



Yavapai County Changing Faces of Poverty Community Forum

March 30th, 2009

Conducted by:

Northern Arizona Council of Governments

United Way of Yavapai County

Arizona Community Action Association

Arizona State University Partnership for Community Development

Prepared by:

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ASU Partnership for
Community Development

ARIZONA STATE UNIVERSITY

Workshop Overview

A Changing Faces of Poverty Forum convened on March 30th, 2009 at the Yavapai College Library Community Room in Prescott. The gathering included public officials and representatives of public agencies, nonprofits, and community organizations (see Appendix B). The Forum was convened by the Northern Arizona Council of Governments (NACOG) and United Way of Yavapai County 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 Yavapai County – and to develop strategies to address the crisis. The specific objective was to identify community assets, recruit volunteers, create networks, and develop public messages to deal with poverty in Yavapai 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. Michael Whiting, Executive Director of United Way of Yavapai County and Tanya Hiatt, Program Manager of NACOG served as co-hosts of the Forum and Michael presented recent Yavapai County poverty-related statistics that provided focus for Forum participants. Cynthia Zwick, Executive Director of ACAA, facilitated a general discussion about existing community strengths, new ways of providing human services, and what other community assets can contribute to reducing poverty beyond traditional human service providers. Subsequently, the Forum participants worked in small groups to further develop ideas that could become poverty-reduction actions in Yavapai County.

ASU facilitated the process for small group input. Each group was charged with the responsibility for identifying specific 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 **community members to fight** poverty in Yavapai County. Each group recorded their efforts 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 with Yavapai County citizens, agencies, and organizations to generate further ideas and action plans capable of addressing poverty in Yavapai County. The report contains Yavapai County poverty facts and statistics and the results of the work each group did as reflected on the worksheets they produced. Additional Yavapai 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 Yavapai County

Michael Whiting provided an overview of the effects of poverty in Yavapai County

What is poverty?

Poverty is hunger. Poverty is lack of shelter. Poverty is being sick and not being able to see a doctor. Poverty is not having a job, is fear for the future, living **day to day, paycheck to paycheck**. Poverty is powerlessness and lack of representation. There are no simple solutions to problems associated with poverty. Many who are trapped in poverty are dealing with issues such as domestic violence, mental and physical ailments, caring for a loved one, substance abuse, literacy, transportation and childcare. Poverty is also associated with higher dropout rates, higher rates of incarceration, poorer academic performance, and significantly higher rates of depression. To strengthen our families and build stronger communities, we must continue looking for better ways to meet the needs of those who live in poverty.

Why are we here?

- Increase awareness of the effect of the economic crisis and the impact on the citizens of Yavapai County
- Develop an efficient and effective proactive plan of action to assist the citizens of Yavapai 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, had hours reduced, or are now unemployed.
- Highly-qualified, out-of-work individuals.
- Low-skilled workers: Most new jobs are highly skilled.
- Grandparents raising grandchildren.
- Individuals with behavioral health problems.

Yavapai County profile

- Economic Indicators: (2008)
 - 30% Increase in Unemployment
 - 14% Reduction in Contracting Sales
 - 10% Reduction in payroll: Professional & Business Services
 - 9% Decrease in payroll for Manufacturing
 - 8% Decrease in Retail Sales
- Unemployment Rate: (2009) 8.4%

- Layoffs: (*Include*) Schools, County, Towns, Cities + Private Sector
- Foreclosures: (2009) 1,584
- Social Service Assistance: (2008)
 - 24,947 people living below 100% poverty level
 - 14,000 to 17,000 persons receiving food stamps

Sources: "Arizona's Economy," University of Arizona's Eller College of Management (2008); RealtyTrac Inc (1996-2009); U.S. Bureau of Labor Statistics and Real Estate Center at Texas A&M University (2009).

Poverty's effects on communities

- Economic impacts (ripple effects)
- Unemployment Rate Increase
- Foreclosures
- Families
 - Difficulties paying for rent/mortgage, utilities, transportation and food
- Violence & Crime
- Human services capacity overwhelmed
 - Social services
 - Faith-based
 - Municipalities
 - Increase in request for service coupled with funding cuts

Who is not getting served and why?

- Unfamiliarity of Resources
 - People needing services who have never needed support before.
 - Middle Class not familiar with Services Available, **or where to access them**
- Waiting Lists
 - Getting turned away from services because there are no more funds.
- Demand **exceeds supply**

- Funding has decreased while request for services has increased and staffing is decreasing while demand for services is increasing.

What change are we trying to create?

- New and innovative ways of meeting the growing need
- New and innovative ways of working as community – true collaboration
- New and/or alternate service delivery systems

Group Work and Results

The assembly began its work by brainstorming existing community strengths, new ways to address poverty, and community assets that could help beyond traditional human services agencies. The discussion provided insight for the small groups that enabled them to develop specific ideas, networks, and messages. Below is the summary of the general discussion.

Existing Community Strengths

- Newspapers
- Faith communities
- Non-profits
- Educational institutions
- Service clubs
- Government programs
- Mental/behavioral health organizations
- Builders/developers that are willing to extend their resources
- Volunteer base
- Agency cooperation
- Banks/Credit Unions
- For-profit sector / corporate leaders / self-employed

- Elected officials and all levels of government, both local and federal
- Veteran's affairs
- Preservation of "small town" feeling/culture
- Willingness and enthusiasm to help the community
- Leadership collaborative
- Sense of community
- Strong retirement connection and involvement

New Ways of Doing Business

- Utilization of social networks (Facebook, YouTube, Twitter, etc.)
- Time Bank (exchange of services or skills)
- Communications (How do we communicate more effectively, in a different way?)
- Knowing urgent needs (What is the new face of poverty in Yavapai?)
 - Who and what – creating an inventory
- "Me" to "We" – reflection on current condition and consider what change needs to happen within the community as a whole
- New interpretation of current condition; status quo not acceptable
- Tap into diverse volunteer base including retirees and students
- Strength-based collaboration among community partners
 - Identify Needs
 - Identify Gifts/Resources
- Micro-loans for individuals to start small businesses
- Promotion of values including community, giving, family, and taking care of each other
- Engage HOA's in being more participatory and less "police driven"
- Shared living spaces

More than Human Service Providers

- “Me” to “We” orientation—we all have a stake in providing human services
- Community re-development
- Gaining a balance within the community
- Utilize the 2050 vision that already has a focus on volunteers
- Limit duplication of services
- Asset/resources inventory for all to use and refer others for help
- Engaging the youth in the community
- Utilize Organize America and AmeriCorps Vista volunteers
- Recognize that the person you helped today could help you tomorrow.
- Convene a Poverty Symposium

ASU facilitated the small group process and provided definitions of a health community, community leadership, and assets-based community development to frame the small groups’ discussion regarding identifying community assets, recruiting volunteers, creating networks, and developing public messages to address poverty in Yavapai 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.

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.

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

- 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 seven small groups of approximately six members each. Participants were assigned randomly to the seven 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 Yavapai 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 Yavapai 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 Yavapai County. The output of each group is provided in the next section. Some groups chose to focus on concept development, coalition building and/or message creation and did not necessarily complete all four worksheets. Regardless, the results can be used in subsequent community meetings to continue concentrating on reducing poverty in Yavapai County. The following pages summarize the results of each group's deliberations.

Group One

Group One focused on the need to increase and improve health care services in Yavapai County. Their plan concept addressed two major aspects of the issue: lack of collaboration and communication between health care agencies and lack of transportation to the County Hospital.

The network's actions would be threefold. First, they would meet to ascertain needs in the community and then identify services that can meet those needs. Second, they would coordinate a forum where information could be shared with the community face-to-face. Lastly, the network would secure public transportation to medical facilities.

The network's actions would achieve three specific outcomes. First, there will be an increase in the clients benefiting from health services. Second, health agencies will enjoy more coordinated efforts and stronger relationships amongst themselves. Lastly, the residents of Yavapai County will enjoy better overall health.

FIGURE 1: 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 Yavapai County? Who will lead the network? What tasks will the network perform? What outcomes will the network achieve?)

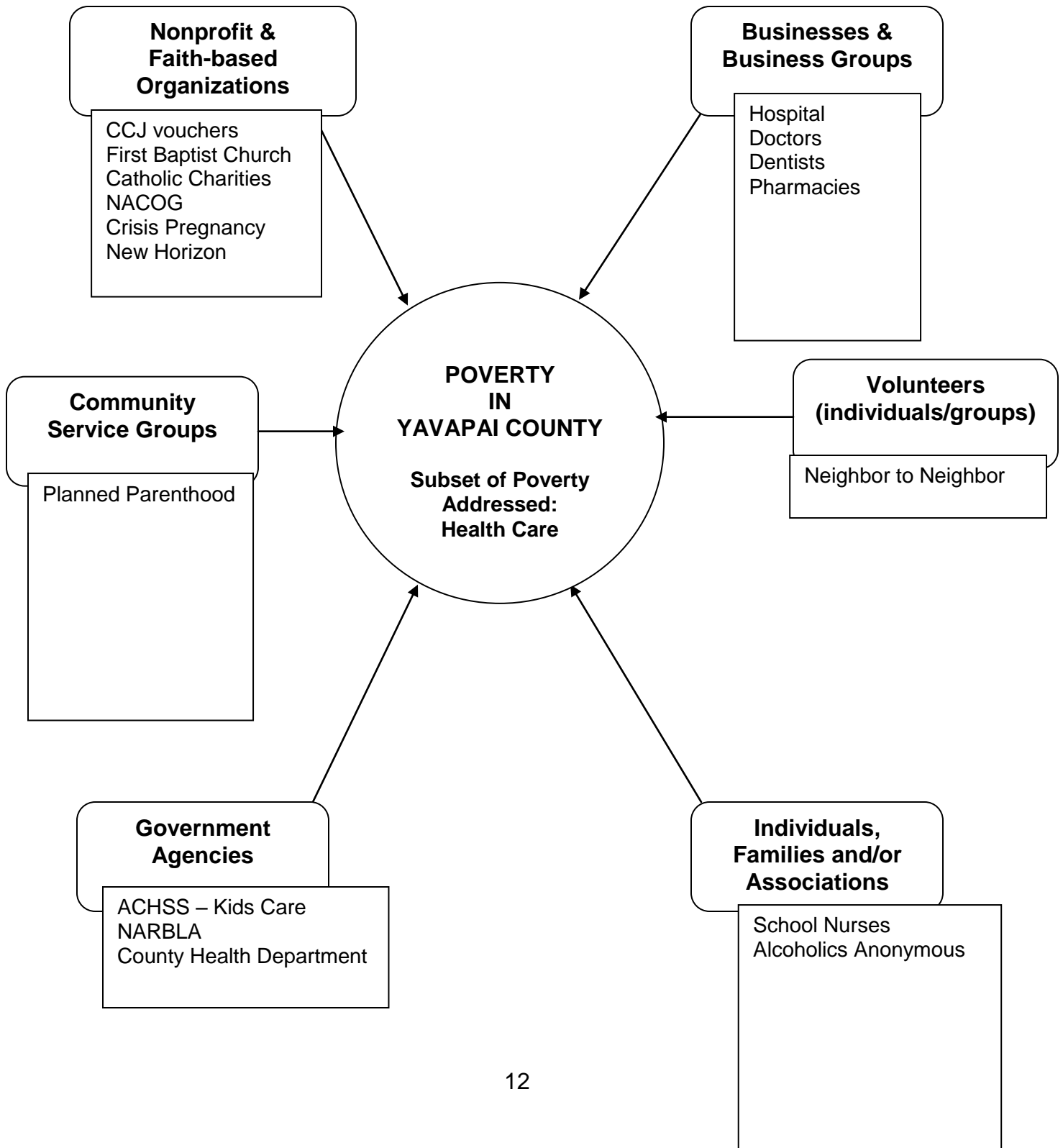


TABLE 1: GROUP ONE MESSAGING IDEAS

Develop Public Messages to address Poverty in Yavapai 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.)?

1. Hunger never takes a vacation
2. Healthy individuals make a healthy community
3. Park & Ride... (If we only had a bus)

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

- Radio public service announcements
- Access 13
- Coffee Talk
- Bumper Stickers
- Billboards
- Free talks at Public Library
- Local T.V. shows
- Church Bulletins

Group Two

Group Two focused on the increasing need for housing in Yavapai County. They identified co-housing as a viable solution. Their plan entails encouraging families and individuals to co-house through marketing campaigns. The marketing messages will stress the benefits of co-housing such as shared budgets, split responsibilities/duties, potentially shorter commutes, new friendships, and less urban sprawl. The message tagline would be “If you’ve got more house than you need, why not share?”

Group Two proposed their network gather detailed statistics concerning the need for adequate housing. Using this data, co-housing can be marketed specifically to the dominant demographic. Some strategies might include the potential for co-housing to be a new way of living (cultural shift), not just a way to cut back economically. The network would stress co-housing as a method of creating sustainable communities and enriching the lives of community members. A list of those needing housing and those willing to share their home will be drafted. A screening and matching process will then be created.

The network would seek to get the message out via radio, newspaper, and houses of worship. The network would also apply for grant subsidies to fund their efforts. Outcomes: Within a year’s time, it is the group’s goal that one hundred people who previously lived independently would be co-housing which will reduce the number of homeless people in need of shelter.

FIGURE 2: GROUP TWO ASSET MAP

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

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

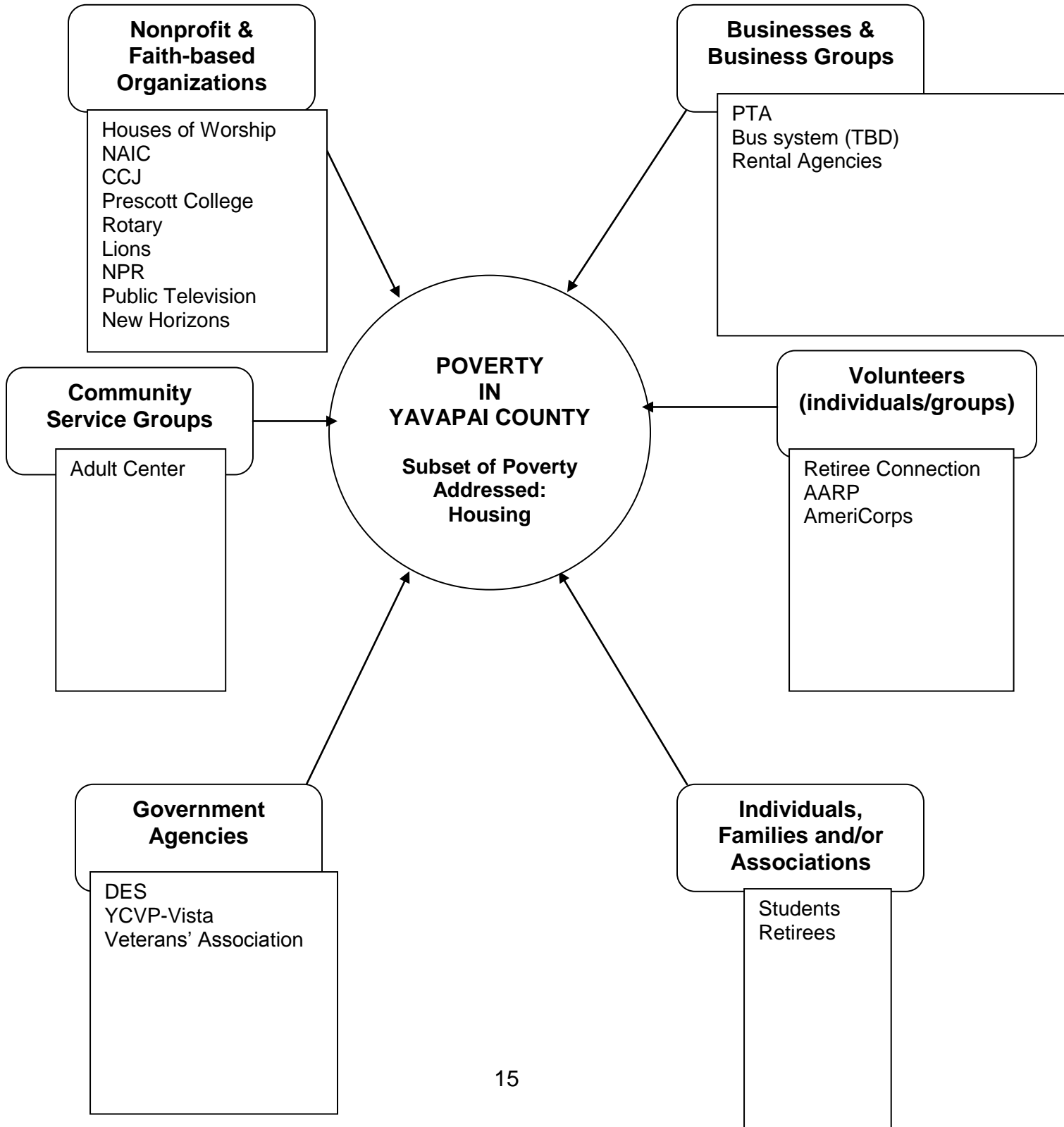


FIGURE 3: GROUP TWO NETWORK MAP

**Create Community Networks that can respond to increased demand
 (Choose 1 or 2 organizations from each grouping from the previous worksheet;
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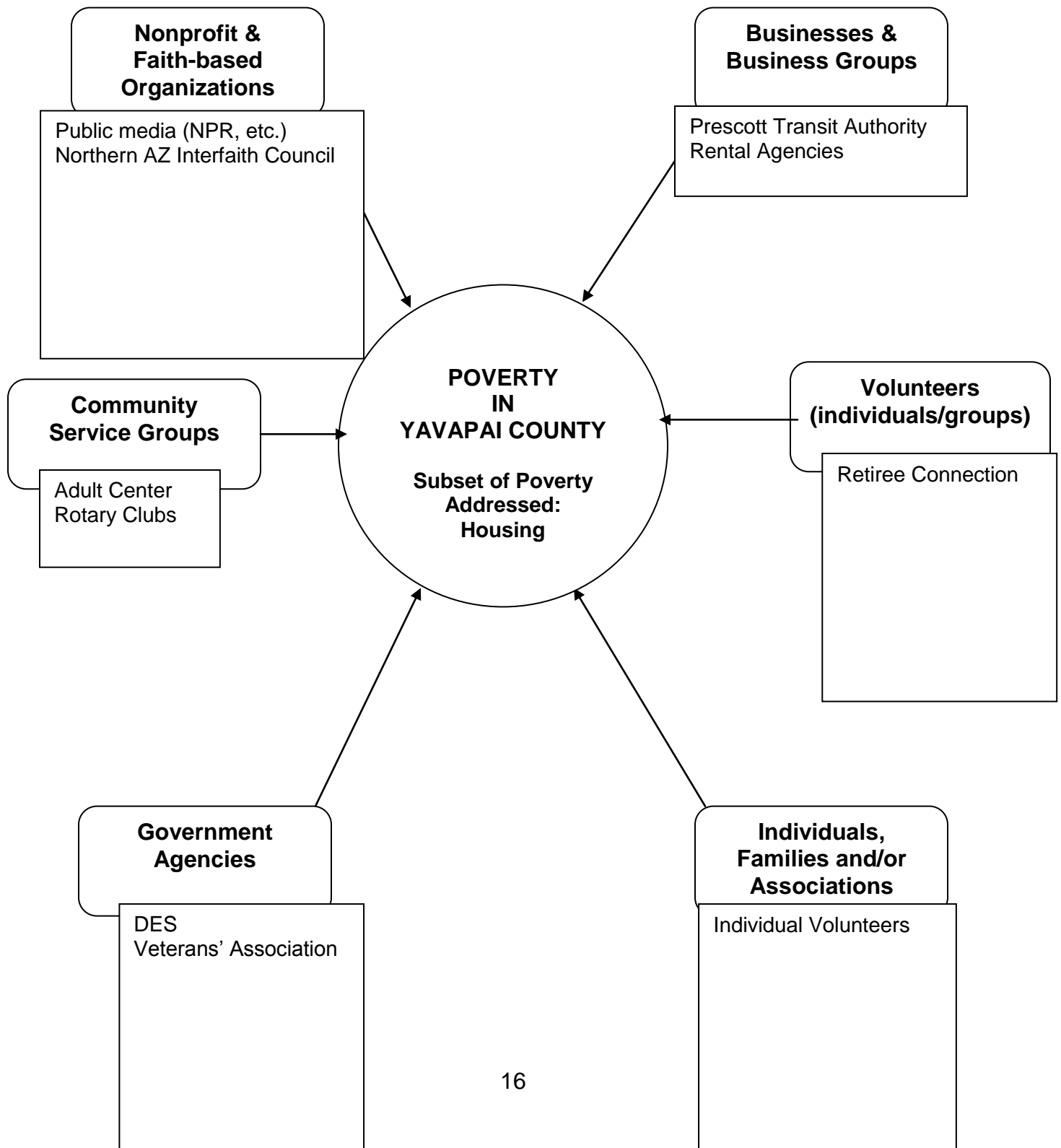


TABLE 2: GROUP TWO MESSAGING IDEAS

Develop Public Messages to address Poverty in Yavapai 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.)?

- If your house is more than you need, why not share?
- Getting back to being neighbors
- You lose nothing by lighting another's candle – brighten someone's life by lending a hand

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

- Public media
- Buses
- Rental Agencies

Group Three

Group Three focused on the increasing need for food assistance in Yavapai County.

They propose first identifying who needs assistance and asking the following:

- What do you need (specifics)?
- When do you need it (weekly, monthly, etc.)?
- How can we get the food to you?
- Is there a need for education/awareness?

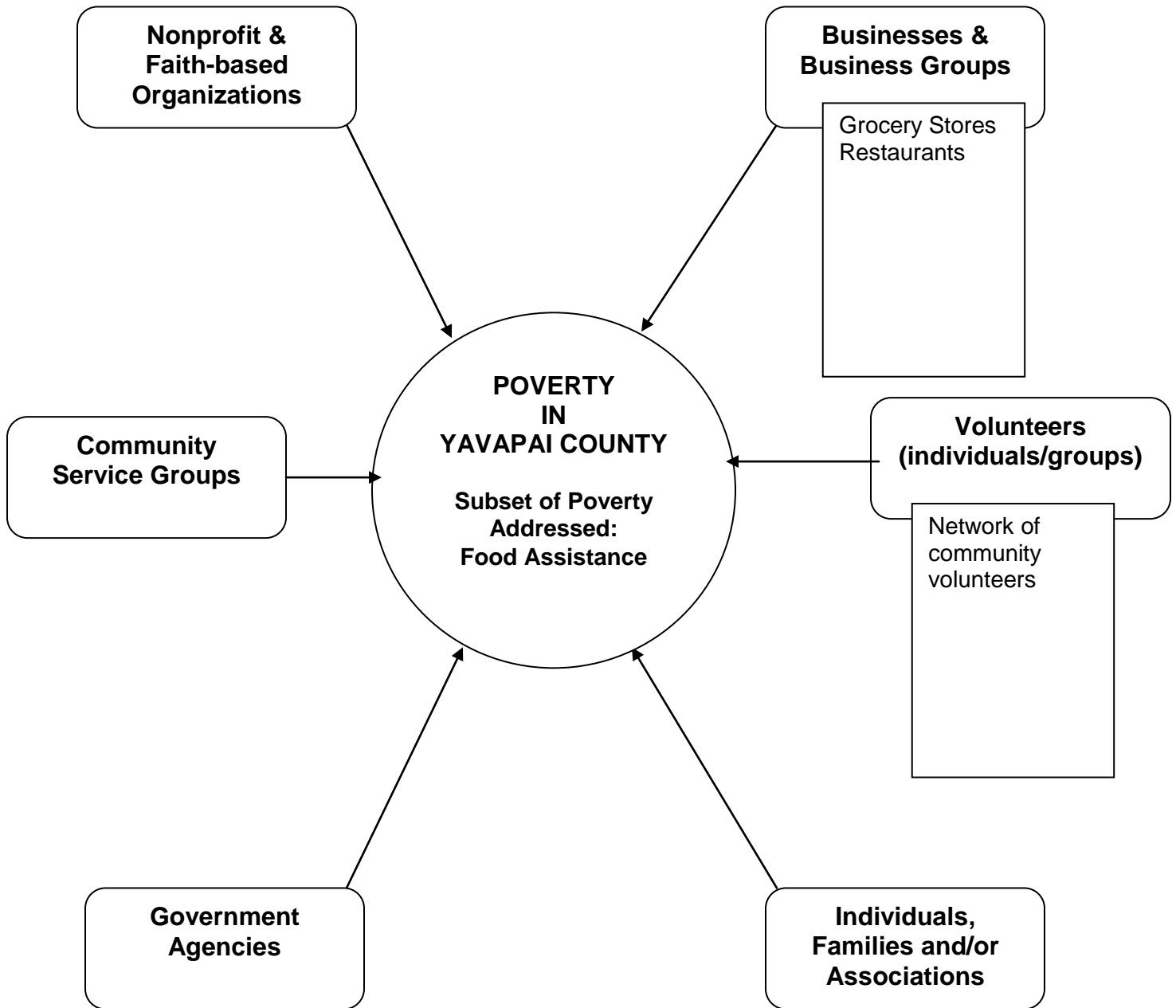
The group plans to reach out to restaurant and grocery store owners and solicit donations. It is hoped that in conversation with these owners, barriers to donations can be addressed (inconvenience, cost, etc.). The group sees the need for neighborhoods and volunteers to assist in delivering goods. A master list or database of volunteers kept in “real time” will also allow for the most efficient use of volunteers.

The network’s first duty is to enlist grocery stores to put labels on food that are in most demand by those in need. Patrons can then purchase these items and have the cashier place them aside for donation. Grocery stores will be encouraged to donate day-old food items as well. Volunteers will pick up these items and unopened food items donated by restaurants. The network will also task itself with finding additional sources of food donations.

A database containing a list of those in need as well as when food deliveries have been made will ensure speedy and accurate assistance. Public service announcements will be the chief means of recruiting volunteers as well as informing those in need of this service. A community challenge will heighten the importance of the issue. Community members will be asked to keep track of how much food they throw away in their homes and find ways to cut down on food waste. The outcome of this project will be twofold. First, there will be a decrease in the amount of food waste by food providers (grocery stores, restaurants, etc.) and community members. Second, there will be an increase in food available for those in need.

FIGURE 4: 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 Yavapai
County? Who will lead the network? What tasks will the network perform?
What outcomes will the network achieve?)**



Group Four

Group Four focused on the lack of a centralized assistance directory for those needing help to meet basic needs such as utility payments, food, shelter, and clothing. Group Four proposed a network that would be comprised of the Chamber of Commerce and Organize America who will be tasked with compiling the contact information for community segments.

The main outcome of this network's efforts would be that a person needing assistance will be able to call a hotline and be connected to an agency that can provide the assistance needed. Additionally, the community will be made aware of the existence of an assistance directory.

FIGURE 5: GROUP FOUR ASSET MAP

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

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

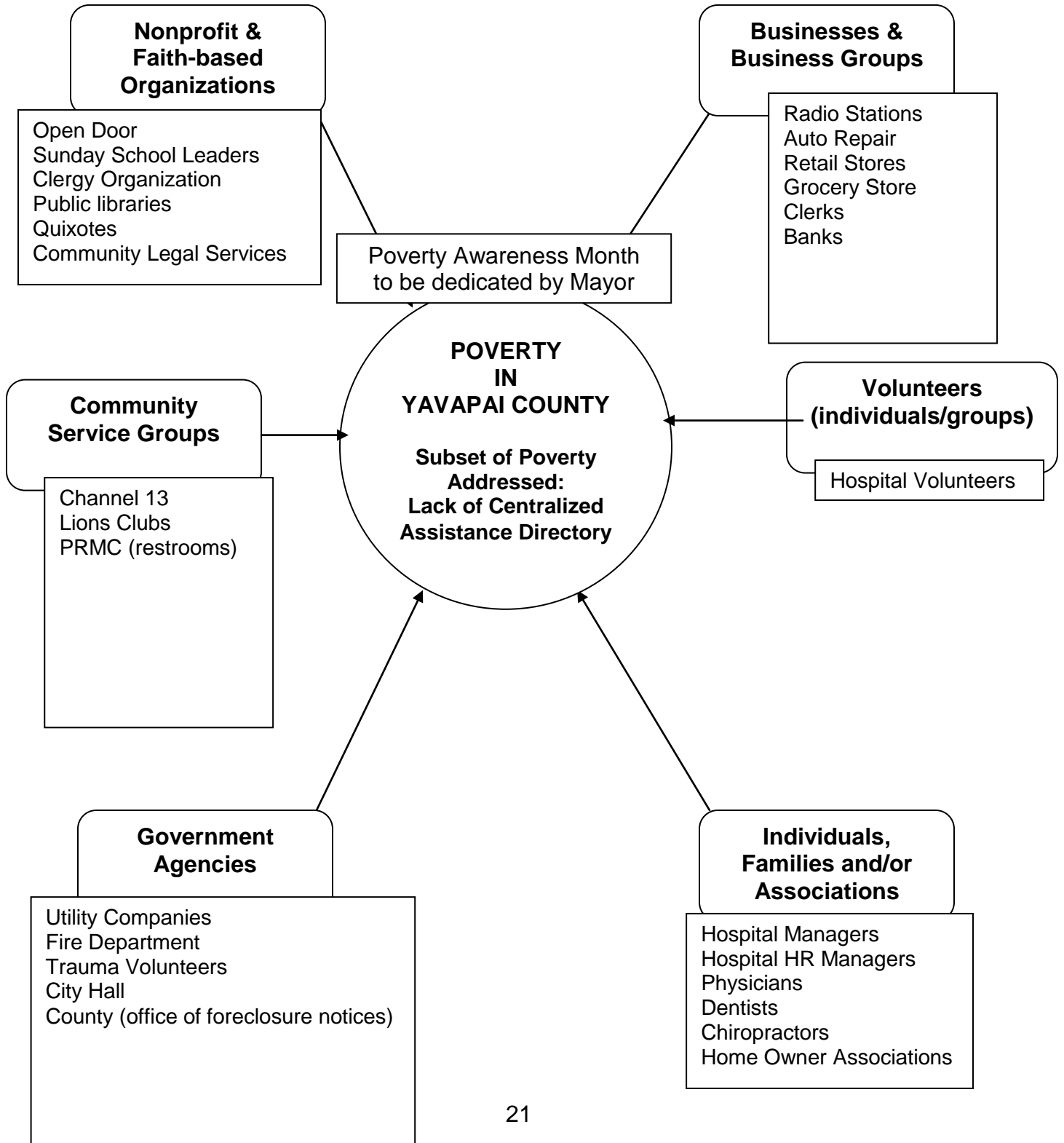


TABLE 4: GROUP FOUR MESSAGING IDEAS

Develop Public Messages to address Poverty in Yavapai 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.)?

- UWIN awareness month
- Use jingle to promote phone number
- Invest in generosity
- Brother, can you spare a dime?
- What if no one had to go hungry?
- Look around you
- We're here to help
- How can we help?
- Your neighbor could be on the road to being in poverty
- Now is the time to give
- Give whatever you can
- Volunteer to help

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

- Radio PSAs
- Feature stories (online news and courier)
- Channel 13
- Bumper stickers and window posters
- Grocery carts

Group Five

Group Five focused on the need for additional services for seniors. Their plan entails establishing a County-wide support system for seniors needing assistance. The network proposed by Group Five would be tasked with lobbying state and federal governments to add services for seniors. As a result of the network's efforts seniors will be empowered to be more self-sufficient as well as better connected to their communities.

FIGURE 6: 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 Yavapai County? Who will lead the network? What tasks will the network perform? What outcomes will the network achieve?)

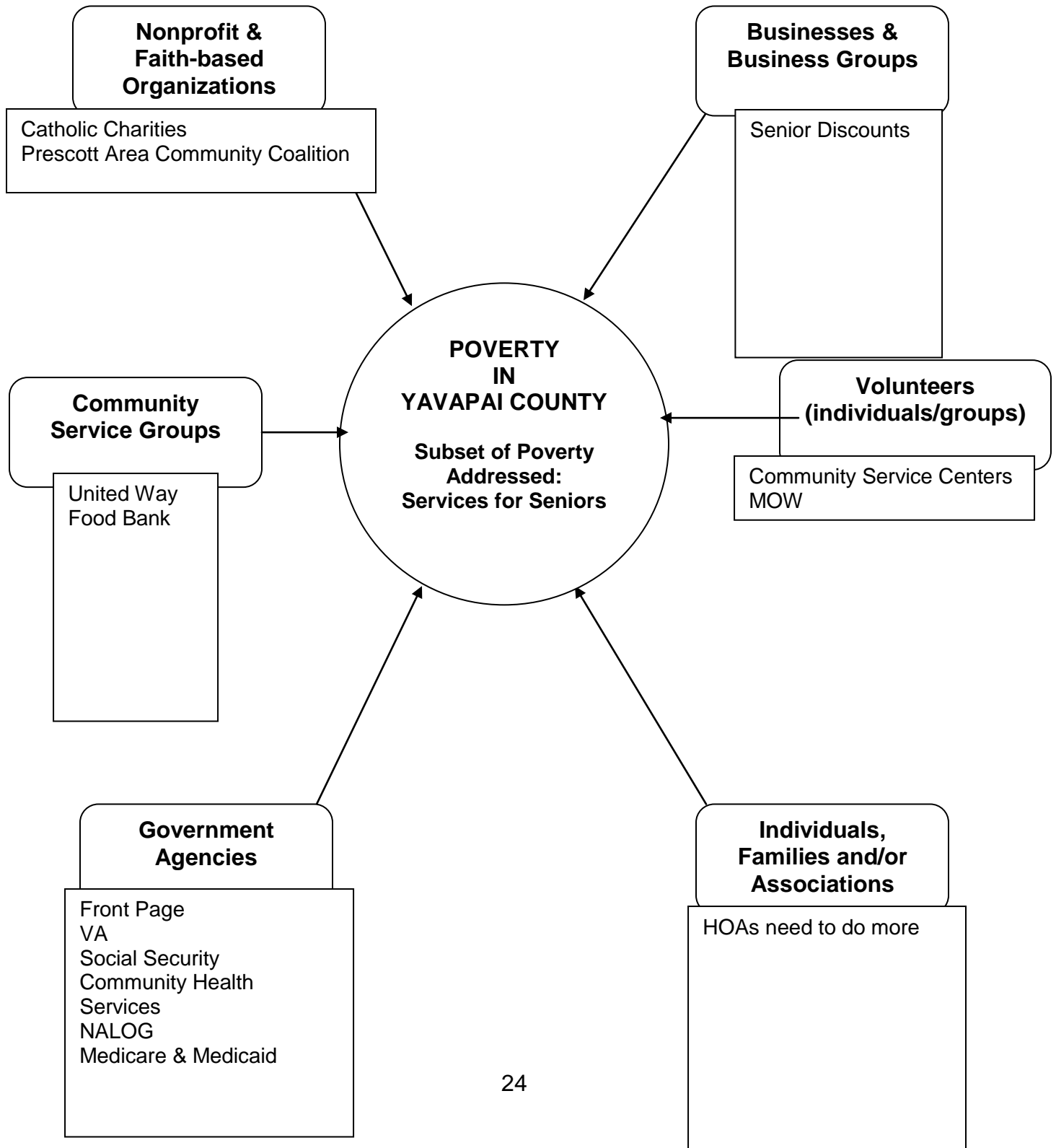


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Develop Public Messages to address Poverty in Yavapai County

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.)?

- Stamp out the isolation of seniors
- Seniors are people too!
- Adopt a senior
- They've got a lifetime of knowledge ("as a senior")

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

- Radio, newspaper, TV, PSAs
- Senior "hotline"
- Seniors volunteering for seniors

Group Six

Group Six focused on the need for a centralized information referral in Yavapai County. The plan concept is comprised of two components. The first is securing \$12,000 to create the software needed for the information referral database. The second is identifying two organizations to lead in the effort: United Way and NACOG. The network will be tasked with fundraising to create and maintain the database as well as recruit volunteers. The outcomes the community network will achieve are creating an effective information referral database. The database will guide those who need assistance to the proper resource.

FIGURE 7: GROUP SIX NETWORK MAP

Create Community Networks that can respond to increased demand

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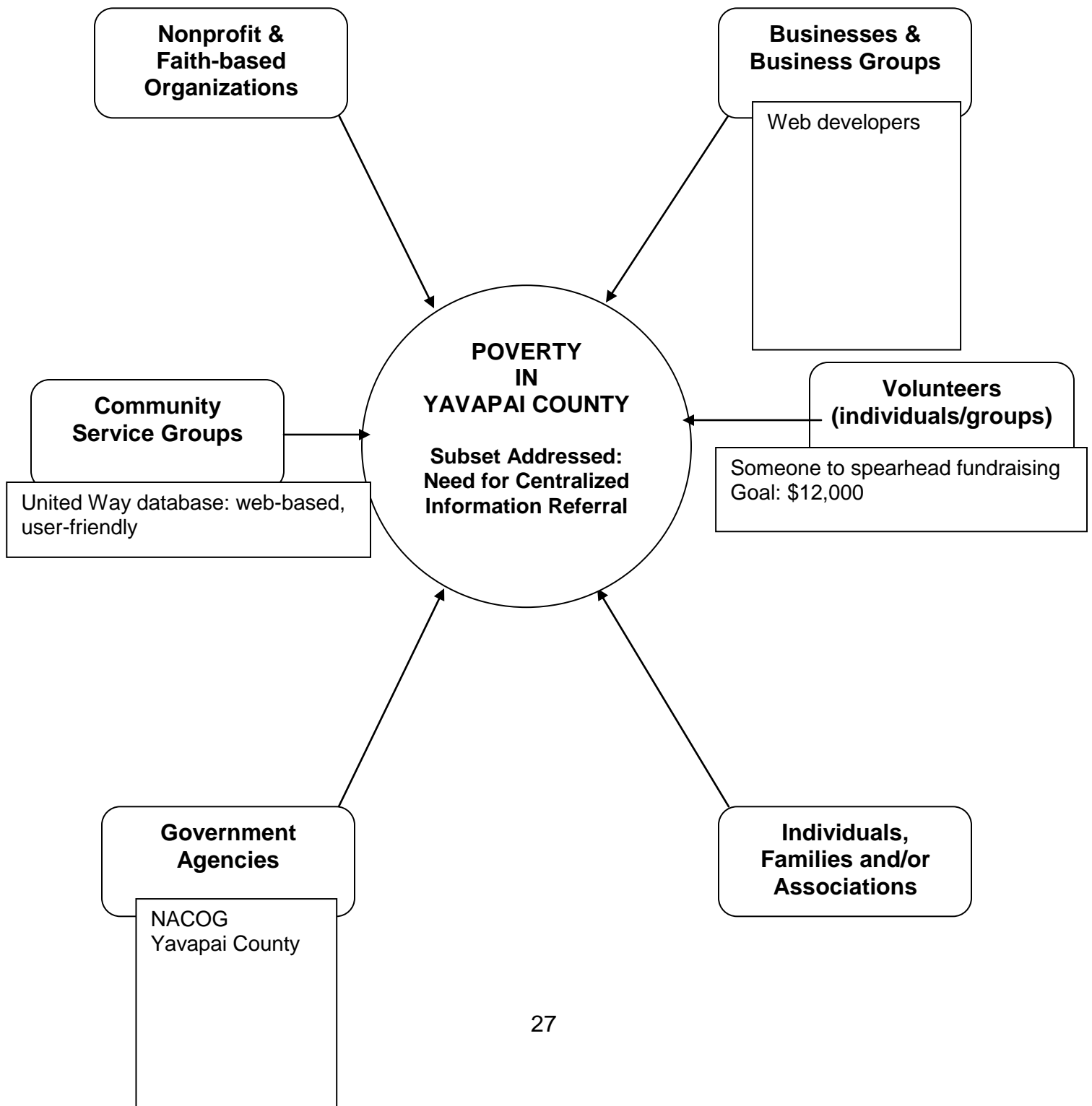


TABLE 6: GROUP SIX MESSAGING IDEAS

Develop Public Messages to address Poverty in Yavapai 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.)?

- We solve our own problems
- The person you help today could help you tomorrow
- Do you know that X% of people are poor in Yavapai County?

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

- All
- Post in all grocery carts

Group Seven

Group Seven addressed the need for individuals interested in creating solutions to address poverty and human service issues in Yavapai County to communicate and connect using online forums and/or social networks. The plan concept includes creating a Facebook group where information can be easily shared.

The proposed action plan components are threefold:

1. Gather technical information and consult with social network experts
2. Set up the social network group
3. Communicate user-friendly instructions, develop hard copy presentations

The outcomes of the community networks are fourfold. First, instant communication will be enabled through Facebook between group members. Second, there will be increased efficiency in sharing and disseminating information without endless meetings. Third, virtual interaction will be a new skill that group members can hone. Lastly, timely and appropriate solutions to poverty can be identified.

FIGURE 8: GROUP SEVEN NETWORK MAP

**Create Community Networks that can respond to increased demand
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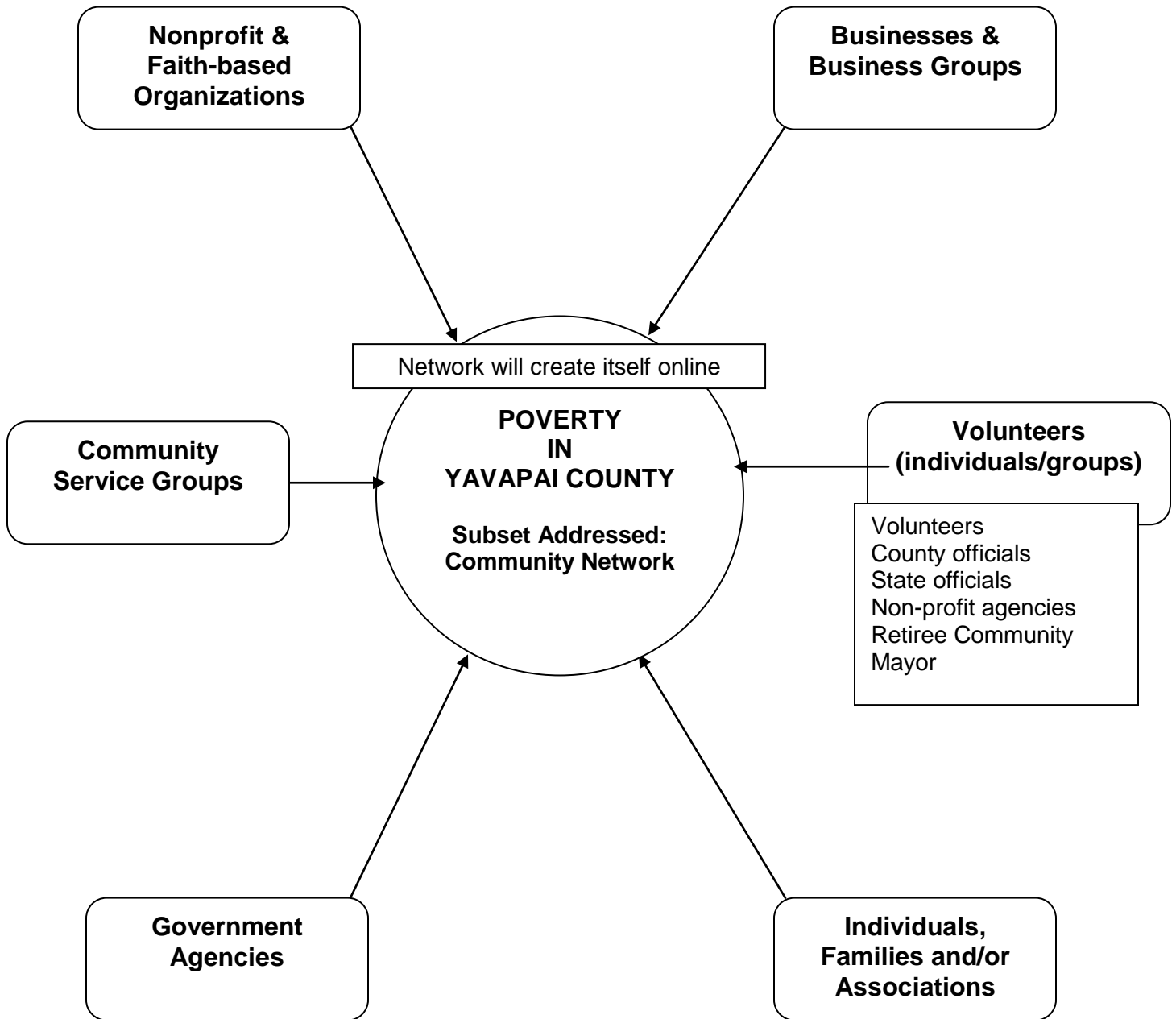


TABLE 7: GROUP SEVEN MESSAGING IDEAS

Develop Public Messages to address Poverty in Yavapai 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.)?

- Mental map- instead of statistic and numbers
 - Connect visuals to statistics (i.e. # of homeless in Prescott)
- Facebook messages
- Connect to community
- Help your neighbor and yourself – volunteer!

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

- Facebook/Twitter
- Newspaper/radio/KAZ
- PSAs

Potential Outcomes for Yavapai County

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

- **Yavapai County will have** a bus system!
- The resources are no longer needed
- No more calls for human services
- Unemployment is down (or, 100% employment)
- No duplication of services (through communication and collaboration)
- Very positive feeling about the community
- A “hometown” reality within the Quad-cities
- Facebook social networking countywide
- A hopeful community
- **Members of the community will be having more** Fun!
- The only people living in a tent will be on vacation
- A feeling of connectedness within the community
- Community fellowship
- US News & World Report “Best community at alleviating poverty”

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 Yavapai County. The groups focused on several subsets of poverty and developed specific concepts to tackle poverty issues in the County. The groups concentrated on healthcare, housing, food assistance, services for seniors, creating social networks, and developing centralized assistance directories and referral systems. Also, each group developed creative messages and delivery methods to promote awareness of poverty throughout the county. The assembly agreed that it was necessary to develop messages that would reach all residents in the county and that any poverty efforts and messages should not be Prescott-centric but include the other cities and towns in Yavapai County.

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 Yavapai 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 Yavapai 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

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

Arizona State Agencies

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

Other Sources

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

Head Start Programs – Needs Assessments

The subsequent information represents Yavapai County specific data taken from the Data and Resource Book (2008).

Population and Age Distribution

Source: US Census Bureau - American Community Survey 2007

	Yavapai	
	Population	Percentage
Total population	212,635	100%
Male	103,511	48.70%
Female	109,124	51.30%
Under 5 years	11,836	5.60%
5 to 9 years	10,786	5.10%
10 to 14 years	12,802	6.00%
15 to 19 years	12,394	5.80%
20 to 24 years	12,450	5.90%
25 to 34 years	25,319	11.90%
35 to 44 years	23,111	10.90%
45 to 54 years	28,104	13.20%
55 to 59 years	15,623	7.30%
60 to 64 years	12,643	5.90%
65 to 74 years	23,766	11.20%
75 to 84 years	17,895	8.40%
85 years and over	5,906	2.80%
Median age (years)	44.1	(X)

Population by Race, Hispanic Origin

Source: American Community Survey – 2007 Data

	Yavapai	
	Population	Percentage
Total population	212,635	100%
White	194,245	91.4%
Black or African American	2,039	1%
American Indian and Alaska Native	5,112	2.4%
Asian	2,855	1.3%
Native Hawaiian and Other Pacific Islander	775	0.4%

Some other race	13,429	6.3%
HISPANIC OR LATINO AND RACE		
Total population	212,635	100%
Hispanic or Latino (of any race)	27,491	12.9%

Population by Educational Attainment

American Community Survey 2007 Data Measure	Yavapai County
By Educational Attainment - Population 25 years and over (S1701)	150,886
Less than high school graduate	19,369
High school graduate (includes equivalency)	42,684
Some college, associates degree	51,455
Bachelor's degree or higher	37,378

Employment Status

American Community Survey 2007 Data Measure	Yavapai County
Employment status - Civilian labor force 16 years and over (S1701):	97,372
Employed	92,885
Unemployed	4,487
Work Experience - Population 16 years and over (S1701)	173,479
Worked FT, year-round in past 12 months	52,601
Worked PT or part-year in past 12 months	53,259
Did not work	67,619

Household Income

American Community Survey 2007 Data Measure	State of AZ
Household Income (S1901)	
# of households	2,251,546
Less than \$10,000	6.6%
\$10,000 - \$14,999	5.1%
\$15,000 - \$24,999	11.0%
\$25,000 - \$34,999	11.8%
\$35,000 - \$49,999	15.5%
\$50,000 - \$74,999	19.4%
\$75,000 - \$99,999	12.5%
\$100,000 - \$149,999	11.1%
\$150,000 - \$199,999	3.4%
\$200,000 or more	3.4%
Median Income (\$)	\$49,889
Mean Income (\$)	\$66,132
Per Capita Income (S1902)	\$24,811

Yavapai County
85,295
6.2%
6.7%
12.3%
12.4%
18.3%
19.1%
12.3%
8.1%
2.6%
1.9%
\$44,408
\$57,897
\$24,023

Poverty Status

Source: US Department of Health and Human Services

Poverty Status – Chart 1

American Community Survey 2007 Data Measure	Yavapai County
Total Population (S1902)	212,635
Population for whom poverty status is determined (S1701)	209,699
By Age (S1701):	
Under 18 years	41,806
Related Children under 18 years	41,666
18 to 64 years	121,363
65 years and over	46,530

Poverty Status – Chart 2

Sources: American Community Survey 2007 (www.census.gov)

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	Yavapai County
Poverty Status by Individuals (S1701):	
# below 100% of poverty	27,502
% below 100% of poverty	13.1%
# below 125% of poverty	35,676
% below 125% of poverty	17.0%
# below 200% of poverty	67,009
% below 200% of poverty	32.0%

American Community Survey 2007 Data Measure	Yavapai County
Families and Poverty (S1702)	
Total families	54,903
% total families below 100% poverty	9.0%
Total Families w/related children under 18	19,806
% Total Families w/related children under 18 below 100% poverty	19.6%
# of married couple families	43,581
% married couple families below 100% poverty	4.5%
# of married couple families w/related children under 18	12,001
% married couple families w/related children under 18 below 100% poverty	9.4%
# of female headed household families	7,757
% female headed household families below 100% poverty	31.0%
# of female headed household families w/related children under 18	4,943
% female headed household families w/related children under 18 below 100% poverty	44.2%

COMMUNITY ASSETS

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

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

Yavapai County	
Employer	Employment Type
Ace Hardware, Prescott Valley	Retail
APS, Prescott	Electric Services
The Arbors, Camp Verde	Elderly Care
Atria & Kachina Point Assisted Living, Retirement, Sedona	Health Care Center
Camp Verde Public Schools, Camp Verde	School
Caradon Better Bilt, Prescott Valley	Manufacturer
Chino Valley Unified School District #51	Education
Cliff Castle Casino, Yavapai-Apache Reservation	Gaming
City of Cottonwood	Government
Cottonwood/Oak Creek Schools	School
Cyprus Bagdad Copper Corporation, Bagdad	Mining
DoubleTree Sedona Resort, Sedona	Resort Hotel
Embry-Riddle Aeronautical University, Prescott	Colleges/Universities
Enchantment Resort, Sedona	Resort Hotel
Humboldt Unified School District	Education
Exsil, Inc., Prescott	Manufacturing/Recycling
Los Abridados Resort, Sedona	Resort Hotel
Mingus Union High School District, Cottonwood	School
Phelps and Sons Trusses, Cottonwood	Truss manufacturing
Phoenix Cement Co., Clarkdale	Cement
City of Prescott	Government
Prescott Resort	Lodging
Prescott Unified School District	Education
Price Costco Store, Prescott	Retail
Ruger Investment Castings, Prescott	Steel Foundries
Sedona/Oak Creek Unified School District	School
Sturm Ruger & Co., Prescott	Manufacturer
Target Store, Prescott	Retail
Town of Prescott Valley	Government
U. S. Forest Service	Government
Veterans Administration Medical Center, Prescott	Hospital
Verde Valley Medical Center, Cottonwood	Hospital
Wal-Mart, Cottonwood, Prescott	Retail
West Yavapai Guidance Clinic, Prescott	Medical
Wulfsberg Electronics, Prescott	Communications Equipment
Yavapai Community College	College
Yavapai County	Government
Yavapai Gaming Agency	Gaming
Yavapai Regional Medical Center, Prescott	Hospital

Child Care Services

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

County	Number of DES Certified Homes
Navajo, Apache, Coconino and Yavapai Counties (District III)	44

Child Care Centers, School Child Care and Small Group Homes

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
Yavapai	59	3,898	10	1,077	9	90	78	5,065

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.

Unemployment Rates - 2007

	Unemployment Rate
Arizona	3.8%
Yavapai County	3.7%

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

Income and Earnings by Industry

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

2007 Employment by Occupation- Average Wages

Yavapai County		
Occupation	Employment	Average Wages
Office and Administrative Support	10,190	\$13.23
Food Preparation & Serving Related	7,630	\$9.25
Construction & Extraction	7,130	\$16.49
Sales & Related	7,000	\$14.86
Education, Training and Library	4,140	\$17.03
Transportation & Material Moving	3,520	\$14.04
Healthcare Practitioner & Technical	3,520	\$34.50
Production	2,860	\$13.92
Management	2,750	\$32.40

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

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%
Yavapai	13.7	10.3	4.7	11.8	20.1

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

AHCCCS Eligibility

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
YAVAPAI	28245	1679	29924

Food and Nutrition

Food Stamp Program Enrollment

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
YAVAPAI	7,494	15,190	1,479,836	197.47	97.42

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 Enrollment

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
YAVAPAI	679	1,318	289	1,029	165,655	243.97	125.69

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 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
YAVAPAI	646	1,231	262	969	159,866	247.47	129.87

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 Unemployed Parent Program

Table 1A Cash Assistance – Unemployed Parent Program - April 2008
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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
YAVAPAI	13	46	15	31	4,441	341.62	96.54

Source: Department of Economic Security, Family Assistance Administration, Statistical Bulletin, April, 2008, <http://www.azdes.gov/faa/Statistics.asp>

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
YAVAPAI	62	63	9,379	151.27	148.87

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>

Service Organizations by County

Yavapai County	Organization Name/Address/Phone	Service Name
Apache, Navajo and Yavapai Counties	Northern AZ Council Of Governments 119 E Aspen Ave Flagstaff, AZ 86002 928-213-5218	
	Catholic Social Services Of Yavapai 116 N Summit Prescott, AZ 86301 928-778-2531	
	Catholic Charities Community Services	Emergency Assistance - Cottonwood Phone Number: 928-634-4254
	Catholic Charities Community Services	Emergency Assistance - Prescott Phone Number: 928-778-2531/ 800-859-2531
	Catholic Social Services 736 N Main Cottonwood (928) 634-4254	Motel, Food & Gas Vouchers
	Old Town Mission 116 E Pinal St Cottonwood, AZ (928) 634-7869	Emergency Food/Gas Vouchers/Travelers Assistance/Medical Prescriptions
	Verde Valley Guidance Clinic Cottonwood, AZ (928) 634-2236	Outpatient Counseling/Chemical Dependency Treatment/Referrals/Men/Women/

Yavapai County	Organization Name/Address/Phone	Service Name
		Children
	Catholic Social Services 116 N Summit Prescott (928) 778-2531	Transitional/Families/Motel
	First Baptist Church Reach-Out Program Goodwin/Marina St PO Box 226 Prescott, AZ (928) 778-9790	Food/Limited Housing/Utility Assistance
	Just The Necessities PO Box 4363 Prescott, AZ (928) 771-0963	Single working ladies. Accepts vouchers from First Baptist Church, Open Door, Catholic Social Services, St Vincent de Paul and Stepping Stones.
	Project Aware Shelter 215 ½ Leroux Street Prescott, AZ (928) 778-7744	Emergency/Transitional/Men
	Salvation Army 237 S Montezuma Prescott (928) 778-9150	Motel Vouchers for Families
	Turning Point 235 N Mt. Vernon Prescott, AZ (928) 778-7900 Emergency Hotline 800-628-3089	Youth Crisis
	Yavapai County Veterans Administration 500 Highway 89 North Prescott, AZ (928) 445-4860 ext. 6018	Residential Treatment/Veterans
	Adult Community Senior Center Sedona, AZ (928) 282-2834	Emergency/Families/Women/Meals
	CATS (Cottonwood Area Transportation System)	Transportation Services
	PTA (Prescott Transit Authority, Prescott Whipple Stage)	Transportation Services

Sources for County Data: <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>

Appendix B

Workshop Participants

Name	Agency
Mark Kendall	DES / RSA
Richard Hothem	Neighbor to Neighbor
Peggy Zimmerman	Self
Bill Schwabe	
Jack Wilson	City of Prescott
Thomas Thurman	Yavapai Co Bos
Mary Bricker	PUSD volunteer
Gerry Garvey	CCJ
Don Shaffer	United Way
RoJean Madsen	2050 Prescott
Mary Bauer	awca
Leigh Simmons	DES/EA
Sharon Jackson	NACOG
Tim Frater	US Vets
Mary Santay	Retired
Barbara Hill	High Country Early Intervention
Marsha Rand	Bridgeway Health
Billy Berkowitz	Temple Birth Shalom
Kathleen D Masters	Kathleen Masters
David Galanty	
Doug Count	Green Place
Annette Schwener	DES/child care
Evelyn Madigah	DES/FAA
Debbie Stewart	Stewart Communication
Ed Naylor	Verder food council
Liz Toone	New Horizons ILC
Virgina Hout	Arizona's Children
Carleen Blum	NACOG AAA
Leona Brown	ycltc
Barbara McClure	1st Cong Church/acc
Petra Bennet	DES / RSA
Tim Stobbs	DES / RSA
Diane Iverson	CCJ
Cathy Peterson	Catholic Charities
Justine Mendenhall	