

New Washington/Charlestown

- Local rentals
- Affordable housing for commuters to metro area jobs
- Assisted living options
- New subdivisions (Rosewood Court, Pleasant Ridge, River Crossing)
- Historic/old housing
- Some apartments, not enough
- Walkable downtown
- Living options for single family
- Houses have some land
- House pricing is extremely high (\$300K in some areas)

Utica

- Housing in Utica has become more expensive in recent years, increased in value

Leadership

Borden

- School Administrators
- Ed Clem
- Community Leaders
- Town board
- Pastors
- Borden Braves Foundation
- City officials

Georgetown

- Town Council (5 members)

Greenville

- Floyd County Law Enforcement
- Greenville Preservation Society
- Norton Toastmasters
- Center for Women and Families
- Treva Hodges
- Leaders known on personal level by community members

Henryville

- Fire Department
- Rutherford Electric Membership Corporation (REMC)
- School Board & Staff

- Garden Club
- Kiwanis
- Trustees
- Church leaders
- 4-H

Jeffersonville

- Elected officials (Senators, Council, Representatives, etc)
- Koetter Family
- Shine Family
- NEXGEN
- Steve Stemler
- Jim Epperson
- Wendy Dent Chesser
- Shine family
- Pfau family

New Albany

- Leadership organization since 80s
- Leadership Southern Indiana
- Political candidates
- Mark Eddy (came up multiple times by different people)

New Washington/Charlestown

- Treva Hodges (Mayor of Charlestown)

- Members of Fire Department
- Dr. Kate Snyder, Hanover (Developmental Psychology)
- Tina Barnes, city council (Charlestown)
- Brian Hester, city council (Charlestown)
- Jim James
- Dottie Fields, community needs
- Jason Cochran, fire chief
- New Washington union
- Community volunteers and leaders (Charlestown discussion yard sale, etc.)
- Leah Love (Charlestown)
- Stefanie Manney, accessibility advocate

(Charlestown)

- Pat Colotoback (Charlestown)
- Ruthie Jackson (Charlestown)
- Leah Lowe (Charlestown)
- Mark Laughner, GCCS Superintendent
- A few key community leaders with the resources and connections to make a difference where needed

Utica

- Town board members
- Some residents in leadership positions with River Ridge

Natural Resources

Borden

- Parks
- Deam Lake
- Clark County Forest
- Blue River
- Good air quality
- Little to no light pollution
- Hunting is popular in this area

Georgetown

- New sewer plant
- Doubled in size, can handle new community growth
- Major networks of parks in the area

Greenville

- Lots of land available, not being used
- Large wooded areas
- Agricultural area
- Water access across the county
- Ohio River
- Falls of Ohio

* Would like better air quality

Henryville

- Clark State Forest
- Solar panels in Underwood
- Plenty of available land
- Henryville Membership Sanitation Corporation

- Rural Membership Water Corporation
- Spring Mill
- Clifty Falls
- Falls of Ohio
- Muscatatuck River
- Henryville Forestry

Jeffersonville

- Ohio River/ waterfront
- Greenways
- Lots of farm land
- Poor air quality
- Falls of Ohio
- Mt. St. Francis

New Albany

- The Ohio River
- Loop Island
- Mount St. Frances
- State Parks nearby

New Washington/Charlestown

- Good water & air quality
- Riverfront access
- Nine Penny Branch Reserve
- Charlestown State Park
- Charlestown Greenery Park
- Large properties & land available
- Areas for hunting and fishing
- Shelby Cemetery

Utica

- Ohio Riverfront access
- One part of town has sewage system through Jeffersonville, other does not
- Some land availability
- Less air pollution

Political and Public Services

Borden

- Internet services available (not high speed)
- City hall & town board
- Public transport, museums, large libraries all must be found in metropolitan areas of Clark and Floyd counties
- Big Four Bridge
- Connection to Louisville, KY
- Interstates 65, 265, 64
- Clark County Regional Airport
- Police & Fire Departments
- Clark County REMC

Georgetown

- City Hall / Council
- Town Hall has regular business hours, very accessible to the public
- Georgetown Police Department

Greenville

- Town board
- Galena library
- Infrastructure serves community well
- Local non-profits (CWF)
- Broadband is lacking
- Public transportation is limited

Henryville

- American Legion
- Community Advisory Board
- Well-maintained county roads
- Post Office
- Fire Station
- Voting Districts
- Easy access to interstate

Jeffersonville

- Duke Energy

New Albany

- Parks
- Swimming Pool
- Dog Park
- Change to street pattern in New Albany is a good idea.
- Need to work on roads

New Washington/Charlestown

- Treva Hodges (Mayor of Charlestown)
- City/Local Government
- Spectrum cable & internet service is sufficient
- Indiana 62 is smooth roadway and trip
- Local libraries
- Clark County Highway Department
- Fire & Police Department
- Close proximity to other businesses

Utica

- Town board
- Good internet and phone service
- Big Four Bridge
- Interstate is within few minutes of the town
- Jeffersonville Sewage service
- Duke Energy

Recreation, Arts & Culture

Borden

- Greenway Park
- Falls of Ohio
- Waterfront Park
- Museums of Louisville
- Parklands of Floyds Fork (Louisville)
- Deam Lake and Clark County Forestry
- Local parks
- Borden Valley Days
- Park trails for hiking and biking

Georgetown

- Georgetown Drive- In
- Optimist Club
- Mount St. Francis
- Georgetown Park
- Access to metropolitan area

Greenville

- Floyd Co. parks are great. Some decent options in terms of variety. Hope river work improves things. Not enough parks.
- Concert venues nearby.
- YMCA
- Carnegie Center
- Derby Dinner Playhouse
- River bend
- Horseshoe
- Falls of Ohio
- Mount St. Francis
- Arts Alliance
- O'Bannon Park
- Silver Creek
- River Run
- Buffalo Trace Park
- Dance Studios
- Karate Studios
- Huber's Winery
- Greenville park/ walking trail
- Georgetown Drive-in
- 2nd street bridge
- Biking trails
- Kinetic Arts & Tech
- Floyd County Theatre
- Ogle Center
- Louisville Arts

Henryville

- School sports & extra-curricular activities (marching band)
- Henryville Forestry
- Community Day Parade
- Crusade for Children
- Golf course
- Fireman's Parade
- Cycling

- IUS – Ogle Center
- Metropolitan area attractions
- Clark State Forest
- Little League baseball field

Jeffersonville

- Big Four Bridge
- River Heritage Conservancy
- Falls of Ohio State Park
- Derby Dinner Playhouse
- Lewis and Clark Trail
- Clarksville Little Theatre
- IU Southeast- Ogle Center
- NoCo Arts & Cultural District
- Public Art Commission
- Clark State Forest
- Deam Lake

New Albany

- Local festivals
- Proximity to Louisville
- Public art pieces
- Always something to do
- Ohio River Greenway bike path
- Downtown food culture / Restaurants
- Huber's
- Bourbon Trail
- Falls of the Ohio

New Washington/Charlestown

- Lacking in the rural communities
- Schools are the center of community activities
- Fireman picnic fest
- Access to river and state parks
- Community Events
- Founder's Day, Light Up Charlestown Event, Autumn on the River Event
- Hunting, fishing, and river activities
- Close to other towns

Utica

- Close proximity to network of parks in Louisville, Jeffersonville, and Clarksville
 - Charlestown State Park (south end)
 - Bike path by the river

Borden

- Salvation Army
- St. Mary's Parish
- News Tribune
- TV- WDRB
- Radio station
- Courier Journal
- Rotary Club
- Borden Braves Foundation
- Lion's Club
- Volunteer programs through school clubs (National Honor Society and Student Council)

Georgetown

- Optimist Club
- Destination Georgetown
- Local churches

Greenville

- Greenville Facebook Group
- Masonic lodge
- One Southern Indiana
- Leadership of Southern Indiana
- YMCA
- Rotary Club
- Local churches
- Girl Scouts & Boy Scouts

Henryville

- Facebook page for local community
- Local churches
- Volunteer Fire Department
- Boy Scouts
- Country Lake Christian Retreat
- Southern Indiana Wheelmen Association

Jeffersonville

- Rotary clubs
- Local churches
- News and Tribune
- Franklin Commons Neighborhood
- National Association for the Advancement of Colored People (NAACP)
- Knights of Columbus

New Albany

- Volunteer, religious
- Generous community
- Churches
- Rotary
- Leadership Southern Indiana
- Lots of nonprofits
 - ◊ Residents don't realize how many
 - ◊ Lots of resources for people

New Washington/Charlestown

- News & Tribune, Charlestown Courier, Clark County Herald
- Charlestown Facebook Discussion Page
- Civic Organizations
 - ◊ 4H, Boys & Girls Scouts, Lion's Clubs
- Clothing Closet, Diaper Project
- Volunteer Fire Department
- Community churches
- Public service

Utica

- Strong sense of community within churches
- Closely connected to Jeffersonville and their organizations
- Outreach through churches and food bank

Appendix C

Big Ideas, Greatest Barriers, and Must Include Items

After individually completing asset maps and highlighting key assets, participants discussed “big ideas” for their communities. Big ideas included things people felt would make the biggest difference as well as wish list, “if we could do anything” ideas. After generating those lists, participants discussed the greatest barriers to pursuing their big ideas. Finally, the research team asked participants what issues or concerns must be included on our survey and/or on plans for the region. This appendix combines the notes from all eight listening sessions.

Big Ideas

- More options for childcare and elderly assistance.
- Public transportation expansion.
 - More access/availability in rural areas & throughout the Louisville Metro area.
- More mental health/substance abuse treatment.
 - Centers that focus on integrating those in recovery back into daily life.
- Affordable, stable housing.
 - Controlled rent in population centers.
- Understanding ACEs scores and creating programs to assist those with higher scores.
- Develop the infrastructure of Floyd Knobs.
 - More tourism attractions, wineries and restaurants.
- Expand and update the Clark County airport.
- More green spaces, everyone should have access to recreational areas.
 - Bike trails need own area away from main roads for safety reasons.
- Develop/Fund small local businesses in rural areas.
 - Many of the smaller towns, Utica, Borden, Greenville, etc. want tourist options to bring in more funding and people to the area.
- Develop small tourist stop along rails-to-trails in Borden—local coffee and ice cream shops are a start, but could imagine more small businesses and shuttle Huber’s from Borden for cycling and wine tourists.
- More agriculture in rural schools. Want to have a student led farmers’ market in Borden.
- Transform former camp into a retirement community with small cabins.
- Borden has very little light pollution—opportunity for dark night astronomy where people could set up their telescopes and Indiana University or area high school faculty could lead instruction on what people are seeing.
 - Outdoor music venue in rural community could draw significant economic activity.
 - Healthcare clinics in rural areas.
 - Need closer access to urgent care.
 - Fitness centers in the rural areas.
 - Need to be affordable and accessible to community members.
 - One with an aquatic area would be nice.
 - EMS services for rural areas.
 - Many come from the metro area, creates long waits in emergencies.
 - Improvements in road infrastructure.
 - Filling potholes, widening rural roads, need sidewalks in all communities.
 - More grocery stores and food service options in smaller communities.
 - Issues with flooding in small riverside towns.
 - Utica, specifically, wants drainage issues to be addressed.
 - Want to see more public access to riverfront, a park or boat ramp.
 - More centers for the arts; museums, street

- art/murals.
- Community Centers as a meeting hub.
- Updated infrastructure; sewer, sidewalks, streetlamps.
- Better broadband access.
- Reinvent local news and media
 - ◊ Social media pages specific to towns.
- More community events and opportunities to network and get information out; want more interaction with local government officials.
- Affordable housing options for renters; not buyers.

- ◊ Need senior living facilities.
- Better access to and understanding of healthy food options on a budget.
- Life skills & parenting courses, increase parental engagement while also promote prevention and intervention in the community.
- Development around hiking and horse trails to attract visitors.
- Combination of light rail and buses could revolutionize transportation, connect more people to stable employment, and improve air quality. Might also increase housing options for low-income households.

Barriers

- * Lack of money.
- * Bridge work affects downtown economy.
 - * Specifically Sherman Minton.
- * Lack of transitional housing and/or rapid rehousing, no government funding.
 - * Center for Women and Families no longer has a facility in southern Indiana.
- * Lack of public transportation; limits rural involvement in community activities, job market, etc. for those without transportation.
- * Healthcare is extremely expensive, workers are overworked, long waiting times.
- * High levels of substance abuse and child abuse and neglect.
- * Lack of a living wage.
- * Need new generation of workers.
- * Issues with cell phone and internet service and internet access.
- * Many need to travel to Louisville, New Albany, or Jeffersonville for jobs.
- * Roadway congestion during rush hours
 - * People are spending way too much time in traffic.
- * Large amount of jurisdictions in area make legislation and decision-making extremely difficult.
- * Increasing homeless population.
- * Population is increasing at a rate that infrastructure cannot match.
- * Poor water filtration in some areas.

Must Include

- Attention to how smaller communities can create the biggest impact.
- Need for vocational training as opposed to traditional education route.
- Substance use disorder.
- Need for public transportation.
- Access to recreational areas and green spaces.
- High rates of child abuse and neglect.
- Wages, need for higher minimum wages.
- Addressing homelessness.
- Presence of social capital.
- Flooding from Ohio River/Drainage Issues.
- Extracurricular and sports opportunities for youth.
- New housing developments and pricing.
- Mental Health, issues such as suicide and bullying.
- Attention to the role of social media in daily life.
- Need for rural EMS with a quick response time.
- Attention to the impacts of population growth on infrastructure.
- Communication and spread of information in rural areas without local news sources.
- Growth plan, what can we expect next, what is on the horizon for the region.
- Elderly assistance.
- Philanthropy in the community.

Appendix D

Survey Instrument

Priorities for Progress Community Survey

Please rate your agreement with the following statements about the quality of life and place in Clark and Floyd counties based on your experiences. (SA= Strongly Agree, A= Agree, D= Disagree, and SD= Strongly Disagree).

- | | |
|---|---|
| <p>1. I am satisfied with the quality of life in this community.
<input type="radio"/> SA <input type="radio"/> A <input type="radio"/> D <input type="radio"/> SD <input type="radio"/> Don't Know</p> <p>2. I am satisfied with the healthcare system in this community.
<input type="radio"/> SA <input type="radio"/> A <input type="radio"/> D <input type="radio"/> SD <input type="radio"/> Don't Know</p> <p>3. I am satisfied with the local schools.
<input type="radio"/> SA <input type="radio"/> A <input type="radio"/> D <input type="radio"/> SD <input type="radio"/> Don't Know</p> <p>4. I am satisfied with local government.
<input type="radio"/> SA <input type="radio"/> A <input type="radio"/> D <input type="radio"/> SD <input type="radio"/> Don't Know</p> <p>5. This is a good place to raise children.
<input type="radio"/> SA <input type="radio"/> A <input type="radio"/> D <input type="radio"/> SD <input type="radio"/> Don't Know</p> <p>6. This is a good place to retire.
<input type="radio"/> SA <input type="radio"/> A <input type="radio"/> D <input type="radio"/> SD <input type="radio"/> Don't Know</p> <p>7. This is a safe place to live.
<input type="radio"/> SA <input type="radio"/> A <input type="radio"/> D <input type="radio"/> SD <input type="radio"/> Don't Know</p> <p>8. This is a beautiful place to live.
<input type="radio"/> SA <input type="radio"/> A <input type="radio"/> D <input type="radio"/> SD <input type="radio"/> Don't Know</p> <p>9. There is economic opportunity in this community.
<input type="radio"/> SA <input type="radio"/> A <input type="radio"/> D <input type="radio"/> SD <input type="radio"/> Don't Know</p> <p>10. There are networks of support for individuals and families during times of stress and need.
<input type="radio"/> SA <input type="radio"/> A <input type="radio"/> D <input type="radio"/> SD <input type="radio"/> Don't Know</p> <p>11. There is active civic engagement in Clark and Floyd county.
<input type="radio"/> SA <input type="radio"/> A <input type="radio"/> D <input type="radio"/> SD <input type="radio"/> Don't Know</p> | <p>12. People in Clark and Floyd County feel pride in the community's shared accomplishments.
<input type="radio"/> SA <input type="radio"/> A <input type="radio"/> D <input type="radio"/> SD <input type="radio"/> Don't Know</p> <p>13. There are plenty of recreational activities for my family and me.
<input type="radio"/> SA <input type="radio"/> A <input type="radio"/> D <input type="radio"/> SD <input type="radio"/> Don't Know</p> <p>14. There are opportunities to volunteer in my community.
<input type="radio"/> SA <input type="radio"/> A <input type="radio"/> D <input type="radio"/> SD <input type="radio"/> Don't Know</p> <p>15. What are the top five social issues that are of most concern in your community?
(Please check as many as five (5) items. If you do not think five are top priorities, then check just those that you think are top priorities.)</p> <ul style="list-style-type: none"><input type="checkbox"/> Adult drug or alcohol use<input type="checkbox"/> Child physical or sexual abuse<input type="checkbox"/> Domestic violence<input type="checkbox"/> Homelessness<input type="checkbox"/> Hunger<input type="checkbox"/> Manufacture or selling of drugs<input type="checkbox"/> Mental illness<input type="checkbox"/> Poverty<input type="checkbox"/> Property crime<input type="checkbox"/> Suicide<input type="checkbox"/> Teen pregnancy<input type="checkbox"/> Violent crime (including assault, rape, murder)<input type="checkbox"/> Youth drug or alcohol use <p>Please rate your Agreement with the following statements about your experiences of community in Clark and Floyd County. (SA= Strongly Agree, A= Agree, D= Disagree, and SD= Strongly Disagree)</p> <p>16. We share a strong sense of community.
<input type="radio"/> SA <input type="radio"/> A <input type="radio"/> D <input type="radio"/> SD <input type="radio"/> Don't Know</p> |
|---|---|

17. I have diverse opportunities to build relationships with others.
☐ SA ☐ A ☐ D ☐ SD ☐ Don't Know

18. Our community is welcoming to newcomers.
☐ SA ☐ A ☐ D ☐ SD ☐ Don't Know

19. Select **three** of the following opportunities for **community building** that you think should be the highest priorities in Clark and Floyd County. (Please check as many as **three (3)** items. If you do not think three are top priorities, then check just those that you think are top priorities.)

- ☐ Group activities for seniors.
- ☐ Mentoring programs for adults to mentor children.
- ☐ Neighborhood activities.
- ☐ Networking opportunities for adult professionals.
- ☐ Opportunities for adults to engage in voluntary associations and civic organizations (e.g. Rotary, Kiwanis, Lions Club)
- ☐ Opportunities for youth to engage in voluntary associations (for example 4-H, Girl Scouts, Scouts BSA)
- ☐ Peer mentoring for adults.
- ☐ Peer mentoring programs for youth.

20. Are there other priorities with regard to community building that you think should be a priority? Please describe.

26. What are the **top five physical health** priorities in the community? (Please check as many as **five (5)** items. If you do not think five are top priorities, then check just those that you think are top priorities.)

- ☐ Access to healthy food options
- ☐ Affordable health insurance
- ☐ Affordable health services
- ☐ Affordable prescriptions
- ☐ Availability of health care specialists
- ☐ Availability of transportation for health services
- ☐ Children's health services
- ☐ Dental care options
- ☐ Facilities for physical activity (including parks, trails, rec centers)
- ☐ Health care assistance for older adults
- ☐ Health care assistance for veterans/military
- ☐ Increased health education (e.g., healthy eating, disease prevention, etc.)
- ☐ Increased number of healthcare providers
- ☐ Maternal health services
- ☐ Prevention of infant mortality
- ☐ Tobacco use cessation (quitting) services
- ☐ Other (please explain): _____

Please rate your agreement with the following statements based on your experiences living in Clark and Floyd County. (SA= Strongly Agree, A= Agree, D= Disagree, and SD= Strongly Disagree)

21. It is easy for me to access healthy food in this community.

☐ SA ☐ A ☐ D ☐ SD ☐ Don't Know

22. This community has adequate mental health services for people who need them.

☐ SA ☐ A ☐ D ☐ SD ☐ Don't Know

23. There are plenty of options for exercise in this community.

☐ SA ☐ A ☐ D ☐ SD ☐ Don't Know

24. There are enough accessible physical activity/ recreation options in this community for differently abled persons.

☐ SA ☐ A ☐ D ☐ SD ☐ Don't Know

25. There are physical activity / recreation options in this community for low-income persons.

☐ SA ☐ A ☐ D ☐ SD ☐ Don't Know

27. What are the **top five mental health** priorities in your community?
(Please check as many as **five (5)** items. If you do not think five are top priorities, then check just those that you think are top priorities.)

- ☐ Affordable health insurance that includes mental healthcare
- ☐ Affordable mental health services
- ☐ Affordable prescriptions
- ☐ Availability of child mental health services (number of providers)
- ☐ Availability of mental health services (number of providers)
- ☐ Availability of transportation for mental health services
- ☐ Children's mental health services
- ☐ High quality mental health services
- ☐ Increased number of mental healthcare providers
- ☐ Increased prevention of mental health issues through education
- ☐ Inpatient/residential treatment for substance abuse
- ☐ Outpatient treatment for substance abuse
- ☐ Substance abuse prevention
- ☐ Other (please explain): _____

28. Are there other priorities with regard to promoting health, mental health, and wellness that you think should be a priority? Please describe.

In your opinion, how would you rate the following supports for Clark and Floyd County **children and/or adolescents** in the following areas:

29. Prenatal Care (pregnancy)

☐ Excellent ☐ Good ☐ Poor ☐ Very Poor ☐ DK

30. Postnatal Care (birth through first year)

☐ Excellent ☐ Good ☐ Poor ☐ Very Poor ☐ DK

31. Access to Childcare for Children 0-5

☐ Excellent ☐ Good ☐ Poor ☐ Very Poor ☐ DK

32. Affordability of Childcare for Children 0-5

☐ Excellent ☐ Good ☐ Poor ☐ Very Poor ☐ DK

33. Quality of Childcare for Children 0-5

☐ Excellent ☐ Good ☐ Poor ☐ Very Poor ☐ DK

34. Support for Single Parents

☐ Excellent ☐ Good ☐ Poor ☐ Very Poor ☐ DK

35. Quality K -12 Education

☐ Excellent ☐ Good ☐ Poor ☐ Very Poor ☐ DK

36. College Preparation

☐ Excellent ☐ Good ☐ Poor ☐ Very Poor ☐ DK

37. Career Preparation

☐ Excellent ☐ Good ☐ Poor ☐ Very Poor ☐ DK

38. Needs of Differently Abled Children/Youth

☐ Excellent ☐ Good ☐ Poor ☐ Very Poor ☐ DK

39. Dental Health for Children

☐ Excellent ☐ Good ☐ Poor ☐ Very Poor ☐ DK

40. Mental Health for Children

☐ Excellent ☐ Good ☐ Poor ☐ Very Poor ☐ DK

41. Physical Health for Children

☐ Excellent ☐ Good ☐ Poor ☐ Very Poor ☐ DK

42. Violence/Bullying Prevention

☐ Excellent ☐ Good ☐ Poor ☐ Very Poor ☐ DK

43. Recreational Opportunities

☐ Excellent ☐ Good ☐ Poor ☐ Very Poor ☐ DK

44. Volunteer Opportunities

☐ Excellent ☐ Good ☐ Poor ☐ Very Poor ☐ DK

45. Basic Priorities of Low-Income Children/Youth

☐ Excellent ☐ Good ☐ Poor ☐ Very Poor ☐ DK

46. Employment for Youth

☐ Excellent ☐ Good ☐ Poor ☐ Very Poor ☐ DK

47. What are the **top five** highest priorities for **supporting children and youth** in Clark and Floyd County? (Please check as many as **five (5)** items. If you do not think five are top priorities, then check just those that you think are top priorities.)

- ☐ Access to mental health services
- ☐ Adolescent suicide prevention
- ☐ Bullying in schools
- ☐ Bullying outside of schools
- ☐ Child physical or sexual abuse
- ☐ Fighting and/or violence in schools
- ☐ Fighting and/or violence outside of schools
- ☐ Support for pregnant and parenting teens.
- ☐ Teen pregnancy
- ☐ Treatment for youth drug or alcohol use
- ☐ Youth drug or alcohol use

48. Are there other priorities with regard to supporting children and youth that you think should be a priority? Please describe.

49. What are the **top five** priorities regarding **education** in your community? (Please check as many as **five (5)** items. If you do not think five are top priorities, then check just those that you think are top priorities.)

- ☐ Address the condition of school buildings
- ☐ Equalize funding among school districts
- ☐ Getting and keeping good teachers
- ☐ Improve student discipline policies and procedures
- ☐ Increase amount of time students spend in school
- ☐ Increase availability of artistic and musical activities
- ☐ Increase availability of physical activities and sports
- ☐ Increase expectations for student achievement
- ☐ Increase extracurricular activities
- ☐ Increase parental involvement

- ☐ Increase quality of curriculum
 - ☐ Increase quality of instruction by teachers
 - ☐ Increase student involvement in decision-making
 - ☐ Raise standardized test scores
 - ☐ Other (please explain):
-

50. Select **five** of the following aspects of **education** that should be the highest priority for Clark and Floyd County. (Please check as many as **five (5)** items. If you do not think three are top priorities, then check just those that you think are top priorities.)

- ☐ After-school programs.
- ☐ College Scholarships and Financial Assistance
- ☐ Early Childhood Care and Education (Birth to age 5)
- ☐ Early Childhood Care and Education scholarships & financial assistance
- ☐ Educational Opportunities during times when school is not in session.
- ☐ Educational opportunities targeting working adult learners.
- ☐ Four-Year College Degree Completion
- ☐ High School Completion
- ☐ Trade Certificates
- ☐ Two-Year Degree Programs (Associate's Level)
- ☐ Don't Know

51. Are there other priorities with regard to **education** that you think should be a priority? Please describe.

52. Choose the **top five priorities** for **older adults** in your community. (Please check as many as **five (5)** items. If you do not think five are top priorities, then check just those that you think are top priorities.)

- ☐ Access to daily meals
- ☐ Affordable assisted living options
- ☐ Affordable hearing aids
- ☐ Affordable housing
- ☐ Caregiver support

- ☐ Community involvement
- ☐ Day programs
- ☐ Dental care
- ☐ Ease of mobility in the community
- ☐ Education opportunities for people in long term care
- ☐ Elder abuse
- ☐ Employment
- ☐ Finances/Income
- ☐ Geriatricians (supply of doctors that specialize in treating older adults)
- ☐ Health insurance
- ☐ Home health care options
- ☐ Hospice
- ☐ Independent living in the home or a retirement community
- ☐ Legal services
- ☐ Long-term care options
- ☐ Low impact exercising options (water)
- ☐ Low property taxes
- ☐ Medical care
- ☐ Memory care options/dementia support
- ☐ Mental health services
- ☐ Public transportation
- ☐ Substance abuse
- ☐ Utility assistance
- ☐ Vision care
- ☐ Other (please explain):

- ☐ Don't Know
53. What are the **top three priorities** related to **housing** in your community? (Please check as many as **three (3)** items. If you do not think three are top priorities, then check just those that you think are top priorities.)

- _____ Assistance with property repair and maintenance
- _____ Code enforcement (e.g. overgrown lawns, broken windows, trash, etc.)
- _____ Education about financing options for homeownership
- _____ Education about responsible homeownership
- _____ Higher quality rentals
- _____ Historic preservation
- _____ Low-income housing assistance (section 8 / housing choice vouchers)

- _____ Neighborhood improvement programs
- _____ Senior housing
- _____ Variety of affordable housing options
- _____ Other (please explain):

54. What are the **top five transportation-related priorities** in our community? (Please check as many as **five (5)** items. If you do not think five are top priorities, then check just those that you think are top priorities.)

- _____ Address texting and driving
- _____ Build new roads
- _____ Expand and improve the bike route system (bike paths, bike lanes)
- _____ Expand local taxi services
- _____ Improve driver education
- _____ Improve public transit service
- _____ Improve traffic signals
- _____ Increase specialized transportation services for differently abled persons and/or those with special needs
- _____ Make areas more walkable (improve sidewalks, crosswalks, signals, etc.)
- _____ Provide maintenance and improvements to existing roads and bridges
- _____ Widen existing roads
- _____ Other (please explain):

How would you rate the following **public services/features** in your community?

55. Emergency services (e.g. ambulance, paramedics)
○ Excellent ○ Good ○ Poor ○ Very Poor ○ DK
56. Fire department
○ Excellent ○ Good ○ Poor ○ Very Poor ○ DK
57. Police or Sheriff's department
○ Excellent ○ Good ○ Poor ○ Very Poor ○ DK
58. Road maintenance
○ Excellent ○ Good ○ Poor ○ Very Poor ○ DK
59. Trash pick-up
○ Excellent ○ Good ○ Poor ○ Very Poor ○ DK
60. Quality of drinking water
○ Excellent ○ Good ○ Poor ○ Very Poor ○ DK
61. Snow removal
○ Excellent ○ Good ○ Poor ○ Very Poor ○ DK

62. Maintenance of public grounds (e.g., parks, government buildings)
☐ Excellent ☐ Good ☐ Poor ☐ Very Poor ☐ DK
63. Air quality
☐ Excellent ☐ Good ☐ Poor ☐ Very Poor ☐ DK
64. Clean environment
☐ Excellent ☐ Good ☐ Poor ☐ Very Poor ☐ DK
65. Library facilities
☐ Excellent ☐ Good ☐ Poor ☐ Very Poor ☐ DK
66. Parks and recreation facilities
☐ Excellent ☐ Good ☐ Poor ☐ Very Poor ☐ DK

67. Code enforcement for private properties
☐ Excellent ☐ Good ☐ Poor ☐ Very Poor ☐ DK
68. Paths/safe options for biking and walking
☐ Excellent ☐ Good ☐ Poor ☐ Very Poor ☐ DK
69. Crime prevention activities
☐ Excellent ☐ Good ☐ Poor ☐ Very Poor ☐ DK
70. Handicapped accessibility of public facilities
☐ Excellent ☐ Good ☐ Poor ☐ Very Poor ☐ DK
71. Internet access
☐ Excellent ☐ Good ☐ Poor ☐ Very Poor ☐ DK

72. What are the **top five *economic/personal finance* priorities** in your community? (Please check as many as **five (5)** items. If you do not think five are top priorities, then check just those that you think are top priorities.)

- ☐ Access to education
- ☐ Affordable housing
- ☐ Assistance with searching for and gaining employment
- ☐ Availability of college or career preparation in schools
- ☐ Availability of jobs
- ☐ Availability of low-interest loans
- ☐ Emergency assistance to individuals or families (e.g for utilities, food, rent, etc.)
- ☐ Employment opportunities for older adults
- ☐ Employment opportunities for youth
- ☐ Living wage
- ☐ Low-cost resources to help with personal finance management
- ☐ Small business development
- ☐ Workforce development training
- ☐ Other (please explain): _____

73. Are there other priorities with regard to economic/personal finance priorities that you think should be a priority? Please describe.

Please rate your agreement with the following statements about Clark and Floyd county's opportunities for **economic development**. (SA= Strongly Agree, A= Agree, D= Disagree, SD= Strongly Disagree, DK = Don't Know)

74. Our community has strong resources to support small business start-ups (e.g. low-barrier capital, technical assistance).
☐ SA ☐ A ☐ D ☐ SD ☐ Don't Know

75. Our community has a strong labor force to attract high quality jobs.
☐ SA ☐ A ☐ D ☐ SD ☐ Don't Know

76. Residents of Clark and Floyd counties can find living wage jobs across levels of education and skill.
☐ SA ☐ A ☐ D ☐ SD ☐ Don't Know

77. Working families at all income levels can find quality affordable child care.

☐ SA ☐ A ☐ D ☐ SD ☐ Don't Know

78. Select **three** of the following elements of **economic development** that you think should be the highest priority for Clark and Floyd counties. (Please check as many as **three (3)** items. If you do not think three are top priorities, then check just those that you think are top priorities.)

_____ Development strategies that will last and adequately support our families with a decent quality of life, while protecting the natural resources on which we depend— (fertile farm land, clean air, clean water, adequate drainage).
_____ Living wages.
_____ Locally owned businesses.
_____ Low-barrier small business loans
_____ Minority and women owned business inclusion.
_____ Qualified working age population.
_____ Quality early childhood care and education.
_____ Regionalization.
_____ Responsible development/growth (commercial and residential)
_____ Technical assistance for small business owners.

79. Are there other priorities with regard to economic development that you think should be a priority? Please describe.

Please rate your agreement with the following statements about Clark and Floyd counties' opportunities for **artistic enjoyment and creative self-expression**. (SA= Strongly Agree, A= Agree, D= Disagree, and SD= Strongly Disagree)

80. Our community offers art and cultural activities that attract visitors.
☐ SA ☐ A ☐ D ☐ SD ☐ Don't Know
81. We have many opportunities to enjoy diverse forms of art and performance in our community.
☐ SA ☐ A ☐ D ☐ SD ☐ Don't Know
82. Our community nurtures creativity in children and youth.
☐ SA ☐ A ☐ D ☐ SD ☐ Don't Know
83. Our community offers opportunities for adults to engage in creative self-expression.

☐ SA ☐ A ☐ D ☐ SD ☐ Don't Know

84. People at all income levels have access to art and cultural activities.

☐ SA ☐ A ☐ D ☐ SD ☐ Don't Know

85. Our community celebrates its history and culture.

☐ SA ☐ A ☐ D ☐ SD ☐ Don't Know

86. Are there other priorities with regard to arts and self-expression that you think should be a priority? Please describe.

87. Choose the **top five priorities** for **recreation** in your community. (Please check as many as **three (3)** items. If you do not think five are top priorities, then check just those that you think are top

- ☐ Ability to safely walk or bike to parks and recreation facilities (i.e. safety refers to lighting & protection from traffic and other hazards)
☐ Ability to safely walk or bike between parks (i.e. safety refers to lighting & protection from traffic and other hazards)
☐ Access to Fishing
☐ Access to Hunting
☐ Access to natural water sports (kayaking, canoeing, whitewater rafting, stand up waterboarding)
☐ Accessibility of playgrounds to differently abled persons
☐ Accessibility of paved trails to differently abled persons
☐ Accessibility of parks to differently abled persons
☐ All Terrain Vehicle (ATV trails)
☐ Bike lanes
☐ Hiking trails
☐ Horse trails
☐ Indoor athletic facilities
☐ Mountain biking trails
☐ Outdoor athletic facilities
☐ Paved trails for walking, biking and other activities
☐ Transportation to parks
☐ Affordable transportation to outdoor recreation opportunities (state parks, trails, fishing, and hunting opportunities)
☐ Other (Please specify)

87a. Are there other priorities with regard to **recreation** that you think should be a priority? Please describe.

88. If you had to name one factor that will be most important to the future success of this region, what would it be?

89. If you had to name one barrier to the future success of this region, what would it be?

90. Please share any additional thoughts you have on what Clark and Floyd counties need.

Demographics

This final group of questions allows us to better understand factors that may shape experiences and perceptions. Geographic data help us ensure that we have representation from all areas of Clark and Floyd Counties.

91. Which of the following describe(s) you? (check all that apply)
- ☐ I live in Clark or Floyd County
 - ☐ I work in Clark or Floyd County
 - ☐ I grew up in Clark or Floyd County
 - ☐ My primary residence is Clark or Floyd County, but I am currently away for the military, training, or college.
 - ☐ My kids engage activities or child care in Clark and/or Floyd County, but we do not live here.
 - ☐ My primary residence is Clark or Floyd County and I am currently incarcerated in Clark or Floyd County.
 - ☐ I am a business owner (any size business), CEO, CFO, COO, or other executive office in a for-profit enterprise.
 - ☐ I am a nonprofit executive (President, vice president, executive director)
 - ☐ I hold elected office (school board, city government, county government, state government, or federal government).
 - ☐ I am a fund holder with or a donor to the Community Foundation of Southern Indiana.

Display Logic Questions if Nonprofit Executive or Fundholder/Donor was selected in Q 84

Nonprofit Sector Executives, Donors, & Fund Holders

Select the **five** areas you think are most important for the Community Foundation of Southern Indiana to support through discretionary grants (note: this is in addition to scholarship funds)?

- ☐ Arts and Culture
- ☐ Behavioral and Mental Health Services (not including substance abuse)
- ☐ Community Development
- ☐ Early Care and Education
- ☐ Environment
- ☐ Food Insecurity
- ☐ Health and Wellness
- ☐ Higher Education (in addition to existing scholarships)
- ☐ Housing and Homelessness
- ☐ Human Services (social services not listed otherwise)
- ☐ K-12 Education
- ☐ Programs and services for senior citizens
- ☐ Recreation
- ☐ Substance abuse prevention
- ☐ Substance abuse treatment
- ☐ Workforce development
- ☐ Youth Development

The Community Foundation of Southern Indiana is shifting a portion of its discretionary grant making to a focus on Quality of Place. Quality of Place refers to physical aspects of a community that shape quality of life, cost of living, and presence of amenities and resources that shape how we live, work, and play. Select five of the following aspects of Quality of Place that you think are most important in Clark and Floyd counties?

- ☐ Accessibility of parks to differently abled persons

- ____ Accessibility of playgrounds to differently abled persons
- ____ Affordable transportation
- ____ Complete streets projects that slow traffic, promote pedestrian use, and beautify the area.
- ____ Creating safe access on foot or by bicycle to parks and recreation facilities (i.e. safety refers to lighting and protection from traffic and other hazards)
- ____ Creating safe connections between parks for people on foot or using bicycles
- ____ Facilities for indoor sports
- ____ Facilities for outdoor sports
- ____ Marketing and communications to promote activities and programs in public spaces.
- ____ Outdoor recreation opportunities
- ____ Policy advocacy to improve air and water quality
- ____ Programs designed to activate underutilized public spaces (program to promote youth fitness in an underutilized park that is accessible to a larger number of families with children in the targeted age group).
- ____ Programs in existing public spaces (for example, youth fitness programs or art shows and performances at parks, both rural and urban)
- ____ Support for development of outdoor recreational tourism
- ____ Walkability (to schools, businesses, places of work)

END Nonprofit Sector Executives, Donors, & Fund Holders

92. If you live in Clark or Floyd county, do you live in a more rural or small town area or do you live in one of the population centers?
- ☐ Rural area or small town (e.g. Georgetown, Greenville, Utica, New Washington, Henryville, or Borden)
 - ☐ Urban area or population center (New Albany, Clarksville, Jeffersonville)
93. How long have you lived in Clark and Floyd county? ____ years ____ months
- ☐ I don't live in Clark or Floyd county

94. What was your total household income in 2019?
- ☐ Less than \$10,000
 - ☐ \$10,000-\$14,999
 - ☐ \$15,000-\$24,999
 - ☐ \$25,000-\$34,999
 - ☐ \$35,000-\$49,999
 - ☐ \$50,000-\$74,999
 - ☐ \$75,000-\$99,999
 - ☐ \$100,000-\$149,999
 - ☐ \$150,000-\$199,999
 - ☐ \$200,000 or more
95. How old are you?
- ☐ 18-24
 - ☐ 25-34
 - ☐ 35-44
 - ☐ 45-54
 - ☐ 55-64
 - ☐ 65-74
 - ☐ 75 or older
96. How do you identify your ethnicity and/or race (**check all that apply**).
- ☐ Hispanic
 - ☐ Non-Hispanic
 - ☐ White
 - ☐ Black or African American
 - ☐ Asian American or Pacific Islander
 - ☐ Native American, Alaska Native, Other Indigenous
 - ☐ Other (please specify): _____
97. How many children under the age of 18 live in your household? _____
98. How many total people live in your household (including yourself)? _____
99. Which of the following best describes you?
- ☐ Single
 - ☐ Living with a partner
 - ☐ Married
 - ☐ Divorced
 - ☐ Widowed

-
100. Please select the zip code that corresponds with your primary residence in Clark and Floyd County.
- ☐ I work in Clark and Floyd County, but do not live there. I live in - _____ (zip code).
 - ☐ 47104 ☐ 47141
 - ☐ 47106 ☐ 47143
 - ☐ 47111 ☐ 47147
 - ☐ 47119 ☐ 47150
 - ☐ 47122 ☐ 47151
 - ☐ 47124 ☐ 47162
 - ☐ 47126 ☐ 47163
 - ☐ 47129 ☐ 47172
 - ☐ 47130
101. How would you describe your employment status?
- ☐ Unemployed by choice.
 - ☐ Unemployed, looking for work.
 - ☐ Unemployed, not actively looking for work, but need a job.
 - ☐ Employed part-time by choice.
 - ☐ Employed part-time but would prefer full-time work.
 - ☐ Employed full-time.
 - ☐ Retired
 - ☐ Other (please explain):

102. Do you work from home for pay? (not simply doing some of your work after hours from home, but do you regularly perform your primary work duties from your home)
- ☐ Yes
 - ☐ No
103. What is your highest level of education?
- ☐ Less than High School
 - ☐ High School, GED, or Equivalence
 - ☐ Some College, No Degree
 - ☐ Two-Year Degree or Completed Certificate
 - ☐ Bachelor's Degree
 - ☐ Professional or Graduate Degree (e.g. M.A., M.S., JD, MD, MBA, MPA, PHD)
104. Are you currently a student?
- ☐ Yes. If so, seeking what degree or credential?

 - ☐ No
105. If you work outside your home, which of the following best describes your employer or the company you own?
- ☐ Government/Public Sector (Schools, municipal offices, public universities)
 - ☐ Nonprofit organization
 - ☐ For-profit entity
106. Which of the following best describes the industry in which you work? (Please choose one)
- ☐ Accommodation and Food Services
 - ☐ Administrative and Support and Waste Management and Remediation
 - ☐ Agriculture, Forestry, Fishing and Hunting
 - ☐ Arts, Entertainment and Recreation
 - ☐ Civil Service (Local, State or Federal Government work that does not fit into other listed categories)
 - ☐ Construction
 - ☐ Educational Services
 - ☐ Finance and Insurance
 - ☐ Health Care
 - ☐ I am an unpaid dependent caregiver to a family member (child, elderly or differently abled relative).
 - ☐ I do not work for income or care for a dependent family member.
 - ☐ Information (publishing, broadcasting, telecom, internet publishing and broadcasting, data processing, hosting, and related services, other information services)
 - ☐ Management and Companies and Enterprises
 - ☐ Manufacturing (production, including food production)
 - ☐ Mining, Quarrying, and Oil and Gas Extraction
 - ☐ Police, Fire or Other Emergency Services
 - ☐ Professional, Scientific, and Technical Services
 - ☐ Real Estate and Rental Leasing
 - ☐ Retail Trade
 - ☐ Social Services
 - ☐ Transportation and Warehousing
 - ☐ Utilities (Including electric power generation, transmission and distribution, natural gas distribution, water, sewage, and other systems)
 - ☐ Wholesale Trade
 - ☐ Other (please explain):

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NOTES:



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