

Jennifer Roffle  
Jim Shannon  
Melyora Trujillo

## **Proposal to conduct a needs assessment for Coastside Hope**

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### **Introduction**

The purpose of this proposal is to provide Coastside Hope (CH) a formative evaluation of its program needs. The proposal is organized into the following sections: the first section describes CH, its program theory and the evaluative questions that will be answered from this assessment. The second section describes previous needs assessments that have been done on the coastside community and their relevancy to this proposal. The third section describes the methodology that will be used in this evaluation including how the variables will be operationalized, how the data will be collected, what data instruments will be used, the sampling plan, procedures, and how the data will be analyzed. The fourth section describes the implications of analysis and anticipated results, the budget, and schedule needed to complete the evaluation.

### **Background**

Founded in 1976, CH is a non-profit organization whose mission is to provide a wide range of human services to the residents of San Mateo Coastside who are immigrants and documented or undocumented; homeless, low-income or working poor; farm workers, nursery workers or service workers; elderly or disabled. The organizational structure of CH consist of a six-member community-based Board of Directors representing a cross-section of San Mateo County coastside residents.

The infrastructure includes an executive director and assistant director, a full-time bilingual

program staff of three, additional part-time staff including a team of bus drivers and outside contractors and numerous volunteers. In addition to the staff of CH, volunteer and in-kind support are critical to the operation of the organization. Volunteers administer the daily Food Bank, the monthly Second Harvest Food Bank and the annual Adopt-a-Family Christmas Bureau which allows concerned people on the coastside to sponsor low-income families with children—and poor senior citizens—during the holidays to provide clothing, toys, food and other gifts.

The geographic area that CH provides service to extends from Montara at the far north, south through the towns of Moss Beach, El Granada, Princeton, Half Moon Bay, San Gregorio, and La Honda, to Pescadero—approximately 50% of the geographic area of San Mateo County. CH serves all ages, from infants to seniors with approximately 73% of clients falling between the ages of 18 and 54, and 60% of clients are women. Primary targets are needy families with children, which consist of about 85% of CH clients. In addition, approximately 70% of CH clients speak Spanish as their primary language, with the majority of these clients having little formal education. Coastside Hope runs three distinct programs:

1. ***Critical Family Needs.*** A program that provides case management to supply targets with a variety of social service needs.
2. ***Transportation.*** Funded with a grant from SamTrans, the county transportation agency, this provides door-to-door and fixed-route service for those unable to transport themselves to medical appointments, grocery shopping and other critical needs (Note: This service is ending in October 2007).
3. ***Immigration and Citizenship.*** A program assisting those targets who are in various stages of their residency, applying for citizenship, in need of assistance with translating documents, and securing the appropriate documentation and other naturalization services.

## **Program Theory**

Coastside Hope has an implicit program theory that has never been fully articulated or recorded. In order to extrapolate CH's program theory a tabular logic model was created to help define the boundaries of its major program services—*Critical Family Care, Transportation, and Immigration and Citizenship* (see Appendix B). The model outlines the inputs, activities, intermediate outcomes, and long-term outcomes of CH's programs. A careful examination of CH's tabular logic model reveals that the program does have a definite set of activities, outputs, initial and intermediate outcomes.

However, due to the nature of the majority of services CH provides—direct intervention to stabilize quality of life—such as food and shelter aid—the long-term outcomes are not fully articulated. The intent is that once targets receive a baseline level of assistance for such fundamental necessities as food, shelter and crisis management, they have the time, and perhaps peace of mind, to improve their standard of living so that they can function at a higher level of self-sufficiency.

This reasoning was used to specifically map out CH's impact theory (see Appendix C). The diagram outlines the proximal and ultimate outcomes of CH's three major programs. Critical Family Needs uses a case-management approach by matching and providing targets with appropriate social services. Through this program, the daily and routine critical needs such as access to food, shelter and other counseling services are met. By getting help with the daily needs of simply surviving in a rural environment, targets have more time and resources to improve their quality of life and gain additional independence. Through the Immigration and Citizenship program, recent immigrant targets learn about and gain access to the naturalization process. With a potentially more stable residency status, targets can worry less about potential deportation or other legal impediments and

focus more on providing for themselves and their families.

### **Evaluative Questions**

Given that the program objective is to help low-income residents of the coastside achieve greater life goals, this evaluation attempts to better identify which specific types of people are in need of what specific services. More specifically, this proposal seeks to answer the following questions for Coastside Hope:

1. Who are the targets?
2. What are the food needs of the targets?
3. What are the housing needs of the targets?
4. What other social services do the targets need?

### **Review of Previous Need Assessments**

Previous applicable needs assessments include the City of Half Moon Bay's Hispanic Outreach Goal Report (HBHOG), the San Mateo County Safety Needs Assessment (SMSNA), and the Hunger Analysis of Santa Clara and San Mateo Counties. The following will give more in-depth information as to each evaluation and how it relates to the proposed assessment.

#### ***City of Half Moon Bay Hispanic Outreach Goal Report***

The Coastside Collaborative initiated the HBHOG for Children, Youth and Families; it began in 2002 and was completed in 2003. The purpose of this assessment was to survey the opinions of Spanish speaking residents on services provided by the City of Half Moon Bay. The survey contained 24 questions and focused on issues such as primary language spoken in household, where errands (grocery shopping, doctor visits, laundry) are conducted, utilization of transportation, free time, community and government services, and how to make services more inclusive of Spanish speaking communities.

In addition to the survey, two bilingual interviewers conducted one-on-one interviews. Both the survey and the interviews were carried out at parks, the public library, ESL classes, church, and at other community gatherings. 703 people were successfully surveyed. The methodology used was not discussed however results found that most of those surveyed were excited and grateful that the City was interested in their needs; contact points such as City Hall, the Police Department, and the Community Center should provide bilingual assistance; non-English speaking residents are less comfortable attending government-sponsored events; a feeling of disenfranchisement exists due to a lack of information in Spanish; and public transportation was inaccessible and costly for many.

This evaluation successfully reached a relatively large sample of the Latino community within the City of Half Moon Bay and allowed them to broach a wide array of topics. Additionally, the use of focus groups allowed for more in depth probing the survey alone would not have likely exposed. Important with this study was the ability to utilize community members to assist making those surveyed feel more comfortable giving their answers.

### ***San Mateo County Safety Needs Assessment***

The purpose of the SMCSNA was to assess the access, service, and system gaps associated with the different safety net services available in San Mateo County. A total of 140 interviews were conducted with residents from Half Moon Bay, Redwood City, San Mateo, Pacifica, South San Francisco, Daly City, and East Palo Alto. In addition, a second round of focus groups was conducted with service providers in the seven areas. The survey focused on demographics, services offered and accessed, greatest unmet service needs, provider perceptions of current and emerging needs, reasons for difficulties in the provision and utilization of services.

Results found overall general trends and themes; concluding that improvements to existing social services should be made in all regions of the county specifically in housing, food, and clothing.

A sizable gap in services exists with respect to medical and dental needs. Other miscellaneous needs were identified such as budget planning and form completion assistance services. Furthermore, the study indicated that services and their advertisement should be more tailored to populations with cultural issues in mind.

While the SMCSNA outlined many of the issues Coastside Hope concerns itself with, the research is qualitative in nature. Respondents participated in a semi-structured interview to allow for maximum probing of the various needs a respondent had. Only 20 of the 140 participants were residents of the coastside. Additionally, sampling was done on a convenience basis, with most of the interviewees comprising then current clients of Coastside Hope. Thus, the nature of this study does not allow the results to be generalized to the greater population of low income residents on the coast.

#### ***Hunger Analysis of Santa Clara and San Mateo Counties 2005***

Lastly, CH took part in the Hunger Analysis of Santa Clara and San Mateo Counties 2005. The study focused exclusively on low-income individuals and households, and the main goal was to alleviate hunger and food insecurity in the community. The study relied on food insecurity measurements collected by the UCLA Health Assessment Survey, as well as data from studies conducted by the United States Department of Agriculture, America's Second Harvest, California Food Policy Advocates, San Mateo County Human Service Agency, County of Santa Clara, Women Infants and Children, Senior Nutrition, and other food bank partner agencies.

Results found that to wipe out hunger in Santa Clara and San Mateo Counties 191 million meals each year would need to be provided for each year. In relation, 94 million meals were provided in 2005. Geographically, the areas with the most need include Downtown East San Jose, Gilroy, Daly City, South San Francisco, and San Mateo County Coast. In addition, findings addressed agency

provision, the percentage of assistance they give, and the gaps in service. Further, results from this study include; strengthening collaboration between both public and private food providers, instigating public policy initiatives, proving leaders for community participation, and the acquisition and distribution of more food.

Assessments conducted by similar organizations in similar environments have relevance to this proposal. *Latino Needs Assessment: Health Safety Needs of Latino Children and Families Living in Richmond, Virginia* (December 2006) serves as a relevant example of a community assessment similar in nature to what the research team hopes to achieve in this proposal. Data was collected by through a community survey that was completed by 212 Latino adults, 15 interviews with community leaders who work with or are familiar with the Latino community, and focus groups with Latino parents and children. The wealth of information that was attained in this assessment assisted related organization in a fuller understanding of the health and safety concerns and service needs of Latino residents. As a result, clients were better served and service providers better understood how the presence of the ever-growing Latino population affects the inter-ethnic interactions and relationships in the community.

*Providing Healthcare to Latino Immigrants: Community Based Efforts in the Rural Midwest* (2004) is a qualitative case study approach to assess Latino health care access in rural communities in Iowa, Kansas, and Nebraska. Census data helped in identifying Latino communities, recommendations from service providers in the specified areas was aggregated, site visits were made and focus groups conducted, as were informant interviews with health care, social services, public health, education, religious, business and community leaders. This approach, while vigorous, again yields more qualitative information about how community members perceive needs and their difficulty in obtaining them.

It is clear that the variety of needs for the Latino community, and to a lesser extent seniors and other low-income residents, have been identified. What is missing—especially on the San Mateo County coastside—is an assessment of that attempts to quantify both the scope and depth of the need. Such a study requires a method that produces a representative sample of the low-income coastside residents and ask questions that can be analyzed through analytical quantitative methods. This proposal relies on the variety of findings outlined in previous studies and evaluations, and recognizes the importance of utilizing culturally knowledgeable experts to help identify and interact with the target population. However, this proposal is unique in its sampling rigor and quantitative analysis outlined below.

## **Method**

### ***Needs to be Measured***

The proposed survey will cover a variety of basic social service needs. Ideally, these measures will account for the needs of the low-income coastside community and their demographic makeup. Each variable to be measured is listed below along with a description of how they will be measured.

- Housing: Respondents will be asked the type of housing that best describes their current living situation, as well as how often they find themselves without a roof over their head or need help finding a place to sleep for the night.
- Food Security: Respondents will be asked how often they need assistance buying or obtaining enough food to eat.
- Other Services: Respondents will be asked to rate the ease of obtaining a variety of basic social services (from very easy to very difficult), such as medical care, mental health and counseling services, drug treatment and rehabilitation programs, childcare services, and

job training and placement programs.

- Demographics: Respondents will be asked to report their sex, age, number of children they are living with under the age of 18, ethnicity, languages spoken in the home, and employment status.

In addition to determining the type and intensity of need, measures will also be employed to determine how effective CH is in publicizing the availability of their services to their target population. Respondents will be presented with a list of available services offered by CH and asked which, if any, have they heard of; and which of those have they used. Questions assessing the satisfaction of the hours of operation will also be asked. Finally, in order to get another measure of the intensity of need for the target population, respondents will be asked which CH programs should expand. Appendix A contains the complete text of the proposed questionnaire.

### ***Collecting the Data***

As previously stated, this proposed assessment targets the low-income residents of the coastsides. Several neighborhoods and their borders have been identified by knowledgeable coastsides social needs experts as consisting mostly of the intended target population. These neighborhoods include:

- Moonridge
- Bloom Lane
- El Granada Mobile Home Park
- Pillar Point Mobile Home Park
- Hilltop Mobile Home Park
- Main Street Section 8 Housing Complex in Half Moon Bay

In order to take a representative sample of the target population, the research team will assemble a complete listing of every address within a particular neighborhood. Once the number of total housing units containing the target population is known, the researchers will draw a random

sample from each neighborhood in proportion to the number of housing units within that neighborhood. That is, researchers will draw a stratified sample to ensure that each neighborhood is represented in the sample proportional to their size.

When surveying a residence, the surveyor will introduce themselves and ask to speak with someone over the age of 18. If there the person declines, an adult is not present or no one is at home, the surveyor will move on to the next house in the sample until the sample quota for that neighborhood is reached. The target goal for the entire sample will be set at 200 residents. Times of survey will be in the mid-morning and evening hours.

The researchers will coordinate a team of field workers from several organizations to administer the survey to residents encountered within their neighborhoods. To do this effectively, workers will consist of representatives from within the same communities undergoing measurement. The Latino community will be surveyed by residents from that community who have been trained for survey and interview work by the local nonprofit *Coastside Health*. Senior communities will be surveyed by volunteers from *Senior Coastsiders*, another local nonprofit that provides some social services to low income senior residents. In addition, a small cadre of experienced Coastside Hope volunteers will supplement both groups in their survey work. Before data collection begins, all surveyors will undergo a training session conducted by the research team to ensure reliability between all types of survey volunteers. For those primarily Spanish speakers, a native Spanish speaking volunteer from CH will assist the research team. The entire survey team will consists of 10 to 12 surveyors working over a 2-month period (see *Schedule* below).

### ***Analyzing the Data***

Results from the compiled surveys will provide an estimate on the degree of social service need on the coastside, as well as descriptive statistics of respondents for all categories. Respondent

data will be evaluated to describe which needs are the greatest, and help tease out which groups of respondents differ in their needs. The final analysis will include a demographic breakdown by sex, race, number of dependent children, primary language and employment status. The results will show the varying frequencies of need for housing and food. Descriptive statistics will also show the relative difficulty respondents have obtaining medical care, counseling services, drug treatment and rehabilitation, job training services, and childcare.

One-way ANOVA tests and post-hoc LSD tests will be conducted to determine if there is any significant difference in need of and access to social services between demographic groups. A chi-square test for independence will help determine if any differences exist between factors such as race and employment status and the ratings and the areas in which CH should expand its services. CH will receive a copy of the raw data collected to conduct further analysis as needed.

### **Implications of Analysis and Anticipated Results**

This study will give CH and other social service community stakeholders a much clearer picture on the depth and scope of need on the coast. While previous studies have explored the type of need experienced by low-income residents, this study is the first opportunity to scale that need to a quantifiable measure. This research will identify the most critical needs for different demographics, thereby letting service providers know who and where to target particular services. CH will also receive a general understanding of how well its programs are known in the low income community and what areas they should focus on in the future.

## Budget

<u>Materials</u>	<u>Cost</u>
Printing of questionnaires (2-sided), -500 copies at \$.13 per copy	\$65
Printing of final report (multiple copies)	\$50
<u>Labor*</u>	
Stipend to field surveyors, -12 people at \$75 per person	\$900
<u>Equipment</u>	
Room and presentation equipment rental for field surveyor training	\$100
<b><u>Total Project Cost:</u></b>	<b>\$1,115</b>

\*No cost to client for services rendered by the research team leaders.

## Schedule

	<i>Project Element</i>	<i>Proposed Deadline</i>
<i>June</i>		
	Finalization of questionnaire	June 8
	Fully detailed sampling plan	June 8
<i>July</i>		
	Training of field surveyors on instrument	July 15
	Begin data collection	July 16
<i>August</i>		
	Complete data collection	August 31

<i>September</i>		
	Transcribe paper surveys into electronic database	September 8
	Data analysis and presentation of preliminary findings	September 17
	Client feedback to preliminary findings	September 30
<i>October</i>		
	Presentation of final assessment to client	October 15

## **Appendix A: Survey Instrument**

The questions below will be formatted to print onto two sides of an 8.5” x 11” sheet of paper. Surveyors will carry copies in both English and Spanish. A Coastside Hope staff member will translate this questionnaire into Spanish, and another staff member who has not seen the original English version will translate it back into English. The research team will then evaluate both English versions—the original and re-translated one—to ensure reliability across languages. Slight modifications of wording might be needed should inconsistencies between the versions present themselves.

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### **Needs Assessment Questionnaire**

Date: \_\_\_\_\_

Neighborhood: \_\_\_\_\_

#### **Demographic Questions**

1. What is your sex?                      Female              Male
2. What year were you born? \_\_\_\_\_
3. How many children under the age of 18 live with you at least part of the time? \_\_\_\_\_
4. Which of the following best describes your ethnicity?
  - Latino/Hispanic
  - Asian
  - Filipino or Pacific Islander
  - Black (non-Hispanic)
  - American Indian

- White (non-Hispanic)
  - Other:\_\_\_\_\_
5. What languages do you speak at home? (Mark all that apply)
- English
  - Spanish
  - Tagalog
  - Mandarin or Cantonese
  - Other:\_\_\_\_\_
6. Which statement best describes your employment status?
- Full-time, permanent
  - Part-time, permanent
  - Full-time, seasonal or temporary
  - Part-time, seasonal or temporary
  - Not currently employed

### Food Security

7. In the past year, how often did you need help with either buying or getting enough food to eat?
- Never
  - Occasionally, but less than once per month
  - About once a month
  - A couple times a month
  - Once a week or more
8. Last month, how often did you need help with either buying or obtaining enough food to eat?
- Never
  - Once
  - 2 to 3 times, but not every week
  - About once a week
  - More than once a week

### Housing

9. Which statement best describes your living situation?
- I live on the property of my employer (e.g. ranch or farm).
  - Describe the type of housing:\_\_\_\_\_
  - I live in an apartment or home with my immediate family.
  - I share an apartment or home with multiple families or other friends
  - I sleep in my car
  - I move from place to place, sleeping wherever a friend or family member has a free couch or bed.
  - Other:\_\_\_\_\_
10. In the last year, how often did you find yourself without a place to sleep for the night?

- Never
  - Occasionally, but less than once per month
  - About once a month
  - A couple times a month
  - Once a week or more
11. Last month, how often did you find yourself without a place to sleep for the night?
- Never
  - Once
  - 2 to 3 times, but not every week
  - About once a week
  - More than once a week

### **Miscellaneous Social Services**

12. How easy or difficult is it to get medical health care services on the coast?
- Very easy
  - Somewhat easy
  - Neither easy or difficult
  - Somewhat difficult
  - Very difficult
13. How easy or difficult is it to get mental health or counseling services on the coast?
- Very easy
  - Somewhat easy
  - Neither easy or difficult
  - Somewhat difficult
  - Very difficult
  - Does not apply to me
14. How easy or difficult is it to get into drug treatment and rehabilitation programs on the coast?
- Very easy
  - Somewhat easy
  - Neither easy or difficult
  - Somewhat difficult
  - Very difficult
  - Does not apply to me
15. How easy or difficult is it to participate in job training or job placement programs on the coast?
- Very easy
  - Somewhat easy
  - Neither easy or difficult
  - Somewhat difficult
  - Very difficult
  - Does not apply to me
16. How easy or difficult is it to find childcare services on the coast?
- Very easy

- Somewhat easy
- Neither easy or difficult
- Somewhat difficult
- Very difficult
- Does not apply to me

**Coastside Hope Questions**

17. Coastside Hope (formerly Coastside Opportunity Center) is a non-profit that provides a variety of social services for coastside residents. Which of these are you aware of? Please check all that apply.

<input type="checkbox"/>	Emergency Food Pantry
<input type="checkbox"/>	Monthly Food Distribution
<input type="checkbox"/>	Emergency Hotel Vouchers
<input type="checkbox"/>	Case Management
<input type="checkbox"/>	Utility Assistance Program
<input type="checkbox"/>	Rental Assistance Program
<input type="checkbox"/>	Monthly supplemental household supplies for low income families
<input type="checkbox"/>	Free Tax Assistance and Filing
<input type="checkbox"/>	Filing for ITM Numbers for Immigrants
<input type="checkbox"/>	Referral to Local Shelters
<input type="checkbox"/>	Immigration Services
<input type="checkbox"/>	Citizenship Classes
<input type="checkbox"/>	Know your Rights Seminars
<input type="checkbox"/>	Legal Aid for Difficult Cases
<input type="checkbox"/>	Referrals for Battered Women/Child Protective Services
<input type="checkbox"/>	Forms assistance
<input type="checkbox"/>	Notary services
<input type="checkbox"/>	Financial literacy classes at Half Moon Bay High School
<input type="checkbox"/>	Christmas Adopt-a-Family Program

18. Have you ever used any of these services from Coastside Hope?

- Yes
- No

19. Currently CH operates Monday –Friday, 9AM to 5PM. In meeting community needs, should these hours be expanded or are these hours satisfactory? If the current hours are satisfactory please check satisfactory. If you feel that the current hours should be expanded please check unsatisfactory.

- Satisfactory
- Unsatisfactory

20. If Coastside Hope were to expand its services to the community, in what areas do you think

it should expand? (choose two)

- Increase the amount of food assistance
- Increase the amount and number of hotel vouchers and other help with housing
- Provide more immigration and citizenship services
- Offer more utility and rental assistance programs
- Provide more job training and education courses
- Other: \_\_\_\_\_

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