

HCCF Community Needs Assessment:

Brownsburg Chamber of Commerce

May 20, 2020

Outline for Today

- Introduction
- Community Needs Assessment
- COVID-19
- Questions

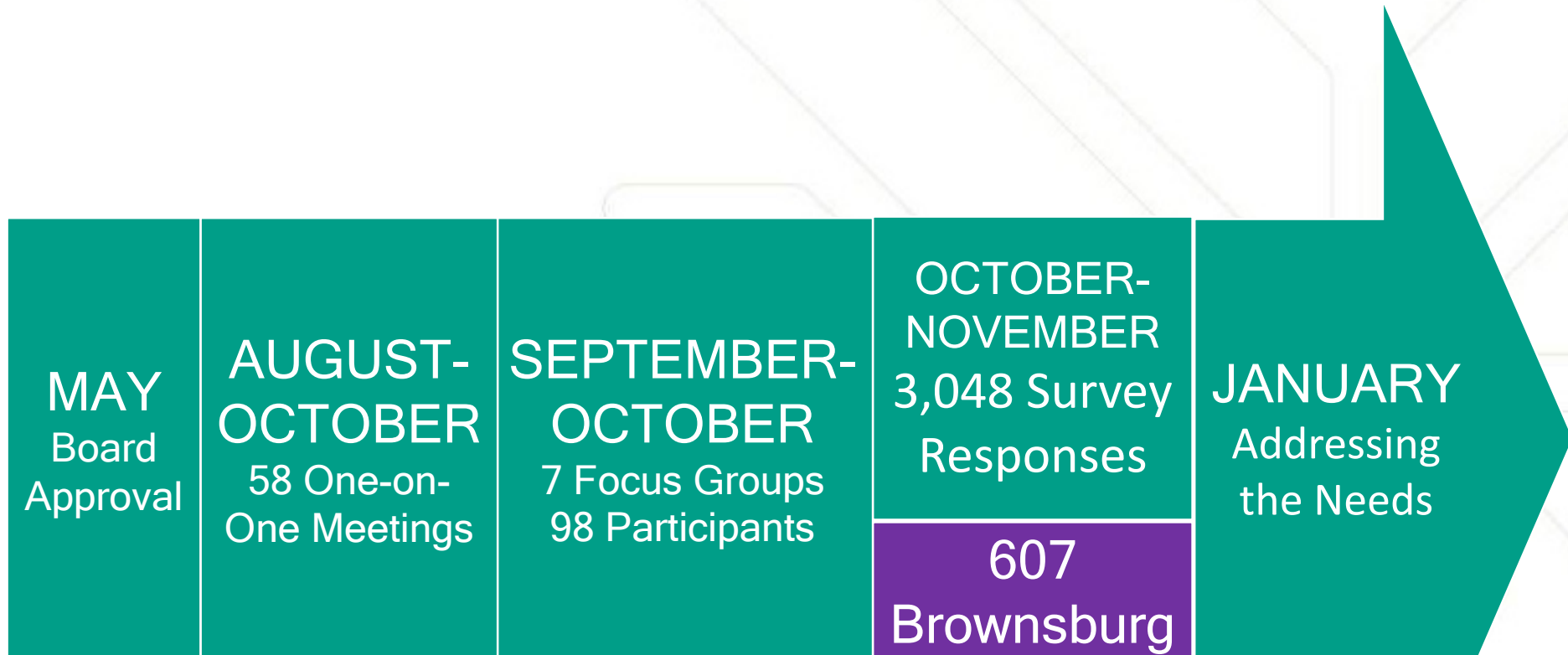
GIFT VII

Community Leadership

“...to evaluate the local landscapes and identify and prioritize community needs and assets, develop a deeper understanding of what [a community foundation’s] roles should be within the community, strengthen relationships with local stakeholders and potential collaborators, build internal capacities to act as an effective leader, and prioritize and develop strategies to address high priority challenges and opportunities with implementation grant funding.”

- Lilly Endowment Inc. Community Leadership Grant RFP

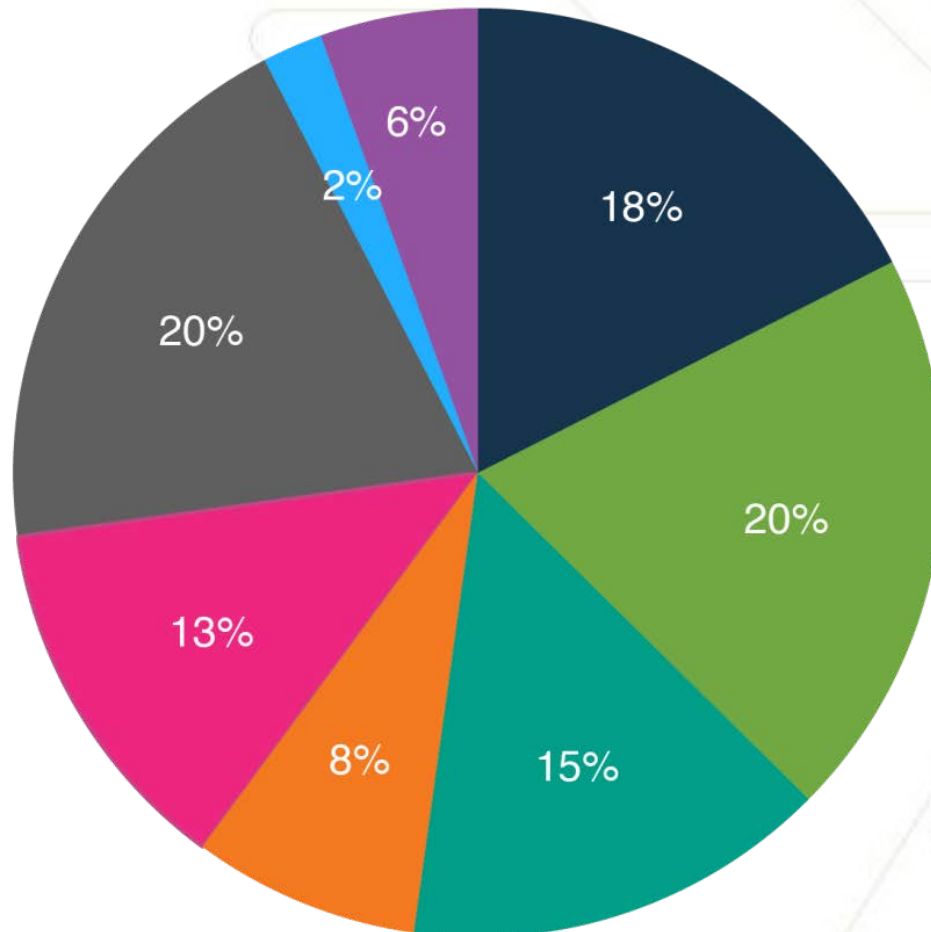
Assessment Timeline



Who Responded?

Residency

Avon Brownsburg Danville Mill Creek
North West Hendricks Plainfield Other Outside County



Assets

Assets tell us what the respondents value in a community. Responses indicate the importance of the 20 assets for a community but do not necessarily indicate that that asset exists in our community or in substantial, high-quality form.

- **Question:** Please tell us how important each of the following community assets are to you.
- **Poll:** What is the number one asset you look for in a community?


Assets

Weighted Score

- Based on the rating from “Not at All Important” (a score of 1) to “Very Important” (a score of 5); the total score is then averaged.

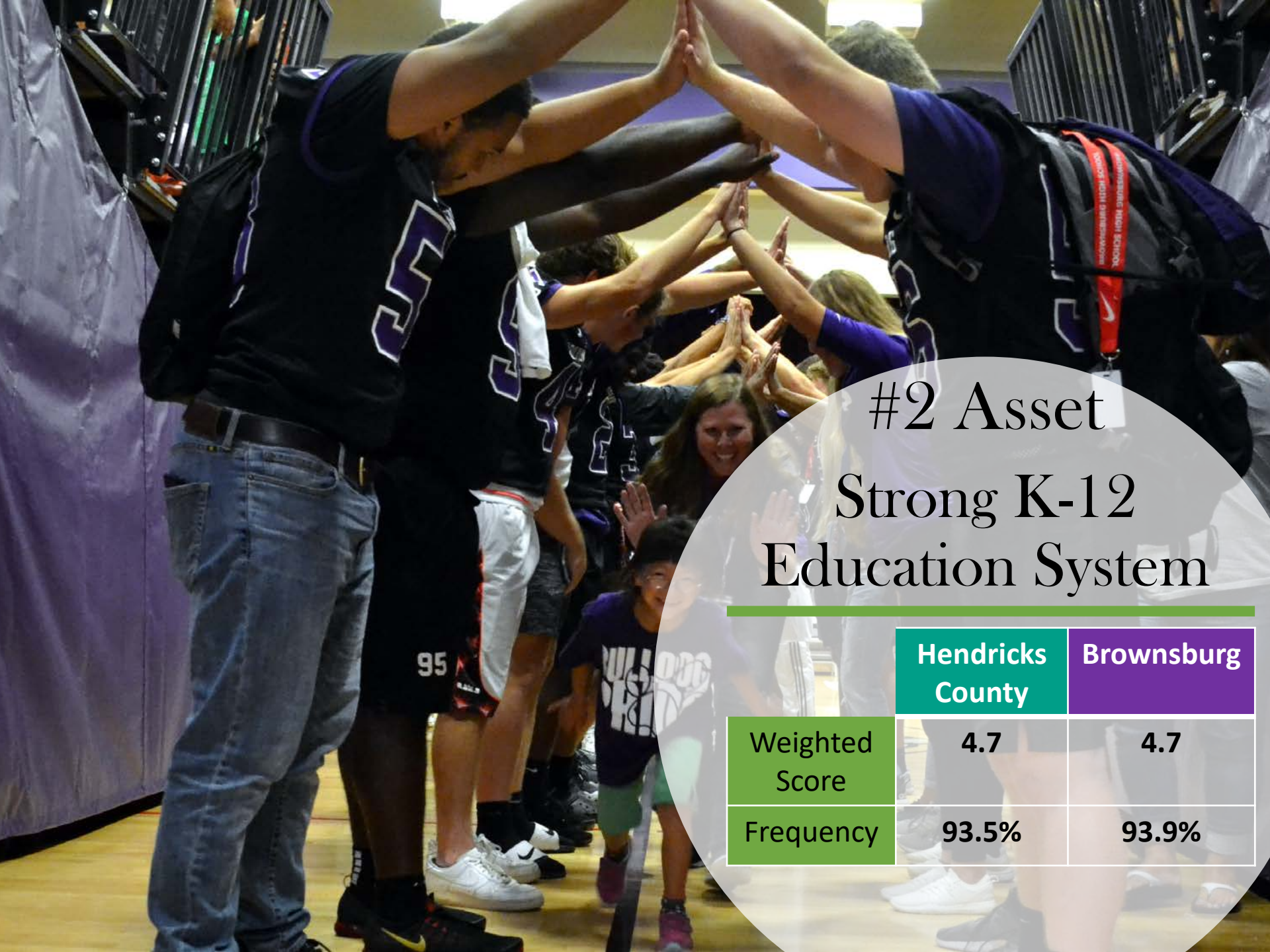
Frequency Percentage

- Percentage representing the number of individuals who rated the asset as Important or Very Important.



#1 Asset Feeling Safe

	Hendricks County	Brownsburg
Weighted Score	4.8	4.8
Frequency	97.9%	97.9%



#2 Asset Strong K-12 Education System

	Hendricks County	Brownsburg
Weighted Score	4.7	4.7
Frequency	93.5%	93.9%



#3 Asset Trusted Leadership

	Hendricks County	Brownsburg
Weighted Score	4.6	4.5
Frequency	94.6%	92.9%



#4 Asset Healthy and Strong Families

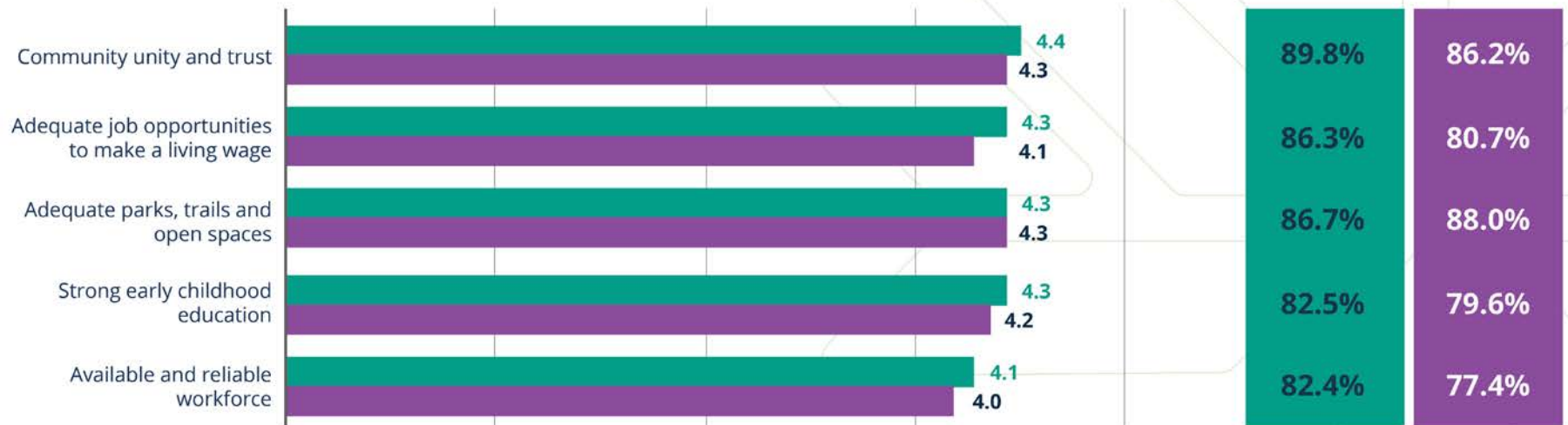
	Hendricks County	Brownsburg
Weighted Score	4.5	4.4
Frequency	93.3%	91.6%

A photograph of a large, modern brick building with a curved roof, identified as the West Entrance of Hendricks Regional Health. The building features a prominent green logo with a stylized 'H' and the text 'Hendricks Regional Health'. A sign above the entrance reads 'WEST ENTRANCE'. The sky is clear and blue.

#5 Asset Access to Healthcare and Wellness Options

	Hendricks County	Brownsburg
Weighted Score	4.5	4.4
Frequency	93.1%	90.9%

Assets 6 - 10



Assets Discussion

- Did anything surprise you?
- What questions do you have?

Issues

Issues are the perceived problems in the community indicating gaps of services or other needs observed in the community.

- Question: “In your community, what bothers you the most?”
- Question: Please select the TOP 5 issues facing your community.
- Poll: What’s the number one issue/need affecting your community?

#1 Issue

Public Transportation and Traffic Congestion



**Hendricks
County**

41.2%

Brownsburg

43.5%

- “Lack of alternative transportation.”
- “Reactive, not proactive, road systems.”
- “Crowded east/west routes.”
- “Roads getting too small for growing population.”



#2 Issue

County & towns don't coordinate plans or work together

Hendricks County	Brownsburg
33.1%	39.5%

- “Too many PUD development and no planning on development”
- “Lack of business and empty retail space”
- “Uncontrolled apartment and single family homes building without adequate infrastructure. Poor planning.”





#3 Issue

Community leaders have self-interest rather than social responsibility & lack overall community knowledge

Hendricks County	Brownsburg
33.0%	38.7%

- “Self-serving leadership”
- “Political distrust and use of tax dollars “
- “Good ole boys”
- “Dishonesty among the leadership in Towns and organizations “

#4 Issue

Negative and False Social Media Influencing Issues



**Hendricks
County**

30.5%

Brownsburg

30.5%

- “Lack of civility on social media in our community groups”
- “People using social media in negative ways to attack each other and spread rumors/gossip.”

#5 Issue

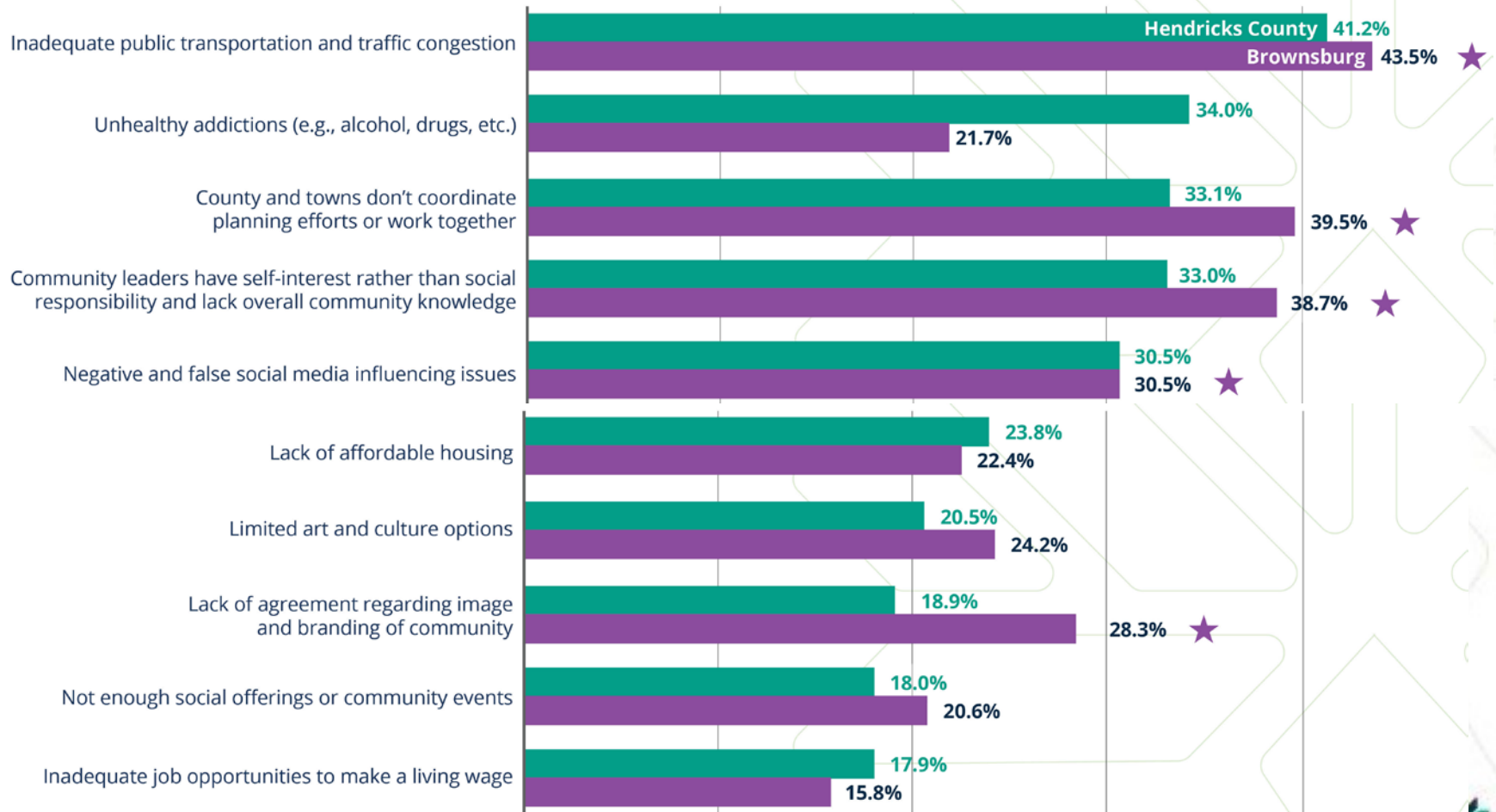
Lack of Agreement on Community Brand and Image

Hendricks County	Brownsburg
18.9%	28.3%

- “Lacking true vision for the town of Brownsburg”
- “We are losing the small town atmosphere.”
- “It doesnt feel like a community, very cold people”
- “Brownsburg is only a place to live, not a fun town”



Top 10 County Issues Compared to Brownsburg



Other Issues

- Food and grocery options*
- Access to arts and culture v. Limited/lack of diversity in retail, shopping and restaurants
- Community center/youth activity spaces
- Distrust in government/transparency
- Development/planning*
- Safety/police
- Parks/trails
- Diversity, equity and inclusion

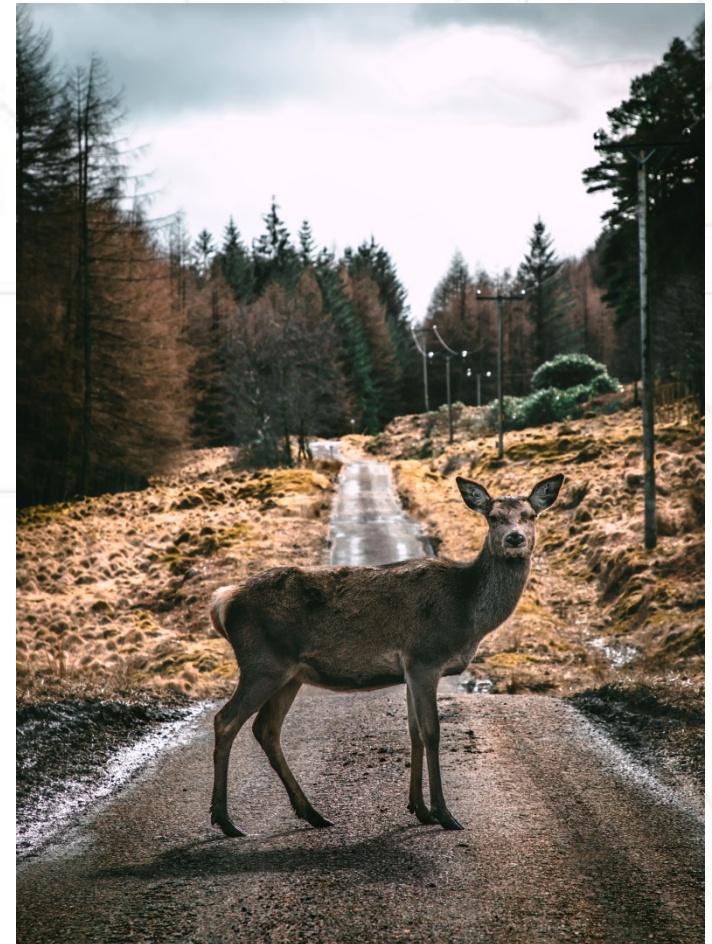
Issues - Discussion

- Did anything surprise you?
- What questions do you have?

Roadblocks

“Why isn’t the thing that bothers you the most being fixed?”

- Top 5 responses
 - Lack of money and/or resources
 - Self-interest or apathetic leadership
 - Resistance to change
 - Too much growth and inadequate infrastructure
 - Lack of overall planning



Other Facts from Brownsburg

- Poll: How connected do you feel to Brownsburg?

Other Facts from Brownsburg

- 32.5% to Town & 30.5% to County
- Prefer to be communicated with through:
 - Facebook (58%), Email (57%), Website (54%)
- 55.5% of Very and Extremely willing make community better

COVID-19 Effects on Nonprofits (April 2020)

Impact on your Organization: 66.6% High or Extremely High

Impact on your Clients: 67.3% High or Extremely High



87.5%
of nonprofits
have adjusted
their operating
hours



87.5%
of nonprofits
have increased
use of
technology



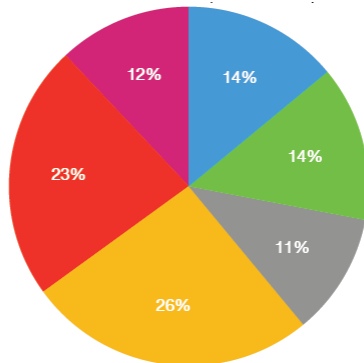
42.9%
of nonprofits
have had
to cancel
fundraising
events



48.2%
of nonprofits
have had
to cancel
revenue-
generating
programs



39.3%
of nonprofits
have
experienced
an increase in
demand for
service



**Area of Increased Need for
Nonprofit Clients**

- Healthcare
- Utilities Assistance
- Food Assistance
- Rent/Housing Assistance
- Sudden Unemployment
- Other (Childcare, Transportation, etc.)



HCCF COVID-19 Response

- Created All In Hendricks County Rapid Response Fund with gifts from Duke Energy Foundation and Hendricks Power Cooperative; branded alongside Visit Hendricks County's focus
 - \$86,000 in grants to community organizations
- Total HCCF response grants: \$199,000

COVID-19 – Nationally

- [Influencing Young Americans \(18-30\) to Act:](#)
 - Supporting local business continues to be the number-one and most meaningful way young Americans helped others during the pandemic.
 - Young Americans are not comfortable performing activities in public including volunteering and attending events for causes.
- [73% of Charities Worldwide See Decline in Contributions](#)
- [COVID-19 and the Need for Action on Mental Health](#)
- [Pandemic Creates High Risk of Census Undercount in Communities of Color](#)

Question & Answer

Thank you!

Eric Hessel, Program Officer
eric@hendrickscountycf.org
(317)268-6240