It’s a great grant but none of my people can use it.”

[Some older residents] are terrified to learn this new gadgetry that makes [digital information] accessible.”

There is outreach... [but]...there is still the stigma [of mental illness].”

FROM PROVIDERS

VILLAGE OF Akron AND TOWN OF Newstead

JANUARY 2020

Numbers in Need
IN BUFFALO NIAGARA

Prepared by
Regional Institute
School of Architecture and Planning

A Mobile Safety Net Team initiative established by The John R. Oishei Foundation
About this Report

This report offers a snapshot of findings for the cities of Tonawanda and North Tonawanda (“Twin Cities”), with new data on the community’s population that lives in or near poverty. It includes the perspectives of human services providers, the landscape of providers, and strategies that could strengthen the safety-net for individuals and families.

Research in this report was led by the University at Buffalo Regional Institute in partnership with the Mobile Safety-Net Team. It was commissioned by The John R. Oishei Foundation. This work updates and expands upon a community report completed by the research team in 2013.

Defining Need

About 1,650 residents in Akron-Newstead live in or near poverty on incomes below two hundred percent of the federal poverty line.

The federal poverty line (FPL) is $12,490 for a household of one, $16,910 for a two-person household, $21,330 for a family of three, and $25,750 for a family of four. A single parent of two who works full time, year round at the minimum wage in NYS ($11.10 per hour or $23,088 a year) earns an income just above the FPL in 2019.

The FPL is adjusted annually by the federal government and varies by household size. It is often used to determine eligibility for programs that assist individuals and families with basic living expenses such as food, utilities, and rental housing. Households with incomes that exceed two hundred percent of the FPL (up to $51,500 for a family of four) generally do not meet income guidelines for most programs.
Reports for this Community

This report is part of a comprehensive suite of reports for the Village of Akron and Town of Newstead, one of 12 representative communities in the Buffalo Niagara Region selected for assessment and investment as part of the Numbers in Need project.

Each of these reports for this community is available online at NumbersinNeed.org

Insights from Providers

This report, Insights from Providers, explores the perspectives of service providers in the community with respect to gaps in the landscape of services, barriers to reaching residents, promising developments, and strategies for strengthening the landscape of programs and services. A focus group with agency leaders informed the findings presented in this document. Agency and community leaders can use this report to shape programs and services that respond to identified gaps and barriers, while leveraging system strengths and promising developments.

Community Snapshot

Community Snapshot presents an overview of findings from the research in this community, with new data and information on the people living in or near poverty, their barriers to programs and services, the landscape of service providers, and strategies for strengthening the community so that all residents can thrive economically. This report draws from more detailed findings available on the Numbers in Need website, as well as from Insights from Residents and Insights from Providers. Agency and community leaders can use this report to understand key findings and identify topics for further exploring.

Insights from Residents

Insights from Residents presents a more detailed look at the community's vulnerable populations, their needs, urgent concerns, and barriers to programs and services. A survey of residents and conversations with residents inform findings in this report. Agency and community leaders can use this document as they develop programs and services that respond to the needs of residents and remove barriers to jobs, programs and services faced by residents.

Visit us online at NumbersinNeed.org

NumbersinNeed.org is an online tool that leaders can use to understand economically vulnerable populations in the Buffalo Niagara Region, their urgent needs and concerns, barriers to services and factors that matter such as access to good paying jobs, educational attainment, and transportation options. The website features individual stories, community and regional indicators, interactive lists and maps of service providers, strategies for strengthening communities and models to consider.
What Went Into This Report

Building an Updated Landscape of Providers

The 2012 Baseline Community Report was the starting point.

Baseline Community Reports
The community report completed for Village of Akron and Town of Newstead in December 2012 offered a starting point for analyzing the landscape of services.

Information was updated through an Agency Questionnaire.

Agency Questionnaire
Dozens of not-for-profit and governmental human service providers completed an agency questionnaire offering information on their programs and services. This questionnaire asked providers to update information about their organization and the services/programs they offer.

Gaining Insights from Providers

We shared what we heard from residents and what the data said about the community.

Talking with agencies that provide programs and services to residents in the community highlighted challenges and barriers that preliminary data findings did not show. In some cases, providers turned our attention to new topics and areas of concern. In other cases, they offered additional insights on data and trends coming out of our outreach to residents and an analysis of detailed community data on poverty, housing costs, vehicle access, educational attainment, work, income and family factors that contribute to economic vulnerability.

Participating Organizations
Akron First United Methodist Church
C. Dee Wright Community Center
Erie County Dept. of Social Services
Erie County Legislature, District 6
Hearts & Hands
Newstead Public Library
Senior Outreach Services
Tender Paws Pet Food Pantry
Town of Newstead Senior Center

Perspectives and Insights from Providers

The findings presented in this report synthesize what we heard from providers. Insights were captured from several providers who were interviewed, who shared additional perspectives and information on their programs, and successes in connecting with residents and challenges.

Find it here:
Pg 5 of this report
(The Landscape of Providers)
Numbers in Need Website
(Provider Tool)
The Landscape of Providers

25 SERVICE PROVIDERS in the Village of Akron and Town of Newstead

Types of services provided, by %

- 44% Youth Programs
- 36% Info/Referral
- 28% Seniors
- 28% Food
- 24% Education/Training
- 24% Housing/Utility
- 16% Transportation
- 12% Health/Wellness
- 8% Mental Health/Addiction
- 8% Financial Literacy
- 8% Crime/Juvenile
- 4% Teen Parents
- 4% Clothing
- 0% Veterans
- 0% Homeless
- 0% Legal

See more online
Visit NumbersInNeed.org to view additional maps and the listing of service providers.

Population In or Near Poverty, 2017

There are 26 service providers in the community.

Twenty-six service providers are located in Akron-Newstead. While this is a relatively small number, Akron-Newstead has the most providers per capita of all the study region’s 12 communities. Nineteen of Akron-Newstead’s service providers are small not-for-profit organizations, and most focus on one or two services. Six providers in Akron-Newstead provide three or more services, including the C. Dee Wright Community Center which offers 12 types of services. Akron-Newstead residents can find a wide range of support services without having to leave their small, rural community.

Nearly half of providers offer education or programs for youth.

Youth programs are offered at 11 locations in the community. These include childcare centers, preschools, scouting troops, and after-school activities run by the Akron School District. The Newstead Public Library also offers education for youth. Strong schools and youth activities can help prevent the enduring effects often faced by children raised in or near poverty. While Akron-Newstead has a low childhood poverty rate, these programs are a valuable resource for children and their families.

Programs for seniors are seen as a top community strength.

Senior programs were the top strength identified by providers in an agency focus group. Seven locations in Akron-Newstead offer senior programs. The Newstead Senior Center has education and other programs for older adults. Other services for seniors can be found at People, Inc., Hearts and Hands at the C. Dee Wright Community Center, and the Newstead Public Library. The range of services and activities available to seniors are a strength for the social services landscape in Akron-Newstead.

Services are located where residents in need are concentrated.

Over 1,600 people live in or near poverty in Akron-Newstead. These residents are most concentrated in the Village of Akron, with others dispersed across the Town of Newstead. Although there are relatively few providers in town and the population is spread out, most providers are located within one mile of hundreds of residents in need. Having providers in close proximity increases the likelihood that residents will access and utilize services.

A variety of providers offer transportation in Akron-Newstead.

The region’s public transit system does not extend to Akron-Newstead, but five providers offer transportation to help residents reach services. This includes education and youth programs. The Newstead Senior Center and Hearts and Hands provide transportation for older adults and individuals with disabilities. These services are a unique asset for Akron-Newstead residents since most communities do not typically have this range of transportation providers.

Top strengths identified by provider focus group

Providers were asked to identify the community’s strongest programs and services. Programming for seniors was identified at the top strength, followed by information/referral.
**Additional Gaps/Needs Identified by Providers**

**Older seniors in the community often have very different challenges than younger seniors.**

Akron-Newstead is an older community. About 10% of the population is age 75 and up, and the rate of poverty among this older demographic is higher than for younger adults and families with children. While data combines individuals of all ages 75 and up, service providers say the needs and challenges they see vary significantly across younger and older seniors. Those closer to age 75 often have the health and/or income to participate in activities in their retirement, but access is a challenge for those who don’t have a vehicle or who can no longer drive. Younger seniors often use the senior center and are more knowledgeable about resources in the community, but many do not know how to use a computer. Meanwhile, the oldest seniors—closer to age 90 and up—are more likely to be economically insecure, isolated, and in need of outreach and aging-in-place services. In their younger years, they worked in jobs that supported a rural farming community. Today, most do not have computers, internet access, and retirement savings, and they are less likely to know about existing resources in the community.

Although a patchwork of transportation services serve Akron-Newstead, the flexible services residents need do not exist.

Several providers offer transportation to individuals in Akron-Newstead who do not have a vehicle or cannot drive. These include Erie County’s Senior Van Service, Rural Transit Service, and Hearts and Hands, a volunteer-based not-for-profit organization that was founded in this community. Even with these services in place, focus group participants said transportation can be a barrier for many. No single service is available to everyone in need, for all purposes, or at all hours of the day. Residents sometimes have to sign up for transportation services, meet varying eligibility requirements, schedule trips in advance, and face requests for donations. Residents must also be prepared to wait, have trips rescheduled or canceled since medical appointments take priority. Using any of these services to get to work, for community events in the evening, or for non-medical trips outside of the community is very difficult if not impossible.

Low wages, distance from the urban core, and the cost of existing services contribute to gaps in childcare, youth programs, home healthcare, and respite care.

Several providers mentioned service gaps in the areas of childcare, youth programs, home healthcare, and respite care. Providers said the cost of childcare and summer youth programs and the lack of low-cost or free alternatives create barriers for many lower-income families in the community that could benefit from these services. Providers say Akron-Newstead used to have a Head Start program but it has been gone for a few years.
The community’s universal pre-k program enrolls up to 50 children only. In addition, the program is only half days, and there is no bus service, creating challenges for parents who work full time and face traveling difficulties. Focus group participants say daycare in the area costs between $36 and $42 per day per child. A parent earning the minimum wage ($11.10/hour in 2019) must work nearly four hours a day just to pay for daycare.

Providers also described the difficulties they sometimes face in getting paid experts to Akron-Newstead because of the distance from Buffalo. Akron is close to 30 miles from the City of Buffalo, a 45-minute drive. One provider explained that many home healthcare workers are not paid for mileage, and the extra travel time makes it more difficult for them to provide services to residents in Akron-Newstead. Not only is there cost associated with traveling to Akron-Newstead, but there is the travel time that could be spent working at the same wage in a community closer to home.

Some specialized services that residents need cannot be found in Akron-Newstead and are hard to reach for many residents.

No providers offer legal services and program for veterans or the homeless. Even some basic services such as low-cost or donated clothing are limited in this community. Providers participating in a focus group agreed that many services that could benefit residents are not available in Akron-Newstead. Providers described how those who are homeless commonly live with friends and family. Getting connected with shelters and other programs for the homeless means getting to Buffalo, which can be difficult for many residents.

Providers also said that the nearest consumer credit counseling service is in West Seneca. Mental health services in the community are also limited and often require residents to leave Akron-Newstead. Providers also said there is nothing in the community for individuals with dementia, or for caregivers seeking respite care, except for one service that provides up to two hours of care at a time.

Mobile homes generally offer an affordable housing option to residents, but recent increases to lot rents limit options for lower-income residents.

Over 480 households across Akron-Newstead live in one of several mobile home parks in the community. Mobile homes account for 13% of all residential addresses in Akron-Newstead. With a median value of $34,400 per mobile home (versus $134,000 across all homes in Akron-Newstead), mobile homes offer lower-income residents a more affordable housing option. Residents living in a mobile home own their home but pay rent for the lot of land the home sits on.

Agency focus group participants say that rising lot rents imposed by new corporate land owners is making mobile home ownership less affordable and disproportionately impacting residents who live on a fixed income. Many moved into a mobile home park because they are retired or disabled and cannot financially manage market-rate rents or a typical mortgage on social security or disability income.

Providers say new landowners have increased lot rents as much as 50% in recent years. They described one client who now pays over $540 per month in rent and how this consumes over half of her $800 monthly disability income. Residents risk taking on debt just to pay their lot rent and mortgage while covering basic living expenses.
Transportation is a barrier to programs, services and jobs for residents of all ages.

Traveling difficulty emerged as a top barrier to programs and services reported by residents surveyed in Akron-Newstead. Residents participating in a focus group described how transportation can be a barrier to education, workforce training and jobs. Provider focus group participants agreed that transportation is an obstacle, even for seniors and disabled individuals who are more likely to be eligible for services provided by Erie County’s Senior Van Service, Rural Transit Service, and Hearts and Hands. Getting to Buffalo where services and jobs are concentrated is especially difficult because of Akron-Newstead’s distance from Buffalo and the lack of public transit. Niagara Frontier Transportation Authority (NFTA) does not run a bus as far east as Akron-Newstead. Even using volunteer transportation services to get downtown can be challenging as volunteers sometimes do not want to drive to the city.

Resistance from residents, the learning curve associated with new technology, and the cost of internet access can make technology a barrier for providers.

Limited internet access was the second most common barrier reported by residents surveyed in Akron-Newstead. Providers described a complex issue that goes beyond the barrier of simple access. Cost is part of the problem. They said there is only one internet provider in Akron-Newstead and the high price of internet access is the result of this lack of competition. The price can be high even for lower-income residents who qualify for discounted services that reduce the monthly bill by up to $20. While the Newstead Public Library and Newstead Senior Center have computers where residents can access the internet free of charge, a library representative sees the computers being used by children to do homework because they don’t have internet service at home. Providers described an older generation that is less likely to seek out information using technology. Many older residents don’t know how to use a computer. Others simply don’t want to, or are hesitant. Providers described how older residents see putting information online as dangerous. Until this digital divide is closed, providers underscored the importance of having resources available in printed format as well as online.

Some residents will not take advantage of programs and services they cannot pay for or contribute to.

Provider focus group participants said most residents in Akron-Newstead want to pay for or contribute to the cost of services they receive. Seniors especially are prideful. They would rather go without than accept something they see as a handout. One provider described the difficulty of trying to give some seniors in the community free pet food for their pet. Residents feel such services should be saved for those who are more in need than themselves, even if accepting help would benefit them, provide for household needs, or, over the long term, help some pay down debt.

Providers also see residents who refuse to use the Erie County Senior Van Service, if they cannot afford to make a voluntary donation. The suggested donation is $3 for a one-way trip. Nobody is denied service if they are unable to donate. However, providers say some residents will not use the van to avoid facing donation requests—either on the van or through a donation request letter from Erie County—that they cannot pay.
The community’s distance from downtown Buffalo and proximity to a neighboring county creates barriers to bringing service providers and experts into the community.

Akron-Newstead is about 30 miles Buffalo. A round trip from the Village of Akron to the City of Buffalo is one and a half hours. Agency focus group participants described how they sometimes struggle to attract service providers, especially healthcare providers, to the community. They specifically mentioned the difficulty of bringing in mental health experts, nurses, and home healthcare workers. They said many providers do not want to drive the distance. While home healthcare providers in Genesee County are geographically closer to Akron-Newstead than those in Buffalo, focus group participants said that people working for agencies bound by county lines won’t come into the community since Akron-Newstead falls outside of their service area.

The stigma associated with mental health challenges providers in sharing information with residents about these services.

Nearly a quarter of residents surveyed who said at least one person in their household has a disability identified a mental health disability. Despite the prevalence of mental health concerns, providers say there is still a lot of stigma around mental health in Akron-Newstead. The stigma is so strong that residents won’t avail themselves to services and/or information that would be helpful to them. Residents prefer to receive services in their home, but that option is not available, except in limited circumstances.

Providers described how the stigma of mental illness not only creates barriers for individuals but can stymie the work of coalitions. They described how one coalition dissolved because of the stigma people felt coming to meetings and being labeled in the community. The coalition was focused on outreach and services related to mental health. Providers discussed potential ways of delivering mental health information at resource events that could leverage other programs such as diabetes and heart health programs, as a way of reaching more residents, especially adults. For the younger population, Akron Central Schools offers a full-time mental health provider in each building.

Some governmental assistance programs are not available to mobile homeowners, who own their home but not the land it sits on.

As mobile homeowners, many lower-income residents in Akron-Newstead own the home they live in but not the land they live on. Providers say this arrangement prevents them from taking advantage of a USDA federal grant program offering housing assistance and requiring applicants to be the landowner. Provider focus group participants explained that co-ops have been formed in other communities to enable mobile homeowners to take advantage of helpful programs like this. With a co-op, there is collective ownership of the land across all mobile homeowners.

The volunteer-based workforce that some service providers rely on poses unique barriers.

Many providers in this community are relatively small, not-for-profit organizations that rely on volunteers to provide services to those living in or near poverty. Volunteers staff agencies, work on committees, attend meetings, drive residents where they need to go, help seniors maintain their homes, provide respite care to caregivers, and more. While volunteers benefit agencies and the community, one provider states that limited volunteers restricts their ability to reach more residents. This challenge may persist as the economy stays strong and demographic patterns shape the population of younger and older individuals, both of which have higher rates of volunteerism.
Promising Developments

Programs and Partnerships

A multi-agency collaboration supports a master’s-level social work intern at the Newstead Public Library one day a week throughout the academic year. Having the social work intern at the library enables residents to learn about benefits available through Erie County Department of Social Services (DSS) and apply for benefits not requiring a face-to-face interview, thereby avoid a trip to DSS’s main office in the City of Buffalo. The social work intern also makes referrals to agency providers in the community. This initiative is made possible through a partnership between Erie County Department of Social Services, the UB School of Social Work, and the Newstead Public Library.

An active community coalition of service providers has existed for several years in Akron-Newstead. The coalition—the Akron-Newstead Alliance—meets monthly, and as one member put it, “I’m proud we’re still a committee.” Members focus on what is best for the community and its residents, and this overarching mission transcends politics. Coalition members include not-for-profit organizations, governmental agencies and political representation. Members are described as supportive and dedicated advocates for the people in the community. In 2018, the coalition partnered with Independent Health’s Good for the Neighborhood program to facilitate new agency partnerships and offer new services to residents in the community. Work of the coalition is supported by the Mobile Safety-Net Team.

Erie County Department of Social Services (DSS) will be providing a full-service mobile van in Akron-Newstead. With the van in the community, residents will be able to apply for social services that now require a trip to DSS’s main office in downtown Buffalo for a face-to-face interview. The van will feature two kiosks, one for a DSS worker and a second one available for an employee of another governmental agency or organization to accompany DSS for outreach to residents in the community. The van will be in Akron-Newstead on scheduled days and take appointments, enabling residents to plan ahead. The mobile van is expected to be in the community in 2020.

In June 2019, NYS passed the Housing Stability and Tenant Protection Act of 2019, which offers a number of new protections to mobile homeowners. Most notably, the law imposes rent stabilization protections that protect mobile homeowners from large and unjustifiable lot rent increases. Rent increases beyond 3% a year can be challenged in court, unless these increases reflect property tax increases paid by the landowner, the cost of capital investments in the community, and/or higher operating expenses.

The stakeholder advocacy group in Akron-Newstead that successfully advocated for state law changes that protect mobile homeowners could be leveraged to collaboratively advocate for other positive changes in the community. Through partnerships with advocacy organizations in the region such as PUSH Buffalo and VOICE-Buffalo, this local group could mobilize residents to push for legislation, policy and strategies that tackle other community issues in Akron-Newstead.
Good things are happening in this community and beyond that are transforming the way human services are delivered. The models on this page offer two examples of ways service providers are tackling challenges in innovative ways that respond to the needs of the community.

The Numbers in Need website—NumbersInNeed.org—contains additional models to consider and strategies for tackling the concerns and barriers experienced by providers in Akron-Newstead. These are intended to inspire solution building and spur conversation as community leaders and agency representatives consider how they might partner with each other and tailor existing programming to break down walls that keep individuals and families in poverty.

**Models to Consider**

**Transportation**

**Hearts and Hands**
Hearts and Hands Faith in Action fills gaps in transportation for vulnerable individuals in several rural communities in Erie and Niagara counties, including its home base in Amherst and four branch sites that serve other, more rural communities. Although its more than 350 volunteers are trained to deliver a variety of services, door-to-door transportation is the service most requested. Funded through donations, grants, contracts, and fundraising, Hearts and Hands is able to provide all of its services at no expense to the recipient. In 2019, Heart and Hands expanded services into Kenmore and Tonawanda.

hnhcares.org

**Health & Mental Health**

**The Health Wagon**
The Health Wagon is a non-profit organization created in 1980 that focuses on improving access to a range of health care services among uninsured or underserved populations in a rural region of Virginia. The Health Wagon provides preventive care, primary care, dental, behavioral health, pharmaceutical, and specialty care services. The organization runs 11 mobile units, two fixed location clinics, local health fairs, and the largest Remote Area Medical Corps (RAM) event in the US. The Health Wagon is led by a team of clinical nurses and volunteers from local colleges and universities. Support staff also include an outreach coordinator, a data systems specialist, and directors of development and operations. In 2017, the organization provided nearly $4.3 million in health care services through over 4,000 patient visits, 86% of whom were uninsured. The program is funded through the support of local foundations, government agencies, and community member donations.

thehealthwagon.org/hwwp
Data Sources & Notes

Most information in this report comes from conversations with agency providers. Data and information from additional sources outside of these conversations are listed below, unless otherwise noted within this report.

Defining Need, Page 2
Minimum Wage: New York State Department of Labor, Minimum Wage (effective 12/31/18).

Landscape of Providers, Page 4
Information submitted by agency providers through a provider questionnaire updated a listing of providers developed for the 2012 community report for Akron-Newstead. Providers provided information on program and service locations, agency location, geographic scope and more.
Tax records available through the IRS and National Center for Charitable Statistics were used to identify new not-for-profits with locations in the community since 2014.

Strengths of the Landscape, Page 6
Top Strengths (and Top Gaps/Needs)
Agency focus group participants ranked the strongest programs in the community as well as the programs where the greatest need existed. Each provider had three dots for placing next to the strongest programs and three dots for identifying where need was greatest across 16 categories of programs and services. Dots could be used to identify up to three strengths and weaknesses or several dots could be allocated to fewer categories. Highest ranking categories are those that generated the largest number of dots.

Additional Needs/Gaps, Page 7-8
Rural Transit Service, Ridership (includes information about eligibility and how to apply), available at https://www.ruraltransitservice.org/Ridership.
Erie County Senior Services, Transportation (with information about the senior van), available at http://www2.erie.gov/seniorservices/index.php?q=transportation.
Residential addresses in a mobile park, as a percentage of all residential addresses in Akron-Newstead: UBRI analysis using data from Erie County Department of Environment and Planning (2018), and NYS GIS Program Office, Street and Address Maintenance Program, Address Points (2019).

Barriers Residents Face, Page 9-10
Traveling and internet access as top barriers reported by residents in Akron-Newstead: University at Buffalo Regional Institute, Insights From Residents: Village of Akron and Town of Newstead, January 2020.
Travel distance between Akron-Newstead and City of Buffalo: Calculated using Google Maps using Village of Akron and the city of Buffalo as the starting and final destination points. The distance is 29 miles via the I-90 and 40 minutes one way.
Travel distance between Akron-Newstead and Genesee County: Calculated using Google Maps using Village of Akron and Batavia as the starting and final destination points. The distance is 22 miles via the I-90 and 27 minutes one way.

Promising Developments, Page 11

Models to Consider, Page 12
The Health Wagon
INSIGHTS FROM PROVIDERS

Village of Akron and Town of Newstead

JANUARY 2020

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Visit us online to learn more about this and other communities in need across Buffalo Niagara.

NumbersInNeed.org