



Pima County Poverty Awareness and Action Workshop

**A “*Changing Faces of Poverty*” Project
March 12th, 2009**

Conducted by:

**Pima County Community Action Agency
Arizona Community Action Association
Arizona State University Partnership for Community Development**

Prepared by:

John Burk, Ph.D. and Richard Knopf, Ph.D.



Workshop Overview

A Poverty Awareness and Action Workshop was convened on March 12th, 2009 at the Kino Community Center in Tucson. The gathering included public officials and representatives of public agencies, nonprofits, and faith-based organizations (see Appendix B). The workshop was convened by the Pima County Community Action Agency in partnership with the Arizona Community Action Association (ACAA). The goal of the workshop was to build connections among community partners to address the burgeoning human services crisis in Pima County -- and to develop strategies to address this crisis. The specific objective was to identify community assets, recruit volunteers, create networks, and develop public messages to tackle poverty in Pima County.

The meeting was facilitated by Arizona State University's Partnership for Community Development who was commissioned to support ACAA's "Changing Faces of Poverty" project designed to increase awareness of poverty throughout Arizona. To start the workshop, Norma Gallegos, Executive Director of the Pima County Community Action Agency introduced the following public officials who offered brief remarks that brought focus to the workshop agenda: Richard Elias, Chair, Pima County Board of Supervisors (District 5), Ramon Valadez, Pima County Board of Supervisors (District 2), Steve Leal, Tucson City Council (District 5), and Hank Atha, Deputy Pima County Administrator. Cynthia Zwick, Executive Director of the Arizona Community Action Association, presented recent Pima County poverty-related facts and statistics that provided a focal point for small group discussion amongst workshop participants.

ASU facilitated the process for participant input. After an overview of process strategy, workshop participants were divided into small working groups. Each group was charged with the responsibility for identifying community assets, identifying possible community networks to address the challenges, determining methods for recruiting and organizing volunteers, and developing public messages that could be effective in heightening public awareness and

engagement of poverty in Pima County. Each group did their work on worksheets that served as the data recording device that were collected and are documented in this report.

ASU was commissioned by ACAA to produce this report. The intention is to share the results of the meeting to Pima County citizens, agencies, and organizations and the report can serve to generate further ideas and action plans capable of determining the root causes of poverty and addressing the poverty symptoms that exist today in Pima County.

The report contains Pima County poverty facts and statistics and the results of the work each group did as reflected on the worksheets they produced. Additional Pima County data is provided in Appendix A which is taken from ACAA's Data Book and Community Action Programs Needs and Assets Assessment (dated October, 2008).

The Effects of Poverty on Pima County

At the workshop, ACAA Executive Director Cynthia Zwick provided the following information about poverty and Pima County:

Traditional faces of poverty:

- Unemployed
- Homeless
- Seniors on fixed incomes
- Single parents
- Low-skilled individuals

New faces of poverty:

- Workers who were employed, self-employed or on commission with middle/higher income earnings who have been laid off, or hours reduced.
- Highly-qualified, out-of-work individuals.

- Laid-off individuals: There are 700 dislocated workers registered with the Pima County One-Stop Center.
- Low-skilled workers: Most new jobs are highly skilled.
- Grandparents raising grandchildren.
- Individuals being released from correctional facilities.
- Individuals with behavioral health problems.

Pima County unemployment rates:

- Pima County 6.5%
- City of Tucson 7.2%
- Arizona 7.2%
- National 7.6%

(Source: Arizona Special Unemployment Report 2009, Arizona Department. of Commerce)

Income and costs of shelter:

- Pima County's 2007 median income was \$43,546 compared to the State's median income of \$49,889.
- Average median rent: \$600
- Average median mortgage: \$1,000

(Source: Pima County Community Action Agency)

Layoffs:

- According to Pima County's Rapid Response Team, since July 1, 2008, forty-eight (48) employers have announced layoffs affecting 2,729 individuals.
- Of these 48 employers, 22 (almost 50%) have closed.
- Arizona has been hit harder than any state, with the exception of Nevada. Arizona's economy entered the recession three months earlier than the national economy, and is

expected to emerge later, according to the Forecasting Project at the University of Arizona. Some 220,000 jobs are projected to be lost during this recession statewide.

Foreclosure Statistics (as of February 17, 2009):

- Trustee sales for the last 3 years and current (these are notices that are filed which indicate mortgages are 90 days delinquent):

2009	1445	(January – February 17, 2009)
2008	8,956	
2006	2,842	

- Trustee deeds: More than 50% of these trustee sales are actually foreclosed:

2009	859
2008	4,215
2007	1,564
2006	637

- The highest mortgage foreclosures are located in the following zip codes:

85706
85746
85713

Impacts on food banks:

- The Community Food Bank is seeing an increase in demand for food boxes. They have seen a 54% increase this year compared to last year in requests for services.
- The Community Food Bank has been distributing one food box per month instead of two due to a shortage of food donations.
- With the client load increasing, they are currently \$450,000 over budget on food purchases which could affect their budget for next fiscal year.
- In Pima County, the number of food stamp recipients grew from 98,211 in October, 2007 to 116,297 in October of 2008, which is a 20 percent increase.

Impacts on social services:

- Social services and faith-based organizations continue to feel the economic crisis with an increase of requests for services and many are receiving funding cuts.

- The Pima County Community Action Agency receives approximately 235 calls a day for emergency services which includes: utility, rent, mortgage, move-in, and water bill assistance. This number also includes the discount programs for the Sewer Outreach Subsidy and the Telephone Assistance Discount programs which translates to approximately 4,700 calls a month.
- The Community Action Agency continues to see approximately 5 walk-ins per day which translates to 100 people a month coming in without appointments.

Funding cuts:

- Pima County Community Action Agency's budget was reduced by \$242,500 for the current fiscal year by the Arizona Dept. of Economic Security
- Approximately 60% of these funds (\$141,300) are direct service vouchers for utility, rent, mortgage and eviction prevention assistance.
- These cuts translate to approximately 300 households not being provided services this fiscal year due to funding cuts.

Group Work and Results

John Burk with ASU, provided definitions of a health community, community leadership, and assets-based community development to frame the groups' discussion regarding identifying community assets, recruiting volunteers, creating networks, and developing public messages to address poverty in Pima County. The following core concepts of mobilizing community resources to respond to social challenges were introduced:¹

Healthy Community: A place where all people can meet their economic, social, physical, cultural and spiritual needs; work together for the common good; and participate in creating their future.

¹ Krile, J.F., (2006). *The Community Leadership Handbook*. St. Paul, MN: Fieldstone Alliance.

Community Leader: a person who works with others to develop and sustain a healthy community.

Community Leadership: occurs when anyone, regardless of title or position, recognizes an issue or opportunity and works *with and through* others to take some type of action. Leadership competencies include: Framing ideas, building social capital, mobilization resources.

- Ways of framing ideas include:
 - Identifying community assets
 - Analyzing community problems
 - Accessing community data
 - Developing a community Vision
 - Translating Vision into action
- Ways of building social capital include:
 - Building relationships among individuals, organizations, and agencies
 - Involving diverse groups in dialogue about community issues so they can learn from each other
 - Building environments of trust among these diverse groups
- Ways of mobilizing resources include:
 - Analyzing stakeholders
 - Building coalitions
 - Building effective community teams
 - Recruiting and sustaining volunteers

After being given the above framework, the participants were organized into nine small groups of approximately eight to ten members each. Participants were assigned randomly to the nine groups. The groups were provided with a common focal question to guide their efforts throughout the deliberations:

How can *you* mobilize resources (assets) to address poverty in Pima County?

The groups were provided with four worksheets. The first was designed to have the groups identify all of the community assets that could be mobilized to address poverty in Pima County (i.e., nonprofits, faith-based organizations, businesses and business groups, community service groups, volunteers [individuals and groups], government agencies, and individuals, families, and associations). The second worksheet focused on having the groups construct a network of (or set of relationships between) community assets listed on the first worksheet that could creatively and effectively address a particular dimension or issue of poverty (e.g., food, shelter, rent/utility assistance, etc.). The third worksheet required the groups to succinctly document their concept for addressing the poverty issue selected, identify proposed action steps, and articulate the outcomes that their proposed community network would achieve. The fourth worksheet identified the messages and media outlets the groups developed to raise awareness about poverty in Pima County. The output of each group is provided in the next section. The results can be used in subsequent community meetings to continue concentrating on reducing poverty in Pima County.

GROUP ONE

Group One focused their efforts on creating new networks to provide rental assistance. The group devised a seven step plan to address the need for rental assistance. The first step is to get organizations together with the assistance of a facilitator. Second, they aim to create a curriculum for the crisis budgeting and wealth building training. Training instructors is the third step. Fourth, the training sessions will be held in all local nonprofits serving those in need of rental assistance. The fifth step involves working with a “phenomenal” grant writer within the next three to six months to procure funds for the program. Asking local businesses to donate funds is the sixth step. Lastly, Group One saw the need to identify and minimize funding duplication from current funders.

As a result of these efforts everyone seeking rental assistance would be equipped with information about how to make the most of their budget, how to trim excess spending, how to pay rent, and how to build wealth. Group One also identified the need for more volunteers to answer phones at CAA. Additional volunteers assisting in this capacity would undoubtedly assist CAA's staff in serving as many people as quickly as possible.

FIGURE 1: GROUP ONE ASSET MAP

**Identify Community Assets and Recruit Volunteers
To Address Poverty in Pima County**

(List All Potential Partners; How will they be recruited? How will you recruit volunteers [leaders, individuals, & organizations]?)

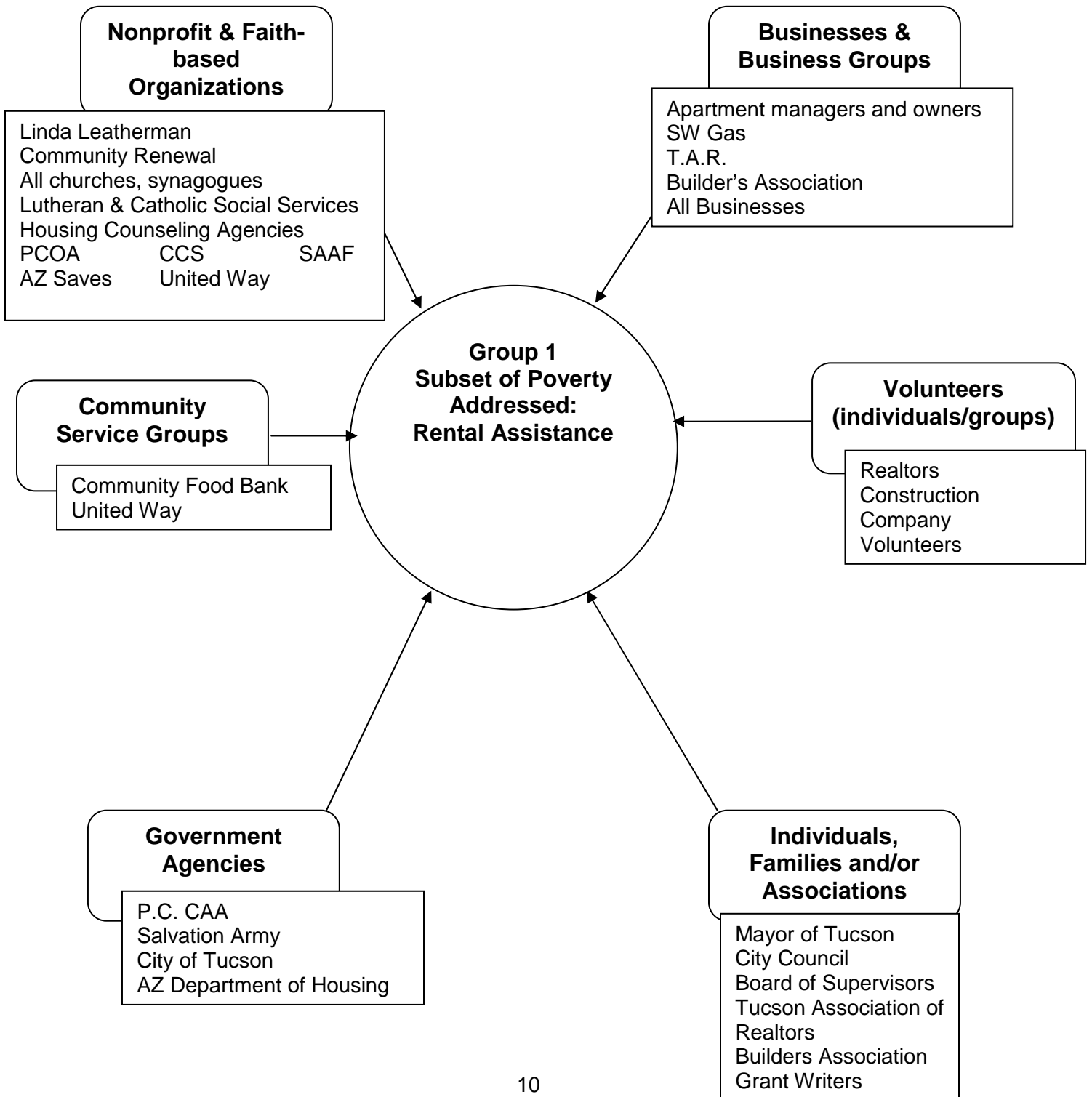


FIGURE 2: GROUP ONE NETWORK MAP

Create Community Networks that can respond to increased demand

(Choose 1 or 2 organizations from each grouping from the previous worksheet; how can they mobilize and share resources to address poverty in Pima County? Who will lead the network? What tasks will the network perform? What outcomes will the network achieve?)

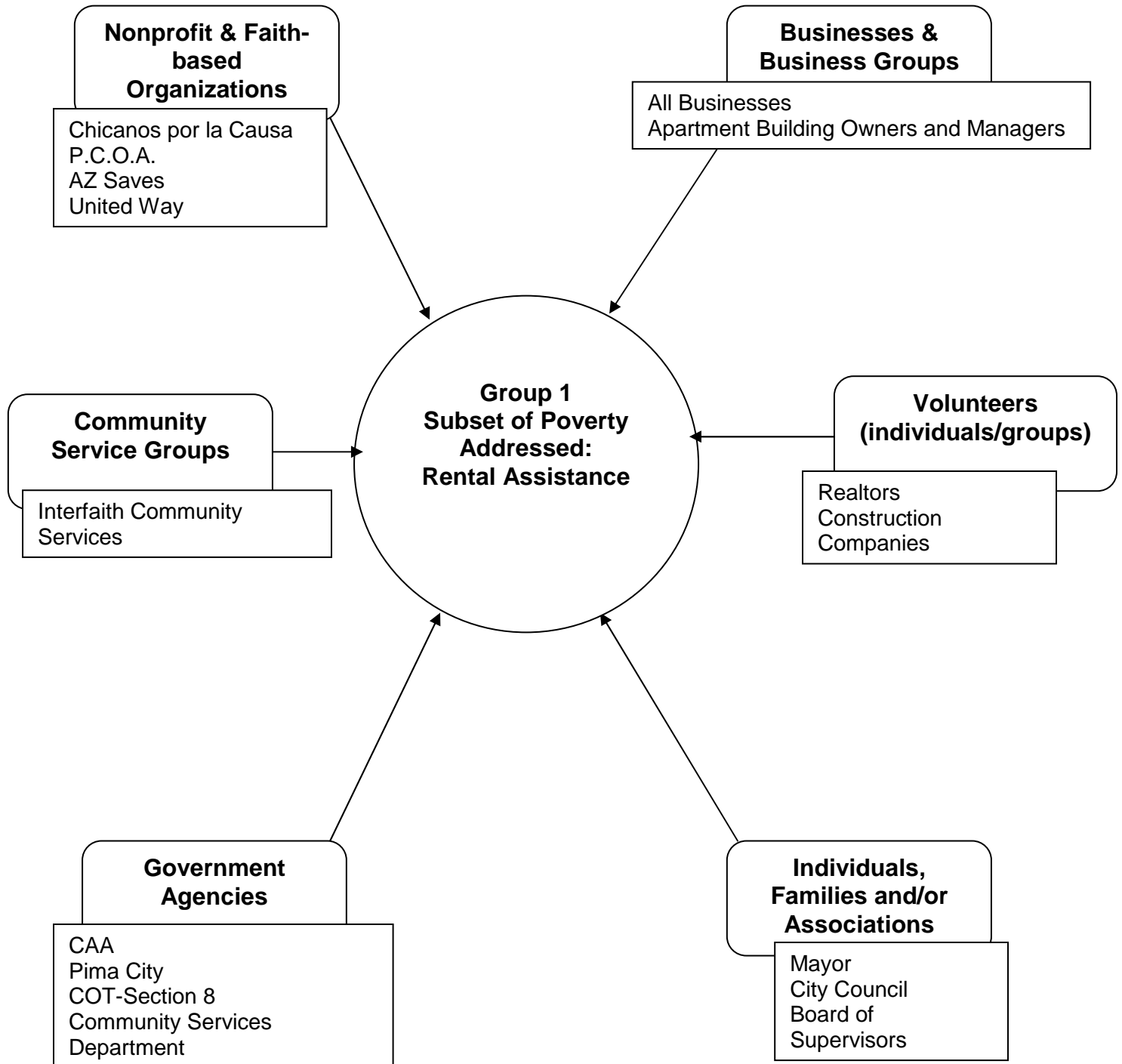


TABLE 1: GROUP ONE MESSAGING IDEAS

Develop Public Messages to address Poverty in Pima County

What messages should be developed to increase awareness about poverty and increase resources (human, financial, etc.) to address it? How will the messages get County residents to act (i.e., volunteer, donate, etc.)?

Southwest Gas inserts in buildings, all employee paychecks, and mail

Message: What can I do now?

 We've all got something we can do

 It is okay to ask for help

 Know your options and take action

What media outlets should be used to reach key stakeholders and community members?

- Billboards
- Fixers (public, private, nonprofit, and government employers)
- TV (stories of poverty)
- Identify: who is our audience?

GROUP TWO

Group Two focused on the shortage of food in food banks amid recent increases in public demand for assistance. The group aims to communicate the urgency of food shortages in food banks via print and radio media as well as flyers and the Internet. Their plan involved a method for bringing the assets of local food banks, grocery chains, and churches together to create innovative ways for alleviating food shortages. The group also suggested requesting donations from thriving businesses and restaurants.

The proposed steps to implementing this plan include holding meetings once a month that would serve as a food drive as well as providing an opportunity to organize and discuss possible additional food drop locations. Should the proposed steps be carried out, the outcome would be an increase in the number of families that receive and benefit from the aid of their local food banks.

FIGURE 3: GROUP TWO ASSET MAP

**Identify Community Assets and Recruit Volunteers
To Address Poverty in Pima County**

(List All Potential Partners; How will they be recruited? How will you recruit volunteers [leaders, individuals, & organizations]?)

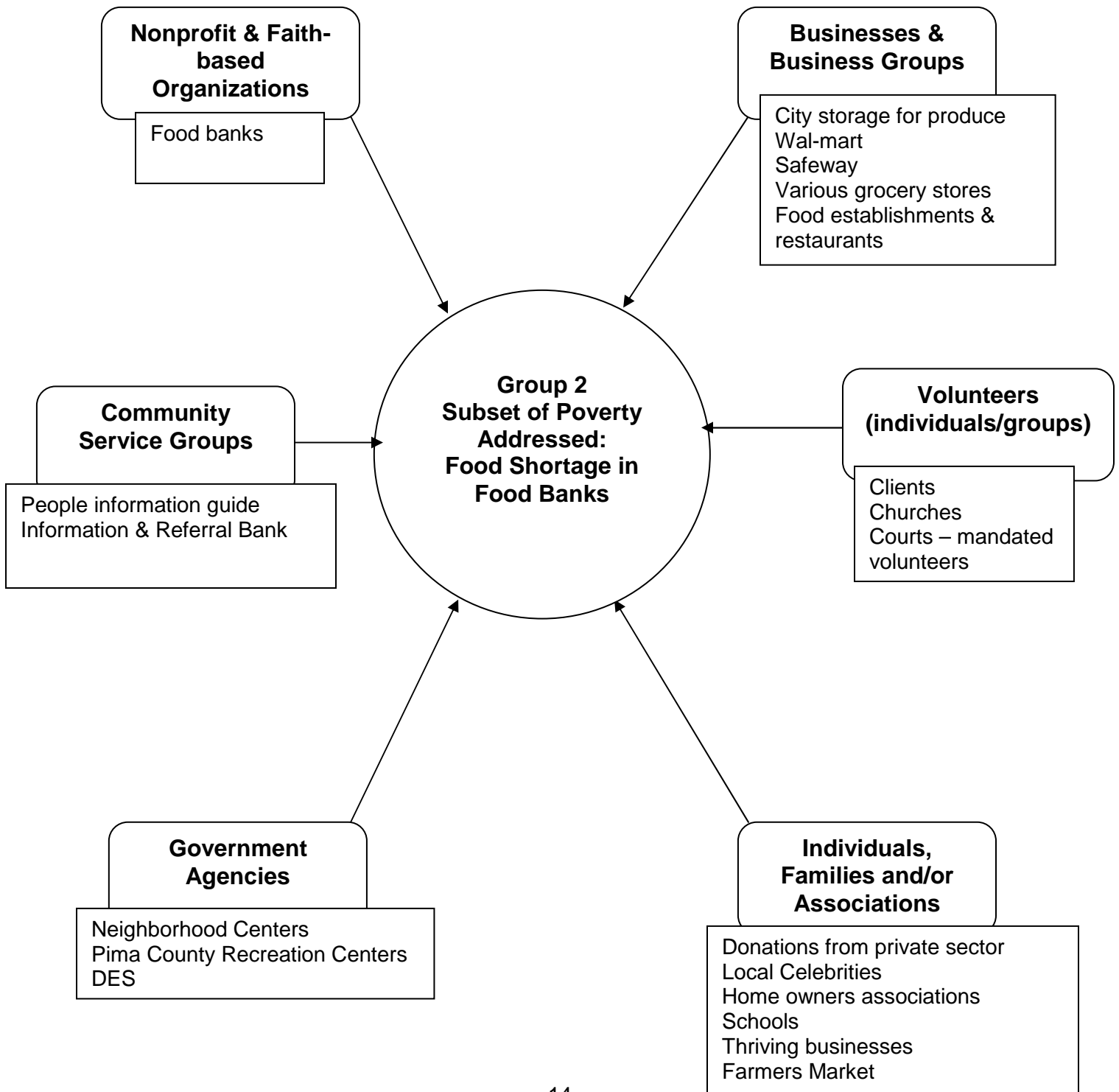


FIGURE 4: GROUP TWO NETWORK MAP

Create Community Networks that can respond to increased demand

(Choose 1 or 2 organizations from each grouping from the previous worksheet; how can they mobilize and share resources to address poverty in Pima County?

Who will lead the network? What tasks will the network perform?

What outcomes will the network achieve?)

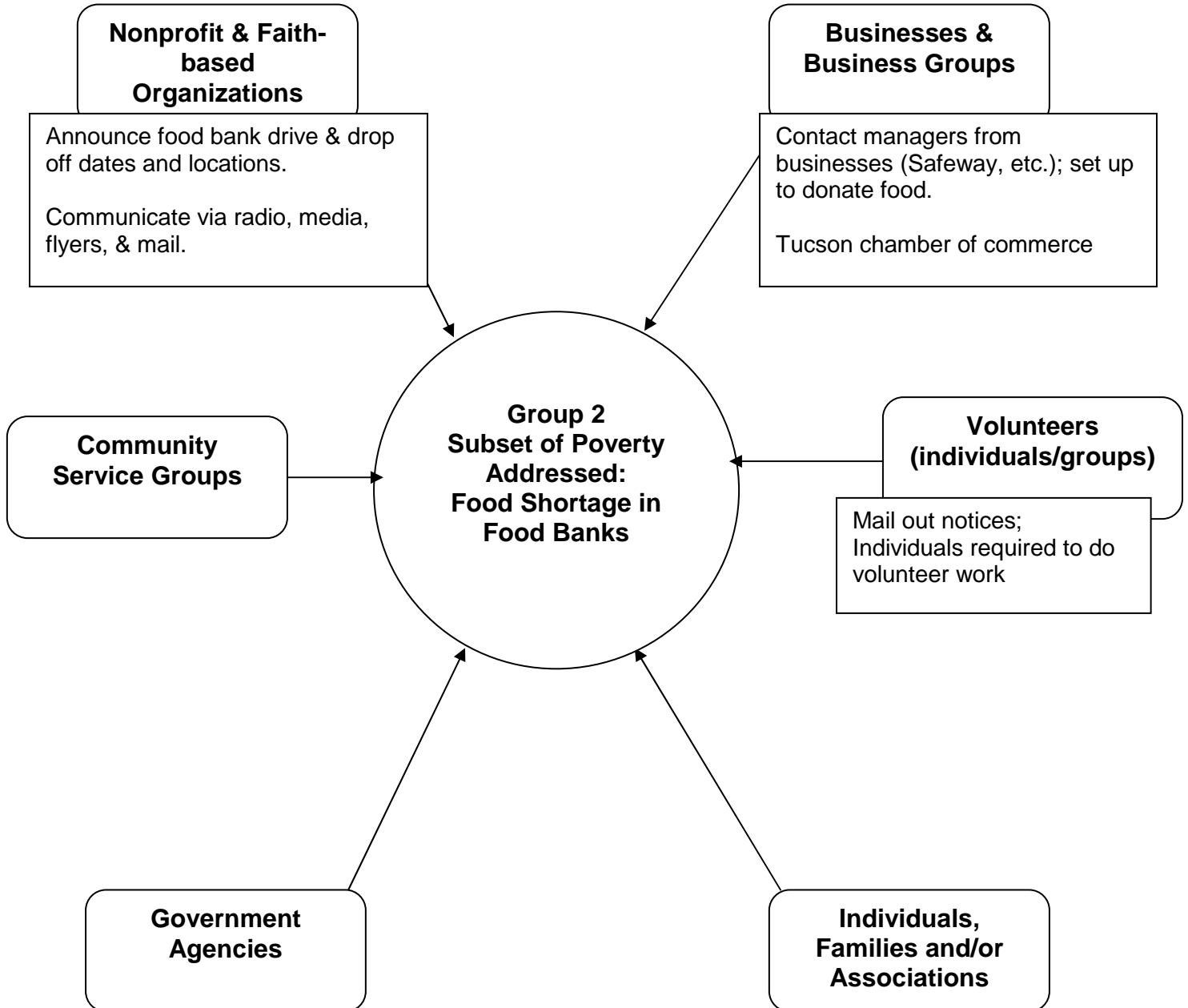


TABLE 2: GROUP TWO MESSAGING IDEAS

Develop Public Messages to address Poverty in Pima County

What messages should be developed to increase awareness about poverty and increase resources (human, financial, etc.) to address it? How will the messages get County residents to act (i.e., volunteer, donate, etc.)?

“In this last year the local food banks have served # of families and were forced to turn away # of families due to the shortage of food. It is in these trying times that we must come together and put a stop to individuals and families going hungry in Pima County.”

“Hungry? Who you gonna call? Your local food bank.”

What media outlets should be used to reach key stakeholders and community members?

All the local news, presentations to HADs, other thriving businesses should be informed of the objective to increase the food supply in food banks and encourage them to plan ways in which they can positively impact our hungry community.

GROUP THREE

Group Three chose to address the increasing need for rental assistance in Pima County. The proposed action steps call for each identified group (non-profit and faith-based organizations; businesses and business groups; community service groups; individual and group volunteers; government agencies; individuals, families, and/or associations) to raise \$200,000. The group suggests using a "United Way" model to organize and fund-raise beginning with a kickoff event. A community action agency will be tasked with administering the raised funds.

The outcome of this fundraiser would be an additional \$1.2 million dollars for rental assistance to provide people within 90 days of a tenant's eviction. The networks established in this venture would also support the needs of the community through their continued partnership and develop other poverty reduction initiatives.

FIGURE 5: GROUP THREE ASSET MAP

**Identify Community Assets and Recruit Volunteers
To Address Poverty in Pima County**

(List All Potential Partners; How will they be recruited? How will you recruit volunteers [leaders, individuals, & organizations]?)

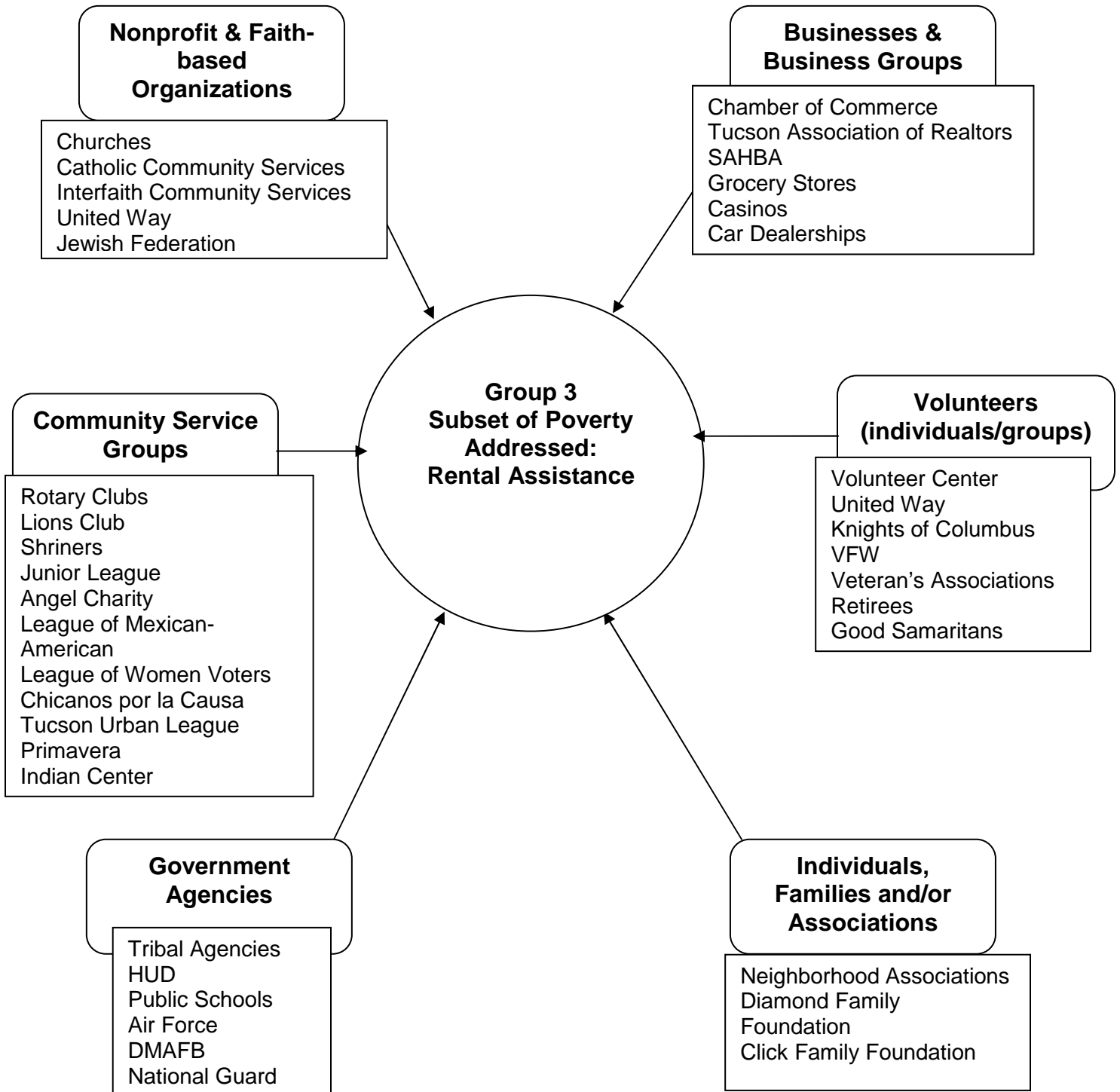


FIGURE 6: GROUP THREE NETWORK MAP

Create Community Networks that can respond to increased demand

(Choose 1 or 2 organizations from each grouping from the previous worksheet; how can they mobilize and share resources to address poverty in Pima County? Who will lead the network? What tasks will the network perform? What outcomes will the network achieve?)

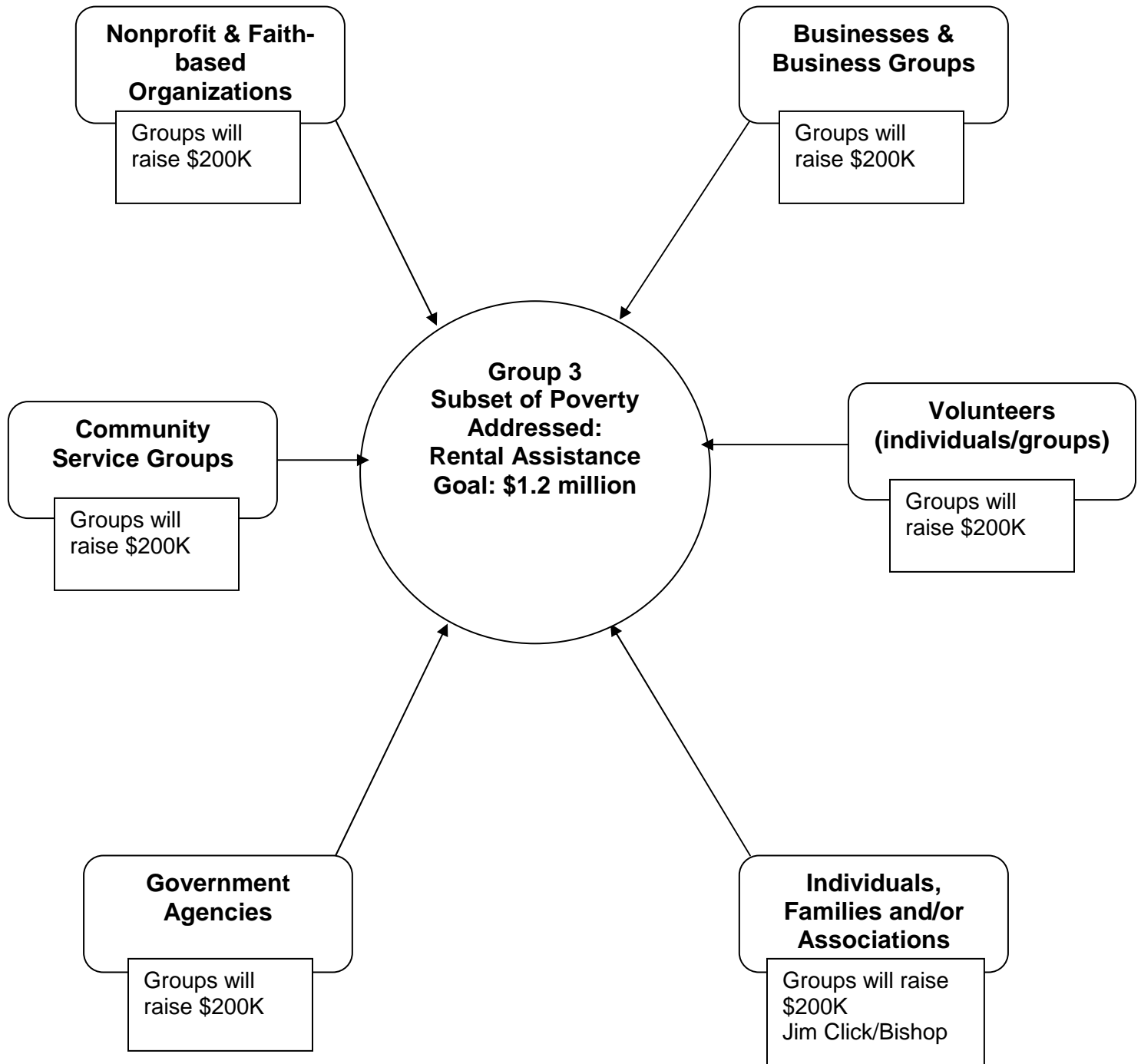


TABLE 3: GROUP THREE MESSAGING IDEAS

Develop Public Messages to address Poverty in Pima County

What messages should be developed to increase awareness about poverty and increase resources (human, financial, etc.) to address it? How will the messages get County residents to act (i.e., volunteer, donate, etc.)?

“A place to call home not just a place to stay”

How you can help: “give your time, your talents, your treasure!”

Cite statistics that relay how grave the need for rental assistance is.

- # of foreclosures
- # of families using food stamps
- # of children eligible for free lunches

What media outlets should be used to reach key stakeholders and community members?

Public media outlets:

- Internet
- Billboards
- Church bulletins
- Television

GROUP FOUR

Group Four focused on increasing the accessibility of healthy food for youth and families. Proposed action steps to that end are fourfold. First, the group proposes to make partners aware of other community resources through One-Stops, health fairs, church bulletins, and materials at designated offices. Second, the group would hold a community dinner to allow participants to network and find new ways of collaboration. Third, the group would identify families with little access to healthy food through the school system, parks and recreation services, public libraries, and public transportation. Lastly, the group identified a need to recruit volunteers.

The outcomes of this plan are several. First, there will be an increased access to healthy food and better nutrition for youth and families. Second, the community network will be able to provide healthier food options to youth and families. Third, through additional community resources, youth and families will be educated to make healthier food choices.

FIGURE 7: GROUP FOUR ASSET MAP

**Identify Community Assets and Recruit Volunteers
To Address Poverty in Pima County**

(List All Potential Partners; How will they be recruited? How will you recruit volunteers [leaders, individuals, & organizations]?)

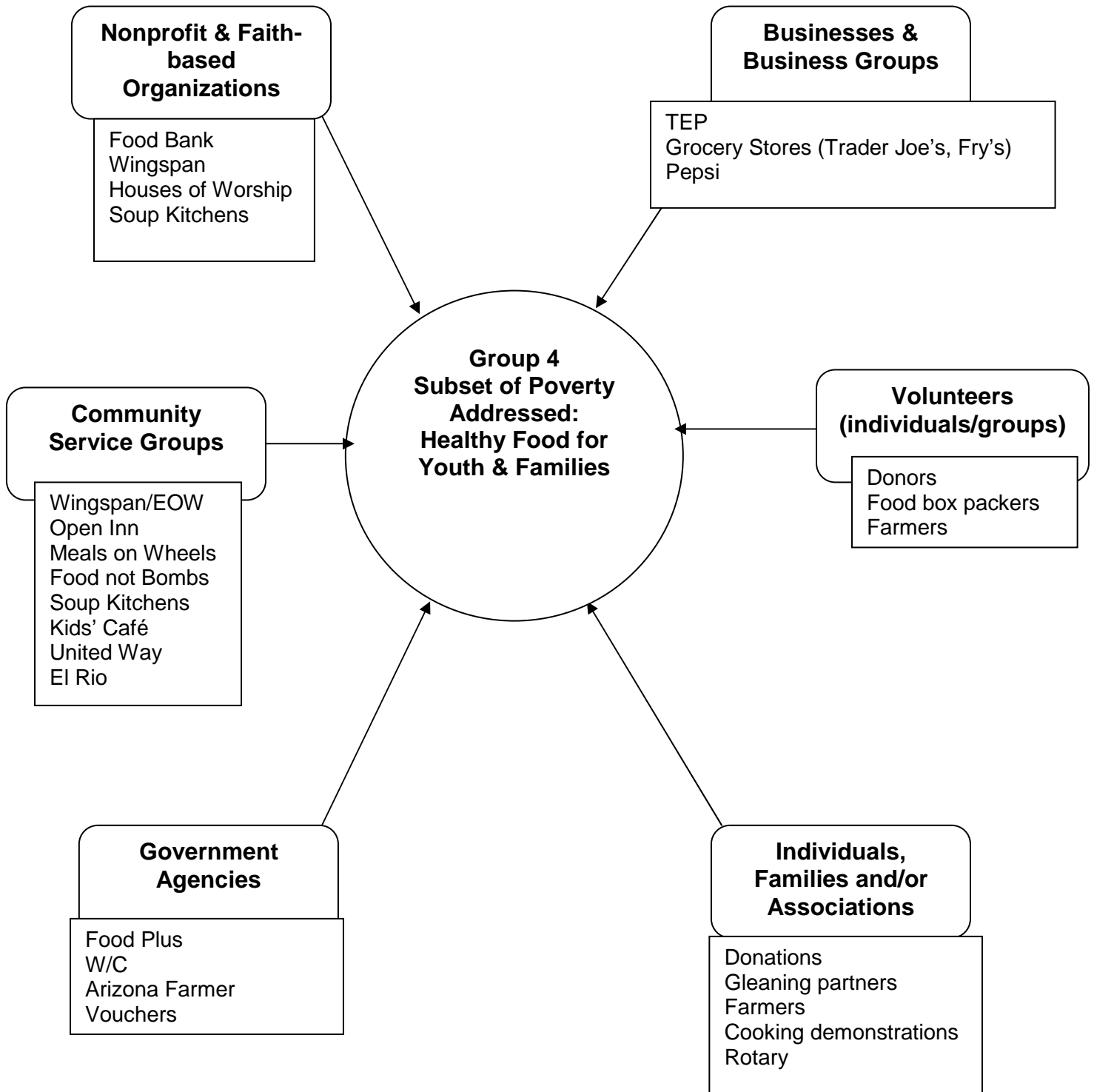


FIGURE 8: GROUP FOUR NETWORK MAP

Create Community Networks that can respond to increased demand

(Choose 1 or 2 organizations from each grouping from the previous worksheet; how can they mobilize and share resources to address poverty in Pima County? Who will lead the network? What tasks will the network perform? What outcomes will the network achieve?)

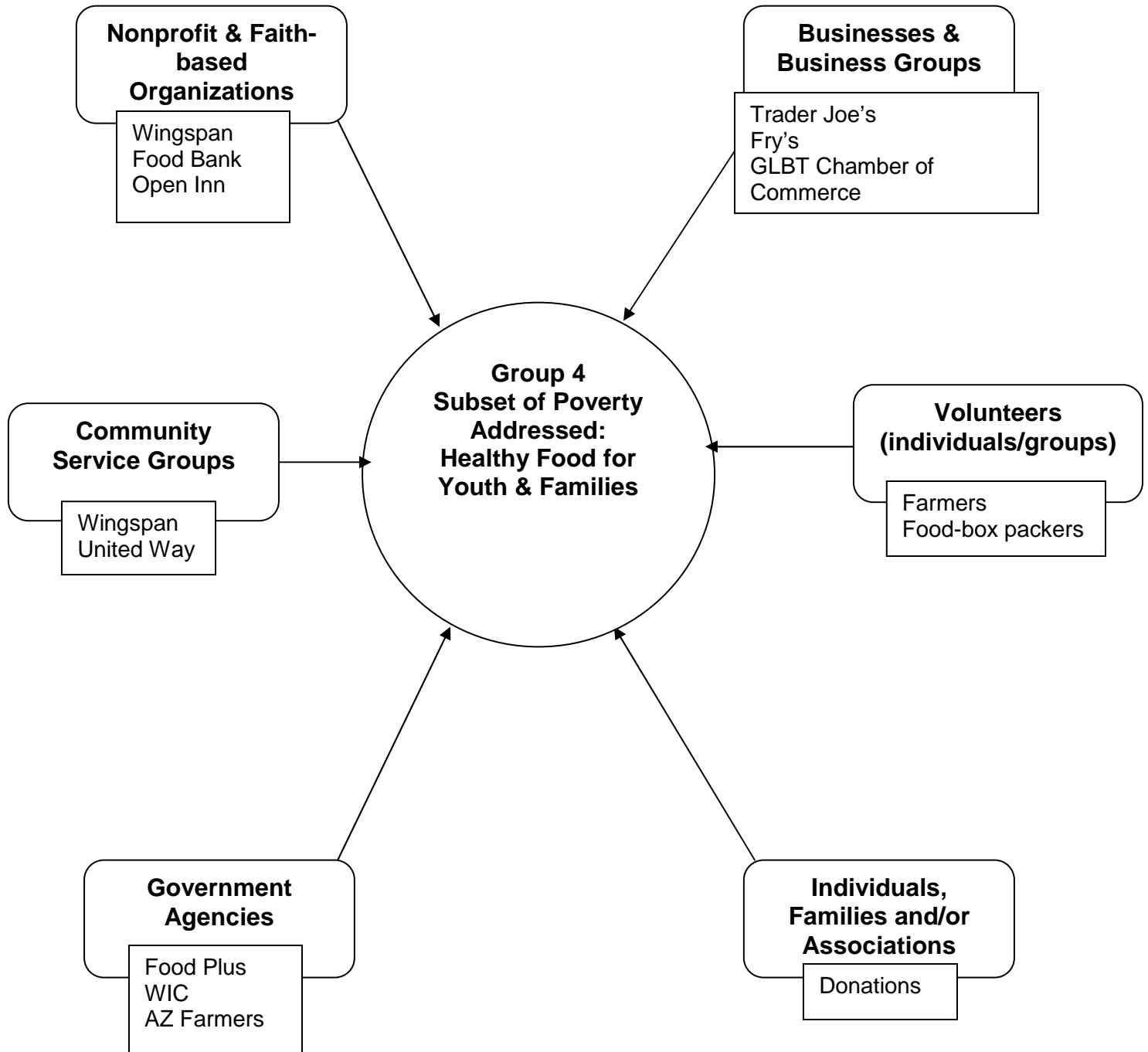


TABLE 4: GROUP FOUR MESSAGING IDEAS

Develop Public Messages to address Poverty in Pima County

What messages should be developed to increase awareness about poverty and increase resources (human, financial, etc.) to address it? How will the messages get County residents to act (i.e., volunteer, donate, etc.)?

Statistics detailing the number of people going without food

Offer people ways to help alleviate food shortages

-donations

-volunteering

-referring people to the network

“Are you hungry? We can help.”

“Do you know someone who is hungry? Send them to us.”

What media outlets should be used to reach key stakeholders and community members?

- Advertising on public transportation
- Information at One Stop centers
- Public libraries
- Health fairs
- DES offices
- School systems

GROUP FIVE

Group Five emphasized the increased need for emergency utility assistance in Pima County. The group proposed three action steps the community network will undertake. The first requires the identification of individuals and families that suffer from utility insecurity. Secondly, volunteers and a volunteer coordinator(s) will be recruited to assist in answering phones. Lastly, the group recommends obtaining funding from the federal stimulus package to support the program. Additionally, the network will apply for grants to cover program overhead and labor.

As an outcome of the community network's program, individuals and families most in need of emergency utility assistance will be better served. The clients served will also receive utility education in which energy conservation methods may assist them in lowering their utility bills.

FIGURE 9: GROUP FIVE ASSET MAP

**Identify Community Assets and Recruit Volunteers
To Address Poverty in Pima County**

(List All Potential Partners; How will they be recruited? How will you recruit volunteers [leaders, individuals, & organizations]?)

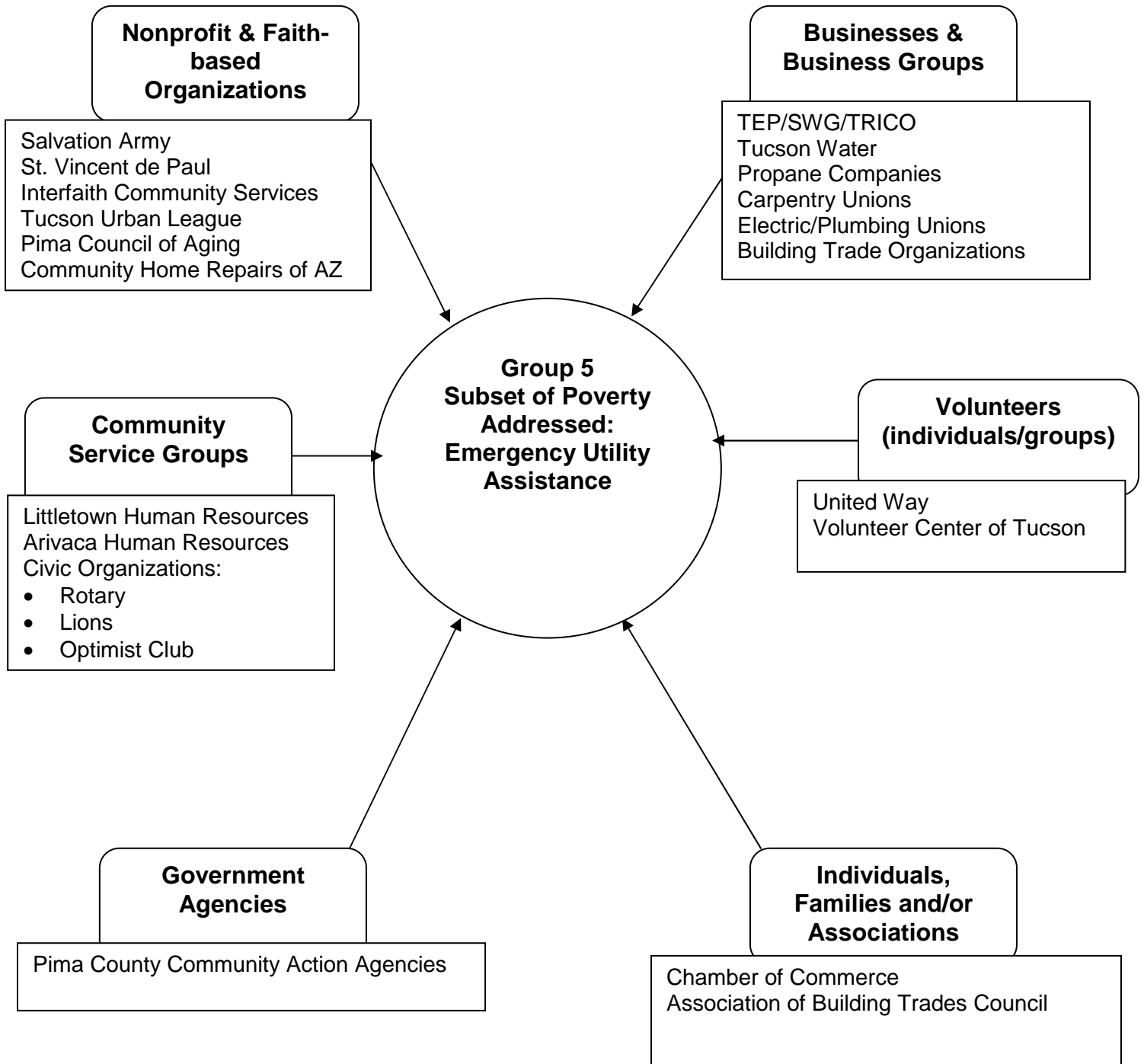


FIGURE 10: GROUP FIVE NETWORK MAP

Create Community Networks that can respond to increased demand

(Choose 1 or 2 organizations from each grouping from the previous worksheet; how can they mobilize and share resources to address poverty in Pima County? Who will lead the network? What tasks will the network perform? What outcomes will the network achieve?)

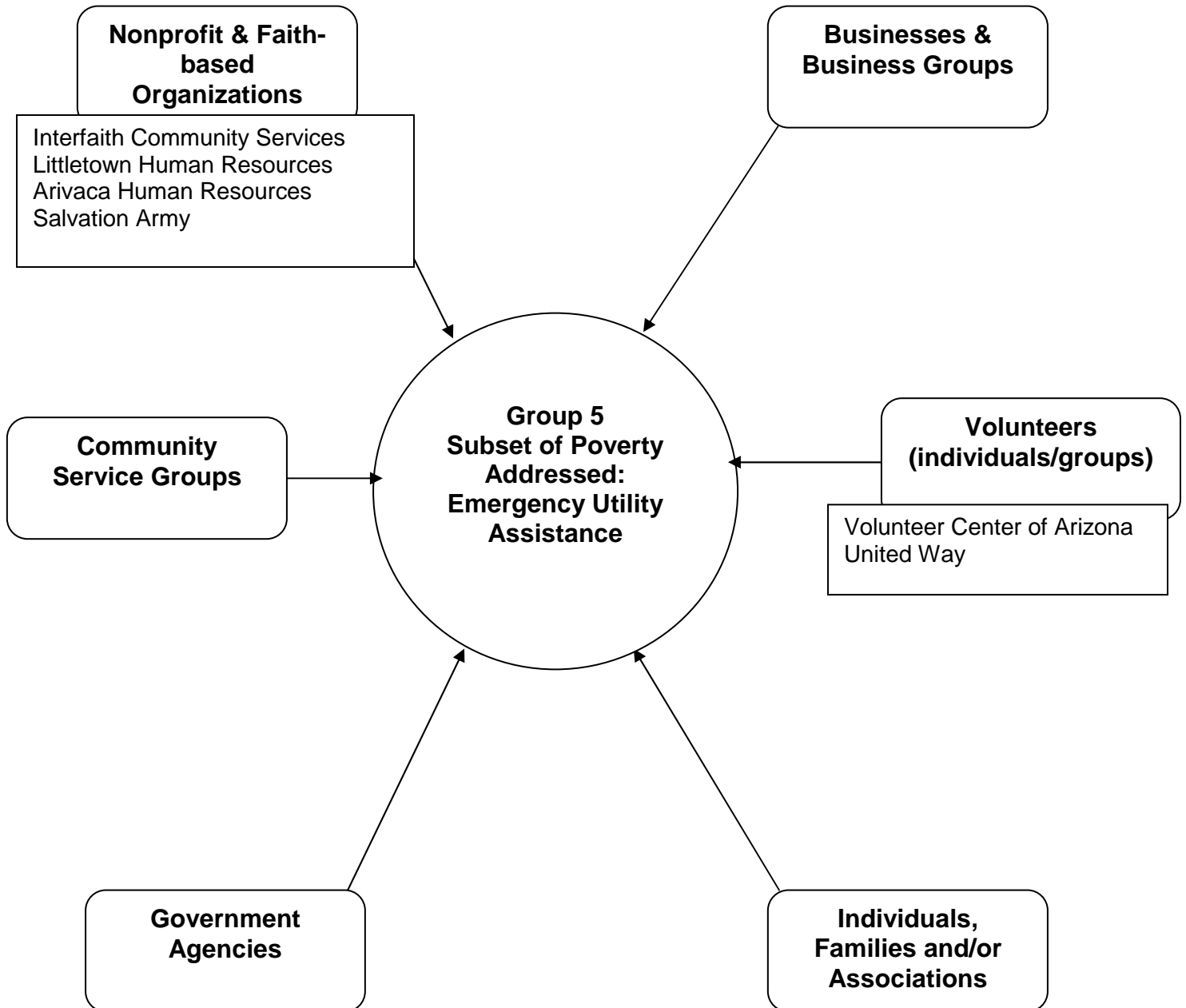


TABLE 5: GROUP FIVE MESSAGING IDEAS

Develop Public Messages to address Poverty in Pima County

What messages should be developed to increase awareness about poverty and increase resources (human, financial, etc.) to address it? How will the messages get County residents to act (i.e., volunteer, donate, etc.)?

“Help a family/friend/neighbor with an emergency need”

“Volunteer your time or resources to help a family in crisis”

Develop neighborhood/social awareness watch to prevent crisis and to identify neighbors with immediate needs

What media outlets should be used to reach key stakeholders and community members?

- Libraries/churches/schools
- Radio/TV/Internet/websites/texting/Facebook
- Print news
- Community food banks/food boxes with utility education flyer
- Neighborhood association
- Human social service agencies

GROUP SIX

Group Six focused on the growing lack of affordable and safe childcare in Pima County. The group noted that many services and subsidies are facing budget cuts. As a result, affordable and safe childcare for parents in search of employment or in need of childcare for their children in order to continue working is a threatened service. Additionally, obtaining certification to become a childcare provider or volunteer is difficult. The community network's concept will facilitate greater community and volunteer participation in childcare.

Proposed actions steps are as follows:

- Bring together network of stakeholders
- DES will facilitate programs to get churches certified as providers
- Volunteer centers will assist childcare volunteers in obtaining background clearance required to work with children
- Increase capacity of community centers to offer childcare through additional support of volunteers
- Large businesses will increase availability of workplace childcare and donate funds to subsidize childcare vouches
- Parent organizations will help recruit volunteers and increase awareness of lack of affordable and safe childcare

The outcomes of the community network's efforts will result in an increase in affordable and safe childcare for those experiencing economic hardships. Moreover, there will be a greater awareness of available childcare options.

FIGURE 11: GROUP SIX ASSET MAP

**Identify Community Assets and Recruit Volunteers
To Address Poverty in Pima County**

(List All Potential Partners; How will they be recruited? How will you recruit volunteers [leaders, individuals, & organizations]?)

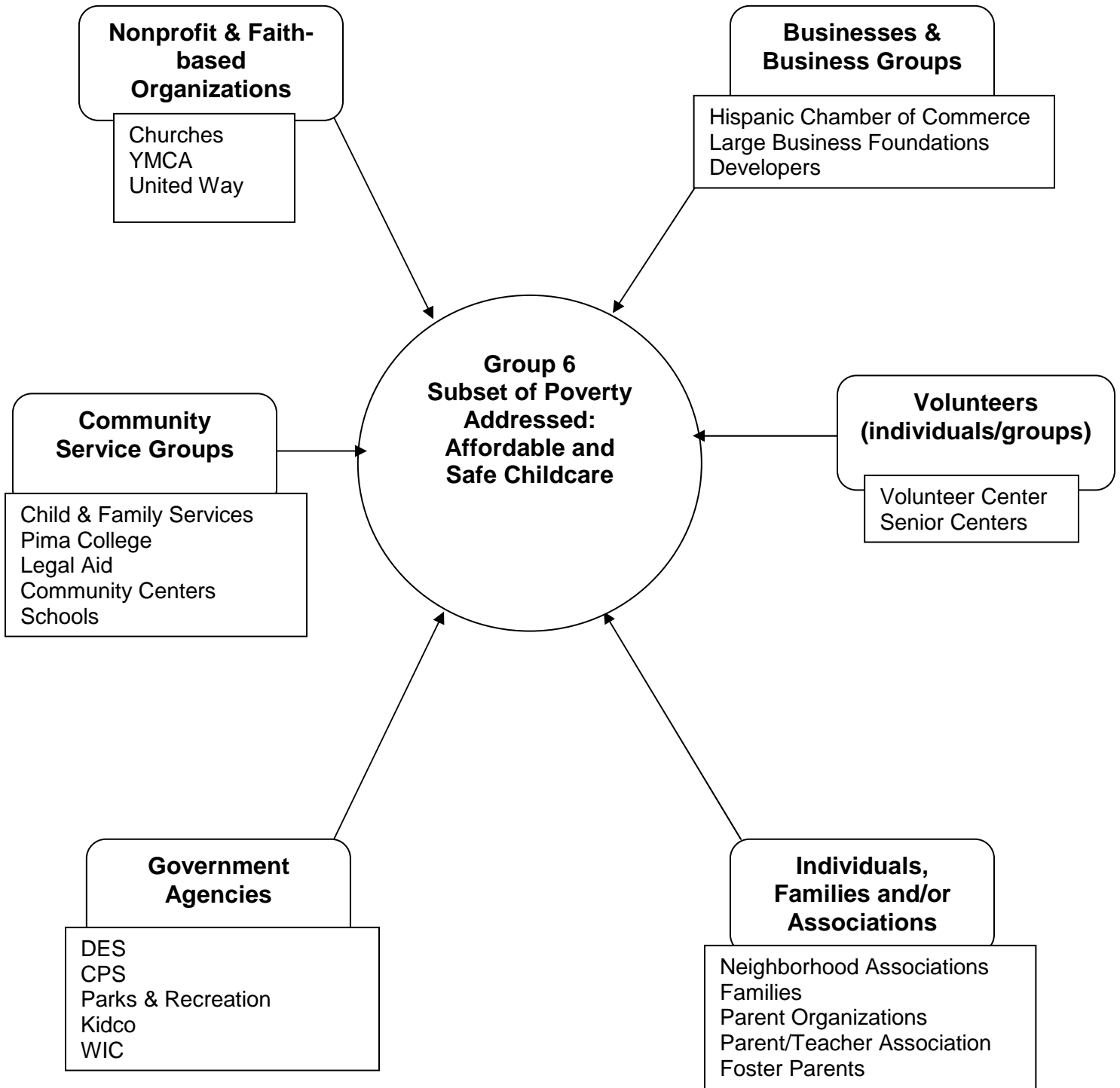


FIGURE 12: GROUP SIX NETWORK MAP

Create Community Networks that can respond to increased demand

(Choose 1 or 2 organizations from each grouping from the previous worksheet; how can they mobilize and share resources to address poverty in Pima County? Who will lead the network? What tasks will the network perform? What outcomes will the network achieve?)

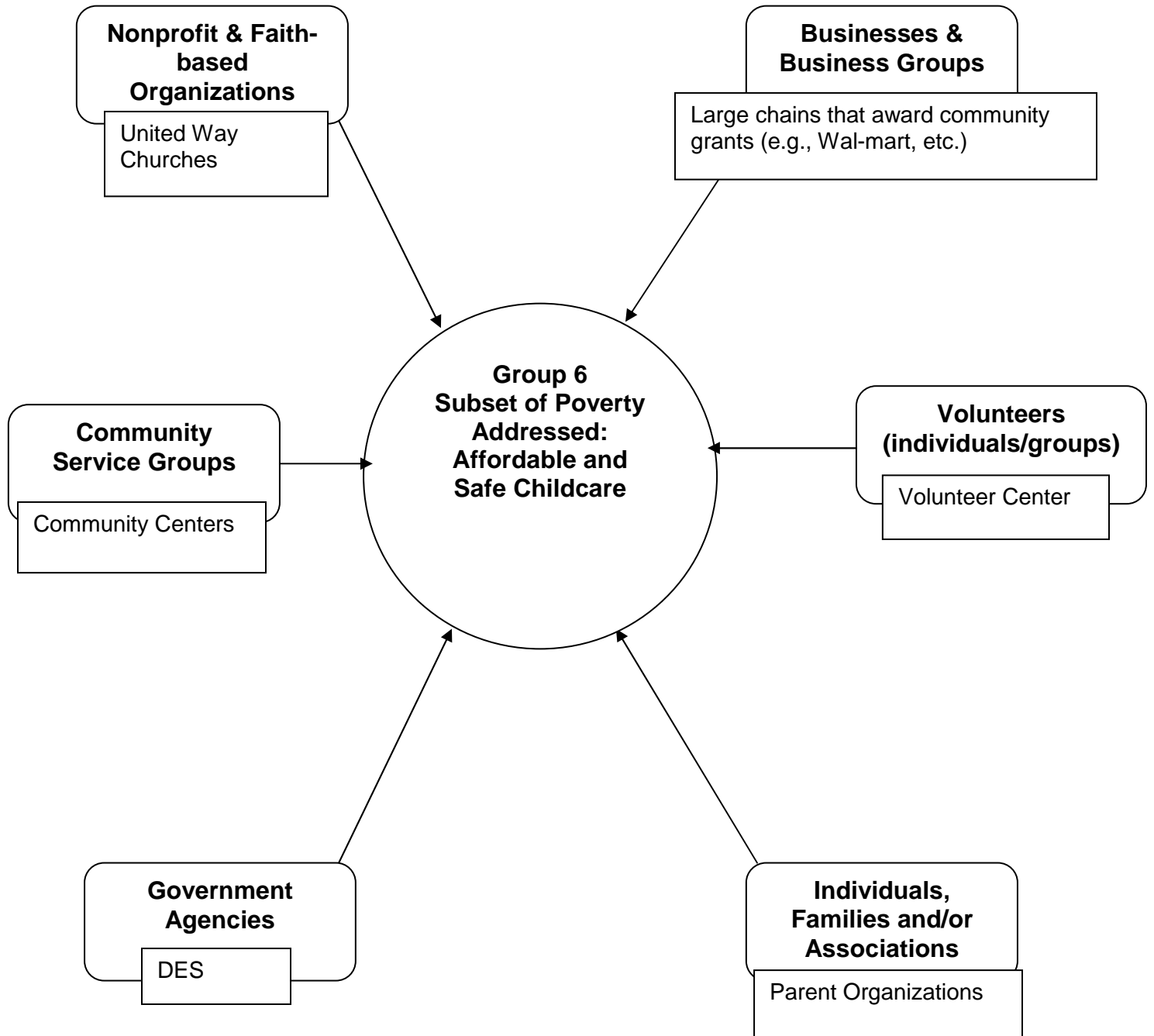


TABLE 6: GROUP SIX MESSAGING IDEAS

Develop Public Messages to address Poverty in Pima County

What messages should be developed to increase awareness about poverty and increase resources (human, financial, etc.) to address it? How will the messages get County residents to act (i.e., volunteer, donate, etc.)?

“Childcare is an economic issue”

“Children are the future!”

“It takes a village to raise a child”

“Enriching all our lives by caring for our children”

What media outlets should be used to reach key stakeholders and community members?

- Traditional media: newspaper, radio, TV
- Create website
- Bus advertisements, billboards
- Posters, brochures at other service agencies, churches, schools, community centers
- Word of mouth

GROUP SEVEN

Group Seven addressed the need for affordable housing in Pima County. The group nominated Leslie Carlson and Linda Kot to lead the network. The proposed action steps require the network to first be pulled together after which a mission statement and asset chart would be created. The group recommends the network recruit members using the asset chart as a guide. Additional action steps include drafting a media outreach plan, leveraging funding, and distributing funding (to eviction prevention and affordable/ permanent housing programs).

Outcome: through this network, Pima County will be able to place the many needy families in affordable and permanent housing.

FIGURE 13: GROUP SEVEN ASSET MAP

**Identify Community Assets and Recruit Volunteers
To Address Poverty in Pima County**

(List All Potential Partners; How will they be recruited? How will you recruit volunteers [leaders, individuals, & organizations]?)

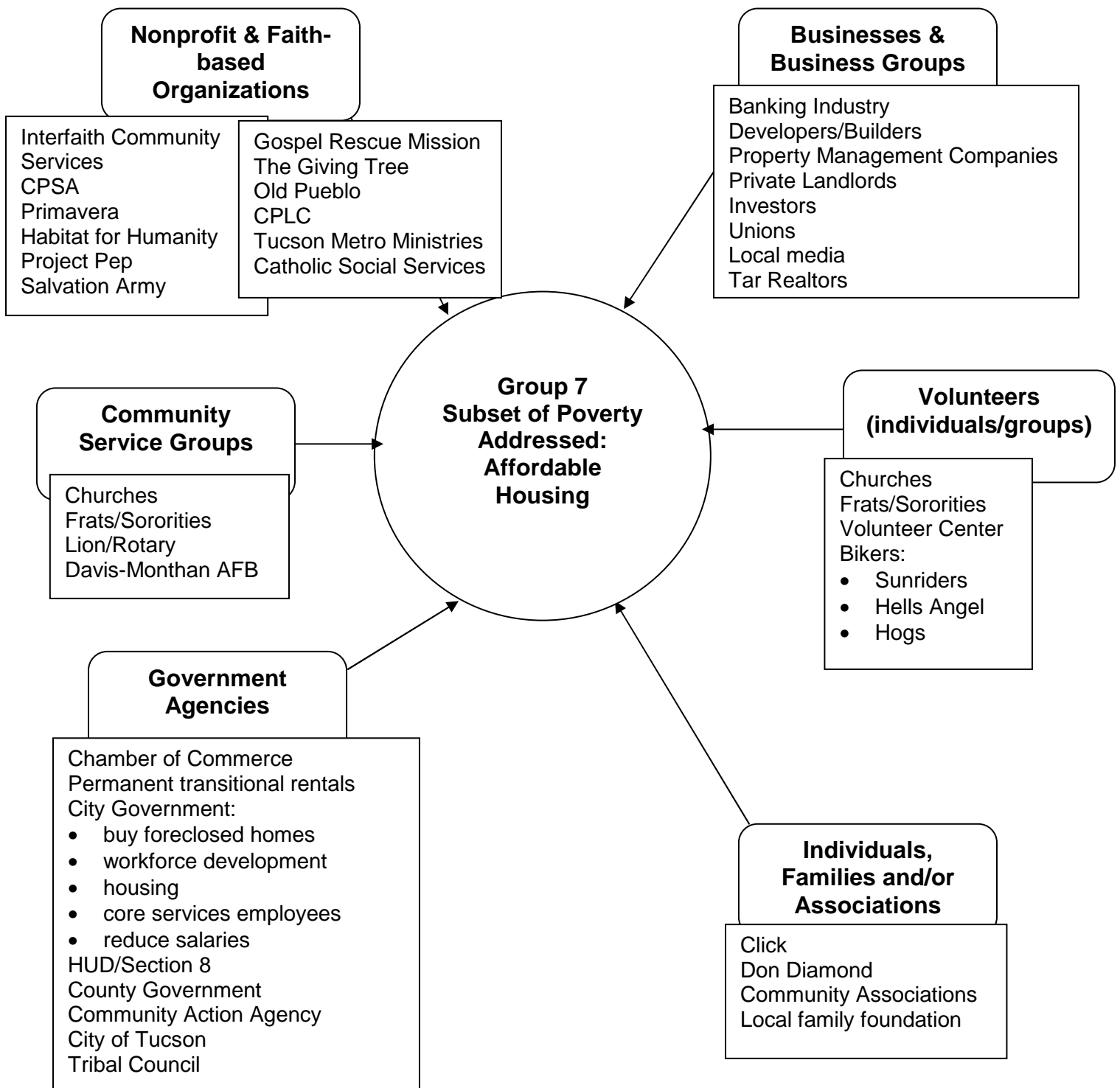


FIGURE 14: GROUP SEVEN NETWORK MAP

Create Community Networks that can respond to increased demand

(Choose 1 or 2 organizations from each grouping from the previous worksheet; how can they mobilize and share resources to address poverty in Pima County?

Who will lead the network? What tasks will the network perform?

What outcomes will the network achieve?)

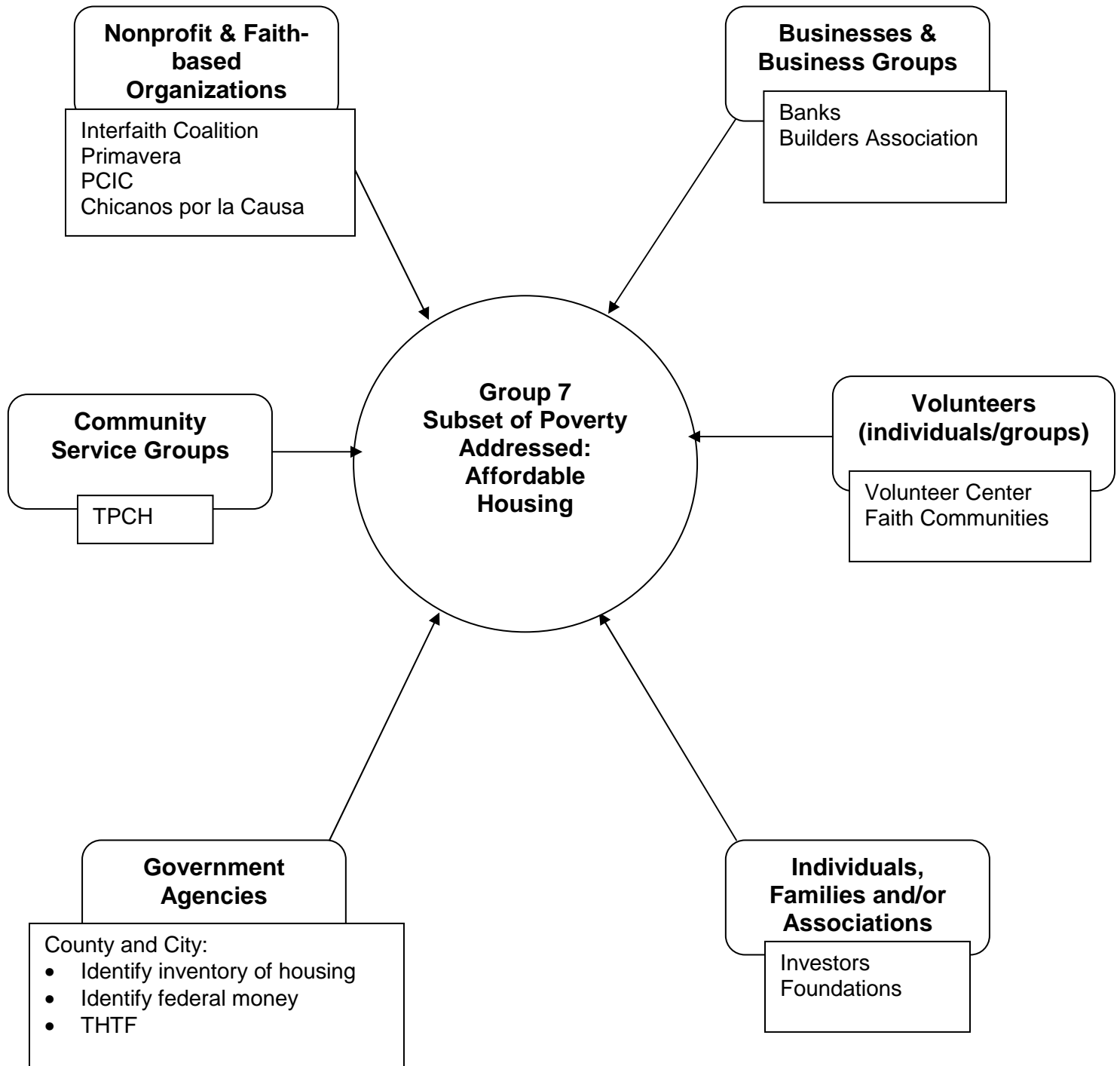


TABLE 7: GROUP SEVEN MESSAGING IDEAS

Develop Public Messages to address Poverty in Pima County

What messages should be developed to increase awareness about poverty and increase resources (human, financial, etc.) to address it? How will the messages get County residents to act (i.e., volunteer, donate, etc.)?

“It could be you.”

Providing affordable housing benefits the entire community

Cost benefit analysis

Success stories

“Lack of affordable housing impacts everyone”

What media outlets should be used to reach key stakeholders and community members?

- Stores
- Banks
- Mailings – to the wealthy
- Churches
- E-blasts
- Billboards
- Buses

GROUP EIGHT

Group Eight focused on the need for additional and/or strengthened substance addiction services. Their plan would address two aspects of this problem. First, they would employ the concept of restorative justice to increase the number of resources/support services available to current and former substance abusers. Second, an addiction and recovery education program would be created. In this program, the stereotypes commonly associated with substance abusers will also be addressed.

The action steps the network would undertake are as follows:

- Recruit more mentors/volunteers to help those in recovery by providing natural support
- Identify businesses that are sympathetic to people in recovery and are willing to provide employment
- Hold road-shows with the purpose of educating the community about addiction and its relation to poverty
- Broadcast PSAs on Family Life Radio
- Post information wherever possible (SunTran buses, etc.)
- Provide incentives for following treatment plan in recovery using Prize Bowl (businesses to supply prizes)

The intended outcomes of the community network's efforts are twofold. First, a partnership with local businesses willing to hire and train people in substance abuse recovery will be forged. Second, information about substance abuse recovery services available will be accessible to people in recovery through strategic material placement in jails, courts, houses of worship, shelters, probation/parole offices, etc.

FIGURE 15: GROUP EIGHT ASSET MAP

**Identify Community Assets and Recruit Volunteers
To Address Poverty in Pima County**

(List All Potential Partners; How will they be recruited? How will you recruit volunteers [leaders, individuals, & organizations]?)

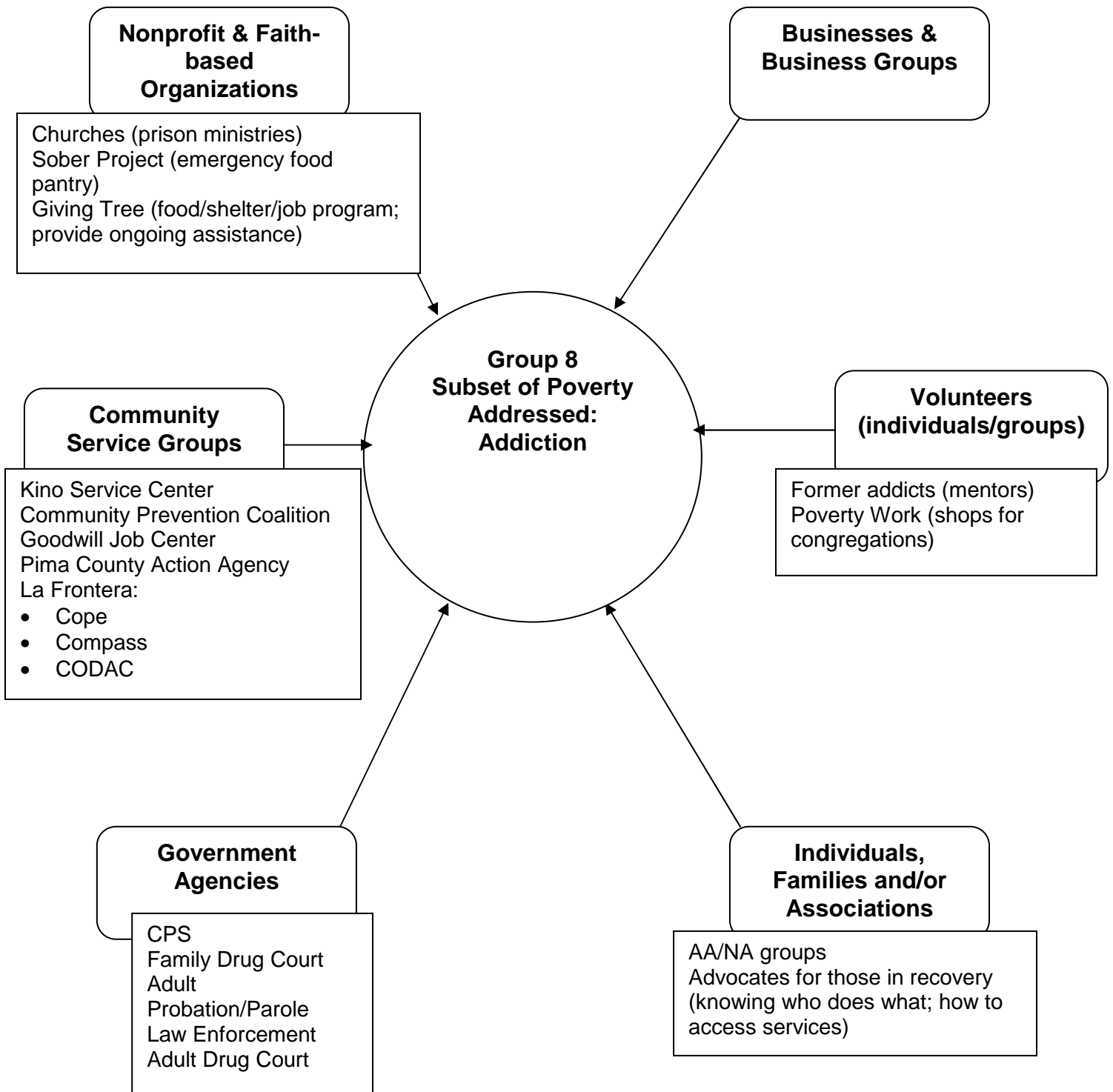


FIGURE 16: GROUP EIGHT NETWORK MAP

Create Community Networks that can respond to increased demand

(Choose 1 or 2 organizations from each grouping from the previous worksheet; how can they mobilize and share resources to address poverty in Pima County? Who will lead the network? What tasks will the network perform? What outcomes will the network achieve?)

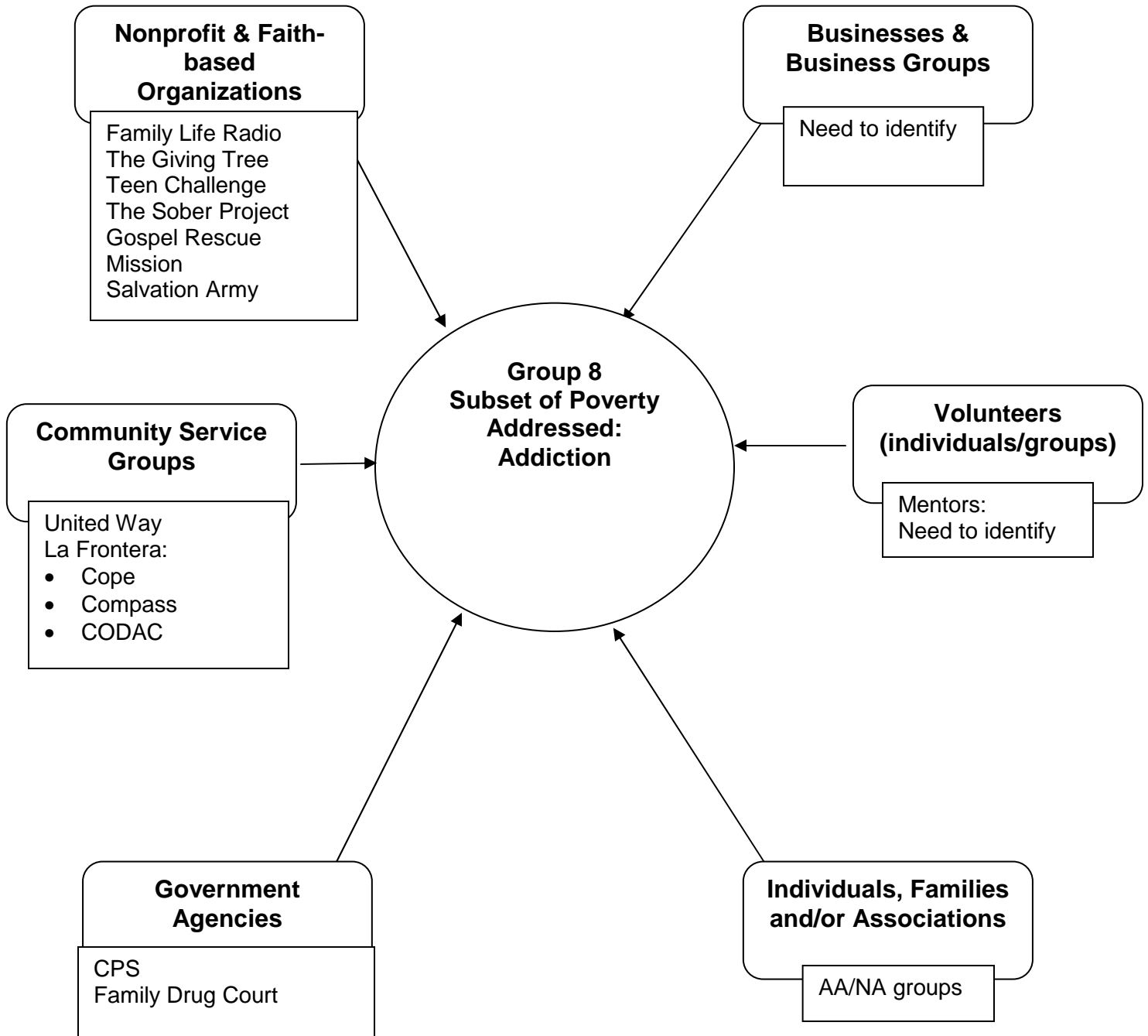


TABLE 8: GROUP EIGHT MESSAGING IDEAS

Develop Public Messages to address Poverty in Pima County

What messages should be developed to increase awareness about poverty and increase resources (human, financial, etc.) to address it? How will the messages get County residents to act (i.e., volunteer, donate, etc.)?

Education about addiction and recovery – helping remove stigma/stereotypes of persons suffering from addictions

There are treatments available

“There is hope!”

The capacity for help is infinite--let’s tap into it to assist struggling community members

What media outlets should be used to reach key stakeholders and community members?

- Sun Trans – posters on bus
- Pamphlets/flyers
- Community centers (Kino Service Center, etc.)
- Houses of worship
- Media
 - Share inspiring stories of recovery
- Grocery stores

GROUP NINE

Group Nine addressed the need for greater access to health care in Pima County. The group sees a decline in their community's health due to the lack of affordable health care. Their vision is to create, operate, and maintain a medical mobile unit that would serve their community. Through the work of the community network, the uninsured (homeless, working poor, undocumented, etc.) will be able to receive medical care 24 hours a day, 7 days a week through the operation of a medical mobile unit.

There are several proposed action steps. The community network would solicit donations and write grants to fund the purchase and operation of the medical mobile unit. An advertising campaign highlighting the health needs of members of the community will be created. Collaboration with city and county officials will allow the burden of operating the medical mobile unit to be evenly shared. The community network will be tasked with staffing the mobile clinic, purchasing equipment, and hiring clinic coordinators.

The outcomes of this effort are threefold. First, residents in the city and county will have access to health care via the medical mobile unit(s). Second, the emergency rooms in the county hospitals will not be as overwhelmed with patients. Third, the community will benefit from improved overall health.

FIGURE 17: GROUP NINE ASSET MAP

**Identify Community Assets and Recruit Volunteers
To Address Poverty in Pima County**

(List All Potential Partners; How will they be recruited? How will you recruit volunteers [leaders, individuals, & organizations]?)

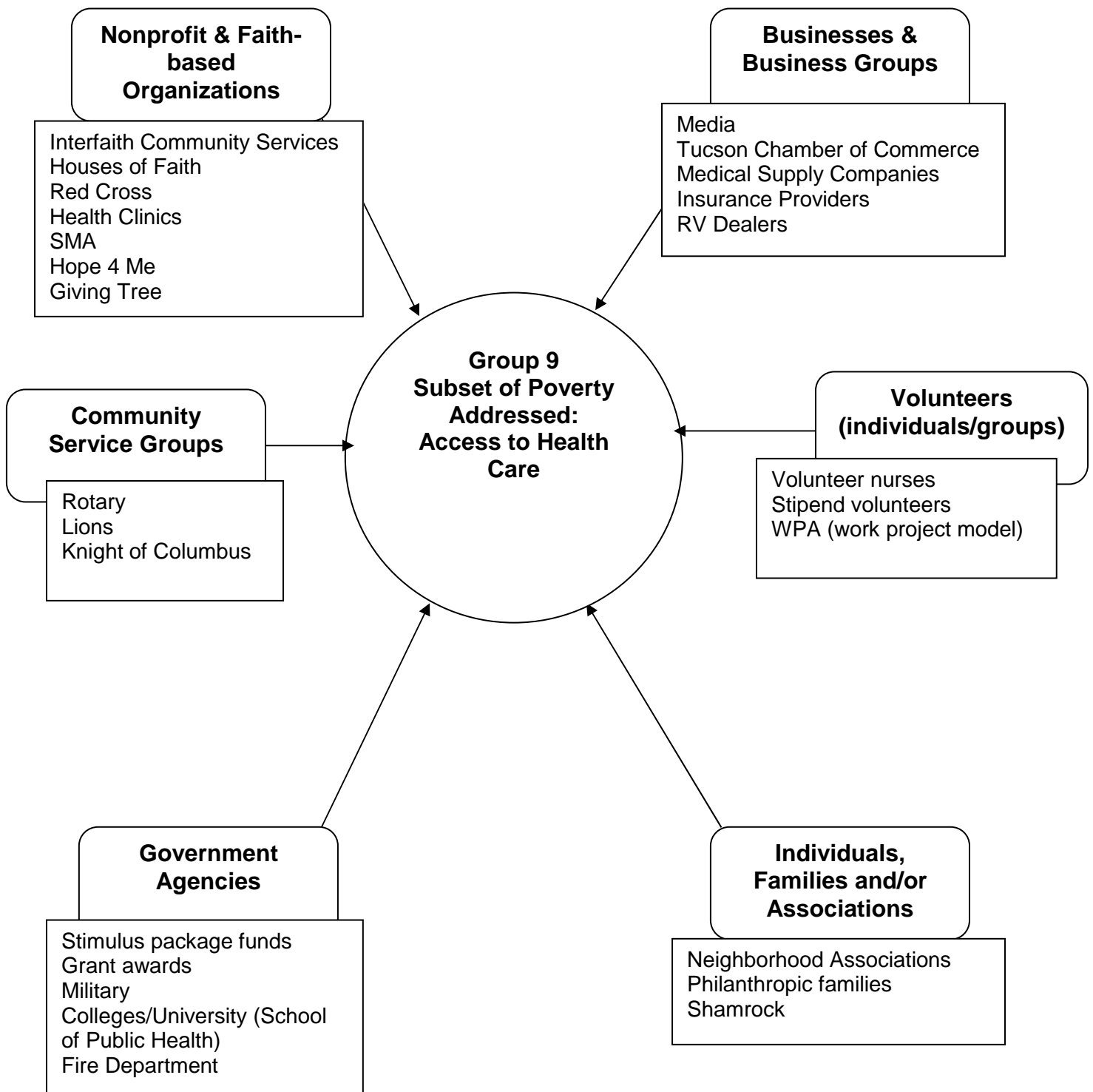


FIGURE 18: GROUP NINE NETWORK MAP

Create Community Networks that can respond to increased demand

(Choose 1 or 2 organizations from each grouping from the previous worksheet; how can they mobilize and share resources to address poverty in Pima County? Who will lead the network? What tasks will the network perform? What outcomes will the network achieve?)

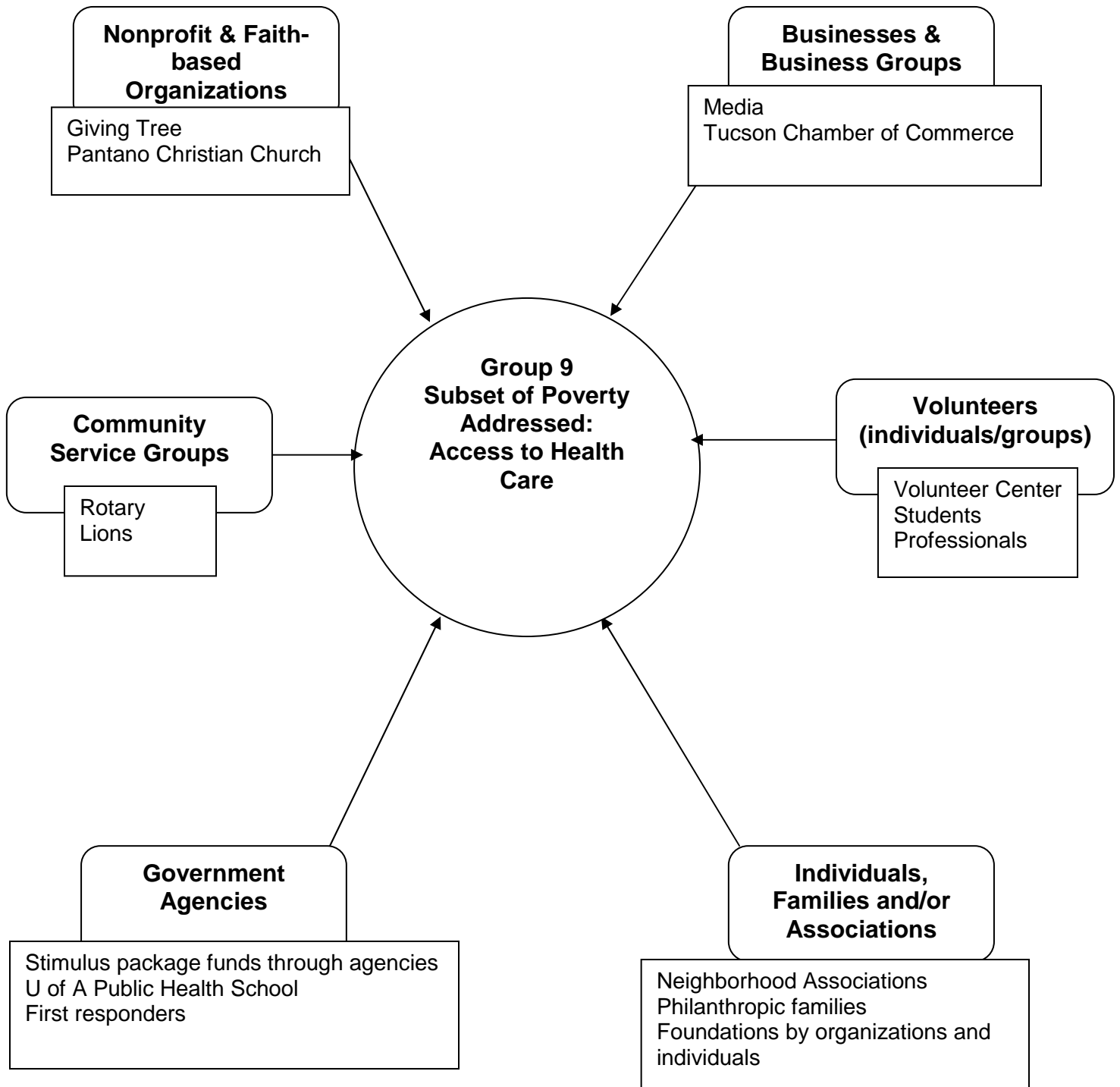


TABLE 9: GROUP NINE MESSAGING IDEAS

Develop Public Messages to address Poverty in Pima County

What messages should be developed to increase awareness about poverty and increase resources (human, financial, etc.) to address it? How will the messages get County residents to act (i.e., volunteer, donate, etc.)?

Compare cost of mobile clinic to costs of ER visit, Fire Department emergency services, and hospital stay due to untreated illness and/or lack of preventive medical care.

What media outlets should be used to reach key stakeholders and community members?

- PSAs
- Front page stories of community members who have received medical care from mobile clinic
- Human interest stories
- Cost of not having a clinic is very high
- Advertisements

Potential Outcomes for Pima County

After each group completed its work, the entire assembly addressed the questions: ***How will we measure success in Pima County? In other words, how will the residents of Pima County know that the initiatives developed in this workshop were successful?*** The answers are recorded below.

- Human service agencies are no longer needed.
- Human services are delivered proactively, not reactively.
- Basic needs of all residents are met.
- Crime and addiction are decreased.
- Families are more stable as measured by:
 - Decreased foster care.
 - Decreased Child Protective Services referrals.
- Fair market rental prices decrease.
- There are fewer homeless families.
- Successful advocacy results in more utility assistance.
- There is lower unemployment.
- There are better paying jobs and increased median wages.
- There are higher graduation rates.
- There is more investment in higher education.
- More mentors volunteer to help those in need (of all ages).
- There are fewer broken families.
- There are fewer single-parent households.
- Government is more responsive to poverty issues.
- The community is more helpful to meet human service needs.

- Economic “success” needs redefinition (e.g., home ownership may not be better than renting).
- Mental health is improved.
- The middle-class is strengthened (and their values reassessed in the new economic climate).
- There is more advocacy for human services.

Workshop Summary

All of the groups accomplished the workshop objective of identifying community assets, recruiting volunteers, creating networks, and developing messages that could address poverty in Pima County. There was a concentrated effort by some groups to focus on food and shelter for the most vulnerable in Pima County. Other groups focused on fundraising and providing affordable medical care. All of the groups suggested connecting as many community partners as possible as the mechanism for addressing poverty in Pima County -- while recognizing that key stakeholders and coalitions must be responsible for providing leadership to bring the initiatives to fruition. Regarding message development, each group provided creative ideas and slogans that they recommended be distributed in both conventional and unconventional ways to ensure the widest dissemination possible. Ideas ranged from building more efficient communication channels across community groups and agencies to ideas for specific branding and marketing campaign slogans to recommendations for engaging niche media and advertising platforms.

The outcomes of the meeting can be used in a variety of ways. Ideas generated from the groups can be tested by the coalitions and/or lead agencies mentioned in the report. Pilot testing such ideas and measuring results will determine the feasibility of expanding the ideas countywide. Additionally, human service groups that already meet on a regular basis can

undertake some of these initiatives and improve service delivery rather quickly to meet the burgeoning demand. There is a clear need to increase the capacity of those providing human services in Pima County. The ideas documented in this report can be used as a catalyst to generate activity and results that make a difference for the residents of Pima County.

Appendix A

The *Arizona Community Action Alliance* and *Department of Economic Security Data and Resource Book* has been specifically compiled to support the development of Community Action Program Needs and Assets Assessments for the Community Services Block Grant (CSBG) programs. In that context, the information contained herein highlights indicators and status related to the CSBG Goals:

- Goal 1: Low-income People Become More Self-Sufficient
- Goal 2: The Conditions in Which Low-Income People Live are improved
- Goal 3: Low-Income People Own a Stake in Their Community
- Goal 4: Partnerships among Supporters and Providers of Service to Low-Income People are achieved
- Goal 5: Agencies Increase Their Capacity to Achieve Results
- Goal 6: Low-Income People, Especially Vulnerable Populations, Achieve their Potential by Strengthening Family and Other Supportive Systems

Data Resources

In each CAP service area there are local reports and information that enhance the Needs and Assets Assessment by being able to localize the data and information to the communities and service areas. Other sources used include the following:

U.S. Census Data

- o U. S. Census Bureau - <http://www.census.gov>

Arizona State Agencies

- o Arizona Department of Health Services (ADHS) - <http://www.azdhs.gov/>
- o Arizona Department of Economic Security (ADES) - <https://www.azdes.gov/ASPNew/default.asp>
- o Arizona Department of Housing - <http://www.housingaz.com/>
- o Arizona Department of Commerce – County Profiles - <http://www.azcommerce.com/SiteSel/Profiles/County+Profiles.htm>

Other Sources

- o State of Arizona Social Services Block Grant Plan 2007-2008 - <http://www.pagnet.org/documents/HumanServices/2007-2008-St-SSBG-PLN.pdf>
- o U. S. Housing and Urban Development – Shelters and Emergency Housing Arizona - <http://www.hud.gov/local/az/homeless/shelters.cfm>
- o Free and Reduced Lunch by School or District – www.azcentral.com/news/datacenter/freelunches08.html

Head Start Programs – Needs Assessments

The subsequent information represents Pima County specific data taken from the Data and Resource Book.

Population and Age Distribution

Source: US Census Bureau - American Community Survey 2007

	Pima	
	Population	Percentage
Total population	967,089	100%
Male	473,388	48.90%
Female	493,701	51.10%
Under 5 years	67,045	6.90%
5 to 9 years	60,600	6.30%
10 to 14 years	63,131	6.50%
15 to 19 years	68,487	7.10%
20 to 24 years	72,287	7.50%
25 to 34 years	128,052	13.20%
35 to 44 years	124,607	12.90%
45 to 54 years	131,977	13.60%
55 to 59 years	57,919	6.00%
60 to 64 years	49,770	5.10%
65 to 74 years	70,270	7.30%
75 to 84 years	54,398	5.60%
85 years and over	18,546	1.90%
Median age (years)	36.8	(X)

Population by Race, Hispanic Origin

Source: County and City Data Book: 2007 U.S. Census Bureau; 2005 data

	Pima	
	Population	Percentage
Total population	967,089	100%
White	704,983	72.90%
Black or African American	38,736	4.00%
American Indian and Alaska Native	39,523	4.10%
Asian	30,342	3.10%
Native Hawaiian and Other Pacific Islander	2,409	0.20%

Some other race	184,143	19.00%
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HISPANIC OR LATINO AND RACE		
Total population	967,089	100%
Hispanic or Latino (of any race)	316,229	32.70%

Population by Educational Attainment

American Community Survey 2007 Data Measure	Pima County
By Educational Attainment - Population 25 years and over (S1701)	628,263
Less than high school graduate	79,843
High school graduate (includes equivalency)	157,272
Some college, associates degree	204,523
Bachelor's degree or higher	186,625

Employment Status

American Community Survey 2007 Data Measure	Pima County
Employment status - Civilian labor force 16 years and over (S1701):	448,758
Employed	421,338
Unemployed	27,420
Work Experience - Population 16 years and over (S1701)	750,662
Worked FT, year-round in past 12 months	272,280
Worked PT or part-year in past 12 months	217,335
Did not work	261,047

Household Income

American Community Survey 2007 Data Measure	State of AZ	Pima County
Household Income (S1901)		
# of households	2,251,546	374,739
Less than \$10,000	6.6%	8.2%
\$10,000 - \$14,999	5.1%	6.3%
\$15,000 - \$24,999	11.0%	12.5%
\$25,000 - \$34,999	11.8%	13.3%
\$35,000 - \$49,999	15.5%	15.4%
\$50,000 - \$74,999	19.4%	18.1%
\$75,000 - \$99,999	12.5%	10.7%
\$100,000 - \$149,999	11.1%	9.6%
\$150,000 - \$199,999	3.4%	3.2%
\$200,000 or more	3.4%	2.8%
Median Income (\$)	\$49,889	\$43,546
Mean Income (\$)	\$66,132	\$59,967
Per Capita Income (S1902)	\$24,811	\$24,319

Poverty Status – Chart 1

American Community Survey 2007 Data Measure	Pima County
Total Population (S1902)	967,089
Population for whom poverty status is determined (S1701)	948,471
By Age (S1701):	
Under 18 years	225,000
Related Children under 18 years	223,107
18 to 64 years	582,167
65 years and over	141,304

Poverty Status – Chart 2

Sources: American Community Survey 2007, (www.census.gov), Tables S1701, S1702, S1901, S1902

S1701 - Poverty Status in the Past 12 Months

S1702 - Poverty Status in the Past 12 Months of Families

S1901 - Income in the Past 12 Months (In 2007 Inflation-Adjusted Dollars)

S1902 - Mean Income in the Past 12 Months (In 2007 Inflation-Adjusted Dollars)

American Community Survey 2007 Data Measure	Pima County
Poverty Status by Individuals (S1701):	
# below 100% of poverty	142,304
% below 100% of poverty	15.0%
# below 125% of poverty	191,765
% below 125% of poverty	20.2%
# below 200% of poverty	338,348
% below 200% of poverty	35.7%
Families and Poverty (S1702)	
Total families	231,648
% total families below 100% poverty	10.1%
Total Families w/related children under 18	110,451
% Total Families w/related children under 18 below 100% poverty	17.2%
# of married couple families	167,165
% married couple families below 100% poverty	4.8%
# of married couple families w/related children under 18	66,998
% married couple families w/related children under 18 below 100% poverty	7.7%
# of female headed household families	46,311

% female headed household families below 100% poverty	26.7%
# of female headed household families w/related children under 18	31,792
% female headed household families w/related children under 18 below 100% poverty	35.3%

COMMUNITY ASSETS

Source: <http://www.azcommerce.com/SiteSel/Profiles/County+Profiles.htm>

The Community Assets information provides a partial inventory of the assets that exist in the community. Community assets further describes the service area in terms of existing supports and services.

Pima County	
Employer	Employment Type
Amphitheater Unified School District	Education and Health Services
Asarco LLC	Natural Resources and Mining
Bashas' Inc.	Trade, Transportation and Utilities
Canteen Correctional Services	Professional Services
Carondelet Health Network	Education and Health Services
City of Tucson	Public Administration
Davis-Monthan Air Force Base	Public Administration
Employer Solutions Group (formerly CheckMate)	Professional Services
Freeport-McMoRan Copper & Gold Inc.	Natural Resources and Mining
Fry's Food Stores	Trade, Transportation and Utilities
Northwest Health	Education and Health Services
Pima Community College	Education and Health Services
Pima County	Public Administration
Raytheon Missile Systems	Manufacturing
State of Arizona	Public Administration
TMC Healthcare	Education and Health Services
Tohono O'Odham Nation	Public Administration
Tucson Unified School District No. 1	Education and Health Services
U. S. Army Intelligence Center and Ft. Huachuca	Public Administration
U. S. Border Patrol	Public Administration
University Medical Center Corp.	Education and Health Services
University of Arizona	Education and Health Services
Wal-Mart Stores, Inc.	Trade, Transportation and Utilities

Child Care Services

Source: Arizona Department of Economic Security, Child Care Administration, September 2008.

County	Number of DES Certified Homes
Pima County (District II)	456

Child Care Centers, School Child Care and Small Group Homes

Source: Child Care Centers and Small Group Homes by Zip Code – run date Friday, August 01, 2008 – printout - Arizona Department of Health Services web site www.azdhs.gov, Office of Licensing and Certification.

ARS 36-881. Definitions "Child care facility" means any facility in which child care is regularly provided for compensation for five or more children not related to the proprietor. "Child care facility" means any facility in which child care is regularly provided for compensation for five or more children not related to the proprietor. ARS 36-881

ARS 36-897. Definition "Child care group home" means a residential facility in which child care is regularly provided for compensation for periods of less than twenty-four hours per day for not less than five children but no more than ten children through the age of twelve years.

County / City	Number of Child Care Centers	Child Care Center Capacity	Number of Child Care Public School	Child Care Public School Capacity	Number of Child Care Small Group Homes	Child Care Small Group Home Capacity	Total All	Total All Capacity
Pima	283	31,599	97	11,246	102	894	482	43,739

Unemployment Rates – 2007

Source: <http://www.azcommerce.com/SiteSel/Profiles/County+Profiles.htm>

	Unemployment Rate
Arizona	3.8%
Pima County	3.7%

Income and Earnings by Industry

Source: <http://www.azcommerce.com/SiteSel/Profiles/County+Profiles.htm>

2007 Employment by Occupation- Average Wages

Pima County		
Occupation	Employment	Average Wages
Office and Administrative Support	70,590	\$13.72
Sales & Related	36,230	\$14.14
Food Preparation & Serving Related	33,560	\$9.10
Education, Training and Library	24,040	\$21.37
Construction & Extraction	24,320	\$16.56
Management	19,150	\$39.25
Healthcare Practitioner & Technical	20,350	\$31.42
Production	15,890	\$14.32

Personal Income and Earnings by Industries, Earnings by Place of Work, 2005, Percent by Selected Major Industries

Source: County and City Data Book: 2007, 14th Edition, A Statistical Abstract Supplement, U.S. Census Bureau, U.S. Department of Commerce, Economics and Statistics Administration,

State / County	Construction Percent	Retail Trade Percent	Professional and Technical Services Percent	Health care and Social Assistance Percent	Government Percent
ARIZONA	9.6%	8.3%	7.6%	9.3%	16.5%
Pima	7.0	7.4	7.6	12.2	23.9

AHCCCS Eligibility

Source: REPORT ID: HP07M088 ARIZONA HEALTH CARE COST CONTAINMENT SYSTEM PAGE: -1- PROGRAM #: HP07L078 ACUTE & ALTCS ENROLLMENT SUMMARY REPORT RUN: 05/30/08AS OF 06/01/08 16:44. Totals on this report (HP07M088) are for capitated (no fee for service – FFS) Plans only

County	TOTAL Acute Care – Including KidsCare	TOTAL Long Term Care	ACUTE AND LTC
PIMA	155816	7074	162890

Food and Nutrition

Food Stamp Program Enrollment

Source: State of Arizona, Department of Economic Security, Family Assistance Administration, Statistical Bulletin, April, 2008, Phone: (602) 542-3678, <http://www.azdes.gov/faa/Statistics.asp>

Table 6 Food Stamp Program – April 2008					
County	Households	Persons	Total Coupon Issuance	Average Allot / Household	Average Allot / Person
ARIZONA	259,001	626,555	63,035,595	243.38	100.61
PIMA	46,185	105,113	10,597,205	229.45	100.82

TANF Enrollment

Source: State of Arizona, Department of Economic Security, Family Assistance Administration, Statistical Bulletin, April, 2008, Phone: (602) 542-3678, <http://www.azdes.gov/faa/Statistics.asp>

TANF SUMMARY – April 2008							
County	FAMILIES (CASES)	Persons (RECIP.)	ADULTS	CHILDREN	TOTAL PAYMENTS	AVERAGE PAYMENT/ CASE	AVERAGE PAYMENT/ RECIP.
ARIZONA	36,295	77,989	18,695	59,294	9,556,294	263.30	122.53
PIMA	6,799	14,008	3,555	10,453	1,764,770	259.56	125.98

Table 1 Cash Assistance – April 2008							
County	FAMILIES (CASES)	(RECIP.)	ADULTS	CHILDREN	TOTAL PAYMENTS	AVERAGE PAYMENT/ CASE	AVERAGE PAYMENT/ RECIP.
ARIZONA	34,821	73,754	17,134	56,620	9,231,713	265.12	125.17
PIMA	6,536	13,232	3,272	9,960	1,707,665	261.27	129.06

TANF Unemployed Parent Program

Table 1A Cash Assistance – Unemployed Parent Program - April 2008							
County	FAMILIES (CASES)	(RECIP.)	ADULTS	CHILDREN	TOTAL PAYMENTS	AVERAGE PAYMENT/ CASE	AVERAGE PAYMENT/ RECIPIENT
ARIZONA	790	2,848	1,183	1,665	275,449	348.67	96.72
PIMA	131	505	207	298	46,869	357.78	92.81

General Assistance Enrollment

Table 2 General Assistance – April 2008					
County	Number of Cases	Persons (Recip.)	Total Payments	Average Payment/Case	Average Payment / Recip.
ARIZONA	1,398	1,403	212,776	152.20	151.66
PIMA	361	361	54,198	150.13	150.13

Homelessness

Source: Unfinished Agenda for Health and Human Services in Arizona, Protecting Arizona's Family Coalition PAFCO, January 2008, Copyrighted 2007 – Protecting Arizona's Family Coalition and PAFCO Education Fund.

Safety Net for Homeless Individuals

Under-Funded Need Current Shelter Inventory						
Continuum of Care Regional Locations	Emergency Beds			Transitional Beds		
	Family	Individual	Youth	Family	Individual	Youth
Maricopa Continuum (Mesa, Phoenix)	1,096	1,692	7	1,767	991	62
Pima Consortium (Tucson)	220	467	8	631	692	4
Rural	206	250	16	275	260	2
Total Beds	<u>1,522</u>	<u>2,409</u>	<u>31</u>	<u>2,673</u>	<u>1,943</u>	<u>68</u>
Projected Funding Deficit Per Bed, Per Night	(\$4.50)	(\$4.58)	(\$4.58)	(\$2.25)	(\$2.79)	(\$2.79)
Projected under-funded deficit (existing beds statewide)	(2,499,885)	(4,027,125)	(51,822)	(2,195,201)	(1,978,654)	(69,247)
Total Deficit \$10,821,934						

Service Organizations by County

Sources: Arizona Transportation Options – apta.com/gasprices/AZ.htm

AZDES, Office of Community Partnerships and Innovative Practices-

:<https://egov.azdes.gov/CMSInternet/main.aspx?menu=34&id=856>

http://az211.communityos.org/tax/framestax.taf?function=search&_UserReference=7F000001471A1A6B04CBE30BDBAD4891F48A

U.S Department of Housing and Urban Development -

<http://www.hud.gov/local/az/homeless/sheltersinfo.cfm>

Pima County	Organization Name/Address/Phone	Service Name
	Pima County Community Service Dept. 32 N Stone, 16th Fl Tucson, AZ 85701 520-884-4265	
	Marana Health Center	Case Management (Older Adults/ Disable) Keeling – Tucson Phone Number: 520-696-6969
	Marana Health Center	Case Management (Older Adults/ Disable) Santa Catalina – Tucson Phone Number: 520-825-6763
	Marana Health Center	Case Management (Older Adults/Disable) Santa Catalina - Tucson Phone Number 520-232-8623
	Marana Health Center	Case Management (Older Adults/ Disable) – Tucson Phone Number: 520-887-0800
	Marana Health Center	Community Services - Tucson Phone Number: 520-682-3777
	Pima County Community Services	Community Social Services - Ajo Phone Number: 520-387-5611
	Administration of Resources and Choices	Financial Counseling - Tucson Phone Number: 520-882-9135
	Tucson Urban League, Inc.	Financial Education - Tucson Phone Number: 520-623-4388

Pima County	Organization Name/Address/Phone	Service Name
	Marana Health Center	Health Center (Erikson) – Tucson Phone Number: 520-584-5010
	Marana Health Center	Health Center (Flowing Wells) – Tucson Phone Number: 520-887-0800
	Southern Arizona AIDS Foundation (SAAF)	HIV+ Support Services - Tucson Phone Number: 520-628-7223
	New Beginnings for Women & Children, Inc.	New Beginnings Shelter Phone Number: 520-325-8800
	TIA (Tucson International Airport)	Transportation Services
	Coyote Run (Town of Oro Valley)	Transportation Services
	PCDOT (Pima County)	Transportation Services
	TICET (Tucson Inner City Express Transit)	Transportation Services
	CatTran (University of Arizona)	Transportation Services
	CFASTS (Citizens for a Sensible Transportation Solution)	Transportation Services
	Transview (City of Tucson transportation guide)	Transportation Services
	OPT (Old Pueblo Trolley)	Transportation Services
	TABRU (Tucson Area Bus Riders Union)	Transportation Services
	TRCTC (Tucson Regional Community Transportation Coalition)	Transportation Services
	TST (Tucsonans for Personal Rapid Transit)	Transportation Services
	TST (Tucsonans for Sensible Transportation)	Transportation Services
City of Tucson	Tucson Urban League, Inc. 2305 S Park Ave Tucson, AZ 85713 602-791-9522	
	SUN TRAN (City of Tucson)	Transportation Services
	VAN TRAN (City of Tucson)	Transportation Services

Appendix B

Workshop Participants

Name	Agency
Norma Gallegos	CAA
Josie Pallanes	Pima County CAA
Evelyn Gonzales	Pima County CAA
Pastor Mark Vavra	Sober Project
Veronica Gonzalez	Pima County CAA
Iris Vazquez	St. Elizabeth's
Diana Garcia	PCC
Ann Scott	DES
Joy Wilcox	Primavera Foundation
Judy	Care Giver Training Institute
Rachel Lopez Felix	Pima County CAA
Edna Castro	Pima County CAA
Charles Casey	One Stop
Linda Leatherman	Pima County Faith Based
Michelle Duarte	Family Connections
Becky Rodriguez	Family Connections
Nora Villalobos	Project Prep
Dana Pepper	St. Elizabeth's
Catherine Wills	Community Renewal
Cynthia Henry	Hope For Me, Inc
Patricia Scott-Lopez	CPSA
Martha Martin	PC CDNC
Jay Young	TMM Family Services
Laura Gomez	CPS
Melissa Mundt	Community Food Bank
Gretchen Garman	Community Food Bank
Sandie Hinojos-Cuem	Community Food Bank
Evelia Martinez	Don't Borrow Trouble
Khara Ellasante	Wingspan
Claudia Vazquez	The Salvation Army
Anthony Young	Southern AZ Legal Aid
Marty Loreto	SWG
Scott Coverdale	Community Home Repair
Arnold Palacios	TYD
Maggie Gerring	SPNA
Richard Elias	Pima County
Lonnie King	Salvation Army
Betty Villagas	Pima County
Margaret Kish	

Arthur Eckstrom	Pima County
Risi Hart	Pima County
Denise Robinson-Kinney	Faith Based Community Action
Luz Maria Peru	CAA-RIO
Miyoka Broussard	Single Parents are Not Alone
Michelle Batand	The Giving Tree
Ana Basurto	Pima County
Gail Gibbons	DES--CPIP
Anita C. Phifer	Hope For Me, Inc
Rosemary Cora-Cruz	Pima One Stop
Jim Hannley	El Rio NHA
Terri Smith	Interfaith Community Services
Linda Block	UA Cooperative Extension
Libby Wright	The Giving Tree
Betsy Bolding	TEP
Carol Punske	Child Protective Services
Marco Liu	ADES IFAA