The Pima County Target Area booklet is a planning resource for county non-profits. It makes a basic explanation of the **Community Development Block Grant Program**, stating:

* **who made it**
* **what it is for**
* **who it serves**
* **what it can do**
* **that it fits into a grander scheme of other financial resources**

It makes a basic explanation of the **Community Development Target Areas**,explaining:

* **what Target Areas are**
* **how Target Areas are defined**
* **how Target Areas are identified**

It makes a basic explanation of the Target Area **Booklet**,stating:

* **What the book is**
* **What value the book hopes to provide**

The book provides:

* HUD and CDBG terms and definitions
* Profiles of each Target Area (the meat of the booklet), including:
* Basic racial and ethnic demographic information
* Household, poverty and income information
* “Quick Facts” including:
  + Population
  + Percent of population with low to moderate incomes
  + Political boundary titles i.e. Congressional and Board of Supervisor Districts
  + Other special geographic designations e.g. Neighborhood Revitalization Strategy Areas, Colonias, Empowerment Zones
* Basic area history and general descriptions
* Principal economic activities
* Community resources and services
  + Neighborhood groups
  + Schools and school districts
  + Financial institutions
  + Medical
  + Transportation
  + Fire Departments/Districts
  + Utilities including water, electric, gas
  + Community facilities
  + Local media
* Additional sources of information
* Maps of the target areas and resources within each
* Terrible cover art

Each update of the Target Areas booklet does not always list each Target Area, and sometimes the names of each Target Area change. Prior target areas have included:

Ajo

Amado

Arivaca

Avra Valley

Catalina

Continental

Drexel Heights

Elephant Head

Flowing Wells

Helmet Peak

Kleindale

Littletown

Marana

Mescal

Picture Rocks

Rillito

Robles Junction aka Three Points

Sahuarita

South Nogales Highway

South Tucson

Stravenues

Traileranchero Estates

Valencia West

Why

**Martha Monroy’s MPH student opportunity**

I hope that the explanation of the TA book and the TA book itself have begun to give you an inkling of how your students could be involved. Maybe. JUST. Maybe. There are a lot of professional skills that I had to pick up outside of school. In fact, my last employer would verbally abuse my coworker for not having enough skills and know-how after coming out of ASU with a Master’s in Planning. “What’s your excuse? You have your master’s—you should know this stuff!” It was brutal. Like being an aspiring chef getting yelled at by Gordon Ramsay on Hell’s Kitchen. Maybe there are opportunities for the students to be involved in the development of the Target Area book, and maybe they can develop some skills while they are in our office:

Document design (In Design, Photoshop, Illustrator)

Working with Census data

Researching and updating community resources and contact information

Geographic Information Systems (ESRI ArcMap)

Public outreach and engagement