This document identifies steps in organizing and conducting a community survey and provides materials for assembling a well-focused survey form. Planning and conducting a successful survey involves the organization of a planning group, selection of relevant topics and information to be collected on each topic, preparation of a survey form, identification of local organizations willing to conduct the survey, tabulation of survey responses, report preparation, and communication of survey results to the community. Appendix A provides a case study example of a community needs and priorities assessment developed and carried out by citizens in a fictional community in Nebraska. It includes a brief synopsis of the situation in this community and describes community leaders who decided to take action when the future of the community was threatened. Appendix B includes examples of cover letter and cover pages and information on customizing a community needs assessment. Appendix C (Customizing A Needs Assessment) includes survey topics and statements related to community appearance; public buildings; public parks and green areas; streets, sidewalks, signs, and lighting; community utilities and services; health care personnel, programs, and services; housing; expanding the local economic base; community outdoor and indoor recreation; self-development opportunities; tourism development; and small-scale entrepreneurship. This section also includes blank forms for constructing a community survey. (LP)
Surveying Community Needs and Priorities

A Community Needs Assessment Tool Kit

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Surveying Community Needs and Priorities: The Nuts and Bolts

In any given year many community surveys are carried out. Most generate information on locally important topics, problems, and issues. When well-designed and appropriately carried out, a community survey provides authentic and timely information that’s not available from any other source.

Authentic and timely information can be an important stimulus for local problem solving. It often provides a mandate for decision makers who must make difficult choices. Almost always, residents’ perceptions of community situations and concerns as reported through a carefully focused and well-conducted community survey, are important data and help decision makers plan community improvements and/or resolve community issues.

Valid community surveys require relatively large investments of residents’ time and resources. The nature of the survey form, the approach used in conducting the survey, and the data tabulation and reporting methods are principal determinants of the validity of survey findings. It’s very important that the survey form be carefully focused and that good procedures be followed by those who conduct the survey.

This document will help you assess community needs and priorities. It identifies the steps to be followed in organizing and conducting a community survey, and provides materials you can use in assembling a well-focused survey form. In short, this kit gives you the tools needed to conduct an effective community needs and priorities assessment.

If you have questions or need advice when preparing your survey form, contact your local Cooperative Extension office. Or, for advice and assistance, call Paul Gessaman, professor of agricultural economics at (402) 472-1748.

The Survey

Community surveys go by many names. Depending on the primary purpose of the survey, it may be called a “Needs Assessment,” a “Housing Study,” a “Development Capacity Assessment,” an “Environmental Scan,” or by some other name that carries local meaning. Regardless of the survey’s name or the sponsors’ goals, a successful community survey requires careful organization and focused effort. It’s important that the survey be designed to generate responses containing the needed information and that the responses are compiled, analyzed, and effectively communicated. Planning and conducting a successful survey generally requires completion of these steps:

1. A planning group that’s interested in conducting the community survey is organized.

2. In consultation with interested decision makers, the planning group selects topics to be included and the information to be collected on each topic.

3. A survey form is prepared by using this tool kit to develop a new survey form or by adapting a survey form that previously was used in the same or another community.
4. Local organizations or groups agree to take responsibility for conducting the survey. Organizations or groups that have conducted community surveys include: a local school or community college; a local government unit, agency or office; a local bank or other local business; a service club or other community organization; a group of local volunteers; or an outside-the-community agency or firm. Tasks to be completed are:

- Distributing survey forms to the intended respondents,
- Reminding recipients to return completed surveys,
- Collecting or receiving the completed survey forms,
- Other survey responsibilities requested by the planning group.

5. The planning group tabulates the survey responses and prepares a report. Sometimes the report contains only tables listing the number of responses in each category. However, a more complete report with response tables and narrative interpretations of the survey responses usually is more useful in conveying the findings to the community. Response frequency graphs also can be used with the narrative descriptions of survey responses.

6. The survey report and insights drawn from the response pattern(s) are reported to the community. This can be done by publishing the report in the local paper, by distributing a written report, or by presenting a verbal report to persons attending a public meeting. The effectiveness of the verbal report usually is greater if a written summary is made available to those who attend the community meeting.

A team of people sharing in the effort can help to move the survey activities ahead. It is best if persons in a number of community roles are active in planning and conducting a community survey. Time and resource commitments can be kept at a reasonable level if the survey has a clear and limited focus.

It is only human to want to learn everything through a community survey. Typically, each topic and question that is suggested to be included in the survey is focused on an authentic interest of one or more persons. However, a survey that addresses many topics and contains many statements is likely to end up being ineffective because:

- the survey form becomes so long that many respondents do not complete it.
- the accuracy of the responses drops off rapidly because the time required to complete the survey is more than 10 to 12 minutes.
- data tabulations become so difficult and time consuming that they are not completed for weeks or months and by that time local interest has faded away.
- the volume of data tabulations becomes so large that interested persons are overwhelmed and cannot decide what to do with the data.

Following the suggested procedures and using the forms provided in this document will help you avoid these problems by:

- helping you to focus your efforts on a carefully targeted and relatively short survey.
- providing survey form originals and topic and statement listings from which you can select items appropriate to your survey form.
- including both needs and priorities assessments in one survey form. This helps you identify urgent and important needs, and also helps to separate priority items from “pie-in-the-sky” dreams and interests.
- allowing you to “customize” your survey so it fits local interests and information needs.
**Customizing the Survey**

This document provides you with an opportunity to customize your survey by providing a "laundry list" of topics and related statements from which you can select the topics and statements you want to use. Each statement is carefully worded for brevity, clarity and focus. After selecting topics and statements that address your interests and needs, you can add statements specific to your local situation and community interests.

For example, suppose your planning group decides that decision makers would benefit from knowing residents' needs and priorities for the management of community parks. One topic for your survey might be "Public Parks and Green Areas," a topic that appears in the topics and statements listings. When you read the statements listed under the "Public Parks and Green Areas" topic you know the swimming pool and bike path statements are not needed for your survey. You do not include them in the list of statements in your survey form.

At the same time, the planning group wants to gather opinions about the need to renovate the "Prairie Pioneer" statue that has been a park landmark for many years. The planning group writes one or more statements that a respondent can use to indicate his/her assessment of the need and level of priority given to renovating the statue. The statements are included in the statement list of your survey form.

**Requesting Demographic and Financial Data**

A ready-to-use page of demographic and financial questions is included with the topics and statements listing. Use these questions in your community survey only if you have a clearly identified need for the responses. These questions ask for confidential information — information that must be kept confidential to ensure that the respondents' privacy is protected. Be sure to ask for demographic and financial information only when there is a definite need and suitable data are not available from other sources.

If circumstances require that you collect demographic and financial data from respondents — for example, the community must have these data for a Community Development Block Grant or a housing grant application — be certain that the privacy of respondents is preserved when their responses are collected, tabulated, and reported. In doing so you will want to use procedures that protect the privacy of individuals, families, and any identifiable subgroups of respondents. Here are some ways of ensuring that the rights of respondents are protected and their privacy is maintained:

1. Design the survey form so it does not ask for information that will indicate or give clues about any respondent's identity.

2. Ensure that the survey forms are free of identifying characteristics that can be linked to any particular respondent, family unit, or subgroup of the potential respondents. (Avoid placing numbers or colored markings that give individual identity to each survey form or group of forms. Copy all forms on the same color and type of paper. Keep the order of topics, statements, and questions the same on all survey forms, etc.)

3. Be certain that all persons who receive the survey form know their participation in the survey is completely voluntary. (This means that they have the right not to respond to the survey and they have the right not to return a completed form to the survey sponsors.)
4. When tabulating and reporting the survey responses, do so in ways that prevent identification of the responses of any individual, family, or other community subgroup.

Maintaining the privacy of respondents requires that each person involved in conducting the survey, and those who tabulate and report the responses, treat each individual’s survey responses as completely confidential information.

**Fine-Tuning the Survey Form**

Before printing and distributing your survey form in the community, print a few copies and pretest them with a half-dozen people. In your pretest use a letter and cover page like the examples in Appendix C, and let the respondents use only that information as their instructions. (Do not coach them on how to respond to the survey.) By doing so you can pretest both the instructions and the survey form.

Ask each pretest respondent to individually complete the survey form. Then, discuss the form and the responses with each to determine whether the instructions and statements caused the respondents to focus on the needs, issues, or problems for which the sponsors wanted needs and priority assessment information. If the pretest indicates many or most respondents misunderstood some of the statements, reword or replace the problem statements. If needed, rewrite any portion of the instructions that caused misunderstandings. Pretest again with a different group of respondents.

When the pretest demonstrates that the instructions and survey form will generate the needed information, you are ready to print copies of the form and cover letter and to move ahead in conducting the survey.

**Getting Started**

No two communities are alike. Local history, the values of residents, the nature of groups and organizations in the community, and many other factors shape community characteristics. Ethnic and cultural factors often influence the willingness of residents to respond to a community needs assessment survey. Whatever the nature of local conditions, a sense of humor, tolerance for other points of view, persistence, and patience are needed.

Start by talking with local leaders. Tell them what you want to do and ask their help in identifying five to seven persons who will plan, guide, and sponsor the needs and priorities assessment efforts. Bring the planning group together. Through discussion, generate answers to these important questions:

- What topics, problems, and issues presently are important to the community?
- What do residents want to know and need to know about each topic or issue?
- What approach is most likely to result in good participation, accurate responses, and rapid return of completed survey forms?
- Which individuals, organizations, and groups might be willing to help carry out the survey?
- How can the survey responses be tabulated and reported in no more than two or three weeks following the deadline for returning completed survey forms?
- What marketing approach will help to ensure that: 1) interested persons and groups will be involved in conducting the survey; 2) time, effort, and funds are available to support a successful survey; and 3) survey responses are rapidly tabulated and reported to all interested persons?

Have someone keep a formal or informal record of the discussion of these and other questions. The record will help the group to capture and use good ideas that emerge in the discussion, but are not developed at that time. Possibly you will want to name a secretary who will keep minutes of the meetings.
The survey form is the cornerstone of a successful needs and priorities assessment survey. It determines the content, nature, and amount of information generated by the survey. It is to your advantage to include only priority topics in your survey as a short survey will improve the return rate, the accuracy, and the completeness of the responses.

Even if your community has a real need for data on a relatively large number of topics, give serious consideration to having two or more short surveys held a few months apart. A series of short surveys usually will result in better data than you will get from a long survey. If you plan to have two or more short surveys, be sure to inform residents of your intention to do so before the first survey starts. Otherwise, you may get unhappy feedback from persons who are disappointed that their favorite topics were not included in the first survey and more of that feedback from those who say, “We’ve already done this!” when the second or later surveys are distributed.

When designing your short survey(s), include only topics and issues for which you have a clearly evident information need. Avoid including topics when the only reason for doing so is someone saying, “It would be nice to know . . .” By keeping the survey as short and simple as possible, your chances for success are increased.

At the meeting when you design the survey form use the listing of topics and statements in Appendix C of this document as a focal point for discussion. Quickly eliminate from consideration any topics that are not appropriate to the community. From the remaining topics, plus any others that the group agrees are priority concerns, select the three or four that the planning group believes are most important to community well-being. These become the topics addressed in your needs and priorities assessment.

Organized effort is vitally important to carrying out a successful survey. After the topics have been selected, the survey form must be prepared, pretested, copied, and distributed to residents. Completed survey forms must be gathered and the responses tabulated in a timely manner. Then, the findings are reported to the community as quickly as is feasible after the tabulations are completed. If possible, this should be accomplished within two weeks following the deadline for return of the completed survey forms.

Have the planning committee decide on the approach to be used in distributing and collecting the survey forms. This usually is a choice between having volunteers deliver and pick up the survey forms in a door-to-door effort vs. sending the forms out by mail or in the newspaper and asking that they be delivered to or mailed to the collection point. In most cases, door-to-door delivery and pick up will result in more complete responses and a higher return rate. However, it will require large amounts of volunteer time of youth and/or adults in the community.

Mail or newspaper delivery with a mail return will require less volunteer time but may result in a smaller number of surveys being returned, and the survey responses may be less complete. Appendix B contains a sample cover page and a sample cover letter for use in each of the two most frequently used approaches.

Decisions also are needed with respect to the approaches to be used in tabulating survey responses, preparing the report, and presenting the report to the community. When these approaches have been decided on, divide the tasks among planning committee members in keeping with their interests and available time.

As previously emphasized, a report of the survey responses should be presented to the community as soon as possible after the survey forms are distributed — preferably within two weeks of the deadline for return of the completed survey forms.
The Survey Materials:
Step-by-Step Assembly

The Survey Form and Tally Sheets

After you have selected the design for your needs and priorities assessment survey (the design is determined by the topics, problems, and issues to be examined), you are ready to start assembling the survey form and tally sheets. The materials you will need are included in Appendix C where you will find blank ORIGINALS for survey form pages, blank ORIGINALS for tally sheets, and several pages of topics and statements listings.

As the first step, make at least a half-dozen PHOTOCOPIES of a SURVEY FORM PAGE ORIGINAL and a half-dozen PHOTOCOPIES of a TALLY SHEET ORIGINAL. Also make at least two PHOTOCOPIES of the topics and statements listing for topics you will address in your community survey.

Examine the photocopies of the topics and statements listing and identify any duplicate statements. (Some statements appear under more than one topic heading.) If you find duplicate statements, decide on the topic heading under which you want these statements to appear. Then remove those statements where they appear under other topic headings. Also remove from both copies any statements that do not “fit” your community.

Add any needed statements (include reworded statements that don’t “fit” your community situation) by typing them on white paper using a four-inch line. You will need two copies of each statement. If you use a computer and word processing program, a Times Roman 12 point font will be very similar in appearance to the statements in Appendix C. Remember to print on white paper at least two copies of each statement written on the computer.

Work with the two PHOTOCOPIES of the topics and statements listing and the two copies of your list of added statements as you assemble the master copies of your survey form and tally sheets. Using a paper cutter or sharp scissors, cut out the topic headings and the statements to be included in your survey form. Take an identical sequence of topic headings and statements from each photocopy of the listing and from your list of added statements — you will need two copies of each.

“Paste up” pages of the master copy of your survey form using PHOTOCOPIES of the page originals. For each survey form page, also “paste up” a tally sheet master copy with identical topic headings and statements using PHOTOCOPIES of the tally sheet original. (NOTE: Cut out and attach one topic heading or one statement or group of statements at a time to ensure you do not lose items or attach them in the wrong order.) Generally, it works best to use transparent tape when attaching the topic headings and statements. Make very effort to assemble master copies that are very neat. The appearance of the survey form you distribute is determined by the neatness of the master copy. If disaster occurs in the form of a mistake or a messy master copy page, make more photocopies and try again.

When your master copies have been assembled, make a photocopy of each page. Look at
the photocopies very carefully to identify errors or defects. If you find a line is missing, use a ruler and black pencil or pen to draw it in. If shadows show at the edges of the statements make sure that they are tightly taped down. Use typewriter correction fluid to “white out” persistent shadow lines or type or printing marks that show on the photocopies. When you are satisfied with the quality of photocopies made from your master copy of the survey form, you are ready to run the copies for the pretest. Make changes as needed until the pretest indicates the survey form is ready to use. Then, you will be ready to make copies for your community survey.

Check the tally sheet copies to ensure they duplicate topics and statements in the after-pretest version of the survey form. Also check for defects and errors and remove any you find before running tally sheet copies as needed. If possible, run the tally sheet copies on a copy machine that will enlarge them to fit on 11” x 17” paper. Doing so will give you more space for tallying the responses to each statement.

**The Cover Letter**

The cover letter explains why the survey is being conducted and what is expected from the respondents. To prepare your cover letter, select the example letter from Appendix B that corresponds to the survey distribution and return procedures being used in your community. Retype the example letter adding the appropriate dates, times, and/or addresses.

**“Good Life, Nebraska” Community Survey Example**

Appendix A provides a hypothetical case example of a community needs and priorities assessment as carried out in the fictional community of Good Life, Nebraska. This hypothetical example demonstrates the process by which a group of community leaders can react to changing community circumstances and illustrates the design and use of a community needs and priorities assessment survey. It demonstrates the use of this publication and its “tool kit” approach by sponsors of the fictional community’s survey, and illustrates customizing the cover page and the cover letter so they are suitable for use in the community.

**Summary**

A well-planned and well-conducted community needs and priorities assessment will help to create awareness of local problems and issues, will stimulate discussion among decision makers and other citizens, and will help to start identification of desired outcomes. It also will support community improvement by increasing the information base for future decisions.

Planning, organizing, conducting, tabulating, and reporting a community needs and priorities assessment can be a major undertaking. However, it is a feasible undertaking when volunteers and community organizations contribute their time and skills to the survey effort. Keys to success include:

- A well-organized approach
- Broad-based community involvement
- Speedy tabulation and reporting of results

Surveying Community Needs and Priorities: A Community Needs Assessment Tool Kit should help you attain those qualities when you conduct your community survey. If you need assistance or advice when using these materials in your community, contact your local Cooperative Extension office and ask for assistance. Or, call Paul Gessaman, professor of agricultural economics, at (402) 472-1748 to discuss your plans for organizing and conducting a community needs and priorities assessment.
Appendix A

Customizing A Needs Assessment

The Good Life, Nebraska Example

Appendix A provides a case study type example of a community needs and priorities assessment developed and carried out by persons active in the life of the mythical community of Good Life, Nebraska. It includes a brief synopsis of the situation in Good Life and describes the group of community leaders who decided to take action when the future of the community was threatened. An example cover letter and cover page were developed from the materials in Appendix B and C to demonstrate how the materials can be customized for any community.

In a manner similar to that used in the example, you can use this packet to prepare a needs and priorities assessment for your community. It can focus on whatever topics are of particular importance to your community. Narrative for your cover letter and your survey form (including the survey cover sheet and instructions for completing the survey) can be developed directly from the sample pages found in Appendix B.
The mythical village of Good Life, Nebraska and the actions of a committee with members from the Good Life community are described here as an example of the local activities and the documents required for a community Needs and Priorities Assessment. The Good Life community is typical of many small farming communities, and the committee members could be the concerned persons living in almost any small farming community. The example survey document was easily assembled using the information available in this publication. It demonstrates the nature of a short survey targeted on a few high priority community concerns. Please notice that the turn-around time for this example survey is very short — which is desirable and possible when the survey is relatively short and simple.

The Good Life Community

The mythical village of Good Life (population 664 persons at the time of the 1990 Census) is located about 20 miles from the county seat (1,800 population), and about 65 miles from a regional trade center with over 17,000 residents. For several decades the village had little change. Farm failures, rapidly declining business activity, and out-migration resulted in a population decline of 113 persons between the 1980 Census and the 1990 Census. Several businesses closed. Their buildings are empty today and the business district looks partly abandoned.

The village is surrounded by an attractive rural countryside with farms of modest size that produce grain, livestock, hay, and milk. Several dairies are located within a few miles of the village along the highway between Good Life and the regional trade center. Their milk goes by truck to a cheese factory, a haul of nearly 200 miles. Recent comments by a dairy owner indicate he is about to close down his dairy and retire. (No one has been both willing and financially able to purchase his dairy operation.) Other dairy owners are concerned. If one dairy closes, the cheese factory might stop hauling milk from the Good Life area. If milk hauling stops, all operating dairies are likely to go out of business.

If the dairies close, eight village residents who now are employed as milkers, farm laborers, or managers of these dairy operations will lose their jobs. The local feed dealer will have an immediate reduction in sales, and will let one employee go. Over the long-term the feed dealer may go out of business. People in and near Good Life are worried because they feel the already precarious future of the village would be further threatened by these changes.

While residents’ social loyalties to the village are very strong, they are like most people in our society. If they have cars or can ride with friends, many of their dollars are spent in the county seat and regional trade center stores. If asked why, the replies often sound like this: “We were going anyway because . . . . Or, “prices are better there, so we did our shopping while we were there.” This causes local stores a large loss of business.

Concerned over possible further decline, the café’s coffee shop group that meets each morning decides it is time to “do something.” They talk over the possibilities. No one knows what residents would like to have done. The village board president says, “Whatever we do, it can’t raise taxes.” The owners of local businesses say that they could provide a little support for a village activity if they knew the people wanted it. An informal committee of interested persons is named and given a charge: Find out what the people want. Members include: the village clerk, the grocery store owner, the bank president, the extension educator, a retired farmer and coffee group member for many years, and the convenience store owner (she has the only new store in town.)

The committee meets in late October and decides to use a needs assessment survey to reveal local needs and priorities. Each member has a favorite topic on which he or she wants
more information. However, they decide to *keep it simple* by focusing on local economic conditions. (The extension educator said it would take many hours to tally the responses if most residents completed and returned their surveys.) Four topics were selected:

- The appearance of the village business district,
- Possibilities for expanding the local economic base,
- Conditions for small-scale entrepreneurs, and
- Community tourism. (One member of the coffee group has argued for years that the area and village are so attractive that they should "pull in" the tourists.)

They decide to distribute the surveys door-to-door because the Extension educator said it will increase participation and provide more accurate responses. They ask members of several local organizations to help distribute and pick up the survey forms, and set a deadline for themselves for reporting back to the community in five weeks. The following copy of their survey documents provides an example of a short and simple community needs and priorities assessment.
Dear Resident of Good Life:

The sponsors of this survey are helping to identify community needs and priorities. The survey will guide community improvement efforts and help community leaders as they make decisions important to the future well-being of our community and its people.

Survey sponsors are listed on the cover of the survey form. We would appreciate your help by completing the survey. Your opinions are an important part of the survey responses. As you complete the survey, please keep these ideas in mind:

- Read the cover page carefully before recording your responses on the survey form.
- Carefully read and respond to each statement before going on to the next one.
- For each statement, mark one response in each of the three groups of columns.

Please take care in marking your responses. It's important that each mark be placed so its row and column are evident to the persons who will tabulate survey responses.

Survey responses will be tabulated on or before December 2, 1994, and a report will be available very soon after that date. A report of the survey results will be made at a public meeting to be held on December 4, 1994 at the High School Auditorium in Good Life. We hope you will attend to take part in the discussion.

Please complete your survey by November 14, 1994. It will be picked up at about 10 a.m. that day by a local volunteer.

For the Village of Good Life Committee

MANY THANKS FOR YOUR ASSISTANCE
COMMUNITY NEEDS AND PRIORITIES SURVEY
for
GOOD LIFE, NEBRASKA

Local sponsors of this survey are:

The Good Life Village Board
First State Bank of Good Life
Art Tee of Bluffside Farms, Inc.
Good Life Chamber of Commerce

Jim Sebastian of Sebastion's Market
Zeon County Cooperative Extension
Jill Newcomer of Convenience Plus
Good Life Ministerial Association

The Why and How of This Needs and Priorities Assessment:

This survey will provide community decision makers with information about community needs and priorities. Your opinion is needed so please complete and return this survey form to the person who returns to pick it up. As you respond to this survey, please keep these ideas in mind:

• Carefully read and respond to each statement before going on to the next one.

• For each statement, mark one response in each group of columns:

  Under “Presently” place an “X” in the column that best represents your opinion of the present situation: “Very good,” or “OK to good,” or “Poor to N.A.” (Poor or Not Available). Mark only one column.

  Under “Improve When?” place an “X” in the column that best describes your preferred timing for improvement. “Not needed,” means that the item or service does not need to be improved, or that it is not needed at all. Mark only one column.

  Under “Priority” place an “X” in the column that describes your priority: “High,” or “Medium,” or “Low/none.” Mark only one column.

Please take care in marking your responses. Be careful to mark the correct row and column so your survey responses can be accurately recorded in the survey tabulations.

Please complete your survey by November 14, 1994. It will be picked up that day by a local volunteer.

MANY THANKS FOR PROMPTLY COMPLETING THIS SURVEY
For each statement, mark one response in each group of columns.

<table>
<thead>
<tr>
<th>COMMUNITY APPEARANCE:</th>
<th>Presently?</th>
<th>Improve When?</th>
<th>Priority?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Town entrance(s) are attractive and well kept</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Business signs and window displays are up-to-date and attractive</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Business district is attractive and clean with well-kept trees, flowers, and shrubs</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Downtown buildings have complementary style</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Run-down business areas are being renovated</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Trash disposal containers are well-located, well-kept, and regularly emptied</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>STREETS, SIDEWALKS, SIGNS, &amp; LIGHTING</th>
<th>Presently?</th>
<th>Improve When?</th>
<th>Priority?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Streets are surfaced and well-maintained</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Streets and intersections are well-lighted</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Stop sign/traffic lights are properly located</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
For each statement, mark one response in each group of columns

STREETS, SIDEWALKS, SIGNS, & LIGHTING
In the business district: (cont.)

<table>
<thead>
<tr>
<th>Presently?</th>
<th>Improve When?</th>
<th>Priority?</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Curbs are sound and of suitable height

Sidewalks are smooth, well-drained, and safe

Streets and parking areas are well-drained

Crosswalks have wheelchair cutouts and ramps

Customer parking is adequate at all times

Snow and ice are cleared quickly after storms

EXPANDING THE LOCAL ECONOMIC BASE:

Residents share in promoting the community

Businesses work together to promote community

Businesses help organize and sponsor promotions
For each statement, mark one response in each group of columns

EXPANDING THE LOCAL ECONOMIC BASE: (cont)

<table>
<thead>
<tr>
<th>Statement</th>
<th>Presently?</th>
<th>Improve When?</th>
<th>Priority?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Businesses support the local Business Club</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>The funding base of the Business Club is growing</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Businesses and Club maintain regional linkages</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Business Retention and Expansion study completed</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Local businesses are seeking expanded markets</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Lenders provide credit for business expansion</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Community economic development plan completed</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Community goals identified and widely shared</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Action plans for goal attainment compiled</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Action committees implementing action plans</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
For each statement, mark one **response** in each group of columns.

**SMALL-SCALE ENTREPRENEURSHIP:**

<table>
<thead>
<tr>
<th>Presently?</th>
<th>Improve When?</th>
<th>Priority?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very good</td>
<td>Not needed</td>
<td>High</td>
</tr>
<tr>
<td>OK to good</td>
<td>Do this year</td>
<td>Medium</td>
</tr>
<tr>
<td>Poor or N.A.</td>
<td>In 2-3 years</td>
<td>Low/none</td>
</tr>
<tr>
<td></td>
<td>In 4-5 years</td>
<td></td>
</tr>
</tbody>
</table>

| Farmers Market is held weekly during the summer |  |  |
| Craft Fairs and Markets are held periodically |  |  |
| Entrepreneurs' products featured in local stores |  |  |
| Experienced business owners serve as mentors for small-scale entrepreneurs |  |  |
| Micro-loan association with loanable funds functioning |  |  |
| Lenders supply micro-loans for promising ventures |  |  |
| Chamber (Club) hosts periodic management workshops |  |  |
| Active promotion of entrepreneurship underway |  |  |

**COMMUNITY TOURISM DEVELOPMENT:**

<table>
<thead>
<tr>
<th>Presently?</th>
<th>Improve When?</th>
<th>Priority?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very good</td>
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</tr>
<tr>
<td>OK to good</td>
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<td>Poor or N.A.</td>
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<td>Low/none</td>
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<td></td>
<td>In 4-5 years</td>
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</tbody>
</table>

| Community provides low or no-cost campground |  |  |

|  |  |  |
For each statement, mark one response in each group of columns.

Community Tourism Development: (cont.)

<table>
<thead>
<tr>
<th>Presently?</th>
<th>Improve When?</th>
<th>Priority?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very good</td>
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</tr>
<tr>
<td>OK or good</td>
<td>Do this year</td>
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<td>Poor or N.A.</td>
<td>In 2-3 years</td>
<td>Low/none</td>
</tr>
<tr>
<td></td>
<td>In 4-5 years</td>
<td></td>
</tr>
</tbody>
</table>

1. Campground is clean, attractive, with shaded sites
2. Campground has good water, restrooms, security
3. Information center publicizes local attractions
4. Signs announce public restrooms for travelers
5. Residents make special effort to welcome tourists
6. Tourist facilities meet tourist interests and needs
7. Community holds special events to attract visitors
8. Local scenic, historical, cultural points of interest publicized through signs and promotional materials
9. Local businesses informed and promote local attractions
10. Community has a long-term commitment to tourism
11. Motels and restaurants encourage extra night visits
For each statement, mark one response in each group of columns.

<table>
<thead>
<tr>
<th>COMMUNITY TOURISM DEVELOPMENT: (cont.)</th>
<th>Presently?</th>
<th>Improve When?</th>
<th>Priority?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Businesses cooperate in tourism promotions</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Community has and uses tourism development plan</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Area communities jointly promote tourism</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Presently? Options: Very good, OK to good, Poor of N.A.
Improve When? Options: Not needed, Do this year, In 2-3 years, In 4-5 years
Priority? Options: High, Medium, Low/None
Appendix B

Customizing A Needs Assessment

Sample Cover Letters and Cover Pages

There are two example cover pages and two example cover letters—a set for door-to-door distribution and a set for mail distribution. Choose the set that agrees with your plan. For more information on using these materials, refer to pages 5, 6 and 7.
EXAMPLE COVER LETTER FOR NEEDS ASSESSMENT
(Use this letter if the survey will be hand delivered and picked up.)

Mailing Date

Dear ____________________________:

The sponsors of this survey are helping to identify community needs and priorities. The survey responses will help determine the nature of community improvement efforts and influence decisions that shape the future of our community and its people.

Survey sponsors are listed on the cover of the survey form. We would appreciate your help by completing the survey. Your opinions are an important part of the survey responses. As you complete the survey, please keep these ideas in mind:

• Read the cover page carefully before recording your responses on the survey form.

• Carefully read and respond to each statement before going on to the next one.

• For each statement, mark one response in each of the three groups of columns.

Please take care when entering your responses. Be careful to mark the correct row and column so your survey responses can be accurately recorded in the survey tabulations.

Survey responses will be tabulated by ____________________________, 19___, and a report will be available very soon after that date. A report of the survey results will be made at a public meeting held on ____________________________, 19___, at the ___________ in ____________________________.

We hope you will attend to take part in the discussion.

The deadline for returning your survey is ____________________________, 19___.

Please return your completed survey form in the enclosed addressed and stamped envelope. In event the envelope is lost, mail your completed survey to:

______________________________
For the sponsors & survey committee

MANY THANKS FOR YOUR ASSISTANCE
EXAMPLE COVER LETTER FOR NEEDS ASSESSMENT
(Use this letter if the survey will be mailed to residents and returned by mail.)

Delivery Date

Dear ______________________________:

The sponsors of this survey are helping to identify community needs and priorities. The survey responses will help determine the nature of community improvement efforts and influence decisions that shape the future of our community and its people.

Survey sponsors are listed on the cover of the survey form. We would appreciate your help by completing the survey. Your opinions are an important part of the survey responses. As you complete the survey, please keep these ideas in mind:

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Please take care when entering your responses. Be careful to mark the correct row and column so your survey responses can be accurately recorded in the survey tabulations.

Survey responses will be tabulated by _______________________, 19__, and a report will be available very soon after that date. A report of the survey results will be made at a public meeting held on _______________________, 19__, at the __________ in _________. We hope you will attend to take part in the discussion.

Please complete your survey by _______________________, 19__. It will be picked up on that day by a local volunteer.

__________________________________
For the sponsors & survey committee

MANY THANKS FOR YOUR ASSISTANCE
COMMUNITY NEEDS AND PRIORITIES SURVEY
for

(community name)

Local sponsors of this survey are:

________________________________________________________________________
________________________________________________________________________
________________________________________________________________________
________________________________________________________________________

The Why and How of This Needs and Priorities Assessment:

This survey will provide community decision makers with information about community needs and priorities. Your opinion is needed so please complete and return this survey form to the person who returns to pick it up. As you respond to this survey, please keep these ideas in mind:

• Carefully read and respond to each statement before going on to the next one.

• For each statement, mark one response in each group of columns:

  Under “Presently” place an “X” in the column that best represents your opinion of the present situation: “Very good,” or “OK to good,” or “Poor or N.A.” (Poor to Not Available). Mark only one column.

  Under “Improve When?” place an “X” in the column that best describes your preferred timing for improvement. “Not needed” means that the item or service does not need to be improved, or that it is not needed at all. Mark only one column.

  Under “Priority” place an “X” in the column that describes your priority: “High,” or “Medium,” or “Low/none.” Mark only one column.

  Please take care when marking your responses. Be careful to mark the correct row and column so your survey responses can be accurately recorded in the survey tabulations.

The deadline for returning your survey is __________, 19__. Please return your completed survey form in the enclosed addressed and stamped envelope. In the event the envelope is lost, mail your completed survey to:

MANY THANKS FOR PROMPTLY RETURNING THIS SURVEY
COMMUNITY NEEDS AND PRIORITIES SURVEY
for

(community name)

Local sponsors of this survey are:


The Why and How of This Needs and Priorities Assessment:

This survey will provide community decision makers with information about community needs and priorities. Your opinion is needed so please complete and return this survey form.

As you respond to this survey, please keep these ideas in mind:

• Carefully read and respond to each statement before going on to the next one.

• For each statement, mark one response in each group of columns:

  Under “Presently” place an “X” in the column that best represents your opinion of the present situation: “Very good,” or “OK to good,” or “Poor or N.A.” (Poor to Not Available). Mark only one column.

  Under “Improve When?” place an “X” in the column that best describes your preferred timing for improvement. “Not needed” means that the item or service does not need to be improved, or that it is not needed at all. Mark only one column.

  Under “Priority” place an “X” in the column that describes your priority: “High,” or “Medium,” or “Low/none.” Mark only one column.

Please take care when marking your responses. Be careful to mark the correct row and column so your survey responses can be accurately recorded in the survey tabulations.

Please complete your survey by ____________________________, 19____. It will be picked up that day by a local volunteer.

MANY THANKS FOR PROMPTLY COMPLETING THIS SURVEY.
Demographic and Related Information

As the final portion of this survey, we ask for some information about you and other members of your household. The information you provide will be kept confidential by combining it with information from others and reporting only the totals, averages, or frequency tabulations. No information specific to any individual will be released.

Information from this part of the survey will be used to meet data requirements for grant applications — particularly applications for funding of housing improvements and applications for Community Development Block Grants. Thank you for responding to these questions:

1. Please indicate how long you have lived in this community by marking one answer:
   - Less than 5 years
   - 5 - 9 years
   - 10 - 24 years
   - 25 - 39 years
   - 40 - 59 years
   - 60 years or more

2. Please indicate how long you have lived in your present home by marking one answer:
   - Less than 5 years
   - 5 - 9 years
   - 10 - 24 years
   - 25 - 39 years
   - 40 - 59 years
   - 60 years or more

3. Do you own your present home, or rent your present home? (mark one)

4. Please indicate how long ago your present home was built by marking one answer:
   - Less than 5 yrs
   - 5 - 9 years
   - 10 - 24 years
   - 25 - 39 years
   - 40 - 59 years
   - Don't know
   - 60 years or more

5. Please indicate the number of persons living in your home by marking one answer:
   - 1 person
   - 2 persons
   - 3 - 5 persons
   - more than 5 persons

6. Please write in the number of persons living in your home that are:
   - Under 18 years old
   - age 19 - 30 years
   - age 40 - 65 years
   - over 65 years old

7. What is the highest level of education attained by each person living in your home? (Mark one response in each column for up to four adults who live in your home.)

<table>
<thead>
<tr>
<th>First Person</th>
<th>Second Person</th>
<th>Third Person</th>
<th>Fourth Person</th>
</tr>
</thead>
<tbody>
<tr>
<td>8 yrs. or less</td>
<td>8 yrs. or less</td>
<td>8 yrs. or less</td>
<td>8 yrs. or less</td>
</tr>
<tr>
<td>Some High Sch</td>
<td>Some High Sch</td>
<td>Some High Sch</td>
<td>Some High Sch</td>
</tr>
<tr>
<td>High Sch Grad</td>
<td>High Sch Grad</td>
<td>High Sch Grad</td>
<td>High Sch Grad</td>
</tr>
<tr>
<td>Some College</td>
<td>Some College</td>
<td>Some College</td>
<td>Some College</td>
</tr>
<tr>
<td>College Grad</td>
<td>College Grad</td>
<td>College Grad</td>
<td>College Grad</td>
</tr>
</tbody>
</table>

8. Of what gender is each of the persons living in your home? (Respond for up to 4 persons.)

<table>
<thead>
<tr>
<th>First Person</th>
<th>Second Person</th>
<th>Third Person</th>
<th>Fourth Person</th>
</tr>
</thead>
<tbody>
<tr>
<td>F</td>
<td>M</td>
<td>F</td>
<td>M</td>
</tr>
</tbody>
</table>

9. What was your total household income last year? (Please mark one category.)

<table>
<thead>
<tr>
<th>less than $8,000</th>
<th>$8-11,999</th>
<th>$12-19,999</th>
<th>$20-29,999</th>
<th>$30-39,999</th>
<th>$40,000 or more</th>
</tr>
</thead>
<tbody>
<tr>
<td>33</td>
<td></td>
<td></td>
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</tbody>
</table>
It is the policy of the University of Nebraska-Lincoln Institute of Agriculture and Natural Resources not to discriminate on the basis of sex, age, handicap, race, color, religion, marital status, veteran's status, national or ethnic origin or sexual orientation.
<table>
<thead>
<tr>
<th>LISTING OF TOPICS AND STATEMENTS</th>
<th>Presently?</th>
<th>Improve When?</th>
<th>Priority?</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Very Good</td>
<td>OK to Good</td>
<td>Poor or N.A.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Presently?</td>
<td>Improve When?</td>
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</tr>
<tr>
<td>-----------</td>
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<td></td>
</tr>
<tr>
<td>Poor or N.A.</td>
<td>In 4.5 years</td>
<td>Low</td>
<td></td>
</tr>
<tr>
<td>OK to good</td>
<td>In 2-3 years</td>
<td>Medium</td>
<td></td>
</tr>
<tr>
<td>Very good</td>
<td>Do this year</td>
<td>High</td>
<td></td>
</tr>
</tbody>
</table>
For each statement, mark one response in each group of columns.

<table>
<thead>
<tr>
<th>Presently?</th>
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</tr>
<tr>
<td></td>
<td>In 4-5 years</td>
<td></td>
</tr>
</tbody>
</table>

40  ORIGINALS FOR PHOTOOPY  41
COMMUNITY APPEARANCE:

Town entrance(s) — appearance and maintenance

Signs identifying roads, streets, and points of local interest — appearance & readability

Business signs and window displays — appearance and appropriateness

Business district trees, flowers, and shrubs — appearance and level of maintenance

Style of downtown buildings — compatibility

Renovation of run-down business areas

Trees & shrubbery in public areas — quantity & quality

Community cleanup days — timing & effectiveness

Flies & wasps in trash containers — level of control

Trash disposal containers — location, maintenance, and frequency of emptying

“Help Day” volunteers assist persons in maintaining their homes or other property

Community service clubs carry out community improvement projects

Residential areas — appearance & attractiveness

Residential areas — cleanliness and free of trash

Condition of homes — maintenance & appearance

Street signs in place in all residential areas

Street signs — attractive and readable by drivers

Renovation of run-down areas and homes underway

PUBLIC BUILDINGS-CITY HALL, SCHOOLS, ETC.:

Public buildings — convenience of locations

Parking for public building users — convenience

Public buildings condition — appearance/maintenance

Public building architecture complements other property

Public buildings provide a good working environment for public employees

Design of public buildings for present uses

Accessibility of public buildings — especially for elderly and persons with disabilities

PUBLIC PARKS AND GREEN AREAS:

Number of parks and green areas

Size and usability of parks and green areas
Location of parks and green areas

- Grass, trees, shrubs, buildings, & equipment
- Fences, picnic tables, benches, grills, etc.
- Ball fields, game equipment, playground equipment
- Watering of parks and green areas — quantity & timing
- Mowing of grass and control of weeds — adequacy
- Trash containers — insects and emptying of trash
- Walking paths — smoothness and safety
- Bike paths — smoothness, safety, free of barriers
- Walking paths — walking surfaces condition

Swimming pool — level of improvements
Swimming pool — condition of improvements
Swimming pool — adequacy for competition swimming

STREETS, SIDEWALKS, SIGNS, LIGHTING:

In the business district:

- Condition of streets — surfaces & drainage
- Condition of streets — maintenance

Streets and intersections lighting

- Location & condition of signs & traffic lights
- Soundness, height, and completeness of curbs
- Sidewalks — smoothness, drainage, and safety
- Parking area — smoothness and drainage
- Wheelchair cutouts and ramps at crosswalks
- Store entrances — wheelchair accessibility
- Business district parking — adequacy
- Snow & ice removal — speed and completeness

In residential areas:

- Streets — smoothness and surfacing
- Sidewalks — presence and condition
- Location of signs & traffic lights — appropriateness and completeness of coverage

In residential areas (continued):

- Location and readability of street signs
- Lighting of streets & intersections
- Drivers ability to see at intersections — adequacy
Maintenance of streets, curbs, and drains
Maintenance of trees, shrubs, & flowers — adequacy
Readability from street of home address numbers
Throughout the community:
Traffic flow — adequacy and accident frequency
Pedestrian crossings — suitability and safety
Visitors can find business & home addresses
Visibility of railroad crossing markers/signals
Smoothness & lighting of railroad crossings
Marking of streets that link to highways

COMMUNITY UTILITIES, SERVICES, ETC.:
Water supply — quality, safety, and taste
Capacity of wells, pumps, & storage — adequacy
Capacity of water distribution system (mains/lines)
Maintenance of water distribution system — adequacy
Water supply for businesses & homes — adequacy
Water system capacity for fire protection needs
Sewer system & pumping stations — capacity/suitability
Sewage treatment plant or lagoon — suitability
Effluent disposal — legality & appropriateness
Sewage treatment operations — suitability and adequacy
Telephone service — reliability throughout community
Telephone voice communications — quality of sound
Telephone signal — suitability for telecommunications
Electric service — reliability throughout community
Electric service outages — speed of repair
Voltage of electricity supplied — level & consistency
Solid waste (garbage) hauling — availability & legality
Solid waste transfer/disposal — availability & legality
Cost of solid waste disposal — appropriateness of cost
Recycling system and/or facilities — adequacy
Yard waste & trash pickup & disposal — adequacy
Landfill site and operations — suitability & adequacy
Cemetery location & access road — suitability/condition
Cemetery maintenance — appearance and attractiveness
Parcel delivery service — availability & adequacy
Parcel delivery service — timeliness
Mail deposit boxes — location and number
Mail delivery boxes — location and number
Mail delivery times — appropriateness

HEALTH CARE PERSONNEL & SERVICES:

Physician(s) practice in community or nearby
Physician’s assistant(s) in community or nearby
Dentist(s) practice in community or nearby
Optometrist(s) practice in community or nearby
Chiropractor(s) practice in community or nearby
Psychologist(s) practice in community or nearby
Pharmacist(s) practice in community or nearby
Nurse practitioners serving in community
Nurses and nursing care in community
Paramedics &/or emergency medical services
Social worker with agency linkages or support

Family counselor & family counseling services
Drug counselor/counseling services in community
Medical technicians & lab services in community
Dietitian and dietetic services in community
Pharmacy with regular & emergency service
Nursing home with care for elderly & infirm
Satellite clinic open one or more days/week
Out-patient or satellite clinic open daily
Emergency room service daily
Full service hospital with emergency care
Medical laboratory providing routine lab services
Physical therapy unit with licensed personnel
Counseling Center with qualified personnel

HEALTH CARE PROGRAMS & SERVICES:

Pre-natal clinics for expectant parents
Nutrition education for expectant mothers
Neo-natal and/or well-baby clinics
Child or school immunization program
County health nurse or school nurse
Meals and nutrition education for children
"Meals on Wheels" or other meal programs for adults, the elderly, and shut-ins
Adult influenza immunization (flu shot) program
Mental health clinic or other counseling source
Alcoholism prevention/treatment program
Substance abuse (drug) prevention program
Substance abuse (drug) treatment program
Rides to secure health care services for those without personal transportation
Local access to Social Services programs
Local access to Social Security Administration staff

COMMUNITY HEALTH PROGRAMS & SERVICES:
Non-local Rescue Squad on call to provide assistance
Local ambulance with personnel & emergency equipment
Locally-based fully-trained & equipped Rescue Squad
Rescue squad vehicle, fully equipped
Helicopter ambulance w/personnel & equipment
Scuba Diving equipment for underwater searches
Search & rescue equipped vehicle, boat, airplane
Hazardous materials protection equipment
Personnel trained to handle hazardous materials
Temporary storage for hazardous materials
Animal control program — domestic animals/pets
Animal control program — rodents, skunks, etc.
Insect control program — outdoor insects
Insect control program — indoor insects

HOUSING:
Lawn care service — mowing & watering & other care
Snow removal — business, residential, streets, walks
Local home builders and contractors
Local home repair & remodeling contractors
Local skilled tradesmen (painters, plumbers, electricians, carpenters) for repair or new construction

Electric, water, & sewer systems with capacity to expand

Zoning & building codes adopted and enforced

Minimum housing codes adopted and enforced

Home equity lending to homeowners

Home mortgage lending to home buyers

Construction lending to builders

Housing authority established and active

Rental lots for mobile homes

Apartments and/or duplexes available for rent

Good single-family homes available for rent

Low-income public housing rentals

Care-free housing for elderly (single or married)

Lots for mobile homes offered for sale

Lots for factory-built (modular) homes offered for sale

Good single-family homes for sale

Subdivisions or new lots with all utilities for sale

EXPANDING THE LOCAL ECONOMIC BASE:

Industrial Development Corporation in place & working

Industrial development director on the job

Industrial park with developed sites

Developed sites outside industrial park

Owners with “Build to Suit” industrial/business sites

Unimproved property available for expansion

All utilities available at industrial sites

Appropriate zoning & building codes adopted

Vacant existing industrial buildings

“Shell” building constructed on speculation

Business incubator with multiple small sites

Residents actively promote community

Businesses work together to promote community

Businesses help organize & sponsor promotions

Businesses support local Business Club/Chamber

Funding base of local Club/Chamber is expanding

Businesses/Club/Chamber maintain regional linkages
Lenders provide credit for business expansion
Lenders provide linkage to SBA, NIFA, & FmHA
Community goals identified & widely known
Community/economic development plan completed
Community/economic development action plans compiled
Committees or groups implementing action plans
Business Retention & Expansion study completed
Fire protection at industrial/business sites (sites)
Police protection at industrial/business sites
Solid waste disposal system serves sites
Water supply available at developed sites
Water system capacity for 25% load increase
Sewer available at developed sites
Sewers/treatment capacity for 25% load increase
Electricity available at developed sites
Electric system capacity for 25% load increase
Natural gas (NG) available at developed sites
NG system capacity for 25% load increase
Sites have adequate flood protection
Sites eligible for Flood Insurance coverage
Direct street access to sites
Major highway access at sites or nearby
Rail transportation service at sites
Truck freight service at sites
Air transportation at sites (within 10 miles)
Air transportation available within 10-30 miles
Local labor force numbers & skills identified
Labor force within 30 minutes travel time identified
Age/skills composition of local and commuting labor force is identified and documented
Community able to accept population growth if labor force increases by 25%

**COMMUNITY SERVICES:**

News/information through local newspaper
News/information thru statewide newspaper
Newspaper delivered throughout residential areas
Direct television reception (without cable)
Television reception through cable system
Radio reception — local station
Radio reception — nonlocal stations
Taxi service in community and local area
Periodic bus/van service to other communities
Daily bus/van service to other communities
Volunteers provide rides as needed
Regular organized “share a ride” transportation
Truck freight service with regular schedule
Rail freight service with regular schedule
Parcel service &/or overnight delivery service
Local public library
Access to nonlocal library (libraries)
Local planning and zoning adopted & enforced
Zoning administered through a local office
Local police force or other local law enforcement
Nonlocal law enforcement assistance & services

Local or nearby fire department
Rescue squad & emergency medical services
Civil Defense/emergency response system
Street cleaning, maintenance, and trash removal
Local nursing home care
Local in-home assistance with housekeeping & shopping
Local in-home personal care
Local restaurant with daily morning & noon meal service
Local restaurant with daily evening meal service

COMMUNITY OUTDOOR RECREATION:
Natural swimming hole in stream or lake
Swimming pool — minimal improvements
Baseball/softball fields — minimal facilities
Track meet facilities with dirt track
Tennis courts — minimal improvements
Volleyball courts — minimal improvements
Walking paths — cleared, but not all-weather
Swimming pool with dressing rooms & showers

Lighted baseball/softball diamonds

Lighted tennis courts with windbreak fences

Lighted volleyball courts with windbreak fences

Summer-only golf course in community or nearby

Good-weather golf course in community or nearby

Track meet facilities with improved track

Walking paths — all-weather surfaced

On-street or along-road bike paths/trails

Bike paths/trails off-streets or roads

Hiking trails and/or nature trails — cleared

Motor bike trails or thrill rides

Go-cart or mini-bike track

Snowmobile trails or rides for seasonal use

Trails for recreational horseback riding

Track for horseback competitions/games

Lighted & equipped rodeo grounds

Lake/stream with canoeing and/or boating

Lake or in-stream fishing

COMMUNITY INDOOR RECREATION:

Community coffee shop (informal meeting place)

Basketball floor and seating (gymnasium)

Boxing and/or wrestling arena

Community recreation center

Senior citizen center

Teen recreation center or teen hangout

Billiard or pool hall accessible by youth

Recreation center with cards & table games

Bowling alley

Roller skating or ice skating rink

Handball/racquetball courts

Movie theater

Theater for live stage productions

Dance hall with regular dances — for all ages

Dance hall with regular dances — for adults only
Billiard/pool tables not accessible by youth
Bingo hall
Indoor arena — horseback riding/competitions
Casino with legal gambling

**SELF-DEVELOPMENT OPPORTUNITIES:**
Church, organization, club self-study groups
Evening adult classes in local school
Community college classes at local site
Skill-building thru Extension workshops/lessons
Dance studio with instruction
Indoor arena — horseback riding instruction
Location with facilities & arts & crafts instruction

**COMMUNITY TOURISM DEVELOPMENT:**
Community provides low/no-cost campground
Campground is clean, attractive, with shaded sites
Campground has good water, restrooms, security
Information center publicizes local attractions
Signs announce public restrooms for travelers
Residents make special effort to welcome visitors
Tourist facilities meet tourist interests and needs
Community holds special events to attract visitors
Local scenic, historical, cultural points of interest publicized thru signs & promotional materials
People in businesses with direct tourist contacts know about and promote local attractions
Community has made long-term commitment to tourism development
Motels & restaurants encourage extra night visits
Businesses work together in promoting tourism
Community has & uses tourism development plan
Area communities jointly promote tourism

**SMALL-SCALE ENTREPRENEURSHIP:**
Farmer’s Market is held weekly during summer
Craft Fairs & Markets are held periodically
Entrepreneur's products featured in local stores

Experienced business owners serve as mentors

Micro-loan association with loanable funds is functioning

Lenders supply micro-loans for sound ventures

Chamber hosts periodic management workshops

This page is for additional important topics: