

A RESIDENT DRIVEN NEEDS ASSESSMENT FOR THE EAST TAMPA COMMUNITY: REPORT



EAST TAMPA



A RESIDENT DRIVEN NEEDS ASSESSMENT FOR THE EAST TAMPA COMMUNITY

Conducted by:

The Health, Education, and Social Services Committee (HESS)
Maxine Woodside, Chairperson of HESS

The East Tampa Community Revitalization Partnership (ETCRP)
Evangeline “Vann” Best, Chairperson

Corporation to Development Communities of Tampa, Inc. (CDC)
Toni Watts, President/CEO

Funding Sources

East Tampa Community Revitalization Partnership (ETCRP)

Children’s Board of Hillsborough County

NeighborWorks America

Partners

USF Health, Central Hillsborough Healthy Start Project

ET NOW, CDC of Tampa, Inc.

The University of South Florida

- College of Education
- Louis de la Parte Florida Mental Health Institute

34th Street Church of God

Corner Stone Ministries

The Miller Group

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Project Oversight Committee:

Maxine Woodside

247-5199 X223
maxinewoodside@msn.com

Harold Keller

The University of South Florida
College of Education
974-6709
hkeller@coedu.usf.edu

Richard Briscoe

Louis de la Parte Florida Mental Health Institute
974-6413
briscoe@fmhi.usf.edu

Ronald Bradford

Corporation to Develop Communities of Tampa, Inc.
813-248-9738 ext.113
ron.bradford@cdcoftampa.org

Project Staff:

Johnetta Goldsmith

Billy Wheeler

Sharon M. Niblack

Terry Tinsley

EXECUTIVE SUMMARY

The purpose of this Resident Driven Needs Assessment was to provide the East Tampa Community and the City of Tampa with pertinent data to improve the health, educational and social services in East Tampa. The goal is to enhance the coordination of health, educational, social services and continued economic revitalization within the community (a system of care and resources) in order to increase the financial/educational success of all residents.

This was a resident-driven project proposed by the Health Education and Social Services (HESS) committee of the East Tampa Community Revitalization Partnership (ETCRP) and the Corporation to Develop Communities (CDC) of Tampa Inc., to conduct a needs assessment in East Tampa. The CDC of Tampa was the fiscal agent providing administrative supports. The management and coordination of project activities was a collaborative effort of the CDC and the HESS subcommittee. Only residents of East Tampa were hired as coordinator/trainers and East Tampa residents to interview other residents. A total of 923 individuals in the various communities within the East Tampa community were interviewed; 823 were administered a standard questionnaire and 100 participated in focus groups. The questionnaire was administered and focus groups were held to answer two questions: ‘What are the current demographics of the East Tampa Community?’ and ‘What does the community need?’ The results indicated that the majority of the questionnaire respondents were African Americans (73.1%) and majority female (53%). There is a wide and diverse age group living in the households in the East Tampa community; the majority of questionnaire respondents were between the ages of 40-69, whereas the majority of the residents in the respondents’ households were between the ages of 1 to 20 years of age. In regards to income, the majority (44.5%) of the respondents earned \$30,000 or less and the majority had a high school diploma or less education. However, the majority of the respondents (50.6%) lived in and owned a single family home. When questioned about their familiarity and use of social services agencies/organizations, the respondents were not familiar with over half of the agencies in the community. The least familiar and used service was the Community Health Advocacy Partnership, Inc. (CHAP) and organizations in the East Tampa community while the most familiar and frequently used social agency was the Lee Davis Neighborhood Service Center Medical facility.

Of the services used at the social service agencies/organizations, health, substance abuse prevention and social services (Women, Infants and Children Program—WIC, Section 8) were the most frequently used type of services as reported by the respondents. The questionnaire respondents were also asked to rate the types of services and businesses that they felt were needed to improve the quality of the community. Affordable housing was the top type of service identified as a need. And in regards to businesses, the respondents indicated that a supercenter such as Wal-Mart or Target was needed in the community. The themes that emerged from the comments respondents wrote on the questionnaires as well as focus group themes corroborated the findings of the questionnaire.

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I NTRODUCTION OVERVIEW

Purpose and Goals

Purpose

The purpose of this project was to collect resident driven needs assessment data, analyze this data, and use this data to inform decision-making pertinent to social services, education and economical infrastructure in East Tampa. The goal is to enhance the coordination of health, educational, social services and continued economic revitalization within the community (a system of care and resources) in order to increase the financial/educational success of all residents. Particularly children/youth and the quality of life of residents across the full life span (infants through elderly citizens) will benefit through the information gathered through this effort

The needs assessment is an update of the prior needs assessment, designed to determine residents' awareness, perception of effectiveness of existing social services in the community and to identify residents' perceptions of needs for other social services and businesses in the community, along with basic demographic characteristics. This needs assessment will provide East Tampa residents an opportunity to give their ideas about how they would like to see things done, created and improved in East Tampa and, to provide the community and City with background information about the current demographics in East Tampa and how to allocate funding to best meet the needs of residents of the area.

This Needs Assessment was conducted to learn from residents how they would like to see things done in East Tampa, what improvements they would like to see in East Tampa, and what they would like created in East Tampa. Twelve years ago a survey was conducted by the CDC of Tampa, Inc. Many of the services that residents then said East Tampa needed in the area were developed. There is now another opportunity to provide input to the East Tampa community and to the City of Tampa's CRA. The input from the Needs Assessment will help shape the development of East Tampa and its future.

Project Goals

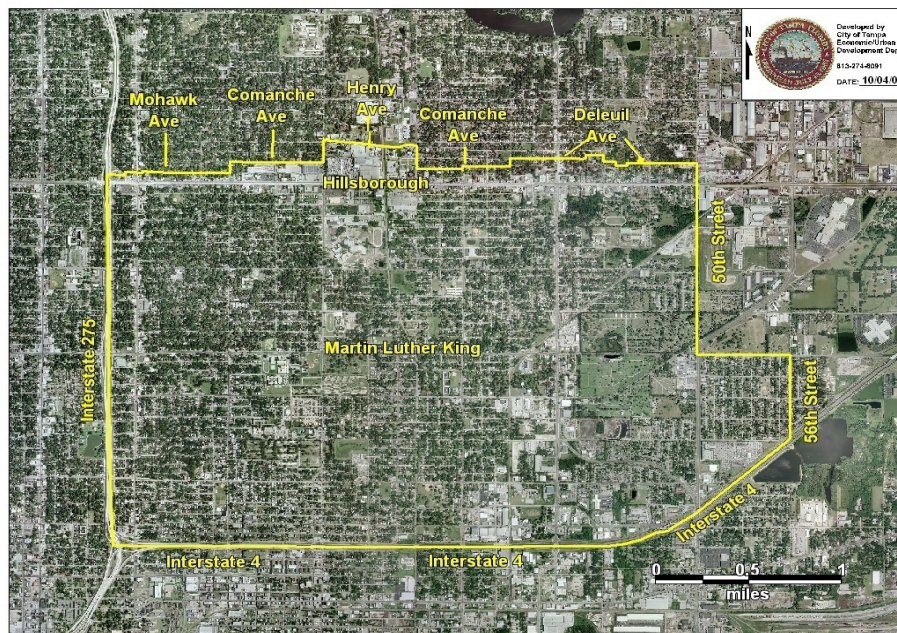
- Provide administrative and management capacity to implement resident needs assessment activities.
- Gather data from a resident-driven needs assessment to inform decision-making pertinent to health, education, economic and social services infrastructure in East Tampa.
- Data analysis of pertinent health, education, social services and financial information in East Tampa.
- Provide written and oral reports that may subsequently be used to inform decision-making pertinent to health, education, economic and social services infrastructure in East Tampa.

Overview East Tampa Community Revitalization Partnership (ETCRP): Boundaries and Maps

East Tampa has been designated by city and county government as a Community Redevelopment Area (CRA), a designation determined by factors of slum and or blight, as defined by Chapter 173, Part III, Florida Statutes.

The CRA designation enables the allocation of Tax Incentive Fund (TIF) monies, which are funds accrued as the difference between the property tax base when an area is identified as a CRA and the current property tax value over a 30-year period.

The East Tampa area is located within the county of Hillsborough, Florida with physical boundaries of Interstate 275 to the west, Hillsborough Ave to the north, 50th Street to the east and Interstate 4 to the south (see Figure 1). There are three primary zip codes in the East Tampa area—33603, 33605 and 33610. There are three zip codes that border the East Tampa area—33602, 33604, and 33619. East Tampa has the following neighborhoods/organizations: Old Seminole Heights, Northeast Association, Live Oaks Square Association, Highland Pines Association, Grant Park Association, Florence Villa Association, East Business Association, WM Ybor Association, Northview Hills Association, Southeast Seminole Heights, Palmetto Association, and College Hill Association. Census track data were developed to be used to select participants randomly while ensuring that participants include residents of each neighborhood in the designated areas.



Need Statement

The intent, within the context of East Tampa, is to improve infrastructure; understand the community demographic make-up; uncover the economic opportunities for redevelopment; study the migration workforce, goods and services currently provided or lacking within the community. Through this, the goal is to improve the delivery and access to services and opportunities for children, their families and the community at large. This information will assist in targeting needs to specific locations and resources that will stimulate private investment and services delivery within the District. The goal is to promote re-generation of the existing tax base from increased TIF availability for expenditure directed to the needs identified from the study. This needs assessment addresses the 10-12 neighborhoods within East Tampa, a designated Community Redevelopment Area.

CDC of Tampa, with support from Children’s Board, conducted a needs assessment over 12 years ago, which was limited to the College Hill, Ponce de Leon, and Belmont/Jackson Heights neighborhoods. The results of that needs assessment were used to develop a range program and services and economic development projects that increase the quality of life for residents of East Tampa through job creation, affordable housing, and youth programs. The identification of East Tampa as a CRA creates an opportunity to revisit the assets and needs of the community,

and to provide input to the East Tampa community (via the East Tampa Community Revitalization Partnership, ETCRP) and to the City of Tampa Mayor's Neighborhood redevelopment staff. Budget cuts since the last survey have resulted in many services being dropped or drastically diminished. The Existing Conditions Report (2004), based upon data gathering by the City of Tampa to support the request for Community Redevelopment Area (CRA) status for East Tampa described conditions of slum and blight primarily relating to physical structures in the area. Florida statute specifically excludes consideration of human and social capital in the funding of CRAs. At the same time, community development impacts human capital and the development of human and social capital impacts the success of community development initiatives.

Health Education & Social Services committee (HESS) of the East Tampa Community Revitalization Partnership (ETCRP)

The Mission of HESS, consistent with the mission of ETCRP for sustainable community revitalization and self-sufficiency in East Tampa, is to enhance the educational success and attainment of children/youth and to enhance the quality of life of residents across the full life-span (conception through elderly citizens). Such enhancements require the coordination of educational, social and health services within the community, and the implementation of strategies to maximize the benefits of community development while minimizing the negative impacts of community development on residents and services.

Guiding Principles for HESS

- Involve residents and stakeholders in taking responsibility for our own community.
- Focus on education, social and health services that relate to the full life-span (conception through elderly).
- Address concerns of families in the broadest sense, recognizing that caregivers come in many forms – biological, foster, adoptive, grandparents, extended biological families, neighbors, and friends/partners.
- Use existing resources effectively and creatively.
- Coordination of services, while increasing efficiency, is designed to enhance the quality of services for residents.
- Assessing social impact of community development initiatives is critical to successfully maximizing the benefits and minimizing or eliminating negative outcomes of community development.

This needs assessment, along with related data, the resulting report, and subsequent action plans, is an important part of fulfilling the mission. The HESS committee consists of East Tampa residents, representatives from community agencies, businesses, and schools and partners from USF.

Resident Driven

It was important for this needs assessment that active community resident participation be crucial for this project to accurately reflect the real interests, concerns, and needs of the community. This resident driven approach involved East Tampa community members having primary responsibility for the central decision-making role in prioritizing survey instrument, selecting the behaviors to be addressed in designing the methodology, and in developing the most effective ways to disseminate results. Community participation and control are central principles that guide research

planning, implementation, and data collection activities. It was important to the HESS committee that the needs assessment was led by residents and not be led by the City of Tampa and/or governmental agencies.

This was a resident-driven project proposed by the Health Education and Social Services (HESS) committee of the East Tampa Community Revitalization Partnership and the CDC of Tampa, to conduct a community-driven needs assessment in East Tampa. Only residents of East Tampa were responsible for conducting the needs assessment and hiring East Tampa residents to interview other residents. The CDC of Tampa was the subcontractor for this project, with Toni Watts as Chief Executive Officer, as fiscal agent providing administrative supports. The management and coordination of project activities was a collaborative effort of the CDC and the Health, Education and Social Service Committee, a subcommittee of the ETCRP. Member of HESS were responsible for leading this Needs Assessment in East Tampa.

Since 2003, a collaborative effort has been sustained, involving the USF Collaborative and its Neighborhoods and Communities Working Group, numerous projects supported by the USF Collaborative (both small grants and service learning/action research classes/ projects), and partnering/ collaborating/providing technical assistance. A wide variety of other projects have been conducted in East Tampa with the support of the USF Collaborative, and, as members of the Collaborative. Action research in East Tampa focusing on assets in the health, educational, and social services arenas has found that some residents are not aware of some existing services; express concerns about the quality of some services, express the need for additional services and or express the need for coordination of services. USF faculty (R. Briscoe and H. Keller) and students provided technical assistance and support for the development of the measures, training of interviewers and focus group leaders, ongoing project activities, report writing, recommendations and provided technical assistance in relation to the resulting action plans.

The Miller Group

- Sharon Miller
- Sylvia Carley

The senior partners were residents of the East Tampa community for over 20 years. Partners and staff attended schools or worked in educational institutions that are housed in the East Tampa area. Senior partners have advanced degrees in School Psychology, Sociology and Research and Methods. All have consistently been involved in community development and advocacy.

Funding

Funding for the project came from the City of Tampa Tax Increment Financing (TIF), Children's Board of Hillsborough County, Neighborworks America and in-kind contributions.

METHODOLOGY

Data Collection Methodology: Survey and Focus Groups

The Health Education and Social Services committee, with other community members were charged with the development of all phases of the project from the development of the instruments, outreach, the action plan for conducting the needs assessment, analysis, report writing and recommendations. This committee conducted all decision-making, action plans and subsequent implementation, documentation and tracked over time.

The survey and focus group methodologies represented an attempt to address perceptions of awareness, use, and effectiveness of existing services, and perceived need for new services. In order to make the survey manageable for the community, residents participated in the process of developing, revising, and reducing its length and depth. Once the survey was developed focus group questions were developed to use as means to obtain more in-depth information. The surveys alone cannot get at the critical question of coordination of services.

The survey instrument was planned to administer to a total of 1000 residents via face-to-face interviews and focus groups by paired residents and USF students. An intensive outreach and marketing effort was planned and directed to media and to faith and community organizations in targeted neighborhoods and zip codes. The specific East Tampa neighborhood organizations were contacted and sampled. Census track data were developed to be used to select participants randomly while ensuring that participants include residents of each neighborhood in the designated East Tampa area.

Needs Assessment: Preparation

Development of Needs Assessment Survey/Interview Instrument

1. Development of purpose & scope of needs assessment with HESS committee, including member partners & Residents
2. Development of items via multiple meetings with HESS committee and community residents
3. Piloted interview schedules with residents
4. Revised items and interview schedule
5. Revised items and interview schedule with input from URS and City of Tampa
6. Revised format with HESS committee and residents

Development of Training Manual for Interviews and Focus Groups

1. Reviewed prior training manuals
2. Adapted and developed training manual to specific interview schedule
3. Piloted training with residents
4. Revised training manual

Developed Grid for survey sample across all neighborhoods within East Tampa, and documentation format

1. Developed survey sample grid to ensure interview/focus group participants from all neighborhoods
2. Developed documentation forms and procedures to ensure accurate records of interviews/focus group participants, accuracy/completion of data entries, and delivery of monies for successful completion of training, and successful completion of interviews/focus groups

Development of marketing materials

1. Developed drafts for media coverage, flyers to recruit interviewers and participants, & information for service agencies

Recruitment efforts

1. Community members attended community events, presented tentative information about upcoming needs assessment, and recruited names and contact information of people interested in becoming interviewers and or participating as interviewees or in focus groups
2. Ads were drafted for coordinators, support staff, interviewers and advertised locally in the Florida Sentinel Bulletin and placed in location throughout East Tampa

Hired

1. Four Project Coordinators
2. Twenty-eight East Resident interviewers

These Project Coordinators were responsible for recruiting, screening, hiring and training interviews of focus groups facilities. The coordinator documented successful completion of interviews/focus groups, and maintained records and completed survey forms

Needs Assessment: Data Collection

- **Orientation**-Applicants were notified to attend orientation at the Thirty-Fourth Street Church of God on January 12, 2008. Twenty-eight East Tampa residents completed the orientation that was facilitated by Drs. Richard Briscoe, Harold Keller and Maxine Woodside. Johnetta Goldsmith and William Wheeler, Program Coordinators, assisted with the orientation, are East Tampa residents.
- **Training**-Training was conducted January 22 and 24 at the Thirty-Fourth Street Church of God. Twenty-three East Tampa residents completed the training and are eligible to work as interviewers for the needs assessment. The training was facilitated by Program Coordinators Terry Tinsley, and Johnetta Goldsmith, William Wheeler and Sharon Niblack assisted.
- **Focus Group #1**-The first focus groups were held on January 19, 2008 at various community agencies. East Tampa residents, neighborhood associations, and community agencies were contacted as part of the recruitment process by the program coordinators and asked to participate in the focus groups. Residents were given the opportunity to attend at The Heart of East Tampa Front Porch office, Corporation to Develop Communities of Tampa, Inc. (CDC), 34th Street Church of God, Belmont Heights Estates and Community Health Advocacy Partnership (CHAP). Forty-seven out

of the fifty-one registered participated. The age range for this group was middle age and senior citizens. These focus groups were facilitated by Drs. Briscoe, Keller and Woodside, Program Coordinators Terry Tinsley, Sharon Niblack, William Wheeler, Johnetta Goldsmith, Ronald Bradford and Toni Watts.

- **Focus Group #2-**The demographics for this group was African American East Tampa males, who are in the prison reform system. Their age range is middle thirty to fifty-five. The focus group, which was held at Abe Brown Prison Ministries on March 13, 2008, consisted of nine participants who live reside in two different group homes. One male was not a part of the prison ministry program. The facilitator was program coordinator, Sharon Niblack and two of her interviewers, Adolphus McMillian and Rhonda Lewis.
- **Focus Group #3-**The demographics was a diverse group of Hillsborough Community College GED students that reside in East Tampa, whose age ranges from 18-25. There were seven participants, and Johnetta Goldsmith and William Wheeler were the facilitators for this March 18, 2008 focus group. Two USF students, Alex Parrow and Michelle Raxter assisted.
- **Focus Group #4-**The demographics for this March 25, 2008 focus group was African American East Tampa males and females attending The Sylvia Kimball Center's GED class. Their age range was 18-25. Two of the instructor also participated for a total of 14. Facilitators for this group were program coordinators Johnetta Goldsmith and William Wheeler, who were assisted by two USF students, Alex Parrow and Brett Mervis.
- **Strategic Planning-**The four program coordinators met on January 31, 2008 at The Heart of East Tampa Front Porch Council, Inc., to plan the assignments for the interviewers. Tampa Police Department grid map and zip code boundaries were used to divide twelve communities into four groups, one per coordinator. Nineteen grids were divided that allowed each team to be responsible for approximately 199 to 202 residents that would be selected randomly by the interviewers. Only two homes per street would be visited in order to include all targeted areas. The interviews began February 1 and ended April 4. A total of 923 residents were interviewed. Other sites where interviews were conducted for no more than two days were the CDC of Tampa's Stepping Stones class and First Baptist Church of College Hill feed the homeless program.
- **Fiscal Agent-**The fiscal agent for the program was the Corporation to Develop Communities of Tampa, Inc. Ronald Bradford, Contracts Manager, received invoices from program coordinators and issued checks on a bi-weekly basis. Distribution of funds for interviewee payments were also issued by Mr. Bradford. Johnetta Goldsmith was the lead person, with the assistance of William Wheeler in this process.
- **Wrap-up-** A chat n'chew awards recognition was held April 17 for the final 12 team members at the Front Porch Office. A post evaluation was distributed. All responses were favorable. All surveys were delivered to Dr. Sharon Miller on April 24 for data analysis

NEEDS ASSESSMENT FINDINGS: THE MILLER GROUP

Survey Respondents

Survey Respondents

From the various zip codes and communities, community workers surveyed 990 residents using a standard questionnaire (n=862) and via six focus groups (n=128). Approximately 568 (66%) of the 862 respondents provided zip code information (see Table 1). Additionally, within the various zip codes, the communities were broken up into grids. Table 2 gives a pictorial representation of the number of surveys (N=862) elicited from the residents in the various neighborhood grids located within the respective zip codes. The community workers who administered the surveys also resided within the various zip codes and communities. A copy of the survey is in Appendix A. It should be noted that some of the respondents did not answer all of the questions on the survey. Consequently, some factors assessed by the questionnaire are uneven in their representations and the total percentages will not equal 100.

Table 1. Number of Respondents by Zip Codes (N=568)

Zip Codes	Number of Respondents
33603	1
33605	110
33608	2
33610	455

There are several communities, civic and business associations located within the East Tampa area: College Hill Civic Association, East Tampa Business and Civic Association, Inc., Belmont Heights Estates, Florence Villa/Beasley/Oak Park Civic Association, Front Porch Florida Community, Grant Park Civic Association, Highland Pines Community Taskforce, Inc., Northeast Community Crime Watch and Civic Association, Inc., Northview Hills Civic Association, Inc., Old Seminole Heights Neighborhood Association, Inc., Southeast Seminole Heights Civic Association, Inc., and VM Ybor Neighborhood Association and Crime Watch.

Table 2. Neighborhoods Grids and Number of Surveys Elicited (N=862)

Neighborhoods	Grids	Number of Surveys
College Hill (Belmont Heights)	98	65
East Tampa Business & Civic	72, 23, 74, 82, 84, 85, 86, 97, & 98	331
Front Porch Florida Community & Florence Villa/Beasley/Oak Park	108, 109, 110	40
Grant	101	5
Highland Pines	100	4
Northeast Crime and Civic & Northview Hills Civic	75 & 78	14
Old Seminole Heights & Southeast Seminole	70, 71, & 83	103
VM Ybor Neighborhood Association	95, 96, & 107	83
Other Community Sites*		219

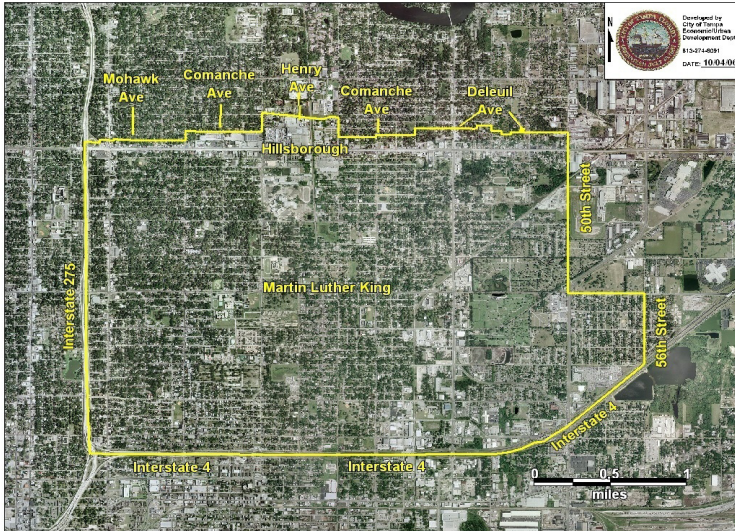
*Note. Other Community Sites include: CDC of Tampa, Mohawk north of Hillsborough, Comanche north of Hillsborough, and Live Oak Association.

Moreover, the questionnaire was administered and focus groups were held to answer the following two questions:

- ‘What are the current demographics of the East Tampa Community?’ and
- ‘What does the community need?’

Based on an analysis of the questionnaire and the focus group materials, a demographic picture of the surveyed respondents and some descriptive aspects of their households are presented. To better understand the respondents' relationship to and interaction with the social service agencies and organizations within the community, the familiarity and use of the current agencies/organizations in the neighborhood are examined. Finally, based on the data from the questionnaires, personal comments and the focus groups, the perceived services and business needs are shared.

Figure 1. Map of East Tampa Community



Demographics

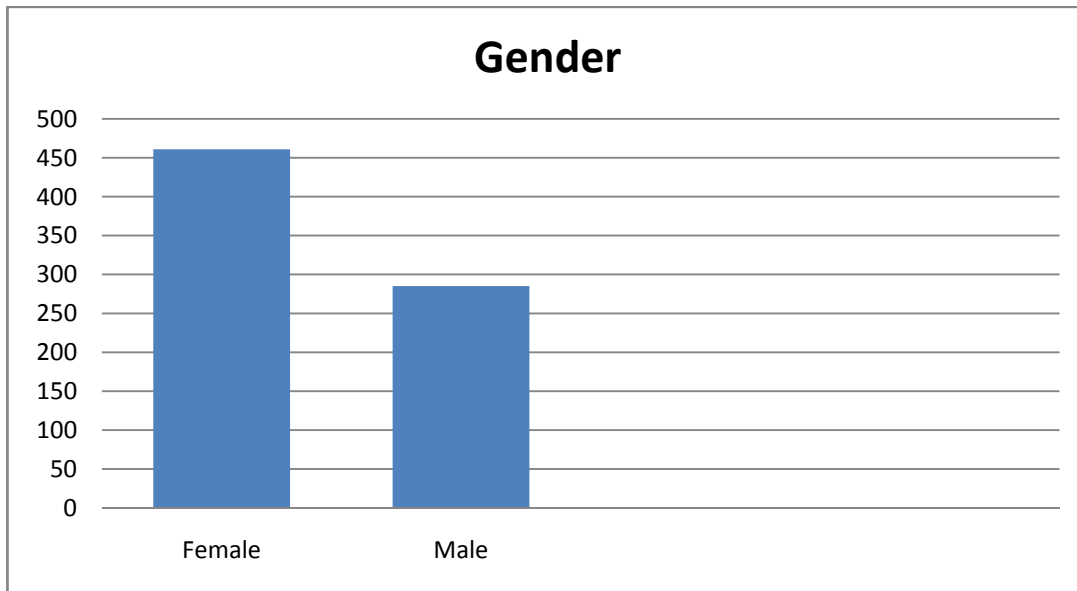
The respondents were asked to provide the following basic demographic information:

- Gender
- Race/Ethnicity
- Age
 - o Respondents
 - o People in Household
- Socio-economic Status/Income
- Education Levels
- Transportation
- Homeownership
- Marital Status

Gender

Of the 862 responding to the questionnaire, the majority were female (53.5%; n=461) while 33.1% (n=285) were males. Figure 2 provides a pictorial representation of the gender demographic. These data proportionately mirror the US Census Bureau (2000) statistics for these communities (33603, 33605 and 33610). That is, as reported by the US Census Bureau, the majority of the residents are female (52%) and a male population of 48%.

Figure 2. Gender of Questionnaire Respondents

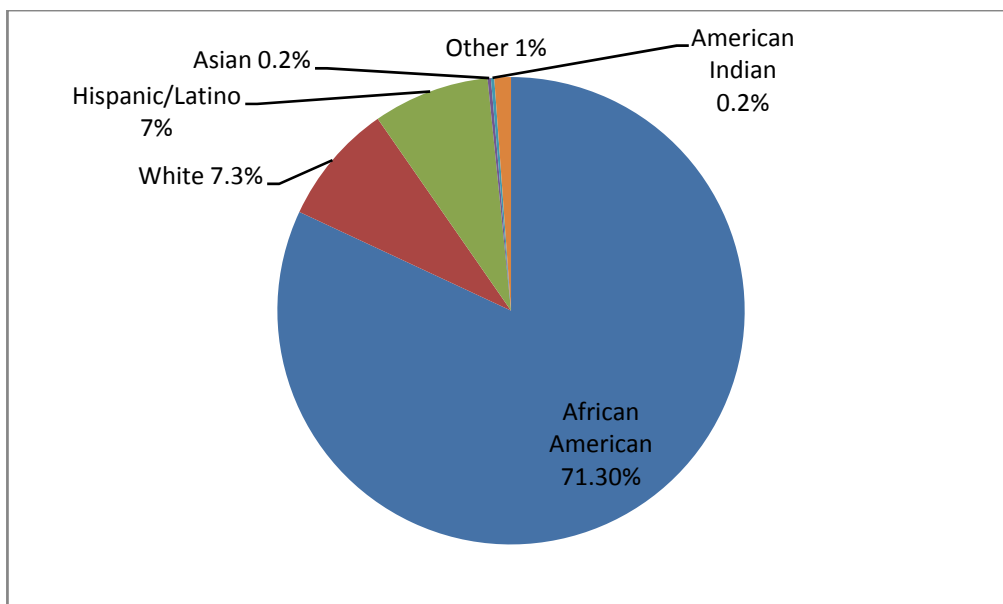


Note. Percentages do not add up to 100 because of missing data; not all respondents provided the requested information.

Race/Ethnicity

The respondents to the questionnaire are predominately African American. Figure 3 provides a breakdown of all respondents participating in the survey by race/ethnicity. As described in this assessment analysis, the race and ethnicity data appears to be proportionately reflective of the 2000 Census demographics wherein the majority of the residents in the East Tampa area were African American. For example, average percentages for race as presented in the Census Data for the zip codes were: African American – 55%; White – 37%; American Indian or Alaska Native - .4%; Asian - .5%; and Some Other Race – 4.2%. It should be noted that the primary language of the residents of East Tamps is English.

Figure 3. Race/Ethnicity of in the East Tampa Area



Note. Percentages do not add up to 100 because of missing data; not all respondents provided the requested information.

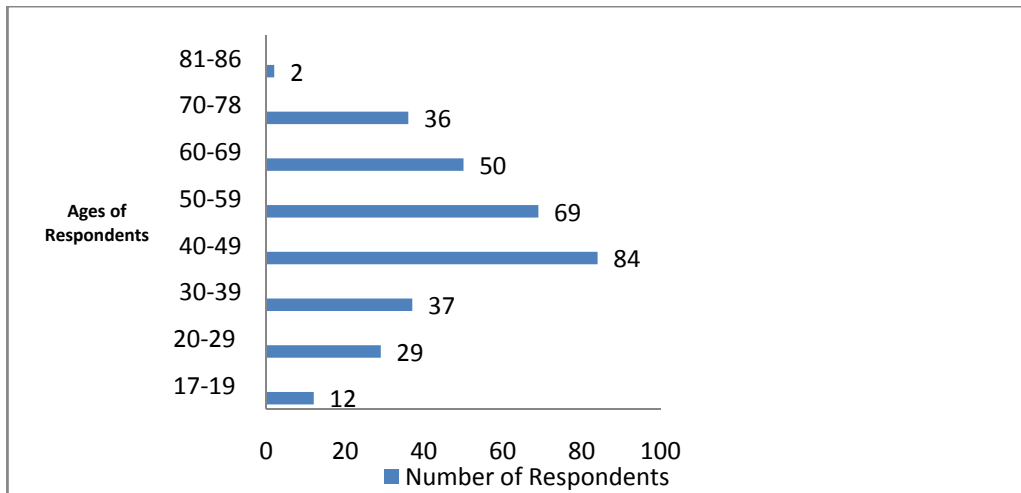
Age

In the survey, the age the survey respondents and age of the members of the household were two different data points (variables assessed).

Survey Respondents

The age range for the individuals responding to the survey ranged from age 17 to 86. More specifically, 64% of the respondents who reported this demographic information were between the ages of 40-69. See Figure 4 for additional information in regards to the ages of the survey respondents.

Figure 4. Ages of Questionnaire Respondents



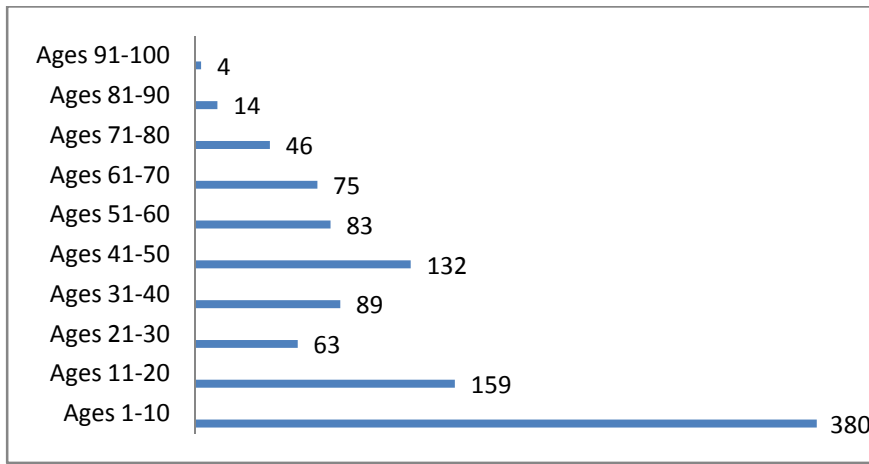
Note. Percentages do not add up to 100 because of missing data; not all respondents provided the requested information.

Ages of People in Household

Based on the survey results, there appears to be a wide range and a diverse age group living in households in the East Tampa area; the ages range from less than 1 years of age to 94 years of age. More specifically, the majority (51.6%; n=539) of the individuals living in the households were between the ages of 1 to 20 years of age; 31.9% (n=333) were preschool age and 14.3% (n=150) were school age. School age is defined as those individuals between the ages of 6 and 16, and fit into the category of compulsory school attendance. Additionally, the most frequently reported age was 1 year of age or less (n=98), with a medium age of 19 years for all individuals living in the household.

The Census Bureau data (2000) in comparison to the household data from the questionnaire share some similarities but there are differences as well. The Census data reflects a majority population 64 years and younger (average percentage – 79). See Figure 5 for additional information.

Figure 5. Ages of Individuals Living in Household



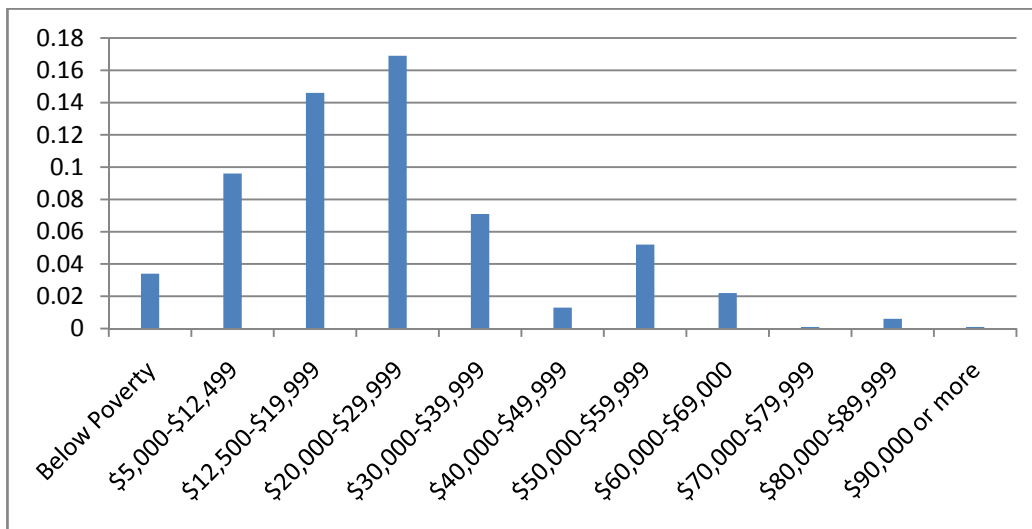
Note. Percentages do not add up to 100 because of missing data; not all respondents provided the requested information.

Socio-Economic Status

Income

When interviewed 528 or 61.4 per cent of the residents were able to provide the total household income. The total income for 2006 included work and all of the governmental assistance checks. The income level by a majority of the respondents is less \$30,000.

Figure 6. Total Household Income (2006)



Note. Percentages do not add up to 100 because of missing data; not all respondents provided the requested information.

Public Assistance

Residents were asked if they received any public assistance 461 or 53.5 indicated that they received some form of assistance. In fact, at least 15% receive some type of public assistance (see Table 3). No less than 10% (n=87) of the population received food stamps and 2.1% (n=18) is being served under the Temporary Assistance to Needy Families (TANF).

Table 3. Forms of Public Assistance

Form of Public Assistance	Any Public Assistance	TANF	Food Stamps	Other
Percentage	15.3	2.1	10.1	1.3

Current Employment

In regards to employment, 32.1% (n=277) were employed full-time as compared to 3.5% (n=30) that worked part-time. Most of the respondents were retired, disabled, or unemployed. In fact, 19% (n=164) were retired, 20% (n=172) disabled and 6.6% (n=57) was unemployed. At least (40%) of the respondents worked or attended school. More specifically, 2.7% (n=23) were full-time students while 2.6% (n=22) were in school and employed on a part-time basis.

Moreover, of the respondents gainfully employed and who provided information about their employment status, 3.4% (n=29) worked in a private office while 3.1% (n=27) worked in a school setting. In the category 'other' 8.8% (n=76) indicated that they worked in a setting other than the categories listed on the survey.

Educational Levels

The education levels range from less than high school to the advanced degree; 59% had a high school diploma or less (40% high school diploma or GED; 19% - less than a high school diploma) while 20.6% had some college or technical school training. The remaining 5.3% had a bachelor's to an advanced degree (1.6% - Associate Degree or equivalent; 3.8 - Bachelor's Degree; 1.5% Advanced Degree). See Table 1 for additional information.

Table 4. Educational Levels

Educational Level Completed	Percentage of Respondents
Less than High School	19%
High School Graduate (or GED)	40%
Some College or Technical School	20.6%
Associate's Degree or at least 2 yrs college	1.6%
Bachelor's Degree	3.8%
Advanced Degree	1.5%

Note. Percentages do not add up to 100 because of missing data; not all respondents provided the requested information.

Transportation

The questionnaire respondents were asked ‘how do you typically get to work/school?’ Based on the responses, the mode of transportation to work or school was primarily by personal car or bus.

Table 5. Mode of Transportation

Mode of Transportation	Walk	Bike	My Own Car	Bus/Van	Carpool	Other
Percentage	1.6	0.2	29.1	10.7	0.6	0.8

Note. Percentages do not add up to 100 because of missing data; not all respondents provided the requested information.

Homeownership vs. Renting

The data indicated a majority of the respondents live in single family homes and own their homes rather than rent (see Figure 7). Of the 739 respondents, 436 owned their own home and 303 were renters. Most of the renters were currently living in public housing or had previously lived in public housing. Furthermore, 486 (56.4%) have lived in their current location five years or less. On the average most homes have 1 or 2 people in the household.

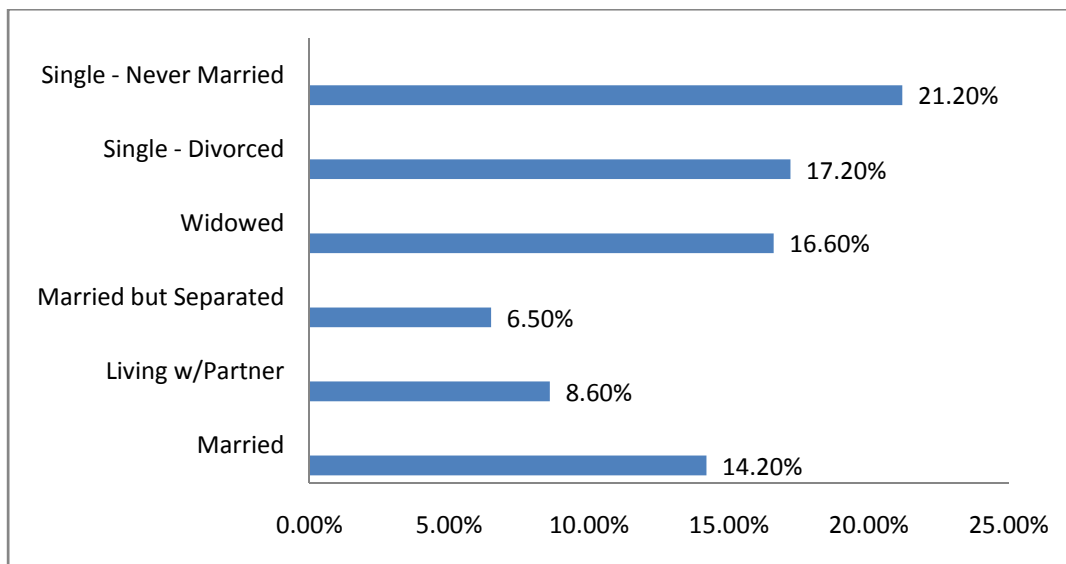
Figure 7. Homeownership

Note. Percentages do not add up to 100 because of missing data; not all respondents provided the requested information.

Marital Status

Most of the respondents are living in a single status situation. However, a majority (51.2%; n= 461) are married or have been married (i.e., single-divorce, widowed, married but separated, or married). See Figure 8.

Figure 8. Marital Status of Respondents

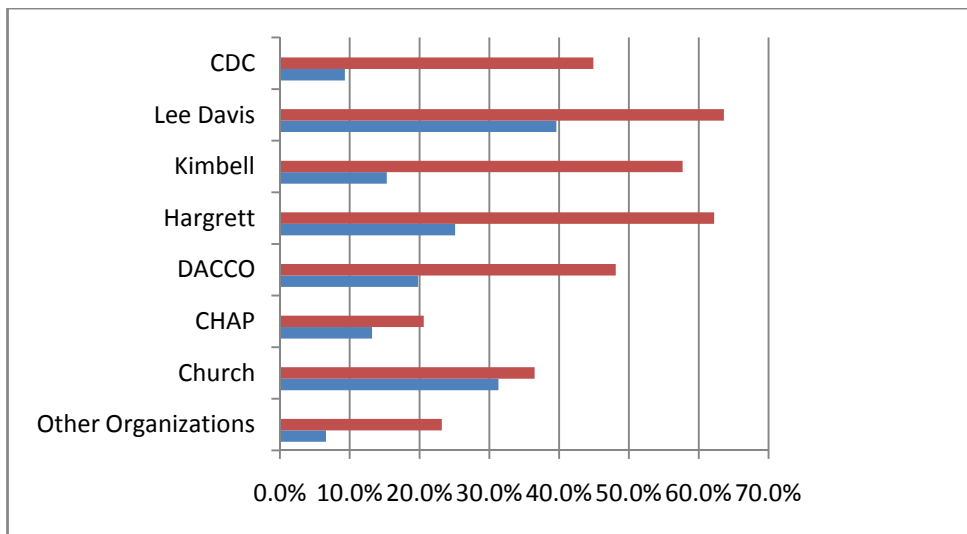


Note. Percentages do not add up to 100 because of missing data; not all respondents provided the requested information.

Respondents' Familiarity with and Use of Existing Community Services

Respondents were asked a series of questions to determine how familiar they were with the services in the East Tampa community, which services did they use, and which of the services were helpful. Figure 9 provides a pictorial view of the respondents' familiarity with and use of existing services within the East Tampa Community. Additionally, immediately following with pictorial representation, an expanded discussion of this section is provided and includes a description of the community agencies/organizations in the East Tampa Community, the frequency of the respondents' familiarity, usage and finally whether the respondents found the services helpful.

Figure 9. Familiarity and Use of Services



The Corporation to Develop Communities of Tampa, Inc (CDC of Tampa)

The CDC of Tampa is a 501c3 community development corporation focused on implementing neighborhood revitalization strategies in East Tampa. The CDC accomplishes its mission by providing programming in workforce development, youth leadership, small business development and affordable housing.

While 44.9% (n=387) of the 851 respondents were familiar with the CDC of Tampa, 89% (n=768) of the 848 had not used nor knew anyone who had used the services.

Respondents most frequently use the open air market and job placement services as noted in the written comments of the questionnaire. More respondents indicated that the services were more helpful than not.

Lee Davis Neighborhood Service Center

The Center provides a wide variety of services and activities that are structured to meet the varied needs of the community through programs offering assistance in the areas of housing employment, financial, medical services. The Center will also assist with deposits to have water, electric and gas utilities turned back on for qualified applicants.

Over 63% (n=548) of the 855 respondents were familiar with the Center while 59% (n=509) of the 850 respondents had used or knew someone who had used the services.

A summary of the comments about the center indicate medical services, payment of utility bills and WIC provisions were the most frequent services used by the respondents. Furthermore, the respondents indicated that the services were helpful. Although some residents felt that the service was too slow.

Kimball Full Service School of Hillsborough County

The Kimball Full Service School is operated by Hillsborough County School District. It is specifically designed to help improve student performance in areas of attendance, behavior, and academic achievement. The school provides a number of services such as the parent resource center, early childhood education, GED instruction, etc.

More than 57.7% (n=497) of the 855 respondents were familiar with the Kimball School, however only 15.3% (n=132) of the 850 respondents had used or knew someone who had used the service.

When commenting in regards to the services, most respondents discussed having utilized the Head Start and GED programs. Although not all respondents indicated that service was helpful, a few indicated that the service was 'good' or 'friendly.'

James Hargrett Building

The James T. Hargrett, Jr. Building was added to the Lee Davis Complex in Tampa as a new service center. The center function was to house a program designed to provide financial assistance and support services to relatives who were caring for children placed with them under chapter 39, F.S., as a result of a departmental determination of child abuse, neglect or abandonment and placement with the relative.

Over 60% (n=536) of the 854 respondents were familiar with the James Hargrett Building. However, only 25% (n=216) of the 850 respondents had used or knew someone who had used the services.

The most frequent service provided was the issuance of food stamps. The services were noted as very helpful and the respondents questioned when will the services return to the community. In fact, a number of respondents ask questions similar to this "The building has been closed for the last 12 months and left without notification, why did they move downtown....?"

Drug Abuse Comprehensive Coordinating Office (DACCO)

DACCO is a non-for profit agency that was founded in 1973 to provide drug abuse planning, coordination and monitoring for local governmental units. Today, DACCO is a major comprehensive community based substance abuse service system that specializes in prevention, intervention and treat programs to primarily Hillsborough County residents.

At least 51% (n=440) of the 855 respondents were not familiar with DACCO. Only 19.8% (n=171) of the 851 respondents had used or knew someone who had used the services of DACCO in the last 12 months.

Through the comments, the respondents related that they had personally or their sons, brothers, grandsons, fathers, other relatives and friends had received services from the organization. And, a number of the comments indicated that the services were helpful.

Community Health Advocacy Partnership, Inc. (CHAP)

The CHAP group was founded in 2003. Its mission is to advocate promote, and protect the health and safety of the community members of Hillsborough County. A particular emphasis is placed on minorities, the uninsured and the underinsured. The group's main strategies for accomplishing its mission include facilitating access to quality health services, integration of community disease prevention, intervention and education, case and self management, advocacy programming and strategic partnerships with public and private entities with a shared vision and mission.

The respondents were not aware of CHAP, in fact only 20.6% (n=178) of the 856 respondents were familiar the services. Only 13.2% (n=114) of the 848 respondents had used the services and most was in the health category (i.e., Diabetes testing).

Some respondents indicated use of CHAP through statements such as “I will go there.”

Churches

The churches in the community offered various services to address the social needs of the residents in the area. The respondents indicate that 36.5% (n=315) of the 847 respondents had received some social services from a church in East Tampa like food, clothing, tutoring or other services.

The service most often provided by the churches was food. Additionally, the churches most frequently cited for providing assistance were Abe Brown Ministries, Metropolitan Ministries and Deeper Life Ministries.

Other Organizations

The organizations in the area such as the COACH Foundation (private not for profit organization founded 1981), East Tampa Business and Civic Association, and Joshua Capital Group, Inc. (JCG) work to transform communities through the social, economic and cultural life of their neighborhoods. COACH works within various neighborhood communities in around Greater Tampa stressing a common sense approach to crime prevention, drug treatment, education, employment, personal awareness, and home ownership.

The data specified that at least 23.2% (n=200) of the 847 respondents received some social services from organizations of this type in East Tampa.

Services by the COACH Foundation were noted as helpful; however, a majority of the respondents were not aware of this group. East Tampa Business and Civic Association were noted in relationship to a crime watch meeting. The Joshua Capital Group, Inc. (JCG) , located in East Tampa, uses the following strategies to help communities consulting and leadership development, strategic planning and feasibility studies, “faith based initiatives” and community development, capital campaigns and annual stewardship programs, nonprofit development, church and nonprofit financing.

Other Support

Respondents were asked to further delineate their support systems, if they had not received services from their churches or other organizations in the East Tampa area. The number one support system cited by the respondents was family.

More specifically, the family unit provided financial assistance to 49% (n=426) of the 862 respondents. Financial help was the primary resource provided by the family.

Overall, the respondents were not as familiar with over half of the agencies in the community. The least familiar service was CHAP and the most familiar social agency was the Lee Davis Neighborhood service Center. The Lee Davis Center was also the most used service. Church familiarity and usage were about equal. The least used services were those presented by other organizations in the East Tampa Community.

Types of Services Used and Frequency

The questionnaire asked respondents to list the types of services either used by them or by someone they knew within each non-profit organization. The respondents were also asked to check whether or not these services were helpful. Respondents either denoted their response with a 'Y' / 'N', or a checkmark. It was unclear as to which part of the question the responses were meant to answer: 'Service used' or 'Was the service helpful?' Therefore, the researcher recorded either a checkmark or a 'Y' as indication that the service was used. The aspect of helpfulness was usually addressed in the comments section at the bottom of each page of the questionnaire.

The list of services to rank was based on those individual services each organization offered. For example, under the Corporation to Develop Communities of Tampa, Inc. (CDC) respondents were asked if they used services like open air markets, the East Tampa business center, and Osborne Landings apartments, to name a few. Generally, respondents were asked if they used health, affordable housing, youth services, life skills, employment, social, financial assistance, public safety, education or counseling services. The following table shows the ranking of the overall top ten services that respondents reported as using.

Table 6. Overall Top Ten Services Used by Respondents

Organization	Type of Service	Percentage of Respondents Who Used This Service
Lee Davis	Health	40.8% (n=352)
DACCO	Substance Abuse Prevention	23.0% (n=198)
Lee Davis	Social Services (WIC, Section 8)	16.6% (n=143)
Church	Other	15.0% (n=129)
Lee Davis	Financial Assistance	14.8% (n=128)
James Hargrett	Other	9.7% (n=84)
CDC	Job Placement	9.6% (n=83)
CDC	Open Air Markets	8.9% (n=77)
Lee Davis	Employment	8.7% (n=75)
Kimball School	Education	8.4% (n=72)

Participants' Perceived Need for Types of Services

Respondents were asked to rate at least forty-seven services in terms of how strongly they were needed in the East Tampa community. The range of personal, advocacy, social, medical and educational services was reviewed by respondents and each was prioritized. Below on Table 7 is the top ten list of perceived service needs for the area. Affordable Housing surfaced as the number one need and at least three of the top ten needs were related to housing. Further review ascertains that advocacy and medical needs were more pronounced as services that would improve the quality of life for the residents of East Tampa. As noted below dental care, disability service, visiting nurses and AIDS education highlight the respondent's medical requests. Additionally, there are three advocacy issues of disability services, affordable legal service and senior citizen programs.

Table 7. Participants' Perceived Need for Types of Services: by Rank Order

Rank Order		
Type of Service	Rating Average	Rank
Affordable Housing	4.68	1
Adult Dental Care	4.59	2
Senior Citizen Housing	4.58	3
Job Training	4.53	4
Senior Citizen Programs	4.52	5
Visiting Nurses	4.52	6
Affordable Legal	4.51	7
Disability (Support, Advocacy, Legal)	4.51	9
Homeless Program	4.51	10

Participants' Perceived Need for Types of Businesses

Each respondent was asked to prioritize the business needs for the East Tampa community. Twenty four business areas were provided and additional space was granted on the questionnaire for the respondents to write their ideas, if different from the list. The top ten businesses as requested by the respondents had an emphasis on retail, medical, and social service needs. Although, though there are retail stores currently in the area, at least four requests for additional stores surfaced in the top ten. The request was that these stores would be new in the neighborhood (i.e., new clothing). In fact, the number one request was for a super center like Wal-Mart or Target to be established in the neighborhood; the respondents did not want additional used clothing or furniture stores in the area. Furthermore, medical facilities and services such as chain drug stores, hospitals and dental care served to underscore the resident's perception of medical deficiencies in the area. Social service needs were identified as well as legal and financial. The actual request was to have more attorneys and have a credit union in the area.

Table 8. Participants’ Perceived Need for Types of Businesses: Rank Order

Rank Order		
Type of Business	Rating Average	Rank
Super Center (Target, Wal-Mart)	4.57	1
Dentists	4.52	2
Chain Drug Stores	4.06	3
Clothing Stores-New	4.01	4
Hospital	4.01	5
Furniture Store-New	4.00	6
Hardware Stores-New	3.86	7
Chain Rests/Rest.	3.83	8
Credit Union	3.78	9
Attorneys	3.73	10

Summary of Questionnaire Comments

To further understand the respondents’ views regarding services from the community agencies, an analysis of the questionnaire written comments was conducted. Although the verbatim comments from the 862 questionnaires were analyzed, not all questionnaires carried written responses. More specifically, there were two questions that served as stems to prompt the comments that were made by the respondents:

- “Have you or someone you know used the services of.....in the past year (12 months)?”
- “If yes, what services did you (or someone you know) use and were they helpful?”

In conjunction with the two stem statements, the statement that specifically requested comments from the respondents was: *Write any comments below, indicating service type by number when comments relate to a specific service type.*

The residents were definitive in regard to the comments made about the social and business needs of the community. The questionnaires revealed expressions that involved all aspects and encompassed needs of all age groups in the community. However, a repeated trend of thought for the social milieu was health services and the physical environment of the community. In addition to the social trends, a thematic expression of caring for others (e.g., homes for the homeless, care for AIDS patients, help for the elderly, the need for doctors and medical services) was also observed in the comments.

Moreover, the comments from the respondents indicated that the types of services the residents accessed within the community were directly related to the basic necessities of life—food, shelter, clothing and medical services.

Most of the comments (37%; n=333) centered on the support the residents received from their families followed by services received from Lee Davis Neighborhood medical services (23%; n=194), the various community churches (21%; n=178), and the James Hargrett Center (16%; n=137). Additionally, the support received from their families ranged from financial assistance to housing. Further review indicated that the agency most known and frequented in the community was the Lee Davis Center. From this agency, residents sought on the majority medical services. The James Hargrett Center appeared to have been the food stamp office for the community, for the majority of the comments about the center were about obtaining food stamps. However, comments by the respondents indicated

that the Hargrett Center is now closed. Churches primarily provided the residents with access to food and clothing. Several churches were consistently mentioned in the questionnaire comments as providing food and clothing—

1. Metropolitan Ministries,
2. Abe Brown Ministries,
3. First Baptist of Hill (church pastor founded the Abe Brown Ministries), and
4. Deeper Life Ministry.

As there were agencies with higher use ratings, there were several agencies with lower usage ratings. For example, residents accessed services from DACCO more frequently when compared to the remaining service agencies/ community organizations (13%; n=110) followed by services received from the CDC (11%; n=92) which focused primarily on use of the open air market, business plans and job placement, and educational services received from the Kimball Center (8%; n=70). CHAP and Community Organizations were least used by the residents (4%; n=37 and 38%; n=38). CHAP provides preventive medical services to the community while the community organizations such as the Coach Foundation provide support services to the residents.

Several statements were made involving the physical environment of the East Tampa community. Respondents indicated a need for parks in the neighborhood, paved roads, sidewalks, stop signs, and speed bumps. Respondents also questioned the lack of completion of various projects in the area. For example, one resident asked “when will they finish the Palm Park in front of 3415 E. Ellicott. It is sore eye for the community and disappointment.” A general comment was observed, “I would like to live in a nice clean area and have everything close by.”

Respondents also wanted increased security by having police surveillance to ensure safety. Locations were identified as providing issues related to negative environment for family life. Suggestions by the respondents range from removing the prostitutes at the car wash station to closing the local bar.

From a business perspective, the respondents identified the following businesses needed to improve the area:

1. stores;
2. restaurants;
3. entertainment; and
4. medical facilities.

Over 34% of the 116 comments indicated the need or desire for some type of store. Overwhelmingly the proposals were for a grocery store and in particular a full service grocery store such as Publix, Winn Dixie or super centers such as Wal-Mart or Target. Furthermore, comments were made regarding the need for the stores to be economical, yet maintain a quality level. This finding was also corroborated in the service ratings section of the questionnaire analysis. Within the top five rankings of businesses needed for the community, dentists ranked number two, drug stores number three, clothing stores number four, and furniture stores number five; superstores were number one.

Several other types of stores were also suggested such as auto and shoe repair, air conditioning, fabric, thrift, pet, shoe (better quality than Payless) and children’s clothing. Restaurants represented at least 12% of the responses as to the type of businesses needed in the area. Respondents indicated a preference for the chain type restaurants such as Longhorn Steakhouse, Joe’s Crab Shack or restaurants that would cater to family activity such as ‘mom and pop’ style (i.e., Buddy Freddy’s), entertainment and programs for youth were also a high priority. The residents of the community indicated a desire for skating rinks, bowling alleys, gaming rooms, and movie theaters, etc. It should be noted that youth programs were not ranked in the top 10 priority items in the Service Rating portion of the questionnaire; Youth Centers (i.e., YMCA,) ranked 12 and Youth programs ranked 13.

The growth of new businesses in the area would contribute to the economic vitality of the East Tampa community by creating new jobs and allowing access to a wide range of goods and services. Moreover, in at least 8-10% of the comments denoted the advantage that new businesses would be in providing jobs and training for youth and young adults in the neighborhood.

Table 9. Questionnaire Comments Themes

Category	Supporting Statements
Physical Environment and Safety	<ul style="list-style-type: none"> • Residents expressed a need for <ul style="list-style-type: none"> ○ Paved Roads ○ Sidewalks ○ Clean Neighborhoods ○ Speed Bumps ○ More Police Protection ○ Removal of Night Club from area ○ Removal of Prostitutes
Medical	<ul style="list-style-type: none"> • Physicians who care for the <ul style="list-style-type: none"> ○ Eyes ○ Elderly ○ AIDS patients • Dentists • Walk-in Medical Clinic
Cultural/Social	<ul style="list-style-type: none"> • Movie Theater • Bookstores • Places for the elderly • Social outlets for youth <ul style="list-style-type: none"> ○ Game Room ○ Skating Rink
Businesses	<ul style="list-style-type: none"> • Grocery Stores • Super Centers • Malls/Department Stores • Restaurants • Repair Shop Services (Auto, A/C, Shoes, etc.) • Jobs

Focus Group Summary

The purpose of the focus groups was to provide the East Tampa citizens with an opportunity to state in their own words information about their community affairs. This process allowed residents of East Tampa an occasion to share their ideas about the needs, resource deficiencies, and lack of services in the neighborhood and to provide insight into what improvements should be established that would enhance the quality of living in the East Tampa area. They were also encouraged to prioritize needs according to their perceptions.

The focus groups process was held in the catchment area at the same time as the individual written surveys were being administered in the community. The focus groups were held for approximately two hours each session and each session was audio taped. This report summarizes the results of the comments that were expressed in the focus groups.

The focus groups consisted of a diverse population by location of interview, age, gender, and life circumstance. Over 100 respondents were interviewed in various settings such as churches, colleges, educational facilities, and community agencies. The ages range from young adults to senior citizens (18 to over 55 years of age). Some of the participants were from the prison reform system, students in GED programs, students in the community college system, and members of neighborhood associations.

The groups were asked standard questions and given opportunities to share their information, thoughts, and suggestions after each of the questions. This method was used to conduct a broader scan of the East Tampa Community and served to overcome the limitations of the pre-determined written questionnaire. Additionally, this method yielded insightful and in-depth results. For example, opinions and the insights of the residents obtained offered a greater understanding of their motivations and their beliefs. The assessment study used six focus groups from the East Tampa zip codes.

In review of the focus groups documents, several themes emerged as issues of concern such as communication, church roles and responsibilities, safety, employment and health. Additionally, citizens were aware of some of the services in the community, but unable to officially identify them. Furthermore most of the group participants were unable to describe services offered through the Corporation to Develop Communities of Tampa, Inc., CHAP, and the Sylvia Kimball Center. More citizens were aware of and had used the Lee Davis Neighborhood Service Center medical component than any other services.

Table 10 on the following page provides a more succinct summary of the themes that emerged from the focus group documents and a summary of the findings associated with the themes.

Table 10. Focus Group Themes

Themes	Summary Statements
<p>Social Services</p> <p>Primary</p> <ul style="list-style-type: none"> • Health • Education • Youth Programs <p>Secondary</p> <ul style="list-style-type: none"> • Safety • Code Enforcement • Police Harassment 	<p style="text-align: center;"><u>Primary</u></p> <ul style="list-style-type: none"> • The respondents were interested in health issues (e.g., nutrition, exercise, and wellness). • Early childhood education /computer access & training • Wholesome programs and places for youth. <p style="text-align: center;"><u>Secondary</u></p> <ul style="list-style-type: none"> • There was concerned expressed in regards to safety in the community for children and families. One respondent stated that there were 25 predators in the neighborhood on one street. • Citizens were concerned about the lack of efforts to clean the area i.e., vacant lots. • Indicated a need for advocacy on the behalf of juveniles and concerns with interactions with the local police force; citizens in the East Tampa Community have the perceptions that they are targeted for stops more often than citizens in other communities.
<p>Businesses</p> <p>Primary</p> <ul style="list-style-type: none"> • Supercenter • Family Restaurant • Dental/Hospital <p>Secondary</p> <ul style="list-style-type: none"> • Job Training • Job Placement 	<p style="text-align: center;"><u>Primary</u></p> <ul style="list-style-type: none"> • The comments from the business survey revealed that hotels were a low priority for the community as compared to high desire for a Super Center in the community. Increase the number and quality of stores available to citizens in the East Tampa Community. • Family restaurant (i.e., Buddy Freddy’s, Pizza service, etc.) • Lack of and current reduction of dental services for adults in the area. <p style="text-align: center;"><u>Secondary</u></p> <ul style="list-style-type: none"> • Training for various jobs and businesses where they can be hired as a result of the training.
<p>Supportive Services</p> <p>Primary</p> <ul style="list-style-type: none"> • Transition Services for Inmates <p>Secondary</p> <ul style="list-style-type: none"> • Battered women • Legal services 	<p style="text-align: center;"><u>Primary</u></p> <ul style="list-style-type: none"> • A number of individuals have been incarcerated which makes it difficult for them to acquire skills and even more difficult for them to find above poverty level wage jobs. <p style="text-align: center;"><u>Secondary</u></p> <ul style="list-style-type: none"> • Although not mentioned by a number of respondents, there was a concern that women in the distress did not have a location for assistance • Younger respondents were interested in credit repair and the lack of quality legal assistance

Conclusions

The Corporation to Develop Communities of Tampa, Inc. through a partnership with the University of South Florida conducted a survey of the East Tampa community. The purpose of the study was to present the residents of East Tampa an opportunity to provide the community and City of Tampa with suggestions in regards to desired improvements in their community and how to best use funding resources to achieve them. Community workers from the East Tampa area were used to interview 993 respondents from the East Tampa neighborhoods as identified through zip codes.

Discussion

The needs assessment survey process consisted of both quantitative and qualitative measures. Community workers interviewed through a written questionnaire (quantitative) 862 respondents and 128 participated in seven different focus groups (qualitative). With both measures, the questions centered on the resident's awareness of current services and their perceptions of the service and business needs for the enhancement of the community.

The results from the survey (quantitative) are as follows:

- Overall the respondents were not as familiar with over half of the agencies currently providing services in the community. The Lee Davis Neighborhood Service Center was the most familiar and the most used agency. The Community Health Advocacy Partnership, Inc. was not only the least familiar; it was also the least used agency.
- The services most used by the respondents were related to health or social services. In particular, the top three services used were health, substance abuse prevention and social services related.
- The respondents' perceived housing as the number one service need in the community. In fact, three of the top ten related to housing conditions i.e., affordable housing, senior citizen housing and the homeless. Adult dental care was the second most requested service.
- Survey data indicated that the respondents' perceived super center stores as the number one type of business followed by the need for dentists in the area. The themes from the respondents' comments corroborated the service rating section of the questionnaire. More specifically, within the top five rankings of the business needs for the community, the comments and ratings suggested stores are needed, especially super stores such as Wal-Mart, Target, chain drug stores, and clothing stores that sell new items. Additionally, dentists were cited as one of the top five business needs for the area. A specific consideration was requested that the stores sell new rather than old products; no thrift stores.
- One of the most significant findings indicated that the family was the number one support system in the community.

The themes derived from the focus groups were consistent with the findings of the questionnaire. The focus groups (qualitative measure) themes as did the questionnaire, addressed social, business, and services areas. The primary themes that emerged from the focus groups were:

- The respondents were concerned about health, education and youth programs.
- The respondents were also concerned about their physical environment and safety in the neighborhoods. They often expressed desires to have clean neighborhoods and more police protection for safety.

- The respondents expressed a desire for family style restaurants (e.g., mom and pop or chain—Buddy Freddy’s).
- The respondents perceived that bringing new businesses into the community would also translate into job training and employment opportunities.
- Finally assistance was desired for women in distress as well as transition services for recently released inmates and legal/credit repair services.

Study Limitations

The focus group was used to conduct a broader scan of the East Tampa Community and served to overcome the limitations of the pre-determined written questionnaire. However, the focus group respondents were asked the same questions that appeared on the written questionnaire. Open ended and not predetermined questions should be used to offer a clearer perspective of the respondents’ ideas without the guidance of the written questionnaire and/or the focus group leader(s). Additionally, another limitation of the study was the request for the respondents’ perception of others’ usage of services in the community. For example, respondents were asked if they knew someone who had used a service if they themselves had not, and were asked to rate the usefulness of the service used by individuals other than themselves. In essence the respondents were asked to respond on the behalf of others. The manner in which the respondents were asked to rate the usefulness of the service was not clear. For example, the respondents were asked to check on the questionnaire whether the services received by them or others were helpful. They denoted their responses with a ‘Y’/‘N’, or check mark. It was unclear as to which part of the question the responses were meant to answer: ‘Service used’ or ‘Was the service helpful.’ Moreover, all questions on the survey were not answered and in some cases the instructions for administering the questionnaire were not clearly followed, leaving the individual administering the questionnaire to their own interpretation.

R ECOMMENDATIONS

The City of Tampa Existing Conditions Report (2004) indicates that high crime rates and poverty are major weakness creating feelings of “hopelessness,” lack of communications and cohesiveness between community organizations, and “disconnect caused by interstate and dead end road.” The community reported numerous service providers and nonprofits which are not coordinated in East Tampa. Strengths reported in this report were the existence of infrastructure of schools, churches, and social services, leadership and the existing population working towards solutions within neighborhood groups.

The HESS committee will recommend to the overall ETCRP that this Needs Assessment is the beginning effort to develop a comprehensive strategy with governmental agencies, city, county, state and national, along with local service agencies, non-profit groups and local residents to address a comprehensive approach for developing a system of services in the East Tampa area. We propose that governmental agencies work with HESS to establish a planning team that will ensure coordination, monitoring, an accountability of programs and services in the East Tampa area. HESS proposes to use the input and feedback from this Needs Assessment to guide existing community agencies, programs and services to support existing resources for developing and implementing a comprehensive and coordinated system of services. HESS proposes a need to develop and establish an East Tampa health, education and social services collaborative partnerships with existing community agencies, programs, services and participating residents to provide a mechanism for a community networking strategy. Together, families and stakeholders will develop a community networking strategy that will support existing resources, develop and implement a comprehensive and coordinated system of services families. An immediate action is to construct an action plan written by a collaboration of stakeholders. This action plan will provide the foundation for addressing a goal of HESS; enhance the quality of life of residents for sustainable community revitalization and self-sufficiency in East Tampa.

This Needs Assessment will assist HESS in directing the mission and guiding principles.

Recommendations

Planning

1. Develop a community profile of health, educational and social service disparities that will direct program services and impact
2. Develop a process of engagement with planning, policies, services, and advocacy for East Tampa residents. Through this engagement of the residents, a determination of how human services and human capital can be integrated with community and economic development will complete the enhancement of the area.
3. Develop better communication strategies to inform residents of agencies in and their services to the community. Given the fluctuating funding for services, it is important that such communication be dynamic.

4. Enhance the collaborative efforts between social service agencies, churches, civic and business associations and the residents of the East Tampa area to address improvements in the physical environment and safety concerns in the community.
5. Engage residents in a participatory process with planning, services, advocacy and policies for East Tampa, determining how human services and human capital development can be integrated with community and economic development.
6. Orient local service programs to the HESS committee and ETCRP to promote coordination and improve service delivery in the East Tampa area.
7. Create and establish a neighborhood technology center working with local community supports including neighborhood associations, faith-based intuitions and existing agencies to improve service delivery in the East Tampa area.

Services

8. Review the medical services at the Lee Davis Neighborhood Service Center to examine the possibility of including dental services for adults.

Businesses

9. Further develop a plan to attract businesses to increase job training and employment opportunities in the East Tampa area.
10. Conduct a feasibility study to determine the viability of a superstore for the area.

Housing

11. Review existing affordable housing availability and conduct a feasibility study to address housing for the elderly and homeless.

A PPENDICES

Appendix A:

East Tampa Community Needs Assessment Informed Consent

We are conducting a survey because we want to learn from you about how you would like to see things done in East Tampa, what improvements you would like to see in East Tampa, and what you would like created in East Tampa. Twelve years ago we conducted a survey like this through the CDC of Tampa, Inc. Many of the services that residents then said East Tampa needed in the area were developed. There is now another opportunity to provide input to the East Tampa community and to the City of Tampa Mayor. We believe your input will help shape the development of East Tampa and its future.

We are asking you to participate in this survey because you are a resident of the community, and you have knowledge about the community, its services and businesses. Your views are valued. We will ask you questions about current services, possible future services and possible future businesses in the area. The survey will take about 20 minutes to complete.

We will record your answers and comments about services; type them up without any names or identifying information. Your opinions and information will remain anonymous. The information will be analyzed by representatives from the University of South Florida. The results will be given to the East Tampa Community Revitalization Partnership, each of the governing Boards of agencies mentioned in this survey and a copy to the Mayor's office.

Your participation is completely voluntary. If you agree to participate, the information you provide will not be connected in any way with your name or anyone else's. The summary report will not contain any of the names of people who answered the survey, and there will be no way to identify who said what in these surveys.

By signing this form, you are providing consent or permission to participate in this survey. You are consenting for your comments to be used, and for a summary report to be shared with the Partnership, agencies, and Mayor. The signed sheets will be kept separate from the report and never shared with others.

If you have any questions about this survey, please contact Maxine Woodside (248-6548, ext. 223) or Harold Keller (974-6709).

Your consent – by signing this form I agree that:

- I have fully read or have had read and explained to me this informed consent form describing a survey.
- I have had the opportunity to question one of the persons in charge of this project and have received satisfactory answers.

- I understand that I am being asked to participate in a survey. I understand the risks and benefits, and I freely give my consent to participate in the project outlined in this form, under the conditions indicated in it.
- I have been given a signed copy of this informed consent form, which is mine to keep.

Signature of Participant

Date

Print Name

Appendix B:
QUESTIONNAIRE

Needs Assessment for the East Tampa Community

Conducted by the Health, Education, and Social Services Committee
Of the East Tampa Community Revitalization Partnership (ETCRP),
In Partnership with ET NOW, CDC of Tampa, Inc. (an affiliate of Neighbor Works, Healthy Start and The
University of South Florida

The purpose of this survey is to give you an opportunity to give your ideas about how you would like to see things done and created and improved in East Tampa and to provide the community and City with background information about the current demographics in East Tampa and how to allocate funding to best meet the needs of residents of the area. Your opinions and information will remain **completely anonymous**. The information will be analyzed by representatives from the University of South Florida. The results will be given to the East Tampa Community Revitalization Partnership, each of the governing Boards of agencies mentioned in this survey and a copy to the Mayor's office.

I am going to ask you about various non-profit organizations that provide social services in East Tampa. For each organization, I will ask you whether you are familiar with the non-profit and what it does. If you are aware of the organization, then I will ask you if you have gotten any services from that organization, and, if so, which services and how effective they were.

We are asking you to participate in this survey because you are a resident of the East Tampa community, and you have knowledge about the community, its services and businesses. Your views are valued. We will ask you questions about current services, possible future services and possible future businesses in the area. The survey will take about 20 minutes to complete.

We will record your answers and comments about services; type them up without any names or identifying information. Your opinions and information will remain anonymous. Your participation is completely voluntary. When you complete the survey, we will give you information brochures about many of the agencies in East Tampa and \$10 as a token of our appreciation for your time and opinions.

Questions & Probes	Answers
<p>1) Are you familiar with the Corporation to Develop Communities (or CDC) of Tampa? It is located at 2631 E. Lake Avenue. Have you or someone you know used the services of CDC in the past year (last 12 months)?</p> <p>If yes, What services did you (or someone you know) use and were they helpful?</p> <p>If no, mention a few of the categories of services to see if that helps the person remember any of the services.</p> <p>If still not familiar with any services with this agency, go on to the next agency.</p>	<p>Familiar? ___ Yes ___ No</p> <p>Used? ___ Yes ___ No</p> <p>Check service type & check Helpful Y/N:</p> <p>1) Markets _____</p> <p>2) Affordable Housing _____</p> <p>3) Youth Services _____</p> <p>4) ET Business Center (Incubator) _____</p> <p>5) Job Placement _____</p> <p>6) Apartments (Osborne Landings) _____</p> <p>7) Small Business Training _____</p> <p>8) Banking _____</p> <p>9) Taxes _____</p> <p>10) Other _____</p> <p>Write any comments below, indicating service type by number when comments relate to a specific service.</p>

Questions & Probes	Answers
<p>2) Are you familiar with the Lee Davis Neighborhood Service Center? It is located at 3402 N. 22nd St. Have you or someone you know used the services of Lee Davis Center in the past year (last 12 months)?</p> <p>If yes, What services did you (or someone you know) use and were they helpful?</p> <p>If no, mention a few of the categories of services to see if that helps the person remember any of the services.</p> <p>[During training, get names of programs and connect them with numbers on right]</p> <p>If still not familiar with any services with this agency, go on to the next agency.</p>	<p>Familiar? ___ Yes ___ No</p> <p>Used? ___ Yes ___ No</p> <p>Check service type & check Helpful Y/N:</p> <p>1) Health Services _____</p> <p>2) Affordable Housing, Apartments _____</p> <p>3) Youth Services _____</p> <p>4) Life Skills _____</p> <p>5) Employment Services _____</p> <p>6) Social Services (WIC, Section 8) _____</p> <p>7) Financial Assistance _____</p> <p>8) Public Safety _____</p> <p>10) Other _____</p> <p>Write any comments below, indicating service type by number when comments relate to a specific service.</p>

Questions & Probes	Answers
<p>3) Are you familiar with the Kimball Full Service School of Hillsborough County Public Schools? It is located at 2100 E. 26th Ave. Have you or someone you know used the services of Kimball School in the past year (last 12 months)? If yes, What services did you (or someone you know) use and were they helpful?</p> <p>If no, mention a few of the categories of services to see if that helps the person remember any of the services. [During training, get names of programs and connect them with numbers on right]</p> <p>If still not familiar with any services with this agency, go on to the next agency.</p>	<p>Familiar? ___ Yes ___ No</p> <p>Used? ___ Yes ___ No</p> <p>Check service type & check Helpful Y/N:</p> <p>1) Health Services _____</p> <p>2) Affordable Housing, Apartments _____</p> <p>3) Youth Services _____</p> <p>4) Life Skills _____</p> <p>5) Employment Services _____</p> <p>6) Social Services (WIC, Section 8) _____</p> <p>7) Financial Assistance _____</p> <p>8) Public Safety _____</p> <p>9) Education Services _____</p> <p>10) Homeless Families w/ Children _____</p> <p>11) Other _____</p> <p>Write any comments below, indicating service type by number when comments relate to a specific service.</p>
Questions & Probes	Answers

<p>4) Are you familiar with the James Hargrett Building? It is located at 2002 E. 26th Ave. Have you or someone you know used the services of James Hargrett Building in the past year (last 12 months)?</p> <p>If yes, What services did you (or someone you know) use and were they helpful?</p> <p>If no, mention a few of the categories of services to see if that helps the person remember any of the services.</p> <p>[During training, get names of programs and connect them with numbers on right]</p> <p>If still not familiar with any services with this agency, go on to the next agency.</p>	<p>Familiar? ___ Yes ___ No</p> <p>Used? ___ Yes ___ No</p> <p>Check service type & check Helpful Y/N:</p> <p>1) Health Services _____</p> <p>2) Affordable Housing, Apartments _____</p> <p>3) Youth Services _____</p> <p>4) Life Skills _____</p> <p>5) Employment Services _____</p> <p>6) Social Services (WIC, Section 8) _____</p> <p>7) Financial Assistance _____</p> <p>8) Public Safety _____</p> <p>10) Other _____</p> <p>Write any comments below, indicating service type by number when comments relate to a specific service.</p>
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Questions & Probes	Answers
<p>5) Are you familiar with the Drug Abuse Comprehensive Coordinating Office, Inc (DACCO)? It is located at 4422 E. Columbus Drive. Have you or someone you know used the services of DACCO in the past year (last 12 months)?</p> <p>If yes, What services did you (or someone you know) use and were they helpful?</p> <p>If no, mention a few of the categories of services to see if that helps the person remember any of the services.</p> <p>[During training, get names of programs and connect them with numbers on right]</p> <p>If still not familiar with any services with this agency, go on to the next agency.</p>	<p>Familiar? ___ Yes ___ No</p> <p>Used? ___ Yes ___ No</p> <p>Check service type & check Helpful Y/N:</p> <p>1) Health Services _____</p> <p>2) Affordable Housing, Apartments _____</p> <p>3) Youth Services _____</p> <p>4) Life Skills _____</p> <p>5) Employment Services _____</p> <p>6) Social Services (WIC, Section 8) _____</p> <p>7) Financial Assistance _____</p> <p>8) Public Safety _____</p> <p>9) Substance Abuse prevention/outreach _____</p> <p>10) Other _____</p> <p>Write any comments below, indicating service type by number when comments relate to a specific service.</p>
Questions & Probes	Answers

<p>6) Are you familiar with the Community Health Advocacy Partnership (CHAP)? It is located at 3554 N. 29th St. Have you or someone you know used the services of CHAP in the past year (last 12 months)?</p> <p>If yes, What services did you (or someone you know) use and were they helpful?</p> <p>If no, mention a few of the categories of services to see if that helps the person remember any of the services.</p> <p>[During training, get names of programs and connect them with numbers on right]</p> <p>If still not familiar with any services with this agency, go on to the next agency.</p>	<p>Familiar? ____ Yes ____ No</p> <p>Used? ____ Yes ____ No</p> <p>Check service type & check Helpful Y/N:</p> <p>1) Health Services _____</p> <p>2) Affordable Housing, Apartments _____</p> <p>3) Youth Services _____</p> <p>4) Life Skills _____</p> <p>5) Employment Services _____</p> <p>6) Social Services (WIC, Section 8) _____</p> <p>7) Financial Assistance _____</p> <p>8) Public Safety _____</p> <p>9) CHAP Radio Program on Community Health Forum _____</p> <p>10) Other _____</p> <p>Write any comments below, indicating service type by number when comments relate to a specific service.</p>
<p>Questions & Probes</p>	<p>Answers</p>

<p>7) Have you received any social services from a church in East Tampa, like food, clothing, tutoring, or other services like I have mentioned for the other agencies? If yes, What church and what services did you (or someone you know) use and were they helpful?</p> <p>7a) Have you received any social services from a non-profit organization in East Tampa, like ET Civic Organization, Coach Foundation, or Joshua Capital? If yes, What organization and what services did you (or someone you know) use and were they helpful?</p> <p>If no, mention a few of the categories of services to see if that helps the person remember any of the services.</p> <p>If still not familiar with any services with this agency, go on to the next questions.</p>	<p>Familiar? ___ Yes ___ No</p> <p>Used? ___ Yes ___ No</p> <p>Check service type & check Helpful Y/N:</p> <p>1) Health Services _____</p> <p>2) Affordable Housing, Apartments _____</p> <p>3) Youth Services _____</p> <p>4) Life Skills _____</p> <p>5) Employment Services _____</p> <p>6) Social Services (WIC, Section 8) _____</p> <p>7) Financial Assistance _____</p> <p>8) Public Safety _____</p> <p>10) Other _____</p> <p>Write any comments below, indicating service type by number when comments relate to a specific service. Identify Church or Organization, if person gives name or location:</p> <hr/>
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Please rate each of the following services in terms of how strongly you believe they are needed in the East Tampa community: 5 = Highest Priority; 3 = Middle Level Priority; 1 = Needed, but Low Priority
0 = Not needed at all

[Interviewer: Note any comments by number on back]

Priority Rating

- ___ 1) Adult Dental Care Services
- ___ 2) Adult Education Services
- ___ 3) Affordable Childcare
- ___ 4) Affordable Housing
- ___ 5) Affordable Legal Service
- ___ 6) After School/education Programs
- ___ 7) Additional School Service/Educational Programs
- ___ 8) Community Based Affordable Women's Programs
- ___ 9) Community Information/Referral Center
- ___ 10) Community Input to Decisions about East Tampa
- ___ 11) Computer Training
- ___ 12) Convalescent Homes
- ___ 13) Credit Repair Programs
- ___ 14) Mental Health Counseling (Culturally Appropriate)
- ___ 15) Disability Services (Support, Advocacy, Legal)
- ___ 16) Drug/Alcohol Rehabilitation Centers
- ___ 17) Faith Based Programs
- ___ 18) Family Activity Centers
- ___ 19) Health Care Advocacy
- ___ 20) Home Buying Workshops
- ___ 21) Homeless Program
- ___ 22) Housing Outreach
- ___ 23) Job Training
- ___ 24) Job Placement Center
- ___ 25) Juvenile Rehabilitation Center
- ___ 26) Marriage, Couples & Family Counseling Services
- ___ 27) Meeting Space (e.g., schools, Kimball, Hargrett, Churches, new Police Station)
- ___ 28) Mentoring Program
- ___ 29) Neighborhood Charter Schools
- ___ 30) Parent Advocacy Groups for Schools
- ___ 31) Parks/Recreation
- ___ 32) Political Education & Ongoing Voter Registration
- ___ 33) Preschool Education Programs
- ___ 34) Business Recruitment for Economic Development of ET
- ___ 35) Satellite Medical Personnel

- ___ 36) Senior Citizen Housing
- ___ 37) Senior Citizen Programs
- ___ 38) Swimming Pools
- ___ 39) Teenage Parenting Class
- ___ 41) Transition Services for Former Inmates
- ___ 42) Visiting Nurses Services
- ___ 43) Youth Activity Centers (YMCA)
- ___ 44) Youth Programs
- ___ 45) AIDS Education (Tampa AIDS Network)
- ___ 46) Child Care (Information/Referral)
- ___ 47) Truancy Prevention Center

Please rate each of the following businesses in terms of how strongly you believe they are needed in the East Tampa community: 5 = Highest Priority; 3 = Middle Level Priority; 1 = Needed, but Low Priority 0 = Not needed at all. [Interviewer: Note any comments by number below or on back]

Priority Rating

- ___ 1) Air Condition Repair Centers
- ___ 2) Appliance Stores (New)
- ___ 3) Attorneys
- ___ 4) Auto Repair Shops
- ___ 5) Bakeries
- ___ 6) Banks
- ___ 7) Chain Drug Stores
- ___ 8) Chain Restaurants/Restaurants
- ___ 9) Clothing Stores (New)
- ___ 10) Copy Centers
- ___ 11) Credit Union
- ___ 12) Dentists
- ___ 13) Furniture Stores (new)
- ___ 14) Hardware Stores (new)
- ___ 15) Hospital
- ___ 16) Hotels
- ___ 17) Ice Cream Shops
- ___ 18) Insurance Companies
- ___ 19) Mortgage Companies
- ___ 20) Panera Bread
- ___ 21) Pizza Parlors
- ___ 22) Shoe Stores (new)
- ___ 23) Starbucks Coffee
- ___ 24) Super Center (Target, Wal-Mart)

Background Information (Demographics)

To be answered only by a household member above the age of 18

- 1) Gender
 - Male
 - Female

- 2) How do you classify your race (indicate one or more)?
 - American Indian
 - Asian/Pacific Islander
 - Black or African American
 - Hispanic/Latino
 - White non-Hispanic
 - Other

- 3) What is your current living situation?
 - Married
 - Living with a partner
 - Married but separated
 - Widowed
 - Single, divorced
 - Single, never married

- 4) Where do you live?
 - Single Family Home
 - Apartment/Condo Building
 - Trailer
 - Temporary Shelter/Homeless
 - Group Home/Assisted Living Facility

___ With a friend or family member in their place, temporarily

5) Do you own or rent your home?

___ Own

___ Rent

If you are a renter, do you have a Section 8 voucher/certificate?

If you are a renter, have you previously lived in public housing during the past 10 years?

6) Do you currently live in public housing?

___ Yes

___ No

7) Including yourself, how many people are in your household? (circle one)

1 2 3 4 5 6 7 8 9 or more

8) What are the ages of people who live in your household?

Yourself _____

Other person #1: _____

Other person #2: _____

Through Other person #9:

1 2 3 4 5 6 7 8 9 or more

9) How long have you lived in your current home?

___ Less than 3 months

___ 3 months to 1 year

___ 1-3 years

___ 3-5 years

___ 6-10 years

___ 10+ years

10) What is your zip code? _____

What was the zip code of the home where you lived immediately prior to your current home?

11) How long did you live in that home?

___ Less than 3 months

- 3 months to 1 year
- 1-3 years
- 3-5 years
- 6-10 years
- 10+ years

12) What is the principal language you speak at home?

- English
- Spanish
- Other

13) What is the highest level of education you have completed??

- Less than high school
- High School graduate or GED
- Some college or technical school
- Associate degree (AA, AS, CAN, LPN) or at least 2 years of college
- College Bachelor's degree (BA, BS, RN)
- Advanced Degree

14) What is your current employment status?

- In school full time/not employed
- In school part time /employed
- Work full time
- Work part time
- Retired
- Disabled
- Unemployed/Don't Work

15) If you work, what is the zip code of your place of work?

Do you work in a...?

- Private Office
- Retail Store
- Factory
- School
- Government agency
- Other _____

16) How do you typically get to work/school?

- Walk
- Bike
- My own car
- Bus/van
- Car Pool
- Taxi
- Other _____

17) What was your total household income for 2006, including work and all government assistance checks? (check one, best guess if necessary)

- Below whatever the current poverty rate is
- \$5,000 - \$12,499
- \$12,500 - \$19,999
- \$20,000 - \$29,999
- \$30,000 - \$39,999
- \$40,000 - \$49,999
- \$50,000 - \$59,999
- \$60,000 - \$69,999
- \$70,000 - \$79,999
- \$80,000 - \$89,999
- \$90,000 or more

18) Do you currently receive any public assistance?

- No
- Yes

If yes, please list all that apply

TANIF _____

Food Stamps _____

others _____

Thank you very much for your help in this important survey. We anticipate that the results of these surveys will be very informative and helpful to the community development of East Tampa.



**East Tampa Needs Assessment
Training Manual**

Prepared by:
Terry Tinsley



PURPOSE STATEMENT

We are conducting a survey because we want to learn from you about how you would like to see things done in East Tampa, what improvements you would like to see in East Tampa, and what you would like created in East Tampa.

Twelve year ago, we conducted a survey like this through the CDC of Tampa, Inc. Many of the services that residents then said East Tampa needed in the area were developed. There is now another opportunity to provide input to the East Tampa community and to the City of Tampa Mayor. We believe your input will help shape the development of East Tampa and its future.

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By signing this form, you are providing consent or permission to participate in this survey. You are consenting for your comments to be used, and for a summary report to be shared with the Partnership, agencies, and Mayor. The signed sheets will be kept separate from the report and never shared with others.

If you have questions about this survey, please contact Maxine Woodside (248-6548, ext. 223) or Harold Keller (974-6709).

LOCATION & HOURS OF OPERATION

The office is located at Cornerstone Family Ministries (formerly the Wolff Center), 2801 N. 17th St. Tampa, FL 33605, Telephone number 248-6259 Ext. 223. The building operate with flexible hours to allow personnel to gather and turn in material, receive supplies, make telephone calls, and receive payments.

Interviewers **may not** be able to conduct surveys during normal office hours due to homeowners/renters work schedules. As such, work hours are flexible.





GETTING STARTED

There are a few strategies in successfully conducting interviews and surveys for residents of East Tampa. The materials used for the training sessions and in the field are user friendly. Our first goal is to alert residents to our presence in the area and inform them of our purpose.

There are approximately 800 interviews to be conducted. Many will take place in the field while others will be conducted through focus groups. Interviewers are required to work within an assigned grid area. You will be given maps, door tags, and all necessary material to complete the surveys.

Program Coordinators will work with neighborhood associations/organizations to compile listings of residential household to be interviewed. From this list, the interviewer will attempt to successfully complete the survey. If the resident is not home, leave a “Sorry I Missed You” door tag with your Program Coordinator’s name and contact number. The coordinator will receive phone calls and schedule return visits.

Read over the material concerning the East Tampa Revitalization Partnership and know the purpose of conducting the survey. Be prepared to be asked questions. If the resident make inquiries, please answer them courteously and honestly. It is also important to **stress** that the interviews are **voluntary and their responses will be kept confidential**. Residents will be watching from behind the curtains, so be mindful of your actions.

While in the field, you may run into University of South Florida volunteer students. They will be passing out information about the Partnership.

EMPLOYEE RESPONSIBILITIES

*As you go out into the neighborhood to conduct the surveys, please remember that you represent the East Tampa Community Revitalization Partnership, various governing agencies, the City of Tampa Mayor and YOU. **Someone is always watching - - - you may not see them, but they will see you! Be courteous and professional.***

Program Coordinator

Program Coordinators are responsible for issuing surveys and assigning grid numbers. They will also verify that you have completed the surveys satisfactorily. Your coordinator will make arrangements with their interviewers to pay residents completing the survey. They are also responsible for ensuring that the tasks remain on schedule. You are required to meet as determined by your coordinator. The Program Coordinator will work with the Program Administrator to gather or disseminate information to staff.



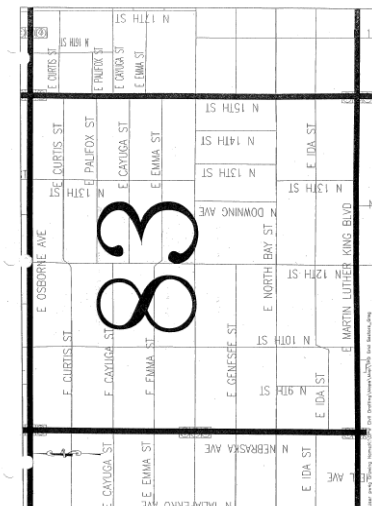
Interviewer

The interviewer is expected to promote the East Tampa Revitalization Partnership when conducting interviews. You will meet with your coordinator as required, however, you **must** meet at least once a week to gather or turn in material. You may be asked to make payment to the interviewee. If this is the case, you will be required to sign receipts for any money distributed and have the residents acknowledge receipt of payment.

MATERIAL ISSUE

Each interviewer will be issued the following material:

- Identification badges
- Surveys (amount/numbers to be determined by Program Coordinator)
- Grid Maps
- Door tags (Sorry We Missed You)
- Clipboard
- Pens, Markers, Pencils



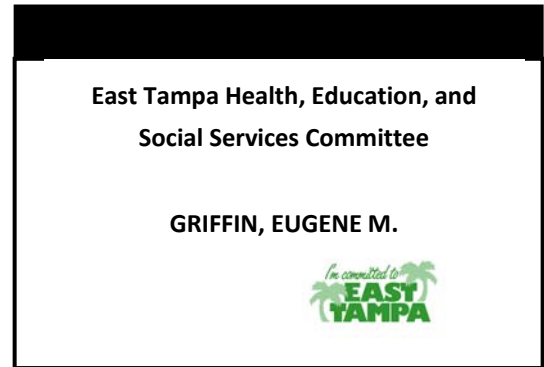
DRESS CODE

Each interviewer is expected to wear:



- Identification badge
- Jeans or slacks

As representatives of the Partnership, employees are required to wear clean attire in the department of their duties.



SAFETY FIRST

Safety in conducting the surveys in the field is ***extremely important!***

In order to ensure the safety of residents of East Tampa, you are **required to wear your “I am Committed to East Tampa” identification badge.** Failure to do so will result in your immediate termination (all lost or stolen items to your program coordinator before returning to the field).



We are asking East Tampa residents to open their doors and speak with you. After an extensive advertisement campaign, residents will be looking for you to come into their neighborhoods. This also means that **criminals will also be looking for an opportunity to take advantage of residents willing to open their doors.** Surely, you don't want *your* negligence to result in potential harm to residents. **BE ALERT, BE PROFESSIONAL, BE IN UNIFORM.** This will reduce the risk of threat of criminal activity.

For your safety and protection, interviewers **may decide** to work in teams when in the field. The minimum distance from your partner should **not exceed 50 yards** (sight or hearing range). You are allowed to work on opposite ends of a street or parallel to your partner.

Below is a list of conditions in which you will be required to record the address of households you were unable to survey. Your coordinator will periodically spot

check the address provided and verify the residence as unsafe or unable to survey.

Keep the following situations in mind as you prepare for field duty:

- **Never enter a residence alone!** If resident is insistent, explain that it's against company policy.
- Do not approach a residence that does not 'feel' right to you; instead, record the address and leave a notification tag with contact information.
- Do not approach fenced in properties with animals; instead, leave a notification tag on mailbox with contact information.
- If ordered to vacate the property, do so immediately!



WHAT TO EXPECT

Working in the field requires patience and excellent communication skills. Listed below are some of the things you will experience when conducting the surveys:

- Expect residents to be hesitant in responding to you.
- Expect residents to not want to disclose personal information.
- Expect that **some** residents **will** be rude.
- Expect **some** profanity/hostility from residents.
- Expect **some** residents who miss conversations to prolong the interview.
- Expect **not** to be invited into **most** residential homes.
- Residents expect honesty (tell how long the survey will take).
- Residents are busy and don't want to be bothered with the survey.

SCRIPTS/TIPS FOR CONDUCTING THE SURVEY

SCENARIO #1

Interviewer:

"Good evening, my name is _____, and I am here on behalf of the East Tampa Health, Education, and Social Service Committee. May I please

Speak with you for two minutes? **I'm not here to sell anything, I just need your opinion on East Tampa services.**

Resident:

"I'm not interested".

Interviewer:

Okay, **ONE MINUTE.** If I don't get you interested in one minute, I promise I'll leave. Surely, you have one minute.

Resident:

"I'm not interested."

"I'm on the phone."

"I'm busy."

*******They are turning away and closing the door. *******

Interviewer:

*******Speak a little louder (don't shout)! *******

Did you know a portion of your tax dollars are being set aside to bring those services the majority of East Tampa residents would like to see? If you won't tell us what you want, somebody else will make the decision for you.

Or

"You don't struggle with health expenses?"

"You're not curious about what going on in East Tampa?"

"You're not interested in a possible job opportunity for yourself or family?"

"Do you know where to find assistance for 'all' of your needs?"

*******They are still listening.... You have a sell! Make your pitch. *******

In June 2006, the City of Tampa and Hillsborough County passed a revitalization act to improve the living conditions of this community. I am here conducting a

survey to find out if you know of the services that are available in the community and what services you would like to see in East Tampa as far as health, education, and social services. The survey will take approximately 20 minutes to complete. You don't have to answer any questions you don't like and all of your answers will be kept confidential.

MAY WE GET STARTED.....

SCENARIO #2

Interviewer:

“Good evening, my name is _____, and I am here on behalf of the East Tampa Health, Education, and Social Service Committee. May I please speak with you for two minutes? **I’m not here to sell anything, I just need your opinion on East Tampa services.**”

Resident:

“Two minutes?”

Interviewer:

“Two minutes to explain the purpose of the survey and what’s happening in East Tampa. The actual survey takes about twenty minutes to complete.”

Resident:

“What kind of stuff do you want to know?”



Interviewer:

“Well let’s see. How about ... **proceed with conducting the interview.**”

SCENARIO #3

Interviewer:

“Good evening, my name is _____, and I am here on behalf of the East Tampa Health, Education, and Social Service Committee. May I please speak with you for two minutes? **I’m not here to sell anything, I just need your opinion on East Tampa services.**”

Resident:

“I ain’t working right now, I ain’t got no money, my house is dirty so I can’t invite you in right now.”

Interviewer:

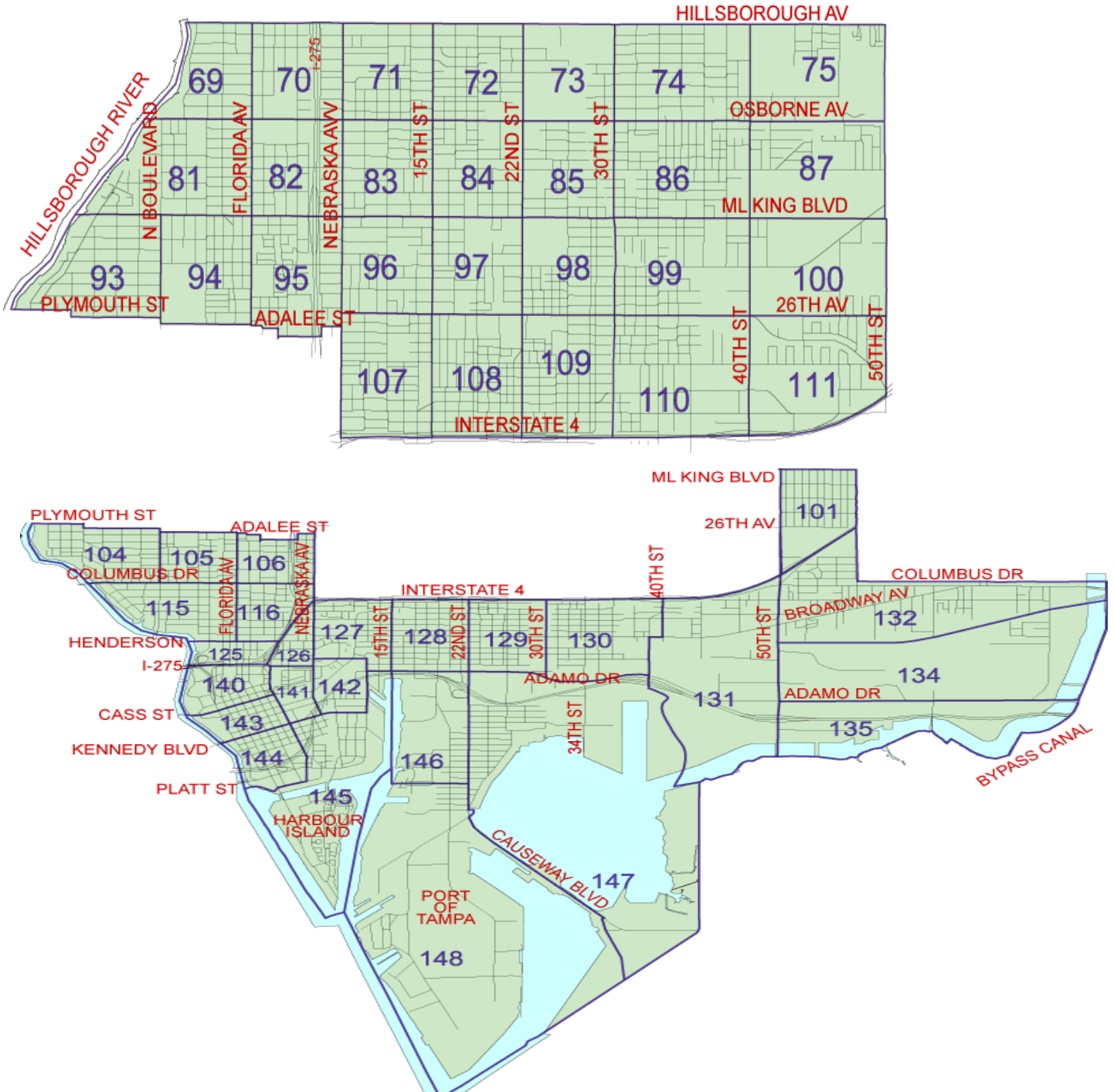
“That’s okay. It’s not necessary for you to be employed and I’m not selling anything. If you don’t mind, we can stand out here on the porch for a few minutes. It sounds to me like you’d be perfect for this survey. It’ll only take you about twenty minutes (depending on your answers) and I’m sure we will both learn something today.

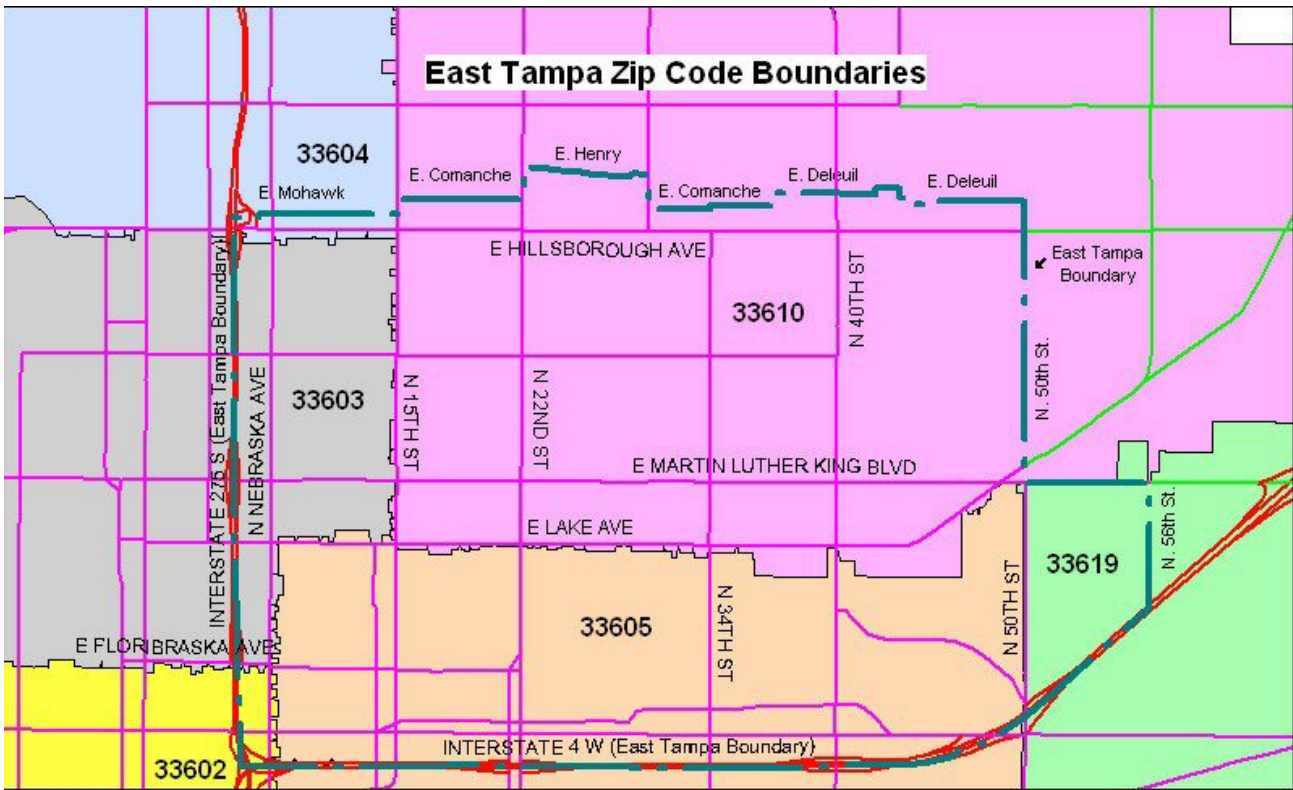
I’m not trying to get too much personal information from you. Just answer the questions you feel comfortable with. Are you ready? Okay then, lets start with your name and a good contact number in case they verify I was really here.

*******You proceed with the interview when you hear a baby crying in the background*******

You ask if they need to check on the baby. This will often make people relax and give you more information. Another opportunity just opened for you to inquire if they would like to participate in a focus group study.

EAST TAMPA GRID MAP





EMPLOYEE IDENTIFICATION BADGE

Employee Identification

**East Tampa Health, Education, and
Social Services Committee**

GRIFFIN, EUGENE M.

1910 E. Hillsborough Ave.
Tampa, FL 33610

**EAST TAMPA NEEDS ASSESSMENT SURVEY – 2008
CONTROL LOG**

Section I - Interviewer

Batch 01 - 20	Assigned Survey Numbers	Date Accepted Surveys	Assigned Grid Number(s)
	1 - 20	2/01/08	83

I acknowledge receipt of the above numbered surveys and agree to return the completed surveys no later than one week from date of assignment. If I am unable to complete the surveys in the time given, I understand I must contact my Program Coordinator and request additional time. I also understand that I am not allowed to work outside of my assigned grid and that I will not be given additional surveys until I have turned in satisfactorily completed surveys to my Program Coordinator. Failure to comply with the established guidelines may result in my termination.

Interviewer's Name _____ Signature _____

Section II – Program Coordinator/Training Coordinator

Batch 01 - 20	Completed Survey Numbers	Date Accepted Surveys	Assigned Grid Number(s)
	1 – 12, 14-20 #13 Vacant	2/09/08	83

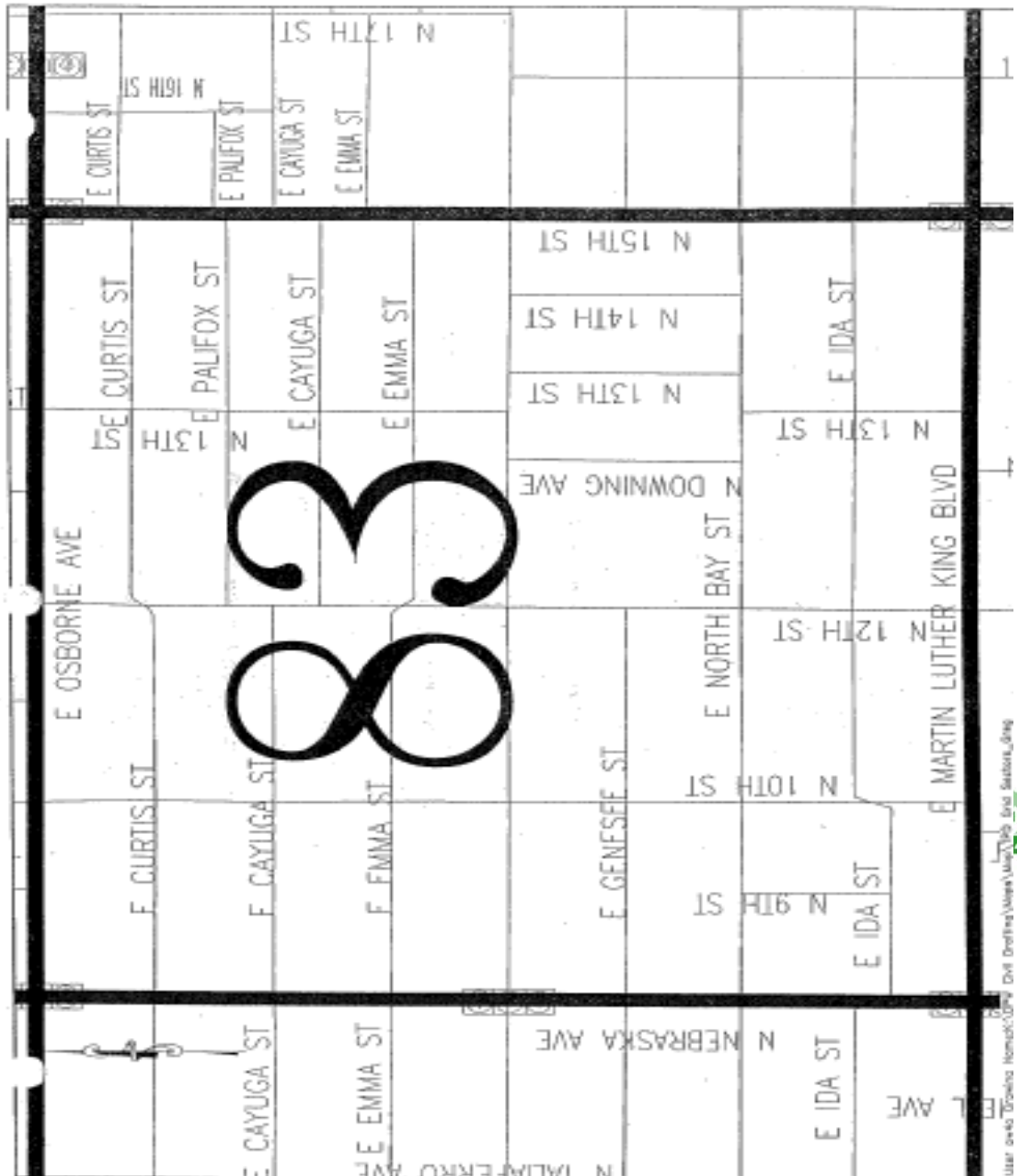
I confirm the surveys listed have been satisfactorily completed and that I am required to forward the surveys to the Program Director at least twice a week. I also attest that I have exhausted all efforts to clear the assigned grid in an effort to reduce duplication of services. I understand that the director must approve grid assignments and that **only** the director may authorize concurrent grid assignments. Failure to comply with the established guidelines may result in my termination.

Program Coordinator's Name _____ Signature _____

Section II – Certification

Privacy Act Notice – All information given or provided will be treated in accordance with the Privacy Act of 1974. No information will be released except as authorized by the Act.

<p>Program Director's Certification – I certify that I have reviewed the entries made and they appear to be consistent and accurate.</p>	<p>Subcommittee Chairperson's Certification – I certify that the information on this form is true and accurate to the best of my knowledge.</p>
<p>Signature _____ Date _____</p>	<p>Signature _____ Date _____</p>



East Boundary: N. 29th Street
 South Boundary: E. 26th Avenue
 West Boundary: N. 22nd Street

TPD Grid(s) 98 (divided by Lake Ave.)

East Tampa Business & Civic Association, Inc.

Marc Hamburg, President flreamarc@aol.com

102 East Dr. Martin Luther King, Jr. Boulevard

Tampa, Florida 33603

North Boundary: E. Hillsborough Avenue

East Boundary: N. 40th Street - I4 to Ellicott/N. 50th Street - Ellicott to Hillsborough Avenue

South Boundary: I4

West Boundary: N. 15th Street

TPD Grid(s) 72, 73, 74, 84, 85, 86, 97, and 99 98 (divided by Lake Ave.)

Belmont Heights Estates (Phase I – III included)

Florence Villa/Beasley/Oak Park Civic Association

Valerie Washington, President valeriedasa@aol.com

3010 North 56th Street

Tampa, Florida 33619

North Boundary: E. 26th Avenue

East Boundary: N. 56th Street

South Boundary: E. Columbus Drive

West Boundary: N. 50th Street

Front Porch Florida Community

North Boundary: E. 26th Avenue

East Boundary: N. 22nd Street

South Boundary: E. 15th Avenue

West Boundary: N. 29th Street

TPD Grid(s) 108, 109, and 110

Grant Park Civic Association

Ralph Johnson, President Ralphj0103@yahoo.com

5703 30th Avenue

Tampa, Florida 33619

North Boundary: E. Martin Luther King, Jr. Boulevard

East Boundary: N. 56th Street

South Boundary: E. 26th Avenue

West Boundary: N. 50th Street

TPD Grid(s) 101

Highland Pines Community Task Force, Inc.

Betty Bell, President bellsystem5@yahoo.com

3003 Star Street

Tampa, Florida 33605

North Boundary: E. Lake Avenue

East Boundary: N. 50th Street

South Boundary: I4

West Boundary: N. 40th Street

TPD Grid(s) 100 and 111

Northeast Community Crimewatch & Civic Association, Inc.

Joel Barnum, President jbarnum@tampabay.rr.com

4008 East Henry Avenue

Tampa, Florida 33610

North Boundary: Hillsborough River

East Boundary: N. 43rd Street - Henry to 50th Street/N. 50th Street - Henry to Hillsborough Avenue

South Boundary: E. Hillsborough Avenue

West Boundary: N. 40th Street

Northview Hills Civic Association, Inc.

Frank Reddick, President far9155@aol.com

P.O. Box 310364

Tampa, Florida 33680

North Boundary: E. Ellicott Street

East Boundary: N. 50th Street

South Boundary: E. Chelsea Street

West Boundary: N. 40th Street

TPD Grid(s) 75 and 87

Old Seminole Heights Neighborhood Association, Inc.

Susan Long, President swlong29@verizon.net

921 E. Broad Street

Tampa, Florida 33604

www.oldseminoleheights.com

North Boundary: Hillsborough River

East Boundary: N. 22nd Street/Hillsborough River to Hillsborough Avenue/I275 - Hillsborough Avenue to MLK, Jr. Boulevard

South Boundary: W. Hillsborough Avenue - Hillsborough River to Florida/E. MLK, Jr. Boulevard - Florida to I275/E. Hillsborough Avenue –

West Boundary: W. Hillsborough Avenue - Hillsborough River to Florida Avenue/E. MLK, Jr. Boulevard – Florida Avenue to I275/E. Hillsborough Avenue

Southeast Seminole Heights Civic Association, Inc.

Sherry Genovar-Simons, President silversund@aol.com

911 East Shadowlawn Avenue

Tampa, Florida 33603

www.SESHCA.com

North Boundary: E. Hillsborough Avenue

East Boundary: N. 15th Street

South Boundary: E. MLK Jr., Boulevard

West Boundary: I275

TPD Grid(s) 70, 71 and 83

VM Ybor Neighborhood Association & Crimewatch

Christina Gesmundo, President christina.gesmundo@gmail.com

1309 E. 17th Avenue

Tampa, Florida 33605

North Boundary: E. 26th Street

East Boundary: N. 15th Street

South Boundary: I4

West Boundary: I275

TPD Grid 95 (partial), 96, and 107

East Tampa Initiative

University of South Florida (USF)

USF – City of Tampa- County
East Tampa Initiative
USF President and Mayor of Tampa

East Tampa Community Revitalization Partnership
(ETCRP)
Evageline Best
237-0601

Education and Social Service Committee
Dr. Maxine Woodside
249-6548 X223

Aesthetics & Beautification Committee
Denese Meteye-James

Economic Development Committee
Ernest Coney
248-9738

Housing Committee
Charles T. Dabney
247-5210

Land Use Committee
Carol Josephs-Marshall

Public Safety Committee
Rosa Cambridge



EAST TAMPA

