



Community Scan

This scan is intended to paint a broad picture of the demographics in your community and identify some of the resources available to those who reside there. We encourage you to consider your market and organization as one of these resources and reflect on the ways in which you can best meet the needs of your community. Any interventions you decide to implement as part of your DEI Strategic Plan should be data-informed and take into consideration the demographics and needs of your community.

Directions:

Fill out each section of this scan to the best of your ability using data from the websites we have provided. You will need to conduct a preliminary search to find the organizations and stakeholders within your community. **Please upload your completed scan to Canvas or email to jaclyn.pace@usu.edu prior to Session 8 on Wednesday, November 17th at 10am. Be sure to fill out the Community Context section of your Organizational DEI Strategic Planning Workbook upon completion of this scan.**

Census Statistics

Visit [US Census Bureau QuickFacts](#) and find the statistical information for your community. We recommend comparing your specific city (if the population is over 5,000) with your entire county along with the whole state and nation for perspective. Note that not every category is represented in the table below, but only those we felt were most relevant.

	City	County	Utah	United States
Population 2020 Census	_____	_____	3,271,616	331,449,281
Change since 2010	_____	_____	16%	6.3%
Age Under 5			7.7%	6%



Under 18			29%	22.3%
Over 65			11.4%	16.5%
Sex Female			49.6%	50.8%
Race & Hispanic Origin White alone			90.6%	76.3%
Black or African American alone			1.5%	13.4%
American Indian or Alaska Native alone			1.6%	1.3%
Asian alone			2.7%	5.9%
Native Hawaiian & Other Pacific Islander alone			1.1%	0.2%
2 or More Races			2.6%	2.8%
Hispanic or Latino			14.4%	18.5%
White alone, not Hispanic or Latino			77.8%	60.1%
Population Characteristics Veterans			120,447	18,230,322
Foreign born			8.5%	13.6%
Families & Living Arrangements Language other than English spoken at home			15.4%	21.6%
Computer & Internet Use Households w/ computer			95.3%	90.3%



Households w/ internet			87.5%	82.7%
Education High school graduate or higher			92.3%	88%
% bachelor's degree or higher			34%	32.1%
Health With disability			6.8%	8.6%
Without health insurance			10.8%	10.2%
Economy Pop. in civilian labor force			68.3%	63%
Female pop. in labor force			60.6%	58.3%
Total retail sales per capita			\$13,317	\$13,443
Income & Poverty Median household income			\$71,621	\$62,843
Per capita income			\$29,775	\$34,103
% persons in poverty			8.9%	11.4%
Businesses All firms (2012)			251,419	27,626,360
Men-owned firms			132,163	14,844,597
Women-owned			76,269	9,878,397
Minority-owned			24,423	7,952,386
Nonminority-owned			218,826	18,987,918
Veteran-owned			18,754	2,521,682
Nonveteran-owned			219,807	24,070,685



Utahns Against Hunger Statistics

Visit [UAH's County Food Access Profile](#) to view your county's data on food insecurity, poverty, and nutrition program participation (SNAP, WIC, etc). Review the data and enter in the fields below. You can choose to include the % and/or # for the categories that include both sets of data. Note that not every category is included in the table below.

Population	
	County population (# of individuals), 2017
	County population as a percentage of state population, 2017
Food Insecurity, Limited Access to Healthy Food	
10.7%	% Households experiencing food insecurity in the State of Utah , 2017
	%, # Individuals food insecure in 2017, county
	%, # Children food insecure in 2017, county
	%, # Individuals in county with limited access to grocery store
Poverty	
	%, # Individuals living below federal poverty level, 2017
	%, # Individuals under age 18 living below poverty level, 2017
	%, # Individuals 60 years and over living below poverty level, 2017
	%, # Individuals living at 50% or below poverty level, 2017
	%, # Individuals living at 125% or below poverty level, 2017
	%, # Individuals living at 150% or below poverty level, 2017
	%, # Individuals living at 185% or below poverty level, 2017
	%, # Individuals living at 200% or below poverty level, 2017



Poverty Rate by Race/Ethnicity, 5 Year Average 2013-2017

White alone	Black or African Am. alone	Am. Indian & Alaska Native alone	Asian alone	Native Hawaiian & Other Pacific Islander	Some other race alone	Two or more races

Hispanic of Latino origin (of any race)	White alone, not Hispanic or Latino

Economic Status, Financial Insecurity

	Area median household income 2017
	Annual family budget needed for modest living, 2 adults, 1 child
	Annual family budget needed for modest living, 2 adults, 2 children
	%, # Households living below basic survival budget threshold

SNAP Participation

	# SNAP households, April 2019
	# SNAP individuals, April 2019
	% County population participating in SNAP, April 2019
70%	SNAP participation rate for eligible individuals (for State of Utah) FY 2016

SNAP Benefits

	SNAP benefits issued to county residents, SFY 2018
	Average monthly benefit per household, county, SFY 2018
	Average benefit per person per meal, county, SFY 2018
	Average cost per meal in county, 2017



SNAP Participant Demographics, SFY 2018

% Ind. under 18	% Ind. w/ disability	% Ind. 60 and older	% House. w/ ind. under 18	% House. w/ ind. with a disability	% House. w/ ind. 60 and older	% House. headed by single parent

Race/Ethnicity of SNAP Householders, 5 Year Average 2013-2017 for State of Utah

White alone	Black or African Am. alone	Am. Indian & Alaska Native alone	Asian alone	Native Hawaiian & Other Pacific Islander	Some other race alone	Two or more races
81.3%	2.6%	2.9%	2%	1.6%	6.9%	2.7%

Hispanic of Latino origin (of any race)	White alone, not Hispanic or Latino
19.5%	69.9%

Stakeholder Mapping

In order to support (or perhaps even develop) your market/organization's DEI strategic plan, you will need to consider the needs of your stakeholders. A stakeholder is anyone who is affected by a decision, responsible for a decision, overseeing implementation of a decision, affected by or has veto power over decisions, or can obstruct your decision, etc. Some examples of stakeholder groups for a farmers market are, but are not limited to: staff, board, customers, vendors, partnering organizations, sponsors, and municipalities. List individuals, groups or organizations by name in the table below. We listed UFMN as an example of one of your stakeholders.

Stakeholder (organization, person)	Support of DEI (low, medium, high)	Influence (low, medium, high, unsure)	Readiness to Engage (current, future date)	How will they engage? (financial, training, networking, etc.)	Stakeholder Engagement Strategy*



	high, unsure)				
Utah Farmers Market Network, Jaclyn Pace and Regan Emmons	high	medium	current	Convening DEI CoP to meet monthly; 1:1 support; compiling DEI best practices for markets/orgs; offering networking opportunities	Deepen engagement through attending monthly DEI CoP meetings

***Stakeholder engagement strategy** -- Depending on the stakeholder, this could be one of the following: Deepen engagement, deepen influence, defend/persuade/damage control, monitor/engage selectively

Community Organizations

There is no singular source for this information, so you will have to do some leg work to collect data for this section. The Chamber of Commerce is a good place to start, but be aware that they only list organizations which are members. You might already have connections and/or partnerships to some organizations. We suggest doing a web search using keywords, perusing social media sites and events, and talking to others within your organization and the larger community. This list will ultimately serve as the starting point for engaging future stakeholders.

Be sure to include organizations that provide services for:

- Different ethnic/cultural groups
- People with disabilities
- People living on limited or low incomes
- LGBTQ+ (Pride) community
- Religious communities
- Students
- Seniors
- Refugees and immigrants



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Name of Organization	Population(s) Served	Contact Person & Title	Contact Information (phone/email)

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