



**Community Assistance Division  
Human Services  
Work Plan  
FY2018 – FY2020**



**PEORIA  
SUPPORT**

**Services Uniting to Provide People  
with Opportunities, Resources, & Training**

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# Human Services Work Plan FY18 – FY20

## Introduction

The City of Peoria's human services function was established in 2013 from City Council's shared vision with management for a program dedicated to coordinating both public and private service agency programs with City funded programs and services. The program is structured to cater to the ever-changing needs of our residents and represent citizen interests at the regional level. The human services function is housed within the Community Assistance Division of the Planning and Community Development Department. Human services educational programs and outreach services are offered under the name "Peoria SUPPORT" which is the moniker for Services Uniting to Provide People with Opportunities, Resources and Training.

Owing to the success of the program, and working within budgetary means, the City was able to expand the human services function in 2016 with the addition of one (1) Human Services Coordinator, bringing the overall program to a total of two (2) full-time staff members. This critical bump in resources allowed the City to establish a presence and role with regional efforts and concerns such as homelessness, representation on the Maricopa Association of Government (MAG) Human Services Technical Committee and increased activities related to Fair Housing, to name a few examples.

Providing human services continues to be a key part of the City's existing commitment to helping residents achieve a high quality of living in a supportive environment. The following Human Services Assessment and Work Plan was created to provide an update on program achievements, information and data about current topics of public interest and, most importantly, a comprehensive plan to address human service needs which were identified through public input and professional knowledge.

Human service and social service programs are often used interchangeably and are complex in nature. Often times, issues affecting a broad group of residents do not have a single entity which is responsible for addressing those needs or which is responsible for funding programs or agencies to help alleviate the issue. Taking that into account, this report demonstrates our efforts and commitment to working cooperatively with agencies of all types (particularly non-profit agencies) in achieving our ultimate goal of assisting our residents. Gaining increased knowledge on how services work and methods of providing services will increase the City's ability to assist residents as well as enhance each interested individuals ability to help themselves. It should be noted that the City provides various grant funding opportunities to non-profit agencies on an annual basis through a competitive application process. Funding agencies which provide services listed in this report is a priority consideration for grant decision making purposes.

We welcome your visit to our website at [www.peoriaaz.gov/communityassistance](http://www.peoriaaz.gov/communityassistance) where this document can be found in electronic form.

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## Prior Goals and Accomplishments

The table below represents accomplishments for the prior Work Plan including identified gaps in services from the original assessment of human service needs. The accomplishments cover the prior period of FY2014 – FY2017.

<b>Gaps in Service</b>	<b>Goals</b>	<b>Outcomes</b>
Transportation	<ul style="list-style-type: none"> <li>• Research transportation inventory</li> <li>• Outreach to local nonprofits for transportation/partnering</li> <li>• Promote/market available services</li> </ul>	<ul style="list-style-type: none"> <li>• Attended transportation meetings to learn of any new services</li> <li>• Researched and promoted services through the Community Resources Guide</li> </ul>
Outreach/Marketing of Services available	<ul style="list-style-type: none"> <li>• Share SUPPORT information at city events</li> <li>• Create educational seminar series</li> <li>• Be a guest speaker at outside organizations to share program information</li> <li>• Liaison between volunteers and nonprofits</li> <li>• Create Channel 11 service announcements highlighting nonprofits and their services</li> </ul>	<ul style="list-style-type: none"> <li>• Maintained informational booth at Peoria family friendly events</li> <li>• Offered free monthly “Awareness Series” educational seminars</li> <li>• Shared information about Peoria SUPPORT Program to outside agencies and internal departments</li> <li>• Acted as liaison for nonprofit to nonprofit and citizen to nonprofit connections</li> </ul>
Food Insecurity	<ul style="list-style-type: none"> <li>• Assist in marketing local locations</li> <li>• Partner with additional services</li> </ul>	<ul style="list-style-type: none"> <li>• Researched local food programs and included additional resources in Guide</li> <li>• Involved in Maricopa County Food Systems Coalition</li> </ul>
Resources for Grandparent Caregivers	<ul style="list-style-type: none"> <li>• Offer educational seminars to grandparents</li> <li>• Connect grandparents to local resources</li> </ul>	<ul style="list-style-type: none"> <li>• Offered foster/ grandparent/kinship seminars twice a year as part of the Awareness Series</li> <li>• Provided free space for non-profit organization to hold foster certification classes</li> </ul>
Veteran Services	<ul style="list-style-type: none"> <li>• Research nonprofit services for veterans</li> <li>• Market local services</li> </ul>	<ul style="list-style-type: none"> <li>• Met regularly with multiple veteran organizations to learn about services and add them to the resource guide</li> <li>• Marketing of local services was achieved by sharing the resource guide and assisting citizens with specific needs</li> </ul>

## Research and Analysis

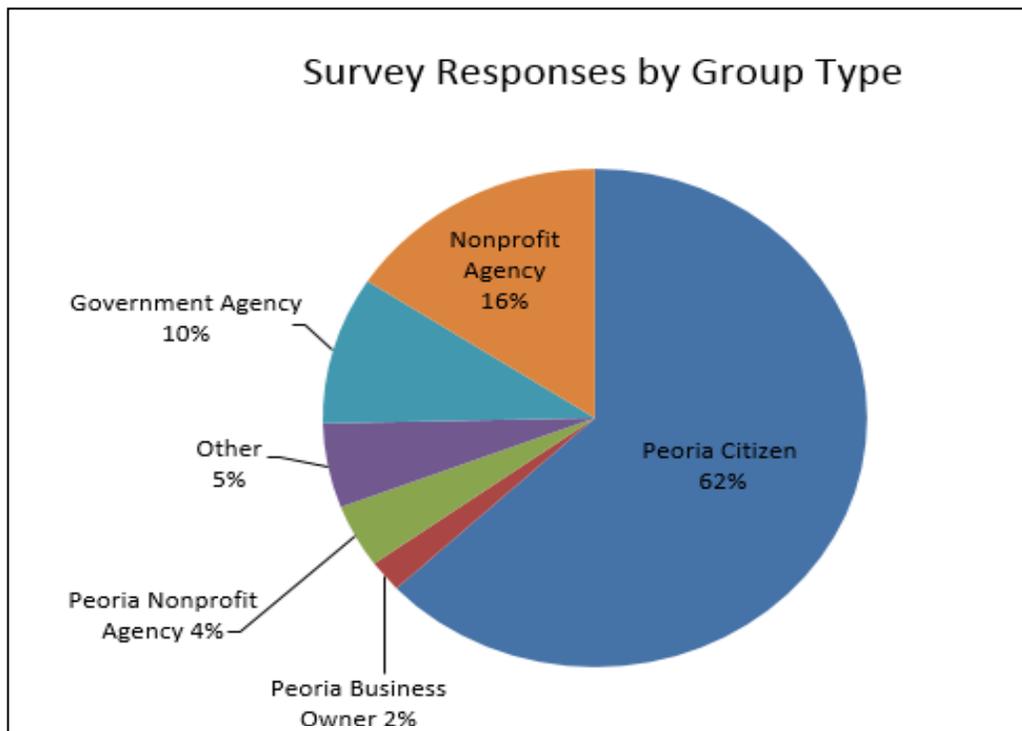
Research, focus groups and an online survey were conducted to gauge the public’s knowledge of human services and resources offered to Peoria citizens as well as help identify major areas of human services concerns for residents.

Data was collected as follows:

- Focus Groups – Two public focus groups were conducted with a total of three participants attending. Of those in attendance, two (2) were Peoria residents and one (1) was an employee of a non-profit agency.
- Citizen Survey Tool – A ten-question survey was offered online and in hard copy form. The survey was available in both English and Spanish languages. This survey was available from the end of April until May 31, 2017 and gleaned 146 responses made up as follows:

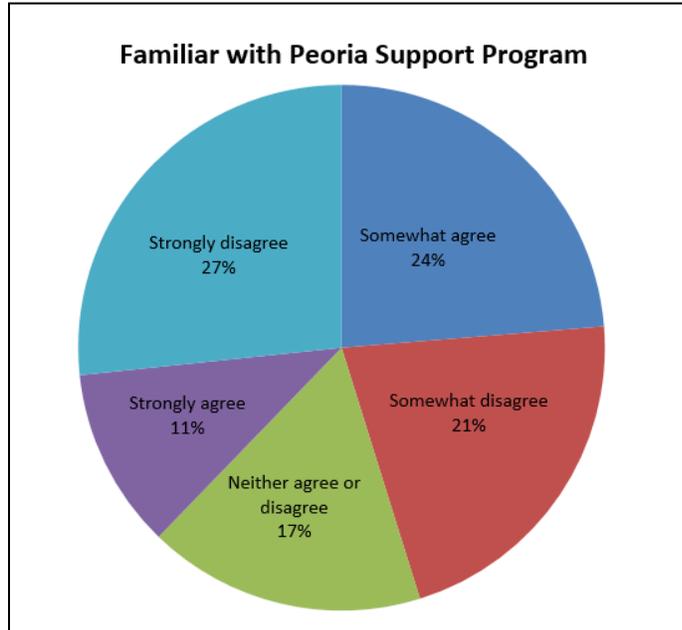
	Peoria Citizen	Nonprofit Agency	Government Agency	Other	Peoria Nonprofit Agency	Peoria Business Owner	Total by zipcode	Percent of total responded
85345	31	1	1	1	8	1	43	29.45%
85382	21	1	3	2	0	1	28	19.18%
85383	23	0	0	0	0	1	24	16.44%
85381	15	0	2	1	0	0	18	12.33%
Other Cities Responses	2	1	0	19	6	5	33	

Legend

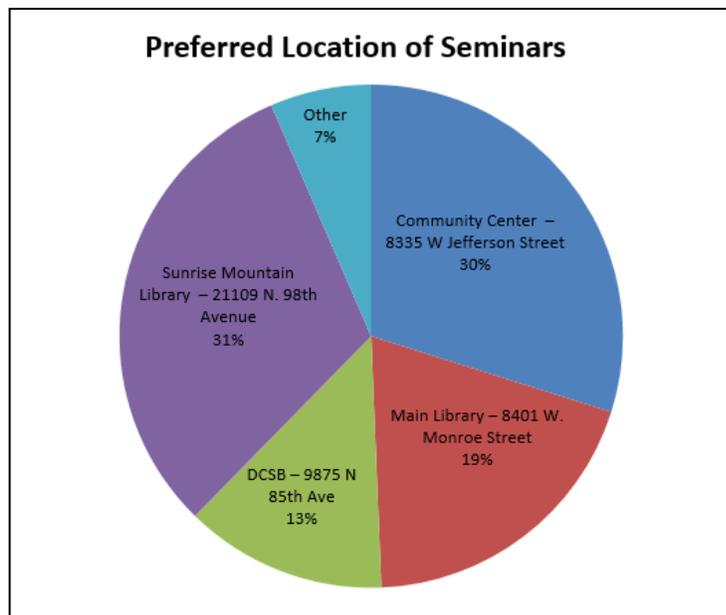


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Analysis of the survey and focus group results revealed that much of the public does not know what resources are available to them and are not familiar with the Peoria SUPPORT program. This is a strong indicator that outreach efforts should be increased through improved collaborations, increased advertising and additional public engagements.

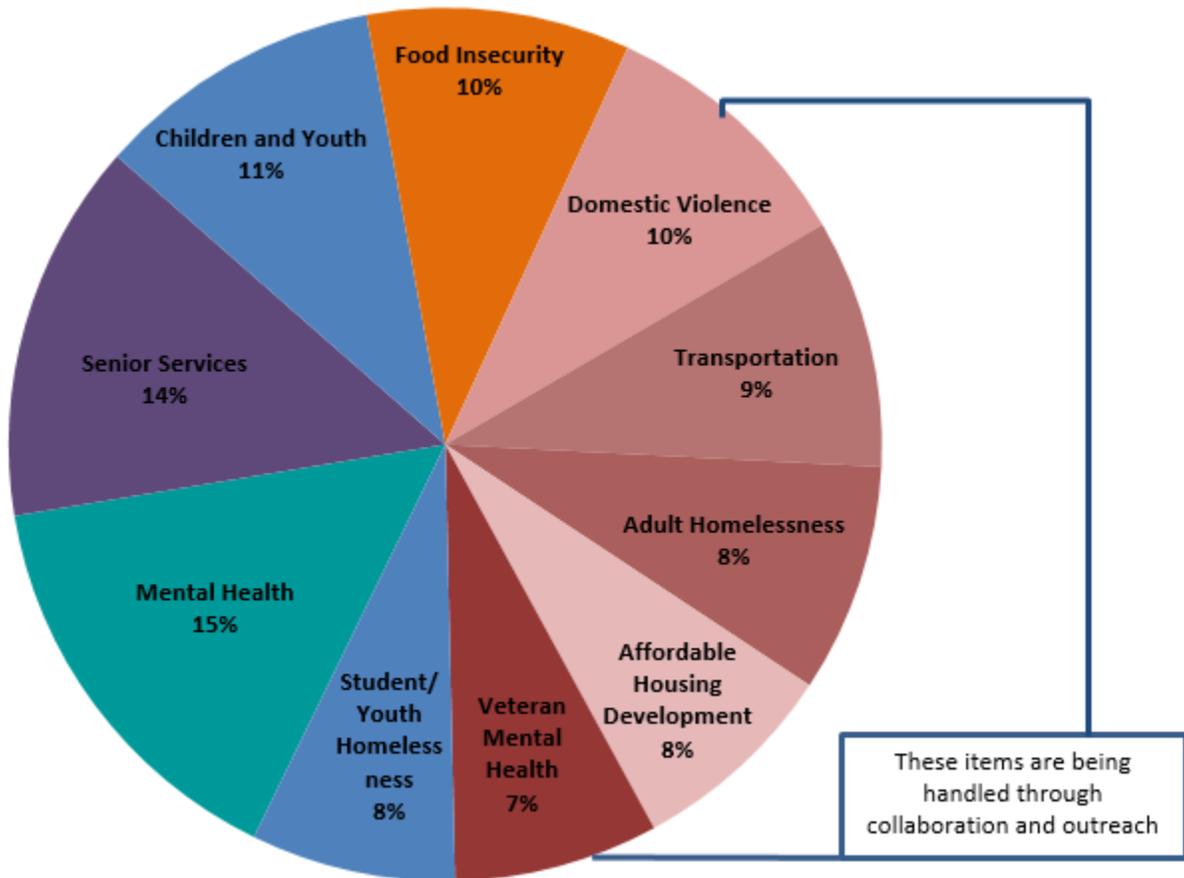


One ongoing challenge has been the lack of available city meeting space. The following chart shows the results from the on-line survey regarding the preferred location for the monthly Awareness Series seminars. Although not specifically shown, we have determined by attendance numbers that the Rio Vista Recreation Center is a popular location for our free seminars.



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This chart shows the results of the online surveys for categories of areas identified as highest need in Peoria. Due to the wide variety of identified needs and internal resource limitations, human services staff will be concentrating on these areas utilizing various methods including both direct and indirect support. As noted below, several topic areas on the chart are being addressed through other departments that specialize in those areas and through collaborations with those departments and regional efforts (e.g., the Public Service and Utilities Department deals with bus and transportation services). Human services staff will continue to provide resources for these departments and support efforts cross-departmentally.

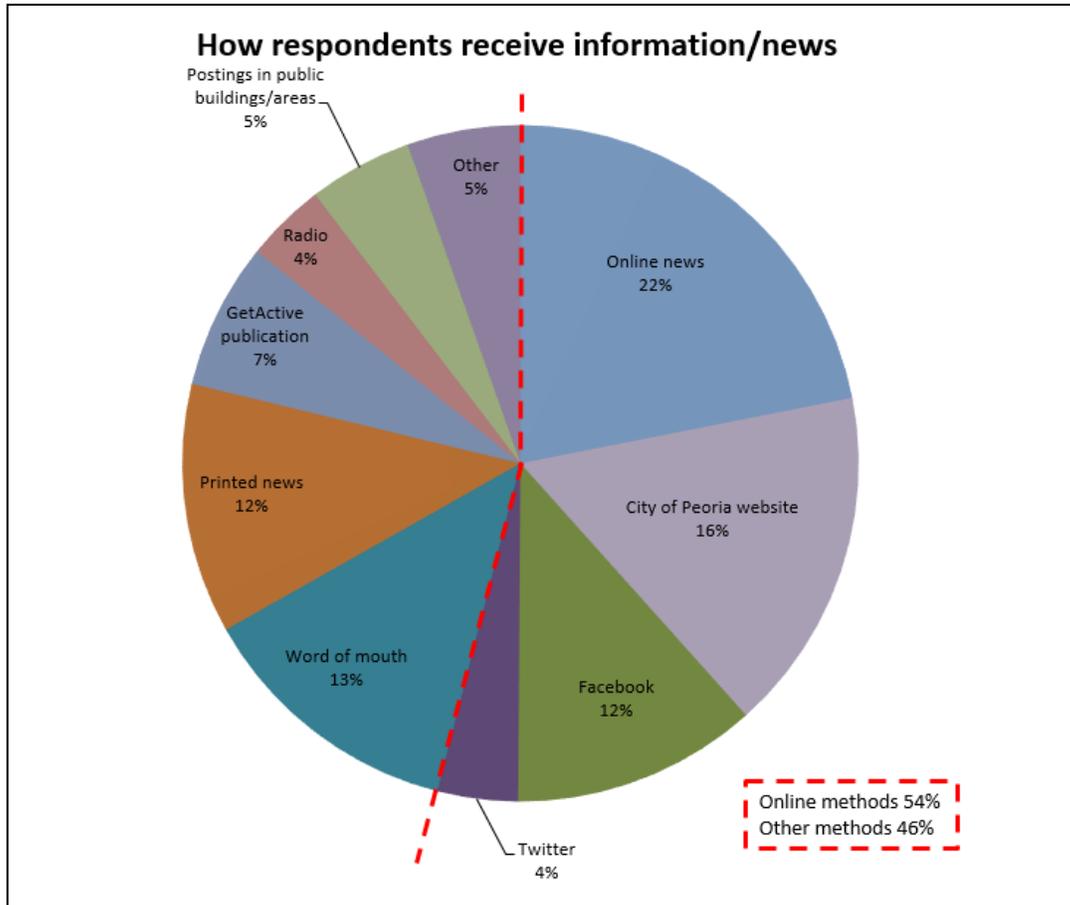


The areas staff will concentrate on are consolidated as follows:

- Collaboration
- Mental Health
- Senior Services
- Children and Youth (including homelessness)
- Food Insecurity

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One of the goals for human services staff is to share information with the public about the services the Division and Peoria Support Program offers along with exposing residents to a wide array of non-profit and government programs and services which are available to them. In order to determine ideal avenues of communication, the survey included a question about how respondents receive their information and/or news. The following are the results:



Per the survey, online methods of receiving information had a slight advantage to all other methods combined. Part of the Work Plan will include additional outreach through the identified online resources for advertising and disseminating information.

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- Demographic Data – Data collection utilized information from the U.S. Census Bureau, American Community Survey, Maricopa Association of Governments (MAG) reports and mapping.

Description	Measure	Source
Population		
Census 2010 Total Population	154,065	2010 Demographic Profile
2016 Population Estimate (as of July 1, 2016)	164,173	2016 Population Estimates
2015 ACS 5-Year Population Estimate	163,664	2011-2015 American Community Survey 5-Year Estimates
Median Age	39.0	2011-2015 American Community Survey 5-Year Estimates
Number of Companies	12,060	2012 Survey of Business Owners
Educational Attainment: Percent high school graduate or higher	92.4%	2011-2015 American Community Survey 5-Year Estimates
Count of Governments	N/A	2012 Census of Governments
Total housing units	66,946	2011-2015 American Community Survey 5-Year Estimates
Median Household Income	65,314	2011-2015 American Community Survey 5-Year Estimates
Foreign Born Population	14,539	2011-2015 American Community Survey 5-Year Estimates
Individuals below poverty level	9.2%	2011-2015 American Community Survey 5-Year Estimates
Race and Hispanic Origin		
White alone	141,124	2011-2015 American Community Survey 5-Year Estimates
Black or African American alone	5,263	2011-2015 American Community Survey 5-Year Estimates
American Indian and Alaska Native alone	1,033	2011-2015 American Community Survey 5-Year Estimates
Asian alone	6,031	2011-2015 American Community Survey 5-Year Estimates
Native Hawaiian and Other Pacific Islander alone	278	2011-2015 American Community Survey 5-Year Estimates
Some Other Race alone	4,001	2011-2015 American Community Survey 5-Year Estimates
Two or More Races	5,934	2011-2015 American Community Survey 5-Year Estimates
Hispanic or Latino (of any race)	32,195	2011-2015 American Community Survey 5-Year Estimates
White alone, Not Hispanic or Latino	114,936	2011-2015 American Community Survey 5-Year Estimates
Veterans	12,984	2011-2015 American Community Survey 5-Year Estimates

Source: [2010 Demographic Profile](#)  
[2011-2015 American Community Survey 5-Year Estimates](#)

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- Community Development Block Grant (CDBG) Data – Peoria receives CDBG funding from the U.S. Department of Housing and Urban Development (HUD) to assist low to moderate-income residents with various needs. Ways in which the City plans to utilize CDBG funding over the course of a five (5) year period is outlined in a report called the Consolidated Plan. Human services staff can assist with achieving the Consolidated Plan goals in the following ways:
  - Economic Development – Partner with outside agencies to offer free seminars and resources in the areas of budgeting, workforce development, interviewing skills, resume writing and dressing for success.
  - Affordable Housing – Offer workshops regarding first time home buyer programs, budgeting, programs to assist with foreclosure prevention and Fair Housing.
  - Homeless Prevention Assistance – The Peoria Community Resources guide shares information with citizens seeking assistance with various needs such as food, clothing, utility payment and mortgage/rental assistance. In particular, utility assistance and mortgage/rental assistance help prevent an individual or family from becoming homeless.
  
- Collaborative Input – Along with the survey data included in this report, we polled some of our partner agencies to see if any particular trends were emerging from their point of view. Following is a compilation of remarks and observations:
  - **Community Legal Services (CLS)** gathered data from Peoria clients who received legal services from July 1, 2015 – June 30, 2016:
    - Served 101 clients/276 family members
    - The largest problem areas for Peoria clients were:
      - ✓ Housing Law 38%
      - ✓ Consumer Law 23%
      - ✓ Health Care/Econ Stab 19%
      - ✓ Family Law/DV 18%
      - ✓ Employment Law 2%
    - Annual Household Income of clients served was:

\$0 - \$9,999	40%
\$10,000 - \$14,999	25%
\$15,000 - \$24,999	23%
\$25,000 - \$34,000	12%
  
  - **Billy’s Place:** In the City of Peoria, 2,170 children under the age of 18 are impacted by the death of one of their parents. During the prior year, Billy’s Place served 222 Peoria residents.
  
  - **Homeward Bound:** This non-profit homeless shelter reported that access to GED completion, connecting people with criminal backgrounds to employment opportunities and substance abuse recovery support were their clients and agency’s most pressing issues.

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- **Peoria Unified School District:** Information is reported on English Language Learners, Free and Reduced Lunch and Students with Disabilities. These are the 40<sup>th</sup> day numbers from 2015/2016, the most recent full release of publicly available numbers.

School Entity Name	All Students	English Language Learners		Free and Reduced Lunch		Students With Disabilities	
00 Peoria Unified School District	37,164	923	2%	14,864	40%	4,747	13%
Alta Loma School	838	76	9%	564	67%	135	16%
Apache Elementary School	727	14	2%	235	32%	81	11%
Centennial High School	2,116	15	1%	720	34%	189	9%
Cheyenne Elementary School	688	37	5%	472	69%	101	15%
Cotton Boll School	923	48	5%	528	57%	108	12%
Country Meadows Elementary School	1,119	62	6%	750	67%	155	14%
Coyote Hills Elementary School	842	*	(blank)	141	17%	90	11%
Desert Harbor Elementary School	793	11	1%	285	36%	108	14%
Frontier Elementary School	959	*	(blank)	173	18%	129	13%
Ira A Murphy	530	66	12%	413	78%	85	16%
Lake Pleasant Elementary	494	*	(blank)	97	20%	66	13%
Liberty High School	2,225	*	(blank)	269	12%	199	9%
Oakwood Elementary School	1,007	12	1%	212	21%	108	11%
Oasis Elementary School	806	18	2%	311	39%	123	15%
Parkridge Elementary	896	*	(blank)	265	30%	110	12%
Paseo Verde Elementary School	837	17	2%	251	30%	133	16%
Peoria Elementary School	589	38	6%	442	75%	81	14%
Peoria Flex Academy	78	*	(blank)	33	42%	*	(blank)
Peoria High School	1,518	23	2%	854	56%	144	9%
Peoria Traditional School	261	*	(blank)	36	14%	23	9%
Santa Fe Elementary School	790	53	7%	499	63%	64	8%
Sky View Elementary School	549	*	(blank)	268	49%	130	24%
Sun Valley Elementary School	1,022	36	4%	644	63%	159	16%
Sundance Elementary School	739	46	6%	460	62%	114	15%
Sunrise Mountain High School	1,760	*	(blank)	263	15%	164	9%
Sunset Heights Elementary School	1,041	13	1%	172	17%	116	11%
Vistancia Elementary School	1,014	*	(blank)	94	9%	114	11%
Zuni Hills Elementary School	888	17	2%	168	19%	147	17%

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- **St. Mary’s Food Bank:** Distributed over 382,000 pounds of food during the most recent annual July through June period to nine (9) agency partners in Peoria:
  - Community Hope Centers: 205,635 pounds
  - Cactus Apostles Lutheran Church Gleaners: 21,832 pounds
  - Fallen Feathers: 3,583 pounds
  - New Birth Community Church: 87,621 pounds
  - StreetLightUSA: 5,128 pounds
  - Recovery Innovations of Arizona: 14,022 pounds
  - Boys & Girls Club of Metro Phoenix: 3,880 pounds
  - Foundation for Senior Living: 36,930
  - Peoria Community Center: 3,395 pounds
  - Based on data from Feeding America’s Map the Meal Gap study, 16% of Peoria residents are food insecure, 8% are unemployed and 10% live in poverty.
  
- **West Valley Veteran’s Center (VA):** Assist approximately 170 veterans from Peoria on an annual basis. There are 12,926 reported veterans in Peoria per Census data. Areas of high need are as follows:
  - Financial support, emergency funding or a city loan
  - Family support services/parenting class
  - Affordable housing
  - Food assistance
  - Pro-bono legal assistance
  - Life skills education
  - Employment assistance
  
- **Benevilla's Home Services** provides free assistance to homebound or physically impaired individuals. Here is a snapshot of how Peoria residents are served through their Home Services Program:

Home Services Provided	Number of times Services Provided to Peoria Residents January - July 2016
Transportation	418
Grocery Shopping	112
Friendly Visitor/Phone Pal	86
Emergency Errands	31
Handyman	11
Business Assistance	0

## Conclusions and Identified Opportunities to Enhance Services

Frequent evaluation of past performance and monitoring of future trends is key to improving the valuable offerings of the Peoria SUPPORT Program. The following conclusions and opportunities have been identified from the results of the surveys, focus group meetings, professional knowledge and reports and input from non-profit partners:

### **Program Outreach/Marketing:**

Additional marketing and outreach is necessary to provide awareness of the services available to residents from non-profit and government agencies.

- Of those responding to the survey, 28% were aware or knowledgeable about the Peoria SUPPORT Program
- Residents are unaware of how to find resources that are available to them from local non-profits and other government programs
- Increased marketing of events to the public would be helpful

### **Mental Health:**

Covering a very wide array of problems and ages, the following specific areas were determined to be of highest need:

- Homeless – help identify underlying mental health issues and treatment options
- Seniors – Opioid addiction, isolation and dementias
- Youth – Opioid addiction and suicide prevention
- Veterans – Post Traumatic Stress Disorder (PTSD) and suicide prevention
- Teens and adults – Substance abuse
- All ages – Attention Deficit Disorder (ADD), Attention Deficit Hyperactivity Disorder (ADHD) and Oppositional Defiance Disorder (ODD)

### **Collaboration:**

Certain topics fall outside the direct reach of the Peoria SUPPORT Program, but are services that are impacted by other departments and/or regional efforts that have a correlation to human services. These topics include:

- Transportation
- Domestic violence
- Community health services
- Heat Relief Program
- Fair Housing
- Veteran's services

## Senior Services:

The following specific topics were identified for additional assistance outreach and education:

- Transportation to appointments (especially from areas in north Peoria)
- In-home assistance with taking medications, hygiene and meal preparation
- Fraud against seniors
- Receiving and dealing with Social Security/Medicaid/Medicare
- Loneliness and isolation

## Children/Youth:

The following specific topics were identified for additional assistance outreach and education:

- Homelessness
- Lack of foster families in Peoria for placement needs
- Food insecurity and hunger
- Substance abuse
- Teen pregnancy and parenting
- Job readiness and housing for foster youth transitioning out of foster care at age 18

## Food Insecurity:

Assistance for individuals without reliable access to a sufficient quantity of affordable and nutritious food has been identified as a need within the community. Specific topics are as follows:

- Identification of locations where individuals or families can go for hot meals, to have delivered meals or to pick up food boxes
- Access to food for homeless individuals or families
- Programs for disabled and/or house-bound seniors
- Improvements to the regional food distribution system

## Work Plan Items

In order to address the specific items addressed above, a detailed plan has been devised and is discussed and outlined below. The Work Plan covers a period of three (3) years for two (2) full-time Human Service Coordinators and is a working document that may be changed with major developments such as changes in the economy and demographics of the City.

Generally speaking, the two (2) Human Services Coordinators are jointly responsible for public appearances at community events and program outreach. The Human Services Coordinator I is chiefly responsible for the immensely popular Resource Guide, the Peoria SUPPORT monthly Awareness Series Seminars and meeting and touring new service agencies as well as relationship sustainability. As discussed earlier, the Human Services Coordinator II acts as the “senior” and is responsible for representing the City on MAG committees, broad regional efforts and serves the role of the City’s Fair Housing Officer. The Fair Housing Officer is responsible for helping educate the public about their rights and responsibilities related to housing discrimination in the sale or rental of properties within the City.

At the same time we aim at building stronger relationships with our non-profit partners, we continue to look for ways to be creative with our partnerships. The Peoria SUPPORT Awareness Series of monthly seminars has been highly successful and draws on experts in the field to provide pro-bono educational classes. As a proven tool, we will continue to offer classes through this method and aim the topics at those identified in the report. Staff welcomes professionals from other organizations to come and learn about the various services and topics we offer within this series, which in turn, creates many networking opportunities and new and unique ways for the City and non-profits to work together. With this practice in mind, we are creating another “arm” to the Peoria SUPPORT program called the Collaborative Impact Series. The Collaborative Impact Series will bring a manageable group of nonprofits together to learn about each other’s services, share their strengths and struggles, determine if there is duplicative program overlap and find ways they might partner together in the future. The series of meetings is expected to take place over the course of approximately four (4) to six (6) weeks and ultimately result in a targeted small-scale event whereby the non-profits share their services with the public.

It is the intent of program staff and management to take an active and aggressive role in sharing and improving the services and resources available to our citizens. The detailed Work Plan listed below directly corresponds to and addresses the “Conclusions and Identified Opportunities to Enhance Services” section of this report.

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Overall Program Outreach/Marketing	Human Services Coordinator I Year			Human Services Coordinator II Year		
	1	2	3	1	2	3
	Provide Peoria SUPPORT Awareness Series Seminars	10	10	10		
Create and facilitate Peoria SUPPORT Collaborative Impact Series of workshops				2	2	3
Maintain and expand the Community Resources Guide and outreach materials	✓	✓	✓			
Speak at outside organizations and to internal departments for program exposure	✓	✓	✓	✓	✓	✓
Host a booth at Peoria neighborhood/family events	✓	✓	✓	✓	✓	✓
Perform Public Service Announcements highlighting nonprofit organizations serving Peoria residents	6	10	10	3	4	4
Facilitate in-person visits with nonprofits to learn about their services and discuss partnering opportunities	40	30	30	5	5	5
Maintain and grow existing relationships with partner organizations	✓	✓	✓	✓	✓	✓
Research alternative marketing strategies including budget recommendations	✓	✓	✓	✓	✓	✓

Mental Health	Human Services Coordinator I Year			Human Services Coordinator II Year		
	1	2	3	1	2	3
	Perform research and collaborate with service agencies to determine top five (5) mental health issue focus areas				✓	
Provide Awareness Series seminars related to top identified mental health issues and/or the topics of behavioral health, addiction, therapies, identifying symptoms, coping strategies, Autism, ADD, ADHD and respite care	✓	✓	✓			
Provide Collaborative Impact workshops and event with topic related non-profits and organizations				1		1

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Collaboration	Human Services Coordinator I			Human Services Coordinator II		
	Year			Year		
	1	2	3	1	2	3
Host United Way Project Connect event (in lieu of Collaborative Impact Series) to address homeless needs and provide services					1	
Meet at least quarterly with Public Safety Officers to provide new resources as they become available and assist with issues	✓	✓	✓	✓	✓	✓
Establish update process with the Engineering and Public Works/Utilities Departments regarding transportation, new bus routes or alternative modes of transportation					✓	
Coordinate and serve as lead contact for MAG Heat Relief Network	✓	✓	✓			
Work with Public Safety Departments to collaborate on domestic violence and/or homeless outreach events in a form comparable to the Collaborative Impact Series	✓	✓	✓	1	1	1
Take on leadership role with the Arizona Fair Housing Partnership or other Valley-wide outreach organization				✓		
Provide Fair Housing education to the public through the Awareness Series, regional events and quarterly press releases on Fair Housing rights and responsibilities	1	1	1	✓	✓	✓
Ensure the City proclaims April as the designated National Fair Housing Month				✓	✓	✓
Maintain existing and develop new relationships with Veteran’s organizations; provide resources and education through the Support Awareness and Collaborative Impact Series	✓	✓	✓		1	

Senior Services	Human Services Coordinator I			Human Services Coordinator II		
	Year			Year		
	1	2	3	1	2	3
Maintain active role in MAG Aging in Place initiative				✓	✓	✓
Provide SUPPORT Awareness and Collaborative Impact Series seminars related to fraud, scams, Dementia and Alzheimer’s, isolation issues, addiction issues, health care, Medicare and Social Security	✓	✓	✓			
Provide Collaborative Impact workshops and event with topic related non-profits and organizations					1	

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Children/Youth	Human Services Coordinator I Year			Human Services Coordinator II Year		
	1	2	3	1	2	3
Provide foster family awareness training and host space for certification classes with non-profits offering that service				✓	✓	✓
Develop working relationships with local public, private and charter educational institutions (K-12) and make connections to resources based on needs	✓	✓	✓	✓	✓	✓
Provide Awareness Series seminars related to parenting such as grandparents raising grandchildren, family financial issues, homelessness, fostering and teen dating violence	✓	✓	✓			
Provide Collaborative Impact workshops and event with topic related non-profits and organizations				1		1

Food Insecurity	Human Services Coordinator I Year			Human Services Coordinator II Year		
	1	2	3	1	2	3
Become an active member of the Maricopa County (MarCo) Food System Coalition bringing regional information back to upper management for review				✓	✓	✓
Become an active member of the Vitalyst Foundation’s Healthy Communities initiative bringing regional information back to upper management for review				✓	✓	✓
Collaborate with the City’s Community Center Superintendent regarding the existing on-site food program				✓		
Meet with Pinnacle Prevention and local farmer’s markets to discuss establishing the Double Up AZ program				✓		
Provide Collaborative Impact workshops and event with topic related non-profits and organizations						1