**National Neighborhood Indicators Partnership Application**

**Applicant Organization(s):**

Juvenile Welfare Board of Pinellas County

14155 58th Street North  
Clearwater, FL 33760

**Organization Website:**

Main website: [www.jwbpinellas.org](http://www.jwbpinellas.org) Indicator websites: [www.pinellasindicators.org](http://www.pinellasindicators.org) and [www.aboutpinellaskids.org](http://www.aboutpinellaskids.org)

**Main Contact for NNIP:**

J. Joseph Baldwin, MA – Senior Researcher/Planner

Email: jbaldwin@hhscc-pinellas.org

**Organizational Structure:**

The Juvenile Welfare Board of Pinellas County (JWB) uses property taxes to better the lives of children and their families living throughout Pinellas County, Florida. JWB is governed by an eleven-member Board. Its five ex-officio members are the Superintendent of Pinellas County Schools, a member of the Pinellas County Commission, a Juvenile Court Judge, the State Attorney and the Public Defender. Six general citizen Board members are appointed by the Governor of the State of Florida and confirmed by the Senate for four-year terms. The Executive Director of JWB serves at the pleasure of the Board; and, all employees are responsible to the Director.

The organization’s bylaws outline complete separation between the policy-making activities of the Board and the administration of the agency. The Board adopts policies which govern the agency, and holds the Executive Director responsible for all aspects of JWB operations. This authority includes the execution of contracts, agreements, and budgeted allocations for services approved through specific Board action.

**Current Geographic Area of Focus:**

Pinellas County, Florida

**Current Staffing: 1) Total organization size and 2) list of key staff members involved in your indicators work along with a sentence describing their roles:**

There is a total of 58 staff at JWB reporting to Gay Lancaster, Executive Director. Lisa Sahulka, Director of Contract Management, Finance and Research, is responsible for the new Strategic Business Unit for Research and Data Analysis. The unit has 11 positions under Ms. Sahulka that are directly or indirectly involved with indicator work; they are:

1. Denise Groesbeck MPA, MSW, Director - directs the day-to-day operations of the unit and has decision authority
2. Joe Baldwin MA, Senior Researcher/Planner - conducts planning and research activities to support the unit, leading community indicators projects and CI-PM integration
3. Marcia Marcionette MA, Lead Researcher - manages performance management section
4. Quin Fan M.Ed, PM Researcher - conducts performance management analyses
5. Vacant, PM Researcher - conducts performance management analyses
6. Megan Stockings - Research Assistant - assists with research activities as required
7. Michael Warner MBA, Business Intelligence Analyst - manages data warehouse IT liaison with Pinellas County IT
8. Laura Peele, Business Intelligence Analyst - manages data warehouse and IT liaison with Pinellas County IT
9. Starr Silver Ph.D. - directs resource development activities
10. Joyce Sparrow, M.S.L.S - grants coordinator
11. Rebecca Albert MSW - grants specialist

**Current Major Funding:**

JWB is an independent, special taxing district with an approximate budget of $69,918,532 for FY 2012-13.

**Board/Advisory Board Composition**:

The Board is composed of eleven members: Six are appointed by the Governor of Florida for terms of four years. The five serving in their official elected capacity are: (a) Judge of

the Circuit Court, Juvenile Division, (b) Member of the County Commission, (c) Superintendent of Public Instruction, (d) Public Defender, and the (e) State Attorney. The Juvenile Welfare

Board was created in 1945 by Special Act of the Legislature, and codified in Chapter 2003-320, Laws of Florida. The Board members are:

* Elise Minkoff, Chair - Gubernatorial Appointee
* Maria Edmonds, Vice Chair- Gubernatorial Appointee
* Dr. Jim Sewell, Secretary- Gubernatorial Appointee
* Brian J. Aungst, Jr. - Gubernatorial Appointee
* Raymond H. Neri - Gubernatorial Appointee
* Angela H. Rouson - Gubernatorial Appointee
* Honorable Bob Dillinger - Public Defender
* Dr. John Stewart - Pinellas County School Superintendent
* Honorable Bernie McCabe - State Attorney
* Honorable Raymond Gross - Judge of the Circuit Court, Juvenile Division
* Honorable Karen Seel – Pinellas County Board of County Commissioners

JWB conducts all business as mandated by state statutes, including Florida’s Government in the Sunshine Law, Financial Disclosure, and Code of Ethics of Public Officials.

**Organizational Mission:**

The mission of the JWB is to support the healthy development of all children and their families in Pinellas County through advocacy, research, planning, training, communications, coordination of resources and funding.

**Brief History of Organization:**

JWB was established by a Special Act of the Florida Legislature in 1946. JWB operates pursuant to Florida Statutes 189.429 which codifies all Special Acts relating to JWB’s establishment. It was the first Children’s Services Council (CSC) established in Florida; and, it is the largest, serving as a model for the other 10 CSCs throughout the state. CSC’s are generally countywide special taxing districts that fund programs and services that improve the lives of children and their families.

JWB has a successful history of working with funded agencies and other governmental and non-governmental partners to use administrative data for advocacy, community organizing, program planning, and policy development.

**How does your mission align with the required NNIP partner activities as listed in the cover memo?**

JWB is actively involved in many similar areas as other NNIP partners. It works to do applied research that is increasingly more targeted to distressed neighborhoods. It is involved in community planning and working with a broad spectrum of governmental, nonprofits, and private partners to improve the lives of children and families.

It supports a network of Neighborhood Family Centers that provide skill and wealth building activities in the distressed neighborhoods and it works to coordinate funding and service delivery with community partners.

To that end, JWB:

1. Built, maintains and improves two separate but functionally related community indicator systems, pinellasindicators.org and About Pinellas Kids
2. JWB facilitates and promotes the practical use of data by city, community and county leaders. JWB staff regularly work to synthesize, distribute, and interpret data to community leaders at initiatives that range in scope from neighborhood to county.
3. JWB works to promote statistical literacy and empowering communities with data. Although JWB’s mission is to serve all residents of Pinellas County, resources are distributed according to need and thus emphasis and resources are targeted and capacity building occurs primarily in distressed neighborhoods.

**How do you expect NNIP membership would benefit your organization?**

The two primary benefits of NNIP membership for JWB are access to the expertise available within NNIP and the potential to participate in cross-site projects. Organizations and individuals in NNIP are focused on similar issues, but they bring a variety of different perspectives and skill sets to the collective. Staff members at JWB will benefit greatly from interacting with their counterparts at meetings, workshops and through working together on initiatives. This will help JWB stay on top of the latest developments and help staff remain current with the latest tools and evidence-based practices to help JWB maximize collective impact.

The potential to participate in cross-site projects is exciting. JWB has a history of innovation and the capacity to bring resources to bear on opportunities that are consistent with its mission.

**How do you see your organization contributing to the NNIP partnership?**

JWB will fully and actively participate in NNIP as a member of its learning community, attending meetings and presenting on topics of collective interest. JWB works across several NNIP topic areas; and, it has staff that is expert in community indicators, performance management, early learning, and child development. It also works closely to support collaborative efforts that braid economic and community development strategies into more traditional programmatic funding to maximize impact.

JWB staff will also serve to enhance NNIP connections to other groups working on similar issues, such as the National Association of Planning Councils and the Community Indicators Consortium.

**Selected Past and Current Projects on Indicators/Neighborhoods:**

*Dissemination of Indicators*

In 1978, JWB began regularly publishing paper indicator reports, including a county-level compilation called the Social Indicators Report. This was renamed the Pinellas Profile in 1990, and this publication was produced until 2007. These documents reviewed progress on key areas such as health, child care, child abuse and neglect, etc. Each area was thoroughly reviewed, with status, data, demographics, services and outcomes. These data were accompanied by tables and charts and they were generally presented at the county level.

In partnership with Pinellas County government, tracking of indicators was moved to the web. Pinellas County Community Indicators was rolled out in 2007, with indicators being displayed at the census tract and ZIP code, in addition to county comparisons. This evolved into pinellasindicators.org ([www.pinellasindicators.org](http://www.pinellasindicators.org)), a flexible, module-based reporting solution for viewing and downloading geographically referenced data. This tool allows for intra-county quality-of-life comparisons by Census Tract or ZIP Code, as well as comparisons between Pinellas County and other counties in Florida. Where possible, data is provided for multiple years to allow for the examination of trends over time. The website is used by governmental and not-for-profit agencies throughout the community for planning and grant-writing purposes.

JWB also manages About Pinellas Kids ([www.aboutpinellaskids.org](http://www.aboutpinellaskids.org)) that is designed to serve as a guide to understanding the state of Pinellas County children today. The site features a variety of indicators, drawn from numerous reliable sources, which display the condition of children, monitor trends, highlight opportunities for improvements, and provide tools to inform public policy decisions around issues affecting children. Data here are generally presented at the county level; and, there is more of a direct connection with programs funded by JWB.

*Working with Community Organizations to Use Indicators*

JWB supports three community councils that are made up of citizens representing three geographic regions in the county. These community councils focus on specific issues in the county and make recommendations, when appropriate, to the JWB Board. The community councils are supported by planners who work with the groups to provide them with logistical, administrative, and data support. For example, an analysis was completed by JWB that indicated that there was a population of children and families residing in impoverished neighborhoods in and around Tarpon Springs, a city in Pinellas County. The analysis also identified barriers to child well-being that were prevalent in those communities. Using this information, the City of Tarpon Springs spearheaded a Trauma-Informed Community Initiative called Peace4Tarpon (see <http://www.peace4tarpon.org/>). This initiative, which engaged members from across the community including JWB’s North County Community Council, neighborhood groups, local churches and businesses and the school system created a vision for their community as a place where children and families are safe, healthy, cared for and educated. JWB continues to support this local initiative through the provision of data analysis through which community stakeholders can measure their progress. .

JWB also funds eight Neighborhood Family Centers (NFC’s) that are located in eight at-risk neighborhoods. The Neighborhood Family Centers are dedicated to the belief that families should have the resources, supports, and skills necessary to raise their children in a healthy and safe community that promotes the development of their maximum potential. Agency staff work with NFCs, using data to help community leaders identify unmet needs. In one instance, analyses provided by JWB demonstrated the need for assistance with the coordination of benefits for individuals in these neighborhoods. Working with the local 2-1-1, YMCA, and DayStar program, navigators worked to help financially distressed individuals and families apply for benefits for which they were eligible. Subsequent analysis indicated the number of individuals and families served in these areas, the number of returns filed, and the monetary value of the benefits received by the residents of Pinellas County through this initiative.

JWB also works with an Administrative Forum, made up of all the major funders of health and human services in the county. Chairs of the Low Income Housing Leadership Network, Homeless Leadership Board, Health Collaborative, and Disaster Recovery Leadership Network also sit on the Forum, and they represent the perspectives of these stakeholders, increasing the probability of collective impact.

JWB is a voting member of the Pinellas County Data Collaborative (see <http://psrdc.fmhi.usf.edu/pinellas.html>), established in the fall of 1999 as a result of Chapter 163.62 Florida Statute, which allowed governmental and certain private agencies to share information. It was created with the mission of enhancing the delivery of mental health programs to Pinellas County residents by encouraging communication and collaboration among all related community providers, organizations, interested government agencies, and educational institutions. It is supported by the Policy and Services Research Data Center at the Louis de la Parte Florida Mental Health Institute (FMHI), a part of the University of South Florida.

In addition to working at the community level, indicators and related products have been used in policy decisions. For example, JWB staff provided research support and contributed to the Pinellas County Board of County Commissioners 2012 Workshop Session: The Economic Impact of Poverty (see <http://www.co.pinellas.fl.us/bcc/humanservices/pdf/Economic-Impact-Report.pdf>). This report mapped economic, health, public safety, public assistance indicators to demonstrate the concentration of need and of social services use in just five areas. The report emphasized a shift towards a coordinated approach among the many agencies serving these neighborhoods - child welfare, infrastructure, health, housing, etc. JWB staff also participated in a tour of distressed neighborhoods and the subsequent workshops. As a result, a Pinellas County Board of County Commissioners agreed to focus on five distressed areas and other major funders are following suit.

In another example, Pinellas County Schools, JWB, the Early Learning Coalition of Pinellas, St. Petersburg College, USF-St. Petersburg, Pinellas County Childcare Licensing Board and Pinellas County have been collaborating to begin an early childhood development program during the 2012-13 school year. Areas of focus correspond to the same five target areas of the county that JWB and Pinellas County Health and Human Services have identified as areas of high need (East Tarpon Springs, North Greenwood in Clearwater, High Point, Lealman, and South St. Petersburg).

Using data provided by JWB, the partners identified concentrations of children most at-risk of being deemed not ready for school, noting that these children often lived in areas in which quality child care centers were lacking. The partners engaged local child care centers to operate quality programs in these distressed areas and re-directed funding to support the enhanced programs. The school system will work closely with the providers to provide technical assistance. JWB’s databases will track children’s progress over time to measure the project’s ultimate impact on school success.

**Plans for the Future** (Broad goals, new projects or topic areas being developed, data acquisition plans, etc.)**:**

JWB is currently working to integrate its data warehouse, performance management, and community indicators system into a more seamless environment that helps our community’s access to timely, reliable information available at the neighborhood level. To that end, the agency is also supporting a Data Acquisition and Technical Advisory Committee that researchers from many of the health and human service agencies are participating in. It also has a produced a data acquisition agenda; and, is aggressively pursuing additional data.

Agency staff is working collaboratively with Pinellas County Business and Technology Services Department’s new eGIS initiative which features an enterprise license of the entire ESRI suite. Joe Baldwin will be sitting on the eGIS workgroup that will make recommendations to the steering committee. This will result in a very robust and advanced GIS capability to explore neighborhood conditions. It also includes web services to make these analyses available to the public.

JWB is leading a more comprehensive analysis of the Lealman Corridor, one of the five distressed areas identified in Pinellas County Board of County Commissioners 2012 Workshop Session: The Economic Impact of Poverty. Data will be collected from many sources, such as agency administrative data and performance management data, to determine how services can be provided more effectively and efficiently in this area. These data will be merged with qualitative data to formulate a model of service delivery that can be used in other distressed areas to achieve collective impact. Efforts will be made to incorporate and leverage non-traditional sources of operational funding.

**List other groups and organizations in your region that collect and disseminate data, including any current or past activities you have collaborated on with them:**

* The University of South Florida’s Louis de la Parte Florida Mental Health Institute – JWB works with the Policy and Services Research Data Center (see <http://psrdc.fmhi.usf.edu/>). They collect regular extracts of data at an individual level from a variety of sources. Some examples include Medicaid, Medicare, Baker Act, Marchman Act, etc. They also house data from the Pinellas County Data Collaborative.
* Pinellas County Data Collaborative - The Pinellas County Data Collaborative was established in the fall of 1999 as a result of Chapter 163.62 Florida Statute, which allowed governmental and certain private agencies to share information. It was created with the mission of enhancing the delivery of mental health programs to Pinellas County residents by encouraging communication and collaboration among all related community providers, organizations, interested government agencies, and educational institutions. Currently the Pinellas County Board of County Commissioners, the Pinellas Clerk of Circuit Court, the Pinellas Office of County Attorney, the Pinellas County Sheriff Office, the Sixth Judicial Circuit Court of Florida, the Pinellas Department of Social Services the **Juvenile Welfare Board of Pinellas County**, the Florida Department of Children and Families SunCoast Region, Florida Department of Juvenile Justice, and the Louis de la Parte Florida Mental Health Institute (FMHI), a part of the University of South Florida, are the primary members of the collaborative.
* Pinellas County Health Department (PCHD) - JWB collaborates on many projects with PCHD. Most recently it provided data for the PCHD’s Community Health Assessment and Community Health Improvement Plan (CHA.CHIP)
* Pinellas County Schools (PCS) - JWB shares data on a regular basis with Pinellas County Schools, employing an analyst in the Research and Accountability Dept. of PCS to facilitate data exchange. Data are matched one-to-one with JWB funded agency clients and these data are used in objective performance measurement. In addition, the data are used extensively in planning processes. Dr. John A. Stewart, Superintendent of PCS sits on JWB’s Board of Directors.
* United Way Suncoast - resulted from a merger of several United Way organizations in the Tampa Bay region, including the United Way of Tampa Bay (UWTB) . JWB has a long history of collaborating with the United Way of Tampa Bay, which included Hillsborough and Pinellas counties. JWB has provided GIS and data services, focusing on areas of mutual interest, such as the North Greenwood neighborhood in Clearwater, FL.
* Children’s Board of Hillsborough County - The Children’s Board is the closest Community Services Council to JWB and therefore there are a variety of collaborative efforts involving these agencies. Both parties work together to share common data agendas.
* City of St. Petersburg – JWB has worked with the City of St. Petersburg and supplied data, both community indicators and performance measures, related to an initiative modeled after Promise Neighborhoods.
* State of Florida – JWB was a leader in helping provide data to the Florida Children and Youth Cabinet (see <http://www.flgov.com/child_advocacy_cyc/>). JWB staff provided consultancy to the Policy Group on the State of Florida’s Child: A Report for the Florida Children and Youth Cabinet (see <http://childrensmovementflorida.org/issues/children/the_state_of_floridas_child_report.pdf>)

**References (3) and contact information (preferably mix of government and nonprofit):**

1. Claude M. Dharamraj, M.D., M.P.H., F.A.A.P, Executive Director

Pinellas County Health Department

1. Judi Vituci, Ph.D. Executive Director

Healthy Start Coalition of Pinellas, Inc.

1. Gwendolyn Warren, Bureau Director

Pinellas County Health and Human Services