

MARICOPA ASSOCIATION OF GOVERNMENTS
HUMAN SERVICES COORDINATING COMMITTEE
MEETING MINUTES
JANUARY 15, 2008

MEMBERS ATTENDING

Mayor Marie Lopez Rogers, Avondale, Chair
Connie Stepnitz for Vice Mayor Rob Antoniak,
Goodyear
+Councilmember Dave Crozier, Gilbert
*Councilmember Roy Delgado, El Mirage
Councilmember Trinity Donovan, Chandler
+Catalina Mena for Leslie Evans, Tempe
Community Council
Laura Guild for Susan Hallett, Arizona
Department of Economic Security
*Councilmember Kyle Jones, Mesa, Vice Chair
+Vice Mayor Manuel Martinez, Glendale
+Judy Bowden for Carol McCormack, Mesa
United Way
Donna Reid, Chair of the City of Scottsdale
Human Services Commission
+Jayson Matthews for Councilmember Onnie
Shekerjian, Tempe

* Supervisor Mary Rose Wilcox, Maricopa
County

OTHERS PRESENT

Stuart Boggs, Valley Metro/RPTA
Sammi Curless, City of Avondale
Dr. Debra Friedman, ASU
DeDe Gaisthea, MAG
Dr. John Hall, ASU
Carl Harris-Morgan, Gilbert
Brandee Mead, MAG
Amy St. Peter, MAG
Renae Tenney, MAG

+Those members present by
audio/videoconferencing.

*Those members neither present nor
represented by proxy.

1. Open Meeting for Discussion

Chair Marie Lopez-Rogers, Avondale, welcomed everyone to the meeting at 1:01 p.m. and introductions ensued.

2. Call to the Audience

Stuart Boggs, Valley Metro/RPTA, spoke on agenda item eight, Section 5310 funds, to inform the committee of their intent to seek acceleration of the call center planned by Valley Metro by applying for Section 5310 funds. Chair Lopez-Rogers asked Mr. Boggs about his timeline for doing so. He replied that the application would be submitted according to the Section 5310 2008 schedule distributed to the committee.

3. Approval of October 17, 2007 HSCT Meeting Minutes

Chair Harris-Morgan called for a motion to approve the October 17, 2007 HSTC meeting minutes. Vice Mayor Manuel Martinez, Glendale, made a motion to approve the minutes. Laura Guild, DES, seconded the motion. The motion passed unanimously.

4. Phoenix Forward Report

Chair Lopez-Rogers introduced Dr. Debra Friedman, Dean of the College of Public Programs ASU and Dr. John Hall, Professor of Public Affairs, who presented on the Phoenix Forward report. Dr. Friedman began by thanking the committee for the opportunity to present an overview of the report. She said the report offers an overview of human services and related issues in the region. Dr. Friedman distributed material about the College of Public Programs for the committee's information. While the school has been downtown since 2006, she said many people are still not familiar with their work. The Walter Cronkite School of Journalism is being built downtown as well. The School of Nursing has opened their doors already. She emphasized the responsibility of the College of Public Programs to participate in the growth of the region and to assess community and political issues from different perspectives.

Dr. Friedman stated the report is an invitation to inquire about the implications of growth and the need to build an infrastructure for human services. She referred the committee to the handout containing an outline for the report. She noted themes of the report as including the disproportionate number of youth and the complex environment offered by the current service delivery system. Dr. Friedman emphasized that the shortage of social workers will only make this system more difficult to maintain. She compared this situation to the crisis caused by the shortage of nurses. The College of Public Programs is attempting to address this issue by educating the public now and preparing for changes in their program.

Dr. Friedman introduced Dr. John Hall to present his work on the project. Dr. Hall said he was happy to offer an update on the report since his last presentation to HSTC. He described the role of the report as stimulating dialogue in the community about the infrastructure and context of human services. He said the first point to note is that human services is always trying to catch up with the growth and emerging needs. He stressed that human services needs to respond to the human side of development and growth. The megapolitan region is growing from north of Phoenix to south of Tucson. Dr. Hall said that this growth will affect the needs and demand for services people experience in the region. This is compounded by the fact that human services means different things to different people.

Dr. Hall described the debate that is evolving about how best to deliver human services. He noted the players in this debate as including agencies both at the federal and local levels. Human services delivery is evolving due to the work of MAG, Valley of the Sun United Way and others working in the field. He referred the committee to a chart indicating the structure of the current system from the client's perspective and then from the professional's perspective. The two figures emphasize the complexity of the systems. Many agencies comprise these systems including government, nonprofit agencies, faith-based organizations and foundations.

Dr. Hall expressed optimism in the great potential of the multitude of resources if providers can unify. He offered suggestions for how the region might move forward.

This begins with generating community dialogue. He suggested that a region wide human services budget be established. This would put more directed focus on the needs within the community. He noted that there are opportunities to replicate successful programs. He gave an example of a volunteer program that pairs older adults with troubled teens that produces significant results. Dr. Hall pointed to St. Luke's Health Initiative's Health in a New Key and Maricopa Association of Governments' Regional Human Services Summit as efforts that help to build resiliency. He noted the MAG's work in Appreciative Inquiry encourages people to be more action-oriented and positive. Dr. Hall said all this work boils down to the need for dialogue and to focus on human development growing to its fullest capacity. He emphasized that the region needs to out people first, spaces second and buildings third.

Chair Lopez Rogers said human services is a very complicated issue. She noted that often the human voice is left behind. As communities grow larger, she said that people often lose touch with each other. Jayson Matthews, Tempe Community Council, expressed excitement about this partnership between the College of Public Programs and MAG. He agreed with the need to have a unified voice within public discussions. He said he hoped the report would be presented to many cities and commissions. He thought this would help stimulate meaningful dialogue. Dr. Friedman said they would welcome invitations to speak at any event.

5. Social Services Block Grant Allocation Recommendations

Chair Lopez-Rogers said that recommending allocations for locally planned Social Services Block Grant dollars is one of the main functions of this committee. The Human Services Technical Committee (HSTC) developed the recommendations at their meeting last Thursday. She introduced the HSTC Chair, Carl Harris-Morgan, to present the recommendations for action.

Mr. Harris-Morgan said the recommendations reflect full funding and that no changes had been made from last year. He explained that the committee heard presentations from all five DES departments impacted by this funding throughout the year. In addition, staff prepared a summary chart of information as well as matrices for each of the target groups. He said that all the documents are available for review at this meeting. Mr. Harris-Morgan said that based on the information received, it was decided to not move funding because every area is in need. He mentioned that if approved, there is a new goal proposed in the MAG work program to develop a year-long process for determining the allocation recommendations for next year. He concluded by saying that this item is presented for their recommendation for approval.

Chair Lopez Rogers thanked Mr. Harris-Morgan for his report and acknowledged that this work is always difficult. Vice Mayor Martinez offered a motion to recommend the item for approval. Connie Stepnitz, Goodyear, seconded the motion. There was not additional discussion. All voted in favor and the motion passed unanimously.

6. Human Service Assessment Project Report

Chair Lopez Rogers said the committee has been working since this time last year on developing the Human Services Resource Assessment Project. This project provides a tool for policy and program development by establishing an index to measure the demand for human services. A series of maps reflect the location and intensity of human services demand throughout the region. She said the Management Committee voted unanimously to recommend the project for approval at their meeting on January 9, 2008.

She introduced Mr. Harris-Morgan to present the MAG Human Services Resource Assessment Project report. He said the project was developed to provide a way to prioritize funding and planning in an environment of scarce resources. He noted that this project is the first effort in the country to deliver a current data source that can be updated annually and modified for local communities, as opposed to the county as a whole. Mr. Harris-Morgan explained that an index measures the demand for human services through five factors including foreclosure rates, population, older adults accessing state services, families receiving welfare and check cashing stores.

Maps reflect the location and intensity of the demand by all 136 zip codes. He said there is a map for each indicator as well as one composite map. Community Action Program offices and service delivery areas are mapped. These were chosen because very often they represent the first point of contact for people needing assistance. The CAP's offer services like case management and benefits such as financial assistance and access to health care.

Many more resources exist throughout the region, including nonprofit agencies and faith-based organizations but are not included with the scope of this project and are not mapped. These additional resources are important but proved problematic to map. The service delivery areas either overlap or encompass the entire region, reducing the effectiveness of the map.

The demand for human services is defined by more than just poverty, or another income-based measure. Mr. Harris-Morgan said that income affects one's access to resources. However, it does not solely define the need for these human services/resources. Some programs are offered to anyone in the community, regardless of their income. Factors, like rapid population growth and aging, make human services need more universal. For example, an older adult will need more assistance as their physical abilities diminish. Parents with children who have developmental disabilities will also need assistance, regardless of their income.

Mr. Harris-Morgan presented the findings of the report. He said the index reflect that demand is growing more quickly in the southwest valley and at a slower rate in the northeast valley. He explained that foreclosures are a significant factor in this finding. The entire region is being hit hard by the foreclosure crisis, particularly with the influx of new developments over the past few years. This is especially true in the southwest valley.

He summarized the next steps as including making the project available to MAG member agencies and community partners for policy and program development, conducting additional research to know what programs offer the best return on investment, and updating index and maps annually to compare trends and adjust planning.

Mr. Harris- Morgan thanked the members of the MAG Human Services Coordinating Committee for their leadership and support of this project. He recognized Arizona State University's School of Planning for supporting Steven Howland in his internship here. His time and expertise made the project possible. On closing, he thanked the MAG staff in Information Services Divisions for topic and technical assistance. Mr. Harris-Morgan said the item is presented for their recommendation for approval.

Laura Guild asked to clarify the next steps for this project. Amy St. Peter said if the report is approved, then it will be published and distributed to the MAG member agencies and community partners. She added that report would be updated annually to compare trends. The index will be assessed for current relevancy. Indicators may be added to address emerging needs. New maps will represent this information visually.

Chair Lopez Rogers inquired about the use of zip codes for the data collection. Ms. St. Peter replied that usually census tracts are used for this kind of research but that much of the data were only available in zip codes. Even using zip codes presented a challenge as new zip codes are added to keep pace with growth. She reported that a number of zip codes were added just in the time it took to complete this project. Some of the newer areas will not have data represented for some of the indicators because the zip code will be too new. Ms. St. Peter said the strength of the index is that it is composed of multiple indicators. This addresses inconsistencies in data availability. She added that some indicators were considered but rejected because the data were not available consistently enough across the region. Free and reduced lunch, property crime and victim crime are all examples of data sources that were rejected.

Chair Lopez Rogers thanked the committee for creating a great report that would offer useful information to people. Vice Mayor Martinez offered a motion to recommend the MAG Human Services Resource Assessment Project Report for approval. Donna Reid seconded the motion. All voted in favor and the motion passed unanimously.

7. 2008 Human Services Coordination Transportation Plan

Chair Lopez-Rogers introduced Maureen DeCindis to present the plan as recommended for approval by HSTC last week. Ms. DeCindis explained the effort to produce the plan originated in the federal requirement to coordinate human services transportation. In response to the mandate from the Federal Transit Administration, the 2007 plan was developed and approved last year. Through a series of sub-regional

meetings, the 2008 plan was developed in a grass-roots effort. Ms. DeCindis commented that community engagement would continue through a regional meeting on April 8, 2008 at the Desert Willow Conference Center. She summarized the strategies from 2008 plan as follows:

- Ambassador Program: This program will connect people from the community with standardized travel training, sensitivity training and information about human services transportation resources. Ambassadors will be kept current through monthly emails, quarterly sub-regional meetings and an annual regional meeting to provide additional training and celebrate the efforts of the ambassadors.
- Standardized Driver Training: Drivers from nonprofit and for profit agencies, whether volunteers or paid staff, will have the opportunity to complete free online trainings for a certificate of completion. The training will address key areas that will enhance the quality service people receive.
- Standardized Coordination Policies: Templates for standardized policies about coordination will be developed and distributed to agencies providing human services transportation programs. Feedback from the agencies affected, Arizona Department of Transportation (ADOT), and community partners will be used to develop the templates. Agencies receiving funding Sections 5310, 5316 or 5317 will be required to have a coordination policy using the templates as a guide.
- Need and Demographic Tracking: The online directory for human services transportation resources will inquire about a person's demographics such as age, income, level of assistance needed, disability status and residence. The system will also track the unmet needs of the user by asking if the resources presented met the user's needs. If the resources are not appropriate, the system will track reasons such as lack of availability, outside the service delivery area and ineligible. The data gleaned will be tracked, reported and used to assess gaps and to develop new programs.
- Travel Training for Older Adults and People with Disabilities: Free, standardized travel training will be provided to assist people in using public transit options. Emphasis will be placed on helping people use the bus, or the fixed route system. Awareness will also be raised about alternative options. If these options do not meet the needs of people receiving the training, then paratransit options will be presented. If the person is Americans with Disability Act (ADA) eligible, then they will be assisted to apply for services and benefits.

Chair Lopez Rogers expressed support for the Ambassador Program and thanked Ms. DeCindis for her presentation. Ms. Stepnitz offered a motion to recommend the 2008 MAG Human Services Coordination Transportation Plan for approval. Vice Mayor Martinez seconded the motion. All voted in favor and the motion passed unanimously.

8. Committee Updates

Chair Lopez Rogers said that other committees at MAG are very engaged in some exciting activities to address human services on a regional basis.

MAG Regional Domestic Violence Council

Chair Lopez Rogers introduced Renae Tenney to offer a report on the activities of the MAG Regional Domestic Violence Council. Ms. Tenney thanked the committee for the opportunity to provide an update on the Youth Empowerment Project. She also thanked the Governor's Office for their continued support of this project.

Ms. Tenney said the Youth Empowerment Project was developed to raise awareness of the prevalence of teen dating violence while placing resources directly in the hands of teens through the creation of the Web of Friends Web site and the Public Service Announcement Competition. The purpose of the PSA competition is to create messages by teens, for teens to promote visiting the Web of Friends Web site, utilizing the resources available on the Web site and sharing these resources with their friends. The PSA competition was launched in September and closed on December 14, 2007. The competition invited junior high and high school aged youth to create radio ads and/or electronic invitation designs to visit the Web of Friends web site.

Ms. Tenney reported that 29 entries were received. Thirteen entries were in the audio category and 16 were electronic invitation designs. Most of the entries were received from students at Suns-Diamondbacks Education Academy. Entries were also received from Free Arts of Arizona and a member of the Avondale Youth Advisory Council.

She explained that a judging panel will meet on the evening of January 24, 2008 to review the entries and determine the top three winners for both categories. The judging panel will consist of teens, youth program professionals, domestic violence professionals and public relations professionals. Ms. Tenney said they are still looking for teens to participate on the panel from 4:30-6:30 p.m. on Thursday, Jan. 24 at the MAG offices.

An evaluation tool has been created for the judging panel. This tool will be used by each judge to review the entries during the judging panel meeting. Entries will be evaluated on their inclusion of specific messages, including a focus on verbal and emotional abuse. They will also be judged on their appeal and ability to communicate these messages effectively to teens. The forms will be collected and tallied to determine the top three winners in each category. Ms. Tenney referred the committee to a copy of this tool in the meeting materials.

Ms. Tenney said the winners of the PSA competition will be announced during a recognition event. The Recognition Event will be held on Feb. 6, which will coincide with National Teen Dating Violence Awareness and Prevention Week. She reported that the Suns-Diamondbacks Education Academy has agreed to host this event. The

details are being confirmed now for the event. The top three winners in each category will receive check cards generously donated by American Express. Attendees will also have the opportunity to win a pair of Phoenix Suns tickets, which will be raffled off during the event. The tickets were generously provided by Waterbird Studios.

Chair Lopez-Rogers remarked this is an exciting event and thanked Councilmember Donovan for her support of the project.

MAG Regional Continuum of Care Committee on Homelessness

Chair Lopez-Rogers introduced Brande Mead to offer a report on recent activities of the MAG Continuum of Care Regional Committee on Homelessness. Ms. Mead offered a report on the Annual Appreciation Luncheon for the Continuum of Care held on January 7, 2008 at the Biltmore Resort.

Ms. Mead said the event was expanded to include a full day workshop featuring Appreciative Inquiry as a vehicle to develop the next Regional Plan to End Homelessness. She said the first plan was developed in 2002 and was updated in 2005. She acknowledged the success of the first plan and said the Continuum is eager to apply lessons learned to the next plan.

Ms. Mead defined Appreciative Inquiry as the study of human systems when they are at their best. She explained that Continuum of Care and Planning Subcommittee members conducted interviews of stakeholders before the event about successful endeavors in ending homelessness. During the workshop, more than 70 participants developed a shared vision of the future and identified priorities for action. Ms. Mead reported that important partnerships were forged during the workshop. More than 150 people attended the luncheon where the Appreciative Inquiry exercises were continued.

The 2008 Homeless Annual Street Count will take place on January 29, 2008, Ms. Mead said. She thanked the street count coordinators in each of the municipalities. She explained that this activity is critical to the region receiving more than \$21.4 million in McKinney Vento funds.

Ms. Mead said that heat-relief efforts to prevent homeless deaths continue through a group meeting at Valley of the Sun United Way. Planning for this summer started much earlier than last year. Chair Lopez Rogers commended the efforts made last year, and recognized the difference it made. She complimented the group for starting the planning process earlier this year.

Carl Harris-Morgan asked how this region compared to other regions on the HUD funding. Ms. Mead said the region competed very well in this area due to the excellent coordination efforts.

MAG FTA 5310 Elderly and Persons with Disabilities Transportation Program Committee

Chair Lopez Rogers invited Ms. DeCindis to offer a report on the Section 5310 funding process for this year. Ms. DeCindis referred the committee to the 2008 schedule. She noted that more than 40 applicants were trained on January 14, 2008. This number includes a number of new applicants. Ms. DeCindis indicated that the due date for the applications is February 11, 2008 at noon and that late applications would not be accepted.

Ms. St. Peter encouraged the municipalities to apply through this program, particularly if there are no nonprofit agencies that could serve in the same capacity. She offered technical assistance throughout the process. In addition to the applications, applicants may have the opportunity to offer information to the Elderly and Persons with Disabilities Transportation Program Committee if the committee decides to allow presentations this year. If so, presentations will be scheduled for February 26, 2008.

Ms. Guild asked if the application was on the Web site. Ms. DeCindis confirmed that it would be available on both the MAG Web site and the Web site for the Arizona Department of Transportation.

9. Committee Evaluation

Chair Lopez Rogers recognized the leadership shown by the committee members in the area of human services. She praised the successes achieved in the past year. The 2007 Regional Human Services Summit was the catalyst for incredibly positive projects being implemented throughout the community. The committee advocated to maintain funding for the Social Services Block Grant and was successful in doing so. The committee also offered critical support to the Youth Empowerment Project and reached out to teens about the importance of building relationships. Chair Lopez Rogers invited the committee to reflect on the current role of the committee and to identify future enhancements.

Chair Lopez Rogers said she appreciated the opportunity to address human services on a regional level and to assess the needs to critical to human infrastructure. She recommended the committee consider a number of topics. This includes an analysis of municipal services, keeping key members on the committee, considering how this committee fits into the overall MAG structure, and to address predatory lending and foreclosures.

Chair Lopez Rogers emphasized the importance of keeping human services issues in front of the public. Mr. Matthews agreed that regional cooperation facilitates effective policy and planning for human services. He said it is all too easy to stop communicating and to operate in silos. Ms. Guild supported this point and encouraged the committee to consider policy recommendations on the basis of the quality data being collected. Chair Lopez Rogers said perhaps the committee could be more active in this area by working with the legislature. She thanked the committee

for their time and expertise as all the members worked cooperatively to improve the lives of all members in our community.

10. Comments from the Committee

Mr. Harris-Morgan notified the committee that he has been working on a foreclosure task force comprised of nonprofit agencies, businesses and governments. He stated the task force is working primarily in the areas of publicity and education to make people more aware of the risk of foreclosure, preventative measures, and tips for how to proceed if facing foreclosure. He asked the committee members to consider publicizing the community event in Avondale on March 1, 2008 that will feature resources. He also requested assistance in making people more aware of the 1-800 number that has been set up to help people in foreclosure. Mr. Harris-Morgan said he also hoped the members would post a list of tips about foreclosure on their Web sites. The task force is also trying to partner with newspapers to run articles about foreclosure. He offered a public service announcement that is available for both print media and the radio. He invited anyone wanting more information to contact MAG staff.

11. Adjourn

The meeting adjourned at 11:30 a.m. **The next Human Services Coordinating Committee meeting is scheduled for Tuesday, April 15, 2008 at 10:00 a.m. at the MAG offices, second floor, Cholla Room.**