

# *Community Needs Assessment*

BLOOMFIELD ROTARY CLUB

SUMMARY REPORT

DECEMBER, 2008

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In July, 2008, District Governor, Mike Leone asked all clubs in our district to conduct a "Community Needs Assessment". The purpose was to re-evaluate our direction as a club and to determine if there are other areas of service that have a need for our services in our club's geographical area. The results of this assessment are to assist the Bloomfield Rotary Club in determining its goals in assisting the community and to evaluate our present programs, which we, as a service club, provide.

The intent of this Assessment was to cover six areas of general interest to our community. The six areas are: Education, Environmental, Health, Youth, Recreational and Social Services.

## PROCEDURE

The committee searched for a community needs assessment on line and found that other organizations did complete a survey but only had the results on line. There was one national organization that did have a survey on line and the committee felt that it met the needs of our club and decided to use that tool.

The committee compiled a list of 90 community leaders that are involved with our community. These leaders were from the Towns of East Bloomfield, West Bloomfield, Village of Bloomfield, and Ontario County. Each of our members was asked to select 2 or 3 names on the list and contact them by mail or phone to have them complete a questionnaire that was provided by the committee. Of the 90 listed names provided by the committee, 64 were selected to be interviewed with a total of 35 questionnaires returned by the designated deadline. This gave a return percentage of 54.7% of returned questionnaires from those community leaders selected to be contacted. This percentage was considered a good return and information provided would be a good cross section of the community. The most returned by any one member was 4 questionnaires. This approach seemed to be successful and did not put the burden of work on any one individual. Some members commented that it was a positive experience talking to community leaders as to their perception of the needs of our community. Members were given 4 weeks to return the questionnaires and the time was extended to 6 weeks. A few additional questionnaires were received after the results were compiled.



# Community Needs Assessment – Bloomfield Rotary Club

## Others mentioned

Wyand Golf Tournament  
Junior High School service projects (varies)  
Rachael's Challenge  
Big Brother/Big Sister program  
Blood Drives  
Clothing Drives  
Library Programs (varies)  
Harmony for Heroes  
Birthright in Victor  
Concert in the park  
Sheriff Summer Camp  
Athletic field fund raising  
Boy Scouts/Girl Scouts

## BLOOMFIELD CENTRAL SCHOOL SPECIFIC PROGRAMS

Senior Service day  
JHS service projects  
Boughton Park Cleanup  
Elementary School projects  
Rachael's Challenge  
Food Drives  
Blood Drives  
Clothing Drives  
Big Brother/Big Sister program  
Red Cross programs

## **2. If you answered yes to question one, why do you think the community service projects you listed were successful?**

- 5 support an area of community need
- 2 Recreational programs have strong consistent leadership

## Others mentioned

A generous activity  
The community learns our history  
Appeals to a broad segment of the community  
A free activity  
Lots of help, (money and volunteers) for the common good  
Donations from Rotary  
Provides a support group

## Community Needs Assessment – Bloomfield Rotary Club

Raised \$20,000

Provides a safe and healthy place for youth

### BLOOMFIELD CENTRAL SCHOOL SPECIFIC PROGRAMS

Students make community connections

Teaching civic responsibility

Engage the students

Activities done annually

The activities make a difference

Involve students in the community

Health-weight loss

Health-flu shots

Support good values

Caring for others

Students see the joy of helping others

**3a. Can you identify specific needs in your field that, if met, would help service the community?            1 NO      25 YES      0 BOTH      9 BLANK**

2 Complete the fields at Veterans park

2 Revisit community Recreation Center

2 Emergency/affordable housing

2 More adult leaders to work with the youth

### Others mentioned

Create a list of speakers for meetings. (Speaker's bureau)

Community awareness of government programs and needs

Educate people on environmental and economic needs

Emergency fund for medical/utility needs

Money for items not provided by food stamps

Halfway house for people

Outreach for seniors

Reinstate "Welcome Wagon"

Volunteer training

Create a list of available services within the community

Expand recreation program for 10-14 year olds

Recreation programs during school vacations

Extend summer recreation programs to surrounding towns and use of all existing fields in these surrounding towns

Extend the Finger Lakes walking trail to Bristol

# Community Needs Assessment – Bloomfield Rotary Club

## BLOOMFIELD CENTRAL SCHOOL SPECIFIC PROGRAMS

3 Provide activities for kids

Support inbound and outbound Student Exchange Program

Volunteer at BCS

- reading to students

- various other school projects

- Parent/adult tutoring

- volunteer for open gym activities on Fridays and weekends

Community program to assist elderly, rake leaves, wash windows, etc.

### **3b. How do you think this need can best be met?**

3 build and use facilities at Veterans Park

#### Others mentioned

- Working together with clear understanding of what is to be accomplished, how it will be done, and have clearly identified responsibilities.

- More people willing to speak and share with the community.

- A direct connection/link with person/persons who can help to direct a service project.

- More stable funding for the library; direct community participation in funding decisions.

- Get key groups involved

- Community self awareness, literature.

- Attending training as offered.

- Through a two-pronged approach. By first bolstering support of existing ministries, food cupboard, adopt-a-family programs, etc. And then also creating free opportunities for parents and children to come together as community (parks, concerts, speakers, etc.).

- Housing is a big issue since there would have to be grant monies, zoning regulations, town involvement with a strong board to oversee and develop operational plan (maybe some counseling available for teens, addictions and abuse) emergency fund would need strict management.

- A list of items in demand.

- A contact person to call and discuss possibilities of meeting a need.

- Yes, establish a committee similar to the Gardening Angels. A group of volunteers connected to local government to welcome new residents to the community.

- Information collected for churches, community groups and individuals.

- Need a safe environment to congregate/socialize. Better coordination between town, school and youth groups for Veterans Park usage.

- Need for recreation in the village.

- Town getting going!

- Foundations grants, volunteer training, govt. funds and fund raising.

## Community Needs Assessment – Bloomfield Rotary Club

- People need transportation to get shopping.
- Negotiations—Developing an interest, cooperative spirit.

### BLOOMFIELD CENTRAL SCHOOL SPECIFIC PROGRAMS

- Contact a Coach
- Solicit and train volunteers
- Donation to PTSA and/or Bloomfield Foundation
- The school needs to partner with community organizations to provide supervised healthy alternatives.
- Mentors for teens. Tutoring
- Involve more people that have connection with schools/police agencies/or youth organizations.

**4a. Do you know of any duplication of efforts from volunteers in your service area? Are there two or more organizations doing the same programs and fulfilling the same needs? 25 NO 3 YES 1 BOTH 6 BLANK**

#### Others mentioned

- There are bound to be overlaps in a small community but generally all groups tend to work cooperatively to avoid duplication.
- Duplication between local Historical Societies.
- Not Much.
- Universal Pre-K programs have cut into the Library programs.
- It probably happens but there is plenty of need to go around.
- The food cupboards seem to try had not to duplicate.
- Boy Scouts and Girl Scouts
- There is not any

### BLOOMFIELD CENTRAL SCHOOL SPECIFIC PROGRAMS

- Duplication of community groups and school activities.

**4b. How can the groups work together to eliminate unnecessary duplication or coordinate joint efforts?**

- 5 communicate/collaborate between groups
- 3 Have periodic meetings or representatives of various groups
- 2 Advertise and publish when and what they are doing on websites.
- 2 Create and Compare listing with other organizations

## Community Needs Assessment – Bloomfield Rotary Club

### Others mentioned

- join forces
- Coordinate volunteers
- Coordinate with schools
- Work with Boy Scouts and Girl Scouts

**5. Do you feel that residents in this community are aware of the services and facilities offered?                      14 NO    13 YES    3 BOTH    5 BLANK**

- 4        Not sure if all resources are known to all residents.
- 2        Word of mouth is best in Bloomfield
- 2        Public awareness of services could improve.

### Others mentioned

- If they want to know, ample opportunities are out there to keep current, too often some choose not to avail themselves.
- Personal outreach, like this survey, is a great way to raise awareness.
- Many people are not interested and do not “see” the advertising.
- Not always, ... there is a difference between “resident” and “community member”.
- Not fully aware of Veterans Park future potential.
- Bloomfield community members have worked to get more youth services and activities planned, but I think too much apathy has hurt. Tough to get the whole community to work together.
- Not all services. Due to the limited funding for programs and services, outreach and marketing tend to fall short.
- Distribute local news/events in Sunday paper or at the Big M.

### BLOOMFIELD CENTRAL SCHOOL SPECIFIC PROGRAMS

-- Many residents are not aware of the school’s desire to match our students with jobs, projects or volunteer opportunities. In my past conversations with other community organization members (in particular the Historical Society), we have been able to match their needs with student help. They never realized that some of our programs involve community service. There has been no real means of communication between the school and outside organizations. Unfortunately, many of the school’s extra curricular programs work independently of each other. There is no single contact person for outside organizations to contact in regard to service projects. We do have a relatively new committee that has met to discuss “service and volunteerism” among our students. Perhaps a meeting with this committee and the community service organizations would help create a dialog to outline a plan of action?

## Community Needs Assessment – Bloomfield Rotary Club

**6. In your opinion, is there room for more volunteers and programs in your service area?**  
**4 NO 26 YES 0 BOTH 5 BLANK**

- 6 Volunteers needed for library and recreational/youth programs.
- 4 There is always need for volunteers. Ways can be developed to use more volunteers.

### Others mentioned

- It would be nice if someone has something to share, they could let organizations know what they have to offer so that program committees had a reference.
- Friends of the Library
- Outreach program to go out to meet with organizations and clubs.
- Self awareness and government education of needs to protect the watershed.
- Need for transportation of seniors and handicapped.
- The churches should unite and form a council to assist the needy in the community.

--Companionship and sense of connectedness to neighbors  
-nutritious meals-entertainment, music, dance, movies, etc.  
– Opportunities for learning and exploration of interesting topics  
-- assistance with daily tasks; household work; running errands (drug store etc.) Taxi outreach for those who can no longer drive. —cultivating a sense of history within the community --the chance to feel productive within the community. This point seems very significant for our congregation. No matter the limitations, folks enjoy reaching out to others. It fills their spirits with a feeling of contribution, value, participation. Consequently, any services rendered to people need to incorporate a chance for them to serve as well. So, perhaps one of the greatest initiatives by a service club would be to develop an experience that allows community members to give of themselves. No immediate ideas, but I will think about it.

### BLOOMFIELD CENTRAL SCHOOL DISTRICT PROGRAMS

- We are always looking for ways to help our students discover their civic duty and volunteer their time to worthwhile endeavors. Our students are our future!
- especially for our school clubs and school teams
- There could be more room; however, our students and staff also serve other volunteer boards. I suspect that these same people belong to churches and service organizations in the BCS district community or their community of residence.
- Match up Senior citizens with youth to learn about life skills

# Community Needs Assessment – Bloomfield Rotary Club

## CONCLUSIONS

There are a number of community service projects that are conducted in our community by various organizations. Some are conducted annually and some are a one time event to raise funds for a specific need. There is always a need to provide food, clothing and shelter to community members especially under the current economic conditions. The organization that provides this service in our community appears to have enough volunteers but could use more space, more food and personal supplies for its clients.

There is also a need to provide transportation to the elderly and the handicapped. This can be done by organizing volunteers to provide transportation, to educate the residents on the current “county area transportation system” CATS that exists in the county, or to work to expand the CATS program to the Bloomfields.

The Assessment indicated that there is a need for youth and recreational services in our area. It was indicated that the need is for youth mentoring, recreational supervision and recreational playgrounds and a community /meeting center for all age groups.

It was also evident that there is a need to communicate information from service organizations and governmental agencies to the residents through a newsletter, website or some other source. There is also a need for a Speakers Bureau to be created within our community to share the vast knowledge of information that could be shared among the youth and the other organizations in our region. It was mentioned numerous times that what is needed is for someone to conduct periodic meetings of all the organizations to coordinate their needs and activities to avoid duplication of efforts and events. It appears that the school is a source of manpower that has not been tapped by organizations to assist them in their service projects.

Volunteers are needed by many service organizations and the school to provide services and enhance programs within our community.

### **What could Rotary do?**

Organize meetings with other organizations to start a dialogue, coordinate events, and avoid duplication and work for the betterment of our community.

Provide volunteers to different organizations to increase their manpower for a community event. Examples are: Historical Society, History Days; Library: St. Peter’s Antique show; Harmony for Heroes; Legion dinners; and many others.

Work to initiate/develop a community newsletter and/or informational booklet to inform the residents of the services available within our community.

Fundraise for specific events such as: Recreational/youth services; community dinner; food drives; emergency funding for residents.

These are just a short listing of conclusions that were drawn from the Community Needs Assessment. Other individuals will be able to draw different conclusions and develop different ideas on how to best serve our community. All ideas are welcome. Hopefully this information will be of benefit to our service community and to Rotary as we re-evaluate our goals of providing “Service Above Self”.