

AN IN-DEPTH ANALYSIS OF HEALTH AND HUMAN SERVICE ISSUES IN OTTAWA COUNTY



2021 COMMUNITY ASSESSMENT FOR OTTAWA COUNTY

www.ottawaunitedway.org

United We Fight, United We Win

by assessing and addressing
the community's most pressing and
prevalent needs.

Help Ottawa County Win:

To **GIVE**, **ADVOCATE** or **VOLUNTEER**
in your community,
go to www.ottawaunitedway.org

GIVE. ADVOCATE. VOLUNTEER.

LIVE UNITED[®]

When you **Give**, **Advocate** and **Volunteer** with United Way, you help individuals and families in Ottawa County reach their full human potential.



Liz DeLaLuz

Vice President of Community Impact
Greater Ottawa County United Way



Patrick Moran

President
Greater Ottawa County United Way

FOREWORD

The VISION of Greater Ottawa County United Way is that all Ottawa County residents should have the opportunity to achieve their full human potential. To realize that vision, we support, develop and implement a range of impact solutions that improve lives and create stronger communities. One of the core impact strategies is this Community Assessment.

The Covid-19 pandemic has been a challenge for all: individuals, families, businesses and the community as a whole. Those who struggled before the pandemic are struggling twice as much right now. In addition to addressing the impact the pandemic has had on Ottawa County, we believe it is important to continue to identify all the pressing and prevalent issues within our community.

Every three years, Greater Ottawa County United Way collects data, reviews it and publishes this report, which is used by a wide spectrum of community leaders and organizations. It also provides benchmarks to gauge progress and foster community engagement around meeting the community's needs.

The process began with a framework within which to make decisions. Next, we contracted with VIP Research and Evaluation as the research arm and facilitator of the Key Stakeholders and Household surveys. Then came the recruitment of the Community Assessment Steering Committee (CASC), some of whom were returning members.

The Key Stakeholders survey was conducted, and the top five issues identified. The CASC maintained the previous focus areas of: **Education, Financial Stability, Health, and Basic Needs**. For the first time in the 12-year history of the Key Stakeholders survey, "A Welcoming Community" was identified as a top-five issue and a separate Think Tank was created to help identify new questions for the household survey. Other Think Tank leaders and members delved into analyzing and reviewing current data and finalizing questions for the household survey. The 2021 Greater Ottawa County United Way household survey was conducted; then the think tanks reviewed the results and created the flexible frameworks of their sections, thus creating the document you are about to explore.

Greater Ottawa County United Way is committed to our vision and to our mission of implementing our engagement and impact strategies. When—as a community—we LIVE UNITED for **Education, Financial Stability, Health, and Basic Needs**, everyone in our community wins.

Patrick Moran
President

Liz DeLaLuz
Vice President of Community Impact

STEERING COMMITTEE

Angie Barksdale
West Michigan Works!

Jennifer Brozowski
Community Action Agency of Ottawa County

Patrick Cisler
Community SPOKE and Lakeshore Nonprofit Alliance & UW Community Impact Committee

Liz DeLaLuz
Greater Ottawa County United Way, *Project Lead*

Lynne Doyle
Community Mental Health of Ottawa County

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Greg King
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Dr. Kyle Mayer
Ottawa Area Intermediate School District

Patrick Moran
Greater Ottawa County United Way

John Shay
County of Ottawa

Kendra Spanjer
Ottawa County Department of Health & Human Services

Lisa Stefanovsky
Ottawa County Department of Public Health

Every three years United Way does a community assessment, this group of individuals are crucial to making the assessment come to fruition. THANK YOU to our Steering Committee Members!

THINK TANKS

The Greater Ottawa County United Way Staff and Board, along with the Community Assessment Steering Committee, would like to thank each of these dedicated community champions for their hard work. The amount of time, energy and resources committed was substantial, and is deeply appreciated.

EDUCATION

Dr. Kyle Mayer, Ottawa Area Intermediate School District, [Chair](#)

Elizabeth Colburn, TRiO Upward Bound

Kyle Dannenberg, Ottawa Area Intermediate School District

Tina Dee, Muskegon Community College

Heather Eizenga, Great Start Collaborative

Peggy Fakler, The ARC – Advocacy and Resource Center

Brent Hadden, Coopersville Area Public Schools

Tami Mannes, Ottawa Area Intermediate School District

Jason Pasatta, Ottawa Area Intermediate School District

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Yadah Ramirez, Latin Americans United for Progress

Dan Rinsema-Sybenga, Muskegon Community College

Mary Beth Timmer, Zeeland Public Schools

FINANCIAL STABILITY

Angie Barksdale, West Michigan Works!, [Co-Chair](#)

Patrick Cisler, Community SPOKE and Lakeshore Nonprofit Alliance, [Co-Chair](#)

Josh Bytwerk, Love in Action Tri-cities

Tonia Castillo, MTEC

Shana DeWendt, West Michigan Works!

Major William Holman, The Salvation Army – Grand Haven

Greg King, Lakeshore Advantage

Scott Klingberg, Holland Rescue Mission

Christin Korstange, Ottawa County Department of Health and Human Services

Beth Larson, Resilience: Advocates Ending Violence

Drew Peirce, Good Samaritan Ministries

Karen Reenders, The People Center

Scott Rumpsa, Community Action House



BASIC NEEDS

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Kendra Spanjer, Ottawa County Department of Health and Human Services, [Co-Chair](#)

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Darcy Fluharty, Children's Advocacy Center

Stacey Hacahmann-Gomez, CALL 211

Jody Herrelko, The Little Red House

Scott Klingberg, Holland Rescue Mission

Beth Larson, Resilience: Advocates Ending Violence

Matthew Lehr, Love in Action Tri-Cities

Lyn Raymond, Lakeshore Housing Alliance

Karen Reenders, The People Center

Craig Schrottenboer, Harvest Stand Ministries

Lisa Uganski, Ottawa Food

Melanie Weaver, The Salvation Army - Holland

HEALTH

Lynne Doyle, Community Mental Health of Ottawa County, [Co-Chair](#)

Derel Glashower, Ottawa County Department of Public Health, [Co-Chair](#)

Maria Mansaray, Ottawa County Department of Public Health, [Co-Chair](#)

Lisa Stefanovsky, Ottawa County Department of Public Health, [Co-Chair](#)

Jodi Buttery, Love in Action Tri-Cities

Greg Coil, Tri-Cities Family YMCA

Darcy Fluharty, Children's Advocacy Center

Christine Plummer, City on a Hill Health Clinic

Elizabeth Scott, Mediation Services

Chris Van Hekken, Northwest Ottawa Recreation Authority

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EXECUTIVE SUMMARY

EXECUTIVE SUMMARY



WELCOMING COMMUNITIES

For the first time in the 12-year history of the Key Stakeholder's Survey, 'a welcoming community' was identified as a top 5 issue, and a separate think tank was created to help identify new questions for the household survey. The following data came from the Household Survey, related to new welcoming community questions.

2021 Community Assessment Steering Committee

2021 HOUSEHOLD SURVEY QUESTIONS

68%

Agree or strongly agree that their community is inclusive, or welcoming of all people.

Subgroup Data Breakdown:

White	Hispanic	Other
68%	86%	43%

86%

Agree or strongly agree that they feel included/welcomed in their community.

Subgroup Data Breakdown:

NE Quadrant of County	SW Quadrant of County
94%	82%

70%

Agree or strongly agree that their community welcomes people of all cultures and beliefs at town sponsored activities and events.

Subgroup Data Breakdown:

35-54 Year Olds	18-34 Year Olds/55+
58%	75%

In your opinion, which people or groups of people, do you feel are not included or welcomed in your community?

41%

Minorities

Subgroup Data Breakdown:

White		Hispanic
44%		72%
NE Section	NW Section	SW Section
67%	20%	47%

37%

African American

Subgroup Data Breakdown:

White	Other
35%	80%
Central Section	NESection
51%	27%

34%

LGBTQ+

Subgroup Data Breakdown:

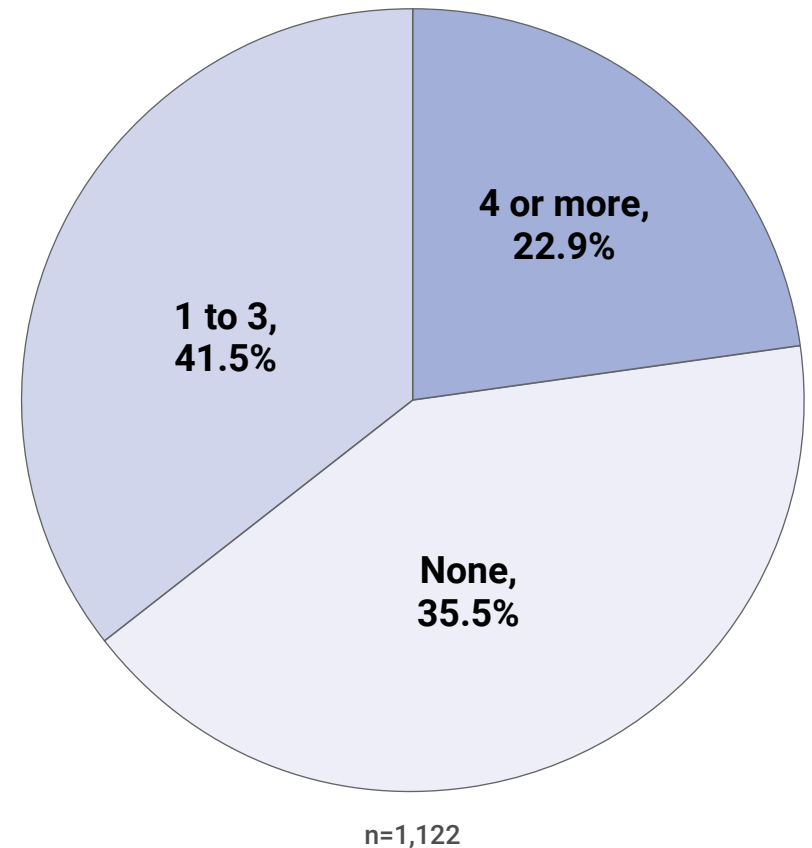
18-34 Year Olds	55 Year Olds +
50%	34%
50K Income	25K Income
40%	25%

EXECUTIVE SUMMARY

Almost two-thirds (64.5%) of Ottawa County Adults have experienced at least one adverse childhood event, and 22.9% have experienced four or more. There is a direct and linear relationship between the number of ACEs one experiences and negative outcomes later in life. Particularly noticeable is the impact ACEs have on adult mental health.

Number of Childhood Events

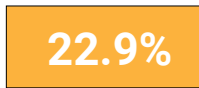
	Number of ACEs			4 Or More (2018)
	None	1-3	4 or More (2021)	
Health status fair/poor	8.0%	12.0%	22.9%	18.8%
Poor physical health	5.1%	9.0%	15.7%	13.3%
Poor mental health	5.7%	15.2%	29.3%	27.1%
Activity limitation	3.2%	6.1%	13.8%	-
Anxiety	9.4%	25.1%	41.2%	42.3%
Depression	8.5%	20.6%	44.5%	48.5%
Suffer from chronic pain	25.3%	31.9%	43.3%	48.9%
Marijuana use (past 30 days)	4.2%	17.9%	19.2%	-
Current smoker	8.4%	14.5%	23.8%	32.6%
Heavy drinker	8.0%	7.4%	8.8%	10.8%
Binge drinker	13.4%	17.4%	21.1%	29.2%
Obesity	29.0%	36.9%	39.7%	41.2%
Mild to severe mental illness (Kessler 6)	6.6%	17.9%	39.6%	39.5%
Suicidal thoughts	0.5%	4.1%	13.6%	-



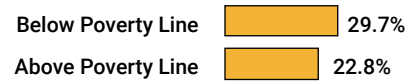
ACEs by Demographics

- Adults reporting four or more adverse childhood experiences tend to be under age 65 (especially under age 45), have less than a college degree, and/or have incomes below \$75,000
- Women and non-White adults are more likely to report four or more ACEs than men and white adults respectively

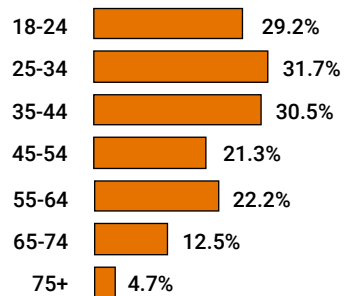
Total



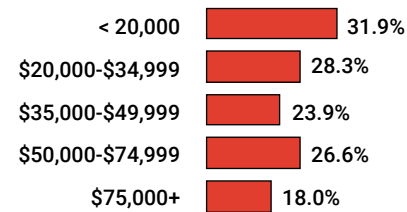
Poverty Level



Age



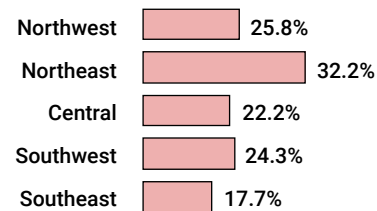
HH Income



Race/Ethnicity



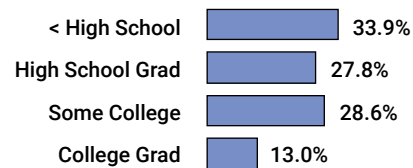
Section



Gender



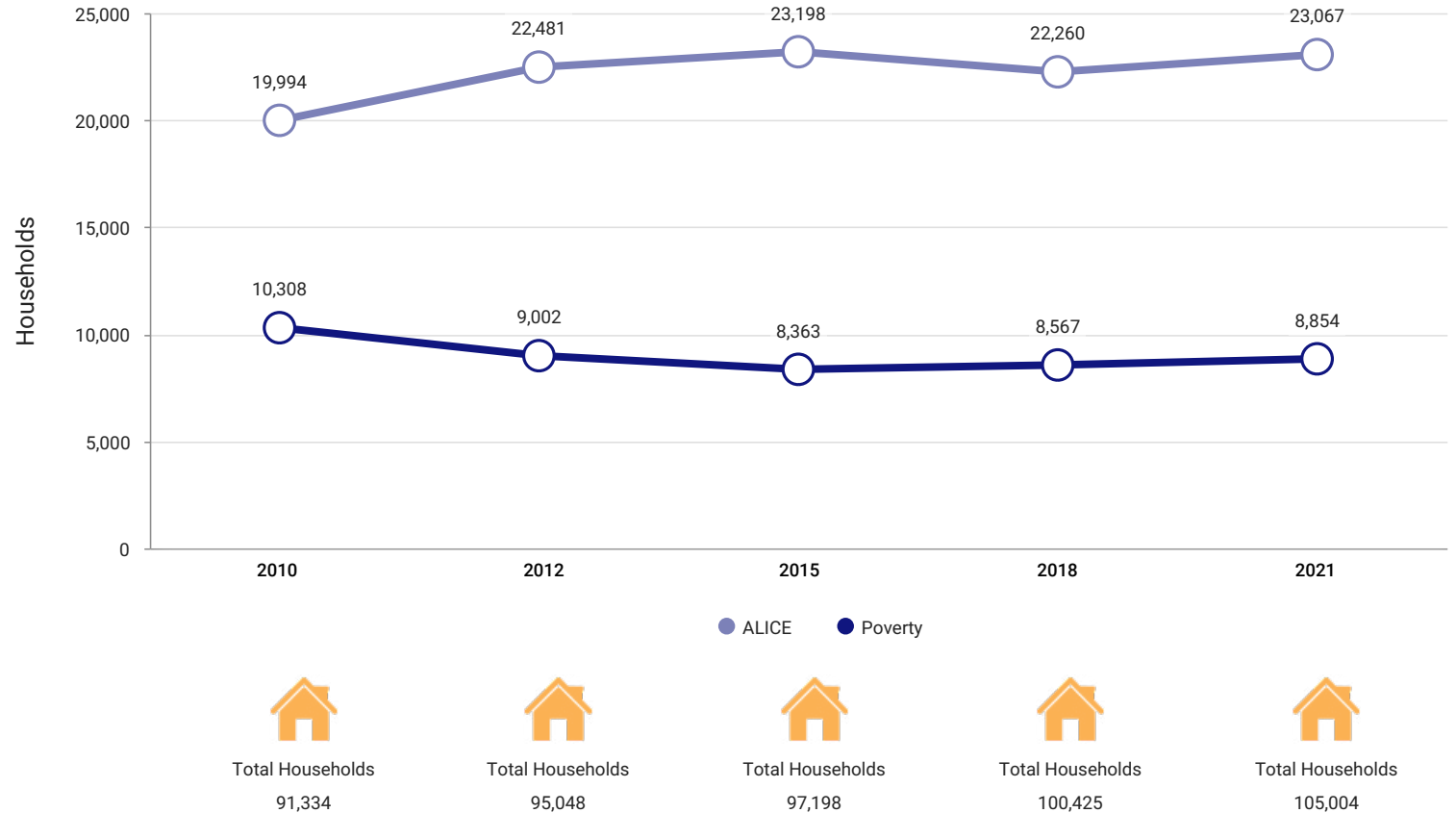
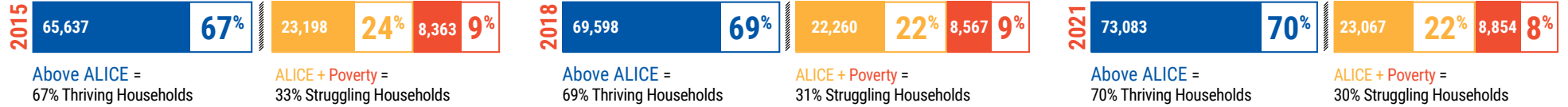
Education



EXECUTIVE SUMMARY

MEET ALICE (ASSET-LIMITED, INCOME CONSTRAINED, EMPLOYED)

ALICE is an acronym for Asset Limited, Income Constrained, Employed – households that earn more than the Federal Poverty Level, but less than the basic cost of living for the county (the ALICE Threshold). While conditions have improved for some households, many continue to struggle, especially as wages fail to keep pace with the cost of household essentials (housing, child care, food, transportation, health care, and a basic smartphone plan).



EXECUTIVE SUMMARY

The tables below represent what different family types can expect to spend monthly to live in Ottawa County.

ALICE HOUSEHOLD SURVIVAL BUDGET | Ottawa County, Michigan, 2019

	1 Adult	1 Adult, 1 Child	1 Adult, 1 in Childcare	1 Senior	2 Adults	2 Adults, 2 Children	2 Adults, 2 in Child Care	2 Seniors
Housing	\$744	\$763	\$763	\$744	\$763	\$874	\$874	\$763
Childcare	\$0	\$219	\$592	\$0	\$0	\$437	\$1,175	\$0
Food	\$265	\$460	\$384	\$228	\$551	\$922	\$805	\$471
Transportation	\$457	\$606	\$606	\$406	\$647	\$929	\$929	\$545
Savings	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Health Care	\$189	\$403	\$403	\$464	\$403	\$569	\$569	\$927
Technology	\$55	\$55	\$55	\$55	\$75	\$75	\$75	\$75
Miscellaneous	\$204	\$283	\$319	\$223	\$285	\$424	\$507	\$320
Taxes	\$326	\$326	\$382	\$335	\$412	\$438	\$640	\$420
Monthly Total	\$2,240	\$3,115	\$3,504	\$2,455	\$3,136	\$4,668	\$5,574	\$3,521
Annual Total	\$26,880	\$37,380	\$42,048	\$29,460	\$37,632	\$56,016	\$66,888	\$42,252
Hourly Wage	\$13.44	\$18.69	\$21.02	\$14.73	\$18.82	\$28.01	\$33.44	\$21.13

Note: The budget for two adults and two in childcare includes costs for one infant and one preschooler • For ALICE Survival Budget sources, see the 2020 Methodology Overview on the Methodology tab

The ALICE Household Survival Budget

The minimal estimate of the total cost of household essentials - housing, child care, food, transportation, health care, and a smartphone, plus taxes and a miscellaneous contingency fund equal to 10% of the budget.

The Senior Survival Budget adjusts the Household Survival Budget to reflect the fact that seniors have lower food costs than younger adults, travel fewer miles for work and family responsibilities, and have increasing health needs and out of pocket health care expenses.

The ALICE Household Stability Budget posits a more sustainable budget model that estimates the higher costs of maintaining a viable household over time, including 10% savings category that can be used in an emergency, for additional education, or to buy a home.

The ALICE Threshold is the average income that a household needs to afford the basic necessities defined by the Household Survival Budget for each county in Michigan. Households Below the ALICE Threshold include both ALICE and poverty-level households.

ALICE HOUSEHOLD STABILITY BUDGET | Ottawa County, Michigan, 2019

	1 Adult	2 Adults	2 Adults, 2 Children	2 Adults, 2 in Child Care
Housing	\$763	\$874	\$1,132	\$1,132
Childcare	\$0	\$0	\$666	\$1,776
Food	\$541	\$1,098	\$1,962	\$1,716
Transportation	\$943	\$1,151	\$1,493	\$1,493
Savings	\$320	\$444	\$753	\$869
Health Care	\$162	\$343	\$504	\$504
Technology	\$125	\$145	\$145	\$145
Miscellaneous	\$320	\$444	\$753	\$869
Taxes	\$669	\$830	\$1,630	\$1,923
Monthly Total	\$3,843	\$5,329	\$9,038	\$10,427
Annual Total	\$46,116	\$63,948	\$108,456	\$125,124
Hourly Wage	\$23.06	\$31.97	\$54.23	\$62.56

Note: The budget for two adults and two in childcare includes costs for one infant and one preschooler For ALICE Survival Budget sources, see the 2020 Methodology Overview on the Methodology tab

EXECUTIVE SUMMARY

EDUCATION

Early Learning, Preschool and Child Care



K-12 Education

Reading at Proficiency or Above: 3rd & 8th Grades 2020 - 2021

Grade Level	All Students OAISD	Economically Disadvantaged	Non-Economically Disadvantaged	Asian	Black or African American	Hispanic of Any Race	Two or More Races	White
Third (3rd)	3,497	48.1%	73.6%	58.1%	34.6%	43.7%	61.1%	69.5%
Eighth (8th)	3,596	57.1%	82.3%	71.1%	31.8%	53.7%	70.0%	79.6%

Students who are partially or not proficient are more likely to be economically disadvantaged, Black or African American or Hispanic of Any Race.

Math at Proficiency or Above: 3rd & 8th Grades 2020 - 2021

Grade Level	All Students OAISD	Economically Disadvantaged	Non-Economically Disadvantaged	Asian	Black or African American	Hispanic of Any Race	Two or More Races	White
Third (3rd)	3,497	46.0%	74.1%	60.0%	31.2%	40.5%	60.8%	69.7%
Eighth (8th)	3,600	34.6%	66.5%	60.9%	12.8%	30.4%	47.9%	62.6%

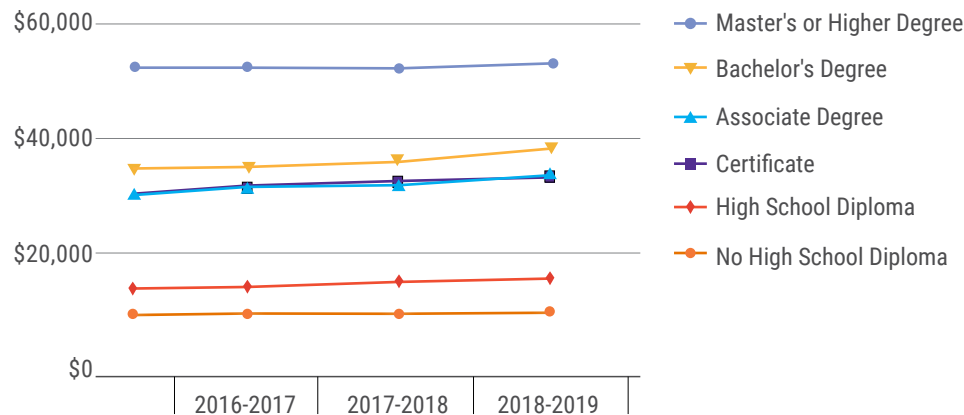
Students who are partially or not proficient are more likely to be economically disadvantaged, Black or African American or Hispanic of Any Race. The concept of 'start behind stay behind' seems to hold true for mathematics.

Post Secondary Experiences and Workforce Development

Credential Completion Within 6 Years

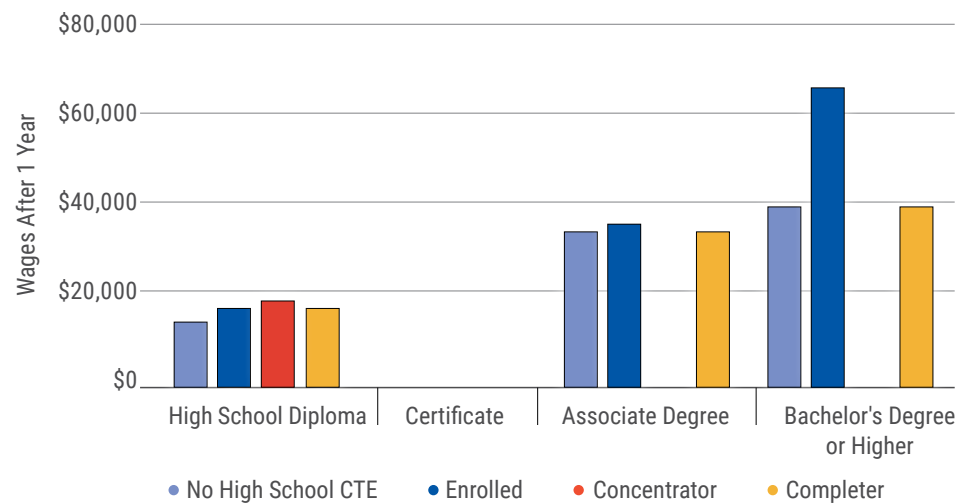
Enrollment/Credential Status	Report Category	2016-17		2017-18		2018-19		2019-2020	
		Count	Percent	Count	Percent	Count	Percent	Count	Percent
Earned Certificate	All Students	16	0.48%	23	0.69%	21	0.63%	26	0.78%
Earned 2-Year Degree	All Students	95	2.85%	96	2.88%	106	3.17%	127	3.80%
Earned 4-Year Degree	All Students	18	0.54%	18	19.56%	1,059	1.08%	1,239	37.11%

Entry Level Wages Over Time by Educational Attainment



Median Annual Wages Over Time by Educational Attainment And High School CTE Status:

Based on 2012-2013 Graduating Class



EXECUTIVE SUMMARY

Housing Affordability

The gap in housing stock for ALICE households is not due to a fast-growing population of ALICE households, but rather due to a fast-growing population of higher-income households who are able to outbid ALICE households for limited housing supply. Over the same period of time, the share of households earning \$100,000 or more rose from 17% in 2010 to 32% in 2019.

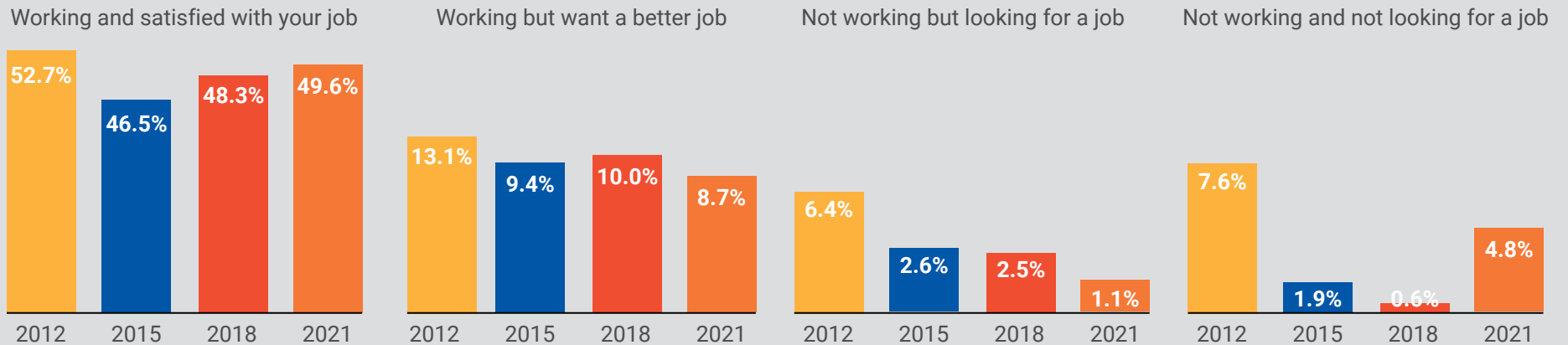


Ottawa County Housing Needs Estimates (2020 to 2025)			
This table summarizes the county's housing gaps by renter vs. owner and affordability.			
County	Housing Segment	Number of Units*	Priority
Rentals	Low-Income Rental Housing (<\$625/Month Rent)	1,421	High
	Affordable Workforce Rental Housing (\$625-\$1,249/Month Rent)	1,667	High
	Market-Rate Rental Housing (\$1,250+/Month Rent)	1,297	High
For Sale	Entry-Level For Sale Homes (\$100K-\$149K)	1,321	High
	Moderate-Income For Sale Homes (\$150K-\$249K)	5,117	High
	High-Income For Sale Homes (\$250K+)	4,908	High

*Number of units assumes product is marketable, affordable and in an appropriate location. Variations of product types will impact the actual number of units that can be supported. Additionally, incentives and/or government policy changes could encourage support for additional units that exceed the preceding projections.

2021 HOUSEHOLD SURVEY QUESTIONS

How would you describe your current employment status? Would you say you are...



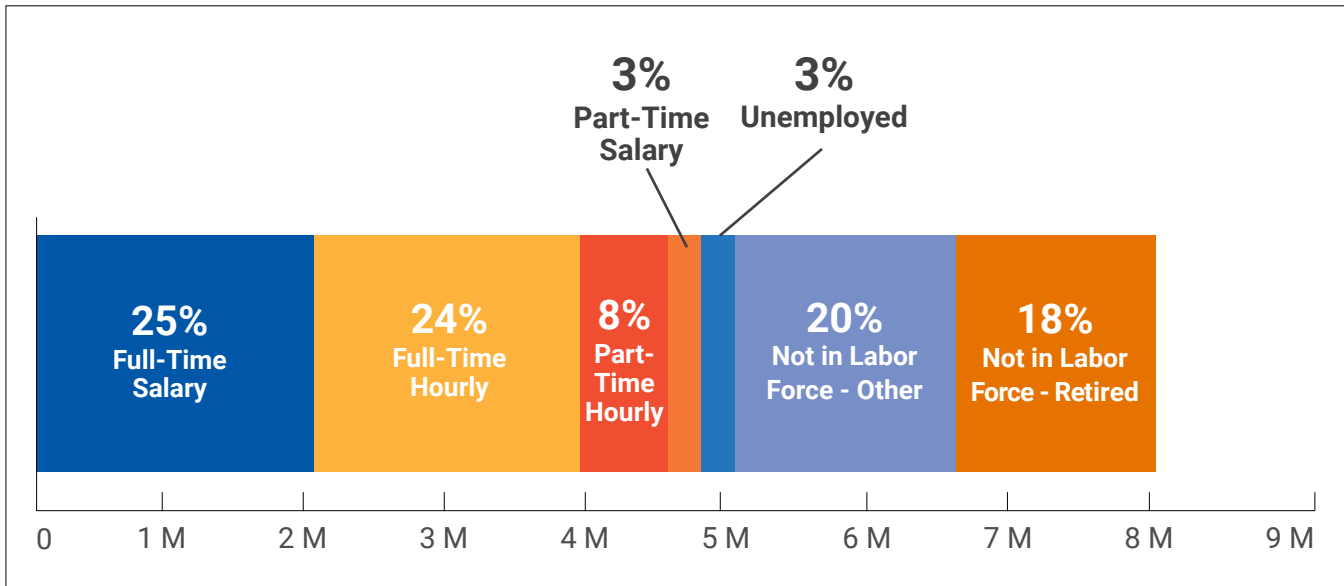
EXECUTIVE SUMMARY

Employment Challenges

Despite major labor market improvements, several trends highlight continued challenges, including:

- The biggest current challenge compared to the 2018 community assessment data has been the unprecedented spike in unemployment that was caused by the pandemic, followed by the severe staffing shortages across the region.
- While the labor force participation rate is increasing, transportation, wages, and the makeup of Michigan's labor force (See chart below) make it difficult for families to make ends meet.

Population Age 16 and Over = 8.1 Million



2021 HOUSEHOLD SURVEY QUESTIONS

In the past 12 months, have you done any of the following?			
	Yes / 2015	Yes / 2018	Yes / 2021
Used a cash advance service such as payday advance	2.6%	1.5%	1.4%
Been over the limit on a credit card	5.2%	3.5%	4.9%
Used a rent-to-own store	2.1%	2.5%	2.0%
Was overdrawn on my checking/bank account	*	9.4%	10.5%
Withdrew from retirement account while you were still working	*	*	6.2%

Although percentages seem small they do equate to:

- 3,042 adults
- 10,647 adults
- 4,346 adults
- 22,814 adults
- 13,471 adults

Despite a larger pool of available talent, a majority of employers still report difficulty finding talent to meet their needs and nearly half of jobseekers feel they lack the skills to qualify for available jobs.

Talent 2025, Q4 2020 Talent Report

EXECUTIVE SUMMARY

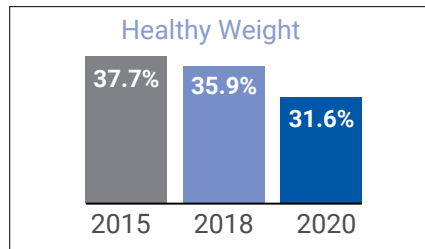
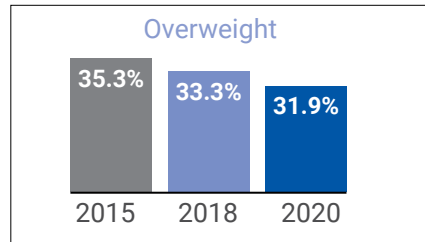
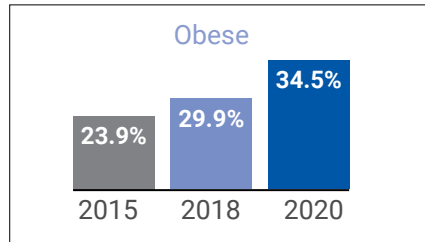
COVID-19: The true impact of Covid-19 on peoples' lives, health, and mental health is not fully understood at this time but we should be prepared to address long-term effects of the epidemic in the supports and services provided in our county.

HEALTH

While Ottawa continues to be fairly healthy there are indicators that we should be concerned about including higher rates of obesity, increased alcohol use, and increased suicidal ideation and attempts.

Obesity Trend in Adults

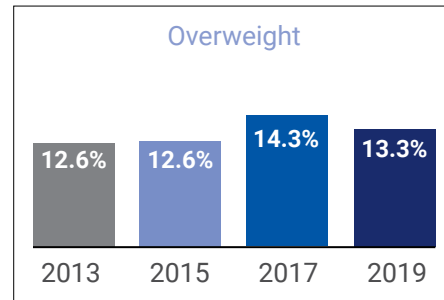
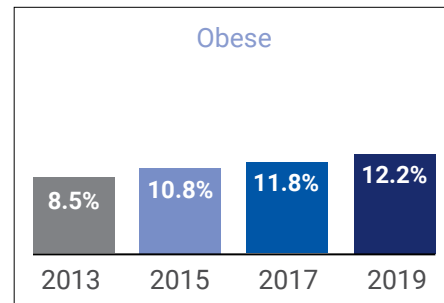
- Ottawa County adults with healthy weight continue to decrease while the proportion of Ottawa County adults who are obese continue to increase, up 4.6% from 2018.



Obesity Trend in Youth

Those who fall into the obese category are more often male at 14.9%, in 12th grade at 14% and Hispanic at 20.9%.

The obese category for both Ottawa County adults and youth is trending in the wrong direction.



Prescription Drug Use

- 3.5% of youth say they used a prescription drug without a doctor's prescription before the age of 13 years old, this is increase from 2017.
- 4.8% said in the past 30 days, they used a prescription drug without a doctor's permission, a slight decrease from 2017.
- 13.5% of youth believe there is no or slight risk to using a prescription drug not prescribed to me, a decrease from 2017.

Over-the-Counter Drug Use

- 2.3% of Ottawa County youth stated they have used over-the-counter drugs only for the experience or feeling that they caused before they turned 13 years old.
- 3.3% of Ottawa County youth stated they have used over-the-counter drugs only for the experience or feeling that they caused, on one or more of the past 30 days.
- 19.6% believe there is no or slight risk to using over the counter drugs only for the experience or feeling they cause.

Substance Use

The Ottawa County Opiate Taskforce is working to educate the community about the opiate crisis, provide Narcan kits to all first responders, host drug takeback events to help keep illegally obtained opiates off the streets, and they are working with local prescribers to promote responsible prescribing habits.

- In Ottawa County there were 31 opiate related overdoses in 2020 and over 400 pounds of unused and unwanted medications received during drug takeback events.

MENTAL HEALTH

Key finding #2: Mental health continues to be a critical issue and hasn't improved from 2017.

Data demonstrates:

- 19.8% of Ottawa County adults are considered to have mild to severe psychological distress.
- 22.9% of adults report experiencing anxiety.
- 21.8% of adults report experiencing depression.

Suicide In Adults

One in twenty (4.9%) area adults have thought about taking their own life in the past year.

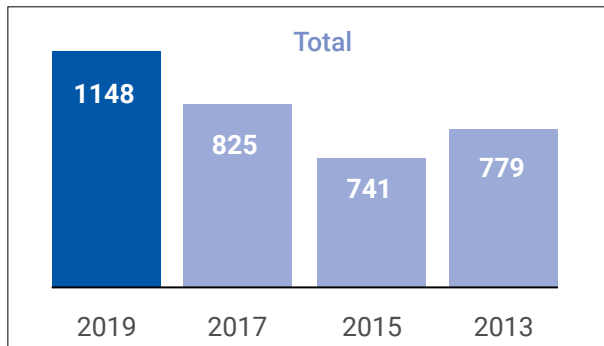
- Of these, one in five have actually attempted suicide in the past year
- Compared to adults, more than three times as many youth (18.5%) have thought about suicide and nearly twice as many (36.8%) have attempted it in the past year; these rates have not improved from 2017.

COVID-19:

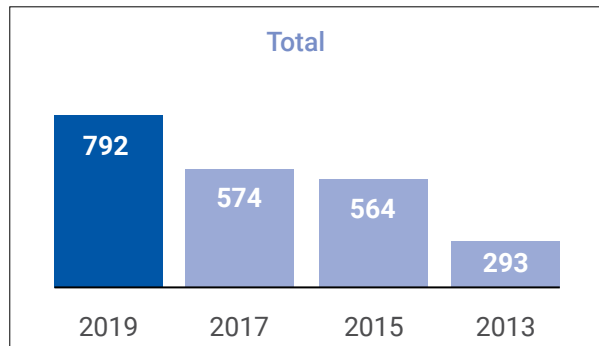
- Among Ottawa County adults with at least one day of poor physical health in the past month, 19.0% say their poor physical health is related to the COVID-19 pandemic.
- Among area adults with at least one day of poor mental health, over half (52.4%) say their poor mental health is due to the COVID-19 pandemic.

Suicide In Youth

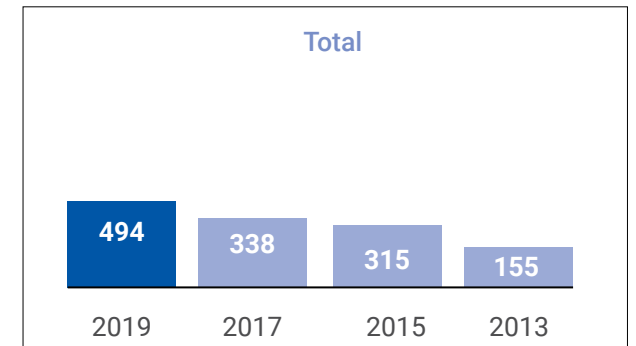
Thoughts of attempting suicide



Plans to attempt suicide



Have attempted suicide



EXECUTIVE SUMMARY

BASIC NEEDS

Homelessness

People of color have historically experienced homelessness at a disproportionate rate and racial disparities were evident again in 2020. African Americans represent 1% of the total population in Ottawa County but accounted for 23% of the total homeless population. Whites make up 83% of Ottawa County but only 73% of the homeless population. (Source: HMIS and Census data)

Preliminary analysis of race data indicates that people of color, African Americans in particular, are 25% more likely to become homeless but are as or more likely to access long term housing services. (Source: HMIS)

Intimate partner violence, or domestic violence, is one of the leading causes of homelessness for women, and housing instability is four times more likely for women who have experienced intimate partner violence compared with women who have not.



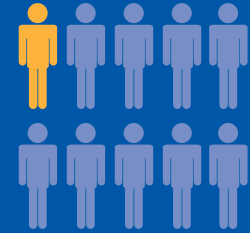
Food Insecurity



1 in 5
minority teens
goes hungry

1 in 10

participants
sometimes, most
of the time, or
always **went hungry**
because there was
not enough food in
their home.

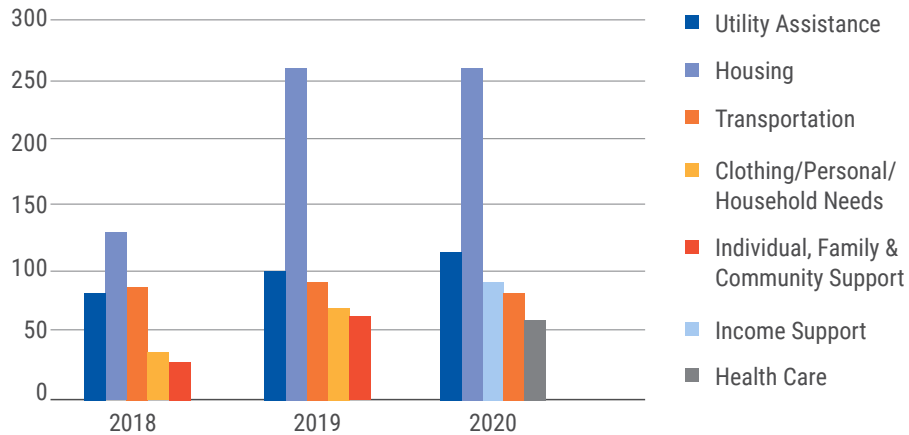


2020/2021 COMMUNITY SURVEY RESPONSES

- The Ottawa County 2020 Community Health Needs Assessment also reports that 3.9% of area adults report they sometimes or often don't have enough food to eat and 4.5% said they've had to cut the size of meals or skip meals due to lack of money.
- 71% of the 2021 Food Access Survey respondents indicated they eat 1-2 total servings of fruits and vegetables on an average day.

Access & Referral

CALL 2-1-1 Top 5 Categories for Unmet Requests



Personal Safety

Resilience: Advocates for Ending Violence 2020 Service Highlights

- 2,412 calls received on their 24 hour help-line
- 70 adults and 88 children who were fleeing domestic violence were provided with shelter, with use of alternative safe locations
- Average length of stay in emergency shelter increased from 29 nights in 2017 to 52 nights in 2020, due primarily to a lack of affordable housing
- 320 victim referrals received from Ottawa County Prosecutor's Office, a 39% increase over 2019

Violence-Related Behaviors

255 students stated that they had sexual intercourse when they really did not want to in the past 12 months

Among those who made the above statement:

- 66.7% stated they were made to feel guilty
- 60.6% stated they felt uncomfortable saying no
- 35.8% state they were under the influence of alcohol or drugs

2020 Statistics from the Children's Advocacy Center of Ottawa County

- Performed 371 Forensic Interviews of children in Ottawa County who had made allegations of abuse
- 72 Medical Exams conducted
- 2,132 crisis counseling sessions to families
- 2,260 follow-up support calls
- Assisted 184 victims of child abuse and their families to navigate the legal system through court preparation and advocacy





UNIQUE APART

UNITED TOGETHER

COUNTY DEMOGRAPHICS

COUNTY DEMOGRAPHICS

COUNTY DEMOGRAPHICS

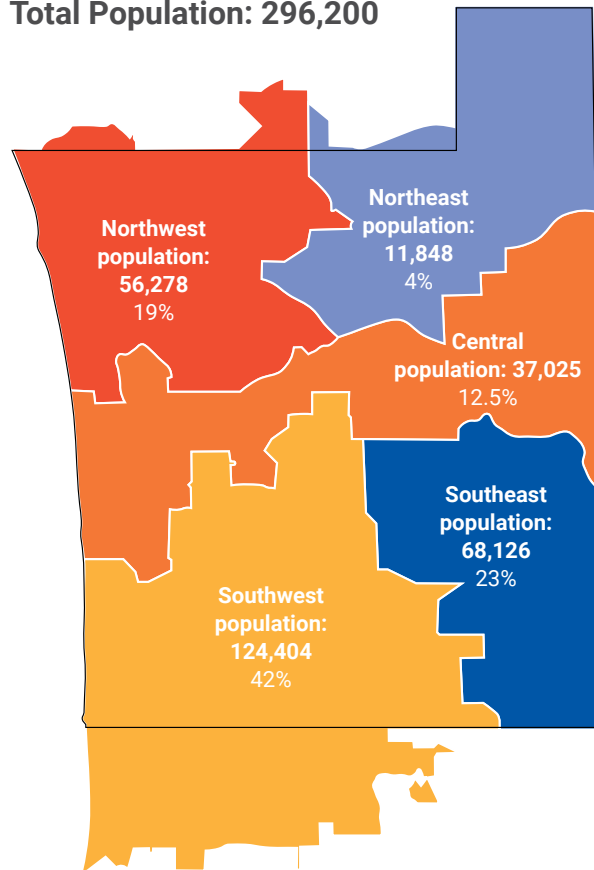


DEMOGRAPHICS

COUNTY DEMOGRAPHICS

Ottawa County United Way Demographic estimates are based on U.S. Census.

Total Population: 296,200



Northwest: Ferrysburg, Grand Haven, Spring Lake Village, Crockery Township, Grand Haven Charter Township, Robinson Township, Spring Lake Township

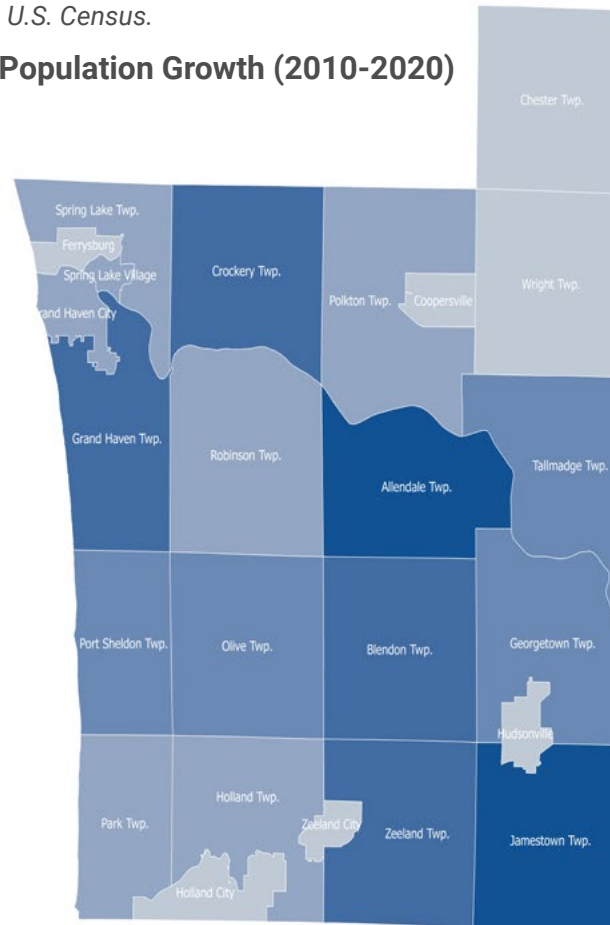
Northeast: Coopersville, Chester Township, Polkton Township, Wright Township

Central: Allendale Charter Township, Port Sheldon Township, Tallmadge Charter Township

Southwest: Holland, Zeeland, Holland Charter Township, Olive Township, Park Township, Zeeland Charter Township

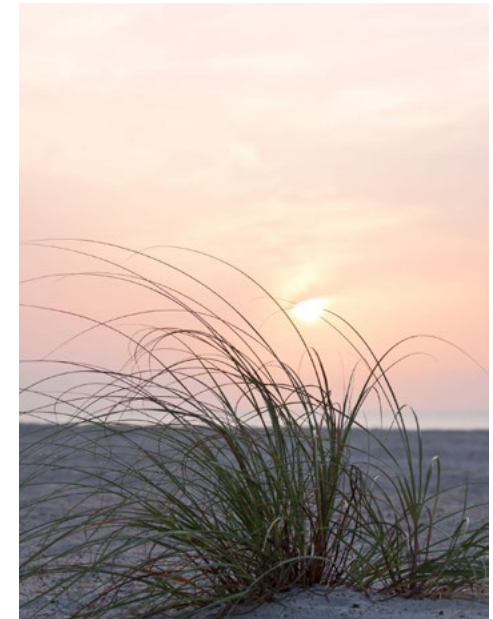
Southeast: Hudsonville, Blendon Township, Georgetown Charter Township, Jamestown Charter Township

Population Growth (2010-2020)



Legend

- Greater than 20% population growth
- 15.1 to 20% population growth
- 10.1 to 15% population growth
- 5.1 to 10% population growth
- 0 to 5% population growth

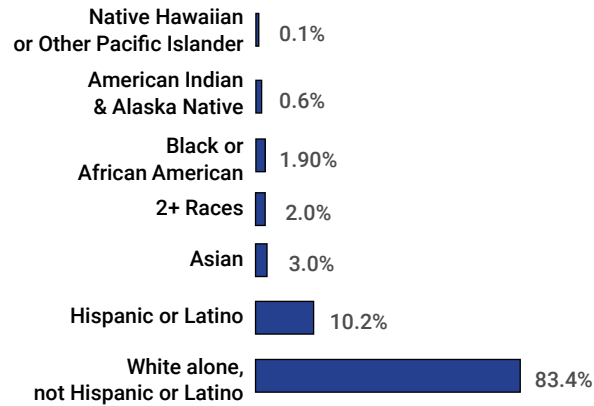


County of Ottawa 2020 Census Report

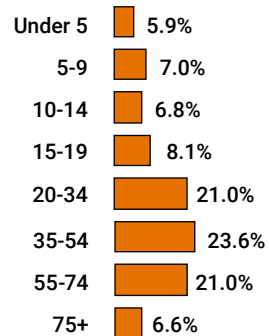
- According to the new 2020 census data, Ottawa County has gained 32,399 residents since 2010 — a 12.3% increase — for a total population of 296,200 residents.
- Ottawa County was officially the fastest growing county in the State of Michigan from 2010 to 2020.
- Ottawa County increased from the eighth most populous county in 2010 to the seventh most populous county in 2020.
- Since 2010, all local units have increased in population.
- The greatest growth was seen in Jamestown (36.9%), Allendale (28.4%), Port Sheldon (22.8%), Blendon (22.7%), and Zeeland (20.4%) townships.

Ottawa County Population by Race

Race/Ethnicity



Age



ALICE Households in Ottawa County

County Subdivision	Total Households	% Below ALICE Threshold
Allendale charter township, Ottawa County, Michigan	7,035	44%
Blendon township, Ottawa County, Michigan	2,214	21%
Chester township, Ottawa County, Michigan	767	27%
Coopersville city, Ottawa County, Michigan	1,568	39%
Crockery township, Ottawa County, Michigan	1,730	32%
Ferrysburg city, Ottawa County, Michigan	1,359	32%
Georgetown charter township, Ottawa County, Michigan	18,488	26%
Grand Haven charter township, Ottawa County, Michigan	6,466	23%
Grand Haven city, Ottawa County, Michigan	4,901	38%
Holland charter township, Ottawa County, Michigan	13,723	34%
Holland city, Ottawa County, Michigan	9,217	38%
Hudsonville city, Ottawa County, Michigan	2,551	34%
Jamestown charter township, Ottawa County, Michigan	2,695	16%
Olive township, Ottawa County, Michigan	1,758	27%
Park township, Ottawa County, Michigan	6,984	23%
Polkton charter township, Ottawa County, Michigan	895	24%
Port Sheldon township, Ottawa County, Michigan	1,762	29%
Robinson township, Ottawa County, Michigan	2,135	20%
Spring Lake township, Ottawa County, Michigan	6,085	34%
Tallmadge charter township, Ottawa County, Michigan	2,986	26%
Wright township, Ottawa County, Michigan	1,167	29%
Zeeland charter township, Ottawa County, Michigan	3,703	28%
Zeeland city, Ottawa County, Michigan	2,421	44%

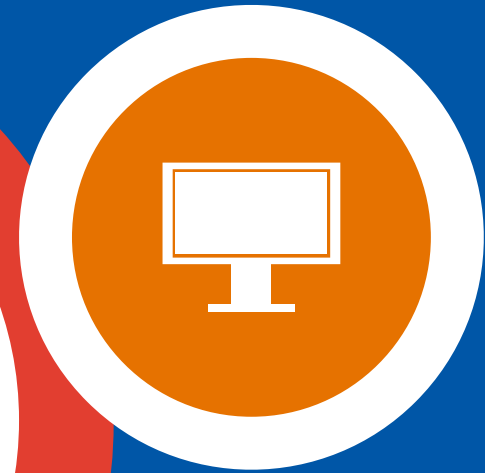
ALICE Project 2021 - Michigan - Research Center

Printed and online versions of this document will allow our residents to better understand the needs in our community



Presentations to groups such as local companies, churches and other civic groups in order to help them focus their charitable and civic efforts on our community needs

3 WAYS TO USE THIS COMMUNITY ASSESSMENT



Staff from nonprofit and human service agencies use it to help guide their programs and leverage grant funding



EDUCATION

EDUCATION

Sources

*The following are the numbered sources for the Education section; they will be shown next to each figure in this format: (*1)*

1. Ottawa Area Intermediate School District
2. The Annie E. Casey Foundation – Kids Count Data Center
3. ALICE Project – Michigan – Research Center
4. Great Start to Quality Western Resource Center
5. Child Development Services of Ottawa County – Lakeshore Head Start
6. 2019 Ottawa County Youth Assessment Survey (YAS)
7. MI School Data – Michigan’s Official Education Data Source
8. Economic Outlook for Lakeshore Advantage: Getting to 2030



EDUCATION

Early Childhood, the time before young children enter Kindergarten, is vital as it lays the foundation for a lifetime! Children’s brains develop at an exponential pace prior to three. Early care environments that are supportive, relational, and implement appropriate developmental activities all positively impact a child’s ability to be ready for Kindergarten. In Ottawa Area, we have invested early childhood partners and stakeholders who are willing to collaborate and transform systems to support all children and families, as referenced above. Ottawa Area Intermediate School District believes in the community to continually make the county a better place for children and families!

Dr. Kyle Mayer, Superintendent, Ottawa Area Intermediate School District, Education Think Tank Chair

EARLY LEARNING, CHILD CARE & PRESCHOOL

This section of the Community Assessment will look at data related to how our community is doing in relation to Social determinant’s, the 5 developmental domains, and the 5 protective factors.

Ages and Stages: Children Ages 2 Months - 5 Years

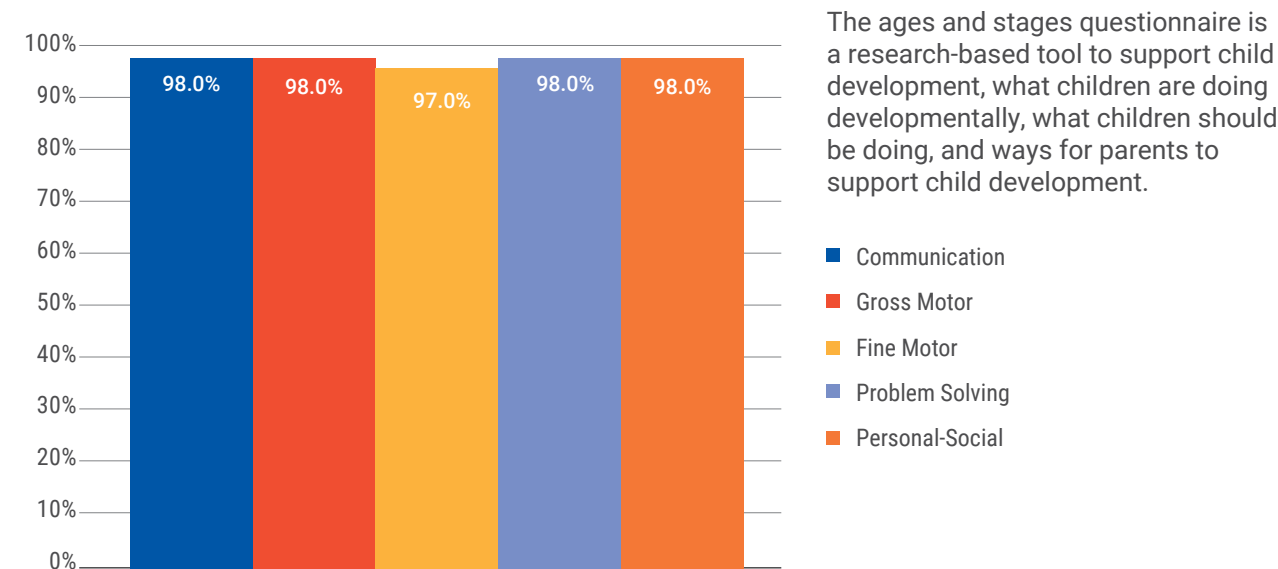


Figure 1 (*1)

The ages and stages questionnaire is a research-based tool to support child development, what children are doing developmentally, what children should be doing, and ways for parents to support child development.

- Communication
- Gross Motor
- Fine Motor
- Problem Solving
- Personal-Social

FOCUS AREAS:

- > Early Learning, Child Care & Preschool
- > K-12 Education
- > Post Secondary Experiences and Workforce Development

The World Health Organization defines social determinants as the conditions in which people are born, grow, live, work, and age. These circumstances are shaped by the distribution of money, power, and resources at global, national, and local levels. Looking at demographic data to see how many children may be at risk for being affected by these social determinants we can see that:

Total poverty amongst children in Ottawa county is improving with 8.0% of kids 17 and under (approximately 5,500 kids), down from 8.9%, including 1,582 under the age of 5 living in poverty in Ottawa County.

Early learning, child care and preschool, and care in the parent home setting are key drivers of starting children on a path to transforming our workforce and creating long-term financial stability in families.



EDUCATION

The Center for the Study of Social Policy (CSSP) coordinates the Strengthening Families approach that has identified 5 protective factors widely used nationally

The Strengthening Families Protective Factors are:

1. Parental Resilience - Be strong, not stressed
2. Social Connections - Get and give support
3. Knowledge of Parenting and Child Development - Learn more so you can parent better
4. Concrete Support in Times of Need - Get help when you need it
5. The Social-Emotional Competence of Children - Help your child manage feelings and relationships

The US. Dept. of Education school readiness plan includes goals and objectives for children from birth to age five and addresses five essential developmental domains:

- | | |
|------------------------------------|------------------------------------------------|
| 1. Language and literacy | 4. Perceptual, motor, and physical development |
| 2. Cognition and general knowledge | 5. Social and emotional development |
| 3. Approaches to learning | |

Kids Count Data Center shows:

- The number of children aged 0-5 decreased from 2018, where the state has been decreasing from 2017.
- All parents in the labor force for children aged 0-5 continues to increase for both Ottawa County and the state.

■ Michigan ■ Ottawa County

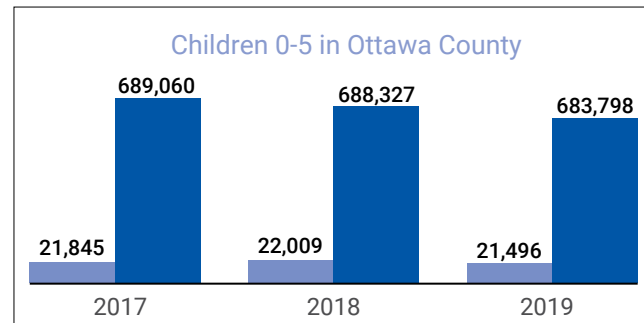


Figure 2 (*2)

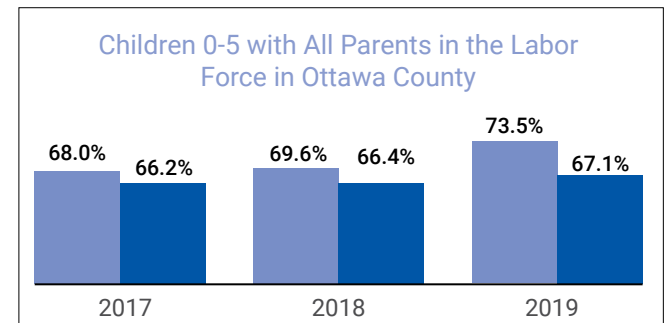


Figure 3 (*2)

 **21,496** Children 0-5 in Ottawa County

 **15,367** Children 0-5 with all parents in workforce in Ottawa County

Child Care Affordability and Availability

Two of the major factors affecting the ability for community members, especially ALICE families with kids under five, to receive high quality childcare are spaces available and affordability.

ALICE Monthly Household Survival Budget, Ottawa County, MI: Child Care

Year	Adult, One Child	Adult, One In Child Care	Two Adults, Two Children	Two Adults, Two Child Care
2021	\$219	\$592	\$437	\$1,175

Figure 4 (*3)

ALICE Monthly Household Stability Budget, Ottawa County, MI: Child Care

Year	Two Adults, Two Children	Two Adults, Two In Child Care
2021	\$666	\$1,776

Figure 5 (*3)



Ottawa County Providers Breakdown: Great Start to Quality Western Resource Center

Type of Care	Regular		Evening		Overnight		Weekend		GSRP (School Year):	
	Facilities	Capacity	Facilities	Capacity	Facilities	Capacity	Facilities	Capacity	Facilities	Capacity
Family Homes	134	804	25	150	18	108	14	84	0	0
Group Homes	28	336	6	72	8	96	1	12	0	0
Centers	118	9,997	2	133	0	0	25	294	25	2,610
Total	280	11,137	32	355	26	204	40	390	25	2,610

Figure 6 (*4)

- According to the Great Start to Quality Western Resource Center, the capacity of regular available licensed spaces has increased from 10,278 to 11,137; this is still far below the need.
- 49.1% of the centers with regular availability are Star Rated.

PRESCHOOL

Head Start is a program that provides comprehensive early childhood education, health, nutrition, and parent involvement services to low-income children and families. Based on the World Health Organization's research on social determinants preschoolers would be **at risk for inequity in early education**. The following tables show the enormous gains in school readiness that children in these programs experience.



Head Start Preschool Data 2019/2020: 3 Year Olds

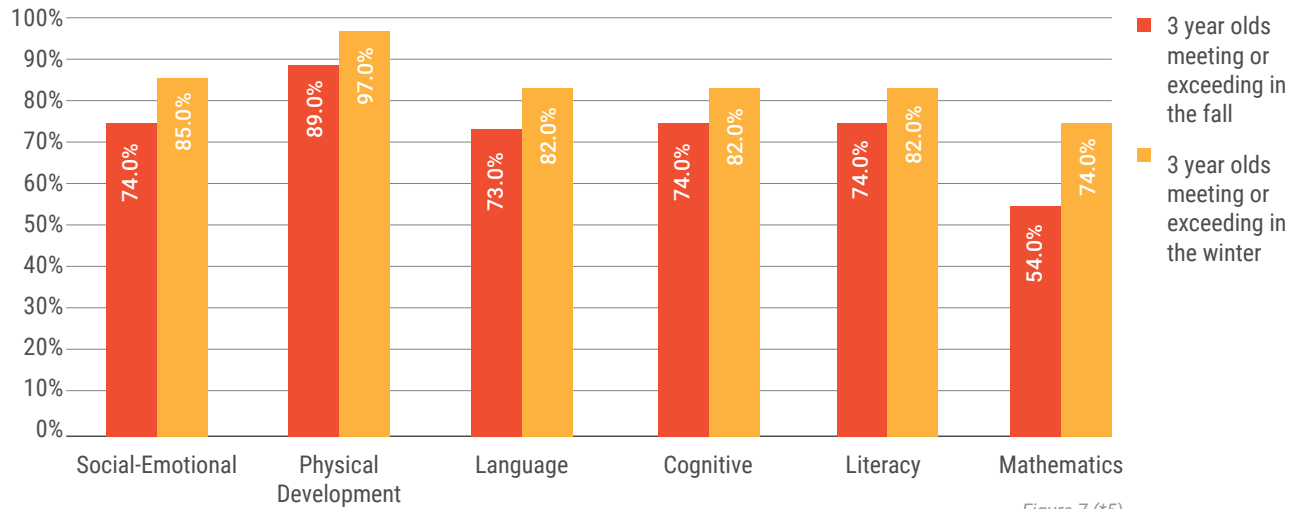


Figure 7 (*5)

Head Start Preschool Data 2019/2020: 4 Year Olds

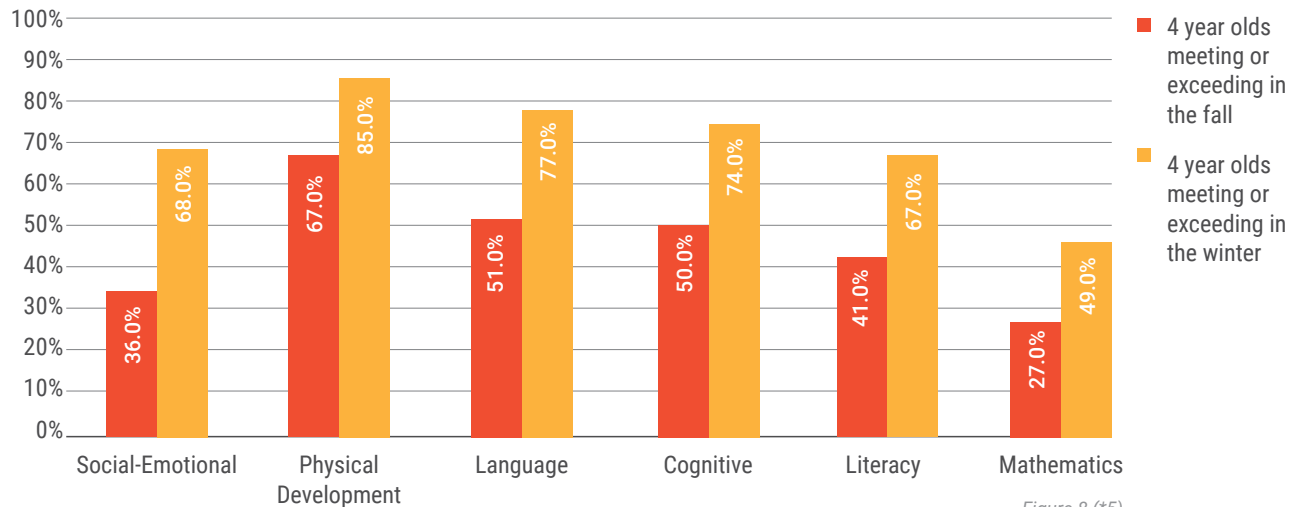


Figure 8 (*5)

The concept of 'start behind stay behind' seems to hold true for mathematics according to 3rd and 8th grade scores.

Early On

Early On Michigan offers early intervention services for infants and toddlers, birth to 3 years of age, with developmental delay(s) and /or disabilities and their families.

Research has shown that by addressing delays early on – especially between birth and age 3 – we can more effectively impact a child’s development, even into adulthood.

Ottawa County Early Intervention: Early On Children 0-3

School Year	Number of Infants and Toddlers Served
2019-2020	550
2020-2021	663

Figure 9 (*1)



K-12 EDUCATION

Inclusion Placement of Special Education

Ottawa Area Intermediate School District: Students in Special Education K-12

School Year	Number of Students K-12 in Special Education
2019-2020	6,505
2018-2019	6,701
2017-2018	6,262

Figure 10 (*1)



SOCIAL DETERMINANTS

2019 Ottawa County Youth Assessment Survey

This is a collaborative and locally developed teen survey that has been in place since 2005. Prior to 2005, there wasn't a consistent or reliable way to find out about the needs and strengths of teens within our country. The survey is conducted every two years during 8th, 10th, and 12th grades in participating Ottawa County Schools. It helps to monitor and measure how many teens are engaged in a variety of risky and beneficial behaviors that affect their health and well-being.

"I was without a place to stay in the past 12 months," 3.8% or 234 students stated this. This number has decreased from the 2017 survey.

Of those who reported being homeless:

- 51.5% said they ran away or were "kicked out" of their home.
- 34.5% said some other reason.
- 14% said their family was without a place to stay.

All three bullet points above have increased since 2017.

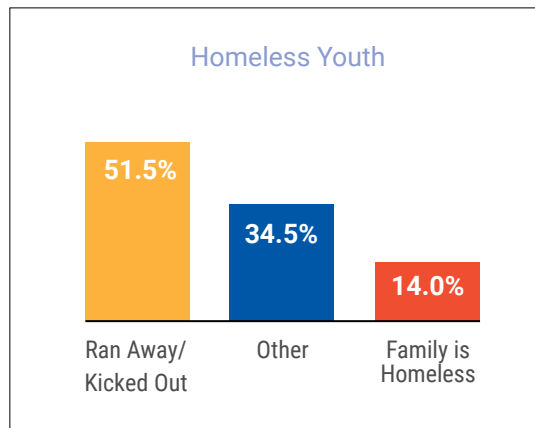


Figure 11 (*6)

Students who answered: "I have been bullied or harassed in the past 12 months,"

- 26.1% said it was on school property.
- 5.3% on the way to or from school.

Both bullet points above have increased since the survey in 2017, with females and 8th graders being most likely to answer this way.

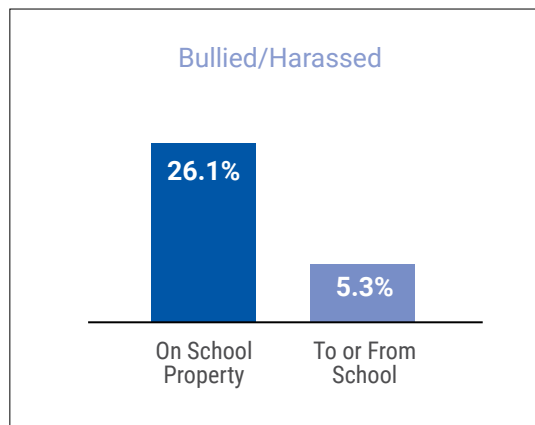


Figure 12 (*6)



EDUCATION

SOCIAL DETERMINANTS

Students with Food Insecurity:

The Feeding America 'map the meal gap' report estimates more than 9% of the population in Ottawa County are food insecure, meaning the state of being without reliable access to a sufficient quantity of affordable, nutritious food.

Ottawa County students that qualify for free and reduced lunch at school, along with many local agencies outside of school day and season, work to provide students with the nutrition they need to focus on school.

Students Eligible for Free or Reduced Priced Lunch (Number & Percent)

Location	Data Type	2017	2018	2019	2020
Michigan	Number	742,922	730,891	733,442	710,473
	Percent	50.3%	50.0%	50.5%	50.5%
Ottawa County	Number	16,611	16,299	14,807	14,351
	Percent	36.3%	35.6%	32.4%	32.2%

Figure 13 (*2)



Proficiencies in Reading and Math:

Reading at Proficiency or Above: 3rd & 8th Grades 2020 - 2021

Grade Level	All Students OAISD	Economically Disadvantaged	Non-Economically Disadvantaged	Asian	Black or African American	Hispanic of Any Race	Two or More Races	White
Third (3rd)	3,497	48.1%	73.6%	58.1%	34.6%	43.7%	61.1%	69.5%
Eighth (8th)	3,596	57.1%	82.3%	71.1%	31.8%	53.7%	70.0%	79.6%

Students who are partially or not proficient are more likely to be economically disadvantaged, Black or African American or Hispanic of Any Race.

Figure 14 (*7)

Math at Proficiency or Above: 3rd & 8th Grades 2020 - 2021

Grade Level	All Students OAISD	Economically Disadvantaged	Non-Economically Disadvantaged	Asian	Black or African American	Hispanic of Any Race	Two or More Races	White
Third (3rd)	3,497	46.0%	74.1%	60.0%	31.2%	40.5%	60.8%	69.7%
Eighth (8th)	3,600	34.6%	66.5%	60.9%	12.8%	30.4%	47.9%	62.6%

Students who are partially or not proficient are more likely to be economically disadvantaged, Black or African American or Hispanic of Any Race. The concept of 'start behind stay behind' seems to hold true for mathematics.

Figure 15 (*7)

% OAISD Meeting College Readiness Benchmarks

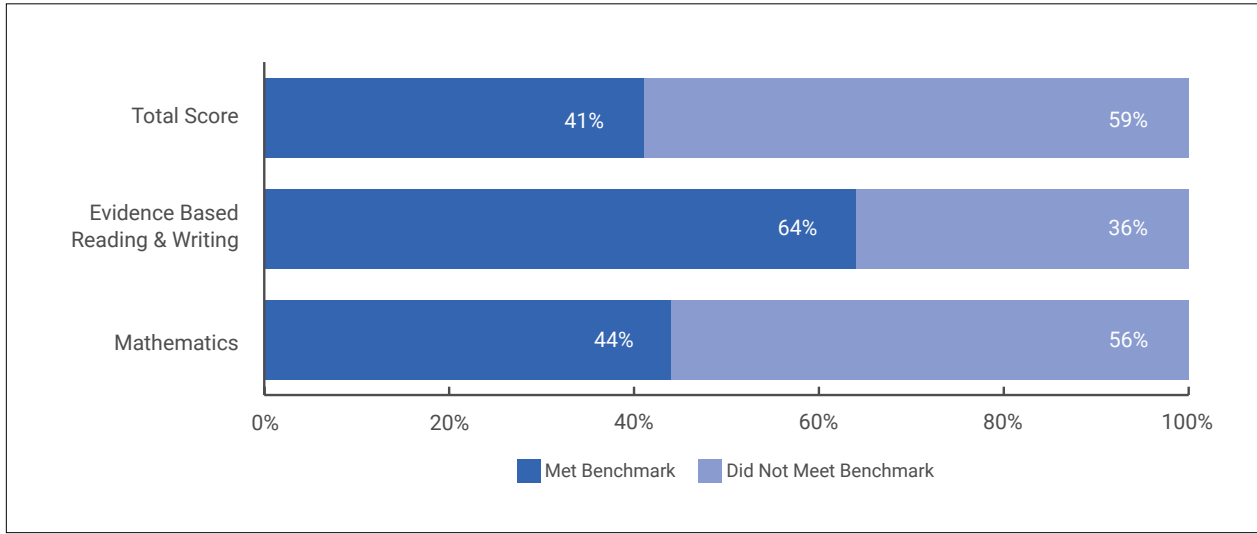


Figure 16 (*7)

% of Students Meeting College Readiness Benchmarks

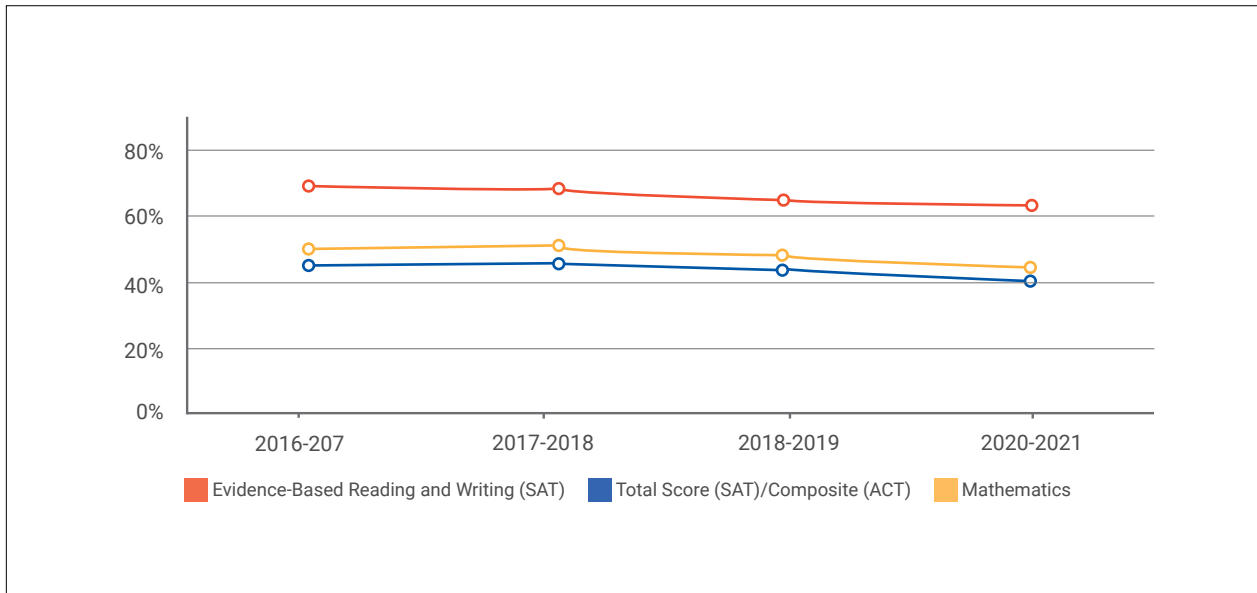


Figure 17 (*7)





2019 - 20 Graduation/Dropout 4-Year (2020 Graduation Cohort): Ottawa County

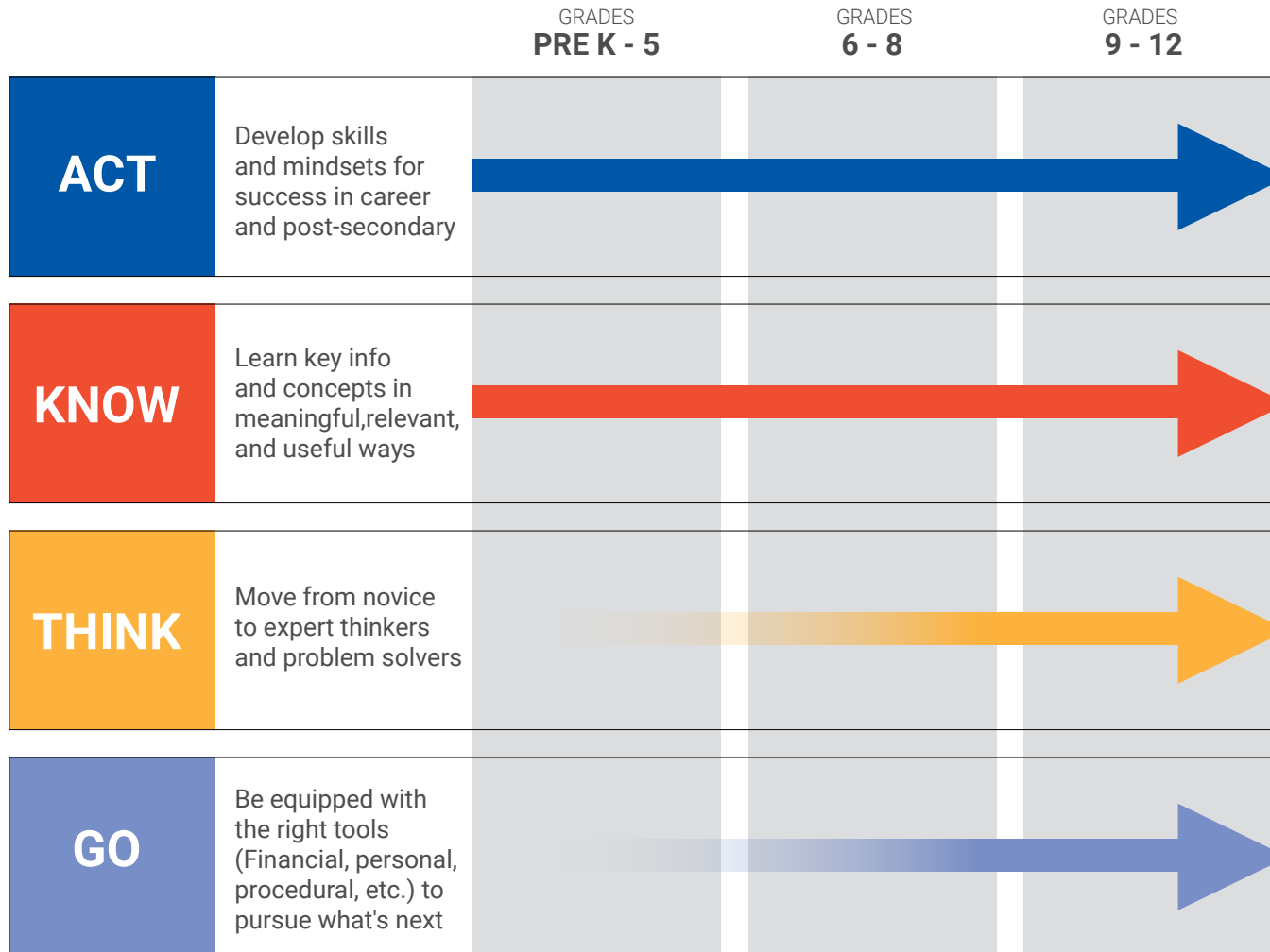
Location Name	Total Cohort	Total Graduated	Other Completer (GED, etc.)	Off-Track Continuing*	Graduation Rate	Dropout Rate
Statewide (Michigan)	118,284	97,070	1,164	10,864	82.07%	7.77%
Allendale Public Schools	200	192	<10	<10	96.00%	1.50%
Coopersville Area Public School District	185	176	<10	<10	95.14%	1.62%
Grand Haven Area Public Schools	502	435	14	31	86.65%	4.38%
Hamilton Community Schools	206	184	<10	12	89.32%	4.85%
Holland City School District	308	265	<10	<10	86.04%	9.09%
Hudsonville Public School District	447	433	<10	<10	96.87%	1.34%
Jenison Public Schools	331	322	<10	<10	97.28%	1.81%
Saugatuck Public Schools	57	49	<10	<10	85.96%	10.53%
Spring Lake Public Schools	196	192	<10	<10	97.96%	1.02%
West Ottawa Public School District	562	502	<10	<10	89.32%	9.61%
Zeeland Public Schools	542	500	17	<10	92.25%	3.87%
Black River Public School	73	70	<10	<10	95.89%	2.74%
ICademy Global	26	14	<10	<10	53.85%	30.77%
Ottawa Area ISD	11	<10	<10	13	N/A	18.18%

* Working toward GED, but taking more than four years to complete

Figure 18 (*7)

POST-SECONDARY EXPERIENCES

Graduating high school is a milestone in an individual's life, and an event to be proud of and celebrated. But, for an educated workforce ready to tackle the challenges our businesses face, there must be something more, a credential of some form - whether it be a certification, an apprenticeship, or a PHD. We must provide opportunities to our HS graduates that match both the requirements of the job and the types of jobs we will need.



The Ottawa Area Intermediate School District (OAISD) believes in supporting the exploration of all career pathways as students begin preparation for their post-secondary journey throughout their K-12 experience. Support is provided to local districts in the areas of exploration, planning and academic opportunities for students. This is driven by the four indicators of future success: **The ability to Act, Know, Think, and Go.**

Figure 19 (*1)

Career Technical Education (CTE) Enrollment

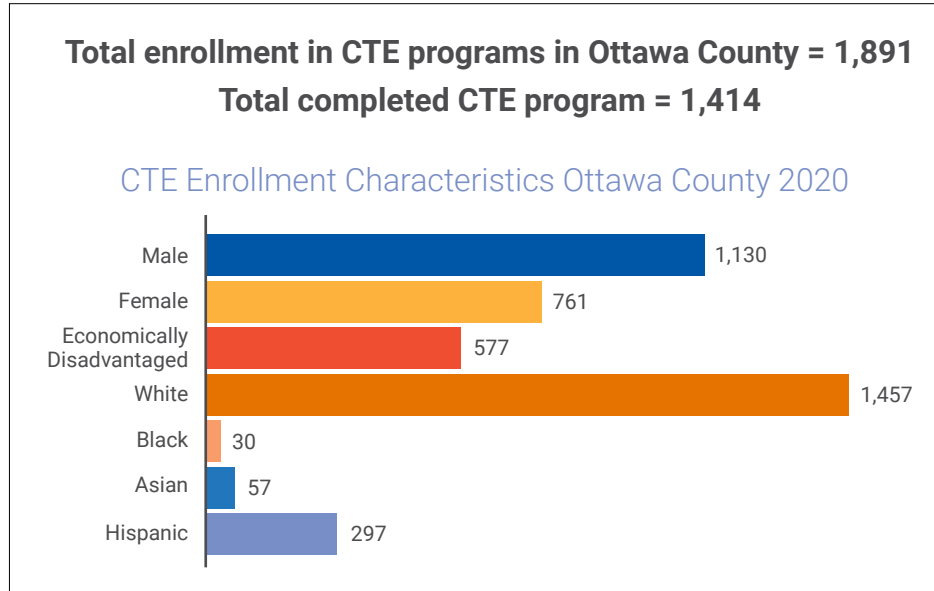
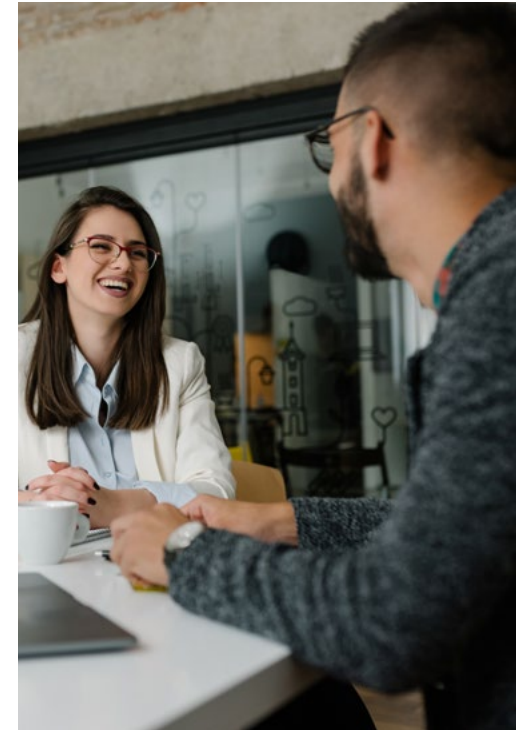


Figure 20 (*7)

Career Technical Education (CTE) high school programs create an educational environment that combines core academics with real-world application. The mission of CTE is to prepare students for success in college and careers by helping them develop the skills, technical knowledge, academic rigor, and real-world experience for highly-skilled, highly-demanded, and highly successful careers.

Note: CEPE = Combined Educational Planning District, which often includes multiple counties. It is currently not possible to get CTE enrollment data strictly by county. All data are for high school students only.



Credential Completion within 6 Years for the Class of 2013-14

Enrollment/Credential Status	Report Category	2016-17		2017-18		2018-19		2019-2020	
		Count	Percent	Count	Percent	Count	Percent	Count	Percent
Earned Certificate	All Students	16	0.48%	23	0.69%	21	0.63%	26	0.78%
Earned 2-Year Degree	All Students	95	2.85%	96	2.88%	106	3.17%	127	3.80%
Earned 4-Year Degree	All Students	18	0.54%	18	19.56%	1,059	1.08%	1,239	37.11%

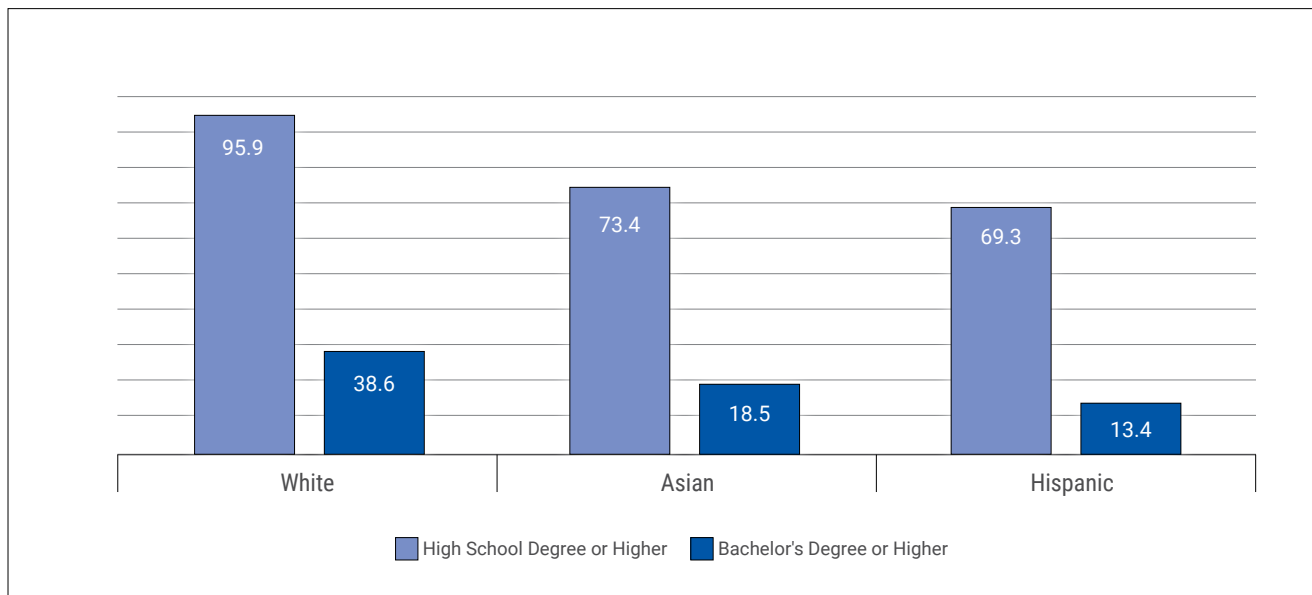
Figure 21 (*1)

Post Secondary Educational Attainment

Ottawa County Population - 25 years and over	183,87	Percent
Less than 9th grade	4,394	2.4%
9th to 12th grade, no diploma	8,787	4.8%
High school graduate (includes equivalency)	51,523	28.0%
Some college, no degree	37,361	20.3%
Associate's degree	16,335	8.9%
Bachelor's degree	43,887	23.9%
Graduate or professional degree	21,583	11.7%

Ottawa County 2020 Census

Educational Attainment by Race



Ottawa County 2020 Census



EDUCATION

Entry Level Wages Over Time by Educational Attainment

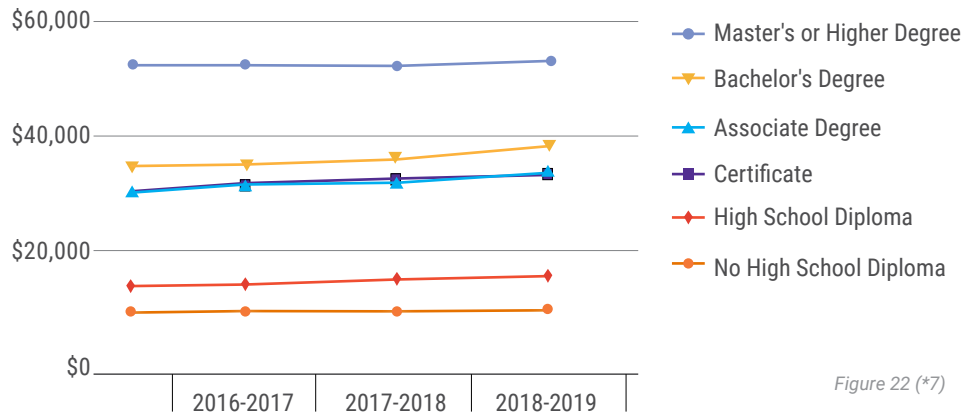


Figure 22 (*7)



Entry Level Wages Over Time

Year of Employment	No High School Diploma	High School Diploma	Certificate	Associate Degree	Bachelor's Degree	Master's or Higher Degree
2016-2017	\$9,100	\$13,900	\$32,500	\$32,700	\$36,100	\$54,300
2017-2018	\$9,100	\$14,700	\$33,700	\$33,200	\$37,200	\$54,500
2018-2019	\$9,400	\$15,300	\$34,500	\$35,000	\$39,100	\$55,200

Figure 23 (*7)

OAISD Median Annual Wages Over Time by Educational Attainment And High School CTE Status:

Based on 2012-2013 Graduating Class

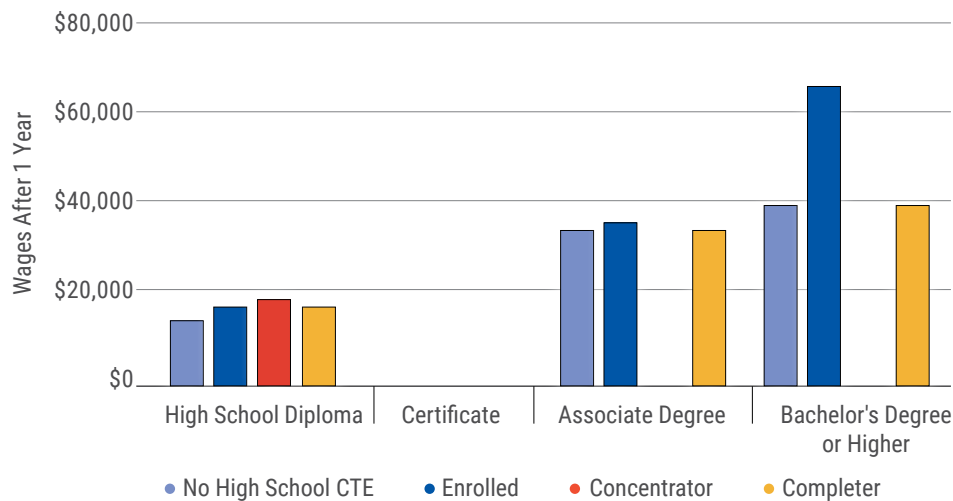


Figure 24 (*7)

Statewide Median Annual Wages Over Time by Educational Attainment And High School CTE Status:

Based on 2012-2013 Graduating Class

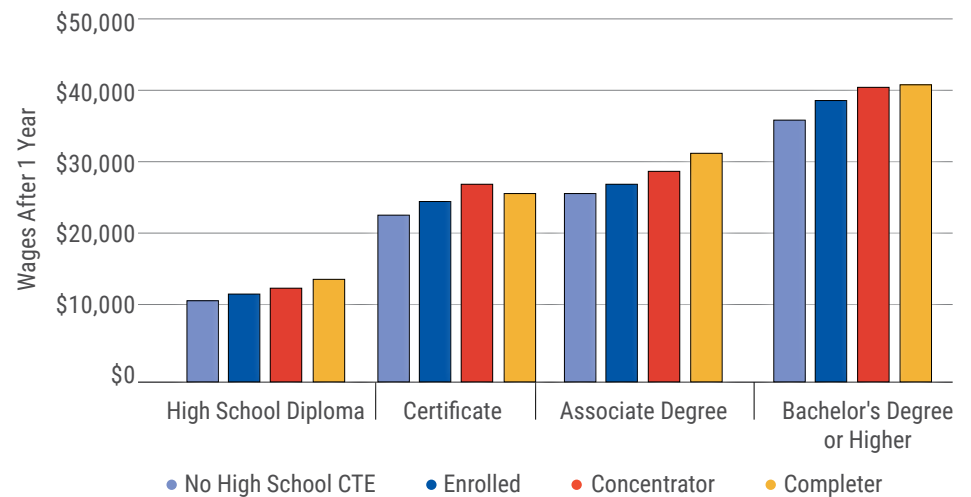


Figure 25 (*7)

The Economic Outlook for Lakeshore Advantage: Getting to 2030

Between 2010 and 2019, employment grew by 24.6% in Ottawa County, a rate higher than the nation (U.S. Bureau of Labor Statistics, 2020)

- As of 2018, the labor force participation rate for Ottawa County was 68.7% (U.S. Census Bureau, ACS 5-Year Estimates)
- A diagram of job postings by occupation and top industries is listed below (this includes both Ottawa and Allegan counties) as well as employment growth by industry for Ottawa County.

Job Postings by Occupation – Ottawa/Allegan County (2019)

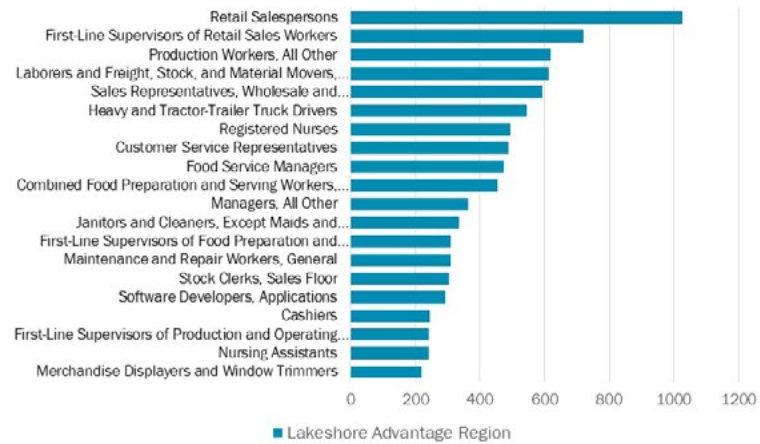


Figure 26 (*8)

Top Industries – Ottawa/Allegan County (2020)

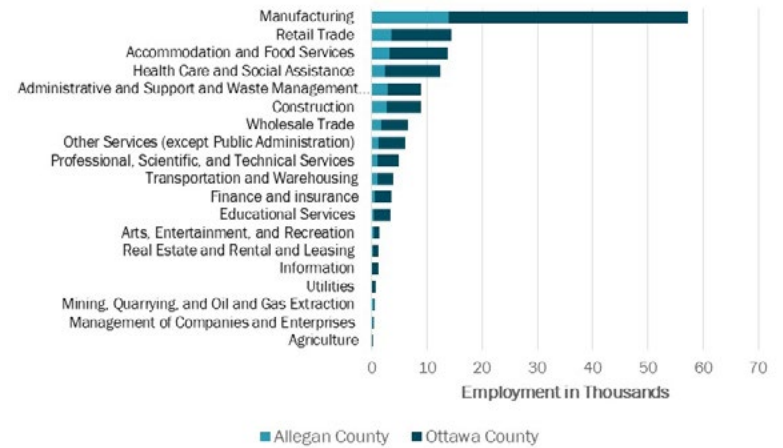


Figure 27 (*8)

Employment Growth by Industry – Ottawa/Allegan County (2010-2020)

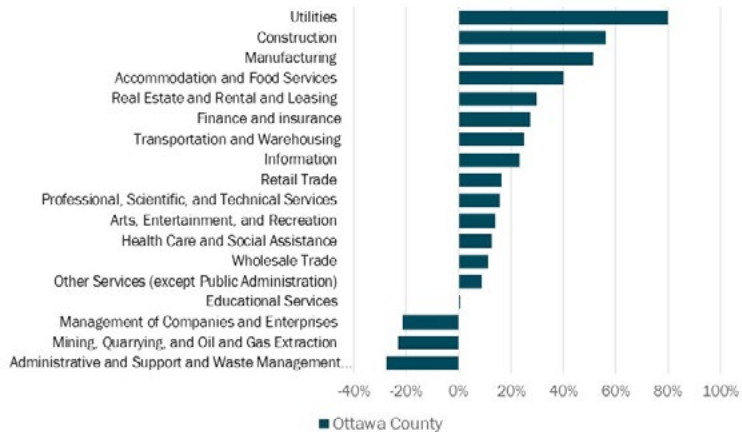


Figure 28 (*8)

2021 HOUSEHOLD SURVEY QUESTIONS

Ottawa County residents were asked: "How would you describe your current employment status?" *Those who answered, "Working but Want a Better Job" were then asked, "What does a better job mean to you?"

Better/More Pay	Better Hours/ Fewer Hours	Better Benefits (General)	Appreciation/ Value
65.3%	17.8%	13.5%	11.1%

*Those who answered, "working and satisfied with your job" 51% stated that their job required credentials, certification, or license.

For more details visit page 49 of the Financial Stability section.



READY, LEARN, SUCCEED.

Children enter school ready to learn, have successful school progression, and individuals engage in post-secondary experiences and have lifelong learning opportunities.



EDUCATION

SOCIAL DETERMINANTS

Social determinants continue to play a major role in successful progression in school, with early effects compounding as the student ages. These factors play a major part during critical transition points in a student's life:

2021 HOUSEHOLD SURVEY QUESTIONS

In the past two years, how concerned have you been with your child(ren) transitioning from one level of school to another, such as from preschool to Kindergarten, from elementary school to middle school or junior high, or from junior high to high school?

Somewhat Concerned	Very Concerned
13.3%	3.6%
Extremely Concerned	Total
7.0%	23.9%

What were your top concerns?

Concerns about the subjects being taught	15.9%
Child adjusting to new classmates	15.2%
Child adjusting to new teachers	14.9%

Student Mobility in Ottawa County Schools

The Student Mobility report shows how the student population changes within a given school year by comparing the number of students who left the district (mobile students), transferred into the district (incoming students), or remained in the district (stable students) after fall count day. The data is important because instances of frequent mobility can disrupt student learning. The student mobility report can identify which students or groups of students have high mobility counts. It can help a school understand if there are patterns with certain types of students who are more mobile; this information may be used to help meet the needs of these students.

2.6% of the students that were counted in 2019-2020 school year are considered mobile.

Of those mobile students:

- 57.6% are **economically disadvantaged**.
- 39.6% are **non-white**.
- 86.6% are **not English learners**.
- 20.1% are **students with disabilities**.

FINANCIAL STABILITY

FINANCIAL STABILITY

Sources

*The following are the numbered sources for the Financial Stability section; they will be shown next to each figure in this format: (*1)*

1. ALICE Project–Michigan – Research Center
2. Ottawa County, Michigan – Housing Needs Assessment – Housing Next
3. Economic Outlook for Lakeshore Advantage: Getting to 2030
4. 2021 ALICE Report MI Final



FINANCIAL STABILITY

By and large, individuals and families in Ottawa County are better off than they were three years ago, and we as a community celebrate that. We attribute this level of improvements to the strengthening economy combined with the incredible efforts of our local nonprofits, government, and faith-based organizations working with individuals in need. Nevertheless, our work in Ottawa County is never done, as there are many people who continue to struggle to make ends meet. This situation can continue to be best captured by the latest ALICE figure showing 22% of households falling into this category, with an additional 8% living in poverty. That is just over one third of Ottawa County households falling into the ALICE or poverty category. The ALICE population represents those households in Ottawa County that are living in Ottawa County and working but can't really afford to be living here. It is often through the supports of nonprofits, government agencies, faith-based organizations, and/or friends/family that these individuals and families are able to stay afloat.

To keep things simple, there are really two primary ways to move the ALICE families out of this situation. Either they need to earn more from their income to afford the cost of living in Ottawa County, or the expenses to live in Ottawa County need to decrease. On the income side, we have seen local wages begin to rise, which is positive, but still not to the level of being truly "livable wages" for families. On the expense side, housing, healthcare, and child care continue to be some of the largest expenses for people. Within those categories, housing continues to be one of the bigger challenges for our community as costs continue to rise while the stock of affordable housing continues to diminish. Taken from the household survey results, 14% of households "occasionally, at least once a month, or all the time" worry about running out of money for housing. While 14% might seem like a small number at first, when you consider it in terms of actual individuals, we are talking about roughly 40,000 people in our community.

In summary, we celebrate the improvement that we have seen to date, while knowing that there is still much work to do. We are fortunate in Ottawa County that there are many collaborative efforts and wonderful organizations aimed at improving the financial sustainability of families and we encourage everyone to continue to support this improvement work so that ALL individuals may truly enjoy a high quality of life in Ottawa County.

Angie Barksdale, West Michigan Works!, Financial Stability Co-Chair

Patrick Cisler, Community SPOKE & Lakeshore Nonprofit Alliance, Financial Stability Co-Chair

2021 HOUSEHOLD SURVEY QUESTIONS

How well are you and your family doing financially today compared to a year ago?				
	2012	2015	2018	2021
Much better	5.8%	9.1%	9.1%	10.7%
Somewhat better	20.7%	21.1%	20.8%	12.7%
About the same	56.3%	56.8%	60.2%	60.3%
Somewhat worse	13.4%	9.5%	7.7%	12.5%
Much worse	3.0%	3.6%	2.2%	3.8%

Of those who said somewhat or much worse:

- They are more likely to have an associates degree or less, are more likely to earn \$25k or less and have 3 kids or more.

Comments from those that stated somewhat or much worse:

- Higher cost of living: "Price of gas and groceries is up."
- COVID: "Because of COVID, I can't get my children into daycare."
- Less Income: "Because money did not come in last year, I'm self employed."

FOCUS AREAS:

- > Meet ALICE
- > Housing Affordability
- > Employment
- > Employment Challenges
- > Financial Literacy



FINANCIAL STABILITY

MEET ALICE (ASSET-LIMITED, INCOME CONSTRAINED, EMPLOYED)

ALICE is an acronym for Asset Limited, Income Constrained, Employed – households that earn more than the Federal Poverty Level, but less than the basic cost of living for the county (the ALICE Threshold). While conditions have improved for some households, many continue to struggle, especially as wages fail to keep pace with the cost of household essentials (housing, child care, food, transportation, health care, and a basic smartphone plan).

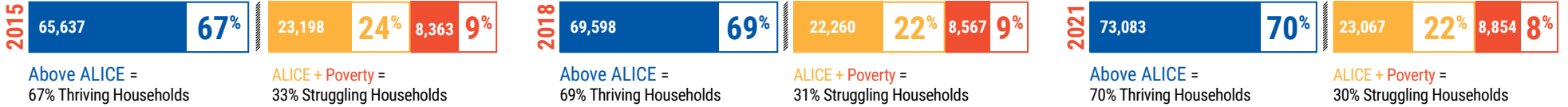


Figure 1 (*1)

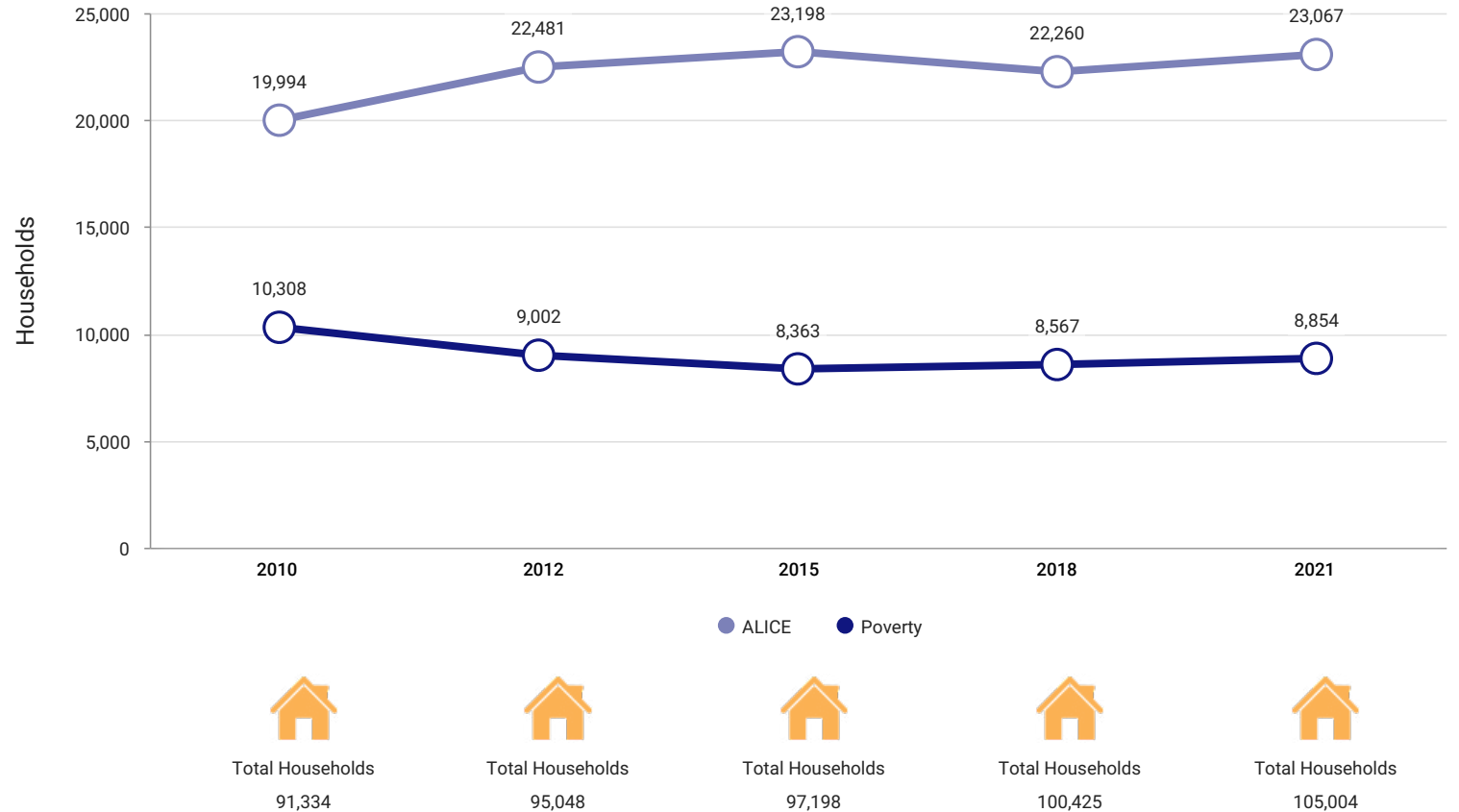


Figure 2 (*1)

The tables below represent what different family types can expect to spend monthly to live in Ottawa County.

ALICE HOUSEHOLD SURVIVAL BUDGET | Ottawa County, Michigan, 2019

	1 Adult	1 Adult, 1 Child	1 Adult, 1 in Childcare	1 Senior	2 Adults	2 Adults, 2 Children	2 Adults, 2 in Child Care	2 Seniors
Housing	\$744	\$763	\$763	\$744	\$763	\$874	\$874	\$763
Childcare	\$0	\$219	\$592	\$0	\$0	\$437	\$1,175	\$0
Food	\$265	\$460	\$384	\$228	\$551	\$922	\$805	\$471
Transportation	\$457	\$606	\$606	\$406	\$647	\$929	\$929	\$545
Savings	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Health Care	\$189	\$403	\$403	\$464	\$403	\$569	\$569	\$927
Technology	\$55	\$55	\$55	\$55	\$75	\$75	\$75	\$75
Miscellaneous	\$204	\$283	\$319	\$223	\$285	\$424	\$507	\$320
Taxes	\$326	\$326	\$382	\$335	\$412	\$438	\$640	\$420
Monthly Total	\$2,240	\$3,115	\$3,504	\$2,455	\$3,136	\$4,668	\$5,574	\$3,521
Annual Total	\$26,880	\$37,380	\$42,048	\$29,460	\$37,632	\$56,016	\$66,888	\$42,252
Hourly Wage	\$13.44	\$18.69	\$21.02	\$14.73	\$18.82	\$28.01	\$33.44	\$21.13

Note: The budget for two adults and two in childcare includes costs for one infant and one preschooler • For ALICE Survival Budget sources, see the 2020 Methodology Overview on the Methodology tab

Figure 3 (*1)

The ALICE Household Survival Budget

The minimal estimate of the total cost of household essentials - housing, child care, food, transportation, health care, and a smartphone, plus taxes and a miscellaneous contingency fund equal to 10% of the budget.

The Senior Survival Budget adjusts the Household Survival Budget to reflect the fact that seniors have lower food costs than younger adults, travel fewer miles for work and family responsibilities, and have increasing health needs and out of pocket health care expenses.

The ALICE Household Stability Budget posits a more sustainable budget model that estimates the higher costs of maintaining a viable household over time, including 10% savings category that can be used in an emergency, for additional education, or to buy a home.

The ALICE Threshold is the average income that a household needs to afford the basic necessities defined by the Household Survival Budget for each county in Michigan. Households Below the ALICE Threshold include both ALICE and poverty-level households.

ALICE HOUSEHOLD STABILITY BUDGET | Ottawa County, Michigan, 2019

	1 Adult	2 Adults	2 Adults, 2 Children	2 Adults, 2 in Child Care
Housing	\$763	\$874	\$1,132	\$1,132
Childcare	\$0	\$0	\$666	\$1,776
Food	\$541	\$1,098	\$1,962	\$1,716
Transportation	\$943	\$1,151	\$1,493	\$1,493
Savings	\$320	\$444	\$753	\$869
Health Care	\$162	\$343	\$504	\$504
Technology	\$125	\$145	\$145	\$145
Miscellaneous	\$320	\$444	\$753	\$869
Taxes	\$669	\$830	\$1,630	\$1,923
Monthly Total	\$3,843	\$5,329	\$9,038	\$10,427
Annual Total	\$46,116	\$63,948	\$108,456	\$125,124
Hourly Wage	\$23.06	\$31.97	\$54.23	\$62.56

Note: The budget for two adults and two in childcare includes costs for one infant and one preschooler For ALICE Survival Budget sources, see the 2020 Methodology Overview on the Methodology tab

Figure 4 (*1)

FINANCIAL STABILITY

In June 2021, the U.S. Bureau of Labor Statistics reported that the Consumer Price Index For All Urban Consumers was up by 5.0% through May 2021, the Index's biggest 12-month surge since the 5.4% increase during the period ending in August 2008.

The ALICE Essentials Index

The ALICE Essentials Index measures the change over time in the costs of the essential goods and services that households need to live and work in the modern economy. The ALICE Essentials Index includes only essential household items (housing, child care, food, transportation, health care, and a smartphone plan). In comparison, the Bureau of Labor Statistics' Consumer Price Index (CPI) covers a large group of goods and services that urban consumers buy regularly (housing, food and beverages, transportation, medical care, apparel, recreation, education, and communication services). The ALICE Essentials Index is calculated for both urban and rural areas.

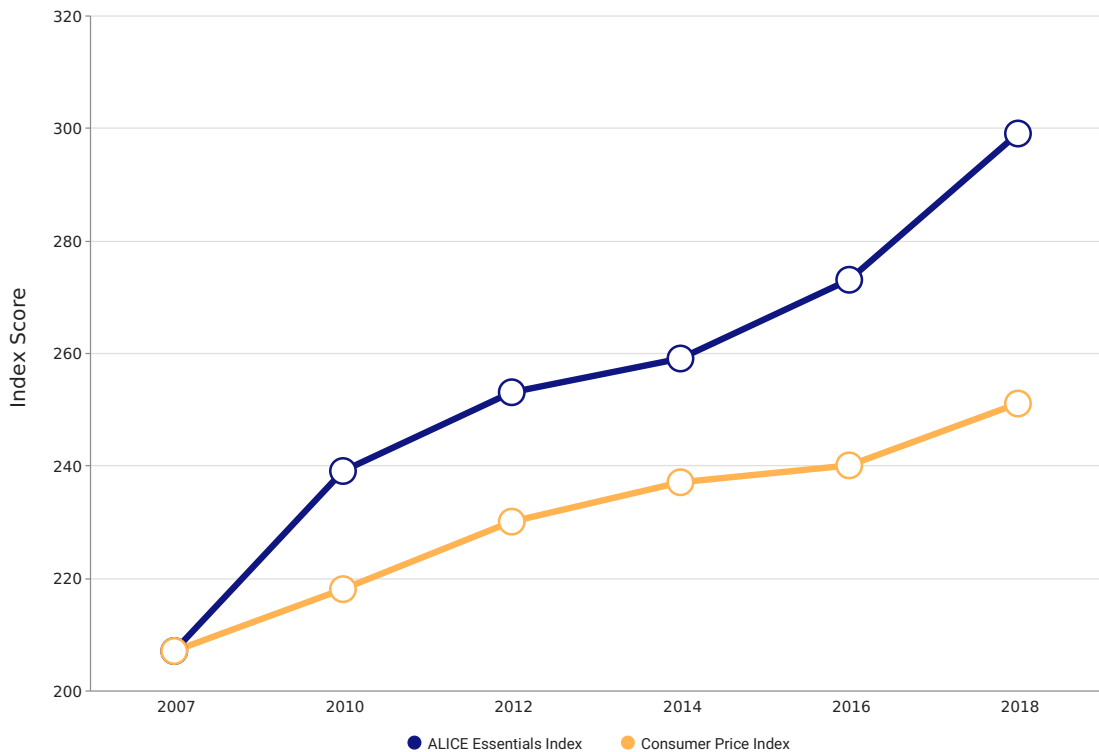
The ALICE Essentials Index vs. the Consumer Price Index

Across the country, the ALICE Essentials Index has increased almost twice as fast as the CPI over the last decade.

From 2007 to 2018, the average annual rate of increase for the ALICE Essentials Index was 3.3% in urban areas and 3.4% in rural areas, while the CPI increased by 1.8%.

This difference is primarily due to the fact that the costs of basics, especially housing and health care, have increased, while the costs of other items — notably manufactured goods, from apparel to cars — have remained relatively flat.

The ALICE Essentials Index Compared to Consumer Price Index, 2007-2018



Sources: ALICE Essentials Index, 2007-2018; Bureau of Labor Statistics—Consumer Price Index, 2007-2018

Figure 5 (*1)



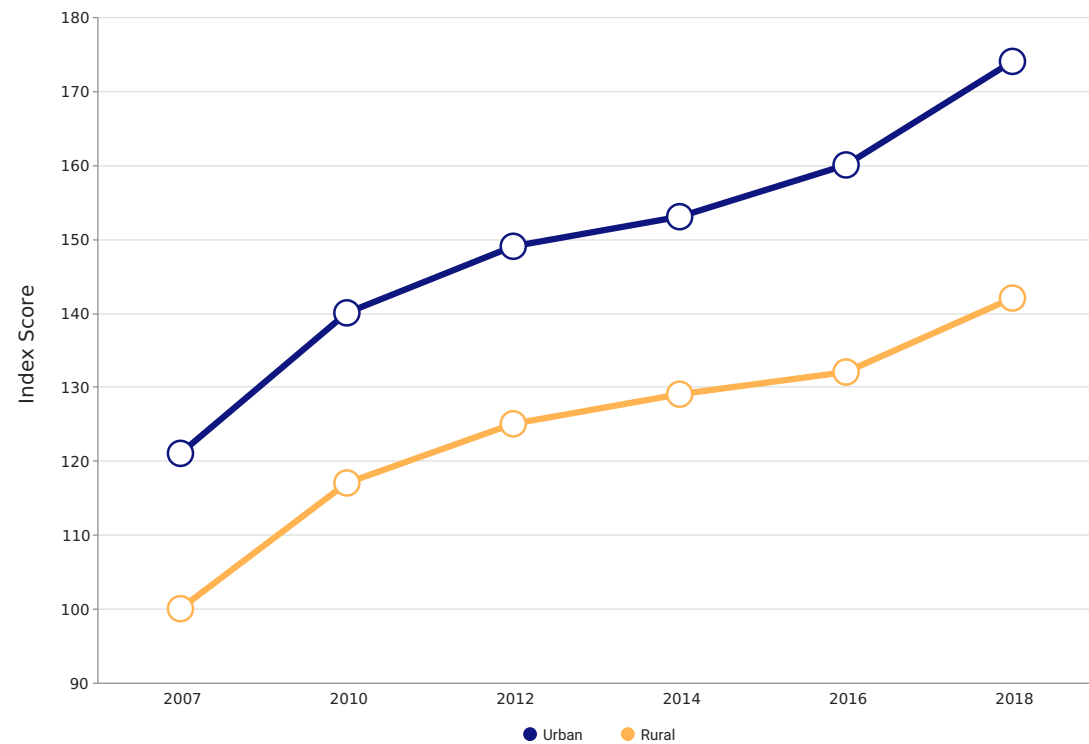
The ALICE Essentials Index, Urban vs. Rural

A comparison of costs between rural and urban counties reveals interesting differences that are not captured in traditional inflation measures.

The cost of living has generally been 20% higher in urban areas than in rural areas over the last decade, often driven by the cost of housing.

Yet while the overall cost of living in rural America is lower, the ALICE Essentials Index shows that expenses there — especially housing — are rising at similar rates.

The ALICE Essentials Index, Urban vs. Rural, 2007-2018



Sources: ALICE Essentials Index, 2007-2018

Figure 6 (*1)



FINANCIAL STABILITY

HOUSING AFFORDABILITY

Ottawa County is fairly unique in Michigan, but very similar to other fast-growing metro regions across the country. The growing gap in rental housing stock is due to a shortage of new construction (both for -sale and for-rent products) AND due to the steady growth in population earning higher wages. **Ottawa County has a much smaller share of single-family rental stock (27.8%) than the State of Michigan (39.1%) to begin with.** Increasingly, more affluent households are moving into Ottawa County and outcompeting lower-income households for a limited available supply of homes. Many homes that had previously been rentals are converting to owner-occupied homes **(366 previous rental homes are now owner-occupied (2015 to 2019)). The rental homes that remain are getting more expensive. This creates a creeping displacement effect on ALICE households who find it harder and harder to access affordable rental housing.** Census data shows that the share of households earning \$50,000 or more rose from 54% in 2010 to 60% in 2015, and 67% in 2019. The gap in housing stock for ALICE households is not due to a fast-growing population of ALICE households, but rather due to a fast-growing population of higher-income households who are able to outbid ALICE households for limited housing supply. Over the same period of time, the share of households earning \$100,000 or more rose from 17% in 2010 to 32% in 2019.

Ottawa County Housing Needs Estimates (2020 to 2025)			
This table summarizes the county's housing gaps by renter vs. owner and affordability.			
County	Housing Segment	Number of Units*	Priority
Rentals	Low-Income Rental Housing (<\$625/Month Rent)	1,421	High
	Affordable Workforce Rental Housing (\$625-\$1,249/Month Rent)	1,667	High
	Market-Rate Rental Housing (\$1,250+/Month Rent)	1,297	High
For Sale	Entry-Level For Sale Homes (\$100K-\$149K)	1,321	High
	Moderate-Income For Sale Homes (\$150K-\$249K)	5,117	High
	High-Income For Sale Homes (\$250K+)	4,908	High

*Number of units assumes product is marketable, affordable and in an appropriate location. Variations of product types will impact the actual number of units that can be supported. Additionally, incentives and/or government policy changes could encourage support for additional units that exceed the preceding projections.

Figure 7 (*2)

The Financial Stability Think Tank

We continue to see the gap in rental stock continue to grow. WHY?



There are several contributing factors:

- The increase in construction costs
- The increase in people falling below the ALICE threshold
- The continued growth of the county's population
- Stagnant wages at the lowest level

FINANCIAL STABILITY

The table shows surveyed market-rate units by bedroom/bathroom type. This data provided by Bowen National Research for Housing Next shows that a market-rate one-bedroom apartment is currently renting for \$1,000 or more per month, and a market-rate two-bedroom is renting for an average of \$1,200/mo+. The overall vacancy rate is also a very important indicator. Currently, the county-wide vacancy rate is just 1% and a healthy market has a vacancy rate of 5-6%. **A continuing unique factor along the lakeshore is seasonal rental rates, where during the summer months rents are \$1,200 per week instead of \$1,200 per month during the off season.**

Market Rate						
Bedroom	Baths	Units	Distribution	Vacancy	%Vacant	Median Collected Rent
Studio	1.0	113	1.3%	0	0.0%	\$685
One-Bedroom	1.0	2,079	23.8%	25	1.2%	\$1,029
One-Bedroom	1.5	29	0.3%	0	0.0%	\$1,140
Two-Bedroom	1.0	1,841	21.0%	17	0.9%	\$1,080
Two-Bedroom	1.5	351	4.0%	11	3.1%	\$1,100
Two-Bedroom	2.0	2,272	26.0%	16	0.7%	\$1,272
Two-Bedroom	2.5	132	1.5%	0	0.0%	\$1,495
Three-Bedroom	1.0	72	0.8%	0	0.0%	\$1,095
Three-Bedroom	1.5	101	1.2%	1	1.0%	\$1,380
Three-Bedroom	2.0	384	4.4%	1	0.3%	\$1,559
Three-Bedroom	2.5	157	1.8%	0	0.0%	\$1,765
Three-Bedroom	3.0	166	1.9%	0	0.0%	\$1,800
Three-Bedroom	3.5	50	0.6%	0	0.0%	\$2,007
Four-Bedroom	1.75	68	0.8%	0	0.0%	\$2,020
Four-Bedroom	2.0	272	3.1%	0	0.0%	\$1,580
Four-Bedroom	2.5	6	0.1%	0	0.0%	\$1,500
Four-Bedroom	4.0	390	4.5%	12	3.1%	\$2,260
Four-Bedroom	4.5	247	2.8%	8	3.2%	\$1,980
Five-Bedroom	5.5	19	0.2%	0	0.0%	\$3,145
Total Market Rate		8,749	100.0%	91	1.0%	-

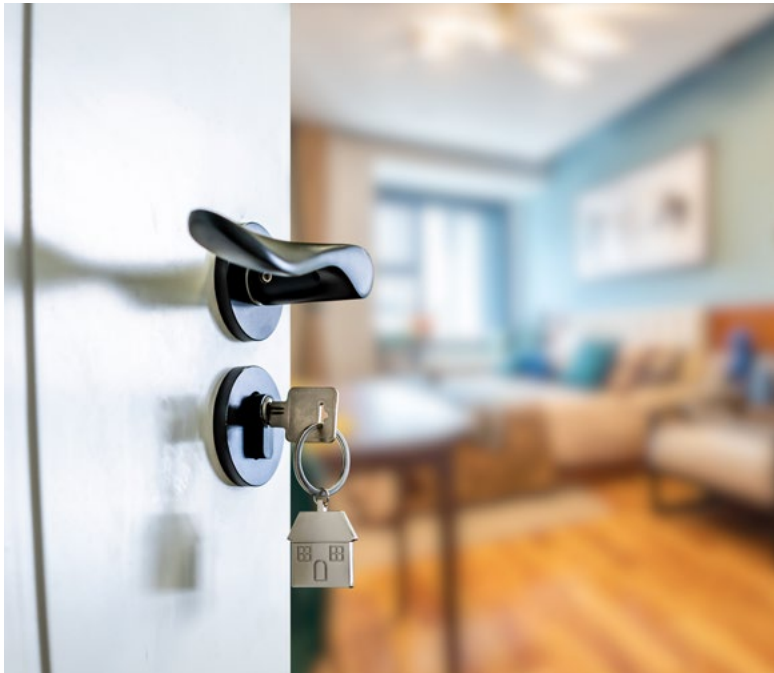


Figure 8 (*2)

FINANCIAL STABILITY

Rent Increase Over 3 Years

High levels of demand along with the introduction of several market-rate projects over the past three years has increased the median rents in the area. The 2021 rents represent increases ranging from 13.5% (two-bedroom/1.0 bathroom units) to 27.7% (three-bedroom/2.0 bathroom units), or annual rent increases of 4.5% to 9.2%, which are generally outpacing household income growth over the past few years.

Meanwhile, median Tax Credit rents by bedroom type have increased by 10.4% to 23.3% over the past three years, or at annual rates of 3.5% to 7.8%. While such rent growth will likely encourage additional multifamily development, it also poses a challenge for many of the area's lower income households.

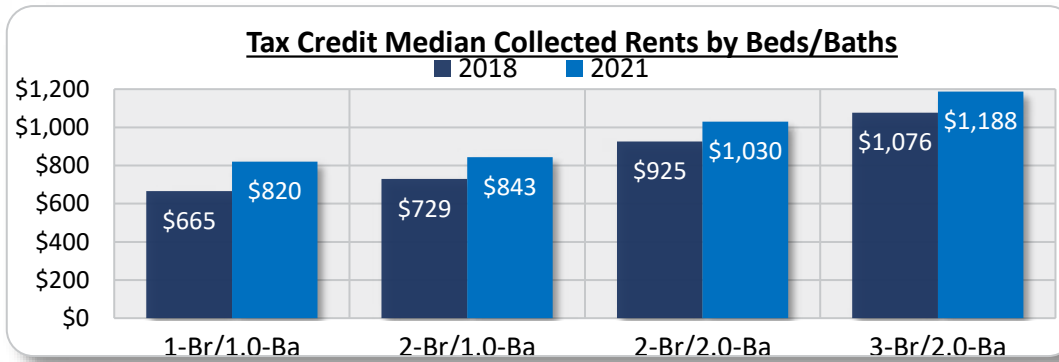
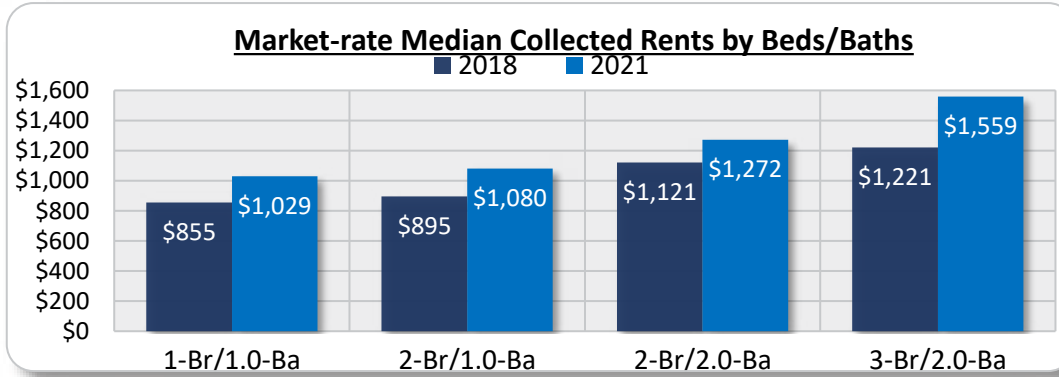
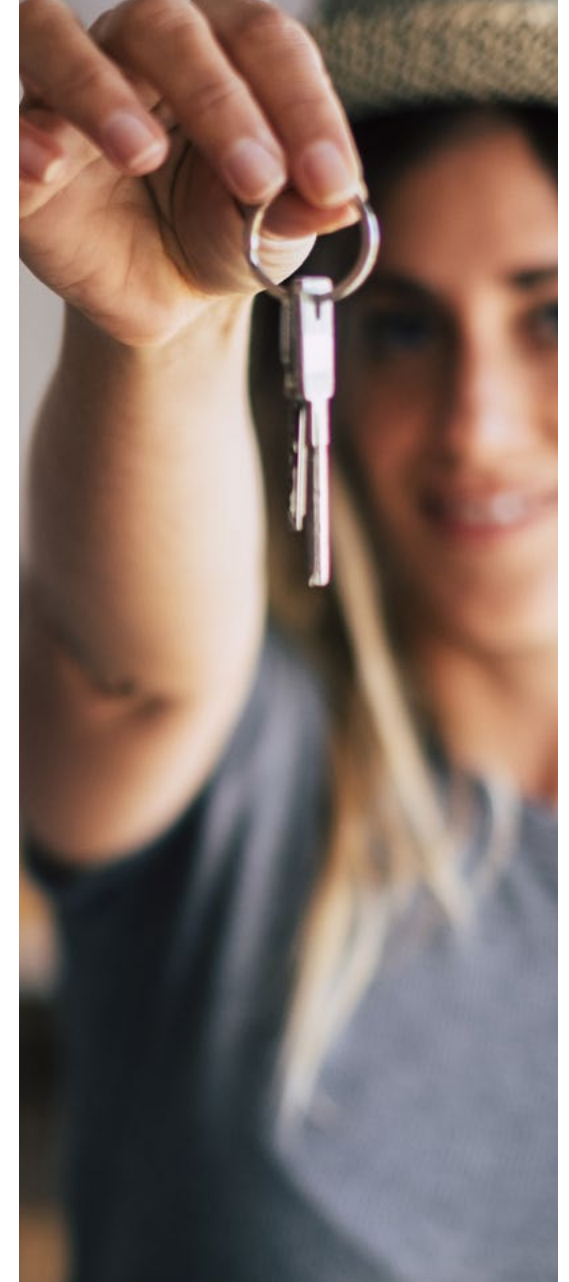


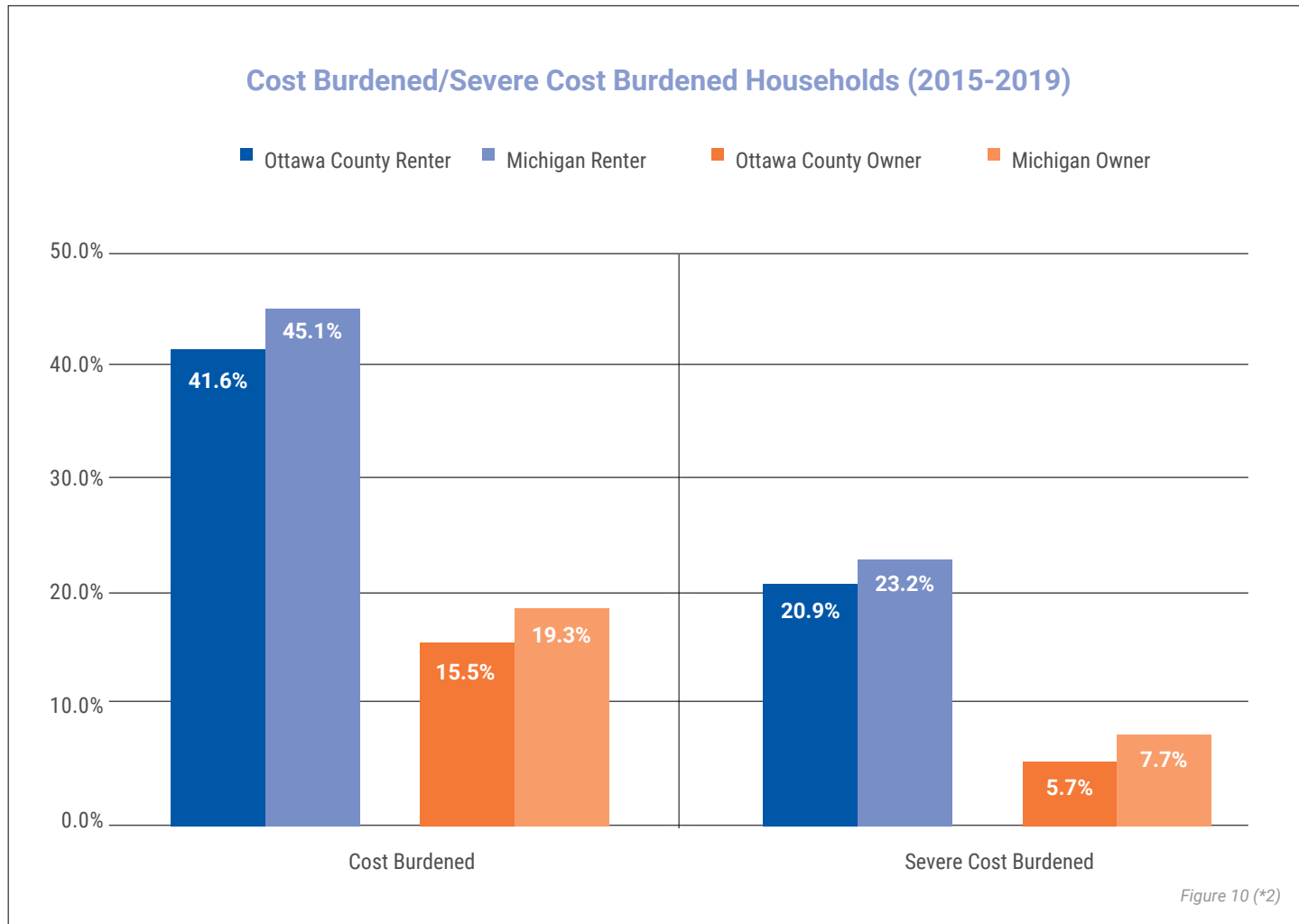
Figure 9 (*2)



FINANCIAL STABILITY

Cost Burdened/Severe Cost Burdened

Among Ottawa County's renter households, a total of 9,526 (41.6%) are cost burdened and 4,780 (20.9%) are severe cost burdened. The county's share of cost burdened owner households is 15.5% while severe cost burdened owner households represents 5.7% in the county. While all of these shares in the county are slightly lower than state averages, it is important not to lose sight of the fact that over 9500 renter households and 12,357 owner households are cost burdened. The result, affordable housing remains an important need for the county.



FINANCIAL STABILITY

Government Subsidy

Nearly 75% of government-subsidized units in the market are one-bedroom units. Seven of the eight government-subsidized projects have waiting lists ranging from 10 to 90 households (6 months to 3 years) for the next available units.

Due to extensive wait times for the next available units those earning 50% or less of Area Median Household Income have limited options available and likely must choose from either the non-subsidized multifamily housing options or non-conventional housing options, such as single-family homes, duplexes, and mobile homes. It is clear that there is pent-up demand for subsidized housing in Ottawa County.

Eviction Diversion

The Lakeshore Housing Alliance, a collaboration of housing service providers dedicated to meeting the needs of people experiencing homelessness, has always prioritized prevention when assisting people in housing crisis and last year Ottawa County residents were more at risk of losing their housing than ever.

With businesses shutting down due to pandemic safety protocols, many lost jobs and had to depend on unemployment to make ends meet. Still others couldn't find new employment. Without enough income to make ends meet, many already struggling households would have been homeless were it not for eviction moratoria and increased funding for eviction diversion programs.

Good Samaritan Ministries (GSM) administers the largest eviction diversion program in Ottawa County. Pre-pandemic, GSM assisted dozens of families annually with rental assistance.

In 2020, with additional federal, state and local funding and a new partnership with the 58th District Court and Legal Aid of Western Michigan GSM was able meet the emergency housing needs of Ottawa County households. More than 1,110 households received financial assistance helping to avoid evictions and maintain long term housing stability.

COVID-19: During the period of January – July 2021, 32% of households with children birth to age 17 reported that they are not caught up on rent/mortgage payments, and it was very likely or extremely likely to have to leave their home/apartment due to eviction or foreclosure in the next two months.

- For Hispanic households the number is 28%
- For black Households the number is 40%
- For White Households the number is 29%

- Only respondents who are currently paying rent/mortgage and are not caught up on rent/mortgage payments, and who provided a valid response are included.

2021 HOUSEHOLD SURVEY QUESTIONS

Were there any times in the past 12 months when you or other adults in your household did not have enough money for the following items?

To pay utility bills? – 8.2% yes; these individuals are most likely to be ages 18-34, male, not married and/or renting.

Auto and auto-related expenses? – 9.1% yes; these individuals are most likely to be not married, education of High School or less and/or making less than \$25,000.

For vision care, including check-ups? – 7.2% yes; these individuals are most likely to have no children, renting and/or making less than \$50,000.

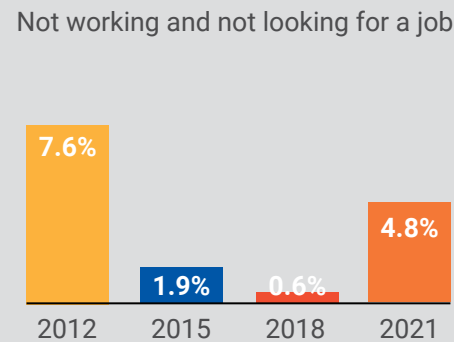
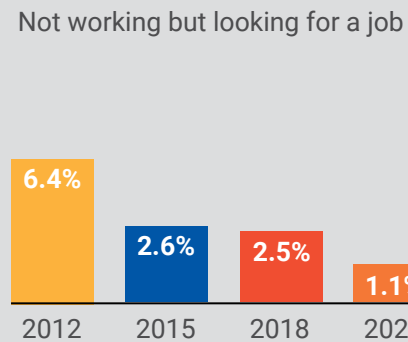
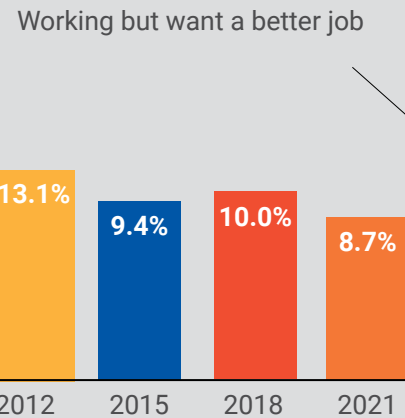
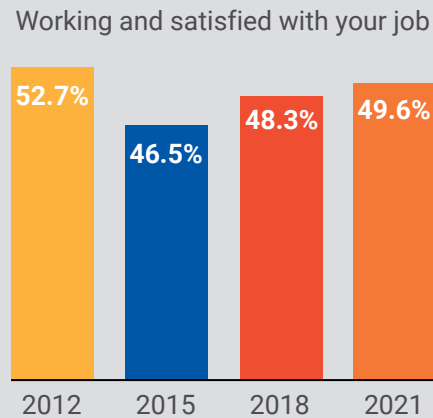
Medical costs? – 11.8% yes; these individuals are most likely to be 55+, renting and/or making less than \$25,000.

Population Reference Bureau analysis of the U.S. Census Bureau, Household Pulse Survey, 2020-2021

EMPLOYMENT

2021 HOUSEHOLD SURVEY QUESTIONS

How would you describe your current employment status?
Would you say you are...



What does a better job mean to you?

Reason Stated	2015	2018	2021
Better/more pay	20.4%	25.1%	65.3%
Better hours/fewer hours	-	-	17.8%
Better benefits (general)	11.5%	24.2%	13.5%
Feel more appreciated and valued	9.5%	7.2%	11.1%

These answers come from those who answered Working but want a better job: What does a better job mean to you?

***65.3% said Better/more pay**

*These individuals are more likely to be ages 35-54, not married, renting and earning less than \$50,000

***17.8% said Better/fewer hours**

*These individuals are more likely to be ages 18-34, Hispanic and have a High School education or less.

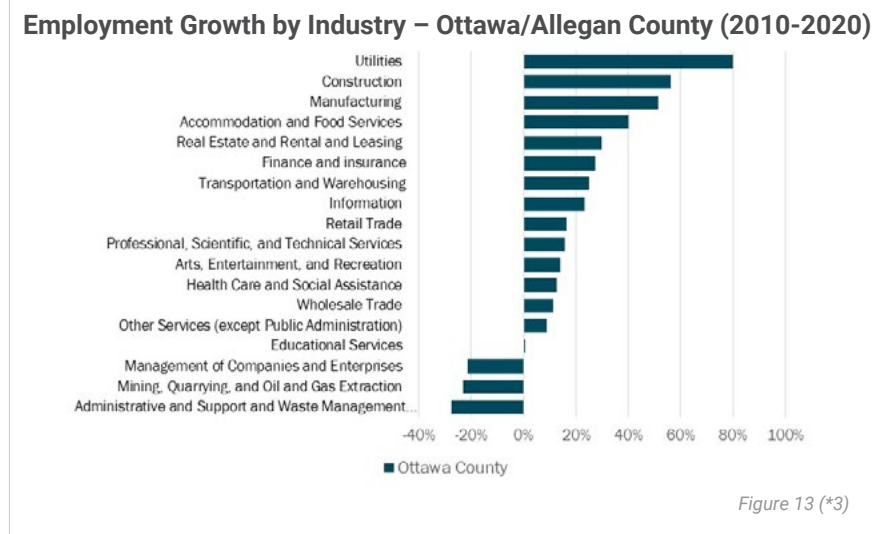
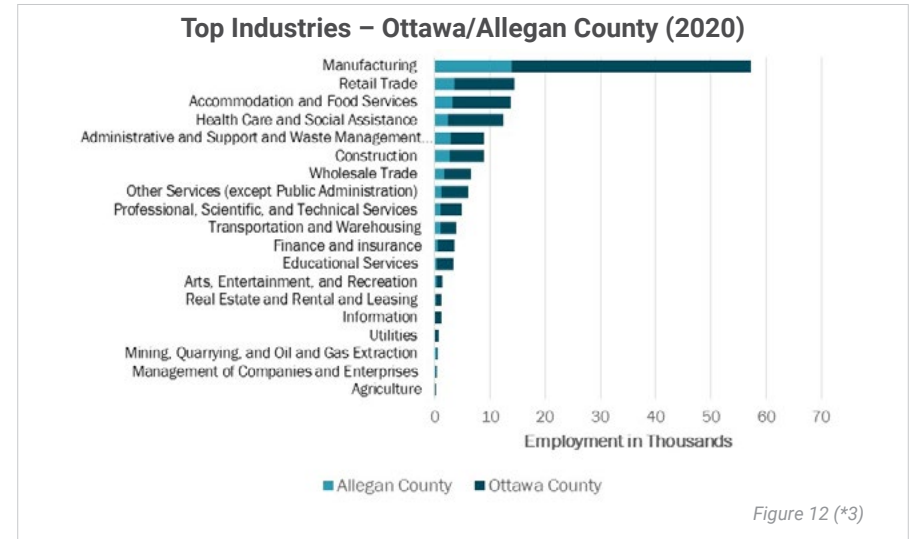
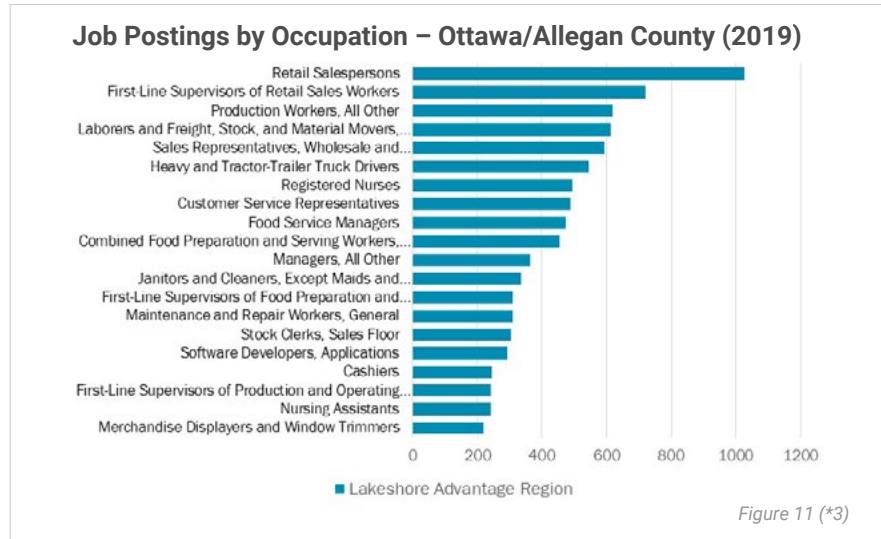
***13.5% said Better benefits (general)**

*These individuals are more likely to be under the age of 54, male and a High School education or less.

FINANCIAL STABILITY

The Economic Outlook for Lakeshore Advantage: Getting to 2030

- Between 2010 and 2019, employment grew by 24.6% in Ottawa County, a rate higher than the nation (U.S. Bureau of Labor Statistics, 2020)
- As of 2018, the labor force participation rate for Ottawa County was 68.7% (U.S. Census Bureau, ACS 5-Year Estimates)
- A diagram of job postings by occupation and top industries is listed below (this includes both Ottawa and Allegan counties) as well as employment growth by industry for Ottawa County.



EMPLOYMENT CHALLENGES

In Michigan, continuing challenges in the Labor Market as presented by The Bureau of Labor Market Information and Strategic Initiatives.

Despite major labor market improvements, several trends highlight continued challenges, including:

- The biggest current challenge compared to the 2018 community assessment data has been the unprecedented spike in unemployment that was caused by the pandemic, followed by the severe staffing shortages across the region.
- While the labor force participation rate is increasing, transportation, wages, and the makeup of Michigan's labor force (See chart below) make it difficult for families to make ends meet.

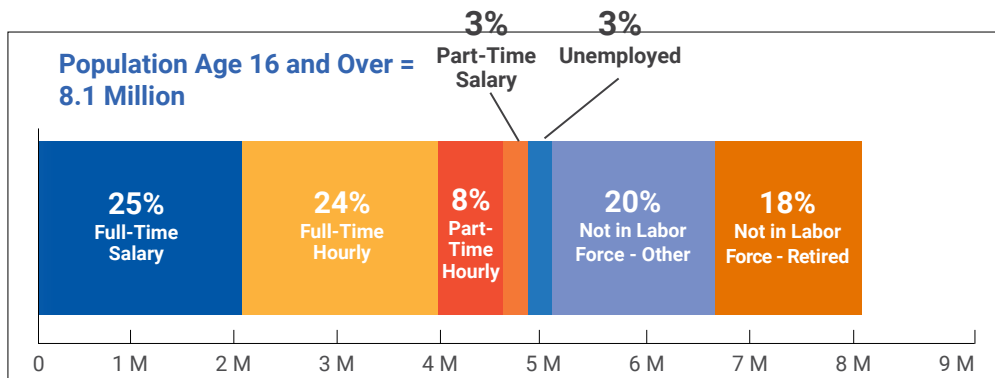


Figure 13 (*4)

COVID-19: Approximately 57% of households with children birth to age 17 had at least one household member who experienced a loss of employment income between March 13 2020 – March 2021, when the U.S. government declared the COVID-19 pandemic a national emergency. This number dropped to 21% between April 2021 – August 2021.

- For Hispanic households these numbers were 64% and 34%
- For black Households these numbers were 69% and 34%
- For White Households these numbers were 54% and 17%
- Only respondents who provided a valid response (yes or no) are included.

Population Reference Bureau analysis of the U.S. Census Bureau, Household Pulse Survey, 2021

2021 HOUSEHOLD SURVEY QUESTIONS

In the past year, how often have transportation issues prevented you from getting where you needed to be?

A Few Times a Week	A Few Times a Year
3.8%	7.6%
Once a Year	Less Than Once a Year
7.3%	4.7%

Have you used local public transportation in the past year?

Yes	No
10.4%	89.6%

Why haven't you used public transportation in the past year?

Not Aware of Transit System	Stops were not convenient/ Not where I live	COVID-19 (related)
3.6%	18.5%	3.0%

Of those that said they wanted a better job or looking for a job, they were asked... What is the MAIN thing keeping you from getting the type of job you want?

Reason Stated	2015	2018	2021
Need new skills or training	20.4%	25.1%	10.2%
Not Really Looking	-	5.8	11.6%
Don't want to lose/jeopardize my benefits	9.5%	7.2%	13.8
Lack of Education	-	-	12.3%

2021 HOUSEHOLD SURVEY QUESTIONS

In the past 12 months, have you done any of the following?			
	Yes / 2015	Yes / 2018	Yes / 2021
Used a cash advance service such as payday advance	2.6%	1.5%	1.4%
Been over the limit on a credit card	5.2%	3.5%	4.9%
Used a rent-to-own store	2.1%	2.5%	2.0%
Was overdrawn on my checking/bank account	*	9.4%	10.5%
Withdrew from retirement account while you were still working	*	*	6.2%

Although percentages seem small they do equate to:

→ 3,042 adults

→ 10,647 adults

→ 4,346 adults

→ 22,814 adults

→ 13,471 adults

Do you currently have any of the following?			
	Yes / 2015	Yes / 2018	Yes/2021
Three months or more worth of savings (three months salary or wages)	*	62.7%	68.2%
Retirement savings	67.3%	73.3%	72.1%
Checking account	92.1%	97.1%	94.3%
A household budget	69.4%	69.9%	66.3%

Individuals with 3-months savings are 2.5 times more likely to be White, male, married, home owner, college degree and earn \$50K+.

Individuals with a retirement plan are 2 times more likely to be 35-54, White, married, home owner, some college or more and earning \$50+

How would you rate your credit level?			
	2015	2018	2021
Excellent	35.3%	39.8%	43.7%
Very Good	21.8%	21.5%	24.7%
Good	23.6%	22.3%	16.0%
Fair	8.8%	9.0%	8.2%
Poor	10.41%	7.3%	7.5%

Those reporting fair and poor credit are:

- 2 times more likely individuals ages 18-34;
- Are almost 5 times likely not to be White or Hispanic
- Over 5 times more likely to be a renter
- 5 times more likely to have a High School education or less
- Over 6 times more likely earn less the \$25K

Q20 What is your current credit score?	
300-350	1.6%
351-450	1.1%
451-550	2.9%
551-650	5.3%
651-750	21.0%
751-850	36.9%
Other: Specify	2.8%
Don't Know	28.4%

* New or changed question.





For more information, visit:

MyFreeTaxes.com

A man with a beard and glasses, wearing a blue denim shirt, is sitting at a desk and looking at a laptop screen. The background is a blurred office setting with a window showing greenery outside.

File your taxes for free.

Get the assistance you need. Seriously.

HEALTH

HEALTH

Sources

*The following are the numbered sources for the Health section; they will be shown next to each figure in this format: (*1)*

1. 2020 Behavioral Risk Factor Survey, Ottawa County, MI
2. County Health Rankings - Ottawa County
3. 2019 Ottawa County Youth Assessment Survey (YAS)
4. Michigan Department of Health and Human Services, Michigan Disease Surveillance System



HEALTH

Ottawa County continues to rank among the healthiest in Michigan according to the County Health Rankings. According to the 2020 Community Health Needs Assessment, Ottawa offers a plethora of outdoor spaces for activity; there is generous access to healthy food for those who can afford it; most area residents have health insurance and a personal health care provider; residents enjoy a longer life expectancy and; prevalence of chronic diseases and risk factors are low, relative to the state and nation.

These indicators help to provide a picture of health for our residents that we can be proud of however, there are other key indicators that need to be considered in order to maintain and improve the overall health of our population. Since 2017, data shows that there has been an increase in the number of sexually transmitted diseases and in those reporting poor mental health. There is also evidence of decreases in the number of people seeking preventative services such as dental cleanings, flu shots and pap exams for women. Also, lower fruit and vegetable consumption, higher obesity numbers, and higher levels of binge and heavy drinking have been observed. All these have been compounded by the COVID-19 pandemic which has had a broad and deep impact on the well-being of Ottawa County residents, especially the underserved. The impact of COVID is both complex and multifaceted leading residents to report that their lives became worse due to the COVID-19 pandemic. Some providing reasons such as increased stress, depression and anxiety levels, disruption of family (e.g., children at home, parents supervising schooling) and less socialization with family/friends.

The most recent Community Health Needs Assessment (CHNA) also indicates that the health needs prioritized in 2017 continue to be the most critical needs and have been prioritized again in 2020. These priorities include access to health care, mental health and healthy behaviors. Another very important consideration is the disparity in health outcomes among various demographic groups which are highlighted throughout the section.

Lynne Doyle, Community Mental Health of Ottawa County, Health Co-Chair, Derel Glashower, Marcia Mansaray, & Lisa Stefanovsky, Ottawa County Department of Public Health, Health Co-Chair

FOCUS AREAS:

- > General Health
- > Physical Health
- > Overweight & Obesity
- > Substance Use
- > Responsible Sexual Behavior
- > Mental Health
- > Access to Health

2021 HOUSEHOLD SURVEY QUESTIONS

In the past, what has caused you or motivated you to make long-term changes for improved health?

Health/Physical Issues	
2021	23.3%
2018	17.0%
2015	20.2%

Wanting to Lose Weight	
2021	11.8%
2018	14.7%
2015	10.8%

For Family Members	
2021	10.0%
2018	17.1%
2015	17.6%

Want to feel better	
2021	8.9%
2018	37.6%
2015	24.7%

When it comes to health, what message should all health-related agencies promote?

Healthy Nutrition	
2021	33.9%
2018	45.1%
2015	39.0%

Exercise	
2021	24.0%
2018	38.6%
2015	34.7%

Prevention/Wellness	
2021	11.3%
2018	24.9%
2015	26.8%



HEALTH

GENERAL HEALTH

Although over half of Ottawa County adults report very good or excellent health, 13.2% report fair or poor health. The proportion of adults who perceive their health as fair or poor is inversely related to level of education and household income. People living below the poverty line are more likely to report fair or poor health than those above the poverty line.

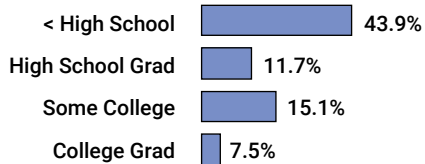
Comparison of Ottawa County Behavioral Risk Factor Survey (BRFS) Measures

General Health	Health Status Indicator			
	2011	2014	2017	2020
Fair/Poor	9.9%	10.5%	12.6%	13.2%

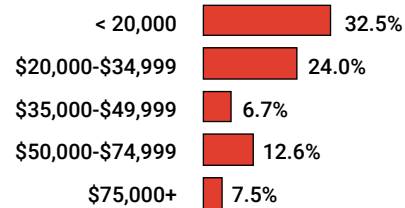
Figure 1 (*1)

General Health Fair or Poor by Demographics

Education



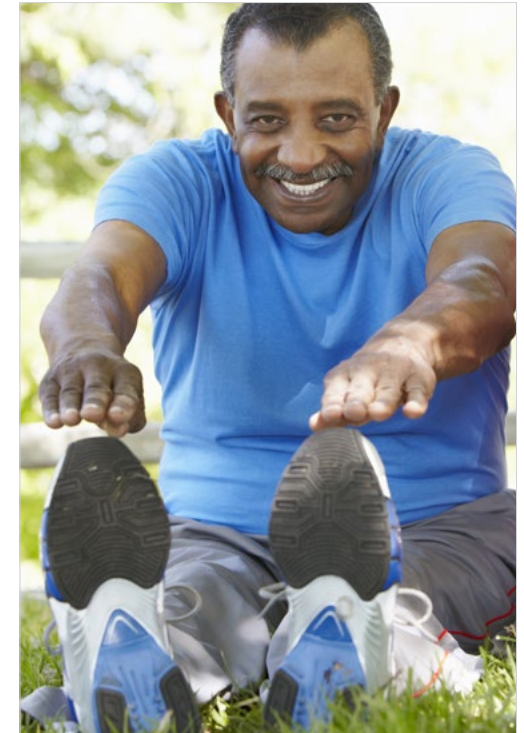
HH Income



Poverty Level



Figure 2 (*1)



County Health Rankings - 2021 vs 2018 for Ottawa County Based on 83 Counties Overall

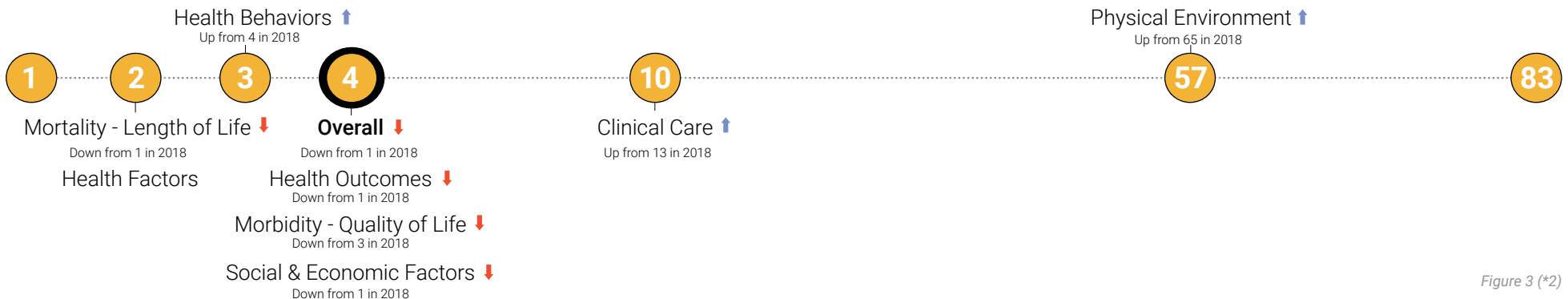


Figure 3 (*2)

COVID-19: According to the 2020 BFRS, roughly half (54.%) of area adults say their lives are about the same now as they were pre-COVID pandemic, while over one-third (38.3%) say their lives are worse.

There are myriad reasons provided for why the pandemic has made their lives worse, but most often cited are aspects revolving around social isolation and the inability to see people and do the things they used to do, while 20.3% mention economic or financial reasons.

COVID-19: Among Ottawa County adults with at least one day of poor physical health in the past month, 19.0% say their poor physical health is related to the COVID-19 pandemic.

PHYSICAL HEALTH

More than 83.6% of area adults participate in leisure physical activity outside of their job, while 16.4% do not participate in any leisure time physical activity. The metric of “No leisure time physical activity” is directly related to income and education; those with higher incomes and/or higher levels of education and inversely related to age. Those most active tend to be under age 65, have college degrees, and or have incomes of \$50K or more.

No Leisure Time for Physical Activity by Demographics

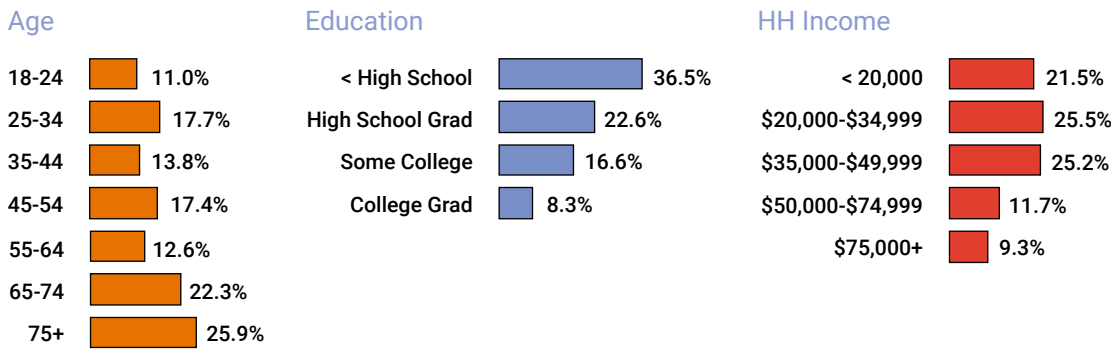


Figure 4 (*1)

About half 51.9% of Ottawa County adults engage in some form of muscle strengthening activities, and 36.4% engage in these activities at least twice a week. Younger adults (under 35), White, college educated, and/or from high income households (75K+), are the latter group.

Strength Training at Least 2x Per Week by Demographics

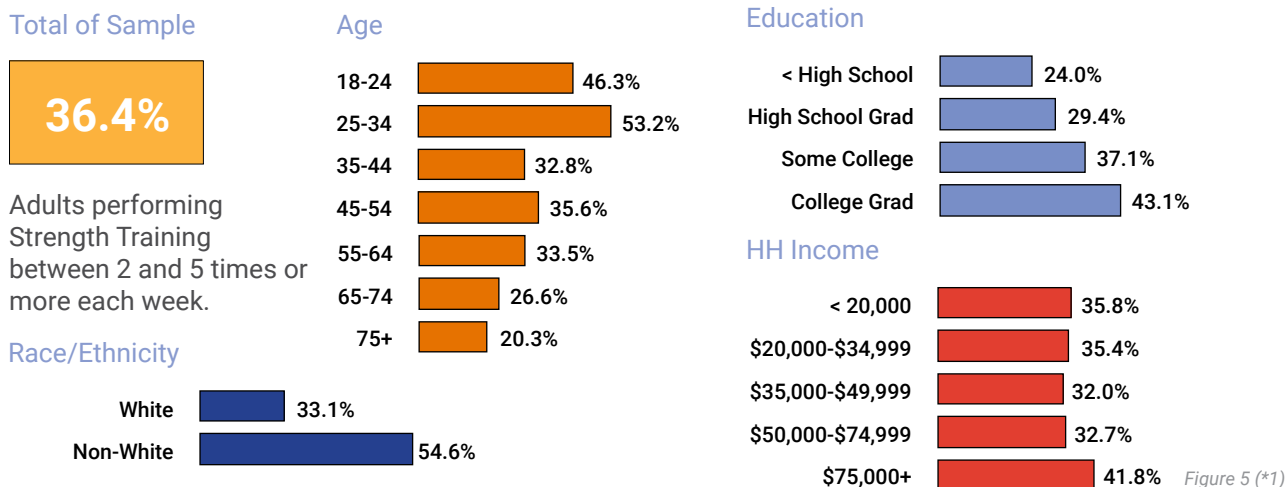


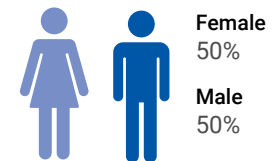
Figure 5 (*1)

Youth Assessment Survey (YAS) Answers

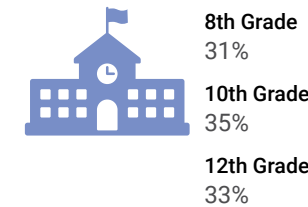
Total Number of Teens Who Took the YAS



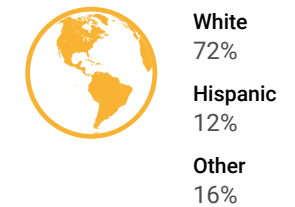
Teens by Gender



Teens by Grade



Teens by Ethnicity/Race



Of the 6,674

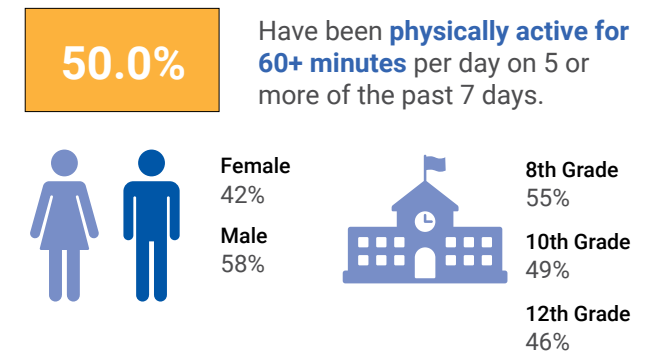


Figure 6 (*3)

Key Informants from the 2020 CHNA still consider obesity to be a pressing or concerning health issue in Ottawa County today primarily because:

- Prevalence is high and becoming worse
- Obesity is comorbid with other chronic conditions or negative outcomes such as diabetes, heart disease, and stroke

OVERWEIGHT & OBESITY

Obesity Trend in Adults

- Ottawa County adults with healthy weight continue to decrease while the proportion of Ottawa County adults who are obese continue to increase, up 4.6% from 2018.

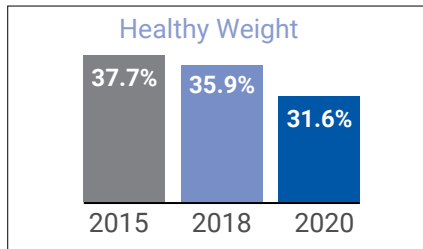
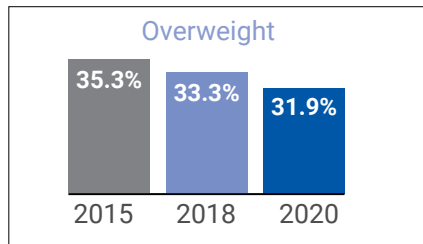
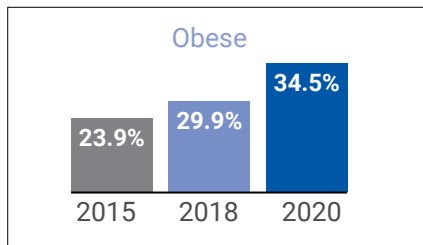
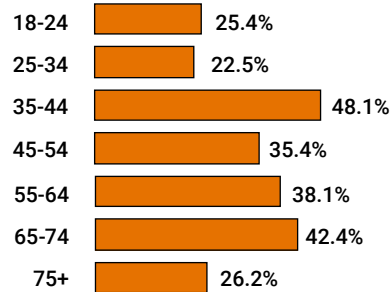


Figure 7 (*1)

Obesity by Demographics

- Obesity is fairly universal among all demographics. That being said, rates are higher in White adults, those 35-74 compared to those younger or older, and lower in adults with college degrees compared to adults with less education.

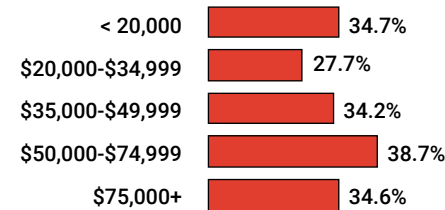
Age



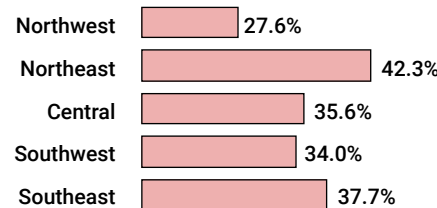
Poverty Level



HH Income



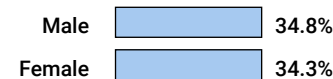
Section



Race/Ethnicity



Gender



Education

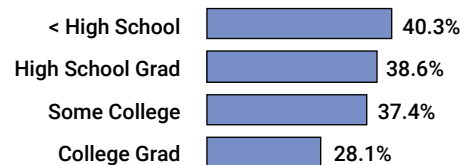


Figure 8 (*1)

Obesity Trend in Youth

Those who fall into the obese category are more often male at 14.9%, in 12th grade at 14% and Hispanic at 20.9%.

The obese category for both Ottawa County adults and youth is trending in the wrong direction.

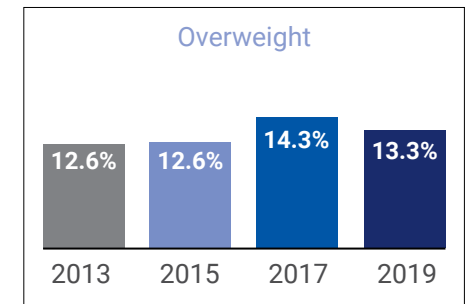
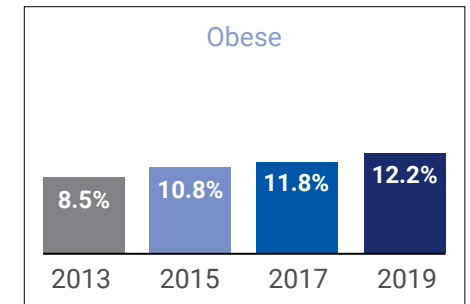


Figure 9 (*3)

Consumed Fruits <1 Time Per Day

Four in ten (43.6%) adults consume fruit less than one time per day. These Ottawa County adults are in groups that are under age 55, have less than a college degree, men and Non-White.

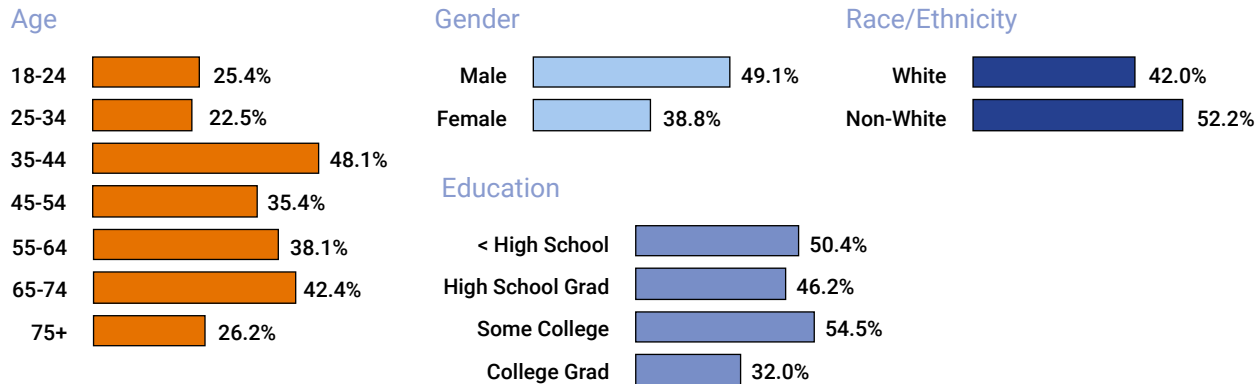


Figure 10 (*1)

Consumed Vegetables <1 Time Per Day

Three in ten (31.8%) adults consume vegetables less than one time per day. Those adults are the youngest (age 18-34), non-White, have less than a college education, and/or have incomes under \$20,000.

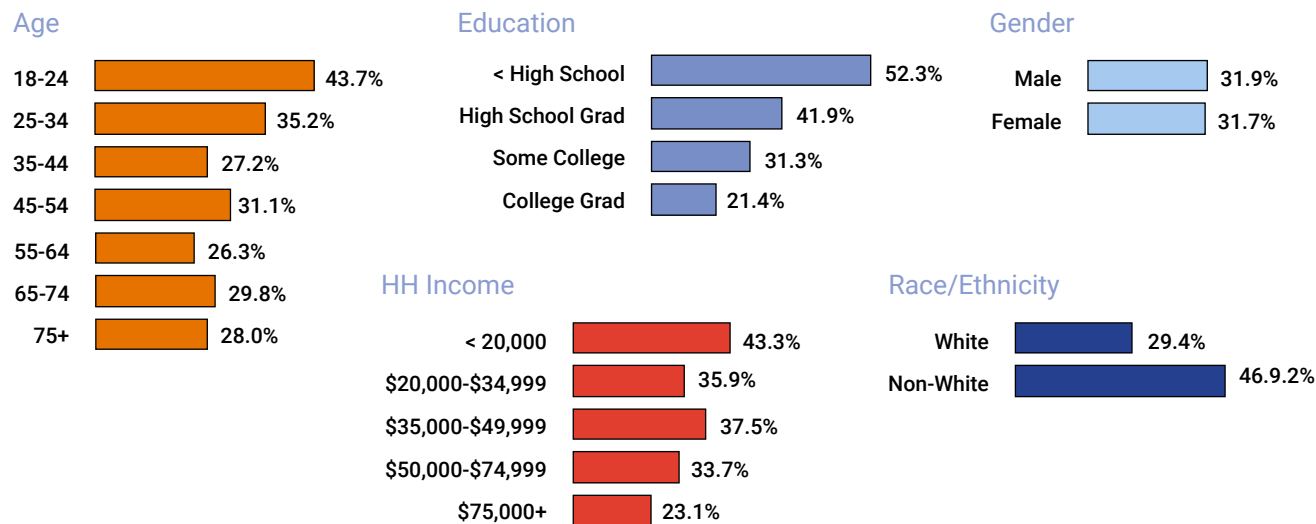


Figure 11 (*1)



TOBACCO USE IN ADULTS

Smoking Status

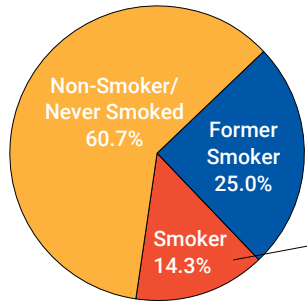


Figure 12 (*1)

Cigarette smoking is inversely related to age (younger adults 25-34), education (those with less education), and income (those with lower incomes) are more likely to smoke than others.

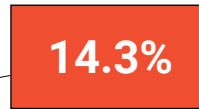
Other Tobacco Use

Small proportions of area adults currently use tobacco products other than cigarettes (5.6%), currently use e-cigarettes (6.1%), and/or have used vaping devices for products other than tobacco or nicotine (7.2%).

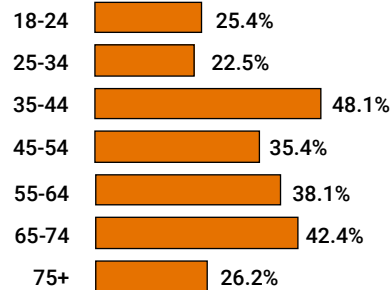
Current Smoking by Demographics

The prevalence of smoking is higher in men than women, and higher in the northeast section of the county. Cigarette smoking is inversely related to education and income and most common among adults aged 25-64.

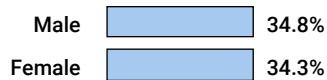
Total of Sample



Age



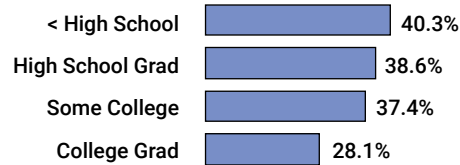
Gender



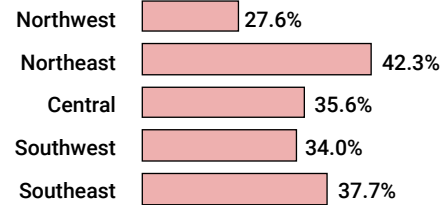
Race/Ethnicity



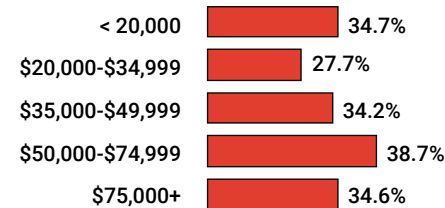
Education



Section



HH Income

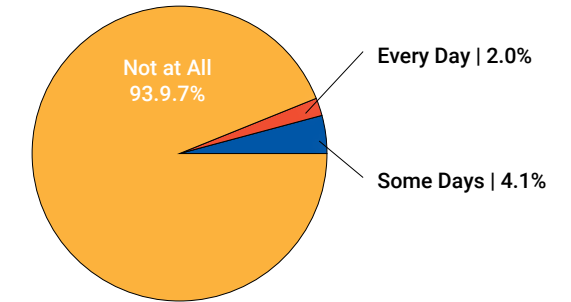


Poverty Level



Current Smoking by Product

e-Cigarettes or e-Vapes



Perception of Harm by Using e-Cigarettes or e-Vapes 1 or 2 times a week

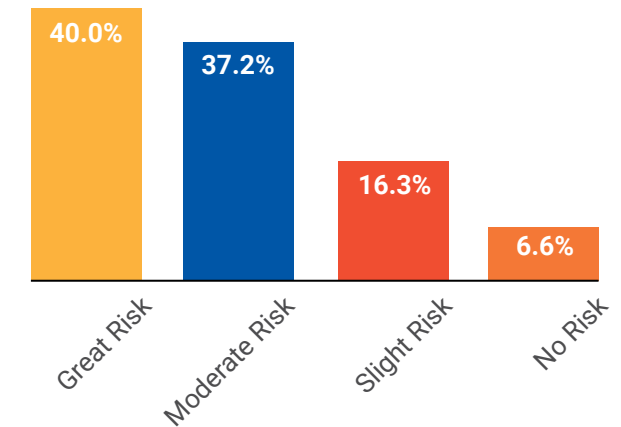


Figure 14 (*1)

Figure 13 (*1)

TOBACCO USE IN YOUTH

From the 2019 Youth Assessment Survey:

Cigarette Use

- 9.9% of teens say they have smoked a whole cigarette and 3.3% stated that they smoked a whole cigarette for the first time before the age of 13. These are both down from 2017.
- 10.3% of teens believe there is no or slight risk to smoking one or more packs of cigarettes per day, which goes along with 1 in 5 teens saying their friends feel it is NOT WRONG for them to smoke.

Other Tobacco Use

- 2.4% of students said they have chewed tobacco, snuff, or dip in the past 30 days.
- 3.6% said they have used cigars, cigarillos, or little cigars in the past 30 days.

Electronic Vapor Product Use

- 18.5% of teens said they have used within the last 30 days.
- 22.5% stated that they believe there is no or slight risk to using electronic vapor products of e-cigarettes.



SUBSTANCE USE

Adult Alcohol Use

Alcohol consumption is up in 2020, whereas in 2017, half 51.0% of area adults were non-drinkers, this year that dropped to 36.9%. Further, heavy drinking rose from 5.4% in 2017 to 8.5% in 2020. According to the CDC, heavy drinking is defined as adult consuming an average of more than eight (if female) or fifteen drinks (if male) per week.

Non Drinker	
2015	50.7%
2017	51.0%
2019	36.9%

Light/Moderate Drinker	
2015	42.8%
2017	43.3%
2019	54.5%

Heavy Drinker	
2015	6.5%
2017	5.7%
2019	8.5%

Figure 15 (*1)



Adult Marijuana Use

Perception of Harm Caused by Using Marijuana/Cannabis 1 or 2 times a week

Nearly two-thirds (64.7%) of area adults see very little or no risk to using marijuana once or twice a week.

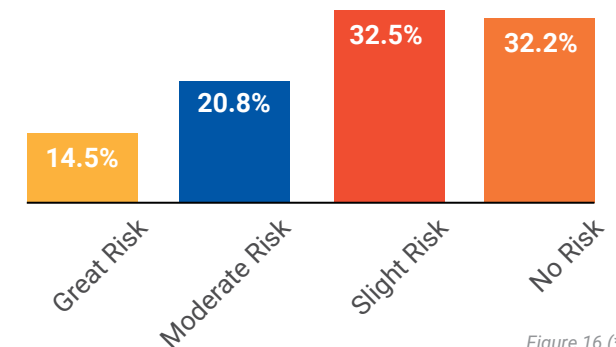


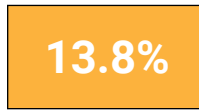
Figure 16 (*1)

HEALTH

One in seven (13.8%) Ottawa County adults have used marijuana or cannabis at least once in the past 30 days. Marijuana use is more prevalent among adults aged 18-44 than adults who are older, and it's also more prevalent among men than women. Marijuana use is most prevalent in adults who are 18-24, those who have less than a high school degree, and those who have annual incomes less than \$20,000.

Marijuana Use by Demographics

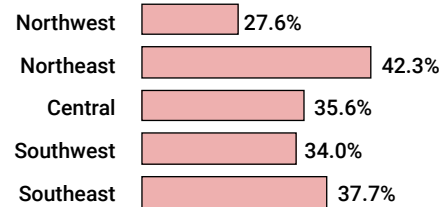
Total of Sample



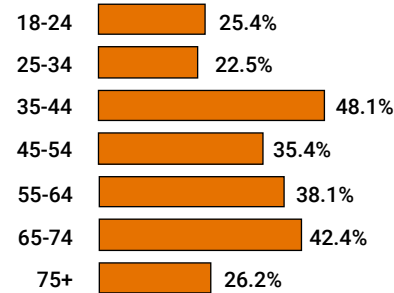
Gender



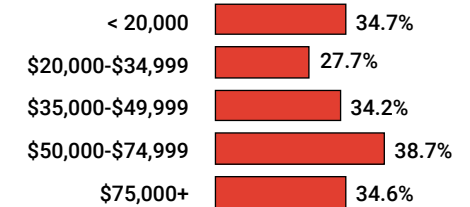
Section



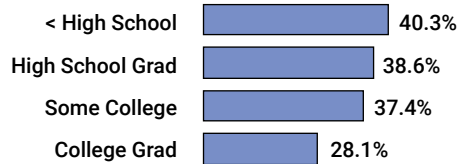
Age



HH Income



Education



Poverty Level



Race/Ethnicity



Figure 17 (*1)

YOUTH – 2019 Ottawa County Youth Assessment Survey

Alcohol Use

- 12.8% of youth stated they had a drink of alcohol before they turned 13 years old.
- 16.9% of area youth said that they had at least one drink of alcohol in the past 30 days.
- According to 23.4% Ottawa County youth, they believe there is no or slight risk to having five or more alcoholic drinks one or twice a week. As well as, 19.7% believe there is no or slight risk to having one or two alcoholic drinks nearly every day.

Prescription Drug Use

- 3.5% of youth say they used a prescription drug without a doctor's prescription before the age of 13 years old, this is increase from 2017.
- 4.8% said in the past 30 days, they used a prescription drug without a doctor's permission, a slight decrease from 2017.
- 13.5% of youth believe there is no or slight risk to using a prescription drug not prescribed to me, a decrease from 2017.

Marijuana Use

- 3.6% of youth say they used a marijuana before the age of 13 years old, this is increase from 2017.
- 13.3% Ottawa County youth said they have used marijuana on one or more of the past 30 days.
- 40.2% of youth believe there is no or slight risk to trying marijuana once or twice a week, this a slight decrease.

Over-the-Counter Drug Use

- 2.3% of Ottawa County youth stated they have used over-the-counter drugs only for the experience or feeling that they caused before they turned 13 years old.
- 3.3% of Ottawa County youth stated they have used over-the-counter drugs only for the experience or feeling that they caused, on one or more of the past 30 days.
- 19.6% believe there is no or slight risk to using over the counter drugs only for the experience or feeling they cause.

The Ottawa County Opiate Taskforce is working to educate the community about the opiate crisis, provide Narcan kits to all first responders, host drug takeback events to help keep illegally obtained opiates off the streets, and they are working with local prescribers to promote responsible prescribing habits.

In Ottawa County there were 31 opiate related overdoses in 2020 and over 400 pounds of unused and unwanted medications received during drug takeback events.

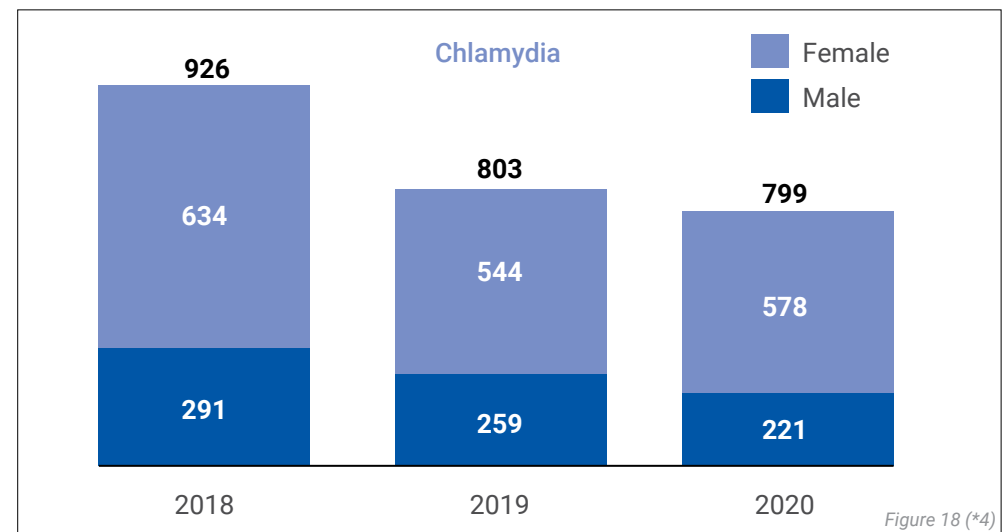
RESPONSIBLE SEXUAL BEHAVIOR

- 69% of area youth stated that they strongly agree or agree that there are consequences (physical, emotional, or other) when someone my age has sexual intercourse and 58.2% said the same about oral sex, an increase from 2017.
- Among all students 5.1% stated they had oral sex or sexual intercourse before the age of 14, a slight increase from 2017.
- Among those who have ever had sexual intercourse, 38.1% said that they did not use a condom during the last time they had sexual intercourse. This is a good downward trend from 2017.
- 24.1% of Ottawa County youth stated that they have engaged in a “sexting” activity in the past 12 months, a continued increase from 2015. Twelfth graders said this, 3 times more than eighth graders.
- A new pornography question within the 2019 OCYAS states that 33.9% youth among the schools that participated said that they have seen or accessed internet pornography in the past 30 days.

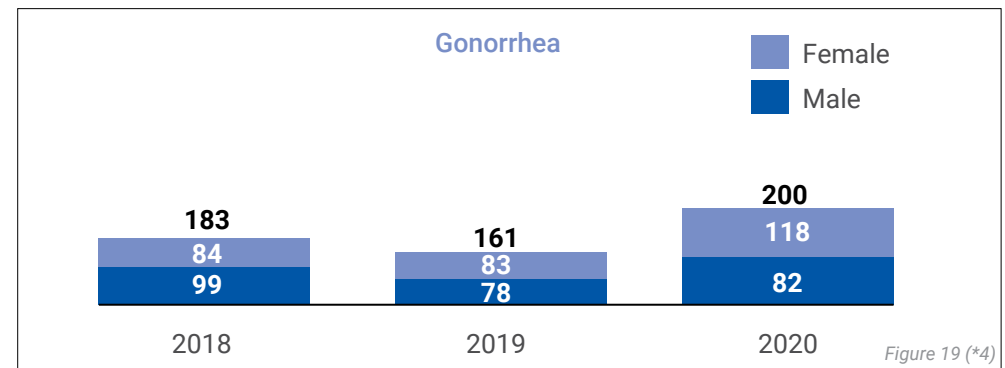


Adults – Michigan Department of Health and Human Services, Michigan Disease Surveillance System

- The two most common and top two sexually transmitted diseases in Ottawa County are Chlamydia and Gonorrhea. *Reminder: these numbers are not an accurate reflection of all occurrences of these diseases. Some may not seek healthcare, and of those that do not some could be misdiagnosed or not reported for some other reasons. schools that participated said that they have seen or accessed internet pornography in the past 30 days.



2020: Females: 44% were 20-24 years old, and Males: 37% are 20-24 years old.



2020: Females: 42% were 20-24 years old and Males: 26% are 30-44 years old.

COVID-19: Among area adults with at least one day of poor mental health, over half (52.4%) say their poor mental health is due to the COVID-19 pandemic.

MENTAL HEALTH

Mental Health is identified as the #2 issue for both, United Way's Key Stakeholder survey and the 2020 Community Health Needs Assessment (CHNA). Many of the health status indicators related to mental health increased in 2020 including those reporting poor mental for 14 or more days in the month, and those reporting mild to severe psychological distress. COVID-19 has had a definite impact on mental health status of many people. Social isolation, frustration, and uncertainty can contribute to an individual's feelings of depression and anxiety which were both reported at a higher prevalence in the 2020 CHNA when compared to 2017.

Key finding #2: Mental health continues to be a critical issue and hasn't improved from 2017.

Data demonstrates:

- 19.8% of Ottawa County adults are considered to have mild to severe psychological distress.
- 22.9% of adults report experiencing anxiety.
- 21.8% of adults report experiencing depression.
- Among Ottawa County adults with at least one day of poor physical health in the past month, 19.0% say their poor physical health is related to the COVID-19 pandemic.
- Among area adults with at least one day of poor mental health, over half (52.4%) say their poor mental health is due to the COVID-19 pandemic.



Key Stakeholder Observations for the 2020 Community Health Needs Assessment (CHNA):

Key Stakeholders and Key Informants consider issues surrounding mental health to be the most pressing or concerning health issues currently in Ottawa County and cite three major reasons for their concern:

- Continued stigma surrounding mental illness that inhibits some people from seeking and receiving needed treatment
- A shortage of mental health providers especially psychiatrists
- Lack of programs, services, and coverage to address the issue

Key Informants Comments from the 2020 Community Health Needs Assessment (CHNA):

According to Key Informants, top reasons the average Ottawa County resident's life became worse are

- Increased stress levels
- Disruption of family (e.g., children at home, parents supervising schooling)
- Increased anxiety & Depression
- Less socialization with family/friends

Adult Depression

- More than one in five (22.9%) Ottawa County Adults has an anxiety disorder
- Anxiety is more common in women than men, and more common in White adults than non-White adults
- The disorder is most common in the youngest adults (aged 18-24) and those with the lowest incomes (<\$20K).

Anxiety by Demographics

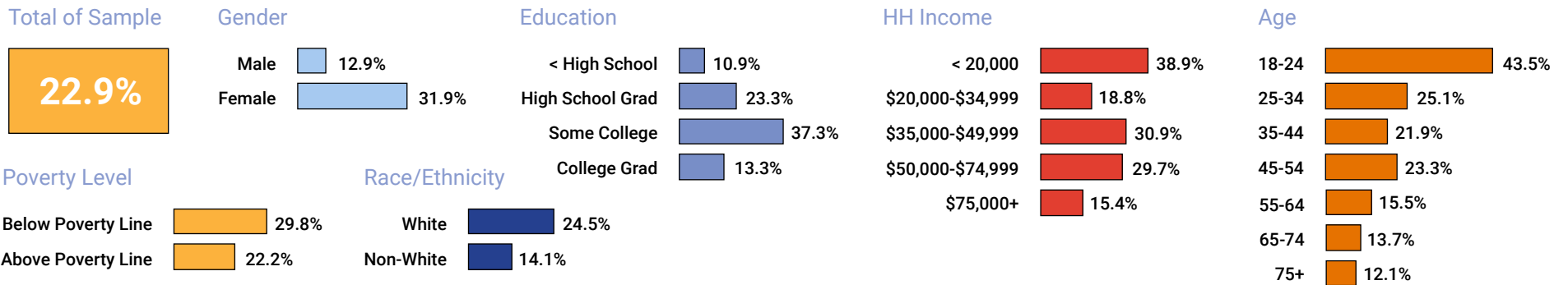


Figure 20 (*1)

Depressive Disorder by Demographics

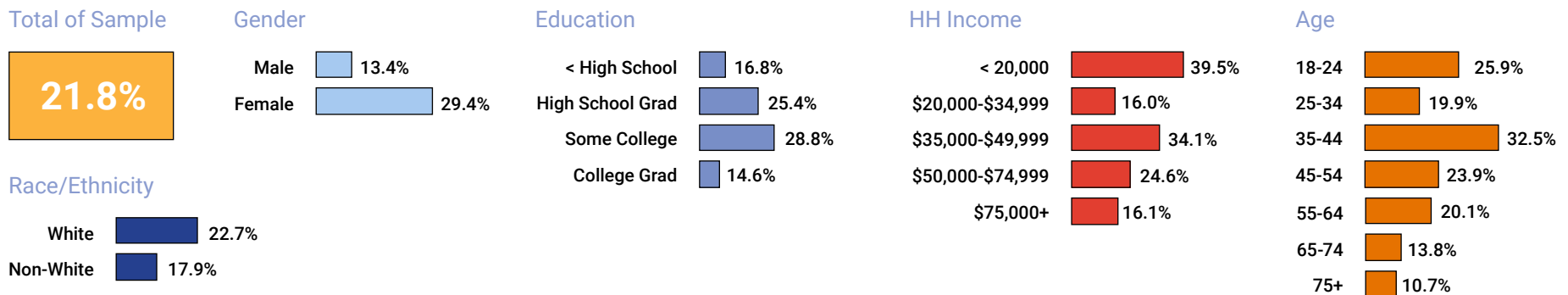


Figure 21 (*1)

Stigma

Even though almost all (94.7%) Ottawa County adults believe treatment can help people with mental illness lead normal lives, six in ten (60.9%) view people are generally caring and sympathetic to people with mental illness, and this drops to 33.2% among those with severe psychological distress. This continued stigma could be the reason more people don't seek treatment even though they could benefit from it.

Youth Depression

Increasing from 2015 (24%), Ottawa County youth continue to say that they stopped doing some usual activities during the past 12 months because I felt so sad or hopeless almost every day for two weeks or more in a row, 31% in 2019.

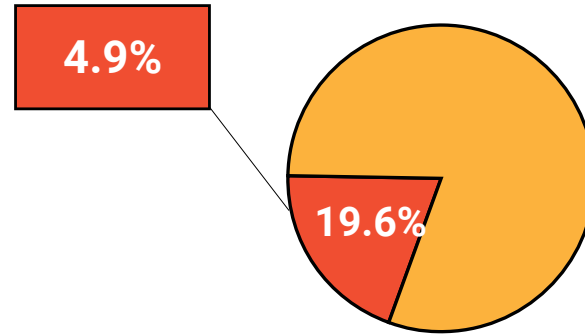
Suicide In Adults

One in twenty (4.9%) area adults have thought about taking their own life in the past year.

- Of these, one in five have actually attempted suicide in the past year
- Compared to adults, more than three times as many youth (18.5%) have thought about suicide and nearly twice as many (36.8%) have attempted it in the past year; these rates have not improved from 2017.



Total Adults BRFs: % Of Total Adults Attempted Suicide



Total Underserved Adults % Of Total Adults Attempted Suicide

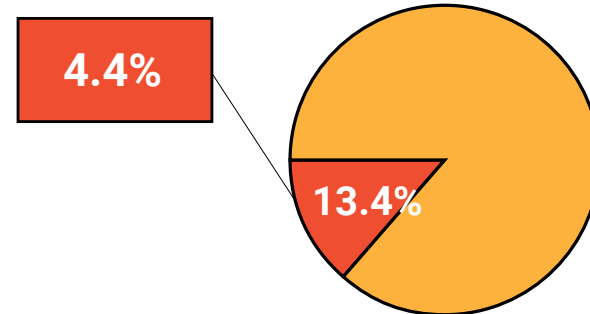
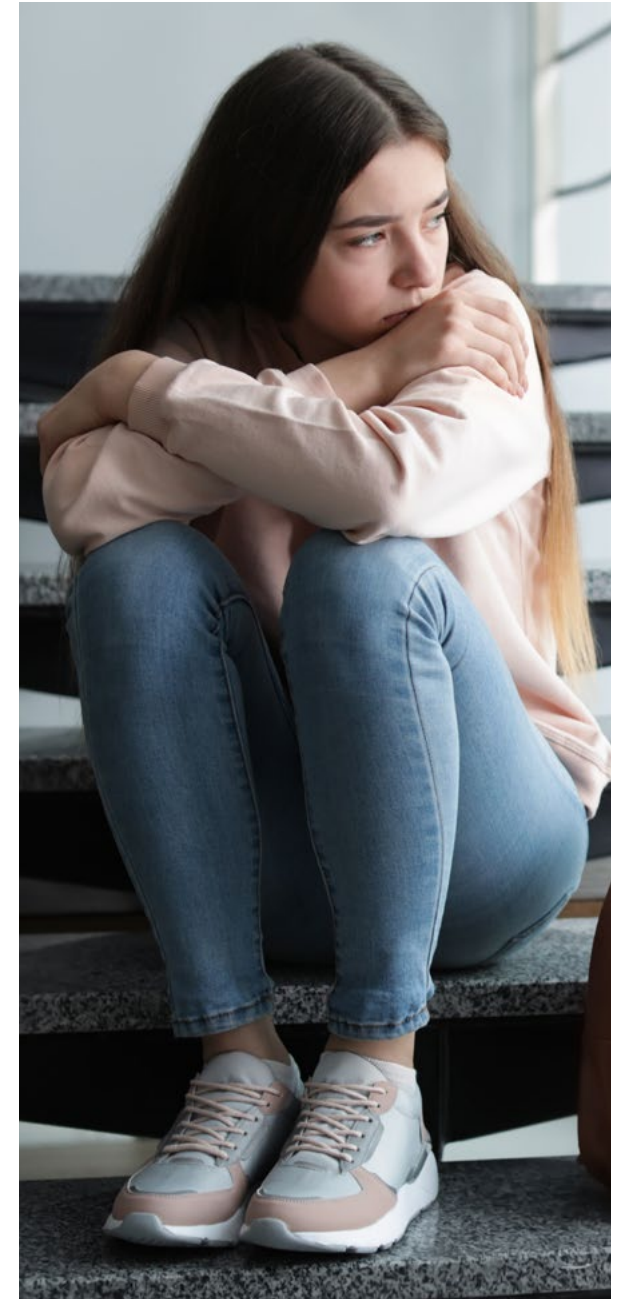


Figure 22 (*1)



Suicide In Youth

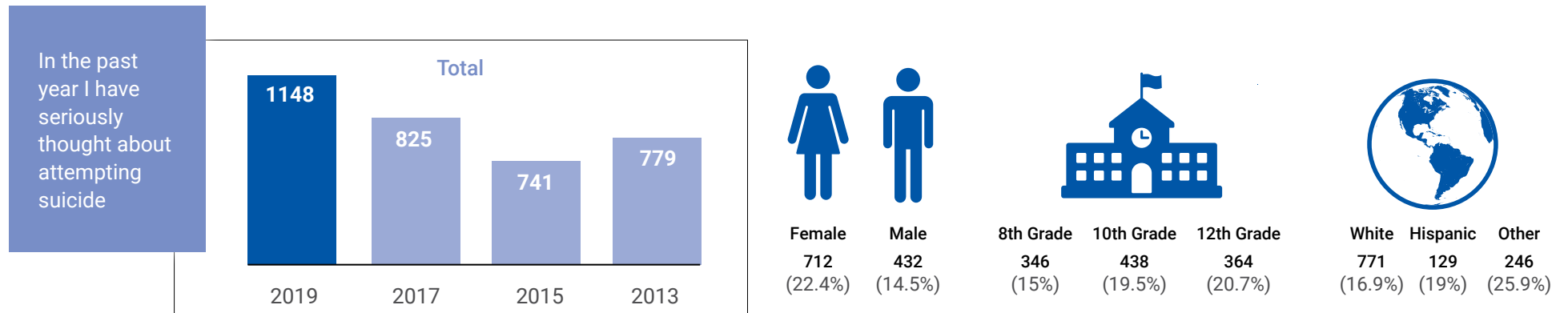


Figure 23 (*3)

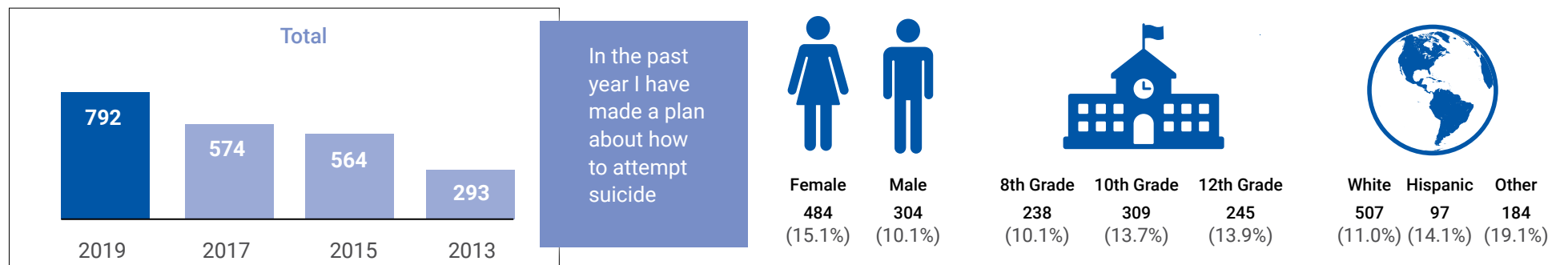


Figure 24 (*3)

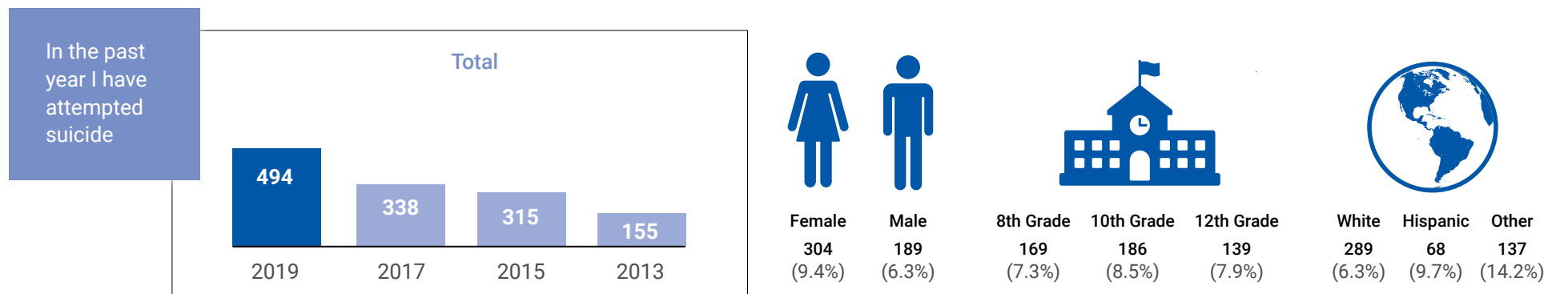


Figure 25 (*3)

Ratios of Providers

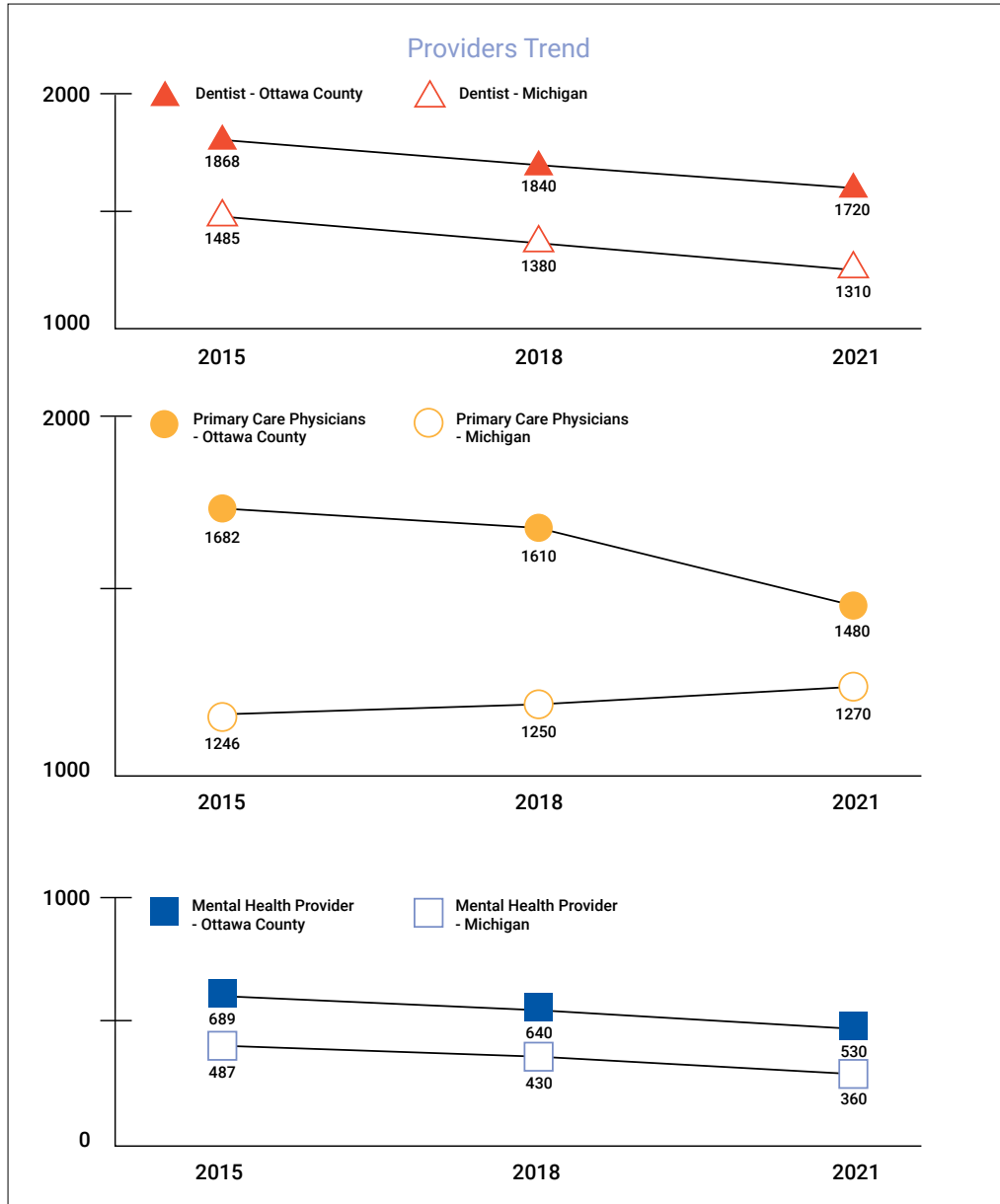


Figure 26 (*2)

No Healthcare Due to Cost by Demographics

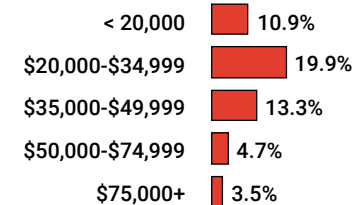
The cost barrier to health care prevents certain subpopulations from seeking need care more than others. For example, costs are more likely to be a barrier for younger adults (25-34), non-White adults, those with less than a high school degree, and those with incomes below \$50,000.

Total of Sample

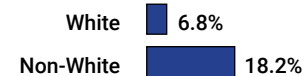
8.6%

Among all adults, the proportion who reported that in the past 12 months, they could not see a doctor when they needed to due to cost.

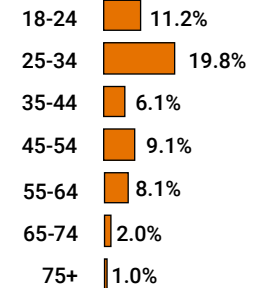
HH Income



Race/Ethnicity



Age



Education

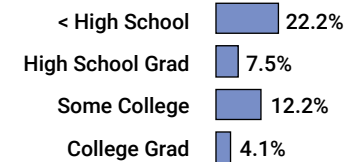


Figure 27 (*1)



ACCESS TO HEALTH

In the 2020 Community Health Needs Assessment Key finding #4 is Access to Care, which can be summed up as a case of those who have vs. those who have not.

Those with insurance and the ability to afford out-of-pocket expenses such as co-pays and deductibles have access to almost any kind of service imaginable. Those without insurance, or with insurance but the inability to afford co-pays/deductibles have trouble accessing needed services and this is most problematic for certain vulnerable or underserved subpopulations and this has not improved over time.

Data prevalence demonstrates:

- 8.2% of all adults age 18-64 have no health insurance and this proportion rises to 12% for underserved adults.
- 6.5% of BRFSS adults have Medicaid for their healthcare, compared to 36.8% of underserved adults.
- Nearly one-fourth (23.6%) of children ages 0-18 have Medicaid.
- 38.1% of underserved adults have had trouble meeting their healthcare needs in the past two years, and this is down slightly from 42.1% in 2017.
- 18.1% of underserved adults have had to skip or stretch their medication in order to save on costs.

Underserved adults are less health literate than other adults, for example, they are:

- Less confident when it comes to navigating the health care system.
- Less confident in completing medical forms.
- More likely to have problems learning about their health condition.

Underserved residents report the programs and services most lacking include:

- Better or more accessible transportation services, especially for senior adults.

Nutrition classes or programs that teach low income families how to:

- Building healthy relationships with food.
- Stretch their resources to obtain healthy food.
- Teach ways to prepare and cook healthy food.
- Free or reduced cost exercise/fitness options, especially in winter months.
- More affordable mental health treatment options.





United Way partners with SingleCare® to offer prescription discount services. Download the SingleCare® app or visit www.singlecare.com.

Last year, Ottawa County residents saved **\$230,495** by using **SingleCare®**

BASIC NEEDS

BASIC NEEDS

Sources

*The following are the numbered sources for the Basic Needs section; they will be shown next to each figure in this format: (*1)*

1. ALICE Project – Michigan – Research Center
2. Lakeshore Housing Alliance, Homeless Management Information System
3. Resilience: Advocates for Ending Violence
4. Ottawa Area Intermediate School District
5. The Annie E. Casey Foundation – Kids Count Data Center
6. Ottawa County Department of Health and Human Services – 2020 Annual Plan
7. Ottawa Food – 2021 Food Access Survey
8. Community Access Line of the Lakeshore 2 - 1 - 1



BASIC NEEDS

In order for the community to improve upon health, education and financial stability, basic needs must first be accessible. Coordination and collaboration are what drive access to resources such as transportation, childcare, housing, food, and safety in the community. This was even more evident during the COVID-19 pandemic.

In 2020 - 2021, the Coronavirus amplified the needs in the community and increased the number of individuals that required assistance with their basic needs. Ottawa county continues to strive for excellence in providing education and access to basic needs for families in our community.

Jennifer Brozowski, Community Action Agency of Ottawa County, Co-Chair
 Kendra Spanjer, Ottawa County Department of Health and Human Services, Co-Chair

FOCUS AREAS:

- > Homelessness
- > Housing
- > Child Care Needs
- > Food Insecurity
- > Access & Referral
- > Personal Safety

ALICE HOUSEHOLD SURVIVAL BUDGET | Ottawa County, Michigan, 2019

	1 Adult	1 Adult, 1 Child	1 Adult, 1 in Childcare	1 Senior	2 Adults	2 Adults, 2 Children	2 Adults, 2 in Child Care	2 Seniors
Housing	\$744	\$763	\$763	\$744	\$763	\$874	\$874	\$763
Childcare	\$0	\$219	\$592	\$0	\$0	\$437	\$1,175	\$0
Food	\$265	\$460	\$384	\$228	\$551	\$922	\$805	\$471
Transportation	\$457	\$606	\$606	\$406	\$647	\$929	\$929	\$545
Savings	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Health Care	\$189	\$403	\$403	\$464	\$403	\$569	\$569	\$927
Technology	\$55	\$55	\$55	\$55	\$75	\$75	\$75	\$75
Miscellaneous	\$204	\$283	\$319	\$223	\$285	\$424	\$507	\$320
Taxes	\$326	\$326	\$382	\$335	\$412	\$438	\$640	\$420
Monthly Total	\$2,240	\$3,115	\$3,504	\$2,455	\$3,136	\$4,668	\$5,574	\$3,521
Annual Total	\$26,880	\$37,380	\$42,048	\$29,460	\$37,632	\$56,016	\$66,888	\$42,252
Hourly Wage	\$13.44	\$18.69	\$21.02	\$14.73	\$18.82	\$28.01	\$33.44	\$21.13

Note: The budget for two adults and two in childcare includes costs for one infant and one preschooler • For ALICE Survival Budget sources, see the 2020 Methodology Overview on the Methodology tab

Figure1 (*1)

The ALICE Household Survival Budget

The minimal estimate of the total cost of household essentials - housing, child care, food, transportation, health care, and a smartphone, plus taxes and a miscellaneous contingency fund equal to 10% of the budget.

The Senior Survival Budget adjusts the Household Survival Budget to reflect the fact that seniors have lower food costs than younger adults, travel fewer miles for work and family responsibilities, and have increasing health needs and out of pocket health care expenses.

The ALICE Threshold is the average income that a household needs to afford the basic necessities defined by the Household Survival Budget for each county in Michigan. Households Below the ALICE Threshold include both ALICE and poverty-level households.

Intimate partner violence, or domestic violence, is one of the leading causes of homelessness for women, and housing instability is four times more likely for women who have experienced intimate partner violence compared with women who have not.

HOMELESSNESS

While Greater Ottawa County United Way's Lakeshore Housing Alliance recognizes that many people experience a housing crisis, the data provided below are based on the definition of literal homelessness established by Congress in the 2009 update to the HEARTH ACT and include, but is not limited to:

- Individuals and families who lack a fixed, regular and adequate nighttime residence;
- Individuals and families who will imminently lose their primary nighttime residence;
- Unaccompanied youth;
- Individuals and families who are fleeing, or are attempting to flee, domestic violence, dating violence, sexual assault, stalking or other dangerous or life-threatening conditions.

To address the needs of people experiencing homelessness, the Lakeshore Housing Alliance member agencies provide a variety of housing types including emergency shelter, transitional housing, rapid re-housing, and permanent supportive housing.

Annual Homeless Assessment Report

Year	Literally Homeless	# of Single Adults	# of Youth (18-24)	# of Children	Chronic Homelessness*
2017	1305	724	184	329	NA
2020	1113	632	111	241	72 (20 over 55)

*Chronic homelessness is used to describe people who have experienced homelessness for at least a year – or repeatedly – while struggling with a disabling condition such as a serious mental illness, substance use disorder, or physical disability.

Figure 2 (*2)

People of color have historically experienced homelessness at a disproportionate rate and racial disparities were evident again in 2020. African Americans represent 1% of the total population in Ottawa County but accounted for 23% of the total homeless population. Whites make up 83% of Ottawa County but only 73% of the homeless population. (Source: HMIS and Census data)

Preliminary analysis of race data indicates that people of color, African Americans in particular, are 25% more likely to become homeless but are as or more likely to access long term housing services. (Source: HMIS)



Ottawa County Rapid Re-Housing Data

Rapid Re-Housing rapidly **connects families and individuals experiencing homelessness to permanent housing** through a package of assistance that may include the use of time-limited financial assistance and targeted supportive services. Rapid Re-Housing programs help families and individuals living on the streets or in emergency shelters to solve immediate challenges to obtaining permanent housing, avoid a near-term return to homelessness and link to community resources that promote long-term housing stability.

Housing Assessment and Resource Agency (HARA) - RRH

Adults Served in 2020	Average Length of Time to Housing	Positive Housing Destination
62	15 Days	100%

Figure 3 (*2)



In 2020, 21% of all people experiencing homelessness reported a history of or were fleeing domestic violence. Resilience: Advocates for Ending Violence served 37 adults in their Rapid Re-Housing (RRH) program, all of whom sought services because of domestic violence. Ninety-seven percent (97%) of households served by the Resilience RRH programs were headed by single females. Of the 62 adults served in the Good Samaritan Ministries RRH program, more than 50% were victims of domestic violence.

A SURVIVOR'S STORY

A survivor of domestic violence called Resilience: Advocates for Ending Violence multiple times through the years until finally requesting shelter.

A lethality assessment indicated significant risk to her safety, and she took shelter at Ginny's Place. Working closely with Emergency Shelter Advocates she learned about safety planning and housing resources. She was given referrals to on-going therapy and support groups to aid in healing and assistance in obtaining help for anxiety and depression.

Her primary method of coping in the past was alcohol. Now her preferred coping skill is exercising. She was gifted a full year gym membership and exercise equipment through Resilience's holiday Adopt-A-Family program.

Finally, she received rent assistance for 6 months through a Rapid Re-Housing program and is now housed in a safe home after 5 years of instability and violence.



BASIC NEEDS

Housing Assessment and Resource Agency (HARA)

The Lakeshore Housing Alliance has designated Good Samaritan Ministries (GSM) the Ottawa County HARA. GSM staff field calls every day from people seeking relief from housing crisis. GSM provides a centralized approach to identify the most helpful resources for those facing homelessness. The team offers:

- Homelessness prevention assistance for those at imminent risk of homelessness
- Housing search assistance for anyone seeking to secure stable, affordable housing
- Rapid re-housing assistance for those currently homeless
- Referral to shelter services or other housing assistance
- Referral to other supportive services that can help to stabilize housing

Breakdown of the HARA Intake Calls

Year	Homeless	At Risk	Housing Choice Voucher	Referral	Other/Misc	Total Calls
2017	24%	59%	5%	11%	1%	5,363
2020	52%	29%	10%	7%	2%	5,063

Figure 4 (*2)



Street Outreach

In 2017, Community Action House established a much-needed Street Outreach Program. Designed to provide outbound support, counsel, and partnership to assist individuals and families living in places not meant for human habitation, their Outreach team assists dozens of people annually. The team works to connect to resources, and build relationships, all with a “whatever-it-takes” approach to increase access to safe housing in Ottawa County. In that first year, a part-time staff person was able to connect with more than 22 people experiencing unsheltered homelessness.

Today, that team is made up of six dedicated individuals who, in 2020, connected and partnered with 123 men, woman and children who were living on the streets, in their car, or in a tent. **In the midst of a global pandemic, the Community Action House Outreach Team helped 25 individuals and 3 families with children locate permanent housing.**



PATRICIA'S STORY

Patricia was evicted from her rental unit because her disability benefit could not cover her housing expenses. Her housing options were limited; she felt she had no choice but to sleep in her vehicle.

Patricia faced inclement weather and safety concerns when in her car at night. She endured months of harassment by a man as she slept in her vehicle because she was uncomfortable reporting the behavior to the police. She lacked social supports beyond a few friends she knew from the Community Kitchen. It was there she first met a Homeless Outreach Specialist from Community Action House.

After forming a trusting relationship with the outreach specialist, Patricia gained access to basic needs and created a plan for permanent housing. She connected with the Housing Assessment and Resource Agency (HARA) through which she obtained a Housing Choice Voucher. After eight months of living in her car, Patricia located a one-bedroom apartment; and a local church helped her with first month's rent and deposit.

Patricia now has a place to call home where she can feel safe and secure.

Community Action House
Outreach Team helped **25**
individuals and **3** families with
children locate permanent housing.



BASIC NEEDS

YOUTH HOMELESSNESS

2019 Ottawa County Youth Assessment Survey (OCYAS)

This is a collaborative and locally developed teen survey that has been in place since 2005. Prior to 2005 there wasn't a consistent or reliable way to find out about the needs and strengths of teens within our county. The survey is conducted every two years at 8th, 10th and 12th grades in participating Ottawa County Schools. It helps to monitor and measure how many teens are engaged in a variety of risky and beneficial behaviors that affect their health and well-being.

"I was without a place to stay in the past 12 months," 3.8% or 234 students stated this.

Of those who:

- 51.5% said they ran away or were "kicked out" of their home.
 - 34.5% said some other reason
 - 14.0% said their family was without a place to stay
- All of these are increasing and trending in the wrong direction.**

Ottawa Homeless Consortium: Academic Year 2020-2021

Federal law requires school districts to appoint a homeless liaison who is responsible for meeting the unique needs of children experiencing homelessness. The school liaisons track four categories of homelessness. The table details the number of homeless youths counted in each category during an academic year. Please note that homeless youth are typically a very difficult population to track and serve. The liaisons use a variety of sources within the school system to identify homeless youth including counselors, bus drivers, teachers and administrative staff. The Ottawa Homeless Consortium is the only source for data on children living doubled-up with family and friends and those in living in hotels.

- During the 2013-2014 academic year 632 children were in housing with family or friends at some point during the year; in 2017-2018, 541 children were living doubled-up.
- The number of children living in hotels nearly doubled from 38 in 2013-2014 to 69 in 2016-2017.

Homeless Youth in Ottawa County 2019 - 2020

Doubled Up	Hotel/Motel	Shelter	Transitional Housing	Unsheltered	Total
537	65	39	82	9	732

Figure 5 (*4)

HOUSING

Definition of Affordable Housing

A key indicator of the financial health of households is the amount of affordable local housing stock of households with income below the ALICE threshold. Extreme housing burden, defined as housing costs exceeding 35% of income, is another vital gauge of financial stability. The Department of Housing and Urban Development (HUD) defines affordable as no more than 30% of gross income for housing including utilities.

Looking at the ALICE table below, it may seem that survivability is possible for ALICE households. However, with a 15,000+ shortage of rental units at these prices, a majority of ALICE families end up spending significantly more than they should on housing.

ALICE HOUSEHOLD SURVIVAL BUDGET | Ottawa County, Michigan, 2019

	1 Adult	1 Adult, 1 Child	1 Adult, 1 in Childcare	1 Senior	2 Adults	2 Adults, 2 Children	2 Adults, 2 in Child Care	2 Seniors
Housing	\$549	\$616	\$616	\$549	\$616	\$779	\$779	\$616

Figure 6 (*1)

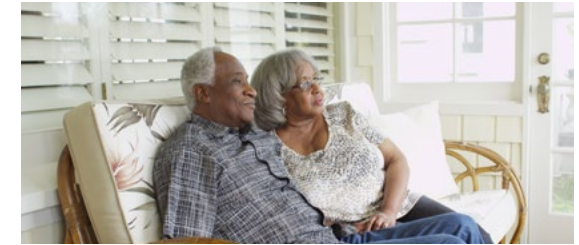
2021 HOUSEHOLD SURVEY QUESTION

In the last 12 months, did you live with other family or friends?

Year	Yes	No
2015	17%	83%
2018	12.2%	87.8%
2021	17.2%	82.8%

Of those who said yes below are the top three reasons:

- Money issues/lack of money – 47.3%
- Health/medical reasons – 16.3%
- Student/young person living with parents – 9.6%



Aging in Place

Between 2020 and 2025, the greatest increases in population by age within Ottawa County are projected to occur among persons ages 65 to 74 (4,843) and persons ages 75 and older (4,586). These represent increases of 18.3% and 25.2%, respectively. (Source: Housing Next). Most adults age 65 or over want to remain in their home or local community as they age, pre-serving their independence and maintaining dignity.

This could mean remaining in their own house, making modifications where needed and finding creative ways to balance their monthly budget. Others may seek out an apartment or condominium designed for older adults. Regardless of their choice, housing needs to be affordable, accessible and conveniently located close to stores, healthcare offices and public transit.

In Ottawa County, most of the available developments have waiting lists of 1-6 years, depending on the location and cost. Fixed incomes in retirement paired with higher medical costs can impact the quality of life for older adults if shelter overburden makes it difficult for them to also afford food, prescriptions and the supportive services they need to remain living independently.

Potential creative solutions to meet this growing need could be house sharing, cooperative housing, and organized "villages" within neighborhoods that already exist.

BASIC NEEDS

CHILD CARE NEEDS

Two of the major factors affecting the ability for community members, especially ALICE families with kids under five, to receive high quality childcare are spaces available and affordability.

ALICE Monthly Household Survival Budget, Ottawa County, MI: Child Care

Year	Adult, One Child	Adult, One In Child Care	Two Adults, Two Children	Two Adults, Two Child Care
2018	\$331	\$616	\$662	\$1,173
2021	\$219	\$592	\$437	\$1,175

Figure 7 (*1)

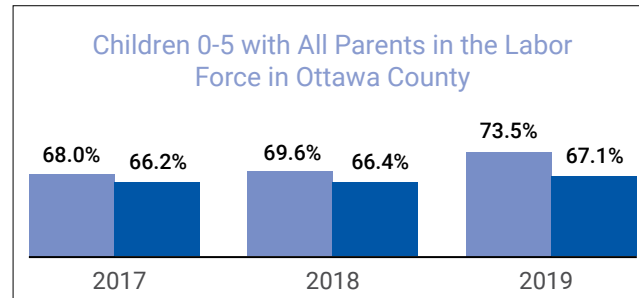
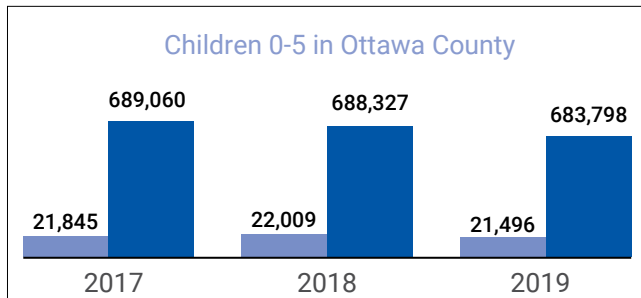
According to the Great Start to Quality Western Resource Center, also increasing is the number of available licensed spaces at 10,278, still far below the need. While evening, overnight and weekend needs are not included in this number. Of the 116 Regular Centers, only 60 centers are open year round 54 centers are open school year only; two centers are seasonal.



Ottawa County Providers Breakdown: Great Start to Quality Western Resource Center

Type of Care	Regular		Evening		Overnight		Weekend		GSRP (School Year):	
	Facilities	Capacity	Facilities	Capacity	Facilities	Capacity	Facilities	Capacity	Facilities	Capacity
Family Homes	134	804	25	150	18	108	14	84	0	0
Group Homes	28	336	6	72	8	96	1	12	0	0
Centers	118	9,997	2	133	0	0	25	294	25	2,610
Total	280	11,137	32	355	26	204	40	390	25	2,610

■ Michigan
■ Ottawa County



The Kids Count Data Center reports that more than 13,000 of these children have “all parents in the labor force.”

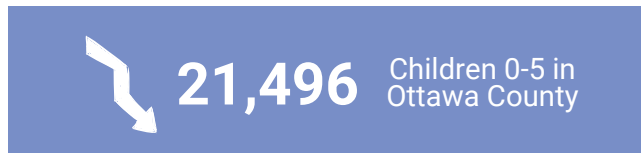


Figure 8 (*5)

Ottawa County Child Development and Care (CDC)

The Child Development and Care program provides funding for all or a portion of child day care expenses when the parent, legal guardian, or other caretaker is unavailable to provide child care due to employment, attending high school, GED, or training classes; and/or a health/social condition for which treatment is being received. This program provides payments for children up to age 13. (Note: Children ages 13-18 may receive childcare under certain circumstances.) MDHHS partners with the Michigan Department of Education to provide resources on providers.

Child care continues to be the #1 expense for families with children under the age of five years old.

CDC Reimbursement Rates (Per Hour)

Provider Type	Star Rating	Infant/Toddler (Birth to Age 2 1/2)	Preschool (Over Age 2 1/2 to Age 5)	School Age (Over Age 5)
Child Care Center Child Care Fee Limit of \$65.00 per Fiscal Year (10/1-9/30)	Base Rate (Blank Star)	\$4.30	\$3.05	\$2.95
	1-Star Rate	\$4.30	\$3.05	\$2.95
	2-Star Rate	\$4.55	\$3.30	\$3.20
	3-Star Rate	\$5.05	\$3.80	\$3.70
	4-Star Rate	\$5.30	\$4.05	\$3.95
	5-Star Rate	\$5.80	\$4.55	\$4.45

Figure 9 (*6)

CDC Assistance during 2020

- CDC payments to an average of 246 families (385 recipients) per month
- Total Child Day Care payments in Ottawa County were \$2,251,885
- The average monthly child care payment per family is \$866.00, an increase of \$239.28

BASIC NEEDS

FOOD INSECURITY

According to Feeding America, food insecurity is defined as a lack of consistent access to enough food for every person in a household to live an active, healthy life. This can be a temporary situation for a household or can last a long time. Food insecurity is one way to measure how many people cannot afford food.

Ottawa Food

Ottawa Food is a collaboration of 45 agencies and individuals working to ensure that community members have access to healthy, local, and affordable food. Their members come from a variety of sectors, including public health, food pantries, human services organizations, farmers, local businesses, community members, and more. The vision of Ottawa Food is to have an available supply of well-balanced meals for all.

ALICE Household Survival Budget, Ottawa County, MI: Food

Year	Single Adult	One Adult, One Child	One Adult, One In Child Care	Two Adults, Two Children	Two Adults, Two In Child Care
2021	\$265	\$460	\$384	\$922	\$805

Figure 10 (*1)

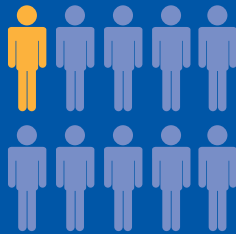
2020/2021 COMMUNITY SURVEY RESPONSES

- The Ottawa County 2020 Community Health Needs Assessment also reports that 3.9% of area adults report they sometimes or often don't have enough food to eat and 4.5% said they've had to cut the size of meals or skip meals due to lack of money.
- 71% of the 2021 Food Access Survey respondents indicated they eat 1-2 total servings of fruits and vegetables on an average day.



1 in 5
minority teens
goes hungry

1 in 10
participants
sometimes, most
of the time, or
always **went hungry**
because there was
not enough food in
their home.



BASIC NEEDS

HEALTHY FOOD OPTIONS

Q: How often does your household have resources to eat balanced meals?

Year	A: Some days, but not every day	A: Almost every day
2015	39.2%	26.3%
2018	40.3%	25.6%
2021	43.4%	28.5%

Figure 11 (*7)

Q: Which of the following prevents you from eating fruits and vegetables on a regular basis?

Year	A: They are too expensive	A: They are not available at food pantries
2015	55.5%	19.8%
2018	53.1%	22.8%
2021	35.7%	16.9%

Figure 12 (*7)

Adult: Fruit and Vegetable Consumption

According to the Ottawa County 2020 Community Health Needs Assessment, Key Finding #8 includes lack of adequate fruit and vegetable consumption as a remaining issue worth addressing. Data from the 2020 CHNA demonstrates that eight in ten (80.1%) adults consume fewer than five servings of fruits and vegetables per day.

According to the Ottawa County 2020 Behavioral Risk Factor Survey:

- Four in ten (43.6%) adults consume fruit less than one time per day. Adults likely to eat fruit less than once a day are from groups that are under age 55, have less than a college degree, and have incomes less than \$50,000.
- Three in ten (31.8%) adults consume vegetables less than one time per day. Adults most likely to consume vegetables less than once a day are the youngest (age 18-34), non-White, have less than a college education, and/or have incomes under \$20,000.

Youth: Nutrition

According to the 2019 Ottawa County Youth Assessment Survey:

Only 26.3% of students eat 5 or more servings of fruits and vegetables on an average day, and these students are consistently even in gender, grade level and Race/Ethnicity. This data continues to trend in the wrong direction.



BASIC NEEDS

FOOD ASSISTANCE

The Food Assistance Program (FAP) is provided through the Ottawa County Department of Health and Human Services. The program provides financial assistance to increase the food purchasing power of eligible low-income households. Families obtain their benefits through the Bridge Card. FAP is a federal safety net program and benefits are 100% federally funded with administrative costs shared equally between the state and the federal government. Eligibility is based on the financial situation of all members in a household.

According to the Ottawa County Department of Health and Human Services - 2020 Annual Plan:

- Michigan households who received food assistance are now able to buy food online from Amazon.com and Walmart.com using their Bridge Cards. Purchases can be made on eligible food items just as one would use a credit or debit card for an online purchase.
- In December, FAP clients who are either 60 years and older, disabled or homeless were able to use their EBT cards at authorized restaurants.
- The average number of cases for 2020 was 7,198; the average number of recipients was 13,968, and the average household size was two.
- In 2020, monthly FAP benefits averaged \$158 per person in Ottawa County.
- Ottawa County residents received \$26,696,641 in FAP benefits during 2019.

Number of Recipients of the (FAP)

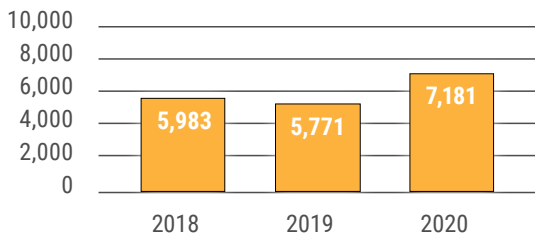


Figure 13 (*6)



Ottawa Food – 2021 Food Access Survey (given to individuals accessing supportive services in Ottawa County)

Q: Which of the following programs do you use for food assistance? (Top four)

Year	Food Pantries	Food Stamps/ Bridge Card/SNAP Benefits	Mobile Food Pantry/Truck	School Meal Program
2018	48.3%	33%	26.7%	--
2021	33.8%	17.1%	8%	8%

Q: Does the amount of food that you get (purchased and through food assistance programs) usually last throughout the month?

Year	Yes	No	Sometimes
2018	32.2%	37.3%	29.5%
2021	42.2%	28.1%	29.6%

Q: If you answered “no” or “sometimes” to the question above, please indicate if there are specific times when the food does not last throughout the month?

Year	End of the Month	Middle of the Month	On School Breaks	During the Holidays
2018	53.9%	31.9%	14.2%	16.2%
2021	28.2%	20.3%	15.8%	19.6%

Figure 14 (*7)

BASIC NEEDS

COVID-19: Due to the Covid-19 pandemic, Lunch & Activity Centers looked a little different during the reported time frame, with grab-n-go style meals and take home or virtual activities. Compared to the previous 2018 Community Assessment, participation and meals served are significantly less; however, this is directly in relation to federal, state and local regulations and guidance in regards to the Covid-19 pandemic.

Meals on Wheels

Michigan ranks 13th in the United States with the highest senior population, with 24% of our residents are 65 and older (2020 Meals on Wheels America Michigan Fact Sheet). Specifically for Ottawa County 14% of residents are 65 and older (2021 Mercy Health Community Health Needs Assessment). Meals on Wheels, provided by AgeWell Services of West Michigan, provides healthy, safe and consistent meals to homebound adults 60 and older for as long as they are needed - a week, a month, a year. Meals include a hot lunch meal Monday-Friday, a sandwich supper sack for weekday nights, frozen meals for weekend or as a second meal and salads. The cost is donation based.

** Between Oct. 1, 2019 - Sept. 30, 2020, 533 Ottawa County residents 60 and older received &4,929 meals delivered directly to their home.*

Participants for the program in Ottawa County grew by 13% from FY 2018/2019 and FY 2019/2020. Meals on Wheels also provides a social connection. All meals are personally delivered by a driver who is able to safely say hi and have a small conversation. This is why Meals on Wheels is more than just a meal.

— AgeWell Services of West Michigan Report

Family Independence Program (FIP)

The goal of the Family Independence Program (FIP) is to help families reduce dependence on public assistance and increase self-sufficiency. FIP provides a monthly cash assistance grant to assist in covering personal needs costs. Families with children and pregnant women must meet income and asset requirements to qualify as well as other eligibility standards including (but not limited to): time on assistance, work participation requirements, school attendance and child support requirements.

Applicants for cash assistance are required to take part in a robust, results-oriented work participation program in conjunction with Michigan Works called PATH (Partnership, Accountability, Training & Hope). The program features a 21-day assessment period during which barriers to employment are identified and caseworkers work individually with clients to connect them with resources to address these barriers.

According to the Ottawa County Department of Health and Human Services - 2020 Annual Plan:

- The average number of cases for 2020 was 139; the average number of recipients was 341 (264 last year), the average household size was two.
- The average FIP payment per family in Ottawa County in 2020 was \$384 per month.
- Ottawa County families received \$657,622 in total FIP payments during 2020 compared to \$542,667 in 2019.

Number of Recipients of the (FIP)

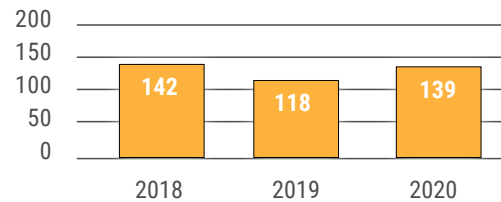
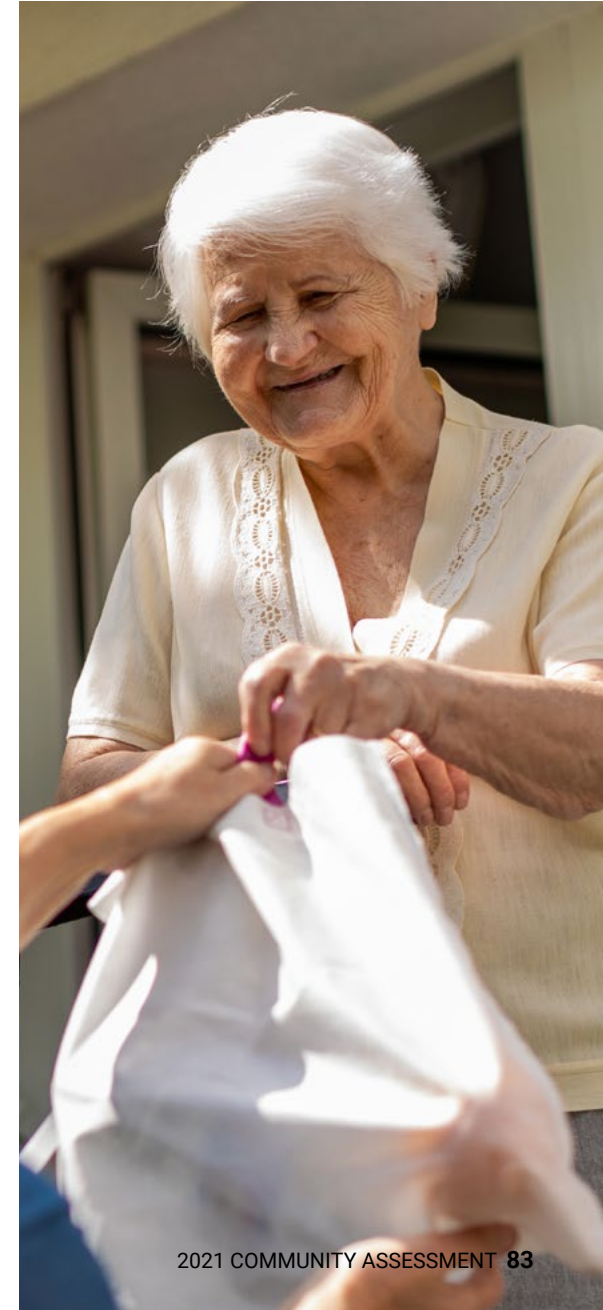


Figure 15 (*6)





Free and Reduced Lunch

According to the United States Department of Agriculture Food and Nutrition Service; the table below shows the income eligibility guidelines for Free and Reduced-Price Meals. These guidelines are updated annually for July 1 to June 30; below showing the 2016 thru 2017 year. The table shows the household size and annual income needed based on 130% and 185% of the federal poverty guidelines.

- Kids' Food Basket is currently serving 677 students in Ottawa County plus they provide 70 – 3 meal Sacks to the Zeeland Bridge who passes them out on Tuesdays along with their meals.
- Hand 2 Hand is serving 3,081 students in Ottawa County.

Students Eligible for Free or Reduced Priced Lunch (Number & Percent)

Location	Data Type	2017	2018	2019	2020
Michigan	Number	742,922	730,891	733,442	710,473
	Percent	50.3%	50.0%	50.5%	50.5%
Ottawa County	Number	16,611	16,299	14,807	14,351
	Percent	36.3%	35.6%	32.4%	32.2%

Figure 16 (*5)



14,531 of 48,169
students in Ottawa County qualified
for free & reduced lunch in 2020



13% to 83%
the percentage range of economically
disadvantaged students in Ottawa
County school buildings

ACCESS AND REFERRAL

CALL 2-1-1 Top 5 Categories for All Service Requests

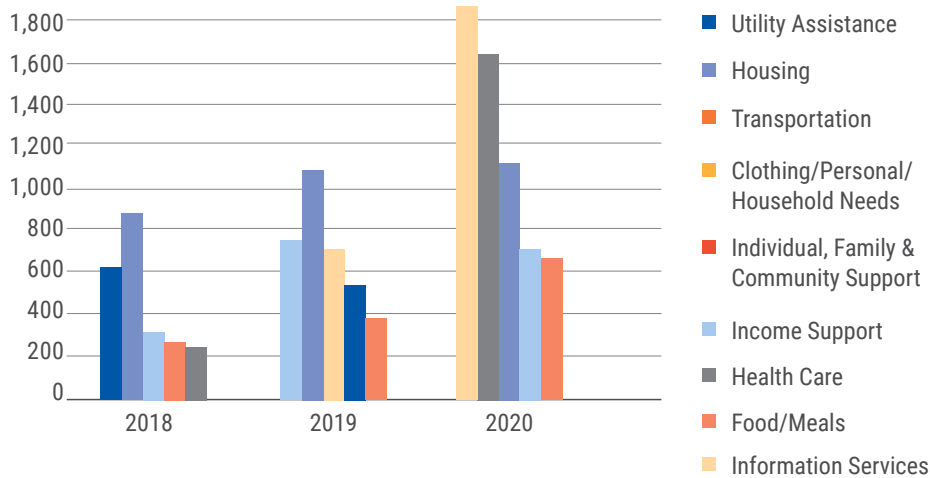


Figure 17 (*8)

CALL 2-1-1 Top 5 Categories for Unmet Requests

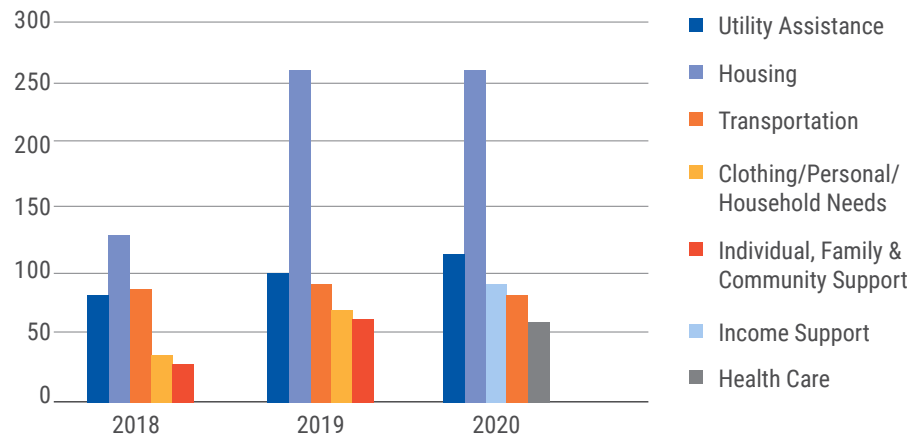


Figure 19 (*8)

CALL 2-1-1 Statistical Report: Total Number of Calls by Section, 2017-2020

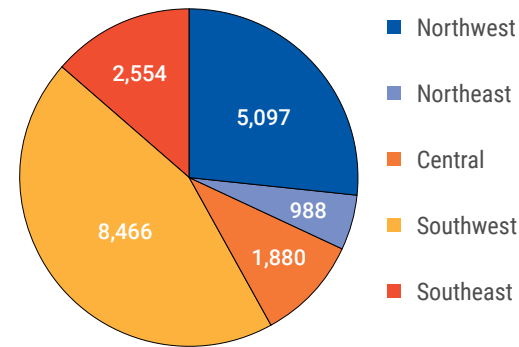


Figure 18 (*8)

CALL 2-1-1 Top 5 Category Searches via ReferWEB (online database)

2017

1. Employment = 358
2. Housing and Utilities = 160
3. Food = 138
4. Bill Payment Assistance = 77
5. Health Care = 33

2018-2019

No Data

2020

1. Housing and Utilities = 555
2. Food = 374
3. Bill Payment Assistance = 327
4. Transportation = 148
5. Mental Health and Substance Abuse = 134

2021 HOUSEHOLD SURVEY QUESTIONS

If you needed some extra help meeting your basic needs, would you know where to get help?

Year	Yes	No
2015	74.2%	25.8%
2018	78.0%	22.0%
2021	80.4%	19.6%

Where or to whom would you turn for help?

Year	Family Members (spouse, children, parents, other relatives)	Church, Synagogue or other religious congregation	Other nonprofit or human services agency	A phone hotline, such as the 2-1-1 Service
2015	60.8%	25.4%	14.1%	9.5%
2018	74.0%	34.8%	19.7%	14.1%
2021	59.9%	18.8%	17.9%	17.0%

PERSONAL SAFETY

Adults: Domestic Violence

Rates of domestic violence reached staggering highs over the last year. Indicators of the risk of homicide, such as strangulation and threats with a lethal weapon, have become frighteningly common when survivors are reaching out for assistance. Emergency shelter requests reached the highest number we've seen since first opening our doors nearly 45 years ago. In order for any community to be effective in addressing a problem of this magnitude, a cross-sector, coordinated community response is critical. Ottawa County is no exception. The undeniable strength of our community must be channeled to ensure safety for survivors and their children; and to hold those who perpetrate violence accountable. Together, we can change our course.

— *Beth Larsen*, Executive Director, Resilience: Advocates for Ending Violence

Resilience: Advocates for Ending Violence 2020 Service Highlights

- 2,412 calls received on their 24 hour help-line
- 70 adults and 88 children who were fleeing domestic violence were provided with shelter, with use of alternative safe locations
- Average length of stay in emergency shelter increased from 29 nights in 2017 to 52 nights in 2020, due primarily to a lack of affordable housing
- 320 victim referrals received from Ottawa County Prosecutor's Office, a 39% increase over 2019

2019 OTTAWA COUNTY YOUTH ASSESSMENT SURVEY

Dating Violence

3257 students stated that they have dated or gone out with someone in the past 12 months, which is an increase from 2017

Among those that made the above statement:

- 14.8% were called degrading names
- 13.1% said that those they dated or went out with tried to control when they saw their friends
- 11% were isolated from family or friends

Consistently, girls trend higher than boys in all of the above statements.

Trafficking

Over 1,000 teens may have been trafficked for sex or work. (estimated among the population of 13-18 year olds in Ottawa County)

Violence-Related Behaviors

255 students stated that they had sexual intercourse when they really did not want to in the past 12 months

Among those who made the above statement:

- 66.7% stated they were made to feel guilty
- 60.6% stated they felt uncomfortable saying no
- 35.8% state they were under the influence of alcohol or drugs

Sexting

1423 students stated that they have engaged in "sexting" activity in the past 12 months.

Among those that made the above statement:

- 1,145 said that they sent a sexually suggestive message by text, email, instant message, social network, etc. during the past 12 months
- 720 said that they sent or posted a naked or semi-naked photo or video of themselves by text, email, social profile, website, blog, etc. during the past 12 months

Ottawa County Juvenile Detention Center Teams says: Domestic Violence involving juveniles is a significant issue in Ottawa County and one, our youth may experience as both victims and perpetrators. As a community, we must come together and seek collaborative initiatives to educate our youth and families on components of both a healthy relationship and healthy resolution to conflict, eliminating violence and promoting health communication in current and future relationships.

CHILD ABUSE AND NEGLECT

2020 Statistics from the Children's Advocacy Center of Ottawa County

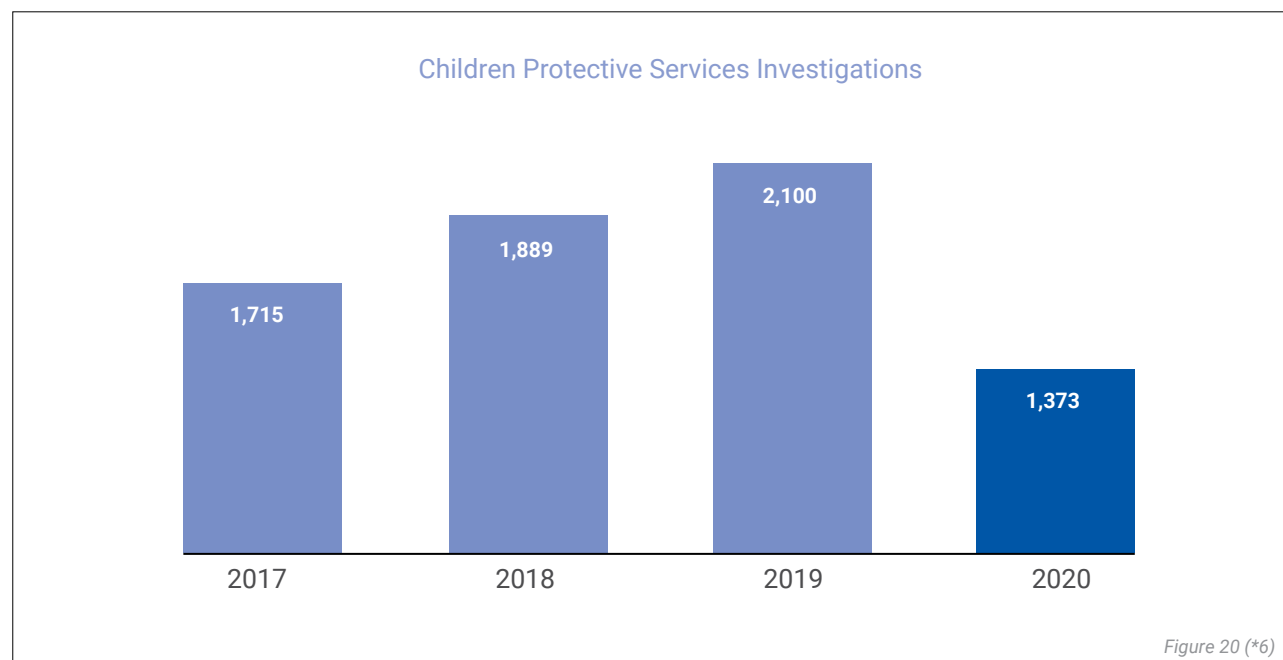
- Performed 371 Forensic Interviews of children in Ottawa County who had made allegations of abuse
- 72 Medical Exams conducted
- 2,132 crisis counseling sessions to families
- 2,260 follow-up support calls
- Assisted 184 victims of child abuse and their families to navigate the legal system through court preparation and advocacy
- 117 Adults have been trained in Darkness to Light training
- 452 teachers were trained in sexual abuse prevention/Children body safety/Kids Have Rights
- 6,000 students in 3rd/4th grade were provided with age appropriate body safety and prevention information
- 7,452 students in kindergarten thru 2nd grade had presentations were provided with age appropriate body safety and prevention information

**Darkness to Light is a program to raise awareness of the prevalence and consequences of child sexual abuse by educating adults about the steps they can take to prevent, recognize and react responsibly to the reality of child sexual abuse.*

Child abuse is a pervasive and deadly problem. Its impact extends beyond individual victims and the damage is greater than physical injuries.

Ottawa County Department of Health and Human Services Children's Protective Services (CPS) program is responsible for investigating allegations of child abuse and neglect. The Michigan Child Protection Law provides the framework for what CPS must do.

- **Child Abuse:** Harm or threatened harm to a child's health or welfare that occurs through non-accidental physical or mental injury, sexual abuse, sexual exploitation, or maltreatment, by a parent, a legal guardian, or any other person responsible for the child's health or welfare or by a teacher, a teacher's aide, or a member of the clergy.
- **Child Neglect:** Harm or threatened harm to a child's health or welfare by a parent, legal guardian, or another person responsible for the child's health or welfare that occurs through either of the following: Negligent treatment, including the failure to provide adequate food, clothing, shelter, or medical care. Placing a child at an unreasonable risk to the child's health or welfare by failure of the parent, legal guardian, or other person responsible for the child's health or welfare to intervene to eliminate that risk when that person is able to do so and has, or should have, knowledge of the risk.



BASIC NEEDS

The Benefits vs. the Risks of Aging in Place

The point of aging at home is to provide a greater level of freedom and independence in a familiar environment while maintaining a level of dignity. It also enables the older adult to continue to live the lifestyle they want with warm memories instead of having to adapt to a new place, full of new people, and a new system of operation. In many cases, aging in place will make it easier for an older adult to continue seeing their friends and family plus stay connected to their social network. In addition, the other benefits including convenience is the cost-savings.

The biggest concern about aging in place for older adults is safety. As the quality of daily life begins to deteriorate an open discussion regarding the benefits versus the risks of staying in the individual's home must take place with family members and maybe friends. Asking for assistance from an outside facilitator or a professional in assessing the situation is recommended.

- Jo Ver Beek, Evergreen Commons



Home Help Assigned Cases

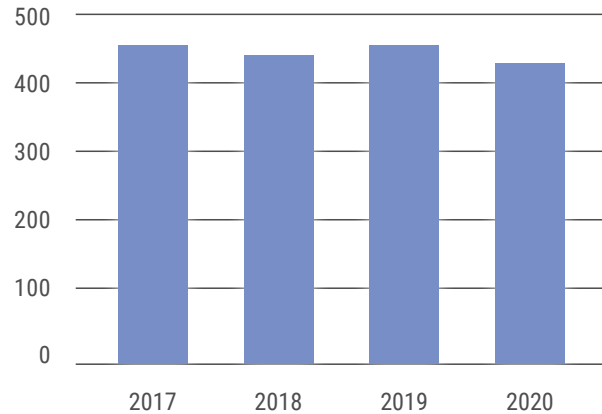


Figure 21 (*6)

APS Assigned Cases

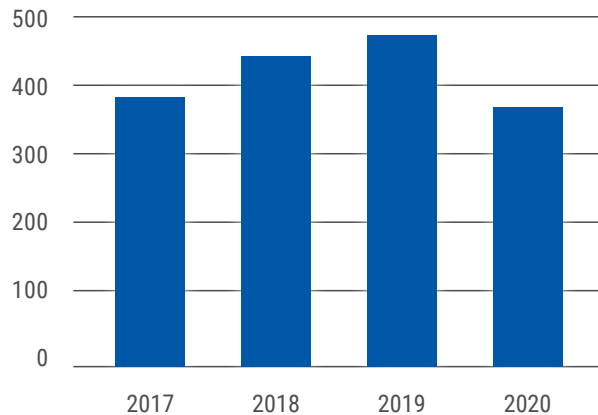


Figure 22 (*6)



DISASTER RESPONSE

2021 HOUSEHOLD SURVEY QUESTIONS

Do you have a family plan to deal with the following?

Year	A House Fire	A Community Tornado	A Community Flood	A Larger Event (e.g. disaster, terror event, nuclear plant event, epidemic)
2012	68.9%	N/A	N/A	47.6%
2015	71.4%	61.3%	28.2%	20.3%
2021	65.8%	57%	51.4%	46.7%



BASIC NEEDS

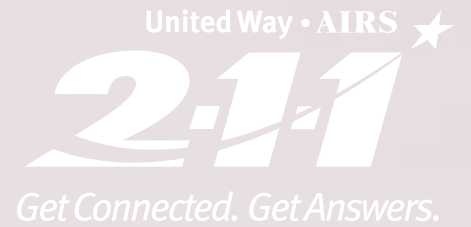


NEED HELP? CALL 2-1-1

Or, search online at www.call-211.org

Get help with the following at CALL 2-1-1:

- Food, Housing & Clothing
- Utility Assistance
- Support Groups
- Healthcare Services
- Teen Pregnancy
- Senior Issues
- Mental Health Services
- Transportation
- Prescription Assistance
- Seasonal Programs
- Support Groups
- And more...



NOTES



Sponsorship for the 2021 Community Assessment was provided by:



THANK YOU



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