Appendix: Community Assets and Areas for Improvement

The Community Health Assessment survey tool, distributed to the community in Madera County, consisted of several free-text response questions that aim to gather information on positive assets and areas of improvement. Questions asked for the top two things the individual is most proud of in his/her community and two things the individual would like to see improvement. Qualitative analysis was conducted by coding individuals' responses into relevant themes. Themes were then tabulated to reveal community's perceived assets to leverage and negative indicators for targeted interventions. Count of themes indicated how many times the specific reason category came up during the course of the Community Health Assessment among individuals who chose to answer to the questions.

What are the two things you are most proud of in your community?

Reason	Count
Community support	318
Other	253
Safety	153
Education	150
Available resources/services	112
Community engagement	88
Cleanliness	67
Jobs	65
Peaceful	61
County size	55
Family	48
Recreational activities	46
Healthcare	39
Parks	39
Healthy foods	34
Churches	27
Cultural diversity	21
Healthcare	18
Housing	17
Food assistance	16
Health	13
Public transportation	10
Community events	9
Stores	9
Physical activities	9
Childcare	8
Location	8

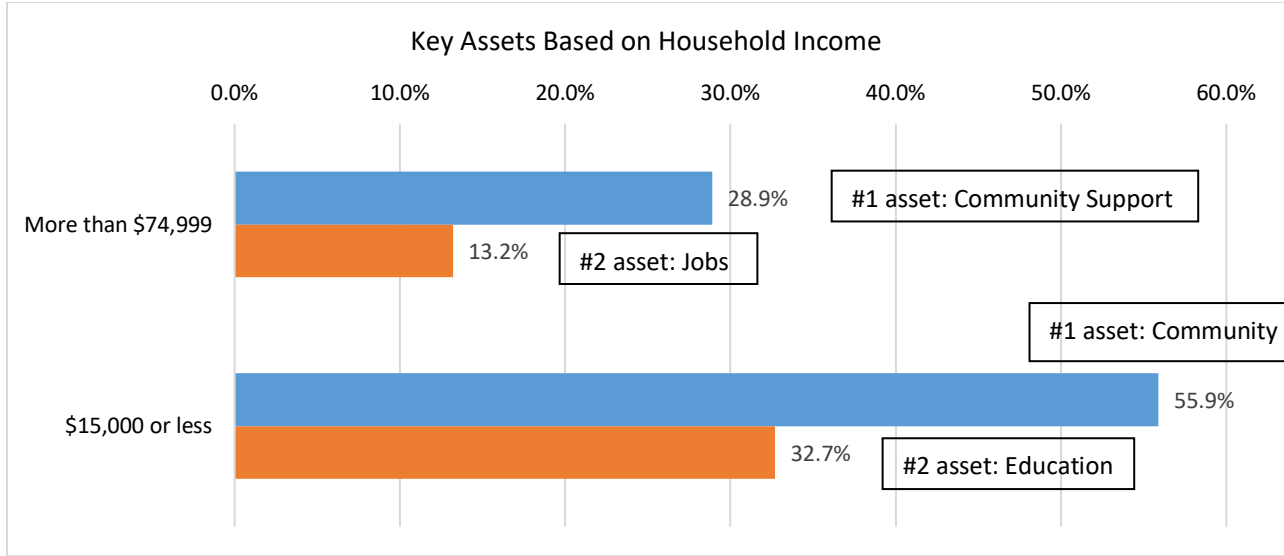|	
Traffic	8
Health Insurance	7
Homeless resources/support	6
Language	6
Water access	5
Air quality	4
Health events	4
Youth resources/services	4
Cost of living	3
Lack of discrimination	3
Schools	3
Streets	3
Affordable foods	2
Bike paths	2
Lunch assistance program	2
Crosswalks	1
Living cost	1
Oral healthcare	1
Pet friendly	1
Playgrounds	1
Restaurants	1
Senior programs	1
Sidewalks	1
Streetlights	1

Top two reasons for being proud in the community were identified to be community support and safety. Examples of comments associated with community support were receiving help when needed in the community, having good neighbors, receiving hospitality form the community, indicating that there are people in the community that are tightknit, having good friends network, and people knowing each other. Example of safety included having community watch, active and good emergency response network, having low crime, having little violence, and having reliable law enforcement.

Assets could be different depending on household income status. Because of this reason, the Madera County Department of Public Health conducted additional analysis breaking down the top household income category (household earning above $75,000) and comparing with the lowest income category (<$15,000), to identify any inequity.

Despite the top #1 asset for the two income categories were the same, the proportion of the individuals in the income group are vastly different. The lower income individuals depend more heavily on community support. In addition, individuals in the higher income group experiences better jobs search or opportunities compared to the lower income group.

Key Assets Based on Household Income

| | 0.0% | 10.0% | 20.0% | 30.0% | 40.0% | 50.0% | 60.0% |

More than $74,999
- 28.9% #1 asset: Community Support
- 13.2% #2 asset: Jobs

#1 asset: Community Support

$15,000 or less
- 55.9%
- 32.7% #2 asset: Education

What are the two things you would like to improve in your community?

Reason	Count
Safety	205
Other	149
Jobs	147
Recreational activities	74
Homeless	54
Substance use resources/services	52
Clean community	49
Transportation	45
Parks	43
Education	42
Healthcare	42
Streets	36
Water access	36
Housing	32
Community support	27
Community engagement	23
Sidewalks	23
Health	15
Healthy foods	15
Youth services/support	12
Streetlights	11
Resources/services	10
Discrimination	7
Health insurance	7
Smoking	6

Teen pregnancy	6
Clean parks	5
Childcare	4
Food assistance	4
Dental care	3
Language interpreter	3
None	3
Peaceful	3
Community resources/services	2
Family	2
Physical activity	2
Assistance for immigrants	1
Bike lanes	1
Church	1
Health education	1
Homeless housing	1
LGBT resources/services	1
Mental health resources	1
Other basic needs	1
Public restrooms	1
Security	1
Welfare assistance	1

The two keys areas of improvement mentioned in the surveys included safety and jobs. Safety concerns revolve around crime rate, gang violence, crime relating to drug use, delinquency, lack of law enforcement officers, lack of law enforcement patrol at night, safety in parks, thefts, safe workplace and school, graffiti, drunk driving, speeding, fights, and lack of law enforcement patrol in community events. Key reason for community's dissatisfaction relating to jobs were the lack of job opportunities, better/ more quality jobs, higher paying jobs, and lack of job fairs.

Areas of Improvement Based on Household Income

More than $74,999	#1 concern: Healthcare — 15.80%
	#2 concern: Safety — 15.80%
$15,000 or less	#1 concern: Safety — 69.20%
	#2 concern: Jobs — 39.80%
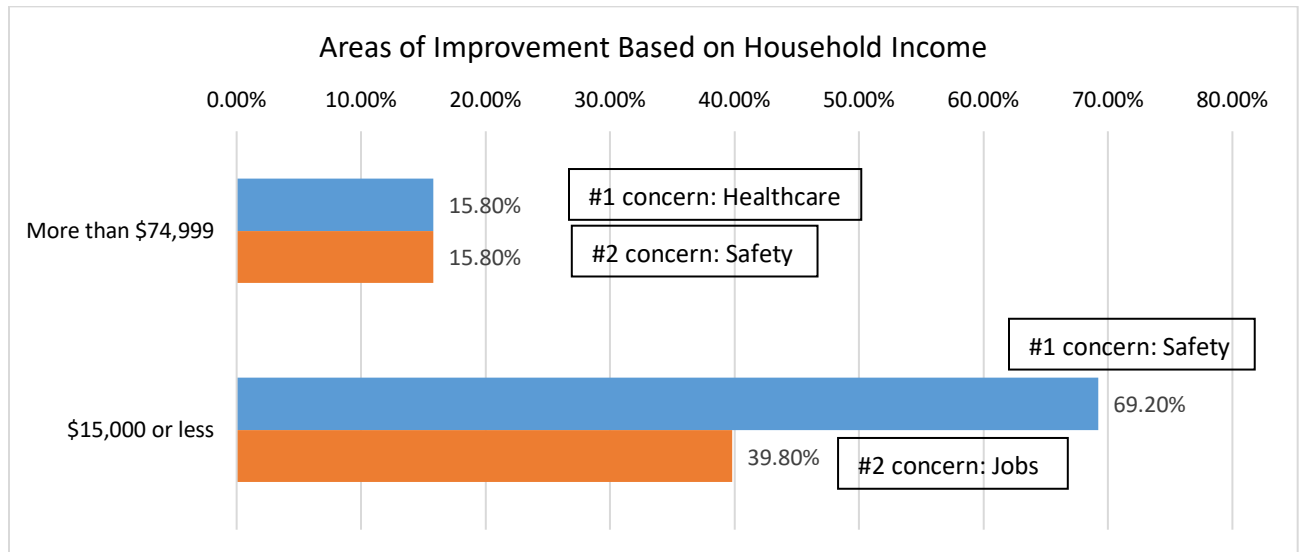
Areas of improvement differed for the individuals who reported lower household income compared to those with higher household income. Safety was indicated as a major concern for the lower household income group at (69.2%) and job search/opportunity/situation was dissatisfactory for 39.8% of the lower income group. Similar to the asset result, despite safety being mentioned as one of the top two concerns, safety concern was more than 4-folder higher in the low income compared to the higher income group.