

FY 2009-10

A report of activities
of the HHSCC Policy
Board, Administrative
Forum and Leadership
Networks



Health & Human
Services Coordinating
Council for Pinellas County

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JWB Children's Services Council



Pinellas County



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Pinellas County Health Department

The HHSCC gratefully acknowledges the contributions of the numerous individuals and health and human service organizations throughout the community whose hard work is reflected in the accomplishments outlined in this annual report.



From the Executive Director:

For HHSCC, as for many of our partners, 2009-10 was defined by both challenge and opportunity. With more and more people in need and fewer financial resources available to meet those needs, the system has had to adapt. HHSCC and all of its participating stakeholders have responded in two major ways: restructuring and advancing.

HHSCC has reorganized, responding both to changes within the system and to knowledge gained from the past three years of service. We have restructured committees, strengthening the Disaster Recovery Leadership Network (DRLN), among others. We have worked to expand the membership of all Networks to become increasingly inclusive as partners are identified that have been missing from the table. Since the passage of health care reform, the Health & Behavioral Health Leadership Network (H&BHLN) has refocused, recognizing that the emphasis of the future will likely be upon preventive care. At the same time, H&BHLN has continued its efforts to meet the needs of uninsured patients in critical areas. The Pinellas County Diabetic Equity Project, which was launched this year, is one such effort.

Over the past year, HHSCC has looked to technology to enhance our understanding of the needs of Pinellas County residents and to address those needs more effectively. The Administrative Forum's newly implemented Instant Atlas provides geographically oriented community indicator data, and its Community Investment Profile database links comprehensive funding data to programs and desired outcomes. The DRLN created a web-based service matrix that enables agencies to easily input data to be accessed by Recovery Managers in a post-disaster situation. The Low Income Housing Network launched a new website providing user-friendly information about buying or renting a home. Lastly, the members of the H&BHLN have been implementing electronic health records within their agencies; an enhancement that will significantly improve quality of care for patients in the future. As this initiative moves forward across the state, members have been sharing information about developing policies and taking steps to assure that providers of uninsured health care also reap the benefit of this new technology.

When the Juvenile Welfare Board and the Pinellas County Board of County Commissioners voted unanimously to renew HHSCC's Interlocal Agreement, it served as both a testament to the accomplishments of the past three years and a vote of confidence in the foundation that we have set for the next three. We look forward to continuing the conversation and finding solutions that will allow us to achieve the results we desire for our community.

Denise Groesbeck



HHSCC Policy Board

The Policy Board introduced new members at the HHSCC Leadership Summit in January: Ms. Martha Lenderman (*Vice-Chair of JWB*) and Mr. Calvin Harris (*County Commissioner and JWB Member*). The Board also elected officers, re-electing Commissioner Karen Seel as Chair and electing Mr. Bernie McCabe as Vice Chair.

“You sit around the table with other organizations in a forum where you’re not competing and you’re all there for the same reason. I get to see it from their eyes, hear them talk about the barriers they face, what’s working, what’s not and why. At the policy level, we hear a lot about needs, but this gives policy makers the ability to see the whys.”

~
Commissioner Susan Latvala

The Policy Board approved two **revisions to the HHSCC By-Laws** in December of 2009. The first amendment established an Executive Committee to act on behalf of the Policy Board, as necessary. The second set the first quarter of each calendar year as the period during which the annual meeting of the Policy Board is to be held.

The Interlocal Agreement, which provides for joint funding of the HHSCC, was unanimously renewed.

At its June 8th Board meeting, the Juvenile Welfare Board voted unanimously to renew the Inter-local for a period of three years, and at their July 27th meeting, the Pinellas County Board of County Commissioners also unanimously approved the Inter-local’s renewal.

Ms. Dietre Epps, a coach/facilitator and trainer for the *Results Leadership* Group provided a presentation entitled *Introduction to Results Based Accountability* at the October 2009 Policy Board meeting.

Throughout the remainder of the year’s Policy Board meetings, each Network provided an in-depth review of their activities: Homeless Leadership Network presented in April, and Disaster Recovery Leadership Network and Long Term Recovery in July. Health & Behavioral Health Leadership Network and Low Income Housing Leadership Network presentations are scheduled for October 2010.

The 2-1-1 Tampa Bay Cares, Inc. Strategic Planning Team (*Members: Commissioner Seel, Commissioner Welch, Diana Baker, Elise Minkoff, Gay Lancaster, Maureen Freaney, Grant Petersen, Micki Thompson, Denise Groesbeck, and Eddie Burch*) concluded its work in February 2010. The Team asked that the Administrative Forum continue to follow up on any remaining issues. Highlights of the team’s work include a recommendations to strengthen the 2-1-1 Board of Directors and its fundraising capacity; issuance of a \$100,000 JWB challenge grant; a review of merger opportunities, which concluded that there was little interest in the surrounding counties for pursuing this option; and an analysis of report requirements and recommendations for technology improvements to eliminate redundant reports and to provide for improved data collection within the Tampa Bay Information Network (TBIN) system. As a result of the latter recommendation, a technology grant from Pinellas County for TBIN improvements was pursued and awarded. These improvements are reported under the Homeless Leadership Network section of this report.

Administrative Forum members determined that the Desired Community Result, *“Every person has the opportunity to learn and succeed”* was an area of significant importance to this community. Therefore, Forum members made a recommendation to the Policy Board to examine the formation of an additional network centered on this outcome. At the direction of the Board, the chairs of the Administrative Forum and the HHSCC Executive Director have been meeting with community leaders to ascertain their interest in pursuing this action. A final recommendation to the Policy Board is expected in FY 2010-11.



HHSCC Administrative Forum

The Administrative Forum took the lead in planning for this year's HHSCC Leadership Summit, which was held on January 11, 2010 at the Pinellas Realtor® Organization. Approximately 110 individuals representing private and public organizations throughout Pinellas County participated in the session. This was the first time that all HHSCC participants have come together in a single meeting to review the work of the Administrative Forum and all the Networks.

“The thing I value most about participation in the Administrative Forum is the opportunity to build relationships with other funders of services in Pinellas County. We share information that often leads to shared vision and outcomes, as well as identification of critical partners in some aspects of our day-to-day work. We are all aware of the needs of people in our community and understand that we can accomplish more by working together.”

~
Diana Baker

Executive Director
United Way of Tampa Bay

Two concepts were introduced at this year's Leadership Summit that became major initiatives over the course of 2010: **Desired Community Results** and the **Instant Atlas Community Indicator website**.

Since January's Leadership Summit, the Administrative Forum has continued to work towards developing consensus around and documenting the alignment of resources for achieving Desired Results. Toward that end, the Administrative Forum undertook a number of related tasks: The identification of Desired Community Results; the identification of indicators to assess progress toward desired results; development of business intelligence models to analyze data; the implementation of strategies to collect relevant data; development of technology to display indicator information to HHSCC members and the public; and a data system to document this community's investment in achieving the community's desired results.

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Desired Results for the Community

At the HHSCC Leadership Summit, Administrative Forum members introduced four Desired Community Results. (Figure 1). The Forum then began the work of identifying indicators for each result. This work is currently under way.

With participation by HHSCC staff, JWB developed a data warehouse for children's' services that links information from various databases which can then be analyzed to inform policy decisions about how and where to direct resources to provide effective services. An on-going business intelligence group has been

“The gelling of the work and mission of the Administrative Forum has been really gratifying. Our work on the data warehouse has been of particular importance. What's going to come out of it is higher quality decision-making that's based on data and not speculation. And that is how we can best influence policy.”

~
Gay Lancaster

Executive Director
Juvenile Welfare Board

- ◆ *Every person is physically and mentally healthy*
- ◆ *Every person lives in a safe and sustainable community*
- ◆ *Every person has stable and affordable housing*
- ◆ *Every person has the opportunity to learn and succeed*

Figure 1

Human Services Community Investment Profile (Asset Map)

Finally, the identification of specific Desired Results led the Administrative Forum to seek a way to discern how much funding was being directed by Forum members toward each Desired Result area and to determine where there were opportunities for shared investment. With the assistance of JWB staff, HHSCC developed a web-based data collection tool that enables all of the Administrative Forum members to submit financial and programmatic information for Pinellas County across each Desired Community Result and within the service domains of:

“With less funding, coordination becomes that much more critical. Looking at the Asset Map and where the dollars are going helps us figure out this sometimes fragmented system so we can focus our efforts and make better decisions.”

~
Maureen Freaney

Bureau Director

Pinellas County Department of Health and Human Services

- | | |
|-----------------------|---|
| (1) Physical Health | (4) Individual and Family Life |
| (2) Behavioral Health | (5) Education, and |
| (3) Basic Needs | (6) Organizational/Community/International Services |

Data was collected for FY 2008-09 and FY 2009-10 through this web-based survey instrument. Information from the Asset Map project provides a comprehensive database of all of the programs funded by the members of the Administrative Forum, categorized by Desired Results. The Asset Map identifies sources of funding, changes in funding from year to year, and populations served. A sampling of the report information follows:

There were 421 programs identified in this study, 20% of which were funded by more than one Forum member. This figure demonstrates the interdependence of funders trying to achieve particular outcomes for a population.

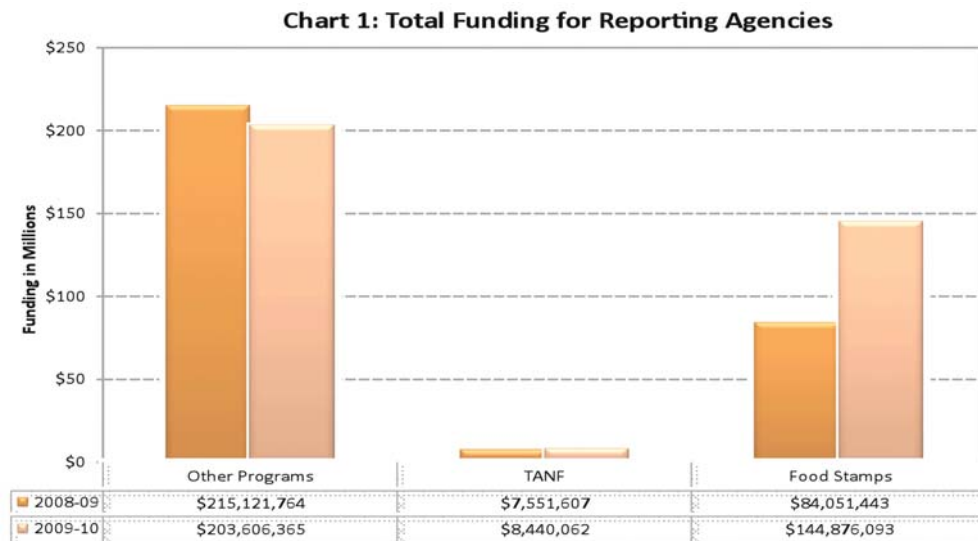


Chart 1 shows that total funding for all the reporting agencies in FY 2009-10 was \$356,924,529. However, this chart also illustrates the dominance of the food stamp funding stream within the larger picture of total funding from Administrative Forum members.

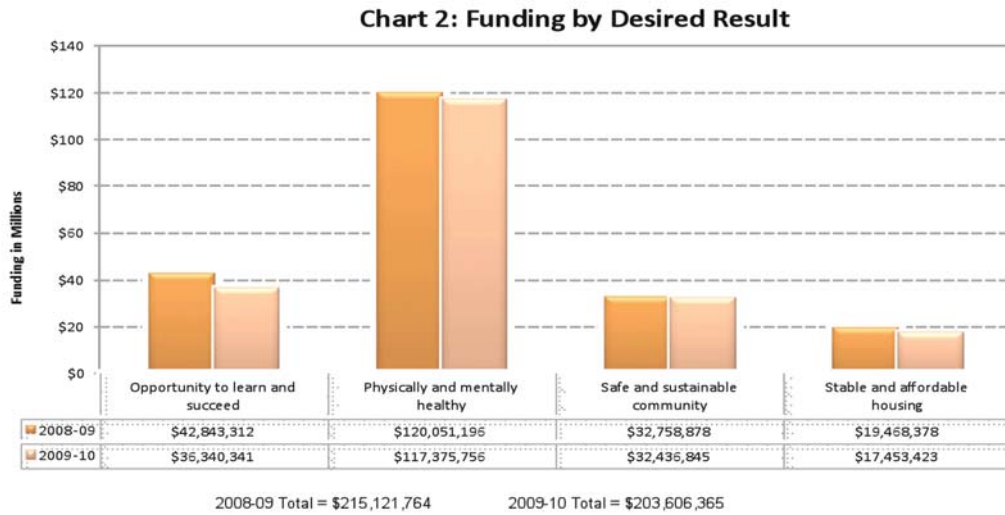


Chart 2 breaks down the FY funding by each of the four Desired Results

HHSCC presented the survey’s children’s service related results to the JWB at its July 8th board meeting, followed by a presentation of the full results to the HHSCC Policy Board at its July 16th meeting. A report analyzing the information gathered was also provided to members of the HHSCC Policy Board, the JWB Board, and the Pinellas County Board of County Commissioners.

Membership

The discussion of Desired Results also helped the Administrative Forum to identify areas of under-representation in its membership. As a result, the Administrative Forum added two new members: Tim Burns (*Pinellas County Justice and Community Services*) and Linda McKinnon (*Central Florida Behavioral Health Network*). The Forum has also extended an invitation to the Early Learning Coalition, WorkNet Pinellas, and the Florida Department of Vocational Rehabilitation.

Instant Atlas Community Indicator Website

HHSCC partners have collaborated in implementing a web-based tool for displaying geographically referenced community indicator data. Working with Pinellas County Business Technology Services, the Pinellas County Planning Department, and other community partners, the HHSCC finalized negotiations to purchase Instant Atlas, which is now installed on Pinellas County servers. In July, Messrs. Joe Baldwin (*HHSCC*), Michael Warner (*JWB*), and Corey Atha (*Pinellas County Economic Development*) attended training on the new software. This system will allow the partners to display the indicator data gathered through our business intelligence efforts to other interested parties and to the community. (See Figure 2 and Figure 3).

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pinellasindicators.org

pinellasindicators.org is a flexible, module-based reporting solution for viewing and downloading geographically referenced statistics for Pinellas County. This tool allows for quality of life comparisons between Pinellas County and other counties in Florida, as well as intra-county comparisons by Census Tract or ZIP Code. Where possible, data is provided for multiple years to allow for the examination of trends over time.

Quality of life conditions are reflected in the desired results that we would like to see for all members of the community. Currently, four desired results have been articulated:

- Every person has the opportunity to learn and succeed.
- Every person is physically and mentally healthy.
- Every person lives in a safe and sustainable community.
- Every person has stable and affordable housing.

Achieving community-wide impact in one or more of the desired results demands the coordinated efforts of all members of the community. pinellasindicators.org provides timely access to statistics and dynamic data visualization tools to help facilitate these efforts.



News

- 29 July 2010
[Denise is going up to Mass.](#)

[More news...](#)

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Statistics

View or download statistics on a wide range of topics. Statistics are available in maps and tables at a number of different geographic areas.

Advanced Statistics

Create and download custom maps, graphs and tables containing statistics of your choice. Statistics can be viewed and analyzed together.

Profiles

View and download pre-defined profiles of different geographic areas in Pinellas County. Profiles contain key indicators presented in maps, graphs and tables.

Advanced Profiles

View and download profiles containing indicators and areas of your choice. You can use maps, graphs, and tables to create your custom profile.

Search

Click here to search the pinellasindicators.org data portal. You can search for statistics, profiles, geographic areas and any documents stored in the resources section of this site.

Figure 2

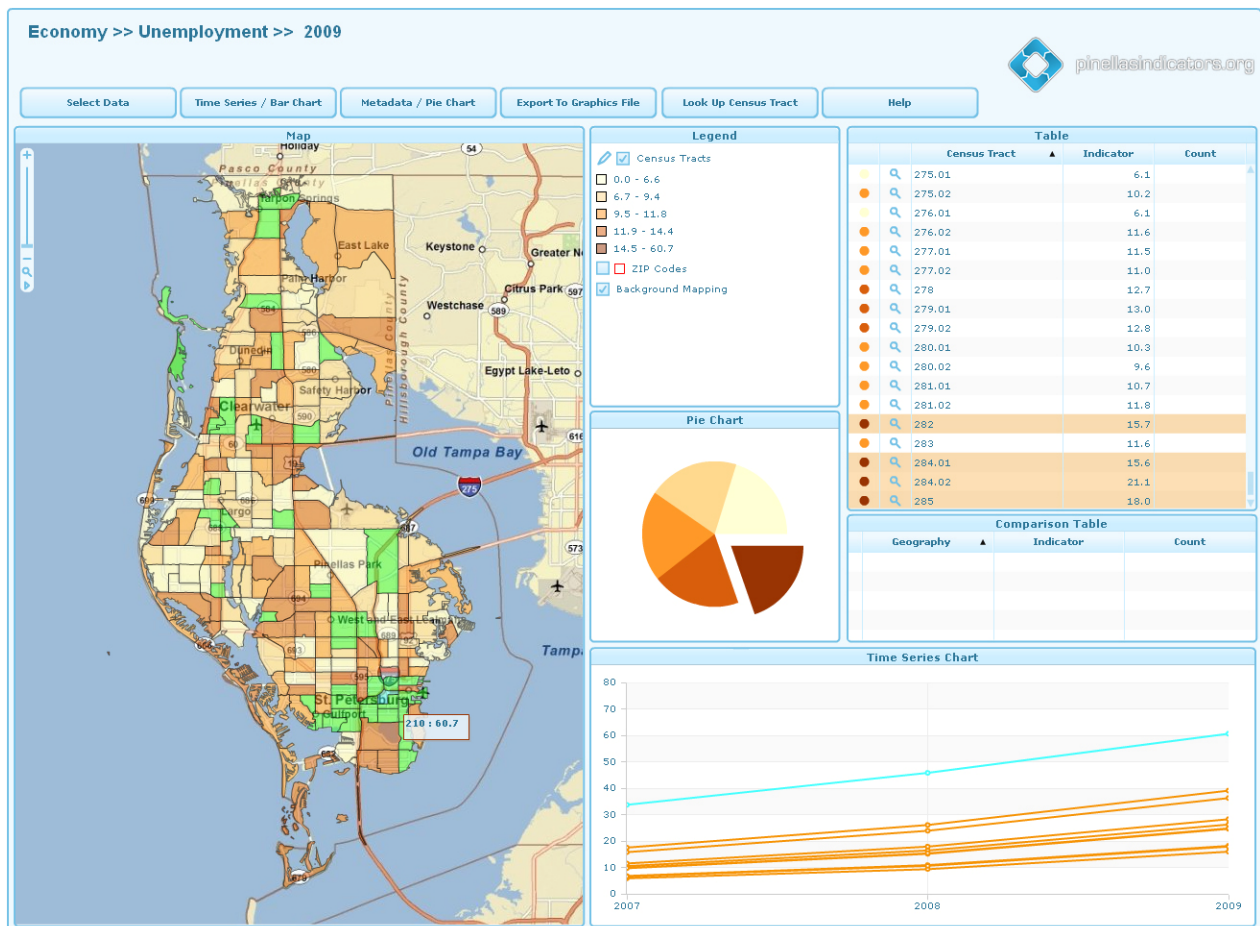


Figure 3



Homeless Leadership Network (HLN)

The development of community indicators is going to be tremendously beneficial. It will impact how services are delivered to the homeless and to homeless families. It has been greatly needed."

~
Sarah Snyder

Executive Director
Pinellas County Coalition for the Homeless

On November 12, 2009, Pinellas Hope received a \$300,000 donation from the Pinellas County Housing Authority, together with Palm Lake Village Housing Corporation. The new **Pinellas Hope II** transitional housing units opened in the fall of 2010.

The HLN has begun the review of **Opening Doors: The 10-Year Plan to End Chronic Homelessness**, the community's strategic plan to combat homelessness, adopted in 2006. This eight to ten month update and revision of the HLN's 10-Year Plan will be based on:

- Requirements and directions specified by the new Federal HEARTH Act, enacted by Congress in May 2009, which mandates a "national strategic plan" to end homelessness, with a greater emphasis on Housing First services for families. Some changes in both strategy and measurable goals will be required to comply with the new Act.
- Lessons learned from highly rated comprehensive homeless service centers, such as Haven for Hope in San Antonio, TX.
- The need for more specific action plans and outcome measures in the *10-Year Plan*.

The HLN defined the "**big picture**" **outcomes** desired for the homeless services system, and worked on defining local community indicators.

The Pinellas Continuum of Care (COC) was awarded \$3.25 million in **HUD renewal projects** in January of 2010. On July 7th, HUD announced that the 2009 COC bonus project was also approved for \$295,188 in funding for the Boley Centers, Inc. Broadwater Place project, which provides permanent supported housing for chronically homeless individuals.

The HLN and the Pinellas County Coalition of the Homeless (PCCH) worked with 2-1-1 Tampa Bay Cares, Inc. and all the homeless service providers to move the **Tampa Bay Information Network (TBIN) from a closed system to an open/shared information system**. The open/shared system enables all providers to see the full range of information on any specific client except that which is prohibited by law. It will provide for more efficient data entry for all agencies using the system and will enable the HLN and PCCH to better serve the homeless by tracking individuals and services received over time, and linking those services to outcomes. PCCH contracted with Pinellas County to purchase and oversee the use of a \$100,000 Technology Grant to update the service provider and TBIN equipment for the shared system.

"We are finally taking a comprehensive look at the county as a whole, and we are finding the gaps, duplications and opportunities for improvement. Prior to the existence of the HHSCC, it was a scattered approach. We now have some structure around all the social service agencies in the county. This gives us the opportunity to make sure all needs are met in an effective and efficient manner."

~
Carlen Petersen

Chair, Homeless Leadership Network

The HLN also promoted the implementation of Homeless Courts (two of which were held in 2010), discussed and issued a resolution on the criminalization of homelessness through local government ordinances, and tracked the continuing loss of homeless housing beds due to declining funds.



Health & Behavioral Health Leadership Network

“Providers use the Medical Home Roundtable to share their knowledge, their obstacles and opportunities. We hear from them what issues indigent health care providers encounter with their patients and what their top ten needs are. We can then identify a plan and funding sources for the people who may fall between the cracks if we need to act or react in the future. And now, as we move into the broad changes in US health care, we have all the right people at the table to make sure we can implement it in Pinellas County.”

~

Commissioner Karen Seel

With the passage of **Health Care Reform** legislation (*The Patient Protection and Affordable Care Act*), the Health & Behavioral Health Leadership Network shifted its focus from development of a plan for uninsured health care in Pinellas County to issues related to the implementation of health care reform. Network members shared information regarding the legislation and the legislation’s impact on their industry group as knowledge became available. They also began to explore opportunities and potential areas for concern for Pinellas County.

Another change impacting Network activities was the June 2010 selection by the Florida State Department of Children and Families of **Central Florida Behavioral Health Network (CFBHN)** to be the managing entity for mental health and substance abuse for the region. The JWB Children’s Services Council already contracts with CFBHN for its Family Counseling System of Care program. Consequently, for the first time, much of the information regarding mental health and substance abuse services for Pinellas County will be centralized within one organization. Through CFBHN, the Network also has access to a unified process for planning for these services. CFBHN is well integrated into HHSCC activities. Members of the Network currently sit on the Health & Behavioral Health Leadership Network. Additionally, as of this year, CFBHN will participate on the Administrative Forum as a funding entity.

Uninsured Health Care/Pinellas County Diabetic Equity Project

In response to the needs identified by the medical homes in Pinellas County that provide care to the uninsured, the H&BHLN created a team to develop a proposal for Specialty Care. The resulting proposal focused on the approximately 6,000 uninsured diabetics in Pinellas County, approximately 2,000 of whom are currently being seen in our medical homes.

The team has identified a model of care that will be implemented collaboratively and a core set of resources that will be needed, and has also begun recruitment of a pool of volunteer specialists. After an April meeting between Ms. Denise Groesbeck, Dr. Claude Dharamraj (*Director, Pinellas County Health Department*), and the Board of Directors of *Diabetic Charitable Services* (DCS), DCS expressed interest in working with the collaborative to impact care to this population in Pinellas County. Dr. Teresa Bradley of St. Anthony’s Hospital secured a grant that will be given to the St. Petersburg Free Clinic for this program. The Project began enrolling patients in July.

The ***HIT Readiness Assessment Report***, which analyzed the capacity of the medical homes and behavioral health providers to connect to a statewide Health Information Exchange (HIE), was completed this period, as was the report ***Common Registry System***, which analyzed electronic methods for establishing a common enrollment system for uninsured clients. The reports were presented to the Health & Behavioral Health Leadership Network at its June 6th meeting. HHSCC held a meeting to review the HIE recommendations in depth with administrators from Willa Carson Health Resource Center and the St. Petersburg Free Clinic. The HHSCC Executive Director held a follow-up meeting with the Willa Carson Board on July 15th and with the Clearwater Free Clinic on August 12th to further review the recommendations. HHSCC staff will continue to support the Free Clinics' efforts to establish electronic medical records for their patients.

Pinellas County's Primary Care Program -- the ***Medical Home Model of Care Initiative*** -- is a collaboration among several local health care providers, the Pinellas County Health Department, and Pinellas County Health and Human Services. The program was recently selected as one of 24 public health programs from across the nation to receive a Model Practice Award from the National Association of County and City Health Officials (NACCHO).

On September 10, 2010, the members of the Health & Behavioral Health Leadership Network joined Florida Representative Janet Long and a few guests in a health care dialogue to discuss the ramification of health care reform on the local service system. Following a presentation by Denise Groesbeck and Maureen Freaney, a series of roundtable discussions ensued, culminating with the agreement of all parties to reconvene for a planning session later in the year.



Disaster Recovery Leadership Network (DRLN)

“One of the Disaster Recovery Leadership Network’s most significant accomplishments this year was the update to the Communications Plan and the integration of that plan into the County’s Comprehensive Emergency Management Plan. Pinellas County now has what not all counties have - a communications plan to facilitate coordination and communication amongst health and human services, Pinellas County Emergency Management, and Network stakeholders as it relates to disaster preparation and recovery.”

Donna Lytwyn

Vice-Chair
Disaster Recovery Leadership Network
and
Operations Program Administrator
State of Florida Department of Children and Families
SunCoast Region

The Network conducted its annual **Disaster Preparedness Summit for Human Service Providers** on April 9, 2010 at the Pinellas County Extension. The focus of this year’s summit was communicating plans to staff and families, emphasizing the importance of personal disaster plans in community preparedness.

The Network revised its **Communications Plan** in light of lessons learned from a series of disaster exercises that were conducted in the spring of 2010. It is now organized as a set of independent Standard Operating Guidelines, which will allow for Plan sections to be more easily edited to reflect new operational considerations. The final draft was approved at the July 22, 2010 meeting and was provided to Pinellas County Emergency Management on August 23, 2010 for incorporation into the Comprehensive Emergency Management Plan (CEMP).

Working with JWB, the Network developed an online data collection tool for gathering **Service Matrix** data information about available resources and the provision of services post-disaster. The tool will make it easier for agencies to enter data and update site-specific information, increasing the likelihood that data will be current following a disaster.

Through the efforts of the United Way of Tampa Bay, the **Recovery Management Center (RMC)** received a donation of ten laptops from Tech Data Corporation of Clearwater, FL for use in the recovery process. The Pinellas County Health Department was chosen as the primary RMC location. The Network approved an Amended and Restated Memorandum of Agreement including this change on May 27, 2010. A Communications Exercise was held on May 21, 2010 at the RMC.



*“Establishing a long-term recovery agency, **PROUD (Pinellas Recovery Organizations United in Disaster)**, has been a huge accomplishment. The fact that the IRS approved the 501 (c)(3) status with the first application was a timely success as it was approved before hurricane season started. As a result of the DRLN, there are systems and procedures in place to facilitate the recovery work that will be required of health and human service organizations following a disaster.”*

Betty Tribble

Vice President, Volunteer Services
United Way of Tampa Bay

An E-Learning module for Child Care Providers on disaster preparation and post-disaster requirements was developed in tandem with JWB and St. Petersburg College. This course will be offered free of charge for organizations and individuals that are unable to attend the Disaster Summit or other DRLN training programs.

Lastly, at the July 22, 2010 meeting of the Network, it was determined that the **Disaster Recovery Services Coalition (DRSC)** would be merged with the DRLN, providing a link to industry groups that are covered by the DRLN post-disaster and expanding the group to include other resources, such as insurance and regulatory bodies.



Low Income Housing Leadership Network

Using a Results-Based Accountability approach, the Network defined the following **three focus areas** under the desired result, “*Every person has stable and affordable housing.*”

Five-Year Consolidated Plan for FY 2011-15

A task team was formed on January 21, 2010 for the purpose of developing a unified strategy for Pinellas County for the FY 2011-2015 cycle, marking the first time that Pinellas County, the City of Clearwater and the City of Largo have come together for this purpose. Subsequently, HUD revised its deadlines for submission of the Five Year Consolidated Plan. The Cities of Clearwater and Largo opted to postpone preparing their plans awaiting further direction from HUD. However, Pinellas County prepared both an Action Plan and Five Year Consolidated Plan. The Network assisted Pinellas County Community Development staff by participating in the Citizen Participation process and provided a letter in support Pinellas County’s Annual Action Plan for FY 2010-11 and the Five-Year Consolidated Plan for FY 2011-15 to Pinellas County’s Community Development Department.

1. **Development** ~ Sufficient housing exists in Pinellas County to House all residents.
2. **Support** ~ Pinellas County residents are provided sufficient support to enable them to acquire or stay in their homes.
3. **Affordability** ~ Safe, decent housing is available and affordable to all residents of Pinellas County.

“The Low-Income Housing Leadership Network has become an energizing voice on policy matters. Organizations that had previously worked independently of one another are now working together so that Pinellas County can remain on the cutting edge of affordable housing and community development.”

~
Nina Bandoni

Chair
Low Income Housing Leadership Network
and
Commissioner, City of Safety Harbor

The Network continues to participate in **Florida Housing Finance Corporation (FHFC) meetings** and workshops. Ms. Nina Bandoni, LIHLN Chair, and Ms. Denise Groesbeck provided live testimony and formally presented the Network’s position letter at the FHFC’s Universal Funding Cycle Rules Workshop in Orlando on April 29, 2010. The comment letter provided input on Set Aside Unit Limitations (SAUL), proposed that automatic tie breaker points for proximity to services be awarded to projects that meet the planning or economic development priorities of a local jurisdiction, and suggested the elimination of the local government contribution requirement, as funds are no longer available for this purpose. The letter received positive feedback. The LIHLN is continuing to pursue this issue with the FHFC.

Mr. Ronnie Duncan, representing the **Tampa Bay Regional Transportation Authority (TBARTA)**, gave a presentation focused on transit-oriented development at the Network’s September 1, 2010 meeting. The Network will pursue Mr. Duncan’s recommendation to participate in the TBARTA transit-oriented development workgroup.

The Low Income Housing Leadership Network continues to act as the advisory committee for **FloridaHousingSearch.org**. Approximately 1,800 active landlords currently utilize the system. For the 12 month period ending September 12, 2010, the following affordable housing statistics were reported:

- 364,167 searches, representing 50,723 visitors
- 1,902 listings were added, representing 3,144 units
- 624 listings were deleted, representing 1,321 units

A new web-based tool for housing-related programs was launched in May 2010.

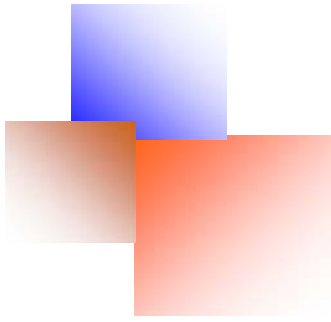
TampaBayHousing.org, made possible by a grant from the Pinellas Realtor® Organization, was developed in collaboration with the Bay Area Apartment Association and the HHSCC. The website provides geographically targeted home purchase resources and information on subjects such as making an offer on a home, applying for a mortgage loan, and home inspections. The website also offers information and links to private and public rental housing.



“The Low-Income Housing Leadership Network is able to effectively advocate with local, state and federal officials to meet the needs of Pinellas County’s low income residents. I see working together and networking as very important to our community. The Bay Area Apartment Association is proud to be working together with other housing providers and government officials to bring about more affordable housing in Pinellas County.”

~
Jeff Rogo

Government Affairs Director
Bay Area Apartment Association



HHS awards \$4.85 million to Pinellas County for prevention and wellness projects

At its October 16, 2009 regular meeting, the HHSCC Policy Board voted to support a grant submission that would bring substantial funding to Pinellas County over a two-year period for policy, systems and environmental changes in the areas of **obesity/overweight, lack of physical activity** and **unhealthy nutrition**. The Pinellas County Health Department made the request to utilize the HHSCC structure as the basis for this grant with the intent to use existing leadership networks for collaborative planning, ensuring coordination of effort across all HHSCC structures and providing for sustainability of effort over time.

On September 14, 2010, the U.S. Department of Health and Human Services (HHS) announced that \$4.85 Million will be awarded to the Pinellas County Health Department as the Lead Agency for the HHS *Communities Putting Prevention to Work* (CPPW) program. The CPPW is a comprehensive prevention and wellness initiative administered by the Centers for Disease Control and Prevention.

Members of the Administrative Forum will serve on the Leadership Team for *Communities Putting Prevention to Work*, with Commissioner Karen Seel designated as the primary contact. The Leadership Team will oversee the strategic direction of the project activities, be responsible for enacting policies, establish and maintain an organizational structure and governance for community coalitions and participate in project-related local and national meetings. This project is an outstanding opportunity for this community to build on the infrastructure that has already been created through the HHSCC, to further our technology and evaluative capacity, and to foster the development of collaborative public-private partnerships to improve the health of our community.

The HHSCC congratulates the Pinellas County Health Department on the receipt of this grant and looks forward to working with the Department to ensure the project's success.

