

MARICOPA ASSOCIATION OF GOVERNMENTS
HUMAN SERVICES TECHNICAL COMMITTEE
MEETING MINUTES
AUGUST 11, 2011

COMMITTEE MEMBERS

*Deanna Jonovich, City of Phoenix, Chair
+Kyle Bogdon, DES/ACYF
*Krista Cornish, Town of Buckeye
+Keith Burke for Naomi Farrell, City of Tempe
Laura Guild, Arizona Department of Economic Security
Jeffery Jamison, City of Phoenix
Jim Knaut, Area Agency on Aging
Margarita Leyvas, Maricopa County, Vice Chair
Joyce Lopez-Powell, Valley of the Sun United Way
Steven MacFarlane, City of Phoenix
Jayson Matthews, Tempe Community Council

*Joy McClain, City of Tolleson
+Leah Powell, City of Chandler
*Cindy Saverino, Arizona Department of Economic Security
Sylvia Sheffield, City of Avondale
Martha Finnegan for Carol Sherer, Arizona Department of Economic Security/DDD

OTHERS PRESENT

Trilese DeLeo, Exito
Ron Vine, ETC Institute
Leila Gamiz, MAG
Amy St. Peter, MAG

+Those members present by audio/videoconferencing.

*Those members neither present nor represented by proxy.

1. Call to Order

Vice Chair Margarita Leyvas, Maricopa County, called the meeting to order at 1:03 p.m. She expressed gratitude to the City of Phoenix for allowing use of their meeting space while the MAG offices are under construction. She notified the Committee that the MAG Executive Committee appointed her as Vice Chair and Deanna Jonovich as Chair of the Committee. Vice Chair Leyvas said Chair Jonovich sent her regrets for not being able to attend the meeting.

2. Call to the Audience

An opportunity was provided for members of the public to address the Committee. No public comments were made.

3. Approval of May 5, 2011 HSTC Meeting Minutes

Vice Chair Leyvas called for a motion to approve the June 9, 2011, meeting minutes. Jayson Matthews, Tempe Community Council, motioned to approve the minutes. Jeff Jamison, City of Phoenix, seconded the motion. The motion passed unanimously.

4. Exito Permanent Supportive Housing Presentation

Vice Chair Leyvas introduced Trilese DeLeo to offer a presentation on the supportive housing project in the West Valley. Ms. DeLeo referred to a map of their service delivery area and handed out brochures. Ms. DeLeo said their senior housing program is a spin-off from Valle del Sol. A Neighborhood Stabilization Program (NSP) grant

of \$2 million funded the purchase and rehabilitation of 11 homes in Goodyear for the program. The houses are adjacent to the hospital and other community amenities. The average house purchase price was \$92,000. Home rehabilitation includes low grade flooring, modifications to the restrooms, and full furnishings. Utilities are included so all clients need to pay for is their rent. Their clients are on fixed incomes. A Nina Mason Pulliam grant and other donors have provided the furnishings. The washing machines and dryers are all on pedestals. Eligibility requirements include being age 55 years and older, an incomes of less than \$23,350 for a single person and \$26,350 for a married couple, being able to live independently, no violent criminal background, and no evictions. Some exceptions may be made for criminal backgrounds if the offense was longer than 10 years ago. Decisions are made on a case by case basis. The rent is \$445 a month for a master bedroom and \$395 for a single room. The deposit is one month rent but may be waived or reduced. The lease is for two years and is contingent upon compliance with standard housing policies.

Valle del Sol is offering assistance with transportation and other programming. Referrals are encouraged by contacting Ms. DeLeo. She asked that the doctor verification form be given early in the process because that step can take longer. Low-income seniors who want an independent status and living arrangement are the target population for this housing. Typically there are three people to a home. If there is a married couple, two additional women would be renting the other bedrooms. If all renters are single, then the house will be rented to all woman or all men. Screening is conducted to ensure house mates are compatible. Currently, there are seven vacant homes. The program has just begun so this will be done on an ongoing basis. The screening does not include a significant psychological element. Valle del Sol can provide assistance if there are behavioural health issues.

Jayson Matthews, Tempe Community Council, offered assistance because they have worked with a similar program in the City of Tempe for 20 years. It is important to address all aspects to build a cohesive community. The housing is long-term and does not include a recertification process. Medical status worsening would be a reason to find other more appropriate housing for clients in the program. The program is non-profit. They are struggling to market their program and would like assistance.

5. MAG Municipal Aging Services Project Focus Group Update

Vice Chair Leyvas introduced Leila Gamiz to offer an update on focus groups performed in support of the MAG Municipal Aging Services Project. Ms. Gamiz said they have completed five focus groups with approximately 75 participants. She said the participation has been wonderful and attendees have expressed significant views that vary from one focus group to another. An additional ten focus groups are planned. The groups are being conducted in English, Spanish, and Chinese. A focus group was also conducted with the Native American Senior Center. Updated focus group materials were presented to the Committee. The average size is ten people. Focus groups are being conducted with people receiving services, as well as providers offering services. New focus groups may be scheduled upon request. A group is being scheduled with Gila Bend and Buckeye, as well as Apache Junction. An invitation

was sent to all partners and Committee members. In response to an inquiry, Ms. Gamiz said no one from Wickenburg has contacted MAG about a focus group. A session was planned in Avondale but was unsure if enough participants could be gathered. The senior center director from Avondale did attend the senior center manager focus group.

The OSUR Lifelong Learning Center is directed by Dr. Knopf and may be a resource for this project. Joyce Lopez Powell said this is a beneficial development. Vice Chair Leyvas said the Olive Branch Senior Center and the Taxpayers Association are both active and may be good sites for focus groups. Ms. Gamiz said staff is interested in adding more West Valley sites to keep a geographic balance.

Amy St. Peter, MAG, referenced the Committee to handouts from the Aging Well toolkit. She said the material was used to develop the structure for community engagement activities for the project and is being used to implement the activities. The information has been provided as a resource to support any other efforts that might benefit from community engagement.

Laura Guild, Arizona Department of Economic Security, motioned to approve the focus group guide. The motion was seconded by Mr. Matthews. All voted in favour of approving the focus group guide.

6. MAG Municipal Aging Services Project Survey Presentation

Vice Chair Leyvas introduced Ron Vine to share information about the survey planned for the project. Mr. Vine offered background on the firm by saying they have 95 employees and specialize working with government in 46 states. They have extensive experience with senior adult research with a focus on implementation. Their work has resulted in \$3 billion in voter-approved projects. Their clients extend throughout the country, including a number of municipalities in this region. All the market research is done in-house and they specialize in multi-cultural communities.

Mr. Vine said it is very important to seamlessly integrate the survey into the project. This will be done by building on the data collected through the interviews and focus groups. The survey will test the issues identified earlier in the project. The focus will be the impact of aging services delivery for local units of governments. He said the survey will not make decisions, but will assist decision makers in making better decisions.

The survey will include a random sampling of 1,000 older adults in this region. He recommended opening the survey to people age 55 years because this is the age when people start thinking about aging needs. The survey will have a 95 percent confidence level with a +/- 3.1 percent margin of error. The survey will be completed with a combination of mail and phone or phone only. A phone message will alert people they will receive a mail survey. Follow up will be conducted by phone. A pre-test will be done to test the survey prior to full implementation.

When the survey has been conducted, a cross-tabular analysis will be provided. The surveys will be geo-coded so mapping may be done. Presentations will be offered on the findings. The survey results may serve as a baseline for future work.

The timeline for the project includes three weeks for survey development, six weeks for survey administration, and four weeks for the survey analysis and report. This allows for ample time to consider different approaches for the survey. The focus groups will complete in mid-September. The survey will be developed in September and conducted in October. If the schedule runs late, it is an option to conduct the survey after the holidays in January.

The households will be selected by a computer-generated random sampling. The list will be drawn from a list of households with residents age 60 years and older. Lists are purchased from a firm in New York. Demographics will be considered to develop a statistically valid list. The return rate is estimated at 20 percent. The region may also be divided into quadrants by geography for a targeted sampling. The list may also be developed according to certain age groups.

The survey generally covers what respondents are currently doing first. This is followed by what people would like to do or have, then what could be done to achieve this vision. Mr. Vine said people generally respond that funding is the biggest barrier to achieve the vision but usually awareness is the issue.

Discussion ensued about the best way to collect the data, for example, if the data should be collected by community or randomly by the region. Mr. Vine said sampling within each community would lend itself to a high margin of error. Mr. Knaut recommended using the five planning areas used by Area Agency on Aging. This includes Phoenix, Northwest, Southwest, Northeast, and Southeast. This would be consistent with how MAG and other agencies approach planning. Mr. Matthews recommended also considering density because that impacts how people are able to access services, such as transportation.

The physical ability of the older adults will impact their ability to use such services. Differences between the “younger” older adults and the “older” older adults were noted as well with the continuum of care present throughout the region. Cognitive and physical abilities will vary significantly between the two groups. Urban core areas with denser levels of development generally offer more services. The strategy for the sampling will be developed on the basis of the focus groups and the planning area boundaries.

The Committee discussed the validity of including people age 55 years in the survey. Mr. Vine strongly recommended including this age range because it will make the survey more useful for planning future needs. Chair Leyvas asked for a motion to approve the parameters for the survey, including people age 55 years. Some expressed concern that including people age 55 years would skew the data. It was noted that data from people age 55 years could be pulled from the data set if skewing

was found to occur. This would reduce the number of other people surveyed. Stratifying the sample according to Census age group ranges would control for this issue. Weighting would then be possible and offer flexibility. Citing and comparing data between people age 55 years and 60, 65, and 70 years could be used to raise awareness that decisions and perspectives change as people age.

The survey questions will be developed upon review of the focus group questions and what the Committee wants to learn from the survey. Mr. Vine requested that Committee members submit their proposed areas before the end of September. Mr. Matthews motioned to structure the parameters and sampling to include a regional distribution including the five planning areas with a stratification of age groups including people age 55 years and older. Martha Finnegan seconded the motion and it was approved unanimously.

The Committee discussed changing the focus group questionnaire to reflect 55 years and older. Currently it reads 65 years and older. Mr. Vine said it is important to target people age 55 years and older for the focus groups. Mr. Matthews said the questionnaire is appropriate as it is written. Instructions could be given to ask people 55 years old to project their needs when they are 65 years old. The Committee weighed the merits of changing the questionnaire to be consistent versus keeping it as written. The Committee recommended recruiting a focus group with people between the ages of 55 years and 60 years old. Sun City Grand was recommended as a good place to recruit people age 55 years for a focus group. Chair Leyvas noted consensus to keep the questionnaire the same and to recruit a 55 year old focus group.

Mr. MacFarlane requested that the social service matrix be considered. Joyce Lopez Powell asked that philanthropy also be included. The survey can leverage and support a number of different efforts, including people's preferences for receiving information.

7. Leadership Human Tours

Chair Leyvas introduced Amy St. Peter, MAG, to present information about the leadership human services tours included in the FY 2012 MAG Unified Planning Work Program. Ms. St. Peter referenced the outcome measure included in the document as follows:

Coordinate tours of and presentations by municipal and nonprofit human services programs to raise awareness with community leaders about the needs in human services, the limited resources to address them, and local innovations that are making a difference. A list of available tours and presentations will be developed in the first quarter of FY 2012 and implemented by the second quarter. By the fourth quarter of FY 2012, at least three tours will be conducted for community leaders. Progress will be demonstrated by a list of available activities in the first quarter and a report on how many have been conducted. The report will be offered to the MAG Human Services Coordinating and Technical Committees on a quarterly basis.

Ms. St. Peter noted the intent of the tours as raising awareness about regional human services issues with members of the Legislature, school board members, and other elected officials who may be moderate in terms of their support. Strong advocates do not need to have their awareness raised and those strongly opposed to human services would not be inclined to participate.

The Committee discussed opportunities to leverage and support existing efforts, such as Project Homeless Connect, Mission of Mercy, and the Avondale Housing and Resource Center. The possibility of establishing a new tour was also discussed as being effective but more labor intensive. Mr. Matthews offered to assist with developing the list and to participate in a working group. Ms. Lopez Powell volunteered as well. Laura Guild motioned to develop a stakeholders group with the two members listed above. Sylvia Sheffield seconded the motion. All voted in favor.

The Committee discussed the fact that the existence of Arizona Department of Housing may be in jeopardy. The State Legislature renewed its existence for one year as opposed to ten years as is customary. This effort may provide opportunities to support them. The Arizona Housing Alliance is maintaining lists that include affordable housing by district. This list may be used for tours.

8. Request for Future Agenda Items

Committee members were given an opportunity to suggest topics or issues of interest they would like to have considered for discussion at a future meeting. Progress made on the Human Services Tours will be presented by Mr. Matthews and Ms. Lopez Powell. A report will be offered on the focus group results to date. Social Services Block Grant allocations may be a future agenda item.

9. Comments from the Committee

Committee members were given the opportunity to share comments or information related to community events. Ms. Lopez Powell referred the Committee to a handout about the enrollment cap for Medicaid. An effort undertaken by the Keogh Foundation with community partners is urging people to not get dropped and to remain eligible for Medicaid. This can be confusing, especially when eligibility dates don't match from one record to another. She urged the Committee to sign up for email alerts.

Vice Chair Leyvas said she serves on the Local Emergency Food and Shelter Board. The board was notified about significant reductions. Agencies will receive less funding than they have before. The strategy taken by the board included funding the highest ranking applications with as much funding as possible. Agency proposals that received scores below a specific threshold were not recommended for funding. WHEAT continues to act as the administrative entity for the Local EFSP Board.

10. Adjourn

The meeting adjourned at 2:32 p.m. The next meeting is scheduled for Thursday, September 8, 2011 at 1:00 p.m.