



Peer Solutions
Uniting Schools, Families and Communities with a Message of Respect

STAND & SERVE Central Corridor Initiative (SSCCI)

The STAND & SERVE Central Corridor Initiative (SSCCI) coalition is committed to uniting and cultivating a safe, healthy and respectful community on and around the new light rail system.

Background: The neighborhoods along the new Metro light rail that opened 12/08 with approximately 26,000 riders daily, span across Phoenix, Tempe, and Mesa and are positioned to become the most vital communities in the metropolitan area. The vision for this area, as adopted by public entities, private businesses, and taxpayers, is that the rail will facilitate the creation of a new connected, urban core, dotted with knowledge-based clusters including universities, places of worship, museums, sports arenas and more, marked by a thriving, model environment for residents of all ages to easily live, work and play.

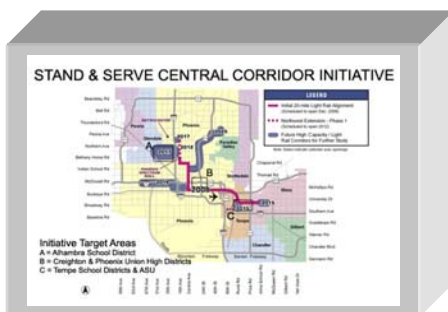


STAND & SERVE Central Corridor Initiative (SSCCI) Coalition Overview:

The **STAND & SERVE Center Corridor Initiative Coalition** was formed to enhance the health, safety and success of these urban revitalization efforts by mobilizing communities to develop and adopt strategies that cultivate positive social norms while preventing the onset of substance abuse, suicide, depression, oppression, child abuse, sexual, family, dating, school gang and gun violence, homelessness, vandalism, criminality and the subsequent negative effects along the light rail line.

The STAND & SERVE Central Corridor Initiative is a community-based coalition spearheaded by the Arizona nonprofit **Peer Solutions**, the **Arizona Governor's Office**, the **Arizona Department of Economic Security**, **METRO light rail** and **STAND & SERVE** clubs representing 12 elementary through post-secondary schools across the central corridor. Young people, families, schools, businesses, public entities, organizations with similar missions, funders and other stakeholders are uniting to establish and enhance community pride and ownership of positive solutions. Scheduled SSCCI Coalition Meeting Days for 2009 will be held in the Phoenix Library from 4-5 in Lecture Room A Floor 4.

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|------------------------------|----------------------------|-------------------------------------|
| 1. January 29 th | 6. June 25 th | 9. September 24 th |
| 2. February 26 th | 7. July 30 th | 10. October 29 th |
| 3. March 26 th | 8. August 27 th | 11. Dec 3 rd for Nov/Dec |
| 4. April 30 th | | |



Target Community: Our target community, as shown on the map, follows the path of the Metro Light Rail Transit (LRT) from 19th Avenue and Bethany Home Road to Broadway & Dobson.

Coalition Members

The STAND & SERVE Central Corridor Initiative is an ambitious project that requires strong leadership and focused efforts to bring together young people and families residing in this community, along with schools, government representatives, light rail entities and other public/private organizations that are committed to revitalization efforts.

Peer Solutions, an Arizona non-profit organization, will spearhead the coalition. Peer Solutions has a proven 13-year track record of bringing communities, schools and families together to build developmental assets through STAND & SERVE, a nationally recognized promising practice that has been published and presented around the nation. STAND & SERVE year-round prevention activities are hosted at 14 schools and community centers in Greater Phoenix, including ASU and a majority of our public high schools, middle and elementary schools along the central-south corridor of the LRT. Over 25,000 students, staff, family and community members are exposed to activities annually across Maricopa County. Because of the long-term relationships of trust Peer Solutions has built with families and schools through STAND & SERVE, we have an unparalleled opportunity to quickly secure community involvement and buy-in to the social planning process for this initiative. See PeerSolutions.org for more information.

The Governor's Office and **Arizona Department of Economic Security** will act as a convener and facilitator to build support at the state level and bring relevant public and private entities to the table. The Governor's Office and Department of Economic Security's active participation as a coalition partner will pave the way to take the results of our community planning process to expansion areas on the LRT as well as other major metropolitan redevelopment initiatives around the nation. A plan for how to accomplish this will be produced in the strategic planning phase of our activities.

METRO light rail is an essential partner in this coalition. *METRO light rail's mission is to be recognized as a trusted and respected community partner and visionary leader that provides a premier regional rail transit system with a commitment to excellence and safety, which provides value, enhances quality of life and is a point of pride for our community.* As such, they are eager to help the Initiative's efforts to ensure safety and to promote healthy, sustainable and successful communities along the south-central corridor of the Light Rail Transit (LRT) routes. METRO will assist in building the coalition, supporting coalition activities and community building, providing guidance and advisory assistance during planning and implementation stages, and promoting the initiative and linking in related activities in order to maximize efforts.

We are all Peers, We are all the Solution. The **STAND & SERVE Central Corridor Initiative** is a ground breaking opportunity to build upon the transportation development and subsequent physical redevelopment and introduce critical layers of positive social and human development. It creates a framework to generate a exciting and unique coalition among young people, multiple city governments, redevelopment entities, businesses, schools and families along the light rail, along with input from national primary prevention and youth development experts to establish laboratories of excellence along the new METRO light rail lines. If you are interested in supporting this important initiative, or if you would like additional information, please contact Ginae Klasek, STAND & SERVE Director, at Ginae@peersolutions.org or 602-516-8400.

A special thank you to Magellan, BHHS Legacy Foundation & ADHS for supporting this initiative.